

[REDACTED]

From: Kentish Town Neighbourhood Forum KTNF [REDACTED]
Sent: 06 February 2018 12:42
To: Ayinde, Oluwaseun
Cc: Roger Winfield
Subject: Re: Consultee letter for PlanningApplication Application: 2018/0336/NEW
Attachments: Government urged to hang up on more telephone boxes.docx

Dear Oluwaseun,

Thank you for sending the consultee letter. This is the third such application from Maximus telecoms this week. We object to the application.

This application is bizarre as it is just a few feet from an existing phone box. It makes no sense to us that this company thinks there is sufficient demand for a telephone box in this location.

We've done some research and it is clear that Maximus is making these applications across London. Westminster Council (see attached press release) is very concerned. It seems that the business model this company is using does not rely on income from the phones, but the advertising space it can sell from the box. Its street advertising by the back door.

Can I ask you to take this up at a policy level in Camden as no doubt there will be a proliferation of such cases in other parts of Camden?

Kind regards

Paul Seviour
KTNF

cc Roger Winfield, Chair, KTNF

Sent from [Outlook](#)

From: Ayinde, Oluwaseun <Oluwaseun.Ayinde@camden.gov.uk>
Sent: 01 February 2018 09:33:38
To: [REDACTED]
Subject: Consultee letter for PlanningApplication Application: 2018/0336/NEW

Please find attached Consultee letter for PlanningApplication application 2018/0336/NEW

Y461701

This e-mail may contain information which is confidential, legally privileged and/or copyright protected. This e-mail is intended for the addressee only. If you receive this in error, please contact the sender and delete the material from your computer.

Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution

or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

This email has been scanned for viruses and malware, and may have been automatically archived by **Mimecast Ltd**, an innovator in Software as a Service (SaaS) for business. Providing a **safer** and **more useful** place for your human generated data. Specializing in; Security, archiving and compliance. To find out more [Click Here](#).

Government urged to hang up on 'billboard' phone boxes

Date:

Mon, 13/03/2017

Westminster City Council has attacked plans to install 80 phone boxes in landmark locations across the city.

The council will lobby Government for a change in the law to prevent the new boxes being built after receiving applications for prior approval from Telecom Company Maximus Networks Ltd to install public phones on many of the most famous roads in the city including Oxford Street, Victoria Street and Baker Street.

Few people still use public telephones and the council believes that the scheme offers very little benefit to the public, particularly as the proposed telephone boxes offer no wi-fi or internet connectivity.

Each box in the plans submitted would provide 1.3m x 2m of advertising space and a notice of prior approval leaves councils limited power to prevent the scheme going ahead.

Adverts can be displayed on new phone boxes without local authority consent and so the council is seeking further powers from Government to prevent advertising clutter.

Cllr Daniel Astaire, Cabinet Member for Planning and Public Realm said: "We think this scheme will create ugly advertising hoardings on some of our most iconic streets.

"Maximus is using the popularity of our city for its own gain. Frankly, it's totally unacceptable and we will do everything in our power to prevent the phones being installed.

"This proposal might have been acceptable in the 1950s but very few people use traditional phone boxes now and the installation of 80 more will serve no community purpose in twenty-first century Westminster."

The City Council is looking to minimise street clutter and restrict advertising on street furniture especially in historic parts of the city.