

The Music Venue Trust  
31 Tileyard Road  
London N7 9AH



**TO WHOM IT MAY CONCERN**

**REFERENCE:**

St Giles Circus/Denmark Street development

The Music Venue Trust is a UK registered charity which acts to protect, secure and improve the UK's grassroots music venue circuit. We provide advice to government, the cultural sector and the music industry on issues impacting on the network of venues and are the nominated representative that speaks on behalf the Music Venues Alliance, an association of more than 200 such venues from across the UK.

We write to offer comment on the development at St Giles Circus, which covers Denmark Street and is close to the former location of the iconic music venue the Astoria, which was unfortunately lost to the Crossrail Development. Denmark Street has historic associations with the UK music industry, and was until recently home to the 12 Bar Club.

We have engaged with Consolidated Developments, and have viewed the proposals for two significant new performance spaces.

The proposed new music venue space at the site of the former 12 Bar Club is an exciting proposal which offers an opportunity to address a number of issues raised in the Mayor of London's Rescue Plan for Music Venues (October 2015). We fully support this development, and look forward to working with Consolidated to ensure that this less than 300 capacity space can act as a thriving grassroots music venue.

We understand that Consolidated are requesting that the larger space, currently circa 800 capacity, should be permitted to increase its capacity. We support this request, as it addresses the needs of the sector: Following the closure of the Astoria, central London lacks a live music space of this capacity. We believe the space demonstrates that it could support this capacity internally, and that the developer has demonstrated that there are adequate transport links and crowd management opportunities that would permit it to operate without significant disturbance to local residents or other businesses. A new venue of this capacity addresses issues surrounding talent and audience development, establishing a coherent Venues Ladder within this location which is a crucial element of the creation of a Music City. (Mastering of a Music City report, July 2015).

The development of both these venues in this key location addresses a number of issues raised by the Mayor's report. This is a significant opportunity for Camden to maintain its reputation as London's leading music hub, and establishes the opportunity to create a specific Music Zone which will attract both Londoners and tourists.

Sincerely

A handwritten signature in black ink, appearing to read "Mark Davyd", written over a horizontal line.

Mark Davyd  
CEO