

Briefing Notes of a Demonstration of Speed Sensing Traffic Signs, presented by Jill Taylor of Morelock Ltd – Held on Monday 29 February 2016 at 7:30 pm at No 28 Market Place, Belper.

Attendees from Holbrook Parish Council: Gail Brocklehurst and Paul Roberts

Present at the meeting were another dozen or so people, including representatives of Turnditch Parish Council, Duffield Parish Council, a couple of Derbyshire Dales Villages and the meeting organiser Dave Fisher - secretary to Belper and District Road Safety Committee.

Background:

- Those present were all having problems with speeding through their respective towns, villages and parishes. Although Holbrook has so far escaped the fatalities experienced by some, there is a continuing concern regarding the dangers of traffic breaking the speed limits at various points within Holbrook Parish.
- On 17 March 2015, Gail and I attended a presentation at Hulland Ward, by Unipart Dorman, of a similar speed sensing traffic sign (the report of that demonstration has been circulated and is also on the web site). In fact, Jill Taylor worked for Unipart Dorman until five months ago. There appear to be about 4 companies in the UK who are manufacturing these products.
- Positive results, with such displays, are best achieved by moving the unit after three or four weeks to another site rather than retaining it in one position.

The Products:

- As with the Unipart Dorman system, the idea is mainly twofold:
 - To alert drivers of their speed and encourage them to slow down.
 - To provide, through data logging, general motoring speeds (through a variety of statistical and graphical means) as evidence to support campaigns to introduce other speed reduction measures.
- The product demonstrated was the GR33S/GR33C produced in tough plastic. A heavier version (9kg v 4kg) is available in aluminium and is deemed more suitable for larger towns (GR33L/GR33CL). Both product information sheets are attached to this note.
- The simplest version of the 'plastic' 4 kg unit markets at around £1590 and includes a pole clamping/battery box, rechargeable batteries and a charger. The two batteries are described as 12V bicycle batteries. A more expensive version (£1890) has red and green display LEDs as well as amber. The Morelock unit can have three types of display: speed, a short message (e.g. slow down), a smiley / not smiley face.
- Data logging is downloaded to an Android laptop, or similar device, via a Bluetooth link. The data contains: speed, date, time (vehicles approaching and / or moving away from the unit).
- The units come with a full two year warranty. No maintenance contract is currently provided.
- If desired, bespoke front plate panels can be supplied.
- The items can be powered by mains or batteries (a single charge lasting about 3 weeks). Alternatively, there is an option of using solar power – but this appears not preferred by Morelock.

Other Considerations:

- Getting agreement from the Highways Agencies / Road Safety Partnership for installing these systems is a key first step. Some areas are more proactive and supportive than others.
- It is fairly common for Parish Councils etc to share these systems (Liz Page – Clerk of Duffield Parish is keen talk to Holbrook and Little Eaton Parish Councils on possibility of sharing costs).

Possible Next Few Steps:

- Hannah Owen to make contact with Liz Page.
- Holbrook Parish Council to decide whether it wishes to pursue these systems or not.

If so:

- Agree some suitable locations within the Parish.
- Hold separate meeting with other interested groups (if agreed).
- Start talking to the appropriate agencies (Liz Page says she has good working relationship with one of the agencies).

Morelock Contact:

Jill Taylor – Business Partnership Manager

Morelock Signs Ltd, Strawberry Lane, Willenhall. West Midlands. WV13 3RS

Mobile: 07834 178268

Email: jill.taylor@morelock.co.uk

www.morelock.co.uk

Paul Roberts and Gail Brocklehurst.

Date: 29 February 2016

Attachments – see separate pdf document including:

- Morelock Speed Sign Data Sheet – for GR33S/GR33C
- Morelock Speed Sign Data Sheet – for GR33L/GR33CL

MORELOCK Speed Sign

Morelock Speed Sign GR33L/GR33CL



Be confident that you are using the most effective signs to impact driver behaviour to help improve road safety in your community.



It is a fact that radar-driven speed displays slow down traffic. This positive effect can be attributed to the display's ability to alert drivers with responsive messages wherever the device is deployed (school zones, entrance to villages, private sites, residential areas).

