

Application for a 400 mm x 400 mm plastic resin type plaque to be erected at **8 Bayley Street** which is currently rented by :

The Edit & Sound Store Ltd  
8-9 Bayley Street  
LONDON  
WC1B 3HB

The landlord of the property has agreed to us getting planning permission. We would be looking to erect the sign on top of The Edit & Sound Store Limited sign as per the photo below.

The reason for the application is for the Royal Life Saving Society UK, a charity founded in 1891 and dedicated to Drowning Prevention. The Society is in the process of making preparations for its 125<sup>th</sup> Anniversary in 2016.

The property 8 Bayley Street, used to be the private residence of our founder member William Henry, a former Olympic champion who dedicated his life to developing lifesaving skills in an attempt to address the then appalling loss of life through accidental drowning. The UK now boast the best lifeguard qualifications in the world and swimming pool safety owes much to the dedication of William Henry.

William Henry and his pioneering work has gone on to develop water safety, not only in the UK but far and wide across the Commonwealth. The work started by William Henry in 1891 continues today, supporting Developing Countries in their struggle to prevent accidental death through drowning.