Technical Note – Manchester Metrolink Site Survey Report

Date: 12.02.2025

Client Name: Transport For Greater Manchester

Document Reference: 18436104-WAT-XX-XX-RP-H800001-C03

This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

Issue	Prepared by	Checked & Approved by
C01 - S3	Jack Wellings Transport Planner	Richard White Associate Director
C02 - S5	Connor Webb Undergraduate Transport Planner	Richard White Associate Director
C03 – S5	Connor Webb Undergraduate Transport Planner	Richard White Associate Director [redacted]

1. Introduction

1.1 Waterman Infrastructure & Environment Ltd (Waterman) have been instructed by Transport for Greater Manchester (TfGM) to review the likely impact of digital advertising on Metrolink services at ten stations, based upon the guidance and recommendations of report WIE18436-100-R-1-4-3 issued in July 2023.

1.2 To undertake this assessment, the following Metrolink stations were visited on 23 and 24 October 2024:

- Market Street Metrolink Stop
- Piccadilly Gardens Metrolink Stop
- St Peters Square Metrolink Stop
- Deansgate Castlefield Metrolink Stop
- Old Trafford Metrolink Stop
- Trafford Centre Metrolink Stop
- Manchester Victoria Metrolink Stop
- Shudehill Metrolink Stop
- Exchange Square Metrolink Stop
- Chorlton Metrolink Stop

1.3 The locations of these sites in context to the broader Metrolink network can be seen in **Appendix A**.

1.4 The assessment criteria, and site assessment proforma used for the assessment of each tram stop is provided in **Appendix B**.

1.5 The Metrolink estate currently hosts a network of static illuminated advertising displays, typically located on Metrolink platforms, within stop shelters.

1.6 TfGM have identified an opportunity to upgrade this network to digital screen technology, which could generate additional advertising revenue, and provide an additional means to display real time customer information, as well as TfGM marketing campaigns and security messages.

1.7 TfGM foresee the upgrades to be from static screens to digital screens that host product images, which would be orientated to face alighting Metrolink passengers, for maximum passenger exposure. TfGM are keen to assess the additional risks involved in upgrading this equipment.

2. Site Assessment Results

2.1 The surveys were undertaken on the 23rd and 24th of October 2024 by two Waterman employees, visiting each of the stations as set out in the introduction. The assessment comprises a total of 21 advertising sign locations, across the ten station locations identified.

2.2 Detailed survey data and site observations are provided for each of the 10 station locations in **Appendix C,** as well as photos taken out on site.

2.3 Further to this, a summary table of all 21 of the advertising screen locations individually has been included in **Appendix D.**

2.4 The majority of the tram stops were found to have similar platform furniture on them. This includes seating, shelters, ticket machines (including the tap in and tap out features) and non-digital advertising displays.

2.5 The stations are located on their own tramways. Only Shudehill Metrolink Stop is located near to a public highway, but the public highway is not in close proximity to where advertising screens are likely to be situated on the platform, so the potential for digital screens distracting drivers is highly unlikely.

2.6 There are traffic signals located within 100m of two of the ten tram stops surveyed. These are Market Street Metrolink Stop which has signals within 50m of the platforms, and Shudehill Metrolink Stop, which has signals within 30m of the platforms.

2.7 All of the platforms surveyed are on a straight alignment. The Market Street Metrolink Stop has curves within 50m of both western and eastern directions, and the Manchester Victoria station curves eastwards to the south west of the station. However, no visibility issues were found at either station; in fact, there were no visibility issues found at any of the stations surveyed.

2.8 There are 5 tram stops which currently have digital advertising boards near to them. These are:

- Market Street Metrolink Stop.
- Piccadilly Gardens Metrolink Stop.
- Trafford Centre Metrolink Stop.
- Shudehill Metrolink Stop; and,
- Exchange Square Metrolink Stop.

2.9 From an analysis of potential access points for maintenance purposes, it was found that the stations surveyed can be easily maintained; however, some are harder to access, such has Chorlton, which is located in a railway cutting.

2.10 Several of the stations within the city centre are likely to get busy at peak times. For example, the tram stop at Manchester Victoria Station is close the AO Arena which is a 21,000-seater indoor arena, hosting concerts and sporting events, and at Old Trafford, in close proximity to the cricket and football grounds. This would provide great visibility of the advertisements for businesses due to the large volumes of people using the tram stops.

2.11 Other stops in Manchester city centre include Market Street, Piccadilly Gardens and Exchange Square, which can also get busy with commuters, shoppers, and visitors.

3. Conclusion

3.1 The onsite surveys and subsequent assessment have identified that there would be no adverse safety or operational impact from the installation of digital advertising boards at the locations identified.

3.2 From the site surveys undertaken, it has also been identified that there is sufficient space on the platforms to convert the existing 6 sheet advertising boards to digital advertising boards with some stops having availability to install free standing digital advertising boards. This is referred to within the individual site assessments in **Appendix C**.

3.3 No visibility issues were found at any of the stations surveyed. Forward visibility and sightlines were extremely good at all stations surveyed.

3.4 There are currently digital advertising boards in Manchester City Centre within the vicinity of some of the stops that are operated by others (including by Manchester City Council), and these do not appear to have caused any adverse safety or operational issues.

3.5 It is highly unlikely that the installation and operation of digital advertising boards would cause a distraction to drivers, as the stops surveyed are generally located away from the public highway.

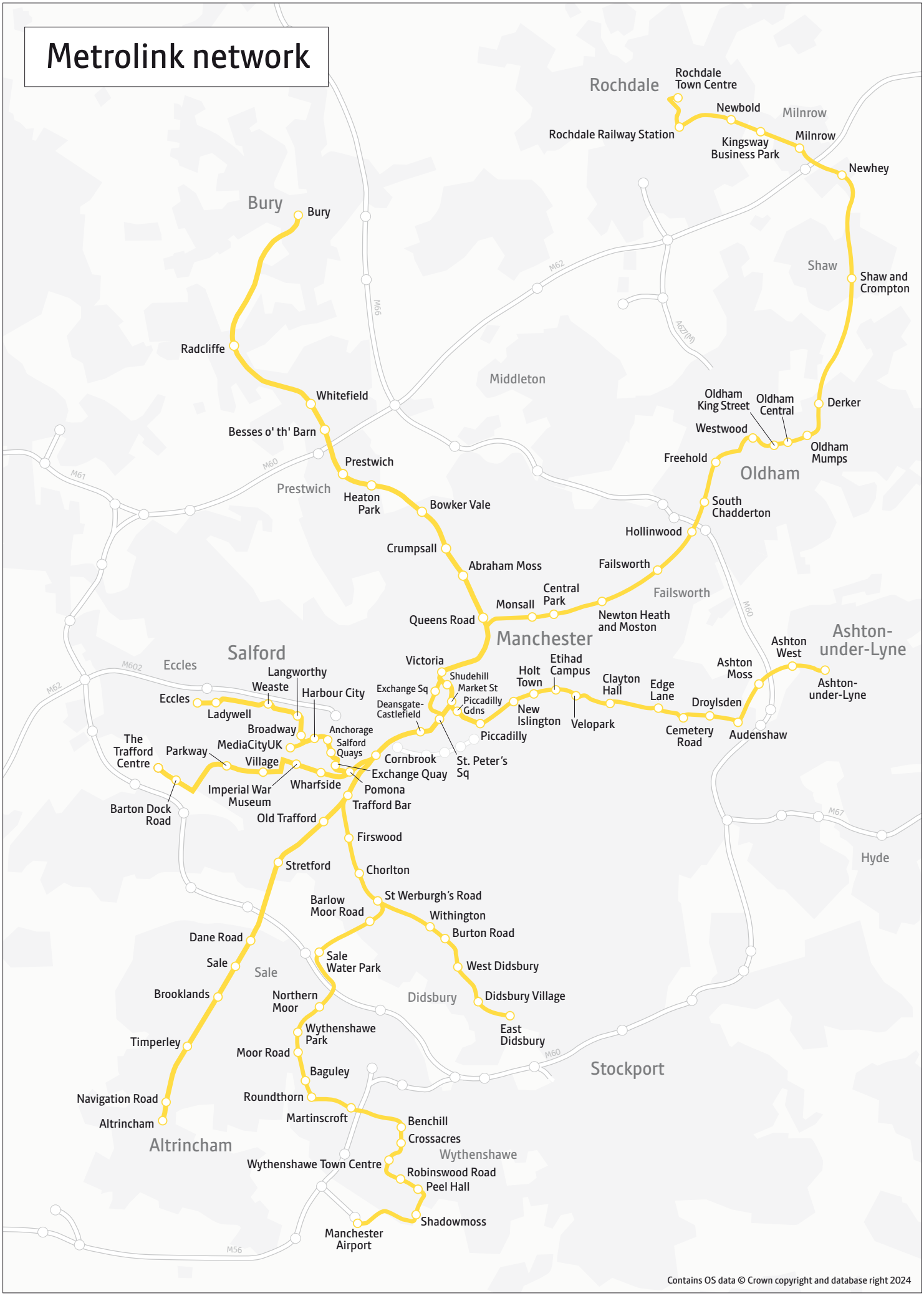
4. Next Steps

4.1 It is recommended that TfGM circulate this technical note and the findings of the site assessments to relevant stakeholders.

4.2 Prior to the site being taken forward, the site assessments should be reviewed by relevant officers in TfGM, and the Metrolink operators,

4.3 Comments by stakeholders should be captured in Part D of the site assessment forms. This is so that approval can be sought from representatives of the stakeholder groups, to proceed to the next stages.

Appendix A



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Appendix B

A: Site Detail (to be completed prior to site visit)

A1: Proposed Site Location

Item	**Comment**
Road Number / Name	
Location Description	Description to include: • Platform details • Orientation to tracks • Location on platform
Grid Reference	Easting and northing

A2: Location Plan

Insert Location Plan

A3: Screen Location

Insert Proposed Screen Location Sketch

A4: Accident Record

Accident data for the location of the proposed location for the last 36months

	Fatal	Serious	Slight	Total
Pedestrian				
Cycle				
Tram				
Other				
Total				

Please use this box to add any notes on accident analysis

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

Item	Comment
Site Visit Undertaken By	
Date of Site Visit	
Time of Site Visit	
Light Conditions	
Weather Conditions	

B2 Site Specific Issues

Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?		
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?		
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?		
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?		
Any Visibility or sightline Issues for any users?		
Existing Digital Adverts: Are there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?		
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?		
Does the stop have history of crowding in normal operation or events/disruption?		
Any other comments?		

B3 Site Photos

Tram Direction 1 approach	Tram Direction 1 exit
Tram Direction 2 approach	Tram Direction 2 exit
Other relevant photo	Other relevant photo

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Do you recommend that a safety audit is carried out? Yes / No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by		Signed		Date	
Checked by		Signed		Date	

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

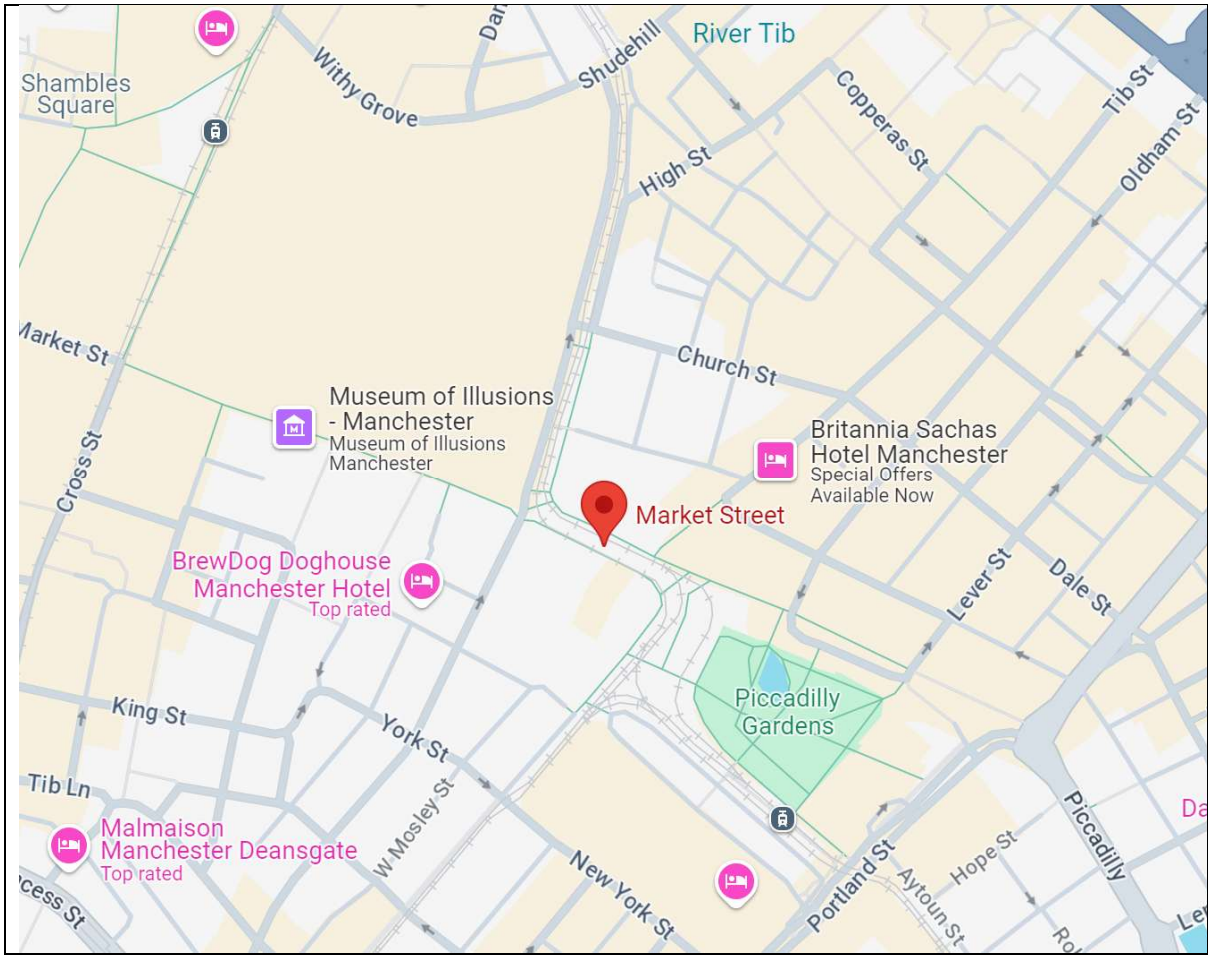
Appendix C

A: Site Detail (to be completed prior to site visit)

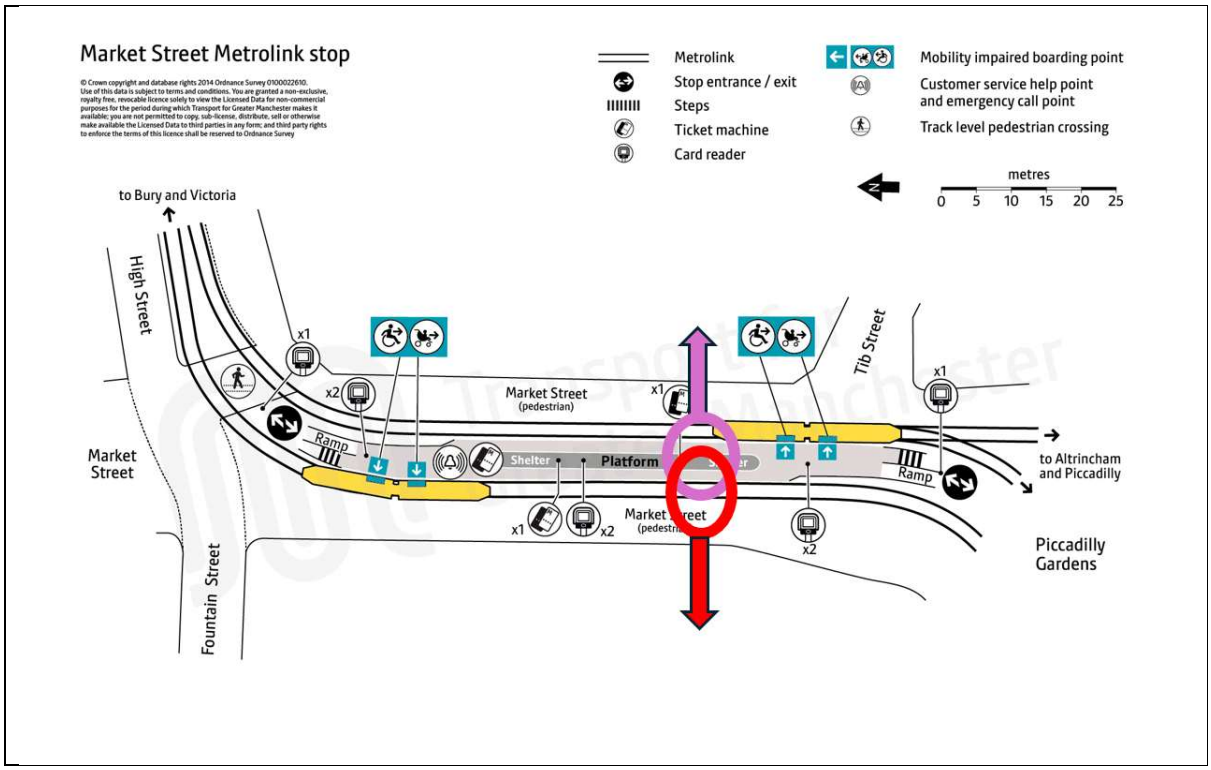
A1: Proposed Site Location

Item	Comment
Road Number / Name	Market Street Metrolink Stop
Location Description	The Site Assessment is for 2x existing 6 sheet advertising boards to be digitalised. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on Both sides of platforms
Grid Reference	384247,398347

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	1	1
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	1	1

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there was a one slight collision which occurred within 50m of the sign location. This collision occurred in July 2024, in dry and light conditions. It occurred between a car and a pedestrian crossing away from a designated crossing point.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

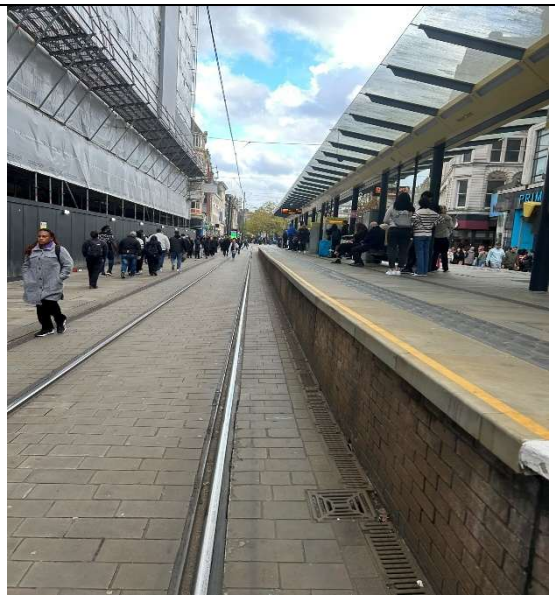
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	10:00
Light Conditions	Light
Weather Conditions	Cloudy

