

From: Richard Jewkes - Simpatico Town Planning
Sent: 08 April 2021 20:13
To: Yeung, Raymond
Cc: Phillip Hulme - Global Street Art
Subject: RE: 2021/0522/A - Mural application- land at Rail bridge adjacent to Chalk Farm Road/Castlehaven Road

Dear Raymond,

Thanks for this latest update on the assessment of the application.

It won't be possible for us to provide a programme of the murals that would be displayed at the site as, put simply, GSA don't yet know what work will be commissioned in the future.

We can, however, confirm that the murals:

- i) will **not** be for Political purposes, and
- ii) the content of any sponsored mural will be governed by the **Committee for Advertising Practice (CAP) code** (see [here](#)) which is administered by the **ASA (Advertising Standards Authority)** in the UK.

This CAP code is 120 pages full and deals with a wide range of issues but essentially the CAP Code insists that creative artworks are always 'legal, decent, honest and truthful'. You can see therein they cover everything needed to ensure tasteful murals are delivered across the UK. They also govern many other forms of communication, for example magazines. We would be happy for any consent granted under this application to be subject to a planning condition requiring that all content displayed at the site be compliant with the CAP code.

iii) each mural has to be signed off by Network Rail 'Route Asset Management Team' and the content will therefore always be inoffensive, safe, well managed and curated.

Whilst we can't provide you with a proposed programme of displays, I have attached a 'mock up' of a mural which could potentially be displayed on this wall. This image is provided to try and satisfy the request from your team for an indication of the kind of sponsored mural which would be displayed from time to time. Please do not publish or share the image, as the content is obviously commercially sensitive at this time.

We are confident that, should a temporary consent be granted, once you have seen the works to be displayed on the wall you will be happy to support a longer term consent. On that basis, we would, in order to offer you the reassurance you require in the short term, be willing to accept a one year temporary consent, to be extended (assuming all goes well) once lapsed.

Our recent Network Rail consent (from Islington – decision notice also attached) is for 5 years [under this CAP code/ASA basis]. The acceptance of a 12 month temporary consent represents a significant concession on our part, and we hope that the LPA will agree to grant a consent on that basis.

Best Wishes,

Richard

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