Bowring Park Road, Liverpool - Proposed Advertising Site

HIGHWAY SAFETY REPORT

WILDSTONE

Bowring Park Road, Liverpool - Proposed Advertising Site

HIGHWAY SAFETY REPORT

JMP Consultants Ltd
City Tower
Piccadilly Plaza
Manchester
M1 4BT
T 0161 831 5600 F 0161 831 5601 E manchester@jmp.co.uk

www.jmp.co.uk
forwardthinking@jmp.co.uk
facebook.com/jmp.consultants
twitter.com/#!/_jmp
linkedin.com/company/jmp consulting

Report Record

Job No.	Report No.	Issue No.	Prepared	Verified	Approved	Status	Date
NW91692	1	1	PT	RO	PT	Draft	24/10/2016

Contents

Appendices

1 Introduction

OVERVIEW

1.1 JMP Consultants Ltd ('JMP') has been commissioned by Wildstone Media Consulting Ltd ('the Applicant') to provide a highways safety report relating to a proposal for a digital advertising sign at a site on the A5080 Bowring Park Road in Liverpool. The purpose of this report is therefore to assess the highway safety implications of erecting a digital display unit at the proposal site.

1.2 The digital advertising display is part of a larger scheme to develop a micro service station for electric vehicle drivers at the site, and a separate Transport Statement has been produced to support the planning application for this element of the development proposal.

SITE

1.3 The proposal site is located on the south side of the A5080 Bowring Park Road between its junction with Queens Drive to the west and the end of the M62 to the east (Junction 4). The proposals for the site are to develop a micro service station for electric vehicle drivers, which will incorporate a digital advertising display that will be directed towards the A5080 westbound carriageway.

1.4 The site is illustrated in **Figure 1.1**, and the accompanying photograph which is taken looking towards the proposal site from the A5080 westbound approach from the east.

Figure 1.1 Site Location Plan

Figure 1.2 Photograph Taken from the A5080 Westbound Approach to the East of the Site

1.5 The A5038 Bowring Park Road is at least three lanes in each direction past the site and the proposed sign is a single sided digital advertising sign, and will be visible to traffic on the A5038 approach from the east.

KEY CONSIDERATIONS

1.6 The following factors will be subject to detailed analysis to ensure that no conflicts will arise as a result of the proposals:

- Proximity to traffic signs;
- Existing accident rates at this location; and
- The highway layout with regard to the horizontal alignment and sight lines on the A5038 approach, and the priority junctions in the vicinity of the site.

1.7 This document has been prepared in due cognisance of the Transport for London (TfL) document '*Guidance for Digital Roadside Advertising and Proposed Best Practice*' (2013). Although the proposed site is outside of London, it is considered that the guidance document provides a good framework for assessing the suitability of sites for digital roadside advertising and it should be noted that it is fully endorsed by TfL.

REPORT STRUCTURE

1.8 This report is set out in five sections, including this introduction:

- **Chapter 2** sets out the proposal in more detail and reviews its relationship with the surrounding transport infrastructure;

- **Chapter 3** reviews the accident data relevant to the proposal;
- **Chapter 4** provides some details on comparable sites on main arterial routes between motorways and city centres; and
- **Chapter 5** sets out the summary and conclusion of the report.

2 Site Assessment

DEVELOPMENT PROPOSALS

2.1 This application brings forward a proposal to develop a new façade on the front of a proposed building that is part of a micro service station for electric vehicle drivers, which will be inset with a digital media display. The display would measure 14m x 3.5m, it will be positioned approximately 3.4m from the base of the ground and it will have a similar position to the existing Petrol Filling Station (PFS) canopy at the site in terms of its proximity and relationship to the adjacent highway network.

2.2 The digital advertising display is located on the east side of the service station building and will be directed towards traffic on the A5080 westbound carriageway. The advertising sign will be positioned alongside the nearside carriageway. It should be noted that the TfL guidance document acknowledges that digital advertisements are likely to be best located alongside the nearside carriageway to reflect where official road signs would normally be located, as this will locate advertisements in the driver's eye line and reduce the risk of drivers turning away from the road.

PROPOSED ADVERTISING CONTROLS

2.3 The proposed sign will display static images, with no moving images or animation. The display will change at a minimum of 10 second intervals, with an instantaneous changeover. This is in accordance with the TfL guidance and will limit eye dwell time on the adverts. In addition, the advertising displays will be controlled by conditions in accordance with the Institution of Lighting Professionals '*Brightness of Illuminated Advertisements'* (2015) guidance, with luminance limited to 300cd/m2 so as not to cause glare. Detailed plans showing the proposals for the digital display unit have been included as **Appendix A** to this report.

EXISTING ADVERTISING AT PROPOSAL SITE

2.4 There are already a number of existing forms of static advertising in operation at the proposal site associated with the car wash and valeting centre as shown in **Figure 2.1**, including the use of the PFS canopy, which face towards the A5080 westbound carriageway.

Figure 2.1 – Photograph of the Existing Advertising at the Proposal Site

2.5 As a result of the development proposal the existing signage at the site will be replaced by the digital advertising display, and therefore in the consideration of this proposal during the planning process it should be noted that there is already a precedent with regard to advertising being in view to traffic at this location. It should also be noted that the TfL guidance acknowledges that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.

SITE VISIT AND HIGHWAY CONDITIONS

2.6 A site visit was undertaken on the 12th October 2016. The visit involved detailed observations of the operation of the A5080 westbound carriageway in the vicinity of the site in both directions in the morning peak (0800-0900). At the site location the A5080 comprises of at least three lanes in each direction past the site and is subject to a 40mph speed limit. This was observed to be a busy section of road during the morning peak period, with slow moving traffic on the westbound carriageway past the site associated with the operation of the grade separated signal controlled junction with the A5058 to the west.

2.7 The following images have been taken from Google Live Traffic Data for a typical Monday morning peak and Friday evening peak to illustrate traffic flow conditions in the vicinity of the proposal site. These images indicate congestion and queuing on the A5080 westbound carriageway on Monday morning, with free flowing traffic on the same section of road on Friday evening.

