Connecting Cornwall: 2030

moving towards a green peninsula

Consultation Report

CO_2

March 2011

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CORNWALL
COUNCIL
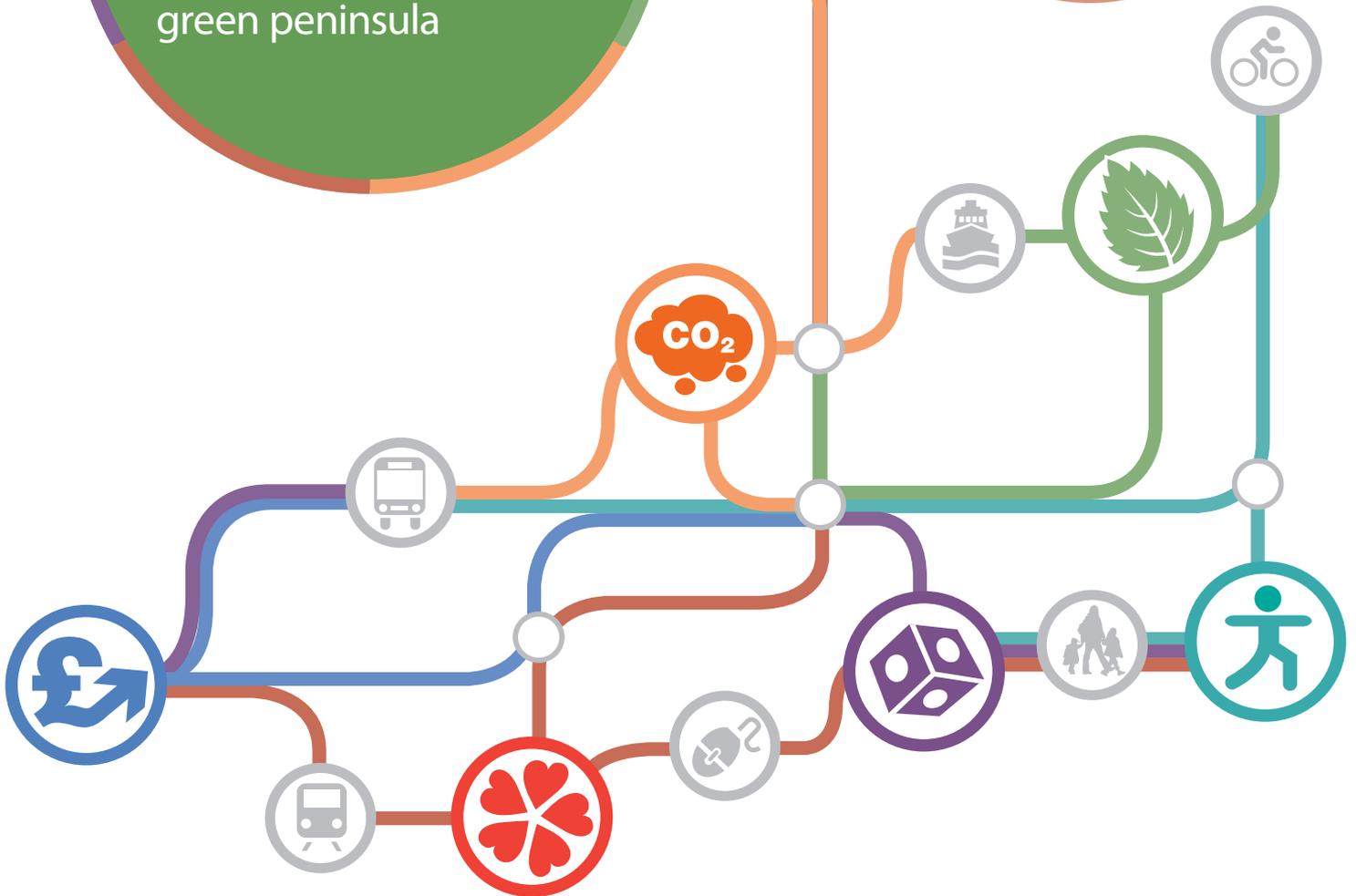
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1.0   Introduction

This consultation report sets out the process that has been undertaken to help inform the development of the Connecting Cornwall: 2030 strategy and first Implementation Plan (2011-2015).

The consultation comprised of three key phases:

1. **Phase one** reviewed the results of relevant consultations carried out since the development of the second Local Transport Plan in 2006 in addition to seeking the views of core stakeholders.
2. **Phase two** was a formal consultation carried out during July to September 2010 seeking views on the Connecting Cornwall vision, transport goals and proposals to support those goals. An extensive campaign was carried out with residents, visitors and businesses to gather both qualitative and quantitative results. The opportunity was taken to carry out a travel habits survey at the same time in order to update our baseline data (previous comprehensive travel habit data was gathered through the 2001 Census).
3. **Phase three** consultation took place between December 2010 and January 2011. This provided the opportunity to feed back on the full draft Connecting Cornwall document and Implementation Plan with particular reference to areas of change since the summer consultation. There was also the opportunity to comment on the Strategic Environmental Assessment (SEA) of the strategy, which was a statutory requirement.

Key stakeholder groups and forums have been consulted throughout the development of the strategy and a full list can be viewed at the end of this document, in Appendix 1.

The views of our communities and partners is one key consideration in developing the strategy. These views were balanced against global and local challenges and opportunities, the policy framework and available budgets in finalising the strategy and delivery proposals. Figure 1 sets out the strategy development and consultation process.

For a summary of the key challenges and opportunities, refer to chapter 2 of the main strategy document. A full evidence base can be found at www.cornwall.gov.uk/connectingcornwall
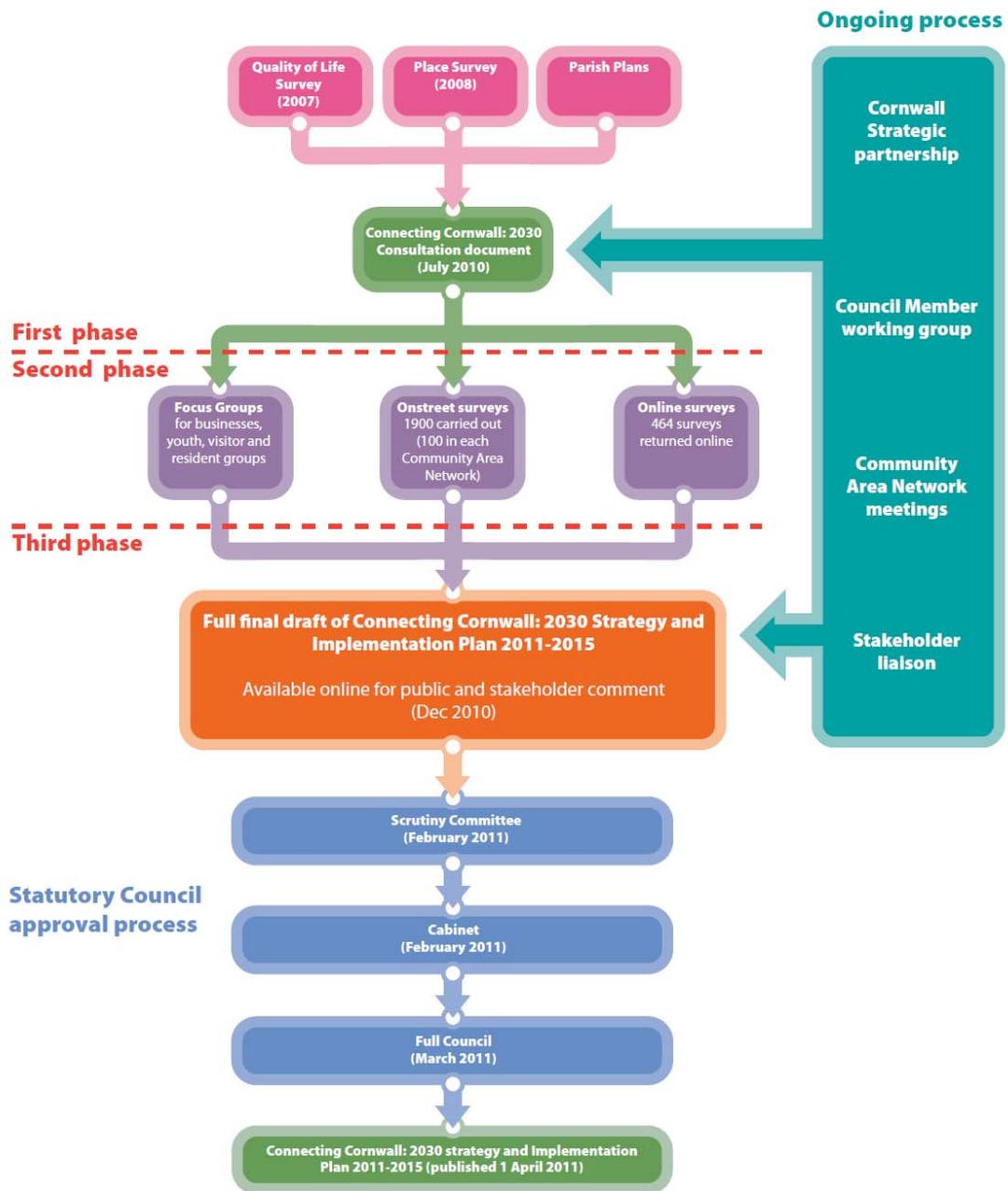
Fig 1 **Connecting Cornwall Consultation Process**

2.0 The Connecting Cornwall consultation process phase 1

The first phase of the Connecting Cornwall consultation process consisted of an audit of recent consultations that had been undertaken since the development of the second Local Transport Plan in 2006 and work with our core stakeholders. This formed an important baseline with which to take forward to the full public consultation in the second phase. Figure 2 sets out all of the sources that were utilised during this phase.
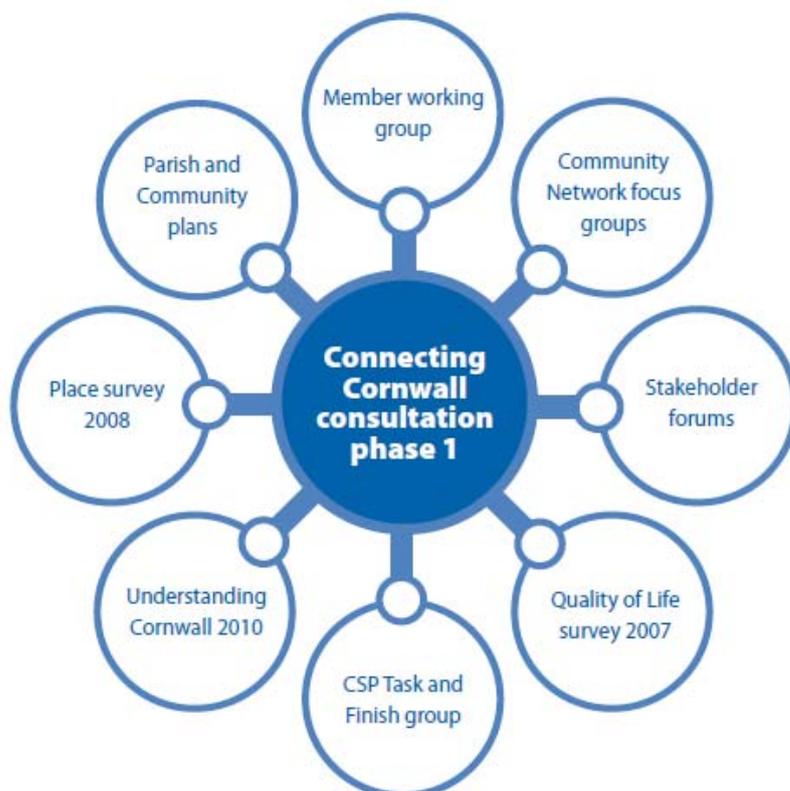
Fig 2 **Connecting Cornwall consultation phase 1**

Further detail on these sources is contained in the sections below.

