



Our ref: 70774

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Chief Planning Officer
London Borough of Camden
Town Hall
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Dear Sir,

PLANNING CONSULTATION FOR PROPOSED TELECOMMUNICATIONS INSTALLATION AT WEST HAMPSTEAD STATION, BLACKBURN ROAD, WEST HAMPSTEAD LONDON NW6 2LS.

Telefónica UK Limited has entered into an agreement with Vodafone Limited pursuant to which the two companies plan to jointly operate and manage a single network grid across the UK. These arrangements will be overseen by Cornerstone Telecommunications Infrastructure Ltd (CTIL) which is a joint venture company owned by Telefónica UK Limited and Vodafone Limited.

This agreement allows both organisations to:

- pool their basic network infrastructure, while running two, independent, nationwide networks
- maximise opportunities to consolidate the number of base stations
- significantly reduce the environmental impact of network development

Telefónica is in the process of progressing a suitable site in the West Hampstead area. We aim to work with you to progress a proposal that is both acceptable to your authority and meets Telefónica's technical network requirements. This approach accords with Telefónica's Best Practice Commitments to ensure consultation with Local Planning Authorities and other appropriate key stakeholders.

Due to the massive demand that is now placed on base stations due to the use of smart phones and tablets there are certain areas where coverage is inadequate and a new base station is required.

Mobiles can only work with a network of base stations in place where people want to use their mobile phones or other wireless devices. Without base stations, the mobile phones and other devices we rely on simply won't work.

This letter therefore invites the Local Planning Authority, in accordance with planning policy guidance and Best Practice Commitments, to enter into pre-application discussions

with regard to our preferred site option prior to a formal planning submission. Several steps in the site identification process have already been undertaken. The Local Planning Authority mast register and our records of other potential sites have been reviewed, the policies in the Development Plan have been taken into account and we have examined the inter-operator site sharing database.

Network requirement is as follows:

- Improve coverage within the West Hampstead area.
- This site is required due to poor coverage and a high foot fall in the area.

A number of options have been assessed in respect of the site search process and the preferred Telefónica option is as follows:

- West Hampstead Station Blackburn Road, West Hampstead.

A proposed scheme has been drawn up for "The installation of a 15 metre lattice mast mounted with 6 No. antennas, and ground based equipment cabinets located within a compound and ancillary development thereto".

Alternative site options considered and rejected are as follows:

Asher House, Blackburn Rd, London NW6 1AW pulled out of negotiations following an MSV.

The following sites were approached but no responses were received from the site provider:

Blackburn House, Blackburn Road, Hampstead

159 Broadhurst Gardens, Hampstead

Lilian Baylis House, 165 Broadhurst Gardens, Hampstead

Priory Lodge, 109 Priory Road, London NW6 3NP

We look forward to receiving your comments on the preferred option identified above and alternatives discounted. We would also like to take this opportunity to extend an invitation to meet with you to discuss the proposal and undertake a tour of the options considered, should you consider this to be beneficial.

All Telefónica and Vodafone installations are designed to be fully compliant with the public exposure guidelines established by the International Commission on Non-Ionizing Radiation Protection (ICNIRP). These guidelines have the support of UK Government, the

European Union and they also have the formal backing of the World Health Organisation. A certificate of ICNIRP compliance will be included within the planning submission.

We would be grateful if you would advise us of any pending telecommunications applications or recent planning decisions in this particular area so these can be evaluated.

We have rated the site under the Traffic Light Rating model and consider the site to be an Amber rated site. We are therefore proposing to consult with:

Councillors Pober, Rosenberg and Yarde by email.

Finally, we would be interested in any local stakeholders or groups that you consider would like to know more about our proposals.

We look forward to receiving your response within 14 days of the date of this letter.

Yours faithfully

R. M. Skerrett

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(for and on behalf of CTIL Vodafone and Telefónica UK Ltd)
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