**The Norfolk County Council**

**(Keswick and Intwood, A140 Ipswich Road) (Harford Park & Ride)**

**(Bus, Taxi and Cycle Lane) and (40 mph Speed Limit) Orders 2025**

**Statement of Reasons for Making the Orders**

***The Norfolk County Council******(Keswick and Intwood, A140 Ipswich Road) (Harford Park & Ride) (Bus, Taxi and Cycle Lane) Order 2025***

The proposed introduction of a Bus, Taxi and Cycle only lane on the A140 Ipswich Road inbound to 110 metres south of its junction with the U71576 Ipswich Road Service Road (Harford Tesco junction) is one of a collection of strategic measures aiming to improve bus patronage across England by making services more frequent, faster, reliable, cheaper, less polluting and improving passenger transport legibility.

The strategy also seeks to forge much closer and effective partnership between Local Transport Authorities (LTA) and their local bus operators in order to achieve the aims of the strategy. These measures are funding through the UK Government Levelling Up Strategy, Department for Transport (DfT) programme.

The introduction of an inbound bus lane has been assessed and is shown to meet the aims of the Bus Service Improvement Plans (BSIPs) set by Norfolk County Council, which include objectives to improve bus route journey time reliability (make services faster and reliable) and encourage sustainable transportation options.

The proposal to make the Order is therefore made because it appears to Norfolk County Council that it is expedient to do so in accordance with Section 1(c) of the Road Traffic Regulation Act 1984:

(c) for facilitating the passage on the road or any other road of any class of traffic (including pedestrians).

***The Norfolk County Council (Keswick and Intwood, A140 Ipswich Road and U71576 Ipswich Road Service Road) (40 mph Speed Limit) Order 2025***

The proposed 40 mph speed limit along the A140 Ipswich Road and U71576 Ipswich Road Service Road seeks to improve safety for all users of road (including pedestrians and cyclists).

The proposal to make the Orders is because it appears to Norfolk County Council that it is expedient to do so 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.