2.1 Quality of life survey 2007

The quality of life survey was undertaken corporately by the (then) County Council to establish what people thought of Cornwall and what they considered the key issues to be. This was used to effectively monitor the delivery of the Sustainable Community Strategy (SCS) and Cornwall's Local Area Agreement (LAA). While it may not have been a transport specific survey, the level at which transport sat in residents' priorities and the key issues to them in influencing their quality of life were important in developing the goals for Connecting Cornwall.

On being asked, 'what in the local area most needs improving' the following top five issues were raised:

- affordable decent homes (55.45%);
- wage levels (45.5%);
- activities for teenagers (42.5%);
- job prospects (42.5%) and;
- **the level of traffic congestion (33.6%).**

The majority of the specific transport issues from this survey came under one of three areas: Your local area; accessibility; and quality of life. These are set out below.

Your local area – neighbourhood and environment

- Inappropriate car parking (50.9 %) and traffic congestion (45.8%) were the top two 'perceived neighbourhood environmental problem areas'.
- Quality of roads and footpaths (35.6%) also ranked within the top five issues.
- Traffic volumes were identified by over two thirds of respondents (67.8%) as the greatest threat to Cornwall's natural environment.

A further breakdown of these results by community network area shows that traffic congestion in St Ives/Hayle was ranked highest (66.7%) while inappropriate car parking was ranked highest in Falmouth/Penryn (61.8%). Quality of roads and footpaths was ranked highest as a problem in Camborne/Redruth (46.3%).

Accessibility

- When asked the question 'From your home, how easy is it to get to the following destination using your normal form of transport', the following destinations were ranked 'very' or 'fairly' easy to access: Post office (89.8%), natural environment (89.7%), a shop selling fruit and vegetables (88.3%), doctor (87.3%), a shopping centre/supermarket (83.5%).
- The 85+ age group clearly indicated that they found it the most difficult to access services using their usual form of transport.
- By community network area, respondents in Fowey/Lostwithiel and Camelford found it hardest to access services. For example, residents in Bude stated getting to the doctors was difficult, in Bodmin post office and childcare was deemed problematic and in St Austell it was accessing the natural environment.
- Car use for travel to work, leisure and education was highest in Camelford, for shopping – Helston/Lizard and for healthcare – Bude.

Quality of life

In response to the question, 'What are the three most important priorities to address in the future which would improve your quality of life', public transport ranked fifth. Priorities are listed below.

1. improved personal health;
2. improved personal income;
3. health service provision;
4. crime reduction and policing;
5. **public transport;**
6. low rates and utility bills;
7. more or improved homes;
8. infrastructure;
9. life – work balance; and
10. personal objectives.

2.2 Place survey 2008/09

The 2008 Place survey replaced the Quality of Life survey. All local authorities were required to undertake this survey in order to help local councils and partners to understand how they perform in relation to citizen perspective indicators and how residents' views have changed.

The survey focused on the local area, community safety, community cohesion, helping out and getting involved, local decision making, information provision, health, local public services and council service. The five local area priorities, which were regarded by respondents as in most need of improvement, were:

* wages and the cost of living (45%);
* activities for teenagers (45%);
* affordable decent housing (44%);
* job prospects (41%); and
* **public transport (36%).**

Public transport was regarded as an important factor in deciding whether a particular location was a good place to live. This was a particular concern highlighted in Camelford (55%), Bude (50%), Launceston (48%) and Helston and the Lizard (45%).

Satisfaction with local transport

* In terms of satisfaction with local transport, 43% of respondents indicated that they were either fairly or very satisfied with local bus services and 43% with local transport information. This was below the national average of 48% (transport information) and 55% (bus service satisfaction). However, if you look at the percentages of just those who used public transport the percentages increased to 47% for local bus services and 52% for local transport information, which is much closer to the national average.
* 30% of respondents were either fairly or very dissatisfied with local bus services, while 23% of respondents were fairly/very dissatisfied with local transport information.

Given that the satisfaction rate was higher amongst those that use public transport, this is perhaps indicative of unnecessarily negative perceptions held by those who do not use local transport services.

2.3 Parish and Community Plans

A number of parish and town councils and community network areas have produced plans setting out key aspirations for their area, within which transports needs were highlighted. The majority of these were produced during the period of LTP2 (2006 – 2011) with varying timeframes of up to 2020. A number of transport issues were identified in the plans and these have been grouped into eight categories as shown in figure 3.
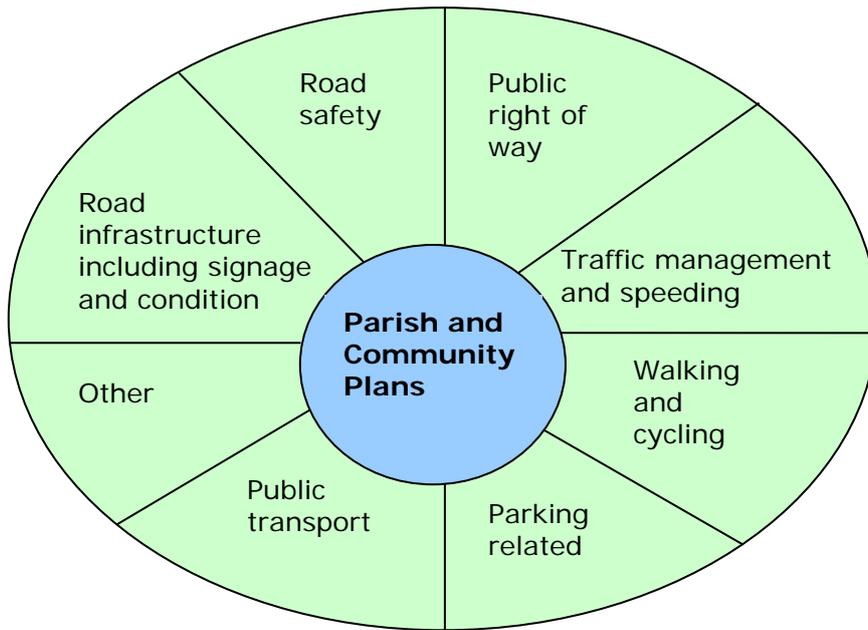
Fig 3 **Eight transport categories of the parish and community plans**

Cornwall wide, public transport (including community transport, infrastructure and timetabling) and traffic management were the most commonly raised issues. The same result was found in each service delivery area, although in central Cornwall, issues relating to traffic management were slightly higher than that of public transport. This is a reverse of the trend in the east and west. Public rights of way, footpath and parking issues were also commonly raised issues.

Figure 4 represents the total number of times an issue was raised in a plan, in each of the eight categories.
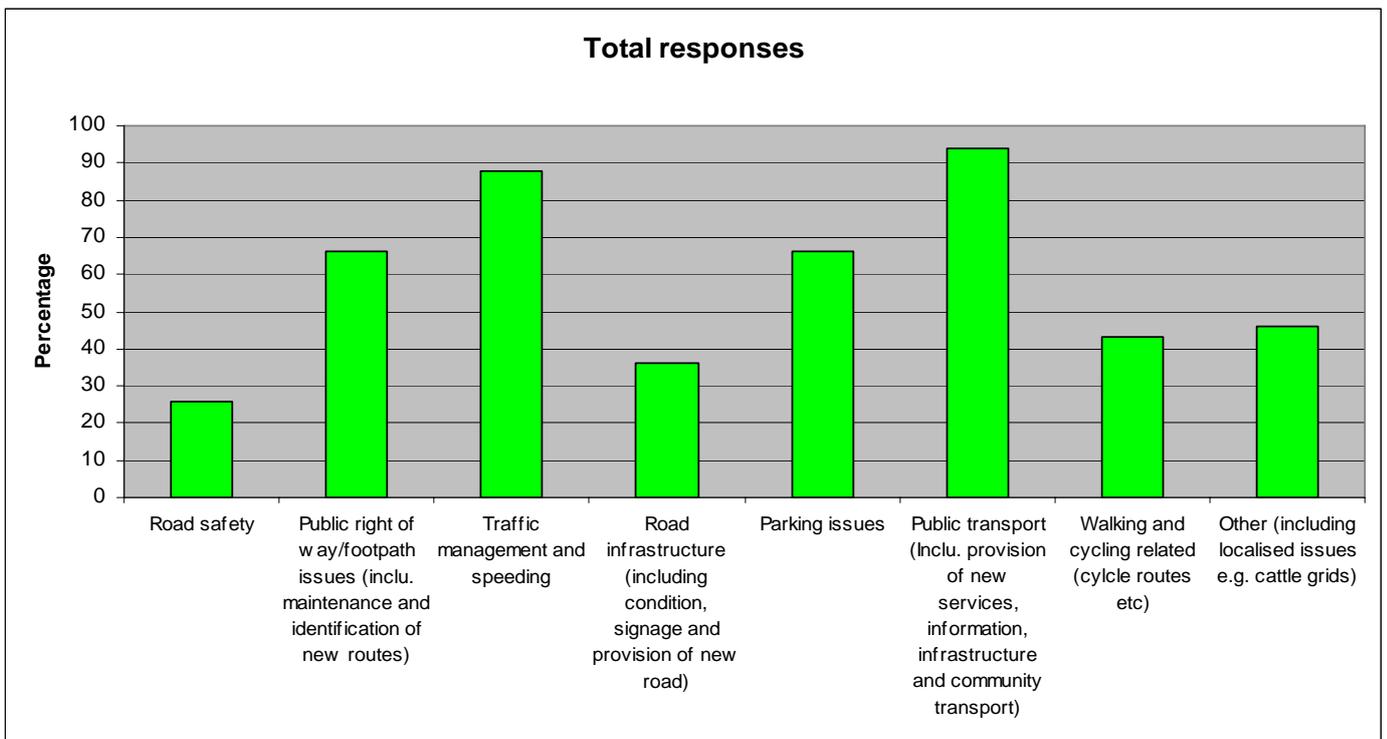
Fig 4 **Countywide parish and community plan transport issues**

2.4 Community network focus groups

The Cornwall Strategic Partnership (now dissolved) held a series of community network focus group workshops in each of the 19 community network areas to look at the relationship between the four strategic priorities for Cornwall (as identified in the Community Strategy refresh, Future Cornwall) and local priorities, to identify any gaps. The opportunity was taken to link this consultation work to the development of the Core Strategy and Connecting Cornwall. The four strategic priorities were:

- income, skills and poverty;
- affordable homes for local needs;
- good health for everyone and; and
- resilience to future challenges.

Through analysing the results of the community network focus groups a set of transport priorities emerged and are summarised as follows:

- Improving public transport links – in particular with reference to access to employment, education, work and healthcare.
- Addressing barriers of access and cost.
- De-centralising services, in order to reduce the need to travel.
- Integrating development, planning and transport.

2.5 Cornwall Strategic Partnership (CSP) LTP Task and Finish group

This working group was set up to ensure that the Connecting Cornwall strategy aligned with the four Future Cornwall strategic priorities. All eight thematic partnerships were invited to the group and specific transport objectives were identified by the following:

Children's Trust
- Improving affordability and accessibility of public transport in order to attend education, employment, training and leisure opportunities (places to go and things to do).

Environment Kernow
- Conservation and enhancement of the natural environment, sustainable use of resources, reduction in greenhouse gas emissions, making strong links between the environment and prosperity and wellbeing.

