

DIGITAL ADVERTISING BOARD MUST BE STOPPED!

An application for a 2-metre tall, illuminated multimedia display screen, with adverts that change every 10 seconds, is being considered for Bus Stop A at Merrywalks, next to the Old Convent car park in Stroud.

This is an exceptionally busy area – already populated by parents with young children, the elderly, high levels of traffic, buses pulling in and out, pedestrians stepping into the road away from crossings... *It would be dangerous to add a display board – which scientific studies show causes significant driver distraction – into this mix.*

Please consider submitting an objection to Stroud District Council, at tinyurl.com/5as6reny; or simply email planning@stroud.gov.uk, citing 'Objecting to S.24/1421/ADV' in the subject-line, and citing your home address. **The deadline is Wednesday 17 September**, but objections may be accepted after this date.

Reasons to object:

- Planners should work in the interests of the community, not corporate interests
- No respite from being urged to buy more 'stuff', when most people have to watch every penny; feeding the anti-environment consumerist machine!
- Safety issue for drivers and pedestrians crossing the road [see below]
- A vulgar techno distraction: interrupting the vital social intercourse happening at bus stops, and its contribution to our friendly local community
- Many bus users are older, with visible or invisible disabilities; they in particular will struggle with the addition of more unnecessary stimuli into the street scene
- People with sensory-processing issues may well be adversely affected – flashing lights, rapidly changing images etc.; the **Disability Discrimination Provisions Equality Act 2010** makes it illegal to discriminate against such groups
- A negative impact in a world where attention spans are already far too compromised and attenuated
- Why should bus users be a captive audience for corporate advertising?
- **This screen will jar with the character of our Cotswold town – our council should be working to IMPROVE the built environment for residents; not further degrade it.**

RELEVANT RESEARCH FINDINGS

- Digital display boards cause increased incidence of car crashes. See the following studies...

1.) <https://www.sciencedirect.com/science/article/abs/pii/S136984782100245X>

This concludes:

- Transitioning and animated digital advertising boards draw drivers' attention away from the road more.
- All DBAs lead to significant cognitive distraction

2.) <https://www.sciencedirect.com/science/article/pii/S0965856418310632>

This states:

“There is an emerging trend in the literature suggesting that roadside advertising can increase crash risk, particularly for those signs that have the capacity to frequently change (often referred to as digital billboards).”

-The **Stroud Local Plan** is very clear that road safety must not be placed in jeopardy by development

Strategic Objective SO3: requires safety, vitality and viability of our town centres;

Delivery Policy ES3: states permission will not be granted to any development which would be likely to lead to have... 5. A detrimental impact on highway safety.

-The **NPPF planning guidelines** state that all development must promote well-being, safety and inclusion

MAKE YOUR VIEWS KNOWN NOW