B2 Site Specific Issues

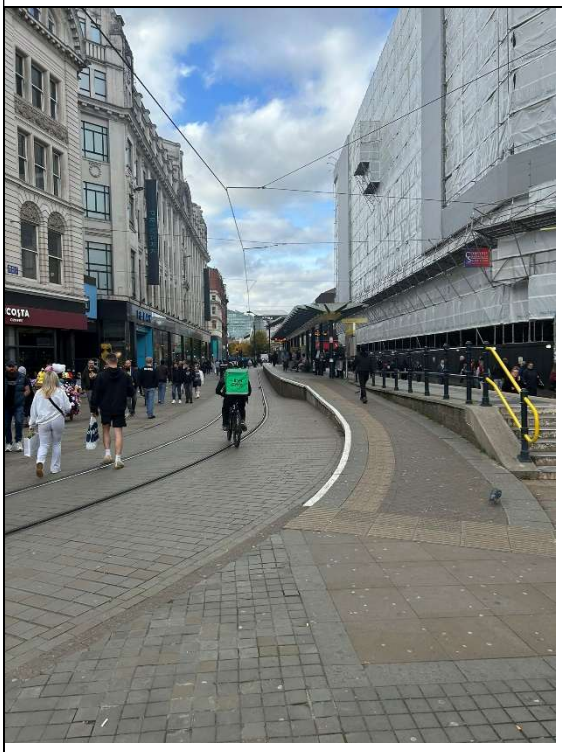
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	The site assessment is for 2x 6 sheet advertising boards to be digitalised. Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards Adequate Space should be available to convert the existing 6 sheet advertising boards to digital advertising screens.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Within 50m to the West of the Platforms	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The platform is straights however has curves within 50m of both the Western and Eastern Directions	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	Within Piccadilly market to the east, there are several digital advertising screens which feature static images only.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	There is space for a vehicle to pull up on the pavement adjacent to the platform as several delivery vehicles did whilst on site	Yes

Does the stop have history of crowding in normal operation or events/disruption?	Yes, due to its central location the stop is extremely busy	Yes
Any other comments?	No	Yes

B3 Site Photos










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C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
The digital screen should be permitted on this platform due to the existing digital screens which are already within the tram drivers eyeline as they come round the bend exiting Market Street station to the East, so therefore the safety risk is deemed to be low due to the lack of collisions seen there in the past 36 months. Furthermore, due to the large footfall a digital screen would be beneficial for increasing revenue.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?
N/A

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

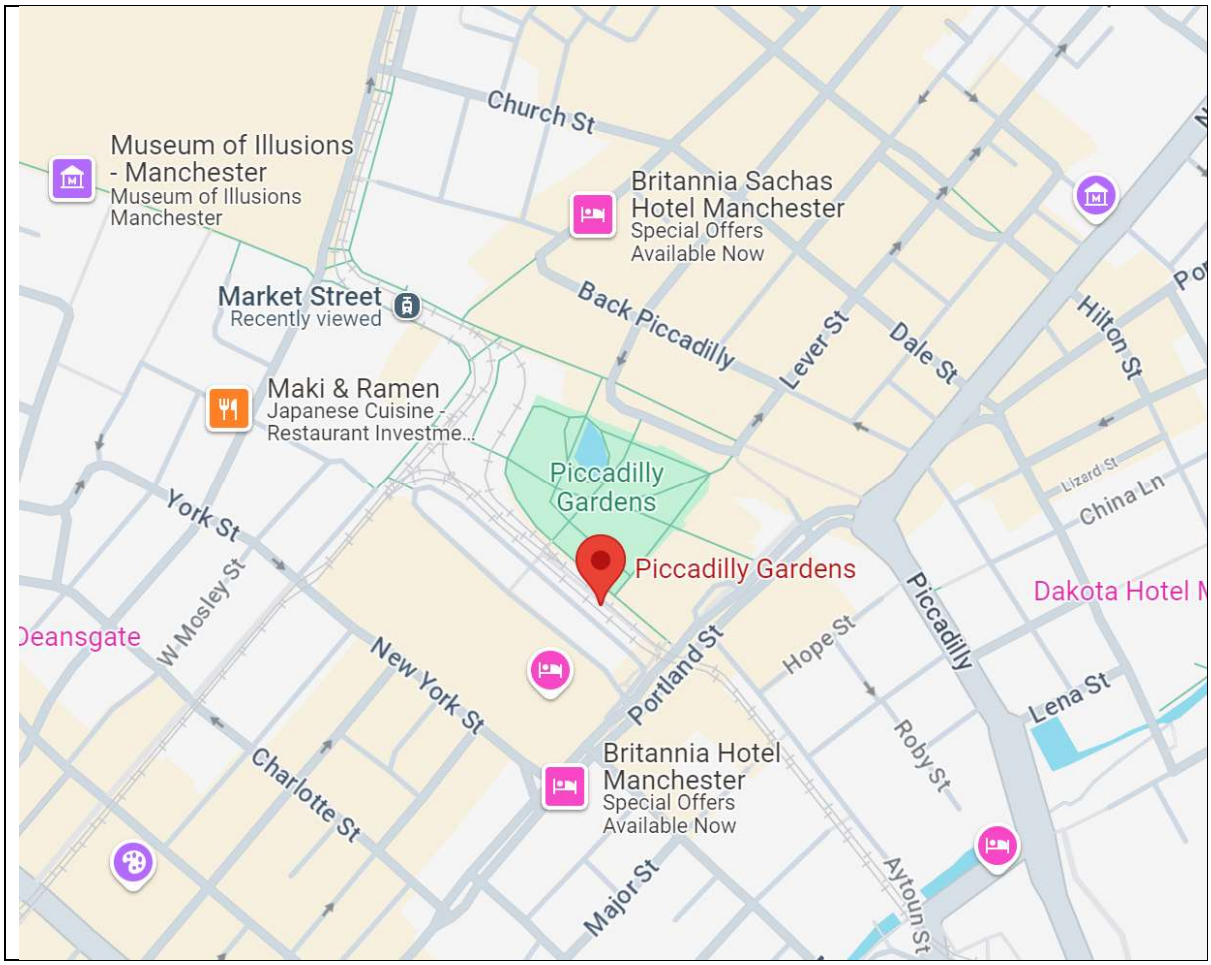
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

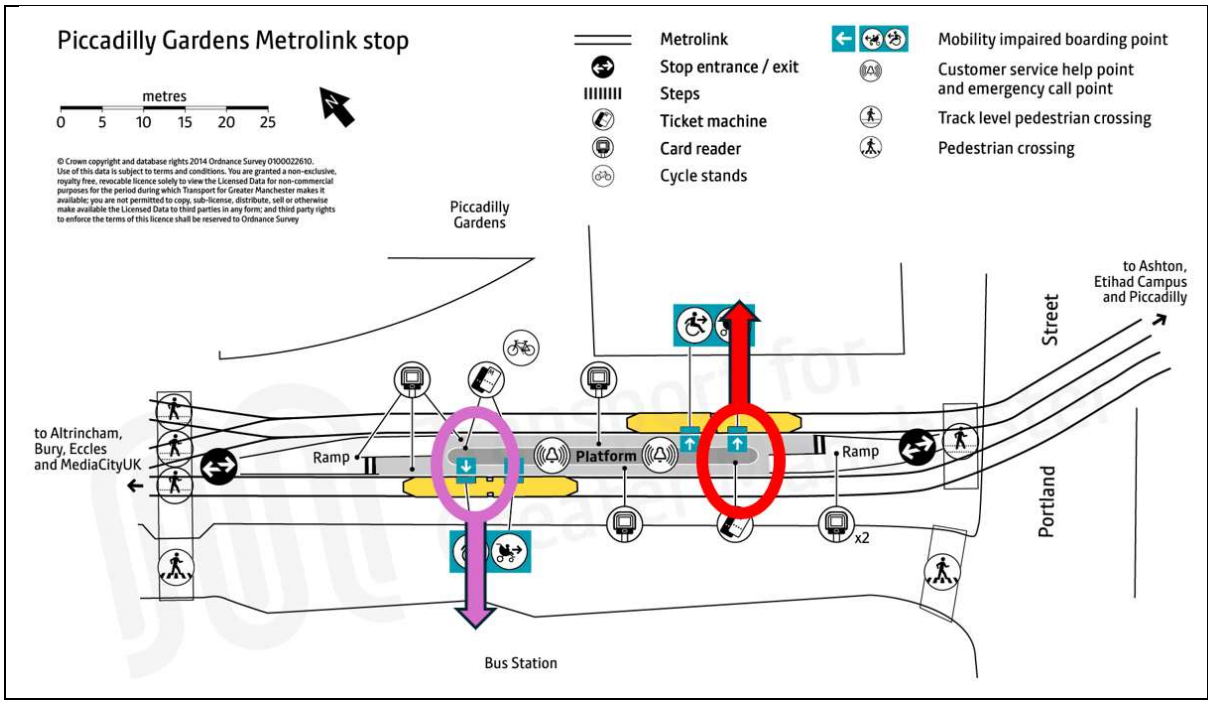
A1: Proposed Site Location

Item	Comment
Road Number / Name	Piccadilly Gardens Metrolink Stop
Location Description	The Site Assessment is for 2x existing 6 sheet advertising boards to be digitalised. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on Both sides of platforms
Grid Reference	384370, 398198

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

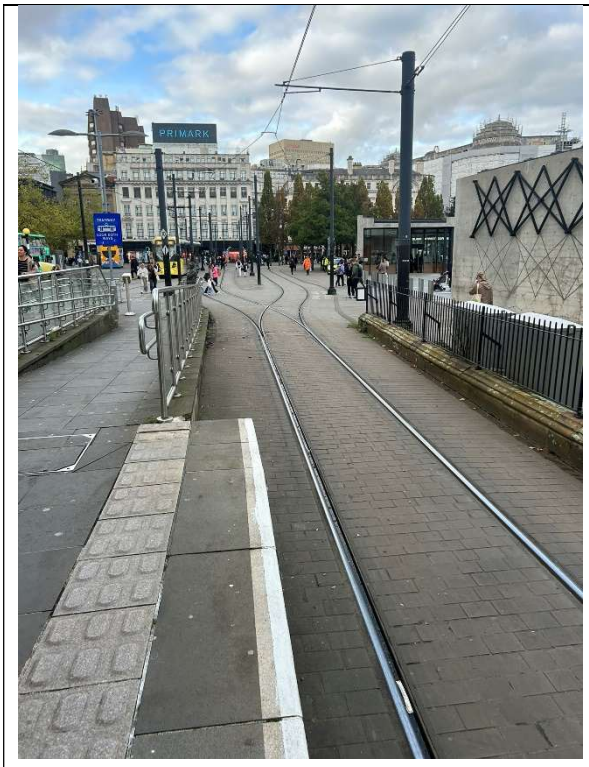
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	11:00
Light Conditions	Light
Weather Conditions	Cloudy

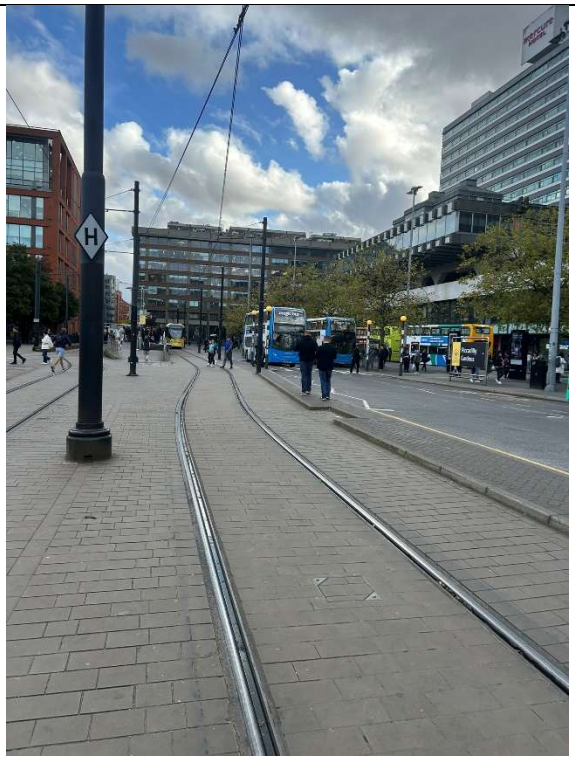
B2 Site Specific Issues

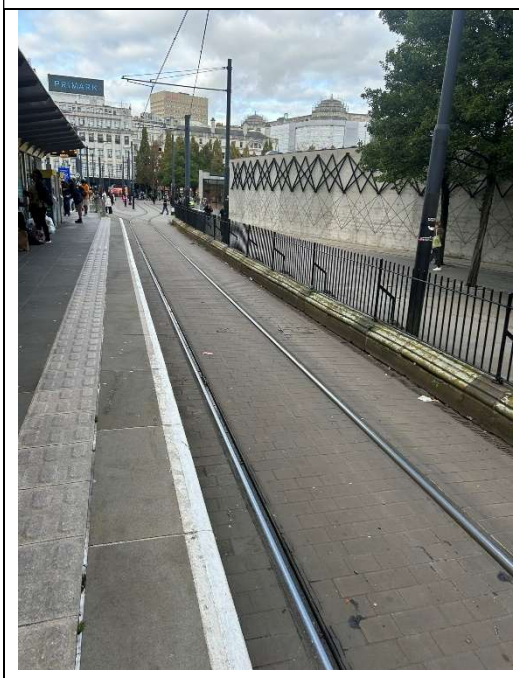
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards Adequate space should be available due to the digital screens replacing the existing 6 sheet advertising boards.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Within 20m to the South East of the Platforms	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The track is straight and is on the approach to a junction for trams exiting piccadilly gardens to the East	Yes
Any Visibility or sightline Issues for any users?	No	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	Yes, there is existing Digital Signage located directly in front of the drivers eyeline for trams exiting to the east. As well as on the bus station.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	Yes, the screen can be serviced by a vehicle which can pull in adjacent to the platforms on Parker Street	Yes

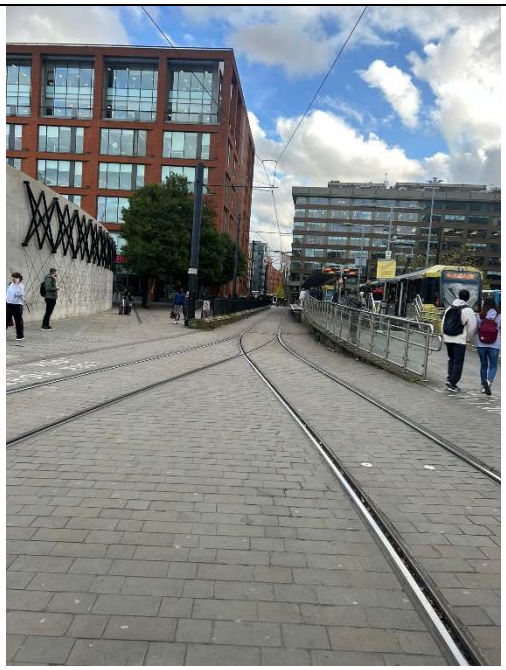
Does the stop have history of crowding in normal operation or events/disruption?	Yes, due to its city centre location this stop is busy throughout the day	Yes
Any other comments?	No	Yes

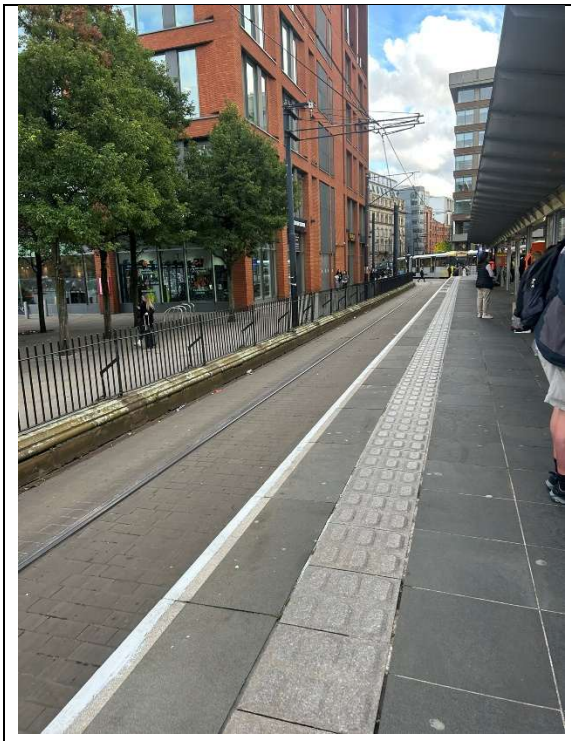
B3 Site Photos











C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
The digital screen should be permitted on this platform due to the existing digital screen which is directly within the tram drivers eyeline as they exit Piccadilly Gardens station to the East, so therefore the safety risk is deemed to be low due to the lack of collisions seen there in the past 36 months. Furthermore, due to the large footfall a digital screen would be beneficial for increasing revenue.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

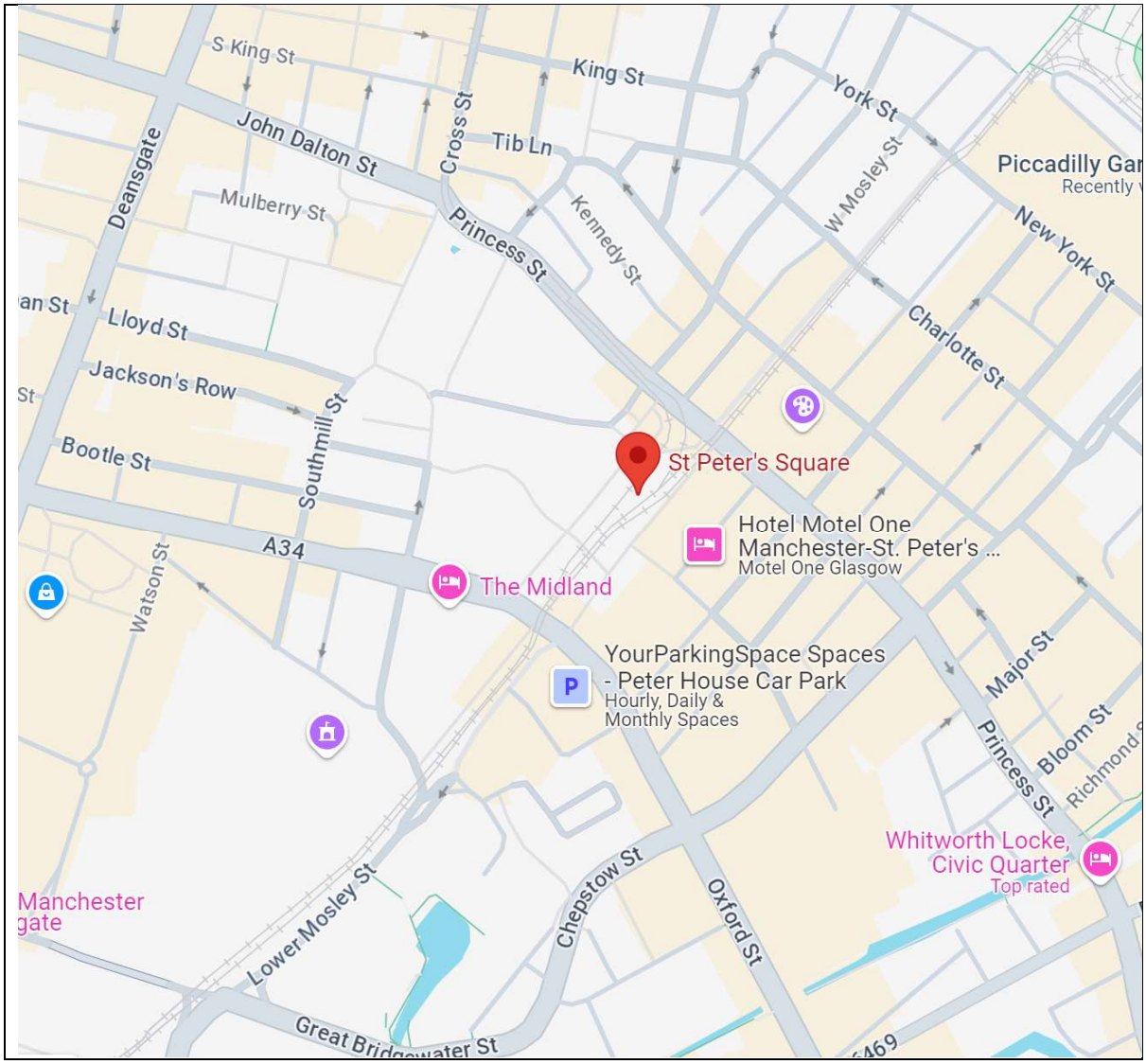
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