Economic Forum
- Facilitate improved movement of business traffic and freight in and out of Cornwall to support economic progress.
- Invest in maritime transport as a key future priority for developing trade from central areas of the UK to this peripheral region and as an alternative means of securing essential supplies.
- Recognise the link between transport and communication.
- Encourage a more sustainable and efficient movement of people between communities in Cornwall.
- Assist the delivery of 'Stern' objectives. The Stern report (2006) argues that climate change needs to be addressed with immediate action in order to prevent catastrophic economic consequences.

Social Inclusion
- Training and education, integration, accessibility, reduce the need to travel and affordability.

Health and Wellbeing Partnership
- The promotion of active travel, with a larger percentage of transport funds invested in active travel.
- Plan a low carbon transport and estate infrastructure for Cornwall, to tackle climate change.
- Promote and adopt green travel plans. All public sector organisations to have published green travel plans by 2010.
- Assess the health impact of all major transport and land use development.
- Make roads safer for all users, with an ongoing reduction in road traffic accidents and safer streets in urban and rural areas.
- Ensure good provision and access to public transport, especially for rural communities.
- Promote local food production to reduce food miles.

Community Safety Thematic Partnership
- Reduction of violence against the person with a focus on assaults with injury and alcohol-related violence.
- Reduction of domestic abuse with a focus on increased support for and improved safety of victims and their families and reducing repeat victimisation.
- Reduction of anti-social behaviour with a focus on rowdy/nuisance behaviour and vehicle-related nuisance, improving safety and quality of life in town centres and building public confidence.
- Reducing the harm caused by problem drug and alcohol use to individuals, their families and the community, with a focus on recovery and reintegration and delivering services that meet the needs of families.
- Reduction of serious acquisitive crime with a focus on dwelling burglary in key areas and providing reassurance to the public.

2.6   Member Working group

A Cornwall Council Member working group has met throughout the process of developing the strategy in order to help guide and scrutinise its development.

Figure 5 below outlines how we have used the information gathered within this phase to formulate the six transport goals of Connecting Cornwall.

Challenges and opportunties

Climate Change

Peak oil

Economic downturn and deprivation

Ageing and inactive population

Outstanding natural and built environment

Delivering a Sustainable Transport System (DaSTS) goals
- **Reduce carbon emissions**
- **Support economic growth**
- **Promote equality of opportunity**
- **Contribute to better safety, security and health**
- **Improve quality of life and a healthy natural environment**

Future Cornwall vision of 'achieving a leading position in sustainable living'

Emerging pattern of congestion on key corridors

Increasing seasonal congestion

Inter-urban travel is still prominent between the large towns

Private car use is still dominant across Cornwall

Walking is a significant mode of travel

Bus use is increasing

Stakeholder and public liaison

Spatial planning

Strategic Partnership

Views of our communities

Council Member group

Connecting Cornwall: 2030 goals

Tackling climate change

Supporting economic prosperity

Respecting and enhancing the environment

Encouraging healthy active lifestyles

Supporting community safety and individual wellbeing

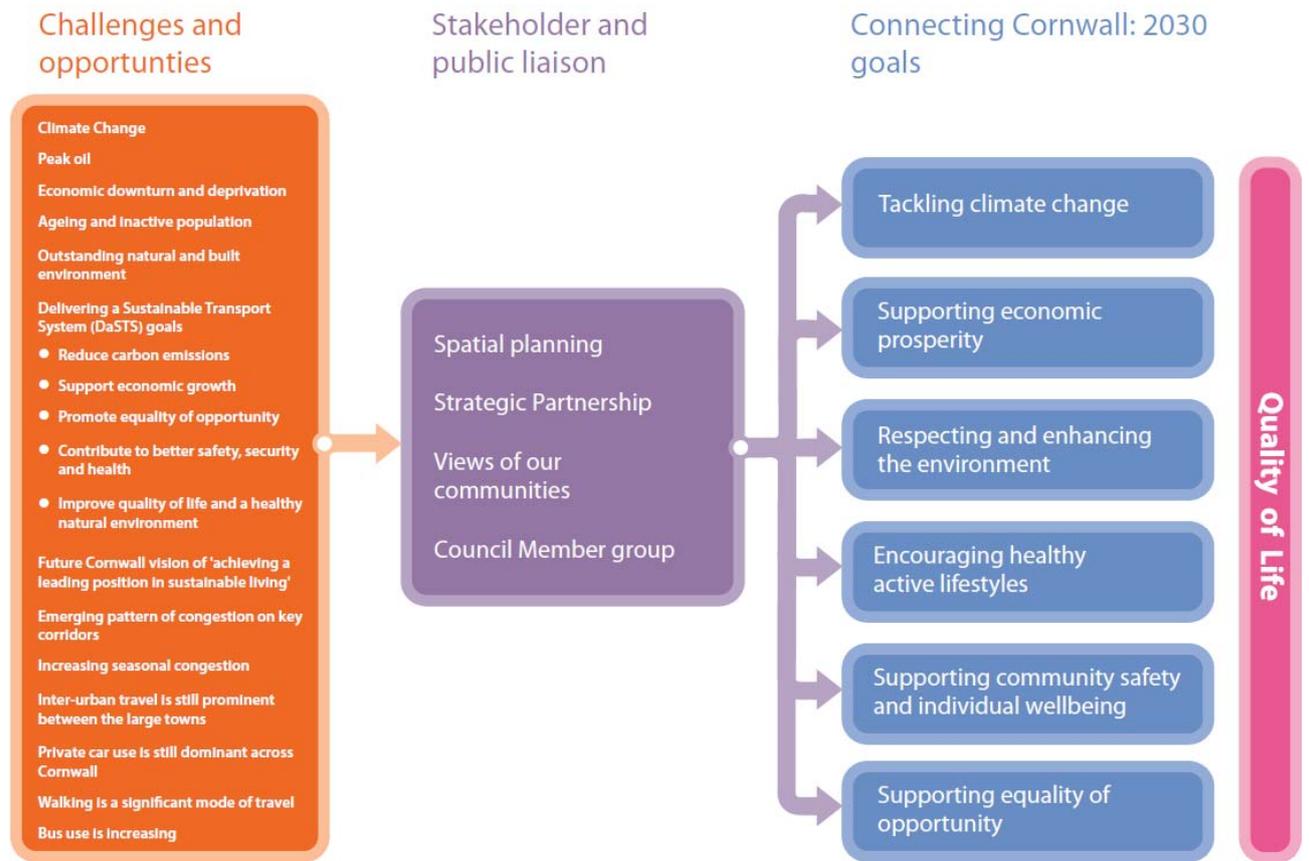Supporting equality of opportunity

Quality of Life

Fig 5 **Developing the Goals**

3.0   The Connecting Cornwall consultation process phase 2

The goals together with examples of transport proposals to support them were put together in a consultation document that formed the basis of the phase two of the consultation.

Guidance produced by the Department for Transport (DfT) in July 2009 stated that consultation should include residents and visitors to a local authority area. Importance was also placed on using both established and innovative ways of obtaining public views to avoid consultation overload and the Council's Community Engagement Strategy (CES) has played a key role in supporting and shaping the engagement methods that have been utilised.

In order to achieve a high level of response to the consultation, Cornwall Council procured the services of an accredited market research consultancy to provide specialist advice and research techniques. This was to secure a significant sample and also to connect with the 'hard to reach' and vulnerable groups to ensure that their opinions were captured.

A range of both qualitative and quantitative research activities were undertaken and these are set out in more detail below.

3.1   Qualitative research
Although qualitative research does not yield statistical evidence, it does nevertheless provide an understanding of human behaviour. Evaluating people's perceptions can be fundamental to policy development, as it embraces the 'how' and 'why' certain things are achieved, rather than just 'what' was achieved.

A number of focus groups were held throughout Cornwall to discuss the Connecting Cornwall draft vision and goals to gauge levels of comprehension and understanding. There were four distinct groups comprising of residents, visitors, youths and businesses. The findings from this exercise were particularly useful in gauging the understanding of the overarching objective and the interventions that they felt would achieve the goals. The youth group response was evaluated separately to the others, given that the questions and terminology used was adapted to reflect the much younger audience (ages 14-16). The qualitative reports are available as Appendix 2.

The qualitative findings assisted in shaping the on-street surveys carried out by the consultant as part of the quantitative feed back stage.

Focus groups
A range of ages, gender, car drivers and public transport users attended each focus group, in order to obtain a diversified and balanced response. A set format was followed to cover the following activities:

1. Introduction – everybody was asked to introduce themselves and confirm their method of travel in getting to the focus group. This enabled early emotive choices and opinions on transport to be evaluated.

The following outlines a summary of the emotive choices and perceptions held.

Residents
- train provides better value and frequency over buses;
- positive opinion on park and ride schemes;
- connectivity between buses and trains requires improvement;
- the bus service requires improvement;

- bus usage related to necessity rather than choice; and
- car usage related to convenience and low opinion of public transport.

Visitors
- in all cases, cars were used to get to Cornwall;
- those who were eligible for concessionary fares did not consider or use buses whilst in Cornwall, as using the car was deemed more efficient;
- cars allow you to do more in one day, more independence; and
- Newquay airport not deemed to be a cost effective alternative.

Business
- the majority use cars to travel to and from their place of work;
- car required for travelling around in their line of work;
- public transport timetables do not align with; and
- connectivity of services such as train and bus is a problem.

2. Connecting Cornwall vision and goals (unprompted) – groups were then shown the goal headings without any explanatory text to support them. This was to gauge initial levels of comprehension of the goals and their meaning.

On an unprompted basis, people generally understood tackling climate change and encouraging healthy active lifestyles but there was less clarity for respecting and enhancing the environment (having already discussed climate change). In terms of supporting community safety and individual wellbeing, this was mostly associated to speed management and increasing safety. Respondents related supporting equality of opportunity to better choice and more travel options for those less able rather than for all. The most discussion and disparity between the groups was with regards to what supporting economic prosperity meant.

3. Connecting Cornwall vision and goals (prompted) – finally groups were shown the 'actual' meaning of the goals so that detailed discussions could be held about them and the suggested interventions in each.

Each group was asked to prioritise the interventions; selecting the two they felt would best achieve the overall outcome.

Tackling climate change – working with bus operators to achieve a high quality network and prioritise investment into walking and cycling were frequently cited as the two most popular choices. However, the business group in Bodmin highlighted the introduction of variable street lighting and new roads built only where a strategic need could be demonstrated.

Supporting economic prosperity – A quality Cornwall wide bus service including park & ride (P&R) was viewed to be the most important intervention. Reducing congestion and improving journey reliability and attractive walking and cycling opportunities linked to accessible public transport were jointly cited as the second most important interventions.

Given the differences in understanding for the **respecting and enhancing the environment** goal, responses have been given for each group:

- **Residents** wanted more multi-use trails and of joint importance protection of green space and priority investment into existing transport routes.
- **Visitors** saw the benefit of visitor travel plans whilst in Cornwall and of equal importance protection of green space and protecting and improving habitats for wildlife.

- **Businesses** placed considerable importance on prioritising investment into existing transport routes and that recycled materials, and those materials that are sympathetic to the environment, should be used in future schemes.

Encouraging healthy active lifestyles - all interventions were felt to be of equal importance but those with the greatest level of resonance amongst the younger respondents revolved around safe routes, new paths, cycle facilities and carrying bicycles on public transport.

Supporting community safety and individual wellbeing – Investing in measures to improve air quality in and around towns, and efficient management of heavy goods vehicle movements were cited as the most important interventions.

Supporting equality of opportunity – support for improved physical access was most commonly discussed although none of the respondents actually required it themselves. The greatest support was for the concessions on public transport for those that need it the most.

The groups generally found it difficult to prioritise between the goals as they could see good elements in each. However, on being prompted to select the top two, the majority saw supporting economic prosperity as the most important with encouraging healthy active lifestyles coming second.

