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**From:** BCAAC <[REDACTED]>  
**Sent:** 24 July 2023 21:33  
**To:** Neil McDonald  
**Cc:** David Bieda; Miriam Baptist; [REDACTED]; Elizabeth Bax (Chair of CGCA Planning Subcommittee); Julian Fulbrook (Cllr); Marianne jacobs-Lim, BCAAC  
**Subject:** Re: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

**[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.

To add some of my own deliberations on this topic, it's a presumption in favour of sustainable development, which is quite a different thing, which the court of appeal has clarified boils down to just applying local plan policies where local plans are up to date...

<https://www.pinsentmasons.com/out-law/news/appeal-court-confirms-scope-of-presumption-in-favour-of-sustainable-development>

Sustainable development generally sustains heritage significance as an 'irreplaceable resource'.

Long paragraphs can go either way!

. . . .



61B Judd Street, Bloomsbury, London. WC1H 9QT  
[bloomsburyconservation.org.uk](http://bloomsburyconservation.org.uk)

On 25 Jul 2023, at 00:09, BCAAC <[planning@bloomsburyconservation.org.uk](mailto:planning@bloomsburyconservation.org.uk)> wrote:

Long emails are the answer to everything!



61B Judd Street, Bloomsbury, London. WC1H 9QT  
[bloomsburyconservation.org.uk](http://bloomsburyconservation.org.uk)

On 24 Jul 2023, at 22:34, Neil McDonald [REDACTED] wrote:

Hi David,

Like all planning applications we look at each one on its merits and simply because we grant one thing for a certain time period doesn't mean we have to grant another thing for the same; nor even that it wouldn't be left open to review granting the same thing again for the same time period if circumstances and evidence change. But also we do have to bear in mind there is a general presumption in favour of development when assessing planning applications so there would need to be evidence of harm if we wanted to push back on anything applied for. With something like this the time period is fairly arbitrary. Clearly this is a conservation area so the concept of harm to character and appearance does arise but in a commercial area with many different signs and displays coming and going it is difficult to say at what point harm kicks in with a temporary installation (or installations) like this. The Tusk Charity have sought the duration to be three months to coincide with the school summer holidays and tourist high-season and maximise fund raising during the display period relative to the costs of organising everything. Three months does not seem an unreasonable compromise in the scheme of things and is not disproportionate to the sort of approach we have taken with similar schemes in the past. As Miriam has said below, we have checked the sites and consulted our Highways officers and it does appear that we have powers under the Highways Act to remove any structures should they be seen to be causing a particular problem prior to the end of the time period granted by planning. This is our view as officers after having assessed the application and all the representations received and have recommended it for delegated sign off. The decision obviously has yet to be finalised under that route and still has to go through Members Briefing first.

Regards,

Neil McDonald

Team Manager (South), Development Management

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**From:** David Bieda [redacted]

**Sent:** 24 July 2023 18:47

**To:** Miriam Baptist <Miriam.Baptist@camden.gov.uk>; Neil McDonald [redacted]

**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' [redacted]

Julian Fulbrook (Cllr) [redacted] 'Marianne jacobs-Lim, BCAAC' [redacted] 'Bloomsbury Conservation Area Advisory Committee, Planning' [redacted]

**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

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Dear Miriam,

Does this mean that anyone can apply for placing objects, whether banners or festive decoration etc, for 3 months at a time?

Thanks,  
David Bieda  
Voluntary chairman Seven Dials Trust  
David Bieda MA (Cantab) FRSA

*DAB 50+ Years of 'Community Involvement'*

**The Seven Dials Trust**

[www.sevendials.com](http://www.sevendials.com) | [info@sevendials.com](mailto:info@sevendials.com) | [www.sevendialsoverthegarden.study](http://www.sevendialsoverthegarden.study)

**From:** Miriam Baptist [<mailto:Miriam.Baptist@camden.gov.uk>]

**Sent:** 24 July 2023 15:23

**To:** Neil McDonald; [REDACTED]

**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)'; 'David Bieda'; Julian Fulbrook (Cllr); 'Marianne jacobs-Lim, BCAAC'; 'Bloomsbury Conservation Area Advisory Committee, Planning'

**Subject:** FW: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

Hi Amanda,

I am sorry to hear your thoughts on the report, I agree that was not perhaps the most helpful wording, I will see if it can be amended.

In terms of my recommendation to approve:

- The Council's transport team do not see any serious risk or harm posed by the sculptures.
- I also visited the sites that were raised as being particularly tight or mentioned as being of greater concern by groups/local residents - I appreciate footfall fluctuates dependant on the time and throughout the summer but the spaces seemed wide and there were no particularly congested interactions.
- Because we have assurance they will be continually monitored and kept in good condition, three months seemed reasonable.
- We also received confirmation from our Transport team that if there were any problems we would be able to remove any sculptures causing harm on the highways.
- We have approved other installations in the past for similar periods of time – 2 or 3 months.

