

**The Essex County Council (Rochford District) (Prohibition of Waiting, Loading and Stopping) and (On-Street Parking Places) (Civil Enforcement Area) (Amendment No.15) Order 202\*.**

**STATEMENT OF REASONS**

This proposal is for the construction of a new bus stop southwest bound on the High Road in Rayleigh. The stop will be located in part of the existing loading bay adjacent to the Iceland store (No.147-153). There are alternative loading facilities that are present behind the High Road stores. The loading bay will be shortened, and repositioned adjacent to the new bus stop. The limited waiting bay shall be revoked, the disabled parking bay will not be affected.

Provision of this stop will mean that at least 6 buses an hour will no longer need to circulate fully around the town centre – thereby contributing to reducing congestion and the AQMA issue – it will also improve service reliability and speed up journey times. Previously the operator had suggested that this would be sufficiently beneficial to enable them to look at an increased frequency, on the service at no additional cost.