



THE CENTRAL CHILTERN AREA
TRAFFIC MANAGEMENT PROJECT



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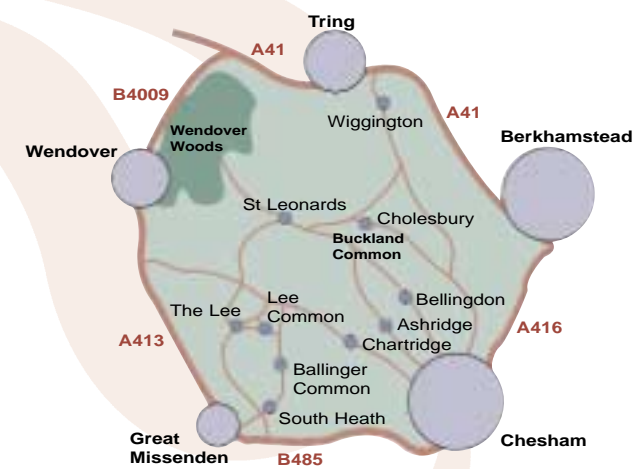


NEW INITIATIVE FOR RURAL TRAFFIC MANAGEMENT IN THE CHILTERN

The Chilterns Area of Outstanding Natural Beauty (AONB) is under pressure from vehicle traffic, which is damaging the environment, makes walking, horse riding and cycling less attractive and reduces the special rural character of The Chilterns. We need to minimise the effects of the growing problems caused by traffic, whilst maintaining the many advantages they bring.

In order to help reduce its effects, The Central Chilterns Traffic Management Project has been established to introduce new and innovative ways to manage traffic in rural areas.

The project will focus initially on an area of the central Chilterns which is typical of the wider AONB and covers the rural area bounded by the roads linking the towns of Wendover, Great Missenden, Chesham, Berkhamsted and Tring.

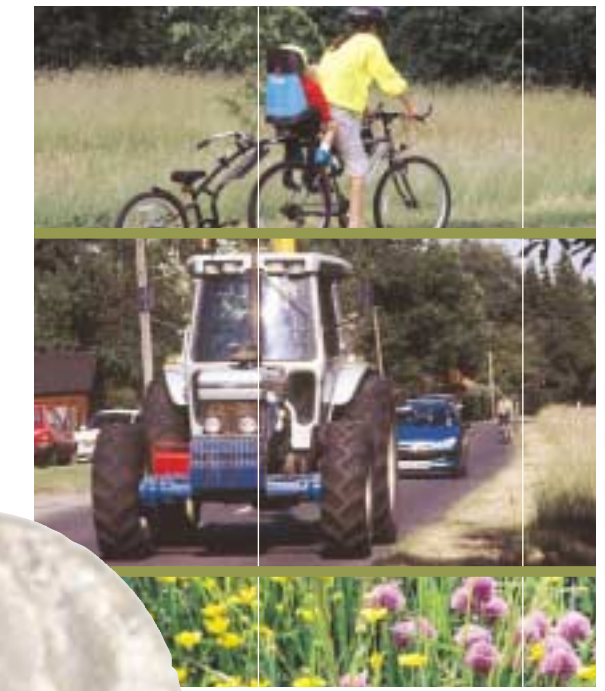


If you would like to know more about the project please contact:

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Design by the Graphics Team 01296 382717, Buckinghamshire County Council. A non-profit service job no.111





AIMS

The project aims to

- Reduce the impact of vehicles on country lanes and villages
- Improve the safety and attractiveness of non motorised travel
- Encourage cycling, walking and horse riding
- Support the local economy and social life in the area
- Make roads safer
- Promote alternatives to using the car
- Protect and enhance the environment



This will involve

- Schools with safer routes to school and school travel plans.
- Local participation in design of Village or Parish entry treatments.
- Possible speed reductions
- Changing signing to a more traditional style.
- Developing a Chilterns "Quiet Lane" network.
- Vehicles using the most appropriate route for their journey
- Improving access to bus, and rail services etc
- Encourage environmental management of hedges, verges etc

QUIET LANES

A particularly important aspect of the project will be the creation of Quiet Lanes. This will create a network of routes which are safer and more enjoyable for walkers, cyclists and horse riders because of the way they are managed, possibly with lower speed limits.

LEADING THE WAY

The Chilterns is one of the rural areas most badly affected by traffic in the UK. However, the Chilterns intends to lead the way in rural traffic management, with this project and its sister initiative, the CountryWays traffic management project in the South Oxfordshire, managed by Oxfordshire County Council. The best practice developed in these projects will be applied across the Chilterns and beyond.

GETTING INVOLVED

- A project manager has been appointed who can be contacted for further details, and will attend local meetings
- Regular public meetings will be held
- All interested groups will be consulted regularly
- A newsletter will be produced and distributed widely
- A web site will be created

