MANCHESTER
CITY COUNCIL

Directorate for Neighbourhood Services

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David Roscoe
Planning Department
Manchester City Council
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5th October 2011

Dear David,

Development of Manchester City Councils advertising portfolio

The development of the Manchester City Councils advertising portfolio by MediaCo represents a significant boost to the City and City Region. We now have the opportunity to replace well over a hundred sites that were in a state of disrepair with around 40 state of the art sites that are being developed with the support of Peter Saville the City's Creative Lead.

The economic development of Manchester and the surrounding region is central to everything we do and so for Manchester's Marketing Coordination Group which includes all the City's key stakeholders to have access to industry leading advertising space to support initiatives that drive the City Regions development is extremely beneficial.

From a commercial point of view the concept of developing a relatively small number of sites that are at the premier end of the advertising market means that the revenue generated is optimised whilst also providing the opportunity to remove unwanted clutter from the City Centre. This is a key strand of our future plans as Manchester aims to be the best regulated City for advertising in the UK.

All sites are being very carefully planned with all aspects of visual amenity and safety carefully considered in order that we set the standard that we expect other providers to adhere to in the future.

Yours Sincerely

David Lea

David Lea
Director of Commercial Services