A1: Proposed Site Location

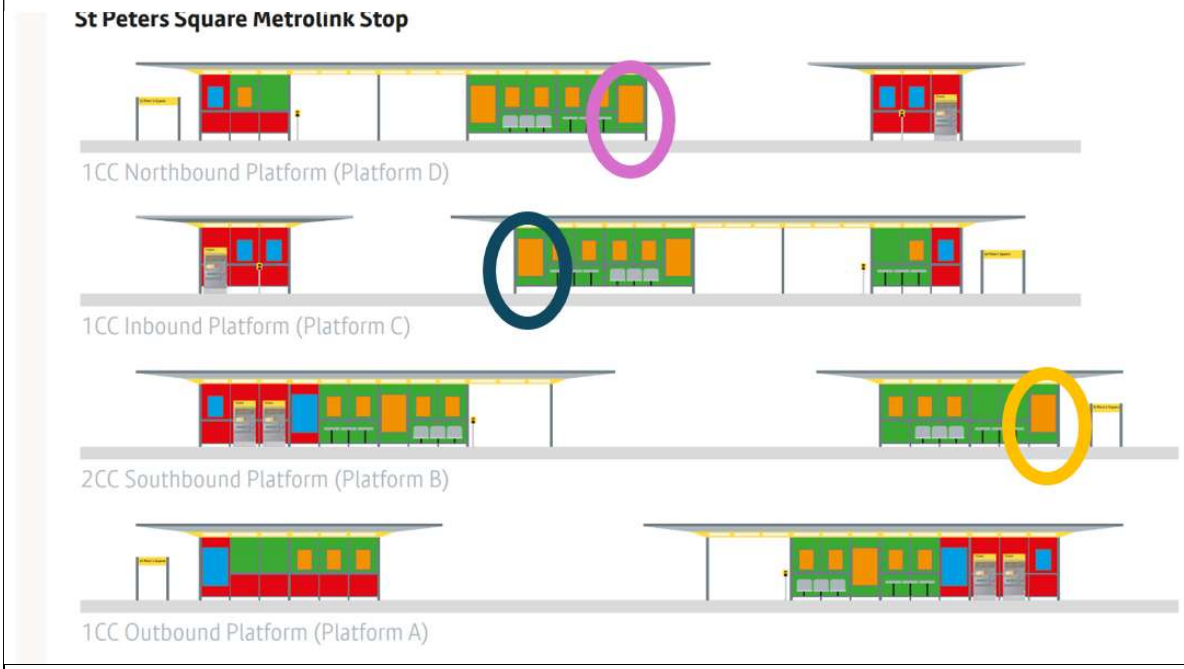
Item	Comment
Road Number / Name	St Peters Square Metrolink Stop
Location Description	The Site Assessment is for 3x existing 6 sheet advertising boards to be digitalised, as well as 1x freestanding board to be located on platform C/D. The platform conditions are as follows. • 4 platforms at this location
Grid Reference	383964, 397968

A2: Location Plan



A3: Screen Location

Existing 6 sheet digitalisation plan



Freestanding Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there was no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

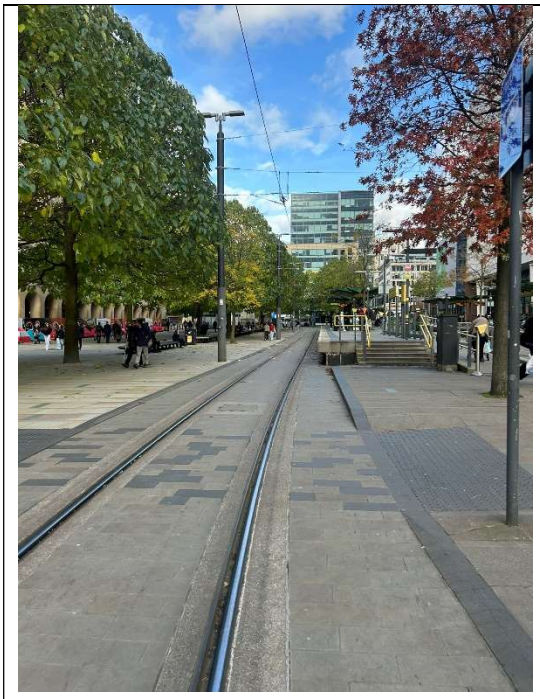
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	12:00
Light Conditions	Light
Weather Conditions	Cloudy

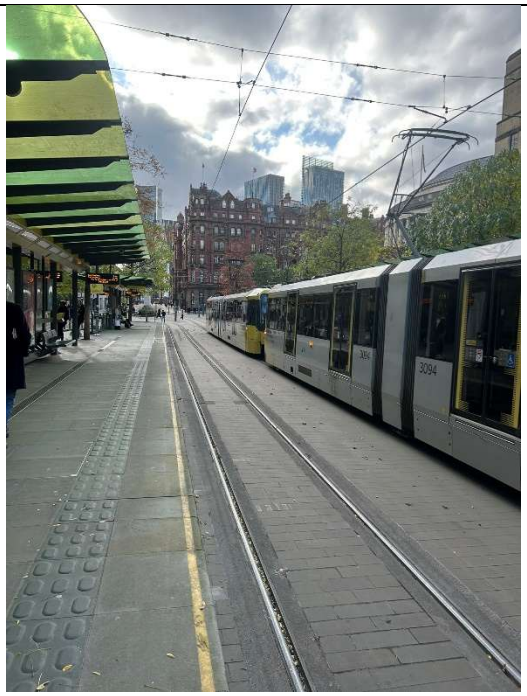
B2 Site Specific Issues

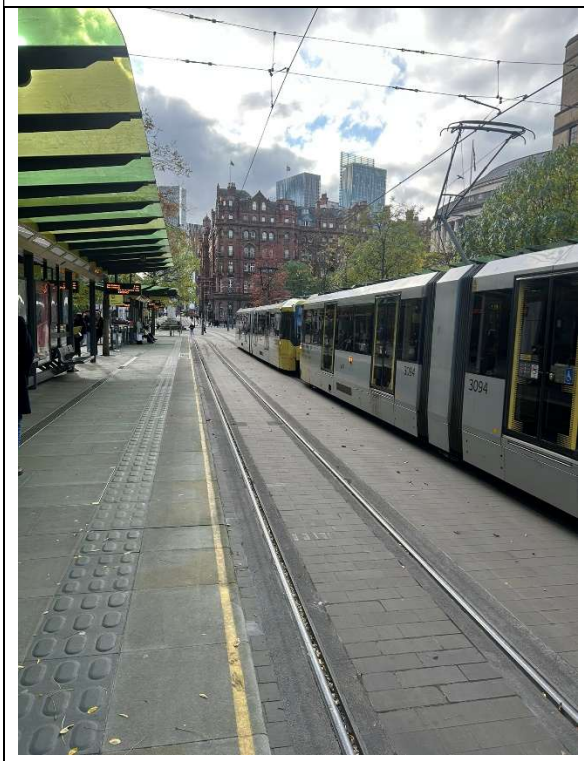
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards. Adequate Space should be available for the digitalisation of the existing 6 sheet screens. As well as this, the freestanding screen would have adequate space due to its location on close to the barrier at the entrance/exit of the platforms.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a tramway it would be difficult for the screen to impact drivers. However, the freestanding screen will be directly within the drivers eyeline and may be less suitable than the other options of digitalising the existing 6 sheet advertising boards on Platforms C and D. Within 50m to the North East of the Platforms	D
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The track is of a straight alignment and located around 40m away from a junction for services travelling North East	Yes
Any Visibility or sightline Issues for any users?	There is No Visibility Issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues?	There are Currently No digital Signs within the vicinity of St Peters Square stop.	Yes

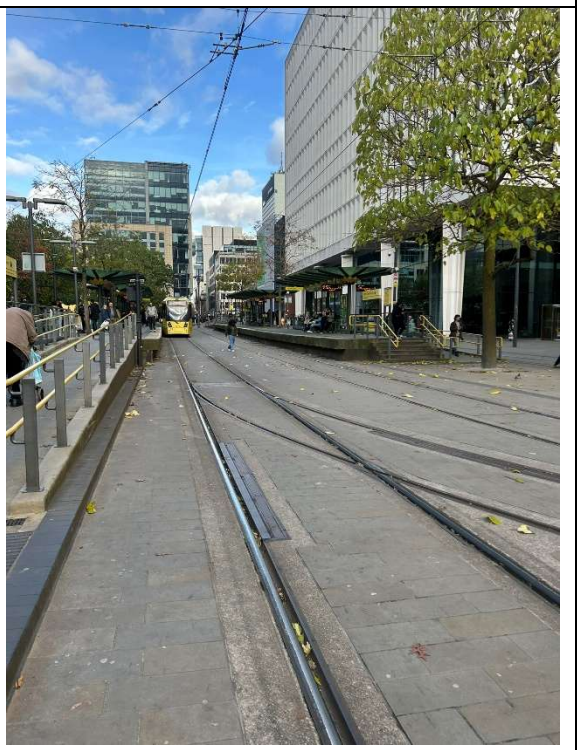
Are the existing digital signs brighter than the proposed?		
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	There is a safe place for the signs to be serviced which is located adjacent to Platform D.	Yes
Does the stop have history of crowding in normal operation or events/disruption?	Yes, the site is fairly busy and has regular use across all 4 platforms.	Yes
Any other comments?	No	Yes

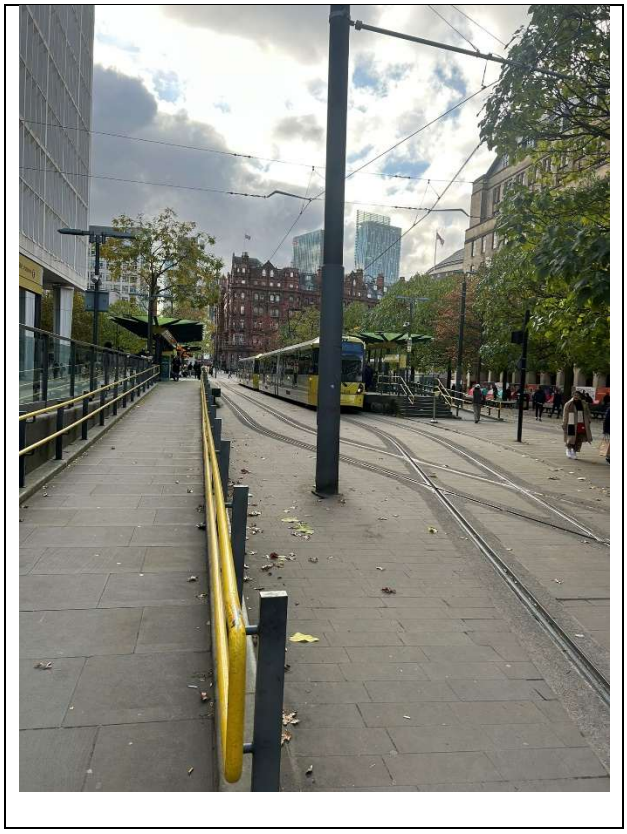
B3 Site Photos











C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Although there are currently no digital screens located within the vicinity of the stop, Digital Screens should be permitted on this stop due to there being no visibility issues around the track for drivers and it also being a dedicated tramway. The preferred option will be to replace the existing 6 sheet advertising boards with digital screens and not install the freestanding screen on platforms C/D, this is to help reduce the number of digital screens within the drivers eyeline.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?
The 3 existing 6 sheet advertising boards, on platforms B,C, & D are deemed acceptable to be converted to digital screens. And in this particular location the freestanding screen would not be a viable option.

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

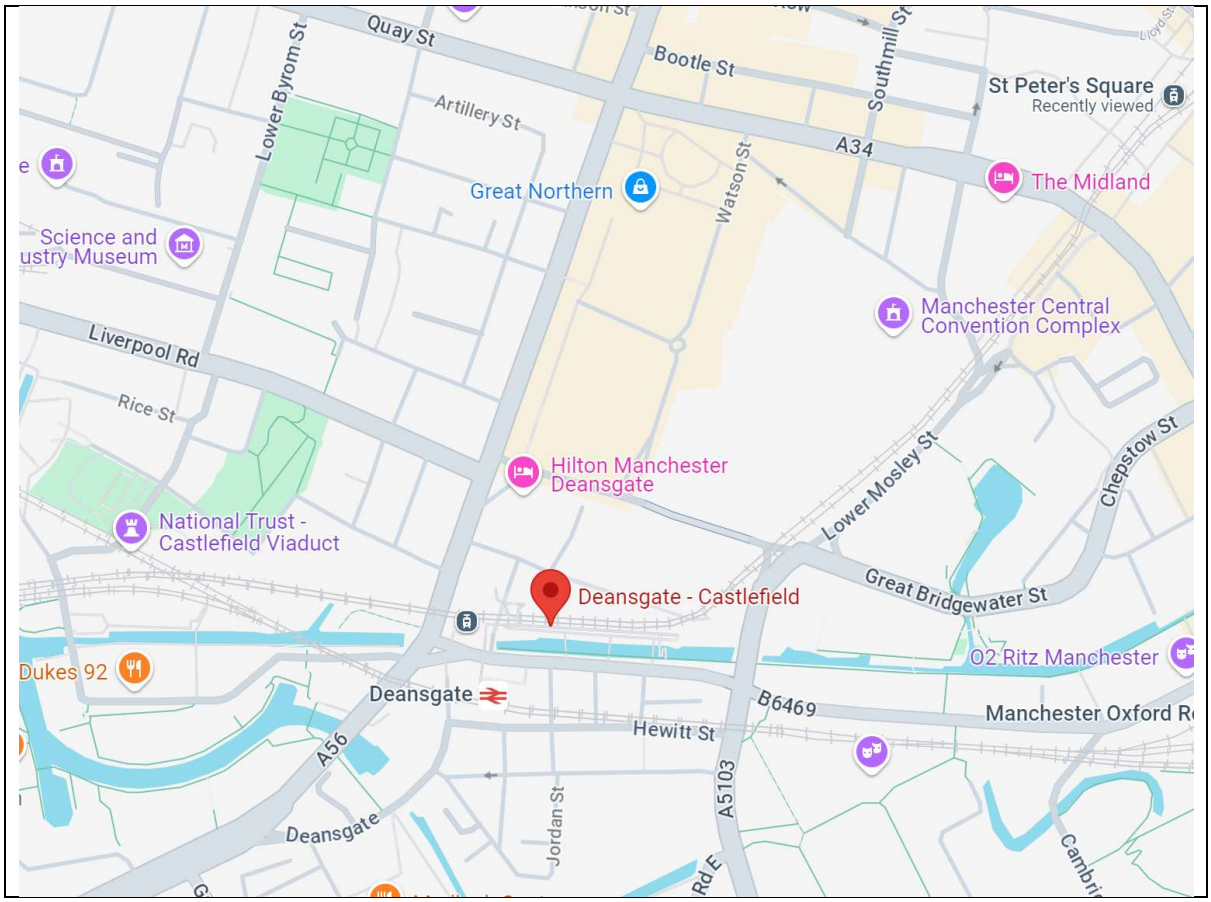
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

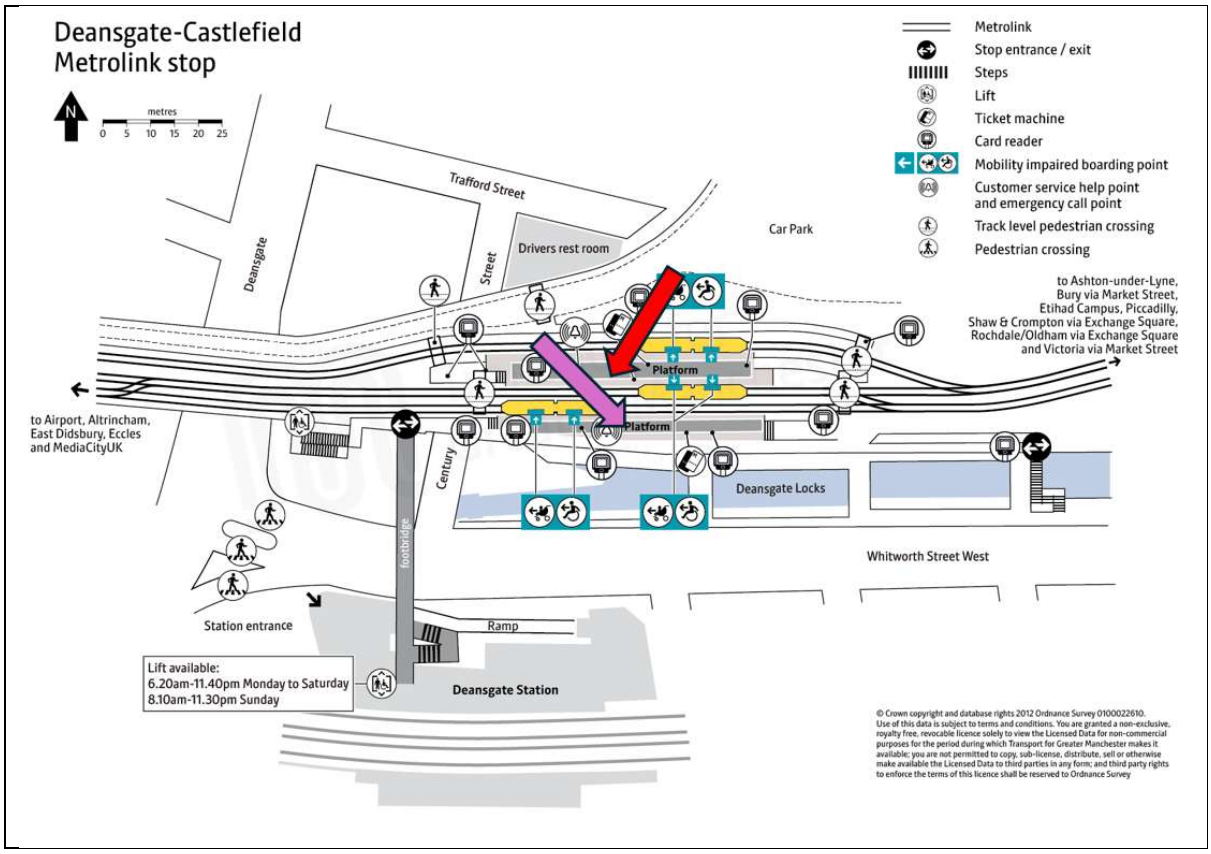
A1: Proposed Site Location

Item	Comment
Road Number / Name	Deansgate Castlefield Metrolink Stop
Location Description	The Site Assessment is for 2x existing 6 sheet advertising boards to be digitalised. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on Both sides of platforms
Grid Reference	383485, 397584