Figure 2.2 – Monday AM Peak Typical Traffic Conditions

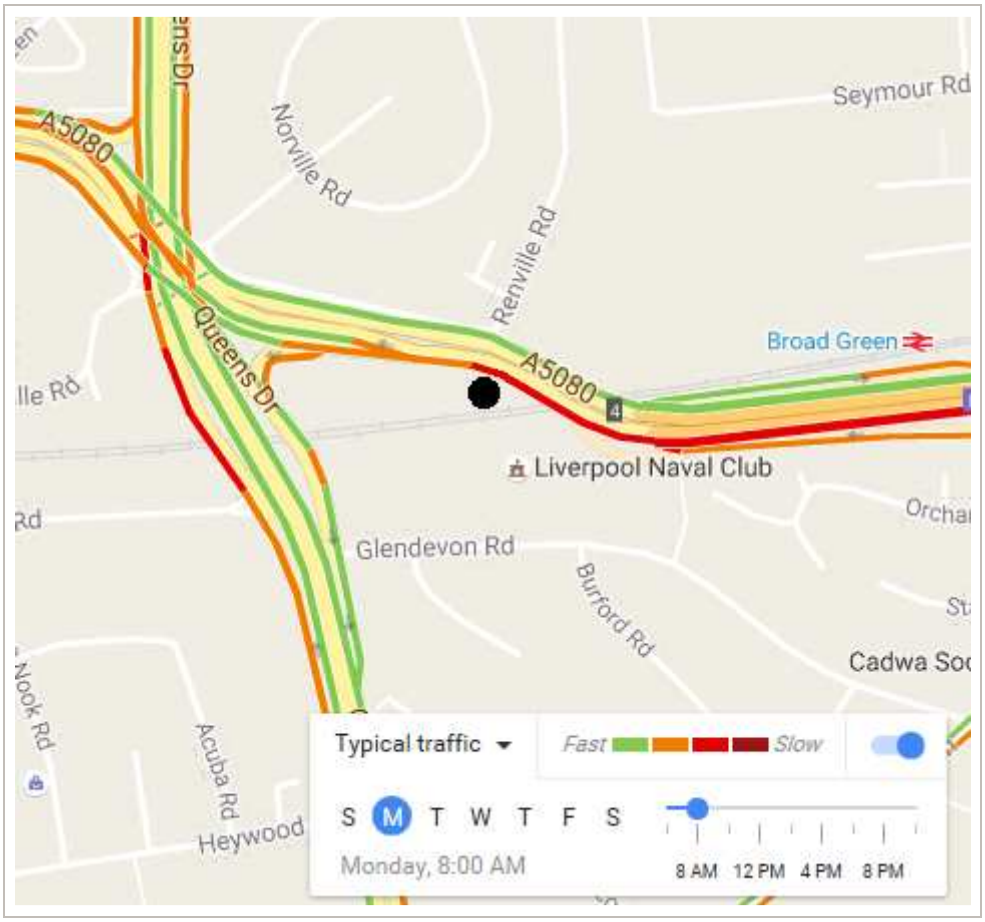
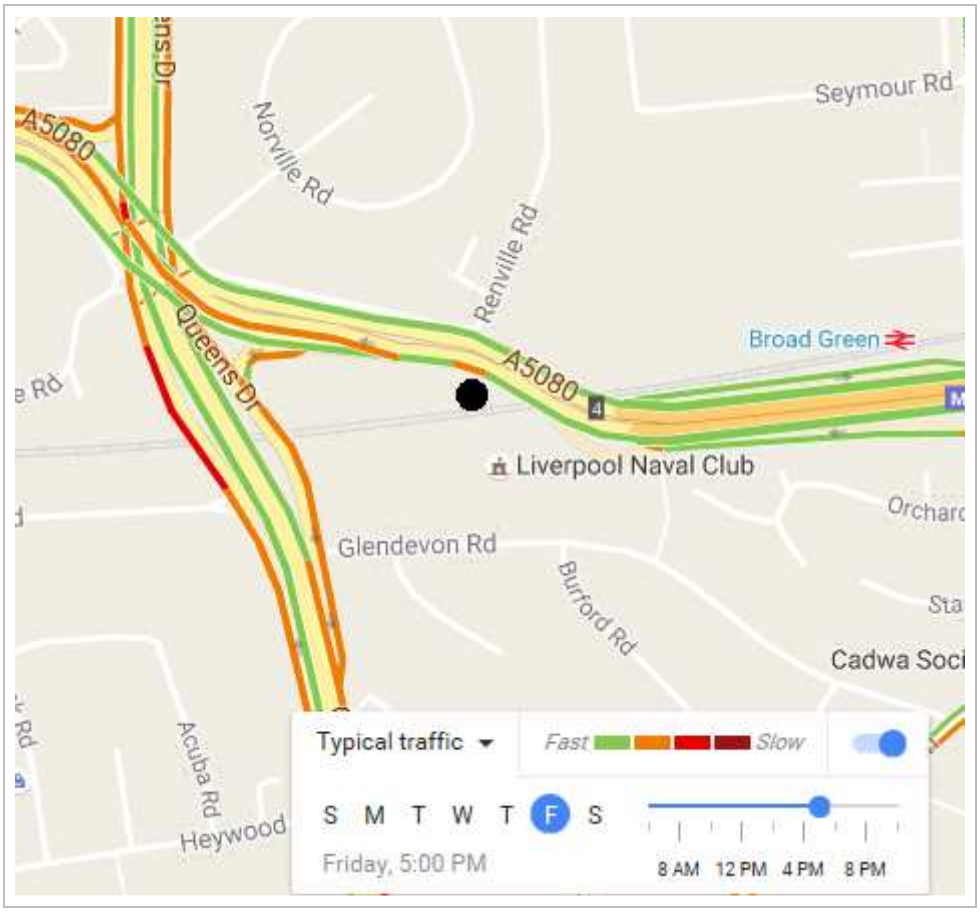


Figure 2.3 – Friday PM Peak Typical Traffic Conditions



Source – Google Street View

2.8 The potential effects of the advertising proposals in relation to driver distraction have been considered in more detail on the A5080 approach to the proposal site, including the site observations on driver behaviour and photographs captured during the site visit.

A5080 WESTBOUND APPROACH

2.9 On the approach to the site from the east the A5080 westbound carriageway is three lanes. In advance of the left in access junction there is an on-slip road associated with the residential areas to the south and east, and at this point the speed limit changes to 40mph.

