

Proposed LED Screen Display
Aytoun Street, Manchester

June 2024

TRANSPORT ISSUES STATEMENT

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REPORT

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1 INTRODUCTION

1.1 Introduction

1.1.1 Eddisons have been instructed by City Outdoor to advise specifically on the traffic and safety aspects of proposals which involve the implementation of a new LED display screen at a site adjacent to the A6 Aytoun Street in Manchester city centre.

1.1.2 This report will consider the proposals in Section 2 and will then consider the general issues of potential safety with advertising screens in Section 3.

1.1.3 Section 4 will highlight a number of similar advertising screen proposals granted consent recently within Manchester. Section 5 will present the conclusions to this report.

1.2 Previous Planning History

1.2.1 The site has previously had a temporary approval for [the] 'Display of 1no. backlit 'Mega 96 sheet' advertising hoarding measuring 18.6m x 4.65m x 0.265m following the removal of 3no. existing advertising hoardings and 2no. car park signs together with replacement of existing boundary treatment', under application ref: 106884/AOH/2014/C2,' approved on 15th December 2014.

1.2.2 The previous temporary consent was for a period of 39-months commencing on 18th December 2014. A copy of the decision notice is included in **Appendix 1**.

1.2.3 A further application for the '*Erection of 1 no. 96 sheet display and the removal of 1 no. 96 sheet, 2 no. 48 sheet advertisement hoardings, 2 no. car park signs and replacement of existing boundary fence*', identical to the current proposals, was submitted in November 2021.

1.2.4 This application was refused approval in January 2022 and at a subsequent appeal in October 2022 on the grounds of the '*effect of the proposed digital advertisement on the visual amenity of the surrounding area, with particular regard to the setting of the City Police Courts, a Grade II* listed building.*' It is noted that highway safety was not listed as a cause for refusal.

1.2.5 MCC Highways stated in their consultation response:

'The proposed digital advertising display is not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.'

The location of the digital advertising display is not considered to generate any adverse impact for vehicles travelling along Aytoun Street.

The proposed luminance of the digital advert is noted as 600cd/m² which is considered to be in line MCC recommended maximum of 600cd/m².

The proposed digital advertising display will comply with headroom and carriageway clearance requirements.'

1.2.6 Furthermore, the Planning Inspector noted '*.... that the LPA has raised no issues in relation to public safety*'.

1.2.7 Given the previously stated view of MCC Highways and the Planning Inspector, it is therefore considered that the current proposals will not impact upon highway safety.

2 PROPOSED LED SCREEN

2.1 Existing Site

- 2.1.1** The proposed display is situated in the same location as the previously consented display, approved under application ref: 106884/AOH/2014/C2, adjacent to the A6 Aytoun Street/Minshull Street junction [the site] approximately 390-metres to the south of Piccadilly Gardens in Manchester city centre. The location of the site is shown on **Plan 1**.
- 2.1.2** The proposed display site is located along the northbound carriageway of the A6 Aytoun Street, approximately 20-metres to the north of the Aytoun Street/Minshull Street priority-controlled junction.
- 2.1.3** Traffic signals and pedestrian crossings are located approximately 40-metres to the north of the site at the Aytoun Street/Auburn Street signalised junction, with an un-controlled pedestrian crossing located across the Minshull Street arm of the Aytoun Street/Minshull Street junction.
- 2.1.4** Aytoun Street is lit, with a 30mph speed limit in operation and footways of approximately 3.5-metres in width along both sides of the carriageway in the vicinity of the site.
- 2.1.5** A bus lane passes the site frontage in the northbound direction along Aytoun Street, with adjacent merging traffic lane for northbound Aytoun Street traffic accessing Auburn Street/A6 London Road/Piccadilly/Ducie Street. Northbound 'Access only' traffic can continue northwards along Aytoun Street at the Aytoun Street/Auburn Street junction, which also allows Metrolink services running between Piccadilly Gardens and Piccadilly station, to cross Aytoun Street/Auburn Street.
- 2.1.6** The Aytoun Street/Minshull Street junction is a simple priority-controlled T-junction. Northbound traffic along Aytoun Street is directed into the offside lane to continue to the Aytoun Street/Auburn Street junction. Minshull Street traffic is directed into the nearside lane to turn left into Minshull Street, with traffic from Minshull Street directed into the Aytoun Street nearside lane as shown below in **Figure 2.1**.



Figure 2.1 A6 Aytoun Street/Minshull Street Junction

- 2.1.7** The Aytoun Street bus lane, is enforced throughout the day, passing along the nearside of Aytoun Street as shown above.
- 2.1.8** All traffic along Aytoun Street continues in the northbound direction, past the application site, towards the Aytoun Street/Auburn Street signalised junction. Traffic from Minshull street merges from the left with Aytoun Street traffic, with Aytoun Street 'Access only' traffic diverging shortly afterwards before reaching the Auburn Street junction as shown in **Figure 2.2**.

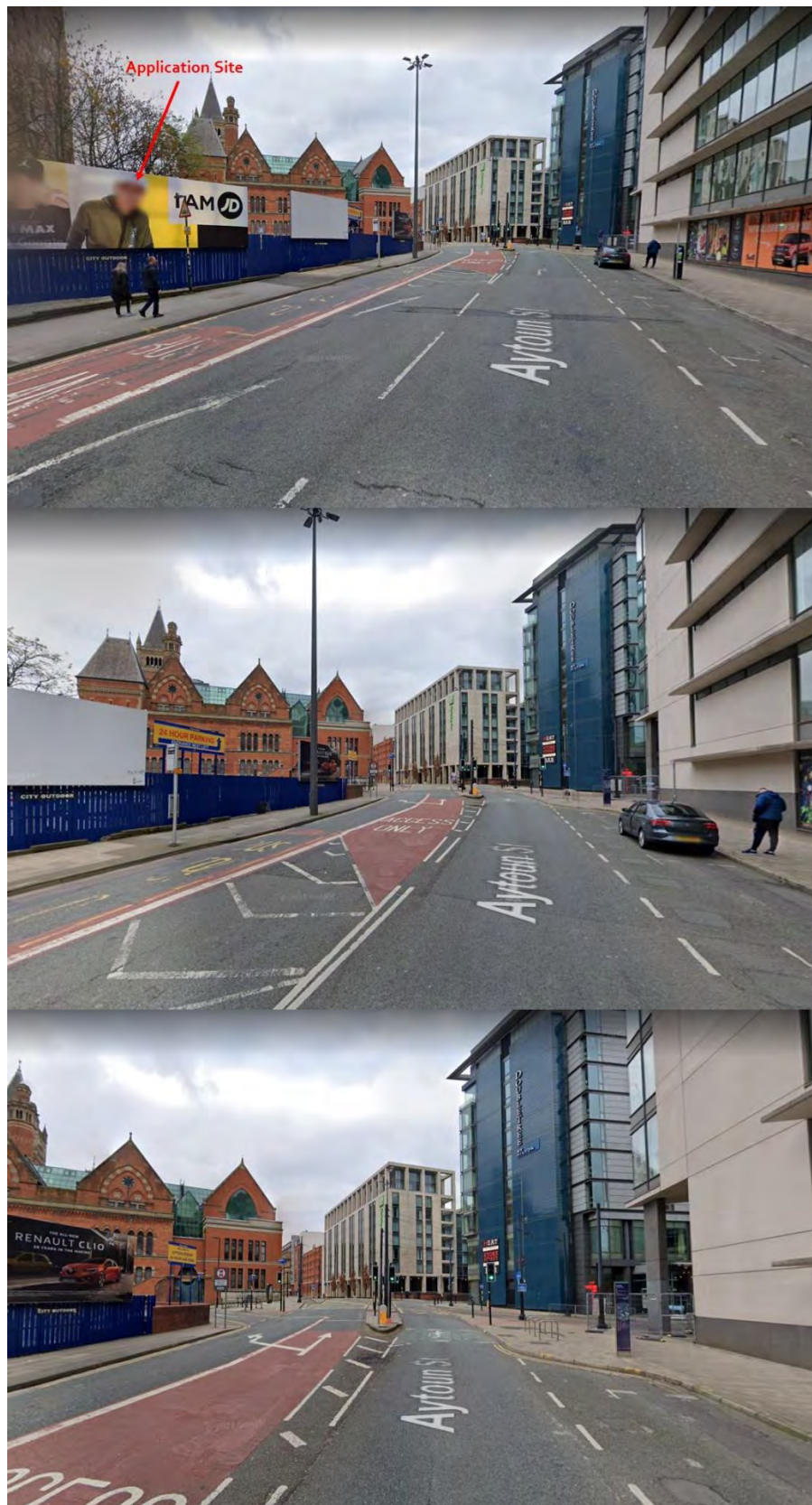


Figure 2.2 Aytoun Street/Auburn Street Junction

2.2 Development Proposals

- 2.2.1** The proposed display will be situated in the same location and orientation as previously consented under application ref: 106884/AOH/2014/C2 and will be the same size as the existing back-lit display boards.
- 2.2.2** As shown in **Plan 2**, the proposed screen will be angled to face the A6 Aytoun Street carriageway at the Aytoun Street/Minshull Street junction, so that only drivers approaching the junction along Aytoun Street, would be able to see the screen.
- 2.2.3** The proposed advertisement comprises of a digital screen mounted on steel structural supports. The display will comprise of a 96-sheet LED digital display screen measuring 3.1-metres high by 12.3-metres wide and located 1.7-metres above ground level at the northern end and 1.9-metres above ground level at its southern end. The height of the supporting structure is 4.65-metres above ground level as shown in **Plan 3**.

2.3 Proposed Design Measures

- 2.3.1** As previously discussed, the proposed display will replace the three existing displays (2x 48-sheet and 1x 96-sheet), as shown in **Plan 4**. The proposed screen will be situated in a similar location to the existing display boards adjacent to Aytoun Street. However, as shown in **Plan 5**, the screen will not frame the Aytoun Street traffic signals, nor will it be in the drivers' direct eye-line when passing along Aytoun Street direction.
- 2.3.2** Furthermore, the proposed single 38.13sqm display will present a less 'cluttered' appearance than the existing 84.06sqm of display area incorporating 74.73sqm on three double-sided displays and 9.33sqm on two separate car park signs as shown in **Plan 4**.

2.3.3 Similarly, the display will not frame drivers view of the Aytoun Street/Auburn Street signal heads when approaching from the Minshull Street direction, as shown in **Figure 2.3** below. Indeed, due to the northbound direction of traffic along Aytoun Street, it is expected the drivers' eye-line will primarily be in the southern direction along Aytoun Street, away from the display screen, as traffic from Minshull Street pulls into Aytoun Street.

