

**GLOUCESTERSHIRE COUNTY COUNCIL  
(40 MPH SPEED LIMIT)  
(A435 EVESHAM ROAD) (CHELTENHAM BOROUGH) ORDER 2024**

The Gloucestershire County Council ("the Council") in exercise of its powers under Section 84 of the Road Traffic Regulation Act 1984 ("the Act") and Part IV of Schedule 9 of the Act and of all other enabling powers and after consultation with the Chief Officer of Police in accordance with Part III of that Schedule hereby make the following Order:-

1. (i) This Order shall come into operation on **the 2024** and may be cited as the "GLOUCESTERSHIRE COUNTY COUNCIL (40 MPH SPEED LIMIT) (A435 EVESHAM ROAD) (CHELTENHAM BOROUGH) ORDER 2024".  
  
(ii) This Order affects roads within the Borough of Cheltenham in the County of Gloucestershire.
2. In this Order –  
  
"Motor Vehicle" means a mechanically propelled vehicle intended or adapted for use on the roads as defined in Section 185 of the Road Traffic Act 1988.
3. No person shall cause or permit any Motor Vehicle to proceed along that length of road described in the Schedule at a speed exceeding 40 MPH.
4. No speed limit imposed by this Order applies to vehicles falling within Regulation 3(4) of the Road Traffic Exemption (Special Forces) (Variation and Amendment) Regulations 2011 when used in accordance with Regulation 3(5) of those regulations.

**Schedule – 40mph Speed Limit**

Road Name & Number	Description
Evesham Road (A435)	From a point approximately 236m north of its junction with Swindon Lane (C950) in a northerly direction to a point approximately 200m south of its junction with Southam Lane (C85)

Given under the Common Seal of Gloucestershire County Council  
**the day of 2024.**

THE COMMON SEAL of

GLOUCESTERSHIRE COUNTY COUNCIL

was hereto affixed

in the presence of:-

for Assistant Director of Legal Services.

**PUBLIC NOTICE**  
**GLOUCESTERSHIRE COUNTY COUNCIL**  
**(40 MPH SPEED LIMIT) (A435 EVESHAM ROAD) (CHELTENHAM BOROUGH) ORDER 2024**

Notice is hereby given that Gloucestershire County Council in exercise of its enabling powers under Section 84 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 intends to make the above-named order the effect of which will be to prohibit the driving of any motor vehicle at a speed exceeding 40mph on the following road:

Road Name & Number	Description
Evesham Road (A435)	From a point approximately 236m north of its junction with Swindon Lane (C950) in a northerly direction to a point approximately 200m south of its junction with Southam Lane (C85)

The length of road falls within the Borough of Cheltenham in the County of Gloucestershire.

A copy of the draft Order together with the relevant plan and statement of reasons may be viewed at The Map Room, Shire Hall, Westgate Street, Gloucester, GL1 2TG and Prestbury Library, The Burgage, Prestbury, Cheltenham GL52 3DN during their normal opening hours or online at [www.gloucestershire.gov.uk/tros](http://www.gloucestershire.gov.uk/tros)

Any objections or representations to the proposals together with the grounds on which they are made must be sent in writing to the Assistant Director of Legal Services, Shire Hall, Westgate Street, Gloucester, GL1 2TG or emailed to [highwayconsult@gloucestershire.gov.uk](mailto:highwayconsult@gloucestershire.gov.uk) no later than the 28<sup>th</sup> June 2024. (Please quote reference CB81943). Representations of support will also be received during this period.

Any comments that you make concerning this proposal cannot be treated as confidential. For further details about how we deal with your comments and your personal details, please go to <http://www.gloucestershire.gov.uk/tros>.

Dated 6<sup>th</sup> June 2024



for Assistant Director of Legal Services

## Statement of Reasons

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### **Gloucestershire County Council – 30mph and 40mph Speed Limits - A435 Evesham Road, Cheltenham**

#### **Proposals**

1. To replace part of the existing National Speed Limit (60mph) with a 30mph speed limit by virtue of streetlighting; and
2. To replace the remainder of the existing National Speed Limit (60mph) with a 40mph speed limit.

#### **Reasons**

Gloucestershire County Council are proposing to reduce the speed limits along part of the A435 Evesham Road (between Southam Lane roundabout and Swindon Lane roundabout) as follows:

1. Extending the existing 30mph speed limit at the Swindon Lane roundabout by approximately 180m in a northerly direction by virtue of existing compliant streetlighting to replace part of the existing National Speed Limit (60mph).
2. Replacing the remainder of the existing National Speed Limit (60mph) with a 40mph speed limit from the new 30mph stretch mentioned in 1 above in a northerly direction to the existing 40mph speed limit approximately 200m south of the roundabout with Southam Lane.

There have been 3 slight and 1 serious collisions on this stretch in the past 3 years.

The speed limit is currently National Speed Limit (60mph) and recent surveys to ascertain whether a 40mph speed limit would be self-enforceable and complied with by drivers, show that the mean speeds are already 47mph. Even though this is slightly above the Association of Chief Police Officers (ACPO) guideline intervention level of 46mph, the surveys show that the National Speed Limit (60mph) is not appropriate for this stretch of the A435. Additional traffic engineering measures such as carriageway narrowing and signage will be agreed at design stage in order to ensure compliance with a lower speed limit.

Further monitoring of the speeds will be undertaken upon completion of the scheme if successful and further traffic calming measures considered if the speeds still fall outside of the Association of Chief Police Officers (ACPO) guideline intervention level of 46mph.

#### **Road Traffic Regulation Act 1984 (RTRA)**

GCC are relying on their powers to introduce a 30mph speed limit by virtue of streetlighting and a 40mph speed limit by order under Sections 81, 82 and 84 of the RTRA.

In addition, thorough consideration was given to the factors set out in Section 122 of the RTRA in proposing this scheme.

#### **Traffic Signs Regulations and General Directions 2016**

All of the associated signing and lining will be in accordance with traffic signs regulations and general directions 2016.

#### **Equality Act 2010**

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