2.10 As can be seen in the photograph overleaf, there is a traffic sign gantry positioned over the eastbound carriageway approximately 180m upstream from the proposal site, and past this point is where the advertisement would appear in the driver's eye line and come into prominence on the nearside of the carriageway.

2.11 On the basis of the above site assessment, the sign will be visible to drivers on the A5080 Bowring Park Road from a distance of approximately 180m on the westbound approach (10 seconds at 40mph). As set out in '*Design Manual for Roads and Bridges TD 9/93 Highway Link Design*', the forward visibility requirement for the A5080 in this location is a Stopping Sight Distance (SSD) of 120m based on a 70kph (43.5mph) design speed. The proposed advertising display would be visible from a considerable distance away, which would give sufficient time for the proposal's contents to be assimilated without surprise.

Figure 2.4 A5080 Westbound Carriageway Approach and Road Layout

2.12 As shown in the above photograph, there is an on-slip road associated with the residential areas to the south and east of the proposal site. It is considered that those drivers accessing the A5080 via this link are likely to undertake this route regularly i.e. every time they go to work. These users will be familiar with the layout and operation of this section of the highway network, thus minimising the potential for the proposed digital advertising display to have a negative impact on driver distraction.

2.13 The horizontal alignment of the A5080 forms a bend in the road to the north before the site, which means that the proposed digital advertising display will be seen in a nearside location by drivers on the approach. There is a gantry located immediately upstream from the proposal site, which comprises of directional traffic signage for the three lanes. There is also on-carriageway lane markings further downstream adjacent to the proposal site providing the same directional information to give drivers advanced warning with regard to lane destination information on the approach to the A5080 / A5058 grade separated signal control junction to the west.

2.14 The proposed location of the digital advertising display means that it would be seen to the left of the overhead traffic signs above the A5080 westbound carriageway, and so would not inhibit the sightline between approaching drivers and the gantry signage. There is an opportunity for both sets of information to be safely processed by the driver on the approach to the proposal site, and therefore it is not considered that there is a significant risk that drivers would be distracted by the digital advertising to the detriment of road safety. This view / arrangement is illustrated in **Figure 2.5**, and it should be noted that the advertising display will be raised above the wall associated with the road bridge upstream of the proposal site so that it is visible on the approach and not hidden from the view of drivers until they are passing the site.

Figure 2.5 – Illustration of the Position of the Digital Advertising Display in Relation to the Gantry on the A5080 Westbound Approach

2.15 There is a small left turn taper associated with the existing left in priority junction that is proposed to be retained as part of the electric vehicle service station development. This left in access junction is in advance of the proposed sign location, and vehicles accessing the service station will be in the nearside lane and the 'Give Way' arrangement means vehicles will be executing a simple manoeuvre to exit the mainline traffic. This is considered a low conflict scenario in terms of the driver distraction effect of the proposed advertising screen.

2.16 As the A5080 passes the site the westbound carriageway layout changes from three lanes to four, and once past the site the A5080 splits into six lanes on the approach to the grade separated signal controlled junction with the A5058 approximately 120m to the west. Given this arrangement and the location of the traffic sign gantry and associated on-carriageway lane markings immediately upstream from and adjacent to the proposal site respectively, it is considered that lane changing on the A5080 will mainly take place past the advertising sign. In addition, in the event of any changing lane manoeuvres occurring in periods of congestion then they are likely to be taking place when the proposed advertising display is no longer in full view or at slow speeds as traffic moves towards the A5080 / A5058 junction. This is also considered a low conflict scenario in terms of the driver distraction effect of the proposed advertising screen.

SUMMARY

2.17 The site assessment in this chapter has reviewed the proposal site in the context of the key factors that are relevant in terms of the consideration of the acceptability of the site for roadside digital advertising.

2.18 In summary, it is considered that the proposed digital advertising display:

- Does not conflict with traffic signs;

- Has a good sightline on the A5080 westbound approach in terms of forward visibility when reviewed against DMRB standards;
- Is in an acceptable location in terms of the left-in priority junction at the site, and the layout and operation of the A5080 westbound carriageway in the vicinity; and
- Will not create an unacceptable impact in terms of driver distraction for traffic passing the site in terms of risk to road safety.

3 Review of Accident Data

INTRODUCTION

3.1 In order to examine whether the proposed sign is likely to cause a safety concern, accident data has been obtained from Crashmap for the five year period up to the end of 2015 in the vicinity of the site on the A5080 Bowring Park Road westbound carriageway.

3.2 A plan of accident locations is shown below in **Figure 3.1** while the full accident reports have been included as **Appendix B** to this document.

Figure 3.1 Accident Location Plan (2011 – 2015)

ANALYSIS

3.3 The accident data shows that a total of three accidents have occurred in the five year period that has been reviewed on the A5080 westbound carriageway in the vicinity of the proposal site, with all accidents being classed as slight in severity.

3.4 Accident reference 201205EE02811 took place in advance of the left in junction that serves the site and involved a car and a good vehicles (over 3.5 tonnes but less than 7.5 tonnes) colliding in the main carriageway. Accident reference 201105EE02828 occurred adjacent to the site but was a result of driver

error as a car collided with a bollard / refuge at the side of the carriageway. Accident reference 2014051400243 involved four cars and took place immediately downstream of the left out junction for the site and was a rear end shunt, which is likely to be linked to queuing traffic associated with the signal junction to the west.

SUMMARY

3.5 Whilst any accident is regrettable, it is considered that an accident rate of three per five year period, i.e. 0.6 per year, demonstrates that there are no existing highway safety issues on the road network surrounding the site, which comprises a busy arterial route between the M62 and the A5080 / A5058 signal junction.

3.6 As can be seen from the above analysis, all three accidents were slight in nature and one of them actually took place downstream of the proposed digital advertising display and was likely linked to queuing traffic associated with the A5080 / A5058 signal junction. Considering the accident statistics above, it can be concluded that overall the recent accident record does not present grounds for concern in the context of the development proposal.

3.7 It is therefore considered that the proposal site for the advertising sign and its east facing digital display is in a good location in terms of the recent accident record in the vicinity and it is not likely to cause a road safety problem.

4 Comparable Advertising Sites

INTRODUCTION

4.1 This chapter provides examples of other sites where digital advertising displays have been introduced on main arterial routes that connect motorways to city centres. Where possible, accident records in the vicinity of the sites for the years preceding and following the introduction of the digital advertising displays has been compared to assess whether they have had any noticeable impact on public safety.

