Our modern lifestyles are creating significant health problems. Widespread use of the private car, an increase in sedentary leisure activities and greater mechanisation in the home, workplace and public places have led to a decline in physical activity levels. As well as obesity, the risk of inactive lifestyles can mean twice the risk of coronary heart disease, higher blood pressure, higher risk of colon cancer, higher risk of developing type II diabetes, strokes, mental health problems and lower bone density leading to higher risk of osteoporosis and fractures. The wider cost to society and business of tackling the health problems linked to inactivity is estimated at £49.9bn per year. Prevention by promoting the wider benefits to good health of activities such as physical exercise, represents a cheaper and more positive way of tackling the problem than treatment.

There is a clear link between decreases in physical activity over the past 20–30 years and changes in travel patterns. Walking and cycling as a means of travel have decreased steadily and our reliance on the car is a major contributor to our current health problems. Concerted behavioural change is required in order to achieve the necessary improvements in health through active travel. This change will confront our perception that the car is the only method of travel that allows people to live a modern lifestyle. Achieving a greater level of active travel will be a challenge, and will require strong transport planning and partnership with health service providers.

‘As well as improving physical health, cycling has an affect on emotional health, improving levels of wellbeing, self-confidence, and tolerance to stress while reducing tiredness, difficulties with sleep and a range of medical symptoms’¹. Not only will an increase in walking and cycling bring health benefits, but it will also mitigate the negative impacts from motorised travel such as noise, congestion and carbon emissions. More detail on this is contained under sections 3.3 and 3.4.

As one of its long term objectives Future Cornwall aims to improve health and wellbeing for everyone. Connecting Cornwall can take the lead in supporting this key objective and work with our partners in the health sector to improve physical activity through encouraging more walking and cycling.

The objectives that support the encouraging healthy active lifestyles goal are set out individually in the following sections with their supporting policies and proposals.

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² Dr Adrian Davis and Nick Cavill, ‘Cycling and Health – What’s the Evidence?’ (2007).
3.6.1 Objective 10: Improve the health of our communities through provision for active travel.

3.6.1.1 Why is this important?

In Cornwall more than 60% of men and 70% of women are not active enough to benefit their health. Cornwall has lower levels of participation in sport and active recreation than the rest of the south west despite access to some of the most beautiful natural environment in the country. This inactivity is linked to lower life expectancies in some communities in Cornwall (up to eight years less than in other parts of the UK).

A decline in walking and cycling among school children is contributing to lower levels of fitness, increasing obesity and severe health problems such as diabetes and heart disease. By travelling to school in cars, children are missing out on the daily exercise that walking and cycling to school can offer. This leads to more traffic on the roads at peak commuter times adding to congestion and increasing parents’ fears of safety due to the volume or speed of traffic, thereby reinforcing the perception that parents should not be letting their children walk or cycle to school. There is also evidence that suggests there is a direct link between physical activity and improved cognitive performance and academic achievement. Current estimates suggest an annual £600 return (much of this made up by short and long term health gains) for each pupil making the shift from travelling by car to walking or cycling.

Providing the opportunity for our communities to choose active travel as part of their day to day journeys will be fundamental in creating a step change in their health and happiness.

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2 APHO and Department of Health, ‘Health Profile Cornwall’ (2009).
3.6.1.2 What can Connecting Cornwall do?

The solutions to the alarming health trend need not be complicated or take up a lot of time in peoples’ already busy lives. The Chief Medical Officer for England has said, “for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving.”

Connecting Cornwall’s approach for improving the health of Cornwall’s population rests on two key issues:

- Providing safe and efficient infrastructure.
- Delivering behavioural change in the way we travel.

The lives of many families in Cornwall revolve around the car. In some cases they live in places where they can only reach employment, education and shopping opportunities by using the car. For those who make short trips by car, we need to make the alternatives appear to be more attractive, or, make use of the car less attractive. For those not currently walking or cycling, the motivation to do so will need to be based on the benefits, such as health or low cost.

Cornwall has a major opportunity to achieve public health goals alongside transport objectives, by providing the necessary infrastructure with good access to walking and cycling facilities so local residents are encouraged to walk and cycle more often to key services and destinations, with confidence and in safety.

Decisions about investing in transport infrastructure are made by comparing the anticipated benefits brought about by the scheme against the cost. Analysis undertaken by the DfT shows increased cycling provides a very high economic return, more than 3:1 in benefits to health, congestion and pollution reduction, and if benefits are sustained over 30 years (just half the period measured for road schemes) the return rises to 6:1. Therefore a reduction in congestion and pollution and an improvement in health is worth at least three times every £1 invested.

“Investment in infrastructure which enables increased activity levels amongst local communities through cycling and walking is likely to provide low cost, high-value options providing benefits for our individual health, for the NHS in terms of cost savings and for transport as a whole.”

