
From: [REDACTED]
Sent: 10 July 2023 09:39
To: [REDACTED]
Cc: [REDACTED]
Subject: Shaftesbury Capital - Gorilla Sculpture Trail - Planning Applications and Advertisement Consents

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Dear Miriam,

Shaftesbury Capital have reached out to [REDACTED] separately.

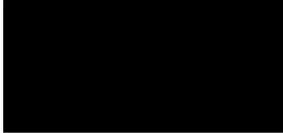
Ahead of your internal briefing [REDACTED], we wanted to highlight the key points from Shaftesbury Capital in relation to the merits of the proposed sculpture trail which is due to be installed on Friday and also the need for a 3 month period.

- The sculpture trail provides exposure for a leading conservation NGO, Tusk Trust and follows the success of the Rhino Trail in 2018 and the Lion Trail in 2021.
- The trail aims to highlight the beauty of the gorilla species with each sculpture having a different design from an array of talented artists whilst educating people about their endangerment and Tusk Charity.
- The 2021 Lion trail was hugely successful in raising both awareness and funds for the charity and by increasing the length of the trail to 3 months this aims to maximise its success. The extra 2 months could reach over a million extra customers.
- The 3 month period covers the whole school summer holiday to appeal to as large audience as possible – including locals, tourists and children.
- The longer time period of the sculpture trail has many benefits, providing more press, awareness and coverage which will drive support with donations.
- A large amount of effort has been put into curating the sculpture trail including working with a number of well-known and desirable collaborators, including Ronnie and Sally Wood, Rankin, Jemma Powell and Chila Burman, amongst others.
- Shaftesbury Capital is fully funding the delivery of the project to provide this free public attraction at a time where central London is striving to attract and sustain the footfall levels achieved pre Covid and within this difficult economic climate. These types of attractions are vital to central London activity and animation in order to bring people to Covent Garden and Seven Dials.
- The footfall the trail will provide helps support businesses across the estate and assists in marketing the 17 retail units in 7D which are due to be delivered across the estate.
- No concerns were raised with the previous sculpture trails and each sculpture will be safely and carefully positioned in a high footfall area which in turn intends to drive footfall across this part of the West End.
- These sculpture locations have been carefully chosen, in consultation with the Council's events and transport teams, and Shaftesbury Capital have invested to ensure that the sculptures are coated multiple times to cope with various weather conditions and any vandalism. Daily visual inspections are also scheduled to monitor each sculpture.

Shaftesbury Capital are very much looking forward to this third edition of the Tusk sculpture trail. As previously mentioned, the press is due to be launched early this week ahead of the intended installation on Friday so we would be very grateful for any updates you have as soon as possible.

Kind regards,

Max



Gerald Eve LLP
London W1T 3JJ
www.geraldevel.com



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