

Focus On Highly Visible Junction Marker Bollards For SOMERSET COUNTY COUNCIL



Problem Identified

Somerset County Council needed to identify route treatments for rural junctions. A balance between environmental and highway issues was required. A series of junction accidents along certain routes, including the A358, highlighted the need to provide drivers with advance information about road junction layouts and hazards ahead, to reduce accidents and casualties. The Council looked at the options available and decided a standard verge post would not be suitable, also written or pictorial signage was harder for drivers to process at speed. Therefore a simple solution was required which would provide a consistent, cost effective, visual indicator offering maximum visibility to mark out the rural junctions.

Solution

Somerset County Council's service provider were familiar with the Glasdon product range through representative visits, exhibitions and the receipt of company brochures. A white Glasdon Admiral™ Junction Marker Bollard, with a large 150mm area for reflective banding, was chosen as a junction marker. Admiral Bollards are extremely robust and require minimal maintenance. The highly visible bollard warns drivers in advance of junctions and potential hazards ahead, helping to reduce the number of road accidents and casualties.

Resulting Benefits

The white Admiral Bollard is a cost-effective, highly visible indicator for rural junctions. Other benefits include:

Driver Information – The bollard acts as a road layout information system for drivers using these routes, thereby helping to reduce the number of accidents.

Visibility – The white colour of Admiral Bollard and the large 150mm area for reflective banding, offers increased visibility during day and night and in all weathers.

Minimum Maintenance – Admiral is a robust bollard which will not chip or rust, is easy to clean and never needs painting.

What the Customer Says

“ Somerset County Council have found the Admiral junction marker to be a useful tool in their armoury, as part of integrated route treatment works in rural locations. It has been effective in reducing road accident casualties and gives drivers enhanced information on road layouts and potential hazards.”

Mr Nick Cowling, Team Leader Accident Data and Engineering, Somerset Highways.



Glasdon

Glasdon U.K. Limited
Local Government Division
Preston New Road
BLACKPOOL
Lancashire
FY4 4UL

Tel: (01253) 600411
Fax: (01253) 792558
e-mail: lg@glasdon-uk.co.uk
web: www.glasdon.com