Evidence from other areas has shown that where there is a joined up and focused approach to improve cycling and walking in a defined area, then the increase in these modes is sustained over a long period of time (see demonstration town case study). Small changes and additions to the network across Cornwall will not make a significant contribution to the goal, and instead a focused approach of looking at a whole town network will deliver better results. This will mean that walking and cycling will be prioritised over car trips in our urban areas. It is also important to recognise that due to the dispersed settlement pattern in Cornwall, many people have to undertake long trips for work, shopping and leisure but the beginning and end of these trips could be made by walking and cycling if the ability to safely integrate with other travel modes were possible.

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7 Dr Adrian Davis, ‘Value for Money: An Economic Assessment of Investment In Walking and Cycling’ (2010).
Many people have grown up in a society that is largely geared towards the car. In order to create a change, we need to develop local communities that are geared to more active travel and by encouraging active travel from a young age. There is significant potential to instil walking and cycling and good health in the travel behaviour of our children. Using Cornwall distance thresholds, 2010 school travel data shows that a further 11% of children could potentially walk to school and a significant 68% could cycle to school.

The evidence demonstrates that there is significant potential to increase the amount of walking and cycling across Cornwall, although it will vary from community to community. A tailored town approach will be necessary to ensure we achieve the maximum level of behaviour change possible. Walking and cycling has not had the priority, provision or information available in the past in comparison to the car. There will need to be a greater level of investment in active travel over the next twenty years. We will then see an improvement in our health and a reduction in the amount of illness and deaths as a result of inactivity.
Policies and proposals

Policy 20
We will give greater priority to walking and cycling in our transport strategies and schemes.
This also supports objectives: 1, 7, 11, 12, 13, 14, 17

How?
We will seek to deliver an integrated walking and cycling network. Given the size of Cornwall, larger scale infrastructure will not be viable everywhere so we will focus initially on our urban areas and then further develop and improve the links to and within rural centres. We will be more proactive in delivering these networks and will consider use of our wider powers through the planning process to deliver a complete network. We will work with local partners in health, education, environment, planning, business, public transport, the police and walking and cycling organisations to develop comprehensive, high quality town wide walking and cycling networks. These networks will include:

- Direct, safe routes, providing links to the key attractors in the town from the main residential areas which will be accessible for all, including people with pushchairs, mobility impairments or disabilities.
- The identification and removal of barriers to direct walking and cycling routes such as road crossings and pinch points.
- Improved signing and waymarkers for pedestrians and cyclists that include travel times and route marking.
- Links with the existing public transport services, including bus and railway stations providing a comprehensive integrated network.
- Provision of secure cycle storage for bikes in town centres, key destinations, travel hubs and railway stations.
- Shared-use routes on footways in urban areas where space permits by making best use of available infrastructure. This can provide cyclists with a safer and more attractive route segregated from motor traffic.
- Improved maintenance and lighting to ensure that it feels safe to walk and cycle. More information on this is contained in section 3.7.
- Greater priority to pedestrians and cyclists in built up areas. This will include more crossing points, direct routes, exemptions from turn prohibitions for cyclists, advance stop lines for cyclists at traffic lights and the establishment of cycling lanes where safety considerations permit, which are all detailed in Local Transport Note 2/08, October 2008.
- Improved pedestrian facilities at traffic signal controlled junctions, where road conditions are appropriate. This can include a separately signalled phase during which pedestrians are given a green light to cross the road, dropped kerbs at the roadside and marked routes through the junction using metal studs or white line markings.
- Improved routes and facilities for horse riders where the rural and urban networks meet.
- Facilitating cycle hire and loan facilities in our main towns, at key public transport interchange points, visitor attractions and at major employment sites, similar to those seen in London and Bristol. Cycle hire facilities will allow people to hire a bike upon arrival and to cycle to their final destination.
Working with Sustrans, we will seek to extend and enhance the National Cycle Network (NCN) known as the ‘Cornish Way’ to all major towns with improved links to smaller settlements. Although the NCN is within one mile of more than half the UK population, a continuous programme of development can enhance links to reach more railway stations, schools, shops and employment centres as well as attractions and large areas of countryside. More information on improving the NCN is contained in section 3.4.

We will encourage employers to sign up to the DfT ‘Cycle to Work Guarantee Scheme’ as outlined in the National Active Travel Strategy. This includes the following measures:

- Secure, safe, and accessible cycle parking facilities for all staff who want them.
- Good quality changing and locker facilities for all staff who want them.
- Offset the cost of cycling equipment and save on the tax through the ‘Cycle to Work Scheme’.
- Bike repair for cyclists on or near site.
- Training, reward and incentive programmes to achieve targets for more cycling.

We will review maintenance standards on urban walking and cycling routes, such as those providing access to railway stations or bus stops.

