The Modernisation of Manchester City Council's Outdoor Advertising Assets
Supporting Statement

MediaCo is one of Europe's leading large format digital print specialists and the UK's fastest growing outdoor advertising company. Established in 1998, MediaCo is a Manchester business headquartered at its own 40,000ft^2 freehold factory premises in Trafford Park. MediaCo currently employs 90 people with over 90% of staff residing in Manchester. Over the past 13 years MediaCo has built a strong reputation for being; reliable, attentive, flexible, transparent, and for operating with the utmost integrity. MediaCo is renowned for delivering an outstandingly high quality product. MediaCo's exceptional core values have resulted in robust sustainable growth since its formation.

Under a ten-year contract with Manchester City Council that commenced on 1st October 2010, MediaCo is making substantial investment in refurbishing and developing the Council's outdoor advertising estate to create an innovative and dynamic portfolio of advertising sites that will be unrivalled in any world city.

MediaCo believes the City of Manchester to be a modern, pioneering and vibrant place of global stature and is committed to working in partnership with Manchester City Council to develop an outdoor advertising portfolio in synergy with this profile. MediaCo is substantially increasing the standard and quality of the Manchester City Council advertising estate to a level superior to those advertising portfolios operated by other Local Authorities in the United Kingdom.

The emphasis is on "Less is More" and a stringent development policy focusing on quality and not quantity sees the removal of the existing outdated advertising estate of over 100 displays in its entirety and the reinstatement of only those few locations that can truly help achieve the goal of creating a superior product that will clearly be the best in market. There will be no multiple hoardings, litter traps or unkempt environments; instead each site will be erected in a singular uncluttered position in considerately landscaped surroundings that will be meticulously maintained by a dedicated in-house servicing team.

The new invigorated outdoor advertising estate will not include any traditional industry standard paper and paste hoardings, it is widely recognised that this type of format is vulnerable in inclement weather and can therefore quite often look dishevelled. A further disadvantage is that the spent paper poster can not be recycled on account of the contamination from the paste adhesive used to stick the poster to the site so this type of format does not meet with the strong environmental standards that MediaCo is striving to achieve for Manchester City Council's upgraded outdoor advertising estate. Instead, the inventory will only comprise of modern back illuminated display units which will use energy saving LED light source and fully recyclable PVC poster material or industry leading full digital technology where images can be changed remotely via a telephone line substantially reducing the number of vehicle journeys to site.

MediaCo outdoor

The number of advertising hoardings in the City of Manchester has increased quite considerably over the years and in some areas there are now pockets of numerous displays clustered together on Manchester City Council and privately owned land. This has resulted in a clutter effect particularly to the north of the City in Newton Heath Ward around the junction of Oldham Road, Queens Road and Hulme Hall Lane and to the south east of the City in Ardwick Ward on Hyde Road between Devonshire Street and Potterys Lane, to greatly improve visual amenity under the MediaCo proposal 23 advertising hoardings will be removed and not replaced in the aforementioned areas. Under the full MediaCo proposal all examples of advertising clutter will be eradicated from Manchester City Council owned land and the new modernised roadside advertising estate will be considerably smaller. On completion it is anticipated that the new advertising estate will be less than 40% of its former size but notwithstanding the substantial reduction in site numbers it will generate stronger, more valuable and sustainable 8 figure revenue over the term of the contract which is a significant improvement on the income Manchester City Council has received in the preceding 10 years.

Manchester City Council will have unprecedented access to media space free of charge, the available communication platform will be superior in quality and reach to that of any other UK Local Authority and in the absence of any communication material from Manchester City Council this benefit will extend to registered local charities. Under the MediaCo proposal Manchester City Council will have guaranteed access to a minimum of 42 days usage for each year of the contract on the non-digital advertising estate, this benefit is equivalent to over £6m of media value over the term of MediaCo's contract at the current MediaCo gross sales rate card.

The digital element of the MediaCo proposal will give Manchester City Council an unrivalled level of connectivity with the people of Manchester and visitors alike, allowing it to make public service announcements, emergency alerts and other time sensitive messaging in real time e.g. missing child alert and helpful traffic information. In addition to the right to instant access in the case of the requirement for emergency messaging, the MediaCo proposal offers a guarantee that Manchester City Council's access to the digital advertising estate will not be less than 25% of the display time for each day of the year, over the term of the contract this benefit is equivalent to more than £15m of media value at the current MediaCo gross sales rate card.

