



THE ESTATE OFFICE  
WEST WITTERING ESTATE,  
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[www.westwitteringbeach.co.uk](http://www.westwitteringbeach.co.uk)

10<sup>th</sup> October 2023

RE: Application for Traffic Road Order – Double Yellow Lines – Pound Road

Dear Neighbour,

I am writing to inform you about an important traffic management initiative that West Wittering Estate is undertaking, in collaboration with West Sussex District Council and West Wittering Parish Council.

We are aware that instances of motor vehicles obstructing Pound Road out of the summer season has increased in recent years. In an attempt to help with this we have applied for the implementation of a Double Yellow Lines Traffic Road Order in Pound Road.

The proposal aims to improve the situation in several significant ways:

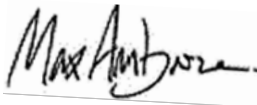
1. **Reducing Congestion:** Making it an offence to park/stop on Pound Road all year round (as opposed to seasonally at certain times) will help ensure vehicles can move freely and safely at all times.
2. **Enhancing Safety:** Currently parked cars effectively reduce the road to a single lane. This causes congestion and makes it difficult for pedestrians – including school children on their way to and from school – to cross the road. West Wittering Primary School support the application.
3. **Promoting Cycling:** Encouraging cycling is one of our key objectives. With a safer road to navigate, Pound Road will become a more attractive route for cyclists, contributing to a healthier lifestyle and reducing carbon emissions.
4. **Safer for Horse Riders:** Horse riders will also benefit from this change as it will create a calmer atmosphere, minimising stress for both riders and their horses.
5. **Improved Air Quality:** Less congestion will reduce the number of stationary vehicles with engines idling. This will improve air quality and contribute to a healthier environment for everyone.
6. **Enhanced Quality of Life:** A quieter, safer, and more pleasant road environment will enhance the overall quality of life for residents.
7. **Improved Emergency Vehicle Access:** Keeping Pound Road clear of parked cars and traffic congestion will ensure that emergency vehicles can swiftly access the road whenever required. This could potentially make a life-saving difference in critical situations.

We understand that this type of change can raise questions and concerns. Your input and feedback are invaluable at this stage, and we encourage you to share your thoughts and any concerns regarding this initiative.

Please visit [westwitteringestate.co.uk/poundroad](http://westwitteringestate.co.uk/poundroad) to view a draft plan and provide valuable feedback, alternatively please write to me at The Estate Office (address above).

Thank you for your understanding and support as we work together to create a safer, healthier, and more harmonious community for all.

Sincerely,

A handwritten signature in black ink that reads "Max Ambrose". The signature is written in a cursive style and is positioned above a thin horizontal line.

Max Ambrose  
Chief Operating Officer