

Ref.: TC/2488

30 September 2024

Janine Rowley
Development Management Causeway House
Bocking End
Braintree
CM7 9HB

By e-mail: planning@braintree.gov.uk

Application: 24/01065/ADV

Site: Bocking Arts Theatre Bocking End Braintree Essex CM7 9AE

Proposal: Retention of free standing sign

Remit:

Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1976 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in England through The Town and Country Planning (Development Management Procedure) (England) Order 2015, requiring the Trust to be consulted by local authorities on planning applications which include 'development involving any land on which there is a theatre'.

Comment:

This application for advertisement consent has come to the attention of Theatres Trust because it is seeking retention of signage at The Institute.

The signage is already in place and replaces an earlier free-standing sign. The previous version was of similar scale to this one, but the replacement more prominently highlights the presence of the venue.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

Facebook @theatres.trust **Instagram** @TheatresTrust

Chair Dave Moutrey OBE

Director Jon Morgan

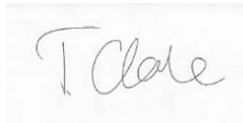
Trustees Vicky Browning OBE, Anna Collins, James Dacre, Suba Das, Liam Evans-Ford, Stephanie Hall, Annie Hampson, Tracy Ann Oberman, Lucy Osborne, Saratha Rajeswaran, Truda Spruyt, Michèle Taylor MBE, Katie Town

The Theatres Trust is the national advisory public body for theatres. The Theatres Trust Charitable Fund supports the work of The Theatres Trust, has the same Trustees and is registered as a charity under number 274697

Theatres fit for the **future**

The Institute is an important community theatre and venue, supporting the social and cultural well-being of local people. We consider the sign to be sensitively designed. We do not consider that it harms visual amenity or gives rise to impacts on highway safety. We therefore support its retention and the granting of advertisement consent.

Please contact us if we may be of further assistance or should you wish to discuss these comments in further detail.



Tom Clarke MRTPI

National Planning Adviser

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