We will undertake prioritisation and delivery of safer routes to school schemes. These schemes provide a whole school community approach to travel awareness, road safety, sustainable transport and healthy travel options. An action plan of measures is developed that seeks to find infrastructure solutions to transport and safety problems on and around the school site, in addition to the journey to and from school. Infrastructure and initiatives we will deliver through school travel plans are:

- Traffic calming, crossing facilities and speed limit reduction.
- Progressive introduction of 20mph zones outside schools to reduce the speed of traffic around a school to provide a safer environment.
- Working with schools to help keep the school entrances/gates clear of vehicles.
- An education programme to help schools that offer other alternatives such as Park and Stride locations, enforcement of traffic orders outside of schools and managed displacement of vehicles in local neighbourhoods.
- Implement awareness days and publicity about the benefits of active travel.
Policy 21
We will use the local and strategic development control processes to ensure that development proposals include safe and efficient walking and cycling infrastructure and that direct links are created to neighbouring communities, services and transport facilities. This also supports objectives: 1, 2, 6, 7, 11, 12, 13, 14, 15, 17

How?
We will work with developers, planners and with reference to design to ensure that new development is designed to enable and encourage people to walk and cycle safely and easily. All developments will need to demonstrate they are accessible by walking and cycling. We will use national design guidance, such as Manual for Streets to prioritise pedestrians and cyclists in street design. New developments will:

- Create permeability and advantage through the use of connections and links not available to cars.
- Provide links to the wider walking and cycling network, including quality routes to town centres, schools, employment sites and transport interchanges.
- Implement speed reduction and traffic management on roads within the development.
- Include safe and covered cycle parking or storage.
- Complete a pedestrian and cycle audit of existing and proposed schemes.
- Provide safe road crossings for cyclists and pedestrians.
- Provide information, maps and promotion of cycling and walking.

3.6.2 Objective 11: Increase awareness and an understanding of the health benefits of cycling and walking.

3.6.2.1 Why is this important?
Many people are not fully aware of the health, financial and environmental benefits of using sustainable modes of travel and hold negative views of walking, cycling and public transport. They are often perceived as slow and inconvenient, while the social status of walking and cycling may be seen as lower than that of travel by car. Most trips people make in a day are local with 25% of these being under two miles in length. These trips are of the kind that many people could undertake by some form of active travel and by doing so will see a benefit to their health. This benefit can be achieved even if they only change their behaviour for two or three of those trips a week. To achieve this behavioural change we need to understand what stops a person from walking.

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or cycling. The Connecting Cornwall consultation revealed that there is a number of perceived barriers to walking and cycling. Only 2% of respondents stated they used cycling regularly. The main reasons given for not considering riding a bicycle were health reasons, age, ownership, too dangerous/too much traffic and topography. While 22% of respondents stated they used walking as a form of transport, for most, a number of barriers were highlighted, including distance and not enough pedestrian paths. Implementing a behavioural change requires the right measures and demonstrating that a change in travel choice suits the lifestyle and objectives of people, that they have a wide range of alternative choices to the car and that any change is perceived to be easy.

The age and stage of someone’s life can determine the range of personal, social and environmental barriers that prevent them from being more physically active. Poor health and bad weather are greater barriers than lack of time or money for people in later life, whereas the barrier to becoming more physically active for young people is the attraction of other activities or commitments.

Despite a 21% rise in cycling in Cornwall since 2003, levels are still low compared to elsewhere in the country and cycling levels in Britain are the lowest in Europe. There is no doubt that we have a tremendous opportunity to maximise the links between physical activity and our beautiful natural environment, but we must also consider the everyday trips that people can make to work or visiting friends etc, and enable sustainable travel choice.

3.6.2.2 What can Connecting Cornwall do?

The challenge for Connecting Cornwall is to make cycling and walking more attractive for young, old, visitors and residents alike in Cornwall, overcoming the real and perceived safety concerns and the perceptions of distance, time and topographical barriers preventing people from making those walking and cycling trips at the moment. If we improve the health of residents in Cornwall and reduce the cost of treating preventable diseases then people have to be aware of the health risks and that the way they choose to travel can significantly benefit their health. Our approach for increasing awareness and understanding of the benefits of healthy active lifestyles rests on two key issues:

- Being aware of the problem.
- Understanding our role in the solution.

Fortunately many of these barriers can be addressed and overcome. The things that help people to change their behaviour are high levels of belief in their ability (self-efficacy), a strong intention and readiness to change, and supportive social networks and environments with no barriers.

We know how difficult it is to change travel habits but the opportunity exists over the next 20 years to focus resources on well proven promotional and awareness raising activities and materials, to help promote the importance to our health of walking and cycling as part of our daily activities.

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Policy 22
We will seek to work with partners to undertake education, training and awareness initiatives about the health benefits of walking and cycling for everyone in Cornwall. This also supports objectives: 1, 10, 14

How?

We will encourage children to walk and cycle through smarter travel initiatives and training. School travel plans can help promote and identify ways to encourage more walking and cycling and the use of public transport. This will help improve and maintain children’s health, in addition to improving safety around the school and reducing pollution. Practical measures to encourage sustainable travel for children will include:

- Raising travel awareness through the school curriculum.
- Supporting schools to set up active travel initiatives such as Park and Stride and Walking Buses.
- Involving schools in national campaigns such as Walk to School Week.
- Continuing to provide volunteer instructor cycle skills training courses for children through the Council’s Cyclewise scheme and work with partners to provide Bikeability training.
- Working in partnership with Sustrans to promote cycling to schools through initiatives such as Bike It.

