

Eastern Division

Hydebank
4 Hospital Road
Belfast
BT8 8JL

Mr Andrew Irvine
Belfast City Centre Manager
Belfast City Centre Management
95-101 Royal Avenue
BELFAST
BT1 1FE

Telephone: 0300 200 7893
Fax: (028) 9025 3220
Textphone number: 028 9054 0022
Email:
www.roadsni.gov.uk

Being Dealt With By: J Irvine
Direct Line: 028 9025 3001

Your Ref:
Our Ref:

Date: *27th* September 2012

Dear Mr Irvine

CITY CENTRE BANNERS

Following our meeting on 18 June 2012 and your subsequent submission dated 19 July, as promised, I agreed to seek the view of Belfast City Council on your proposals to use advertising to offset the costs of the provision of banners in the City Centre. As you will be aware I first raised this with the Chief Executive and Directors of Belfast City Council on 4 July and, subsequent to your correspondence of 19 July, I formally sought the Council's views on this proposal.

On 14 September, the Council confirmed that it was broadly content with your proposal and, as a result, Roads Service has no objections, provided that the following broad principles are adhered to:-

1. That banners are only fixed to suitably strengthened street lighting columns (approved by Roads Service) and that these columns are routinely inspected and certified by BCCM as being suitable.
2. That banners are used only to promote civic events and as such have the approval of the City Council.
3. That any sponsor's logo will be less than 15% of the banner area so as not to be deemed as commercial advertising.

Provided that these principles are met and the City Council is content with the events promoted and the style/layout of the banners then Roads Service will not withhold consent.

It would not be my intention to formally agree your Draft Terms and Conditions but to review the arrangements contained within this letter in 12 months.

Yours sincerely



JOHN IRVINE
Divisional Roads Manager

