

KEYACCIDENT


TRANSOFT™
SOLUTIONS

**"KEYACCIDENT HAS BEEN ROLLED OUT
TO OUR COLLEAGUES IN THE SOUTH
MEANING THE TREND OF REDUCING"
ACCIDENTS IS SPREADING"**

Azhar Ali, Ayrshire Roads Alliance

**AYRSHIRE ROADS ALLIANCE
AYRSHIRE, SCOTLAND
SCOTTISH PUBLIC SECTOR PARTNERSHIP**

**KEYACCIDENT HELPS IDENTIFY ROAD TRAFFIC ACCIDENT CLUSTERS AND
DETECT POSSIBLE COMMON ACCIDENT CAUSES**

KEYACCIDENT

ACCIDENT ANALYSIS SOFTWARE

CLIENT NEED

TO MAKE A KNOWN ACCIDENT CLUSTER SITE ALONG THE A719 SAFE FOR ALL.

“Using KeyACCIDENT since the implementation of the scheme, and in particular the site monitoring module, the A719 Waterside Project has been proven to be 100% successful with no more injury related accidents reported”

Azhar Ali
Ayrshire Roads Alliance

CLIENT PROFILE

Scotland’s most innovative public sector partnership, the Ayrshire roads alliance delivers shared council roads and transportation services to communities across East and South Ayrshire.

The shared service ensures a consistent standard of service delivery while improving service efficiency and resilience, against a backdrop of reducing public sector budgets.

SOLUTION

KEYACCIDENT FOR AYRSHIRE ROADS ALLIANCE

A GIS search of the site was undertaken and the graphical stick diagrams were used to visually present the accident data along with relevant reports to identify trends. After detailed analysis it was ascertained that those involved in the accidents were predominantly inexperienced drivers or drivers travelling too fast for the road conditions at a site with restricted visibility.

This led the team to think about deploying innovative LED active studs in the roadway as a replacement to traditional retro-reflective studs (cat’s eyes) in an experimental measure to improve visibility and reduce the number of casualties. The tool provides effortless re-working of designs, saving you time.

The studs were installed along the centre-line of the road and at the edges of the carriageway. The studs also provide a tactile rumble through the vehicle wheels to warn the driver that the centre-line or road edges are being encroached. In order to enhance visibility the studs are made up of bi-directional LED lights which highlight both the horizontal and vertical geometry of the road.

Due to the success of the scheme, Ayrshire Roads Alliance are using the approach of data-led analysis for future road safety schemes across the whole of the country.

KEYACCIDENT

KeyACCIDENT is the UK’s leading road collision data analysis system. It has both a database and data entry module for effortlessly managing accident data and can generate more than 50 statistical and narrative reports.

T: +44 (0) 3451 30 30 40 E: salesuk@transoftsolutions.com

W: transoftsolutions.com/uk