CPB/GJ/DP3039

06 June 2012
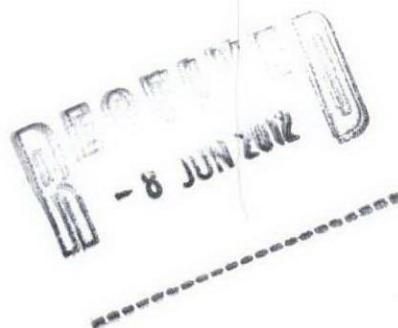
Planning Department
London Borough of Camden
5thFloor
Camden Town Hall Extension
Argyle Street
London
WC1H8EQ

Dear Sir/Madam

165 EUSTON ROAD, LONDON, NW1 2BH

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Please find enclosed on behalf of our client, British Telecommunications plc, an application for advertisement consent to display temporary advertisements on the aforementioned property that lies on the Olympic marathon route.

The application comprises the following:

- Duly completed application for advertisement consent (original and 3 copies);
- Building wrap dimensions (4 copies);
- Elevational drawings showing the wraps in-situ (4 copies);
- Technical specification document (4 copies);
- A letter from LOCOG confirming approval of the wrap designs; and
- A cheque for £95 made payable to 'The City of London' in respect of the application fee.

The temporary advertisements have already received LOCOG (*The London Organising Committee of the Olympic Games and Paralympic Games* Ltd) approval as can be seen in the letter submitted as part of this application which also confirms BT as the official communications services partner of the Games. Furthermore, the advertisements have also been approved by the GLA who have confirmed that they do not have any concerns with the proposed designs.

The temporary advertisements will be displayed for a limited period on buildings currently occupied by British Telecommunications Ltd. The timeframe will cover both the Olympic and Paralympic Games and the advertisements will be removed in the week after the closing ceremony of the Paralympic games as stated in the enclosed application forms.

We trust that the information is sufficient and look forward to receiving confirmation of registration of the application. If you have any queries please do not hesitate to contact either Gareth Jackson or David Morris of this office.

Yours faithfully,

DP9

Encl: