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Planning Statement

Reading Station

March 2018



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Project Name: Reading Station Digital Screen

Location Reading Station Pedestrian Zone, opposite
Station Street, Reading, RG1 1LZ

Client: Maxx Media Limited

File Reference: P1489

Issue	Date	Author	Checked	Notes
PL1	26.02.2018	R Hoad	H James	Initial Draft
PL2	05.03.2018	R Hoad	H James	Client Issue
PL3	06.03.2018	R Hoad	H James	Planning Issue

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1. Introduction

- 1.1. This Planning Statement has been prepared by ECE Planning on behalf of Maxx Media Limited in support of an advertisement consent application for the '*proposed erection of a new double sided LED digital Smartscreen advertisement display*' at Reading Station pedestrian zone, opposite to Station Street.
- 1.2. The applicant, Maxx Media Limited, operates a number of successful LED Digital Screens in many city and town centres in the UK. The business operates in a way that helps to support small local businesses, charities and services by providing free or affordable advertising alongside their commercial advertising activities.
- 1.3. This application is supported by the following documents:

Planning Application Form
Heritage Statement
Planning Statement
Location Plan
Proposed Plans
Visuals

2. The Site

- 2.1. The site is located within Reading's Central Area (as identified by Reading Central Area Action Plan), to the west of Reading Station. Specifically, the site is located within the pedestrian zone opposite Station Hill as identified in Figure 1. The site is within the busy, well used pedestrian area outside of the recently redeveloped Reading Station.
- 2.2. The Supplementary Planning Document, Reading Station Area Framework (adopted in 2010) identifies the site as within the 'Reading Station Area' which is a major redevelopment opportunity area around Reading Station. The SPD specifically identifies the site as 'Station Square South' - an important public space and pedestrian movement area.
- 2.3. The Grade II listed building, the 'Main Building of Reading General Station' is now a Public House called 'The Three Guineas' and lies nearby; additionally, the listed Statue of King Edward VII is located to the south-east of the site. These are referred to in more detail within the Heritage Statement prepared by Orion Heritage, which has been submitted along with this application.



Figure 1 - Site Location

3. Planning History

- 3.1. The site does not have any available planning history.

Pre-Application Advice

- 3.2. The applicant has engaged with the Local Planning Authority through the Pre-Application (Ref. 172238/PREAPP) process. A formal submission was made on Monday 11th December 2017 and a written response was received on 21st February 2018.
- 3.3. The comments predominantly related to the potential impact on the nearby Grade II Listed Three Guineas Public House, the older station entrance building to the east and the Listed Statue of King Edward; these concerns are responded to in the accompanying Heritage Statement, prepared by Orion Heritage.
- 3.4. The written response did clarify that the proposals are not considered detrimental to highway users and would not result in any undue obstruction or danger to pedestrians. Additionally, the response stated that Environmental Protection Officers had reviewed the proposals and concluded that they were unlikely to have a detrimental effect on the nearest residential type receptor (the Malmaison Hotel on Station Road).

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4. The Proposal

- 4.1. The proposal involves the installation of a double sided LED digital Smartscreen within the Reading Station pedestrian zone. The LED Smartscreen itself would measure 8m wide by 4m in height with a 0.3m framing around the unit.
- 4.2. The base of the screen would be 2.4m from ground level and would be mounted on a single stand at a suitable height to safeguard pedestrian and cycle movement.



Figure 2 - Proposed Visual (Inbound)

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Figure 3 - Proposed Visual (Inbound)



Figure 4 - Proposed Visual (Outbound)

- 4.3. The LED Smartscreen would operate on a sophisticated sensor system that would adapt the levels of luminance required to make the display visible, i.e. higher luminance levels during daytime hours and particularly on bright sunny days. The screen would operate at low luminance (approximately 500cdm²) levels during evenings and night times and approximately 5000 cdm² during bright sunny days. Importantly, due to the nature of LED screens, this luminance only achieves an acceptable level of visibility of the advertisement rather than any significant or unacceptable levels of brightness or glare.

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- 4.4. The Smartscreen would display static and motion images, which will dissolve and merge into new images on a timer basis. The screen and the images would be in place for 10 seconds at a time before 'merging' at a speed of around 1.8 seconds, representing a soft fade in and out to the following image.
- 4.5. The advertisement is only proposed to operate between the hours of 0600 to 2400 daily.

