

Traffic Regulation Order Report:

Proposed Parking Restrictions: Kensington Avenue, Cheltenham, Gloucestershire.

Version 1 – April 2026

Revision	Description	Author
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Traffic Regulation Order Titles:

**GLOUCESTERSHIRE COUNTY COUNCIL ON STREET PARKING ORDER 2017
(KENSINGTON AVENUE) (CHELTENHAM BOROUGH) (VARIATION) ORDER 2026**

and

**GLOUCESTERSHIRE COUNTY COUNCIL ON-STREET PARKING ORDER 2017
(AMENDMENT TO SCHEDULE 1 KENSINGTON AVENUE, CHELTENHAM BOROUGH)
ORDER 2026**

Case Officer: John Hindley, Parking Engineer, Gloucestershire County Council

Senior Case Officer: Hannah Bassett-Louis, TRO Manager, Gloucestershire County Council

1. Purpose of Report

- 1.1. To provide background information on the proposed Traffic Regulation Orders (TROs) entitled above.
- 1.2. To provide details of representations made in relation to the TROs. A copy of the representations received is included in the appendices at the end of this report.
- 1.3. To make a recommendation to the Parking Manager on the way forward.

2. Recommendation

- 2.1. That, for the reasons given in this report and after consideration of the representations made, Gloucestershire County Council (GCC) now:
 - Makes the TROs as advertised in February/March 2026.

3. Background and Purpose of the Scheme

- 3.1. It is proposed:
 - To make the existing and new Z14 Cheltenham Permit Holder Only restrictions 7 days per week rather than Monday-Friday. This will give residents more parking availability during the weekends; and
 - To add twelve new Z14 Cheltenham Permit Holder Only parking bays on the northern side of Kensington Avenue which is currently unrestricted. This will give residents more parking availability during the peak times of the day; and
 - To add nine Pay & Display parking bays on the northern side of Kensington Avenue which is currently unrestricted to rebalance commuter use with resident needs; and
 - To install four 24/7 electric vehicle (EV) charging parking bays across both sides of Kensington Avenue as part of the climate emergency response and central government rollout of on-street chargers. This location was selected because most properties along this terraced street lack off-street parking. Two of the EV parking bays will be located on the southern kerbline of Kensington Avenue and will be dedicated for Zone 14 Cheltenham

Permit Holders Only between 8am and 8pm every day of the week. The other two EV parking bays will be located on the northern kerbline of Kensington Avenue and will be available to all to use but with pay and display charges between 8am and 8pm every day of the week; and

- To introduce a further short section of No Waiting at Any Time restriction (double yellow lines) to ensure two vehicles can pass safely and access is maintained for refuse vehicles; and
- To introduce a short section of No Waiting 10-11am and 3-4pm (single yellow line) to restrict parking for 1 hour in the morning and 1 hour in the afternoon (giving three periods of up to 2 or 4 hours free parking through the working day) which will assist tradespeople and stop this location from being used as long stay parking.

3.2. When the Zone 14 Cheltenham permit parking scheme was introduced in 2016/17, Kensington Avenue had no restrictions introduced on the northern side of the road. This allowed both residents and rail commuters to park there for free for as long as they wished. At first, this caused only minor inconvenience to residents because vehicles usually moved frequently, leaving spaces available most evenings and weekends.

3.3. Since the Covid pandemic (2020–21), the problem has worsened. Non-residents now leave their vehicles for long periods, sometimes over weekends or even several weeks, using the rail network to travel to major cities and airports instead of paying for the railway car park. While supporting the principles of sustainable transport is important, this has negatively affected residents and needs to be managed.

3.4. GCC's current Permit Parking Zone policy restricts all households to a maximum of two registered vehicles to be eligible for a permit, however, some households do have additional vehicles. Under these new proposals, these extra vehicles will be able to park overnight on the new single yellow line from 4pm and in the new pay and display parking bays from 8pm but may need to pay to use the pay and display parking bays if they need to park during the working day or weekends. They would also still have the option of parking elsewhere, such as in Eldorado Road or Queens Road within the existing voucher parking bays.

