Air Quality Action Plan Consultation Report
Camelford, Cornwall

1. Executive Summary 3
2. Introduction 3
   Legislative Background 3
   EU Limit Values 4
3. Scope of the Report 5
4. Baseline Information 6
   A39 High Level Options Appraisal Report 7
   Bypass and HGV route Options 9
   Traffic Signals on the A39 10
5. Emission Sources 11
   Future Projections for Nitrogen Dioxide 12
7. Consultation 20
1. Executive Summary

There are eight Air Quality Management Areas (AQMAs) in Cornwall which are supported by the 2017 Clean Air for Cornwall Strategy, incorporating Air Quality Action Plans (AQAP). The Strategy was developed to formalise the Council’s implementation of current local and national planning policy and legislation, as well as provide formal guidance for those wishing to develop in or close to an AQMA.

The Camelford Action Plan Report provides a draft Action Plan for Camelford for public consultation. Suggested actions include supporting the case for a bypass or alternative HGV route, alongside other Actions that will be required to improve air quality whilst the work to determine the viability of a bypass (and ultimately construction if proven viable) is undertaken.

Due to the nature and layout of the town, it will be necessary to reduce vehicle trips within the town and reduce emissions from vehicles travelling through and within the town. This could be through a modal shift to public transport where feasible, encouraging uptake of electric or alternative fuelled vehicles, and a major contributor is likely to be reducing engine idling at traffic lights within the street canyon where other options may be difficult to influence or costly to implement.

Once finalised, the Camelford Action Plan will form an appendix to the Strategy, and will be implemented alongside the existing County-wide Action Plan. This document should therefore be read in conjunction with the Clean Air for Cornwall Strategy.

2. Introduction

Legislative Background

The air quality objectives set out in the Air Quality (England) Regulations 2000, as amended by the Air Quality (England) (Amendment) Regulations 2002, provide the statutory basis for the air quality objectives under Local Air Quality Management (LAQM) in England. Local Authorities in England are expected to report on nitrogen dioxide (NO₂), particulate matter (PM₁₀) and sulphur dioxide (SO₂) and publish a yearly Annual Status Report.

In addition to the objectives set in Regulations, Local Authorities have a new, flexible role in working towards reducing emissions and concentrations of PM₂.₅.

Section 82 of the Environment Act 1995 provides that every local authority shall review the air quality within its area, both at the present time and the likely future air quality. Section 83 requires local authorities to designate an Air Quality Management Area (AQMA) where air quality objectives are not being achieved, or are not likely to be achieved, as set out in the Air Quality Action Plan Consultation Report. Camelford

February 2018
Quality (England) Regulations 2000. Once the area has been designated, Section 84 requires the local authority to develop an Action Plan detailing remedial measures to tackle the problem within the AQMA.

Local Authorities are responsible for monitoring and reporting on compliance with the pollutants presented in Table 1 under LAQM. Table 1 also includes an objective concentration for each pollutant and a target time frame.

**EU Limit Values**

The Air Quality Standards Regulations (2010) (AQS Regulations) implement the requirements of Directive 2008/50/EC. Defra undertakes national modelling and monitoring to determine compliance with the AQS Regulations. In 2015 (the latest year for which a compliance assessment is available), 37 of the 43 air quality reporting zones exceeded the statutory annual mean limit of 40µg/m$^3$ for NO$_2$. Zones not in compliance include the South-West non-agglomeration zone within which Cornwall is located, however no exceedances of the AQS Regulations were identified in the County.