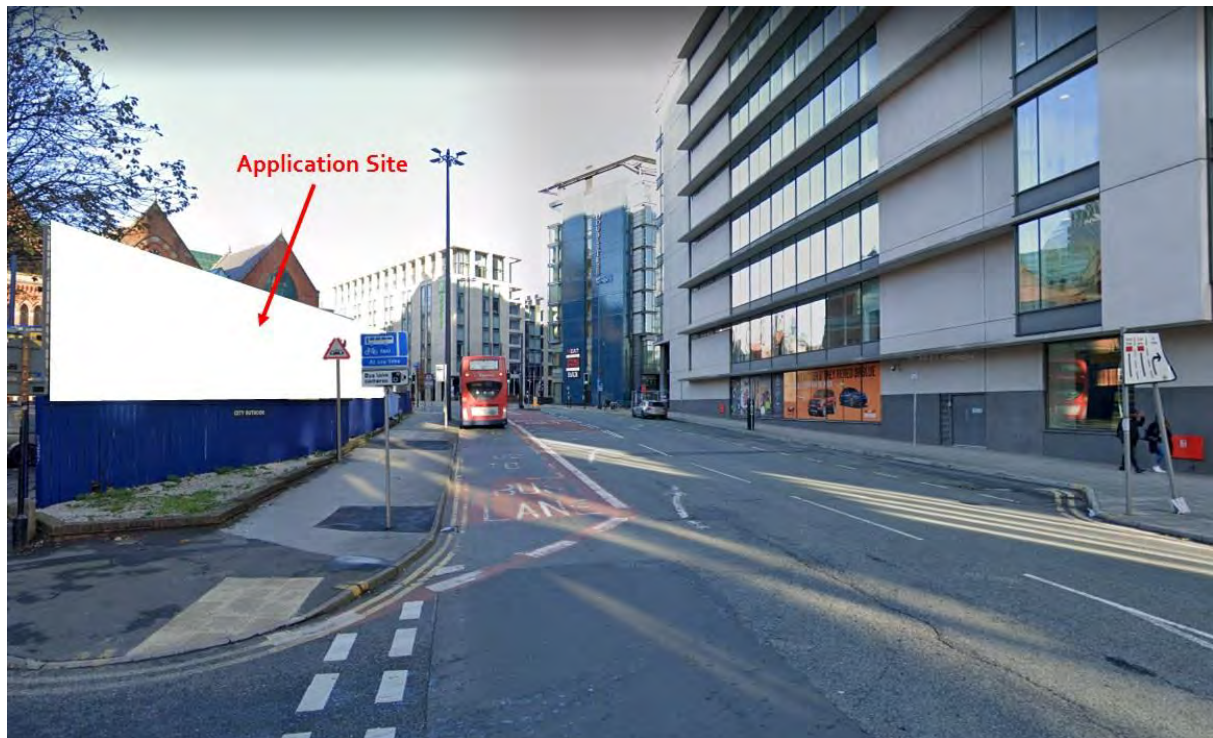


Figure 2.3 Proposed Display as Seen from Minshull Street

2.3.4 In-line with other similar digital displays, it is proposed that:

- There shall be no moving images or special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed;
- The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction);

- The display shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed;
- The screen display shall be erected with a mechanism installed in order that, if the installation breaks down, it defaults to a blank back screen in order to avoid any flashing error messages or pixilation;
- The screen display panel shall at all times be fitted with a light sensor to adjust the brightness to changes in ambient light levels; and
- At no time shall the luminance level of the signs exceed the thresholds contained within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015, for the lifetime of the display.

3 POTENTIAL SAFETY ISSUES

3.1 Introduction

3.1.1 The impact of roadside advertising on road safety/public safety has been the subject of a number of studies, however, there is currently no overall consensus. It is widely argued and perceived to be a distraction to some road users in certain circumstances, and as such, potentially poses a road safety risk. The level or significance of this risk, however, has not been quantified in any current guidance or research. The lack of data or scientific evidence means that the case against roadside advertising generally relies upon anecdotal evidence and a perception that it can be a distraction.

3.1.2 Some research indicates that advertisements can act as visual distracters at locations where the road user is searching for information, such as junctions, or other cluttered visual environments. All adverts seek to attract attention. As such, particular consideration needs to be given to proposals that seek to provide site advertisements at locations such as junctions and pedestrian crossings. Care needs to be taken that advertising, because of its size or siting, would not obstruct or confuse a road users view or reduce the clarity or effectiveness of a traffic signs or traffic signals, or would be highly likely to distract road users because of their unusual nature.

3.1.3 The assessment therefore considers the existing local circumstances applicable to the proposed LED display screen.

3.1.4 Appendix B to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out the 'general considerations' of each proposed advertisement. Section 2 of Appendix B sets out the main types of advertisements which 'may cause danger to road users'. These are set out below:

- a) *those which obstruct or impair sightlines at corners, bends or at a junction, or at any point of access to a highway;*

- b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;*
- c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);*
- d) those illuminated signs (incorporating either flashing or static lights) –*
 - i. where the means of illumination is directly visible from any part of the road;*
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;*
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather;*
- e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;*
- f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road;*
- g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the highway authority under section 69 of that Act, for example-*
 - i. those embodying red circles, crosses or triangles, or any traffic sign symbol;*
 - ii. or those in combinations of colours which might otherwise be mistaken for traffic signs;*

- i. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching, roundabouts;*
- h) those which embody directional or other traffic elements, and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, e.g. advertisements which-*
 - i. contain a large arrow or chevron (or have a pointed end and have only a few words of message);*
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic;*
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely;*
 - iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard.'*

3.2 Site Location

- 3.2.1** As previously discussed, the site is located adjacent to the A6 Aytoun Street at the Aytoun Street/Minshull Street junction. The A6 Aytoun Street is straight for a distance of 78.5-metres in the northbound direction to the site. The carriageway is approximately 11.9-metres in width on the approach to the junction.
- 3.2.2** The A6 Aytoun Street approaches the Minshull Street and Auburn Street from the south, passing through a left-hand bend on the approach from the B6469 Fairfield Street and through a right-hand bend on the approach from the A6 London Road.
- 3.2.3** As shown in **Figure 3.1** below, the lane markings on the approaches to the Minshull Street junction are very clear.



Figure 3.1 – Approach to Aytoun Street/Minshull Street Junction Road Markings

- 3.2.4 Similarly, the road markings on the approach to the Aytoun Street/Auburn Street junction, are also very clear, as shown in **Figure 3.2** below.

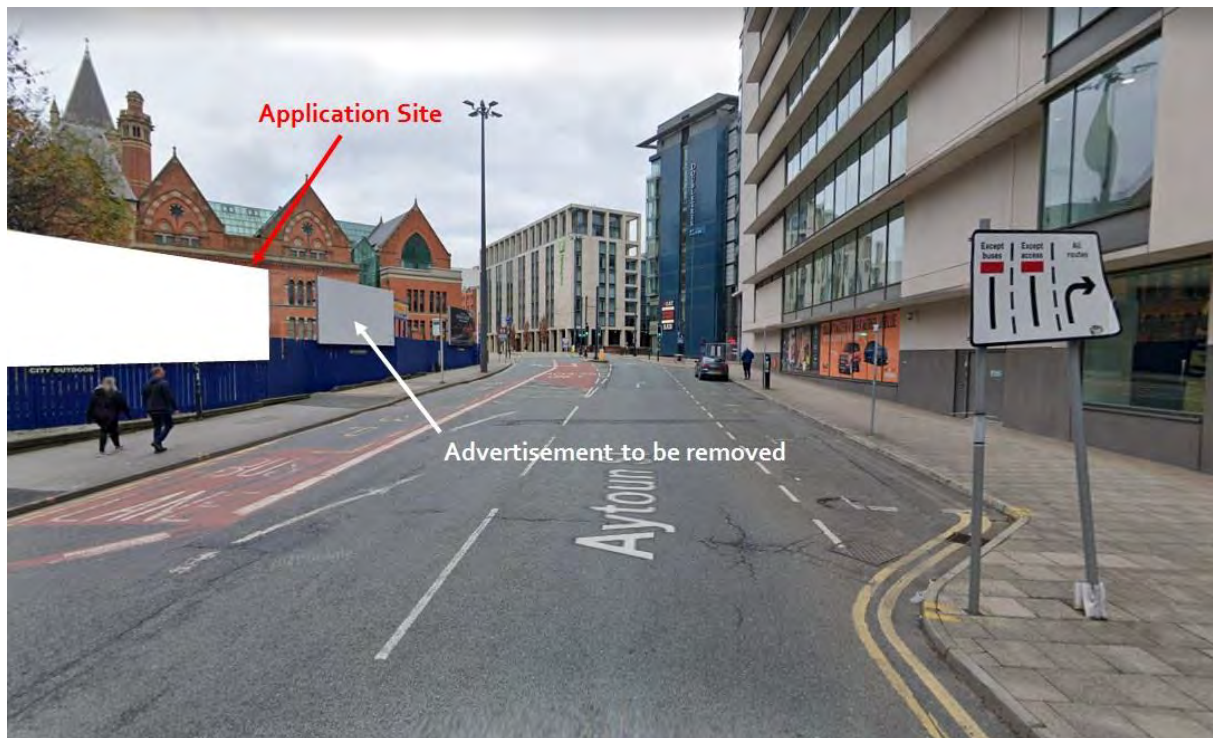


Figure 3.2 – Approach to Aytoun Street/Auburn Street Junction Road Markings

- 3.2.5** As previously discussed, the proposed site is located adjacent to the A6 Aytoun Street/Minshull Street junction. The northbound approach to this junction is straight on a slight rising (1 in 40) incline along Aytoun Street.
- 3.2.6** The proposed display would only be seen by motorists approaching the Aytoun Street/Minshull Street junction for approximately 59.5-metres along Aytoun Street and for 78.5-metres along Aytoun when approaching the Aytoun Street/Auburn Street junction.
- 3.2.7** Assuming an approach speed of 30mph (48kph), the proposed display would be visible to motorists approaching the site along Aytoun Street for approximately 9-seconds. As conditioned in other similar planning applications, images changed every 10-seconds would result in the images changing only once for traffic along Aytoun Street, in the time the displays become visible and the motorist passing the site.

