

Proposed Erection of LED Advertising Display, Rochdale Road, Bury

Highways Technical Note 01

Prepared on behalf of:



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1.0 INTRODUCTION

1.1 Purpose of This Report

- 1.1.1 AXIS has been appointed by Wildstone Estates Ltd (the applicant) to provide highways and transportation advice in support of a planning application for the proposed erection of an LED advertising sign. The proposed sign would be affixed to the side of 399 Rochdale Road in Bury.
- 1.1.2 The planning application was submitted in December 2021. Subsequently, the Local Planning Authority (LPA), Bury Council (BC), requested additional information to support the application, namely a driver distraction assessment.
- 1.1.3 The following section of this Technical Note therefore provides a review of the proposed LED display in the context of the local highway network and provides an appraisal of the implications of the proposed sign in relation to public safety, in order to demonstrate that the proposed display will not result in undue risk to highway or pedestrian safety as a result of significant driver distraction.

2.0 SCHEME PARTICULARS

2.1 Overview

- 2.1.1 The proposed advertisement panel will be affixed to the side of 399 Rochdale Road, which is located at the western corner of the A58 Rochdale Road / B6221 Wash Lane signal-controlled junction. The junction is located approximately 1.4km east of Bury Town Centre, as shown on **Figure 2.1**.

Figure 2.1 – Site Location Plan



- 2.1.2 The proposed digital display would comprise 1 no. 48-sheet internally illuminated digital media screen affixed to the northern facing of 399 Rochdale Road. The sign would face onto the B6221 Wash Lane. The location of the proposed sign within the context of the local road network in the immediate vicinity is illustrated on **Figure 2.2**. The precise location of the proposed sign is shown on the submitted drawing **19826_PA_03** in **Appendix 2**.
- 2.1.3 The A58 is a main arterial route into Bury Town Centre from the east, connecting Bury and Rochdale. Approximately 200m east of the location of the proposed sign, the A58 intersects with the M66 at Junction 2. The B6221 Wash Lane provides an alternative route between the northern side of Bury Town Centre and the M66. The surrounding area is primarily residential, although there are some commercial and retail premises in close proximity to the proposed LED sign. The location of the proposed signs is therefore situated in a busy and active urban environment.

Figure 2.2 – Site Location – Local Road Network Context



- 2.1.4 As noted above, the proposed digital advertisement sign would not be a direct replacement of an existing billboard, and there is no previous recent history of large advertising signage at this location.
- 2.1.5 The proposed sign will be affixed to the northern side of 399 Rochdale Road facing onto Wash Lane and will be situated at an angle so as to only be visible to south-eastbound traffic on Wash Lane. The sign will not be visible to traffic travelling north-westbound on Wash Lane, or to vehicles on Rochdale Road.
- 2.1.6 There is a high degree of street lighting in the immediate vicinity of the proposed sign location, ensuring that the Rochdale Road / Wash Lane signal-controlled junction and its adjacent footways are well lit. It is therefore considered that illumination from the LED display would not represent an unusual feature to passing motorists and should be easily assimilated by them as part of the general urban streetscape and character of the area.

2.2 Surrounding Road Network

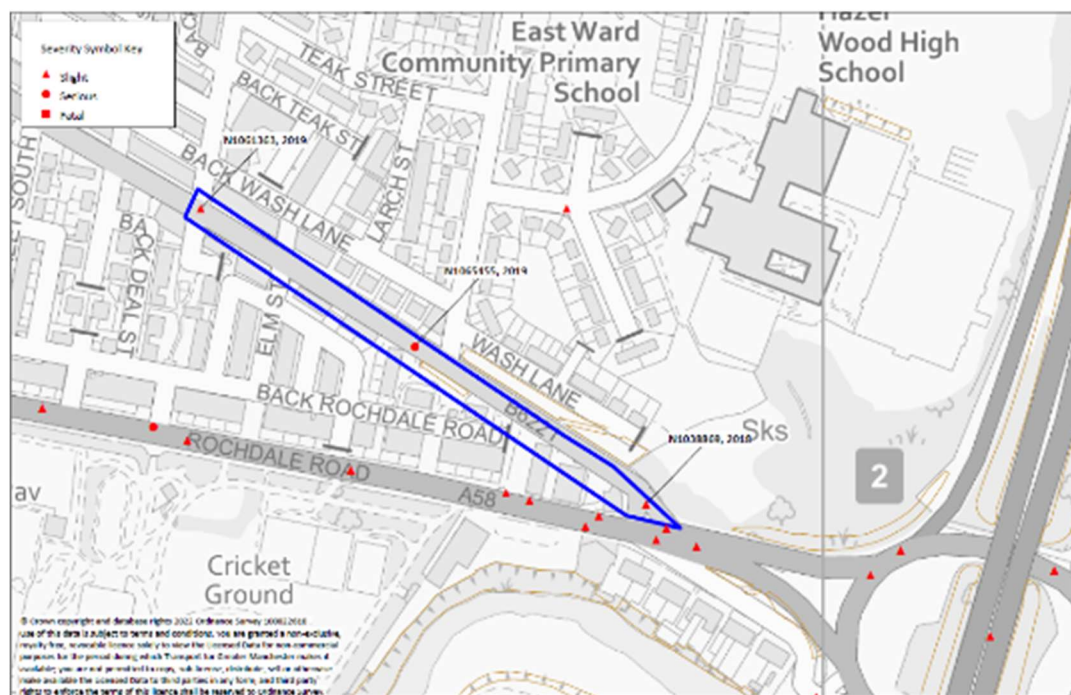
- 2.2.1 The A58 Rochdale Road / B6221 Wash Lane signal-controlled junction operates under a simple two-stage cycle whereby the A58 southbound approach arm runs green, followed by the B6221 Wash Lane approach and traffic turning right from the A58 into Wash Lane. There is no right turn permitted from Wash Lane onto Rochdale Road.

- 2.2.2 The centre of the junction is visible for at least 100m for drivers approaching from all three arms. All of the roads that make up the junction are subject to a 30mph speed limit. Street lighting is present and there are footways on both sides of the carriageway on all four arms of the junction. Pedestrian crossing facilities comprising dropped kerbs and tactile paving are present across Wash Lane and Rochdale Road on the western side of the junction, but these operate as cross-in-gap-facilities, with no dedicated pedestrian stage included in the signal operation.

2.3 Existing Road Safety Record

- 2.3.1 The road safety record of the local highway network close to the application site has been examined for the most recently available 5-year period (1st April 2016 to 31st March 2021 inclusive), using accident data provided by Transport for Greater Manchester (TfGM). The location and severity of the accidents are shown on **Figure 2.3**. The full accident data is included as **Appendix 3**.
- 2.3.2 The record shows that a total of 3 accidents have occurred along the B6221 Wash Lane within a 300m distance of the proposed sign location during the most recent 5-year period. Of these 3 accidents, 1 was classified as 'serious', with 2 resulting in slight injury. Volumetrically, the accident history along this 300m length of carriageway equates to approximately 0.6 accidents per year on average.

Figure 2.3 – Road Safety Record along Wash Lane, Bury (2016 – 2021 Inclusive) (Source: TfGM)



- 2.3.3 Of the 3 accidents that occurred within the study area, one occurred at the Wash Lane / Deal Street junction, approximately 285m north-west of the proposed sign location, resulting in slight injury. The proposed sign location is not visible at this point.
- 2.3.4 The one accident which resulted in serious injury occurred at the signal-controlled pedestrian crossing adjacent to the Wash Willow Street junction and involved a collision between a vehicle and a pedestrian. The vehicle was travelling north-westbound on Wash Lane, away from the proposed sign location, while the pedestrian was crossing from the southern side of Wash Lane from a position where the proposed sign location is not visible.
- 2.3.5 The final accident within the study area occurred at the Rochdale Road / Wash Lane junction. This was a single vehicle accident which occurred when a vehicle travelling south-eastbound failed to brake at the traffic signals, resulting in slight injury. There is no indication that this accident occurred as a result of driver distraction due to external highway-related factors.
- 2.3.6 As such, none of the accidents which occurred within the study area during the most recent 5-year period involved vehicles moving in a direction of travel towards the proposed sign location in a position where the proposed sign location was visible. Furthermore, the accident record is generally enviable and does not represent a cause for concern or represent a discernible pattern that could be related to driver distraction.

3.0 APPLICATION PROPOSALS

3.1 Overview

- 3.1.1 The application proposal comprises the erection of a single digital LED advertising screen affixed to the side of 399 Rochdale Road in Bury. This would constitute a new feature in this location, as there is no recent history of large advertising signs at this site.
- 3.1.2 The proposed elevation and size of the approved LED signs are shown on the elevations plan which is contained in **Appendix 2** to the rear of this report.
- 3.1.3 The hoarding will measure 3.2m height x 6.3m width x 0.06m, with a screen size of 3m height x 6m width, fixed at a height of 2.0m above the ground.
- 3.1.4 The LED signs will operate in line with best practice standards for digital posters, and will have the following features:
- The signs will show a cycle of advertisements and each advert will be displayed every 10 seconds, with advertisements changing with a rapid fade, in order to avoid flashing whilst also limiting eye dwell time;
 - Only static advertisement images will be displayed (not animated images); and
 - The intensity of the illumination of the sign will be no greater than 300 candela/m² at night in accordance with the recommendations of the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05, 2015). The daytime levels will adjust according to the ambient light to prevent glare in low light conditions.

3.2 Appraisal of Highway Safety Aspects of Signs

- 3.2.1 Although the scheme involves the erection of a 48-sheet LED display in a location with no previous history of large advertising, there are 2no. illuminated 48-sheet billboards and 1no. illuminated 96-sheet billboard located on the A58 Rochdale Road approximately 30m to the south of the application site. It is considered that the proposal will not present any more of a distraction to passing drivers than these existing signs.
- 3.2.2 The content shown on standard-sized LED signs is a matter for advertisers to determine and is governed by market forces and well-tried advertising methods. However, it can be generally said of existing roadside billboards that any

advertisement content has to be able to be quickly and easily understood and disseminated by any person passing by the sign. The nature of roadside advertising ensures that any content presented to highway users would be simple and easily absorbed / processed.

