



**CORNWALL
COUNCIL**
one and all • onen hag oll

Casualty Reduction Strategy 2019



Since 2013 we have seen a number of positive projects take place to address road safety in Cornwall. However an increasing number of people are being seriously injured on our roads and there is more to do.

Contents

04	Foreword
06	1 Introduction
08	2 Strategic context
08	3 Evidence for change
16	4 Delivering safer roads - A safe system approach
20	5 Measuring success
21	6 Governance and resources
23	Appendix 1 Cornwall road casualty reduction strategy (CRCRS) action plan
34	Appendix 2 Roles and responsibilities

Foreword

We welcome this review of Cornwall's Road Casualty Reduction Strategy. The strategy was previously endorsed in 2013 and since that time we have seen a number of positive projects take place to address road safety in Cornwall. However an increasing number of people are being seriously injured on our roads and there is more to do.

This is called a review for good reason. We aren't proposing a completely different policy in terms of how we improve the safety of our roads. Measures such as traffic calming, driver education and camera enforcement are still very much essential tools to deliver a safe network. However, to reverse the negative trend in those killed and seriously injured on our roads, we recognise the need that more than ever we have to take a multi-agency approach, to co-ordinate and join our resources and intelligence to best effect and to shift our focus to preventing serious injuries as a result of a collision. We also recognise that perception of safety is a rising concern within our communities and this strategy review recognises the work we will do to address these concerns.

The Police have recognised this and recently published their response to roads policing in the South West¹, providing more dedicated resources on Cornwall's roads. This is Cornwall Council's promise to the public: greater accountability across all our partners, improved collaborative working, better co-ordination, and ultimately safer roads. To help achieve this we will adopt a Safe System approach in Cornwall. This will ensure that we set up our resources and efforts to target all elements that affect road safety through all who play a role. We cannot prevent all collisions from occurring, human error is inevitable, but we can ensure that we design our roads to reduce the risk and dangers they pose, so that when collisions do take place, they do not result in serious harm.

In time, we would like to see a single road safety strategy for Cornwall owned by all our partners and this review takes us a step towards this goal. By taking a proactive and holistic approach in addressing road safety, we will make our roads and communities safer for everyone.



Rob Nolan,
Cornwall Council Cabinet Member
for Environment and Public
Protection



Geoff Brown,
Cornwall Council Cabinet Member
for Transport

¹[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018\(v.2\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018(v.2).pdf)

Raglavar

Ni a dhynnergh an dhaswel ma a Strateji Leheans Goliesigow Fordhow Kernow. An strateji a veu afydhyes kyns yn 2013 hag a-dhia an termyn na re welsyn myns a ragdresow posedhek ow hwarvos rag dyghtya sawder fordhow yn Kernow. Byttegyns yma myns ow kressya a dus yw shyndys yn sevir war agan fordhow hag yma moy dhe wul.

Henwys daswel yw homma rag acheson da. Nyns eson ni ow profya polici dyffrans yn tien ow tochyafatel wellhahyn sawder a'gan fordhow. Dyghtyansow kepar ha koselheans daromres, adhykans lewyoryon ha konstrinans kamera yw hwath towlow essensek rag delivra rosweyth salow. Byttegyns, rag gorthtrelya an tuedh negedhek y'n niver a dus ledhys po shyndys yn sevir war agan fordhow, yth aswonyn an edhom a dhegemeres, moy ages jammes, stons liesmaynorieth dhe gesordena ha junya agan asnodhow ha skians dhe'n gwella effeyth ha dhe janjya agan fog war-tu ha lettya shyndyansow sevir yw sewyans a gesskwat. Ni a aswon ynwedh bos warneth a sawder bern usi ow tevi y'gan kemenethow ha'n dhaswel strateji ma a aswon an ober a wren ni gul rag dyghtya an bernyow ma.

An Kreslu re aswonis hemma hag a-gynsow re dhellos ev y worthyp dhe rewlyans fordhow y'n Soth-West [1], ow provia moy a asnodhow apoyntys war fordhow Kernow. Hemm yw ambos Konsel Kernow dhe'n bobel: omgemeryans brassa a-dreus oll agan kesparow, oberyans kesoberus gwelhes, kesordenans gwell, ha wortiwedh fordhow salwa. Rag gweres kollenwel hemma, y hwren ni adoptya stons System Salow yn Kernow. Hemm a wra surhe ni dhe restra agan asnodhow hag assayow dhe gostenna pub elven oll a wra nasya sawder fordhow dre bubonan a gemmer rann. Ny yllyn lettya pub kesskwat a hwarvos. Anwoheladow yw kammwrians denel, mes ni a yll surhe ni dhe dhesina agan fordhow dhe lehe an peryl ha'n danjeryow a brofyons, ma nag yw an sewyans dregyn sevir pan hwer kesskwattow.

Wostiwedh, y karsen gweles unn strateji sawder fordhow rag Kernow, perghennys gans oll agan kesparow ha'n dhaswel ma a'gan dri unn kamm troha'n amkan ma. Dre gemeres stons ragvewek ha holystek rag dyghtya sawder fordhow, y hwren ni dh'agan fordhow ha kemenethow bos salwa rag pubonan.



Rob Nolan,
Esel Kabinet Konsel Kernow rag
Kerghynnedh ha Difresyans Poblek



Geoff Brown,
Esel Kabinet Konsel Kernow rag
Karyans

¹[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018\(v.2\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018(v.2).pdf)

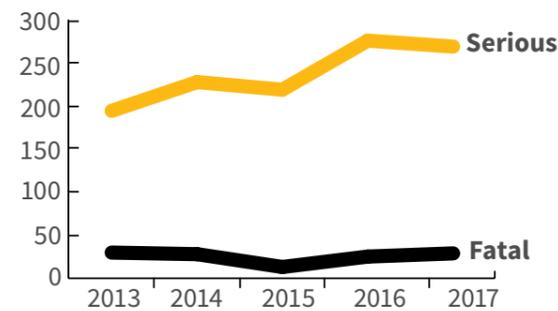
1 | Introduction

This document represents a review of Cornwall’s Road Casualty Reduction Strategy (CRCRS) which was published in 2013. **Our priority remains to reduce the number of people killed and seriously injured (KSIs) on our roads and action is required now to reverse the negative trend of rising KSIs.** The tools available to highway authorities to achieve this are largely unchanged however; this review acknowledges that a multi-sectoral approach across road safety partner agencies is critical in supporting our strategy outcomes. There are other factors that affect road safety: traffic is increasing; there are more distractions to the driver and the various pressures on resource across the agencies all have an impact. Road traffic collisions destroy lives, families and communities; fear of road danger impacts on our quality of life and the freedom we allow our children. The public cost of a serious road traffic collision is significant; placing a substantial demand on resources across a range of agencies. This includes emergency services to respond, family liaison support, cost of road closures and traffic management (including knock on costs to businesses), ongoing demand on health services for treatment and fatal investigations, which can be lengthy and complex. There are no more compelling reasons to review how we work and how we improve road safety outcomes.

Delivering safer roads will achieve wider positive outcomes such as improved health and well-being from encouraging walking and cycling and creating low speed environments to reduce emissions and improve air quality.

The headlines are stark:

- In 2017, 295 people were killed and seriously injured on roads in Cornwall (an increase of 34% from 2013). The overall KSI increase is due to a significant rise in serious injuries, while fatalities remain static.
- The Road Crash Index² recently ranked Cornwall and the Isles of Scilly 67th out of 78 counties (in the UK) based on their rate of fatal and serious crash reduction improvement between 2010-12 and 2013-15. Serious and fatal crashes in Cornwall increased by 11% between 2010-12 and 2013-15, with road safety performance falling behind Britain as a whole.
- The National Highways and Transport Survey (2018) outlined poor levels of public satisfaction when it came to road safety. Cornwall ranked within the bottom 3 across a comparison of 12 neighbouring authorities.
- The Department for Transport (DfT) has calculated the average societal cost³ of a road traffic collision taking into account various factors. In 2017, the estimated approximate cost for a fatal collision was £2.0 million, a serious collision £220,000, and a slight collision £20,000. It is estimated that damage only and unreported collisions account for a further £410m.



“ The total cost to the community of road casualties within Cornwall during 2017 was £140million. ”

²<http://roadcrashindex.org/results/cornwall-isles-of-scilly/safety-rank>

³Includes ‘lost output’, ‘medical and ambulance’, human costs’, ‘police costs’, ‘insurance and admin’, and ‘damage to property’. Source: Total value of prevention of reported accidents by severity and cost element: GB 2017 (table RAS60003), Department for Transport, accessed 7 November 2018.

No amount of casualties is acceptable – we cannot be complacent. We have a moral and statutory duty to make our communities safer. There can be no greater objective than preservation of human life.

Our vision is to eradicate deaths and serious injuries from our roads, supporting an accessible, healthier and safer Cornwall.

We will do this by adopting a Safe System approach, working collaboratively with partner agencies (see figure 1.0) to deliver a safer road network based on safer speeds, safer road users, safer mobility, safer vehicles and an excellent post-crash response. We will also adopt key collaborative principles:

- We will work together as one team
- We will connect with our communities
- We will collaborate with our partners
- We will be evidence led in tackling KSIs



Figure 1.0 Road safety partner agencies

This importance of a joint working relationship is echoed by the Police and Crime Commissioner’s and Chief Constable’s shared vision for ‘Safe, Resilient and Connected Communities’ and the recently published Policing’s Road Safety Strategy (2018-2021)⁴.

