



3 November 2017

For the attention of Charlotte Meynell, Planning Officer

Dear Ms Meynell

Planning Reference: 2017/3451/P

Objection to Installation of Euro Payphone Kiosk outside 215 Euston Road, NW1 2BE

I write on behalf of the Wellcome Trust ('**Wellcome**') in connection with the above prior approval application, following your discussion with Femke Waltman on 1 November. Wellcome objects to the proposed development of a telephone advertising kiosk (the '**Kiosk**') by Euro Payphone Limited on the pavement outside our office at 215 Euston Road.

The Site

The proposed site is only a few metres from our main entrance. The Wellcome Trust is a global medical research charity, committed to the advancement of human health. As a large global charity, we regularly host high profile international visitors, for example we recently welcomed Tedros Adhanom, Director General of the World Health Organisation. Our front entrance is regularly photographed and recorded, with the images shared world-wide. As such, additions to our frontage and entrance windows are carefully considered. Further, we value this space for the commission of high profile artwork as part of our public engagement work.

Litter and 'Calling Cards'

We are very concerned that the Kiosk would increase litter and anti-social behaviour. This is already an issue with telephone kiosks in the Euston area, as shown by Picture 3 attached, showing a urinated and littered telephone kiosk approximately 200 metres away from the proposed site at the junction with Gordon Street. We are concerned that the Kiosk would attract adhesive calling

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card advertisements, as has been the case with the other kiosks in the area (see Pictures 3, 4, 6 and 7). These are all in close proximity to the area, as shown in Picture 5 where our building is in clear site. We submit that the Kiosk, with a large advertising panel, could be an easy place for individuals to attach or scatter these calling cards, generating more litter and the potential for anti-social behaviour.

Furthermore, Picture 2 shows the existing bus stop next to the site of the Kiosk, which already attracts litter. Installing the Kiosk next to the bus stop would risk this area becoming an even greater litter trap.

Lack of Social Need

There are five under-utilised phone boxes within 200 metres of the proposed site, as such there is no apparent social need for further provision. It is clear from consulting the Euro Payphone's website, <http://europayphone.co.uk/>, that the Kiosk is intended as an advertising platform, aimed to generate private revenue rather than for the provision of public telecommunications. Any unsuitable advertisements could gravely affect the character and view of our artwork in the front window (see Picture 1).

Public Safety

The proposed site is just 600mm from the edge of the curb of the Euston Road, and there are no railings to protect users from fast on-coming traffic, bicycles or motorbikes. Furthermore, given the current surge in moped muggings in the area, pedestrians are urged not to stand or walk too close to the curb. Locating a kiosk so close to the edge of the road places an increased and unnecessary risk on members of the public.

We would be happy to engage with you further; you will appreciate the necessary brevity of our response, given the short notice we have.

Yours sincerely,

A large black rectangular redaction box covering the signature of the sender.

Head of Buildings, Environment and Workplace Services

Picture 1: [Top left] Our front entrance, showing artworks of recent commission

Picture 2: [Top right] Bus stop outside our front entrance

Picture 3: [Bottom right] Under-utilised phone box less than 100m from proposed site

Picture 4: [Bottom left] Telephone kiosk near our building with adhesive calling cards





Picture 5: [Left] View from the one of the five kiosks in close proximity to our building, seen here.

Picture 6: [Bottom Left] Kiosk on the junction between Euston Road and Gower Street, showing calling cards and adhesive advertisements

Picture 7: [Bottom Right] Another kiosk opposite Euston Road, showing graffiti, dirt and calling cards.

