

Stockport Metropolitan Borough Council

18 April 2024

Development Control

Fred Perry House  
Edward Street  
Stockport  
SK1 3UR

**Town and Country Planning Act 1990**

**Town and Country Planning (Control of Advertisements)**

**(England) Regulations 2007**

**Re: The Installation of Three Advertised Communication Hub Units  
with Defibrillators.**

**Application Sites:**

- 1. O/s 82-86 Princes Street, Stockport SK1 1RJ**
- 2. O/s Merseyway Centre, Mersey Square, Stockport SK1 1QW**
- 3. O/s 5 Merseyway, Stockport SK1 1PN**

I write further to our pre-application correspondence in July 2023 with Emma Curle in which we provided background and explained our plans (LPA Refs: ENQ/088517; ENQ/088518; & ENQ/088520). Full details of the proposed sites and the heritage considerations taken are contained further in this covering letter.

This letter is submitted with applications for advertisement consent (AC) and planning permission (PP) for the installation of the Communication Hubs, linked to a wider network across the Metropolitan area. The set of applications relate to three sites, as identified on the map of central Stockport at Appendix A. The Hub Unit, in addition to free calls to landlines, offers a range of additional connective functions that include free Wi-Fi, a 32-inch touch screen to enable wayfinding, direct access to local webpages, a publicly accessible defibrillator and both USB and wireless device charging capabilities. The communication apparatus includes a telephony element together with an advertised face, which is why applications are submitted for both PP and AC.

**Out of Home  
Media**

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Eswatini  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

## Background

By way of background on this proposal, JCDecaux purchased a telephone Company called Infocus Networks in 2018 and with it a network of old-style enclosed call boxes. Over the last few years we have been systematically working through the estate to rationalise and replace the call boxes with modern multifunctional Hub units, of which there are now 160 in the UK. What is unique about our Hub unit is the inclusion of a publicly accessible defibrillator as a standard feature in the unit design. We established a network in Manchester City centre last year, which has proved very successful, not only through our collaboration with the Great Manchester Police who regularly use the advertisement screens to promote local



campaigns, but in raising the profile and importance of adequate provision of life saving defibrillators across Stockport. The Hub units have also proved useful in promoting the Mayor's homelessness charity campaign by providing the means for the public to make donations using a QR code on screen. Following the successful installation of the Hub estate, we were approached by the Mayor's office to help be part of the 'heart-safe' campaign for Greater Manchester and extend the defibrillator provision beyond the City to include all nine Metropolitan Borough's.

The approach we made to your Council last year we also made to other Metropolitan Borough's to seek support for this initiative. Following the meeting last year, we have been surveying the centre of Stockport to identify suitable locations and identified three potential sites in the busiest and most suitable thoroughfares where people or most likely to see and use the Hub facilities offered. We recognise

that there may be areas in the Borough where defibrillators are considered necessary, but which are not within established retail/commercial areas and therefore a Hub unit may not be appropriate. As this project is driven by the Mayors 'heart-safe' campaign with the aim of extending the provision of defibrillators, as part of this proposal, JCDecaux will supply up to three additional solo defibrillator units for the Council to determine the most suitable locations.

The concept of advertised telephone boxes will not be unfamiliar to you as there are several examples of this type of development in Stockport, other metropolitan Boroughs and Manchester City centre. Other operators include New World Payphones, an arm of Clear Channel, and of course British Telecom's InLink unit in partnership with Global Outdoor. Our estate is modest by comparison with these two operators, as is our ambition to provide the appropriate level of cover without flooding the streets with unnecessary furniture that offers little to the public.



**Hub Unit on Piccadilly Manchester**

This letter therefore sets out the details of the proposals, which seeks approval for a limited number of units to create a central network of connected Hub units that offer a range of interactive functions that are available free of charge to the public. The details of the Communication Hub

unit is enclosed at **Appendices B and C** and the proposed locations shown on the map in **Appendix A**.

## Hub Unit Features

Common to all communication providers is an advertised element, from which is derived the revenue to pay for the provision and maintenance of the equipment and support any services provided. Our Hub unit is the only unit that incorporates a single side of advertising rather than having it featuring on both sides of the structure. This enables us to dedicate the front of the unit solely to public use, as a purposefully designed benefit, rather than an afterthought.