BOWRING PARK ROAD TWIN ADVERTISING TOWERS, LIVERPOOL

4.2 This site comprises of two dual facing LED advertisement screens (7.5m x 5m) within two circa 20m high freestanding towers, which have been operational since January 2016. The twin advertising towers were granted planning approval on the 9th June 2015 (planning application reference 15A/0521), and are located approximately 500m to the east of the proposal site on the M62 and are visible to both east and westbound traffic. It is considered that the locational characteristics are very similar to the proposal site associated with this report, and it should be noted that the twin advertising towers are significantly larger and much more prominent than the digital advertising display proposed as part of the electric vehicle service station.

4.3 This example is documented below with a photographic record and site location plan.

Figure 4.1 Existing Twin Advertising Towers Adjacent to the M62 in Liverpool

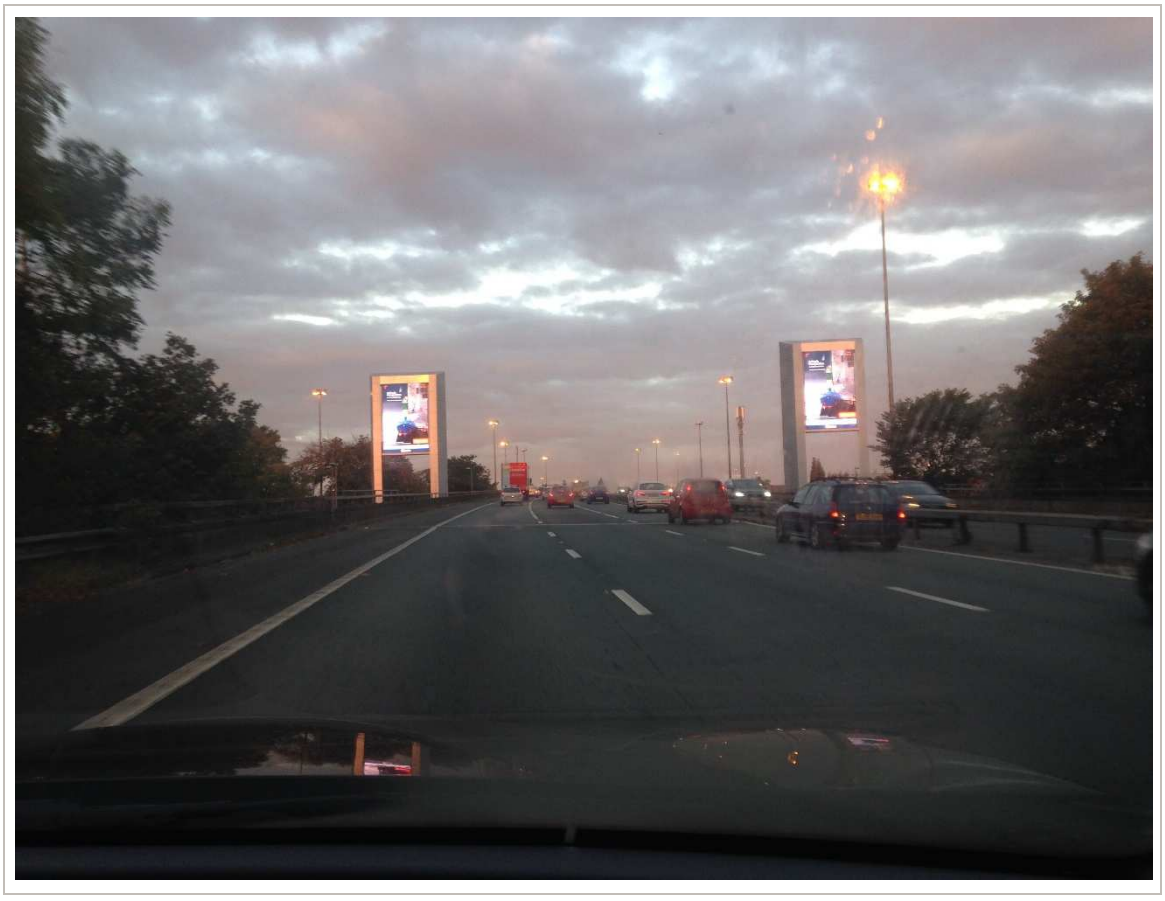
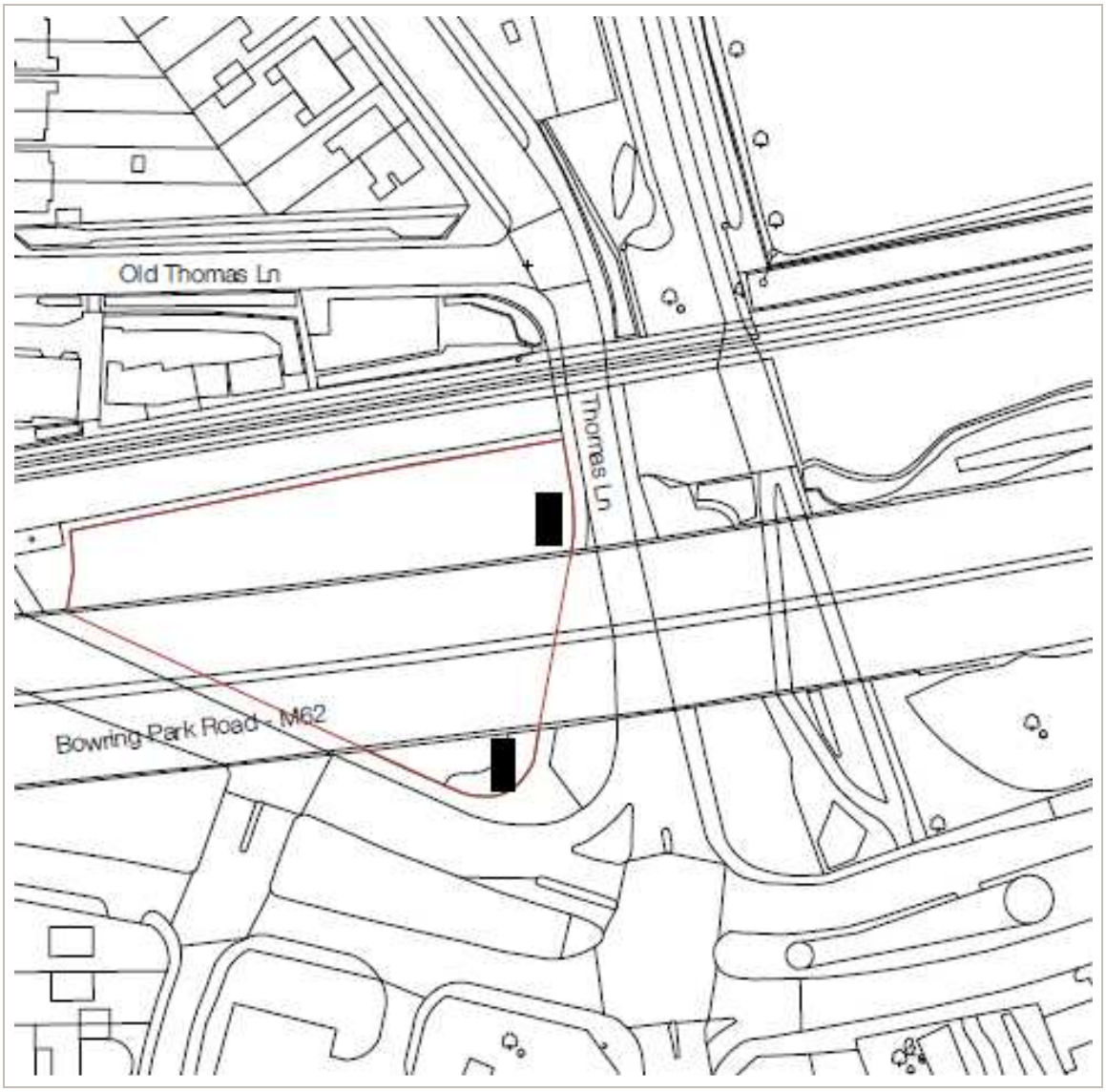