We will improve the quality and provision of walking and cycling information in all formats. We will provide better information by:

- Providing pedestrian and cycle network maps, making the network more readily accessible.
- Developing an on-line journey planner. This will allow you to plan a journey and get detailed comparative information for all modes of transport, such as the PlymGo scheme in Plymouth. PlymGo provides and compares the route options of walking, cycling, bus, driving and taxi for your chosen journey and calculates the emissions, cost, calories burned and duration of each chosen route, so you can make an informed choice of how to travel.
- Providing information on active travel and sustainable transport at transport interchanges, rail stations and bus stops.
- Targeting information where appropriate, for example, where people have moved home and may be prepared to try travelling differently.
- Developing consistent on-street signing and way marking of walking and cycling routes.
We will promote walking and cycling and its health benefits through information campaigns to raise the profile of active travel. All information will be aimed at helping the population to be more physically active. This will involve providing information and incentives to encourage walking and cycling, while helping to raise the health benefits. We will promote active travel by:

- Promoting multimodal travel options for visitors to Cornwall, by offering supportive information and encouraging discounted entry incentives. More information on sustainable visitor travel is contained in sections 3.4 and 3.5.
- Smarter travel initiatives such as school and workplace travel plans.
- Working with GPs so that they are able to give their patients information on walking and cycling through consultations.
- Working with other Council services on joint promotion campaigns and initiatives such as the Physical Activity Working Group.
- Providing information on the internet which is aimed at helping the population to become more physically active, such as the Get Active Cornwall website.
- Working with partners to run promotional campaigns and special events such as Walk to School Week, Bike Week, Cornwall Festival of Cycling and encourage schools to take part by providing the necessary resources. See Mobilise! case study.
- Using business travel forums to target employers to raise awareness of the healthier alternatives available to their staff to travel to work.
- We will work with employers to develop workplace travel plans, offering assistance in respect of funding for the provision of showers, cycle stands, lockers and other initiatives to support sustainable travel to work, as well as encouraging employers to adopt a ‘healthy workplace award scheme’, led by health colleagues.
- Promoting and identifying opportunities for electric bikes.
- Considering and assessing the viability of providing adult cycle training to improve confidence and safety of adult cyclists.
Case study: Mobilise!

Mobilise!, hosted by the health service, is supported by a wide range of partner organisations with four principal partners: Big Lottery, Sustrans, Cornwall Council and Natural England.

The overall aim of Mobilise! is to promote and enable sustainable, healthy active travel through walking and cycling as part of everyday activity, to help protect the environment, to improve health and to help promote social inclusion.

Over the last few years, Cornwall Council and Mobilise! have jointly funded and delivered the Cornwall Festival of Cycling. This has been a successful venture of cycling roadshows visiting schools and public places with a host of cycling activities. The festival aimed to entertain, enthuse and educate people about the possibilities and benefits of cycling, leading them to adopt a healthier and more sustainable form of transport. A range of activities were on offer including bike try-out sessions, an obstacle course and a cycle circus. People were able to pick up information on local cycle routes and facilities, talk to the cycling experts on hand and try out a variety of bikes.
3.6.3 **Outcomes**

Figure 3.14 sets out the outcomes we will achieve if the policies and proposals relating to the encouraging healthy active lifestyles goal are implemented.

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**Figure 3.14 Encouraging healthy active lifestyles outcomes**
Supporting community safety and individual wellbeing

Make our communities happier and safer places to live and improve individual wellbeing by reducing the negative impacts of transport.

The way in which we travel can have a serious impact on our own and our community’s safety and wellbeing. Traffic collisions, street crime, the effects of pollution, the stress and disturbance caused by heavy traffic and antisocial behaviour are all issues that can impact on our quality of life. Residents and visitors in Cornwall want to be able to travel in safety, knowing that the transport infrastructure is well maintained, that they do not need to be concerned about crime and that they are unlikely to be involved in a collision. By creating safer communities, we can encourage people to become more active and engaged in community life.

The objectives that support community safety and individual wellbeing are set out individually in the following sections with their supporting policies and proposals.

“The total value of prevention of reported accidents in 2009 was estimated to be £15.8 bn. The argument to improve road safety is therefore not simply ethically, socially and emotionally driven but also an economically sound policy area that will deliver real cost savings.”

Parliamentary Advisory Council for Transport Safety (PACTS) 2010
3.7.1 Objective 12: Improve road safety.

3.7.1.1 Why is this important?

We have a moral and statutory duty to make our communities safe.

In 2009, 23 people died while undertaking a journey on Cornwall’s roads. Many more people suffered injury, in some cases life changing injuries. Whilst this was the lowest number of deaths ever recorded, this is still 23 people too many. In addition to this the number of motorcycle casualties on our roads is rising and is becoming a significant issue.

For people who live in the most socially deprived areas, the likelihood of being in a fatal traffic collision is much higher than for those who live in other areas1. While this can be for a variety of reasons there is a general trend for people in socially deprived areas to take more risks. Given the levels of persistent deprivation in Cornwall, this is an issue that must be addressed. Despite there being significantly higher rates of admission to hospital from road traffic accidents among those from socially deprived areas2, it is more likely that the risk of exposure to accidents will be greater outside the area in which they live.