MediaCo has erected 12 temporary standard 48 sheet billboards at no cost to Manchester City Council, these are for the Council's exclusive use and will give the Council access to media space in the lead up to the development of the new refurbished advertising estate. These sites will be removed when the new modern advertising estate is completed. This interim solution equates to a benefit of £156k per annum at the standard gross industry rate card value.

Assuming that under normal circumstances Manchester City Council would have the capacity to use the amount of media space that is being made available under the MediaCo proposal, then over the ten year contract Manchester City Council will have at least £21m of media spend savings to invest in public services.

The initial phase of the development comprise of back illuminated 48 and 96 sheet units supported by a simple contemporary tubular design approved by the Council's Creative Director the celebrated Manchester designer Peter Saville, (see Visual 1 & 2) and back illuminated 48, 96 and Mega 6 formats incorporating a stainless steel plinth with an embossed cropped 'M' being the modern identifiable logo of the City, this style of display has been designed in collaboration with Peter Saville (see Visual 3, 4 & 5). Both of the designs are unique to Manchester.

The back illuminated displays are bespoke and to further enhance integration to the various surrounding environments these are the slimmest profile display units of this type in the UK. Subsequent phases of development will see a number of unique iconic gateway sites incorporating the most advanced digital technology available in the world today, these sites have also been designed in collaboration with Peter Saville.

MediaCo recognises that outdoor advertising sites can deteriorate over time and structures can also easily become outdated, it is not uncommon in the outdoor advertising industry for advertising sites that start out as being clearly best in market to end up falling a long way short of this standard some years down the line. In order to mitigate this problem, ensure that quality is maximised throughout the term of the contract and that the Manchester City Council outdoor advertising portfolio is always considered to be industry leading, MediaCo has made financial provision to refurbish all of the sites mid term of its contract, it is anticipated that this will probably be after 5 years but no later than 7 years from the initial build date in each case.

MediaCo has a well established environmental management system; in 2007 it was the first company of its kind to achieve ISO14001 and therefore has a long standing commitment to maintaining an exceptionally high environmental standard. MediaCo strives to limit the impact its activities have on the environment and is constantly reviewing ways of reducing its carbon footprint, including monitoring and limiting vehicle journeys, and encouraging its staff to highlight ways in which MediaCo can do even better.

In line with Manchester City Council's aspiration to make Manchester the UK's greenest city, in addition to the very high standards MediaCo is already practising it is taking certain steps to ensure that the new updated outdoor advertising estate will have the highest environmental standards of any Local Authority advertising network operating in the UK today.

Some of the key initiatives are as follows:

Use of energy saving LED illumination – MediaCo is installing LED lighting modules across the whole of its advertising estate without exception, this technology has a lifespan of over 50,000 hours and is 66% more energy efficient than the fluorescent tube lighting that is more commonly found in advertising signage in the UK.

100% recyclable fabrication materials – All of MediaCo's advertising structures will be will be constructed from materials that can be recycled.

Preservation of grassed areas – It is common in the Outdoor Advertising Industry to lay concrete in front of advertising displays to create safe working areas for posting platforms and service vehicles. MediaCo proposes in all cases to keep grass and install environmentally friendly weatherproof ground protection grid (see Visual 7 & 8) which has a weight bearing capacity of 400 tonnes per $m^{2,}$ and will provide a stable working area for posting and maintenance while protecting the appearance and integrity of the grass around the advertising display all year round.

Use of photovoltaic cells - Where orientation is conducive, the unique Iconic gateway sites will incorporate photovoltaic cells to help achieve an element of sustainability to the portfolio.