Figure 4.2 Existing Twin Advertising Towers Adjacent to the M62 – Site Location Plan



A57 REGENT ROAD, MANCHESTER

4.4 There is an existing digital advertising display in Manchester on an overhead gantry where traffic approaching the city from the M602 meets traffic on the arterial A5063 and A57 routes, and this is a similar arrangement in terms of locational characteristics to the proposal site. There is a large signal junction at the end of the M602 inbound towards Manchester, which continues as the A57 and an arterial route into the city centre and although the digital advertising display is overhead, it is located immediately at the end of the motorway.

4.5 This example is documented below with a photographic record and site location plan.

Figure 4.3 A57 Regent Road / M602 / A5063 Trafford Road Signalised Roundabout, Manchester – Existing Digital Advertising Display

A5103 PRINCESS ROAD, MANCHESTER

4.6 There is an existing digital advertising display in Manchester on a where traffic approaching the city from the M56 routes along the A5103 Princess Road, and this is a similar arrangement in terms of locational characteristics to the proposal site. The A5103 forms a large signal junction with Greenheys Lane West on the approach to the city centre and there is a digital advertising display located on the nearside carriageway at the junction that is directed towards the A5103 inbound traffic (northbound carriageway). This example is documented below with a photographic record and site location plan.

Figure 4.4 A5103 Princess Road / Greenheys Lane West Signalised Roundabout, Manchester – Existing Digital Advertising Display

