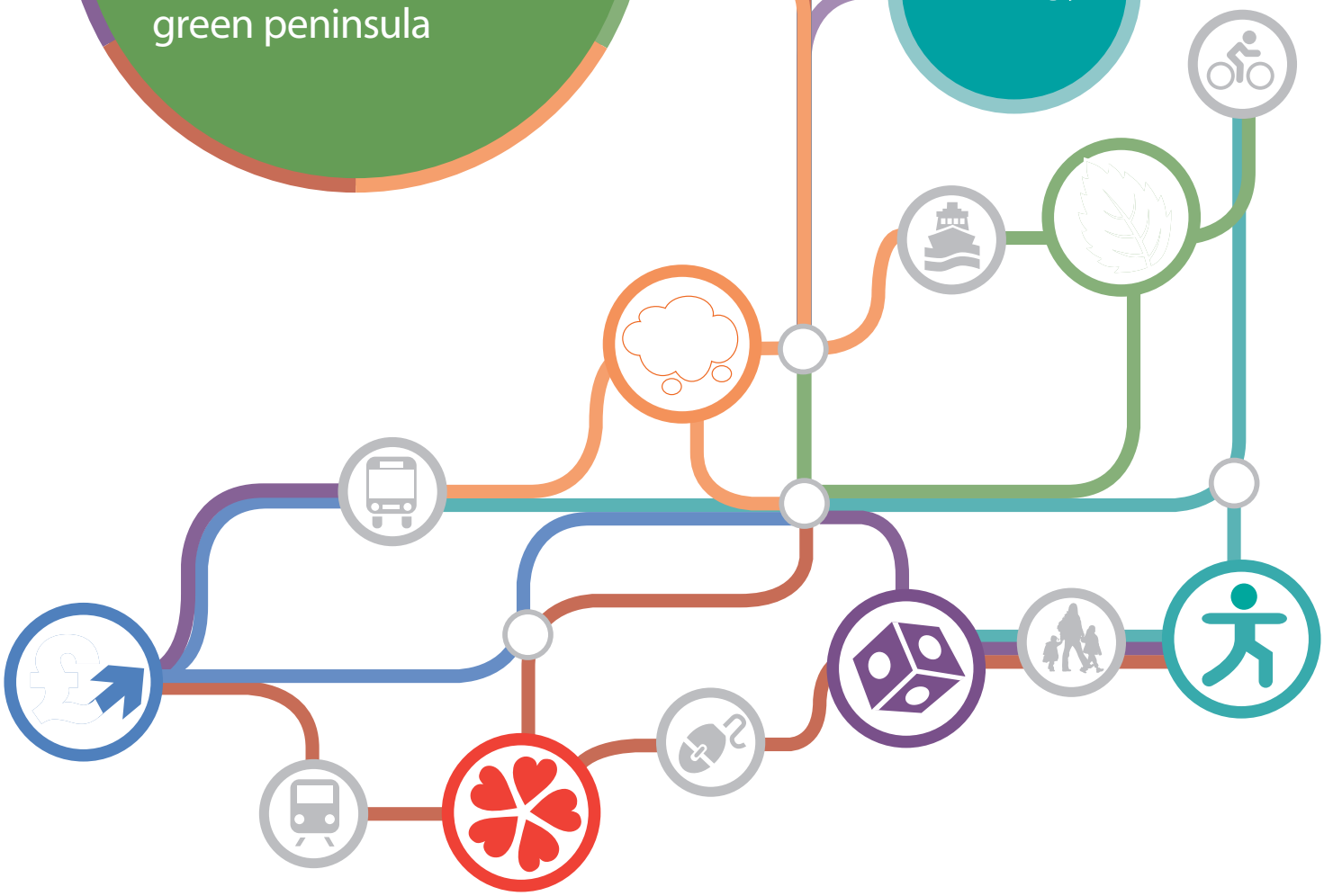
Connecting Cornwall: 2030

moving towards a green peninsula

Strategy



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CORNWALL COUNCIL

March 2011

Raglavar

Yma Kernow yn prys a janj na welsyn bythkweth kyns. Y'n diwettha 18 mis chalenjys erbysiethek re sevis dres oll an bys, ha dhedha kowrogeth na yllys hy dargana hag y prederis lies hy bos anpossybyl.

System a wovernans an wlaskor re janyas orth nivel kenedhlek keffrys ha leel. An kevradh uhel may tevnydhyn agan fentynyow naturek a styr nag eus na fella dewisyow; res yw dhyn ni kavos ken fentynyow a nerth. Y fia ankrysadow nans yw saw nebes bledhynnyow dhe dybi bos res dhyn ni konsydra py rannow a'gan rosweyth hag isframweyth yn Kernow a dal bos gwithys rag uhella nivelyow an mor po martesen y fiens i kellys bys vykken.

Yma genen nebes chonsyow marthys ynwedh. Ni a drig yn ranndir gans kals a dekter hag istori y'n kyrhynnedh naturek ha drehevys yw aswonnys dres oll an bys. Ranndir may ma an rannngylgh poblek owth oberi war barth rag delivra kestrateji rag Kernow gans y vedrans a gowlwul savla a wra ledya bewnans sostenadow. Lemmyn yma dhyn an chons dhe wul erviransow orth nivel teythyek a wra dyghtya fatel wra tevi agan kemeniethow ha shapya displegyans Kernow y'n termyn a dheu. Oll an materow ma a wra effeythi an fordh a yllyn ni travalya, ha dewis y wul, ha kavos gonisyow y'n termyn a dheu. Kevrenna Kernow 2030 [Connecting Cornwall: 2030] a dowlen fatel wra karyans gorthybi dhe'n materow a vern ma.

Pub huni yw effeythys gans an system karyans nep prys y'ga bewnans pub dydhyek. Mar pe edhom mos dhe ober, po gortos rag delivrans dh'aga thre po negys po, yn sempel, mos rag kerdh. Yma edhom dhyn ni oll a garyans dhe oberi ragon ni yn effeythus, yn sur hag yn salow may hyllyn ni pesya gans an negys towlennys genen ni. Agan system karyans a brovi an sel rag oll an gonisyow erel may fydhyn ynna — yehes, adhyskans, negys, kenwerth po termyn dhe wari kyn fons. An fordh may hedhyn ni an gonisyow ma a dal chanjya rag aswiwa dhe vys ow chanjya.

Yn Kernow re dhiskwedhsyn ni y hyll bos lesel an effeyth a brovia gonisyow karyans da. Ni a'gan beus istori a nowedhians ha delivrans a vri uhel, a gowlwra war aga thorn sewyansow sewen dhe'n erbysiedh, kyrhynnedh, ha yehes a'gan kemeniethow. Agan kevarhowyow dres an diwettha degbledhen re dhiskwedhas tus dhe usya karyans poblek pan yw fydhyadow ha dhe vos parys dhe lavurya yn fordh dhyffrans pan gevren hynsyow kerdhes ha diwrosa kemeniethow yn salow.

An strateji Kevrenna Kernow [Connecting Cornwall] yw uhelhwansek, na drefen y vos herdhys gans an chalenjys meur ma hepken, mes drefen ev dhe vires dres an gorwel a dowlennans karya usadow a bymp bledhen bys yn 2030. Gans an hin erbysiethek a lemmyn, y hallsen ni leverel bos an chalenjys a dowlenna pella ages 5 bledhen a dheragon re gales, hag y kodh dhyn gorthybi dhe dowlenna herwydh an nivelyow arhasa a'gan beus lemmyn. Byttegyns, an pyth yw res dhyn surhe yw hemma: pan wellha an erbysiedh, del wra, po pan dhrehedhyn bleyn oyl, del dhargenir, y'gan bydh an maynys may hworthybyn dhe'n chanjyow ma awos y fydh genen policis krev parys y'ga le ha gwel uhelhwansek hirdermyn dh'agan gidya.

Nyns yw an strateji ma a dro dhe janj tromm. Porpos Kevrenna Kernow [Connecting Cornwall] yw dhe alosegi chanj hirdermyn dhe'n fordh may travelyn ha delivra karyans rag gwitha ha skoodhya pup tra a vas dhyn ni yn Kernow deg.

Konsler Graeme Hicks
Esel an Kabinet rag Karyans ha Fordhow Meur

Foreword

Cornwall is in a period of unprecedented change. In the last 18 months, economic challenges have arisen globally on a scale that few could have predicted, and many thought were impossible.

The governance of the country at a local and national level has changed. The rate at which we use our natural resources means that there are no longer choices; we must find alternative sources of energy. It would have been unthinkable just a few years ago to imagine we would have to consider which parts of our network and infrastructure in Cornwall would have to be protected from a rise in sea levels or else they could be lost forever.

We have some incredible opportunities too. We live in an area with an abundance of beauty and history in the natural and built environment that is recognised the world over. An area where the public sector is working together to deliver a joint strategy for Cornwall with its aim of achieving a leading position in sustainable living. We now have the opportunity to make decisions at a local level that will dictate how our communities will grow and shape the development of Cornwall for the future. All of these issues will impact on the way we can and choose to travel and access services in the future. Connecting Cornwall: 2030 sets out how transport is going to respond to these issues.

Everyone is affected by the transport system at some point in their daily lives. Whether they need to get to work, whether they are waiting for a delivery to their home or business or whether they are simply going for a walk. We all need transport to work for us effectively, efficiently and safely so that we can get on with the business we set out to do. Our transport system provides the backbone to all of the other services we rely on whether it be health, education, business, retail or leisure.

The way we access these services has to change to adapt to a changing world.

In Cornwall we have shown the impact that the provision of good transport services can have and we have a track record of innovation and high quality delivery that in turn achieves economic, environmental and health outcomes for our communities. Our investments over the last decade have demonstrated that when public transport is reliable people will use it or when walking and cycle paths safely link communities, people will be prepared to travel in a different way.

The Connecting Cornwall strategy is ambitious not only because it is driven by these significant challenges but because it looks beyond the usual five year transport planning horizon to 2030. Given the current economic climate we could say that the challenges of planning beyond five years are too difficult and we should react to planning with the funding levels we have now. However, what we must ensure is that when the economy picks up, as it will, or when we reach peak oil, as is predicted, that we have the means to respond to these changes because we have strong policies in place and an ambitious long term vision to guide us.

This strategy is not about overnight change. Connecting Cornwall is about enabling a long term change to the way we travel and deliver transport in order to protect and support everything we value in beautiful Cornwall.

Councillor Graeme Hicks

Cabinet Member for Transportation and Highways

We now have the opportunity to make decisions at a local level that will dictate how our communities will grow and shape the development of Cornwall for the future

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1 About Connecting Cornwall

Connecting Cornwall: 2030 is the Local Transport Plan for Cornwall and covers a period of 20 years. Connecting Cornwall is the key strategic policy tool through which the Council exercises its responsibilities for planning, management and development of transport in Cornwall, for the movement of both people and goods.

The publication of this third Local Transport Plan is a statutory duty for local transport authorities under the Local Transport Act 2008.

Connecting Cornwall is a key building block of both Future Cornwall 2010-2030 and the Core Strategy of the Local Development Framework. The Core Strategy is currently being developed for publication in 2012 and will set out the planning framework for housing and employment in Cornwall for the next 20 years. Future Cornwall has been developed to guide both the Core Strategy and Connecting Cornwall, which means that for the first time there is a single approach to people and place, covering what we want to achieve and how we will do it.

Connecting Cornwall is supported by an Implementation Plan which sets out how we will deliver the strategy in a series of shorter term programmes (these programmes will reflect the timescale of national funding). Developing a 20 year strategy is a fundamental change in transport planning and allows us to look beyond the usual five year horizon and aspire to achieve much greater outcomes. If we think only in the short term we would be constrained to reacting to the challenges we face now, rather than preparing ourselves to respond to the opportunities that may present themselves in the future. This strategy document sets out the guiding principles and policies for transport delivery in the longer term.

Connecting Cornwall is supported by a range of strategies that either address a particular statutory requirement set down by Government or expand on the policies and proposals of a particular transport mode over the same or a shorter time period.

Figure 1.1 illustrates the full suite of strategies that come under Connecting Cornwall and the timescale in which they will be produced. The detailed policies and guidance in these supporting documents are not duplicated in this overarching strategy document.