The GR33L/GR33CL are dot-matrix displays that are able to show speeds driven as well as individual bitmaps which is an additional benefit to common speed displays.

Both speed displays offer speed and time triggered bitmaps (such as smileys) and short text messages. So the unit is able to show different pictures during school time and the rest of the day.

For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

email: sales@morelock.co.uk www.morelock.co.uk



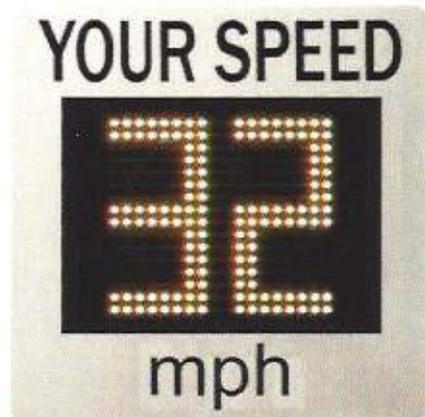
Morelock Speed Sign

Morelock Speed Sign



Features

- Dot matrix display that displays speed/pictures in amber, red and green
- Displays oncoming vehicles speed
- Individual bitmaps can be uploaded such as text messages, smiling/frowning faces, speed limits, logos and symbols
- Adjustable minimum/maximum speed threshold
- Time controlled activation
- Automatic brightness regulation
- High contrast due to unique display construction
- Robust Lexan front window with anti-glare coating
- Bluetooth for display configuration
- Measurement of the supply voltage
- Deep discharge protection for batteries
- Low weight - only 4kg!
- Easy one man installation
- User friendly control software for Android and Windows
- Battery, mains and solar power options available



GR33S AMBER

GR33C AMBER, RED and GREEN

For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

email: sales@morelock.co.uk www.morelock.co.uk



Datasheet

Electrical Data

Input Voltage	12V
Power Consumption	Low Power Design!
Standby (Radar on, LEDs off)	<0.1w(!)
Display Active (speed value)	< 1W
Peak (all LEDs active)	4 W

Radar Sensor

Operating Frequency	K-Band (24 GHz)
Transmitting Power	5 mW
Certification	FCC, IC, CE approved
Operating Speed	2 ... 199 km/h or 2 .. 150 mph
Detection Range	min. 100 m, typ. 200m Truck typ. 300 m
Accuracy	± 3 %

LEDs

Brand	High-Performance Osram LEDs "Black Series"
Colour	yellow (GR33L). red/green (CR33CL) and mixed colours

Life Span	Long Lifetime and Reliability
-----------	----------------------------------

Main Radiation Angle	30° Lense
----------------------	-----------

Display

Resolution	16x 18 Pixel + Ring
Pixel Grid	20 mm
Digit Size	30.5 cm
Reading Distance	approx. 150 m
Readability	Unique Contrast due to Special Design
Update Rate	approx. 1 sec, adjustable
Brightness Regulation	Automatically
Bitmaps Memory	250 Pictures

Mechanical Data

Dimension	62 x 62 x 4 cm
Weight	approx. 4 kg
Enclosure	ASA Plastics
Front Plate Sheeting	Highly Reflective, white
Protection Degree	IP67
Front Window	Lexan, Anti-Glare Coating
Operating Temperature	-25° bis 60°C

Jill Taylor
Business Partnership Manager

Morelock Signs Ltd.
Strawberry Lane, Willenhall
West Midlands, WV13 3RS

Mobile: 07834 178268
Email: jill.taylor@morelock.co.uk
www.morelock.co.uk



For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

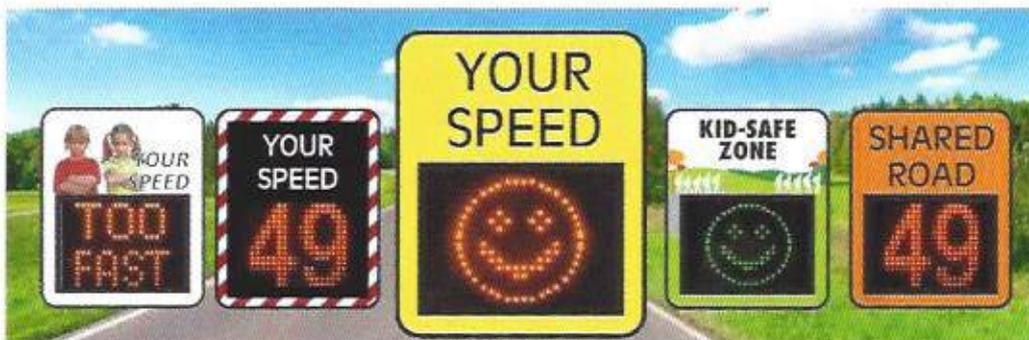
email: sales@morelock.co.uk www.morelock.co.uk