⁴[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018\(v.2\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018(v.2).pdf)

2 | Strategy context

2.1 National

Road safety is a matter of national importance, affecting both those who drive and those who don't drive. The Government has a manifesto to reduce the number of road users killed or injured on our roads every year, and this is set out in the British Road Safety Statement "Working Together to Build a Safer Road System" (2015). Our strategy review has been developed within the context of this and other national policies including:

- Strategic Framework for Road Safety by DfT (2011)
- Helping you Stay Safe on Britain's Roads by Driver Vehicle Standards Agency (DVSA) (2017-2022)
- Safe and Active at all Ages: A National Strategy to Prevent Serious Accidental Injuries in England, The Royal Society for the Prevention of Accidents (2018)

3 | Evidence for change

This section sets out the key evidence and trends that inform our Action Plan (set out in Appendix 1). For further detailed information on collisions and their impact in Cornwall, please refer to the latest Risk Based Evidence Profile 2018/19 <https://www.cornwall.gov.uk/rbep>. While there is a wealth of evidence held across the partner agencies, a key strand of our Action Plan will be to further our research and evidence, including carrying out seriously injured investigations in order to better inform future road safety delivery.

Devon and Cornwall Police recorded 1,151 injury collisions⁵ in Cornwall in 2017, 22 of these were fatal collisions (resulting in 26 fatalities). Figure 2.0 shows where these road traffic collisions took place. Overall, fatal collisions have decreased since the last decade, averaging 22 collisions each year since 2009 (with the exception of just 8 fatal collisions in 2015: this low was a random occurrence). Although fatal collisions have a cause and that cause is often someone making a mistake or exhibiting dangerous or thoughtless road behaviour, when and where fatalities occur is essentially random, presenting a significant challenge in reducing these numbers further, particularly through engineering measures.

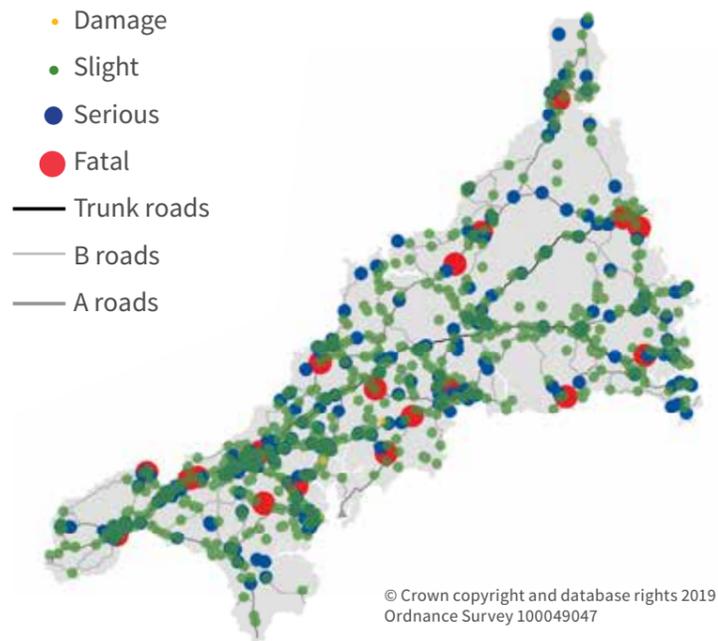


Figure 2.0 Road traffic collisions (Devon and Cornwall Police 2017)

⁵Numbers of collisions are accurate as of 12/08/2018; however subsequent police investigation or coroner's findings may increase or decrease these.



Police road closure

Since 2007, there has been a 40% decrease in the total number of injury collisions. However, in the last five years there has been an overall increase of 34% in collisions that result in a fatality or serious injury. The adverse rise in serious casualties (39% over the same five years) has to some extent been impacted by the new Collision Report and Sharing system (CRASH)⁶ introduced in 2016, but to what extent is unknown. Annual investigations are carried out on all fatal collisions but this does not currently extend to serious injury. Given the persistent adverse trend in serious injuries, our Action Plan (appendix one) recommends that serious injuries are formally investigated as part of this process to develop a more comprehensive understanding.

3.1 Where are most of the collisions happening?

While there are clusters of collisions occurring in our urban areas (where we have concentrated traffic flows and speed limits of 40mph or less), the majority of all collisions (65%) and KSIs (67.5%) occur on our rural roads (see figure 3.0). In terms of overall road length, rural roads make up 68% of network in Cornwall so these rates are proportionate. This trend is mirrored in other shire counties.

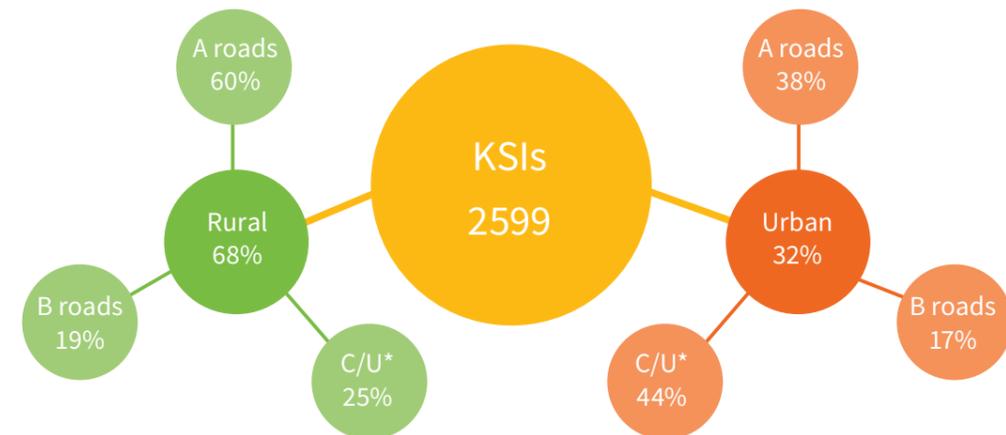


Figure 3.0 KSIs Casualties 2007-2017 by urban or rural context and road classification

⁶CRASH 2016 changed how injuries have been classified; this is improved but has resulted in some slight injuries becoming serious, however, we are not able to quantify by how much.

*Classified and unclassified.

A38 Road Safety Improvement Programme

The A38 is one of 30 single carriageways of mixed single/dual carriage way routes identified by Highways England as a priority for road safety route treatments. This route varies in standard with a number of safety, reliability, severance and air quality issues. Several sections are prone to congestion and a lack of network resilience means that our communities become cut off in the event of an incident, which can have a negative impact on the local economy.

Between Bodmin and Plymouth, there were 252 collisions during 2011 to 2015, 47 of these resulted in a fatality or serious injury. Highways England have identified that incident rates on this section are over twice the national average for Trunk Roads and in relation to resulting KSIs, this is 2-3.5 times the national average. Cornwall Council and Highways England are working collaboratively to identify and deliver improvements to encourage behaviour change and this is identified as a key action in our Action Plan (Appendix 1). This will be supported by enforcement activity at key concern sites.



A38 Carkeel roundabout

3.2 Who are our priority road user groups?

Motorcyclists, pedestrians and pedal cyclists do not have the protection of a car or larger vehicle and are considered more vulnerable to injury if involved in a road traffic collision. According to the DfT, the risk of death for a motorcyclist is at least 57 times higher than that for a car occupant⁷. These groups are identified as our 'priority user groups'. Figure 4.0 shows where the change in KSI casualties across user groups is considered to be significant when comparing data from the last five years.



On road cycle lane (approach to St Erth Station)

Over the last five years, the proportional split for all KSI casualties has shown that two thirds of those affected are male. The higher proportion of males is particularly evident for powered and non-powered 2 wheelers but there are a higher proportion of females for pedestrian casualties. Of course the answer isn't to discourage these modes – these statistics highlight the importance of investing in safe, accessible networks and ensuring the appropriate level of education for all road users.

Seasonality is generally not a prevalent issue, although it can affect certain road users such as recreational motorcyclists who are out on the roads during summer months due to lighter evenings and fair weather; overall, it is local residents rather than visitors that account for the majority of our KSIs. This is also evident from the Peninsula Road Safety Partnership Area Profiles report, completed in 2018, which highlights 93% of Devon & Cornwall's resident casualties (2013-2017) are involved in collisions in their home highway authority. This is higher than the national average of 63%.

