

Traffic Accident Reduction & Decreased Maintenance Costs for East Sussex County Council

PROBLEM IDENTIFIED

East Sussex County Council identified a problem at Wych Cross in Ashdown Forest, where a junction had been squared up to avoid a forked intersection. This right-angled bend was signed by three conventional chevron boards, however drivers were continually overrunning the bend. The chevron signs were being significantly damaged on a regular basis, resulting in considerable ongoing maintenance costs. (Only one sign is shown on the photograph as the other two had been recently damaged.) An assessment of the problem suggested that the chevron signs needed to be much more visible and the bend in the road needed to be highlighted better.

SOLUTION

East Sussex County Council decided that the Glasdon Advanced Chevreflex™ with Ultra High Intensity Surround could provide the ideal solution to their problem. This is a highly visible, flexible sign system for use at roundabouts, slip roads and bends. Should a vehicle hit it, Chevreflex will spring back to position after impact, allowing vehicles to safely drive through, preventing any undue damage either to the vehicle or the sign. Advanced Chevreflex is for use at high accident risk areas and the Ultra High Intensity Surround further increases visibility.

RESULTING BENEFITS

Advanced Chevreflex has proved especially cost effective. Since installing the new signs at Wych Cross, East Sussex County Council have found that their investment has been justified. They have witnessed a significant reduction in the number of incidents and have also noticed that their maintenance costs have decreased greatly.

The following benefits have been noted.

- **Safety improved as bend is more visible.**
- **Improved sign recognition.**
- **Motorists slow down much sooner.**
- **Greatly reduced number of overrun incidents.**
- **Ease of maintenance.**
- **Has saved money.**

We are grateful to East Sussex County Council for the kind help given in the production of this case study

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Before



After



WHAT THE CUSTOMER SAYS...

"The use of Advanced Chevreflex for this right angled bend has significantly reduced the considerable amount of maintenance time and money being spent. I am very pleased with the impact it has had in reducing the number of incidents at this site."

**Ian Johnson, Traffic Manager,
East Sussex County Council.**



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