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Reports and Assessments

Title	Date of Publication
Evidence Base	Mar 2011
Monitoring Plan	Sep 2011
Equality Impact Assessment	Mar 2011
Consultation Report	Mar 2011
SEA Environmental Report (including HIA and HRA) and SEA Statement	Mar 2011

Supporting Strategies by Mode

Title	Date of Publication (Refresh)
Powered Two Wheelers	Nov 2004
Freight	Mar 2006
Accessibility	Mar 2006 (Mar 2012)
Transport Asset Management Plan	Jun 2006 (Jan 11 & Jun 11)
Active Travel (Currently Cycle Strategy)	2007 (2012)
Cornwall Countryside Access	2007 (2011)
Airport Surface Access	Nov 2008
Maritime	Mar 2012
Bus Information	Mar 2011
Sustainable Tourism	2012
Intelligent Transport Solutions	2012
Land Use and Transportation	2012
Public Transport	Mar 2012

These strategies will be updated to support the publication of the Local Development Framework (LDF)

Guidance and Advice Documents

Title	Date of Publication (Refresh)
Highways for New Developments – Cornwall Design Policy (2006) and Cornwall Design Guide (2001)	2001 & Jan 2006
Traffic Engineering Manuals:	
- Speed Management	Dec 2004 (Mar 2012)
- Parking	Feb 2005 (Mar 2012)
- Casualty Reduction	Apr 2005 (Mar 2012)
- Lorry Management	Feb 2006
- Pedestrian Crossings	Feb 2005
- Direction Signing	Feb 2005
- Consultation	Feb 2005
- Emergency Vehicles	Sep 2007
- Buses	Jul 2008
- Schools	
- Use of IT in Traffic Management	Mar 2012
Highway Electrical Maintenance Plan	2006
Travel Plans: Advice for Developers in Cornwall	2007 (Mar 2012)
Cornwall Civil Parking Enforcement Procedures	Apr 2007
Highways Maintenance Plan	2010 (annual update)
Highways Inspection Manual	2010 (annual update)
Network Management Plan	2011
Air Quality Action Plans	Mar 2011

Fig 1.1 **Supporting strategy documents** for Connecting Cornwall:2030

1.1 Structure of the document

The structure of Connecting Cornwall: 2030 and a summary of the contents is set out below.

1 **About Connecting Cornwall**

Sets out the role of the Connecting Cornwall strategy and Implementation Plan.

2 **Challenges and opportunities**

Sets out the context against which the Connecting Cornwall strategy has been developed. This includes the key challenges and opportunities and the policy framework.

3 **Connecting Cornwall: 2030 - the strategy**

Contains the full strategy which is effectively our response to the challenges set out in chapter 2. The chapter is split up into the six goals. Under each goal, there are supporting objectives and the policies and proposals that help to deliver those objectives. At the end of each goal we set out what the expected outcomes are.

4 **Delivering Connecting Cornwall**

Sets out the delivery framework and resources for Connecting Cornwall.

5 **Monitoring our outcomes**

Sets out how we will measure our success in delivering the strategy and achieving our outcomes.

6 **Testing the strategy**

Sets out how we have tested the strategy against four future scenarios.

7 **Reviewing the strategy**

Sets out how the strategy will be reviewed and updated over the next 20 years.

8 **Environmental assessment**

Sets out our obligations under European law to undertake a Strategic Environmental Assessment and Habitats Regulation Assessment as part of the strategy.

1.2 **Connecting Cornwall: 2030 vision**

The Connecting Cornwall vision is:

Transport in Cornwall will be excellent. Our transport system will connect people, communities, businesses and services in a way that is reliable, efficient, safe, inclusive and enjoyable.

Transport in Cornwall will:

- Respond to the challenges of climate change by ensuring we have a resilient transport network, reduce our reliance on fossil fuels in recognition of peak oil and support communities to live locally.
- Support economic prosperity and raise income levels by improving transport links for business and access to employment, education and training.
- Respect and enhance our beautiful natural and built surroundings through the way in which we travel and deliver transport.
- Encourage healthy active lifestyles by providing people with the opportunity to walk and cycle.
- Ensure our communities are safer and more enjoyable places to live and improve individual wellbeing by reducing the negative impacts of transport.
- Provide equal opportunities for everyone regardless of age, postcode, income level or ability, to feel safe and access the services they need.

Connecting Cornwall: 2030 sets out a strategy that will improve the quality of life for everyone who lives or works in, and visits Cornwall.

This vision is supported by goals and objectives (set out in Chapter 3).

Connecting Cornwall: 2030 sets out a strategy that will improve the quality of life for everyone who lives or works in, and visits Cornwall

2 Challenges and opportunities

The strategy has been developed against a backdrop of unprecedented change both at a national and local level.

Our climate, our economy, our resources and our population are all changing and this strategy must be able to cope with an uncertain future. This chapter summarises the fundamental challenges and opportunities that have defined our strategy.

2.1 **Climate change and natural resources**

Since the beginning of the 21st century, climate change has become a defining issue of our time. This is a global problem, with significant impacts on a local scale. In order to prevent catastrophic and irreversible climate change, atmospheric global greenhouse gas (GHG) emissions must be cut by 80% by 2050 (1990 baseline)[1]. GHG emissions from transport grew by 28% between 1990 and 2007 accounting for about one quarter of total EU emissions. In Cornwall, 27% of total GHG emissions are attributable to transport. Cornwall's ecological footprint, the measure of the environmental sustainability of the population, is higher than both national and global levels (as illustrated by Figure 2.1).

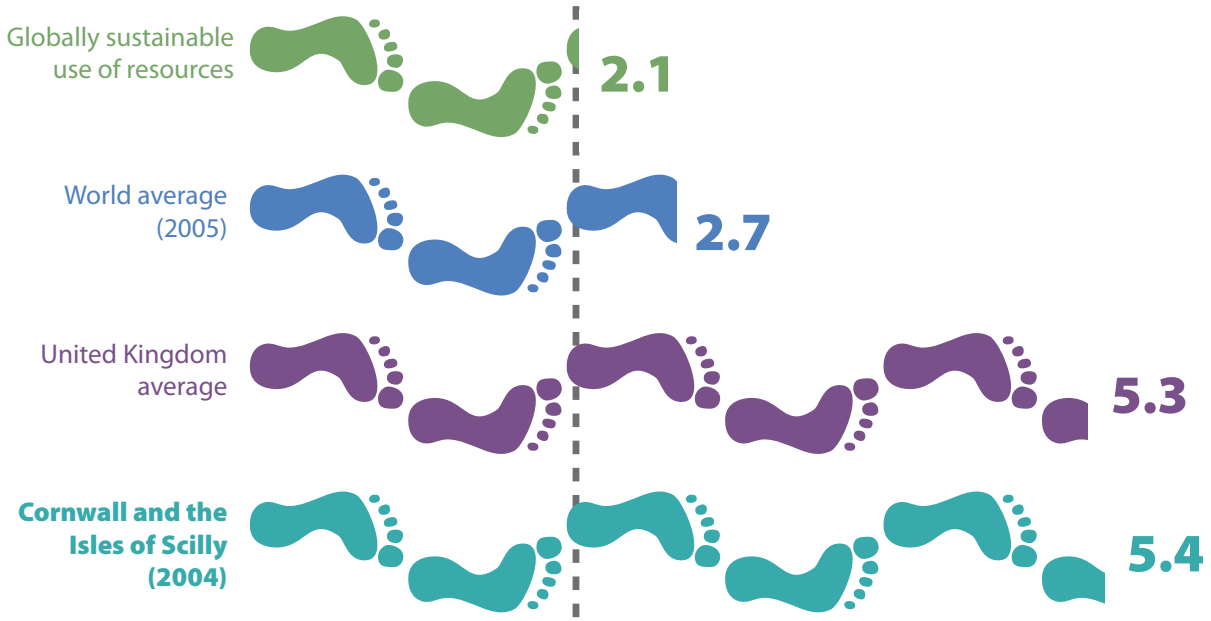


Fig 2.1 **Ecological footprint** (global hectares per person)

[1] Intergovernmental Panel on Climate Change, 'Fourth Assessment Report' (2007).

Due to its coastal position, Cornwall will become increasingly vulnerable to the predicted impacts associated with climate change, such as changes in temperature, rising sea levels and increased frequency and intensity of extreme weather. All of these events have a considerable impact on our infrastructure, affecting Cornwall's ability to carry out business as usual.

In the coming decades, oil and other fossil fuels are expected to become more expensive as demand increases and low cost sources of fuel dry up (known as peak oil). This could have significant economic and social impacts, particularly for a rural area like Cornwall which currently relies on private vehicles to access essential services. Given the growing concerns about energy security and the impact of peak oil, the way we travel will have to change and we will have to develop innovative ways of meeting our travel and transport demands.

2.2 **The economy**

The UK has recently emerged from one of the worst periods of economic recession. Fears remain that the economy may slip back into recession. Uncertainty of the future global markets coupled with severe spending cuts pose a significant challenge to delivering services in Cornwall, which has been identified by the European Union as having a vulnerable economy.

A poor national economy will have a magnified impact on Cornwall where deprivation is a persistent problem. 'Despite some visible and real wealth in Cornwall, deprivation in some neighbourhoods of Cornwall is within the worst fifth in England.'[2] Within our communities a number of areas of deprivation exist, particularly in the far west. Deprivation manifests itself in low car ownership, low wages, high unemployment and high crime rates. It can also be associated with a higher call on services such as health and social care.

Reductions in public sector funding have forced us to reassess how we deliver our services and make greater use of our resources in the future. All of the service providers across Cornwall, both in the private and public sector, are going to have to understand fully the wider implications of the decisions they take and whether joint service delivery can better meet their customers' needs. However, there are significant economic opportunities available in the short term through the Convergence programme which has recognised the role that transport infrastructure can play in encouraging development and strengthening the economy. It is unlikely that an economic opportunity of this magnitude will present itself again during the life of the strategy. Failure to act now will risk losing critical economic outcomes for Cornwall.

[2] Community Intelligence, Cornwall Council, 'Understanding Cornwall - Places' (2010).

2.3 **Demographic change**

Cornwall's population has been growing steadily since the 1960s and is among the fastest growing areas of the UK. The population is predicted to grow by approximately 100,000 people to 630,000 by 2029. There are several reasons behind this predicted growth, including increased life expectancy, higher birth rates and a decline in outward migration. The increase in population will result in an increase in traffic on our roads which, given the challenges of climate change and those facing our economy, will need to be planned for and managed through this strategy.

The population of Cornwall is getting older. Average life expectancy continues to rise and people are remaining active for longer. By 2031 it is predicted that over one in four people will be aged over 65. An ageing population presents a significant challenge to future service delivery, particularly in a rural area where many essential services are provided in our towns and can require travel over long distances to access them.

The health of the population is also changing. The health costs attributable to our inactive lifestyles are numerous and include obesity, coronary heart disease and an increase in some cancers. The wider cost to society and business of tackling health problems linked to inactivity is estimated to reach £49.9bn per year. Almost a quarter of adults in Cornwall are classed as obese and obesity in children is rising.

These health issues have an enormous impact on all our lives. Prevention by promoting the wider causes of good health such as physical exercise, walking and cycling represent a cheaper and more positive way of tackling the problem than treatment.

2.4 **Our environment**

Cornwall's natural and built environment is one of our best assets, recognised at a global level. This incredible resource is highly valued by both residents and visitors.

According to the Environment Agency, 'Cornwall contains some of Britain's finest coastal scenery, geological formations and estuaries'. It is surrounded by 697km of dramatic coastline (the highest of any county) and has around 300 beaches. Cornwall's rich valley landscape has led to over 30% of the area being designated as Areas of Outstanding Natural Beauty (AONB) and 5% is a World Heritage Site. Cornwall Council has the largest number of statutorily protected heritage assets and twice the number of listed buildings of any other local planning authority in England.

The environment in Cornwall is one of the reasons that so many people come to visit from all over the world. Last year Cornwall attracted over four million staying visitors spending £1.2bn which represents a significant proportion of our local economy.

This unique and largely protected environment in Cornwall presents a significant challenge in terms of our 20 year transport strategy. As we look to develop innovative travel solutions to meet the demands of a changing population we must ensure these do not impact on our greatest resource.

