

Temporary Road Safety Posters

Conditions of Installation

Temporary posters are a useful way to alert drivers to conditions that may not be immediately obvious, such as the likelihood of children or horses being in the area. They can also serve as an important reminder, such as a 30mph speed limit.

Once a driver becomes familiar with the presence of posters, they become less likely to register and respond to the message. Restricting the presence of the posters allows for a greater impact, positively influencing driver behaviour. Removing and relocating safety posters after a three-month period allows for them to remain as effective as possible.

Temporary road safety poster options:



The posters must only be used in a manner which reflects the conditions of the area. For example, posters with children on them should only be used near playgrounds or schools. Posters displaying a speed limit, such as the “remember 30mph” must only be used within the speed limit that it displays.

In towns, no more than 10 roads in any three-month period should display the temporary posters. The same advice applies in respect to limiting the number of posters that are placed in any one road. This is because if numerous signs are placed, it has a detrimental effect on the environment and dilutes the effectiveness of all signs. Drivers tend to notice something that is different in their usual environment, but an overload of information becomes detrimental to road safety.

Temporary posters must not obstruct sightlines at side roads or roundabouts, nor obscure a road user's view of other signs and signals. Care should be taken to avoid adding to already complex sign assemblies, as only a limited amount of information can be read from moving vehicles. Posters should be placed where they are not obscured by foliage, street furniture or other signs.

Road users are accustomed to signs being on the left-hand side and such positioning should be general practice. However, siting on the right will sometimes be dictated by road geometry, e.g. where a clear view of the poster cannot be obtained on the left.

The edge of a sign nearest to the carriageway should be at least 450mm from the edge of the carriageway and at least 600mm on roads known to be in frequent use by Heavy Goods Vehicles to allow for their wider mirror assemblies. Setting the signs back from the carriageway edge will reduce the potential for them to be knocked and damaged.

Where signs are mounted above or projected over footways or areas readily accessible to pedestrians, the lower edge of the sign must not be less than 2100mm from the ground. This should be increased to 2300mm over cycle tracks or shared use facilities. Where a sign is mounted above a verge, the mounting height should be between 900mm and 1500mm above the highest point of the adjacent carriageway, but special care must be taken not to obstruct sightlines e.g. for vehicles emerging from side roads. The safety of horse riders using the verge should also be considered.

Temporary posters should never be fixed to posts which already support any of the following signs:

- STOP
- GIVE WAY
- "No entry"
- Speed limit (other than repeater signs)
- Traffic signals

Telegraph poles are not owned by the County Council and should not be used.

Posters must not be attached to pedestrian guard railing as this will hinder the through sight which allows a driver to see a pedestrian, particularly children who may not be visible above the height of the rail. Using posts which carry regulatory signs or triangular warning signs should be avoided where there is a risk of confusing drivers or distracting their attention.

Posters may be fixed to private property outside of the highway limits with the permission of the owner. This may be the only feasible way to install these signs in rural areas as lamp columns will not necessarily be available. Special posts or supports should not be installed to highway verges as these could cause injury to a driver in the event of a collision.

Temporary posters must not obscure any part of another sign face fixed to the same post. The overall appearance must be tidy. The fixings must attach the sign securely to its support and not damage the protective coating of any posts. They should be adequate to prevention of rotation or slippage. Cable ties are a suitable method of fixing as they can be securely fastened, are unlikely to cause damage and may be easily removed.

Approval for the installation of temporary safety posters is subject to the conditions above, and full indemnity being given against any claim which may arise from their installation. The [Parish/Town] Council is responsible for taking reasonable steps to ensure the safety of all road and footway users and when installing and removing these signs.

Temporary Road Safety Poster Agreement - I hereby confirm that I have read and understood the conditions of temporary poster installation and undertake to comply with these conditions.

Parish/Town Council			
Signature		Date	
Printed full name			
Delivery address			
Email address			
Phone number			
Required sign types			

This agreement is not valid until a copy of the above signature is received by the East Sussex County Council Road Safety Team. Please send to Traffic.Safety@eastsussex.gov.uk