5. Policy Overview

5.1. Introduction

- 5.1.1. A key role of the planning system is to regulate the development and use of land in the public interest. At the heart of the planning framework are Statutory Development plans, which seek to guide the decision making process. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires, that where the Development Plan contains relevant policies, an application for planning permission shall be determined in accordance with the Development Plan, unless material considerations indicate otherwise.
- 5.1.2. In this case, the Development Plan comprises the Reading Borough Council's Local Development Framework Core Strategy, the Reading Sites and Detailed Policies Document, the Reading Central Area Action Plan, the Reading Station Area Framework and the Reading City Centre Framework. The National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Supplementary Planning Guidance are material considerations.
- 5.1.3. This section considers how the proposed advertisement application complies with both National and Local Planning Policy.

5.2. National Planning Policy Framework (NPPF)

- 5.2.1. At the heart of the NPPF is the presumption in favour of sustainable development. It states that planning should proactively drive and support sustainable economic development taking into account the needs of business communities.
- 5.2.2. In terms of advertisements, Paragraph 67 states that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.
- 5.2.3. The NPPF also sets out a range of requirements in relation to good design and advertisements. It states in paragraph 56 that:
- 'Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'*
- 5.2.4. The guidance clearly requires that innovation is positively considered whilst respecting local distinctiveness and that the role of design is wider and incorporates a requirement to (paragraph 58):
- '...establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit.'*
- 5.2.5. The proposal is considered to be acceptable in relation to the visual amenity of the area, which is currently in the process of regeneration in order to achieve the highest standards of design and sustainability. It also has considerable public benefit in terms of the economy and the community. The installation of a digital Smartscreen that promotes local business and services is consistent with the principles of innovation and integration of modern design that benefits the connections between people and places.

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5.3. National Planning Practice Guidance (NPPG)

- 5.3.1. The National Planning Practice Guidance (NPPG) was published by the Government in March 2014 and supplements those overarching objectives of the National Planning Policy Framework. The guidance provided by the NPPG has been fully considered in the creation of this application and the proposed screen is seen to be fully compliant with it.

5.4. Pre-Submission DRAFT Reading Borough Local Plan – November 2017

- 5.4.1. Reading Borough Council are currently in the process of producing a new Local Plan which will replace the current development plans (the Core Strategy, Reading Control Central Area Action Plan and Sites and Detailed Policies Document).
- 5.4.2. The draft Local Plan went to consultation between 30th November 2017 and Friday 26th January 2018. The Council are now reviewing the comments and feedback received from the consultation event.
- 5.4.3. As the production of the Local Plan is still in the early stages of adoption, it is considered that this document is not currently a material consideration in the determination of planning applications.

5.5. Reading Borough Local Development Framework – Core Strategy – Adopted January 2008 (altered 2015)

- 5.5.1. Reading Borough Council's Local Development Framework Core Strategy was adopted in January 2008 and was altered in January 2015. This document sets out the key elements of the planning framework for the area as well as clear objectives for achieving delivery.
- 5.5.2. The relevant parts of the Reading Borough Council's Local Development Framework Core Strategy relate to maintaining the safety and quality of the public realm, the protection and enhancement of the Historic Environment and the safety of personal security as well as road safety. In this respect, the key policies are:
- **CS7 (Design and the Public Realm)**
 - **CS20 (Reading Transport Strategy)**
 - **CS33 (Protection and Enhancement of the Historic Environment)**
 - **CS34 (Control of Pollution)**
- 5.5.3. As explained in further detail in Section 6 of this Statement, it is contended that the proposals would not unacceptably compromise the health, safety and amenity of Reading and its citizens and would not rise to any unacceptable traffic conditions.

5.6. Reading Sites and Detailed Policies Document – Adopted October 2012 (altered 2015)

- 5.6.1. The Reading Sites and Detailed Policies Document was adopted in October 2012 and was altered in January 2015; this document is linked to Reading's Core Strategy and should therefore be read alongside it. The purpose of the document is to provide detailed planning policies and to identify specific development sites and designations necessary to deliver the Core Strategy. The relevant policies are:
- **SD1 (Presumption in favour of sustainable development)**
 - **DM4 (Amenity)**
 - **DM12 (Access, Traffic and Highway Related Matters)**
 - **DM22 (Advertisements)**