3.2.8 Average traffic speed data for the road network in Manchester available at <https://www.gmtu.gov.uk/reports/transportKeyCentre20182019.htm> indicates an average traffic speed of 14mph (22.53kph) between 07:00 and 19:00. Assuming this average speed, the site would be visible to northbound motorists along the A6 Aytoun Street for approximately 13-seconds. This would result in a maximum of two image changes being visible to motorists along Aytoun Street on their approach to the site.

3.2.9 During the morning peak hour, the average speed is 13mph (20.92kph), resulting in the display being visible for 14-seconds. During the evening peak hour, the average speed is 12mph (19.31kph), resulting in the display being visible for 15-seconds to motorists along Aytoun Street, resulting in a maximum of two image changes being visible to Aytoun Street motorists during the morning and evening peak hours.

3.2.10 Given the amount of time for the road user to assimilate the advertisement and the transition of two images on the approaches to the site, the changing images cannot be considered a distraction to motorists for whom the image changes have been visible for between approximately 9 and 15-seconds while approaching the site.

3.2.11 However, in the interests of ensuring highway safety, the applicants would be prepared to accept a similar condition to those previously imposed by the council under application ref: 106884/AOH/2014/C2 that:

“At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated; the maximum luminance of the advertising panel shall not exceed 600cd/sq.m. The advertisement shall not be illuminated during daylight hours”.

3.3 Highway Safety Record

3.3.1 Eddisons are aware that each proposed display is considered on a site-by-site basis. Therefore, we have reviewed the approaches and road safety history over the previous five years in the vicinity of the site.

- 3.3.2** The approach to the site is not considered difficult or complex and is as straightforward a series of movements as one is likely to encounter in and around a city-centre. This is borne out by the relatively low number of personal injury accidents at this particular location within the last five-years.
- 3.3.3** A review of all reportable injury accident data (see **Appendix 2**) that have occurred at the junction, shows a total of 2no. accidents have occurred in the vicinity of the site in the five-year period between 1st January 2017 and 31st December 2022, equating to an average of 0.4no. accidents per year.
- 3.3.4** A review of available traffic flow data at the application site has shown there are no Transport for Greater Manchester (TfGM) or Department for Transport (DfT) permanent counter sites located along Aytoun Street. A DfT site (70157) is located north of the Aytoun Street/Auburn Street junction however, it is not possible to determine how much traffic passes the application site and then proceeds east along Auburn Street towards the A6 Piccadilly/Ducie Street.
- 3.3.5** Annual Average Daily Traffic (AADT) flows along Aytoun Street at the application site have instead been estimated from 2016 AADT flows taken from Table A1.1 Traffic Data, reported in the Kampus, Manchester (App ref: 112034/FO/2016/C2) Air Quality Assessment, which are reported as 11,879 vehicles.
- 3.3.6** 2020-2024 AADT flows have been calculated by applying TEMPRO-derived growth factors to the reported 2016 AADT flows, summarised with corresponding accident statistics are summarised in **Table 3.1** below.

Year	Two-way AADT	No. Accidents	Accident Rate
2020	12275	0	0.000%
2021	12680	0	0.000%
2022	12846	1	0.008%
2023	13011	1	0.008%
2024	13176	0	0.000%
Average	12644	0	0.003%

Table 3.1 – AADT and Accident Summary

3.3.7 It can be seen in Table 3.1 that only two accidents occurred, in 2022 and 2023. The recorded AADT flow at this location, produces an annual accident rate of 0.008% in 2022 and 2023. Furthermore, the average AADT across the five-year study period is 12,644 vehicles, producing an average annual accident rate of 0.003%.

3.3.8 It is our view that given the volume of traffic along this stretch of highway the number of personal injury accidents is low, and this would suggest that this particular section of the road network operates safely and without much driver difficulty.

3.4 Roadside Digital Advertising Research

3.4.1 There has been research into the impact of digital advertising on road safety. The paper ‘The impact of road advertising signs on driver behaviour and implications for road safety: A critical systematic review’ states:

3.4.2 “Based on the available evidence, however, it is not possible to definitively conclude that there is a direct relationship between the driving behaviour changes attributed to roadside advertising and road crashes.”

3.4.3 Furthermore, the paper ‘Statistical Analysis of the Relationship between On-Premise Digital Signage and Traffic Safety’ states:

“Because the use of these signs has increased, jurisdictions have used local sign codes or ordinances to regulate the manner in which digital messages are displayed. Jurisdictions typically justify these regulations by citing traffic safety impacts. However, no comprehensive and scientifically based research efforts have evaluated the relationship between on-premise digital signs and traffic safety.”

3.4.4 The paper carried out a study of on-premise digital signage at 135no. sites, using the EB analysis procedure, which uses a ‘before-after’ approach, with the before and after values modified to address local safety characteristics, regression to the mean, and other factors.

3.4.5 The paper states:

“For the entire sample size of 135 sites, the results from the EB method show that there is no statistically significant change in crash frequency associated with installing on-premise digital signs.”

3.4.6 The paper concludes:

“Based on the analysis performed for this research effort, the authors are able to conclude that there is no statistically significant evidence that the installation of on-premise signs at the locations evaluated in this research led to an increase in crashes.”

3.5 Summary

3.5.1 There is no evidence that suggests that these types of LED advertising media, whether full motion or static, have any impact whatsoever on highway safety. This is borne out by the low number of personal injury accidents in the vicinity of the application site and the published research papers which both conclude there is no scientific or statistical evidence to indicate an increase in crashes as a result of roadside digital advertising displays.

3.5.2 We fully endorse the proposition that each case needs to be considered on its own merits. We have done this within this submission in support of the application and in this Statement.

3.5.3 Having considered all of the relevant information and evidence the only conclusion we can reach is the proposals would not have an adverse effect in terms of highway safety and there should be no objections to it on highway safety grounds.

4 SIMILAR SITES GRANTED CONSENT IN MANCHESTER

4.1 Introduction

4.1.1 This section will review the previous approval for a 96-sheet display at the application site and a number of similar applications granted consent in the Manchester city area.

4.2 Previous Approval

4.2.1 Notwithstanding our specific views on the proposals, as previously discussed, Manchester City Council (MCC) have previously granted consent for a backlit mega 96-sheet display to the current application proposals, at the same location, under application ref: 106884/AOH/2014/C2.

4.2.2 A series of conditions were applied to the previous consent, as shown in **Appendix 1**, including:

1. *“No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.*
2. *No advertisement shall be sited or displayed so as to –*
 - a) *endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
 - b) *obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or*
 - c) *hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.*

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

5. At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated; the maximum luminance of the advertising panel shall not exceed 600cd/sq.m. The advertisement shall not be illuminated during daylight hours.”

4.2.3 In the interests of highway safety, the display in terms of size, image transition, operation, including failure modes, will be similar to previously consented displays throughout the city.

4.2.4 A previous application for the erection of a 96-sheet display and the removal of an existing 96-sheet and two 48-sheet displays at the same location, was refused, though not on highways grounds.

4.3 Previously Approved Applications

4.3.1 It is noted that consent for a number of similar LED displays throughout the city area have been granted approval.

4.3.2 Application ref: 118853/AOH/2018 for the replacement of 1no. 96-sheet backlit display with 1no. 96-sheet digital LED advertising display on Land at Manor Street and Mancunian Way

4.3.3 The application was refused on 15th March 2018 on the following grounds:

1. The proposed advertisement and associated structure would by virtue of its size, location, design and appearance have a detrimental impact on the surrounding environment and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene in a prominent location adjacent to a gateway route into the City Centre. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to

Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), CC1 (Primary Economic Development Focus: City Centre Fringe), C1 (Centre Hierarchy), and DM1 (Development Management) of the Core Strategy for the City of Manchester.

- 2. The advertising panel, due to its size, design and location, would be unduly dominant and an incongruous feature on a major gateway site into and out of the City Centre and a major route around the City Centre which would have an adverse impact on visual amenity and would cumulatively with other panels in the vicinity of the application site, result in a cluttered appearance on this part of the Mancunian Way. Therefore, it is considered that the panels would be contrary to City Council policies RC4 (Environment) E3.3 (Environmental Improvement and Protection) and RC7 (Gateway Sites) relating to development adjacent to gateway routes as set out in the Unitary Development Plan.*
- 3. The advertisement display, due to its size, location, design and appearance would be detrimental to visual amenity and would thereby fail to maintain or enhance the appearance of this principle corridor of movement and activity within the City Centre. Given the ongoing improvements to the built environment in this part of the City, it would therefore have a detrimental impact on the overall image of the City Centre. More particularly, it would have a negative effect on regeneration efforts and improvements to the environments taking place within the area as part of the Mayfield Strategic Regeneration Framework. For this reason the proposal is contrary to Policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved Policies E3.3 (Environmental Improvement and Protection), DC15.1 (Advertisements, Hoardings and Posters) of the Unitary Development Plan for the City of Manchester; and to Central Government guidance contained in Part 1 Regulation 3 of the Town and Country Planning*

(Control of Advertisements) (England) Regulations 2007, Section 7 (Requiring Good Design) of the National Planning Policy Framework, and Paragraph 026 of the National Planning Practice Guidance, and the Mayfield Strategic Regeneration Framework (2018 Update)."

4.3.4 However, the Planning Inspector granted approval (Appeal Ref: APP/B4215/Z/18/3201265), at a subsequent appeal for the proposed display, applying the following conditions:

1. *'The appeal is allowed, and express consent is granted for the display of a 96-sheet digital LED screen as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional conditions:*
2. *No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images, or any images that resemble road signs or traffic signs.*
3. *No individual advertisements shall be displayed for less than 15 seconds.*
4. *The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m².*
5. *A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen.'*

4.3.5 The reasons for granting the appeal included:

4. *'The proposed advertisement would be positioned on a small grassed area close to the Mancunian Way, which is a main route into and out of Manchester City Centre. It would replace an existing 96 sheet display in the same position that was granted express consent in 2011. Whilst the consent for this advert has since expired, in the absence of a condition requiring its removal, it will benefit from deemed consent under Class 14 of Schedule 3 of the Regulations. An existing 48 sheet LED display is also positioned at the eastern edge of the site.*

5. *The surrounding area is predominately commercial in character. There are several large advertisements in the vicinity, including a number of freestanding displays adjacent to the Mancunian Way. Although the appeal site is in a prominent position, the proposed advert would be viewed in the context of the high-rise buildings behind it. It would also be broadly similar in scale to the adjoining commercial buildings and would reflect the design of the existing 48 sheet display on the site. In these circumstances, it would not appear unduly dominant, incongruous or obtrusive. Moreover, it would replace an existing advert of a similar size and would therefore not result in any cumulative increase in the number of advertisements in the area.'*

4.3.6 It is noted that both the current application and application ref: 118853/AOH/2018 proposed the replacement of existing 96-sheet displays with LED digital displays, both are located in the immediate vicinity of high-rise buildings within the city centre area and both display areas are situated along key routes into the city centre, which operate safely with no driver difficulty (35,078 vehicles 2013-2017 average AADT with no accidents during the same period) and at locations adjacent to junctions with the main carriageway.