When considering transport issues, recurring themes were apparent in all the groups. The following represent the top five areas requiring improvement:

Public transport
- not viable alternative;
- necessity not choice;
- weaknesses – poor frequency, reliability and journey times, expensive; lack of information, cleanliness and waiting facilities; and
- council have made it easier to use your car.

Car parking
- expensive and unfair;
- concessions wanted for residents and business;
- lack of suitable parking provision; and
- reduction in inner town trade due to out of town supermarkets with free parking.

Road safety
- at risk when walking around;
- lack of consistency with regards to cycle provision;
- condition of cycle tracks;
- speeding; and
- inappropriate use of speed management techniques such as cameras, bumps, limits and signs.

Road maintenance
- temporary repairs that are repeated often;
- potholes; and
- insufficient or inappropriate road maintenance.

Congestion
- roadworks;

- one way accesses;
- illegal parking; and
- increased usage of cars.

Youth group summary

The youths represent a niche group given that they do not currently own a car and predominantly rely on public transport as their means of getting around. In total, six groups were recruited to take part in the consultation. All respondents were between the ages of 14-16 and there was a gender split of 42% male and 58% female.

The respondents were asked to provide the two most frequently used travel choices. Walking received 100% with bus, cycling and lifts in cars coming out as the secondary modes of travel commonly used.

- walking 100%;
- bus usage 50%;
- cycling 20% (significantly less among females);
- lifts in car 15%;
- taxis 10%;
- train 10% (low usage reflects station locations compared to each group); and
- moped 5%.

Early discussions with these groups highlighted the following transport related issues.

Buses
- unreliable;
- expensive;
- failing to meet basic standards of cleanliness;
- use through necessity not choice;
- infrequent services;
- lack of a Sunday service or buses running late at night; and
- dismissive and rude drivers.

The youth respondents were also less interested in 'connectivity', given that they tend to travel locally and journey time was not really seen as an issue compared with reliability, which was deemed to be one of the core problems.

Road safety, maintenance and congestion
- Pedestrians felt at risk when walking around due to speeding cars and lack of pavements.
- Concerns from cyclists were raised in relation to, potholes, poor road conditions or poorly maintained tracks.
- There does not seem to be any consistency to cycle paths.
- Potholes are a concern when using a moped.
- Don't build new roads, maintain the existing ones.

As with all of the other focus groups, the youth attendees were asked about the goals on an 'unprompted' and 'prompted' basis with prioritisation of interventions sought. The following represents the key findings.

Tackling climate change – Quite surprisingly, the groups seemed to have very little understanding of this issue and, crucially, did not make the link between transport and the effect it has on climate change. Predictably, working with bus

operators to achieve a high quality bus service was their main priority, with investment into walking and cycling as second choice.

Supporting economic prosperity – The terminology proved to be a barrier to their understanding of this goal and the group could not relate this to transport and travel. Once explained, a quality Cornwall-wide bus service and Cornwall smartcard proved to be the most popular choices.

Respecting and enhancing the environment – Respondents had a much clearer view of what this was, and the protection of green space and improving conditions for wildlife were viewed as interventions that would achieve this.

Encouraging healthy active lifestyles – Respondents again immediately identified with this and ranked lower speed limits, making it easier to cycle and links to public transport as the key interventions.

Supporting community safety and individual wellbeing – Again this was understood by the respondents and their main concerns related to fear of crime, traffic and using public transport, together with the management of speed on the roads.

Supporting equality of opportunity – Unsurprisingly, the respondents ranked subsidised travel for young people as their main concern with support for public transport, cycling and walking links to residential or affordable housing.

Community network (focus groups)
A number of community networks were keen to support the work undertaken during the first phase of consultation and arranged for additional sessions to be held within their own area.

On an unprompted basis, each of the groups appeared to understand the six goals and could relate them to their local context.

It was evident from the responses given, that public transport improvements in some form (i.e. improving services, linkages and information) were clearly viewed as being important. Working with our partners to provide services near to where people live and cycling and walking improvements were also seen as important.

3.2   Quantitative research

Although there is a distinct difference between qualitative and quantitative research, the two methods go hand in hand. After the underlying meanings and patterns of relationships have been established, it is important to then 'quantify' them statistically.

Given the strategic importance, of seeking views on Connecting Cornwall, the provisional consultation document and questionnaire were both made available online and at key public locations indicated below. A copy of the questionnaire is available as Appendix 3. A much wider list of key stakeholders including the town and parish councils were notified and either prompted to view the documentation online or sent a hard copy to review and comment upon.

- public libraries;
- Cornwall Council One Stop Shops;
- tourist information centres;
- colleges;
- hospitals; and

- bus stations.

On-street surveys were also carried out. Our consultant led the on-street activity by using a number of local researchers at key destinations throughout Cornwall. To ensure the destinations chosen were representative, the surveys were carried out in the larger towns, such as Truro, and in more isolated, rural villages. There were two types of surveys conducted on-street.   One represented a tailored version of the Connecting Cornwall consultation questionnaire (that had been based on focus group responses) and the other was a travel behaviour survey. The travel behaviour survey was undertaken to find out additional information about how people get around and why they use a particular mode of transport. The results of this survey have been fed back into the evidence base.

Connecting Cornwall on-street survey

The on-street consultation questionnaire was an abbreviated version of the online form. This was to make sure it could be completed quickly and to avoid partially completed responses. This questionnaire was targeted at residents and visitors. In order to achieve a varied level of response from residents within Cornwall, surveys were conducted in each of the 19 community network areas, with 100 surveys asked in each.   This was then split between main towns and more isolated and rural settlements within each community network.   This was imperative in making sure that everyone was given an equal opportunity to outline his or her concerns.   Problems affecting residents living in isolated settlements are likely to be considerably different to those who live within main towns and a clear understanding of this is important.   In order to obtain a sufficient sample of visitors, surveys were carried out in the four popular visitor locations of Looe, Falmouth, St Ives and Newquay.

Connecting Cornwall Reponses Received

Overall, we received 3,355 responses to the Connecting Cornwall questionnaire and figure 6 shows the breakdown between types of response.
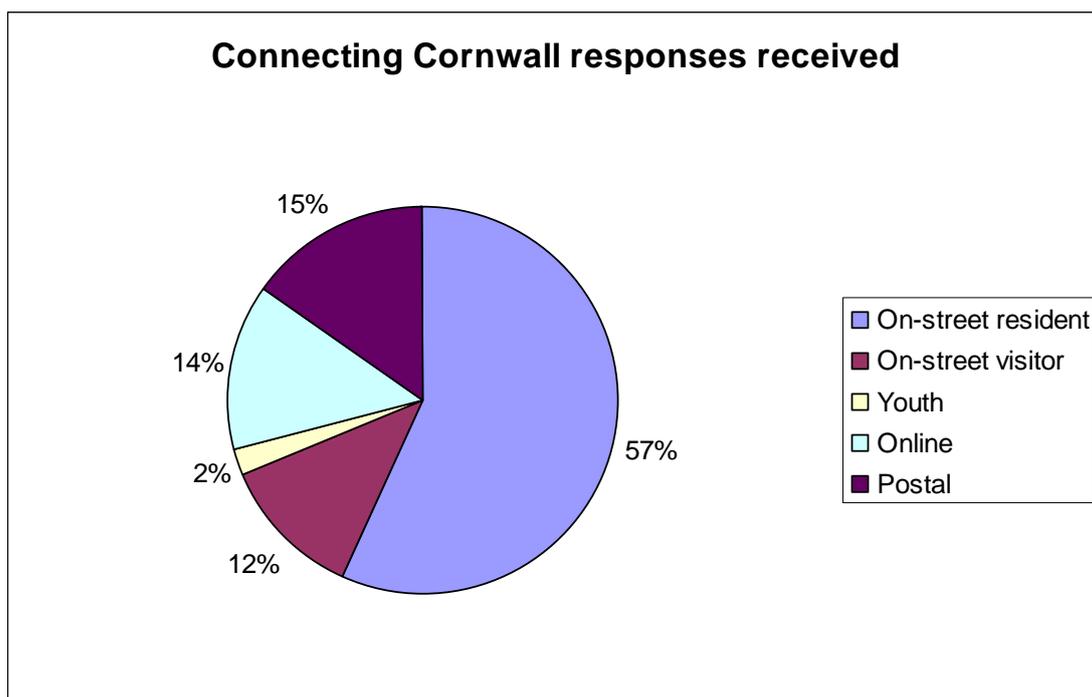

Fig 6 **Connecting Cornwall responses received**

Before breaking down the results, it is important to highlight a number of subtleties that may have some bearing on the scores.

The questions for the on-street surveys were less detailed, in comparison to the postal/online versions. As described before, doing the full survey would have been time consuming and could have resulted in partially completed responses. This report will highlight any notable differences in the results received.

Youths will again be reported separately, as the text and terminology were adjusted to suit the audience.

It was interesting to note that the online respondents provided marginally lower rankings to the majority of the questions, in comparison to the postal returns.

The full results of the quantitative research can be viewed in Appendix 4. A summary of the main points is below:

The goals, in order of importance, were ranked as follows:

1. supporting equality of opportunity;
2. supporting community safety and individual wellbeing;
3. respecting and enhancing the environment;
4. encouraging healthy active lifestyles;
5. supporting economic prosperity; and
6. tackling climate change.

This is different to the views obtained during the qualitative stage, which saw supporting economic prosperity and encouraging healthy active lifestyles as the two key goals but these are now ranked 5 and 4 respectively. Respondents in the focus groups did find it difficult to select between the goals, but were purposely given limited information in order for us to gain early indications of comprehension levels. This could explain the clear change in importance levels recorded.

On comparing the responses between visitor and resident, the scores given by the visitor were marginally higher for all goals with the exception of supporting economic prosperity and equality of opportunity. Amongst residents, the lowest ratings came from the east of Cornwall. Also consistent with the qualitative phase, visitors again selected respecting and enhancing the environment as the most important goal. For the youth responses, the scores given to each of the goals were markedly weaker, notably in respecting and enhancing the environment, but still all above average.

With the exception of the respecting and enhancing the environment goal, St Blazey and Fowey community network area gave the highest scores to each of the other five goals. Four out of the six goals received the lowest rating from Caradon. Females in all cases, rated slightly higher than their male counterparts. The greatest variation is between the age groups.

The following summary evaluates each goal and the ratings received for the proposed interventions. This analysis has been broken down into residents and visitors from the on-street surveys, youth groups and a combined evaluation of the postal and online responses.

Tackling climate change

The top three proposals that came out as priority for each group are as follows:

Residents and visitors
1. Ensuring a transport system is built to last.
2. Encouraging responsible use of our cars.
3. New roads only being built where a strategic need is demonstrated.

In all cases ratings were lower from residents in the east, with the highest in the west (except for the street lighting proposal).

Youths
1. Encouraging responsible use of our cars.
2. Supporting the delivery of electrical vehicle infrastructure.
3. Prioritising investment in walking and cycling routes.

Postal/online (responses combined)
1. Work with bus operators to achieve a high quality bus corridor.*
2. Ensuring a transport system that is built to last.
3. Work with our partners to plan and provide services where people live.*

*not tested with residents, visitors or youths.

Supporting economic prosperity

The top three proposals that came out as priority for each group are as follows:

Residents
1. Of joint importance as the top priority was 'a quality Cornwall wide bus service' and 'reducing congestion'.
3. Encouraging responsible use of our cars.

Visitors
1. Reducing congestion.
2. Attractive walking and cycling opportunities linked to accessible transport.
3. High quality park and ride service.

Youths
1. Cornwall smart card.
2. Quality Cornwall-wide bus service.
3. Reducing congestion and continuing support for Newquay Airport.