The available benefits include free calls to landlines<sup>1</sup> and charities, free wi-fi and device charging, wayfinding via the 32” touchscreen and instant access to the emergency services when needed. However, one of the most important features is the inbuilt defibrillator, which is accessible 24 hours a day. Since 2019 JCDecaux has worked in partnership with Community Heartbeat Trust, a registered charity that promotes greater public access to defibrillators in public spaces. Each Hub unit is equipped with a defibrillator as standard and local training is provided by the Community Heartbeat Trust, funded by JCDecaux, to ensure that the equipment can be quickly

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<sup>1</sup> Calls to Mobile Numbers prohibited under the adopted Management Plan



deployed in an emergency. We currently have 160 Hub units nationwide and the defibrillators have been activated on over 400 occasions.

The detail in **Appendices B** and **C** covers some of the potential functions that can be provided by the Hub unit and which are currently being trialed in other Cities and Boroughs. These include air quality sensors through our collaboration with the Company airly<sup>2</sup>; pedestrian flow monitoring to enable Councils to better understand people movements and flows within their area; in built CCTV cameras to supplement local provision. Technological advances are driving the development of a range of functions that can be incorporated into street furniture to enable local authorities to better understand and plan for changes in the urban environment. All these capabilities are funded by the advertising revenue from the single display on the Hub unit, 50p in every £1 of which is reinvested in furniture to support public services.



**GM Police Crime Awareness Campaign in Manchester City Centre**

The traditional role of the phone box is ill equipped for the modern digital environment. The multifunctional Hub unit has been designed to bring this

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<sup>2</sup><https://airly.org/en/>

public service up to date and present the next generation of communication provision that gives more to the public and can contribute to the vitality and vibrancy of city centres.

In light of changes in 2019 both planning permission and advertisement consent is now required for this form of development, therefore now, more than ever, an Operator needs to demonstrate that what it offers will benefit the wider public and local community.

Although not an exhaustive set of criteria, I list below some of the important considerations in our proposals.

- **Need** – The NPPF confirms that the need for this type of communication apparatus is not a material consideration. However, evidence from installed Hub units in the UK clearly demonstrates not only the demand for phone functions, but the active use of the additional functions provided. The Hub unit is not limited to voice calls but includes access to a range of other facilities that are free for public use. The defibrillators on the Hub network have been used over 400 times in two years. The share of time of the display screens together with the dedicated local area specific content on the touchscreen provides a platform for people to engage with public bodies and promote public awareness. The document appended as **APPENDIX D** shows the uses figures for the existing 17 Hub units in the centre of Manchester for 2022. Despite any natural decline in use due to the covid 19 epidemic, the figures show a healthy and active use of the interactive unit.

Since 2019 JCDecaux has worked in partnership with the Community Heartbeat Trust (CHT), a registered charity that promotes the provision of defibrillators in public spaces, making it the ideal partner for this Proposal. Cardiac arrest is a real issue in all communities with over 100,000 hospital admissions each year. A heart attack can happen to anyone and anywhere and the survival rate is just 1:10, however the early use of a defibrillator can triple the chances of someone surviving such an attack. Each Hub unit is equipped with an easy to use defibrillator provided and maintained by JCDecaux and added to the register of available devices in the Borough. How to activate and use to the device

can be displayed on screen and local training can be organized through CHT funded by JCDecaux, to ensure that when needed, this equipment can be quickly deployed to save a life.

- **Design** – The Hub unit is based on the Forum design by Fosters and partners and is a familiar scale of furniture that is found in urban areas as it is comparable to the size of advertising on bus shelters, for example. The design is purposefully understated in a dark grey or black colour to match other functional furniture within Stockport and is of robust construction and fully accessible. The units are run on 100 renewable energy and cleaned by rainwater.
- **Unit Number and Clutter** – The proposal is limited in scope to three new locations, which is a suitable scale of network for the size of Stockport. We have identified sites to fit the distribution and where possible sited them on footpaths that are relatively clear of other similar forms of furniture.
- **Safety** – The experience of other Operators across the UK has raised real concerns over the misuse of a free to use public service. The design and operation of the Hub unit has been formulated with the support of the Greater Manchester Police and Met Police Design Out Crime Unit resulting in the adoption of a Management Plan that ensures the use of the units is closely monitored and managed to prevent abuse.

JCDecaux is committed to high quality, functional, innovative and sustainable furniture which is applied to all development. The communication Hub is a new product for the Company, but it too embodies these principles and was as a result shortlisted for the IEMA 2020 Awards. The IEMA Awards recognises Companies, teams and organizations that have developed innovative products to deal with urban challenges. The Hub unit was shortlisted in two categories; on the integration of sustainability principles to the design; and in providing an inclusive accessible platform for social and community engagement. These innovations are implemented against the backdrop of energy savings that recognises the climate

emergency. All Hub screens are powered by Green energy and lit using high-capacity batteries, powered by solar energy.