4.3.7 In the interests of safety, the applicant would be willing to accept similar conditions applied to this application with regard to display brightness, image transition and freezing of the image in the event of a malfunction.

4.3.8 Application ref: 122486/AOH/2019 is located Land Adjacent Pottery Lane & Ashbury Railway Bridge, Manchester. Consent was refused for the proposed installation of a new 96-sheet digital advertisement display following the removal of the existing unauthorised advertisement on 23rd January 2019 on the grounds:

'The proposed advertisement display by reason of its size, appearance, elevated position, means of illumination and digital display, would create an intrusive and over dominant feature in the street-scene along one of the City's main radial routes, would form an incongruent feature with a poor relationship to the adjacent railway structure, whilst also adding to existing advertisement clutter and illumination, to the detriment of visual amenity within the area.'

4.3.9 Again, the Planning Inspector allowed the subsequent appeal (appeal ref: APP/B4215/Z/19/3227163) with the ‘standard’ conditions applied:

‘The appeal is allowed, and express consent is granted for the proposed installation of a new 96-sheet digital advertisement display following the removal of the existing unauthorised advertisement and is subject to the five standard conditions set out in the Regulations and the following additional conditions:

1. *No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.*
2. *No individual advertisements shall be displayed for duration of less than 10 seconds.*
3. *Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.*
4. *The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.*
5. *A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.*
6. *The maximum luminance level of the advertisements displayed on the panel shall not exceed 600cd/m² during daylight hours and 300cd/m² during hours of darkness.’*

4.3.10 The inspector also applied further conditions relating to the types of images, transitions and failure-modes of the display:

‘As well as the five standard conditions I consider that conditions are required to ensure the advertisement does not contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs, that it does not display any advertisement for less than 10 seconds, has a smooth uninterrupted transition of images displayed on the panel, is fitted with a light sensor and is fitted with a mechanism to ensure a default to a black screen if the installation breaks down. It is also necessary to control the maximum level of

luminance during daylight hours and hours of darkness. These are all in the interests of visual amenity and pedestrian and highway safety.'

4.3.11 Again, the application of the 'standard' conditions to the current application would be acceptable in the interests of highway safety.

4.3.12 It is noted that unlike the current application, although the application included the replacement of an existing display, the existing display did not have an existing consent and therefore was considered as a new application by the inspector. Again, both sites are adjacent to key routes in Manchester, in this case the A6010 Pottery Lane, which also operates safely with no driver difficulty (26,912 vehicles 2014-2018 average AADT with only one accident during the same period) and at a location adjacent to the signalised A6010/Gorton Road junction.

4.4 Summary

4.4.1 While it is recognised that each application is assessed on a site-by-site basis, it is noted that the same amenity concerns were highlighted in each of the applications, which were then overruled by the Planning Inspector, in areas characterised by high-rise/commercial buildings.

4.4.2 In common with the current proposals, each site had existing displays which would be replaced with a 96-sheet LED digital display, however, only the current application site has previously had a consent granted by MCC for the 96-sheet display.

4.4.3 In common with the current application, each of the sites are located adjacent to stretches of carriageway subject to high traffic demand, indeed both sites experience higher demand than the current application site and all three sites operate safely, with little or no driver confusion, with a maximum of 2no. accidents reported within the 5-year study periods.

- 4.4.4 Safety concerns have previously been addressed using the implementation of 'standard' and 'specific' planning conditions relating to image change frequency, transition time, luminance, screens freezing or blacking out in the event of a failure and the installation of equipment to monitor light-levels and adjust the screen luminance accordingly, which the applicant would be willing to accept as part of the current application consent.
- 4.4.5 It is therefore considered that the proposals present no greater risk to highway safety than previously consented schemes, which the applicant would address through their acceptance of the standard planning conditions for digital displays.

5 CONCLUSIONS

5.1.1 This Statement has considered the traffic and safety aspects of proposals which involve the implementation of a proposed LED display screen adjacent to the A6 Aytoun Street/Minshull Street junction in Manchester.

5.1.2 The conclusions of this report can be summarised as follows:

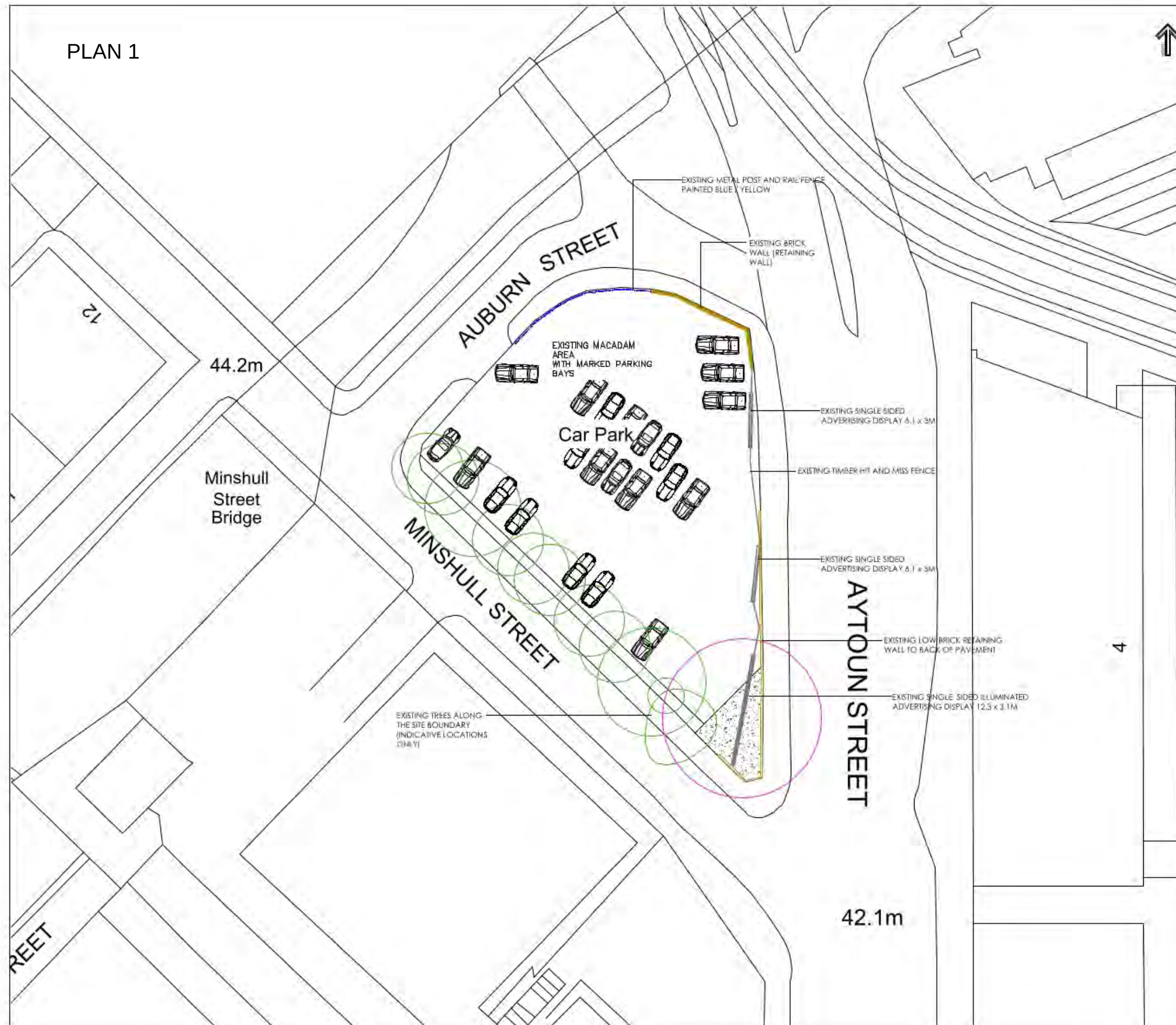
- The proposed display is identical in terms of size, location, orientation and operation to proposals previously consented under application ref: 106884/AOH/2014/C2.
- The Local Highway Authority has previously acknowledged the proposals for an identical display in the same location, will not impact highway safety at the application location.
- There is no scientific or statistical evidence to demonstrate the number of accidents increase in the vicinity of digital advertising displays.
- The proposed displays would be of the same size to screens previously approved in the Manchester city area.
- Having regard to the highway circumstances and with regard to the relevant guidance the proposed display screen would not give rise to harm in highway safety terms.
- A detailed consideration of the accident statistics has confirmed that the approach to the site has no material accident problem at present.
- The new LED display screen will have excellent visibility along the A6 Aytoun Street.
- A detailed analysis has confirmed that the local highway network is not at all complex or complicated and has clear and unambiguous existing road signs and road markings on the approach to the site.
- The proposals will not have an unacceptable effect on driver's or pedestrian's attention.

- The proposal is similar to a large number of existing urban LED display screens as previously consented throughout the Manchester city area.
- The new LED display screen will comply with rigid standards set out by Manchester City Council and the Planning Inspectorate for this type of digital media.

5.1.3 In conclusion, the proposals would not have an adverse effect in terms of highway safety and should be granted consent.