- 3.2.3 This is generally a feature of most existing roadside advertisement billboards found in any urban conurbation in the country. The market forces dictate that any billboard advertisement should ideally contain no more than 7 to 10 words to be effective, or less if possible.
- 3.2.4 In this regard, it is likely that any featured content would be simple and easily processed by passing motorists. It is therefore considered that the proposed sign would in many respects be comparable to drivers glancing at any road sign. The time taken to disseminate a road sign and an advertisement sign is likely to be very similar; in the order of between 1 to 2 seconds.
- 3.2.5 As a general principle, it should also be noted that drivers are almost always continually assimilating sensory inputs from multiple sources whilst driving. It is not considered that the presence of the proposed LED advertisement sign at this location would represent a material departure from the types of features that drivers are used to seeing at the roadside. Digital LED roadside advertising signs are now commonplace in many areas, and regularly feature as part of urban streetscapes.
- 3.2.6 As discussed earlier, the site location is on the edge of an urban centre, where the immediate locality can be characterised as having significant active frontage. Drivers will therefore adapt accordingly to this environment in their behaviour. The proposal would not therefore appear as an incongruous feature along Wash Lane.
- 3.2.7 With regard to the proposed minimum message display duration, the advertisements would cycle almost instantaneously (0.1 seconds or less). As such the transition between images would be near seamless and be unlikely to cause any material distraction.
- 3.2.8 The Transport for London (TfL) document '*Guidance for Digital Roadside Advertising and Proposed Best Practice*' (March 2013) sets out best practice guidance in relation to the siting and operation of digital advertising which is aimed at minimising potential distraction. The guidance includes a formula to calculate the optimum minimum display duration in order to reduce the risk of drivers seeing more than one image:

Maximum sight distance to the digital advertisement (Metres / Speed limit (metres / second) = minimum display duration (sec)

- 3.2.9 In this case, Wash Lane is straight for approximately 550m on the south-eastbound approach to the proposed sign. This is beneficial in terms of highway safety as the advertisement sign would not appear abruptly or cause shock / surprise to the driver. Rather, the sign would gradually become clearer to the driver as they approach, greatly limiting the potential for sudden eye or head deviation. Drivers will therefore have the opportunity to assimilate the presence of the digital sign before needing to concentrate on the traffic signals.
- 3.2.10 The sign itself is partially or fully visible to an extent where the variable messages will be apparent to drivers for a distance of approximately 160m. Applying the TfL formula for this sign would therefore indicate a minimum display duration of approximately 12 seconds would be appropriate for this sign ($160\text{m} / 13.41\text{m/s}$ (30mph) = 11.9s). With the proposed minimum message duration of 10s, therefore, drivers are highly unlikely to observe more than one image or transition between images.
- 3.2.11 The best practice guidance does state that where signs are situated near traffic signals, the timing of the signals should where possible be taken into account when calculating the message display. However, this applies only where the advert is in the same view as the traffic signals.
- 3.2.12 In this case, the proposed sign is only visible in the same view as traffic signals for traffic on the south-eastbound approach. The proposed sign location is situated on the offside of the carriageway. It is therefore not in the direct eyeline of traffic approaching the junction in this direction. Furthermore, the proposed sign location is situated approximately 30m north-west of the signal stop line, and as such would not appear in the field of view for the driver of any of the first 4 or 5 cars waiting at the signal stop line.
- 3.2.13 Wash Lane is subject to a 30mph speed limit, for which the Manual for Streets stopping sight distance is 43m. **Figure 3.1** illustrates the driver's eye view on Wash Lane at 43m back from the stop line. It can clearly be seen that at this point the proposed sign does not overlap with any of the signal heads

Figure 3.1 – South-eastbound Approach along B6221 Wash Lane at 43m SSD from Stop Line



3.2.14 As noted above, the proposed sign location is partially or fully visible for approximately 160m. This therefore gives a distance of around 115m for which the sign is visible prior to the point at which drivers need to react to a red signal. This allows drivers approaching the junction sufficient time to assimilate the presence of the sign and assess driving conditions without posing a risk to highway safety.

3.2.15 In addition, the primary and secondary signal heads present at the junction all have light hoods, matt black backing boards and are edged with reflective strips, making

them easily identifiable and distinguishable from objects around them, without the chance of them blending into their surroundings. The traffic signals will also be brighter than the proposed LED advertisement. The LED display would be a maximum of 300cd/m² at night, whilst traffic lights have a much more intense brightness typically closer to 5,000cd/m².

- 3.2.16 It is therefore considered that the proposed LED advertising sign at 399 Rochdale Road would not present a material distraction factor to drivers navigating the A58 Rochdale Road / B6221 Wash Lane junction, nor would it constitute a severe impact in the context of NPPF.

4.0 CASE STUDIES OF OTHER ADVERTISEMENT SIGNAGE

4.1 Introduction

4.1.1 This section provides an appraisal of other similar advertisement signage in the UK, including an examination of the highway safety record of the roads surrounding these other signs before and after their installation.

4.1.2 There are a total of 5 case studies are considered in this section. A more detailed accident analysis of the highway network surrounding each case study site is contained in **Appendix 3** for reference.

4.2 Case Study 1 – LED Sign at Station Street, Portsmouth

4.2.1 Advertisement consent was granted by Portsmouth City Council in 2014 (ref: 14/00450/ADV) for the installation of a 48-sheet LED sign on the side of 104 Commercial Road in Portsmouth. The consent was subsequently implemented during 2015. The sign faces onto the Station Street / Commercial Road junction, which is a busy mini-roundabout adjacent to Portsmouth and Southsea railway station, which accommodates a number of conflicting vehicular and pedestrian movements.

4.2.2 **Appendix 3** contains a summary of the accident record around this site between the 10-year period 01/01/2011 to 30/06/2020 inclusive. This time period therefore covers a five-year period both before and after the implementation of the LED screen in 2015.

4.2.3 The data shows that before the LED sign was installed the number of accidents per year at the Station Street / Commercial Road junction peaked at 5 in 2012. After this peak the record indicates there was a general decline in the number of accidents until 2015 when the sign was installed, although after the installation of the LED sign there was only a slight increase to 4 accidents per year in both 2015 and 2016. However, there were only 3 accidents recorded in the 4-year period from 2017 to 2020, and no accidents at all since 2019.

4.2.4 The accident record around the site in the 5-year period between 01/01/2011 and 30/06/2020 inclusive, does not therefore indicate that the installation of the LED sign resulted in any long-term increase in the risk of accidents occurring as a result of driver distraction.

4.3 Case Study 2 – LED Sign at St Phillips Causeway, Bristol

- 4.3.1 A 96-sheet LED sign on the eastern side of St Philips Causeway was installed initially as a non-LED backlit sign between 2010-2012 after being allowed at appeal. The Inspector did not find any highway safety concerns with the proposed backlit screens.
- 4.3.2 Advertisement consent was then granted by Bristol City Council in 2013 (ref: 13/03873/A) to convert the existing backlit screen into two LED screens. The consent was then implemented in November 2014.
- 4.3.3 **Appendix 3** contains a summary of the accident record around this site between the 9-year period 01/01/2012 to 30/06/2020 inclusive. This therefore includes a time period covering a sizable time both before and after the implementation of the LED screens in November 2014.
- 4.3.4 The data shows that the accident record was exemplary both before and after the LED signs were installed. There was 1 accident in early 2012 along St Phillips Causeway, however this accident occurred sometime before the LED backlit sign was converted into two LED screens.
- 4.3.5 The accident record around the site indicates that no accidents occurred between 2014 and 2016 after the LED signs were installed, and only two slight severity accidents have occurred in the most recent 5-year period between 01/01/2016 and to 30/06/2020 inclusive. This does not therefore indicate that any accidents occurred as a result of driver distraction caused by the conversion of the LED backlit sign into two LED screens.

4.4 Case Study 3 – LED Sign at Mancunian Way / Princess Road, Manchester

- 4.4.1 This sign was granted retrospective planning permission on 23rd March 2012 under planning reference number 097532/AOH/2011/C1. The sign is a large totem LED sign that rises up from the roundabout at ground level to face eastbound and westbound traffic along the raised grade-separated section of the A57(M) Mancunian Way.
- 4.4.2 The analysis of the accident frequency in each year at this location does not indicate that the number of accidents increased after the sign was installed. In fact, conversely, the record shows a marked decrease in the number of accidents following the installation of the sign.

4.4.3 Again, an examination of the actual accident causation factors and police descriptions of the accidents does not indicate that any accidents occurred as a result of any distraction from the sign.

4.4.4 After the original retrospective planning consent, a further planning application was approved in June 2016 to replace the single LED totem sign with a pair of LED totem signs, one on each side of the carriageway (planning reference number 112376/AOH/2016/C2). The additional sign was subsequently installed opposite the original sign in 2017. The accident record since 2017 does not indicate any increase in the number of accidents occurring along the A57(M).

4.5 Case Study 4 – LED Signs at Mancunian Way / Chester Road, Manchester

4.5.1 These two signs were granted planning permission on 13th December 2011 under planning reference number 097559/AO/2011/C1. The two signs are fixed to the circulatory carriageway bridge structures to face south-eastbound and north-westbound traffic along the grade-separated underpass section of the A57(M) Mancunian Way. It is estimated that that signage was installed between June 2011 and January 2012.

4.5.2 The analysis of accident frequency in each year at this location does not indicate that the number of accidents increased after the sign was installed. Accident numbers increased from three in 2011 to six in 2013, although previously in 2009 before the signs' installation there were sixteen accidents.

4.5.3 Again, an examination of the accident causation factors and police descriptions of the accidents does not indicate that any accidents occurred as a result of distraction by advertising display. A review of the accident record since 2013 indicates that the number of accidents occurring per year at this junction has remained consistently low, and during that time there have been no accidents on the A57(M) Mancunian Way in a direction of travel approaching either of the LED signs.

4.6 Case Study 5 – LED Sign, Princess Road, Manchester

4.6.1 This site is located in the Parkway Business Park adjacent to Princess Road, Manchester. Planning permission for an LED advertisement sign at this site was granted in June 2014 under planning reference number 105525/AOH/2014/S1, and the sign was subsequently installed in around late 2014 / early 2015.

4.6.2 Using the online Crashmap resource, it can be seen that only one slight severity accident occurred anywhere near to the site on Princess Road in 2014. No accidents occurred in 2015 after the sign was installed, but to be transparent, no accidents occurred in 2013 near to the site either. Since then, only one slight severity accident has occurred close to the sign in the most recent 5-year period.

4.7 Case Study Summary

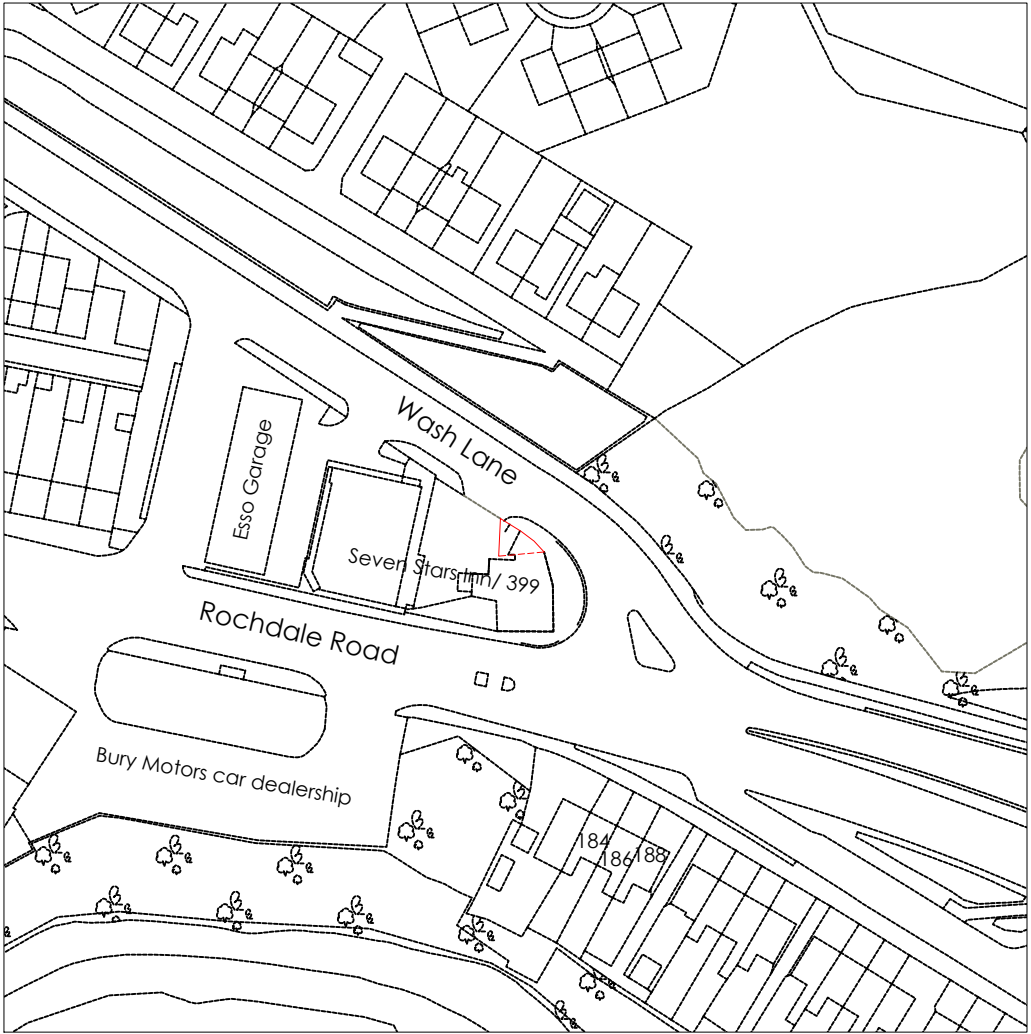
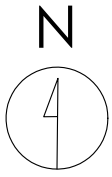
The above case studies do not therefore point towards any discernible impact on highway safety from LED advertisement signage at any of the other sites considered.