2.5 **Strategy and policy framework**

The Connecting Cornwall strategy is one of many national and local strategy documents. Existing and emerging national and local policy has been an important influence in shaping our strategy.

Transport is a means to an end and not an end in itself. We travel so that we are able to access work, school, shopping or for social purposes rather than for the journey itself. Therefore, Connecting Cornwall is fundamental in the effective delivery of housing, health, education, business and leisure in Cornwall. To that end, the strategy is closely aligned to the Council's wider goals and aspirations, and those of our partners and is guided by Future Cornwall and the Core Strategy to work towards a single approach to people and place. Connecting Cornwall must also deliver against the statutory requirements and strategies developed at a national level.

Figure 2.2 highlights the key strategy and policy framework for Connecting Cornwall.

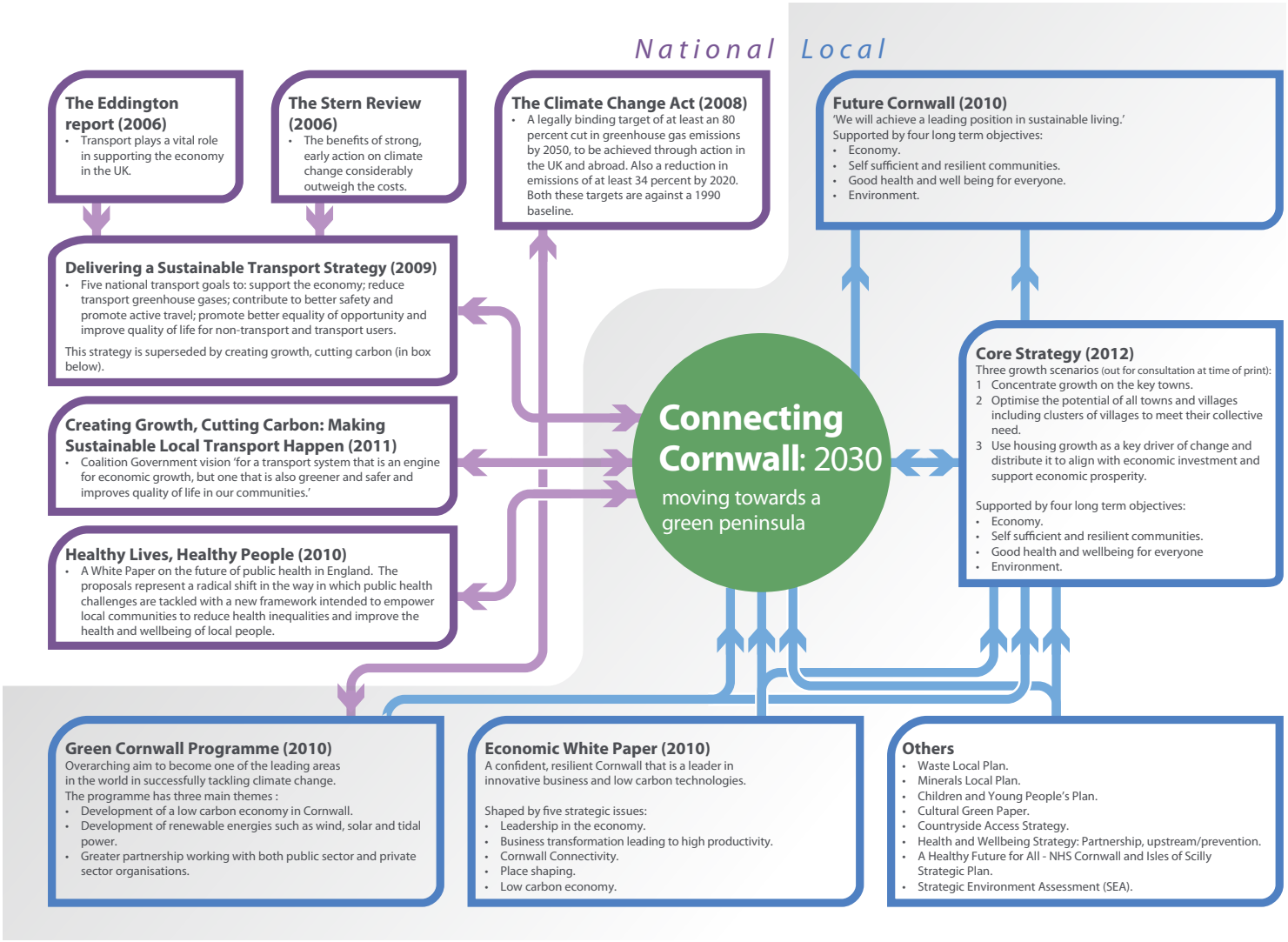


Fig 2.2 **Connecting Cornwall policy framework**

2.6 **Stakeholder and community input**

The views of our communities and partners are important considerations in developing the Connecting Cornwall strategy. We have worked with our communities, stakeholders and politicians in developing the strategy, alongside a review of previous surveys, parish and community plans, community network aspirations and existing strategic plans and evidence base. This process has had a key role in influencing and shaping our strategy.

To ensure that the strategy closely aligns with strategic priorities we have liaised throughout its development with:

- A working group of the Cornwall Strategic Partnership. The Cornwall Strategic Partnership comprises a number of thematic groups representing health, environment, housing, planning, community, economy, equality, children, young people, families and culture.
- A Cornwall Council Member working group in order to help guide and scrutinise the development of the Connecting Cornwall vision and goals to ensure that they align with Cornwall Council's overall priorities.
- A range of transport stakeholders (such as bus operators, rail partners, the Highways Agency etc.).

Once the Connecting Cornwall vision and goals had been established, a wider community consultation was carried out through a questionnaire which was distributed to all stakeholders, libraries and one stop shops across Cornwall. In addition, we carried out a series of focus groups with young people, businesses and visitors and an extensive on street survey was undertaken. The results of this work have helped develop the strategy proposals and in particular, the supporting Implementation Plan.

The full Connecting Cornwall consultation process is summarised in Figure 2.3.

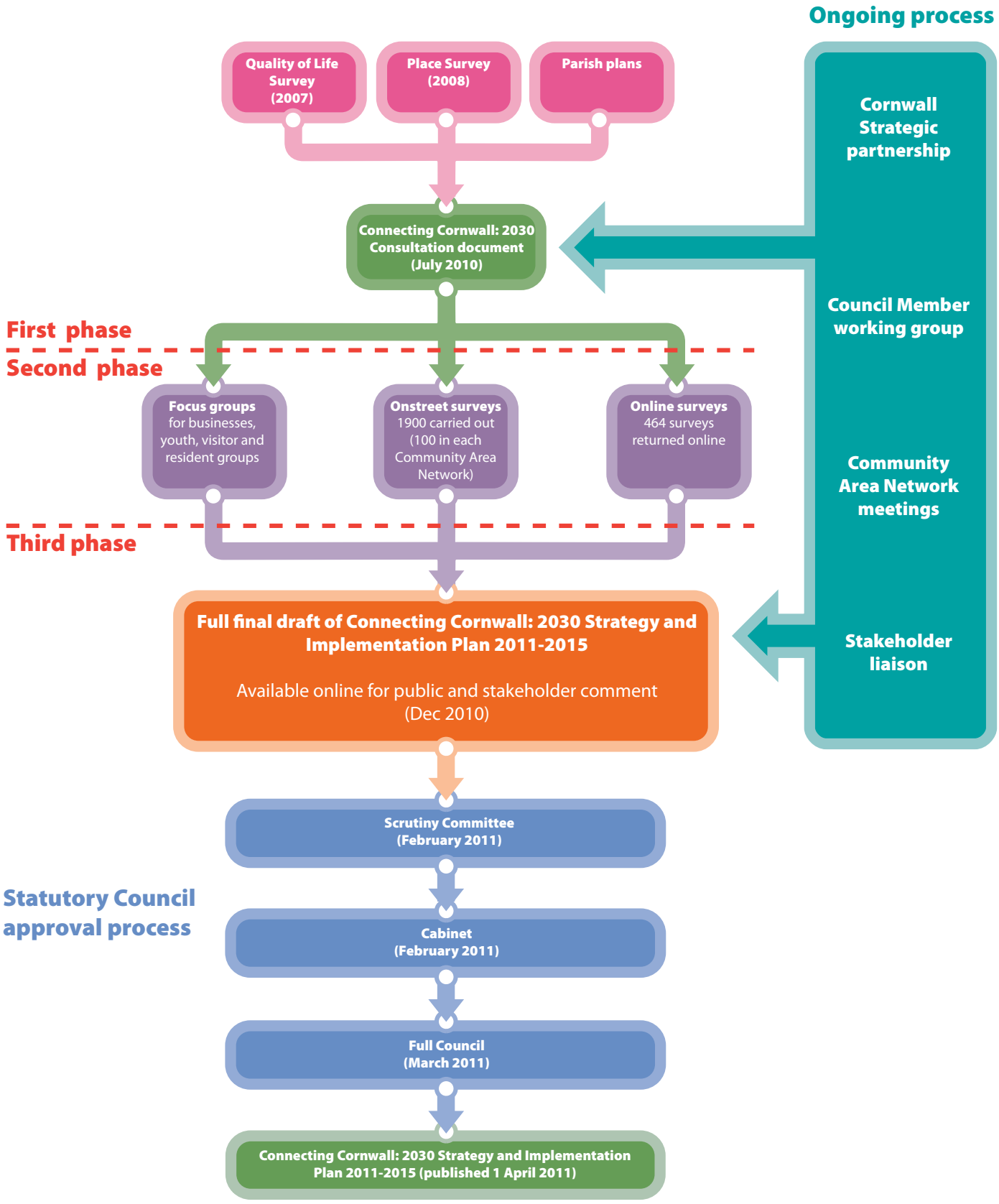


Fig 2.3 **Connecting Cornwall consultation process**

2.7 **Travel and transport**

While there are many external challenges that impact upon the way in which we will travel in the future, a key part of developing the strategy is understanding the constraints and opportunities of our current transport network. This section looks at the key functions of our network, current travel behaviour in Cornwall and the impacts of travel.

2.7.1 **A view of the network**

Highway network

Cornwall has an extensive highway network shown in figure 2.4. This network brings challenges in terms of maintenance, particularly where the network is old and where there have been years of underinvestment. Maintenance is based on a hierarchy of the network which is categorised according to vehicle flow, function of the road and the service it provides.