**Table 1: Local Air Quality Management Objectives**

<table>
<thead>
<tr>
<th>Pollutant</th>
<th>Air Quality Objective</th>
<th>Measured as</th>
<th>Date to be achieved by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nitrogen dioxide</td>
<td>200 µg/m$^3$ not to be exceeded more than 18 times a year</td>
<td>1-hour mean</td>
<td>31.12.2005</td>
</tr>
<tr>
<td></td>
<td>40 µg/m$^3$</td>
<td>Annual mean</td>
<td>31.12.2005</td>
</tr>
<tr>
<td>Particulate Matter (PM$_{10}$)</td>
<td>50 µg/m$^3$, not to be exceeded more than 35 times a year</td>
<td>24-hour mean</td>
<td>31.12.2004</td>
</tr>
<tr>
<td>(gravimetric)</td>
<td>40 µg/m$^3$</td>
<td>Annual mean</td>
<td>31.12.2004</td>
</tr>
<tr>
<td>Sulphur dioxide</td>
<td>350 µg/m$^3$, not to be exceeded more than 24 times a year</td>
<td>1-hour mean</td>
<td>31.12.2004</td>
</tr>
<tr>
<td></td>
<td>125 µg/m$^3$, not to be exceeded more than 3 times a year</td>
<td>24-hour mean</td>
<td>31.12.2004</td>
</tr>
<tr>
<td></td>
<td>266 µg/m$^3$, not to be exceeded more than 35 times a year</td>
<td>15-minute mean</td>
<td>31.12.2005</td>
</tr>
</tbody>
</table>
3. Scope of the Report

The purpose of the Air Quality Action Plan Consultation Report is:

- To highlight key sources of emissions in Camelford used to inform this action planning process
- To provide information on the proposed Camelford Air Quality Action Plan measures to help improve air quality

The report lists the Actions most likely to succeed, however also highlights areas where the actions could be restricted e.g. by funding or by limited effectiveness or willingness of drivers and residents to change behaviour.

The Action Plan contains two actions relating to investigation of a bypass and alternative HGV route for Camelford. At this stage, further investigation including a business case and exploration of funding opportunities is required. Therefore, whilst these might be an option that is likely to have a significant impact on air quality in Camelford, it is also recognised that a decision has not been taken. Such options could only be implemented in the medium term, and not quickly enough to bring about air quality improvements in the shortest possible time. Therefore in the meantime, further measures must be implemented to improve air quality and the remaining Action Plan, alongside the County-wide plan, is proposed to provide this.
4. Baseline Information

Camelford is a former market town in North Cornwall, located on the edge of Bodmin Moor. The town has a population of 2,335\(^1\) and is bisected by the A39 running between Wadebridge and Bude. Camelford serves the local town and wider agricultural community and also has a large percentage of through traffic using the A39, particularly during the peak holiday season.

Figure 1 shows a map of Camelford and the wider area.

**Figure 1: Camelford**

Traffic using the A39 is measured using an Automated Traffic Counter (ATC) at Redgates just north of Camelford. In 2014 the annual average daily traffic (AADT) was around 5,500. There is no heavy duty vehicle (HDV) data available at Redgates, however other data held by Cornwall Council suggests a percentage of HDVs of 7%. This is a fairly high percentage of HDV traffic and the road is part of the Cornwall Strategic Freight Network route. The high percentage of HDVs is likely to be largely due to freight travelling through Camelford to/from North Devon and milk tankers travelling to/from the Dairy Crest factory at Davidstow.

---

\(^1\) Census 2011

*Air Quality Action Plan Consultation Report* Camelford

February 2018
More recent data for Redgates is available, however in the last few years traffic in Camelford has been impacted by major roadworks on the A30 which has resulted in traffic for North Cornwall diverting through Camelford. This is also likely to have impacted on air quality in the town.

The town centre contains a number of historic buildings, and the town’s main street (Fore Street) contains a number of tall (3-4 storey) buildings close to the road. The road is single carriageway for approximately 150m and traffic is held at lights at either end of the single lane, leading to delays, and idling engines impacting on air quality. In addition, traffic travelling south-bound has to travel up a steep gradient almost immediately after moving away from the traffic lights and therefore impacts on air quality. Traffic must also pass through a ‘priority system’ at High Street. Traffic travelling north-bound must pass through this area before reaching the traffic lights only around 90m further north leading to further delays, congestion in the area between the traffic lights and priority system, and engine idling close to residential properties.

Monitoring has been centred around these areas in order to identify whether the traffic lights, priority system, narrow road and tall buildings are impacting on air quality.

**A39 High Level Options Appraisal Report**

A report prepared by CORMAC entitled A39 Camelford High Level Options Assessment Report (October 2017)\(^2\) considers possible high street interventions to assist in resolving traffic problems in Camelford. Figure 2 shows a map of Camelford town centre from the CORMAC Report including the location of the traffic lights and other constraints.