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

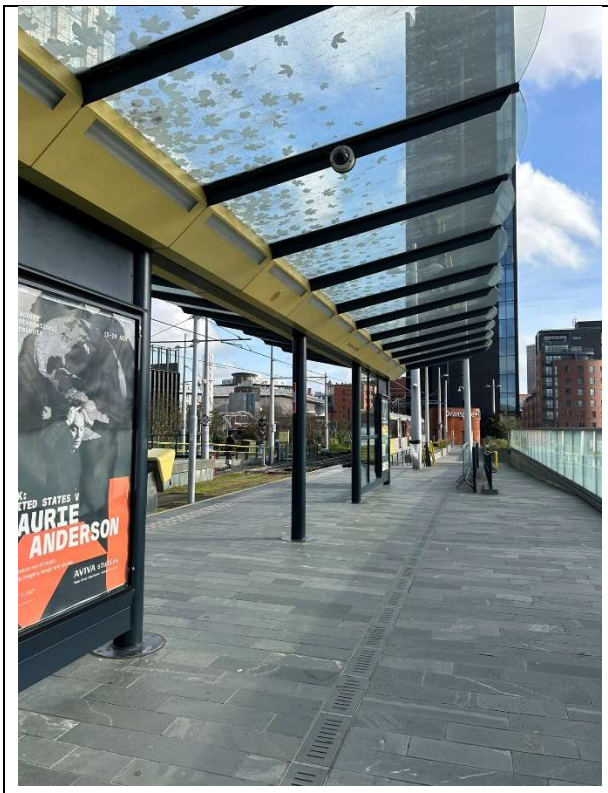
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	14:00
Light Conditions	Daytime Light
Weather Conditions	Cloudy

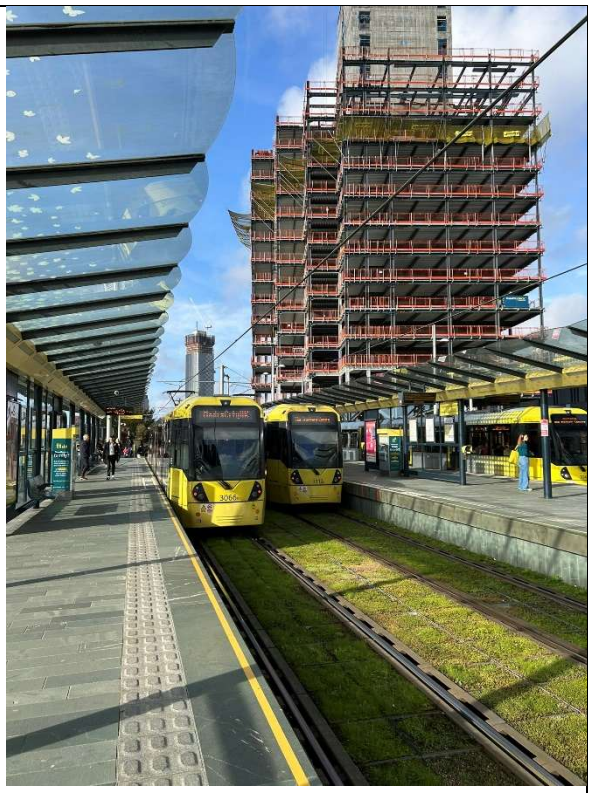
B2 Site Specific Issues

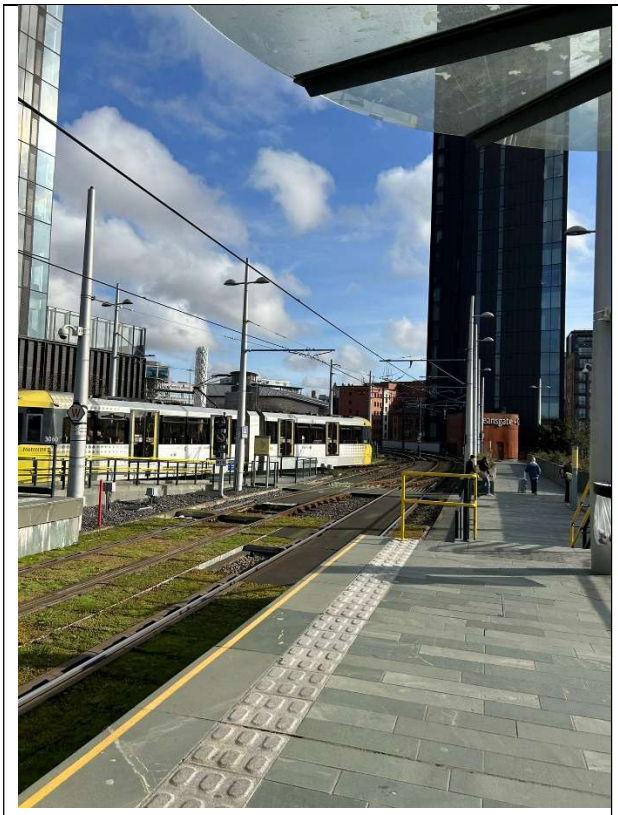
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards. Adequate space should be available due to the digital screens replacing the existing 6 sheet advertising boards.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a viaduct Tramway Therefore advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a viaduct tramway it would be difficult for the screen to impact drivers. Although, there are signals for trams located to the east of the stop due to the number of track crossings.	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The Platform is of a straight alignment, although on the approach from the east the track is curved	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility Issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	There are Currently No digital Signs within the vicinity of Deansgate Castlefield stop.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	The screens can be serviced safely however vehicles would have to park on Whitworth Street below the viaduct and come up the steps to access the screens	Yes

Does the stop have history of crowding in normal operation or events/disruption?	Yes, due to it being a key changeover point between the various Metrolink lines.	Yes
Any other comments?	No	Yes

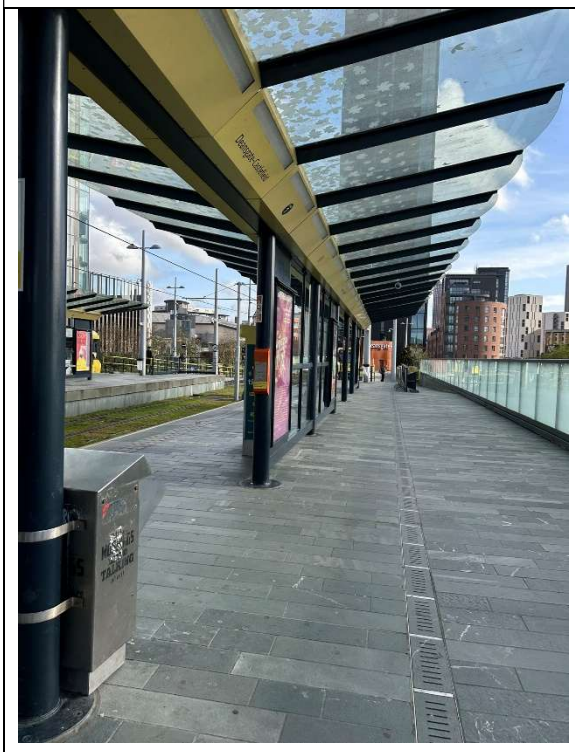
B3 Site Photos

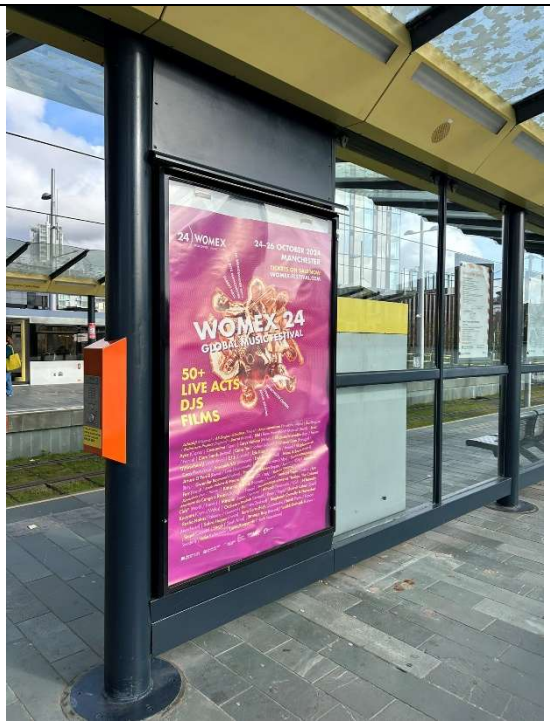











24 WOMEX
24-26 OCTOBER 2024
MANCHESTER
WOMEX 24
GLOBAL MUSIC FESTIVAL
50+
LIVE ACTS
DJS
FILMS

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Although there are currently no digital screens located within the vicinity of the stop, 2x 6 screen advertising board digitalisation should be permitted on this stop due to there being no visibility issues around the track for drivers.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

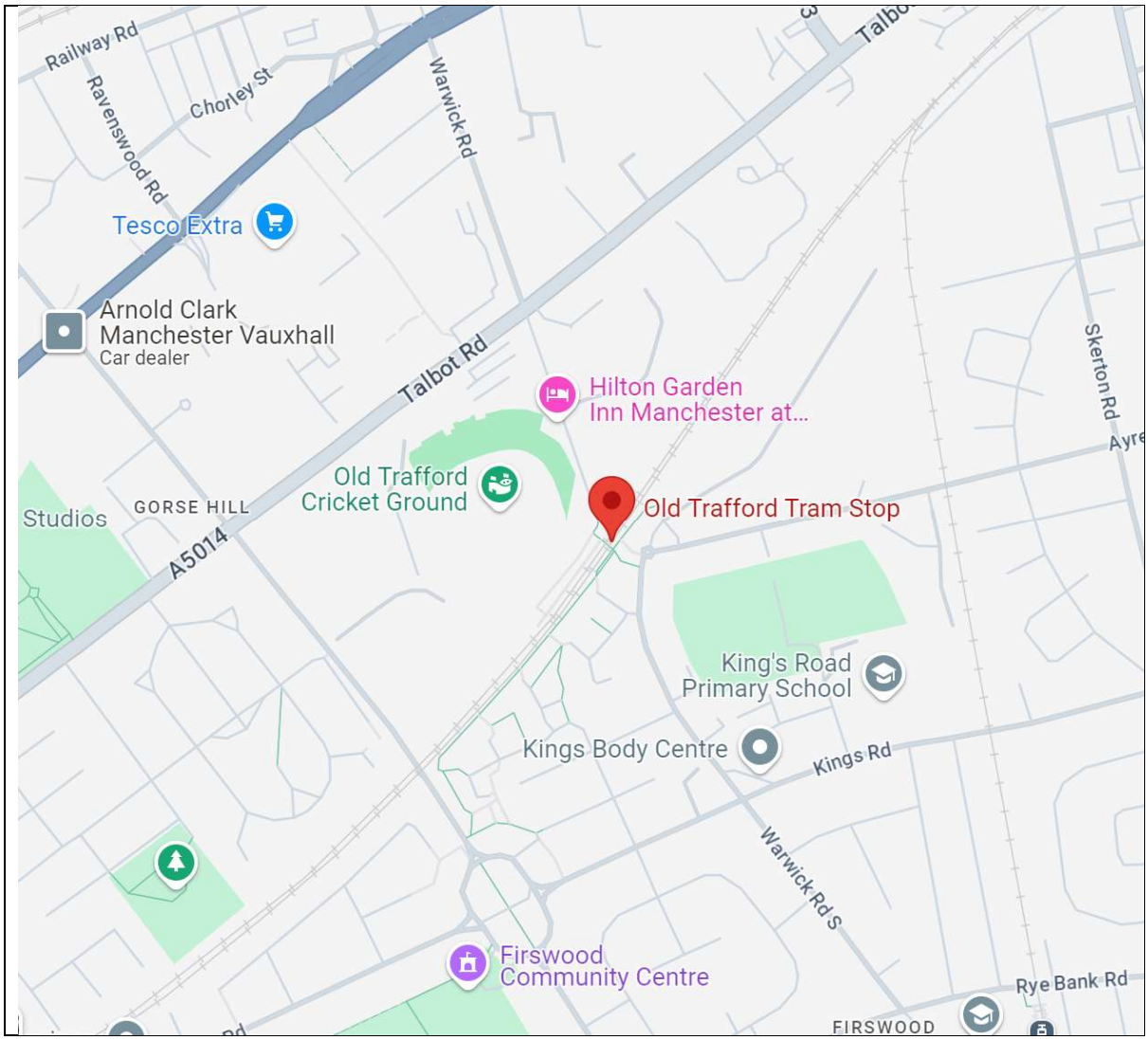
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

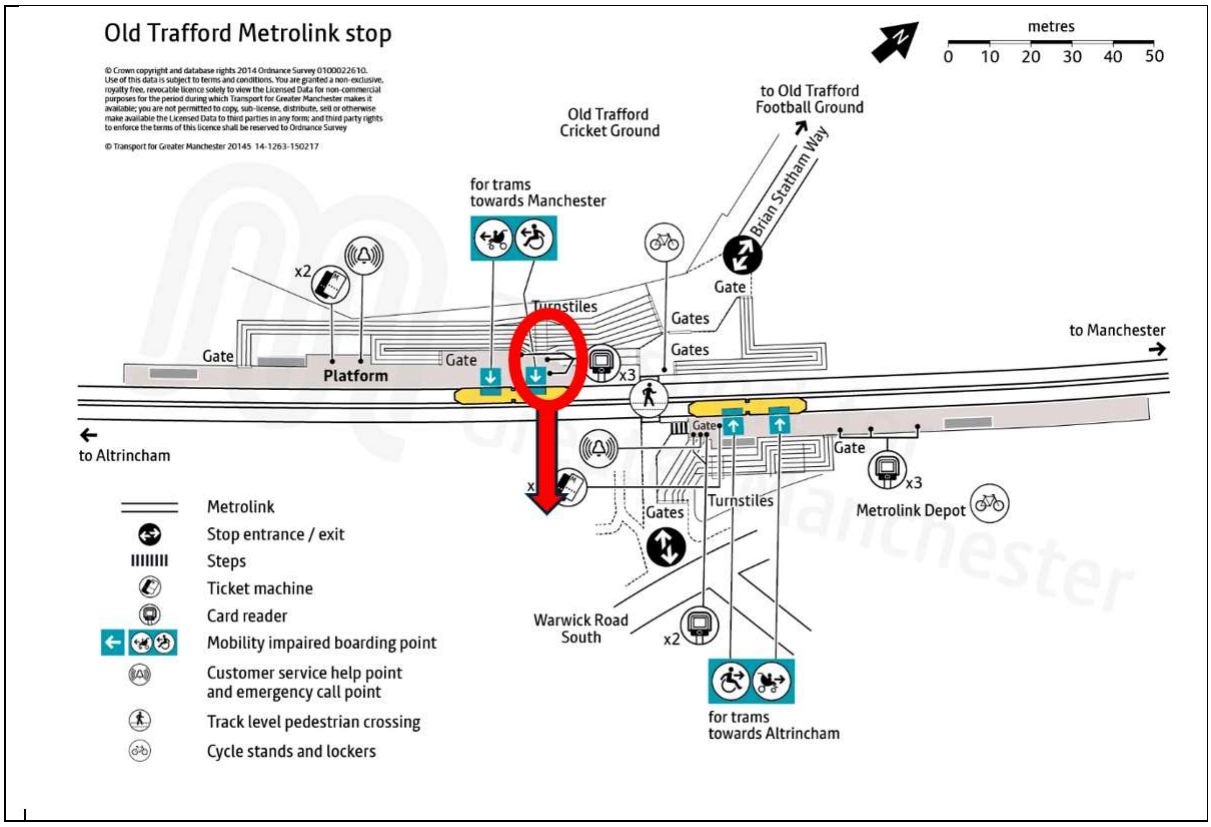
A1: Proposed Site Location

Item	Comment
Road Number / Name	Old Trafford Metrolink Stop
Location Description	The Site Assessment is for 1x existing 6 sheet advertising boards to be digitalised. The platform conditions are as follows. • Wider Platforms due to crowding • Parallel to tracks • Survey Conducted Recorded on Both sides of platforms
Grid Reference	381127, 395478

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

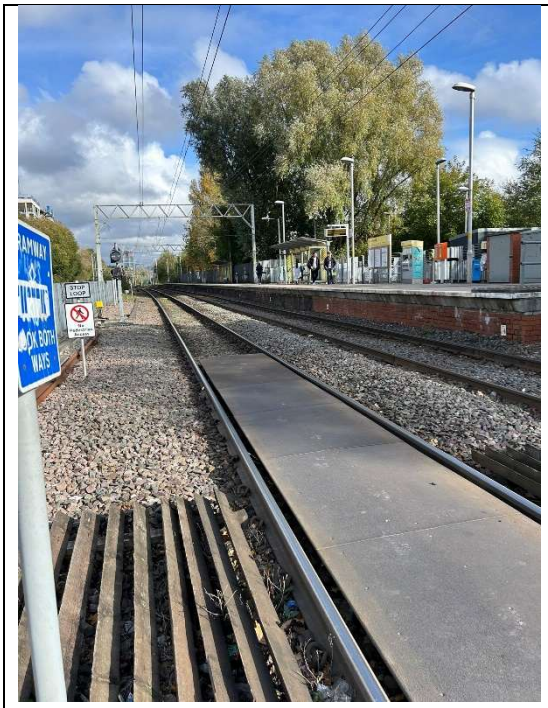
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	15:00
Light Conditions	Daytime Light
Weather Conditions	Cloudy

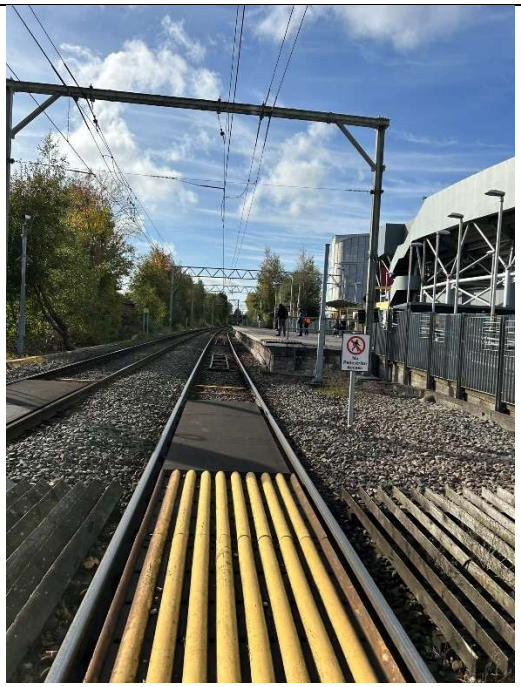
B2 Site Specific Issues

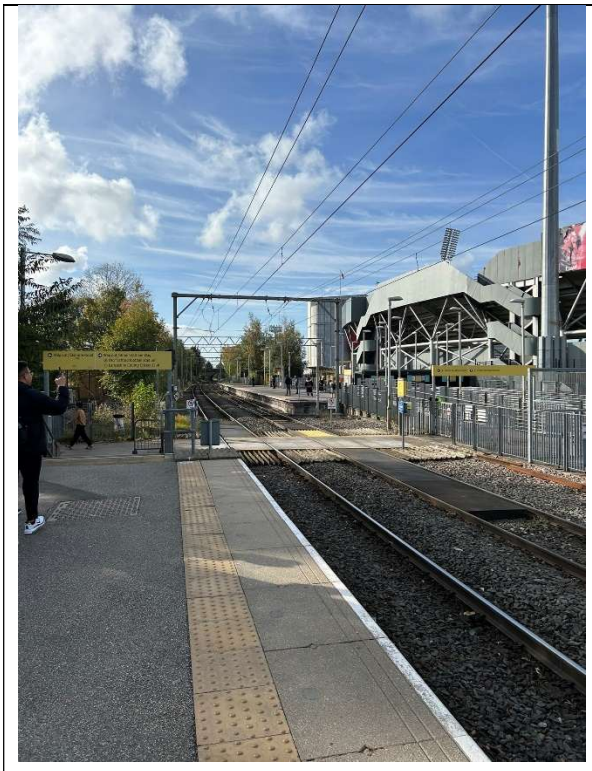
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards. Due to the digital screen replacing an existing 6 sheet advertising board, there should be adequate space to install the digital screen	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway. Therefore, advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Therefore, there are no signals nearby which would be impacted by the installation of a digital screen	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The Platform is of a straight alignment.	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility Issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	There are Currently No digital Signs within the vicinity of the Old Trafford stop.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	The screens can be serviced safely by vehicles pulling up on the side closest to Old Trafford Cricket Stadium	Yes

