

Ref.: TC/1338

29 October 2024

Charlotte Kilmister
Tewkesbury Borough Council
Public Services Centre,
Gloucester Road,
Tewkesbury,
Gloucestershire,
GL20 5TT

By e-mail: development.applications@tewkesbury.gov.uk

Application: 24/00166/ADV

Site: Roses Theatre Sun Street Tewkesbury Gloucestershire GL20 5NX

Proposal: Installation of two digital display screens

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 to install new digital display screens at Roses Theatre.

Roses Theatre opened in 1975, replacing an earlier cinema which was on the same

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

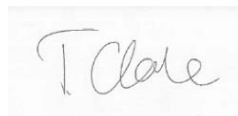
site. After closing for a period in 1995 it was taken on by a charitable trust who continue to operate it. It was refurbished in 2015. It has a mixed programme of theatre, live music, comedy and other events. It is an important arts and cultural facility for the town and its surrounding catchment. Paragraph 97 of the NPPF (2023) seeks planning decisions to plan positively for facilities of this nature.

The proposed screens are intended to replace two poster boxes of similar dimension, located one to each side of the main foyer. Installation of digital screens has been a common project for theatres in recent years with a number of proposals coming forward, including buildings which are designated heritage assets. They provide operational benefits because advertisements can be altered with greater frequency and tailored to particular audiences, and do not require manual change by staff.

Whilst located within the Tewkesbury Conservation Area, Roses Theatre is a modern building and has other modern buildings within its immediate setting. Show signage and advertisements are also a common and recognisable feature of theatres and other live performance venues. These examples provide a direct replacement for existing posters, therefore we do not consider they will cause additional harm to visual amenity or highway safety. Levels of brightness and frequency of change can be managed by condition if necessary.

We therefore support the granting of advertisement consent.

Please contact us should you wish to discuss these comments further.



Tom Clarke MRTPI

National Planning Adviser

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