STATEMENT OF REASONS

Proposed Waiting, Disabled Badge Holder & Pay & Display Restrictions – Various Roads, Parish of Bibury, Cotswold District, Gloucestershire.

Proposals
To introduce the parking restrictions and parking charges, as detailed in Schedules 1 and 2 below within the Parish of Bibury, Gloucestershire.

Schedule 1 – Parking restrictions to be introduced

No Waiting at Any Time (Double Yellow Lines)

Road Name & Number	Extent
B4425 (known in part as B4425 Arlington Pike to the Dower House Barnsley and in part as B4425 the Vicarage Bibury to Arlington Pike)	Along sections on both sides of its carriageway from a point approximately 500m south-west of its junction with Arlington Pike (C152) to a point approximately 35m south-west of its junction with Arlington Fields (47497).
Hay Lane (C153)	Along a section on both sides of its carriageway from its junction with Arlington Pike to the Dower House Barnsley (B4425) for a distance of approximately 600m in a north-westerly direction.
Arlington Pike to Welsh Way Ready Token (C152)	Along a section on both sides of its carriageway from its junction with the Vicarage Bibury to Arlington Pike (B4425) for a distance of approximately 500m in a southerly direction.
Arlington Pike (C152)	Along intermittent sections on both sides of its carriageway from its junction with the Vicarage Bibury to Arlington Pike (B4425) for a distance of approximately 500m in a northerly direction
Ablington Road (C146)	Along a section of the north-eastern side of its carriageway from a point approximately 107m north-west of its junction with The Street (B4425) for a distance of approximately 428m in a north-westerly direction.
The Vicarage Bibury to Arlington Pike (B4425)	Along sections on both sides of its carriageway from its junction with Salt Way (C157) for a distance of approximately 90m in a south-westerly direction.
Road from Bibury Vicarage to Kilkenny Cottages (B4425)	Along sections on both sides of its carriageway between its junction with Salt Way (C157) and a point approximately 365m north-east of its junction with Aldsworth Road (41073)
Salt Way (C157)	Along a section on both sides of its carriageway from a point approximately 220m east of its junction with Road from Bibury Vicarage to Kilkenny Cottages (B4425) for a distance of approximately 500m in a south-easterly direction.

No Waiting 10am-4pm (Single Yellow Line)

Road Name & Number	Extent
Ablington Road (C146)	Along a section of the north-eastern side of its carriageway from its junction with The Street (B4425) for a distance of approximately 25m in a north-westerly direction.
The Street (B4425)	Along a section of the north-eastern side of its carriageway from a point approximately 6m south-east of its junction with Ablington Road (C146) for a distance of approximately 6m in a south-easterly direction.

No Waiting 8am-6pm (Single Yellow Line)

Road Name & Number	Extent
Arlington Pike (C152)	Along a section on both sides of its carriageway from a point approximately 30m north of its junction with the Vicarage Bibury to Arlington Pike (B4425) for a distance of approximately 140m in a northerly direction.
Aldsworth Road (41073)	Along a section of the eastern side of its carriageway from its junction with Road from Bibury Vicarage to Kilkenny Cottages (B4425) to the end of its adopted extent.

Disabled Badge Holders Only 10am-4pm Max Stay 3 Hours, No Return 4 Hours

Road Name & Number	Extent
Ablington Road (C146)	Along a section of the north-eastern side of its carriageway from a point approximately 25m north-west of its junction with The Street (B4425) for a distance of approximately 13m in a north-westerly direction.

Limited Waiting 10am-4pm Max Stay 10 Mins, No Return 2 Hours

Road Name & Number	Extent
The Street (B4425)	Along a section of the north-eastern side of its carriageway from its junction with Ablington Road (C146) for a distance of approximately 6m in a south-easterly direction. Along a section of the south-western side of its carriageway from a point approximately 180m south-east of its junction with Ablington Road (C146) for a distance of approximately 25m in a south-easterly direction.

Pay and Display or Pay by Phone 8am-6pm Max Stay 2 Hours, No Return 2 Hours

Road Name & Number	Extent
The Street (B4425)	Along a section of the south-western side of its carriageway from a point approximately 48m south-east of its junction with Ablington Road (C146) for a distance of approximately 132m in a south-easterly direction.

