

We were extremely disappointed to see this application refused as it is a well considered, balanced application providing significant benefits to the NHS health trust, the local community and to people working in and visiting the area.

There are two related applications which cover the intended scheme, an advertising consent application (Camden ref: 2021/0199/A) and a full application to install air purifiers (Camden ref:2021/2890/P). The two applications are reliant on each other and both have been refused. We are appealing both applications and we feel it would be appropriate to deal with both applications together.

The original applications and supporting documents to the LTA provide details of the scheme.

We originally benchmarked the illumination protocols to the adjacent overhead advertisement display on Euston Road but having reviewed the latest best practice guidelines issued by OUTSMART (the Out Of Home advertising body of which we are a member) we would now set illumination to a maximum of 300 cdm². We are supplying a copy of the OUTSMART guidelines and revised images of one of our transparent LED installations at the reduced brightness.

We are proposing the use of Transparent LED technology as the most appropriate display for this site as it has a much 'lighter touch' than solid LED displays, more akin to glazing. This 'lighter touch', as demonstrated in the supplied image being used on one of our other sites, is in keeping with the existing glazed feature of the host building, and reduces the visual impact of the display considerably compared to a solid LED screen.

We have provided a Highway Statement from Bellamy Roberts Highway, Transportation and Infrastructure Consultants and two addendum reports providing accident data analysis and assessing impacts of two advertising displays in proximity. These reports conclude that there are no adverse road safety concerns.

With regard to the effectiveness of ENS clean air technology we received on record support from Tom Parkes Camden Council's Senior Air Quality Officer to install this technology so it was particularly disappointing to see that the effectiveness was dismissed as the reason for refusal in the decision notice. We were not asked to provide more details or given an opportunity to provide verification of the technology's credentials. We have provided a link to a case study demonstrating effectiveness of the technology proposed: <https://www.ens-cleanair.com/en/lungs-of-the-city-contribute-to-improved-air-quality-and-reduce-exposure-risks/>

It should also be noted that this is a ground breaking project and that there is a stated intention to measure effectiveness. Technology in air cleaning is improving all the time and we constantly review products to ensure the most effective products are utilised.

This is a project which began with a pre-application consultation registered on 15/02/20 with the final decision delivered on 16/03/22. Whilst understanding that the pandemic played a part in delays we were frustrated by the speed of progressing the application. We also felt that there was a lack of real engagement to overcome any planning concerns throughout the process. We were always open to and encouraged dialogue. Our flexibility is in evidence as we did revise the size of the advertisement display area after pre-application. Sadly despite our repeated requests there was little engagement with us - particularly with regard to the air cleaning technology where we could have supplied further information.

We are appealing the decisions because: our applications are to display advertisements where there are many established advertising precedents in the immediate area; being considerate to the host building and environment by using appropriate display technology; the proposals are in keeping with the design philosophy of the host building, fitting with the surrounding area which is predominantly commercial, and not within a conservation area; expert traffic reports demonstrate that the advertisement would not harm road safety; we also feel Camden Council are not applying their Clean Air Action Plan 2019-2022 which specifically encourages and supports applications such as these.