

SUPPLEMENTARY INFORMATION

1. Site details

Site Name	Iverson Tyres	Site Address	Iverson Tyres. 159-161
NGR	E: 525343 N: 184796		Iverson Road, West Hampstead, London NW6 2RB
Site Ref Number	38262	Site Type ¹	Macrocell

2. Pre Application Check list

Site selection

Was the mast register of the authority ² responsible for planning used to check for suitable sites by the operator or the authority?	Yes	
Was the industry site database checked for suitable sites by the operator?	yes	

Pre-application consultation with the authority² responsible for planning

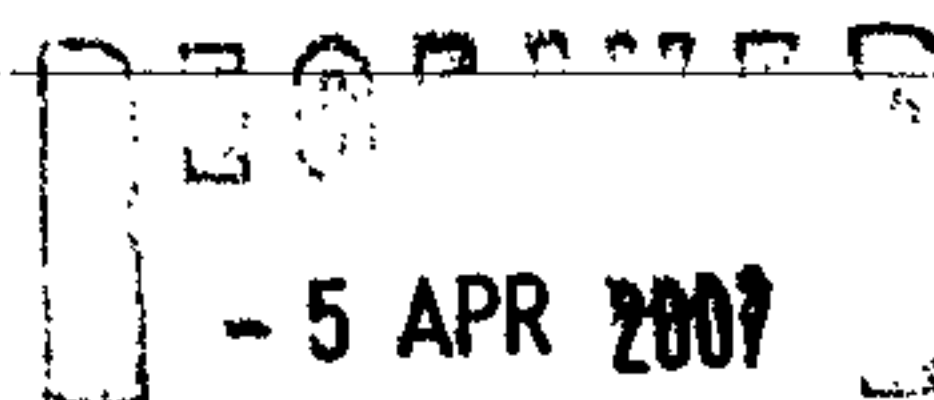
Date of written offer of pre-application consultation	29/11/06 14/03/07 16/03/07
Was there pre-application contact	Yes
Date of pre-application contact	30/11/06 14/03/07
Name of contact	Charles Thuaire
Summary of outcome/Main issues raised Planning contact stated in telephone correspondence "Industrial locations such as this are, in our experience, always preferable for this type of development."	

Ten Commitments Consultation

Rating of Site under Traffic Light Model	Green	Amber	Red
Pre-application consultation letters were sent: Councillor Duncan Greenland Councillor John Bryant Councillor Keith Moffitt			
Summary of outcome/Main issues raised No responses were received from any of the councillors contacted.			

School/College

Pre-application consultation letters were sent. No schools fall within the consultation requirement.
Outline of consultation carried out with school/college No schools fall within the consultation requirement
Summary of outcome/Main issues raised No response received



3.0 Proposed Development

The proposed site
The application site is Iverson Tyres. 159-161 Iverson Road, West Hampstead, London NW6 2RB

Type of Structure (e.g. tower, mast, etc):	
15m column with 6no antenna and 2no external cabinet adjacent to the base of the column.	
Overall Height	
Height of proposed structure	15m
Equipment Housing	
Length	750mm
Width	770mm
Height	1940mm
Materials (as applicable)	
Tower/mast etc – type of material and external colour	Galvanised Steel - Grey (BS 4800 00 A 05)
Equipment housing – type of material and external colour	Steel - Green

Reasons for choice of design
It is felt that the proposed design best meets the technical requirement to provide the necessary service in terms of height and type of antenna. The proposed structure has been selected, so as to be disguised by the existing street clutter and the backdrop of the industrial area and the local rail line and its clutter, therefore minimising the visual impact of the site on the local environment.

