D Roscoe Esq
Manchester City Council

25th March 2011

Dear David

Re: AXIS, Albion Street, Manchester Temporary Screen Planning Application

Further to our recent meeting I attach herewith the planning application to replace the previously submitted application for the erection of a temporary screen at the AXIS site.

By way of a general update, both our joint venture partner Development Securities and ourselves remain highly focussed on recommencing building works at AXIS within a short period of time. You may recollect that having undertaken all piling works and completed the ground floor slab at AXIS, we took the decision to stop construction work 18 months ago as the economic climate changed. However, with the city centre office take-up achieving a record year of 1.2 million sq.ft. in 2010, combined with the diminishing lack of Grade A new build office space, we are now seeing improved levels of demand, specifically in relation to AXIS.

Both Manchester Central and First Street are receiving an increased level of awareness and this is proving to assist us in reinforcing AXIS as a well located office destination.

In relation to AXIS, I am delighted to confirm that we have now agreed terms with OCEAN to operate and manage the screen on the North facing building elevation overlooking St. Peter s Square. OCEAN are an excellent operator with a number of prominent national sites throughout the country having created some unique and interesting marketing schemes on their sites as can be seen on the website www.oceanoutdoor.com. They see the AXIS screen being a major iconic site to be added to their existing 32 UK sites.

In the lead up to us recommencing building works, the joint venture and OCEAN submit the attached planning application to obtain approval to erect a double sided X m x X m digital screen for a temporary period of 18 months. This will provide a high quality design screen **etc. etc.** to be used for the following purposes:-

- Advertise major national / international brands
- Maintain awareness of AXIS and the First Street Neighbourhood
- Promotion of City Centre events by Cityco as outlined in the below email from Siobhan McGoff whom has subsequently specified the following key dates:

Summer Campaign
- 4th July 2011
- 11th July 2011
- 18th July 2011
- 25th July 2011
- 1st August 2011
- 8th August 2011
- 15th August 2011

Autumn Campaign
- 22nd August 2011
- 29th August 2011
- 5th September 2011
- 12th September 2011
- 19th September 2011
- 26th September 2011

Christmas Campaign
- 7th November 2011
-14th November 2011
- 21st November 2011
- 28th November 2011
- 5th December 2011
- 12th December 2011
- 19th December 2011

From: *Siobhan McGoff <Siobhan.McGoff@cityco.com>*
Date: *Fri, 18 Mar 2011 15:22:14 -0000*
To: *Dominic Pozzoni <DP@propertyalliancegroup.com>*
Subject: *Whitworth Street Digital Screen 2011*

Hi Dominic, I hope that you are well.

I am currently working on media plans for CityCo for 2011 and wondered if it would be possible to continue the existing, very generous, agreement that we have with you for the Whitworth Street digital screen.

Similarly to last year we aim to have three main campaigns; summer, autumn and Christmas.

It would be greatly appreciated if, subject to availability, we could be allocated space on the screen for these campaigns.

I look forward to hearing from you.

Kind Regards

Siobhan McGoff | Marketing Executive | Cityco | The Manchester Club | 81 King Street | Manchester | M2 4ST
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Cityco works in partnership to manage and market Manchester city centre.

OCEAN are a leader in digital outdoor media having worked in partnership with both the public and private sector throughout the country. At AXIS, this temporary screen will as discussed be able to be used by the First Street Neighbourhood and Cityco for ongoing marketing campaigns.

Should you wish to discuss any aspect of the application, please do not hesitate to contact me.

Regards

Yours sincerely

DP