

Case Study

MVIS were contacted by **Oxfordshire County Council** to help combat an issue of congestion caused by an excess level of traffic into the city. In order to help combat this, Oxfordshire County Council aimed to better utilise their park & ride service by raising awareness of it to incoming drivers who planned to be driving around the city.

A total of 8 of **VMS A signs** were strategically deployed throughout the city on main roads leading into the city to give maximum exposure to the message that they wanted drivers entering into Oxford to use the park & ride rather than drive around the city in a vehicle.

Signs are easy to update and portable, requiring no external power supply thanks to their solar power credentials, meaning they can be deployed flexibly according to the customer's needs.



In feedback to us, an Oxfordshire County Council Traffic Systems Technical Officer commented that the signs were **"really clear and consistent"** and that they were **"really happy with everything and would not hesitate to use again."**

Such glowing feedback from those who matter is invaluable to us, giving us the opportunity to commend members of the team involved as well as learn more about how our products and service have helped.

Regarding our customer service, the Technical Officer added that it was, **"brilliant, the whole team were very reactive and helpful,"** and when it came to using our proprietary Web Studio to change the messages on the signs, she reported that it was **"super easy to use"** and **"so much better than the system we have for our fixed signs."** She added, **"The team were excellent when we needed signs moving or anything changing."**

We are eager to continue working with Oxfordshire County Council not only for this project, but also for any messaging needs they may have in future. The requirements a Local Authority could have for our signs are extremely versatile, making a good working relationship important for both parties.

The more we can work together, the more we can understand the customer's needs, which gives us the opportunity to continue to go above and beyond in delivering reliable solutions and services.



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Key Facts:

- **Maximum exposure** – signs placed on key routes into the city.
- **Flexible deployment** – easy to move and update as needed.
- **Web Studio praised** – messaging system "super easy to use."
- **Responsive service** – team rated "brilliant" and reactive to changes.



Oxfordshire county council
Tackling city centre congestion.



8 VMS-A signs
Deployed on main roads into Oxford.



Aim
Raise awareness of park and ride service.



Solar-powered
Portable, no external power supply needed.