

# Driver Feedback Sign (DFS 700) Staffordshire Case Study



## DFS 700 in Staffordshire

Staffordshire's policy of moving around its Driver Feedback Signs is paying dividends with local communities.

It is roughly two years since Staffordshire County Council began a strategy to mount temporary 3M Driver Feedback Signs (DFS) at a range of locations across the county. Now, there are approximately 150 locations where the Staffordshire Safer Roads Partnership (SSRP) can elect to mount any of the over fifty units purchased that are used to warn drivers if their speed is over the limit.

### Popular with the people

It is a strategy that has proved very popular, even prompting letters of support to the local papers, as local residents have witnessed its impact for themselves. *"By siting these units at different locations on a rolling pattern, we've kept their impact fresh, but also ensured we have gained maximum coverage from a limited resource,"* says Melanie Langdown, Performance and Operations Officer with SSRP.

The DFS 700 units, supplied by Morelock Signs, give a clear, bright reading of the driver's approaching speed, and also collect data that can be downloaded remotely for further analysis. Easy to install and maintain, the LED display can be further enhanced with a surround of 3M Diamond Grade DG<sup>3</sup> reflective sheeting to aid conspicuity.

### Easy to move

A key part of Staffordshire's strategy has been finding a solution to make it easy to move the units and mount them elsewhere for a period of four weeks at a time. This has been achieved using the innovative Groundscrew® system from JPCS, which is similar in principle to a plasterboard rawlplug, except it is screwed into the ground of course!

At any given location, JPCS can quickly sink a Groundscrew, which is then capped off ready to receive a pole for the temporary DFS 700 when the time is right. The pole is simply slotted into the Groundscrew and secured by a tightened collar, which is easy to release when it is time to move the pole and the DFS 700 again.

Whilst Staffordshire uses a version of the Groundscrew that provides a temporary housing, a permanent version is also available. Both take roughly 15 minutes to install, which is a huge improvement on the day's work normally required to create a traditional concrete foundation. The permanent version has already been used at approximately 2000 sites for driver location signs on the motorway network.

Within Staffordshire, the temporary Groundscrew has made it very easy to move the DFS 700 units, and now the focus is on running a trial for 8 new DFS 700 units that will be rotated around a number of schools when the new term starts.