Postal/Online (responses combined)
1. Quality Cornwall-wide bus service.
2. Of joint secondary importance were the proposals to 'improve journey time reliability' and 'invest in maritime and rail freight transport'.*

*not tested with residents, visitors or youths.

Respecting and enhancing the environment

The top three proposals that came out as priority for each group are as follows:

<u>Residents</u>
1. Use more recycled materials in the construction of transport schemes.
2. Three proposals equally ranked as second choice. 'Enhance and protect green space on our roads' 'prioritise investment that supports existing transport routes/facilities' and 'allocate a high proportion of budget to ensuring building materials and design are sympathetic to the environment'.

<u>Visitors</u>
1. Two proposals were equally ranked as the most important. These were, 'enhance and protect green space on our roads' and 'allocate a high proportion of budget to ensuring building materials and design are sympathetic to the environment'.
3. Develop visitor plans.

<u>Youths</u>
The youth group was only required to rate the two proposals, 'working with partners to develop multi-use trails' and 'enhance and protect green space on our roads', both scored relatively highly with seven for each.

<u>Postal/online (responses combined)</u>
1. Use low energy street lighting and careful design.*
2. Use of more recycled materials in the construction of transport schemes.*
3. Prioritised investment that supports existing transport routes/facilities.

*not tested with residents, visitors or youths. However the second choice selected by the postal/online respondents is closely aligned with 'use of sympathetic materials' chosen on-street by the residents and visitors.

Encouraging healthy active lifestyles

The top three proposals that came out as priority for each group are as follows:

<u>Residents</u>
1. Lower speed limits outside of schools.
2. Implement school travel plans.
3. Ensure walking and cycling access is built into new developments.

All responses scored significantly higher in the west.

<u>Visitors</u>
1. Greater priority for walkers and cyclists in the built up areas.
2. Two proposals received equal ratings as the second most important. These were 'provide facilities to cyclists to enable integrated travel with public transport' and 'cycle parking in towns'.

<u>Youths</u>
1. Provide facilities to cyclists to enable integrated travel with public transport and cycle parking in towns.
2. Lower speed limits outside schools.
3. Implement school travel plans.

<u>Postal/Online (responses combined)</u>
1. Ensure all new developments have good access to services.*
2. Implement school travel plans.
3. Lower speed limits outside schools.

*not tested with residents, visitors or youths.

Supporting community safety and individual wellbeing

The top three proposals that came out as priority for each group are as follows:

<u>Residents</u>
1. Helping communities to deliver transport based solutions.
2. Continued management of speed on our roads.
3. Removing unnecessary traffic in our towns.

<u>Visitors</u>
1. Continued management of speed on our roads.
2. Removing unnecessary traffic in our towns.
3. Improving the design of public transport waiting facilities.

<u>Youths</u>
The youths replied with the same three proposals as visitors (above) but with number one and three being in the reverse order.

<u>Postal/Online (responses combined)</u>
1. Efficient management of HGVs.*
2. Helping communities to deliver transport based solutions.
3. Better design of shared space to create a pleasant, safe environment for walking/cycling.*

*not tested with residents, visitors or youths.

Supporting equality of opportunity

The top three proposals that came out as priority for each group are as follows:

<u>Residents</u>
1. Concessions on public transport for 'those who need it most'.
2. Develop mobile services, such as banks, GPs etc, where no transport solution can be provided.
3. Improved physical access on buses and at interchanges, travel hubs and waiting facilities.

<u>Visitors</u>
1. Improved physical access on buses and at interchanges, travel hubs and waiting facilities.
2. Continuing to work with bus and taxi operators to provide training on passenger needs and safety.

These were the only two proposals shown to this user group, as it was felt the other proposals would not be relevant to them.

<u>Youths</u>
1. Continuing to work with bus and taxi operators to provide training on passenger needs and safety.
2. Support for young people through subsidised travel and targeted information.
3. Of joint third importance was 'support for public transport and cycling access for residential development, particularly affordable housing', and 'develop mobile services such as banks, GPs etc where no transport solution can be provided'.

Postal/online (responses combined)
1. Concessions on public transport for 'those who need it most'.
2. Support for public transport and cycling access for residential development – particularly affordable housing.
3. Improved physical access on buses and at interchanges, travel hubs and waiting facilities.

4.0 How have the results been used?

The results and comments received during phase two of consultation were used to help shape the objectives, policies and proposals included within the full draft of the Connecting Cornwall: 2030 strategy. The sections below summarise some of the key messages gathered through the analysis of existing information and data, and gives some examples of specific proposals that were included within the full draft.

Tackling climate change

The results indicated that some people do not always appreciate and understand the link between climate change and the way we travel. This was particularly evident from the feed back given by the 14 to 16 year olds, who had a very limited understanding of climate change issues.   If climate change is to be addressed, it is clear that Cornwall Council must take a leading role in promoting awareness, particularly with the younger generation.

Although still considered important, in comparison to the other goals, tackling climate change was considered the least important of the six. However, looking at which proposals people felt to be the most important, 'ensuring the transport system is built to last' commonly received a higher rating. This was particularly true of both residents and visitors. We have therefore included as an objective within the full strategy, 'adapt and improve the transport network to ensure resilience to climate change.'

Key priority from consultation	Connecting Cornwall proposals
Work to decentralise services	• We will encourage provision of local facilities in communities. • We will seek to work with employers in the public and private sector to raise awareness of the business benefits of homeworking. • We will seek to raise awareness of the climate change benefits of local food shopping and production. • We will encourage mixed use development in order to reduce the need to travel. We will ensure sustainable travel is built into new developments. • We will work with new and existing employers to develop travel plans.

Table 1 **Tackling climate change comments raised during phase one of consultation**

Supporting economic prosperity

Although supporting economic prosperity ranked fifth in order of importance, it did however, score highly and was viewed as extremely important. That said, individual elements such as public transport (bus and rail) were seen as very important and have therefore shaped our objectives, policies and proposals accordingly. Congestion was an evident concern raised by residents and visitors alike. Clearly congestion alleviation is critical to the economic prosperity of Cornwall and we have put in a range of strategic and local measures to improve connectivity and journey reliability.

Key priority from consultation	Connecting Cornwall proposals
Improvements to public transport through bus services, reliability and frequency Improvements to public transport through train services and reliability	• We will seek to deliver a quality Cornwall wide bus network. • We will work with Network Rail and train operating companies to identify opportunities for enhancing the rail network in Cornwall. • We will improve integration between transport modes to reduce congestion and provide a more reliable transport network. • We will provide improved sustainable connections to Newquay Cornwall Airport from key destinations. • We will develop an intelligent transport system. • We will look to identify potential enhancements to the rail network including track upgrades and the reopening of freight facilities where appropriate. • We will consider use of park and ride facilities to relieve congestion in the town centre/area it serves.
Sustainable movement of freight	• We will work with our partners in the freight and road haulage industry to manage the movement of lorries on our road.

Table 2 **Supporting economic prosperity comments raised during phase one of consultation**

Respecting and enhancing the environment

An important aspect picked up through the visitor focus groups was that many of them were not aware of the non-car travel options available. This has informed the proposals to encourage more visitors to use sustainable transport.

Visitors also particularly rated the goal 'respecting and enhancing the environment' in particular, proposals aimed to reduce congestion, build to last or build sympathetically to the environment were seen as favourable and these have all been picked up in the strategy.

The consultation responses also showed that there was strong support to use recycled materials in transport schemes and these proposals are being taken forward.

Partners representing the built, natural and historic environment felt very strongly that transport infrastructure should be designed much more in sympathy with its setting. This has led to proposals to use of locally agreed, bespoke design guides and to introduce a rural roads protocol.

Whilst respecting and enhancing the environment was viewed as important during the phase one consultation, specific priorities were not highlighted.

Encouraging healthy active lifestyles

In particular, the feed back from youth groups highlighted a desire for cycling improvements and the need to enable integrated travel in terms of linking up

bus/rail travel with cycling. This has been taken on board and the strategy reflects these needs. Another key concern was having a safe place to store bikes at suitable interchange points, and this has also been reflected in our proposals.

With the exception of the feed back received by the youth group, the response towards investment in cycling was generally weaker than anticipated. In reality, this could be due to the fact that the information contained within consultation document was 'non-specific' to towns or villages. Past experience shows that greater levels of support and positive interest is shown towards pedestrian and cycling schemes, once designated routes are chosen.

Lack of real, or perceived, safety was highlighted as a reason for people not cycling. We are addressing these issues by proposing off-road routes away from vehicular traffic and, where this is not possible, widening footways to allow cyclists to share the path with pedestrians.

The need for cycle hire facilities was also raised as an issue and a proposal to provide cycle hire facilities at transport hubs and at tourist destinations has been outlined in the strategy. Falmouth and Newquay were particularly highlighted as areas of interest.

Lowering speed limits outside schools also received great support, so we will continue with proposals to implement 20 mph limits.

It was apparent that the majority of people, who responded, supported active travel and in particular walking. However, behaviour change is key, and the consultation highlighted the need to invest in promotional and awareness activities, to inform people of the existing cycle/pedestrian routes and facilities.

Whilst encouraging healthy active lifestyles was viewed as important during the phase one consultation, specific priorities were not highlighted.

Supporting community safety and individual wellbeing

The public response to the Connecting Cornwall consultation document demonstrated that there is strong support in the communities for road safety. Residents highlighted the need for continued speed management and, with the youth groups and main car driver user groups, see the introduction of 20mph speed limits outside schools as a priority.

We are proposing a comprehensive programme of speed management initiatives within the 'increasing public confidence in a safe transport network' objective. This will tackle the issue of irresponsible driving due to speeding that could result in a road traffic collision, and highlight the risk and consequences to vulnerable user groups of excessive and inappropriate speed in the community environment.

Key priority from consultation	Connecting Cornwall proposals
Improvements to road safety by reduction in road accidents	• We will implement a programme of route initiatives. • We will continue the implementation of local safety schemes at identified sites. • We will maintain our roads in terms of safety, sustainability and serviceability, in accordance with the Highway Maintenance Plan.

Improvements to road safety through reduction in traffic speeds	• We will continue to ensure that speed limits are reviewed, set and enforced. • We will continue education, training and awareness programmes. • We will progressively introduce 20mph speed limits outside of schools. • We will work with partners in road safety in support of speed awareness initiatives.

Table 3 **Supporting community safety and individual wellbeing comments raised during phase one of consultation**

Supporting equality of opportunity

All of the proposals were rated as 'important' during the consultation phase and this has now been reflected in the full draft Connecting Cornwall.

Given that 'personalised travel planning' came out as one of the lowest scoring proposals, this has been taken on board and highlighted as an area in which transport champions within communities could lead role, rather than being a proposal in its own right.

Key priority from consultation	Connecting Cornwall proposals
Improvements to public transport through information	• We will provide clear, accurate and understandable transport information and publicity.
Rural accessibility, community transport and access to services	• We will seek to implement greater community engagement and delivery of transport provision and maintenance. • We will seek to implement specific accessibility related transport schemes and initiatives. • We will ensure that accessibility considerations are taken into account when carrying out our responsibilities for planning, delivering and managing the local public transport, highway, cycle and footway networks. • We will seek to implement specific accessibility related transport schemes and initiatives. • We will work with our partners to influence decisions making and service delivery of external bodies, to ensure that transport impacts are considered when locating and delivering other services and opportunities. • We will work towards making pubic transport affordable.

Table 4 **Supporting equality of opportunity comments raised during phase one of consultation**

5.0   The Connecting Cornwall consultation process phase 3

During December 2010 and January 2011 the third and final phase of consultation was carried out on the full draft Connecting Cornwall: 2030 strategy document and the draft supporting Implementation Plan. The first Implementation Plan covers a period of four years from 2011 to 2015. It is intended after the initial four year period that these plans will be published every three years, but this situation depends on future funding profiles issued by central government.

