



Subject:	Request to present: Exterior Media
Date:	14th June, 2017
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Louise McLornan, Democratic Services Officer

Restricted Reports	
Is this report restricted	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The Committee is asked to consider a request from Exterior Media to attend a future meeting of the City Growth and Regeneration Committee.
2.0	Recommendation
2.1	The Committee is asked to; <ul style="list-style-type: none">• consider whether it wishes to accede to a request from Exterior Media to present to a future meeting.

3.0	Main report
3.1	Exterior Media is an outdoor advertising company operating across the UK. The regional team based in Belfast manages a portfolio of traditional advertisement hoardings and lightboxes throughout the city.
3.2	Exterior Media advises that, since mid-2015, it has discussed the siting of LED displays along motorways and key transport corridors into Belfast city centre with Transport NI.
3.3	Following agreement with Transport NI that such displays would be acceptable, in principle, at certain locations, it has been agreed that (subject to planning) a trial would be run to ascertain how such displays would be operated.
3.4	The Committee is asked to note that a total of 7 sites concentrated within the inner urban area and at specific points on the M1, M2, Westlink and Sydenham Bypass would be included within the trial.
3.5	The request also points out that it is also envisaged that Belfast City Council could become display partners, to allow the promotion of road safety messages, traffic information and Council marketing/promotion.
3.6	Exterior Media have requested an opportunity to present the idea to the City Growth and Regeneration Committee at a future date.
	<u>Financial and Resource Implications</u>
3.7	There are no financial or resource implications associated with this report.
	<u>Equality or Good Relations Implications</u>
3.8	None.
4.0	Appendices – Documents Attached
	None