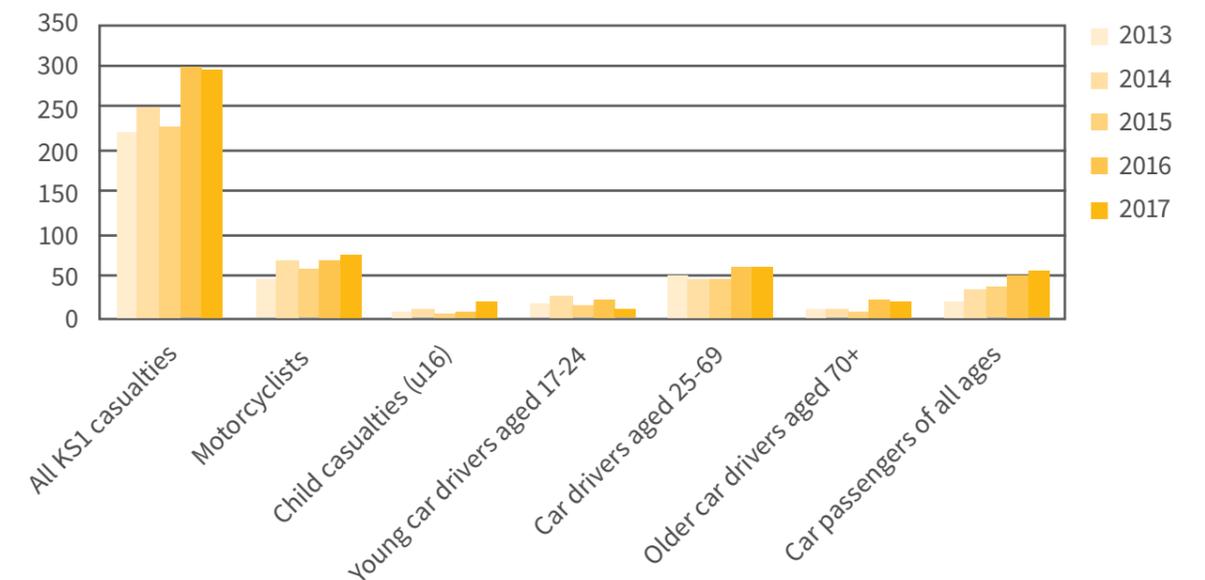


Figure 4.0 Killed and seriously injured casualties

⁷https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/447673/motorcyclist-casualties-2013-data.pdf

Key statistics linked to our road user groups are set out below:

- **Motorcycles** make up less than 1% of traffic, but account for 26% of KSI casualties and are therefore considerably overrepresented, more so than any other road user group. These statistics are broadly similar to those reported by the DfT. Benchmarking against similar shire (refer to risk based evidence profile for 'shire' definition) authorities indicate that this as an area for increased concern as our ranking has slipped from 5th (out of 20) in 2013 to 17th in 2018.
- **Pedestrians** two key age groups appear, teenagers who often have new found independence on their journeys and the over 70s. Pedestrians account for 13% of KSI casualties.
- **Cyclists** make up less than 0.5% of traffic, but 5.4% of KSI casualties. Whilst this category is significant due to the proportion of casualties, in terms of how we performed against similar shire authorities our position has improved from 9th (out of 20) in 2013 to 2nd in 2017.
- **Children (under 16)** the number of child KSIs in 2017 was significantly more than the average of 10 per year over the period of 2013-2017. This has impacted rank across similar shire authorities and we have fallen from 2nd (out of 20) in 2013 to 11th in 2017.
- **Older car drivers (70+)** are an emerging risk group who account for 7.1% of KSI casualties. Old age can bring about an increased likelihood of experiencing a collision, as well as an increased risk of death or more serious injuries when collisions do occur.
- **Car drivers aged 25 – 69** are the most frequently involved in KSI collisions (31%) and account for highest proportion of KSI casualties (21%). We know that a proportion of these accidents will occur whilst driving for business and this is a target area for educational activities.

Despite an increase in the proportion of young car drivers (17-24) passing the driving test in the last 5 years, the KSI casualties linked to this user group have more than halved since 2007 from around 9.7% to around 3.7% in 2017. This is a positive change which is partly attributed to a combination of the economic downturn and black box insurance incentives.

For further detailed information on collisions and their impact across user type, gender and age, please refer to the latest Risk Based Evidence Profile 2018/19 <https://www.cornwall.gov.uk/rbep>.

3.3 Contributory factors

Like most places across the UK, Cornwall has seen dramatic increases in both population and traffic levels (a 7.5% and 9.3% increase respectively between 2007 and 2017). Figure 5.0 shows the correlation between traffic growth and collisions. While we cannot directly link the increase in serious collisions with the increase in traffic, it will be a contributory factor. We know that in slow moving, congested conditions the chances of a serious injury are actually reduced but it could have a causal link to people's choice of route and chances of collision with another vehicle on some of our rural roads.

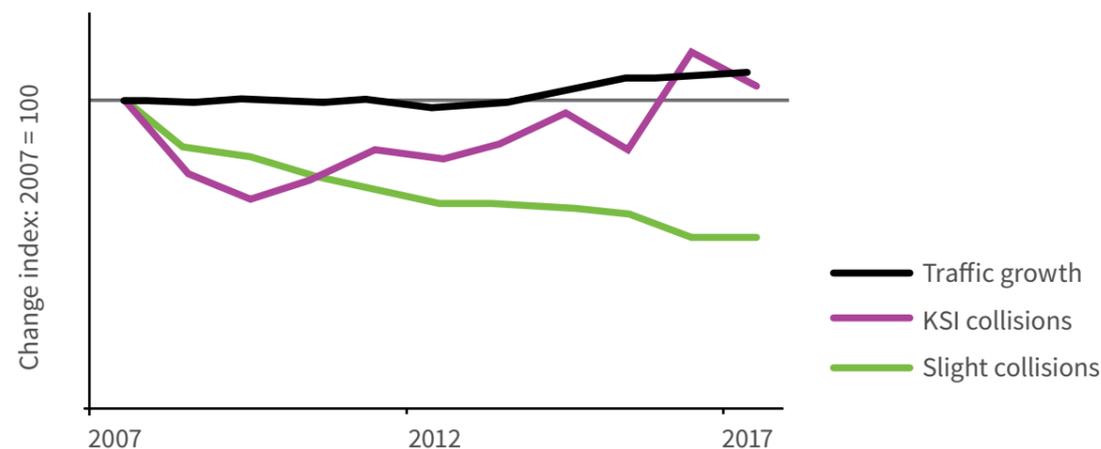


Figure 5.0 2007-2017 Traffic growth and collision correlation

Localised trends supporting this increase are also prevalent such as a change in population demographic (caused in part by increased life expectancy as well as ageing vehicles presenting accessibility issues and challenges).

We recognise that nationally, road safety has been identified as a social equity issue with traffic injury linked to poverty and deprivation; and the burden of injury falling most heavily on the most disadvantaged. Currently, the evidence collated and analysed within Cornwall does not show a strong correlation between traffic injury and deprivation. However, given that Cornwall has been ranked as the second poorest region in the whole of Northern Europe⁸ and 17 of our neighbourhoods are now amongst the 10% most deprived (an increase from 8 in 2010), we need to consider what other proxy indicators should be analysed to look at deprivation in more detail and our Action Plan (Appendix 1) identifies the need for a study to be commissioned.

An overwhelming majority (83%) of the contributory factors allocated to injury collisions are related to human behaviour. The remaining 17% are contributed to the road environment, weather, vehicle defect or other. Figure 6.0 outlines the top 15 contributory factors recorded for collisions in Cornwall, human error accounts for the top five of these. Human error will primarily be targeted through educational campaigns and enforcement operations. Engineering solutions will be considered to help road users avoid making errors of judgement by designing a road environment which encourages and guides positive behaviours.

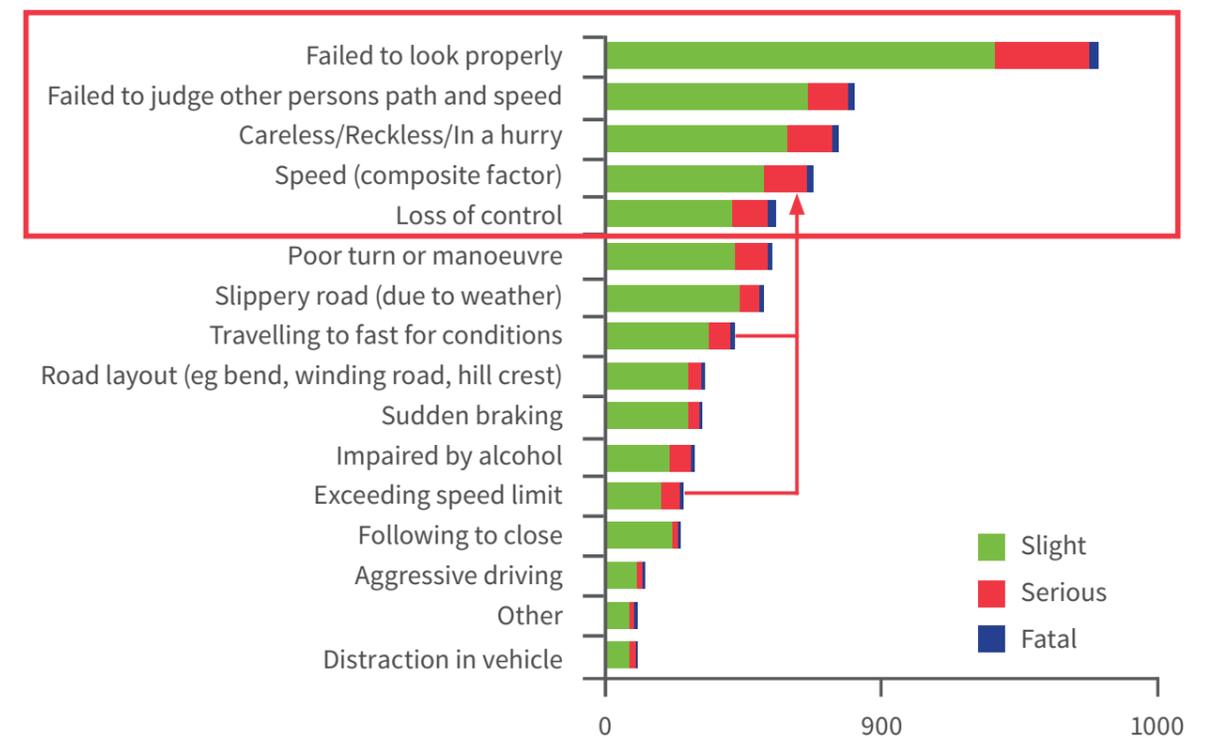


Figure 6.0 Top 15 Reported contributory factors 2015-2017

⁸Index of Multiple Deprivation, official measure of relative deprivation for small areas or neighbourhoods in England

Driving under the influence of alcohol is not one of the top five contributory factors for all KSIs but it is within the top five for car drivers aged 25-69 and pedestrians involved in KSI collisions. The 'Policing's Road Safety Strategy for Devon, Cornwall, Torbay, Plymouth and the Isles of Scilly: 2018-2021' identifies driving under the influence of drink or drugs as one of the five highest causation factors, which result in death or serious injury. Furthermore, Public Health's Local Alcohol Profiles for England show Cornwall to have amongst the highest rates of alcohol-related road traffic collisions (all) where at least one driver failed the breath test. Our Action Plan (Appendix 1) recommends further research to understand this issue to target campaigns to encourage behaviour change.