---

\(^2\) CORMAC Consultancy (2017) A39 Camelford High Level Options Assessment Report

**Air Quality Action Plan Consultation Report** Camelford
February 2018
Within this area there are 9 road accesses onto the A39, 2 pedestrian crossings (north signal controlled), 3 loading bays and 2 free car parks (with an additional small number of ½ hour spaces between the library and hotel).

The report identified that sections of pavement in Camelford town centre are below the accepted 1.3 metres, and less than 1metre in some sections on the western side of the road.

Options relating to the traffic lights and priority system were investigated by CORMAC\(^3\) this includes scenarios for relocation of the traffic signals to move

\(^3\) CORMAC (2017) A39 Camelford High Level Options Assessment Report

Air Quality Action Plan Consultation Report Camelford

February 2018
the queue to a more open area, installing 2 or 3 way traffic signals to the priority system and synchronising these with the existing lights to reduce queuing in the street canyon. However this was likely to increase waiting time and queue length due to the distance between lights and create problems for joining traffic at side roads.

**Bypass and HGV route Options**

The CORMAC report considers two options for relief of traffic within the town.

The report states:

*The construction of a bypass scheme would bring about the following benefits:*-

- A reduction in the level of traffic and number of HGVs travelling through the town centre, diverting the traffic onto a more appropriate route

- Reduced delays for traffic using the A39 as a strategic access route linking towns and villages along the north coast of Devon and Cornwall

- Removes the main causes of poor air quality from the town centre

- Reduced driver frustration

- More resilient journey times

- Supports the key objectives of the Council’s Local Transport Plan 3 (Connecting Cornwall:2030) by:-
  
  - Reducing noise and air quality impacts
  
  - Ensure a resilient and reliable transport system for people, goods and services
  
  - Support the vitality and integrity of our town centres and rural communities

- The need for a bypass is highlighted as the main transportation priority for the town in the Draft Neighbourhood Plan for Camelford

- Cornwall Council Local Plan identifies the main transportation objective as addressing congestion within Camelford town centre

- Permits expansion of employment opportunities for Camelford which has been identified as key to the regeneration potential of the town.
The report considers that the construction of a bypass of Camelford would be a suitable long term solution to addressing the issues of increased traffic flows and poor air quality currently evident within the town centre.

If the bypass option is to be pursued, there is considerable further work required to inform a funding application. The design will need to be reviewed in light of development since planning was submitted in 2004 and also for future development highlighted in the Local & Neighbourhood Plans to ensure that it remains fit for purpose.

The report recommends that further funding is sought for a detailed feasibility study which would include the development of an Outline Business Case to assess the economic viability of the scheme. It is anticipated that funding in the region of £1m would be required for the Outline Business Case with timescales for delivery of between 18 months and 2 years from commissioning.

**Traffic Signals on the A39**

The location and timing of the traffic signals on the A39 are through to be a significant influence on air quality in Camelford, alongside the tall terraced buildings close to the road. Traffic has to wait to pass through a single carriageway section of road, and at peak times of the day or tourist season traffic delays can occur.

The CORMAC report therefore considered altering the location, layout and technology associated with the traffic lights on the A39.

Also considered was ‘Microprocessor Optimised Vehicle Actuation’ (MOVA). This is a sophisticated self-balancing control technique for Traffic Signals which reduces delays and increases capacity, especially at congested junctions. Within the traffic signal controller a separate MOVA computer is located, the MOVA software alters the green period relevant to prevailing traffic conditions; this minimises queuing at traffic signals.

The report concludes that the extension of the current traffic signals will result in a negative impact on delays and queuing traffic, due primarily to the new requirement for more time when the lights are green.

Two way signalisation of the current priority section was shown to be the most effective of the two signal options considered, however there are a number of potential problems associated with this option including the location of the loading bay at Co-op. and potential constraints for signal poles and stop lines, the pedestrian crossing location north of Clease Road, and accesses on to the A39. MOVA linking of the traffic signals could help, allowing a through flow of traffic along the narrow sections of Camelford. However all signal related options stop traffic. Therefore the report concludes that air quality problems are quite likely to merely be relocated rather than removed from Camelford.
5. Emission Sources

Source apportionment is undertaken to establish the main traffic components affecting air quality. Data collected at the Redgates Automated Traffic Counter was used to help determine the main sources of concern.

