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Mendip Hills
National
Landscape

Mendip Hills National Landscape is a designated Area of Outstanding Natural Beauty (AONB)

MENDIP HILLS NATIONAL LANDSCAPE > **CHEDDAR GORGE FOR EVERYONE**

CHEDDAR GORGE FOR EVERYONE

CHEDDAR GORGE EXPERIMENTAL TRAFFIC REGULATION ORDER

The Mendip Hills National Landscape Team has launched a public consultation to gather feedback on an Experimental Traffic Regulation Order (ETRO) in Cheddar Gorge.

This follows feedback from local residents and businesses about the volume of traffic and anti-social driving in the Gorge, which could impact safety and people's enjoyment of the area.

We want to create an experience that is fitting for a naturally beautiful and significant visitor attraction like Cheddar Gorge.

Our Proposal

We propose to use this order to temporarily close Cheddar Gorge to vehicular traffic, just once a month. This would allow walkers, cyclists and other visitors the chance to enjoy the Gorge more safely and enhance their visitor experience.

The proposal builds on work carried out by Sedgemoor District Council. For Cheddar an accessibility strategy was prepared setting out a range of short and longer term projects aimed at delivering sustainable transport improvements and enhanced accessibility. Please click on the links below.

- [Cheddar Gorge Public Realm Regeneration Project Report](#)
- [Appendix 1 Cheddar Levelling Up Fund Engagement Report](#)
- [Cheddar Accessibility Strategy](#)

The experimental order is just that: it's intended to test an approach to understand how it could address the feedback received during previous discussions.

When the order is in place, Cliff Road (B3135) would be closed to vehicles from above the formal car parks to the Black Rock car park (see map below). This would allow visitors to enjoy the Gorge on foot, or by bicycle, more safely.

It would offer opportunity for meet-ups, activities and events to be held in the Gorge and chance for everyone to enjoy one Britain's most spectacular natural landmarks.

Businesses throughout Cheddar remain open as usual during this time, as will the car parks at either end of the Gorge.

We invite you to share your feedback on the proposals via the survey below.

Map showing the proposed traffic free area once a month.