Schedule 2 – Parking Charges

District	Town/ Parish	Road	£0.00/ minute	Charging Period					
				Minimum Charge	1hr	2hrs	3hrs	4hrs	>4hrs
Cotswolds	Bibury	The Street (B4425)	£0.075/min up to 2 hours [Over 2 hours is outside of the max stay limit]	£1.00 (13 mins)	£4.50	£9.00			

Reasons

Following the COVID-19 pandemic in 2020 and 2021, increased publicity through social media identified Bibury as a significant visitor destination, resulting in substantial growth in tourist numbers. During Easter 2025, severe congestion and road safety issues were observed within the village, including instances of tour coaches undertaking reversing manoeuvres to access parking areas. The combination of large numbers of coach passengers, narrow footways and high traffic volumes created an increased risk to pedestrian safety.

In response, Gloucestershire County Council undertook a review of traffic management and parking arrangements within the village. As an immediate measure, the on-street limited waiting parking bays to the west of the Swan Bridge were temporarily suspended and barriers were installed to prevent vehicles parking at right angles to the carriageway and to facilitate the provision of parallel coach pick-up and drop-off facilities on both sides of the road. Throughout Summer 2025, a number of alternative layouts were tested, followed by a three-week public engagement exercise in November 2025, including meetings with residents, businesses and other stakeholders. Feedback demonstrated support for measures to address the immediate traffic and road safety concerns, while also highlighting concerns regarding the longer-term management of visitor traffic.

As a result, an Experimental Traffic Regulation Order (ETRO) was introduced on 18th May 2026. These measures aim to better manage coach movements and associated pedestrian activity, improve highway safety and reduce conflict between road users. The ETRO will continue to be monitored and reviewed during its operational period, whilst the Parish Council and local community continue to explore longer-term visitor management and off-street parking solutions.

In addition to the current ETRO, these permanent restrictions are being proposed and have been developed following consultation feedback, stakeholder engagement and a review of parking, accessibility and traffic management issues within Bibury. The proposals are intended to improve road safety, facilitate the safe and expeditious movement of traffic, maintain access for emergency and service vehicles, support accessibility, and ensure the efficient use of available parking provision.

The proposals include the introduction of two disabled persons' parking bays on Ablington Road adjacent to the Swan Hotel. These bays are intended to offset the loss of parking opportunities resulting from the ETRO and to improve access to village centre facilities for disabled persons.

Daytime limited waiting and short-stay pay to park parking restrictions are also proposed to encourage turnover of parking spaces, support local businesses and visitor access.

Additional waiting restrictions are proposed at locations where parking has been identified as causing obstruction or safety concerns, particularly at the Five Ways junction and on Aldsworth Road. These restrictions are intended to improve visibility, reduce obstruction, preserve access for emergency vehicles and maintain the free flow of traffic.

The proposed restrictions are considered necessary to improve road safety, preserve the free passage of traffic, support access for disabled users, and manage parking demand arising from increased visitor numbers. The proposals seek to balance the needs of residents, businesses, community facilities and visitors while promoting the safe and efficient operation of the highway network.

Road Traffic Regulation Act 1984
The specific grounds with which the County Council are using for the implementation of the proposed scheme as above are encompassed in the following sections of the Road Traffic Regulation Act 1984 (RTRA) for making a Traffic Regulation Order:

- Section 1 (a) For avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising.
- Section 1 (c) For facilitating the passage on the road or any other road of any class of traffic (including pedestrians).
- Section 1 (f) for preserving or improving the amenities of the area through which the road runs.

The introduction of the pay and display charges are proposed under Section 45 of the RTRA.

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

Traffic Signs Regulations and General Directions 2016 and Traffic Signs Manual
All of the associated signing and lining will be in accordance with the Traffic Signs Regulations and General Directions 2016 and Traffic Signs Manual Chapters 3 and 5.

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

Residents and Statutory Consultations
Residents and businesses have previously been consulted as part of GCCs informal engagement exercise in November 2025. Further information on this engagement can be found here:
https://www.gloucestershire.gov.uk/media/c5hhj23f/bibury-informal-engagement-report.pdf

Informal engagement has also been carried out with the Parish Council, County Councillor and Cotswold District Council.

Statutory Consultees, including The Police, Emergency Services, Freight Transport Association, Road Haulage Association and the local councillors will be consulted and able to make comments as part of this Public Consultation process.