

Appendix 6

1. Overview on Speeding

1. I am highly sympathetic to the issue of speeding on Hivings Hill.

1.2 The fact that Chesham lies in a valley means that virtually every road leading into it is a steep hill. Whilst there is a fixed camera on Nashleigh Hill there are no other warnings to drivers to curtail their speed.

In my division Chartridge Lane is also subject to cars being driven at excessive speed.

3. Consequently whilst this petition relates to Hivings Hill there is an endemic problem with enforcement of existing limits : effectively there is none.

4. But at a time of huge pressure on resources I urge us to take a strategic approach across the whole of Chesham and draw up an action plan based on a number of elements:

A. Drivers speed - not cars - and it a matter of educating them, warning them and using all possible ways to stop them as well as punishing.

B. A high proportion of speeding drivers are very local.

Speeding is primarily a community issue : what can a community do about speeding drivers?

C. It is not the County Council's primary responsibility to enforce speeding limits - only to set them after consultation.

However, there is a huge and welcome national drive towards implementing 20MPH limits and this is BCC policy. But there is not budget to match and it is estimated that each stretch of road would cost £7000 to lower the limit.

I understand that many local authorities are funding 20 MPH limits. Why isn't Bucks CC?

To take these in turn perhaps we can consider the following:

2. Drivers speed - not cars - and it a matter of educating them, warning them and using all possible ways to stop them as well as punishing.

2.1 Is Bucks CC and the Police doing sufficient about educating drivers on the dangers of speeding? Are there leaflets available? Email shots? Does the community know enough about the initiatives? Do we target sections of the community eg younger drivers?

2.2 If BCC produces graphic, punchy and informative leaflets can the community distribute them ? Are we maximising the Road Safety partnerships particularly with Fire Authority and Police, especially at public events?

2.3 Why is there a charge for using a mobile SID device if the community will operate it?

2.4 Is it possible to use digital displays at hot spots highlighting the number of speeding offenders caught as in other authorities?

2.5 Is it possible to regularly publish names of offending drivers who are local?

3. A high proportion of speeding drivers are very local.

Speeding is primarily a community issue : what can a community do about speeding drivers?

3.1 Can we pilot a Chesham –wide response, enlisting the help of the Town Council to make Chesham safer? This is as much a matter of publicity as anything and empowering the local communities to bring about change. Market stall would be good.

3.2 Chesham has effective pressure groups for instance for Fair Trade, Impress the Chess, Lowndes Park, the Elgiva, Rail users etc. Effectively we need to sponsor and support a Chesham community- based pressure group to change driver behaviour

3.3 Consider signs at each entrance to Chesham eg:

“ Chesham – A Safe Town - does NOT welcome speeding Drivers” .. or similar

3.4 Perhaps local drivers could be encouraged to sign an “ I don’t speed “ pledge.

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4.1 BCC needs to be far more transparent on how communities can help themselves and provide relevant data capture equipment at no cost.

4.2 It needs to give a higher profile to the Road Safety partnerships.

4.3 However – I strongly advocate consulting on a series of 20MPH limits in Chesham and being prepared to fund them if communities want them. Can we have a Chesham – based pilot? My feeling is that there is strong support.

4.4 But at the same time this would provide a springboard for a publicity campaign with Town Council, Community groups and hopefully schools to radically improve local driver behaviour .

4.5 An approach led by KSI statistics simply will not do.

Cllr Michael Brand