

Ref.: TC/1227

24 December 2024

Stephanie Watson
East Lindsey District Council
Tedder Hall
Manby Park
Louth
Lincolnshire
LN11 8UP

Application: S/153/01912/24

Site: THE EMBASSY THEATRE, GRAND PARADE, SKEGNESS, PE25 2UG

Proposal: Consent to Display - 4no. internally illuminated fascia signs.

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 relates to the installation of new fascia signage at the Embassy Theatre.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

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

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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

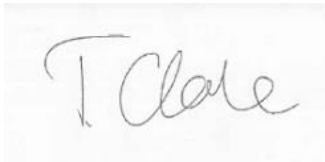
Theatres fit for the **future**

This forms part of a wider project which is refurbishing and enhancing the theatre's facilities. We have been engaged on that project and have submitted comments in support.

This signage was indicated within the main application. It reflects the theatre's revised branding and the external design of the building. It consists of large illuminated fascia lettering. This will help improve visibility and prominence of the theatre.

We do not consider that this installation would cause harm to highway safety or visual amenity. 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

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