

**Swindon Borough Council (Waiting and Loading Restrictions and Parking Places  
Consolidation) Order 2021 (Variation No 25) Order 2023**

**STATEMENT OF REASONS**

The School Safe Environment Zones (SSEZ) programme is the Council's approach to delivering road safety and congestion improvements for schools across Swindon over the next 5 years. It is anticipated that SSEZ's will encompass a package of measures that aim to encourage behavioural change and improve safety outside and in the vicinity of schools.

The design of each SSEZ will be bespoke to the circumstances and characteristics of each school, its location and the current behaviours of its pupils and parents/carers.

Eldene Primary School has been identified for inclusion in Year 4 of the programme and following an assessment of the site it is proposed to introduce the following Traffic Regulation Orders (TRO's) on Colingsmead and Ecklington as part of the School Safe Environment Zone;

- No Waiting at any time
- No Waiting At Any Time No Loading at any time

The orders are as a consequence of parking and visibility difficulties encountered around the entrances of the School, and the new proposed informal crossing to allow pedestrian, link between Ecklington and Colingsmead across Eldene Drive.

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 preserving or improving the amenities of the area through which the road runs, or
- d. to assist with the free flow of traffic, or
- e. 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, emergency services, and other relevant stakeholders.

Traffic Management & Road Safety  
November 2023