5.0 SUMMARY AND CONCLUSIONS

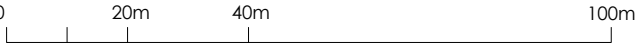
- 5.1.1 AXIS has been appointed by Wildstone Estates Ltd (the applicant) to provide highways and transportation advice in support of a planning application for the proposed erection of a single digital LED advertising signs. The proposed sign would be affixed to the side of 399 Rochdale Road, Bury.
- 5.1.2 This Technical Note has reviewed the proposed LED display in the context of the local highway network, including a review of the recent accident history within the vicinity of the proposed sign location, in order to demonstrate that the proposed display will not result in undue risk to highway or pedestrian safety as a result of significant driver distraction
- 5.1.3 A review of the local accident record has been undertaken using the most recently available five-year period (2016-2021), using data provided by TfGM. The record shows that only 3 accidents occurred within the study area during this period, of which only 1 involved a vehicle moving in a direction of travel where the proposed sign location was visible. This accident record is generally enviable and does not represent a cause for concern. As such, accidents occurring as a result of driver distraction from the proposals are considered unlikely.
- 5.1.4 The proposed digital LED advertisement signs will have the following features:
- 3.2m height x 6.3m width x 0.06m depth hoarding size, fixed at a height of 2.0m above the ground;
 - Screen size of 3m height x 6m width;
 - The signs will show a cycle of advertisements and each advert will be displayed every 10 seconds, with advertisements changing with a rapid fade, in order to avoid flashing whilst also limiting eye dwell time;
 - Only static advertisement images will be displayed (not animated images); and
 - The intensity of the illumination of the sign will be no greater than 300 candela/m² at night in accordance with the recommendations of the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05, 2015). The daytime levels will adjust according to the ambient light to prevent glare in low light conditions.
- 5.1.5 It is likely that the advertisement content shown on the proposed signs will be simple, clear and easy to disseminate by passing motorists.

- 5.1.6 As a general principle, it should also be noted that drivers are almost always continually assimilating sensory inputs from multiple sources whilst driving. It is not considered that the presence of the proposed LED advertisement sign at this location would represent a material departure from the types of features that drivers are used to seeing at the roadside all the time.
- 5.1.7 With regard to the proposed minimum message display duration, the advertisements would cycle almost instantaneously (0.1 seconds or less). As such the transition between images would be near seamless and be unlikely to cause any material distraction.
- 5.1.8 An assessment of the desirable minimum message duration has been undertaken using the formula included within the TfL best practice guidance document. Applying this formula in this case would indicate that the proposed minimum message display duration 10 seconds would be appropriate for the proposed sign with regard to reducing the risk of drivers observing more than one or two messages.
- 5.1.9 With regard to the interaction of the proposed LED display with the traffic signals at the A58 Rochdale Road / B6221 Wash Lane junction, the proposed sign is only visible to traffic on the Wash Lane south-eastbound approach to the junction. The sign is visible for over 100m prior to the point at which drivers need to react to the traffic signals, giving drivers sufficient time to assimilate the presence of the sign and assess driving conditions without posing a risk to highway safety. The sign is not in the direct eye line of the first 4 or 5 cars waiting at the signal stop line.
- 5.1.10 It is therefore considered that the proposed erection of a digital LED advertising display would not result in undue risk to highway or pedestrian safety as a result of significant driver distraction.
- 5.1.11 It is concluded that the proposed LED display would not present a material distraction factor to drivers navigating the A58 Rochdale Road / B6221 Wash Lane junction, nor would it constitute a severe impact in the context of NPPF.

APPENDIX 1 – SITE ELEVATIONS PLAN



Crown copyright and database rights (2021) OS (100063368)



Title
Site Location Plan

Address
The Seven Stars Hotel, 399 Rochdale Road, Bury, BL9 7DB

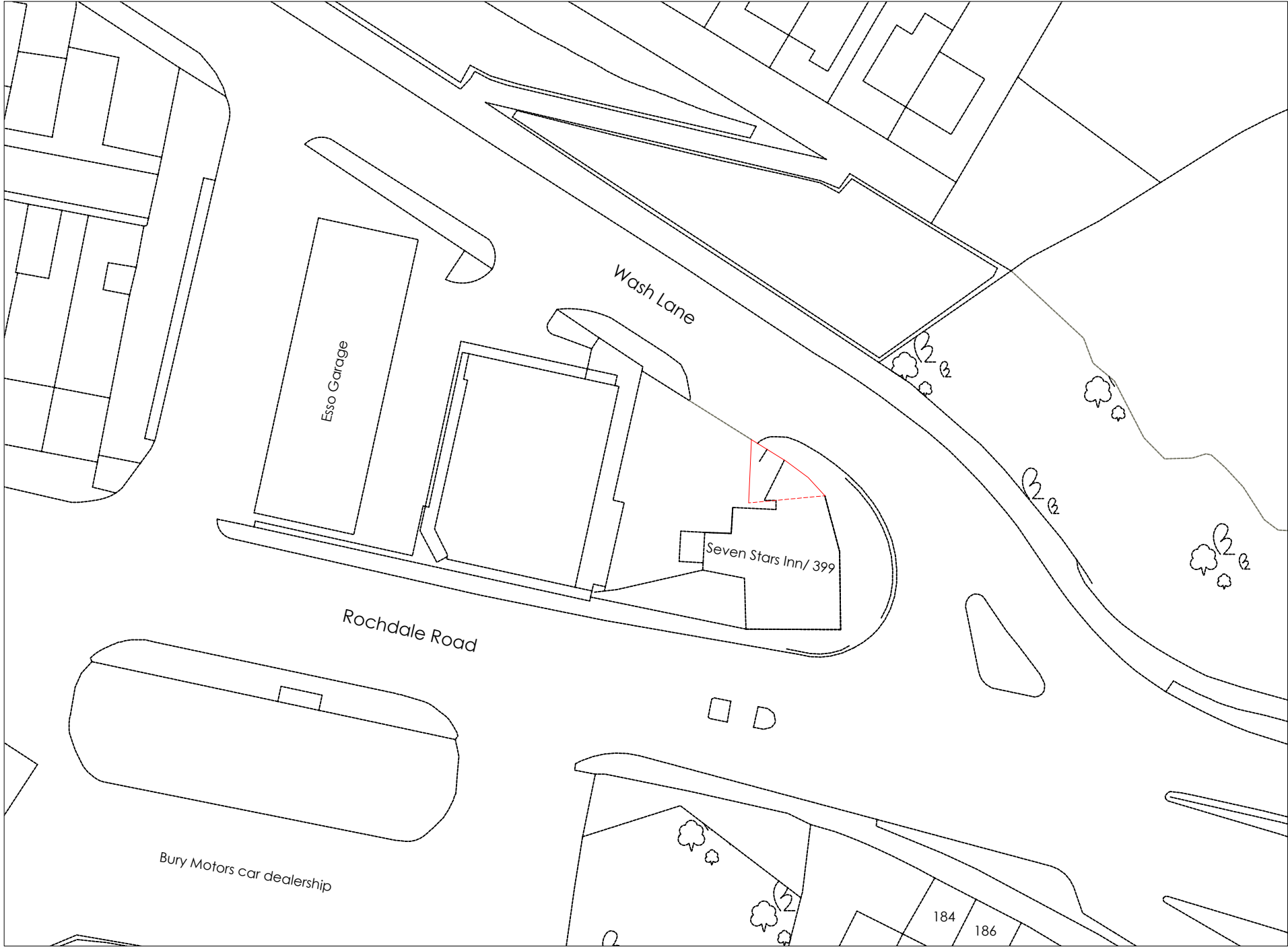
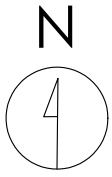
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Job No.	Issued
19826	15/12/21

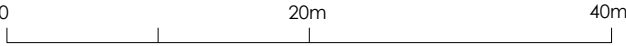
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Key
1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Existing Site Plan

Address
The Seven Stars Hotel, 399 Rochdale Road, Bury, BL9 7DB

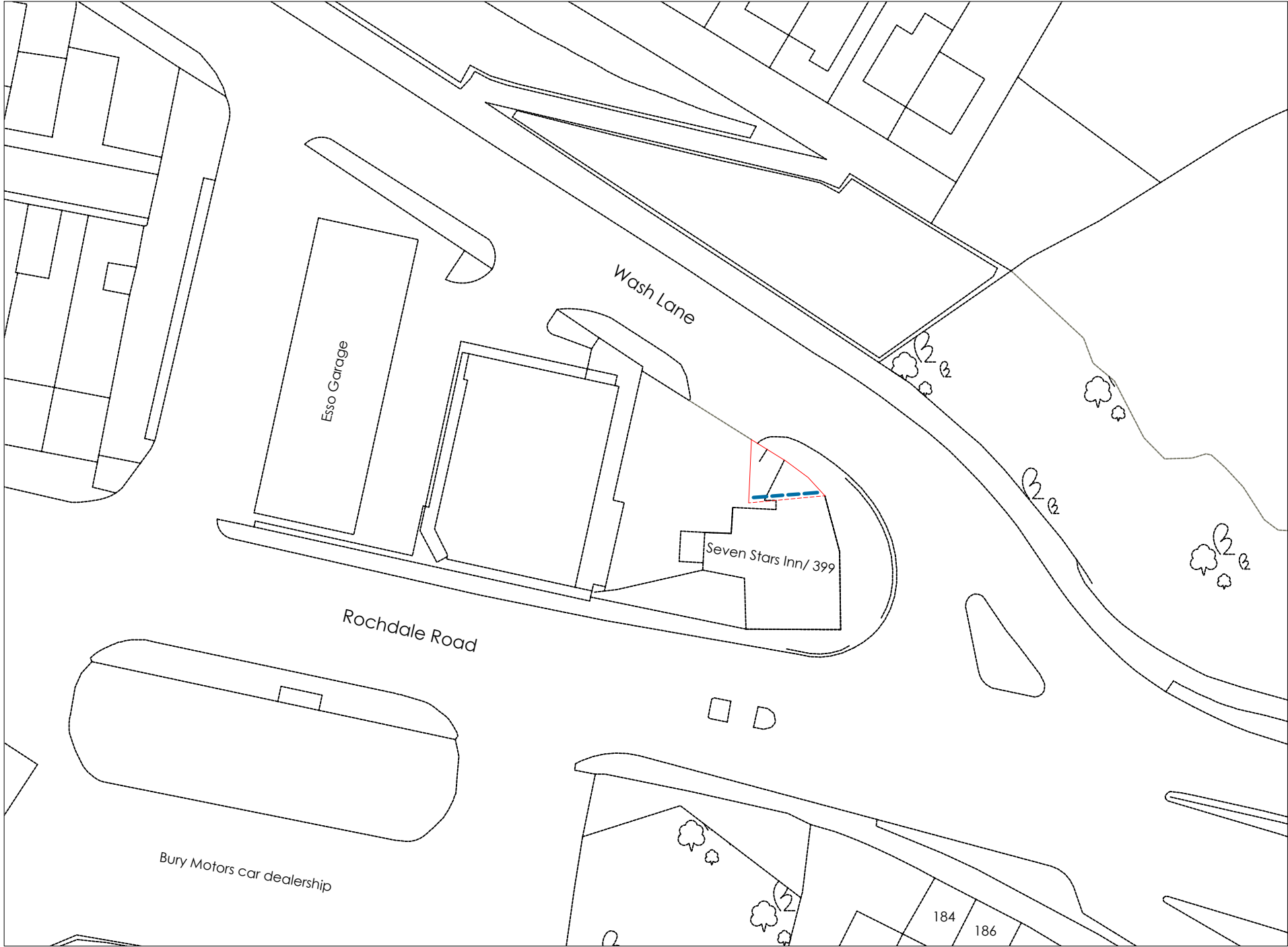
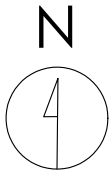
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Job No. 19826
Issued 15/12/21

