Case Study: FlexiPole Sign System – Westminster City Council

Ritherdon & Co Ltd’s EL keep left sign utilises the unique FlexiPole sign system, drastically improving durability and reducing costs. The FlexiPole system is a fully-collapsible, passive safe sign post and is tested to withstand impacts of up to 1000 times at speeds of 60mph.

Using unique ground fixings, the FlexiPole system is quick and easy to install with virtually no maintenance costs. Any damaged signs can be replaced in a matter of minutes, saving you time and money. At Ritherdon & Co Ltd, we have the expertise and manufacturing capabilities to offer a bespoke complete solution package, tailoring for all your needs.

For the past 2 years the City of Westminster Council have used the FlexiPole keep left (below) on Broadway, Westminster. The scheme is still in place, with all FlexiPole’s installed still in-tact and in operation.

Issues Identified:

The City of Westminster Council looks after 206 miles of carriageway which forms part of one of the busiest road networks anywhere in the world. Due to the sheer volume of traffic and congestion, collisions with signage and bollards are common – hence the need for the Ritherdon FlexiPole system.

With fixed signpost systems, the need for replacement after a collision is likely, increasing costs and draining resources. Reducing cyclist and pedestrian casualties was also a priority for Westminster Council as the number of cyclist and pedestrian commuters continues to rise.

One of the other issues Westminster City Council wanted the product to address was to reduce the amount of ‘street clutter’. As a result, Ritherdon and Co Ltd were able to tailor the design of the keep left sign to create a minimalistic effect. By doing this the amount of street clutter is reduced, with the keep left sign having a subtle rather than impeding effect on its surroundings.

Solution:

The Ritherdon & Co FlexiPole system is cyclist and pedestrian friendly. Unlike other fixed signpost systems, the FlexiPole collapses and returns to its original form and position after impact – eradicating the need to replace the signpost. The FlexiPole is forgiving and flexible enough to avoid serious injury when collided with, especially to children.

The flexibility and durability of the product also ensures that the FlexiPole signpost can be impacted over 1000 times without the need to renew or replace. Reducing the probability of casualties also reduces the chances of personal injury claims, potentially reducing costs.

Benefits of the Product:

✔ Quick and easy to install
✔ One Pole – multiple applications
✔ Virtually maintenance free
✓ Crash and cyclist friendly
✓ Extremely durable
✓ Tested to withstand 1000 collisions at 60mph
✓ Reduces costs!
✓ Fully customisable to accommodate any low-level sign

What the Customer Says:

Dave Franks, Service Development Manager (Public Lighting) for Westminster Council, said:
“With regard to the FlexiPole, Westminster are currently trialling a few products that meet a new design concept which we are describing as “Heritage Style Illuminated Guide Posts”.

“These Heritage style posts meet the demanding requirements of city council unique public realm, providing a fully compliant signing solution that has a reduced impact on the street scene than the existing retro reflective guide posts and bollards.”

“The city council was searching for a solution that would ensure that public safety is assured while not inflicting a negative impact on historic street scenes. The FlexiPole is currently delivering this requirement and while the trial continues and is still being assessed, the product has demonstrated that it potentially can provide a robust, low maintenance, cost effective solution to meet Westminster’s needs.”

Contact Details:

For all queries on the FlexiPole Sign System or any Ritherdon highways product, please do not hesitate to contact us using the details below.

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