Does the stop have history of crowding in normal operation or events/disruption?	Yes, due to it being located close to both Old Trafford Cricket Ground and Manchester United's Stadium	Yes
Any other comments?	There is a crossing located on the tramway for pedestrians to access the Altrincham bound platform.	Yes

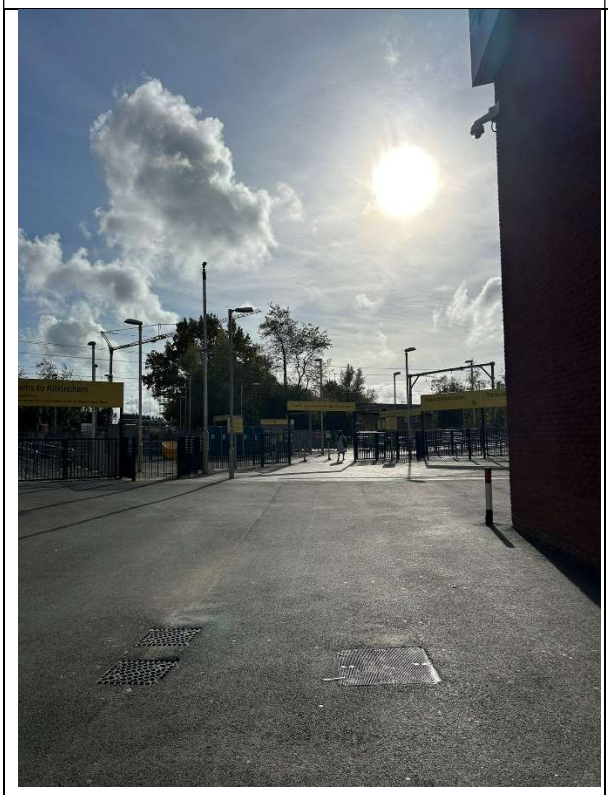
B3 Site Photos








TRAMWAY
LOOK BOTH WAYS




Trams to Altrincham
Trams to Altrincham

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Although there are currently no digital screens located within the vicinity of the stop, 1x 6 sheet digitalisation should be permitted on this stop due to there being no visibility issues around the track for drivers and it also being a dedicated tramway.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

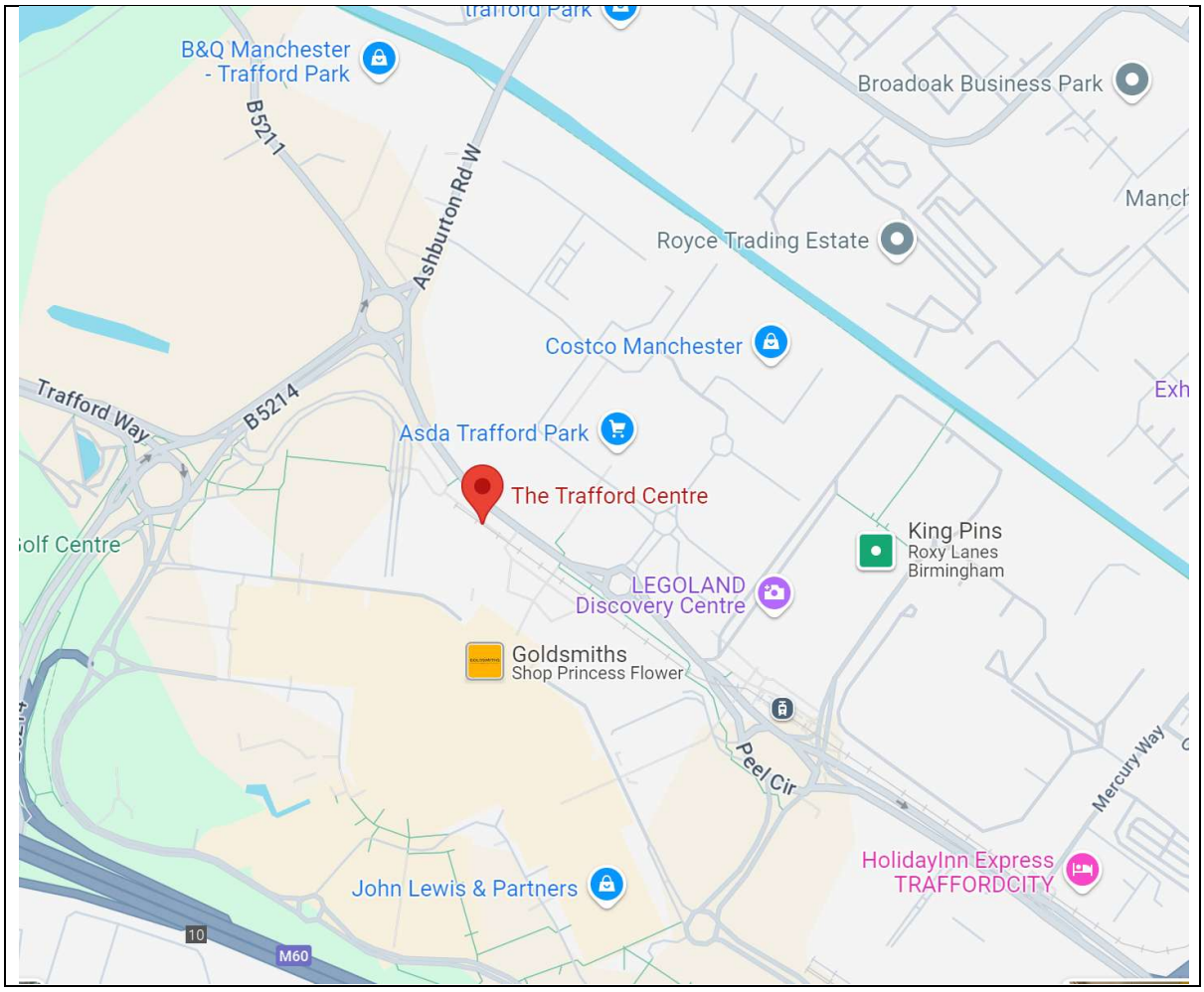
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

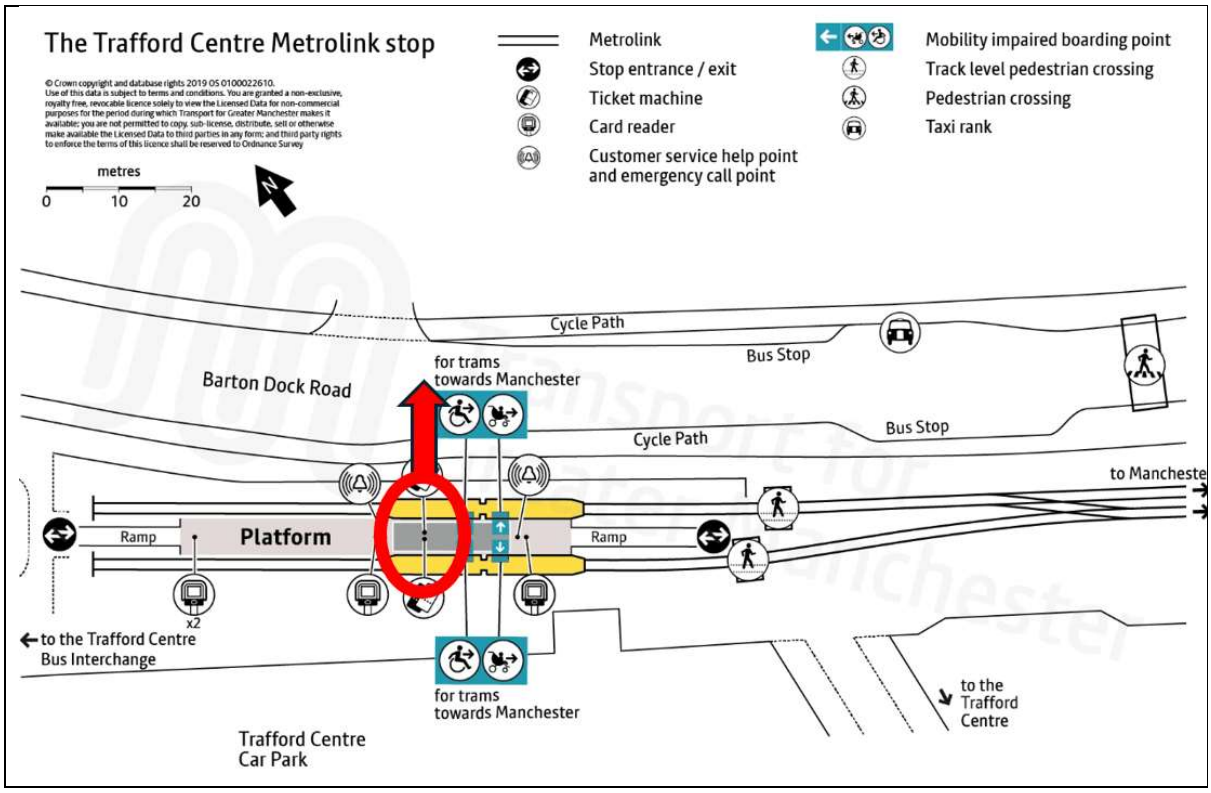
A1: Proposed Site Location

Item	Comment
Road Number / Name	Trafford Centre Metrolink Stop
Location Description	The Site Assessment is for 1x existing 6 sheet advertising boards to be digitalised. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on Both sides of platforms
Grid Reference	377053, 396824

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

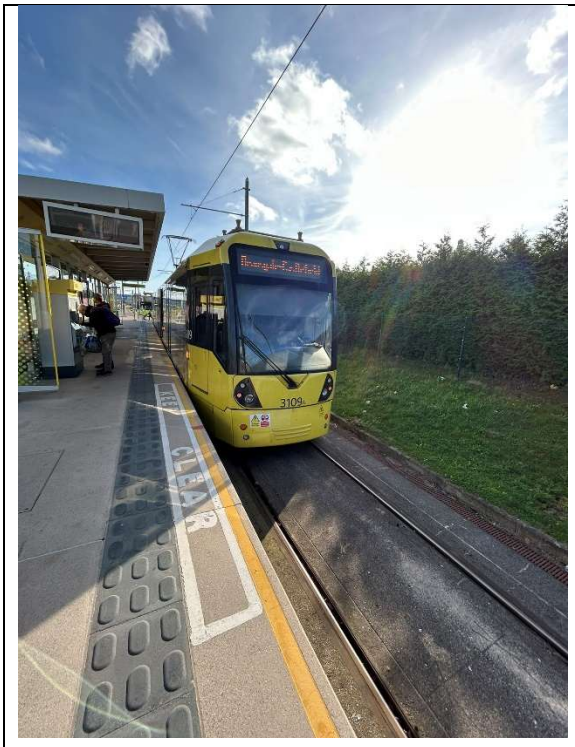
Item	Comment
Site Visit Undertaken By	Richard White & Connor Webb
Date of Site Visit	23.10.24
Time of Site Visit	16:00
Light Conditions	Daytime Light
Weather Conditions	Cloudy

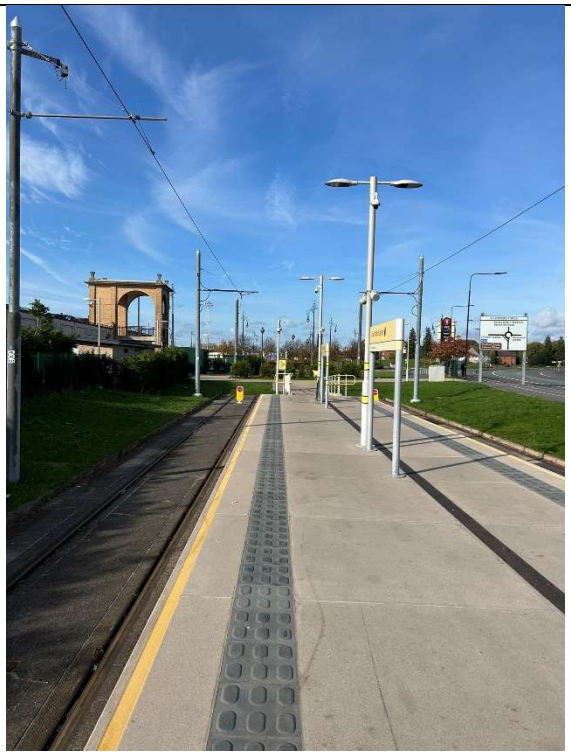
B2 Site Specific Issues

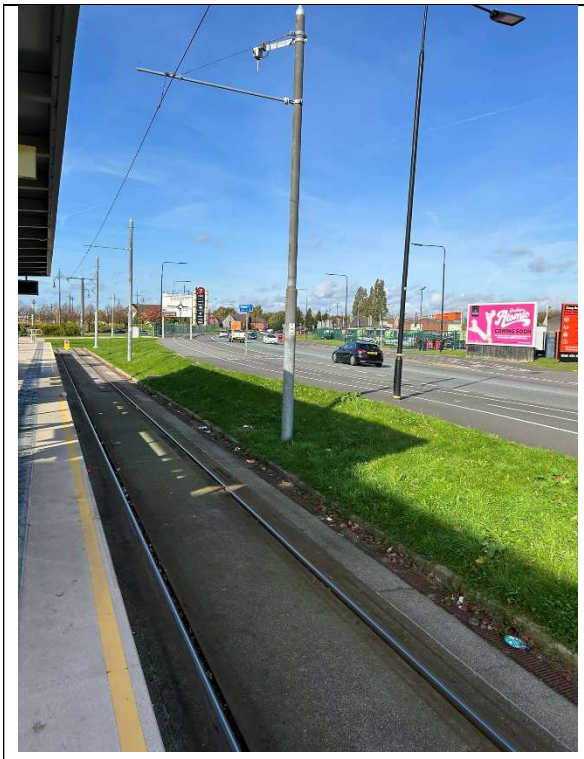
Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards. Due to the digital screen replacing the existing 6 sheet advertising board, the space on the platform will not be reduced.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway. Therefore, advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Therefore, there are no signals nearby which would be impacted by the installation of a digital screen	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The Platform is of a straight alignment.	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility Issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	There is currently a large digital sign within the vicinity of The Trafford Centre stop.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	The screens can be serviced safely by vehicles pulling up on the street or within the Trafford Centre Car Park	Yes

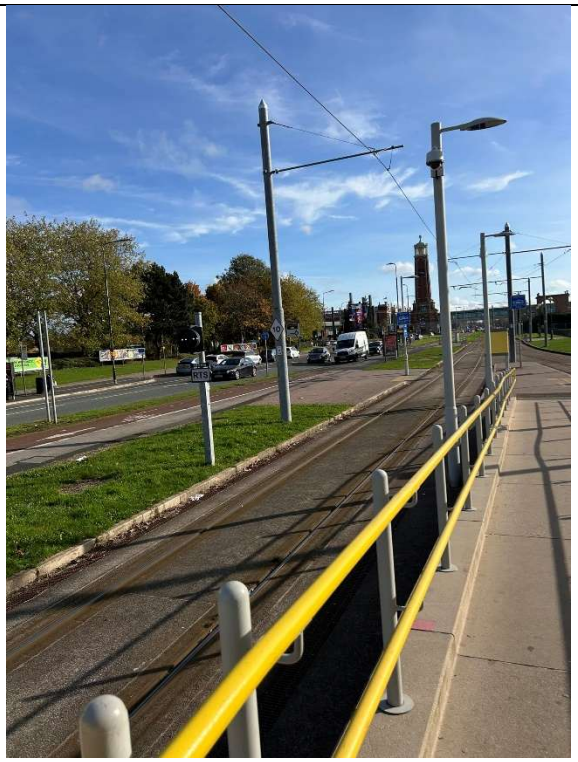
Does the stop have history of crowding in normal operation or events/disruption?	Yes, due to it being located close to the Trafford centre	Yes
Any other comments?	No	Yes

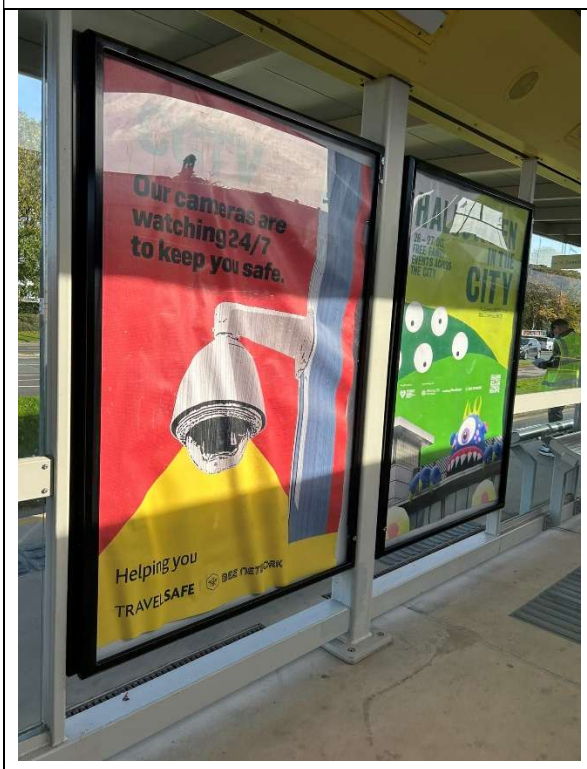
B3 Site Photos










Our cameras are watching 24/7 to keep you safe.
Helping you
TRAVEL SAFE
CITY


KEEP

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
The 1x digital screen should be permitted on this platform due to there being a large digital screen directly within the drivers eyeline for trams exiting the Trafford Centre Stop, so therefore the safety risk is deemed to be low. Furthermore, due to the large footfall a digital screen would be beneficial for increasing revenue.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Connor Webb	Signed	[redacted]	Date	24.10.24
Checked by	Richard White	Signed		Date	24.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