The unit has undergone rigorous testing in extreme conditions and can boast 13.5mm thick anti-vandal toughened safety laminated glass on all glazed surfaces. The other external elements have been treated with a nanotech surface treatment to enable easy removal of stickers and/or sprayed paint to the external surfaces. The unit has a protection rating against impact of >IK10. All electrical circuitry is inaccessible to the public and the unit features hidden fixings that require specialist tools to enable access.

The advertisement screen will show illuminated static images that automatic change by means of a remote server. The light sensor will control lighting levels automatically during the day and be able to adjust levels to reflect a change in sunrise and sunset times from summer to winter and environmental conditions. Should the unit malfunction the screen will switch off and automatically alert JCDecaux's dedicated digital team of the fault and schedule a repair. The display screen on the reverse of the Hub unit will switch off between the hours of 11:59 p.m. and 6:00 a.m., thus reducing energy use by 43%. The touchpad screen will default to a map of Stockport for easy wayfinding and the screen can include shortcuts to the most often used apps and links direct to local Council services. A touchpad is positioned at 1m from the ground to provide easy access for wheelchair users and the screen is designed with high contrast colours to assist the partially sighted.

Finally, sustainability is an important element of the Company's approach to development from initial design, product and material sourcing to energy use. In 2019 the Company joined RE100, a global leadership initiative for companies committed to 100% renewable electricity. The Company's objective is to source 100% of its electricity consumption from renewable electricity this year.



## **The Proposal Sites**

The proposal for Stockport is for three units as illustrated in **Appendix A**. There is no proposal to grow this size of estate however we are open to discussion through the application process on the precise locations should any of the identified sites be considered unsuitable for local amenity or highway safety reasons. The site locations sit within established retail streets and share comparable backdrops of retail/commercial activity. The sites are considered suitable locations for this type of development, based on the surrounding character and building scale.

Each proposal site has been assessed on planning merits, mindful of the existing furniture and local context. The proposal sites are located between focused around the Merseyway Shopping Centre, and Princes Street, which is a linear route containing active retail frontages and represents one of the busiest routes in Stockport. Forming part of the established retail core in the centre, Princes Street already exhibits high levels of advertising imagery as a characteristic feature, therefore the use of the apparatus with integral advertising would not appear inappropriate or unusual. Although the site locations are busy, the positioning of the units would not impede the pedestrian desire routes due to the generous pavement widths. The safety assessment examined the proximity to road junctions and crossings and the pavement widths in line with established standards. A network of three locations within the centre would deliver a limited and rational distribution in areas where people are most likely to see and use the Hub unit.

## **Pavement o/s 82-86 Princes Street, Stockport SK1 1RJ**

Each proposal The proposed site is situated on the pedestrianised retail thoroughfare Princes Street, adjacent to Suffragette Square, in Stockport town centre. Situated outside the One Below discount retail shop, the 9m wide section of pavement offers ample space for a communication hub. The surrounding area boasts modern public realm enhancements, including tree planters and a corridor of street furniture, creating a conducive environment for the proposed development.

The buildings in the surrounding area are mixed in architectural style and generally three-storeys tall, with some larger scale buildings at the north of

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the civic space. The buildings all feature active frontages at ground level adorning various mediums of advertising content conducive of a high street location. The siting of this kiosk would relate well to other items of street furniture within this stretch of pavement. Given the limited amount of street furniture within the location, the proposed development would not cause unacceptable clutter, and would not unacceptably reduce the pedestrian footpath or hinder the accessibility of nearby retail premises.



The area has pedestrian priority with access available to service vehicles, however the primary operation is that of a pedestrianised local high street. The proposed modern Communication Hub would sit within an open pavement space in line with other street furniture and would not hinder pedestrian flow. There are no historically designated buildings nearby nor does the site lie within a Conservation Area. Overall, the proposed Hub is

unlikely to result in harm to the visual amenity of the centre or present an obstruction to pedestrian movements.

## **Pavement o /s Merseyway Shopping Centre, Mersey Square, Stockport SK1 1QW**

The second Communications Hub proposed in Stockport is positioned on the pavement at the western entry to the Merseyway Shopping Centre, on Mersey Square. The area surrounding the proposed site is an open public square, with buildings of varying height and architectural style enclosing the space at some distance away, giving a wide, open air feel to the area. The immediate public realm outside of the shopping centre features an established street furniture corridor including benches, cycle racks, litter bins and a series of planted trees, of which the Communication Hub proposal has been aligned. The proposal has been sited outside of the Merseyway shopping centre and is well positioned to provide the public and digital services to those passing through and spending time in the area.





