

STATEMENT OF REASONS

A361 SWINDON ROAD, HIGHWORTH, EXPERIMENTAL SPEED LIMIT ORDER

The Order seeks to revoke a section of the 40mph speed limit on the A361 Swindon Road, Highworth from a point 231m south of the common boundary of Nos 2 and 2a Swindon Road for a distance of 542m in a south westerly direction and introduce an Experimental 30mph speed limit on the same section.

This change is proposed following requests from local residents, Ward Councillors and Highworth Town Council.

The requests are as a consequence of community concerns over the speed of traffic on this section of road, the safety of pedestrians, cyclists and also of residents accessing their properties. These have been highlighted by the work of the local Community Speedwatch Group who have been monitoring traffic speeds in this area.

To address these concerns it is proposed to introduce an Experimental Traffic Regulation Order to reduce the speed limit to 30mph.

The proposal links to the revised speed limit recently introduced as part of the approved planning consent for a new development, known as Redlands Park that creates a new roundabout junction on the A361.

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;
- b. For preserving or improving the amenities of the area through which the road runs,
- c. 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,
Strategic Transport & Infrastructure, Swindon Borough Council
September 2022