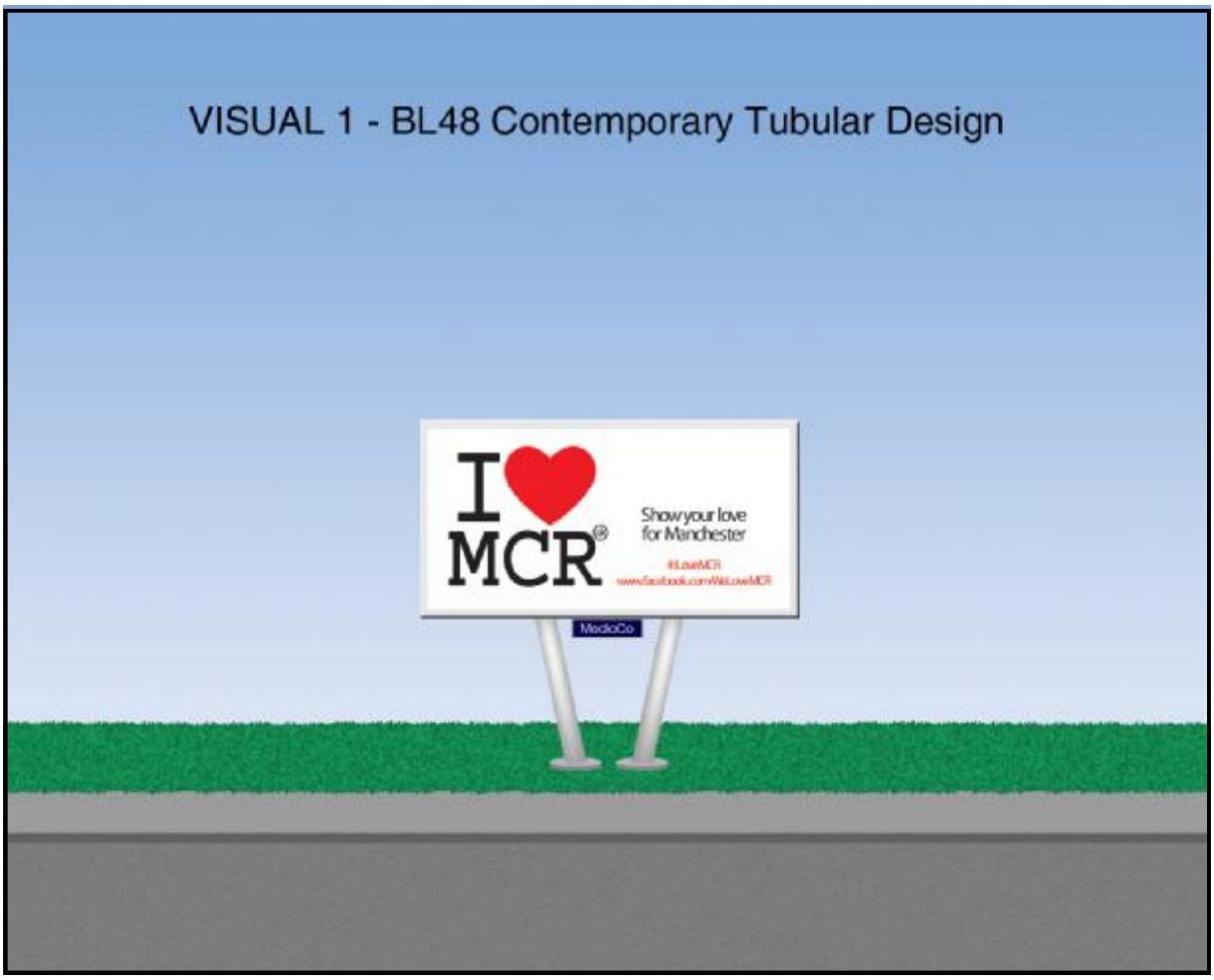
Recycling of waste poster material - MediaCo is the only outdoor advertising contractor in the UK that has an on-site waste processing plant, all spent posters will be returned to the factory and shredded in preparation for use in the manufacture of third generation products; MediaCo has been practising this policy since 2008.