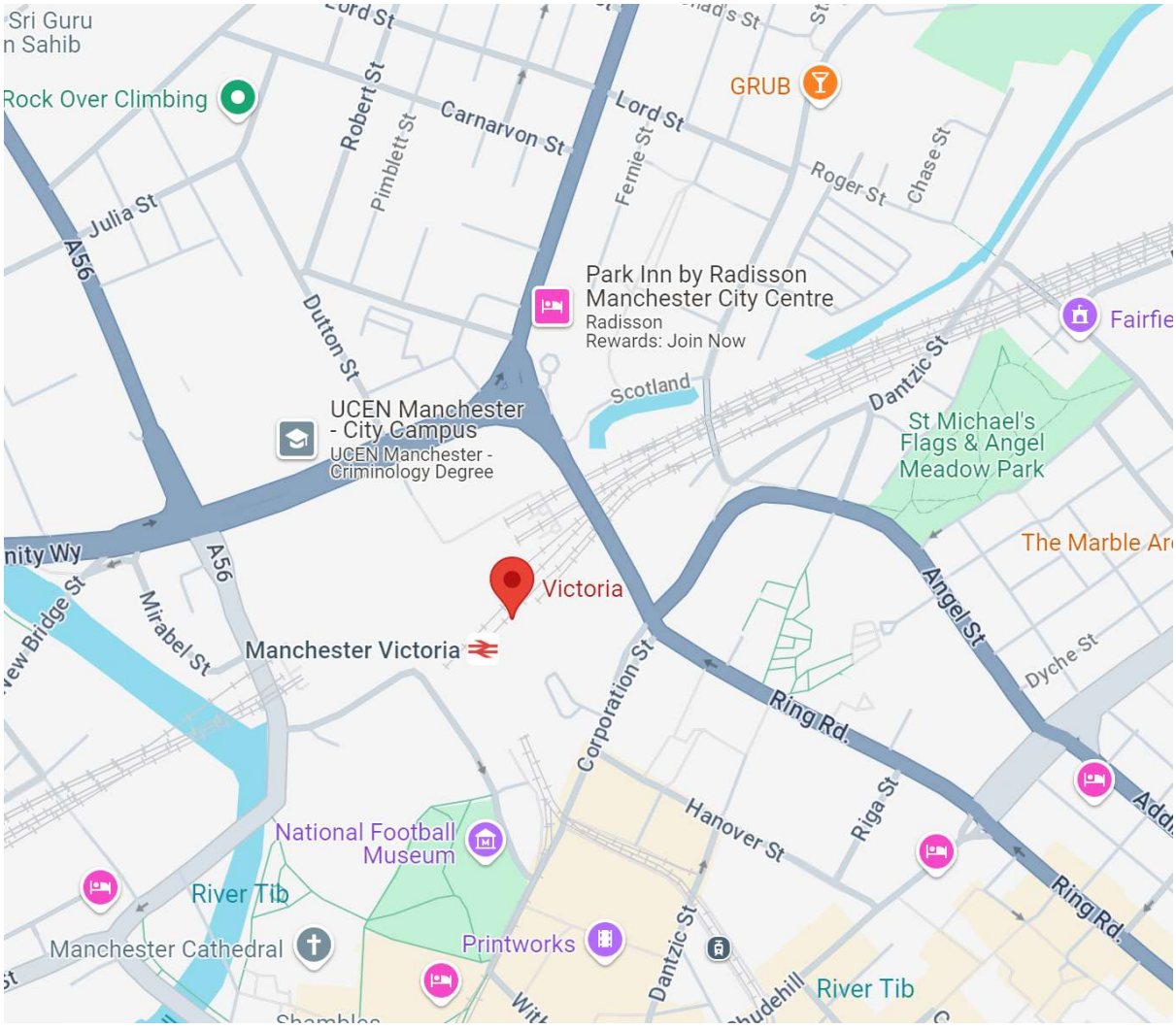
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

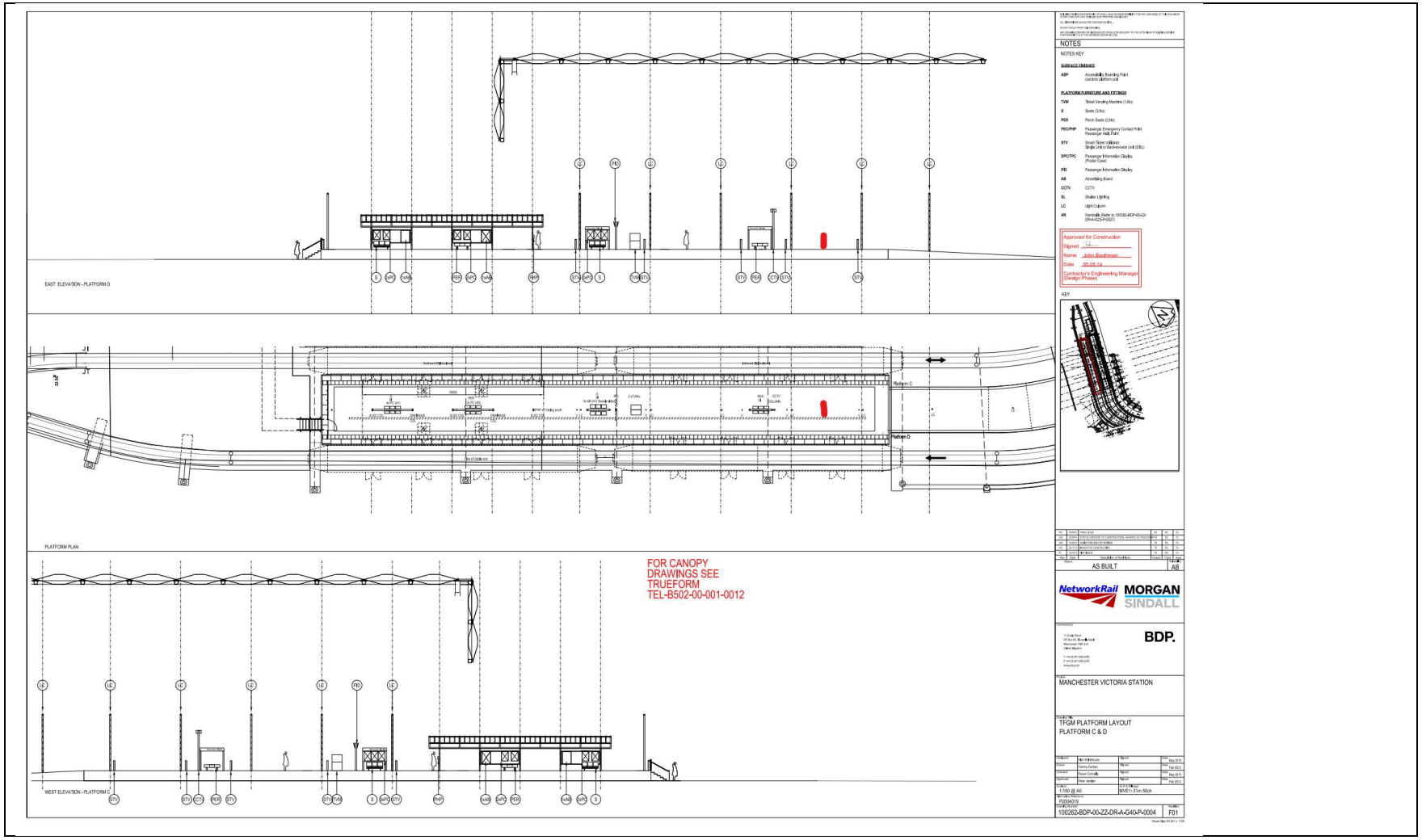
A1: Proposed Site Location

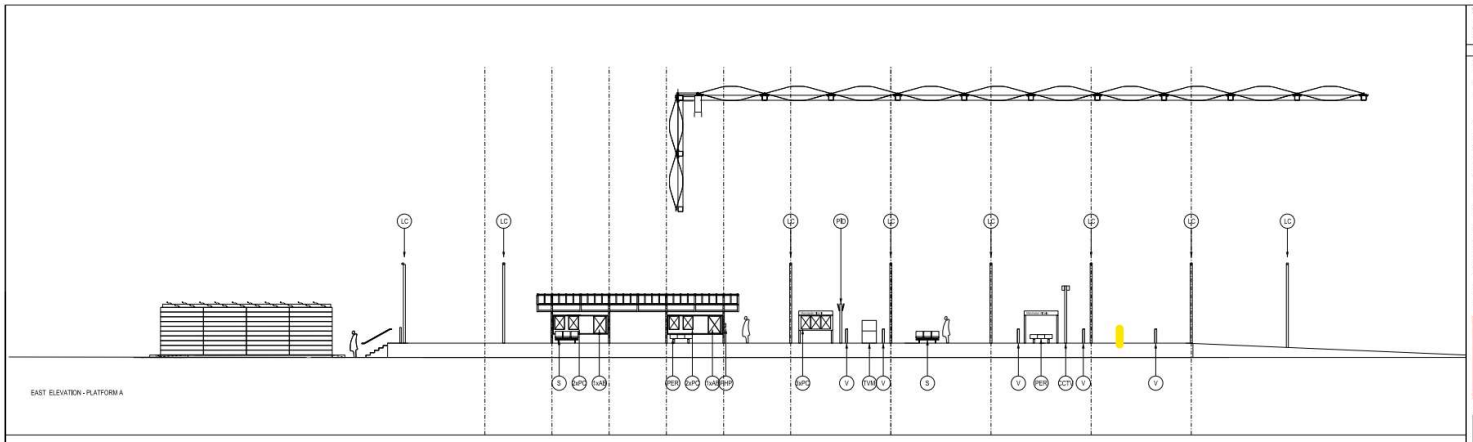
Item	Comment
Road Number / Name	Manchester Victoria Railway Station
Location Description	The Site Assessment is for 2x freestanding boards to be located on platforms A/B & C/D. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on both platforms
Grid Reference	384103, 398998

A2: Location Plan

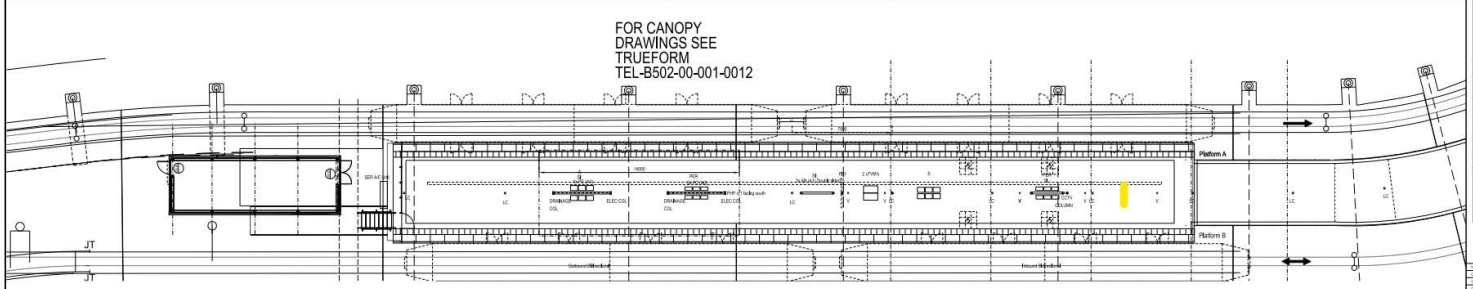


A3: Screen Location

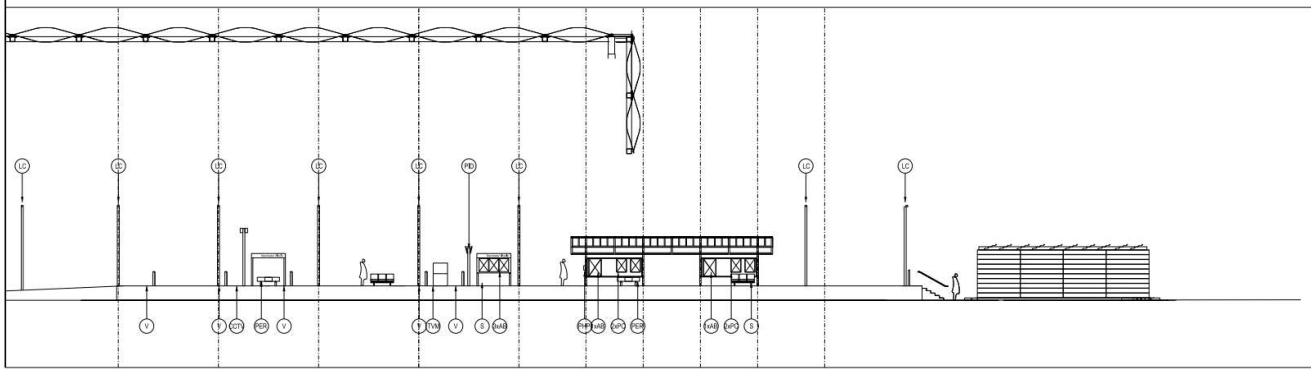




FOR CANOPY
DRAWINGS SEE
TRUEFORM
TEL-B502-00-001-0012



PLATFORM PLAN



NOTES

NOTES KEY

SURFACE FINISHES

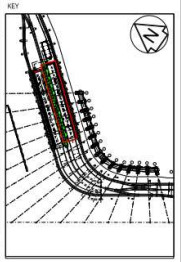
ABP	Accessible Boarding Point coloured platform unit

PLATFORM FURNITURE AND FITTINGS

TVM	Ticket Vending Machine (1/Mo)
S	Seats (1/Mo)
PER	Perch Seats (1/Mo)
PEC/PHP	Passenger Emergency Contact Point Passenger Help Point
V	Smart Ticket Validator Single Unit or Back-to-back Unit (DBL)
DPC/TPC	Passenger Information Display (Postal Case)
PID	Passenger Information Display
AB	Advertising Board
CCTV	Closed-Circuit Television
SL	Shelter Lighting
LC	Light Column
HR	Handrails (Refer to 100262-BDP-00-ZZ-DR-A-G22-P-0027)

Approved for Construction
Signed
Name John Boothman
Date 05.05.14
Contractor's Engineering Manager (Design Phase)

KEY



Rev	Date	Description of Amendment	Drawn	Check	Appd

Status: AS BUILT — Scale @ A0: AB

NetworkRail MORGAN SINDALL

BDP.

Project: MANCHESTER VICTORIA STATION

Drawing Title: TFGM PLATFORM LAYOUT PLATFORM A & B

Designed	Nick Williamson	Signed	Date: May 2013
Drawn	Tommy Durban	Signed	Date: Feb 2013
Checked	Kevan Connelly	Signed	Date: May 2013
Approved	Peter Jenkin	Signed	Date: Feb 2013

Scale @ A1: 1:100 @ A0 — Scale @ A3: MVE1: 31m 50ch

Consultants Reference: P2004819

Drawing Number: 100262-BDP-00-ZZ-DR-A-G40-P-0003 — File Status: F01

Sheet Size ISO 841 A 1189

A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

Item	Comment
Site Visit Undertaken By	Jack Wellings & Richard White
Date of Site Visit	24.10.2024
Time of Site Visit	10:00
Light Conditions	Fair
Weather Conditions	Cloudy

B2 Site Specific Issues

Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Platform furniture includes seats, shelters, ticket machines and non-digital advertising boards. Adequate space is available for the freestanding screens to be installed due to the sign location not being in the way of any of the doors for the trams or any other infrastructure.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals located around 100m to the south-east of the tram stop, this is to accommodate multiple track crossovers.	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The alignment is straight with a curve eastward to the south of the platforms. No screens on approach to junction.	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	No existing Digital Adverts. The only issue may be that glare may be produced from the freestanding screens due to the glass roof of the train station.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	Yes, the screen could be serviced easily. However operatives would need to park outside the station and enter on foot to service the signs.	Yes

Does the stop have history of crowding in normal operation or events/disruption?	Yes due to the proximity to the AO Arena	Yes
Any other comments?	No	

B3 Site Photos

Tram Direction 1 approach 	Tram Direction 1 exit 
Tram Direction 2 approach 	Tram Direction 2 exit 
Other relevant photo	Other relevant photo

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Yes – no adverse safety issues found with excellent visibility and sightlines. Digital screens are already located in the vicinity by the AO arena. However, should the screens be installed, an anti glare coating or film should be put over the screens to reduce the risk of the driver being dazed.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Jack Wellings	Signed	[redacted]	Date	25.10.24
Checked by	Richard White	Signed		Date	25.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

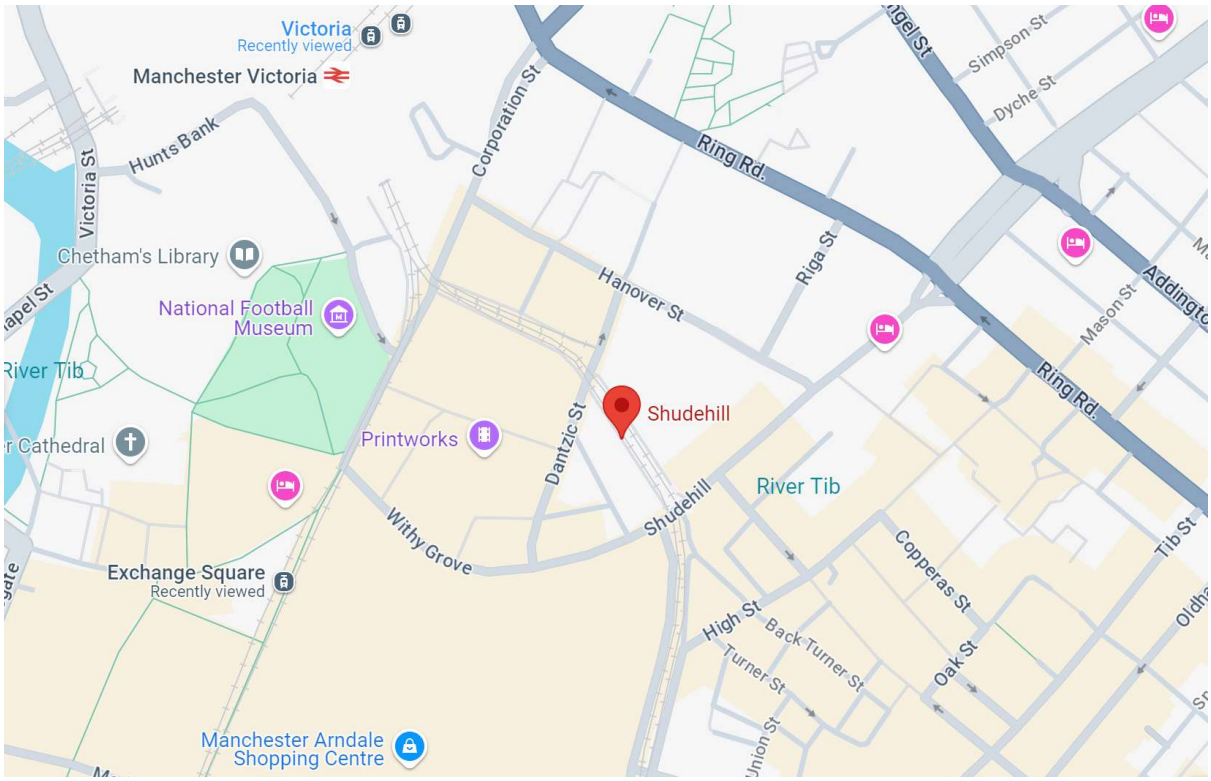
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