The DfT has estimated the costs of collisions to the community to be approximately £1,585,510 for a fatality, £178,160 for a serious casualty, and £13,740 for a slight casualty. For Cornwall this means a total cost in 2009 of about £93.4m.

Illegal and inappropriate speed was recorded as a contributory factor in 27% of road fatalities in 2009. The proportion of fatal collisions on rural roads involving excessive speeding or driving too fast for the road conditions remains higher than the average for all roads. There is a small number of people who are driving at extremely high speeds, though there are many more who routinely drive in excess of the speed limit3.

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2 South West Public Health Observatory ‘Road Traffic Accidents: Hospital Admissions by Deprivation’
3.7.1.2 What can Connecting Cornwall do?

Road safety is a multi-disciplined activity. If we are going to be committed to saving people’s lives and keeping them safe from harm, we rely upon good partnership working between highway authorities, emergency services, health, education, and enforcement agencies. This approach affects all people of all ages whether they are drivers, passengers, motorcyclists, cyclists or pedestrians.

The delivery of Cornwall’s Casualty Reduction Strategy is facilitated through the Cornwall Road Casualty Reduction Partnership which plays an important role in focusing on evidence-led safety initiatives. We will continue this focused approach to casualty reduction, targeting the real issues, in the correct location, at the relevant road user and at the problematic times of day or year. We will also continue to provide a range of education, training, awareness, and research activities in line with casualty targets through our road safety partnership working arrangements. Fatal analysis studies will continue during Connecting Cornwall and their findings will help to influence educational and promotional campaigns. We will continue to target key user groups at risk, such as young drivers, motorcyclists (see case study) and older drivers.

We remain committed to the provision of mobile and fixed safety cameras at locations based on road safety data. As wet film technology comes to the end of its life we will need to consider, as alternatives, the use of average speed safety cameras or increased mobile safety cameras as part of any fixed camera replacement programme.

We will work proactively with partners in disadvantaged communities to tackle broader road safety issues such as anti social behaviour (ASB), health promotion and sustainability. Travel is important to a prosperous, healthy and sustainable community and there is clear potential to encourage people to travel using non car modes without the fear of traffic and associated incidents and crime. Work in these areas also supports the encouraging healthy active lifestyles and supporting equality of opportunity goals.

Case Study: A374 Trerulefoot to Torpoint route interventions.

The A374 was identified in the previous Local Transport Plan as a high risk route for motorcycle casualties. It forms part of a wider circular route popular with riders on high powered motorcycles between Plymouth, Saltash and the Torpoint Ferry. A multi-disciplined approach to road safety was undertaken along this route using a range of intervention measures. This included passive safety engineering measures removing traffic signs from crash paths, laying new road surfaces to improve skidding resistance and the erection of motorcycle safety information signs.

Comprehensive and focused educational campaigns, e.g. ‘rev it right’ project, and awareness events, e.g. issuing literature on Torpoint Ferry, aimed at highlighting the risks to young and older riders were carried out, and there was co-ordinated Road Safety Partnership presence at regional motorcycle events.

Targeted enforcement activities at appropriate times also took place, on some occasions with immediate referral opportunities for offenders to receive on the spot education rather than face prosecution. In an 11 year period (1995 - 2006) before road safety interventions, there were on average 4.2 motorcycle injury accidents per year, about a quarter of these were fatal or serious. In the two years from 2008 - 2009 since the commencement of road safety activities, there was only one slight injury motorcycle accident although there have been a further two reported incidents involving motorcyclists in 2010.
Policies and proposals

Policy 23

We will seek to improve road safety for everyone in Cornwall and reduce the number of road related fatalities and casualties.

This also supports the objectives: 6, 7, 10, 11, 17

How?

We will implement a programme of route initiatives on existing roads with high casualty rates. We will:

- Implement evidence led intervention programmes that reflect the changing trends in fatalities, serious injuries and motorcycle injuries.
- Apply road safety audit investigation techniques in order to identify and address high risk features.
- Address safety issues for powered two wheel vehicles on our motorcycle routes in conjunction with education, awareness and in some cases, targeted enforcement.

We will continue the implementation of local safety schemes at identified sites where short term casualty clusters are arising and an identifiable cause of the accidents can be treated by low cost measures. Programmes of work are devised to investigate and treat those sites deemed to be the highest priority and where it can be demonstrated that a return on the investment can be achieved.

We will continue to maintain our roads in terms of safety, sustainability and serviceability, in accordance with the Highway Maintenance Plan. This includes routine inspections that identify road defects and the repair of drainage, signs and road markings and road condition assessments on the entire road network, e.g. assessment of skidding resistance and other surface characteristics.
Policy 24

We will continue to work with the Devon and Cornwall Safety Partnership to ensure that speed limits are reviewed, set and enforced.

This also supports objectives: 6, 7, 10, 11, 17

How?

