

07th March 2016

Planning Department
London Borough of Camden

Dear Sir/ Madam,

APPLICATION TO PLACE A DREAM JAR TRAIL STATUE IN THE LONDON BOROUGH OF CAMDEN

1. INTRODUCTION

We write in support of *Planning Permission* application submitted to position BFG Dream Jar Trail Statues in the London Borough of Camden

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

- Location details for each site
- A visual plan of the generic statue designs
- A technical specification plan of the Statues and plinth with material specifications and weights
- Paint and resin certifications
- Plaque provisional wording

2. BACKGROUND

The trail will have around 50 dream jar statues across 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 in London, and the public, with a particular emphasis on families will be encouraged to visit London this Summer and take in the whole trail.

The BFG Dream Jar Trail will be raising money to support Save the Children as well as raising awareness to support the fantastic work they do across the UK. The BFG Dream Jar statues will be auctioned to raise money for Save the Children 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 a BFG Dream Jar.

The statue will be used to attract the attention of the general public and provide information about the BFG Dream Jar Trail, Save the Children, the sponsor of the individual jar and any designer/artist who has adopted An individual statue.

3. PROPOSED DEVELOPMENT

The BFG Dream Jar would be in place for just under two months from around Friday 8th July 2016 to Wednesday 31st August 2016, 24 hours a day.

The Jars will be installed and removed by a team from 3DEye who are fabricating the statue and who installed the statues for the Paddington trail among others, and it will be overseen by Premier management.

The locations have been chosen in acknowledgement that they are 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.

Access for delivery and collection of the Statue will be achieved via the most suitable access route with the shortest trolley push. The statue will be delivered by a reputable company, yet to be appointed.

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 - 800mm
- Maximum depth Plinth - 1000mm
- Total height of Plinth & Statue – 1279mm-1840mm (depending on 1 of three designs possible)

The Dream Jar model itself is approximately 879mm-1440mm high and stands on a metal plinth - 400mm high giving an overall height of approx 1279mm-1840mm

The plinth has a depth of 1000mm by a width of 800mm.

The model is a PETG Shell with a Class 1 FRP Fibre Glass 'lid & label'.

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 Sculpture weighs approx 40kg
- Overall this gives a maximum weight of 365kg.

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

Joanne Granville

Director of Partnerships & Integrated Campaigns,

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