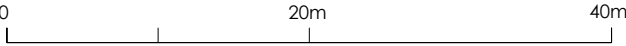
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Key
1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Proposed Site Plan

Address
The Seven Stars Hotel, 399 Rochdale Road, Bury, BL9 7DB

Client

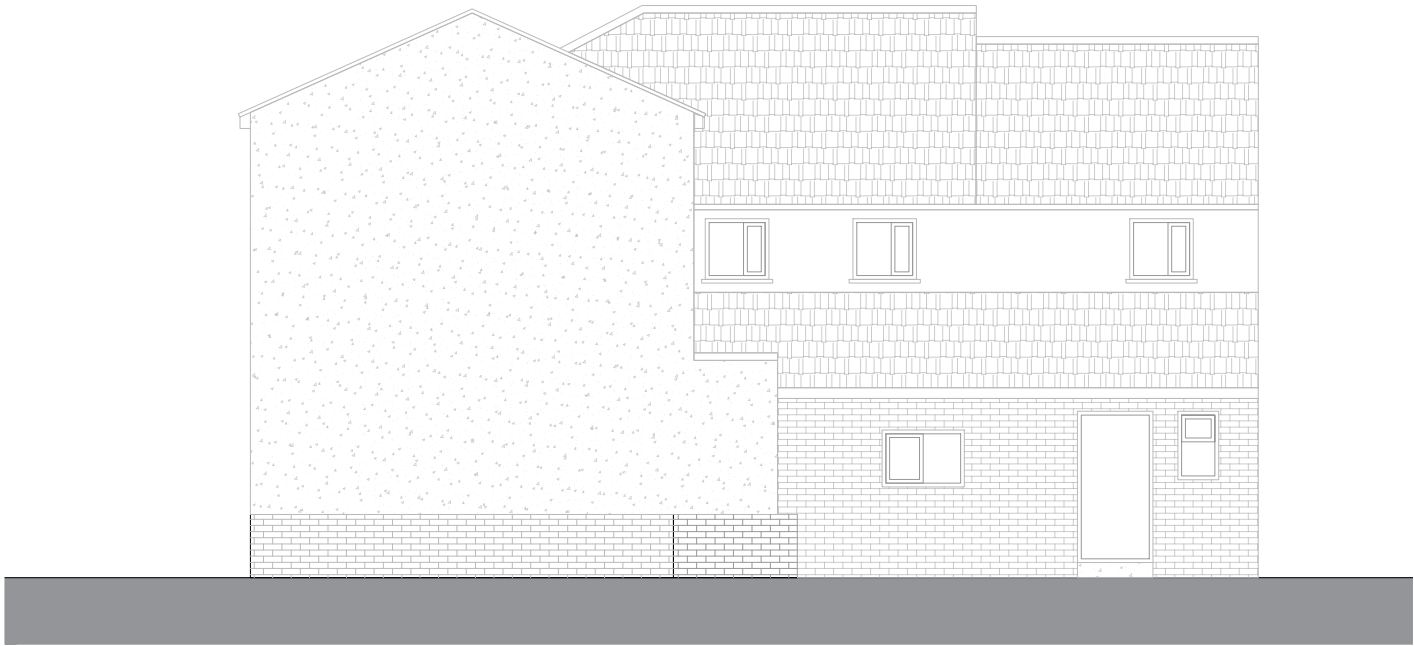
Job No. 19826
Issued 15/12/21

Scale
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Key

1.	Site Boundary
2.	Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

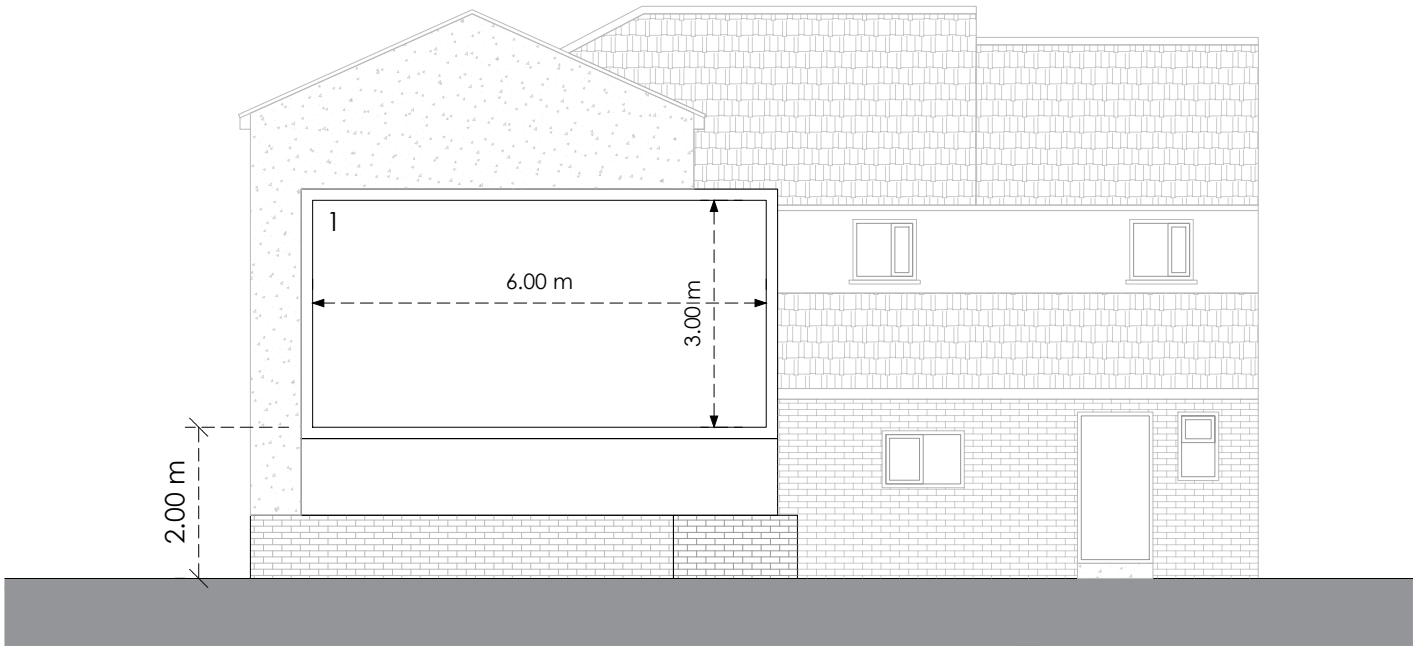


Front

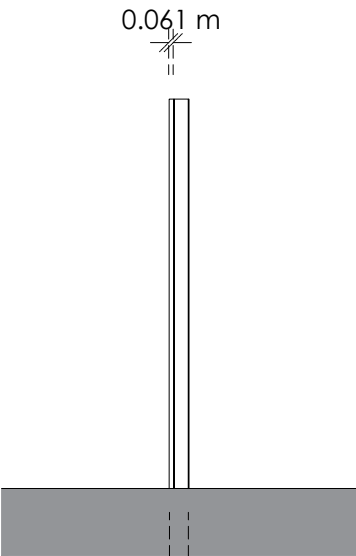


Side

Existing

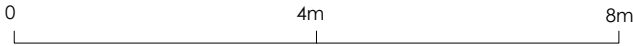


Front



Side

Proposed



Title
Existing and Proposed Elevations

Address
The Seven Stars Hotel, 399 Rochdale Road, Bury, BL9 7DB

Client

Job No. 19826
Issued 15/12/21

Scale
1:100 @ A3

Key
1. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

APPENDIX 2 – TfGM ACCIDENT DATA REPORT

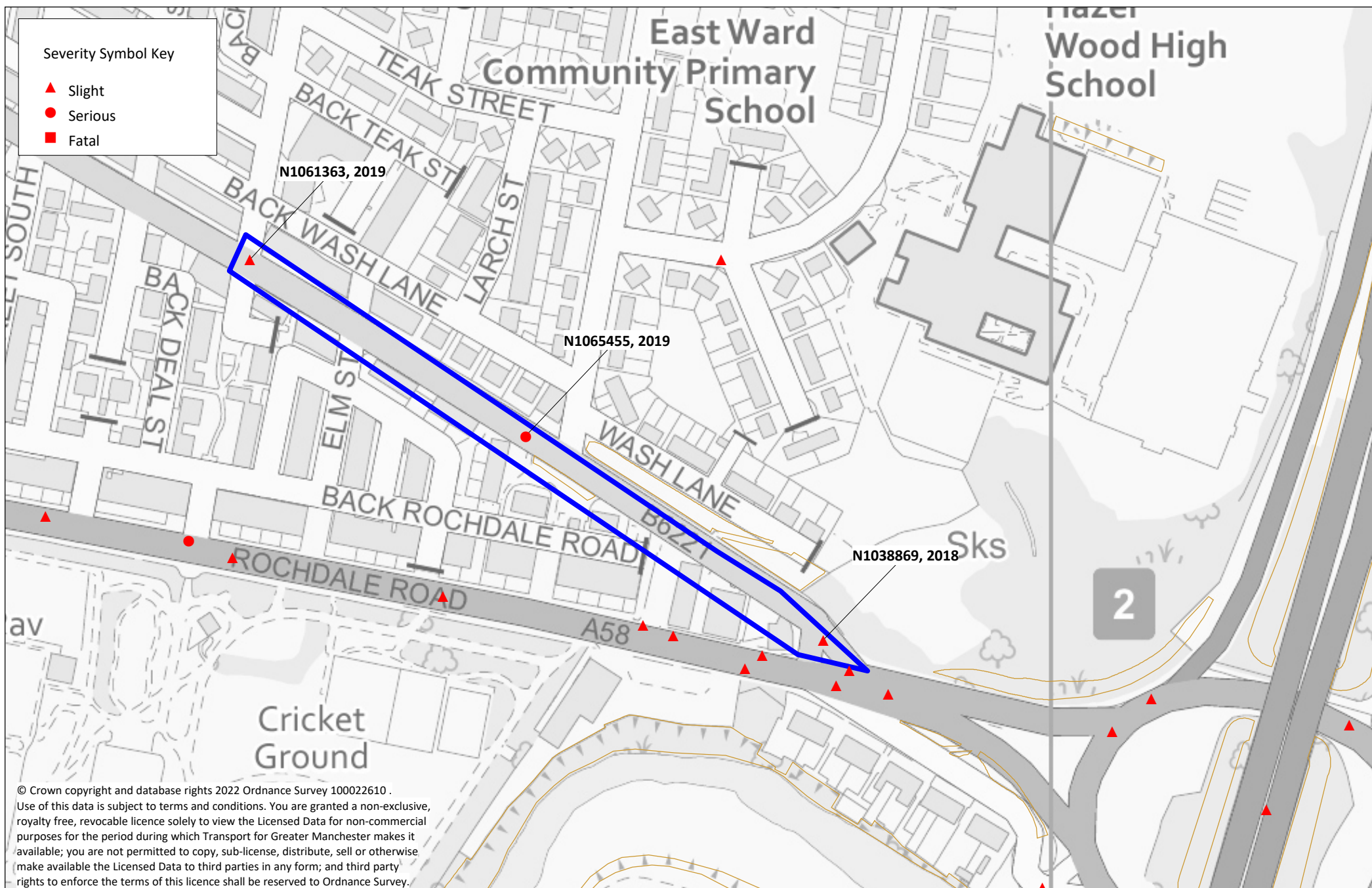
TRANSPORT FOR GREATER MANCHESTER



Traffic Accident Data for

Axisped

**Reported Injury Accidents in Specified Area of B6221 Wash Lane,
Bury, 01/06/2016 to 31/05/2021**



TRANSPORT FOR GREATER MANCHESTER



**Reported Injury Accidents in Specified Area of B6221 Wash Lane, Bury, 01/06/2016 to
31/05/2021**

Injury Accidents	Jun - Dec 2016	2017	2018	2019	2020	Jan - May 2021	Total
Fatal	0	0	0	0	0	0	0
Serious	0	0	0	1	0	0	1
Slight	0	0	1	1	0	0	2
Total	0	0	1	2	0	0	3

Standard Totals Report : Reported Injury Accidents in Specified Area of B6221 Wash Lane, Bury, 01/06/2016 to 31/05/2021

Accidents

Serious	1
Slight	2
Total Accidents	3

Casualties Broken Down By Type

Car (Driver)	0-15	16+	Total
Slight	0	2	2
Total	0	2	2
Other (Driver)	0-15	16+	Total
Serious	0	1	1
Total	0	1	1
Total	0	3	3

Casualties By Age and Sex

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

Casualties By Age and Class

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

Standard Report - Reported Injury Accidents in Specified Area of B6221 Wash Lane, Bury, 01/06/2016 to 31/05/2021

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

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

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Accident Reference Number: N1061363				Day: Saturday		Contributory Factors			Date: 21/09/2019				Time: 07:30					
Place Reported: Scene				District: Bury														
Location: Wash Lane at junction with Deal Street						Factor Conf Ref			Vehicle Details				Casualty Details					
Description: V2 Trav Se Wash La O/takes Staty Traff On O/s, V1 Trav S Deal St Turns Right Onto Wash La & Across Path Of V2, O/s Of V1 Collides With Front Of V2						DStat	VLike	V1	Type	Move	From	To	Skid	Type	Sex	Age	Sev	Pupil