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- 5.6.2. Policy DM4 (Amenity) seeks to protect residential amenity and will ensure that development does not cause significant detrimental impact to the living environment in terms of *‘visual dominance, noise and disturbance and artificial lighting’*.
- 5.6.3. Policy DM12 (Access, Traffic and Highway Related Matters) seeks to ensure that the highway network is protected, enhanced and improved in relation to new development. The policy states that *‘development will only be permitted where the proposals would not be detrimental to the safety of users of the transport network, including pedestrian and cyclists’*.
- 5.6.4. Policy DM22 (Advertisements) states that *‘Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:*
- a) Advertisements will not obstruct windows any other sign already located on the building, or significant architectural features such as cornices or scrolls;*
 - b) Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;*
 - c) Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the historic asset;*
 - d) Advertisements will not reduce visibility for users of the highway or accesses onto the highway;*
 - e) Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and*
 - f) Advertisements should not obscure the sight lines of cameras installed for public safety’*.
- 5.6.5. It is strongly contended that the proposed Digital Smartscreen will respond positively to this policy as the immediate vicinity of the site is currently in the process of regeneration and therefore, this modern and contemporary feature will enhance its surroundings. Furthermore, the proposed LED screen will contribute to the area significantly by adding interest and colour.
- 5.6.6. With respect to the nearby Listed Assets, a Heritage Statement accompanies this application which demonstrates that the proposal will not have a detrimental impact on these key features.

5.7. Reading Central Area Action Plan to 2026 – Adopted January 2009

- 5.7.1. The Reading Central Area Action Plan forms part of Reading’s Local Development Framework and seeks to establish the planning framework for a specific area where significant change or conservation is needed.
- 5.7.2. The most pertinent policy is RC1 (Development in the Station/River Major Opportunity Area), with the most relevant bullet points from the policy listed below:
- ‘iii) Provide developments that front onto and provide visual interest to existing and future pedestrian routes and open spaces.’*
- 5.7.3. The policy then goes on to provide provisions for particular areas; Policy RC1d (Station & Interchange) is detailed below:

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'The station will be improved, and an enhanced multi-modal interchange provided. New and improved links across the railway will be provided, including visual links. There may be scope for additional development for other uses within the site. The listed station building should be retained and its setting enhanced. Areas of civic open space will be provided at the northern and southern entrances to the station.'

- 5.7.4. Policy RC5 (Design in the Centre) states that *'applications for development within the Reading central area should demonstrate that development and any associated public realm should contribute to the diversity of the central area, be capable of easy adaptation over time to meet changing circumstances, and be designed to enhance community safety'*.
- 5.7.5. Policy RC14 (Public Realm) states that *'imaginative uses of open space and the public realm, which contribute to the offer of the centre, will be encouraged'*.

5.8. Reading Station Area Framework – Adopted December 2010

- 5.8.1. The site is located within Reading Station Area which has been identified in the Reading Station Area Framework as *'one of the most significant comprehensive redevelopment opportunities in the country'*.
- 5.8.2. The site is identified within this document as 'Station Square South' with the following supporting text:

"5.7 The two station entrances will lead out into high quality multi-functional public spaces - new 'town squares' - one to the north and one to the south of the Station.

5.8 Although there will be great competition for space outside the station entrances (buses, taxis, cars etc.), public space and pedestrian movement should be prioritised."

- 5.8.3. It is contended that the digital Smartscreen will respond positively to this as it will further enhance the area by providing a high quality, modern and contemporary feature. Furthermore, it is considered that this additional feature will contribute towards the improvement of the public realm and will be enjoyed by many pedestrians daily who move from the railway station to the town Centre.

5.9. Reading City Centre Framework – March 2008

- 5.9.1. The Reading City Centre Framework seeks to promote the development of central Reading in a way that delivers the Reading 2020 vision:

"The Reading 2020 Partnership Vision:

'By the year 2020 Reading will be established as the capital of the Thames Valley and as a gateway between the United Kingdom, the rest of Europe and the World. It will provide the highest quality services and facilities for all our residents, businesses and visitors across all of Reading's neighbourhoods.

Our vision is to maintain and improve the quality of life in Reading, embracing the challenges of a dynamic, inclusive urban community of the 21st century. Everyone will have the opportunity to benefit from all that Reading can offer. Everyone has a part to play in shaping our future.'

- 5.9.2. The proposals have fully considered and comply with the content as set out within the Reading City Centre Framework.