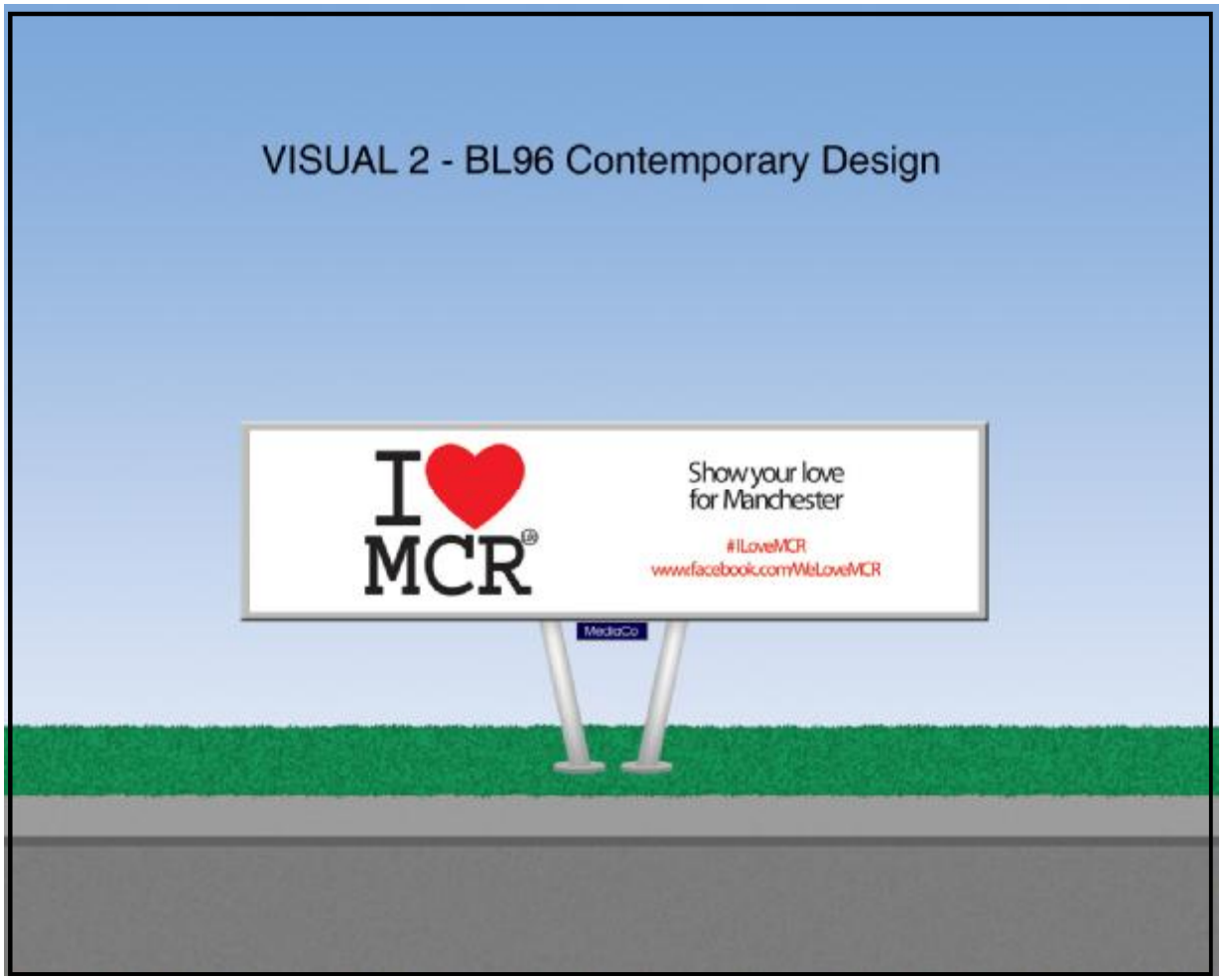
Recycling of waste from site maintenance – In the course of properly maintaining the land areas around the advertising sites MediaCo will remove all grass cuttings, shrub and hedge prunings from site to be composted to produce excellent peat-free soil improver.

