

Item 12: Notice of Motions

Motions submitted for debate at the Council meeting on the 16 October 2025

- (a) **The following Motion has been submitted in the name of Councillor Adrian Abbs:**

Modify the Experimental Traffic Order for Newbury Town Centre -
Amendment and trial of alternative traffic flow model for Newbury Northbrook Street,
Park Way and Wharf Road

This Council notes the ongoing experimental traffic order restricting vehicle access to Newbury High Street from 10:00am to 11:00pm. While intended to foster pedestrian safety, economic support of business and environmental benefits, the current closure may inadvertently limit accessibility for key demographics and constrain local trade, particularly during evening hours.

This motion proposes an alternative trial scheme that:

1. **Permits One-Way Vehicular Flow:**

Allow traffic to enter Newbury Bartholomew St in a single south-to-north direction via Northbrook Street, with return access facilitated through Park Way. This flow maintains a controlled environment while improving connectivity and reducing congestion on feeder roads.

2. **Alternative of traffic return via A339**

If for some reason it is not possible to use Park Way and Warf Road as the North to south route then the A339 can be designated as the route from North to south in the town.

3. **Introduces Short-Stay Parking Incentives:**

Establish free short-stay parking bays—limited to 15-30 minutes—along designated sections of the Bartholomew Street and Northbrook Street. These locations would be monitored via time-discs or possibly digital enforcement mechanisms to ensure turnover.

Rationale and Community Benefit:

• **Economic Revitalisation:**

Offering limited-time free parking encourages brief shopping visits and supports “in-and-out” transactions critical to retailers.

• **Cultural and Nightlife Engagement:**

Enhanced evening access and short-stay flexibility promote casual dining, entertainment, and spontaneous engagement with nightlife—key to nurturing a vibrant town centre.

- **Inclusion and Accessibility:**
Facilitates visits by older residents, families with young children, and individuals with limited mobility, who may be disadvantaged under the current arrangement.
- **Better correlation with Time of Year**
As winter comes pedestrian traffic is likely to fall and easier access to shops, restaurants and event locations gains greater value.
- **Environmental Monitoring:**
The trial should run concurrently with environmental and traffic flow assessments to ensure impacts remain within sustainable thresholds.

This Council urges officers to explore feasibility, consult stakeholders including residents and local businesses, and prepare a report outlining implementation logistics, costs, and KPIs for review within three months.