

## **Statement of Reasons**

This Traffic Management Order is made under the Road Traffic Regulation Act 1984 and associated regulations.

The Order is being introduced to facilitate the operational change of an existing car club provider within the borough. Specifically, it supports the conversion of existing Zipcar car club parking bays to Enterprise Car Club bays, ensuring continued provision of car club facilities at the same locations.

The Order will amend the existing permit designation by replacing permit prefix **CC1 (Zipcar)** with **Enterprise**, allowing Enterprise Car Club vehicles to lawfully use the identified car club bays. No additional parking restrictions are being introduced, and the physical locations of the bays remain unchanged.

The Council considers this change necessary to ensure clarity and enforceability of parking controls, to reflect the current car club provider, and to support the continued availability of car club services. Car clubs contribute to sustainable transport objectives by reducing private car ownership, supporting efficient use of kerbside space, and offering residents and businesses access to vehicles where required.

The Order is therefore considered necessary and appropriate to secure the expeditious, convenient, and safe use of the highway, while supporting local transport and environmental objectives.