Morelock Speed Sign

Morelock Speed Sign GR33S/GR33C



Be confident that you are using the most effective signs to impact driver behaviour to help improve road safety in your community.



All face plates are made from highly reflective 3M Diamond Grade material and can be tailored to your application and requirements

It is a fact that radar-driven speed displays slow down traffic. This positive effect can be attributed to the display's ability to alert drivers with responsive messages wherever the device is deployed (school zones, entrance to villages, private sites, residential areas).

The GR33S/GR33C are dot-matrix displays that are able to show speeds driven as well as individual bitmaps which is an additional benefit to common speed displays.

Both speed displays offer speed and time triggered bitmaps (such as smileys) and short text messages. So the unit is able to show different pictures during school time and the rest of the day.

For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

email: sales@morelock.co.uk www.morelock.co.uk



Morelock Speed Sign

Morelock Speed Sign



Features

- Dot matrix display that displays speed/pictures in amber, red and green
- Displays oncoming vehicles speed
- Individual bitmaps can be uploaded such as text messages, smiling/frowning faces, speed limits, logos and symbols
- Adjustable minimum/maximum speed threshold
- Time controlled activation
- Automatic brightness regulation
- High contrast due to unique display construction
- Robust Lexan front window with anti-glare coating
- Bluetooth for display configuration
- Measurement of the supply voltage
- Deep discharge protection for batteries
- Low weight - only 9kg!
- Easy one man installation
- User friendly control software for Android and Windows
- Battery, mains and solar power options available



GR33S AMBER

GR33C AMBER,
RED and GREEN

GPRS Remote Monitoring Available

For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

email: sales@morelock.co.uk www.morelock.co.uk

Datasheet

Electrical Data

Input Voltage	12V
Power Consumption	Low Power Design!
Standby (Radar on, LEDs off)	<0.1w(!)
Display Active (speed value)	< 1W
Peak (all LEDs active)	4 W

Radar Sensor

Operating Frequency	K-Band (24 GHz)
Transmitting Power	5 mW
Certification	FCC, IC, CE approved
Operating Speed	2 ... 199 km/h or 2 .. 150 mph
Detection Range	min. 100 m, typ. 200m Lkw typ. 300 m
Accuracy	± 3 %

LEDs

Brand	High-Performance Osram LEDs "Black Series"
Colour	yellow (GR33S). red/green (CR33C) and mixed colors
Life Span	Long Lifetime and Reliability
Main Radiation Angle	30° Lense
Viewing Angle	> 120°

Display

Resolution	16x 18 Pixel + Ring
Pixel Grid	20 mm
Digit Size	30.5 cm
Reading Distance	approx. 150 m
Readability	Unique Contrast due to Special Design
Update Rate	approx. 1 sec, adjustable
Brightness Regulation	Automatically
Bitmaps Memory	250 Pictures

Mechanical Data

Dimension	61 x 75 x 4 cm
Weight	approx. 9 kg
Enclosure	Aluminium
Front Plate Sheeting	Reflective white/yellow, black with red/white stripes or printing
Protection Degree	IP67
Front Window	Lexan, Anti-Glare Coating
Operating Temperature	-25° bis 60°C

Jill Taylor
Business Partnership Manager

Morelock Signs Ltd,
Strawberry Lane, Willenhall
West Midlands, WV13 3RS

Mobile: 07834 178268
Email: jill.taylor@morelock.co.uk
www.morelock.co.uk



For more details please call our sales dept:

Tel: 01902 637575 Fax: 01902 637576

email: sales@morelock.co.uk www.morelock.co.uk