Given the extensive consultation carried out during phase two, the final consultation was kept 'low key' in order to avoid duplication and 'consultation fatigue'. The aim of the final consultation was to give stakeholders and the public an opportunity to influence the final draft of both documents highlighting any comments or concerns, not picked up during the summer consultation. A copy of the feed back form is included as Appendix 6.

The questionnaire that accompanied the draft Connecting Cornwall document and draft Implementation Plan also provided an opportunity for stakeholders and the public to comment on the Strategic Environmental Assessment document, which was a legal requirement.

Copies of all of the documents, including the questionnaire were available at public libraries, one stop shops and online.

In total, 43 responses were received during phase 3. This relatively low level of return was expected, given the extensive consultation carried out during the summer. Despite the low response rate, the consultation captured comments from a broad range of consultees and on the whole was positive.

Responses to this final phase came in the form of questionnaire returns or written response. The questionnaire results are highlighted below together with any specific comments raised.

5.1 Results of final consultation

The level of support for the policies and proposals contained within the six goals was positive and scores ranged from 76% to 82%, depending on goal. The proposed balance of expenditure between different types of transport intervention was supported by 69% of respondents, whilst the strategy of maximising schemes by utilising match funding received 80% support. The approach taken for SEA was supported by 85% and the findings of the SEA supported by 83%.

A summary of the key written issues raised are listed below.
- Concerned about length of the documents and use of 'jargon'.
- Review of speed limits to manage climate change. Request for Cornwall wide 50mph limit.
- Greater commitment to 20mph zones to encourage healthy travel and safety.
- Need to ensure document is joined up with the Core Strategy.
- Overly ambitious, need to see targets that we can be measured against.
- Conflict between support for Newquay Airport and sustainable travel.
- Want to see more emphasis on rural transport schemes.
- Several comments specifically related to schemes that people wanted to see included in the Implementation Plan.

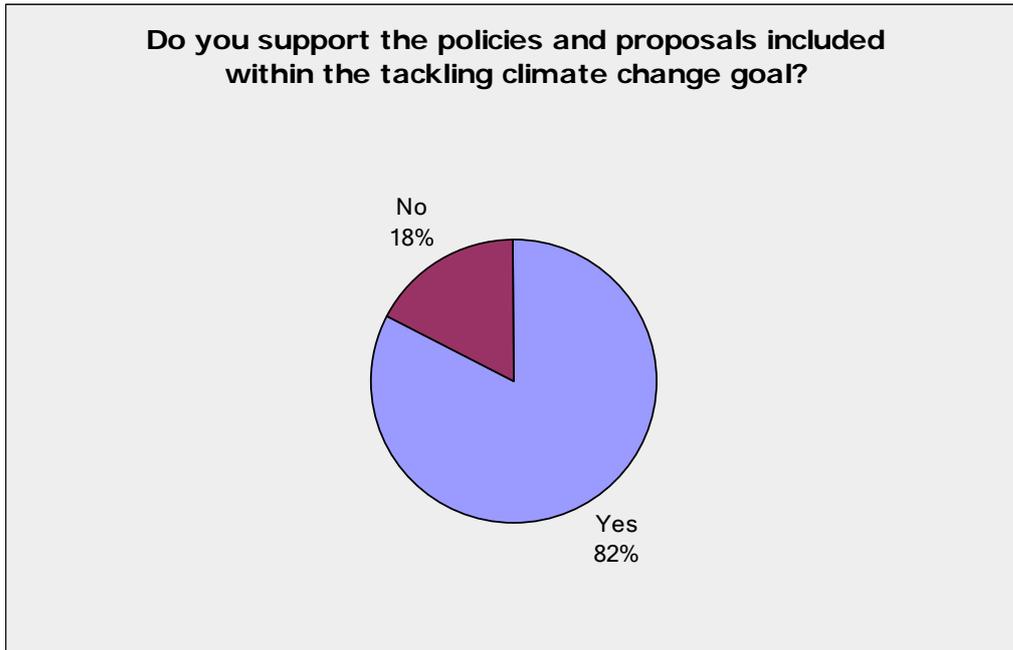The responses received through the feed back form (postal/online) are outlined below.

Do you support the policies and proposals included within the tackling climate change goal?

No
18%

Yes
82%

Fig 7 **Support for tackling climate change goal**

Comment: How we are reducing the need to travel within vibrant villages and parishes as well as in existing rural communities and new developments?
Response: Changes to document were not required as this issue is addressed throughout the document.

Comment: Concerns that the 80% carbon reduction is not realistic.
Response: Nationally addressing climate change is a legal responsibility of the 2008 Climate Change Act. This is something we are required to achieve.
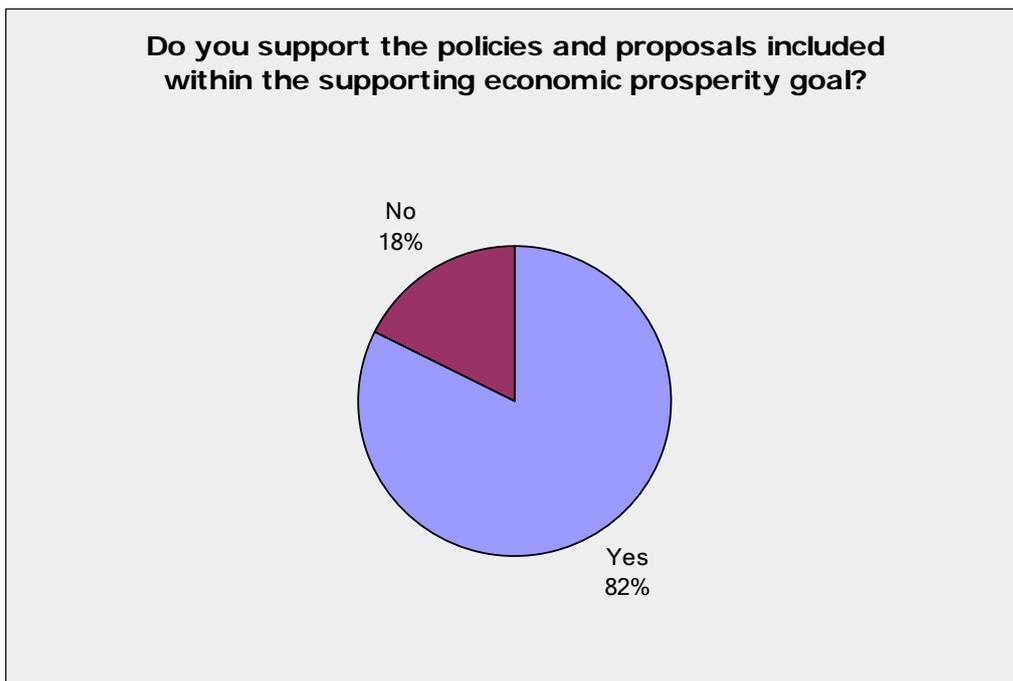

Do you support the policies and proposals included within the supporting economic prosperity goal?

No
18%

Yes
82%

Fig 8 **Support for economic prosperity goal**

Comment: How effective is real time passenger information in encouraging people to use public transport?
Response: No change required as this is addressed within tackling climate change.

Comment: Policies 13 regarding sustainable transport improvements & 14 local and strategic development control processes seem to focus only on towns but objective indicates that it will be towns and rural communities.
Response: It was agreed that this may be implied so will look to make an amendment.

Comment: Sustainable tourism has a much broader remit than just transport and the strategy for Cornwall should prioritise sustainable travel within the industry rather than try to engage in the wider issues and challenges with regards to sustainable tourism.
Response: The travel impacts of tourism within Cornwall during the summer are significant and a key issue for Connecting Cornwall to address.

Comment: Concerns regarding the promotion of Cornwall as a car-free destination and how this will be implemented.
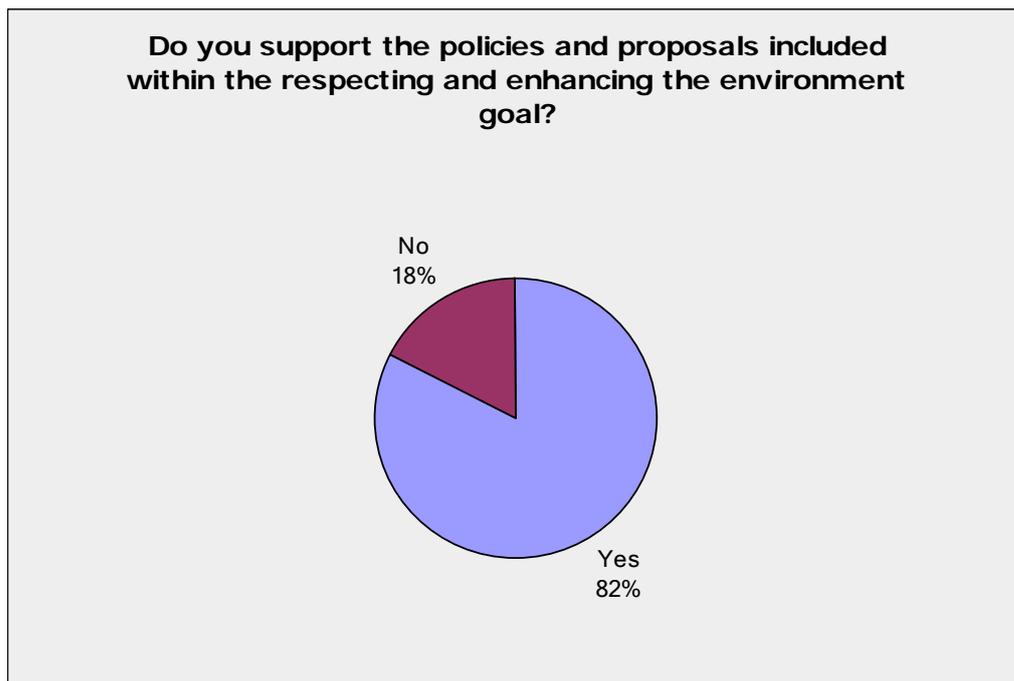**Response:** This will be implemented through the policies and strategies in Connecting Cornwall.

Fig 9 **Support for respecting and enhancing the environment goal**

Comment: Strategy needs to include more emphasis on alternative fuels and that actual percentage of modified cars in this country is extremely low. The Council should partner with the major fuel suppliers to ensure a viable supply of such fuels is available and that buses embrace new technology.
Response: No change required, this has been addressed within tackling climate change and will be covered by what we plan to do and promote.