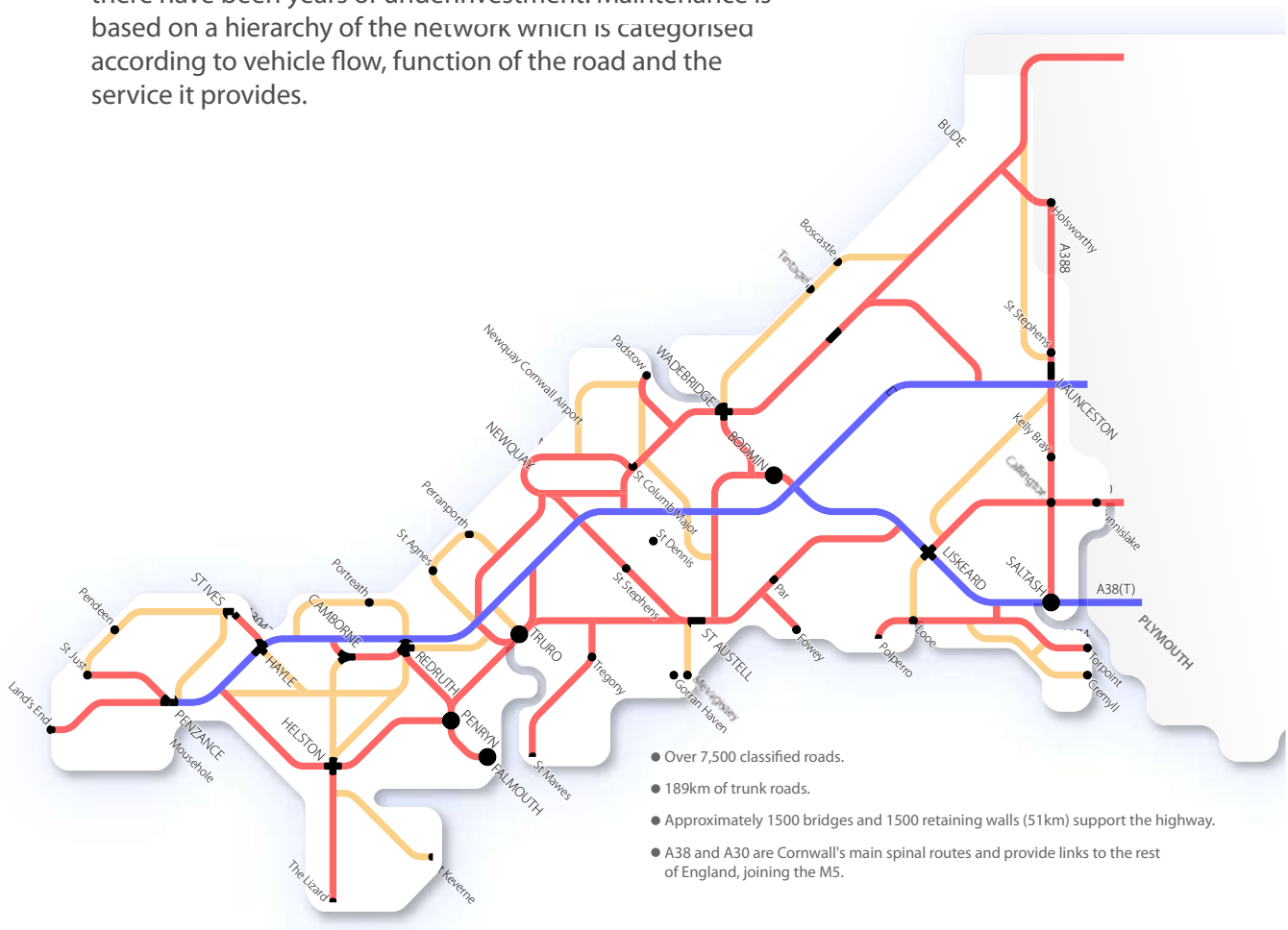


Fig 2.4 **The highway network**

We also oversee a public rights of way network of 4,388km, and 257 car parks. The road network is supported by 51km of retaining wall, many of them historic, and in deteriorating condition. In addition we have an inventory of 1,563 bridges. All bridges and retaining walls on the primary route network (PRN) have been strengthened. There are still 441 structures being monitored as sub-standard, approximately 300 of which will require strengthening or weight restricting, with the low risk structures being managed. In a climate of reduced budgets for maintenance, keeping our road network well maintained is a significant challenge.

The A30 is the main highway route connecting the major Cornish towns to the regional and national road networks. The Highways Agency has responsibility for operating, maintaining and improving both the A30 and the A38 in Cornwall.

Following the completion of the A30 Bodmin to Indian Queens improvement in 2007, the A30 provides a dual carriageway standard route from the M5 at Exeter to Camborne with the exception of two sections of single carriageway in Cornwall between Carland Cross and Chiverton, north of Truro and between Temple and Higher Carblake, east of Bodmin.

The A30 Temple to Higher Carblake section forms a constraint to the capacity of the A30 route, and as such, often causes significant congestion and delays. This has a detrimental impact on journey times, journey time reliability and the resilience of the A30 route, with a subsequent adverse impact on the Cornish economy. The A30 Carland Cross to Chiverton section operates close to capacity during peak times and is expected to be operating over capacity by 2026 (assuming rates of growth continue).

Air

The Council owns and operates Newquay Cornwall Airport, which is our only major civilian airport, providing links with both domestic and European destinations and to the Isles of Scilly.

Maritime network

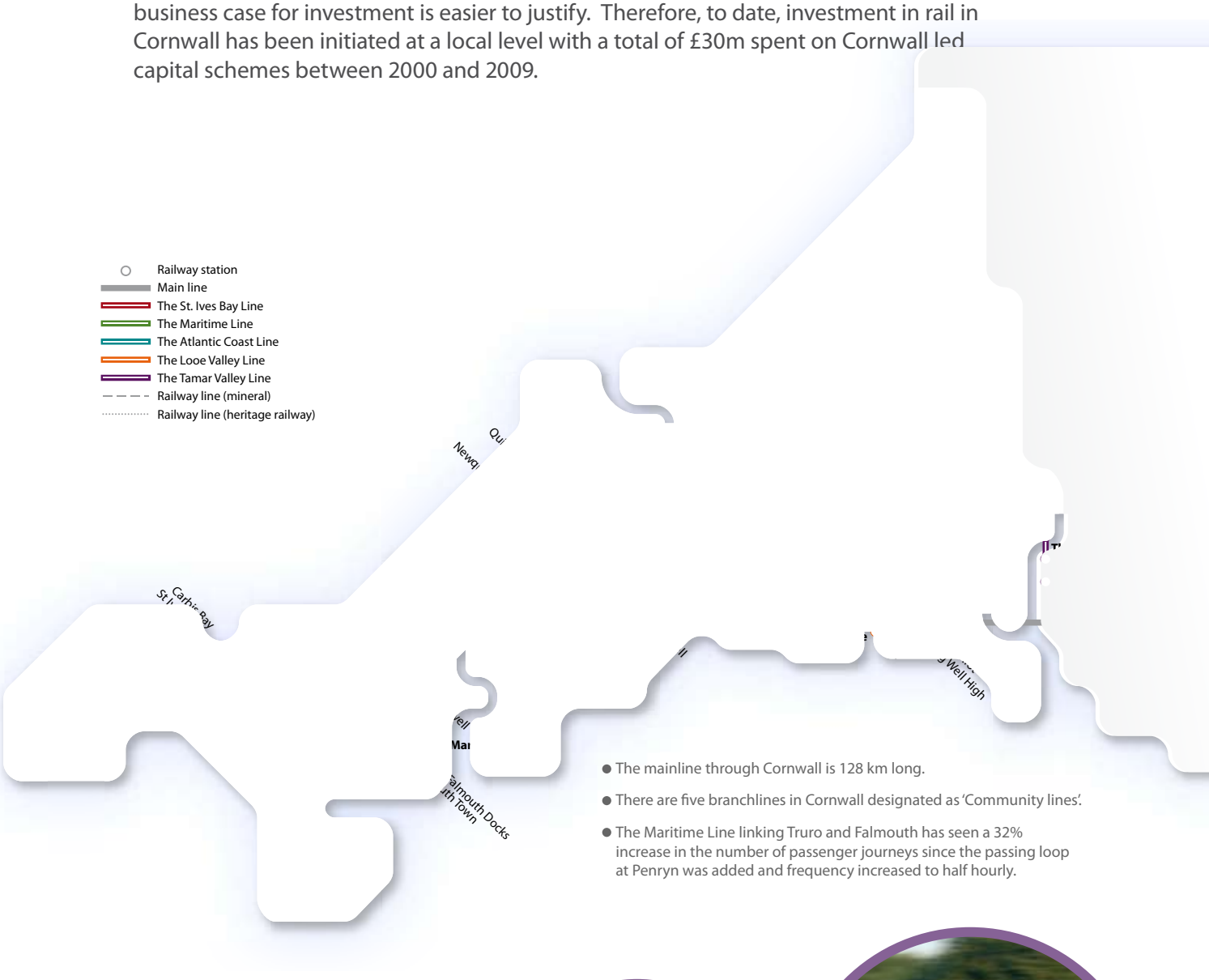
Local ferry services can be found operating all year round; in various locations within Cornwall whether providing services between coastal towns e.g. Fowey – Mevagissey or on the many estuaries in Cornwall e.g. Fal River. There are also a number of strategically important ferry links such as the Torpoint ferry and Isles of Scilly sea ferry. The Torpoint ferry is operated by the Tamar Bridge and Ferry Joint Committee formed by Plymouth City and Cornwall Councils, and provides vital links between south east Cornwall and Plymouth.

Cornwall has a range of medium and small sized ports. Of these the most important ones are at Fowey (serving the china clay industry), Falmouth (largely ship repair and cruise liners) and Truro (general cargo). Newlyn is the principle fishing port with Looe, Padstow, Mevagissey, Newquay and St Ives also locally important.

Rail network

The rail network is a crucial transport link for Cornwall. However, the rail network west of Exeter has seen little investment in infrastructure improvements and currently suffers from low line speeds and capacity limitations due to signalling and gauge restrictions, which impact on both passenger services and freight movements. Furthermore the rail links to London and Bristol are vulnerable to surface water and tidal flooding across the Somerset Levels and at Dawlish Warren. Cornwall's rail network is extensive but there are currently gaps in basic provision which mean that some direct trips between the main settlements in mid Cornwall e.g. Newquay to Truro or St Austell, Falmouth to Newquay cannot be met. Services do not run to a clockface timetable and the opportunity to deliver integrated transport with the rest of the public transport network is limited. The stock is also aged and at times inappropriate for the journeys that it serves. Improvements to rolling stock are reliant on investments being made elsewhere in the country allowing older stock to be cascaded to Cornwall.

While there is a national commitment to rail investment, this is focused on more populated parts of the country and more congested sections of the network where a business case for investment is easier to justify. Therefore, to date, investment in rail in Cornwall has been initiated at a local level with a total of £30m spent on Cornwall led capital schemes between 2000 and 2009.



- The mainline through Cornwall is 128 km long.
- There are five branchlines in Cornwall designated as 'Community lines'.
- The Maritime Line linking Truro and Falmouth has seen a 32% increase in the number of passenger journeys since the passing loop at Penryn was added and frequency increased to half hourly.

Fig 2.5 **The rail network**

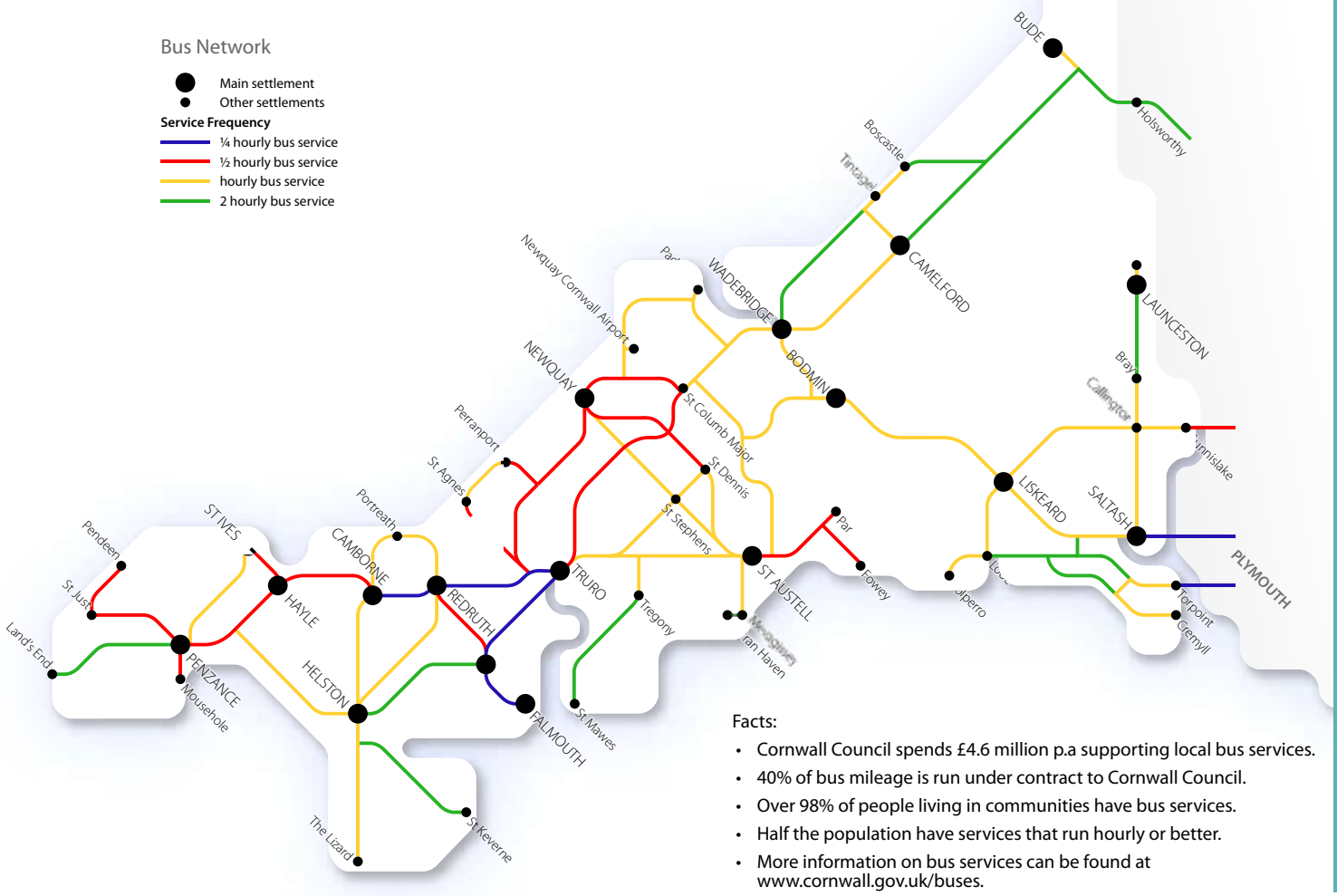
Bus network

The bus plays a key role in terms of the public transport provision across Cornwall. The current bus network (shown in figure 2.6) provides an important transport link for those people without access to a car and the smaller settlements without access to the railway. Cornwall has recently experienced a 19% increase in bus patronage.

