

## MARKETING FORCE LTD – PLANNING STATEMENT

### APPLICATION FOR THE DISPLAY OF ADVERTISING SIGNS

Marketing Force Limited (MFL) is the UK's market leader in small format sponsorship advertising on/adjacent to the public highway. We are currently working with over 100 highway authorities on highly successful sponsorship advertising initiatives which offer local businesses the opportunity to legally advertise in their local area. This form of sponsorship advertising also provides a significant supplementary income to the highway authority.

MFL have identified a total of 20 roundabout sites within North Ayrshire. I summarise the key elements of the application as follows:-

- The proposed signage will display the North Ayrshire logo along the bottom of the sign.
- The location identified has been verified as suitable for this type of sponsorship advertising by North Ayrshire Council.
- The location identified is in non-conservation and non-residential areas.
- The signs will be static, kept low to the ground and is at a location where there is no infringement on highway sight lines.
- The signs provide a legal platform on which local businesses can promote themselves at the selected locations.
- The initiative promotes North Ayrshire's support of the local economy by enabling locally based businesses to legally promote themselves in this way.

MFL is very keen to achieve a positive outcome, therefore if you have any queries in relation to this application, I would welcome entering into discussion with the Planning Authority, prior to a decision being reached.

