

**Swindon Borough Council (Waiting and Loading Restrictions and Parking Places  
Consolidation) Order 2022 (Experimental) Order 2026**

**STATEMENT OF REASONS**

Following representations received from businesses located on Commercial Road seeking measures to stimulate economic activity and reduce shop vacancy rates, a consultation exercise was undertaken. The outcome of the consultation identified that the primary priority was to review and amend the existing parking regime along Commercial Road in order to encourage passing traffic to stop and shop, thereby supporting Commercial Road and the wider town centre.

This Order proposes the introduction of a limited waiting restriction of 20 minutes, no return, within 1 hour operational Monday to Saturday between 8.00am and 6.00pm, together with designated Loading Only and Blue Badge Holder Only parking provisions.

The rationale for the proposed amendments is to ensure consistency with the Council's town centre parking charges and to ensure that the on-street parking provision is used in accordance with its intended purpose, namely to support high-turnover, short-stay parking for customers.

In order to address the concerns raised and to allow the proposed measures to be monitored and assessed in practice, Swindon Borough Council proposes to introduce an Experimental Traffic Regulation Order (ETRO) to implement the 20-minute limited waiting restriction, no return within 1 hour, Monday to Saturday between 8.00am and 6.00pm, together with Goods Vehicle Loading Only and Blue Badge Holder Only parking. The reason for making this order is as follow;

- a. For preserving or improving the amenities of the area through which the road runs, or
- b. to improve the environment for local Business / 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  
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