4.0 Technical information

<p>ICNIRP Declaration attached</p> <p>ICNIRP public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines.</p> <p>When determining compliance the emissions from all mobile phone network operators on the site are taken into account.</p>	Yes	
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Frequency	All O2 3G sites operate both the GSM1800 system (transmitting in the frequency range of 1846.5MHz to 1876.5MHz) and the UMTS system (transmitting in the frequency range of 1904.9MHz to 1909.9MHz and 2159.7MHz to 2169.7MHz).
Modulation characteristics ³	The modulation method employed in GSM1800 is GMSK (Gaussian Minimum Shift Keying) which is a form of Phase Modulation . The modulation method employed in UMTS is QPSK (Quad Phase Shift Keying) which is another form of Phase Modulation .
Power output (expressed in EIRP in dBW per carrier) In order to minimise interference within its own network and with other radio networks, O2 operates its network in such a way that radio frequency power outputs are kept to the lowest levels commensurate with effective service provision. As part of O2's network, the radio base station that is the subject of this application will be configured to operate in this way.	O2's licence limits the allowed radiated power to an effective isotropic radiating power (EiRP) of +32dBW per carrier for both GSM1800 and UMTS For a Macrocell the typical EiRP would be approximately +30dBW for both GSM1800 and UMTS For a Microcell the typical EiRP would be between approximately +16.5dBW per carrier and +26dBW per carrier for GSM1800. For UMTS a typical EiRP would be +20dBW per carrier.
Height of antenna (m above ground level)	15m

5.0 Technical Justification

Reason why site required

A mobile phone transmitter is designed to cover a specific area and will link its coverage to the next site in the network, creating a patchwork of overlapping coverage 'cells' across the country, so if a person is on the move, the network will transfer their calls from one site to the next. There is currently a deficiency in the network in the residential areas around the proposed site. The integration of the proposed telecommunications site within the existing network will both increase capacity and improve the coverage in the target cell centre. It is for these reasons that the proposed site is required to be fully operational to provide the necessary service.

6.0 Site selection process – alternative sites considered and not chosen

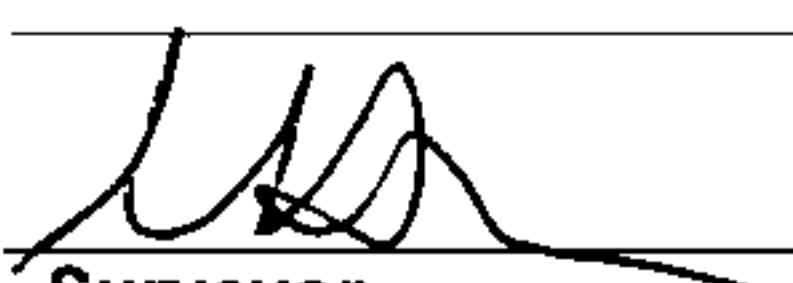
Site ⁴	Site Name and address	NGR	Reason for not choosing ⁵
O	Iverson Road SF, Iverson Road, West Hampstead, London NW6 2RB	525442 184792	There is an existing telecommunication column in this area (Vodafone), O2 wished to progress this option but took the view that it was best to seek alternative options due to feedback from the local authority and residents.
RD	Hampstead Garden Centre, 163 Iverson Road, London NW6	525442 184792	Although the Site Provider was initially interested in progressing a proposal there was insufficient space to site telecommunications within the property.
RT	Asher House, West Hampstead, London NW6 1AW	525655 184753	Site Provider did not wish to proceed with the proposal.
RT	134-136 West End lane, London NW6 1SB	525551 184715	Site Provider did not wish to proceed with the proposal.
RT	124 West End lane, London NW6 1SA	525543 184703	Site Provider did not wish to proceed with the proposal.
RT	Embassy House, West End lane, London NW6 2NA	525474 184378	Site Provider did not wish to proceed with the proposal.

⁴ ETS - Existing Telecomm site. ES - Existing Structure, RT - Roof Top, GF - Greenfield

⁵ SP - Site Provider, RD - Redevelopment Not Possible, T - Technical Difficulties, P - Planning

O - Other

Contact Details

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Operator	O2 (UK) Ltd	Fax no	020 7851 2999
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	New Gallery House		
	6 Vigo Street, London,		
	W1S 3HF		
Signed		Date	4TH April 2007
Position	Surveyor	Company	Mason D Telecoms
		(on behalf of the above operator)	O2 (UK) Limited