We will continue to ensure that speed limits are reviewed, set and enforced. We will:

- Complete the A and B road speed limits review.
- Make decisions on future speed limit intervention programmes where it is anticipated some casualty reduction benefit will be achieved or where measures are required to support camera enforcement.
- Reduce the speed limit on our rural roads where the motorist exposure to risk supports the reduction of the limit from 60mph to 50mph.
- Review our requirement for mobile and fixed safety cameras at locations based on road safety data and future Government policy. A move towards digital camera technology in the next few years brings with it the opportunity to reconsider our approach.
- Look to implement average speed cameras on applicable routes.
- Increase use of mobile cameras along the lines of the Random Road Watch initiative.
- Instigate the provision of necessary infrastructure to allow identified casualty reduction interventions to function e.g. mobile camera enforcement.

Policy 25

We will seek to undertake education, training and awareness initiatives to improve road safety for everyone in Cornwall.

This also supports objectives: 6, 7, 10, 11, 17

How?

We will continue education, training and awareness programmes based on casualty data and evidence led practice which is appropriately monitored and evaluated through the Cornwall Road Casualty Reduction Partnership. We will:

- Target vulnerable user groups to increase their understanding of how their behaviour and attitudes affect their risk of becoming a road casualty e.g. young drivers, older drivers and motorcyclists. We will also target alcohol and drug related driving.
- Promote community, school and neighbourhood speed watch initiatives, ensuring that there are opportunities to consider speed management measures e.g. interactive signing, to promote public confidence of the network in the area in which they live. This also supports objective 17 under the supporting equality of opportunity goal in section 3.8.
3.7.2 Objective 13: Increase public confidence in a safer transport network.

3.7.2.1 Why is this important?

The perception of safety on our roads is as important to address as the reality. A generation ago, despite much lower traffic levels, eight times as many people were killed and seriously injured on our roads. Yet people fondly remember those years as the time it was safe to play in the street.

We are fortunate that Cornwall has a relatively low incidence of crime compared with the national picture, with consistently lower rates of crime across all the main recorded crime categories. There were 26,000 recorded crimes in 2009/10 but this was reduced by 7% compared with 2008/09 figures, reflecting a continuing long term improving trend.

Police public surveys indicate that worry about crime is dropping year on year, but at around 21% in 2009/10, the level of worry still far exceeds the likelihood of becoming a victim of crime. For many people, their perception of crime on public transport can have as great an impact on their travel choice as any actual experience. Evidence from the DfT indicates that 11.5% more journeys would be made nationally on public transport if passengers felt secure, despite the fact there are actually very few incidents of crime on public transport.

Fig 3.15 Areas where speeding identified as a priority

Areas where speeding was identified as a priority through Partners And Communities Together (PACT) - March 2010

Key

<table>
<thead>
<tr>
<th>Speeding</th>
<th>Number of Neighbourhoods</th>
<th>% of Neighbourhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 1</td>
<td>21</td>
<td>33%</td>
</tr>
<tr>
<td>Priority 2</td>
<td>10</td>
<td>16%</td>
</tr>
<tr>
<td>Priority 3</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>Not a priority</td>
<td>29</td>
<td>46%</td>
</tr>
</tbody>
</table>

The Partners and Communities Together (PACT) process has seen speeding replace ASB as the issue of greatest concern over the last year. Over one third of neighbourhoods now see speeding as the top priority for police and partners to address. Figure 3.15 shows the level of concern about speeding in March 2010 which highlights central and east Cornwall as having the highest proportion of neighbourhoods where speeding is the top priority. Telephone survey results with the public conducted by Devon and Cornwall Police indicate that 39% of respondents say that speed is a problem in their local area.

3.7.2.2 What can Connecting Cornwall do?

Historically reducing transport related crime, the fear of crime and ASB in Cornwall has been championed through the good design of streetscape and public transport waiting facilities. This work remains important to Cornwall in order to improve people’s confidence in the neighbourhood in which they live and in using the transport network.

In order to make people feel more confident about travelling around the community in a more sustainable way, we will investigate a range of measures to ensure that our town centres and open spaces are more people friendly, ensuring that walking, cycling and public transport infrastructure and services, including the use of taxis is safe and well managed through appropriate design, lighting, CCTV and staff support.

Public response to the Connecting Cornwall consultation exercise also demonstrates strong support in the communities for continued speed management, with residents, the young and car driver focus groups seeing the introduction of 20mph speed limits outside schools as a priority. We acknowledge a reduction in casualties can be made by further reducing speeds in areas where speed limits are already low. We welcome the Government’s changes in its guidance, giving local authorities the opportunities to introduce 20mph limits across built up areas. These could include roads where pedestrian and cyclist movements are high, such as areas around schools, shops and parks. However, the introduction of 20mph limits is likely to have more of a cultural impact on speed, supporting a change in driving behaviour and attitude to speed in the long term. We will review our Speed Management Strategy in recognition of the new emphasis on tackling speeding from irresponsible driving, particularly in relation to the introduction of 20mph limits and zones which we plan to introduce early in the Connecting Cornwall programme.

