**The Norfolk County Council**

**(Swaffham, A1065 London Street/ Brandon Road)**

**(20mph Speed Limit) Experimental Traffic Regulation Order 2024**

**STATEMENT OF REASONS FOR MAKING THE ORDER**

Swaffham has an existing 20 mph speed limit on London Street that extends 130 metres south from the mini roundabout at the Market Place before becoming a 30mph limit (please see the consultation plan). Norfolk County Council are planning to make changes to the current Traffic Regulation Orders (TRO) to extend the existing 20 mph limit to incorporate the full length of London Street and the north end of Brandon Road to a point 40 metres south of the junction with Watton Road.

The aim of this scheme is to increase safety within the area by promoting lower vehicle speeds and creating a safer environment for all road users with the intention that it will lead to a reduced likelihood of collisions and an improvement of local amenities.

The intention is to create a safer environment which could be considered more conducive to safer active travel for more vulnerable road users (including pedestrians and cyclists), improve local air quality, improve local and rural connectivity within the surrounding area.

It is proposed that this change is first made using an Experimental Traffic Regulation Order whereby traffic can be monitored, and the results examined to assess the schemes impact on traffic speeds on the A1065 and the Market Place. A decision on the permanent speed limit applied along this stretch of road could then be made once the full data from this traffic monitoring is available.

The proposal to make the Order is therefore made because it appears to the County Council that it is expedient to do so in accordance with Sub-section 1 (a) of Section 1 of the Road Traffic Regulation Act, 1984.

(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.

*ALW(Swaffham 14860888 PJA115 20mph ETRO) 2024*