3.4 The perception of safety

People's perceptions of safety can affect the choices that they make in terms of mobility. These travel choices have a huge impact in terms of individual and community health. We know that if people perceive there to be a problem with speeding traffic it will affect their decisions on whether they can walk or cycle, whether they will let their children walk or cycle and for some of our most vulnerable residents it can affect whether they even leave the house. This often results in the use of motorised vehicles for short journeys.

Speed and the perception of speeding can cause severance in communities, stress and frustration and has a negative impact on people's health. Dealing with the perception of speeding and safety is an important area for the Council and Police to address for those communities affected. The framework for working closely with our communities is set out in Cornwall Council's "Localism and Devolution – A Fresh Approach" document⁹. This provides opportunities for communities to:

- Identify, agree and drive forward local priorities for their Community Network Area
- Have their say on local service delivery and on strategies that affect their communities
- Work together to promote the wellbeing of their local areas and bring communities together
- Build relationships between the people and organisations working in their communities. The Safer Towns Event is just one example of bringing together key organisations to engage with local residents to listen to community concerns.

Safer Town Event

Safer Falmouth is affiliated to Safer Cornwall, the statutory community safety partnership for Cornwall. The multi-agency approach provides a local and co-ordinated response to the issues that are identified by the partnership and the communities of Falmouth. The partnership works to reduce and prevent crime, disorder and anti-social behaviour. In April the partnership held an engagement event with the Office of the Police and Crime Commissioner to highlight the work of the group but also provide an opportunity for the community to raise community safety concerns directly to agencies. Partners were able to capture key concerns and either answer these directly or take away these concerns and follow them up after the event. Further events are planned given positive engagement received.



Falmouth safer towns event run in partnership with the Office of the Police and Crime Commissioner

In terms of transport, positive steps have already been taken with the establishment of a Community Network Highways Improvement programme. This programme will deliver a range of targeted measures improving local conditions to address and rebalance safety in each of the 19 Community Network Areas. During the first year of this programme (2018/19), over 100 schemes have been commissioned for delivery. These primarily include schemes to deter inappropriate parking or reduce the effects of speeding (speed reduction measures account for approximately a third of the schemes submitted).

A range of feasibility studies are commissioned each year to review areas of concerns across the highway network to identify possible improvement options. The 20mph zone for St Teath is just one example showing the work undertaken to support future capital delivery programmes.

Case Study – St Teath 20 mph Zone

In April 2016 concerns were raised in the village regarding safety. A request for a review of traffic management in St Teath was supported within the village with backing from the Local Member, the Parish Council and the primary school. Particular concerns have been raised for the safety of children walking to and from the village school and pre-school. Issues relating to lack of footways, combined with parked cars and moving traffic presented conflicts with pedestrians, especially during school drop off and collection times. In November 2016 Cornwall Council commissioned a Traffic Management Review Feasibility Study for the village which produced seven different options for the village to consider. A public consultation event was organised by the Local Member during which evidence for the preferred approach was taken from the residents. Funding for the agreed 20 mph zone has been secured through a section 108 agreement and work will commence in 2020.

Regular enforcement by the Local Roads Policing Team (Speed Detection Officers) is starting to address local community concerns. During the first quarter of 2019, 19 sites were visited with over 445 activations recorded. In addition, officers from the Devon and Cornwall Police No Excuse Team target the higher level of offending drivers, such as no driving licence, no insurance, drink or drug driving or those that slow down for the speed enforcement vans only to then continue their journey at excessive speed. Visibility of police enforcement in communities will in turn have a positive effect in terms of speed compliance.



Police enforcement van

Safer roads have much wider knock on effects: such as positively impacting health and air quality. Ensuring communities feel safe will support a positive change in travel behaviour, which is increasingly important if Cornwall Council is to meet its target to become carbon neutral by 2030.

⁹<https://www.cornwall.gov.uk/media/11821023/communities-devolution-offer-2015.pdf>

4 | Delivering safer roads - A safe system approach

This review puts at its core the recognition that tackling road safety can only be done by undertaking a multi-disciplinary, multi-agency approach and acknowledging that not one single agency can achieve road safety improvements in isolation.

This will include joining up our resources relating to evidence, research and road safety investigation so that we are in a better position to understand how and where to focus road safety interventions in the future. The Police have recently recognised that a renewed approach to road safety is required and recently published their response to this with their Policing’s Road Safety Strategy for Devon, Cornwall, Torbay, Plymouth and the Isles of Scilly: 2018-2021.

Along with our partners (the Police and Highways England), the Council will adopt the Safe System approach, a road safety framework that advocates a multi-disciplinary and multi-sectoral approach to address the road safety needs of all users.

The Safe System approach isn’t new – it has been at the forefront of road safety thinking for years and has been adopted throughout the world having become initially established in Sweden. The approach was endorsed by the UK Government in 2015 in the British Road Safety Statement “Working Together to Build a Safer Road System”¹⁰.

Planning for a Safe System approach centres on the understanding that humans are fallible and unpredictable; even the most experienced road users will make mistakes. There are physical limits to what the human body tolerates before harm occurs so our transport system needs to be forgiving, a collision should not result in loss of life or limb. It is incumbent on all organisations that have a role in road safety to design the whole network to ensure that when mistakes happen, the impact is minimised.



Figure 7.0 Safe System Pillars

¹⁰https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/487949/british_road_safety_statement_web.pdf

The Safe System advocates a conscious shift away from simply trying to prevent all collisions to preventing death and mitigating serious injury and is built upon five Pillars of Action to support a holistic approach to delivery (see Figure 7.0). These pillars and their supporting aims are set out below.

Safer roads and mobility

- Designing and maintaining our road network to reduce the chances of collisions occurring and the severity when they do.
- Making our highway look and feel safer to promote the use of active travel across Cornwall.
- Identifying locations and areas of our road network with the highest level of risk, especially when this relates to the most vulnerable road users.
- Modernisation and maintenance of the network – this will include passive safety. Ensuring where possible that roadside features are protected by vehicle restraint system or are crash friendly such as passively safe sign posts, lighting columns that offer a lower risk of personal injury when struck by a vehicle¹¹.



Griggs Quay, Hayle: Road space altered to provide dedicated cycle path

Griggs Quay, Hayle Causeway – Previously this on-highway section of the popular South West Coast Path National Trail was one of the few sections without a dedicated footway. This bold scheme involved reallocating the road space and providing a generous shared footway alongside the estuary. Footfall has increased along this dedicated footway linking Lelant with Hayle, and the St Ives branch line of the rail network. The Café that was initially impacted upon during the construction, but since has had a refit and the car park capacity increased.

¹¹According to the IAM Motoring Trust, nearly a fifth of all those killed in the UK each year are involved in a collision with a roadside feature.

Safer road users

- Providing education and training to encourage all road users to utilise our road network safely, targeting key groups where required.
- Supporting new drivers and inform them of the risks they face.
- Encouraging and promoting the use of our road network in a safe and considerate way.
- Ensuring that robust measures are in place to facilitate the compliance of the law as well as enforcement when it is broken.

Safer speeds

- Ensure that the speed on our roads are set appropriately taking into account the physical characteristics of them
- Developing and undertaking a series of speed enforcement initiatives
- Seeking educational opportunities to encourage reduced speeds



Low speed environment, Church Square Bodmin

The aim of the Bodmin low speed environment scheme is to encourage road users to slow down and consider each other; the absence of driver priority over the other drivers has caused them to pay more attention when approaching the junction. Since scheme delivery the following positive impacts have been achieved; NO₂ has decreased by 25%, traffic flows have decreased by 5% and average traffic speeds have decreased by 9%.

Safer Vehicles

- Promoting the use of newer and safer vehicles on our road network.
- Ensuring the Council provides a shining example of best practice in terms of fleet management and employee code of conduct.
- Aligning our procurement procedures to work with companies that share our road safety values.
- Working extensively with other key stakeholders, such as the Driver Vehicle Standards Agency and Trading Standards to ensure that the vehicles that are using our roads meet the required legal safety requirements.

Post-crash response

- Enabling rapid response and understanding causation to prevent reoccurrence.
- Understanding the limitations our highway network has on the ability of emergency services to attend collisions and treat casualties.
- Working with all emergency services to identify and deliver improvements to improve overall casualty response process.



