

## Network Rail's new 'D-poster' site in Keymer Road

In the Spring of 2024, there was much activity by Network Rail's contractors to clear away the old wooden poster board site, perched on the embankment near the bridge in Keymer Road, opposite the railway station. It was in a state of disrepair, with rotten timbers making it unsafe for traditional pasted posters to be affixed to the boards. Besides, this was a labour-intensive operation, time consuming and using lots of paper in the process.



### ***A 'bill sticker' at work – how it used to be done!***

As part of Network Rail's national programme of modernising their advertising sites, a large digital advertising screen has been erected to the same dimensions as the original timber boards, in this case 6.5 metres in length by 3.5 metres in height. Now that is large! It is not a TV, as there is no signal tuner nor has it any speakers. Its purpose is to display static digital advertisements, the content of which will be controlled remotely from the Network Operations Centre.



### ***No more climbing ladders with paste brushes!***

Planning permission was granted on 29th March 2022 (DM/22/0811) with the caveats that there will be no moving or flashing images and that the display luminance will be reduced at night. This is to ensure that there is no distraction to road users travelling up Keymer Road, towards Hoadley's roundabout. Burgess Hill Town Councillors will be monitoring the display to ensure it complies with planning conditions.

Blank display images have recently been the subject of a number of mischievous attempts to post 'fake' advertisements on social media but beware, you should check with Network Rail first as the perpetrators of those images are technically misrepresenting the rail operator.

We are expecting the display to go 'live' soon, once commissioning has been completed.