



174 NEW ROAD, SKEWEN

ROADSIDE DIGITAL ADVERTISING BOARD

Stage 1 Road Safety Audit

November 2021

RDW-DC-21-3557-RSA1

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Original	R Westhead	D Crawford		24/11/21
Designer's Response				
Authority's Response				
Audit Response				

Client:	
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	Date: 24/11/21

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1.0 INTRODUCTION

- 1.1 This report results from a Stage 1 Road Safety Audit (RSA) carried out on the proposed installation of a static display LED advertising board on the gable end of a property at 174 New Road (A4230), Skewen, in Neath and Port Talbot,
- 1.2 The highway proposals include: *‘Proposed erection of electronic advertisement board on gable end of property fronting onto New Road. The proposed site is situated along the southern side of the carriageway of New Road, Skewen. The property which is proposed to host the electronic advertisement board is addressed as no. 174 and Carter Lee Financial Services occupies the ground floor. New Road hosts a number of retail outlets, convenience stores and takeaways. It forms the main high street through Skewen’.*
- 1.3 No detailed design of the size or the precise location of the advertising board has been supplied. It has been assumed that the proposed digital advertising board is to be located in the approximate position of the existing advertising board in situ. Due to this limited information it is therefore strongly recommended that a formal Stage 2 RSA is completed for this work.
- 1.4 New Road is a relatively busy road with residential and retail / commercial properties fronting the street. A speed limit of 30mph is in operation as is a system of street lighting.
- 1.5 The Stage 1 RSA was carried out at the request of Asbri Transport Ltd and the Overseeing organisation is Neath Port Talbot Council.
- 1.6 A Road Safety Audit Brief was supplied by Asbri Transport Ltd and was accepted by the RSA Team as sufficient for the completion of a Stage 1 RSA
- 1.7 The Audit was carried out on 12th November 2021 by consultants working on behalf of The Safety Forum Limited. The Audit Team, which is established from The Safety Forum Ltd and independent of the project design team, has had no involvement with the project.

The Auditors were:

Rob Westhead – Team Leader (MSoRSA, RSA Cert Comp)

David Crawford – Team Member (BSc IEng MICE MIHT Cert of Comp)

- 1.8 The report has been prepared in accordance with General Principles and Scheme Governance General Information, GG 119, Road Safety Audit (Formerly HD 19/15).

1.9 The Audit consisted of a desktop study and a site visit. The site visit was carried out on 12th November 2021, between 16:00 and 16:30 hours by all members of the Audit Team together. The weather was overcast and the road surface was damp. Traffic conditions were busy.

1.10 Issues relating to the health & safety of operatives constructing, operating or maintaining the highway are not covered by Road Safety Audit. Only issues relating to the design and construction of facilities for highway maintenance that may potentially contribute to a Road Safety Matter are considered by the Road Safety Audit process.

Road Safety Audit is not a technical check that the design conforms to Standards and/or best practice guidance. Design Organisations are responsible for ensuring that their designs have been subjected to the appropriate design reviews (including, where applicable, Walking, Cycling & Horse Riding Assessment & Review) prior to Road Safety Audit.

Road Safety Audit is not a check that the scheme has been constructed in accordance with the design.

Whilst reference is made to certain design standards, where safety may be compromised by a reduction in standard, this report is not intended to provide a design check. The Auditors have only reported on matters that might have an adverse effect on road safety in the context of the chosen design. No attempt has been made to comment on the justification of the scheme or the appropriateness of the design. Consequently, the Auditors accept no responsibility for the design or construction of the scheme.

1.11 The recommendations in this report are aimed at addressing the road safety problems; however, there may be other alternative acceptable ways to overcome a specific problem, when other practical issues are considered. The recommendations contained herein do not absolve the Designer of his/her responsibilities.

1.12 The Auditors would be pleased to discuss the acceptability of alternative solutions to problems identified during the Audit, and would encourage the Designer to consult them on this matter.

1.13 The Overseeing Organisation response to the RSA should be formally recorded and reported to the Designer and the RSA Team so that a record of the Audit process is contained in the *As Built* design pack to be provided and retained by the Overseeing Organisation on final completion.

1.14 All problems identified in this Road Safety Audit Report are indicated on a location plan in Appendix A

2.0 ITEMS CONSIDERED

- 2.1 The Road Safety Audit was undertaken on the scheme detailed in the following documentation.

Drawing No.	Rev	Title
-	-	Road Safety Audit Brief
Drawing 1		Site Location Plan
Drawing 2		Street View of Site
Drawing 3		Collision Plot

- 2.2 No departure from standards or other information was submitted to the Audit Team.
- 2.3 A collision plot was provided within the RSA Brief for the surrounding area. The Audit Team have been informed by the client that the search area covers 200m east & west of site along New Road. No Collisions have been reported in the 5 year period to December 2020.

3.0 MATTERS ARISING FROM THIS STAGE 1 AUDIT.

3.1 PROBLEM

LOCATION: New Road eastbound.

SUMMARY: Westbound vehicles passing in front of proposed advertising board may be difficult to see.

The digital advertising board is proposed to be located on a flat straight section of carriageway facing eastbound traffic. Whilst the Audit Team estimate that the advertising board will be above the line of sight towards opposing (westbound) vehicles, there is a concern that during dark or wet conditions eastbound drivers may have difficulty seeing opposing traffic due to a bright display just above the headlights of opposing traffic. This is a particular concern for eastbound traffic further away from the advertising board, as the closer traffic is to the location the board will be further above a driver's field of vision. Furthermore the exact mounting height and sign dimensions have not been provided.

Should a driver have difficulty in seeing / recognising an opposing vehicle there may be an increased risk of conflicts, such as vehicles turning right into accesses / vehicle crossovers / parking spaces conflicting with opposing traffic. There may also be a risk of vehicles exiting Winifred Road having difficulty seeing westbound traffic approaching on New Road and fail to give way.

RECOMMENDATION

Ensure that the mounting height of the advertising board is sufficiently separate from westbound vehicles for eastbound drivers approaching on New Road.

3.2 PROBLEM

LOCATION: General.

SUMMARY: Uncertainty of display setting used.

The Audit Team have not been supplied with information regarding the exact use of the advertising board. Should the board operate with moving images or at very bright levels this could cause driver distraction or interference with drivers' ability to perceive traffic signals, other traffic and pedestrian movements. This could increase risk of conflicts in general, and particularly at night.

RECOMMENDATION

Ensure that the operation of the digital advertising board is in accordance with Guidance for Digital Roadside Advertising and Proposed Best Practice (2013, TfL, Waterman Transport & Development Limited), or other relevant best practice.

4.0 AUDIT TEAM STATEMENT

4.1 We certify that this audit has been carried out in accordance with GG 119.

AUDIT TEAM LEADER

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Signed: 

Date: 24th November 2021

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APPENDIX A: LOCATION PLAN

