

[REDACTED]

From: McClelland, Greg
Sent: 29 November 2017 14:52
To: Miskelly, Francis
Subject: RE: CEDR Call 2016 Road safety: PROJECT ADVERTS: survey CEDR members

Francis,

Many thanks for your very helpful response which I will pass on to our CEDR colleagues in Europe along with my own road safety concerns regarding LED display signs

Greg

From: Miskelly, Francis
Sent: 29 November 2017 12:41
To: McClelland, Greg [REDACTED]
Subject: RE: CEDR Call 2016 Road safety: PROJECT ADVERTS: survey CEDR members

Greg,

As discussed, you are undoubtedly better informed than me on the distraction and safety issues associated with roadside advertising.

In relation to the specific questions about existing practices, I would offer the following:

Do you have legislation or recommendations with regard to using/permitting Road Side Advertisement in your jurisdiction?

- If yes, can you please send us the relevant documents and/or links, preferably in English, but if not available, in your own language. We are particularly interested in overview documents (scope and content of legislation/recommendations).

- The Department's main policy guidance on all types of roadside advertising is contained in RSPPG S035 - "Advertisements placed within road boundaries and overlooking Motorways"
<https://www.infrastructure-ni.gov.uk/sites/default/files/publications/drd/advertisements-placed-within-road-boundaries-and-overlooking-motorways-rsppg-s035.pdf>
- Relevant planning legislation and Planning Policy Statement 17 (PPS 17), and sections of the Roads (Northern Ireland) Order 1993 –e.g. Articles 21 and 87, provide powers to control roadside advertising.
- At this time, there is no specific guidance relating to digital advertising in Northern Ireland, but there are best practice guidelines in England (SPAN 10/16) and particularly in London through TfL. It seems that many other parts of the UK have also adopted the broad thrust of this available guidance.
- The Institution of Lighting Professionals have produced a Professional Lighting Guide (PLG 05), "The Brightness of Illuminated Advertisements".

- If there are current developments or plans related to legislation in this area, can you please (also) send us documentation (or write a few lines) on this?

- I am not aware of any plans to change legislation per se, but consideration is currently being given to allowing a time-bound trial of a number of large digital advertising screens alongside urban motorways and special roads. This will require development of policy, likely by way of a DEM in the first instance, to facilitate this trial.

- If not, can you please say in a few lines what the current practices for road side advertisement are?

- Current practice is, or should be, broadly in line with RSPPG S035 – (see link above). However, given the rapid development of digital advertising technology in recent years, there is undoubtedly growing

pressure on the Department and Council Planners to allow more widespread and different types of roadside advertising.

Hope this is of some help to you,

Regards,

Francis

From: McClelland, Greg
Sent: 16 November 2017 14:42
To: Miskelly, Francis [REDACTED]
Subject: FW: CEDR Call 2016 Road safety: PROJECT ADVERTS: survey CEDR members

Francis,

I received the below from CEDR which is gathering evidence on the distraction element impact of roadside advertising, especially the new digital signing. As you know, I am becoming increasingly concerned about the luminance and animation of the digital advertisements.

As some of this is a planning issue, would you be able to steer me towards anyone or any place where I could get information to feed back to this survey?

We'll have a chat after the weekend!

Regards

Greg

From: [REDACTED]
Sent: 16 November 2017 09:17

[REDACTED]

Subject: CEDR Call 2016 Road safety: PROJECT ADVERTS: survey CEDR members

Dear CEDR partner/colleague,

I would like to ask your input for the CEDR project ADVERTS – *Assessing Distraction of Vehicle drivers in Europe from Roadside Technology-based Signage* – which was granted in the scope of the CEDR Transnational Road Research Programme 2016, and is funded by Belgium-Flanders, Ireland, Netherlands, Slovenia, Sweden and United Kingdom. I am chairing this Project's Executive Board.

The aim of the CEDR Transnational Road Research Programme is to improve the knowledge and experience of National Road Administrations in the field of road safety in such a way that the NRA's are able to improve their Guidelines, Standards and Network Strategy. ADVERTS specifically aims at developing Europe-wide evidence-based recommendations for the *safe use* of Road Side Advertisement (to minimize distraction), with a special focus on digital advertisement. The research team includes SWOV (Netherlands), TRL (United Kingdom) and Vias institute (former BRSI, Belgium).

In order to optimally align the ADVERTS recommendations with existing practices, an inventory of current practices and existing guidelines in the different CEDR jurisdictions is needed.

You are our contact person for safety issues, so I kindly ask your input on the following questions:

Do you have legislation or recommendations with regard to using/permitting Road Side Advertisement in your jurisdiction?

- If yes, can you please send us the relevant documents and/or links, preferably in English, but if not available, in your own language. We are particularly interested in overview documents (scope and content of legislation/recommendations).

- If there are current developments or plans related to legislation in this area, can you please (also) send us documentation (or write a few lines) on this?

- If not, can you please say in a few lines what the current practices for road side advertisement are?

Please send back your responses to me, also with the other ADVERTS project members in cc.

If you think somebody else is better suited for these questions or can provide additional input, please forward this e-mail to this or these person(s), with me and the other ADVERTS project members in cc.

Preferably we get your answer within the next 2 weeks, **by 4th December**.

We hope to gather information from all the CEDR Members. Each contact person will be personally acknowledged in the final project report (unless anonymity is preferred) and will be invited for oncoming events.

If you have any question or remark, do not hesitate to contact us.

Looking forward to your answers.

Kind regards,