PLANS

PLAN 1



DEP LANDSCAPE ARCHITECTURE LTD
1 COMMERCIAL STREET, MANCHESTER
M15 4RQ

T: 0161 2419878
W: www.dep.co.uk

Client
Vivid Outdoor Media Ltd

Project
Ayloun Street Car Park

Document
Existing Site Plan

Discipline
Planning

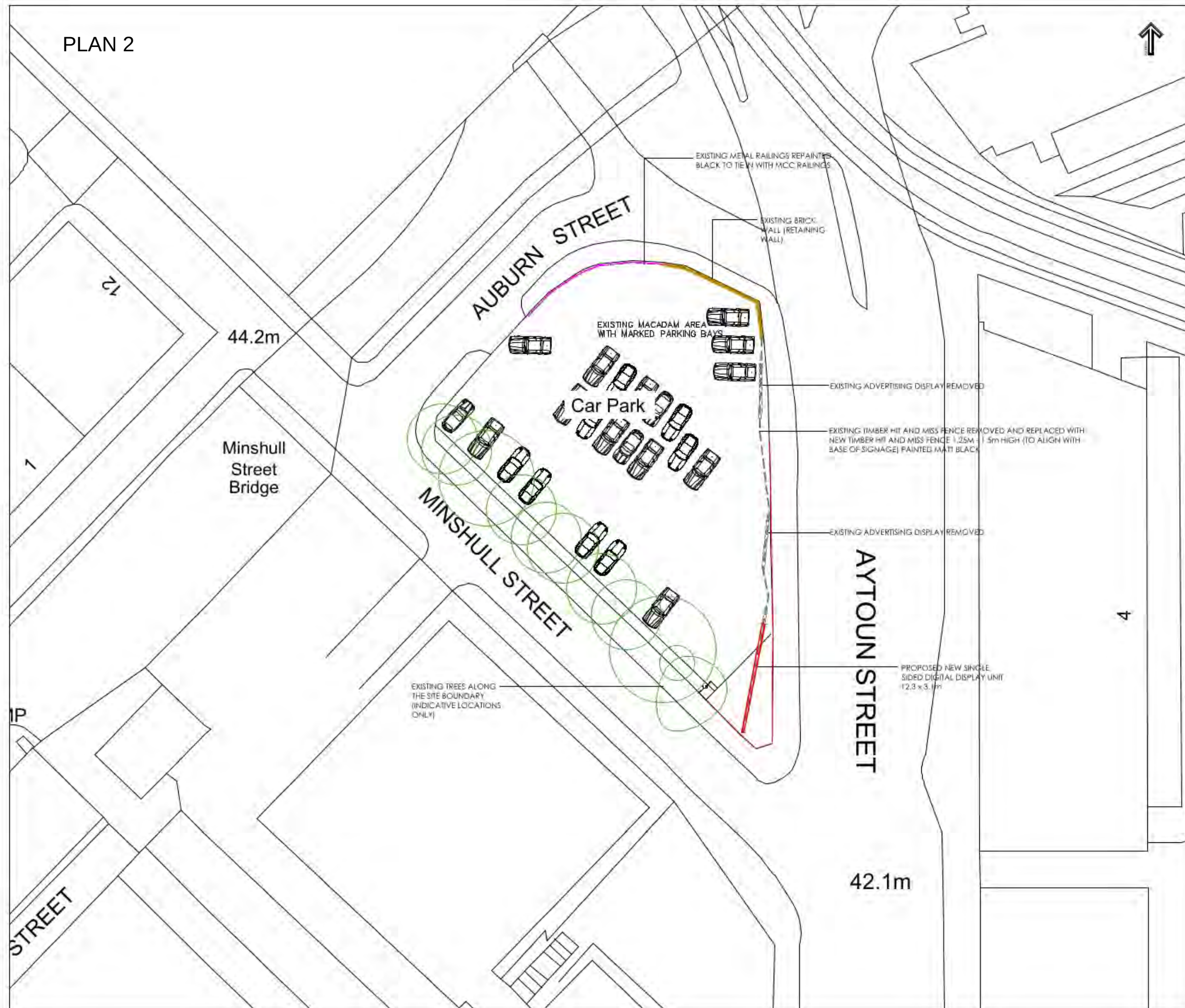
Scale
1:200@A1
Date
3037 02
CP
Apr 24 E

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PLAN 2



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1 COMMERCIAL STREET, MANCHESTER
M15 4RQ

T: 0161 2419878
W: www.dep.co.uk

Client
Vivid Outdoor Media Ltd

Project
Aytoun Street Car Park

Drawings
Proposed Site Layout

Scale
Planning

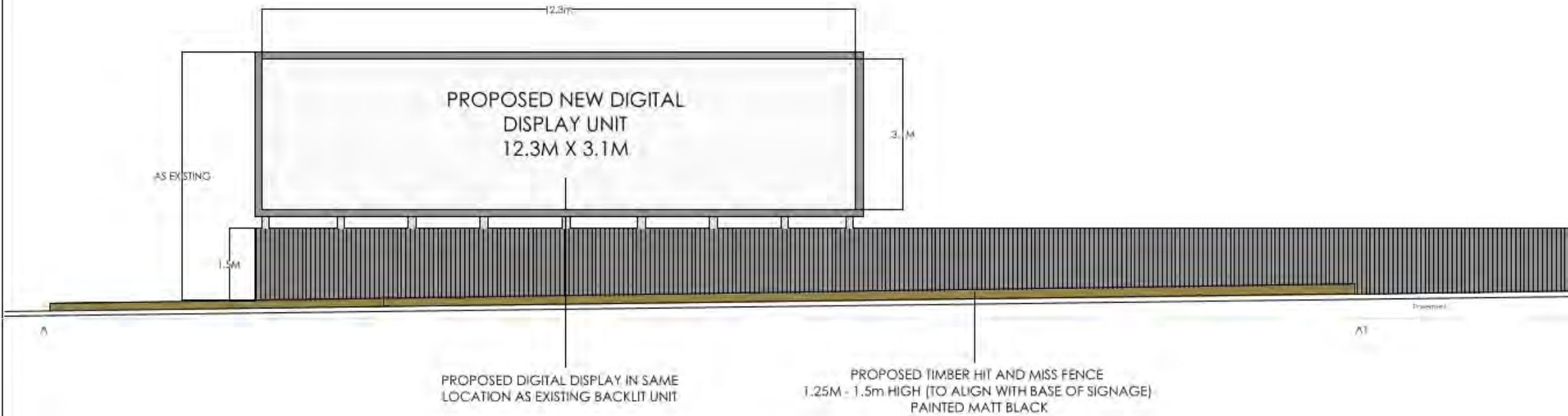
1:500@A3 CP
3037 03 Apr 24 F

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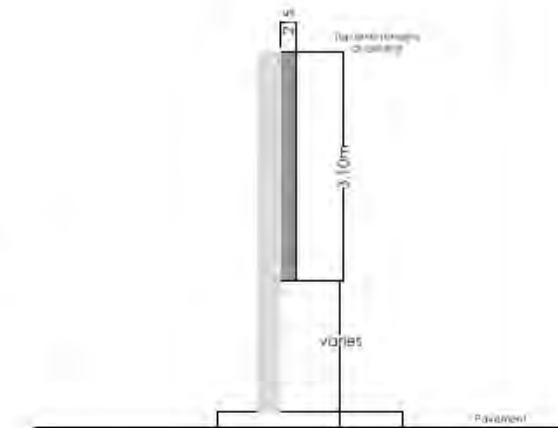
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PROPOSED DISPLAY PANEL
FRONT SECTION- ELEVATION
SCALE 1:50

PLAN 3

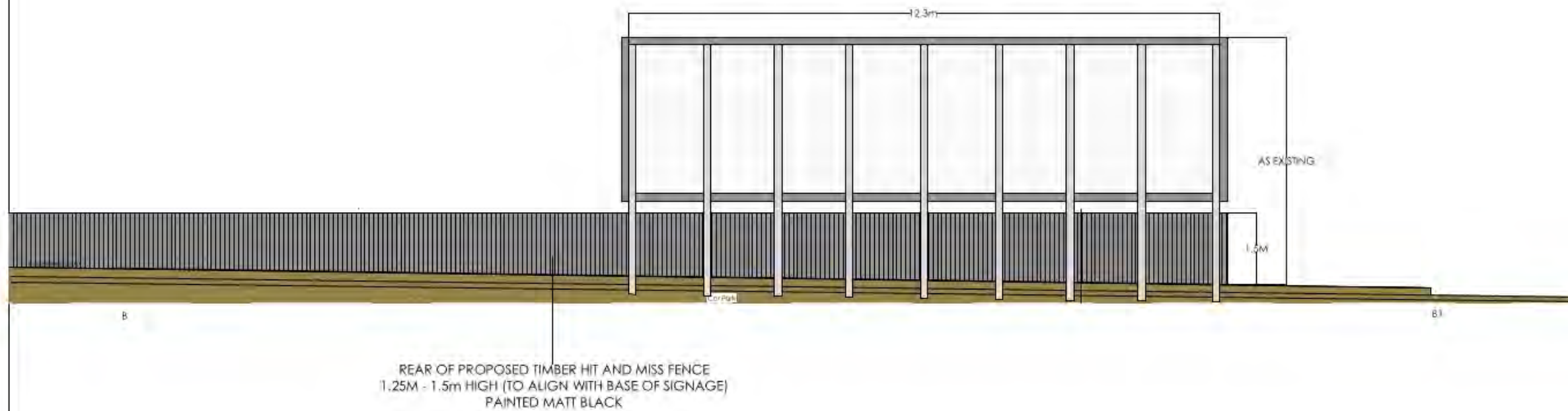


PROPOSED DISPLAY PANEL
SIDE SECTION- ELEVATION



PROPOSED DISPLAY PANEL
REAR SECTION - ELEVATION
SCALE 1:50

REAR OF PANEL TO BE BLANK
STEEL UPRIGHTS AND REAR OF PANEL
TO BE PAINTED RAL 9010 (WHITE)



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2 COMMERCIAL STREET, MANCHESTER
M15 4RQ
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Client
Vivid Outdoor Media Ltd
Project
Ayloun Street Car Park

Drawings
Proposed Display Dimensions.

Scale
Planning
1:100@A1
CP
3037 05 Apr 24 F
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EXISTING SECTION-
ELEVATION A-A1

PLAN 4



PROPOSED SECTION-
ELEVATION A-A1



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Client
Vivid Outdoor Media Ltd

Project
Aytoun Street Car Park

Description
Front Elevation

Status
Planning

Scale 1:200 @A1	Drawn CP
Job number 3037	Date Apr 24
Drawing number 04	Revision F

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W: www.dep.co.uk

Client			
Vivid Outdoor Media Ltd			
Project			
Aytoun Street Car Park			
Description			
Proposed View 1			
Status			
Planning			
Scale		Drawn	
NTS		EM	
Job number	Drawing number	Date	Revision
3037	IMG2	Mar 24	C
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APPENDICES

APPENDIX 1

106884/AOH/2014/C2 Decision Notice

Important – Planning permission & notices of consent

Compliance with conditions

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent

Applicant

Mr Steve Smith
City Outdoor
C/o Lancashire County Cricket Club
Talbot Road
Manchester
M18 0PX

Agent (if used)

Mrs Susan Jones
Ads-Plan Ltd
Birch Bank
Waste Lane
Cuddington
CW8 2TD

Part 1 – Particulars of the application/development

Proposal: Display of 1no. backlit 'Mega 96 sheet' advertising hoarding measuring 18.6m x 4.65m x 0.265m following the removal of 3no. existing advertising hoardings and 2no. car park signs together with replacement of existing boundary treatment.