4. Law and Policy

4.1. The Road Traffic Regulation Act 1984 (RTRA 84) sets out the legal basis for making TROs. The proposal meets with Section 1 of the Road Traffic Regulation Act 1984 which allows GCC to make an order to:

- avoid danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising; and
- for facilitating the passage on the road or any other road of any class of traffic (including pedestrians); and
- for preserving or improving the amenities of the area through which the road runs.

4.2. Sections 45 and 46 of RTRA 84 allows GCC to designate on-street parking bays and make charges for vehicles to park in them.

4.3. Thorough consideration has been given to the factors set out in Section 122 of the Road Traffic Regulation Act 1984 in proposing these TROs. This requires the local authority to

secure the expeditious, convenient and safe movement of traffic (including pedestrians). In carrying out this exercise GCC must have regard to the:

- a) Desirability of securing and maintaining reasonable access to premises.
- b) The effect on the amenities of any locality effected and (without prejudice to the generality of this paragraph) the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve the amenities of the areas through which the road(s) run.
- c) The strategy prepared under Section 80 of the Environment Act 1995 (the national air quality strategy).
- d) 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.
- e) Any other matters appearing to the local authority to be relevant.

4.4. Any changes are made in accordance with the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. Under this procedure authorities are expected to consult local community groups and the Police together with other organisations listed where appropriate, such as the other emergency services and transport operators.

4.5. GCC is required to advertise the draft TROs it intends to make, to allow a period for representations of support or objection to be submitted. After this consultation, GCC must consider any representations received and having done so, to either:

- a) Resolve to make a TRO in the form originally intended and advertised; or
- b) Modify the TRO from the originally advertised and re-consult where necessary; or
- c) Abandon the proposal altogether.

4.6. Significant modifications to the proposed TRO would need to be consulted on with those that maybe affected to provide further opportunity for representations to be made.

4.7. Traffic Authorities have the flexibility to implement restrictions that are appropriate for an individual road, reflecting safety and road user needs whilst taking into account all local considerations.

5. Traffic Data

5.1. Several site observations by the Case Officer were made when considering the parking proposal prior to the TRO process being started. Careful consideration was given to the design of the proposed restrictions in order to achieve the most appropriate scheme based on the parking situation observed at the time.

6. Consultation on the proposed TROs

6.1. Residents and businesses directly affected by the proposals were informally consulted between 12th August and 10th September 2025. A letter and plan were posted directly to properties with direct access from Kensington Avenue which explained the proposals and the reasoning behind them (see Appendix C). Consultees were able to respond via email or post. In response to feedback received during this consultation, the proposal was amended slightly to replace some No Waiting at Any Time restrictions with extra permit holder bays and include 15m of No Waiting 10am - 11am and 3pm – 4pm (Single Yellow Line) on the northern side of Kensington Avenue to allow for trade persons to service residents or for overnight visitors to park (especially at weekends) without allowing multiple day stays by rail users.

- 6.2. Statutory consultation for the proposed restrictions in the scheme was undertaken between 26th February and 20th March 2026. A copy of the documents and plan were emailed to the Statutory Consultees explaining the proposals and the reasoning behind them. Consultees were able to respond via email or post.
- 6.3. Formal public consultation (Notice of Proposal) was undertaken between 26th February and 20th March 2026 with Notices placed on site, in the local newspaper (Gloucester Echo & Citizen), on GCC's Website and on deposit in the Map Room at Shire Hall, Gloucester and Cheltenham Borough Council Municipal Offices (see Appendix A & B). The representations made can be found in Appendix D.

7. Objections/Support

- 7.1. The Statutory Consultees responded as follows:

Name	Comments
Lansdown & Park County Councillor	Although the County Cllr did not formally write in to the consultation, they have been briefed throughout the process and is supportive of the scheme but would like to see a physical pay and display machine along Kensington Avenue
Freight Haulage Association	No comments received
Road Haulage Association	No comments received
Police	No comments received
Fire & Rescue	No comments received
Ambulance Service	No comments received
Parking Enforcement Team	Support the proposal
Local Highway Manager	No comments received regarding the proposals themselves but raised concerns about approving a dropped kerb application

- 7.2. Other responses received during the Public Consultation (Notice of Proposal):

Three responses were received from members of the public. Of these, one was a query and two stated an objection to part of the proposal.

