

No	Action	Description	Cost	Air quality Benefit	Lead
1	Remove >55% of Road traffic	Build a Relief Road around Chideock with Dorset Council pursuing Government	<£14M	High reduced <20UG/M3	Highways England/ Dorset Council National Policy issue
2	Remove >55% of Road traffic	Create Toll Road through Chideock combined with a new access road to Seatown The Toll would catch only those vehicles that should be using the A37/A303/A30. Through traffic west of Exeter that travel will be charged. Car ,Van, truck or other vehicle under 7.5tonnes £80 each way.Trucks/HGV over 7.5tonnes £100 ea/way The new route to seatown to start before traffic enters Chideock going west, this will join up with the internal existing roads on the Holiday Parks. This could be one way traffic both ways.Duck Street Mill Lane and seahill lane will be closed to through traffic to Seatown.A further road for users of the A35 coming west to east Could access a tunnel under the A35 to take them across to pick up Seahill lane at or near where the new passing lanes have been constructed. This road could be one way or two way traffic. Suitable signs and Barriers erected with key lock for local homeowners.	£6M Will pay for itself	High reduced <20UG/M3	Funded by Highways England/Holiday Park.Dorset council England/holiday Parks/Dorset Council Dorset Council Roads and tunnel to be maintained by Dorset Council
3	Protect house holders in AQMA	Provide Double/triple glazing and ventilationto houses in AQMA	£1m	low but protects those living very close to the A35. A small price to pay	Highways England/ Dorset Council
4	Land use Planning	No further development in AQMA until pollution returns to acceptable within the Law	nil	low but sends a message	Dorset Council
5	Reduce standing vehicle pollution	Introduce signs to ask waiting motorists to "turn of engine" or buy car with this installed. Apply fixed penalty for non compliance	minimal	low but sends a message	Dorset council/ Highways England/
6	Control polluting processes	Using Acts of Parliament and Defra recommendations to reduce pollution from Farming and introduce a Clean Air Zone, banning the use of wood burners,Bonfires, and promote smokeless fuel	minimal	medium, this will reduce background pollution particularly in winter,spring and Autumn	
7	National Action	Force Government to abide by the Law and threaten and take Legal action to protect the lives of Chideock Residents visitors and tourists	nil	High	Dorset council/ CPC/Client Earth

- 1 The Criteria Adopted was to disregard any of the items marked as low in the Discussion Document September 2008 which formed Only the low items which affected Chideock directly are taken forward.
- 2 In Action item no2 the important feature is that no local traffic or Residents,visitors to the area particularly in Dorset can travel to and from local and east Devon without additional cost.Also those tourists wishing to visit East devon Resorts such as Exmouth to Lyme Regis can also do so without additional cost. Only those that should use the A37/A303/A30/M5 will be penalised if they do so. Without accurate uptodate data the reduction is only an estimation. But it is believed to be in the order of 30%. By cutting out the
- 3 A37/A303/A30/M5. If not they must pay the price. In time the toll is likely if drivers continue to use the A35 and Pay, there will be a surplus which could and should be used to provide the only and reasonable solution to this problem that being