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6. Planning Appraisal

6.1. Introduction

6.1.1. The proposed digital Smartscreen for which this application seeks Advertisement Consent represents an opportunity to further improve and modernise this important part of Reading.

- **Visual Amenity**
- **Heritage Impacts**
- **Highway Safety**
- **Community Benefit**

6.1.2. Policy RC14 from the Reading Central Area Action Plan states that *'imaginative uses of open space and the public realm, which contribute to the offer of the centre, will be encouraged'*. As aforementioned, Maxx Media Limited operate a number of successful LED Digital Screens in many city and town centres in the UK. The business operates in a way that helps to support small local businesses, charities and services by providing free or affordable advertising alongside their commercial advertising activities. It is therefore considered that there are significant public and economic benefits from the proposed screen.

6.1.3. Additionally, the screen would be viewed within a modern architectural and commercial context and would be enjoyed by many pedestrians daily who move to and from the railway station to the town centre.

6.2. Visual Amenity

6.2.1. The Digital Smartscreen is considered to respect the character and appearance of the immediacy and is highly compatible with the surrounding area. The screen is also considered to add visual interest and vitality to this important area of public realm.

6.2.2. The proposed display would be viewed within a modern architectural and commercial context. The wider area within which the proposed screen would sit has been comprehensively modernised with significant improvements to the pedestrian zone and most pertinently the significant redevelopment of the train station. Whilst it is acknowledged that the sign would introduce a change to the area, it is considered that the digital screen would complement the more modern context (please see Figure 5).



Figure 5 - Reading Train Station

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- 6.2.3. When travelling along Station Street towards Reading Station, the screen is obscured from view by the imposing Thames Tower building as demonstrated in Figure 6.