Comment: Policy 16, which seeks to incorporate enhancements into new transport schemes to protect out habitat needs to be applied to all rural areas not just Areas of Outstanding Natural Beauty (AONBs).
Response: There was no change required as the document does not preclude other rural areas and it was viewed that this was adequately covered.
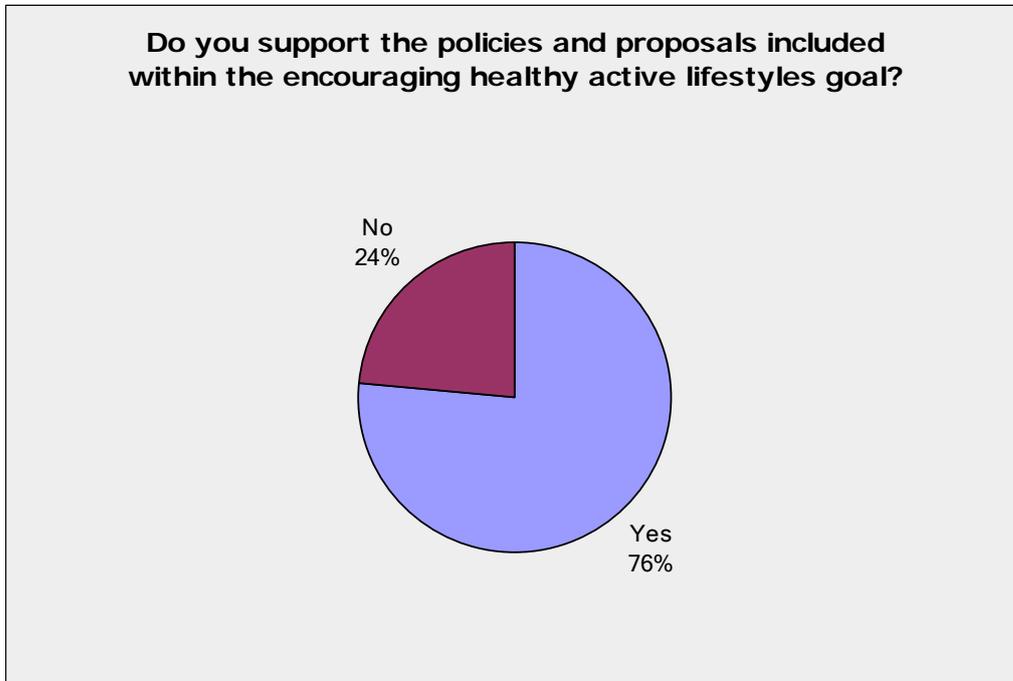
Do you support the policies and proposals included within the encouraging healthy active lifestyles goal?

No
24%

Yes
76%

Fig 10 **Support for encouraging healthy active lifestyles goal**

Comment: Would have been nice to see concrete goals added to the document in relation to cycle ways and walk/cycle to school routes.
Response: This will be addressed with the medium to long term implementation plan proposals.

Comment: Objective 10 aims to improve health of communities through active travel should cover leisure, tourism and social interactions not just towns (also rural).
Response: No change required as document is intended to address all areas.

Comment: Policy 20 regarding greater priority to walking and cycling needs to address rural issues as well as towns.
Action: Document needs to include rural proposals, this will be addressed.

Comment: Policy 21 regarding new developments providing safe and efficient walking and cycling infrastructure also needs to take into account existing developments.
Response: Policy 21 is specifically written to address new developments but the remainder of the strategy takes existing developments into account.
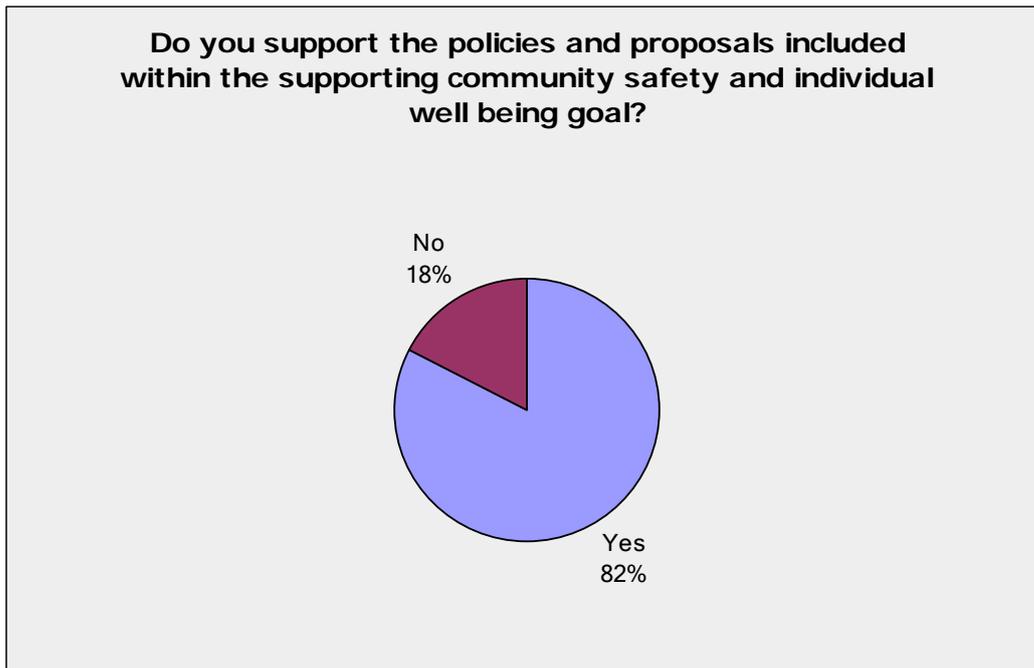
Fig 11 **Support for supporting community safety and individual wellbeing goal**

Comment: Would like to see concessionary travel reinstated before 09:30am.
Response: This is now in line with national policy, the change was required due to a reduction in concessionary fare expenditure.

Comment: Need confidence and recognition that barriers to public transport for vulnerable users are addressed.
Response: These issues are being addressed by policies within supporting equality of opportunity and supporting community safety and individual wellbeing.

Comment: Speed limit review suggest a reduction in speed from 60mph to 50mph, why can this not be reduced to 40mph or 30mph where appropriate.
Response: A change at local level is not practical at this stage and would need to be led by a change in national policy.
Comment: Policy 28, which seeks to reduce noise and air impacts from transport, needs to address inappropriate use of rural roads by HGVs.
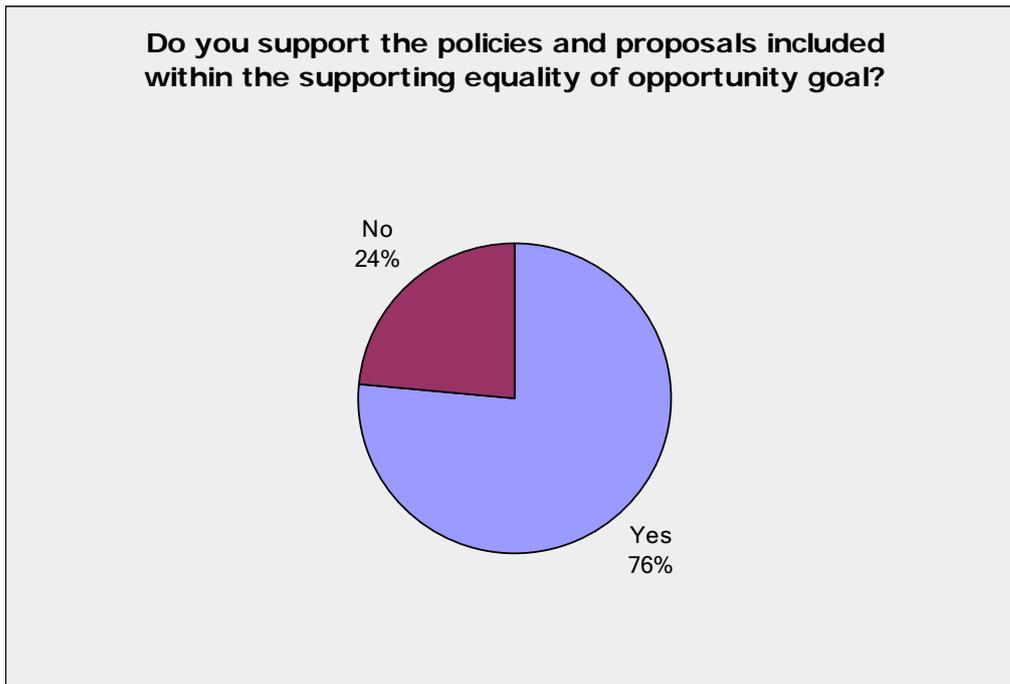**Response:** The proposal under policy 28 addresses this concern.

Fig 12 **Support for equality of opportunity goal**

Comment: Need to meet needs of vulnerable and ageing population.   Bus designs should accommodate more than one buggy or wheelchair at a time and connections between services needs improvement.   Ease and cost of ticketing also requires review.   Travel buddies, which is a scheme successfully run in other areas of the country enables individuals to be supported to learn to use public transport, this is a time limited model that empowers and builds confidence.
Response: We have referenced close liaison with Adult Social Care to assist with the vulnerable user groups and are committed to provide clear, accurate and understandable transport information and publicity to existing and potential customers with consideration to all social groups and abilities.   GO Skills project being developed to improve driver skills.

Comment: Need to include role of Town/Parish Councils with regards to localism.
Response: This will be referenced in objective 17.

Comment: Policy 31 to encourage and support communities in providing transport services depend on local communities having skills and confidence to deliver them.
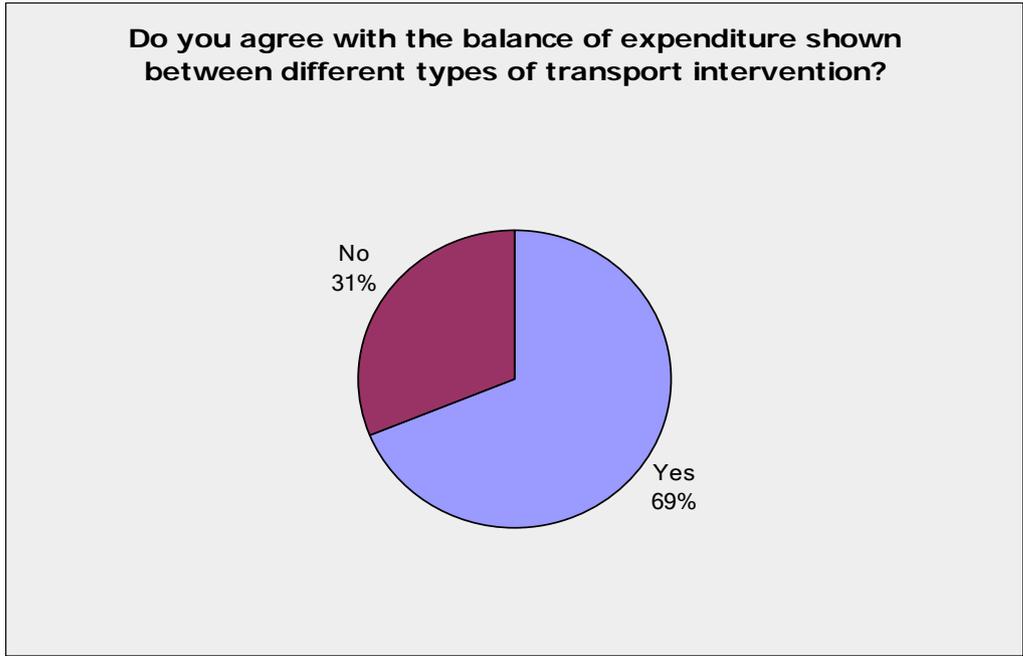**Response:** Acknowledged but no change is required to document and it is being addressed.

Fig 13 **Balance of expenditure**

Comments: No provision made to relieve pressure from traffic flows across St Austell other than that which can be achieved through the Eco-town project, this could hinder economic regeneration.
Response: A scheme for the A390 has been included.

Comment: More resources concentrated to providing useable, adequate walking and cycling routes, particularly to schools.
Response: This is covered within the proposals for encouraging healthy active lifestyles.

