

**Swindon Borough Council (Waiting and Loading Restrictions and Parking Places  
Consolidation) Order 2021 (Variation no 4) Order 2025**

**STATEMENT OF REASONS**

Following requests from the heritage action zone this order seeks to introduce Goods Vehicles loading only and double yellow lines (no waiting at any time).

As part of the Towns regeneration project works have been undertaken along London Street & Sheppard street this includes the introduction of a loading bay on London Street this is to mitigate delivery drivers parking within the resident Permit parking bays. Works have also seen the introduction of new tree pits installed, this is to make the area more appealing and environmentally friendly and a build out to assist with narrowing the highway for the Toucan crossing to become more user friendly and narrower to aid vulnerable pedestrians using this crossing All the new features along the London Street & Sheppard Street will assist with reducing vehicle speeds.

The requests are as a consequence of the regeneration of the Town Centre and surrounding roads.

Therefore to address the concerns raised Swindon Borough Council proposes to introduce a Traffic Regulation Order (TRO) and recommends the introduction of No Waiting at Any Time and Loading only.

The reason for making this order is as follow;

- 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;  
or
- b. For facilitating the passage on the road or any other road of any class of traffic (including pedestrians), or
- c. For preventing the use of the road by vehicular traffic of a kind which, or its use by vehicles traffic in a manner which, is unsuitable having regard to the existing character of the road or adjoining property; or
- d. For preserving or improving the amenities of the area through which the road runs, or
- e. to assist with the free flow of traffic,
- f. to improve the environment for local residents

This request has been delivered in conjunction with local Ward Councillors. Consultation has been carried out with residents and emergency services and other relevant stakeholders.

Traffic Management & Road Safety  
Highways & Transport  
May 2025