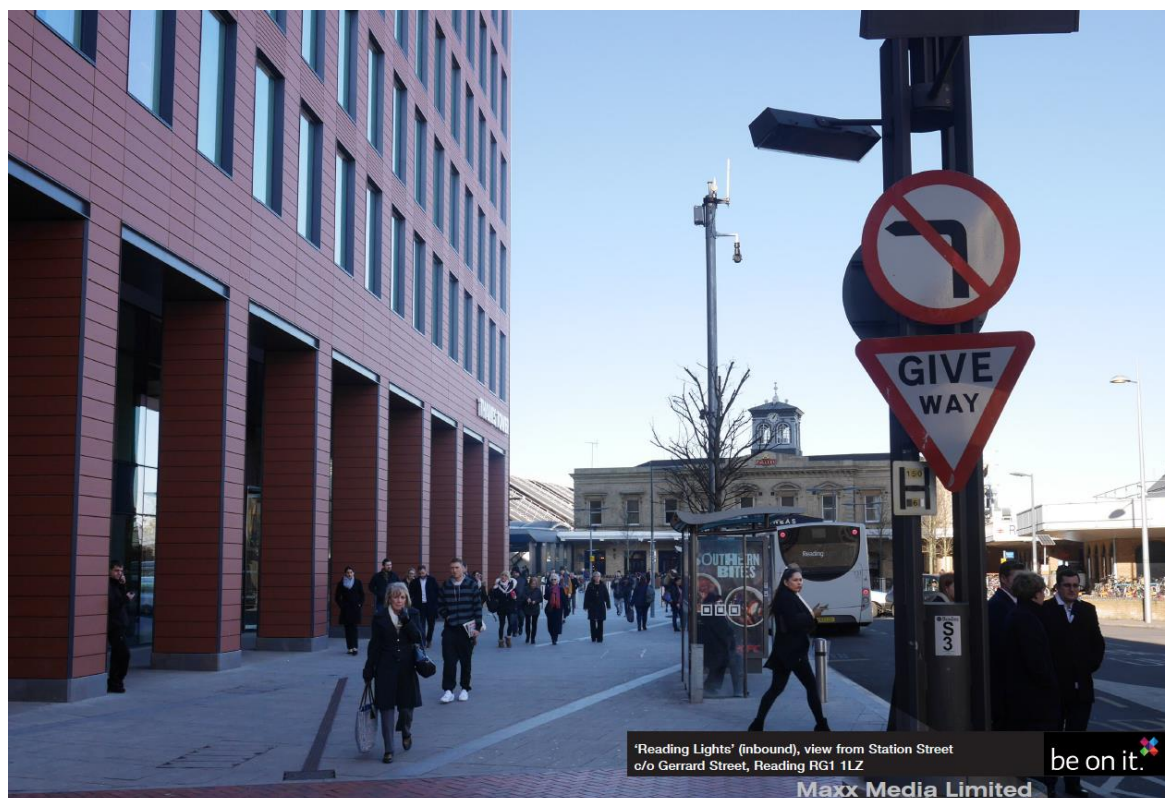


Figure 6 - View from Station Street

- 6.2.4. During the Pre-Application discussions, Council Officers raised concerns over the resultant level of illumination from the proposed screen. The luminance of the Smartscreen will be controlled by a sophisticated sensor system to ensure that it can be seen comfortably during the day but that luminance levels would drop to low levels in the evenings, to minimise light spillage and glare. The proposals have been designed sensitively in terms of potential light pollution and is therefore compliant with Policy CS34 from the Reading Borough Council's Local Development Framework Core Strategy.
- 6.2.5. Additionally, the Environmental Protection Officers were consulted at Pre-Application stage and concluded that given the distance, position and control of lighting during night time hours, there is unlikely to be any nuisance to the nearest residential type receptor (the Malmaison Hotel on Station Road).
- 6.2.6. Officers also raised concerns over the scale of the proposed screen which will measure 8m wide by 4m in height with a 0.3m framing around the unit and would be 2.4m from ground level, mounted on a single stand. The scale of the screen is considered to be entirely appropriate to its location and is not considered to be detrimental to neighbouring properties/the immediacy (as demonstrated in Figures 3-5).
- 6.2.7. It was recognised within the pre-application written response that *'the height of the structure would facilitate pedestrian movements underneath the screen and is not considered to result in any undue obstruction or danger to pedestrians'*.

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- 6.2.8. It is strongly contended that the proposed Digital Smartscreen will respond positively to the area as the immediate vicinity of the site is currently in the process of regeneration and therefore, this modern and contemporary feature will enhance its surroundings. Furthermore, the proposed LED screen will contribute to the area significantly by adding visual interest.

6.3. Heritage Impacts

- 6.3.1. A Heritage Assessment produced by Orion Heritage has been submitted along with this application. The assessment considers the listed heritage assets nearby and the impact of the proposed display on their settings and the significance of the assets in question.
- 6.3.2. In terms of the heritage environment, the proposed digital screen is not considered to be harmful to the nearby listed former station building or King Edward VII statue, or to the settings of the heritage assets.

6.4. Highway Safety

- 6.4.1. With regards to highway safety, the proposed signage would not compromise public safety in terms of both pedestrians and road users.
- 6.4.2. In this particular location (outside the busy train station where pedestrians are often filtering in and out) there would be little impact on pedestrians and cyclists. Bus and train drivers on Blagrove Street are considered to be a sufficient distance away from the screen and it could therefore not be seen as a potential distraction to drivers.
- 6.4.3. Digital advertisement screens are becoming more commonplace as an accepted feature of town and city centres, both adjacent to busy public highways or in pedestrian zones. There is a substantial body of evidence of the suitability and acceptability of digital displays in terms of highway and public safety and we would be pleased to provide examples, should this be required.
- 6.4.4. To conclude, Digital Smartscreens are not considered to adversely affect public safety and operate in compliance with relevant National and local Planning Policy and also standards in the field of digital advertising. They have consistently been supported at Appeal by Planning Inspectors on highway and public safety grounds. It is not considered that it would represent any additional impacts that would compromise public safety in terms of either pedestrians or road users, particularly due to the careful control and management of illumination and timing and merging of static images.

6.5. Community Benefits

- 6.5.1. The proposals by Maxx Media will represent a significant community benefit to both local charities and small local businesses. The nature of this digital platform is that a large number of advertisements can be run over short and long term periods to suit the needs of different groups in addition to normal commercial advertising, whereas billboard advertisements are costly and only available for longer term periods of 2 weeks or more.
- 6.5.2. The very nature of the digital screen allows Maxx Media to support the local business, charities & local community groups in Reading by offering the digital space for free or at significant discount. A number of local charities and small businesses have already benefitted from advertisements delivered on Maxx Media's screens in other town and city centres. Maxx Media can also make the screen available for public service and community announcements.

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6.5.3. A prime example of the successful operation of digital Smartscreens relate to digital spaces in Brighton and Cardiff City Centres. A number of small local businesses and charities have written to Maxx Media expressing the significant positive impact advertising on the screen has made to their activities and businesses.

