



*focus on*



# Traffic Accident Reduction for SWINDON BOROUGH COUNCIL

**PROBLEM IDENTIFIED** Swindon Borough Council identified an accident blackspot at Buscot Bend, near Lechlade on the outskirts of Swindon. The road layout featured a gentle rise to a blind summit with a bend over the brow. Motorists were occasionally experiencing difficulties negotiating this hidden bend safely, which resulted in several drivers overrunning into the adjacent field.

**Over a period of 36 months there had been 14 casualties on this road.** Swindon Borough Council decided that clear signs were needed to make the bend more visible to motorists and improve safety on this busy road.

**SOLUTION** As an existing customer, Swindon Borough Council were aware of the extensive range of Glasdon products and had previously purchased bollards, marker posts and other safety equipment from the company. After discussing possible solutions with a Glasdon representative, the Council purchased **Advanced Chevroflex™ Sign System with Ultra High Intensity Surround.**

This newly installed highly visible sign system clearly identifies the hazard, encouraging motorists to brake much earlier.

In the event of a drive-through incident, unlike conventional signs, Advanced Chevroflex Sign System has flexible uprights which bend on impact and substantially return to their vertical position. This ensures that the hazard is still clearly signed. There is a reduced risk of serious injury to motorists and motorcyclists.

**RESULTING BENEFITS** *Advanced Chevroflex Sign System has proven to be the ideal solution at Buscot Bend. The following benefits have been noted:*

- **Increased visibility of the bend.**  
Motorists slow down much sooner.
- **Accident Reduction.**  
Since Advanced Chevroflex Sign System was installed in November 2002, so far, no serious incidents have been recorded.
- **Improved safety.**  
The bend will remain signed even in the event of an accident.
- **Cost-effective maintenance.**  
If damaged, the individual uprights can be replaced instead of the full sign.



**Advanced Chevroflex Sign System has been installed to sign Buscot Bend from each approach**



**What The Customer Says**

***“We are very pleased with Advanced Chevroflex. The visual impact of the signage at this site has been greatly enhanced, and the accident statistics so far are encouraging.”***

**Lynsey Tushingham, Engineer, Swindon Borough Council.**



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