Southampton International Airport
Southampton
Hampshire SO18 2NL

Mr Rob Sims
Development Control
Eastleigh Borough Council
Civic Offices
Leigh Road
Eastleigh
Hampshire SO50 9YN

25th January 2011

Response to Planning Application No. A/10/67793 Decision

Dear Rob,

With reference to our phone call today I would like to confirm the points we discussed regarding the refusal notification of the banner at the airport.

Following a phone call in December I was led to believe that the application had been approved and thus the airport proceeded with purchasing the banner to ensure the £5k cost was spent within our 2010 budget. Last week I received a letter posted on 11th January 2011 informing myself that the application had been refused. I have a number of concerns which as discussed I have laid out below:

1. There was a long delay from the original decision (7th December 2010) to receiving formal notification of the decision; you explained you believe there was an issue over the postal address.
2. I was initially led to believe the application was successful; you explained your team leader later over ruled you on this decision.
3. The report makes reference to the advertising being aimed at Customers arriving by train – indeed I see this as a positive in terms of the regions Surface Access Strategy by improving the percentage of people travelling to the airport by public transport. In addition the advertising of our destinations is also aimed at reducing the need to travel to other London airports, using our roads, by providing destination information.
4. The report makes reference to existing large hoardings within the airport and train station which could be used instead – firstly there are no large hoardings on the airport site and secondly if we were to use the hoardings on the railway station we would be charged by South West Trains.
5. The report considers the banner to be inappropriate in size but suggests we use hoardings which would be larger in overall size than the banner.

In addition I would like to reiterate the following points which are even more appropriate now:

6. The view from outside of the airport of the banner has been further restricted by the construction of the South West Trains 5.5 storey car park
7. Advertising of the airport is a key benefit to the local area with the airport being the largest employment site in Eastleigh and contributing over £100m a year into the regional economy.

It would be useful to discuss the application in person with yourself and your colleagues rather than appeal so we can find a way forward that meets both our needs.

Could you advise me who would be involved in such a meeting, perhaps this could take place at the airport where the site could be easily viewed.

Yours sincerely

Steve Thurston

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