



Glasdon focus on **IMPROVED TRAFFIC SAFETY AND REDUCED MAINTENANCE COSTS FOR South Tyneside Council**



PROBLEM IDENTIFIED

South Tyneside Metropolitan Borough Council identified an accident blackspot at the roundabout joining the B1306 to the A194 road. Motorists travelling on the A194 at the national speed limit had difficulty judging the stopping distance on approaching the roundabout. This resulted in many drivers overrunning the roundabout and damaging the metal chevron sign. Over a period of five years there had been on average 52 incidents per year, including some serious accidents. Repair costs were spiralling with considerable expenditure on materials and manpower every two to three weeks. The Council decided they had to look for a more effective signage system.

SOLUTION

As an existing Glasdon customer, South Tyneside Council were aware of the extensive range of Glasdon products and had previously purchased from the company. After discussing possible solutions with a Glasdon traffic safety products representative, the Council decided that highly visible signs were essential to improve safety on this busy roundabout. It was clear that motorists approaching the roundabout needed to be made aware of the hazardous junction as soon as possible, allowing enough time to slow down. Advanced Chevroflex™ Sign System, with ultra high intensity surround for extra visibility, was selected, purchased and installed.

Unlike conventional signs sited on mounting poles, Advanced Chevroflex Sign System extends from the ground and has flexible uprights which bend on impact and return to their vertical position. This ensures that the hazard is still clearly signed and that minimal damage or injury is caused to a vehicle and its occupants in the event of a drive-through.

RESULTING BENEFITS

In the eight years since installation, Advanced Chevroflex Sign System has proved to be the ideal solution as there have been no reported incidents of overruns since the safety improvements were made. South Tyneside Council has saved an estimated £20,000 on repair work, and has also noted the following benefits:

ACCIDENT REDUCTION - dramatically reduced costly drive-throughs. No accidents recorded since installation.

INCREASED VISIBILITY - the hazardous roundabout can be seen from a greater distance due to the wall effect of Advanced Chevroflex's ultra high intensity surround.

MOTORISTS SLOW DOWN MUCH SOONER - because of the highly visible warning sign.

IMPROVED SAFETY - the roundabout would remain signed, even in the event of a drive-through.

COST-EFFECTIVE MAINTENANCE - if damaged, the individual uprights can be replaced instead of the full sign. Minimal repair work will be a quick, inexpensive, one-man operation.



WHAT THE CUSTOMER SAYS:

“The visual impact of Advanced Chevroflex has provided a cost-effective solution in reducing the amount of overrun incidents. In fact, to date it has totally eliminated the problem.”

*John Edwards, Traffic Services Manager,
South Tyneside Council*

We are grateful to South Tyneside Metropolitan Borough Council for the kind help given to us in the production of this Case Study.

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