Figure 3 shows the main sources contributing to oxides of nitrogen (NO\textsubscript{x}) in Camelford.

**Figure 3: Source Apportionment of Road NO\textsubscript{x}, Camelford**

This report has used source apportionment information to help target draft actions primarily at private car drivers as diesel cars are likely to be making the largest contribution to levels of NO\textsubscript{x} in Camelford with 32% of the total. Diesel Light Goods Vehicles (LGVs) are the second largest contributor with 24% of the total and Buses/Coaches and Rigid and Arctic HGVs are the joint third largest contributor each with 16% of the total, and therefore actions also focus on reducing emissions from the business sector.

By comparison petrol cars contribute only 7% of NO\textsubscript{x} in this location.

Therefore diesel vehicles make up the majority of the pollution source, with cars and HGVs the most significant sources. Further discussion of what can be done to help reduce these sources is undertaken in Section 6.
Future Projections for Nitrogen Dioxide

Calculations of the likely future levels of NO$_2$ have been undertaken using the latest emission factors and guidance provided by Defra, and are based on measured levels from 2016. The figures below show the measured levels to 2016 and likely future levels of NO$_2$ to 2030.

For CAM5 (Sproulls, Fore Street) the annual mean objective is currently predicted to be met in 2020.

Figure 4: Projected Levels of Nitrogen Dioxide at CAM 5

The predicted concentrations assume that air quality is improving year on year. At the present time air quality tends to be generally worsening and traffic (and therefore pollution) in Camelford has been affected by diversions due to roadworks on the A30 over the last few years. Therefore, the future concentration predictions should be used with some caution. However with the improvements in vehicle technologies and fuels, air quality is very likely to improve in the future, although it may not be at the rate predicted.
6. **Draft Air Quality Action Plan**

Within 12 months of declaring an Air Quality Management Area, Local Authorities are required to produce an Air Quality Action Plan (AQAP).

The draft plan includes targeted actions to improve air quality in the town, but sits alongside the existing County-wide Action Plan as well as other Cornwall Council plans such as the Local Transport Plan.

As part of the consultation we are asking for views from residents, businesses and other interested parties about the proposed actions. Table 2 sets out the proposed actions and timescales for implementation and further discussion of the actions is provided below.

The outcome of the CORMAC report has also been given consideration when determining the best options for Camelford. The bypass and HGV diversion option are to be given further consideration should funding be granted for the preparation of an Outline Business Case. They have therefore been included as options in the draft Action Plan, however it is acknowledged that considerable work will be required before a decision could be made on whether the bypass or HGV route are viable options, could achieve funding and ultimately construction could be many years from now.

Therefore a number of other options are required to be implemented to improve air quality as the likelihood of a bypass is unknown, and would take several years to be developed.
## Table 3: Draft Camelford AQMA Action Plan

