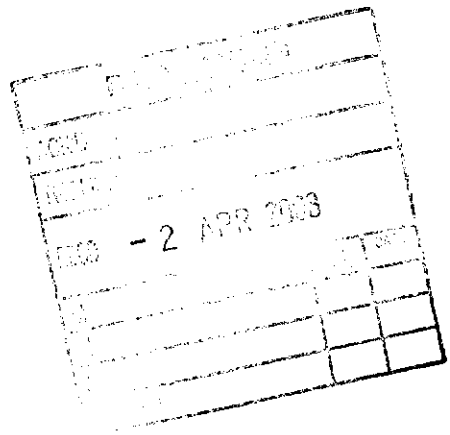
Marketing Manchester

Carver's Warehouse, 77 Dale Street, Manchester, M1 2HG
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20 March 2008

The Head of Planning
Planning Department
Manchester City Council
Town Hall Extension
PO Box 563 Manchester
M60 3NY

Dear Sirs

RE: ADVERTISEMENT HOARDING, RAMADA RENAISSANCE HOTEL, DEANSGATE

The Ramada Renaissance Hotel is a high profile location and a prominent focal point at the northern entrance to Deansgate. It represents the last element of the bomb-damaged area and is widely regarded as an unattractive structure.

Marketing Manchester promotes the city nationally and internationally, attracting inward investment and promoting tourism. In 2008, Marketing Manchester will support the city events programme, by promoting a series of internationally significant events, such as the UEFA Cup Final, Manchester Pride and the Labour Party Annual Conference, leading up to the second Manchester International Festival, which will take place in 2009. It would be very helpful to be able to use some of the hoardings as marketing opportunities to promote the city's events programme, for the following reasons:

- These events would benefit greatly from a high profile and prominent advertisement space in the city centre, capturing the attention of users and visitors alike. For Marketing Manchester, there is a limited amount of available publicity space in the city, particularly of such prominence. Marketing Manchester has secured a commitment from West Properties for dedicated space on the proposed hoardings to promote these Manchester events.

- In addition, the hoardings will mask a particularly unsightly building in a new and confident part of the city centre, until such a time as the building is replaced. The proposals will mirror the approach taken in the city during the Commonwealth Games, when unsightly prominent buildings were disguised, at a time when Manchester was under particularly close media scrutiny and profiling.

I therefore write to offer Marketing Manchester's support for the above project.

Yours faithfully

ANDREW STOKES
Chief Executive

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