The Safe System approach provides a solid foundation and 360° view of road safety for us to deliver from. To support our delivery we will adopt these key collaborative principles:

- We will work together as one team
- We will collaborate with our partners
- We will connect with our communities
- We will be evidence led in tackling KSIs

Our Action Plan (Appendix 1) sets out how we intend to implement the Safe System approach in Cornwall through education and engagement, engineering and enforcement.

5 | Measuring success

In its 2015 road safety statement “Working Together to Build a Safer Road System”, the Government supported local decision making rather than imposing centralised national targets and as a result there are currently no national targets to reduce killed or serious injury collisions. Measuring the number of people killed or seriously injured on our roads is still one of the most important indicators in road safety and is acknowledged in the Policing’s Road Safety Strategy.

While our ultimate vision is that no one will die or be seriously injured on our roads, we are realistic and whilst our road network allows for human error, we must set ourselves challenging and realistic performance measures to monitor the impact of the strategy. A key element of this strategy review is proposing that we work with our partners to agree and develop a meaningful road safety target that we are all accountable for. In the next 12 months, we will have a three year baseline of data (post 2016 CRASH) and from that new KSI reduction targets will be agreed through the Safer Cornwall Strategic Board.

Targets set will be supported by continued evidence and monitoring of the most vulnerable user groups (as set out in section 3.2). We will also continue to benchmark our performance against our South West authority partners and other shire authorities. Currently, Cornwall has among the highest rates of collisions when compared to other shire local authorities and our target is to be within the top quartile for performance.

In addition, over the next 12 months we will review how we measure ourselves in line with the work of the UK Parliamentary Advisory Council for Transport Safety (PACTS) who published ‘Developing Safe System Road Safety Indicators for the UK’ in October 2018¹². This sets out a recommendation to UK Government to introduce a range of Key Performance Indicators to measure the effectiveness of the Safe System approach. We will be working with our South West authority partners to review these recommendations in line with our own Performance Indicators.



- Percentage of traffic complying with speed limits on national roads
- Percentage of traffic complying with speed limits on local roads
- Percentage of drivers who do not drive after consuming alcohol or drugs
- Percentage of car occupants using a seat belt / child seat
- Proportion of drivers not using an in-car phone (hand held or hands free)
- Percentage of new passenger cars with highest Euro NCAP safety rating
- Percentage of roads with appropriate iRAP safety rating
- Percentage of emergency medical services arriving at accident scene within 18 minutes.

¹²<http://www.pacts.org.uk/2018/10/developing-safe-system-road-safety-indicators-for-the-uk-a-report-by-pacts-in-association-with-ageas/>

6 | Governance and resources

6.1 Governance

Preventing loss of life and serious life changing injuries will rely on an integrated partnership approach between the highway authorities, emergency services, health, education, vehicle manufacturers, media and enforcement agencies with each being accountable for delivering their part of the Safe System. It also relies on every road user, whether they drive, cycle or walk complying with the rules and adjusting their behaviour to take into account changes in weather or traffic conditions etc.

Key to instilling public confidence in the safety of our roads will be the effective co-ordination of personnel and resources across a range of organisations towards delivering a single shared vision. This means that everything: from decisions on road safety investment; to analysis of evidence; to responding to community concerns is coordinated centrally. The intention is to maximise the positive joint working that is already in place with our partners, make the most of limited resources by pooling the expertise and ensuring that our communities are clear on how each organisation is protecting them and keeping them safe on the roads. Ultimately, we would anticipate that this would result in a single road safety strategy for Cornwall in the future – but in the interim, we will work to develop a single integrated Action Plan, joining up partner agencies resources and intentions and being accountable for all of our roles through the Safer Cornwall Strategic Board.

While it is clear that everyone has a role, the breadth of large organisations and services involved can mean that to the public, it isn't clear who is responsible for what when it comes to road safety. Figure 8.0 proposes that the Cornwall Road Casualty Reduction Partnership will be the central steering group where all road safety partner agencies in Cornwall, come together to contribute towards the shared vision, allocating their own resources accordingly, in order to deliver it. The Safer Cornwall Strategic Board will provide the overall governance and scrutiny of the strategy and accountability for delivering against the Action Plan(Appendix 1). To ensure a consistent and co-ordinated response on speeding issues amongst all partners, we are recommending that we adopt and operate ‘Speed Compliance Action Review Form’ (SCARF), a process set up by Devon County Council and Devon and Cornwall Constabulary.

For more information regarding the roles and responsibilities of our key partners refer to Appendix 2.

6.2 Resources

The Cornwall Road Casualty Reduction Action Plan has been developed in line with the current budget allocation in the Council’s Medium Term Financial Plan and puts all of governance, education and engagement, engineering, and enforcement actions in a single plan. In the short-term (2019-2021), we will work more collaboratively across all Council departments and with our partners to join up resources, budgets, remove duplication of activities and maximise data and intelligence through a single road safety lead. Existing funding has been reprioritised to provide a greater emphasis on delivering locally led schemes for community benefit. During this period we will also look to supplement our financial resources by maximising opportunities to draw in additional funding through our road safety partners, DfT and developer funding etc.

We will ensure that moving forward; we put road safety at the heart of our Local Transport Plan and Localism programmes to inform future budget setting within the Council, continuing to match this wherever possible to other funding sources.

Appendix 1 | CRCRS action plan

Achieving a reduction in KSIs on our roads requires all road safety partner agencies collaborating together to work jointly and effectively. No single agency can achieve the reduction alone, the strategy is clear, we need to provide an integrated holistic approach towards road safety. We will research what works in order to avoid unintended consequences. For example, lowering speed limits does not necessarily lead to safer roads but in the wrong location can lead to overtaking, tailgating and other undesirable driver behaviour caused by frustration. Inappropriate speed limits can undermine respect for limits elsewhere, including in more built-up areas along a route, ultimately resulting in less safe roads. Speed limits are subject to national guidance and determined by a range of factors, including existing road characteristics, speeds and degree of development. They may require supporting measures to ensure compliance.

The following action plan details activities over the next two years and is based on existing resource and funding, which has been reprioritised with an emphasis on delivering locally led schemes to deliver community benefit. Actions fall within the headings of Governance and Review, Education and Engagement, Engineering and Enforcement (linking to the Policing strategy*) and Compliance and covers a broad spectrum of existing activities that will continue together with new areas of focus.

Over the next 12-24 months we will review the impact of these changes and look to harmonise each of the partner agencies action/delivery plans into a single integrated action plan that the Safer Cornwall Strategic Board will hold all partners accountable to. This will allow us time to review the changes and identify gaps in resources, funding and knowledge that we will agree to prioritise in future budget setting.

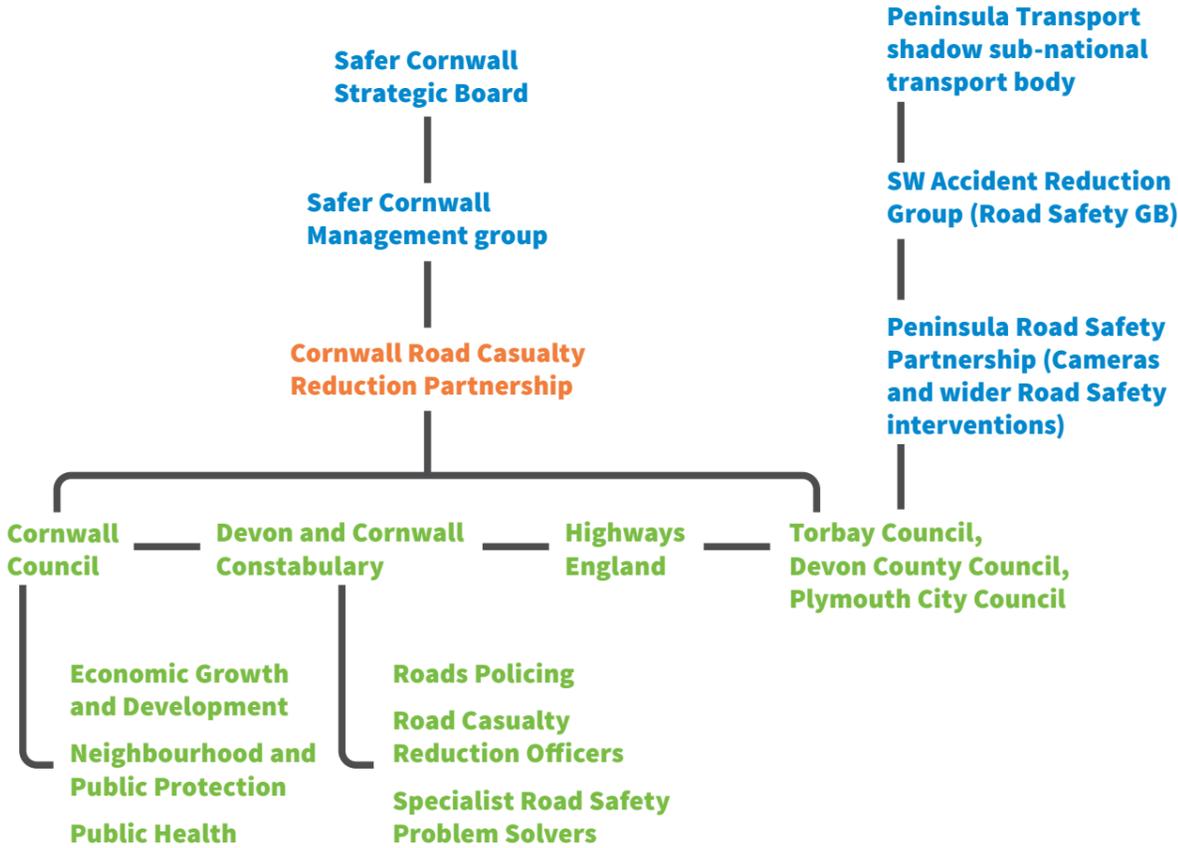


Figure 8.0 Cornwall Road Safety Governance

We acknowledge that in the future there will be fundamental changes that will have a positive effect on road safety. This will include increased automated safety functions built into vehicles, a move towards the introduction of autonomous vehicles and better driver information. From 2022, all vehicles sold in Europe will be equipped with intelligent speed assistance (ISA) and advanced emergency braking after new rules were provisionally agreed by the European Union (EU). The EU says that the plan could help avoid 140,000 serious injuries by 2038 and aims ultimately to cut road deaths to zero by 2050. The Department for Transport have indicated that this system would also apply in the UK, despite Brexit and Cornwall Council has backed calls for the introduction of this technology. The introduction of ISA vehicles on the network will start to act as pace makers to other vehicles and encourage positive behaviour in terms of speed compliance.