As an active member of the Community Safety Partnership, we will continue to support the wider objectives of the Community Safety Strategy by focusing on the situational prevention of transport related crime.
Policy 26
We will seek to reduce the rate of crime, the fear of crime and incidences of antisocial behaviour related to transport in Cornwall. This also supports objectives: 6, 7, 16

How?

We will progressively introduce **20mph speed limits outside schools** to control the speed of traffic in support of vulnerable road users. Consideration will be given to the introduction of area wide 20mph limits where the benefits of reducing speed can be demonstrated.

We will work with partners in road safety in support of speed awareness initiatives in local areas by promoting community and school speed watch and neighbourhood speed watch initiatives. Consideration will be given to the introduction of speed management measures e.g. interactive signing.

We will work with developers and planners to ensure that crime prevention and fear of crime are taken into account. We will:
- Ensure natural surveillance by ensuring streets, pedestrian and cycling facilities are overlooked.
- Ensure that walking and cycling routes are connected to the existing network.
- Ensure on street parking is overlooked or has natural surveillance and that designated parking areas are secure.

Street lighting will be provided and operated on roads, walkways and open spaces to suit the needs of the community. Where streets are identified for lighting improvements, the provision will reflect the street’s function and activity taking into account the lighting arrangement, intensity and continuity. The character of the area will be reflected in the scale and colour of lighting. We will:
- Install, improve and maintain lighting to discourage crime, fear of crime and vandalism in accordance with the variable street lighting policy. More information on this is contained in sections 3.3 and 3.5.
- Consider relighting areas within poorly lit urban/residential environments, particularly where users may feel vulnerable.
- Install new lighting as part of new developments, or at specific locations on the highway such as alleyways, open spaces or paths across parks.
We will promote shared space in town centres. The emphasis on future streetscape design will be given to shared space in locations of high pedestrian and low vehicular flow; this creates an active public space which is important in generating a feeling of security at all times of the day and night. We will consider creating completely or partially car free areas in support of other priorities. This could include restricting car access at certain times of the day throughout the entire area or parts of it where it will encourage sustainable travel.

We will work within the Community Safety Partnership in promoting schemes designed to manage crime and fear of crime. We will support:

- Neighbourhood watch by ensuring that the appropriate highway infrastructure to support such programmes is provided.
- CCTV and lighting where surveillance is considered necessary, ensuring that unnecessary distractions that ‘mask’ camera coverage are removed and that the layouts of streets provide the maximum clear coverage at all times of camera operations.
- Appropriate intervention measures in car parks to discourage and prevent anti social vehicle related noise. Cornwall’s two multi storey car parks will remain closed at night. Where ground floor services remain available, they will be convenient and safe to use at night.

We will work within the Community Safety Partnership in supporting the opportunity to introduce taxi marshalling services in our town centres in order to help people get home safely, address night time ASB and prevent illegal pick ups. The basic principle behind the service is the provision of a number of highly visible marshals at nights or weekends, who help people find a taxi, keep taxis in an orderly queue and report any misbehaviour.

Policy 27

We will seek to address people’s fears about the effects of anti social and inconsiderate behaviour on others when driving or using public transport, so all transport users can make informed and safer travel choices.

This also supports objectives: 6, 7, 16

How?

We will work with partners to ensure people feel safe when they travel by public transport. Everyone using the public transport network must feel safe both waiting for a bus or train and on the journey itself. We will:

- Continue to improve the layout of bus stops and the design of bus shelters to ensure they do not attract ASB, particularly in residential areas. Consideration will be given to the location of bus shelters to deter them from becoming meeting places or prone to vandalism by being suitably lit, accessible, overlooked and well maintained.
- Ensure CCTV and lighting at railway stations and bus stations where necessary.
- Work with partners in the rail industry where possible to retain Secure Stations accreditation for the rail stations in Cornwall.
3.7.3 Objective 14: Reduce noise and air quality impacts.

3.7.3.1 Why is this important?
Noise, light and air pollution are an inevitable consequence of society undertaking its daily activity. However, they can all be unwanted intrusions that can impact on people’s quality of life and wellbeing.

Exposure to air pollution caused by heavy traffic can have a long term effect on health, leading, most commonly, to heart and lung problems. Most major urban air pollutants are also known to have harmful effects at low levels on plants. Pollutants can spread from urban to rural areas, affecting crops. The World Health Organisation identified sulphur dioxide (combustion of fossil fuels), nitrogen oxide (road traffic) and ozone (secondary pollution from road traffic) as having especially significant adverse effects on vegetation and ecosystems in concentrations below those known to have a direct impact on human health.

Environmental noise, including traffic noise, has been linked with disturbed sleep and reduced cognitive performance. Traffic noise contributes to stress levels, which in turn may heighten the risk of physical and mental illness. Although the associated illnesses may not be severe, large numbers of people are potentially affected. It is important that effective management to tackle noise and air quality issues in Cornwall is taken at identified locations where the population is likely to be at the greatest risk in order to mitigate their impact.

3.7.3.2 What can Connecting Cornwall do?
Noise maps have been produced by the Department for Environment, Food and Rural Affairs that show variable bands of noise in areas where the population exceeds 100,000, or around key road and rail routes near urban and rural populations. These form the basis of the Government’s noise action plans.