<table>
<thead>
<tr>
<th>No</th>
<th>Measure</th>
<th>EU Category</th>
<th>EU Classification</th>
<th>Lead Agency</th>
<th>Planning Phase</th>
<th>Implementation Phase</th>
<th>Expected Completion Date</th>
<th>Indicator</th>
<th>Reduces PM_{2.5}</th>
<th>Cost</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Work with partners to investigate bypass option</td>
<td>Transport Planning and Infrastructure</td>
<td>Other</td>
<td>CC Transport and Infrastructure</td>
<td>2017/18</td>
<td>Dependent on funding</td>
<td>Dependent on Funding</td>
<td>Reduced traffic flow through town</td>
<td>✓</td>
<td>£34m</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Work with partners to investigate alternative HGV route</td>
<td>Freight and Delivery Management</td>
<td>Route Management</td>
<td>CC Transport and Infrastructure</td>
<td>2017/18</td>
<td>Dependent on funding</td>
<td>Dependent on funding</td>
<td>Improved traffic flow – reduction in HGV traffic.</td>
<td>✓</td>
<td>£1m</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Work with hauliers to reduce through HGV traffic</td>
<td>Vehicle Fleet Efficiency</td>
<td>Other</td>
<td>CC Public Protection</td>
<td>2017/18</td>
<td>2018/19</td>
<td>Ongoing</td>
<td>Reduced traffic volume and private vehicle trips</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Launch Eco Stars scheme to help fleet operators improve efficiency and reduce emissions</td>
<td>Vehicle Fleet Efficiency</td>
<td>Fleet efficiency</td>
<td>CC Public Protection</td>
<td>2017/18</td>
<td>2018/20</td>
<td>2020</td>
<td>Improved HGV emissions</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Encourage and promote local car share</td>
<td>Alternatives to private vehicle use</td>
<td>Car &amp; lift sharing schemes</td>
<td>CC Transport and Infrastructure</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Reduced traffic volume and private vehicle trips</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Encourage and promote modal shift (alternative forms of transport)</td>
<td>Transport Planning and Infrastructure</td>
<td>Other</td>
<td>CC Transport and Infrastructure</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Reduced traffic volume and private vehicle trips</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Promote the use of low emission vehicles in Camelford, including existing electric vehicle charging in the main car park</td>
<td>Promoting Low Emission Transport</td>
<td>Other</td>
<td>CC Strategic Transportation and Public Protection</td>
<td>2017/18</td>
<td>2018/19</td>
<td>Ongoing</td>
<td>Reduced emissions from private vehicles</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Promote sustainable school travel</td>
<td>Promoting Travel Alternatives</td>
<td>School Travel Plans</td>
<td>CC Strategic Transportation</td>
<td>2018/19</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Reduced traffic volume and private vehicle trips</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Work with partners to upgrade the efficiency of the current bus fleet and increase the frequency of low emissions bus services serving Camelford to other areas.</td>
<td>Promoting Low Emission Transport, Transport Planning and Infrastructure</td>
<td>Public Vehicle Procurement - Prioritising uptake of low emission vehicles</td>
<td>CC Transport and Technology</td>
<td>2017/18</td>
<td>2018/19</td>
<td>unknown</td>
<td>Reduced emissions from public transport and encourage uptake</td>
<td>✓</td>
<td>£££</td>
<td></td>
</tr>
</tbody>
</table>
## Table 3: Draft Camelford AQMA Action Plan

<table>
<thead>
<tr>
<th>No</th>
<th>Measure</th>
<th>EU Category</th>
<th>EU Classification</th>
<th>Lead Agency</th>
<th>Planning Phase</th>
<th>Implementation Phase</th>
<th>Expected Completion Date</th>
<th>Indicator</th>
<th>Reduces PM$_{2.5}$</th>
<th>Cost</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Enforce no parking (yellow line) on A39 to reduce traffic congestion</td>
<td>Traffic Management</td>
<td>Other</td>
<td>CC Public Protection</td>
<td>2017/18</td>
<td>Ongoing</td>
<td>Ongoing</td>
<td>Reduced emissions from private vehicles</td>
<td>££</td>
<td></td>
<td>Could form part of One Public Transport project</td>
</tr>
<tr>
<td>11</td>
<td>Investigate use of signage, including variable message signs, to promote air quality improvement messages. Including: anti-idling; alternative mode and route awareness; pollution levels; and personal contribution to pollution.</td>
<td>Public Information</td>
<td>Via other mechanisms</td>
<td>CC Public Protection</td>
<td>2018/19</td>
<td>2019/20</td>
<td>2019/20</td>
<td>Reduced emissions from private vehicles</td>
<td>£</td>
<td></td>
<td>Requirement for more parking patrols highlighted in public consultation</td>
</tr>
<tr>
<td>12</td>
<td>Targeted air quality information campaign for the most vulnerable groups, and improve the awareness within specific settings e.g. schools, care homes and childcare settings.</td>
<td>Public Information</td>
<td>Other</td>
<td>CC Public Protection</td>
<td>2018/19</td>
<td>2018/19</td>
<td>2018/19</td>
<td>Improvement in understanding of air quality problems in Camelford</td>
<td>££</td>
<td></td>
<td>Funding required, but could be used to highlight poor air quality and direct targeting of drivers in traffic</td>
</tr>
<tr>
<td>13</td>
<td>Targeted vehicle anti-idling campaign</td>
<td>Traffic Management</td>
<td>Anti-idling enforcement</td>
<td>CC Public Protection</td>
<td>2018/19</td>
<td>2018/19</td>
<td>2018/19</td>
<td>Reduced emissions from private vehicles</td>
<td>✓</td>
<td>££</td>
<td>Funding required, bid submitted</td>
</tr>
<tr>
<td>14</td>
<td>Investigate implementing advisory or mandatory engine switch off/anti-idling zones within street canyon along Fore Street and High Street.</td>
<td>Traffic Management</td>
<td>Anti-idling enforcement</td>
<td>CC Public Protection</td>
<td>2018/19</td>
<td>2019/20</td>
<td>2020</td>
<td>Reduced emissions from private vehicles</td>
<td>✓</td>
<td>££</td>
<td>Funding required, bid submitted to Defra for grant.</td>
</tr>
</tbody>
</table>
Discussion of Suggested Action Plan Measures