The proposal site is not located within any Article 2(3) designated land or within the immediate vicinity of any listed buildings. There are a number of listed assets within Mersey Square however as noted above, the layout and scale of the civic space is such that the proposed site outside of the Merseyway Shopping Centre will not have any visual relation to the assets and therefore will not have any impact on their amenity.

The provision of well-designed and functional modern furniture can be successfully integrated within busy urban environments without harming local character or the quality of the area. The context of the appeal site is a typical commercial Centre with many retail properties lining the streets and providing the scale of the surroundings. The proposed Hub unit in this location would complement the retail experience and will not result in harm to the visual amenity or present an obstruction to pedestrian movements.

## **Pavement o/s 5 Merseyway, Stockport SK1 1PN**

The final Communication Hub proposed in the northeast of Stockport city centre is located the pedestrianised section of pavement at the junction of Great Underbank (Bridge Street) and Warren Street. The surrounding buildings vary in architectural style and range from three to five stories with the majority sporting active frontages of local businesses as well as major retailers. The immediate area to the north of the proposed Communication Hub is a pedestrianised section of open civic space with service vehicle access provision at the eastern end of Princes Street commercial thoroughfare.

The open area of pavement will acceptably accommodate the proposed Communication Hub which would be positioned within a similar line to the bollards and change in paving. The proposed Communication Hub will not conflict with pedestrian desire lines and allow for the public to utilise the many inclusive benefits the Hub can offer in a busy location.

While the application site is located just north of the Market and Underbanks Conservation Area boundary, the application site is not located within the vicinity of any listed assets and given the character of the area and numerous retail outlets nearby, the proposed Hub is able to fit comfortably within the streetscape.





The provision of secure and reliable digital infrastructure is essential for all major Cities. By integrating the connectivity devices, the technology will be non-intrusive and hidden from view and will therefore have less of an impact upon the surrounding environment. Overall, the proposed Hub at this location is unlikely to result in harm to the visual amenity of the centre or present an obstruction to pedestrian movements.

## **Material Considerations**

The proposal requires both Planning Permission for the physical elements and communication apparatus and Advertisement Consent for the display of advertisement on the rear of the Hub Unit. In respect of the advertisement element the Regulations dictate and limit the scope of the considerations to matters of amenity and safety, whereas the communication element is considered under Council's plan policies.

## Policy Considerations

### National Guidance

**National Planning Policy Framework (NPPF)** December 2023.

Part 6 Building a strong, competitive economy

Part 10 Supporting high-quality communications

Part 12 Achieving well-designed and beautiful places

### Planning Practice Guidance (“PPG”)

- **Advertisements July 2019**

  - Section 7 Public Safety Considerations

  - Section 8 Amenity Considerations

- **Healthy and Safe Communities Aug 2022**

The applications are submitted under the provisions of the 1990 Planning Act and subordinate Advertisement Regulations. Planning permission is required for the physical elements of the communication apparatus and consent for the display of advertisement on the rear of the Hub Unit.

The National Planning Policy Framework December 2023 (**NPPF**) sets out the Government’s planning policies for England and how these should be applied. The updated NPPF maintains the role of the planning system in supporting sustainable forms of development. Development can fulfil an economic, social and environmental objective and achieving them through sustainable means is a fundamental principle throughout the guidance.

Advertising plays an important role in a diverse and vibrant market economy by encouraging consumer confidence and spending, which contributes to sustainable economic growth. Advertising is also an essential support for business through the promotion of products and services which drives consumer spending. The use of land for advertising is therefore consistent with the aim of sustainability and its support for a viable market economy. In respect of outdoor advertising the NPPF states that;

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the

display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

Part 6 of the NPPF emphasises the role of the planning system in encouraging businesses to invest, innovate and adapt to changing market needs. Part 10 covers the essential role a high-quality communications infrastructure has on the delivery of sustained economic growth and how the planning system should act to support such development. Paragraph 118 states:

“Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).”

Furthermore paragraph 122 confirms:

“Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system...”

Part 12 covers the importance of design in managing and improving spaces and the quality of place. The design of all built form, including street furniture, must be sustainable and functional but also attractive and include innovation in the design evolution. Paragraph 131 says:

“Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

On design, the Framework states that:

“Planning policies and decisions should ensure that developments:

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”

And that significant weight is given to:

“outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.”

The proposed Hub unit is supported by the policy aims of the NPPF.