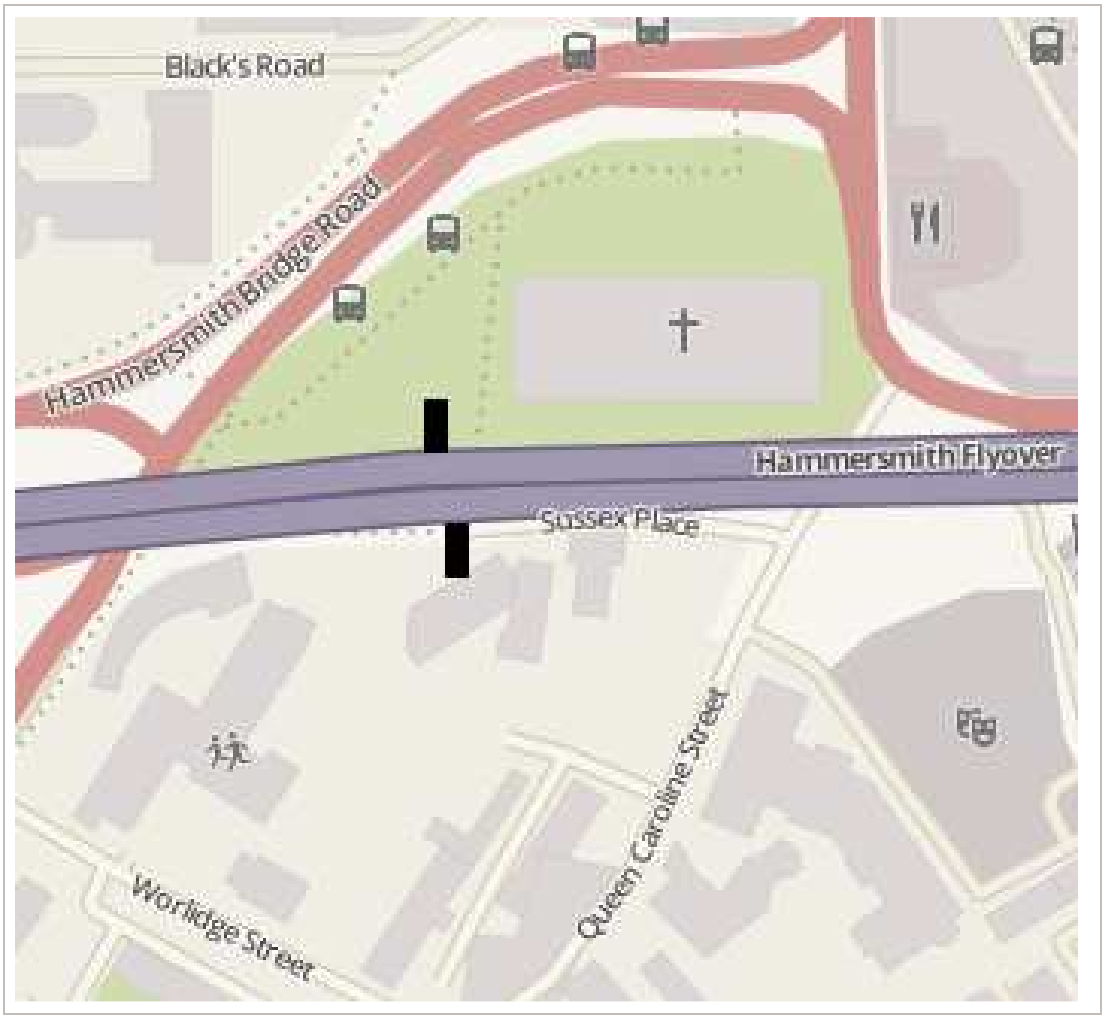
A4 TWIN ADVERTISING TOWERS, HAMMERSMITH AND FULHAM

4.7 A piece of research CH2M Hill undertook last year analysed five sites in Greater London in relation to the historical safety impact of roadside digital advertising installations. The results of the research indicated that there was no statistical relationship between digital advertising and increased accident rates and that an average reduction of 20% of accidents was observed across the five sites following the erection of the displays. The A4 twin advertising towers are located on the A4 Hammersmith Flyover. The A4 is a key east-west route linking the centre of London with the M4 to the west in Chiswick. It is a dual carriageway with two lanes operating in each direction and is subject to a 40mph speed limit on the approach to the flyover, and 30mph across the bridge. This was one of the sites that showed an accident reduction in the period after the advertising display became operational in April 2011, and this is documented below with a photographic record and site location plan.

Figure 4.5 A4 Twin Advertising Towers, Hammersmith Flyover, London

Source – Google Maps

Figure 4.6 A4 Twin Advertising Towers, Hammersmith Flyover, London – Site Location Plan



4.8 The accident rate in the vicinity of the A4 twin advertising towers has improved since the site has been operational, with 'before' and 'after' advertisement accident rates of 5.0 (1.75 years of data) and 2.3 collisions per year respectively. In this example therefore, the installation of large scale digital signage adjacent to a main arterial route connecting the M4 motorway to the centre of London had no negative effect on accident rates.

4.9 Overall, across the five digital display advertisement sites that were analysed, the annual collision rate had been shown to have decreased from 4.0 to 3.2 collisions per year.

SUMMARY

4.10 This chapter has reviewed digital advertising signs in Liverpool, Manchester and London. It has been shown that there are numerous digital signs, one located near to the proposal site, which are similar in locations adjacent to main arterial routes that have successfully gained planning permission. The case studies also demonstrate how the introduction of digital advertising displays does not necessarily worsen the safety record of the surrounding highway network, and safety records have in some instances have actually improved in the years following the introduction of the advertising displays adjacent to heavily trafficked routes similar to the proposal site.

5 Conclusion

5.1 The proposal is for a digital advertising sign at a site on the A5080 Bowring Park Road in Liverpool. The digital advertising display is part of a larger scheme to develop a micro service station for electric vehicle drivers at the site.

5.2 The scheme is to develop a new façade on the front of the service station building which will be inset with a digital media display, and it would measure 14m x 3.5m. The display will have a similar position to the existing PFS canopy at the site in terms of its proximity and relationship to the adjacent highway network. The digital advertising display will be directed towards traffic on the A5080 westbound carriageway.

5.1 There is some existing roadside advertising at the proposal site associated with the car wash and valeting centre that is currently in operation.

5.2 A site visit was undertaken on the 12th October 2016 to assess the conditions in the vicinity of the site. The proposal site has been reviewed with due consideration given to the following factors, and has demonstrated that the proposed digital advertising display at the site on the A5080 Bowring Park Road in Liverpool:

- Does not conflict with traffic signs;
- Has a good sightline on the A5080 westbound approach in terms of forward visibility when reviewed against DMRB standards;
- Is in an acceptable location in terms of the left-in priority junction at the site, and the layout and operation of the A5080 westbound carriageway in the vicinity; and
- Will not create an unacceptable impact in terms of driver distraction for traffic passing the site in terms of risk to road safety.

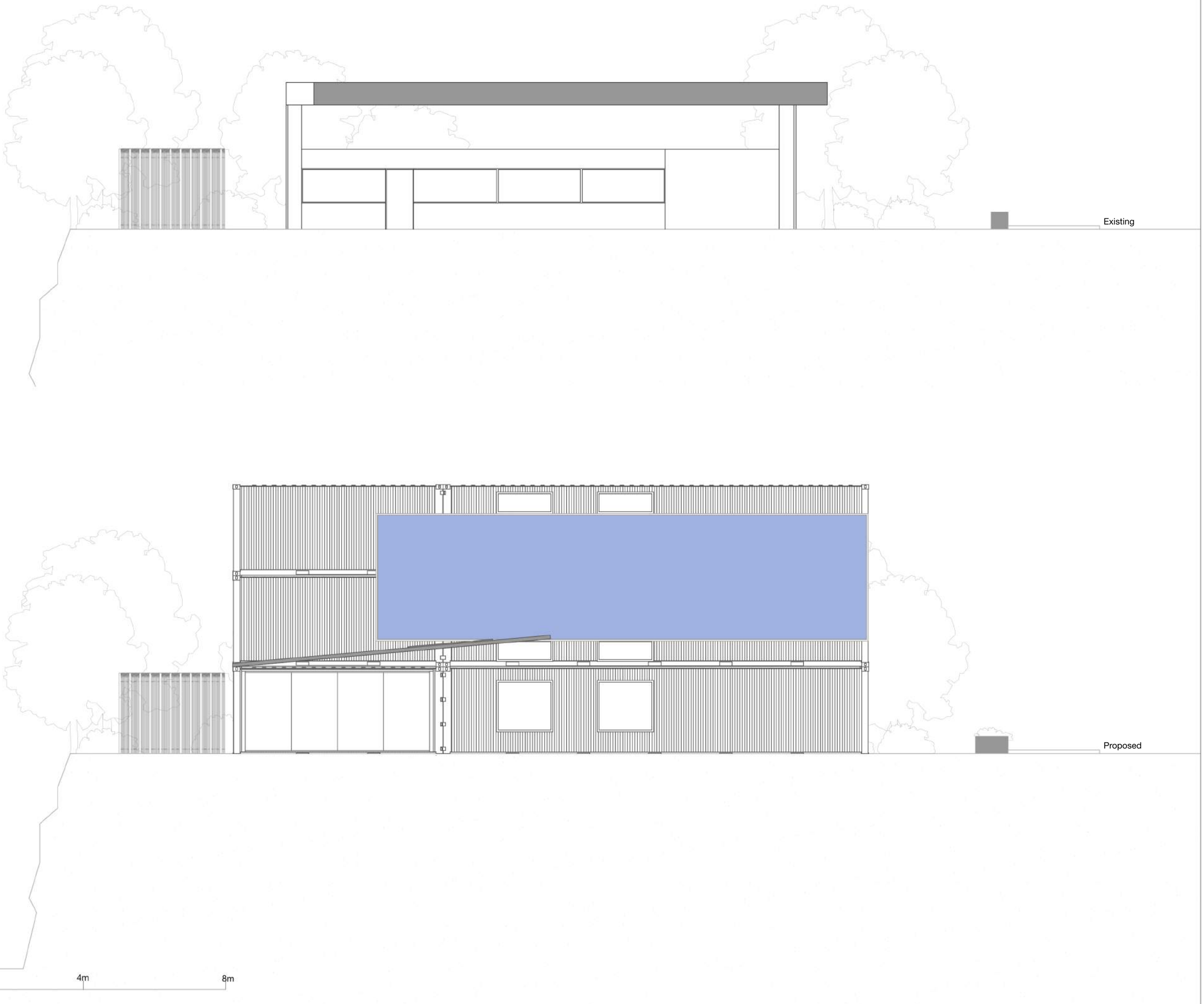
5.1 On review of the accident statistics on the A5080 westbound approach in the vicinity of the site from which the digital advertising board would be visible, it is evident that there is no safety concern on this part of the transport network.