Bus services are currently provided by two large operators (First Devon and Cornwall and Western Greyhound with about 200 and 100 buses respectively), six to seven independent operators with a combined fleet of about 60 buses, 20 community buses, and about 250 school buses which are not used for other services.

There is a general acceptance that the overall service, quality and image of the bus in Cornwall need to be improved in order to attract new customers, especially from the car. There are gaps in the provision of the network particularly in north and east Cornwall. The frequency of services is poor with few areas where frequencies are better than every half hour. Higher frequency services are located in areas of higher demand around Truro and Camborne, Pool and Redruth. The average age of buses is improving with new vehicles being provided by some operators on services, but there is a variable standard and quality of vehicle within and across the operators. Improvements in vehicle standard are reliant on investment by them. There is also limited integrated ticketing between operators or other forms of public transport, limiting passenger choice.

There are a number of scheduled daily coach services running to and from the main Cornish towns and holiday destinations. These are supplemented by summer only services. A significant number of chartered coaches are also used to bring tourists to and from Cornwall. In 2008/09 14% of visitors arrived by bus or coach.



Facts:

- Cornwall Council spends £4.6 million p.a supporting local bus services.
- 40% of bus mileage is run under contract to Cornwall Council.
- Over 98% of people living in communities have bus services.
- Half the population have services that run hourly or better.
- More information on bus services can be found at www.cornwall.gov.uk/buses.

Fig 2.6 **The bus network**

Existing bus infrastructure provision in Cornwall is very variable with low levels of bus priority and standards of shelter. Provision of shelters has proved challenging in some areas.

The first permanent park and ride in Cornwall, 'Park for Truro,' was opened in August 2008 on the western side of Truro. Since its opening in December 2010, the park and ride has carried over 1m passengers which has resulted in an estimated reduction of 594,000 car trips into the city. In the right locations park and ride can assist in reducing car travel into an urban area. However, to be effective they are reliant on a high level of car trips and require frequent quality services. Park and ride is very popular but can be expensive to operate, requiring subsidy from the Council. Any appraisal of a park and ride scheme must consider the full range of impacts and benefits.

Walking and cycling

Cornwall's scenic landscape and coastline makes it popular for walkers, cyclists and equestrians. Access is provided by a large number of public rights of way 4,388km and 491km of coastal path, which forms part of the South West Coast Path National Trail. Public rights of way provide an invaluable network of footpaths, bridleways, byways and restricted byways, extending right across Cornwall from the coast and hills to valleys and villages. The Cornish Way provides a network of walking and cycling routes through Cornwall. Opened in 2000 and forming part of the National Cycle Network, it encompasses 439km of routes connecting many of the major towns, including many traffic free routes, some of which are accessible for equestrian and mobility impaired users. This extensive network requires significant maintenance to keep it safe and attractive for users all year round.

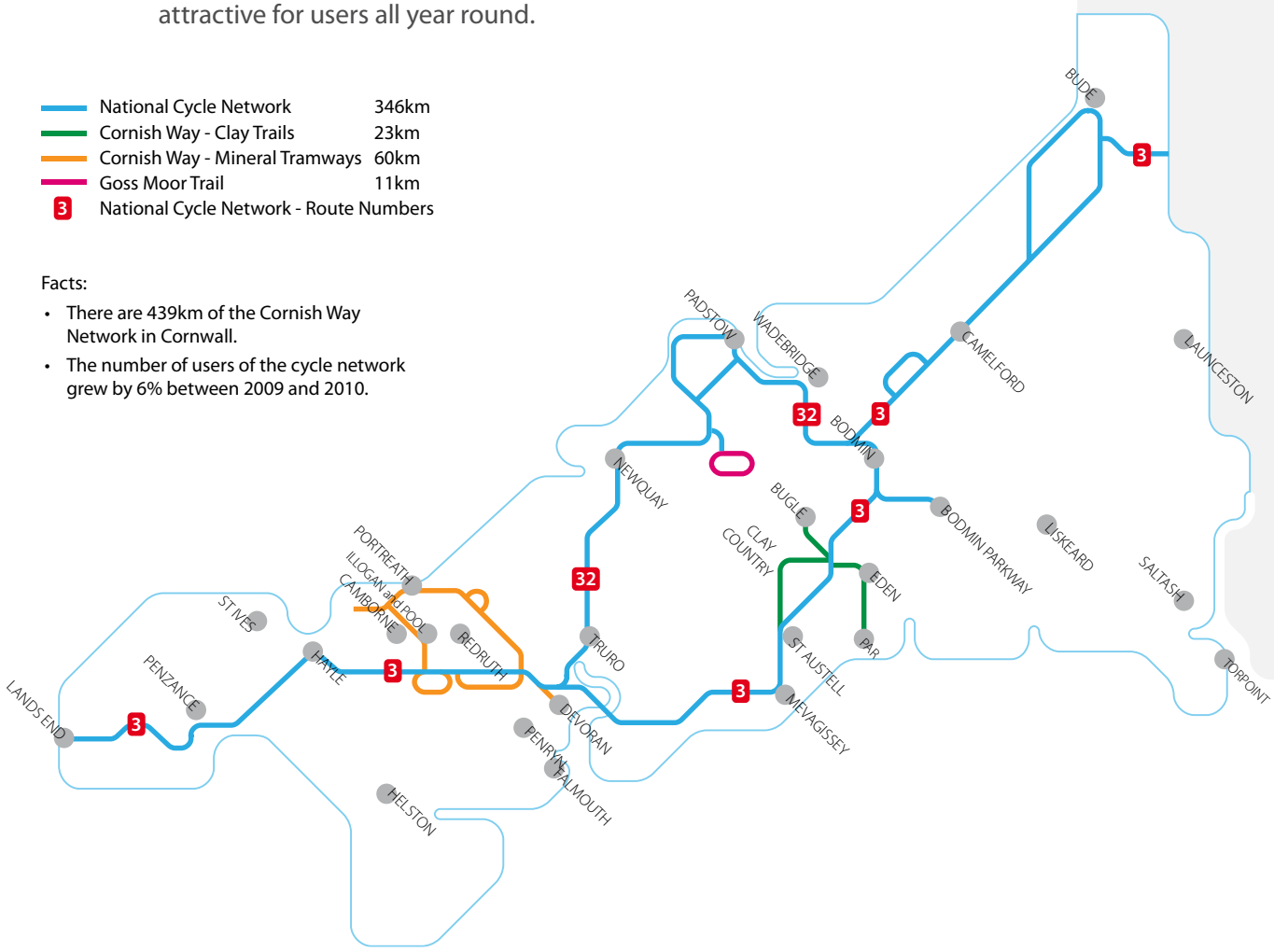
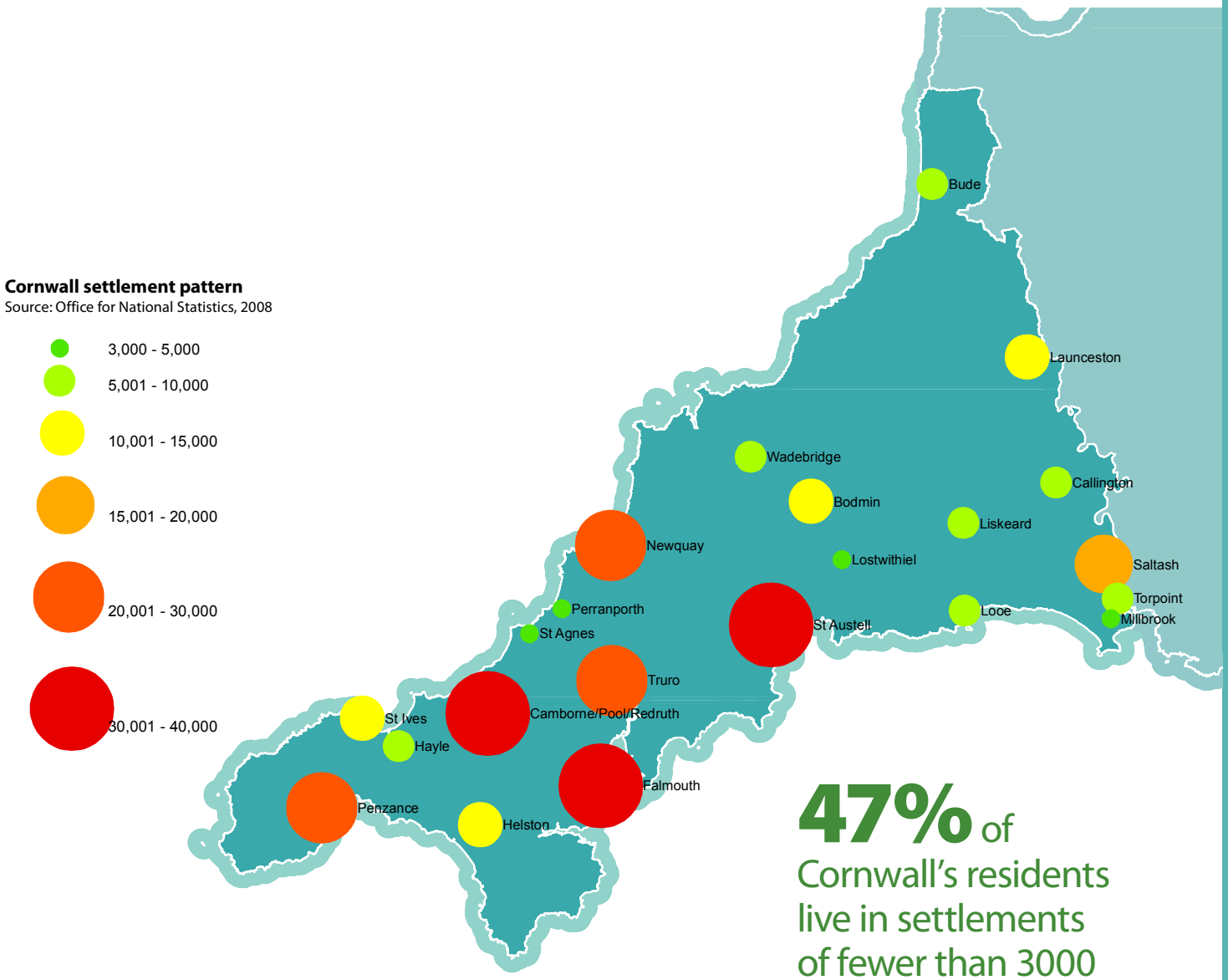


Fig 2.7 **Walking and cycling network**

2.7.2 **Travel behaviour**

Travel behaviour in Cornwall is heavily influenced by our settlement pattern and the way that the towns and villages have grown and changed, their function and their relationships to each other.

The settlement pattern in Cornwall has reflected the primary industries, many towns growing up around key mining, agriculture or fishing locations. As these industries have declined or become less reliant on manpower over time, employment and services have become more centralised, and moved away from some of these traditional settlements. Services and facilities tend to cluster in settlements which are accessible and where local demand is large enough to support provision. This change has led to a greater need to travel to undertake our daily lives. Cornwall lacks a major urban centre and the main towns are small by national comparison. Figure 2.8 shows that Cornwall's population is scattered, a large proportion of people living outside towns with populations greater than 3,000.



