

# Traffic Calming in BRACKNELL FOREST BOROUGH COUNCIL



## Problem Identified

Bracknell Forest Borough Council identified visibility problems with the traffic calming measures in Broadmoor Housing Estate, Crowthorne. Since adopting the road as a public highway, the council found that the existing traffic calming features of priority chicanes were difficult for drivers to identify. Due to the number of locations to be highlighted, a cost-effective solution was needed which would be highly visible and would not require costly electrical connections. It was decided that standard bollards would be ineffective because of their low visibility, whilst internally illuminated bollards were ruled out because of the expense and difficulty of installation.

## Solution

To create a safer environment and to minimise costs, Bracknell Forest Borough Council required a bollard which would be highly visible and yet inexpensive in use. The Authority is a regular user of Glasdon products and they requested a product demonstration by a specially trained Glasdon Representative.

From the extensive range of Glasdon bollards, the council selected the Neopolitan 150 Rebound model with a split red/white retroreflective body sleeve. Neopolitan has a large area to accommodate reflective banding to ensure maximum visibility. The bollard is manufactured from Impactapol® material, a polymer which is specially developed with enhanced flexibility. In the unlikely event of a collision, Rebound bollards would cause minimal damage to the vehicle and reduce injury risk to the occupants. Following vehicle impact, an Impactapol bollard demonstrates a good recovery performance and will survive repeated impact, thereby reducing replacement costs.

## Resulting Benefits

Bracknell Forest Borough Council have noted a wide range of benefits since using the Glasdon Neopolitan 150 Rebound bollard including-

- Improved traffic calming - the wide retroreflective body sleeve is highly visible throughout the day and night.
- Increased safety - Rebound bollards are passively safe to reduce injury in the event of a drive through.
- Cost savings - Rebound bollards have the same visibility advantages as base lit illuminated bollards, but with lower installation and running costs.
- Low maintenance - No painting is required and scratches will not show as the colour is integrally moulded.

## What the customer says...

Neil Mathews, Principal Engineer – Traffic & Safety, Bracknell Forest Borough Council commented...

***“We have been impressed with the impact that the high-visibility bollards have made to the effectiveness of our traffic calming scheme. They have prevented the need for costly electrical connections and reduced ongoing maintenance costs.”***

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