

Our ref: A35 Chideock speed reduction trial

Highways England
Ash House
Falcon Road
Sowton Ind. Est.
Exeter
EX2 7LB

2 August 2019

Dear Sir/Madam

A35 Chideock speed reduction trial - Highways England plans, builds, operates and maintains England's motorways and major A roads. As part of our commitment to improve air quality near our roads we will be carrying out a speed reduction trial near you.

Background - Highways England, in partnership with Dorset Council, is working to reduce the effects of traffic pollution in Chideock. The village of Chideock was given Air Quality Management Area (AQMA) status some time ago and Sir Oliver Letwin MP and the local community have been campaigning for many years for measures to cut traffic pollution.

Constraints and measures already in place - The footprint of the A35 through Chideock combined with the proximity of properties means that mitigation measures are limited. A speed camera has been installed at the eastern approach of the village to discourage speeding upon entry and we now aim to tackle emissions at the westbound exit point of Chideock. Westbound motorists accelerate heavily upon making the steep climb out of the valley and emissions caused by this acceleration then filter down into the heart of the village.

The trial – A 30mph speed limit will be in place along the A35 from approximately Ruins Lane through to Muddyford Lane, speed will then be increased to 50mph to Star Lane before returning to the national speed limit. We will install vehicle activated speed signs and additional air quality monitoring equipment to measure the effectiveness of this approach. These measures will be promoted to key transport associations via Twitter throughout the course of the scheme.

When – We plan to run the trial for 18 months from August 2019 to January 2021, this will enable us to capture data through the busy tourist seasons. Please note, the trial may finish before January 2021 if enough data is obtained before this date.

What does this mean for you? - The results of this scheme will inform future decisions on how best to manage Chideock as an AQMA site. We would appreciate your help in adhering to the speed limits to ensure the data collected is as accurate as possible.

If you have any questions about this work or would like further information, please contact Highways England Customer Contact Centre on **0300 123 5000** or by email: **info@highwaysengland.co.uk**

Yours faithfully

Andrew Roberts
Route Manager South-west Operations
Highways England