Location: ECP Car Park, Aytoun Street, Manchester, M1 3DT

Date of application: 23 October 2014

Application number: 106884/AOH/2014/C2

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 31 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. This has included ongoing negotiations regarding design and advice about the information required to be submitted to support the application.

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

3037 01 rev A stamped as received by the City Council as local planning authority on 19th September 2014

3037 03 rev B, 04 rev B (proposed only), 05 rev B stamped as received by the City Council as local planning authority on 23rd October 2014

The letters from Ads Plan dated 16th September 2014 (the information within point 5 only) and 23rd October 2014 (points 4 and 5 only)

The email from Susan Jones dated 4th December 2014

The email from Stuart Bickley dated 9th October 2014

The email from Stephen Smith dated 11th December 2014

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

3) (a) The express advertisement consent hereby granted is limited to a period of 39 months starting on 18th December 2014.

(b) On the date of the expiry of the express consent period on 19th March 2018 as specified in (a) above; the advertisement hoardings and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

4) The advertisement hereby approved shall not be installed unless and until the existing advertisements as detailed within the letter from Ads Plan dated 16th September 2014 and shown on the drawing referenced 3037 04 rev B have been

permanently removed from site and the existing fence has been replaced with the proposed fence as shown on the drawing referenced 3037 04 rev B.

Reason - In the interests of visual amenity, pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

5) At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated, the maximum luminance of the advertising panel shall not exceed 600cd/sq.m. The advertisement shall not be illuminated during daylight hours.

Reason - In order to protect amenity within the area, pursuant to policy DM1 of the Core Strategy and saved policies DC15.1 and 15.2 of the Unitary Development Plan.

Informatives

There are no informatives attached to this decision.

Date: 15 December 2014

Signed: 

Julie Roscoe
Head of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the First Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the Appeals area of the Planning Portal – www.planningportal.gov.uk/pcs. The Inspectorate will publish details of your appeal on the internet (on the Appeals area of the Planning Portal).

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.

APPENDIX 2

Accident Data

GMAXI Codes and Abbreviations

Table : Accident Severity

Code	Description	Abbreviations
1	Fatal	Fa
2	Serious	Se
3	Slight	Sl
255	GMP OoR	OR

Table : Breath Test

Code	Description	Abbreviations
0	Not applicable	
1	Positive	Pos
2	Negative	Neg
3	Not requested	Not
4	Refused to provide	Ref
5	Driver not contacted at time of accident	Ncon
6	Not provided (medical reasons)	Med
255	GMP Out of Range	OoR

Table : Bus Passenger

Code	Description	Abbreviations
0	Not a bus or coach passenger	
1	Boarding	Board
2	Alighting	Light
3	Standing passenger	Stand
4	Seated passenger	Seat
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Car Passenger

Code	Description	Abbreviations
0	Not a car passenger	
1	Front seat passenger	Front
2	Rear seat passenger	Rear
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Carriageway Hazards

Code	Description	Abbreviations
0	None	
1	Dislodged vehicle load in carriageway	Load
2	Other object in carriageway	Obj
3	Involvement in previous accident	Prev
5	Other animal or ped in carriageway	Anim
6	Ped in carriageway - not injured	Ped
7	Any animal in carriageway	Anim
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Casualty Class

Code	Description	Abbreviations
1	Driver or rider	Drv
2	Veh or pillion passenger	Pas
3	Pedestrian	Ped
255	GMP Out of Range	OoR

Table : CasualtySeverity

Code	Description	Abbreviations
1	Fatal	Fa
2	Serious	Se
3	Slight	Sl
255	GMP OoR	OR

Table : Contributory Factor

Code	Description	Abbreviations
0	None	
101	Poor or defective road surface	Surf
102	Deposit on road (eg oil, mud, chippings)	Dposit
103	Slippery road (due to weather)	Slip
104	Inadequate/masked signs or road markings	Mark
105	Defective traffic signals	DefATS
106	Traffic calming (eg speed cushions, road humps, chicanes)	TCalm
107	Temporary road layout (eg contraflow)	TmpRd
108	Road layout (eg bend, hill, narrow carriageway)	RdLay
109	Animal or object in carriageway	ObjInC
201	Tyres illegal, defective or under inflated	VTyres
202	Defective lights or indicators	VLight
203	Defective brakes	VBrake
204	Defective steering or suspension	VSteer
205	Defective or missing mirrors	VMirr
206	Overloaded or poorly loaded vehicle or trailer	VLoad
301	Driver/Rider disobeyed automatic traffic signal	DATS
302	Disobeyed Give Way or Stop sign or markings	DGWorS
303	Driver/Rider disobeyed double white line	DWhite
304	Driver/Rider disobeyed pedestrian crossing facility	DPedX
305	Illegal turn or direction of travel	DITurn
306	Exceeding speed limit	DSpeed
307	Travelling too fast for conditions	DFast
308	Following too close	DTgate
309	Vehicle travelling along pavement	DPave
310	Cyclist entering road from pavement	DCPave
401	Junction overshoot	DJnOvr
402	Junction restart	DJnRst
403	Poor turn or manoeuvre	DTurn
404	Failed to signal/misleading signal	DSign
405	Driver/Rider failed to look properly	DFLook
406	Driver/Rider failed to judge other person's path or speed	DJudge
407	Passing too close to cyclist, horse rider or pedestrian	DClose
408	Sudden braking	DBrake
409	Swerved	DSwerv

410	Loss of control	DLossC
501	Driver/Rider impaired by alcohol	DAlcoh
502	Driver/Rider impaired by drugs (illicit or medicinal)	DDrugs
503	Fatigue	DTired
504	Uncorrected, defective eyesight	DEye
505	Driver/Rider - Illness or disability, mental or physical	DIllns
506	Not displaying lights at night or in poor visibility	DNoLit
507	Cyclist wearing dark clothing at night	DCDark
508	Driver using mobile phone	DMobPh
509	Distraction in vehicle	DDisIn
510	Distraction outside vehicle	DDisOu
601	Aggressive driving	DAggre
602	Driver/Rider - Careless/reckless/in a hurry	DCare
603	Nervous/uncertain/panic	DPanic
604	Driving too slow or conditions or slow vehicle (eg tractor)	DSlow
605	Learner or inexperienced driver/rider	DLearn
606	Inexperience of driving on the left	DInDrL
607	Inexperience with type of vehicle	DInVeh
701	Stationary or parked vehicle(s)	DStat
702	Vegetation	DVeg
703	Road layout (eg bend, winding road, hill crest)	DRdLay
704	Buildings, road signs, street furniture	DBuild
705	Dazzling headlights	DHLigt
706	Dazzling sun	DSun
707	Rain, sleet, snow, or fog	DRain
708	Spray from other vehicles	DFog
709	Visor or windscreen dirty or scratched	DSpray
710	Vehicle blind spot	DWscrn
801	Crossed road masked by stationary or parked vehicle	PXMask
802	Pedestrian failed to look properly	PFLook
803	Failed to judge vehicle's path or speed	PJudge
804	Pedestrian - Wrong use of pedestrian crossing facility	PPedX
805	Pedestrian - Dangerous action in carriageway (eg playing)	PDange
806	Pedestrian impaired by alcohol	PAlcoh
807	Pedestrian impaired by drugs (illicit or medicinal)	PDrugs
808	Pedestrian - Careless/reckless/in a hurry	PCare
809	Pedestrian wearing dark clothing at night	PCloth
810	Pedestrian - Disability or illness, mental or physical	PIllns
901	Stolen vehicle	StoVeh
902	Vehicle in course of crime	VCrime
903	Emergency vehicle on call	EmVeh
904	Vehicle door opened or closed negligently	VDoor
999	Other	Other
1001	Failed to stop (mandatory sign)	Fstop
1002	Failed to give way	Fgive
1003	Failed to avoid pedestrian (pedestrian not to blame)	FAPed
1004	Failed to avoid vehicle or object in carriageway	FAObj
1005	Failure to signal/misleading signal	Fsig
1006	Loss of control of vehicle	Loss
1007	Pedestrian entered carriageway without due care	Ped
1008	Passenger fell in or near PSV	Pfell
1009	Swerved to avoid object in carriageway	Swerv

1010	Sudden braking	Brake
1011	Poor turn/manoeuvre	Turn
1012	Poor overtaking	Over
1013	Drove wrong way (e.g. 1-way street)	1Way
1014	Opening door carelessly	Door
1015	Other	Other
1101	Impairment alcohol	Alcoh
1102	Impairment drugs	Drugs
1103	Impairment fatigue	Tired
1104	Impairment illness	Ill
1105	Distraction stress/emotional state of mind	Stress
1106	Distraction physical in/on vehicle	DPhIn
1107	Distraction physical outside vehicle	DPhOut
1108	Behaviour panic	Panic
1109	Behaviour careless/thoughtless/reckless	Care
1110	Behaviour nervous/uncertain	Nerve
1111	Behaviour in a hurry	Hurry
1112	Failure to judge other person's path or speed	Fjudg
1113	Disability	Disab
1114	Failed to look	F2look
1115	Looked but did not see	Nsee
1116	Inattention	Inatt
1117	Person hit wore dark or inconspicuous clothing	Cloth
1118	Other (Personal details)	Pother
1119	Crossed from behind parked vehicle etc	Cross
1120	Ignored lights at crossing	Xlight
1121	Excessive Speed	Speed
1122	Following too close	Tgate
1123	Inexperience of driving	InDri
1124	Inexperience of vehicle	InVeh
1125	Interaction or competition with other road users	Users
1126	Aggressive driving	Aggr
1127	Lack of judgement of own path	Judge
1128	Tyres wrong pressure	Press
1129	Tyres deflation before impact	Deflat
1130	Tyres worn/insufficient tread	Tread
1131	Defective lights or signals	Signal
1132	Defective brakes	Brakes
1133	Other (Vehicle defects)	Vother
1134	Site details poor road surface	Surf
1135	Site details poor/no street lighting	Lightg
1136	Site details inadequate signing	Sign
1137	Site details steep hill	Hill
1138	Site details narrow road	Narr
1139	Site details bend/winding road	Rbend
1140	Site details roadworks	Works
1141	Slippery road	Slip
1142	High winds	Winds
1143	Earlier accident	Earli
1144	Other (Local conditions)	Lother
1145	View windows obscured	Obs
1146	View glare from sun	Glare

