

**The Borough Council of Gateshead (A694 Blaydon Gateshead) (Speed Limit Review) Traffic Regulation Order 2016**

**Statement of Reasons**

In line with the Gateshead Council's speed management policy, this project seeks to bring about a sustainable reduction in vehicle speeds together with a reduction in personal injury accidents and associated casualties by reducing the various existing speed limits along sections of the A694 between Swalwell roundabout and Lintzford Mill. The changes will affect the existing limits which vary from 30mph to the national speed limit which will become 30mph in built-up areas and 40mph in the more rural parts of the A694.