

**The Essex County Council (Fairfield Road, Manor Street, Market Place
Service Road, Victoria Street, Braintree) (Experimental Waiting
Restriction) Order 2020**

Statement of Reasons

On 18 June 2020, Essex County Council advertised its intention to install various measures throughout Braintree Town Centre, supporting its regeneration through encouraging public realm space in the vicinity of the High Street and Market Place. No objections were received to this consultation and changes will be taking place over the coming weeks to install these measures.

As a result of these changes, there is a need to review current waiting, loading and parking arrangements on Fairfield Road, Victoria Street and Manor Street in order to facilitate movement of traffic, particularly due to the one way restrictions and contraflow bus lanes which will be installed.

Due to the regeneration of this area and potential changes in requirements for waiting, loading and parking on these roads, the proposed restrictions are to be installed initially as an experiment to determine whether they are appropriate to facilitate the movement of traffic throughout the area, whilst also ensuring there is adequate on-street waiting, loading and parking for residents and other affected properties.

Camera surveys have already been undertaken to assess the current usage of key locations within these roads, and further surveys will be carried out once the proposed restrictions have been installed. The data collected from these surveys, in addition to the post-installation consultation comments will be reviewed to determine the success of the experiment.

If successful, the restrictions will become permanent. However, if unsuccessful the restrictions can be removed or amended throughout the experiment should the need arise.

These restrictions will come into force on 18 September 2020, on which date consultation with the public will commence and comments will be accepted up until 17 March 2021. The experimental traffic regulation order may remain in force for up to 18 months, on or before this date the restrictions must either be made permanent or removed returning the restrictions to their current arrangement.