

Statement of Reasons
for Traffic Regulation Orders to Facilitate Traffic Management Alterations
within Cheltenham Town Centre

EFFECT OF PROPOSALS

This Statement of Reasons relates to the making of Traffic Regulation Orders (“TROs”) and Pedestrian Crossing Notices under Sections 1 and 23 of the Road Traffic Regulation Act 1984.

The general effect of these proposals will be to:

1. Implement new Bus Lanes preventing vehicular traffic other than Local Buses, Hackney Carriages, Pedal Cycles, permitted Public Service Vehicles and Community Transport Vehicles travelling along part/all of Clarence Street/North Street, Promenade, Imperial Circus, High Street and Pittville Street (loading permitted 6pm-10am). This Order is enforced by Automatic Number Plate Recognition cameras.
2. Implement new Contra Flow Bus Lanes preventing vehicular traffic other than Buses, Hackney Carriages, Private Hire Vehicles, Pedal Cycles, permitted Public Service Vehicles and Community Transport Vehicles travelling along part of Albion Street in a north westerly direction (24 hours, 7 days a week restriction).
3. Make changes to the one-way system to permit two-way travel along part/all of Oriel Road, Imperial Square, Clarence Street/North Street, Clarence Parade and Albion Street (revoking existing one-way systems).
4. Implement new one way systems in order to prohibit two-way travel along all/parts of Post Office Lane, Gloucester Place and Trafalgar Street.
5. Alter existing one way system TROs in order to permit two-way cycling along parts of/all of High Street, Montpellier Street, Promenade, Wellington Street, Imperial Circus, North Street/Clarence Street and Rodney Road.
6. Implement new Prohibition of Driving provisions along parts of/all of Grosvenor Terrace and Grosvenor Place South.
7. Alter existing Prohibition of Driving TROs in order to permit two-way cycling along parts of/all of the Promenade, High Street, Cambay Place, County Court Road and Regent Street/Chambers.
8. Prohibit right turns from Imperial Square (east) onto Imperial Square (north)/Oriel Road and from Vittoria Walk into Oriel Road.
9. Install new Zebra Crossings on sections of Royal Well Road (to replace one existing Signalised Junction Pedestrian Crossing and one existing Pelican Crossing), St Georges Road, Bath Road and Albion Street (to replace existing Signalised Junction Pedestrian Crossing).
10. Install a new Puffin Crossing on Bath Road (to replace existing Signalised Junction Pedestrian Crossing).
11. Make various alterations to waiting restrictions, parking, loading and Pay & Display within the town centre along part/all of Clarence Street, Clarence Parade, Albion Street, Pittville Street, High Street, Promenade, Imperial Circus, North Street, Imperial Square, Oriel

Road, St George's Road, Montpellier Street, London Road, Bath Road, Crescent Terrace, Inner Promenade, St Georges Place, Grosvenor Place South and Sherborne Place.

12. Revoke existing TROs and replace them with new provisions or remake existing provisions as an administrative exercise.

REASONS

The County Council has a duty under section 122 of the Road Traffic Regulation Act 1984 when making TROs to consider the expeditious, convenient and safe movement of traffic and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway. This requires the County Council to weigh up several factors when making a decision to proceed with a proposal. These include if applicable:

- The desirability of securing and maintaining reasonable access to premises;
- The effect on the amenities of any locality affected and (without prejudice to the generality of this paragraph) the importance of regulating and restricting roads by HGVs so as to preserve or improve the amenities of the area through which the road runs;
- The national air strategy;
- The importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles;
- Any other matters appearing to the County Council to be relevant.

These proposals are being promoted under the provisions of the Road Traffic Regulation Act 1984 which allows the Council to take measures under Section 1 and Section 23 for the following reasons:

- 1(1)(a) Avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising;
- 1(1)(c) Facilitating the passage on the road or any other road of any class of traffic (including pedestrians);
- 1(1)(e) Preserving the character of the road in a case where it is specially suitable for use by persons on horseback or on foot;
- 1(1)(f) Preserving or improving the amenities of the area through which the road runs;
- 1(1)(g) Improving/maintaining air quality specified in paragraphs (a) to (c) of subsection (1) of section 87 of the Environment Act 1995.
- 23(1) A local traffic authority may establish crossings for pedestrians on roads for they are the traffic authority, and may alter or remove any such crossings.

