

Chesham High St ETRO

If you have seen posts about the ETRO (Experimental Traffic Regulation Order) consultation, here are some things you may wish to consider when responding:

Consultation Response – Key Policy & Safety Concerns

ETRO not properly trialled:

Vehicles have never been able to access Market Square due to planters, and signage was only recently installed. Without a functioning trial, permanence cannot be justified. Red Lion Street/Market Square junction arrangements appear less safe than the current one-way system.

Pedestrianisation proven successful:

Market Square has been pedestrian-only for years, supporting café culture, safe family use, and year-round events that boost community cohesion and the town centre economy.

Safety claims unsupported:

No baseline data demonstrates that increased traffic would improve safety; reintroducing vehicles is likely to increase risk for pedestrians, children, and market users.

Negative impact on High Street amenity:

Two-way traffic would increase noise, pollution, and vehicle dominance, undermining outdoor cafés, pedestrian comfort, and the overall town centre experience.

Markets threatened:

Vehicle access timings, Temporary Traffic Regulation Order fees, and operational restrictions risk making market trading unviable.

Loss of Community events:

Chesham has built up a thriving collection of free to attend community events. Established High Street events — including Chesham Motor Show, Jurassic High Street, and Hats Off Chesham! — would be financially and logistically challenged by the proposals, discouraging continuation and future events.

Infrastructure and junction safety concerns:

The High Street culvert is over 150 years old and vulnerable; increased traffic raises subsidence and flooding risks.

Reduced footfall and business attraction:

Increased traffic would make the High Street less safe and attractive, reducing shopper dwell time, discouraging new businesses, and undermining town centre vitality.

Conflict with Buckinghamshire Council regeneration objectives:

The proposals undermine the Council's stated aims for Chesham, including safe, inclusive, pedestrian-focused town centre spaces and support for local events and community economy.

The Consultation

These are the questions. There is no question asking whether you are in favour of the scheme in principle, only about details of the implementation, so the best way to express disapproval would be to oppose all the amendments.

There is **no question regarding the proposed charges**, so opposition to these should be noted under 'Other Thoughts', question 8. This would also be the place to note any concerns regarding whether this scheme will aid in the recovery of the High Street from its current dire condition.

The Questions -**Parking - Your Thoughts**

4 Do You Support the Double Yellow Line Amendments on the Mentioned Roads Above?

Pedestrian Zone - Your Thoughts

5 Do You Support the Pedestrian Zone Amendments on the Mentioned Roads Above?

No-Entry - Your Thoughts

6 Do You Support the No-Entry Amendments on the Mentioned Roads Above?

One-Way - Your Thoughts

7 Do You Support the One-Way System Amendments on the Mentioned Roads Above?

Other thoughts on the Amendments

8 Please provide us with your thoughts on the amendments