Technological and market advances will be monitored in terms of their impact and application in a rural authority and reflected in longer term reviews of the strategy.



“ Achieving a reduction in KSIs on our roads requires all road safety partner agencies collaborating together to work jointly and effectively. ”

*[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018\(v.2\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018(v.2).pdf)

Action	2019-2020				2020-2021				Safe system pillars				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
Governance and Review													
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													

Action	2019-2020				2020-2021				Safe system pillars				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
Education and awareness campaigns													
15													
16													
17													
18													
19													
20													
21													
22													
23													
24													
25													
26													
27													
28													
29													

* Watch Delivery - Firefighters from whole time stations are targeted with delivering monthly campaign activities as prescribed by Prevention, Protection and Road Safety Team to increase campaign reach.

Action	2019-2020				2020-2021				Safe system pillars				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
30 Older Drivers: Advice for Carers - Carry out visits to provide advice for carers to Age UK and Dementia Friends groups (older driver awareness of Driving Safer for Longer scheme).										✓			
31 Cyclists: Cyclewise and Bikeability Training - Promotion and expansion of Cyclewise and Bikeability training with a view of making this service available for every child in year 6 and adults.										✓			
32 Cyclists: Cycle Maintenance - Free of charge cycle/scooter repair services and basic maintenance skills provided to pupils at select schools or organised events.										✓			
33 Cyclists: Active Travel Information - Ensure that the information available to the public to assist Active Travel choices is regularly reviewed to be kept up to date, including route advice / maps etc.										✓			
34 Cyclists: Cycling Prevention and Road Safety - Campaign materials, Campaign delivery (Team and Watch), Campaign evaluation (report) (Look, Share, Be Bike Aware).										✓			
35 Cyclists: Safety Training for Year 7 - Delivery of year 7 training regarding dangers of cyclist distraction.										✓			
36 Motorcyclists: Biker Down events - Organise Biker Down events in Cornwall (Crash scene management, first aid, science of being seen).										✓			
37 Motorcyclists: Pre-CBT Awareness for Young Riders - Investigate and pilot pre-CBT awareness initiative for newly qualified young riders (regarding protective clothing, vehicle maintenance, safe riding habits).										✓			
38 Motorcyclists: Newly Qualified Motorbike Riders - Promote importance of protective clothing to new riders through mannequin roadshow at CBT providers/motorcycle retailers.										✓			
39 Motorcyclists: Bikesafe events - Led by the Police but supported by the Council.										✓			
40 Young Driver: Driver Awareness Training - Deliver newly licensed driver awareness training/education (in car distractions including mobile phones/passengers, speed, drink/drug driving).										✓			
41 Young Driver: Learn2Live events & follow up sessions - Deliver events/people attending (in car distractions including mobile phones/passengers, speed, drink/drug driving). Deliver follow up workshops as required.										✓			
42 Young Driver: Educational engagement events - Deliver events to educate and inform young drivers (in car distractions including mobile phones/passengers, speed, drink/drug driving, tyre safety).										✓			
43 Young Driver: Wrecked/RUSH - Support campaign via service delivery (fire stations) support (in car distractions including mobile phones/passengers, speed, drink/drug driving).										✓			

Action	2019-2020				2020-2021				Safe system pillars				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
44 Employers: Driver Safety - Review and update employer driver safety policies including Cornwall Council and develop compulsory training modules as appropriate. Checks to be done annually by managers										✓	✓		
45 Employers: Education - Work with the Police to deliver targeted education to employers where drivers have been identified as high risk due to intelligence received.										✓	✓		
46 Employers: Driving for Better Business - Support Highways England's Driving for Better Business events.										✓	✓		
47 Diversions Courses - Deliver education to drivers committing marginal offences targeted towards appropriate offences which would include speeding and driving without due care and attention.										✓			
Engineering													
48 Morval Feasibility Study - Identify deliverable solutions to address speed concerns raised by local community outcome to inform delivery of future solutions.										✓	✓	✓	
49 Lanner Feasibility Study - Identify deliverable solutions to address speed concerns raised by local community outcome to inform delivery of future solutions.										✓	✓	✓	
50 B3297 Feasibility Study - Route Review to identify deliverable solutions to address speed concerns raised by local community outcome to inform delivery of future solutions.										✓	✓	✓	
51 St Stephen in Brannel Feasibility Study - Identify deliverable solutions to address speed concerns raised by local community outcome to inform delivery of future solutions.										✓	✓	✓	
52 Dracaena Avenue Falmouth Feasibility Study - to investigate a comprehensive pedestrian/cycle route.										✓	✓	✓	
53 Rosudgeon Feasibility Study - Identify deliverable solutions to address speed concerns raised by local community outcome to inform delivery of future solutions.										✓	✓	✓	
54 Crane Road, Treswithian, Camborne - Investigation to improve School Crossing Patrol safety.												✓	
55 Indian Queens School - Road safety improvements to be investigated, as set out in the Travel Plan, for future delivery.													
56 Accident Cluster Site Investigation - A374 Underway Plantation Bend, Polbathic, Torpoint.												✓	
57 Accident Cluster Site Investigation - A39 Morlaix Avenue Bend (Southbound), Truro.												✓	
58 Accident Cluster Site Investigation - A3072 Kings Hill Junction Stratton Road, Bude.												✓	
59 Accident Cluster Site Investigation - Poldhu Road Bend, Mullion.												✓	

	Action	2019-2020				2020-2021				Safe system pillars					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response	
60	Accident Cluster Site Investigation - A39 Fairmantle Street, Truro.													✓	
61	Accident Cluster Site Investigation - A39 Dracaena Avenue, Falmouth.													✓	
62	Accident Cluster Site Investigation - A390 West Langarth Farm, Penstraze.													✓	
63	Accident Cluster Site Investigation - A3072 Red Post Garage, Bude.													✓	
64	Accident Cluster Site Investigation - B3415 New Road Hill, Fowey.													✓	
65	Accident Cluster Site Investigation - B3311 Balnoon Junction Hasletown, St Ives.													✓	
66	Accident Cluster Site Investigation - B3274 Trevibban Crossroads, St Merryn.													✓	
67	Accident Cluster Site Investigation - B3301 Chenhalls Road Junction, Hayle Causeway.													✓	
68	Accident Cluster Site Investigation - A3047 Penhallick Road Junction, Dudnace Lane Traffic Signals, Pool.													✓	
69	Accident Cluster Site Investigation - At A3075 Pendown Cross, Perranporth.													✓	
70	Accident Cluster Site Investigation - A3047 Foundry Road Junction, Kerrier Way Traffic Signals, Camborne.													✓	
71	Accident Cluster Site Investigation - A30 Catchall Junction, St Buryan.													✓	
72	Accident Cluster Site Investigation - Morrisons Mini-Roundabout, Treloggan Road, Newquay to include potential realignment of roundabout entries.													✓	
73	Mabe Village - Deliver traffic calming features to create a low speed environment.									✓				✓	
74	Daw's House, Launceston - Revised signing, VAS to reduce speed.									✓	✓			✓	
75	Grampond - Deliver average speed camera system.									✓	✓			✓	
76	Rame Peninsula Traffic Management - Implement a circulatory system and variable message sign to improve traffic flow and safety and review potential future junction improvements at Antony.									✓				✓	
77	Rosudgeon - Deliver vehicle activated sign and explore ANPR system to display license plate to include post scheme speed monitoring.									✓	✓			✓	
78	Local Speed Limits - Review local speed limits where development has changed the nature of the community/environment over time (reviewed alongside DfT guidance) and deliver appropriate measures when required.									✓				✓	
79	A38 Improvements - Identify and deliver a range of improvements targeted towards driver behaviour change and casualty reduction.									✓	✓			✓	