6.5.4. In support of this application we submit the following letters (Appendix A):

- Letter from Landmark Information Group, Brighton;
- Letter from Kidney Wales (charity);
- Letter from Impact Initiatives;
- Letter from RNIB Cymru;
- Letter from Hello Starling Ltd, Cardiff;
- Letter from Brighton Fringe Festival (community organisation);
- Letter from Mediaology (small business);
- Letter from Orchard.

7. Proposed Planning Conditions

7.1. We have suggested a set of planning conditions to the Council that are deemed to be appropriate in terms of the operation of the proposed LED screen and within industry norms:

- 1) The structure incorporating the LED digital display panel hereby approved shall be displayed only in accordance with the following:
 - a) Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
 - b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
 - c) No advertisement shall be displayed so as to obscure or hinder the ready interpretation of any road traffic signal, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome.
 - d) No individual advertisement displayed on the LED panel shall contain any images that resemble road signs or traffic signals.
 - e) A mechanism shall be in place to ensure that if the installation breaks down, it shall default to a blank screen, to avoid any flashing error messages or pixilation.
- 2) The digital display panel hereby approved shall not be in operation during the following hours 0600 to 2400 daily.

8. Conclusions

- 8.1. The proposals involve the installation of a double sided LED digital Smartscreen within the Reading Station pedestrian zone.
- 8.2. The main issues which must be considered when determining planning applications for advertisements is whether they would impact negatively on the interests of visual amenity, the heritage environment or on highway safety. It is also considered that the community and public benefits that would arise as a result of the Smartscreen are considerations.
- 8.3. The proposed Smartscreen would be viewed within a modern architectural and commercial context and would be enjoyed by many pedestrians daily who move to and from the Station to the Town Centre. It is considered that the design of the proposed advertisement will significantly enhance this area of public realm by adding visual and interest. In terms of the heritage environment, the proposed digital screen is not considered to be harmful to the nearby listed former station building or King Edward VII statue, or to the settings of the heritage assets.
- 8.4. The luminance of the Smartscreen will be controlled by a sophisticated sensor system to ensure that it can be seen comfortably during the day but that luminance levels would drop to low levels in the evenings; therefore it will never be too bright or too dim.
- 8.5. The applicant, Maxx Media Limited, operate a number of successful LED Digital Screens within other city centres and the business operates in a way that helps to support small local businesses, charities and services by providing free or affordable advertising. The proposal represents a significant community benefit to such organisations but also through public service advertising, and community announcements.
- 8.6. In summary, we conclude that the proposed development would reflect and reinforce rather than detract from the adjacent listed buildings whilst representing a potential significant benefit to local charities and businesses within Reading.
- 8.7. We therefore consider that the proposal represents sustainable development compliant with development plan policy and the provisions of National Planning Policy Guidance and the National Planning Policy Framework.

Appendix A – Support Letters

Harry Weston
Maxx Media Limited

Date 24th October 2017

Re: Breathe in Brighton

Dear Harry,

On behalf on Breathe in Brighton I would like to thank yourself and Maxx Media for your tremendous support with our campaign. The donation of your billboard space allowed us to really boost the awareness of our campaign and engage with the local community. It is the generosity of businesses like Maxx Media that allow charities and campaigns to progress and help make the city a better place.

I would recommend working with Maxx Media to anyone and hope to work with you again in the future.

Thank you again.

Kind regards,

Elizabeth Murray-Clark
Environmental Consultant
Landmark Information Group

● ● ● BRIGHTON OFFICE

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Harry Weston
Media Investment Director
Maxx Media
Maxx House
108 Park Road
Chandlers Ford
Hampshire
SO53 IHY

03 May 2017

Dear Harry,

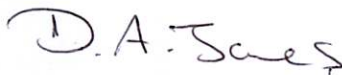
I wanted to take this opportunity to thank you for your help in supporting our annual flagship fundraising event The Cardiff 10K and 2K Family run. The use of the screen at the end of Cardiff Queen street was a big help to drive our message recruiting for this event.

The advert looked fantastic, we received lots of comments and people were delighted to see themselves on the big screen. We also had an increase in registrations for the event across the two week period due to an increase in promotional activity.

We are looking forward to another successful event with 7500 participants expected to take to the streets of Cardiff on Sunday 3 September.