Noise maps for some major roads in Cornwall have been produced identifying them as priority locations, including A30, A3047, A390, A39 and A38. Most maps cover sections of the trunk road network in Cornwall and we will work with the Highways Agency to develop strategies for tackling noise pollution as part of their route management strategies. Working with planners and environmental health officers we will need to determine what measures can be taken forward as part of any sustainable development strategy for these areas.

Localised noise issues will be investigated and addressed on an individual basis. We will continue to tackle noise pollution by reducing the impact of road traffic and increasing opportunities for sustainable and active travel. A wide range of techniques is available to reduce the impact of road traffic noise. The use of low noise surfaces in new road builds or within maintenance schemes will be considered where the environmental benefits can be demonstrated. We will work with planners and developers to screen noise in new developments and work with partners to manage lorry movements associated with high noise levels.

It is the Council’s responsibility to review and assess local air quality and keep it within national levels. Road traffic was one of eight main causes of poor air quality in Cornwall identified by the Cornwall Air Quality Strategy (CAQS), which was developed to identify specific actions to address problems highlighted by the air quality monitoring. Where air quality falls below a certain level, we must declare an Air Quality Management Area.

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(AQMA) and prepare Air Quality Action Plans (AQAP), setting out proposals to tackle the problem. Our aim has been to avoid the need for declaring AQMAs by addressing the potential transport related air quality problems before national air quality levels are exceeded. There are two AQMAs in Cornwall. One is situated in Camborne, Pool and Redruth, covering the urban regeneration area. The other is in Bodmin, encompassing part of Bodmin town centre. Monitoring of the A38 at Tideford has shown that national air quality levels have been exceeded and Tideford will become an AQMA. The A38 is managed by the Highways Agency and we will work with them to develop action plans accordingly.

The causes of poor air quality may differ from one AQMA to another, and the proposed solutions will also differ: For instance, it is recognised that AQMAs declared for nitrogen dioxide in England appear to cover those areas which are experiencing higher levels of deprivation. Solutions to improve air quality include reducing car use, encouraging the use of alternative fuels and the effective management of freight. Proposals related to this are contained under the tackling climate change goal in section 3.3.

Policy 28
We will seek to reduce both noise and air quality impacts from transport.

This also supports objectives: 1, 6, 7, 11

How?
We will work with planners and developers to protect people from exposure to adverse traffic noise or poor air quality in relation to housing, employment and transport infrastructure. We will:

- Plan new communities and transportation infrastructure to keep noise from road traffic to acceptable levels. Policy Planning Guidance 24 (PPG 24) provides guidance regarding the suitability or otherwise of the site for proposed development and identifies the type of mitigation measures that might be needed to achieve appropriate noise levels.
- Seek to mitigate the impacts of road transport emissions through design and masterplanning to limit the proximity of properties to roads and ensure the build up of pollutants within the streetscape is avoided.
- Work in close partnership with AQMA groups to identify potential air quality problems and address them without compromising planned economic enhancement and regeneration of a town.
- Apply noise and air quality management strategies in new developments to minimise the problems from road traffic in accordance with sustainable development guidelines, including the use of travel plans.
We will seek to reduce air quality impacts from roads and transport. We will:

- Continue to carry out study and investigation work at locations with known transport related air quality problems.
- Seek to improve air quality related congestion through more efficient use of road space and appropriate traffic management solutions. This can be achieved on our road corridors into town centres by smoothing the flow of traffic, creating holding points for traffic on the periphery of the town centre and improving the design of the street scene.

We will seek to reduce the noise impacts from roads and transport. We will:

- Provide suitable transport noise mitigation solutions in locations where people are exposed to significant traffic related noise. These include measures such as low noise road surfaces, local traffic management schemes, restrictions on type of traffic and improving sound insulation or noise barriers.
- Consider using noise reducing surfacing in maintenance schemes where it is deemed to be of benefit.
- Examine the noise impacts of major modifications to arterial or major roads and identify mitigation measures were there is scope to do so near affected populations.
- Work with contractors to ensure that noise from the construction of transport projects is not detrimental to those living nearby.

We will work with our partners in the freight and road haulage industry to manage the movement of lorries on our roads through our Lorry Management Strategy. Heavy goods vehicles (HGVs) can have a negative impact on local communities particularly if lorries use inappropriate routes. We will look to increase the movement of freight by other modes although we recognise that lorries will remain the main mode of transporting freight for the foreseeable future. We will:

- Continue to develop a joined up strategic and local freight network, providing operators with consistent uniform information across the region to help them plan their journeys.
- Encourage HGV drivers to use the strategic freight network (SFN) and minimise their impact when not using it.
- Seek to minimise the impact of HGVs through traffic engineering measures to control or eliminate the movement of lorries in residential areas or by enhancing pedestrian routes.
- Work with developers and planners to ensure that lorry movement generators are located on or as near as possible to the SFN.
3.7.4 Outcomes

Figure 3.16 sets out the outcomes we will achieve if the policies and proposals relating to supporting community safety and individual wellbeing goal are implemented.