

18 Deane House Studios

Greenwood Place

London NW5 1LB

United Kingdom

T 020 8343 2525

baymedia.co.uk



Cardiff Planning
Room 201
County Hall
Atlantic Wharf
Cardiff
CF10 4UW

03/06/2021

APPLICATION FOR ADVERTISING CONSENT FOR THE DISPLAY OF BANNERS ON LAMPPOSTS: PARK PLACE

CONTRACT REFERENCE: SH/92290

On 18/01/2021 Bay Media successfully won the Cardiff City Council tender for *Lot 3 of the Provision of Sponsorship Services for various Council assets, contract reference: SH/92290*. The aim of the scheme is for Bay Media to exploit the corporate assets of Cardiff City Council to generate sustainable maximised income. The overall contract has been awarded for 3 years from the commencement date of 1 April 2021, with an option to extend for a further 1 year [subject to successful annual reviews].

The contract is managed by the City Centre Management Team at Cardiff City Council, with the responsibility of the scheme ultimately held by Richard Hyett as the Authorised Officer. All planning submissions made under this contract by Bay Media are made with Cardiff City Council as the applicant. We are seeking approval for a 5-year period and at the end of the contract term the planning approvals will be retained by the City Centre Management Team at Cardiff City Council.

The inventory laid out in this application forms part of an existing lamppost banner infrastructure that has been used by Cardiff City Council and a previous supplier since at least 2012. Following the awarding of the contract to Bay Media, it was agreed with Cardiff City Centre Management Team that Bay Media would seek planning permission for the existing lamppost banner sites in order to allow for commercial advertising to be sold on these locations. The sites will still, for the most part, be used by the City Centre Team's own campaigns, for both Major Events and Internal Comms, and these campaigns will take priority over commercial bookings. The sites will be available for commercial bookings, however, at times previously agreed with the City Centre Team, for the purpose of generating revenue for Cardiff City Council.

All of the sites included in this submission have been structurally tested by Inratest Ltd, an independent third-party testing company, and provided with a Grade 1 rating, indicating that the column is structurally sound to take the additional wind loading of the Bay Media system. The testing results have been provided to Dave Kinnaird, Team Leader from Planning, Transport & Environment, Chris Jones, the Highways Lighting Engineer for Cardiff City Council, and the City Centre Management Team, as agreed at a meeting on 15/02/2021 where original approval for the use of sites was given.

This cover letter is in support of the planning application for Park Place, Cardiff. In its entirety the submission is for 38 lamppost banner sites on Park Place, Cardiff between the junctions with Corbett Road to the North and Queen Street to the South, with sites along both sides of the carriageway. The lamppost columns in question are numbers A, B, C, D, E, F, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 17, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 & 38 [Please note the column references A-F have been attributed by Bay Media in the absence of an official one located on the column at the time of audit, the locations should be correct]. Both a location plan using a Stanfords Map and a Bay Media map have been included as supporting documents for reference.

The Bay Media lamppost banner system which will be used is a retrofit flex-arm system. The system will be installed and removed at the end of the period of the scheme. When no banner is installed there will be no banner arms left installed. The system is installed with a protective layer to make sure there is no damage to the column, and this layer can be sourced so that it matches the colour of the column thereby minimising the visible area on the column. The specifications for the system are included in the appendix documentation in this submission. All installations are made with a minimum clearance of 2.8m from the ground and will not be installed so that they obstruct the carriageway, as is indicated by the Technical Drawing included in the appendix documentation in this submission.

18 Deane House Studios

Greenwood Place

London NW5 1LB

United Kingdom

T 020 8343 2525

baymedia.co.uk



The scheme and sites which form the inventory, including those on this stretch of Park Place, Cardiff have been approved by Cardiff City Council in consultation with Dave Kinnaird, Team Leader from Planning, Transport & Environment, and the City Centre Management Team during a meeting on 15/02/21. All works on the Highways for installation and removal of the system and/or banners will be subject to work permits submitted and verified by Kadie Irish, Network Manager for Cardiff City Council.

All advertisements displayed will adhere to the advertising restrictions, pursuant to the Advertising Standards Authority code and will be submitted to Kathryn Palmer and the City Operations Team for final approval prior to any installation. This artwork approval will go through the following process: Bay Media's Design Studio will provide artwork templates and deadlines to the client advertiser within 24 hours of the receipt of the returned purchase order. Bay Media's Design Studio will then amend artwork sent through to Bay Media according to the requirements as communicated by the client advertiser until such time as the client advertiser confirms that it is satisfied with the artwork. The Bay Media Sales Representative will then send the confirmed artwork across to the Authorised Officer at Cardiff City Council to gain their approval prior to any artwork being sent to print. Should the Authorised Officer require any changes then this will be communicated at this stage and the Bay Media Sales Representative will ensure that the client advertiser understands the need for the changes. The process would then begin again with the new instructions and continue until such a time as the Authorised Officer provides approval. Through this double check system of client and campaign type approval by the Authorised Officer and then artwork approval by the Authorised Officer, Bay Media will ensure that the requirements that Cardiff City Council's Advertising Governance Policy is not contravened and that appropriate footers have been included in the artwork. The artwork footers have been approved by the City Operations Team and the Communications Team and have been provided in the submission as a supporting document.

Bay Media understands that a historic and cultural city like Cardiff seeks to protect, maintain and enhance its environmental quality and heritage. Bay Media prides itself on providing an incredibly high quality product that will ensure that our advertising provides income for the council and helping businesses and events while at the same time not adversely affecting the visual amenity in Cardiff. The sites will be used for commercial advertising but the remit from the City Operations Team is for advertising to be events and limited commercial only. As such we will be pursuing advertising that is sensitive to the local area or is based on a specific event or activity happening within the city, including but not limited to gallery openings, theatre productions, sporting events, festivals, targeted product launches and directional messaging. All clients will be vetted and approved by the City Operations Team in advance of any agreements.

Yours faithfully,

Tom Downes

T: 07786 545 301

tom.downes@baymedia.co.uk

For and on behalf of Bay Media Limited