I had also thought (and my apologies if I misunderstood the balance on this) due to withdrawn objections from both the Resident's Association and the Seven Dials Trust, that although groups may have been wary, that on reflection (and after additional conversation and information from the client) the concerns and comments raised were somewhat alleviated. Hence the formal objections were retracted in order to let the installation go forth, but with comments remaining as a sign to Shaftesbury to know you were hesitant and it needed to be kept/maintained to a high standard.

In terms of the message of the installation being unacceptable before permission was decided this was relayed in person to the client last week.

Kind regards,

Miriam Baptist  
Planning Officer

Telephone: 0207 974 8147



**From:** [REDACTED] >

**Sent:** 21 July 2023 12:53

**To:** Miriam Baptist <[Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)>; Neil McDonald

[REDACTED]  
Cc: 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' [REDACTED]  
'David Bieda' <[REDACTED]> Julian Fulbrook (Cllr)  
[REDACTED] Marianne Jacobs-Lim, BCAAC  
[REDACTED] Bloomsbury Conservation Area Advisory Committee,  
Planning [REDACTED]  
Subject: RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

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Thanks, Miriam.

We have now seen the delegated report for the Members Briefing. Can you tell us why, given that everyone, including the statutory consultee and the amenity societies, has said that 3 months is too long, you are still recommending this rather than a shorter period as in previous years? No justification has been given, the report simply repeats the phrase “a 3 month period is not considered excessive by the Council for temporary structures of the nature proposed”. Please let us know the policy approach here. If 3 months is not considered excessive, what is? We do need to know. The report also says that “this period has been proposed as it maximises the number of people who will come into contact with the installation and the time for public engagement and donations”. But surely an even longer period than 3 months would maximise the number of people who will come into contact with the installation? This doesn't make sense to us and we would like to understand the rationale, please. We regret to say that this sort of thing seems to be an example of the council just not listening to local people, and putting the interests of large companies and organisations first. When made in this way, contrary to local wishes and with no concrete basis in policy, people feel like giving up bothering. It has a truly detrimental effect on community spirit and cohesion. We urge you to amend the report, and also please to answer the two fair questions what we have put in this email.

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Sadly, we should also mention that we have not yet met any local person who thinks that these moulded models enhance the area now that they are in place. Something much more sympathetic to the context of the Conservation Area could have been chosen.

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You also mentioned that a clear message would be sent to the applicant that placing these items in the public realm before consent was not acceptable. We can't see anything in the Members Briefing report though. How will the message be conveyed?

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With good wishes,

Amanda.

*Amanda Rigby  
(Voluntary) Vice Chair and Exec. Member for Seven Dials area  
Covent Garden Community Association*





Established in 1971 to save Covent Garden - working ever since to keep a thriving community at its heart.  
Charity number 274468

**From:** Miriam Baptist <[Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)>

**Sent:** Tuesday, July 18, 2023 5:05 PM

**To:** Neil McDonald <[Neil.McDonald@camden.gov.uk](mailto:Neil.McDonald@camden.gov.uk)>; [REDACTED]

**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' <[REDACTED]>; 'David Bieda' <[REDACTED]>; Julian Fulbrook (Cllr)

<[REDACTED]>; Nicky Ezer <[REDACTED]>

**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

Dear Amanda,

Please excuse my delayed reply, I have now put the application forward for Members Briefing and it will be reviewed by councillors next week. Please see the attached Maintenance Plan which will be part of the permission should it be granted.

Kind regards,

Miriam Baptist  
Planning Officer

Telephone: 0207 974 8147



**From:** Neil McDonald <[REDACTED]>

**Sent:** 17 July 2023 19:07

**To:** [REDACTED]; Miriam Baptist <[Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)>

**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' <[REDACTED]>; 'David Bieda' <[REDACTED]>; Julian Fulbrook (Cllr)

<[REDACTED]>; Nicky Ezer <[REDACTED]>

**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

Hi Amanda,

It is regrettable yes. They know they have proceeded at risk. As I said to David this will be going to Members Briefing Panel on the strength of the Community's objections.