8. Details of Representations and Case Officers Response

- 8.1. The query was asking if a change to parking controls was being considered for Eldorado Road and if not, how could they instigate this.
- 8.2. In response to the query in 8.1 above, at the present time there are no specific proposals for Eldorado Road as a result of these proposed TROs, however the changes to the Kensington Avenue area will be monitored following implementation. It is recognised that should significant displacement occur into the adjacent roads, including Eldorado Road, Glencairn Park Road or Queen's Road due to commuters ignoring the existing Zone 14 permit & voucher parking system, it could become necessary to review these locations to assist residents as part of a future works programme.
- 8.3. The first objection referred to the lack of provision for Kensington Avenue residents who have sons or daughters at home with a car. They suggested that one way to address this would be to allow a third permit per household. They also suggested that having 5 or 6 unrestricted

spaces would assist residents who have friends to stay or carers and cleaners. They did not consider the pay and display spaces will work as there is already a drop off area within the station car park.

- 8.4. In response to the objection in 8.3 above, changes to the current resident permit parking policy are not possible at this time to increase the number of permits offered to individual properties. The purpose of each zone is to limit the high vehicle numbers in these areas and balance this against the recognised available kerb space. In many central zones the limited capacity is a significant issue under the current two vehicle permit allowance. This may need to be reviewed across the whole of Gloucestershire in the coming years as redevelopment of commercial office properties transform into residential units. It should be noted that the overall countywide permit policy is out of scope of this consultation.
- 8.5. The second objection referred to the proposed introduction of two Z14 resident permit EV parking bays at the Kensington Avenue / Queens Road end of the street. These two spaces are regularly used by local residents with Z14 permits and form an important part of the limited resident parking available in this location. Removing these spaces would reduce the already constrained parking provision for residents and would likely increase parking pressure on surrounding streets. If EV charging bays are required on Kensington Avenue, and if there is evidence to suggest that they are, it was suggested that they could instead be located further along the street within the proposed pay-and-display bays or in the new proposed z14 permit holder only bays at the far end of Kensington Avenue as this would allow EV charging provision to be introduced without removing existing resident permit parking.
- 8.6. In response to the second objection outlined in 8.5 above, the proposals have been developed in conjunction with multiple teams to accommodate the residents' needs and provide best value for money due to the finite resources of GCC. The principle of the EV permit bays is to enable residents to make the transition in the coming years to a more sustainable vehicle, be that an EV or a plug-in hybrid, which will be the only option for new vehicles beyond 2030. The two spaces on the southern kerb line will remain available for Z14 residents to use so potentially there will be no effective loss of capacity as there are a number of residents with appropriate vehicles which could relocate and free up spaces elsewhere on the road. It is acknowledged that initially this could seem to be a disadvantage to some residents and to address this there will be ten additional Z14 permit holder only bays provided further into the road to positively discriminate against the commuter vehicles that currently park along the northern kerb line.

It was not possible to propose four consecutive EV charging bays in the northern verge area of Kensington Avenue due to the large mature tree roots and vegetation. An alternative option was investigated to place the EV charging points on small footway island build outs but unfortunately this would have resulted in the loss of two crucial parking bays along the street. On balance, the use of the two isolated spaces on the southern kerbside and the end two spaces on the northern kerbside provided the best compromise without having to remove a mature tree. There is also the significant cost involved with any excavation in / across the carriageway which is avoided if at all possible, to reduce future maintenance costs and to also minimise disruption in the short term for residents.

Only eleven Pay and Display non-resident parking bays will remain for daytime use, significantly improving the chances of residents and their visitors being able to park locally rather than in adjacent streets.

9. Equality Impact Assessment

- 9.1. GCC has given due regard to the 3 aims of the general equality duty under the Equalities Act 2010 in relation to the 9 groups (Age, Disability, Sex, Race, Gender reassignment, Marriage and Civil partnership, Pregnancy & Maternity, Religion and/or Belief and Sexual orientation, along with other groups (such as long term unemployed, socio-economical deprived groups, community cohesion, human rights)) with protected characteristics and the making of these TROs would not adversely affect any of the groups with those protected characteristics (please see Due Regard Statement in Appendix E).

