

Planning Department
London Borough of Camden
5 St Pancras Square
London
N1C 4AG

4th April 2023

Dear Sir/Madam,

**4 JOHN STREET, LONDON, WC1N 2ES – TEMPORARY PERMISSION FOR
CHANGE OF USE TO ENABLE FILMING**

On behalf of our client, Lime Pictures Ltd we are pleased to submit a planning application for temporary change of use at 4 John Street, London for:

‘Temporary change of use from residential dwellinghouse (Use Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui Generis) between 29th May – 18th September 2023’.

Lime pictures have a long history of using this site intermittently for the filming of their reality TV programme ‘Celebs go dating’ and have secured various permissions (see planning history in the submission below) in the recent past to facilitate the production of this programme. Our client has secured a commercial lease in order to use the property for the purposes of filming the ‘Celebs go dating’ reality television programme season series 12 E4 of the show. It is respectfully submitted that the grant of temporary permission as outlined below is in-line with relevant policy and should be permitted.

The application has been submitted via the portal (Ref: PP-12070784) and is supported by the following documents:

- A completed application form;
- A covering letter;
- Application fee;
- A site plan and site location plan and;
- A brief planning submission in the letter below.

Site background

4 John Street is a Grade II listed property constructed in 1754-1756, located within

the Bloomsbury Conservation Area. John Street and Kings Mews run north to south parallel connecting Northington Street and Theobold's Road (A401). John Street is largely residential in nature and comprises large 4 storey terraced, whilst King's Mews comprises a mix of residential and commercial properties.

Planning History

We are aware of six previous temporary consents which have enabled Lime Pictures to undertake filming at the property. These consents for a mixed-use proposal have been granted with no 'pre' commencement conditions. The planning history includes:

- 2022/2690/P (August 2022) Granted for-Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 25th July – 28th October 2022
- 2021/4405/P (28 Jan 2022) granted for – Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 1st October 2021 to 30th January 2022.
- 2019/5391/P (25 Nov 2019) granted for - Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 04 November 2019 and 28 February 2020.
- 2019/1631/P (2 May 2019) granted for- Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 13 May 2019 and 16 August 2019
- 2018/4655/P (November 2018) granted for- Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 29 October 2018 and 1 March 2019
- 2018/2831/P (July 2018) granted for- Temporary change of use from residential dwelling (Class C3) to mixed use residential dwellinghouse and filming location (Use Class Sui generis) between 27th July 2018 and 19th October 2018

Proposed use

The proposal seeks a temporary change of use for 16 weeks from 29th May to 18th September 2023 to allow the carrying out of filming for the E4 show 'Celebs go Dating' at 4 John Street.

It is proposed that the property remain part residential and part film location during this time, to allow someone to reside at the property at various points during the

filming period (including during filming breaks). It is proposed for filming to take place between Monday and Friday, filming will not take place on a weekend. Filming will take place between the hours of 09:00 to 21:00.

It is proposed that there will be a maximum of 25 people on set at any time, 10 of which being on screen contributors. It is unlikely that all cast and crew (25 max) would be in the property at the same time.

No parking alterations are proposed as part of this application and no parking bay is required. The proposal has been designed in such a way that set up and close down is included within the 16 week period.

Filming is self-contained within the property so there will be no disruption to neighbours. We are filming simple interviews with Celebrities and dating experts, so no loud music, special effects or exterior lighting are proposed. Filming may occur at the front of the property when Celebrities arrive at 4 John Street, this will be achieved via a camera placed at the front of the property. Camera crews will not use the public highway. Where there is a requirement to film exterior shots of the property, the necessary filming permits will be obtained from LB Camden.

Building and works

It is not proposed that any existing fabric (internal or external) is altered. There will be no construction or demolition to the interior or exterior of the property.

Temporary and non-intrusive measures will be implemented, such as floor protection to protect the floors from increased footfall. Three internal filming spaces will be created to include a 'reception and 2 'consultation rooms'. Other rooms in the house will be used as normal, some for makeup/dressing, others for desk space for the production team to work from.

In terms of equipment, 19 small cameras are used in the 3 filming spaces. Cameras are positioned on self-standing vertical stands or pre-existing ledges & fireplaces; that is they do not need to be fixed to the building.

A small lightweight plaque (approx. 31 x 20cm) will be placed on the wall adjacent to the front door, which reads "The Celebrity Dating Agency". This is affixed temporarily by a small Velcro patch to be attached by adhesive. In the unlikely event that any paintwork is damaged, it will be repaired at the end of the lease agreement.

Justification

As demonstrated in the planning history above, almost identical proposals have been granted in the recent past and there are no changes to policy since the earlier permissions which would stop this application from being viewed positively. The proposals are in general accordance with policies D1, D2, H3, A1, A3 & T2 of the Camden Local Plan (2017). There is nothing bearing against the issue of planning permission, and we consider that temporary permission in this instance should be granted.

Summary

We trust that we have provided sufficient information and justification to demonstrate that the proposal is in line with relevant policy and further allow the assessment and determination of the application.

We look forward to working with Camden and should you require any further information, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to read 'SRae', written in a cursive style.

Sophie Rae

Associate Director