47% of Cornwall's residents live in settlements of fewer than 3000 people

Fig 2.8 **Cornwall settlement pattern**

Travel to work

Travel to work in Cornwall remains predominately car based. According to the 2001 census there were around 219,000 journeys to work on any average weekday in Cornwall. The 2010 Connecting Cornwall travel behaviour survey shows that 57% of people use the car to get to work. Walking represents the next most popular mode at 21%. This is due to the high number of internal trips in the larger towns making walking a more attractive option. Bus (7%) bicycle (3%) and train (2%) all featured significantly less as modes used to travel to work.

The 2001 census identified a strong travel to work pattern between the towns of Penzance, Camborne, Pool and Redruth (CPR), Falmouth and Penryn, Truro, Newquay, St Austell and Bodmin. Travel to work movements between these settlements accounted for 113,000 journeys, over half the total work journeys in Cornwall. There is a particularly strong travel to work relationship between CPR, Truro and Falmouth and Penryn which between them account for 49,000 trips, 22% of the total.

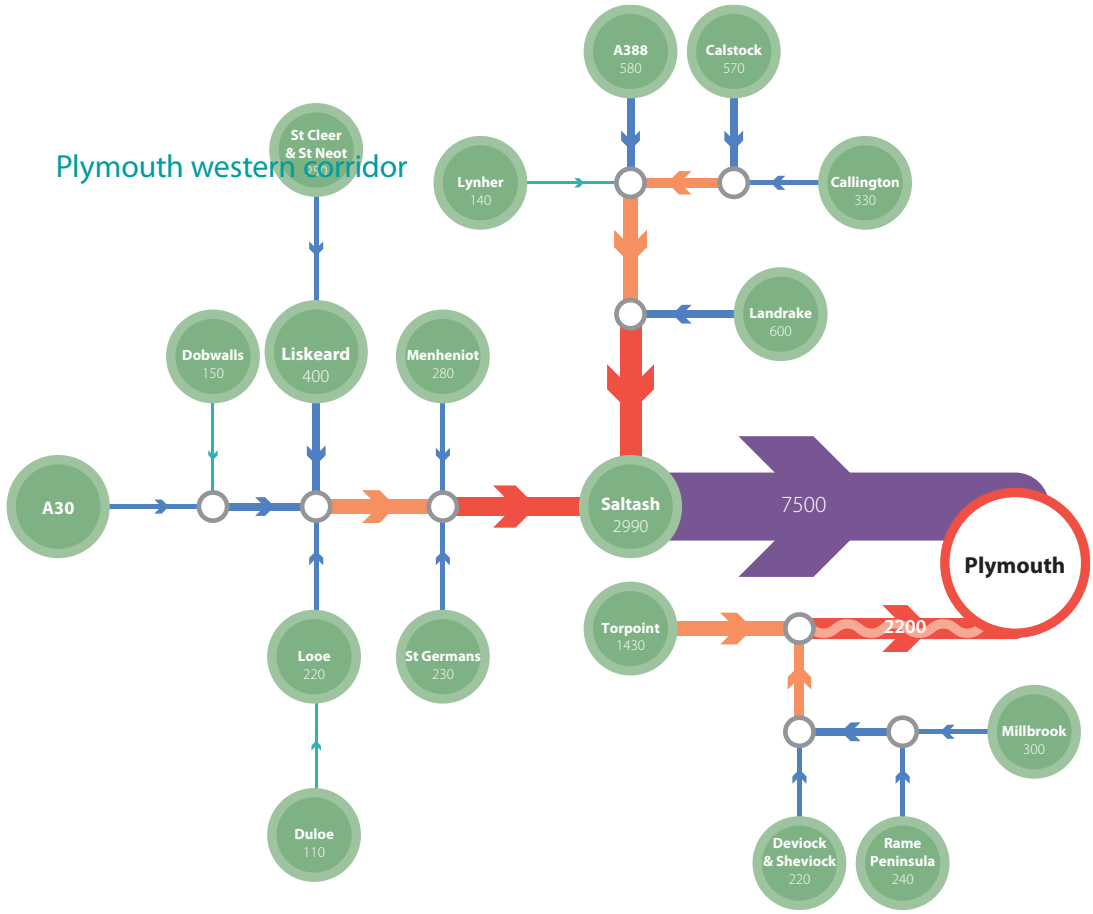


Fig 2.9 **Travel to work flows**

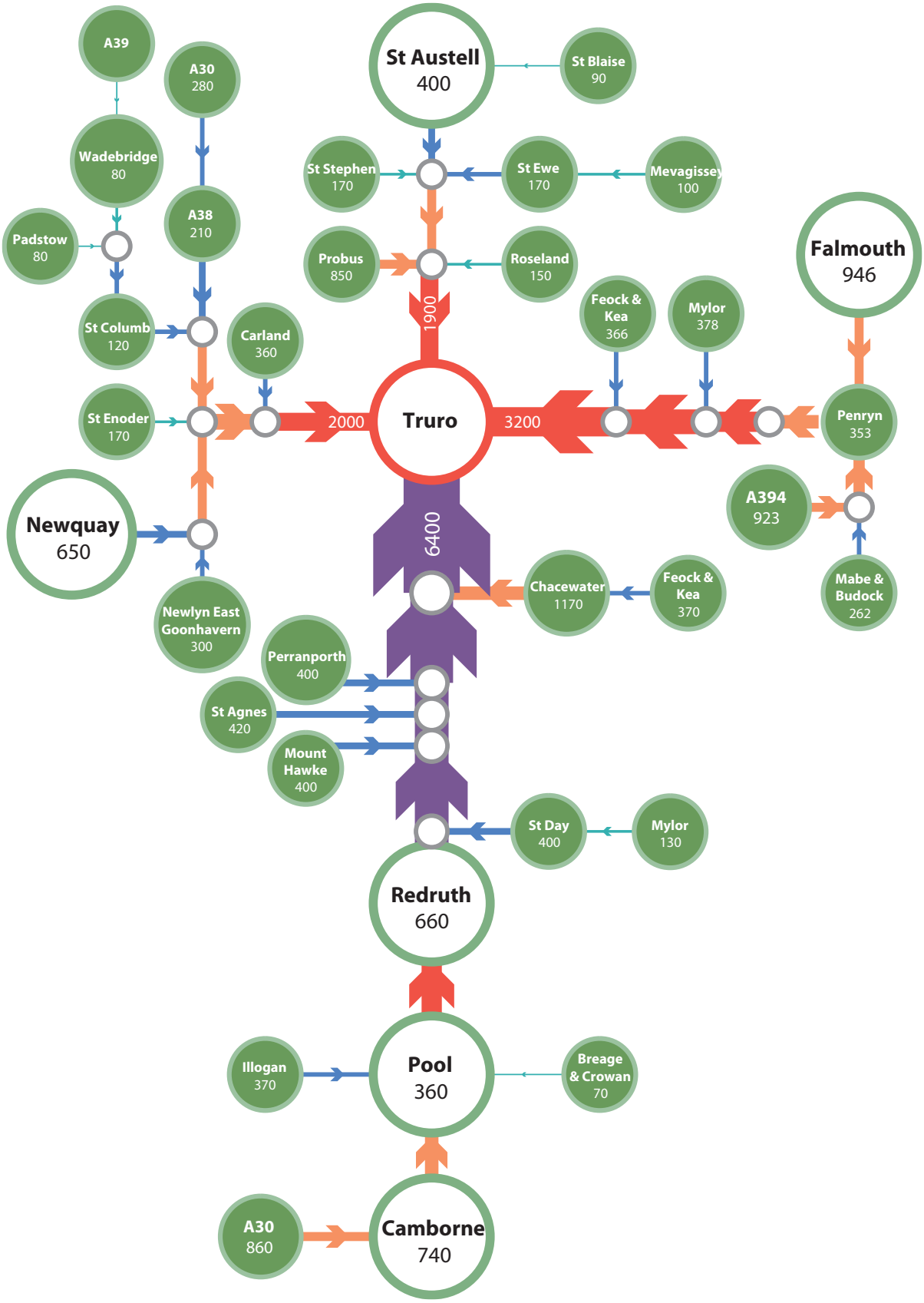


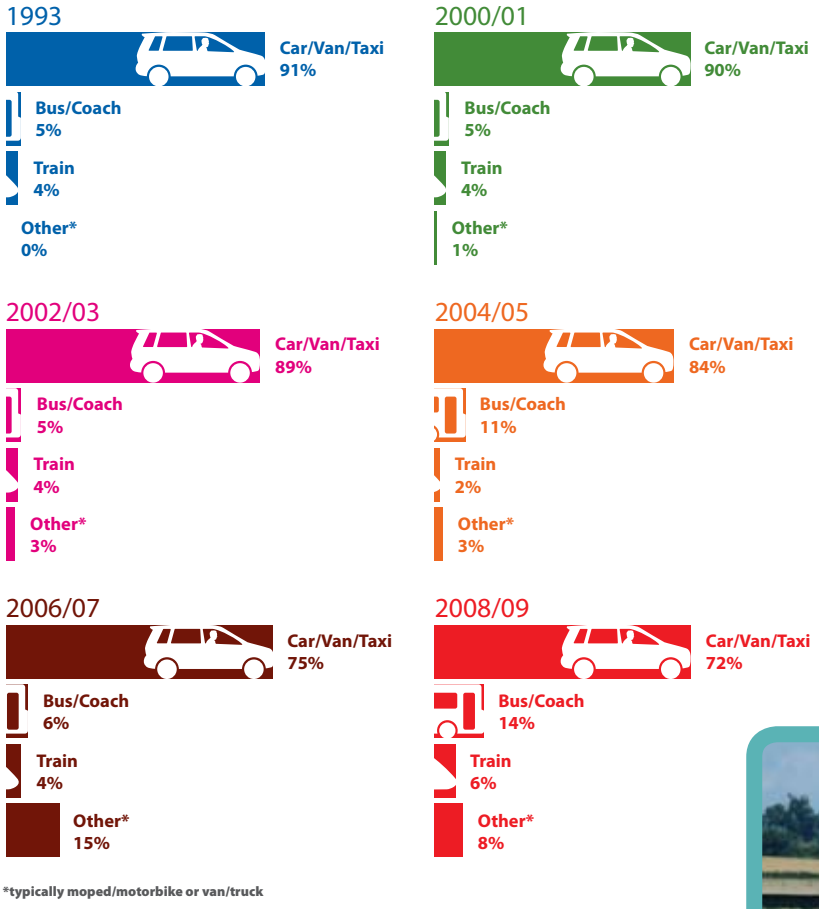
Fig 2.9 **Travel to work flows** (continued)

In 2001 there were 19,000 trips to work from Cornwall into Devon, in particular Plymouth. Nearly all of these (90%) outbound trips originated in South East Cornwall and in particular Saltash and Torpoint, which accounted for nearly 50% of trips into Plymouth. There was a reverse flow of 9,000 work journeys trips into Cornwall, the majority originating from Plymouth and Devon.

For further analysis of travel to work trips please refer to the supporting evidence base document at www.cornwall.gov.uk/connectingcornwall.

Tourist travel

Tourist travel to and within Cornwall remains heavily car based. This is evident in heavy seasonal congestion around key Cornish towns and the roads serving them. However the trend is slowly changing, 91% of visitors travelled by car in 1993, this had reduced to 72% in 2008/09, with a switch to both bus and rail, the use of which has increased over this time.



