



WHITSBURY ROAD

CASE STUDY

Project

RWL Site Infrastructure -
Main culvert installation

Location

Fordingbridge, Hampshire

Contractor

R&W Langley

Merchant

Keyline Civils Specialist -
Ferndown branch

Products

- Ridgistorm-XL

In 2023, plans for the construction of a new spine road, connecting Whitsbury Road and the A338 Salisbury Road, in Fordingbridge, Hampshire, were confirmed.

Located on existing floodplains, the construction of the new road (which began in 2025) necessitated an important flood alleviation element, meaning the road would need to be built roughly two and a half metres above pre-existing ground level and culverts [installed at the low points of the fields] would need to be incorporated into the design to prevent flooding.

Working alongside contractor R&W Langley, and via merchant partner Keyline Civils Specialist, Polypipe Civils & Green Urbanisation [Polypipe CGU] provided product for the culverts in the form of 1200mm diameter Ridgistorm-XL.

"Ridgistorm-XL was absolutely the right product for this project," Josh King, Technical Sales Manager at Polypipe CGU, said, "Made from high performance polymers, it's an extremely durable, adaptable and reliable system that has an impressive track record for projects like this so, when the R&W Langley team approached us with the designs for the project, with Ridgistorm-XL already specified, we did the calculations to confirm it was the ideal solution and it was full steam ahead from that point."

Sam Barfoot, Site Manager at R&W Langley, said: "Plastic products,

like the Ridgistorm-XL from Polypipe Civils & Green Urbanisation, are great. Compared to using traditional materials where, if they were to get damaged or cracked, you might lose time and momentum waiting for a replacement, plastic is much more durable and versatile. Plus, with its lighter weight, it means we don't need as much large machinery, and it saves us a lot of time when it comes to the lifting operation so it's just brilliant.

"The project's been good. We've had our most experienced gang working on it so, after receiving the toolbox talk from John Dakin in the Polypipe CGU site support team, it really showed how quickly they can push home so it's gone really well and been really easy.

"We generally deal more directly with Keyline, which has been good, but if we've needed to talk about something specific or technical, we've skipped the middleman and spoken directly to Josh, and the Polypipe CGU team and it's been a brilliant experience – one I would one hundred percent recommend."



Adam Clark, Branch Manager at Keyline Ferndown, said: "We at Keyline Ferndown have been involved in this project for a couple of years, with Dan Treadwell [Branch Sales Manager] supporting R&W Langley with quotes and design.

"It's a great scheme to be involved with and it's been a pleasure to work with Polypipe CGU and, specifically, Josh as our local representative – in fact, our relationship with Polypipe CGU has really grown in the past couple of years and that's down to working with Josh. We've got our go-to man, who is there whenever we need him, and that's shown throughout this experience. We've all been really excited to see what this project leads to, on and off site."

Echoing Adam's comments, Josh said: "This project is a perfect example of what good looks like both from a contractor and merchant perspective.

"For me, the key is strong relationships and good communication – two things that have been demonstrated throughout the entirety of this project and with everyone involved in it. Internally, our Business Development Coordinator, Claire Delaney, has worked tirelessly behind the scenes to ensure smooth progression of the project, while the relationship between Polypipe CGU and the Ferndown branch of Keyline has never been closer – or better - than it is now.

"Together, we've worked with R&W Langley to understand the size of the prize and establish the level of support that we can offer in the area. As a contractor, they have a lot of exciting projects in the pipeline, and I personally look forward to continuing to provide support at both a site and merchant level and celebrating more successes in the future."

