Statement of Reasons

GLOUCESTERSHIRE COUNTY COUNCIL
(PROHIBITION OF RIGHT TURNS) (TENNYSON ROAD & A40 GLOUCESTER ROAD) (TOWN OF CHELTENHAM)
ORDER 2026
AND
GLOUCESTERSHIRE COUNTY COUNCIL
(40MPH SPEED LIMIT – A40 GLOUCESTER ROAD & GOLDEN VALLEY) & (REVOCATION OF EXISTING 40MPH SPEED LIMIT - A40 GLOUCESTER ROAD & LANSDOWN ROAD)
(TOWN OF CHELTENHAM)
ORDER 2026

Proposal

This is a proposal to:

1. introduce the prohibition of right turns detailed in Schedule 1 below; and
2. introduce the 40mph speed limit detailed in Schedule 2 below; and
3. revoke the existing 40mph speed limit extent detailed in Schedule 3 below to enable this section and any qualifying side roads to become a 30mph speed limit by virtue of street lighting (restricted road).

Schedule 1 – Prohibition of Right Turns to be introduced

From	Restriction	Onto
Tennyson Road (490810)	Prohibition of Right Turn	Gloucester Road (A40)
Gloucester Road (A40)	Prohibition of Right Turn	Tennyson Road (490810)

Schedule 2 – 40mph Speed Limit to be introduced

Road Name & Number	Description
Gloucester Road (A40)	From a point approximately 86m south-west of its junction with the Benhall roundabout up to and including the Arle Court Roundabout.
Gloucester Road (B4063)	From its junction with Gloucester Road (A40) at the Arle Court Roundabout for a distance of approximately 15m in a north-westerly direction.
Fiddlers Green Lane (490959)	From its junction with Gloucester Road (A40) at the Arle Court Roundabout for a distance of approximately 10m in a northerly direction.
Hatherley Lane (C372)	From its junction with Gloucester Road (A40) at the Arle Court Roundabout for a distance of approximately 20m in a southerly direction.
A40 Golden Valley Eastbound Slip Road to Arle Court Roundabout (A40)	From a point approximately 64m south-west of its junction with Gloucester Road (A40) at the Arle Court Roundabout to its junction with Gloucester Road (A40) at the Arle Court Roundabout
A40 Golden Valley Westbound Arle Court to slip road off (A40)	From its junction with Gloucester Road (A40) at the Arle Court Roundabout for a distance of approximately 40m in a south-westerly direction.

Schedule 3 – Extent of 40mph speed limit to be revoked to become 30mph by virtue of streetlighting

Road Name & Number	Description
A40 (Known in part as Gloucester Road & in part as Lansdown Road)	From a point approximately 86m south-west of its junction with the Benhall roundabout to a point approximately 34m south-west of its junction with Lansdown Crescent (490538)

Reasons

The proposals form part of a road safety scheme being promoted to address ongoing safety concerns along this strategic urban corridor.

The proposed prohibition of right turns at the junction of Tennyson Road and the A40 Gloucester Road is intended to improve junction safety by simplifying traffic movements and reducing conflict between road users. This busy urban junction accommodates high volumes of vehicular traffic, as well as significant pedestrian and cycle activity along the A40 corridor. Right-turn manoeuvres into and out of Tennyson Road currently create multiple conflict points between vehicles, pedestrians and cyclists, increasing the risk of collisions and affecting the efficient operation of the junction. By removing these movements, the proposals will reduce potential conflict points, lower the risk of collisions associated with right-turning traffic, and improve the overall operation and efficiency of the junction. The measures will also enhance conditions for pedestrians and cyclists by reducing interactions with turning vehicles and support the Council's wider objectives relating to road safety, sustainable transport, and the promotion of active travel.

The proposed revocation of the existing 40mph speed limit and introduction of a 30mph speed limit by virtue of street lighting is considered appropriate as the A40, whilst performing an important movement function, is situated within a built-up environment characterised by frequent junctions, pedestrian crossing activity, bus movements and cycling infrastructure. As such, the existing traffic speeds are not considered to reflect the character and function of the route. The proposed reduction in speed limit aims to improve road safety by reducing both the likelihood and severity of collisions, provide a speed environment that is more consistent with the surrounding urban context and support walking and cycling by creating a safer and more attractive environment for active travel. In addition, the proposal is expected to contribute to improved environmental conditions through reduced traffic noise and smoother vehicle movements, while also delivering a more consistent speed environment that enhances driver understanding and supports the efficient operation of the highway network.

The introduction of the 40mph speed limit included within this package is proposed as an administrative exercise to ensure the existing speed limit to remain, aligns with the new 30mph speed limit extent and rectifies anomalies between the on-street signage situation and the Traffic Order. There will be no changes to the existing 40mph speed limit as signed on-street as part of this Traffic Order process.

This scheme overlaps with the county's proposed Community 20s and Safer Roads programme for Cheltenham, which has recently been out to informal public engagement. Where possible, i.e. within the boundaries of this scheme's proposal, GCC has given due to consideration to stakeholder feedback received during that engagement. Comments received outside of these extents will be considered exclusively as part of the Community 20s and Safer Roads programme, and stakeholders can stay up to date on the programme's progress via the GCC webpages.

Road Traffic Regulation Act 1984

The Council are proposing to implement the Prohibition of Right Turn restrictions under Sections 1, 2 & 4 and Parts II & IV of Schedule 9 to the Road Traffic Regulation Act 1984 (RTRA).

The Council are proposing to revoke the existing 40mph speed limit to introduce the 30mph speed limit and remake the existing 40mph speed limit on Gloucester Road (A40) under Sections 81-84 and Parts II & 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.

Informal & Statutory Consultations
An informal engagement process with residents, businesses and other stakeholders has been undertaken on the Prohibition of Right Turn restrictions at the A40 Gloucester Road & Tennyson Road junction. During the consultation concerns were raised and officers considered all feedback carefully alongside collision data, road safety evidence, junction operation assessments and wider transport policy objectives. As a result of this review, GCC considers that the anticipated road safety benefits of the scheme outlined above outweigh the identified disadvantages and, therefore, consider it imperative that these restrictions progress to the formal stage of the TRO process.

A consultation process on both elements of this scheme has been undertaken with all of the Statutory Consultees, including the Police, Emergency Services, Freight Transport Association, Road Haulage Association, the District Council, Local Highways Manager and County Councillors. No objections have been raised.