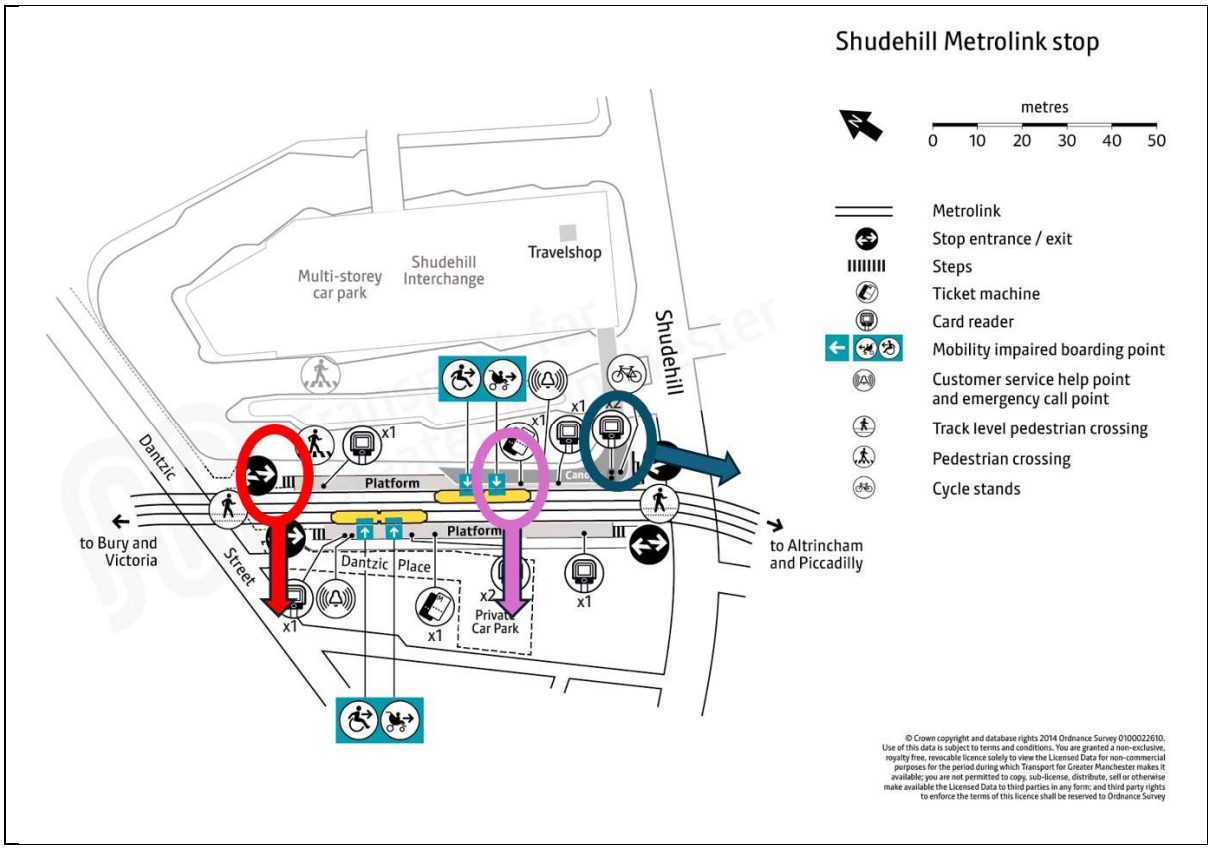
A1: Proposed Site Location

Item	Comment
Road Number / Name	Shudehill Metrolink Stop
Location Description	The Site Assessment is for 1x existing 6 sheet advertising boards to be digitalised, as well as 2x freestanding boards. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on both platforms
Grid Reference	384198, 398699

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	1	0	1
Cycle	0	0	0	
Tram	0	0	0	
Other	0	0	2	2
Total	0	1	2	3

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there was a total of 3 collisions (2 slight, 1 serious) within 50m of the proposed sign location. A brief summary of the collisions will be provided below.

Slight:

- This Collision occurred in December 2022, in dry and dark conditions, and was a result of a tram colliding with a car, with no severe injuries recorded.
- The second slight collision occurred in February 2023, in dry and light conditions, and was due to a car colliding with a motorcycle, resulting in no severe injuries.

Serious:

The serious collision occurred in March 2023 in wet and dark conditions, between a taxi and pedestrian, crossing away from a designated crossing point.

Overall there is no clear trend in collisions occurring in the proposed sign location, therefore the installation of a sign should not have an adverse effect on collisions.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

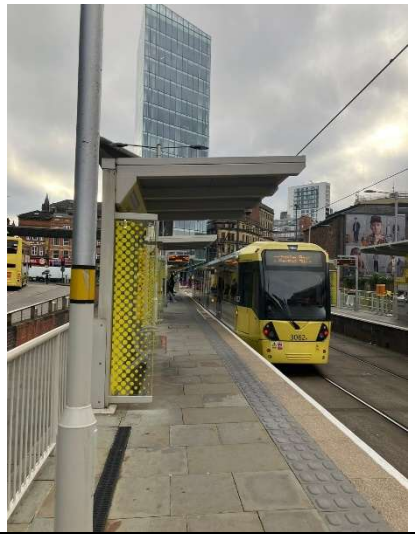
Item	Comment
Site Visit Undertaken By	Richard White & Jack Wellings
Date of Site Visit	24/10/2024
Time of Site Visit	11:00
Light Conditions	Fair
Weather Conditions	Cloudy

B2 Site Specific Issues

Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Platform furniture includes seats, shelters, ticket machines and non-digital advertising boards. Adequate space is available for both the freestanding screens as well as the 6 sheet digitalised option to be installed.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	Yes, the stop is adjacent to a public highway. No, proposed advertising boards would not distract drivers, however they may be seen from Dantzic Street, and this should be looked at in more detail.	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals within 30m of the stop.	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The alignment is straight. No screens on approach to junction.	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	Yes, on the Tenpin bowling alley. The existing digital signs are unlikely to be brighter than the proposed.	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	Yes, the screen could be serviced easily. A service vehicle would need to come through Shudehill Interchange	Yes
Does the stop have history of crowding in normal operation or events/disruption?	The station could get busy with interchange between buses and trams	Yes

Any other comments?		Yes

B3 Site Photos

Tram Direction 1 approach 	Tram Direction 1 exit 
Tram Direction 2 approach 	Tram Direction 2 exit 
Other relevant photo 	Other relevant photo 

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Yes, however the freestanding screen off Dantzic Street should be subject to a safety audit looking at the interaction between trams and vehicles at Dantzic Street, and potential distraction to drivers using this road. The 6 sheet digitalisation screen should be installed due to it being low risk, as well as the freestanding digital screen located to the East off Shudehill (Shown in blue on location plan), due to it being located away from the side of the carriageway so wouldn't impact drivers.
Do you recommend that a safety audit is carried out? Yes
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Jack Wellings	Signed	[redacted]	Date	25.10.24
Checked by	Richard White	Signed		Date	25.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

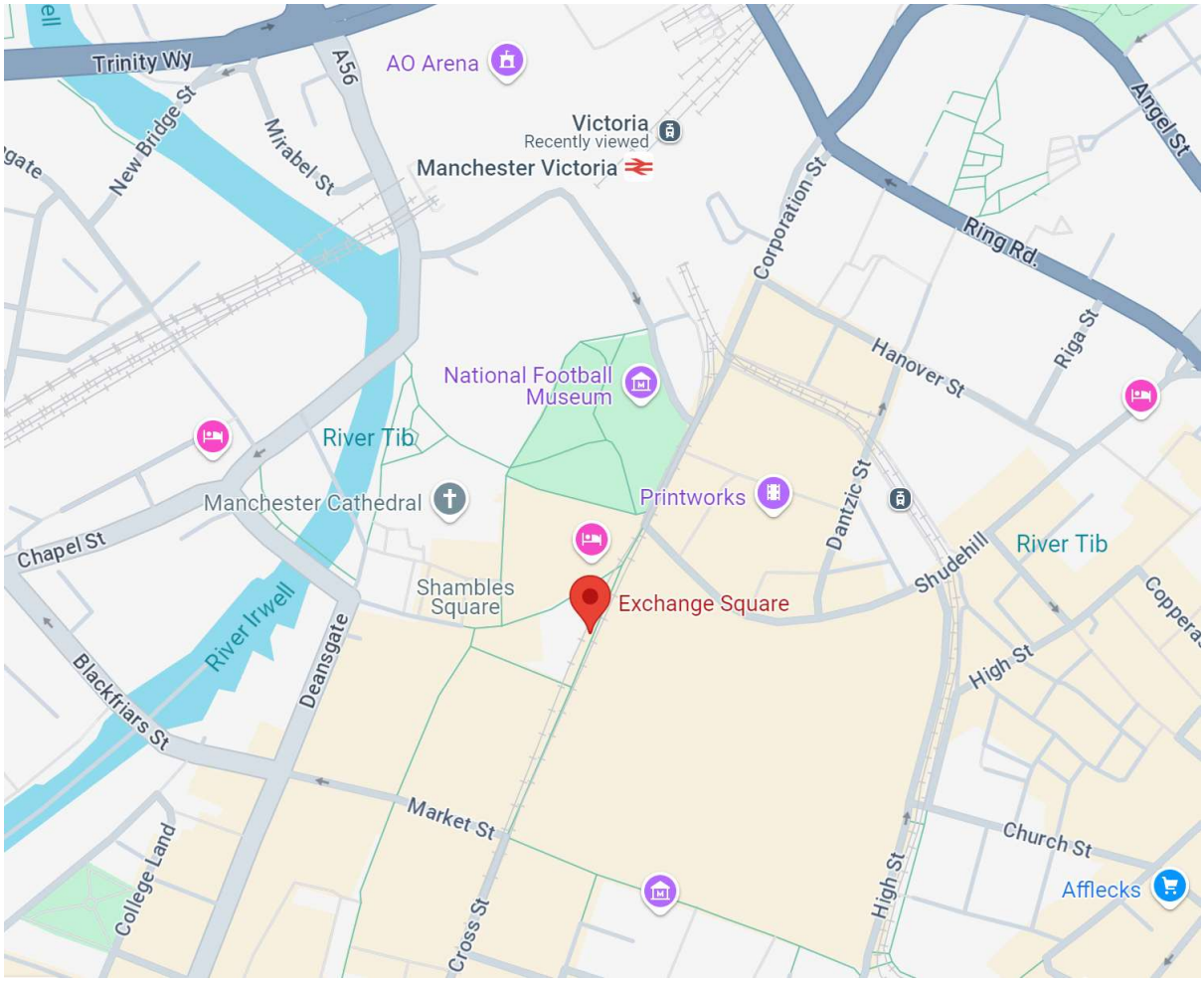
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

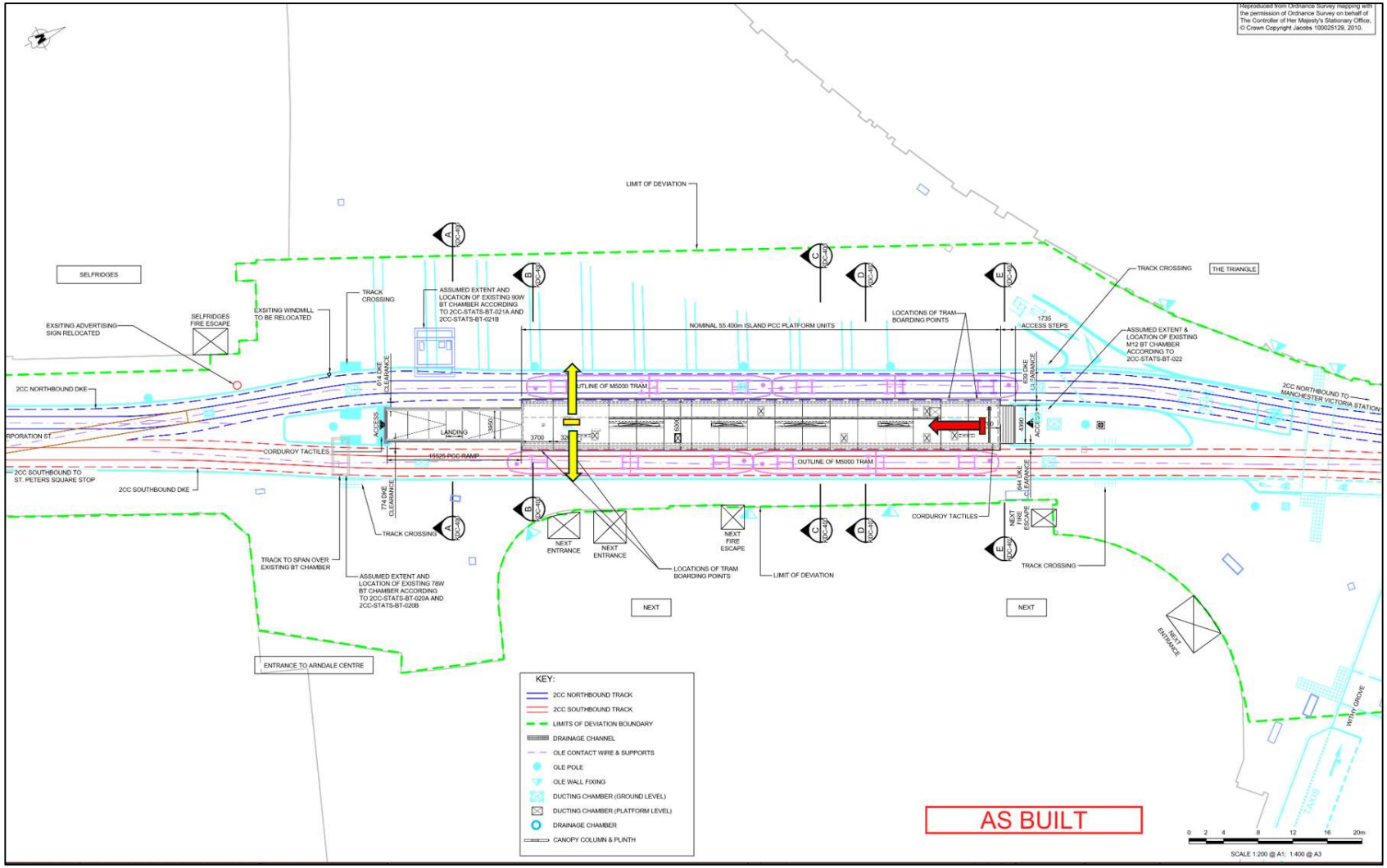
A1: Proposed Site Location

Item	Comment
Road Number / Name	Exchange Square Metrolink Stop
Location Description	The Site Assessment is for 2x Freestanding advertising boards. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on both sides of platforms
Grid Reference	384006, 398463

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	1	1
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	1	1

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there was a one slight collision which occurred within 50m of the sign location. This collision occurred in April 2024, in wet and light conditions. It occurred between a pedal cycle and a pedestrian colliding on a footway.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

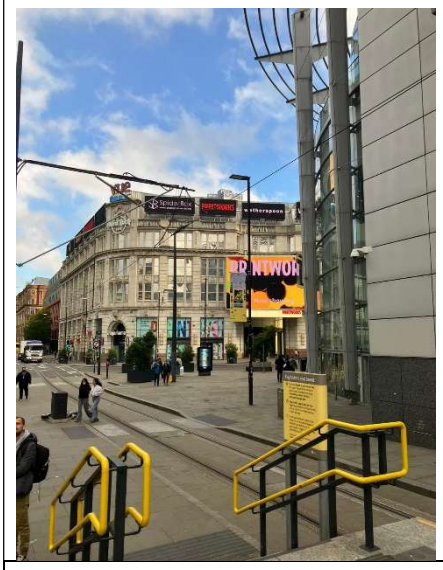
Item	Comment
Site Visit Undertaken By	Richard White & Jack Wellings
Date of Site Visit	24/10/2024
Time of Site Visit	12:00
Light Conditions	Fair
Weather Conditions	Cloudy

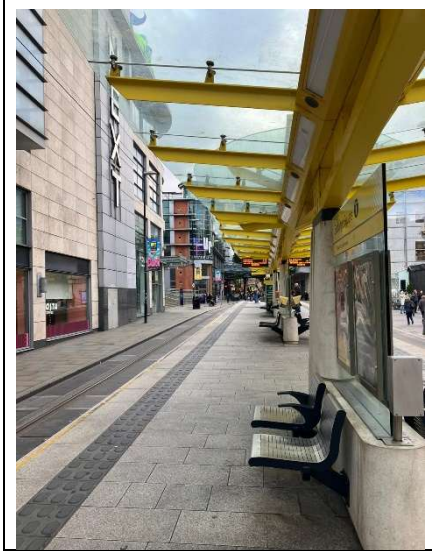
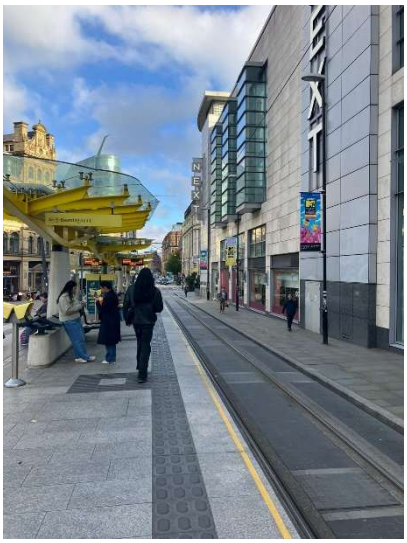
B2 Site Specific Issues

Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Platform furniture includes seats, shelters, ticket machines and non-digital advertising boards. Adequate space is available for the two freestanding screens to be installed on the platform as there are currently not 6 sheet advertising boards on the platform meaning there is a large amount of space.	Yes
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	Yes
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals within 40m to the North of the stop.	Yes
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The alignment is straight. No screens on approach to junction.	Yes
Any Visibility or sightline Issues for any users?	There are no Visibility issues	Yes
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	Yes, there is digital signage on the Printworks entrance. Yes, and there are also moving images	Yes
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	Yes, the screen could be serviced easily. A service vehicle would need service from near the Next store.	Yes

Does the stop have history of crowding in normal operation or events/disruption?	Yes, as it is a major stop for shopping – access / egress	Yes
Any other comments?	No	Yes

B3 Site Photos

Tram Direction 1 approach 	Tram Direction 1 exit 
Tram Direction 2 approach 	Tram Direction 2 exit 
Other relevant photo	Other relevant photo

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Yes, no safety issues or visibility issues. Digital screens are present nearby at the Printworks which provide no distraction to drivers.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Jack Wellings	Signed	[redacted]	Date	25.10.25
Checked by	Richard White	Signed		Date	25.10.24