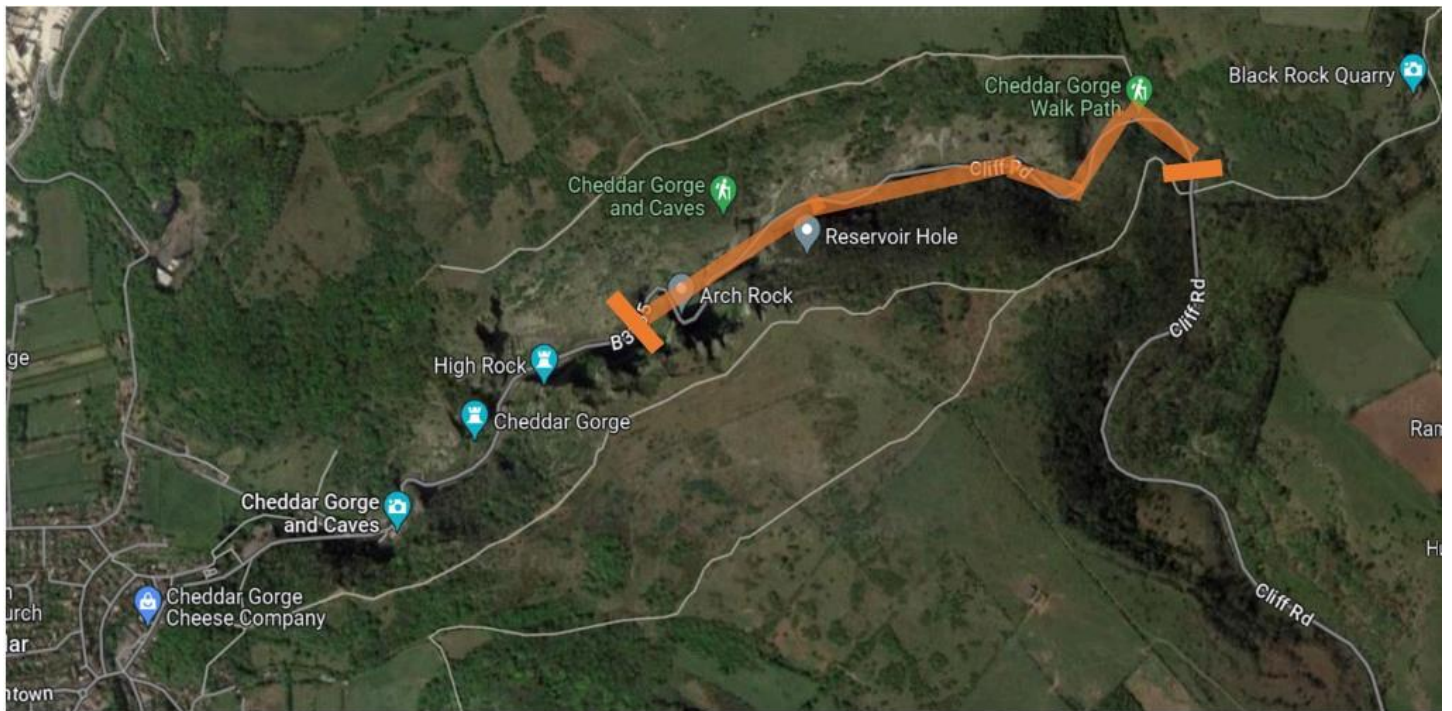


Image copyright Google Map

The Consultation

The consultation period will run from Wednesday 31st January to Tuesday 12th March 2024, after which time the project team will review all information and share the findings. This will help to shape the next steps agreed, so your feedback is important.

This is only the beginning of our work. We hope through the proposed order we can improve the visitor experience and look forward to exploring more opportunities in the future.

We will share any further updates on this website. You can also leave your email address in the feedback form to receive project updates.

For further information, you can contact the project team on CheddarGorge@distinctivecomms.co.uk or call 0330 107 0535.

**Complete the online survey.
Click here**

More details on the Cheddar Gorge Experimental Traffic Regulation Order

- What is an experimental traffic regulation order (ETRO)?

An experimental traffic regulation order is a temporary measure used to help us to understand the impact of a proposed traffic regulation. It allows for the testing of changes to traffic flow, parking restrictions, or other related regulations on a trial basis. It can remain in effect for up to 18 months before a decision must be made on whether it is to be made permanent.

- Why are you introducing an experimental traffic regulation order?

We are proposing to open the Gorge to visitors by closing the road through the gorge road once a month to understand how it could be used by pedestrians, cyclists and other users when vehicle restrictions are in place. After experiencing and evaluating what opening the Gorge in this way may bring, we will consider the frequency of the events.

- Why aren't the closures going to be more frequent?

During this experimental phase, the road will be closed once a month to collect data and opinions, informing the decision on whether to increase the frequency in the future.

- Why is the length of the closure set where it is?

During our initial conversations with stakeholders, some businesses and organisations expressed concerns about the regulation impacting local businesses and car parking. Our proposed approach reflects these comments.

- Who is funding the ETRO?

The ETRO project has been proposed and is being organised and funded by Mendip Hills National Landscapes (formerly known as the Mendip Hills AONB).

- Will there be more provision of public transport?

We hope the ETRO will trigger much needed discussions about visitor traffic to this nationally important destination.

- How will the closures be enforced?

Non-permanent bollards and signage, staffed for the first few closures, will be in place informing people. As an ETRO is a legal highway closure, they can be enforced by the Police.

- Why is the diversion so long?

The diversion route takes motorists along the A371, A39 and B3135. When closing a road, the official diversion must be along a road of the same or higher class, which dictated the route we have signposted. There are alternative roads in the area which may offer shorter journey times.

- Where can I share my views?

You can complete our feedback survey here <https://forms.gle/BHMD5SFeJBQUSyw59> or share your suggestions via email to CheddarGorge@distinctivecomms.co.uk.

- What is the deadline for feedback?

The consultation period is from Wednesday 31st January to Tuesday 12th March 2024. Feedback or comments received after this time may not be included in our analysis.

- Where else can I view the project information?

If you would like the information in an alternative format, please contact us on CheddarGorge@distinctivecomms.co.uk or call 0330 107 0535.

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