For the reasons above the proposed TROs will assist as part of the Local Sustainable Transport Fund (LSTF) project known as the Cheltenham Transport Plan to enable junction and signing alterations to divert car traffic away from "Boots Corner". The proposals will help to improve bus reliability, removing most of the traffic from the town centre and creating a safer environment for pedestrians and cyclists.

Around 16,000 pedestrians per day cross Clarence Street in the vicinity of "Boots Corner". This road, currently used by 13,000 vehicles per weekday, creates significant severance in the heart of the retail environment. It is the busiest pedestrian crossing in the County and the

high traffic volumes affect the quality of the public realm and restrict the economic potential of the town.

By limiting vehicular access within the town centre through the use of various TROs in the town it will enable the creation of a more attractive walking and cycling environment in the heart of the town. Significantly reducing the number of vehicles within the town centre and therefore congestion, accessibility, safety and air quality within the town centre will be improved (For further background on the LSTF bid information please see <http://www.gloucestershire.gov.uk/extra/lstf>).

A total of 66 collisions resulting in 58 slights and 13 serious casualties over the period between 2009 and 2013, around the town centre (streets within the inner ring road) the busy nature of the roads/junctions in this area continue to be a barrier to access to the town and local roads and a cause of congestion. Collision information is broken down below:

No. of Collisions Involving:		
Pedestrians	SLIGHT	23
	SERIOUS	9
Cyclists	SLIGHT	6
	SERIOUS	3
Vehicular (Car occupants only)	SLIGHT	29
	SERIOUS	1

The proposed scheme will help to improve road safety within the town centre by reducing the amount of traffic and therefore helping to improve the area for use by pedestrians and cyclists.

Existing Orders to be revoked

Revocation of existing TROs is proposed in order to alter traffic patterns within the town centre and consolidate existing TROs for ease of use. This will improve administration and enforcement of proposed and existing restrictions in the area.

The re-implementation of any existing TROs (to remain unaltered as part of the proposed scheme) is an administration process only.

1. The Borough of Cheltenham (High Street Area) (Traffic Regulation) Order 2005.
2. The Borough of Cheltenham Evesham Road/Portland Street) Traffic Regulation Order 1997.
3. The Borough of Cheltenham (Various Streets) (Prohibition Of Through Traffic) Order 1971 (3 Tonne Weight Restriction).
4. The Borough of Cheltenham (St Georges Road) (Weight Restriction) Order 1992.

5. Gloucestershire County Council (Cheltenham Northern Relief Road, Stage 4) (General Traffic Regulation) Order 1989.
6. The Borough of Cheltenham (Pedestrian Priority and General Traffic Control) (High Street/Regent Street) Order 1993.
7. The Borough of Cheltenham (Pedestrian Priority and General Traffic Control) (High Street/Regent Street) (Variation) Order 1993.
8. The Borough of Cheltenham (Pedestrian Priority and General Traffic Control) (High Street/Regent Street) (Variation No. 2) Order 1993.
9. The Borough of Cheltenham (Central Area) (Pedestrian Priority) Order 1987.
10. The Borough of Cheltenham (High Street and Various Roads) Traffic Regulation Order 1997.
11. The Borough of Cheltenham (Bath Street Cambray Place and High Street) Traffic Regulation Order 2003.
12. The Borough of Cheltenham (High Street – Prohibition of Left Turn) Order 1991.
13. The Borough of Cheltenham (General Traffic Control) Consolidation Order 1994.
14. The Borough of Cheltenham (Central Area) Traffic Regulation Order 1975.
15. The Trunk Road (Cheltenham) (One-Way Traffic) Order 1969.
16. The Trunk Road (High Street, Cheltenham) (Prohibition of Traffic and One-Way) Order 1967.
17. The Borough of Cheltenham (County Court Road and Regent Street) (Prohibition of Driving and One-Way Traffic) Order 1980
18. The Borough of Cheltenham (Promenade) (Prohibition of Buses and Pedal Cycles) Order 1991 [Variation 1 to the Borough of Cheltenham (Central Area) (Pedestrian Priority) Order 1987].

Thorough consideration was given to the equalities duty of the County Council under Section 149 of the Equality Act 2010.

Thorough consideration was given to the factors set out in Section 122 of the Road Traffic Regulation Act 1984 in proposing this TRO.

All signing and lining will be in accordance with the Traffic Signs Regulations & General Directions in force at the time of implantation.