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**From:** [REDACTED]  
**Sent:** 07 July 2023 07:31  
**To:** Miriam Baptist  
**Cc:** [REDACTED]  
**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).  
**Attachments:** Sculpture trail - location query.pdf

**[EXTERNAL EMAIL]** Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc. Please note there have been reports of emails purporting to be about Covid 19 being used as cover for scams so extra vigilance is required.

Hi Miriam,

Thank you for sharing the consultation response from Amanda Rigby of the CGCA and the one objection from the local resident in Neals Yard.

We have reviewed the comments and as requested we have included more photos for the following locations and the pavement measurements remaining around the proposed sculpture plinths:

- Gorilla 3 – The junction of Shaftesbury Avenue and Neal Street
- Gorilla 4 – Neal’s Yard.
- Gorilla 6 – The junction of Shelton Street and Monmouth Street

For Gorilla 3 – The photos show there is a wide, unobstructed pavement space remaining around the plinth which in our view provides adequate spacing for free passage for pedestrians, with in excess of 2 metres to the pavement edge.

Gorilla 4 – Although we note that the restaurants in this space have tables and chairs the chosen spot in Neal’s Yard allows for sufficient space as shown in the attached pack and will not obstruct the residential entrance.

Gorilla 6 – This location is in the middle island of two pavements and therefore would not disrupt the pedestrians walking on each side of the pavement. The sculpture will also not obstruct the existing bicycle racks.

We also add that in all locations Shaftesbury Capital wish for the gorillas to be positioned in popular locations in order to generate interest, excitement and ultimately awareness and donations towards the charity. The specific locations have, however, been given very careful thought to ensure that no obstructions are created and they can be fully enjoyed by all.

In terms of the clarification on reasonings for the 3 month period, this is to help promote the scheme as much as possible, to help provide awareness and coverage. This will also help support the donations for the Tusk Trust charity and provide exposure to support the auction at the end of the trail. Shaftesbury Capital have worked hard to onboard desirable collaborators which will add to the appeal of both the trail and the auction, these consist of the likes of Ronnie and Sally Wood, Rankin, Jemma Powell and Chila Burman amongst others.

Shaftesbury Capital is also willing to offer a condition to allow for locations to be tweaked if there are issues when the sculptures are installed, and if there are substantial issues that cannot be overcome that at the request of the Council that these be removed.

We hope that the Council can support this free, temporary installation for the summer period.

Please do pass our response on to Amanda Rigby. I understand she has also provided comments directly to Shaftesbury Capital and they will also respond.

As the launch date is 14<sup>th</sup> July, and comms / PR is being finalised early next week, we would be very grateful for a response as soon as possible.

Kind regards,

Max

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