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

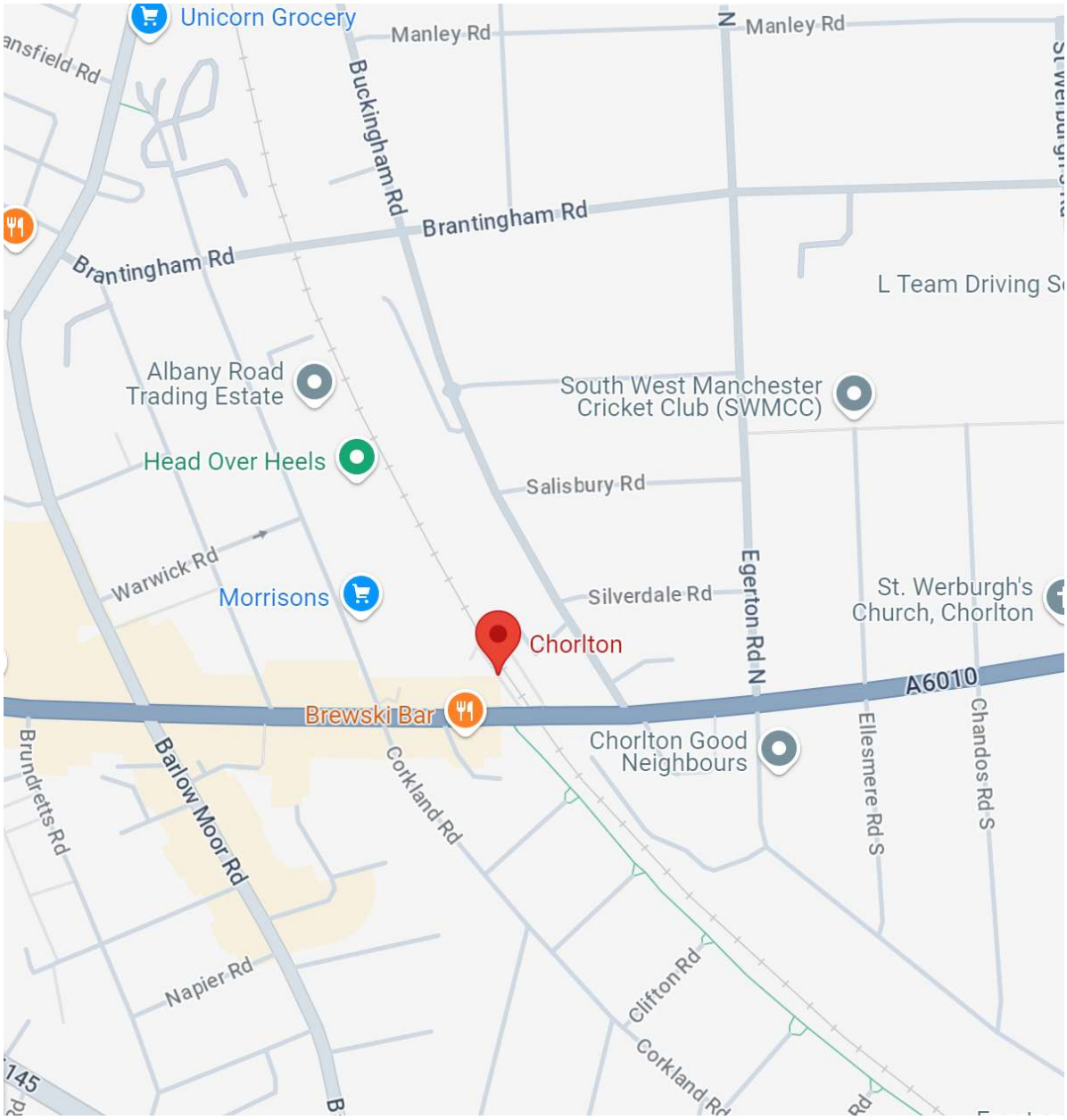
The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

A: Site Detail (to be completed prior to site visit)

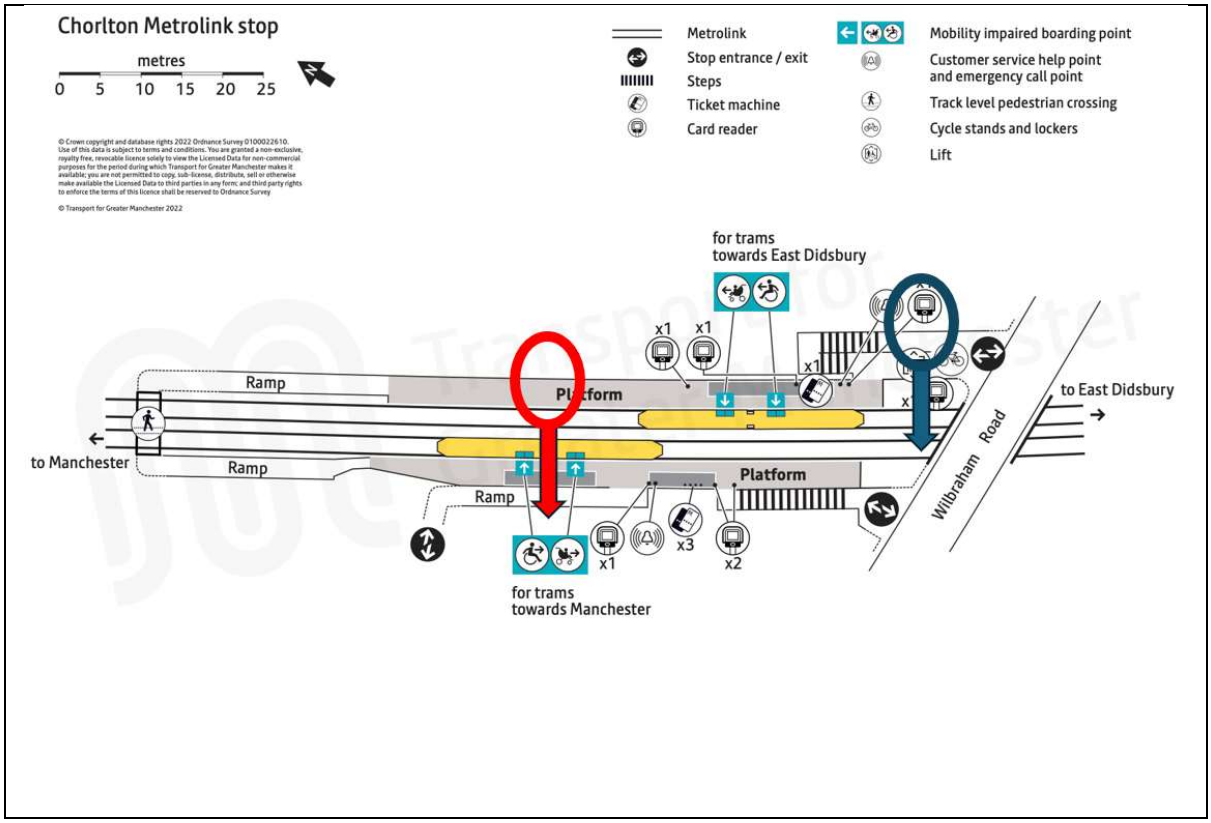
A1: Proposed Site Location

Item	Comment
Road Number / Name	Chorlton Metrolink Stop
Location Description	The Site Assessment is for 2x Freestanding advertising boards. The platform conditions are as follows. • Regular Width Raised Platform • Parallel to tracks • Survey Conducted Recorded on both platforms
Grid Reference	381961, 394043

A2: Location Plan



A3: Screen Location



A4: Accident Record

Accident data for the location of the proposed location for the last 36months, with the casualties recorded within the collisions seen in the below table.

	Fatal	Serious	Slight	Total
Pedestrian	0	0	0	0
Cycle	0	0	0	0
Tram	0	0	0	0
Other	0	0	0	0
Total	0	0	0	0

Collisions were assessed for the most recent 3-year period (2022-2024). It was found that there were no collisions which occurred within 50m of the sign location.

It has been determined that the installation of the sign will not impact the collision level in the area.

B Site Conditions (to be completed during site visit)

B1 Site Visit Details

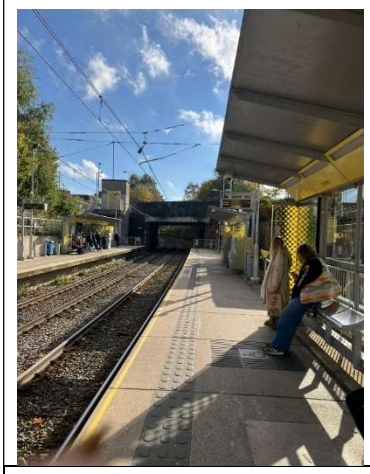
Item	Comment
Site Visit Undertaken By	Richard White & Jack Wellings
Date of Site Visit	24/10/2025
Time of Site Visit	13:00
Light Conditions	Good
Weather Conditions	Sunny

B2 Site Specific Issues

Issue	Comments	Checked
Platform: Other platform furniture? Is adequate space available?	Platform furniture includes seats, shelters, ticket machines and non-digital advertising boards. Adequate space is available for both of the freestanding screens to be installed.	
Other Road Users: Is the proposed location adjacent to public highway? Is proposed location likely to distract road users?	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	
Signal/signage: Would location distract drivers or other road users from view of Signals or Signage? Distance to nearest signals (if less then 100m)?	The platform is on a tramway it would be difficult for the screen to impact drivers. No signals within 100m.	
Alignment: Is track, straight or curved? Are screens to be located on approach to junction?	The alignment is straight. No screens on approach to junction.	
Any Visibility or sightline Issues for any users?	There are no Visibility issues	
Existing Digital Adverts: Is there existing digital signage in the area of the proposed location which currently do not cause issues? Are the existing digital signs brighter than the proposed?	No existing Digital Adverts	
Maintenance / Installation: Can screen be serviced safely (cleaning, repair etc)? Is there a safe place for a vehicle to stop and service the site?	Yes, the screens can be serviced safely. No – the tram stop is located in a cutting away from the road	
Does the stop have history of crowding in normal operation or events/disruption?	No	

Any other comments?	No	Yes

B3 Site Photos

Tram Direction 1 approach 	Tram Direction 1 exit 
Tram Direction 2 approach 	Tram Direction 2 exit 
Other relevant photo 	Other relevant photo 

C: Conclusions

Based on the above analysis, should the proposed Digital screen location be permitted? If not, why not?
Yes – no safety issues or visibility issues present and adequate space is available.
Do you recommend that a safety audit is carried out? No
If the assessor is of the opinion that the screen location should not be permitted, are there changes that could be made to the proposal that would address the above concerns?

Assessed by	Jack Wellings	Signed	[redacted]	Date	25.10.25
Checked by	Richard White	Signed		Date	25.10.25

D: Review

Prior to the site being taken forward the above assessment should be reviewed by the following stakeholders	
Organisation	**Comments**
TfGM	
DDRG	
Metrolink Operator	

The proposed location has been reviewed by the following representatives of the stakeholder groups			
Organisation	**Approved By**	**Signature**	**Date**
TfGM			
DDRG			
Metrolink Operator			

Appendix D

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Market Street Outbound Platform (DS1) – 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals located Within 50m to the North West of the Platforms	The platform is straights however has curves within 50m.	There are no Visibility issues	Within Piccadilly market to the east, there are several digital advertising screens which feature static images only.	There is space for a vehicle to pull up on the pavement adjacent to platform DS1	Yes, due to its central location the stop is extremely busy	Yes
Market Street Inbound Platform (DS2) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals located Within 50m to the North West of the Platforms	The platform is straights however has curves within 50m.	There are no Visibility issues	Within Piccadilly market to the east, there are several digital advertising screens which feature static images only.	There is space for a vehicle to pull up on the pavement adjacent to platform DS1	Yes, due to its central location the stop is extremely busy	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Manchester Victoria Platform A/B Head on (DS3) – 1x double-sided freestanding advertising screen	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals approximately 100m to the Southwest of the stop due to multiple track crossovers.	The alignment is straight with a curve eastward to the south of the platforms. No screens on approach to junction.	There are no Visibility issues	No existing Digital Adverts	Yes, the screen could be serviced easily. A service vehicle would need to park outside the station and an operative enter on foot.	Yes due to the proximity to the AO Arena	Yes
Manchester Victoria Platform C/D Head on (DS4) – 1x double-sided freestanding advertising screen	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals approximately 100m to the Southwest of the stop due to multiple track crossovers.	The alignment is straight with a curve eastward to the south of the platforms. No screens on approach to junction.	There are no Visibility issues	No existing Digital Adverts	Yes, the screen could be serviced easily. A service vehicle would need to park outside the station and an operative enter on foot.	Yes due to the proximity to the AO Arena	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Exchange Square – 1x freestanding single sided digital advertising screen, head on, located on the Northeastern side of the platform (DS4)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals located 40m to the North of the stop.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	Yes, there is digital signage on the Printworks entrance. Yes, and there are also moving images	Yes, the screen could be serviced easily. A service vehicle would need service from near the Next store.	Yes, as it is a major stop for shopping – access / egress	Yes
Exchange Square – 1x Freestanding double-sided Side on digital advertising screen on the Northwestern side of the platform (DS5)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals located 40m to the North of the stop.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	Yes, there is digital signage on the Printworks entrance. Yes, and there are also moving images	Yes, the screen could be serviced easily. A service vehicle would need service from near the Next store.	Yes, as it is a major stop for shopping – access / egress	Yes
St Peters Square - 1x freestanding single sided, head-on digital advertising screen on Platform C/D(DS6)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals are located within 50m to the North East of the Platforms	The track is of a straight alignment and located around 40m North East from a junction	There is No Visibility Issues	There are Currently No digital Signs within the vicinity of St Peters Square Platforms C/D	There is a safe place for the signs to be serviced which is located adjacent to Platform D.	Yes, the site is fairly busy and has regular use across both Platforms C/D.	Yes – however due to the other proposed advertising screens on platforms C/D, it may be suited to not have a freestanding sign.

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
St Peters Square 1CC Northbound Platform D (DS7) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals are located within 50m to the North East of the Platforms	The track is of a straight alignment and located around 40m North East from a junction	There is No Visibility Issues	There are Currently No digital Signs within the vicinity of St Peters Square Platform D	There is a safe place for the signs to be serviced which is located adjacent to Platform D.	Yes, the site is fairly busy and has regular use across both Platform D.	Yes
St Peters Square 1CC Inbound Platform C (DS8) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals are located within 50m to the North East of the Platforms	The track is of a straight alignment and located around 40m North East from a junction	There is No Visibility Issues	There are Currently No digital Signs within the vicinity of St Peters Square Platform C	There is a safe place for the signs to be serviced which is located adjacent to Platform D.	Yes, the site is fairly busy and has regular use across both Platform C	Yes
St Peters Square 1CC Outbound Platform B (DS9) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Signals are located within 50m to the North East of the Platforms	The track is of a straight alignment and located around 40m North East from a junction	There is No Visibility Issues	There are Currently No digital Signs within the vicinity of St Peters Square Platform B	There is a safe place for the signs to be serviced which is located adjacent to Platform D.	Yes, the site is fairly busy and has regular use across both Platform B	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Deansgate Castlefield Inbound/Outbound South Side (DS10) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a viaduct Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a viaduct tramway it would be difficult for the screen to impact drivers. There are some tram signals located to the east of the stop due to several track crossings.	The Platform is of a straight alignment, although on the approach from the east the track is curved	There are no Visibility Issues	There are Currently No digital Signs within the vicinity of Deansgate Castlefield stop.	The screens can be serviced safely however vehicles would have to park on Whitworth Street below the viaduct and come up the steps to access the screens	Yes, due to it being a key changeover point between the various Metrolink lines.	Yes
Deansgate Castlefield Outbound North Side (DS11) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a viaduct Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a viaduct tramway it would be difficult for the screen to impact drivers. There are some tram signals located to the east of the stop due to several track crossings.	The Platform is of a straight alignment, although on the approach from the east the track is curved	There are no Visibility Issues	There are Currently No digital Signs within the vicinity of Deansgate Castlefield stop.	The screens can be serviced safely however vehicles would have to park on Whitworth Street below the viaduct and come up the steps to access the screens	Yes, due to it being a key changeover point between the various Metrolink lines.	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Piccadilly Gardens Outbound Platform (DS12) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Within 20m to the South East of the Platforms	The track is straight and is on the approach to a junction for trams exiting piccadilly gardens to the East	No	Yes, there is existing Digital Signage located directly in front of the drivers eyeline for trams exiting to the east. As well as on the bus station.	Yes, the screen can be serviced by a vehicle which can pull in adjacent to the platforms on Parker Street	Yes, due to its city centre location this stop is busy throughout the day	Yes
Piccadilly Gardens Inbound Platform (DS13) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway Therefore advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Within 20m to the South East of the Platforms	The track is straight and is on the approach to a junction for trams exiting piccadilly gardens to the East	No	There is digital signage on the junction coming up to the platform	Yes, the screen can be serviced by a vehicle which can pull in adjacent to the platforms on Parker Street	Yes, due to its city centre location this stop is busy throughout the day	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Old Trafford City Bound Platform (DS14) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Therefore, advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Therefore, there are no signals nearby which would be impacted by the installation of a digital screen	The Platform is of a straight alignment.	There are no Visibility Issues	There are Currently No digital Signs within the vicinity of the Old Trafford stop.	The screens can be serviced safely by vehicles pulling up on the side closest to Old Trafford Cricket Stadium	Yes, due to it being located close to both Old Trafford Cricket Ground and Manchester United's Stadium	Yes
Trafford Centre – Platform for trams towards Manchester City Centre (DS15) - 1x 6 sheet advertising board digitalisation	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Therefore, advertising screens are unlikely to district road users	No as the platform is on a tramway it would be difficult for the screen to impact drivers. Therefore, there are no signals nearby which would be impacted by the installation of a digital screen	The Platform is of a straight alignment.	There are no Visibility Issues	There is currently a large digital sign within the vicinity of The Trafford Centre stop.	The screens can be serviced safely by vehicles pulling up on the street or within the Trafford Centre Car Park	Yes, due to it being located close to the Trafford centre	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Chorlton – 1x freestanding single sided digital advertising screen, located by the stairs on the platform with services towards East Didsbury (DS16)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. No signals within 100m.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	No Existing Digital Adverts	Yes, the screens can be serviced safely. However may be more difficult to access due to the tram stop is located in a cutting away from the road	No crowding issues	Yes
Chorlton – 1x freestanding single sided digital advertising screen, located on the platform with services towards East Didsbury (DS17)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	No, the Location is located on a Tramway. Advertising screens are unlikely to district road users	The platform is on a tramway it would be difficult for the screen to impact drivers. No signals within 100m.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues		Yes, the screens can be serviced safely. However may be more difficult to access due to the tram stop is located in a cutting away from the road	No crowding issues	Yes

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Shudehill - 1x freestanding single sided digital advertising screen, located to North East of Platform with services towards Piccadilly (DS18)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	Yes, the stop is adjacent to a public highway. No, proposed advertising boards would not distract drivers, however they may be seen from Dantzic Street, and this should be looked at in more detail.	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals within 30m of the stop.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	Yes, on the Tenpin bowling alley. The existing digital signs are unlikely to be brighter than the proposed.	Yes, the screen could be serviced easily. A service vehicle would need to come through Shudehill Interchange	The station could get busy with interchange between buses and trams	Yes upon completion of a safety audit

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Shudehill - 1x freestanding single sided digital advertising screen, located to North West of Platform with services towards Piccadilly (DS19)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	Yes, the stop is adjacent to a public highway. No, proposed advertising boards would not distract drivers, however they may be seen from Dantzic Street, and this should be looked at in more detail.	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals within 30m of the stop.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	Yes, on the Tenpin bowling alley. The existing digital signs are unlikely to be brighter than the proposed.	Yes, the screen could be serviced easily. A service vehicle would need to come through Shudehill Interchange	The station could get busy with interchange between buses and trams	Yes upon completion of a safety audit

Sign Location	Platform Comments	Other Road Users Comments	Signal/Signage Comments	Alignment Comments	Visibility/Sightline Comments	Existing Digital Adverts	Maintenance/Installation Comments	Crowding Comments	Acceptable to Install Digital Sign?
Shudehill - 1x 6 sheet advertising board digitalisation, located on platform with services towards Piccadilly (DS20)	Standard Metrolink Platform Furniture such as seating, ticket machines/Tap in, and non-digital advertising boards	Yes, the stop is adjacent to a public highway. No, proposed advertising boards would not distract drivers, however they may be seen from Dantzic Street, and this should be looked at in more detail.	The platform is on a tramway it would be difficult for the screen to impact drivers. There are signals within 30m of the stop.	The alignment is straight. No screens on approach to junction.	There are no Visibility issues	Yes, on the Tenpin bowling alley. The existing digital signs are unlikely to be brighter than the proposed.	Yes, the screen could be serviced easily. A service vehicle would need to come through Shudehill Interchange	The station could get busy with interchange between buses and trams	Yes upon completion of a safety audit