Neil McDonald

Team Manager (South), Development Management

**From:** [REDACTED]

**Sent:** 14 July 2023 18:46

**To:** Neil McDonald <[REDACTED]>; Miriam Baptist <[Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)>

**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' <[REDACTED]>; 'David Bieda' <[REDACTED]>; Julian Fulbrook (Cllr)

<[REDACTED]>; Nicky Ezer <[REDACTED]>

**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

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They don't seem to care, Neil. I just saw this on my way home and took a picture (below). I saw another one too, so I imagine that all the models are in place now even though the consultation has not ended. It's very disappointing. These guys are not some corner shop putting stuff outside their door by mistake, but, as David says, a major landlord. How can a message be sent to the new management that they can't put things out in the public realm, however worthy, without the Local Authority granting permission first? We spent a lot of time on this, as did you, and wanted to see it done well.



**From:** Neil McDonald <[REDACTED]>  
**Sent:** Friday, July 14, 2023 2:13 PM  
**To:** 'David Bieda' <[REDACTED]> Miriam Baptist  
<[Miriam.Baptist@camden.gov.uk](mailto:Miriam.Baptist@camden.gov.uk)>  
**Cc:** 'Elizabeth Bax (Chair of CGCA Planning Subcommittee)' <[REDACTED]>  
Nicky Ezer <[REDACTED]> Julian Fulbrook (Cllr)  
<[REDACTED]>

**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

Ok, well this will be referred through our Members Briefing Panel process anyway as we still have a couple of objections including yours, so in so doing will be sending the message back from the community.

