



14 October 2015

Planning Services
Camden Town Hall
Argyle Street
London
WC1H 8EQ

To Whom It May Concern:

Re: Application for temporary advertisement consent at 45 New Oxford Street, London, WC1A 1BH.

I write on behalf of the charity Space for Giants, an international conservation charity registered in the UK (charity no. 1139771) and Kenya, governed by a volunteer Board of Trustees. It is our mission to secure the future for the world's largest mammals by developing new models for conservation that enable people to support and sustain populations of large wild animals and the natural landscapes they depend upon.

As CEO I am responsible for international fundraising and awareness creation, as well as managing the day-to-day operation for the African-based team. We approached King Media sometime ago regarding the use of some of their advertising sites during periods when they are not being used by other advertisers. They were very kind in offering to support us by producing at their own cost and displaying banners promoting the charity and helping to raise awareness of our important cause.

For an independent charity such as Space for Giants donations of this kind are incredibly important, the opportunity to get our message out to the wider public is invaluable. King Media's success at New Oxford Street will greatly benefit our charitable cause and we would like to formally lend our support to this application with the firm conviction that planning consent will make a huge difference.

Yours sincerely

Dr Max Graham

Space for Giants is a Charitable Trust registered in the UK (Charity no1139771)
UK based Trustees: Lord Tim Clementt Jones, Professor Phyllis Lee, Tom Brunner, Peter Bacchus, Janice Hughes & Michael Count
African based Trustees: Dr Boniface Kiteme, Dr Juliet King, Batian Craig, Josep Oriol, David Gachuche