1147	View glare from headlights	Head
1148	Surroundings bend/winding road	Bend
1149	Surroundings stationary parked vehicle	Stat
1150	Surroundings moving vehicle	Move
1151	Surroundings buildings, fences, vegetation etc	Fence
1152	Weather (e.g. mist or sleet)	Weath
1153	Failed to see pedestrian or vehicle in blindspot	Blind
1154	Animal out of control	Animal
9999	GMP Out of Range	OoR

Table : Contributory Factor Confidence

Code	Description	Abbreviations
A	Very Likely	VLike
B	Possible	Poss
C	No longer	OLD
X		

Table : Day

Code	Description	Abbreviations
1	Sunday	Sun
2	Monday	Mon
3	Tuesday	Tue
4	Wednesday	Wed
5	Thursday	Thu
6	Friday	Fri
7	Saturday	Sat
255	GMP OoR	OoR

Table : First Point of Impact

Code	Description	Abbreviations
0	Did not impact	
1	Front	Front
2	Back	Back
3	Offside	Off
4	Nearside	Near
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Foreign Registered Vehicle

Code	Description	Abbreviations
0	Not foreign registered vehicle	Not fr
1	Foreign registered vehicle - left hand drive	F lhd
2	Foreign registered vehicle - right hand drive	F rhd
3	Foreign registered vehicle - two wheeler	F t/w
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Hit and Run

Code	Description	Abbreviations
0	Other	
1	Hit and Run	Hit
2	Non-stop, vehicle not hit	NStop

Table : Hit Object Off Carriageway

Code	Description	Abbreviations
0	None	
1	Road sign/traffic signal	Sign
2	Lamp post	Lamp
3	Telephone pole/Electricity pole	Pole
4	Tree	Tree
5	Bus stop/bus shelter	Stop
6	Central crash barrier	Crash
7	Nearside or offside crash barrier	Near
8	Submerged in water (completely)	Water
9	Entered ditch	Ditch
10	Other permanent object	Other
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Hit Object On Carriageway

Code	Description	Abbreviations
0	None	
1	Previous accident	Acc
2	Road works	RoadW
4	Parked vehicle	ParkC
5	Bridge - roof	BridR
6	Bridge - side	BridS
7	Bollard/refuge	Boll
8	Open door of vehicle	Door
9	Central island of roundabout	Rbt
10	Kerb	Kerb
11	Other object	Other
12	Any animal (except ridden horse)	Anim
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Journey Purpose

Code	Description	Abbreviations
1	Journey as part of work	Work
2	Commuting to/from work	Comm
3	Taking pupil to/from school	Escort
4	Pupil riding to/from school	Ride
5	Other/Not Known	Other
255	GMP Out of Range	OoR

Table : Junction Control

Code	Description	Abbreviations
0	Not a junction	n/a
1	Authorised person	Man
2	Automatic traffic signal	TS
3	Stop sign	STO
4	Give way or uncontrolled	GW
9	Unknown	Unkn

Table : Junction Details

Code	Description	Abbreviations
0	Not at or within 20m of junction	
1	Roundabout	Rdbt
2	Mini-roundabout	Mini
3	T or staggered junction	Tjun
4	Y-junction	Yjun
5	Slip Road	Slip
6	Crossroads	Xrds
7	Multiple junction	Mult
8	Using private drive or entrance	ent
9	Other	Othr
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Junction Location

Code	Description	Abbreviations
0	Not at junction (or within 20 metres)	
1	Vehicle approaching junction or parked at junction approach	Park
2	Vehicle cleared junction or parked at junction exit	Clear
3	Leaving roundabout	Lrbt
4	Entering roundabout	Erbt
5	Leaving main road	Lmrd
6	Entering main road	Emrd
7	Entering from slip road	Slip
8	Vehicle in middle junction	Junct
9	Unknown	Unkn
99	Did not impact	Not
255	GMP Out of Range	OoR

Table : Light Conditions

Code	Description	Abbreviations
1	Daylight; street lights present	Light
2	Daylight; no street lighting	Light
3	Daylight; street lighting unknown	Light
4	Darkness; street lights present and lit	Dark
5	Darkness; street lights present and unlit	Dark
6	Darkness; no street lighting	Dark
7	Darkness; no street lighting unknown	Dark
255	GMP Out of Range	OoR

Table : Local Authority

Code	Description	Abbreviations
70	Blackburn	Bbn
71	Blackpool	Bpl
100	Bolton	Bol
101	Bury	Bur
102	Manchester	Man
104	Oldham	Old
106	Rochdale	Roc

107	Salford	Sal
109	Stockport	Sto
110	Tameside	Tam
112	Trafford	Tra
114	Wigan	Wig
255	GMP OoR	OoR

Table : Pedestrian Crossing Human Control

Code	Description	Abbreviations
0	No crossing facility within 50m	
1	School crossing patrol	Scp
2	Other authorised person	Man
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Pedestrian Crossing Physical Facilities

Code	Description	Abbreviations
0	No crossing facility within 50m	
1	Zebra crossing	ZebX
4	Pelican/puffin crossing	PelX
5	Other light controlled crossing	TSX
7	Footbridge or subway	Br/S
8	Central refuge - no control	Ref
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Pedestrian Direction

Code	Description	Abbreviations
0	Standing still	Still
1	N	N
2	NE	NE
3	E	E
4	SE	SE
5	S	S
6	SW	SW
7	W	W
8	NW	NW
9	Unknown	Unkn
255	GMP OoR	OoR

Table : Pedestrian Injured Work

Code	Description	Abbreviations
0	No	No
1	Yes	Yes
2	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Pedestrian Location

Code	Description	Abbreviations
0	Not a pedestrian	NoPed
1	In carriageway, crossing on ped crossing	PedCr
2	In carriageway, crossing within zig-zag lines at crossing approach	ZZApp

3	In carriageway, crossing within zig-zag lines at crossing exit	ZZExit
4	In carriageway, crossing elsewhere within 50m of ped crossing	50mCr
5	In carriageway, crossing elsewhere	InCW
6	On footway or verge	OnFW
7	On refuge, central island or central reservation	OnRef
8	In centre of carriageway, not on refuge, central island or central r	CenCW
9	In carriageway, not crossing	CWNoX
10	Unknown or other	Othr
255	GMP Out of Range	OoR

Table : Pedestrian Movement

Code	Description	Abbreviations
0	Not a pedestrian	
1	Crossing from driver's nearside	Near
2	Crossing from driver's nearside - masked by parked or stationary	Mask
3	Crossing from driver's offside	Off
4	Crossing from driver's offside - masked by parked or stationary v	Park
5	In carriageway, stationary - not crossing (standing or playing)	Cway
6	In carriageway, stationary - not crossing (standing or playing), m	CWayM
7	Walking along in carriageway - facing traffic	Face
8	Walking along in carriageway - back to traffic	Back
9	Unknown or other	Other
255	GMP Out of Range	OoR

Table : Place Reported

Code	Description	Abbreviations
1	At scene	Scene
2	Elsewhere	Else
3	Self reported	Self
255	GMP OoR	OoR

Table : Pupil Casualty

Code	Description	Abbreviations
0	Not a school pupil	
1	Pupil on journey to/from school	SJ
2	Pupil NOT on journey to/from school	NSJ
9	Unknown	Unk
255	GMP Out of Range	OoR

Table : Road Class

Code	Description	Abbreviations
0		
1	M	M
2	A(M)	A (M)
3	A(T)	A (T)
4	A	A
5	B	B
6	C	C
7	U	U
255	GMP OoR	

Table : Road Surface Conditions

Code	Description	Abbreviations
1	Dry	Dry
2	Wet/Damp	Wet
3	Snow	Snow
4	Frost/Ice	Ice
5	Flood/water > 3cm	Flood
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Road Type

Code	Description	Abbreviations
1	Roundabout	Rdbt
2	One way street	Oway
3	Dual Carriageway	Dual
6	Single Carriageway	Sing
7	Slip Road	Slip
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Sex of Casualty

Code	Description	Abbreviations
1	Male	M
2	Female	F
9	Unknown	U
255	OoR	

Table : Sex of Driver

Code	Description	Abbreviations
1	Male	M
2	Female	F
3	Not Traced	?
255	GMP OoR	

Table : Skidding Type

Code	Description	Abbreviations
0	No skid, jack-knife, etc	
1	Skidded	Skid
2	Skidded and overturned	S&OT
3	Jack-knifed	J&ot
4	Jack-knifed & o'turned	J&ot
5	Overturned	O/tn
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Special Conditions

Code	Description	Abbreviations
0	None	
1	Automatic traffic signal out	ATS
2	Automatic traffic signal partially defective	ATSp
3	Permanent road signing/markings defective/obscured	Obs

4	Road works present	Rwork
5	Road surface defective	Surf
6	Oil or Diesel	Oil
7	Mud	Mud
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Towing

Code	Description	Abbreviations
0	No tow/articulation	
1	Articulated vehicle	Art
2	Double or multiple vehicle	Multi
3	Caravan	Cara
4	Single trailer	Trail
5	Other tow	Other
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Vehicle Leave Carriageway

Code	Description	Abbreviations
0	Did not leave carriageway	
1	Left carriageway nearside	Left
2	Left carriageway nearside and rebounded	Near
3	Left carriageway straight ahead at junction	Ahead
4	Left carriageway offside onto central reservation	Onto
5	Left carriageway offside onto central reservation and rebounded	Bound
6	Left carriageway offside and crossed central reservation	Cross
7	Left carriageway offside	Side
8	Left carriageway offside and rebounded	Off
255	GMP Out of Range	OoR

Table : Vehicle Location Off-Road

Code	Description	Abbreviations
0	On main carriageway - not in restricted lane	Lane
1	Tram/Light rail track	Tram
2	Bus lane	Bus
3	Busway (including guided busway)	Buswy
4	Cycle lane (on main carriageway)	Cycle
5	Cycleway (separated from main carriageway)	Cway
6	On lay-by or hard shoulder	Layby
7	Entering lay-by or hard shoulder	Enter
8	Leaving lay-by or hard shoulder	Hard
9	Footway (pavement)	Fway
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Vehicle Manoeuvres