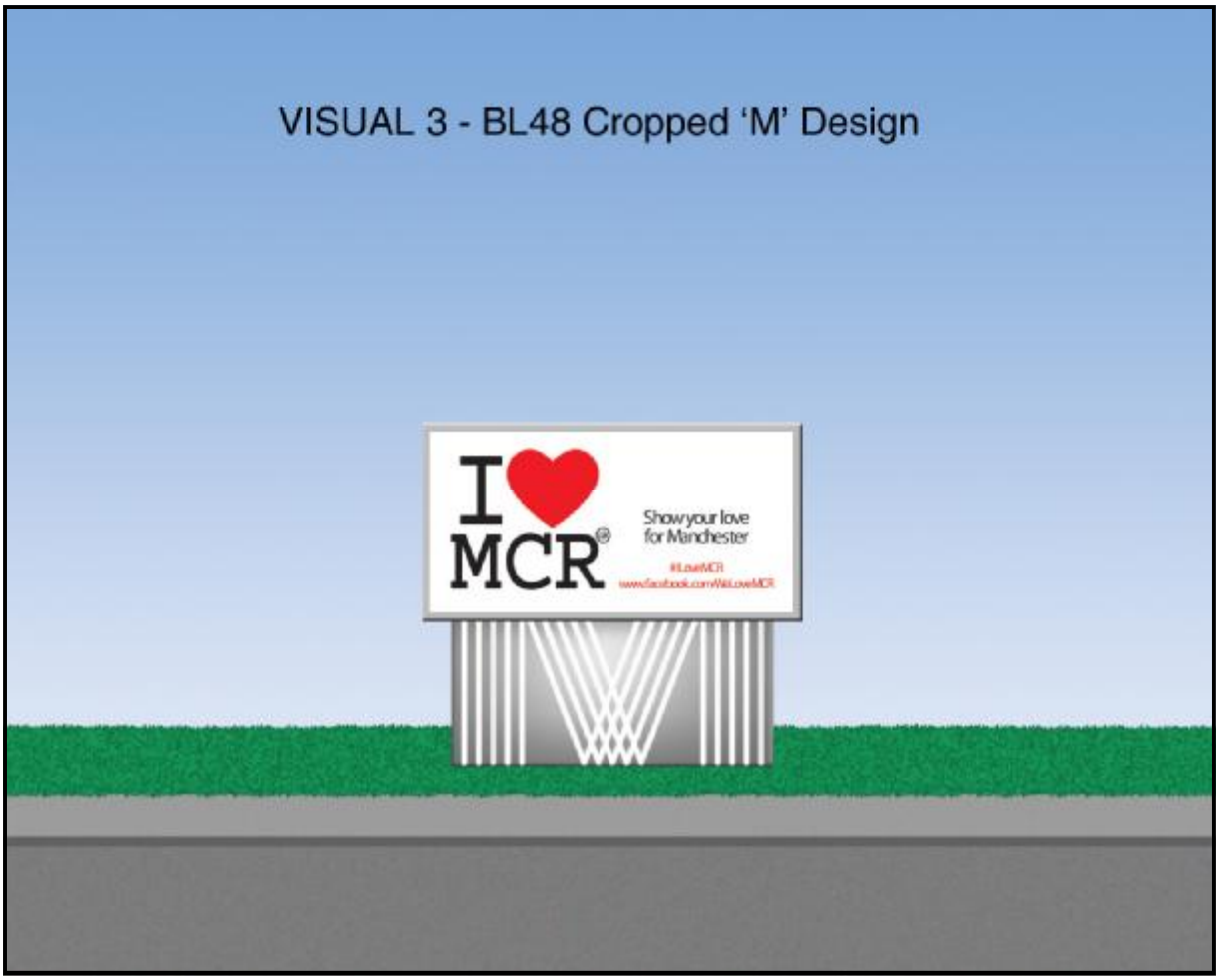
Graffiti and litter is generally a problem on all outdoor advertising estates and advertising companies can sometimes be quite slow to tackle instances of this. MediaCo believes that effective management of graffiti and litter can minimise the impact and recurrence of this highly visible form of anti social environmental crime and to this end is installing CCTV at every location to deter crime and ensure that graffiti and litter are identified quickly and dealt with promptly and in any case within 24 hours. This will be the only advertising portfolio in the UK to have this added benefit.