	Action	2019-2020				2020-2021				Safe system pillars					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response	
80	Pedestrian Route Assessment Programme - Continue annual assessment of pedestrian routes to school. Provision of free school transport where route deemed unsafe.													✓	
81	Community Network Highways Improvements Programme - Deliver a range of targeted measures improving local conditions, address and rebalance safety in each of the 19 Community Network Areas.													✓	✓
82	Illegal and dangerous parking - Public Space Protection Orders preventing illegal and dangerous parking, keep clear lines outside school entrances with support of D&C Police.													✓	
83	Road Safety Audits (RSA) - Continue to undertake audits for all highway works undertaken where appropriate on our network to ensure designs and implemented works are as safe as possible.													✓	✓
84	RSA Planning Process - Ensure road safety is a key concern of the planning process especially where new developments involve alterations to the highway layout. A stage 1 RSA undertaken as part of pre-planning application and more detailed assessments as during application.													✓	✓
85	Local Safety Scheme, High Risk Routes and Route Treatments - Improvements identified and programme for implementation agreed annually for KSI sites.														✓
86	Drainage - Manage the impact drainage has on road safety across the network through this plan and the highway maintenance plan.														✓
87	Keeping a Safe Network - Regular reviews of our highway asset management policies and strategies to ensure statutory obligations are met and best practice promoted to ensure that the highway network is kept in a safe and serviceable condition.														✓
88	Passive Safety Measures - Will continue to be a key consideration in scheme design and implemented across our network, where appropriate.														✓
89	Skid Resistance - Continue to undertake the programmed review of skid resistance data across the network to ensure that the necessary standards are met.														✓
90	Tehidy Road to Rosewarne College - Deliver enhanced pedestrian facilities between Camborne town centre and the College.														✓
91	Street lighting - Design and deliver lighting solutions that ensure sufficient and appropriate levels of illumination.														✓
92	St Austell Par Moor Road - Deliver a new footway/ cycleway.														✓
93	Telegraph Hill, Tolgulow Recreation Ground - Deliver junction improvement to facilitate safer access to recreation ground.														✓

	Action	2019-2020				2020-2021				Safe system pillars				
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
94	Saltash - Deliver a range of pedestrian/cycle links to create a comprehensive and safe network (with targeted consideration for our vulnerable user groups, children U16 gaining independence and over 70s).													✓
95	Bude - Deliver a range of pedestrian and cycle links to create a comprehensive and safe network (with targeted consideration for our vulnerable user groups, children U16 gaining independence and over 70s).													✓
96	Helston - Deliver a range of pedestrian and cycle links to create a comprehensive and safe network (with targeted consideration for our vulnerable user groups, children U16 gaining independence and over 70s).													✓
97	Bay to Bay (Penzance) - Deliver cycleway improvements along the coast of Mounts Bay between Marazion and Mousehole.													✓
98	Truro Loops - Provide match funding to deliver pedestrian and cycling improvements along the old freight railway track linking to Newham port.													✓
99	Looe to Plymouth Trail - Provide match funding towards the delivery of a multi use leisure trail.													✓
100	A390 St Ann's Chapel - Deliver pedestrian crossing facilities and road safety improvements to reduce speeds.													✓
101	Porth Crossing - Deliver new pedestrians islands, road marking and minor kerb alignment.													✓
102	Ponsanooth - Deliver a new crossing facility and relocation of bus stop.													✓
103	Launceston Bridges - Deliver two new strategic bridges connecting communities to the town centre.													✓
104	Annual Review of all collision cluster sites - To identify and prioritise all formal accident sites to inform future programme of investigation for 'Local Safety Scheme' works.													✓
105	A39 Knightmill - Implement revised carriageway alignment and signing to improve safety.													✓
106	Eastbound A30 Off slip Junction A3047 Avers Roundabout, Redruth - Improved safety at overbridge junction working with Highways England.													✓
107	Polstrong to Roseworthy, Camborne - Deliver a ghost island and improved signing in conjunction with maintenance works, to improve safety.													✓
108	B3274 Beech Lodge Junction, Bodmin Road, Trethowel - Deliver improved junction signage.													✓
109	A39 Stickenbridge Bend - Deliver realignment of carriageway and lining, resurfacing.													✓
110	A388 Treburley Pedestrian Crossing - Review pedestrian island requirement.													✓
111	Whitemoor School - Undertake investigation of local concerns.													✓

	Action	2019-2020				2020-2021				Safe system pillars				
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response
112	Stithians Lake - Delivery of safety fence to prevent vehicle entry to water, improved signing.													✓
113	B3298 Scorrier Crossroads - Delivery of a safety scheme to address serious accident record.													✓
114	A388 Junction A390 Southern Road Roundabout, Callington - Proposed realignment of roundabout to improve deflection; landscaping.													✓
115	South Trefula Bend, St Day Road, Redruth - Deliver minor realignment, signing, surfacing.													✓
116	White Lodge Junction, A38 Glynn Valley - Provide additional signing.													✓
117	A39 Tresillian Bridge Safety/Structures - Provide physical protection to bridge parapet, improved delineation of bend, standardised junction layout.													✓
118	A387 Station Road, Looe - Provide high-retention kerbing to prevent vehicles from leaving the carriageway.													✓
119	A3071 Safer Route Works - Deliver major series of safety and maintenance improvements between Mount Misery Roundabout and St Just (construction post 2021).													✓
120	A3058 Safer Route Works - Complete detailed designs for major series of safety and maintenance improvements between Quintrell Downs and Summercourt (construction starts 2020/21).													✓
121	A3047 Treswithian Pedestrian Island - Provision of crossing island adjacent to cemetery.													✓
122	A388 St Thomas Road, Launceston - Construction raised and strengthened parapet wall to prevent vehicles from rolling leaving road and rolling down slope.													✓
123	B3268 Bodmin Secondary College - Review and deliver proposed works to improve School Crossing Patrol safety.													✓
124	Trengrouse Way, Helston - Investigation to improve School Crossing Patrol safety.													✓
125	Ropehaven Road, St Austell - Permanent severance of traffic to address residents' concerns.													✓
126	Boilerworks Road, Enys Road, Camborne - Review provision of footway, traffic calming and other safety improvements arising from developer contribution.													✓
127	Bank Street Newquay - Deliver enhanced environment for pedestrians and cyclists through the junction of Bank Street/ Marcus Hill/ Trebarwith Crescent in keeping with its town centre location including a link for cyclists between the Tram tracks and the cycleway on Manor Road (without having to dismount).													✓

	Action	2019-2020				2020-2021				Safe system pillars					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response	
128	Porthpean Junction St Austell - Deliver a capacity and pedestrian/cycleway improvement scheme on the Porthpean Junction A390 St Austell.													✓	
129	Trevenson Road Pool - Deliver a range of pedestrian and cycle links to create a comprehensive and safe network and providing a signalised crossing.													✓	
130	Station Hill Truro - Deliver improvements to existing pedestrian refuges.													✓	
131	Kenwyn Hill Truro - Deliver a pedestrian crossing.													✓	
132	Wherrytown, Penzance - Delivery of new Puffin crossing (future proofed to Toucan crossing).													✓	
133	Tavistock Road, Launceston - Delivery of Toucan crossing.													✓	
134	Chyandour, Penzance - Delivery of new Puffin crossing (future proofed to Toucan crossing).													✓	
135	St Teath Traffic Management - delivery of a 20mph zone funded through S106.									✓	✓			✓	
136	Cycle Safety Integration Designated Funds - Deliver 5 schemes focused on pedestrian, cycle and potentially equestrian routes).													✓	
137	Victoria to Roche - Delivery of footway/footpath. Temporary feature for 3-5 years until A391 works are completed.													✓	
138	Cornwall Council Fleet - Public tender for 5 star NCAP service vehicles.										✓				
139	Incident response time - Review locations where road improvements maybe required to reduce emergency services incident response times (including diversionary routes).														✓
Enforcement															
140	School parking enforcement (Officers) - Parking enforcement officers and D&C Police officers to enforce parking outside of schools, targeting schools with known compliance issues.										✓				
141	Parking enforcement (ANPR) - Procure three camera cars to improve parking compliance.										✓				
142	Parking enforcement (ANPR) - Regular enforcement using the three new camera cars to improve parking compliance, including outside schools. Equipment on such vehicles can utilise ANPR systems to flag up a contravention and a Penalty Charge Notice can be issued if required.										✓				

	Action	2019-2020				2020-2021				Safe system pillars					
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Safer Speeds	Safer Road Users	Safer Vehicles	Safer Roads and Mobility	Post-Crash Response	
143	Community Speed Watch (CSW) - Establish a CSW group in each of the Community Networks where requested to support roll out of CSW activity. Site locations agreed through Community Networks/Police (applies to areas with speed limits of 40mph or less). Volunteers trained to undertake CSW monitoring.													✓	✓
144	Operation Snap - Will provide a mechanism for road users to share footage of offences seen by motorists on dashcams.													✓	✓
145	No Excuse Team - recently introduced to Roads Policing to target high risk activity linked to Fatal Five.														
146	Innovation Challenge - Police will launch this in the summer of 2019. Looking to procure technological solutions/artificial intelligence to reduce collision investigator time at the scene of a collision by 50% (reduces road closures).														
147	DVLA Devolved Powers - From June 2019, Devon & Cornwall Police will have powers to seize untaxed vehicles (after 60+1 days).														
148	Roads Policing - The Policing Road Safety Strategy will deliver actions under their 5 headings Prevention, Intelligence, Enforcement, Reassurance and Partnership and Policy.													✓	✓
Compliance															
149	Passenger Transport Services - Continued monitoring to ensure licences, insurances; DBS (Disclosure Barring Service) are compliant.														✓
150	HGVs / Commercial Vehicles - Deliver programme of stop checks for overloading, vehicle condition, drivers hours; a multi-agency approach by the Police, Trading Standards & Driver Vehicle Standard Agency.													✓	
151	Used Vehicle Sales (Safety) - Improving motor dealer standards through promotion of the Buy With Confidence trader approval scheme and forecourt safety inspections.													✓	
152	Hire Vehicles (Safety) - Follow up complaints regarding supply of unroadworthy hire vehicles, including those offered for holidays purposes (i.e. camper vans).													✓	
152	Cornwall Council Standards - Annual check of employee driving licenses, MOT and insurance for compliance.													✓	
153	Bus Drivers - Must hold a Certificate of Professional Competence for Drivers (includes Customer Care and Safeguarding).													✓	
154	Taxi Drivers - Must have received Training organised by the Council in Contract Compliance and Safeguarding.													✓	

Appendix 2 | Roles and responsibilities

Set out below are the roles and responsibilities of the services and teams within Cornwall Council and our road safety partner agencies who contribute towards casualty reduction. A link has been provided to direct you to our partner's strategies or website for further information about what they do. This list is not exhaustive but provides details of the key teams and organisations.