*typically moped/motorbike or van/truck

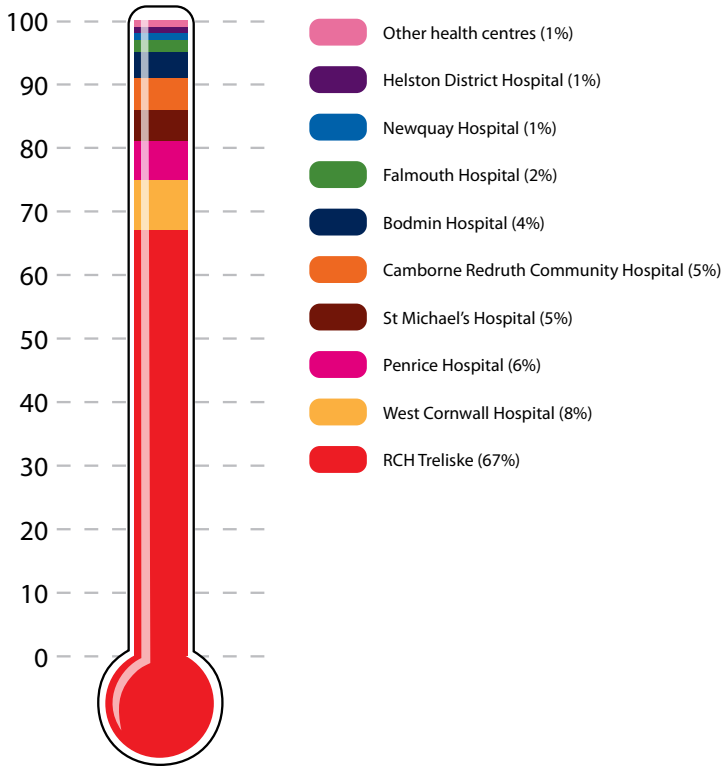
Fig 2.10 **Tourist travel to Cornwall by mode 1993 - 2009**
Source: Cornwall Visitor Survey 2009

Travel to health

Health care is a significant generator of journeys within Cornwall. In 2009 there were a total of 567,658 outpatient appointments in Cornwall's main hospitals (as illustrated in figure 2.11). The vast majority of these, 410, 679 were at the Royal Cornwall Hospital in Truro, due to the level and specialism of services provided. Derriford Hospital in Plymouth is another significant generator of journeys for the same reason. This centralisation of health care often means that journeys are also longer than if people were accessing local care and it compounds the fact that some areas of Cornwall have poor alternative access other than the car.

Travel to education

There are over 69,000 journeys to school in Cornwall each day, putting a huge demand on our transport services at two key times each day. Walking and private car use are the main modes used to travel to primary and secondary education within Cornwall as illustrated in figure 2.12. However this is not reflected in the west where the majority of students travel by either bus (53%) or walk (46%). The number of primary and secondary school children walking to school has increased continuously over the 2007-2010 period. Cornwall wide use of private car for access to primary and secondary education has declined slightly in the 2007 – 2010 period. Cycling and train as modes are among the least used. Nearly all (99%) schools in Cornwall have a school travel plan.



In 2009 there were a total of **567,658** outpatient appointments in Cornwall's main hospitals

Fig 2.11 **Percentage of minor out patient appointments**
Source: Cornwall Council 2009

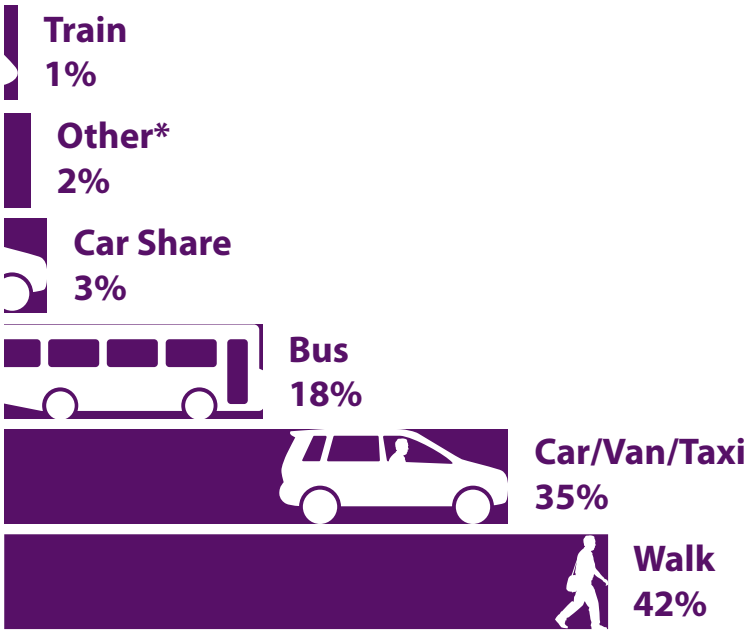


Fig 2.12 **Mode of transport used to access primary and secondary school**
Source: Cornwall Council 2010

Travel to shopping

According to the 2010 Connecting Cornwall travel behaviour survey 35% of respondents identified the car as their usual mode of travel when shopping. However, a high percentage of shoppers travel by sustainable modes with 33% walking and a significant number using the bus (20%). Truro is the largest retail centre in Cornwall and is a main attractor for shopping trips.

According to the 2001 Census over a fifth of households in Cornwall had no access to a car

2.7.3 **Impacts of travel**

Between 1970 and 2008 traffic growth in Cornwall has reflected the national trend of continuous growth. Interestingly in 2008 both national and local traffic volumes fell; this is most likely due to a combination of fuel prices and the impacts of the recession. Traffic growth is not evenly distributed over the county's road network. It is strongest on the trunk roads (up 27% over the last ten years) and weakest on the classified un-numbered roads (up 9%). This is in line with the national trend of traffic volumes becoming increasingly concentrated on our major roads. Cumulative growth on all classified roads has risen approximately 19% between 1998 and 2008.

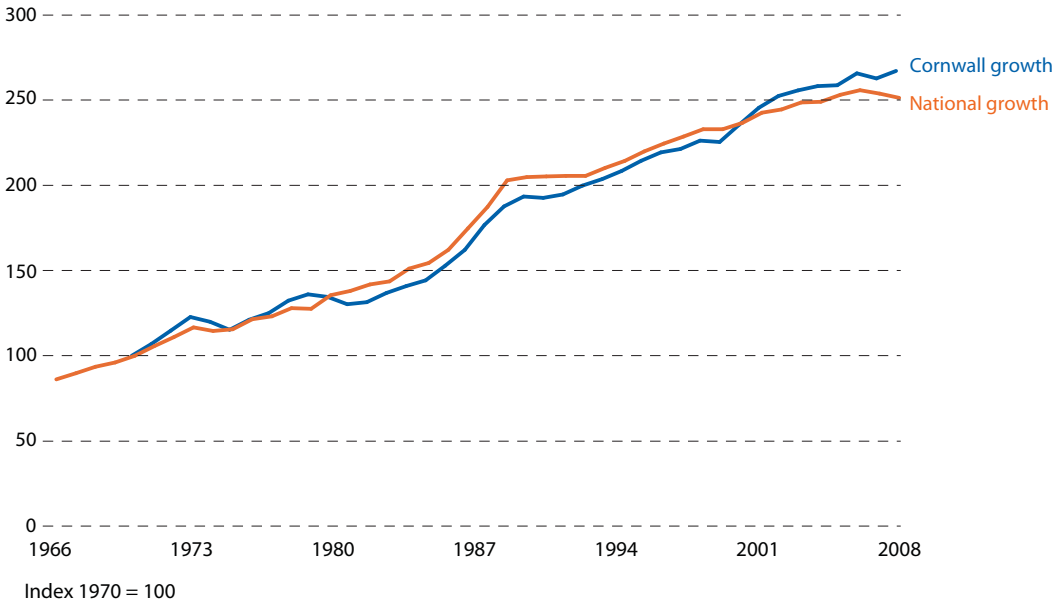


Fig 2.13 **Traffic growth in Cornwall (1966 - 2008)**
Source: Cornwall Council 2009

While road congestion in Cornwall is not yet at a comparable level to that regularly experienced in many other areas, increased population levels and rapid economic and employment growth have led to an increased demand to travel that is impacting on our traffic levels, in particular, on the approaches to the main urban centres.

This results in a higher rate of increase in traffic flows and there is now:

- an emerging pattern of congestion on key corridors serving Cornwall, with increasing delays and journey times; and
- an emerging pattern of congestion on the transport network within Cornwall, with increasing seasonal congestion and peak period delays.

Figure 2.14 illustrates the current route corridors across Cornwall that have an average annual daily traffic flow greater than the capacity of the corridor. The links around Truro, Falmouth and CPR are at or approaching capacity with further traffic problems around St Austell, Saltash and sections of the A30. In late 2008 the Dobwalls bypass opened which is expected to alleviate many of the traffic problems in the Liskeard area.

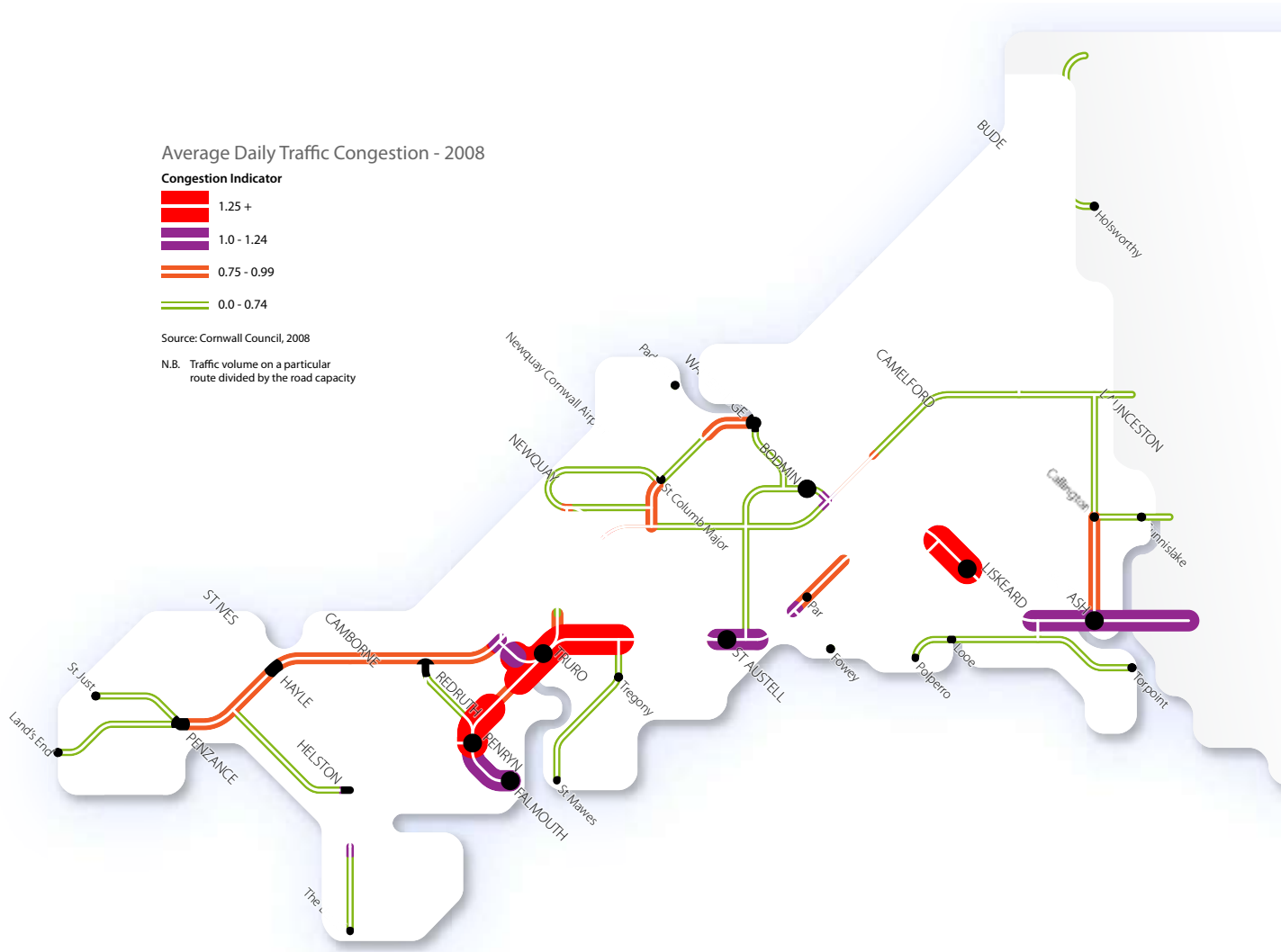


Fig 2.14 **Average daily traffic congestion**
Source: Cornwall Council 2009

The increase in summer visitors to Cornwall can add significantly to congestion in Cornwall as shown in figure 2.15. There are strong seasonal variations in traffic volumes within the road network.