1. Work with partners to investigate bypass option

As discussed in Chapter 4, the bypass option is currently considered to be a suitable long term solution to addressing the issues of increased traffic flows and poor air quality in Camelford. The current 2004 plans would need to be reassessed alongside more recent Planning and Neighbourhood Plan developments, and there is considerable further work required to inform a funding application. It is anticipated that funding in the region of £1m would be required in order to develop the Outline Business Case for the scheme to permit submission to the Department for Transport, with a timescales for delivery of between 18 months to 2 years from commissioning. After this assuming permission is granted, there will be a further period for designing and building a bypass. Therefore it is likely that other measures detailed below would be required in the intervening period to address air quality problems.

2. Work with partners to investigate alternative HGV route

As above, the option for an alternative HGV route would require considerable further work to determine the viability, before any decision could be made on whether it could be taken forward.

3. Work with hauliers to reduce through HGV traffic

The opportunity to provide a discussion forum with local HGV operators regularly using the A39 will be explored. Further work to identify the fleet operators making the heaviest use of the route would be targeted. The forum could be used to explore alternative options for deliveries and transport including alternative routes, new technology and innovative ideas.

4. Launch ECO Stars scheme to help fleet operators improve efficiency and reduce emissions

Cornwall Council launched the ECO Stars Fleet Recognition Scheme in Camborne, Pool and Redruth in 2016. The ECO Stars Fleet Recognition Scheme is a free, voluntary scheme that provides recognition, guidance and advice on operational best practice to operators of vans, goods vehicles, buses and coaches.

The scheme has been introduced in Cornwall to help fleet operators improve efficiency, reduce fuel consumption and reduce emissions – all helping to improve local air quality and at the same time, make cost savings.

When joining, vehicles and overall fleet would be rated by industry experts to assess their current performance – both operational and environmental – and achieve an ECO Stars rating between 1 and 5. A bespoke “road map” is produced containing guidance to help improve the efficiency of the fleet.
Funding for the scheme is not currently available for Camelford, however this would be sought through avenues such as s106 contributions linked to new development, grant funding etc.

5 Encourage and promote local car share

At the present time over 3000 people in Cornwall are members of the ‘Carshare Cornwall’ community through the Liftshare website www.carsharecornwall.com. The site is free to join and helps find drivers and passengers to share with, as well as saving money, cutting congestion and pollution, and reducing the stress of driving. Opportunities to promote this and other similar forums in Camelford will be sought. Although this type of measure may not suit all residents, any changes that can be made to travel behaviour can help improve air quality.

6 Encourage and promote modal shift (alternative forms of transport)

Bus services from Camelford to a number of local destinations including Tintagel, Wadebridge, Bude etc. are available. It is recognised that in rural areas bus travel does not always provide the most efficient means of travel for all residents, however any changes that can be made to travel behaviour can help improve air quality.

7 Promote the use of low emission vehicles in Camelford, including existing electric vehicle charging in the main car park

There are 3 electric car charging points available at Churchfield Car Park on Victoria Road, and an additional 10 charge points within 10 miles of Camelford. As part of the Clean Air for Cornwall Strategy, Cornwall Council are promoting installation of electric vehicle (EV) charge points in new build developments and these have been recommended for a number of recent development proposals in Camelford. Opportunities to promote EVs in Camelford and the wider county will be sought.