Cornwall Council

Transport and Infrastructure - Set out in section 39 of the Road Traffic Act 1988, Cornwall Council as the Local Highway Authority, is duty bound to undertake a programme of measures to promote road safety. It must also carry out studies into collisions arising out of the use of vehicles on roads and take action to implement appropriate measures to prevent such collisions. This investigation informs a number of road safety related programmes such as Local Safety Schemes and Route Treatments. We manage and maintain approximately 7500km of highway in Cornwall.

Cornwall Fire and Rescue Service (CFRS) - are directly involved in post-crash response and delivering education, training and awareness campaigns (ETA) to promote safer road user behaviour through targeted lessons, workshops, initiatives, schemes and events. The service works in partnership with Devon and Cornwall Police, Highways England, Cormac, South Western Ambulance Service NHS Foundation Trust, Public Health and voluntary and community sector agencies both locally and further afield in a joint approach to contribute to the international aim of safer systems for road users.

<https://www.cornwall.gov.uk/community-and-living/cornwall-fire-and-rescue-service-homepage/about-us/how-were-performing/prevention-and-protection-strategy/>

<https://www.cornwall.gov.uk/roadsafety>

Community Safety Team - manages Cornwall's community safety partnership, Safer Cornwall, and drives delivery against the local strategy to tackle crime, alcohol, drugs, anti-social behaviour and other issues that impact on community safety. The partnership is made up of six statutory organisations (including Cornwall Council, the Fire and Rescue Service and Police), working alongside a wide range of other agencies to ensure that Cornwall is a place where the people who live, work and visit here feel safe and are safe. All partners come together to assess, discuss and agree what poses the greatest threat to the community safety so that we can identify our priorities and target our resources in the right places.

<https://safercornwall.co.uk/crime-in-your-area/documents-and-publications/>

Localism Community Link Officers - will work with local communities to influence the use of their roads, for example through Community Speed Watch initiatives where local volunteers work with Police to monitor speeds. Programmes such as the Community Networks Highway Improvement will provide communities with a greater say and ability to work collaboratively on enforcement, traffic management and highway measures to improve their local environment and road safety.

<https://www.cornwall.gov.uk/community-and-living/communities-and-devolution/community-networks/>

Public Health - The public health department is involved in monitoring health and wellbeing levels of the Cornish population and in implementing policies to tackle health issues. The Physical Activity Strategy 'Transforming activity levels by 2020' sets the basis to promote more physical activity and active modes. This will help to decrease car dependency and its negative health outcomes, including road collisions. Road collisions are preventable causes of injuries and death that can disproportionately affect individuals with low income. Public Health identified road safety as a concern for reducing life-expectancy inequalities in its "Strategy to Reduce Health Inequalities". Work on developing 'Shaping our Future' is underway this looks at changing the way we provide health and social care services for the peoples of Cornwall and the Isles of Scilly.

<https://www.cornwall.gov.uk/health-and-social-care/public-health-cornwall/physical-activity-strategy/>

<https://www.cornwall.gov.uk/media/19802423/health-inequalities-2011-16-v2.pdf>

<https://www.shapingourfuture.info/>

Trading Standards - Trading Standards have enforcement responsibilities under the General Product Safety Regulations 2005 and the Road Traffic Act 1988, for the safety of vehicles sold or hired out by businesses. This can include pro-active inspection of vehicles offered for sale on trade premises; or the investigation of complaints from members of the public following supply.

Enforcement responsibilities extend to the safety of owned vehicles which are supplied back to consumers following a service or repair; as well as the safety of tyres (both new and part-worn) at the point of supply. Safety standards are also enforced for key road safety products, such as motorcycle helmets and clothing.

Trading Standards offer business support and advice services to the motor trade on their legal obligations through the Business Regulatory Support Hub. In addition the Service is promoting good practice with motor dealers by growing the membership of the 'Buy With Confidence' approval scheme.

<https://www.cornwall.gov.uk/business/trading-standards/>

Devon and Cornwall Police

The "Policing's Road Safety Strategy 2018-2021" developed by Devon & Cornwall Constabulary reinforces the Police and Crime Commissioners' and Chief Constables' shared vision for '**Safe, Resilient and Connected Communities**'. By adopting the Safe System approach and connecting communities with policing they will deliver an **Accessible, Responsive, Informative and Supportive** service to keep communities safe.

Investment in road safety capacity through the strategy will include 20 new officers across Devon and Cornwall including:

- A new No Excuse proactive enforcement team
- An increase in roads policing officers and focus on Fatal 5 causes of accidents
- A network of specialist Road Casualty Reduction Officers, including a dedicated officer for Highways England
- Improvements to the operation of Community Speedwatch
- Convening of vulnerable road user groups

[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018\(v.2\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/PCP_Roads%20Policing%20Strategy_Oct%202018(v.2).pdf)

Office of the Police and Crime Commissioner

The Police and Crime Commissioner (PCC) is responsible for setting the strategic direction for policing in Devon and Cornwall and has included a significant focus within the Police and Crime Plan 2017-2020 on road safety. The PCC is also responsible for the provision of victim care services across the Peninsula. The PCC's office is working with Cornwall Council and other partners to support the delivery of safer roads through investing in the police response to road safety and supporting wider delivery of the new policing strategy. Our PCC leads nationally on road safety for all Police and Crime Commissioners.

[https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/Police%20and%20Crime%20Plan%202017-2020%20FINAL%20\(002\).pdf](https://devonandcornwall.s3.amazonaws.com/Documents/Our%20information/Key%20document/Police%20and%20Crime%20Plan%202017-2020%20FINAL%20(002).pdf)

Highways England

A government-owned company responsible for operating, maintaining and improving England's motorways and major A roads including most of the A30 and A38 in Cornwall. Understanding causation factors behind incidents and improved intelligence in respect of road safety will enable targeted investment. Highways England are committed to delivering modernisation, maintenance targeted safety measures, working with industry bodies, motoring organisation and enforcements develop campaigns to target vehicles maintenance and work with partners to develop targeted enforcement and education interventions to address a wide range of non-compliance issues which impair driving, such as fatigue, distraction, alcohol and drugs.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/424467/DSP2036-184_Highways_England_Delivery_Plan_FINAL_low_res_280415.pdf

NHS Kernow

The clinical commissioning group for Cornwall and the Isles of Scilly. The Constitution for NHS Kernow is a foundational document that will allow for the transfer of statutory responsibilities and enable General Practitioners to be at the heart of changing how healthcare is commissioned.

The health sector can act as a powerful catalyst for effective implementation of the "Safe System" approach. Data, such as hospital admission records, for example, are an essential resource to help policymakers determine their priority road safety actions.

<https://doclibrary-kccg.cornwall.nhs.uk/DocumentsLibrary/KernowCCG/OurOrganisation/Policies/NHSKernowConstitution.pdf>

South Western Ambulance Service Foundation Trust (SWASFT)

SWASFT play a vital in the post-crash responsive role ensuring that emergency vehicles and medics are dispatched quickly to a scene of an accident to administer immediate care and ensure that patients are transferred to hospital where on-going care is provided. Crash victims have a better chance of recovery, or avoiding death if they receive quick medical treatment at the scene of an injury. Emergencies happen at all times of the day and night and SWASFT operates a 24 clinical response to 999 calls to ensure patients receive the right care as quickly as possible – whenever and wherever it's needed.

<https://www.gov.uk/government/groups/south-western-ambulance-service-nhs-foundation-trust>

Peninsula Road Safety Partnership (PRSP)

The membership of the PRSP includes Cornwall Council, Torbay Council, Plymouth City Council, Devon City Council, Highways England and Devon & Cornwall Police. A priority for the group is to improve the health and wellbeing of residents specifically through the reduction of speed related collisions (through safety camera operations and strategic initiatives addressing wider road safety issues).

A strategic needs assessment is underway to identify commonalities across partner agency strategies. This will inform discussions about joint objectives, targets and mutual inventions. In time this may see the development of a Peninsula Road Safety Strategy to be agreed by strategic leaders.

<https://www.prsp.org.uk/>

Contact us

For advice and guidance please email us at:

connectingcornwall@cornwall.gov.uk

Or call us on:

0300 1234 222

If you would like this information in another format or language please contact:

Cornwall Council, County Hall,
Treyew Road, Truro, TR1 3AY

e: equality@cornwall.gov.uk

t: 0300 1234 100