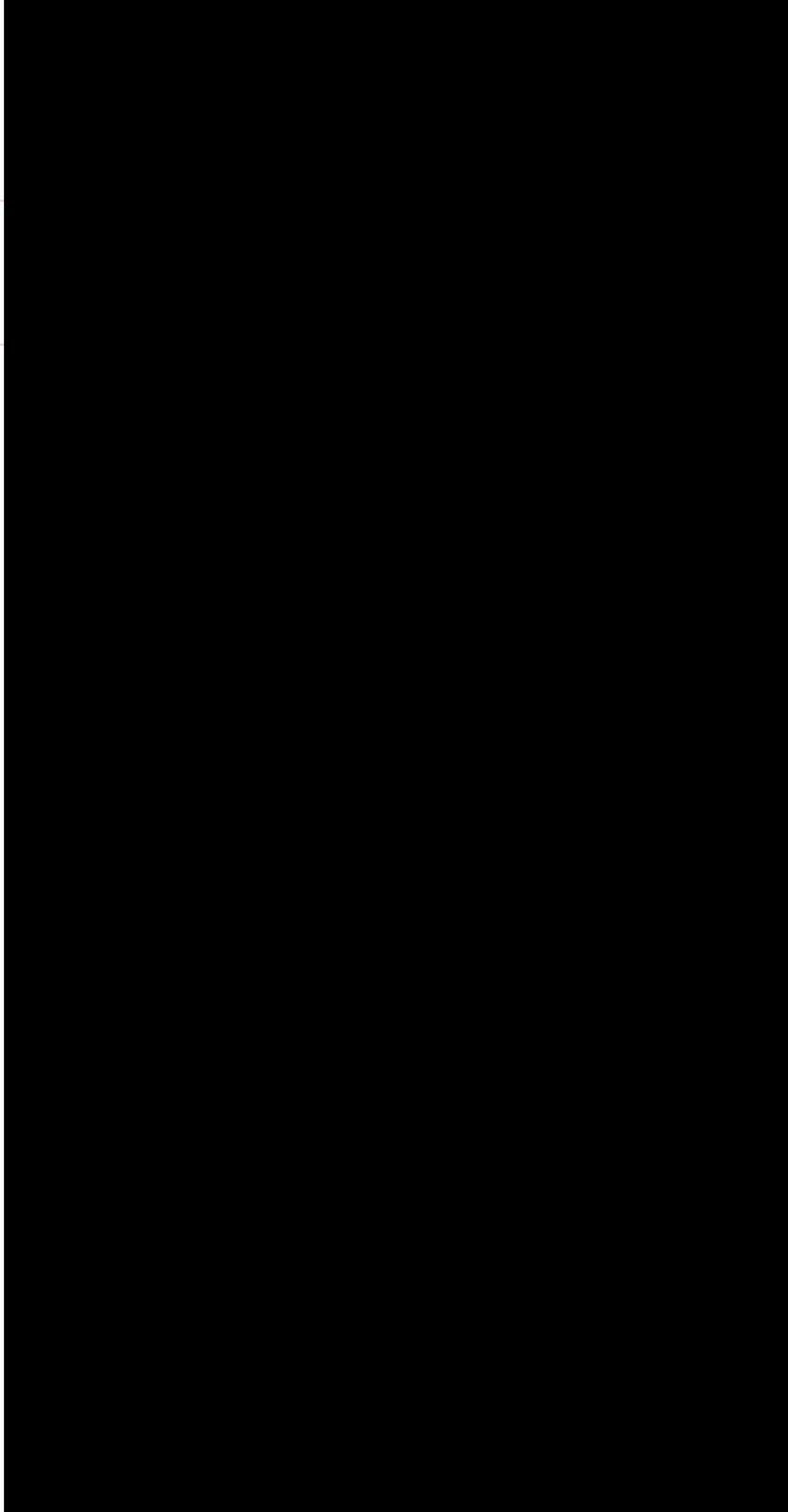
Regards

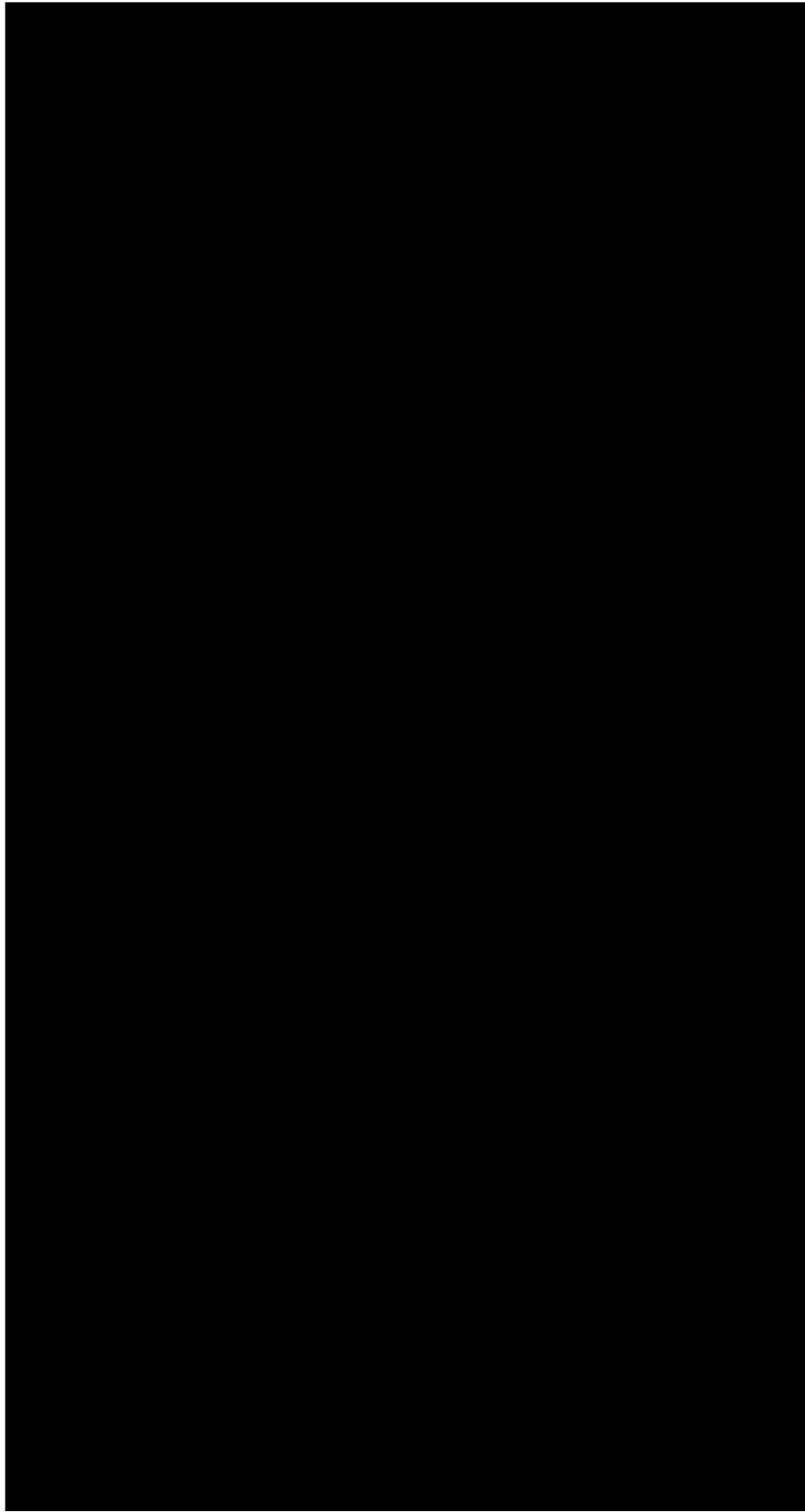
Neil McDonald

Team Manager (South), Development Management  
[REDACTED]

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**From:** David Bieda <[REDACTED]>  
**Sent:** 14 July 2023 13:28  
**To:** Neil McDonald <[REDACTED]>







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