

Statement of Reasons

Proposed 40 & 50 mph Speed Limits – A40 London Road & Cheltenham Road

Proposal

This is a proposal:

1. To introduce the 40mph speed limit detailed in Schedule 1 below; and
2. To introduce the 50mph speed limit detailed in Schedule 2 below.

Schedule 1 - 40mph Speed Limit to be Introduced

Road Name & Number	Description
London Road (A40)	From a point approximately 70m south-east of its junction with Woodgate Close (491069) extending south-east for approximately 1420m to a point approximately 140m east of its junction with the Cotswold Way.

Schedule 2 - 50mph Speed Limit to be Introduced

Road Name & Number	Description
A40 (Known in part as London Road & in part as Cheltenham Road)	From a point approximately 140m east of its junction with the Cotswold Way extending north-east for approximately 1,000m to a point approximately 80m north-east of its junction with the Road from A40 to Coach House Farm (C149).

Reasons

The scheme is being proposed primarily to improve road safety and amenity for all highway users, including pedestrians and cyclists on a section of the A40, where there is currently a national speed limit.

The 85th percentile vehicle speed data gathered during the assessment was within or close to the Association of Chief Police Officers (ACPO) guideline intervention level for a 40mph or 50mph speed limit of 46mph & 57mph respectively. However, these surveys were undertaken at a location that is currently signed as a national speed limit. Consequently, it is likely that speeds will reduce to a more acceptable level with the combination of the speed limit reduction and implementation of additional engineering measures.

PLEASE NOTE that this scheme overlaps with the Council's proposed Safer Roads & Community 20s (SR&C20) programme for Cheltenham which has recently been out to informal public engagement. However, due to there being 17 recorded personal injury/fatal collisions along this stretch of the A40 London Road in the last 5 years, the Council is giving priority to this location and proposing this Traffic Order separately.

Any comments that were made through the SR&C20 informal engagement within the boundaries of this scheme's proposal will be duly considered as part of the decision making process for this Traffic Order. Any comments made to the SR&C20 informal engagement outside of this Traffic Order proposal extents will be considered exclusively as part of the SR&C20 programme, and stakeholders can stay up to date on the programme's progress via the Council's webpages.

Road Traffic Regulation Act 1984

The Council are proposing to implement the 40mph and 50mph speed limits under Section 84 and Part IV of Schedule 9 to the Road Traffic Regulation Act 1984 (RTRA).

More specifically, according to the RTRA, it is the duty of a highway authority to 'manage their road network' and 'to improve road safety'. Section 122 of the RTRA states that local authorities must, so far as is practicable, exercise their functions under the RTRA so as to 'secure the expeditious, convenient and safe movement of traffic'.

The proposals, therefore, accord with the RTRA.

Traffic Signs Regulations and General Directions 2016

The associated signing and lining will be in accordance with Traffic Signs Regulations and General Directions 2016 and Traffic Signs Manual Chapter 3.

Equality Act 2010

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

Statutory Consultation

A consultation process has been undertaken with all of the Statutory Consultees, including the Police, Emergency Services, Freight Transport Association, Road Haulage Association, the local Parish Council, Local Highways Manager and County Councillor. As a result of feedback from the Statutory Consultees, the proposal was modified to extend the length of the proposed 40mph speed limit to incorporate the Cotswold Way crossing.