

Nora-Andreea Constantinescu
London Borough of Camden
2nd Floor,
5 Pancras Square
London
N1C 4AG

By email

27 April 2018

let.002.AM.26970002

Dear Ms Constantinescu

**RESPONSE TO CONSULTEE COMMENTS IN RELATION TO APPLICATION
REF: 2018/0620/P – O/S NO. 331 EUSTON ROAD, LONDON, NW1 3AD**

On behalf of our client, InLink UK, we respond to consultee comments in relation to the erection of a freestanding BT InLink providing phone and Wi-Fi facilities with 2 x internally illuminated digital advertisements at the above address.

We note that the key concerns relating to this application are the replacement of the existing BT payphones, which have a history of anti-social behaviour, including alcohol and drug abuse, graffiti, urination and defecation.

As set out in the supporting Planning, Design and Access Statement, the installation of an InLink unit outside 331 Euston Road will replace two existing BT payphones. The new unit will result in a narrower base which will reduce the street footprint and give a slender and elegant appearance unlike the traditional payphones. The units are helping to transform city streets, by replacing outdated payphones, which are now rarely used and often redundant, with high speed gigabit Wi-Fi and improved interactivity.

We understand that anti-social behaviour is a key concern for local residents but by installing an InLink unit, they will help to assist in the reduction/eradication of such issues. For example, the existing enclosed payphones, often wrapped in vinyl and paper adverts, warrant the attraction of anti-social behaviour given their enclosed nature and ability to participate in such activities inside them.

The introduction of an InLink, however, do not propose enclosed areas with a closing door. A series of other benefits, including deterrence and maintenance measures, are as follows:

- A sleek, standing structure with an inability to access an enclosed area;
- A structure which requires a minimal footprint, therefore helping to reduce the number of people able to congregate around the InLink;
- An integrated direct 999 call button and GPS which connects users to

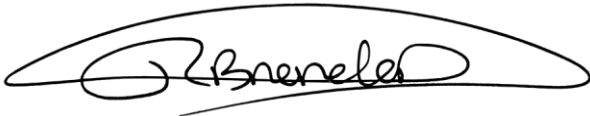
emergency services and shares the location of the InLink;

- Regular maintenance with each unit cleaned every two weeks with additional servicing provided as required through BT's ongoing support process;
- The use of high-quality materials to ensure longevity of the InLink by enabling they hold up to vandalism, unlike the existing BT payphones; and
- The use of modular elements to allow for simple and economical servicing of damage and wear and tear.

The installation of InLink units in this location of Camden will help to reduce the level of anti-social behaviour associated with the existing BT Payphones as well as helping to reduce the amount of street furniture. The improvement of these issues outweighs the existing BT payphones.

We trust that the above is clear to address the concerns that local residents have raised regarding the proposal, but please do not hesitate to contact me if you require any further information.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ross Brereton', enclosed within a large, horizontal, hand-drawn oval shape.

Ross Brereton