

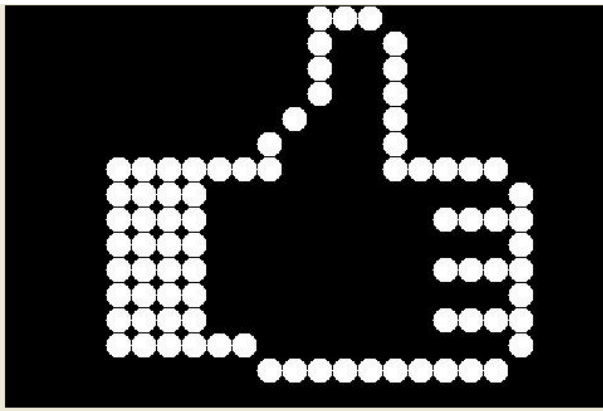
COMPLIANT DRIVERS GET THE THUMBS UP

Thanks to Community Roadwatch's programming capability derived from McSoft(UK) of St Ives, the villages of Boxworth and Willingham are the first – with the parish's consent - to have their Morelock VARIO MVAS's (Moveable Vehicle Operated Sign) set to use a full-size 'Thumbs Up' graphic - instead of a 'Smiley Face' or 'Thank You' - to address those travelling under 30 mph*. Additionally, in Boxworth CRW has created and uploaded its own bespoke graphics to match the School Lane bend configuration , and in Willingham, for the left-hand junction ahead for Westfield. In addition, these MVAS's will display a graphic of the speed limit sign rather than a red unhappy face of a 'Slow Down' or 'Too Fast' messages. So no gratuitous or derisory 'judgements' are made. *The Boxworth MVAS is on loan from Elsworth Parish Council.

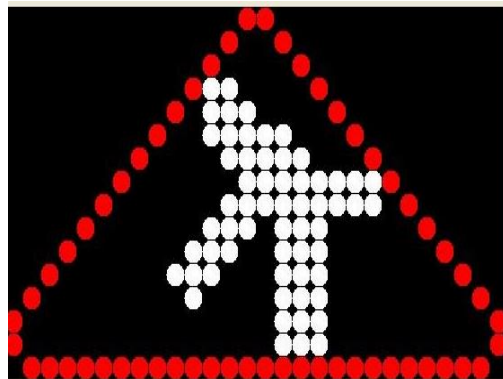
David McCandless, MD of Community Roadwatch(UK) CIC and database-design consultant of McSoft(UK), explains, "We believe programmable MVASs, especially the excellent (under £3k) Morelock VARIO – apart from displaying speeds just a little below the limit - should use their full capacity to alert drivers of the dangers ahead (indeed to justify their 'raison d'être'). These Morelock MVAS's - when programmed for maximum effectiveness - can provide an appropriate, meaningful 'graphical indication' to drivers rather than an infuriating 'judgement' of 'Slow Down' at 31 (some even at 30) mph. So, having thus advised drivers, we believe it should be left up to them to determine - through common-sense, or community spirit - what to do with that information. After all, County Speed Limits are determined by what speeds 85% of drivers actually do rather than what, in reality - in the assessment of residents/users - is safe or environmentally-friendly. "

David advises. "We are available to assist parishes - Free of Charge –on how to get the most out of their Morelock MVAS displays even to create the graphics for them if requested. Ask: md@roadwatch.org.uk"

Boxworth & Willingham Morelock Smiley Face replacement for those under 30 mph



Boxworth Morelock School Lane Bend warning graphic created by CRW



Andy Smith of CRW Installing the MVAS in Willingham



Willingham Morelock LH Junction warning graphic created by CRW