5.2 The report has highlighted various examples of digital advertising displays that have been granted planning consent in locations adjacent to main arterial routes, both in Liverpool and other cities in the UK. A review of the accident rates in relation to five digital advertising sites in Greater London demonstrates that safety records do not necessarily worsen after a sign's introduction, and in some cases, has actually improved in the following years.

5.3 It is concluded that the proposed digital advertising display at the site on the A5080 Bowring Park Road in Liverpool would not present a risk to road safety, and that there are no significant transport reasons why the development proposals should not be granted planning permission.

Appendix A

DEVELOPMENT PROPOSALS



WILDSTONE

22 Berghem Mews
Blythe Road
London
W14 0HN
www.wildstone.co.uk
020 7313 9571

Title
A:A Elevation

Project
32 Bowring Park Road

Client
Wildstone

Job No.
4955

Issued
20/10/16

Drawn By
UT

Checked By
CB

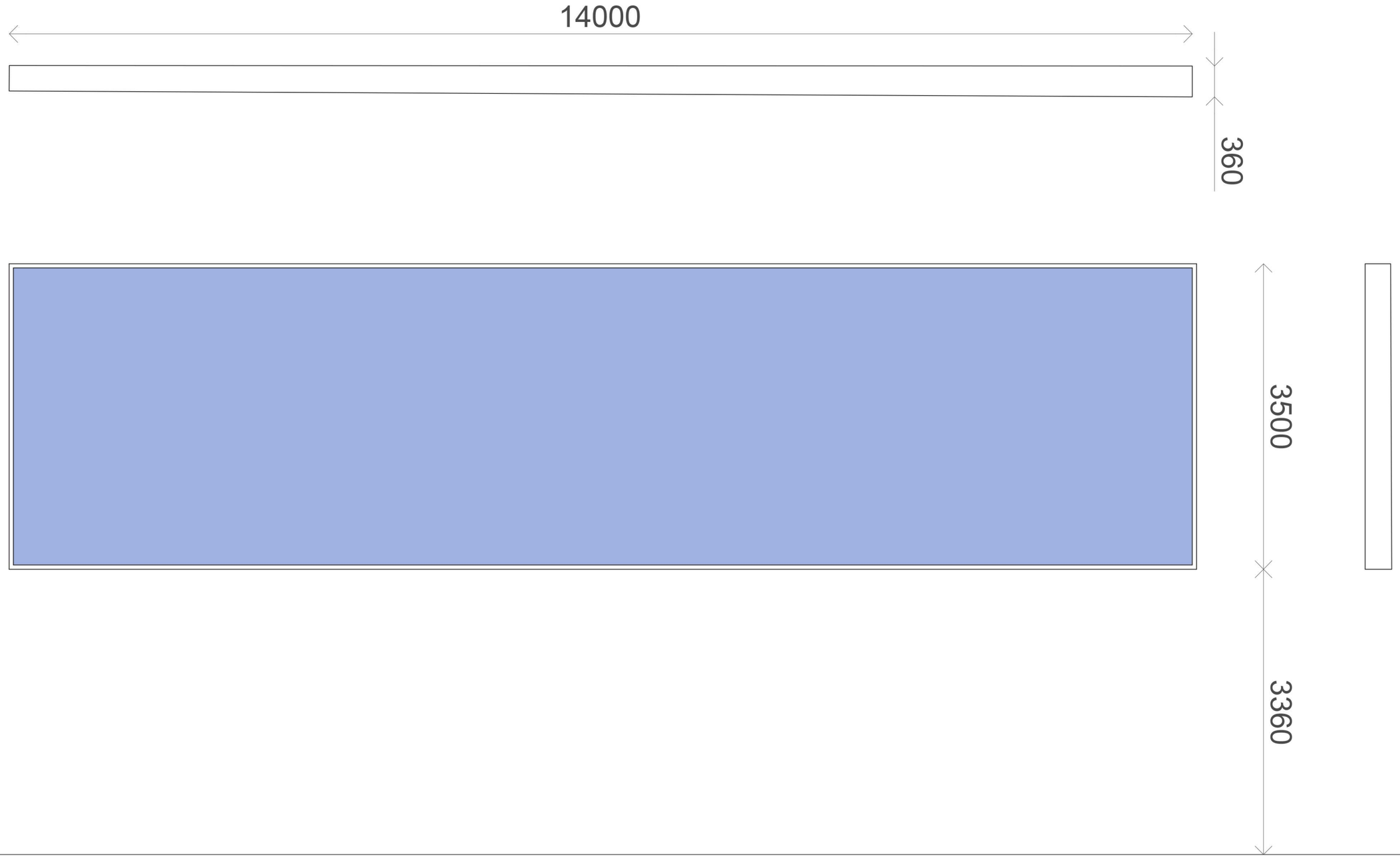
Signed By

Scale
1:100 @ A3

Key
1. 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. Report any discrepancies and omissions to Wildstone