Thank you once again for your generosity, I'll look forward to catching up with you prior to the event.

Yours Sincerely



Danielle Angell Jones
Head of Fundraising and Events



Harry Weston

Maxx Media
Maxx House, 108 Park Road
Chandlers Ford, Hampshire
SO53 1HY

18th November 2016

Dear Harry

I am writing to thank you for your support in promoting the Older People's Festival last month. Having the slides on the screen made a huge difference to the awareness of the event. We used the screen in addition to banners around the City and it massively enhanced the visibility of the Festival.

Having the screen at the traffic lights and on the main route from the station meant 1,000's of people saw the promotion and it caused a lot of people to comment positively to us and ask for more information.

We hope to get some funding to run the Festival again next year and that we can again promote it on the screen

Regards Caroline

Registered office 19 Queens Rd Brighton BN1 3XA
Telephone: 01273 322940

Email: info@impact-initiatives.org.uk

Impact Initiatives is a company limited by guarantee and a registered charity.
Company registered in England no. 140692 Charity Commission no. 276669

Harry Weston
Maxx Media Limited
Maxx House 108 Park Road
Chandlers Ford
Hampshire SO53 1HY

Dear Harry,

25 August 2016

I am writing to thank you so much for your generous gift in kind adverts up on the Maxx Media Smart screen in Cardiff and Brighton. These adverts have been integral to getting the message out there about how RNIB supports people with sight loss.

We raised £5000 in Cardiff from our Glow Neon Fun Run and had a lot interest generated from your free advert on the Cardiff Smart screen.

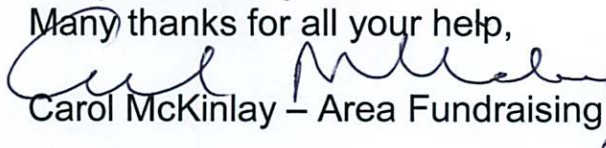
We also completely filled up places in RNIB's first bespoke fundraising trek to Iceland and this was helped by Maxx Media's free adverts on Cardiff and Brighton's Smart Screen.

You have recently helped us launch our Sponsor a Talking Book appeal with another free advert and we would like to thank you for all your dedication and continuing support.

Anytime we have come to you for help you have always been courteous, friendly and put our advert up quickly and efficiently.

We cannot help people with sight loss without the fantastic help and support of companies like you.

Many thanks for all your help,



Carol McKinlay – Area Fundraising Manager RNIB Cymru

Royal National Institute of Blind People

Action for Blind People • **Noddwr/Patron** HRH Princess Alexandra, KG, GCVO
Cadeirydd/Chair John Ramm • **Cyfarwyddwraig/Director** Ceri Jackson • Cofrestrwyd
gyfeiriad/Registered address: Action House, 53 Sandgate Street, London SE15 1LE
Rhif elusen gof./Reg charity no. 205913 • Rhif cwmni cofrestredig/Registered company
number 26688 • Royal National Institute of Blind People rhif elusen gof./reg charity
no. 226227 • Yn gorfforedig gan Siartr Frenhinol/Incorporated by Royal Charter
in England RC000500

hellostarling

Hello Starling Ltd
4 Raleigh Walk
Brigantine Place
Cardiff
CF10 4LN

Maxx Media Limited
Maxx House
108 Park Road
Chandlers Ford
Hampshire
SO53 1HY

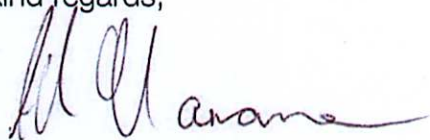
Dear Team Maxx Media,

We wanted to drop you a letter to say a huge thank you for supporting our local clients through the use of your brilliant digital screen in Cardiff city centre.

In particular, we are impressed by your dedication to supporting our clients through your pricing policy, giving access to the platform at affordable rates, whilst also offering complete flexibility.

Keep up the good work.

Kind regards,



Aaron McManamon
Team Hello Starling

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4 Raleigh Walk
Brigantine Place
Cardiff
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Subject: FW: Contacts and testimonial
Date: Thursday, 25 August 2016 at 10:37:12 British Summer Time
From: Peter Dixon
To: Peter Dixon
Attachments: image001.jpg

From: Kimberly Butler <kimberly.butler@brightonfringe.org>

Date: Tuesday, 9 June 2015 17:06

To: Harry Weston <harryweston@maxxmedia.co.uk>

Subject: Contacts and testimonial

Dear Harry,

Thank you so much for all of your support and please see below the testimonial that we are happy for you to publish on your website. We've had such great feedback from all of the sponsors who shared the two advertising slots. I've also listed below some videos of the festival that I think you will enjoy.

