

# AMBASSADORS THEATRE

## Ambassador Lounge Design & Access Statement

19.11.2024

**ATG**  
ENTERTAINMENT



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Design & Access statement supporting the conversion of existing staff office spaces to a new audience Hospitality Lounge

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# 1. DOCUMENTS LIST

This Design & Access Statement is to be read in conjunction with the following documents:

## **ATG Entertainment – Design Drawings:**

### Existing

AMB Lounge 1000-EXISTING 2nd FLOOR PLAN

AMB Lounge 1001-EXISTING LOUNGE PLAN

AMB Lounge 1003-EXISTING OFFICE PLAN

### Proposed

AMB Lounge 3001-PROPOSED LOUNGE PLAN

AMB Lounge 3002-PROPOSED OFFICE PLAN

AMB Lounge 3101-PROPOSED LOUNGE ELEVATIONS

AMB Lounge 5001-VISUAL 1

AMB Lounge 5002-VISUAL 2

## **Other documents forming part of this submission:**

\_HS\_AmbassadorsTheatre – Heritage Statement 202411 prepared by Mark Price



## 2. INTRODUCTION

**Ambassadors Theatre is a Grade II listed designated heritage asset.**

**This application seeks Listed Building Consent to convert existing staff office spaces on the second floor into an audience Hospitality Lounge**

A small theatre on an impossibly small site, it is a planning tour de force by Sprague, probably his most striking feat of compression, front and back of house. Next door to the St Martin’s Theatre. Low, three storey ashlar-faced elevation, curving into Tower Court. Restrained classical style with channelled pilasters carrying segmental pediments. Crowning parapet and balustrade with ball ornaments. Elegant auditorium, described in contemporary reports as being in Louis XVI style with ambassadorial crests and a colour scheme of Parma violet, ivory and gold.

Apart from redecoration the auditorium has remained virtually intact. Circular ceiling with central chandelier; panelled border and deep cove penetrated by arches springing from fluted Ionic pilasters. Richly framed and festooned roundels with armorial decorations in arches. Flat basket-arched proscenium flanked by single tall boxes. Horse-shoe curved single balcony with raised tier at rear. An architecturally pleasing auditorium with an intimate atmosphere.

In 1996 the theatre was converted into two studio spaces by adding a temporary stage over the stalls, to accommodate a three year residency by the Royal Court Theatre Upstairs whilst the Royal Court Theatre underwent reconstruction. In 1999 the Ambassadors was converted back to its original design, and in 2022 the venue received a full refurbishment whereby the auditorium was re-carpeted, re-seated, and re-decorated, an accessible lift added to provide wheelchair access to the stalls for the first time, and the Stalls Bar fully refurbished.

The above information is provided from the Theatre Trust Database. For further information please refer to the Heritage Statement contained within this application.

<https://database.theatrust.org.uk/resources/theatres/show/1097-1097>

Theatre Built

1913

Dates of use

1913 to current

Current Use

Theatre

Address

West St

London

WC2H 9ND



## 2. DESIGN

### 3.1 Ambassador Lounge Design

The existing second floor space of the Ambassadors Theatre is currently fitted out as staff spaces, including front of house staff office, changing/locker room, and break room containing catering facilities.

The stud partition walls were added in the 1970's and the décor updated as recently as 2021. The Heritage statement has identified that in order to achieve the proposed scheme, two small sections of original wall and the existing chimney breasts will need to be removed. All significant Heritage elements, including the window architraves and cast-iron fire surround are to be retained. In the case of the fire surround, it is proposed that this will be relocated and re-installed elsewhere in the space following the removal of the chimney breasts (assuming no issue with the asbestos removal in the local area)

ATG Entertainment propose to fit out the space in the typical aesthetic applied to all Ambassador Lounges on our portfolio of venues. This is to include new decoration, carpet, ceilings, furniture and fittings in keeping with many of its other theatres, including the Lyceum Theatre, Apollo Victoria Theatre, and Harold Pinter Theatre Lounges, all refurbished between 2023 and 2024.

#### Colour Scheme

All Ambassador Lounges are decorated in a dark green colour scheme, with gold detailing picked out on door frames, window frames and any decorative panelling.

#### Joinery

All joinery is to be new, formed from a Solid Corian (or similar) stone counter and MFMDf cupboards at low level.

#### Mirrors + FF+E

All mirrors and loose FF+E will feature gold detailing, all furniture is to be of commercial grad and meet the relevant fire regulations.

#### Lighting

New Ceiling pendants, wall sconce, and recessed ceiling LED spotlights are to be installed as part of the fitout.

#### Flooring

New commercial carpet is to be installed throughout the Lounge space, with new Karndean luxury-vinyl-tile (LVT) to be installed in the new washroom.

#### Ceilings

New MF plasterboard ceilings to be installed as necessary, with decorative cornicing installed at the junction between walls and ceilings.

#### Walls

Walls to be retained and decorated as necessary

# 4. ACCESS

## 4.1 Lounge Access

### Ambassador Lounge – Second Floor

The proposed Lounge scheme currently provides only marginally improved access and disability provisions as part of the works.

Due to the nature of the existing building, the Lounge is to be located on the second floor of the existing front of house space, which is only accessible via the existing front of house staircase.

It should be noted that there is no lift access to this level of the building, and as such the Lounge will not be fully accessible. However on specific request, similar hospitality experiences can be provided in the Stalls Bar space, as this is fully wheelchair accessible following the installation of a new platform lift in 2022.

A hearing enhancement system, commonly known as a hearing loop provision is to be allowed for in the new Lounge space. The system will be clearly indicated with the relevant signage and will be available on request to any patrons using the Lounge space.

A new gender-neutral Lounge washroom is to be provided for the dedicated use of Lounge customers, however due to the lack of wheelchair access to this level of the building, this washroom will not meet full DDA requirements.

# 5. EXISTING PHOTOGRAPHS

The existing space consists of a staff office, locker room, and break room which are to be relocated





# 6. AMBASSADOR LOUNGE PRECEDENT PHOTOS

Ambassador Lounges are the standard ATG Entertainment Hospitality Lounge, which have been installed in Theatres across the UK, US and German portfolio of venues.





# ATG ENTERTAINMENT

## **ATG Entertainment is a world leader in live entertainment.**

Our portfolio of venues includes historic theatres, studio theatres, cinemas, conference spaces, and modern live music arenas.

ATG Entertainment own, operate or programme 64 of the world's most iconic venues across the UK, the US and Germany entertaining over 18 million audience members each year.

Through our in-house Production companies and working closely with top producers and promoters ATG presents over 15,000 live performances annually, including Cabaret at the Kit Kat Club, Stranger Things: The First Shadow, Moulin Rouge, The Lion King, Harry Potter and the Cursed Child and Starlight Express as well as popular music and comedy shows.

ATG also owns a leading ticketing platform processing more than 18 million tickets each year for musicals, plays, concerts, comedy shows and a variety of other live events. ATGtickets.com attracts more than 40 million unique visitors annually.

Headquartered in London and Woking, the company also has offices in New York and Cologne.

