

STATEMENT OF REASONS

Gloucestershire County Council – Proposed Zone 15 Review Changes by Experimental Traffic Order (ETO)

In September 2023, Gloucestershire County Council (GCC) introduced a new parking scheme in Cheltenham, known as Zone 15.

The parking zone was implemented to help manage parking in the area, following concerns raised by residents relating to parking in the zone by commuters, shoppers and visitors that was impacting on their ability to park near their homes.

Following the implementation of the zone feedback was received from residents that the restrictions were not working for them or fully meeting their needs.

As a result of the concerns raised by the public GCC commissioned an independent review of the zone, appointing The Project Centre Limited to undertake this work.

The objective of the review was to seek feedback from the local community on the implemented parking controls in Zone 15 and promote changes which better reflect the needs of the area, residents and business.

In July 2024 a community engagement process was undertaken, including face to face sessions, to understand from residents what elements of the scheme were working well, as well as other areas that were not working so well.

Based on this feedback draft designs were created and informal consultation undertaken with the public. This consultation ran from 28th August to 27th September 2024.

Analysis of the informal consultation indicated that respondents liked some of the changes, however, the feedback highlighted that some of the proposed designs did not meet the aspirations of the community.

Based on the consultation response some roads are to be removed from the north east of the zone where resident parking restrictions will also be removed. However, there is a risk that these roads could become full off displaced vehicles from within the remaining parking zone. As a result of this the changes in the zone are being undertaken as an experiment to monitor the impact on parking in the removed roads.

The ETO process can run for up to 18 months before a decision is made as to whether to make the restrictions permanent or not.

The ETO restrictions include the:

- Revision to the hours of operation in the northern section of Zone 15 from Monday to Sunday 8am to 8pm to Monday to Friday 9am to 5pm; and
- Introduction of event day controls in roads north of Pittville Circus to operate as an extension to the Zone 15 restrictions during certain events at the Cheltenham Town Football Club stadium; and
- Extension of the Zone 15 boundary to include a section of London Road (between Hales Road and Haywards Road); and
- Reduction of the Zone 15 boundary to remove the existing restrictions within All Saints' Terrace, Eldon Road, Beechurst Avenue, Eldon Avenue, Hopwood Grove and Oak Manor Drive; and

- Localised changes to waiting and loading restrictions in various roads across Zone 15.

The ETO restrictions are intended to:

- Reflect the outcome and feedback of the review informal consultation; and
- Improve the current scheme so that it better meets the needs of the community; and
- Reflect the differing parking needs within the Zone 15 area; and
- Support local businesses including the local Cricket Club; and
- Protect residents in close proximity to the Cheltenham Town Football Club stadium from additional parking pressures; and
- Protect the parking needs of residents on London Road.

Road Traffic Regulation Act 1984

The ETO restrictions will be implemented under Sections 1, 9 and 10 of the Road Traffic Regulation Act 1984 (RTRA). The specific grounds which GCC are relying on are encompassed in the following section of the RTRA:

- Section 1 (f) for preserving or improving the amenities of the area through which the roads run.

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

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

Due consideration was given to the equalities duty of GCC under Section 149 of the Equality Act 2010.