8 Promote sustainable school travel

The 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. Cornwall Council provides advice and guidance on a number of school travel initiatives which can help promote and identify ways to encourage more walking, cycling and use of public transport to reduce car use.

9 Work with partners to upgrade the efficiency of the current bus fleet and increase the frequency of low emissions bus services serving Camelford to other areas.

Cornwall Council is actively pursuing opportunities to improve the bus fleet, including the introduction of newer and cleaner vehicles and technologies. Priority for these vehicles is being given to services operating in Air Quality Management Areas. These opportunities will be pursued through central
government funding applications such as the Green bus technology Fund as these become available for applications.

10 Enforce no parking (yellow line) on A39 to reduce traffic congestion

One problem highlighted at the AQMA consultation was the problem of vehicles stopping on the yellow lines on the A39 causing traffic congestion. Cornwall Council will therefore explore how this can be better enforced.

11 Investigate use of signage, including variable message signs, to promote air quality improvement messages. Including: anti-idling; alternative mode and route awareness; pollution levels; and personal contribution to pollution.

Variable Message Signs (VMS) are digital road signs used to inform car drivers about real-time traffic conditions. The aim of using VMS is to provide drivers with mandatory and/or advisory information at the roadside. VMS can be used for many different purposes with the potential benefits of reducing travel time and providing essential information. It can also be used to ask drivers to change travel speed, divert to a different route, or simply to be aware of a change in current or future traffic conditions by providing information. The information is intended to assist drivers in selecting appropriate routes avoiding congestion. This could therefore be used to inform drivers approaching Camelford of poor air quality, ask them to use an alternative route or to switch off their engines when stopped in traffic. The option is being investigated further, including options for funding of such a scheme.

12 Targeted air quality information campaign for the most vulnerable groups, and improve the awareness within specific settings e.g. schools, care homes and childcare settings.

In recent years Cornwall Council has been successful at raising awareness of air quality problems, and it is clear that many residents understand that there are air quality problems in Cornwall. However it is also clear that many residents are not aware of the influence their own activities have on air quality and that we all need to contribute to improving air quality. Many people do not realise that small changes to their behaviour can have a big impact if enough people make those changes. Many residents also believe their health is likely to be impacted by poor air quality when making changes such as walking and cycling, rather than travelling in their personal car. In fact evidence suggests that the benefits of exercise can outweigh the harm.

Therefore a campaign targeted at those most at risk from poor air quality will help to develop an understanding for those groups and help to influence behaviour change. This is a long-term goal and is not expected to happen quickly.
13 Targeted vehicle anti-idling campaign

Cornwall Council are currently seeking funding opportunities to launch a vehicle anti-idling campaign, specifically targeted at locations where traffic waiting at lights is leading to air quality problems. Further details will be provided if funding can be obtained.

14 Investigate implementing advisory or mandatory engine switch off/anti-idling zones within street canyon along Fore Street and High Street

Cornwall Council will investigate a mandatory engine switch off zone for Camelford within the area leading to the traffic lights on the A39. Engine idling is likely to be a significant contributor to air pollution here alongside engines labouring as they travel on the uphill section. Further evidence, including that collected as part of a formal anti-idling campaign would be used to build a case for this type of action.
7. Consultation

Consultation with the public and stakeholders is taking place between 5\textsuperscript{th} February 2018 and 2\textsuperscript{nd} April 2018. If you would like to get involved and comment on the proposal please get in touch by one of the following methods:

**Drop-in Session**

Tuesday 6\textsuperscript{th} March 2018 between 3pm and 7pm at Camelford Hall, Clease Road, Camelford.

**Write to us**

Camelford Air Quality Consultation, Public Protection, Cornwall Council, Dolcoath Avenue, Camborne, TR14 8SX

**Email us**

cep@cornwall.gov.uk (please use Camelford Air Quality Consultation in the title line)

**Complete the online questionnaire**

Visit www.cornwall.gov.uk/air quality and follow the links to Camelford Air Quality on the left hand side of the page
If you would like this information in another format please contact:

Cornwall Council
County Hall
Treyew Road
Truro TR1 3AY

Telephone: 0300 1234 100

Email: enquiries@cornwall.gov.uk

www.cornwall.gov.uk