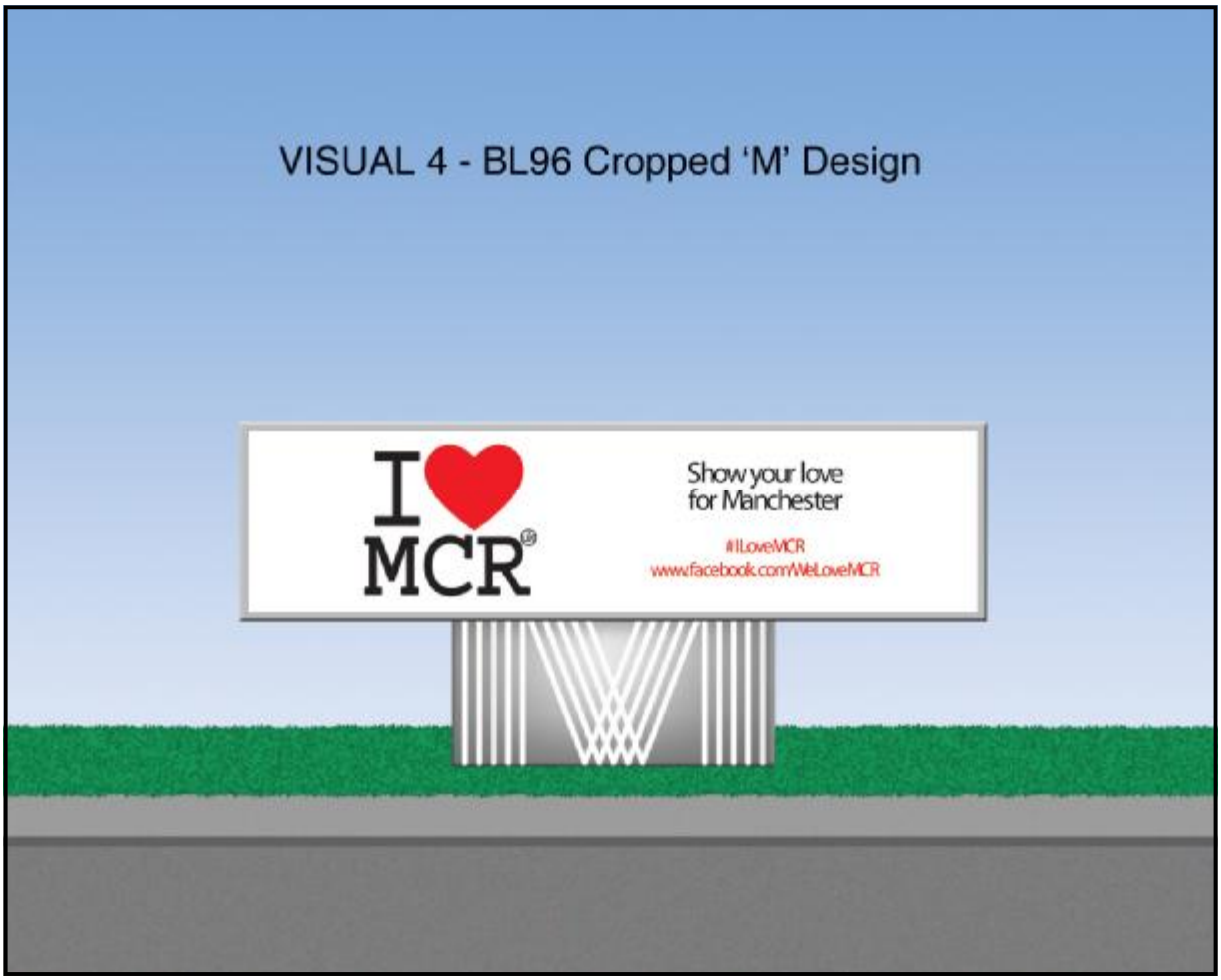
The full portfolio on completion will provide a strong public realm component, in addition to the core communication benefits mentioned above; there will also be a number of premium quality displays available exclusively to Manchester businesses. This unique format will give smaller local enterprises access to the type of advertising space that would normally only be in the scope of bigger companies with much bigger media budgets but at heavily subsidised rates. This initiative will give a much needed boost to the area of the business community that has found the economic climate the most challenging in the last two years. This initiative will also be unique to the City of Manchester.

The Modernisation of Manchester City Council's Outdoor Advertising Assets - Visuals