Comment: Public transport should have a greater priority than it receives.
Response: This is what is being proposed, no change required.
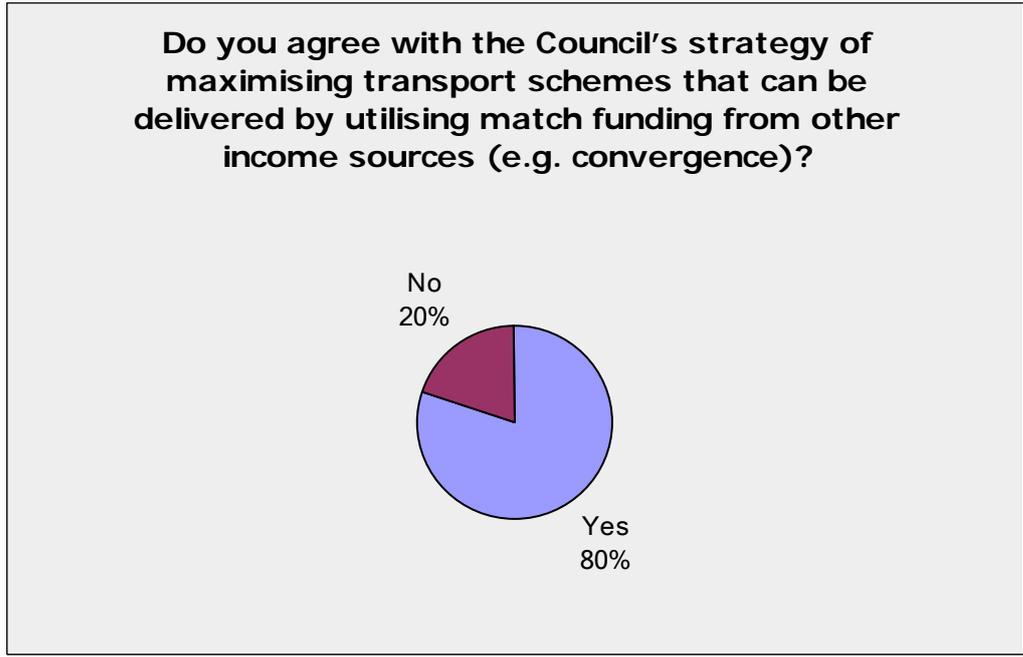

Fig 14 **Strategy for utilising match funding**

Specific comments in relation to maximising transport schemes using match funding were not raised.

Comments in relation to the SEA documents was minimal and respondents found it to be a lengthy document to read, but in principle agreed with its findings.
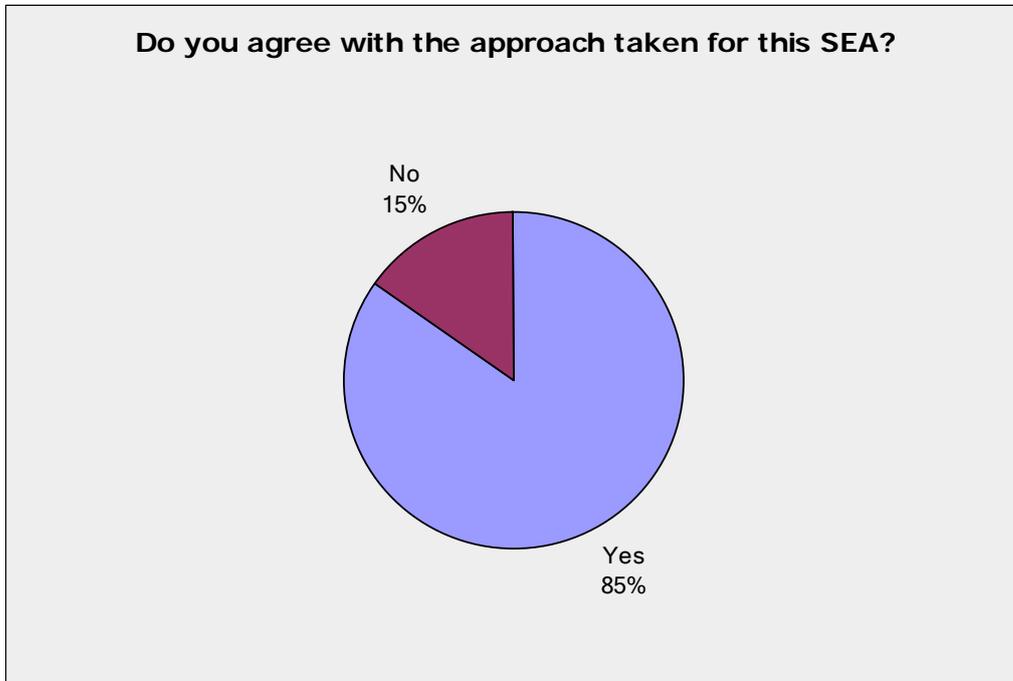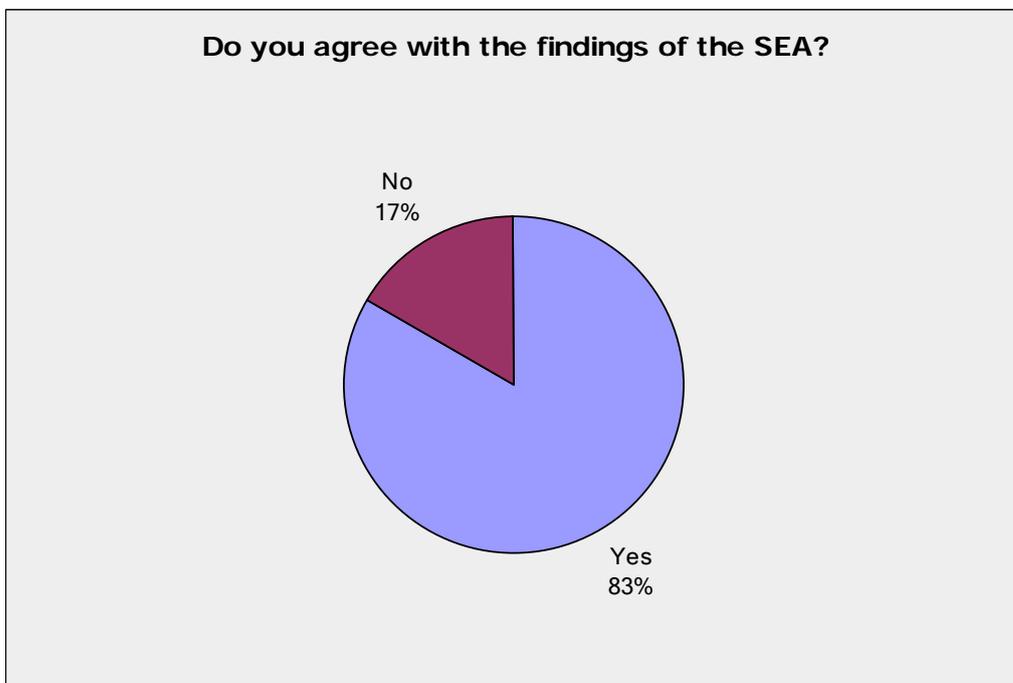

Fig 15 **Approach taken for SEA**

Fig 16 **Findings of the SEA**

Do you have any recommendations for further indicators or parameters to include in the monitoring framework of the SEA?
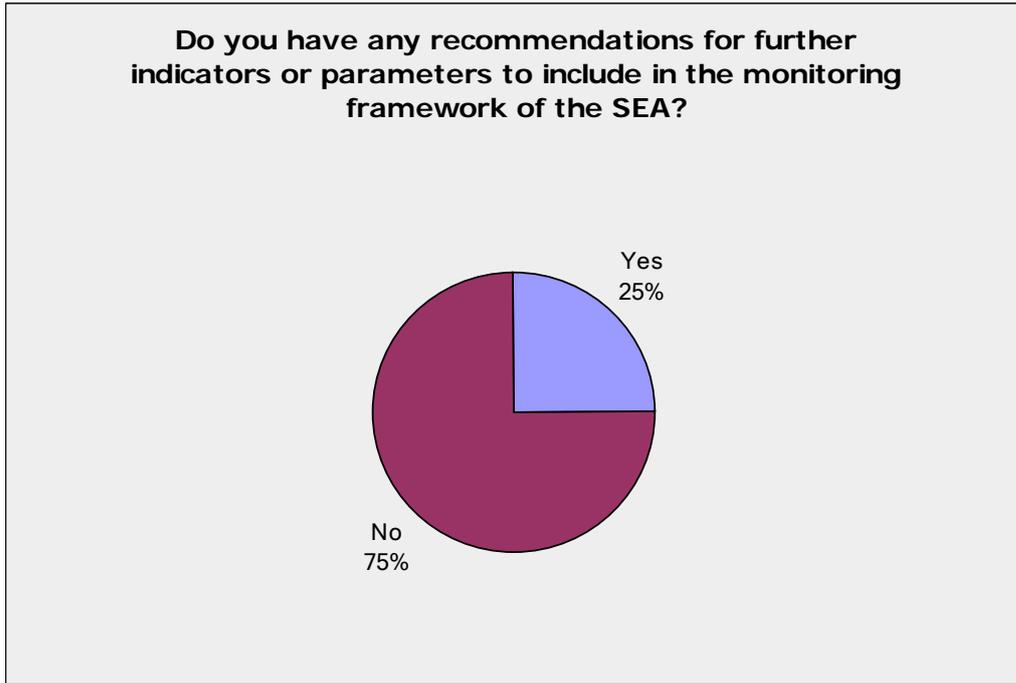
Yes
25%

No
75%

Fig 17 **Recommendations for monitoring framework of the SEA**

The Connecting Cornwall: 2030 strategy published on 31st March 2010 reflects the views and comments received during the consultation phases. Further consultation will be carried out in line with future reviews of the strategy and implementation plans. For review dates please refer to chapter 7 in Connecting Cornwall.

Appendix 1 Stakeholder groups and forums

Through a number of existing stakeholder groups and forums, the vision, goals and proposals set out within Connecting Cornwall:2030 strategy have been reviewed and developed. These key groups include:

- Air Quality Forum;
- ANOB Management Group;
- Bus Policy Group;
- Camborne-Pool-Redruth Urban Regeneration Company;
- Community bus forum;
- Cornwall Economic Forum;
- Cornwall Road Casualty Reduction Partnership;
- Cornwall Strategic Partnership LTP3 Task and Finish Group;
- Crime and Disorder Group;
- Crime and Disorder Reduction Partnership;
- Cycle Forum;
- Devon & Cornwall Safety Camera Partnership;
- Internal Cycle Group;
- Local Access Forum;
- Local Area Road Safety Officers Association;
- Mobilise Steering Group;
- Penwith Transport Forum;
- Project Partnerships e.g. Hayle; Penryn;
- Rail Forum;
- Town Regeneration Forums;
- Truro Planning & Transport Forum;
- Standing Commission on Traffic & Safety; and
- Volunteer Car forum.

Appendix 2 Qualitative report
Available as a separate PDF.

Appendix 3 Consultation questionnaire
Available as a separate PDF.

Appendix 4 Quantitative report
Available as a separate PDF.

Appendix 5 Phase 3 consultees
We have not received a response from two of the four statutory environmental consultees. The Environment Agency declined to respond and we have not received any response from Countryside Agency.

- Adult Care and Support – Cornwall Council
- Alcohol Reduction Strategy Co-ordinator
- AONB Unit – Cornwall Council
- Bodmin Town Council
- Bus operators
- Coast Network
- Community Safety Partnership
- Cornwall Access Forum
- Cornwall Councillor
- Cornwall Development Company
- Cornwall PCT
- Countryside Access – Cornwall Council

- English Heritage
- Environment Kernow
- Falmouth Town Forum
- Fal River Links
- Feock Parish Council
- First Great Western
- Friends of the Earth
- Lanner Parish Council
- Natural England
- Public
- Redruth Town Council
- Saltash Town Council
- Sport England
- St Erme Parish Council
- Sustrans
- Truro City Council
- Visit Cornwall
- Volunteer Cornwall
- West Planning Delivery team – Cornwall Council

Appendix 6 Feed back form
Available as a separate PDF.

For more information about
Connecting Cornwall: 2030 please contact:

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A3.02, Carrick House, Pydar Street
Truro, Cornwall TR1 1EB

telephone: **0300 1234 222**
email: **localtransportplan@cornwall.gov.uk**
www.cornwall.gov.uk

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