Testimonial

Maxx Media were instrumental in creating additional marketing opportunities for the Brighton Fringe Festival and our corporate sponsors bringing the festival to life in the animated big screen. They contributed towards making the Brighton Fringe Festival the most successful festival ever with a 30% increase in sales and attendance and a 200% increase in our loyalty programme. The team are the ultimate professionals and work with you on creating the right message to make sure it is the most impactful for the big screen.

Kimberly Butler - Marketing Director, Brighton Fringe Festival

Videos

Week One – Outdoor: <https://vimeo.com/127169361>

Week Two – Nightlife: <https://vimeo.com/127822052>

Week Three – Kids Events: <https://vimeo.com/128482421>

Week Four – Theatre: <https://vimeo.com/129200123>

Kind regards

Kimberly

Kimberly Butler | Marketing Director | Brighton Fringe

01273 764902 office | +44 7720242929 Mobile

5 Palace Place, Brighton BN1 1EF

Brighton Fringe 2016 dates: 6 May – 5 June

Registration opens – 19 October 2015

Early Bird discount period – 19 October – 14 December 2015

Registration deadline – 29 January 2016

Click [here](#) to join our NEW Friends of Brighton Fringe membership scheme.



www.brightonfringe.org

Twitter: [@brightonfringe](https://twitter.com/brightonfringe)

Facebook: [Brighton Fringe page](#)

www.youtube.com/user/BrightonFringeTV

Registered Charity Number 1116367 | VAT number 892 5694 68 | Brighton Fringe Ltd | Company number 5578256



MEDIAOLOGY

CREATING OUTDOOR PROMINENCE

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E-mail: j.robbs@mediaology.co.uk Website: www.mediaology.co.uk

Testimonial

From an agency perspective, I have utilised digital panels for a wide range of local business organisations and have always been very impressed with the high level of service and professionalism of Maxx Media.

I always consider that they are very supportive of local companies, with a rate card that reflects a discounted pricing structure to help these organisations raise awareness and increase profile. In addition, I represent charities and Maxx Media have supported these with exceptionally low rates or in some instances free of charge space.

I wouldn't hesitate in recommending Maxx Media

Julian Robbins
Company Director
Mediaology Ltd

COMPANY REGISTRATION NUMBER: 4890480

VAT REGISTRATION NUMBER: 926 1332 50

REGISTERED ADDRESS:

114 CHRISTCHURCH ROAD

RINGWOOD HAMPSHIRE BH24 1DP

COMPANY DIRECTOR: JULIAN ROBBINS

Orchard.

12 August 2016

Harry Weston
Maxx Media Limited
Maxx House
Park Road
Chandlers Ford
Hants
SO53 1HY

Dear Harry

Orchard have been working with Maxx Media over the past 18 months and have had nothing but outstanding service from the team.

As a media agency, we look for the best value for our clients, and our account manager, Harry, ensures that we are able to deliver this by using Maxx Media. Harry is always on the other end of the phone or on email, and will always strive to assist us in any way he can.

Always working in a highly professional manner, the flexibility he has demonstrated, with fast turnaround times, has been very well received from our clients. From changing artwork to last minute bookings, Maxx Media are always willing to assist in any way they are able.

The Maxx Media outdoor sites in Cardiff have enabled us to give local clients opportunities to advertise on high impact, high footfall platforms, where opportunities have not existed with other media platforms. Wherever possible, we oversee delivery of all of our campaigns, which keeps our client base extremely happy, and generates repeat bookings.

Maxx Media are always looking to accommodate our requests to the best of their ability, and have enabled some of our charitable sector clients to promote events and fundraising activities on the screen for minimal fees.

We would have no hesitation in recommending Maxx Media to other agencies or businesses, and hope that our relationship continues in the same professional, smooth way that we have experienced over the past 18 months.

Best Regards

Carys Osborne



INVESTOR IN PEOPLE



ISO 14001
ISO 9001
ISO 20121
Registered Firm



International
Accreditation Board

The Orchard Media & Events Group Ltd
Grŵp Cyfryngau a Digwyddiadau Orchard Cyf

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