Code	Description	Abbreviations
1	Reversing	Revg
2	Parked	Parkd
3	Waiting to go ahead/held up	Waitg
4	Slowing or stopping	Stopg

5	Moving off	Start
6	U-turn	Uturn
7	Turning left	TurnL
8	Waiting to turn left	wtgTL
9	Turning right	TurnR
10	Waiting to turn right	wtgTR
11	Changing lane to left	chlnL
12	Changing lane to right	chlnR
13	O/taking moving vehicle on o/side	O/Tkg
14	O/taking stat. veh on o/side	O/Ts
15	O/taking on n/side	U/T
16	Going ahead left hand bend	Lbend
17	Going ahead right hand bend	Rbend
18	Going ahead other	Ahead
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Vehicle Movement From

Code	Description	Abbreviations
0	Parked - not at kerb	Pk
1	N	N
2	NE	NE
3	E	E
4	SE	SE
5	S	S
6	SW	SW
7	W	W
8	NW	NW
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Vehicle Movement To

Code	Description	Abbreviations
0	Parked - not at kerb	Pk
1	N	N
2	NE	NE
3	E	E
4	SE	SE
5	S	S
6	SW	SW
7	W	W
8	NW	NW
9	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Vehicle Type

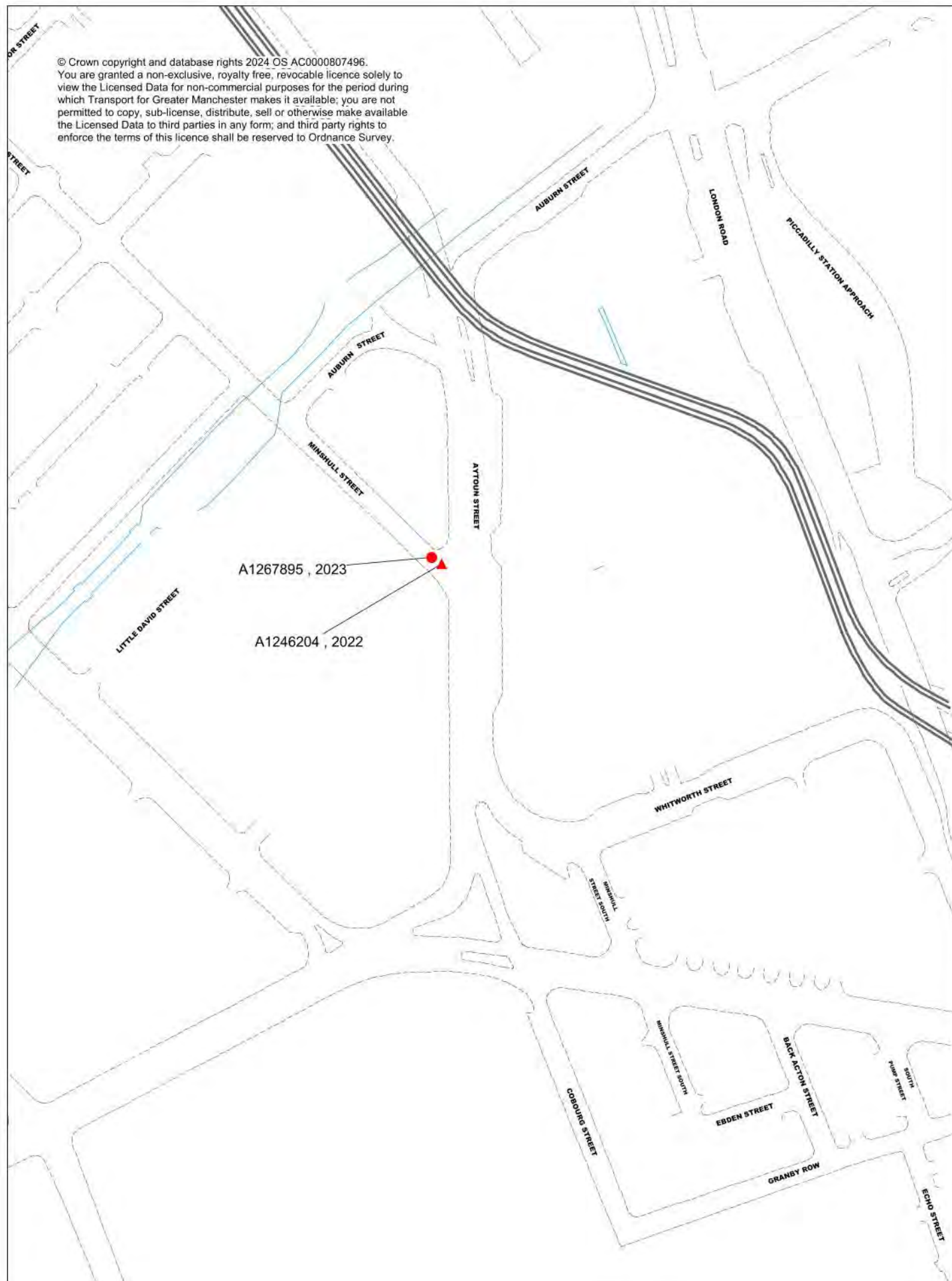
Code	Description	Abbreviations
1	Pedal cycle	p/c
2	Motor cycle <=50cc	m/p
3	Motor cycle 51-125cc	m/s
4	Motor cycle 126-500cc	m/c
5	Motor cycle >500cc	m/cl

8	Taxi/Private hire car	Taxi
9	Car	Car
10	Minibus	Mbus
11	Bus or coach	PCV
14	Other motor vehicle	othr
15	Other non-motor vehicle	n/m
16	Ridden horse	Hrse
17	Agricultural vehicle	Agg
18	Tram/Light Rail	Tram
19	Goods vehicle under 3.5t	LGV
20	Goods vehicle 3.5-7.5t	MGV
21	Goods vehicle over 7.5t	HGV
96	Motor cycle >125cc -old 4	m/co
97	Motor cycle - unknown cc	m/cu
98	Goods vehicle - unknown	UHGv
99	Unknown	Unkn
255	GMP Out of Range	OoR

Table : Weather Conditions

Code	Description	Abbreviations
1	Fine without high winds	Fine
2	Rain without high winds	Rain
3	Snowing without high winds	Snow
4	Fine with high winds	Wind
5	Rain with high winds	R&W
6	Snowing with high winds	Drif
7	Fog or mist	Fog
8	Other	Othr
9	Unknown	N/A
255	GMP Out of Range	OoR

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Aytoun Street Collision Data 01/03/2019 - 29/02/2024

Standard Report - Aytoun Street Collisions Data 01/03/2019 - 29/02/2024

This printout has been generated from the Transport for Greater Manchester's database of road traffic accident records using the query system, GMAXI.

The road traffic accident database contains STATS19 data supplied by Greater Manchester Police and further validated by the Highways Forecasting and Analytical Services (HFAS) section of Transport for Greater Manchester. It is maintained by HFAS on behalf of the ten District Councils in Greater Manchester.

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Accident Reference Number: A1246204

Day: Wednesday

Contributory Factors

Date: 09/11/2022

Time: 22:00

Place Reported: Scene

District: Manchester

Location: Minshull Street at junction with Aytoun Street

Description: V2 (PCV) Trav Se Minshull St In Bus Lane, V1 Trav N Aytoun St Turns Left Onto Minshull St & N/s Of V1 Collides With O/s Of V2

Factor Conf Ref

Vehicle Details

Casualty Details

Type	Move	From	To	Skid	Type	Sex	Age	Sev	Pupil
Car	TurnL	S	NW		1 Drv	M	35	Slight	Un
PCV	Ahead	NW	SE		2 Pas	F	53	Slight	Un

Locational Details

Conditions

Accident Details

Road:	U/A6	Junction Details:	Tjun	Road Surface:	Dry	Severity:	Slight
OSGR:	384564 397915	Junction Control:	GW	Light Conditions:	Dark	No. of Vehicles:	2
Speed Limit:	30	Ped Crossing:		Weather Conditions:	Fine	No. of Casualties:	2

Accident Reference Number: A1267895

Day: Wednesday

Contributory Factors

Date: 18/01/2023

Time: 17:40

Place Reported: Self

District: Manchester

Location: Minshull Street 5 metres NW Of Aytoun Street

Description: V2 (Pedal Cycle) Trav S Aytoun St Turns Right Onto Minshull St, V1 Trav Se Minshull St & Front Collides With Front Of V2

Factor Conf Ref

Vehicle Details

Casualty Details

Type	Move	From	To	Skid	Type	Sex	Age	Sev	Pupil
Car	Ahead	NW	SE		1 Rid	F	24	Serious	Un
p/c	TurnR	N	NW						

Locational Details

Conditions

Accident Details

Road:	U/U	Junction Details:	Tjun	Road Surface:	Wet	Severity:	Serious
OSGR:	384561 397917	Junction Control:	GW	Light Conditions:	Dark	No. of Vehicles:	2
Speed Limit:	30	Ped Crossing:		Weather Conditions:	Rain	No. of Casualties:	1

Standard Totals Report : Aytoun Street Collision Data 01/03/2019 - 29/02/2024

Accidents

Serious	1
Slight	1
Total Accidents	2

Casualties Broken Down By Type

Cyclist (Rider)	0-15	16+	Total
Serious	0	1	1
Total	0	1	1
PSV (Driver)	0-15	16+	Total
Slight	0	1	1
Total	0	1	1
PSV (Passenger)	0-15	16+	Total
Slight	0	1	1
Total	0	1	1
Total	0	3	3

Casualties By Age and Sex

Severity	0 - 15	16 - 59	60 - 69	70 +	Total
Serious					
Female	0	1	0	0	1
Total	0	1	0	0	1
Slight					
Male	0	1	0	0	1
Female	0	1	0	0	1
Total	0	2	0	0	2
Total Casualties	0	3	0	0	3

Casualties By Age and Class

Severity	0 - 15	16 - 59	60 - 69	70 +	Total
Serious					
Driver or rider	0	1	0	0	1
Total	0	1	0	0	1
Slight					
Driver or rider	0	1	0	0	1
Veh or pillion pas	0	1	0	0	1
Total	0	2	0	0	2
Total Casualties	0	3	0	0	3

Cyclist (Rider and Pillion) and Pedestrian Casualties By Age

Severity	0 - 15	16 - 59	60 - 69	70 +	Total
Serious	0	1	0	0	1
Total Casualties	0	1	0	0	1

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