10. Summary

- 10.1. It is proposed:
- To introduce further Z14 Cheltenham Permit Holders Only parking bays; and
 - To introduce pay and display charging parking bays; and
 - To introduce EV Charging parking bays; and
 - To introduce a further short section of No Waiting at Any Time restriction; and
 - To introduce a short section of No Waiting 10-11am and 3-4pm.
- 10.2. When the Zone 14 Cheltenham permit parking scheme was introduced in 2016/17, Kensington Avenue had no restrictions introduced on the northern side of the road. This allowed both residents and rail commuters to park there for free for as long as they wished.
- 10.3. Since the Covid pandemic (2020–21), non-residents now leave their vehicles for long periods, sometimes over weekends or even several weeks, using the rail network to travel to major cities and airports instead of paying for the railway car park. While supporting the principles of sustainable transport is important, this has negatively affected residents and needs to be managed.
- 10.4. Three representations were received during the Notice of Proposal (Public Consultation) process from members of the public with regards to the proposed restrictions.
- 10.5. All representations have been outlined and responded to within this report in Section 8 in alignment with GCC's duty under the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.
- 10.6. In considering the assessment under Section 122 of the Road Traffic Regulation Act 1984, the proposed TROs meet GCC's obligations in that they would ensure the expeditious, convenient, and safe movement of vehicular and other traffic and the provision of suitable and adequate parking facilities on the highway.

11. View of the Case Officer

- 11.1. This report demonstrates that the introduction of the proposals is consistent with National Guidance and has been fully consulted upon in accordance with Gloucestershire County Council procedures and followed necessary statutory procedures, as set out in the Local Authorities' Traffic Orders (Procedure) (England & Wales) Regulations 1996.
- 11.2. Three representations have been raised from members of the public during the Notice of Proposal (Public Consultation) process, which is a small proportion of those consulted

throughout the proposal area. It can, therefore, be considered that the proposals are deemed to be acceptable to the vast majority.

- 11.3. The final proposals (as shown in Appendix A) have been designed, taking into account informal feedback received, but also balancing this with GCC's duties under Sections 1 and 122 of the Road Traffic Regulation Act 1984 and with the fact that only three representations were received.
- 11.4. It is considered that the restrictions proposed meet GCC's objectives and therefore, it would be beneficial that GCC makes the TROs as advertised in February/March 2026.

12. Recommendation by the Senior Case Officer

- 12.1. I am satisfied that the TROs have been correctly advertised and consulted upon in accordance with the Road Traffic Regulation Act 1984 and the procedures laid down in that Act.
- 12.2. The necessary statutory procedures as set out in the Local Authorities' Traffic Orders (Procedure) (England & Wales) Regulations 1996 have been followed, and guidance, including the Traffic Signs Regulations and General Directions 2016 have been considered.
- 12.3. Although three representations to the TROs have been received, I am satisfied that they have been duly considered and that a balance has been drawn between any objections, positive feedback and safety of all road users.
- 12.4. After considering all background information, representations and data supplied in this report, I recommend that all formal representations are considered as minor in nature.
- 12.5. I recommend that the TROs are made permanent as originally advertised February/March 2026.

13. Decision by the Parking Manager

- 13.1 I have considered the report, recommendations and whether to hold a Traffic Regulation Committee. I have also considered all the representations that we have received in relation to this matter in making my decision. I have decided that Gloucestershire County Council should:
- Make the TROs as advertised in February/March 2026.
- 13.2 As a result of the above I give authorisation for the Assistant Director of Legal Services to act on my decision pursuant to delegations approved in accordance with the Local Government Act 1972 and subsequent legislation.



Signed:

Andrew Burford – Parking Manager

Date: 11.05.2026

Appendices

Appendix A – TRO Proposal Plan

Appendix B – Draft Legal Documents for TROs

Appendix C – TRO Proposal Plan for Informal Residents and Businesses consultation.

Appendix D – Representations received during the Notice of Proposal Public Consultation and Case Officer's Response

Appendix E – Statement of Due Regard