						DFog	VLike	V1	Car	TurnR	N	W						
						DFog	VLike	V2	Car	O/Ts	NW	SE	1 Drv	M	44	Slight		
						DStat	VLike	V2										
Locational Details				Conditions		Accident Details												
Road:	B6221/U		Junction Details:	Xrds		Road Surface:	Wet		Severity:	Slight								
OSGR:	381632	410824	Junction Control:	GW		Light Conditions:	Light		No. of Vehicles:	2								
Speed Limit:	30		Ped Crossing:			Weather Conditions:	Fine		No. of Casualties:	1								

Accident Reference Number: N1065455				Day: Thursday		Contributory Factors			Date: 28/11/2019				Time: 07:10					
Place Reported: Scene				District: Bury														
Location: Wash Lane 15 metres NW Of Willow Street						Factor Conf Ref			Vehicle Details				Casualty Details					
Description: V1 Trav Nw Wash La, As V2 Trav Ne-bd Crosses Wash La, Disobeyed Pedestrian Crossing Facility. V1 Cannot Avoid Collision, Front Of V1 Collides With O/s Of V2						DFLoo	VLike	V2	Type	Move	From	To	Skid	Type	Sex	Age	Sev	Pupil
						DPedX	VLike	V2	Car	Ahead	SE	NW						
						DCare	VLike	V2	othr	Ahead	SW	NE	1 Drv	M	87	Serious		
Locational Details				Conditions		Accident Details												
Road:	B6221/U		Junction Details:	Tjun		Road Surface:	Wet		Severity:	Serious								
OSGR:	381759	410743	Junction Control:	GW		Light Conditions:	Dark		No. of Vehicles:	2								
Speed Limit:	30		Ped Crossing:	PeIX		Weather Conditions:	Rain		No. of Casualties:	1								

Accident Reference Number: N1038869

Day: Monday

**Contributory
Factors**

Date: 01/01/2018

Time: 23:20

Place Reported: Scene

District: Bury

Location: Wash Lane 13 metres NW of Rochdale Road

Description: V1 Trav Se On Wash La At Speed Fails To Brake At Jct, Collides With Central Barrier & Travels Into Opposite Carriageway.

Factor	Conf	Ref
DAlcoh	VLike	V1
DLoss	Poss	V1
DAggre	Poss	V1

Vehicle Details					Casualty Details				
Type	Move	From	To	Skid	Type	Sex	Age	Sev	Pupil
Car	Lbend	NW	SE	Skid	1 Drv	M	55	Slight	

Locational Details

Conditions

Accident Details

Road:	B6221/A58	Junction Details:	Tjun	Road Surface:	Wet	Severity:	Slight
OSGR:	381896 410649	Junction Control:	TS	Light Conditions:	Dark	No. of Vehicles:	1
Speed Limit:	30	Ped Crossing:		Weather Conditions:	Fine	No. of Casualties:	1

Abbreviations used in GMAXI Reports for New Contributory Factors - 2005/06

WARNING: Please note that -

Codes 101 to 999 only relate to accidents from 1 April 2005. - New National Factors introduced by DfT

Codes 1001 to 1154 relate to accidents from 1 April 1999 to 31 March 2005 only. - Local Factors introduced

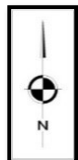
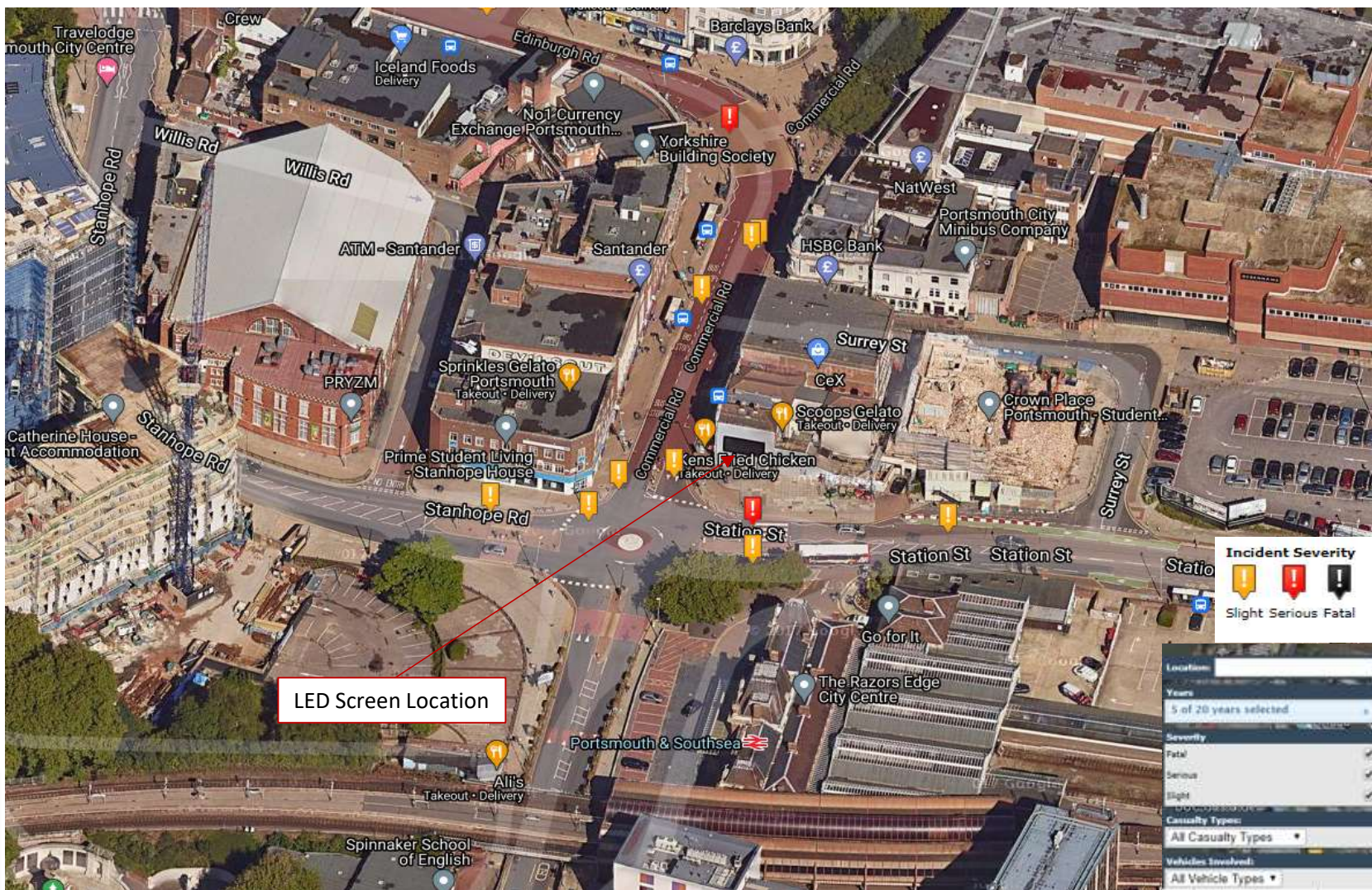
Accidents before 1 April 1999 do not have contributory factors attached.