4955 | PP | 06



WILDSTONE

22 Berghem Mews
Blythe Road
London
W14 0HN
www.wildstone.co.uk
020 7313 9571

Title
Screen Specification

Project
32 Bowring Park Road

Client
Wildstone

Job No.
4955

Issued
20/10/16

Drawn By
UT

Checked By
CB

Signed By

Scale
1:50 @ A3

Key
1. Screen

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A:A Site Elevation

B:B Site Elevation

WILDSTONE

22 Berghem Mews
Blythe Road
London
W14 0HN
www.wildstone.co.uk
020 7313 9571

Title
Materials and Planting Elevations

Project
32 Bowring Park Road

Client
Wildstone

Job No.
4955

Issued
20/10/16

Drawn By
UT

Checked By
CB

Signed By

Scale
NTS @ A3

Key

1. Tarmac
2. Painted Steel Containers
3. Corten
4. Shruberry
5. Glass
6. Solar Panels

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Appendix B

ACCIDENT DATA

crashmap.co.uk

Crash Report including Vehicle and Casualty Information

Crash Date:	Tuesday, April 10, 2012	**Time of Crash:**	1:30:00 PM	**Crash Reference:**	**201205EE02811**
Highest Injury Severity:	Slight	**Number of Vehicles:**	2	**Number of Casualties:**	1
Highway Authority:	Liverpool			**OS Grid Reference:**	340440 390290
Local Authority:	Liverpool				
Road Number:	A5080	**Road Type:**	Dual carriageway		
Weather Description:	Fine without high winds				
Road Surface Description:	Dry				
Speed Limit:	50	**Junction Control:**	Auto traffic signal		
Light Conditions:	Daylight: regardless of presence of streetlights				
Carriageway Hazards:	None				
Junction Detail:	Multiple junction				
Junction Pedestrian Crossing:	No physical crossing facility within 50 metres				

Vehicles involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Maneouvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Goods vehicle over 3.5 tonnes and under 7.5 tonnes mgw	-1	Male	46 - 55	Vehicle proceeding normally along the carriageway, not on a bend	Did not impact	Journey as part of work	None	None
2	Car (excluding private hire)	6	Female	46 - 55	Vehicle proceeding normally along the carriageway, not on a bend	Did not impact	Other	None	None

For more information about the data please visit: *http://www.crashmap.com/home/aboutthedata* and *http://www.crashmap.com/home/definitions*

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
2	1	Slight	Driver or rider	Female	46 - 55	Unknown or other	Unknown or other

Crash Report including Vehicle and Casualty Information

Crash Date:	Tuesday, April 12, 2011	**Time of Crash:**	7:15:00 PM	**Crash Reference:**	**201105EE02828**
Highest Injury Severity:	Slight	**Number of Vehicles:**	1	**Number of Casualties:**	1
Highway Authority:	Liverpool			**OS Grid Reference:**	340420 390300
Local Authority:	Liverpool				
Road Number:	A5080	**Road Type:**	Dual carriageway		
Weather Description:	Fine without high winds				
Road Surface Description:	Dry				
Speed Limit:	40	**Junction Control:**	Not Applicable		
Light Conditions:	Daylight: regardless of presence of streetlights				
Carriageway Hazards:	None				
Junction Detail:	Not at or within 20 metres of junction				
Junction Pedestrian Crossing:	No physical crossing facility within 50 metres				

Vehicles involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Maneouvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Car (excluding private hire)	10	Male	21 - 25	Vehicle proceeding normally along the carriageway, on a left hand bend	Front	Other	Bollard/Refuge	Road sign/Traffic signal

For more information about the data please visit: *http://www.crashmap.com/home/aboutthedata* and *http://www.crashmap.com/home/definitions*

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Slight	Driver or rider	Male	21 - 25	Unknown or other	Unknown or other

Crash Report including Vehicle and Casualty Information

Crash Date:	Monday, November 10, 2014	**Time of Crash:**	5:00:00 PM	**Crash Reference:**	**2014051400243**
Highest Injury Severity:	Slight	**Number of Vehicles:**	4	**Number of Casualties:**	5
Highway Authority:	Liverpool			**OS Grid Reference:**	340355 390329
Local Authority:	Liverpool				
Road Number:	A5080	**Road Type:**	Dual carriageway		
Weather Description:	Fine without high winds				
Road Surface Description:	Dry				
Speed Limit:	40	**Junction Control:**	Not Applicable		
Light Conditions:	Darkness: street lights present and lit				
Carriageway Hazards:	None				
Junction Detail:	Not at or within 20 metres of junction				
Junction Pedestrian Crossing:	No physical crossing facility within 50 metres				

For more information about the data please visit: *http://www.crashmap.com/home/aboutthedata* and *http://www.crashmap.com/home/definitions*

Crash Report including Vehicle and Casualty Information

Vehicles involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Maneouvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Car (excluding private hire)	10	Male	26 - 35	Vehicle proceeding normally along the carriageway, not on a bend	Front	Other	None	None
2	Car (excluding private hire)	5	Male	26 - 35	Vehicle is slowing down or stopping	Back	Other	None	None
3	Car (excluding private hire)	2	Female	46 - 55	Vehicle is slowing down or stopping	Back	Other	None	None
4	Car (excluding private hire)	5	Female	26 - 35	Vehicle is slowing down or stopping	Back	Other	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
2	1	Slight	Driver or rider	Male	26 - 35	Unknown or other	Unknown or other
3	2	Slight	Driver or rider	Female	46 - 55	Unknown or other	Unknown or other
3	3	Slight	Vehicle or pillion passenger	Male	56 - 65	Unknown or other	Unknown or other
3	4	Slight	Vehicle or pillion passenger	Female	21 - 25	Unknown or other	Unknown or other
3	5	Slight	Vehicle or pillion passenger	Female	66 - 75	Unknown or other	Unknown or other

For more information about the data please visit: *http://www.crashmap.com/home/aboutthedata* and *http://www.crashmap.com/home/definitions*