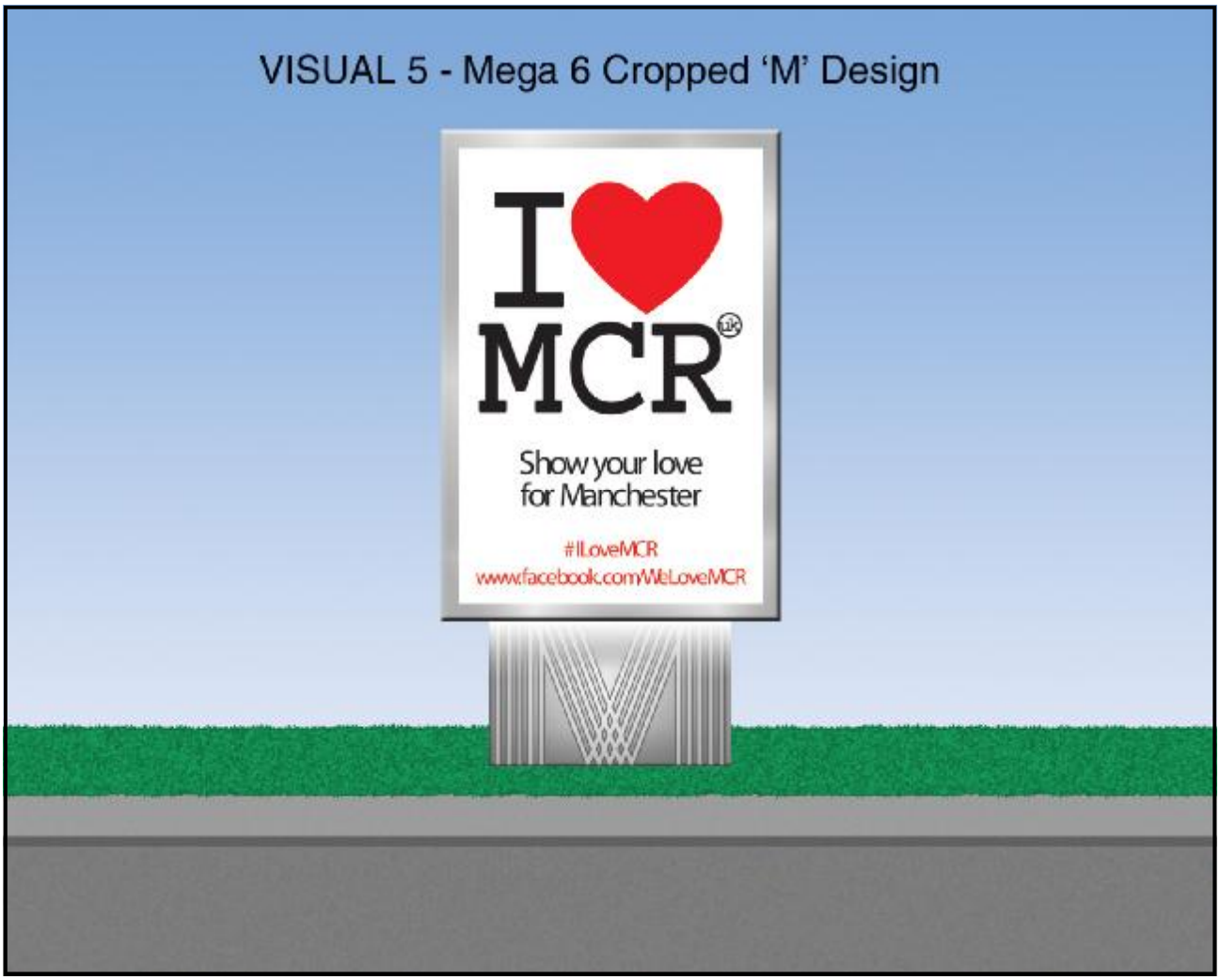


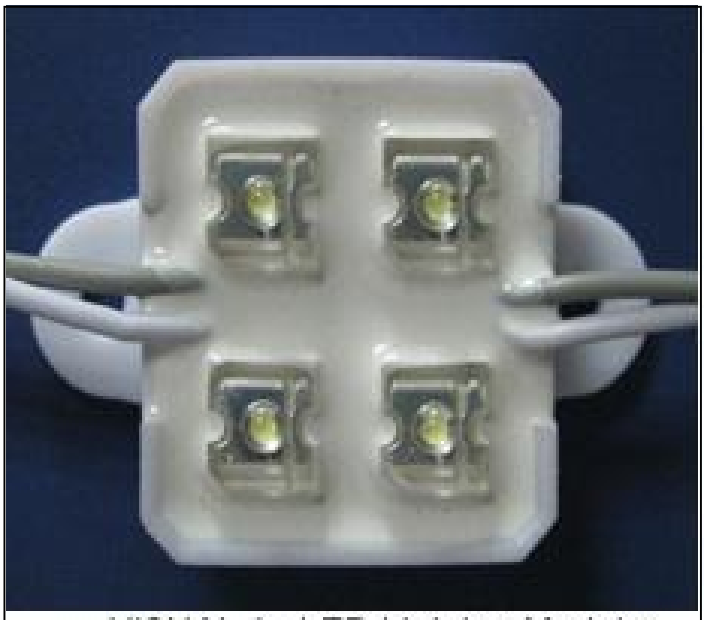



VISUAL 3 - BL48 Cropped 'M' Design
I ♥ MCR
Show your love for Manchester


VISUAL 4 - BL96 Cropped 'M' Design
I ♥ MCR
Show your love for Manchester
#ILoveMCR
www.facebook.com/WeLoveMCR

