



Bay Media Limited

19 Deane House Studios
27 Greenwood Place
Kentish Town
London NW5 1LB
Telephone: +44 (0)20 8343 3838
Facsimile: +44 (0)20 8343 4905

Dear Sir / Madame

Lamppost banners provide a uniquely attractive and costs effective local resource to SME, events and Council communications departments.

Over the past 7 years Bay Media have provided this vibrant and accessible media across Camden on an informal and adhoc basis. From Hampstead and Primrose Hill, Camden Lock and Regents Park, this media has been used on an event by event basis without complaint and to great effect.

Camden have decided to formalise this arrangement and streamline the process to allow events, businesses and council departments to access this. As part of a revenue generation scheme this lateral use of Camden's assets will now also generate a valuable revenue stream From Manchester to Hull, Westminster to Walsall, World Heritage sites to regeneration areas Bay Media successfully administer lamppost banners schemes to help city centres come alive in a quality, controlled and accessible form.

Lamppost banners have been proven time and time again to be considered as positively contributing to the street scene.

- World class street dressing ,
- A valuable resource for local business & events

Whilst generating an important revenue stream for Camden Council

If you require any further information please do not hesitate to contact me on 07956 830 335

Yours Sincerely

Oliver Larholt