

**LEICESTERSHIRE COUNTY COUNCIL RED ROUTE**

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## Leicestershire County Council Red Route

A scheme to improve the flow of traffic on the A453 near East Midlands Airport is being introduced as a six-month experiment by Leicestershire County Council.

A new red route - where double red lines replace the more common double yellow lines on busy main roads - will come into force on Monday 5<sup>th</sup> August. The route will cover the A453 Ashby Road and Castle Donington relief road.

The red route is being launched to stop drivers from parking dangerously on the road and verges, and prohibit any stopping, loading or unloading, and boarding or alighting from a vehicle.

The route will be enforced by automatic number plate recognition technology, with penalty fines of £70 issued to road users found to have stopped or parked along the route. The no-stopping rules will operate 24/7 and are applicable to all vehicles on the road and verges.

The experimental period allows the County Council to monitor the scheme closely for six months and develop any changes before a decision is made on its retention. There is also an opportunity for members of the public to give their feedback on the scheme during this time.

For more information, visit: [www.leicestershire.gov.uk/news/first-red-route-to-be-introduced-in-leicestershire](http://www.leicestershire.gov.uk/news/first-red-route-to-be-introduced-in-leicestershire).

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