

10<sup>th</sup> July 2014

Mr Tom Burke  
Head of Design and Conservation  
North Area Planning Team  
Westminster City Council  
Westminster City Hall  
64 Victoria Street  
SW1E 6QP

Our Ref: Primrose Hill  
Your Ref: PP 03523473

Dear Mr Burke,

APPLICATION TO PLACE A PADDINGTON TRAIL STATUE ON PRIMROSE HILL, NW3 3AX  
CITY OF WESTMINSTER, LONDON

### **1. INTRODUCTION**

We write in support of a *Consent to Display an Advertisement* application submitted to position Paddington Trail Statues throughout the Camden Area.

We have submitted - on line - the appropriate advertisement application forms together with:

- Location details for each site
- A visual plan of the generic Paddington Statue
- A technical specification plan of the Statue and plinth with material specifications and weights
- Paint and resin certifications
- Plaque wording
- An overview of the Paddington Trail project.

### **2. BACKGROUND**

The trail will have around 50 Paddington statues across the city of London customised by British artists/icons with major British celebrities, artists and designers invited to take part. It will be sited at all of the major tourist attractions and locations that are relevant to Paddington in the movie and his guide to London, and the public and families will be encouraged to visit London this Christmas and see all the Paddington's.

The Paddington Trail will be raising money to support the NSPCC as well as raise awareness to support the fantastic work they do with Children across the UK. The Paddington statues will be auctioned off to raise money for the NSPCC following their decommission.

Major domestic and international PR initiatives will be launched across a range of media including an international travel press junket to be scheduled around the launch – with a major call to action to visit all of the sites where you can see Paddington.

The statue will be used to attract the attention of the general public and provide information about the Paddington Trail, the NSPCC, the sponsor and any designer/artist who has adopted an individual statue.

### **3. PROPOSED DEVELOPMENT**

The Paddington Bear would be in place for just over two months from around Thursday 23<sup>rd</sup> October to Tuesday 30<sup>th</sup> December, 24 hours a day.

The Paddington statue will be installed at iconic locations throughout London around the night of the 23rd October 2014 and removed the week following Christmas. The bears will be installed and removed by a team from 3DEye who are fabricating the statue and who installed the statues for the Elephant Parade and the Egg Hunt, and it will be overseen by Premier management.

The locations have been chosen in acknowledgement that they key tourist sites and easily accessible to visitors. Each site position has been considered to avoid obstruction to any vehicle access routes, tube entrances/exits or entrances/exits to private premises. They should not cause obstruction to pedestrian routes nor endanger pedestrians or wheelchair users, nor cause a nuisance to residents. The statues are small scale and temporary so are unlikely to have a detrimental effect on the character and appearance of each area, nor harm the amenity of an area.

#### Delivery & Collection

Access for delivery and collection of the Statue will be achieved via The Board Walk off Regent's Park Road

#### 4. STATUE MEASUREMENTS AND DETAILS

Each statue is pre fabricated with no foundations so will not be attached to the ground or other structures. There is no requirement for mains water, gas or electricity. The structure will be weather resistant. The technical specifications have been created to include safety and security considerations including fire resistance and ballast weighting. They have an access panel locked with security machine fixings.

Dimension measurements :

- Maximum width Plinth - 810mm
- Maximum depth Plinth - 810mm
- Total height of Plinth & Statue - 1540mm

The Paddington Bear model itself is approximately 1140mm high and stands on a box shaped metal plinth - 400mm high giving an overall height of approx 1540mm.

The plinth has a depth of 810mm by a width of 810mm.

The Paddington model has an internal metal frame supporting a Class 1 FRP Fibre Glass body.

The plinth is a metal frame with a 1.5mm mild steel plate powder coated surround.

Weight:

- The plinth structure weights approx 45kg
- It will internally house up to 14 units of 20kg pre formed high density concrete weights –up to 280kg to provide necessary secure weighting.
- The Fibreglass Sculpture weights approx 35kg
- Overall this gives a maximum weight of 360kg.

The external appearance and finish of each Paddington statue has not yet been finalised. However, the appearance and finish will be similar to the Elephant Parade design themes as each bear will have a unique design created to positively enhance the statue adding artistic merit and be in keeping with the Paddington brand values.

If you have any queries with regard to the contents of this letter and associated application then please do not hesitate to contact us.

Yours sincerely

Hilary Chadwick  
Director of Events

Premier, 91 Berwick Street, London W1F 0NE