Code	ContribFactor1Name	ContribFactor1Abb
0	None	
101	Poor or defective road surface	Surf
102	Deposit on road (eg oil, mud, chippings)	Dposit
103	Slippery road (due to weather)	Slip
104	Inadequate/masked signs or road markings	Mark
105	Defective traffic signals	DefATS
106	Traffic calming (eg speed cushions, road humps, chicanes)	TCalm
107	Temporary road layout (eg contraflow)	TmpRd
108	Road layout (eg bend, hill, narrow carriageway)	RdLay
109	Animal or object in carriageway	ObjInC
201	Tyres illegal, defective or under inflated	VTyres
202	Defective lights or indicators	VLight
203	Defective brakes	VBrake
204	Defective steering or suspension	VSteer
205	Defective or missing mirrors	VMirr
206	Overloaded or poorly loaded vehicle or trailer	VLoad
301	Disobeyed automatic traffic signal	DATS
302	Disobeyed Give Way or Stop sign or markings	DGWorS
303	Disobeyed double white line	DWhite
304	Disobeyed pedestrian crossing facility	DPedX
305	Illegal turn or direction of travel	DITurn
306	Exceeding speed limit	DSpeed
307	Travelling too fast for conditions	DFast
308	Following too close	DTgate
309	Vehicle travelling along pavement	DPave
310	Cyclist entering road from pavement	DCPave
401	Junction overshoot	DJnOvr
402	Junction restart	DJnRst
403	Poor turn or manoeuvre	DTurn
404	Failed to signal/misleading signal	DSign
405	Failed to look properly	DFLook
406	Failed to judge other person's path or speed	DJudge
407	Passing too close to cyclist, horse rider or pedestrian	DClose
408	Sudden braking	DBrake
409	Swerved	DSwerv
410	Loss of control	DLossC
501	Impaired by alcohol	DAlcoh
502	Impaired by drugs (illicit or medicinal)	DDrugs
503	Fatigue	DTired
504	Uncorrected, defective eyesight	DEye
505	Illness or disability, mental or physical	DIllns
506	Not displaying lights at night or in poor visibility	DNoLit
507	Cyclist wearing dark clothing at night	DCDark
508	Driver using mobile phone	DMobPh
509	Distraction in vehicle	DDisIn
510	Distraction outside vehicle	DDisOu
601	Aggressive driving	DAggre
602	Careless/reckless/in a hurry	DCare

603	Nervous/uncertain/panic	DPanic
604	Driving too slow or conditions or slow vehicle (eg tractor)	DSlow
605	Learner or inexperienced driver/rider	DLearn
606	Inexperience of driving on the left	DInDrL
607	Inexperience with type of vehicle	DInVeh
701	Stationary or parked vehicle(s)	DStat
702	Vegetation	DVeg
703	Road layout (eg bend, winding road, hill crest)	DRdLay
704	Buildings, road signs, street furniture	DBuild
705	Dazzling headlights	DHLigt
706	Dazzling sun	DSun
707	Rain, sleet, snow, or fog	DRain
708	Spray from other vehicles	DFog
709	Visor or windscreen dirty or scratched	DSpray
710	Vehicle blind spot	DWscrn
801	Crossed road masked by stationary or parked vehicle	PXMask
802	Failed to look properly	PFLook
803	Failed to judge vehicle's path or speed	PJudge
804	Wrong use of pedestrian crossing facility	PPedX
805	Dangerous action in carriageway (eg playing)	PDange
806	Impaired by alcohol	PAlcoh
807	Impaired by drugs (illicit or medicinal)	PDrugs
808	Careless/reckless/in a hurry	PCare
809	Pedestrian wearing dark clothing at night	PCloth
810	Disability or illness, mental or physical	Pllns
901	Stolen vehicle	StoVeh
902	Vehicle in course of crime	VCrime
903	Emergency vehicle on call	EmVeh
904	Vehicle door opened or closed negligently	VDoor
999	Other	Other
1001	Failed to stop (mandatory sign)	Fstop
1002	Failed to give way	Fgive
1003	Failed to avoid pedestrian (pedestrian not to blame)	FAPed
1004	Failed to avoid vehicle or object in carriageway	FAObj
1005	Failure to signal/misleading signal	Fsig
1006	Loss of control of vehicle	Loss
1007	Pedestrian entered carriageway without due care	Ped
1008	Passenger fell in or near PSV	Pfell
1009	Swerved to avoid object in carriageway	Swerv
1010	Sudden braking	Brake
1011	Poor turn/manoeuvre	Turn
1012	Poor overtaking	Over
1013	Drove wrong way (e.g. 1-way street)	1Way
1014	Opening door carelessly	Door
1015	Other	Other
1101	Impairment alcohol	Alcoh
1102	Impairment drugs	Drugs
1103	Impairment fatigue	Tired
1104	Impairment illness	Ill
1105	Distraction stress/emotional state of mind	Stress
1106	Distraction physical in/on vehicle	DPhIn
1107	Distraction physical outside vehicle	DPhOut
1108	Behaviour panic	Panic
1109	Behaviour careless/thoughtless/reckless	Care
1110	Behaviour nervous/uncertain	Nerve
1111	Behaviour in a hurry	Hurry

1112	Failure to judge other person's path or speed	Fjudg
1113	Disability	Disab
1114	Failed to look	F2look
1115	Looked but did not see	Nsee
1116	Inattention	Inatt
1117	Person hit wore dark or inconspicuous clothing	Cloth
1118	Other (Personal details)	Pother
1119	Crossed from behind parked vehicle etc	Cross
1120	Ignored lights at crossing	Xlight
1121	Excessive Speed	Speed
1122	Following too close	Tgate
1123	Inexperience of driving	InDri
1124	Inexperience of vehicle	InVeh
1125	Interaction or competition with other road users	Users
1126	Aggressive driving	Aggr
1127	Lack of judgement of own path	Judge
1128	Tyres wrong pressure	Press
1129	Tyres deflation before impact	Deflat
1130	Tyres worn/insufficient tread	Tread
1131	Defective lights or signals	Signal
1132	Defective brakes	Brakes
1133	Other (Vehicle defects)	Vother
1134	Site details poor road surface	Surf
1135	Site details poor/no street lighting	Lightg
1136	Site details inadequate signing	Sign
1137	Site details steep hill	Hill
1138	Site details narrow road	Narr
1139	Site details bend/winding road	Rbend
1140	Site details roadworks	Works
1141	Slippery road	Slip
1142	High winds	Winds
1143	Earlier accident	Earli
1144	Other (Local conditions)	Lother
1145	View windows obscured	Obs
1146	View glare from sun	Glare
1147	View glare from headlights	Head
1148	Surroundings bend/winding road	Bend
1149	Surroundings stationary parked vehicle	Stat
1150	Surroundings moving vehicle	Move
1151	Surroundings buildings, fences, vegetation etc	Fence
1152	Weather (e.g. mist or sleet)	Weath
1153	Failed to see pedestrian or vehicle in blindspot	Blind
1154	Animal out of control	Animal
9999	GMP Out of Range	OoR

APPENDIX 3 – LED ADVERTISEMENT CASE STUDIES



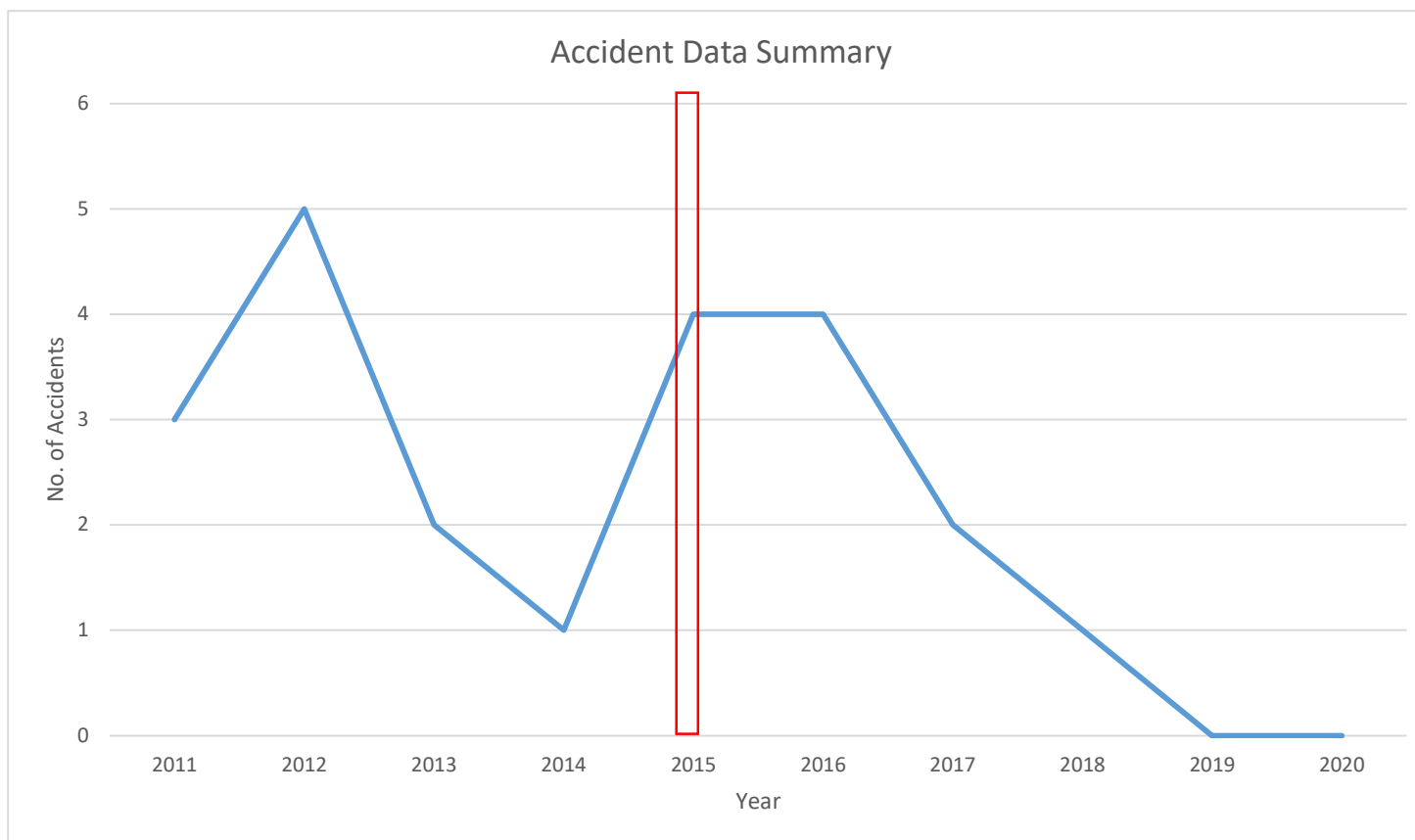
Accident Data from Crashmap - Location Plan

February 22

3180-01

LED Screen, Station Street, Portsmouth

Appendix 3



Key:

— Accident History

▭ Approximate time LED Sign was Installed



axis

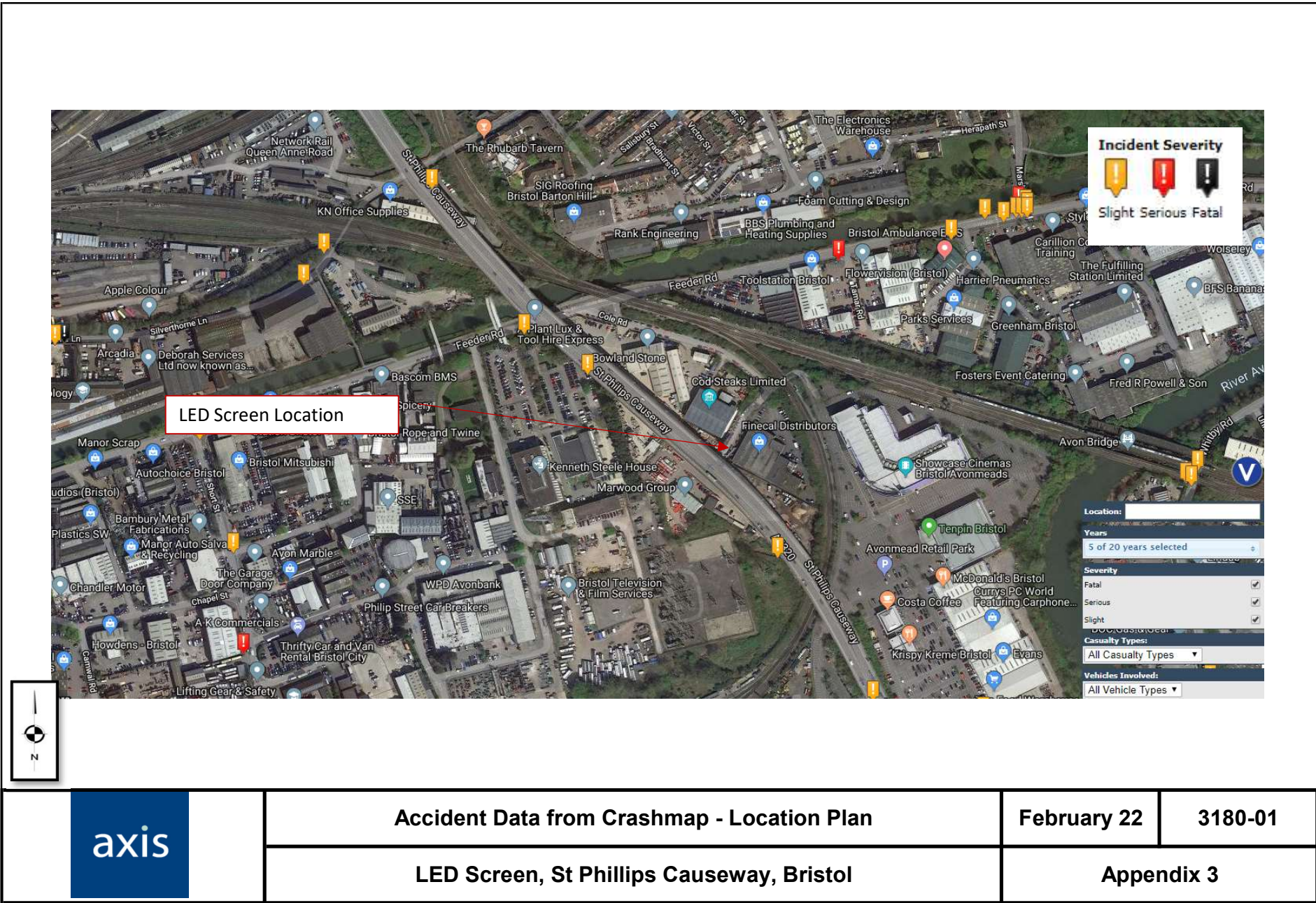
Accident Data from Crashmap - Analysis

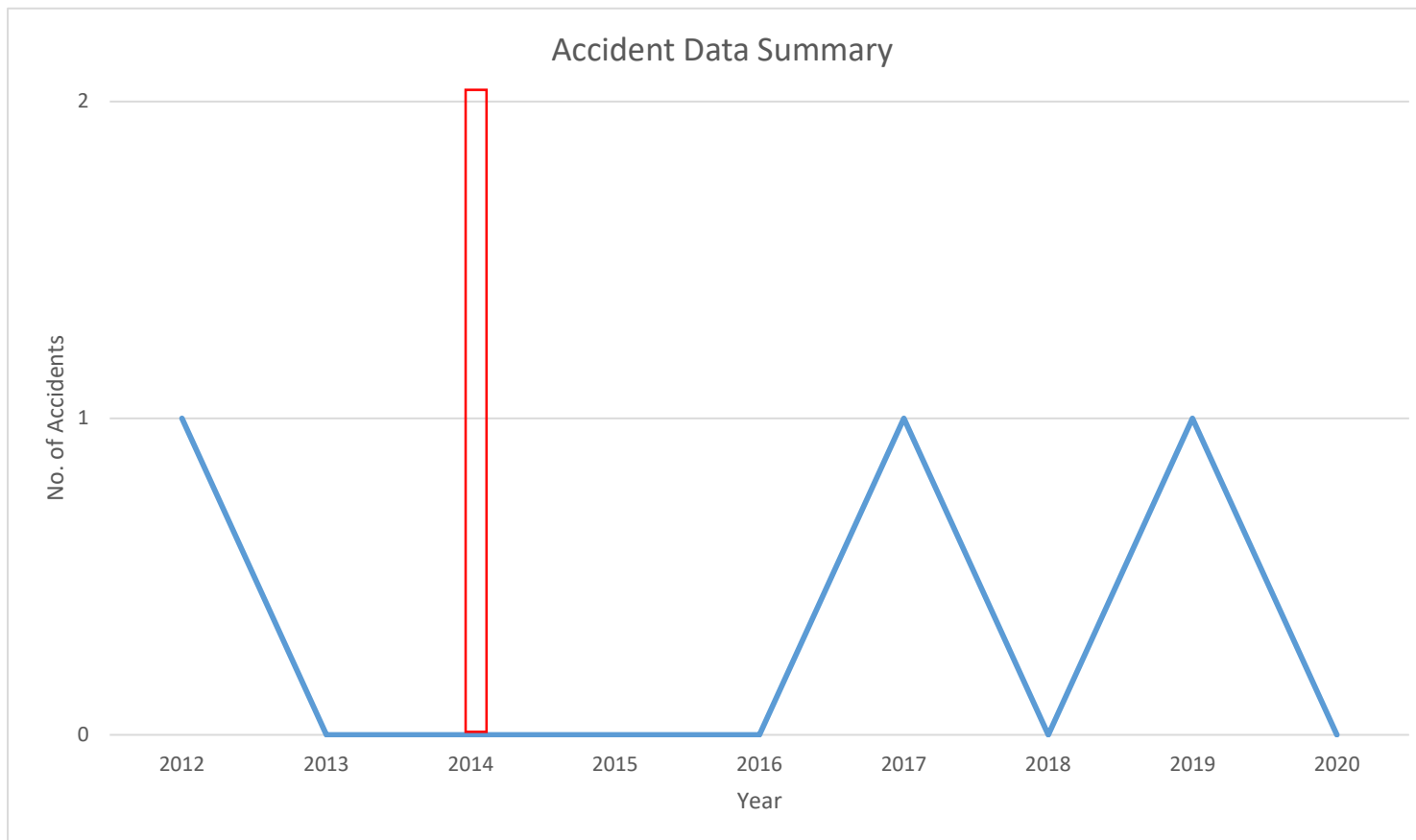
February 22

3180-01

LED Screen, St Phillips Causeway, Bristol

Appendix 3





Key:

— Accident History

□ Approximate time LED Sign was Installed



axis

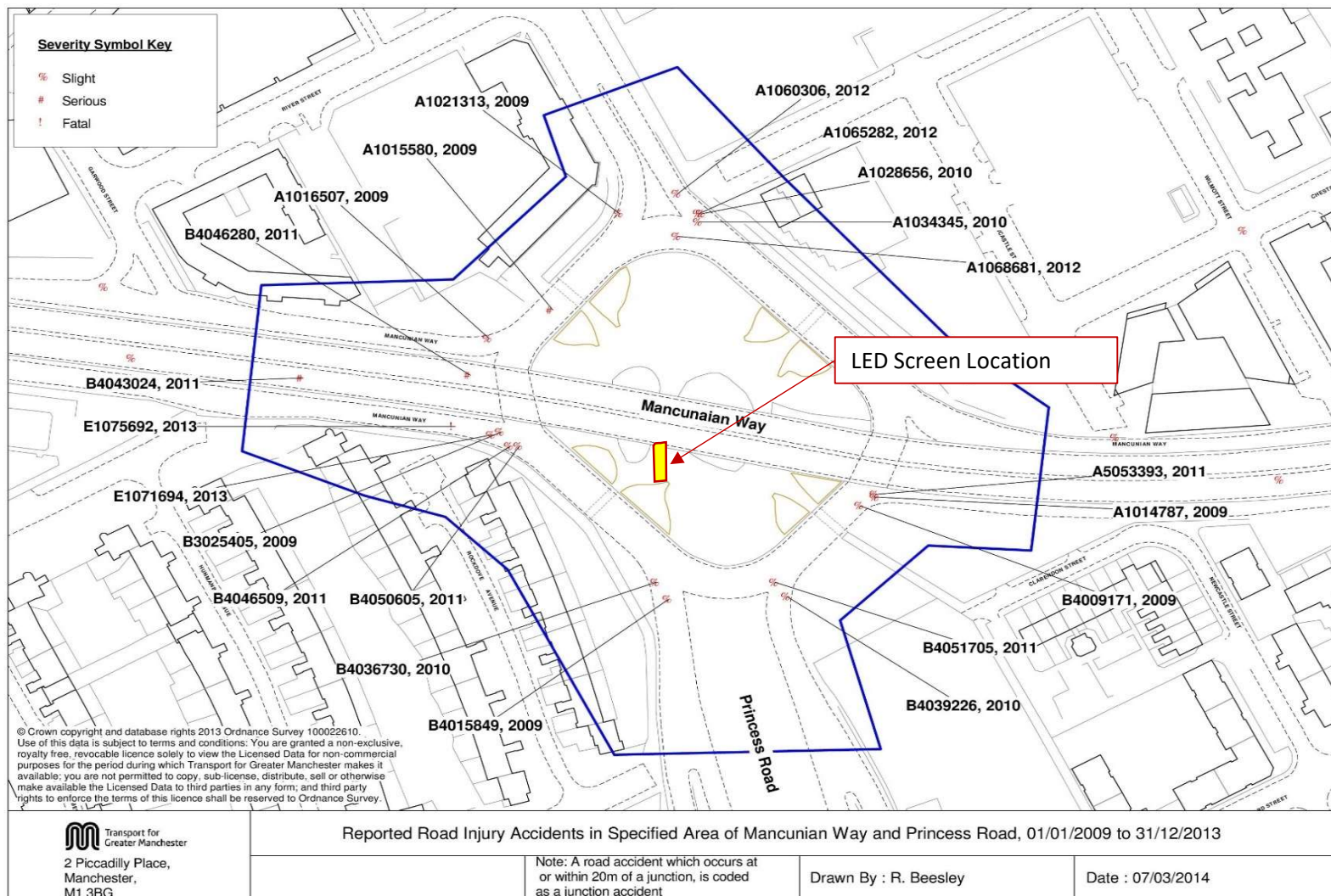
Accident Data from Crashmap - Analysis

February 22

3180-01

LED Screen, St Phillips Causeway, Bristol

Appendix 3



axis

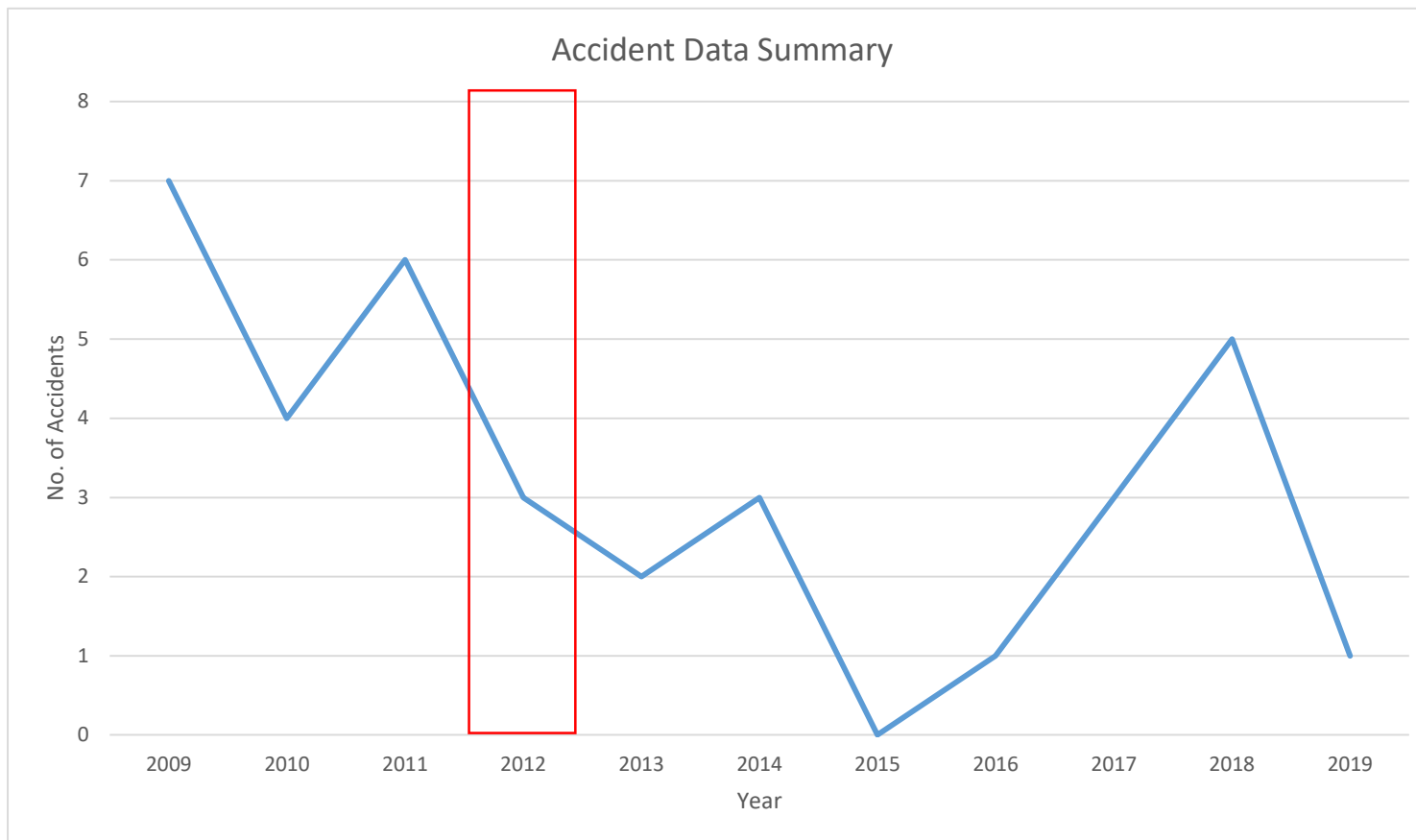
Accident Data from TfGM - Location Plan

February 22

3180-01

LED Screen, Mancunian Way / Princess Road Roundabout

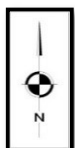
Appendix 3



Key:

— Accident History

□ Approximate Time LED Sign was Installed



axis

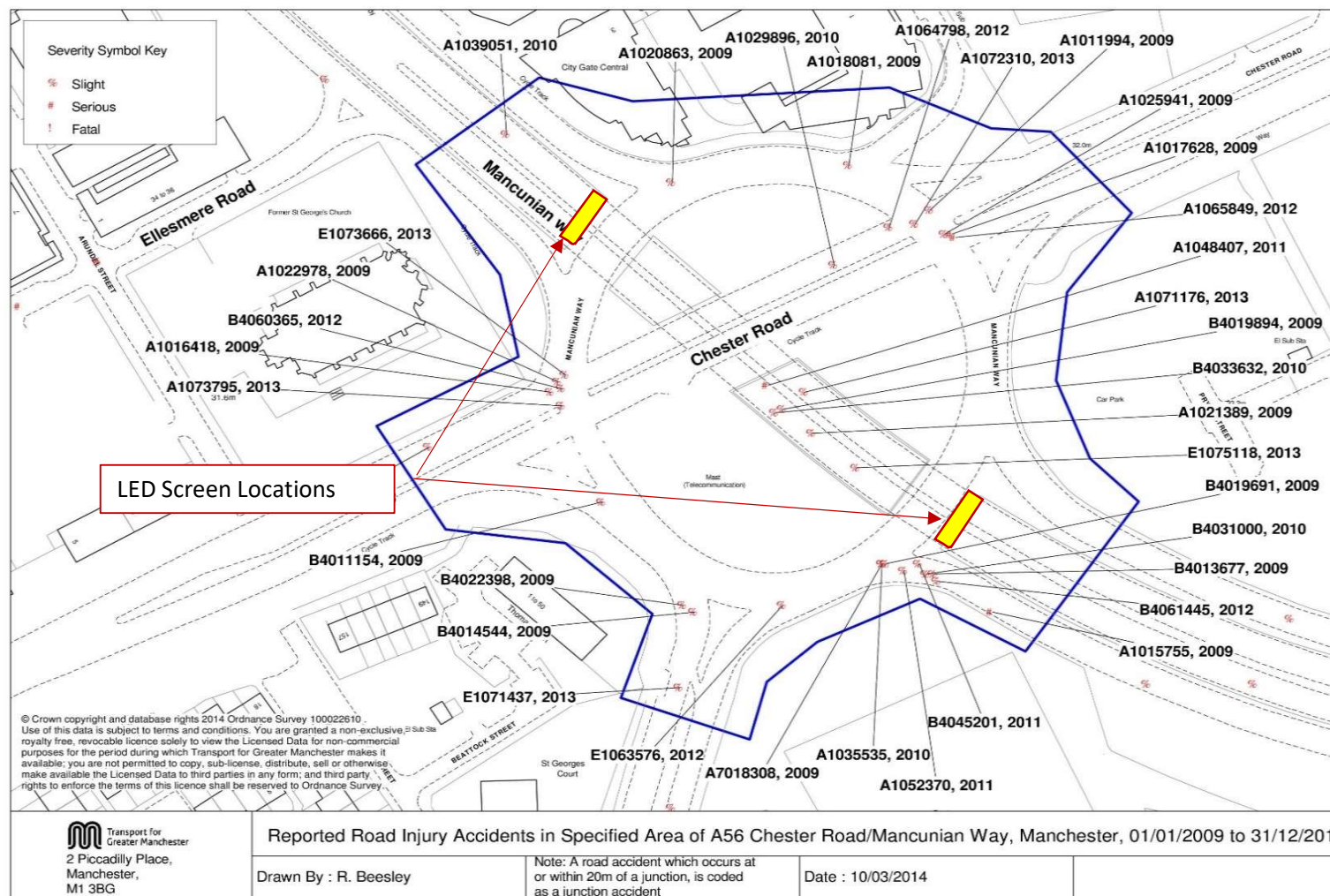
Accident Data from TfGM - Analysis

February 22

3180-01

LED Screen, Mancunian Way / Princess Road Roundabout

Appendix 3



axis

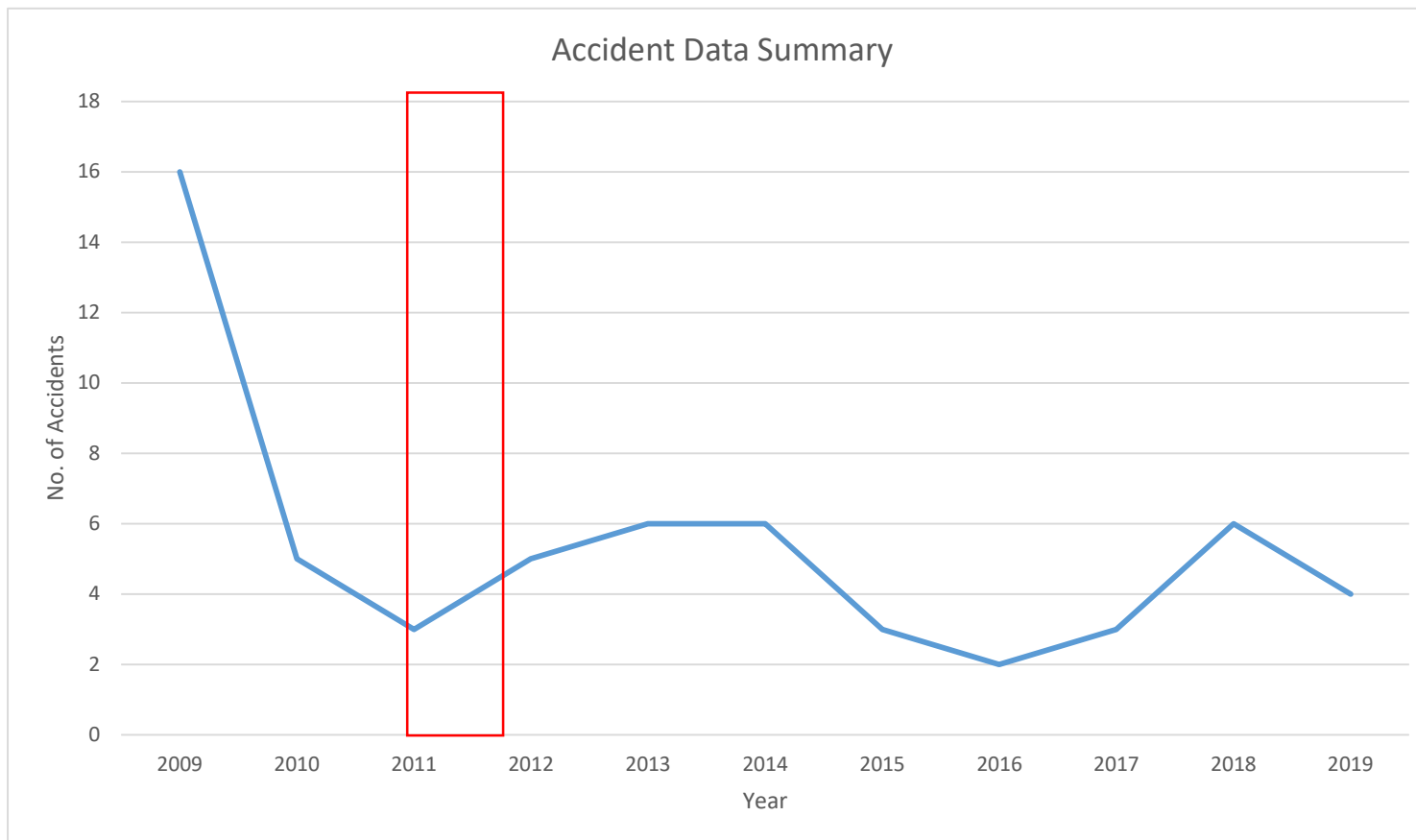
Accident Data from TfGM - Location Plan

February 22

3180-01

LED Screen, Mancunian Way / Chester Road Roundabout

Appendix 3



Key:

— Accident History

□ Approximate time LED Sign was Installed



axis

Accident Data from TfGM - Analysis

February 22

3180-01

LED Screen, Mancunian Way / Chester Road Roundabout

Appendix 3