Specific guidance relating to advertising developments and the interpretation of the Regulations is contained within **Planning Practice Guidance** (“PPG”). Section 8 of the PPG on Advertisements March 2014, as amended, explains in greater detail the criteria for considering amenity issues in advertising proposals. More specifically, on the matter of scale the guidance suggests that advertisements should respect the scale of the surroundings;

“...for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.”

It further advises that;

“This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.”

On matters of Public Safety, the PPG states that:

“All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.”

## Amenity

The Company is a passionate supporter of good design and is keen to ensure its street furniture contributes to improving the quality of the streets and in making them safer, cared for and attractive places. The streets adjoining the proposal sites are busy, mixed-use thoroughfares with a pronounced commercial presence, with many large-scale commercial premises lining the streets, that also include advertising imagery. When introducing any additional item of street furniture it is recognised that



development needs to be carefully considered, thoughtful and respectful of the local context.

In this proposal we have been mindful of these considerations and feel that a limited network of Hub units in locations where the scale of buildings and character of the areas are appropriate and unlikely to lead to harm to the appearance or character of the street setting. The design of the Hub unit and scale of advertisement display is appropriate to the pedestrian environment without overwhelming passers-by. The proposal sites are confined to the main commercial centre of Stockport which is a vibrant and busy area where the immediate local context could support this type of modern structure. Overall, the Proposal would accord with policy guidance and is considered not to harm local visual amenity.

## **Public Safety**

The advertisements affixed to the Hub units will be prominently positioned on the public footpath to be readily visible. The main audience will be pedestrians and only one would be visible to drivers. The proposal sites have been chosen where the width of the available footpath is sufficient to accommodate the unit without obstruction or an unacceptable narrowing of the available pavement. The units will be seen alongside busy active street frontages and so it is doubtful that anyone would view this type of advertised unit in this context as unusual or alien.

While it is expected the proposals would be visible to vehicular traffic, the approach to the sites are along roads with low-speed limits and where there isn't a heavy burden on a driver's concentration. By the time a driver sees the proposal site they will have travelled through the centre of Stockport and would have passed many retail premises and seen many other type of roadside attractions. A driver's expectation of seeing advertising imagery is therefore already very high and consequently reduces considerably any potential for a driver to become confused or distracted. Views of the adverts attached to the Hub units from passing vehicles would generally be fleeting in nature. Those viewed from across streets would be filtered by traffic or pedestrians and the adverts could only be seen from a few vantage points. The proposed unit would not appear wholly incongruous or intrusive in this context nor present a danger to the public.

## Conditions

The mechanism exists within the planning system to provide a level of control over the manner and use of roadside advertising in the interest of amenity and safety, as expressed in the Regulations. All consents for express advertisement consent are covered by the standard conditions set out in Schedule 2 to the Regulations. It is proposed that the following special conditions should be applied to any advertisement consent:

- The intensity of the illumination of the signs shall not exceed 300Cdm<sup>2</sup> from dusk till dawn
- Any change in advertisement display shall be instantaneous
- The displays shall not display any moving, or apparently moving, images
- The advertisements displayed on each panel shall not change more frequently than once every 10 seconds.

The above special conditions are now used as best practice for the control of digital advertisements having been originally proposed by Transport for London (TfL) in relation to applications adjacent to the strategic road network. Digital technology is by its nature a more sustainable and versatile method of displaying images and messages in real time and in cases of emergency. JCDecaux fully accepts that this functionality could and should be used to create safer streets and places. We are therefore committed to working with local authorities to ensure our apparatus is designed and used in a way that assists in reducing crime. The Management Plan at **APPENDIX E** has been formulated with the assistance of the Police Designing Out Crime unit and forms part of the application documentation, as does the Company's commitment to work with the Police and adaptive to changes in Borough Policing.

## Summary

The UK is currently at the forefront in the development of multifunctional digital furniture and the provision of accessible communication apparatus that provides more than simply a means to make voice calls. Many cities recognise the value such development can provide, which complements and support their public service provision and delivery. The proposed Hub

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network has been thoughtfully considered to ensure it will successfully integrate into the urban fabric of Stockport.

The proposed unit is of a high quality of design and the locations are confined to commercial areas that are appropriate for this type of advertised structure. The design and functions of the Hub unit will contribute to raising the quality standard of furniture and the appearance of the public realm.

I trust that the above information and Appendices provide sufficient information on our plans and is enough for you to consider this proposal. I am happy to meet if needs be at your offices or ours to discuss the finer detail.

I look forward to hearing from you.

Yours sincerely,



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