VISUAL 5 - Mega 6 Cropped 'M' Design

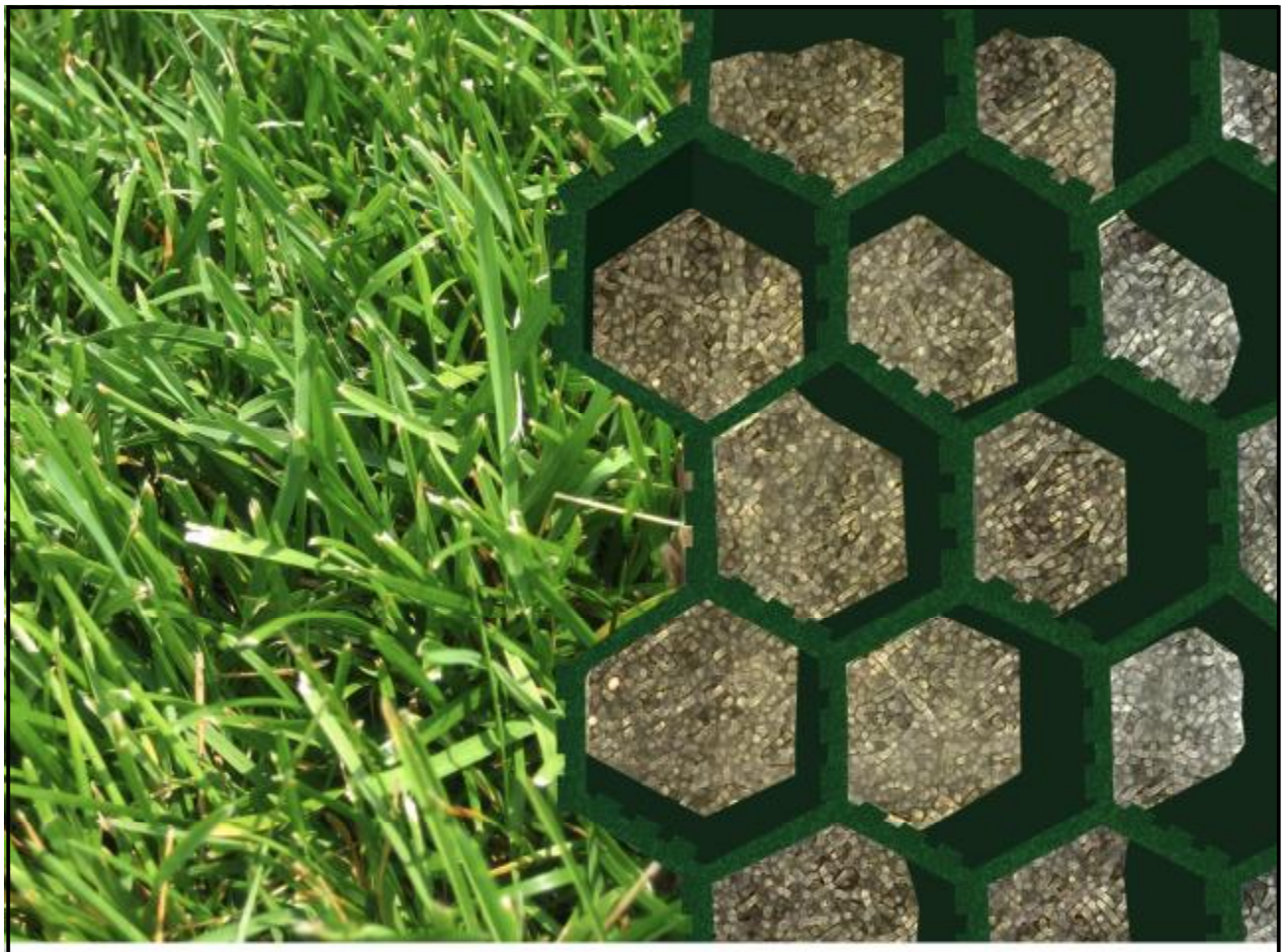




VISUAL 6 - LED Lighting Module



VISUAL 7 - Ground Reinforcement Grid



VISUAL 8 - Ground Reinforcement Grid