



safer roads for everyone

UKFast Digital Display, Birley Fields, Hulme, Manchester

Road Safety Audit Combined Stage 1 & 2

on behalf of Adxba

TMS reference no: 16287
Date: 21st April 2021

UKFast Digital Display, Birley Fields, Hulme, Manchester

Road Safety Audit Combined Stage 1 & 2

1. Introduction

- 1.1 This report describes a combined Stage 1 and 2 Road Safety Audit carried out on the proposed provision of a digital media sign on the side of the UKFast building at Birley Fields, Hulme, Manchester, on behalf of Adxba. The audit was carried out on 20th April 2021 in the offices of TMS Consultancy.

- 1.2 The audit team members were as follows:

Audit Team Leader

Darren Newbold – MSc, BSc (Hons), MCIHT, MSoRSA
Highways England Approved RSA Certificate of Competency
Principal Engineer, TMS Consultancy

Audit Team Member

Neal Roderick – BEng (Hons)
Engineer, TMS Consultancy

- 1.3 The audit comprised an examination of the documents listed in **Appendix A**.
- 1.4 The site was visited by the Audit Team on 19th April 2021 at 1pm. The weather was fine and dry. Traffic flows were moderate. Pedestrian and cycle flows were light.
- 1.5 The terms of reference of the Road Safety Audit are as described in GG 119. The team has examined and reported only on the road safety implications of the scheme as presented and has not examined or verified the compliance of the design to any other criteria.
- 1.6 All of the problems described in this report are considered by the audit team to require action in order to improve the safety of the scheme and minimise collision occurrence.
- 1.7 A scheme drawing is included in **Appendix B**, where the locations of specific problems are referenced. A location plan of the scheme is also included in this Appendix.

- 1.8 The scheme consists of the proposed provision of a digital media sign on the side of the UKFast building at Birley Fields, Hulme, Manchester and the impact thereof on pedestrians and drivers on Princess Road.

1.9 **Road Safety Audit Response Report**

Following the completion of the road safety audit, the design team should prepare a road safety audit response report in collaboration with the Overseeing Organisation.

The response report should incorporate the following:

- **Decision Log** spreadsheet, where each Problem and Recommendation in the Safety Audit report is reiterated
- In the Decision Log, a response should be provided by the Design Team and Overseeing Organisation for each problem raised in the RSA report, together with an agreed action

Further information is provided in **GG 119 Sections 4.11 to 4.19** and **Appendix F** (where a road safety audit response report template is available).

The response report should be produced and finalised within *one month* of the issue of the RSA report. A copy of the response report should be issued to the Safety Audit Team for information.

2. Items resulting from this Combined Stage 1 and 2 Audit

2.1 PROBLEM

Location – Proposed Digital Media sign

Summary: Potential vehicle collisions from distracted drivers

Although the Audit Team are satisfied that the location of the LED Screen is such that it will have minimal affect on drivers (the sign is parallel to Greenheys Lane and therefore not in drivers' direct line of sight and for northbound drivers on Princess Road the sign is significantly offset so again out of a driver's general line of sight).

However, this will be dependent on how the sign itself will operate. Potential vehicle collisions (for example sudden braking, swerving, sideswipes) may occur if drivers become distracted by the sign which may happen for a number of reasons:

- The brightness of the screen, particularly in darkness, may dazzle approaching drivers;
- The rate at which the images change may distract drivers for example if the fade / transition between adverts change very quickly;
- Drivers may become distracted if the adverts feature moving images.

The Audit Team would not consider there to be any significant impact to pedestrians.

RECOMMENDATION

Comprehensive consultation should be undertaken with the manufacturer, installer and advertising companies to ensure that any distraction to approaching drivers is minimised.

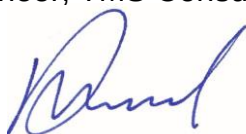
3. Audit Team Statement

We certify that the terms of reference of the road safety audit are as described in GG 119.

Audit Team Leader

Darren Newbold – MSc, BSc (Hons), MCIHT, MSoRSA
Highways England Approved RSA Certificate of Competency
Principal Engineer, TMS Consultancy

Signed



Date 21st April 2021

Audit Team Member

Neal Roderick – BEng (Hons)
Engineer, TMS Consultancy

Signed



Date 21st April 2021

TMS Consultancy

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Appendix A

Documents Examined:

-  103962_AOH_2013_S1--602898
-  103962_AOH_2013_S1--618747
-  103962_AOH_2013_S1-Proposed_Signage-386399

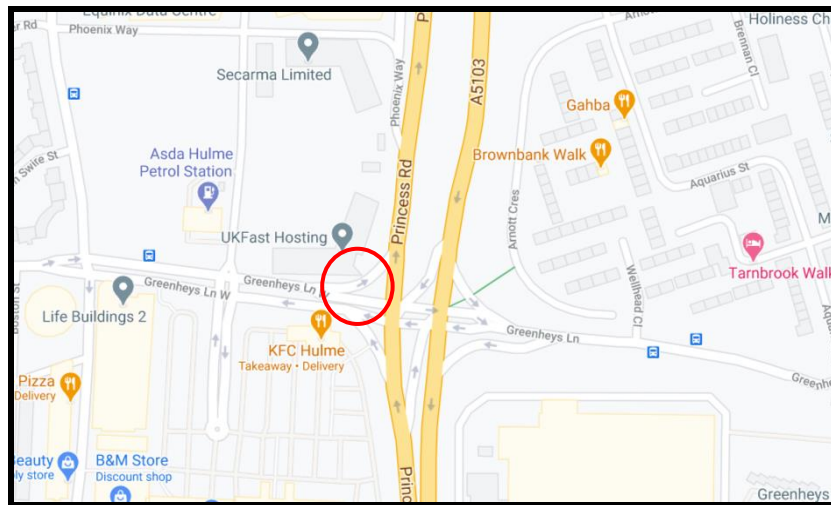
Other Information Provided:

- Checklist of Information

Appendix B

Please refer to the following page for a plan illustrating the locations of the problems identified as part of this audit (location numbers refer to paragraph numbers in the report).

The location of the scheme is shown below:



Scheme: UKFast Digital Display, Birley Fields, Hulme, Manchester