Between 1976 and 2008 the number of people killed or seriously injured on Cornwall's roads has continued to decline. In 1977, 945 people where involved in either a fatal or serious accident and this declined to 209 in 2008. The total number of casualties has remained broadly static over the same period, although 2008 saw a significant dip in overall casualties from 2,684 in the previous year to 2,264. This is significant given that road traffic in the same period has seen considerable growth. In 2009, 23 people lost their lives on our roads and many more suffered injury. Injuries resulting from road collisions remain a major concern both in personal and wider economic terms.

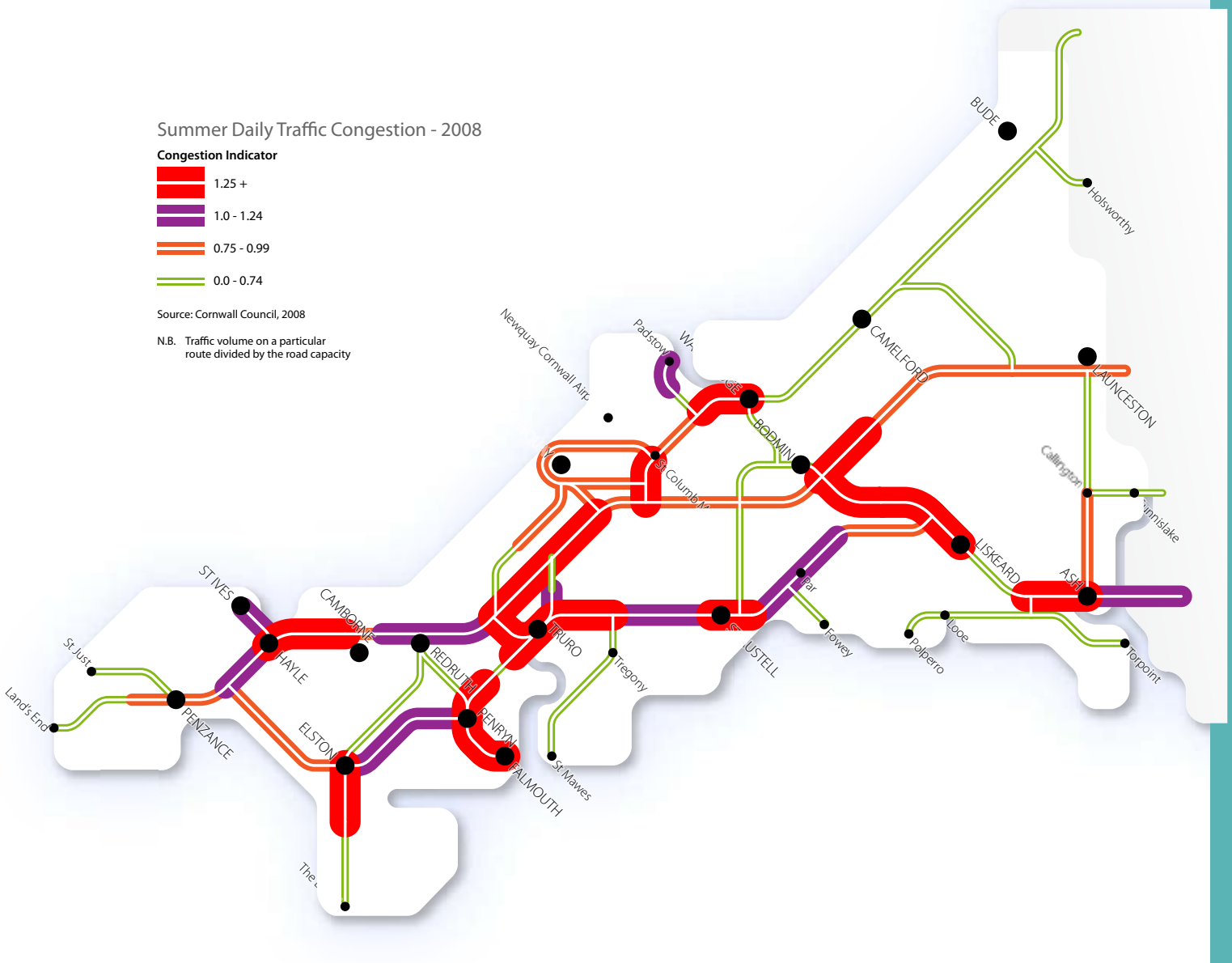


Fig 2.15 **Summer daily traffic congestion**
Source: Cornwall Council 2009

3 Connecting Cornwall: 2030 - the strategy

3.1 Connecting Cornwall goals and objectives

The challenges set out in chapter 2 have resulted in six overarching goals for the Connecting Cornwall: 2030 strategy. Figure 3.1 illustrates this process.

The Connecting Cornwall consultation results showed us that the people of Cornwall think all of these goals are important although supporting equality of opportunity was ranked as the most important and tackling climate change as the least important.

As the scope of each goal is so broad, key objectives have been identified to support their delivery. The evidence behind these objectives is set out in the goal chapters.

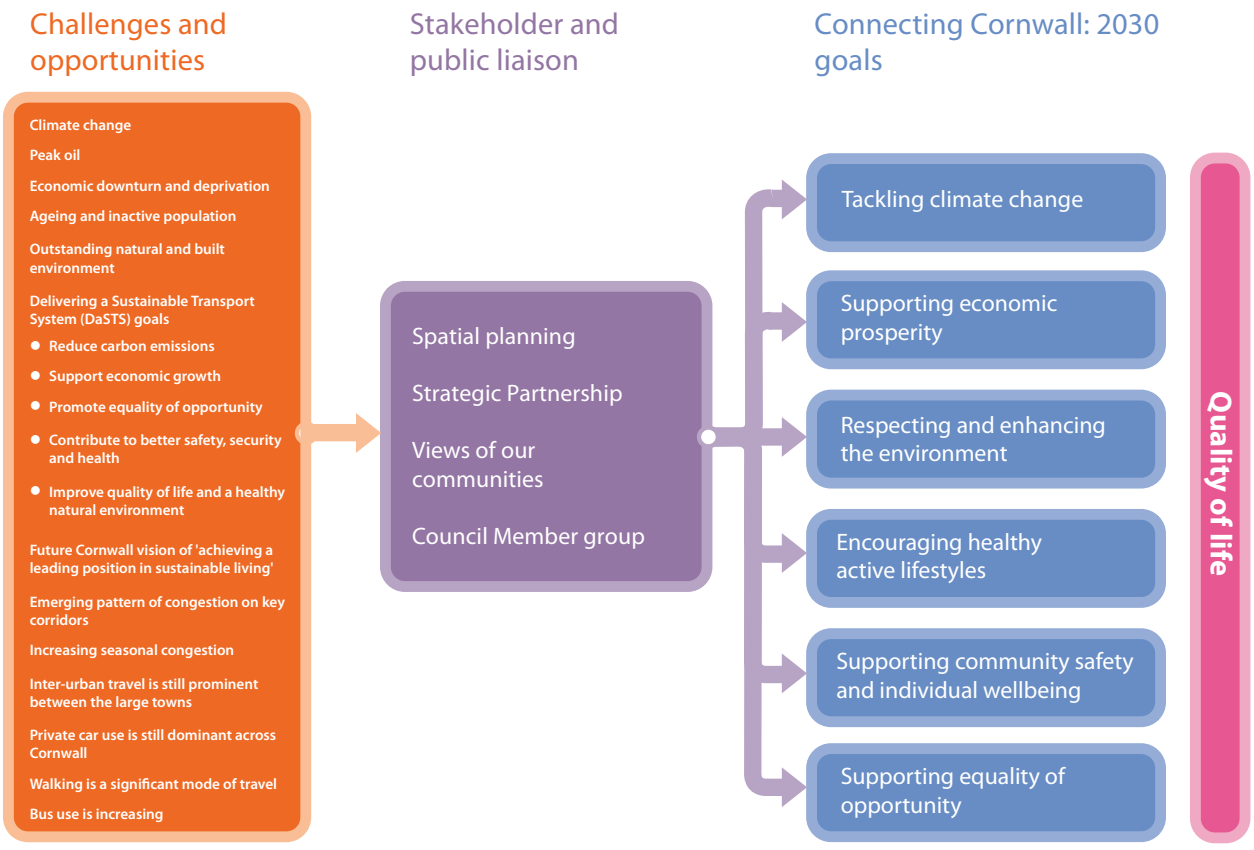


Fig 3.1 **Developing the goals**

Tackling climate change

1 Reduce reliance on fossil fuels and support the introduction of low carbon technologies.
2 Support communities to live locally and reduce the need to travel.
3 Adapt and improve the transport network to ensure resilience to climate change.

Supporting economic prosperity

4 Improve connectivity of Cornwall to the rest of the world.
5 Ensure a resilient and reliable transport system for people, goods and services.
6 Support the vitality and integrity of our town centres and rural communities.

Respecting and enhancing the environment

7 Make the most of opportunities to protect and enhance the environment.
8 Minimise the use of natural resources and minimise waste.
9 Provide sustainable access to Cornwall's environment.

Encouraging healthy active lifestyles

10 Improve the health of our communities through provision for active travel.
11 Increase awareness and an understanding of the health benefits of walking and cycling.

Supporting community safety and individual wellbeing

12 Improve road safety.
13 Increase public confidence in a safer transport network.
14 Reduce noise and air quality impacts.

Supporting equality of opportunity

15 Improve access to employment, education, healthcare and leisure.
16 Improve access to public transport.
17 Encourage community participation in shaping and delivering transport services.

These objectives directly support those of Future Cornwall as illustrated by Figure 3.2.

Fig 3.2 **Future Cornwall objectives and links to Connecting Cornwall: 2030**

Future Cornwall objective		Connecting Cornwall: 2030 goals						Connecting Cornwall: 2030 objectives
LT1 The economy	a) To become a market leader in innovative business and low carbon technologies; increase productivity and raise quality across the economy.	✓	✓					Objective: 1, 4, 5, 15, 16
	b) To enhance and build a robust network of small and medium businesses to secure Cornwall's economic stability.		✓					Objective: 3, 5, 6
LT2 Self sufficient and resilient	c) To improve our communities through quality building, using housing development to meet local need and drive the regeneration and sustainability of communities, promoting smaller settlements to be centres of employment and services and set an example in design for sustainable living.	✓		✓	✓			Objective: 2, 6, 7
	d) To promote equality of opportunity and wellbeing, improve access to quality services, increase participation in influencing local decision making and encouraging individuals to engage in shaping and delivering services in their communities.		✓		✓		✓	Objective: 9, 12, 13, 14, 15, 16, 17
LT3 Good health and wellbeing for everyone	e) To make it easier for people to lead healthy, active lifestyles and to get involved in their local community.				✓	✓	✓	Objective: 10, 11, 12, 14, 17
LT4 The environment	f) To make the most of our environment, reduce greenhouse gas emissions and invest in and promote sustainable use of natural resources.	✓		✓	✓			Objective: 1, 2, 7, 8

3.2 **Structure of the goal chapters**

By their very nature, there can often be duplication or even contradiction between the goals. For instance, measures to encourage healthy active lifestyles will also help tackle climate change. Some of the proposals to support economic prosperity might be seen to have a negative impact on climate change. This strategy is about striking a balance. Our consultation has told us that all of the goals are important so the delivery of one cannot be at the expense of the others. The strategy tries to ensure that the delivery of one goal assists with the delivery of others.

Each goal section is structured around four core components:

- The **objectives**, with an explanation of why the objective is important and a summary of what Connecting Cornwall can do.
- **Policies** which are statements of intent followed by transport **proposals**. The proposals are a set of tools that we can utilise depending on the resources available to us and priorities of that time. This is a 20 year strategy and the applicability of proposals will vary over that time.
- The **outcomes** which we expect to deliver through this strategy that will ultimately achieve the goal.

3.3

Tackling climate change

Respond to the challenges of climate change by ensuring we have a resilient transport network, we reduce our reliance on fossil fuels in recognition of peak oil and we support communities to live locally.

"The scientific evidence is now overwhelming: climate change is a serious global threat, and it demands an urgent global response."

Stern Review 2006.

The UK Climate Change Act (2008) has set legally binding targets to reduce carbon dioxide (CO_2) emissions by 80% by 2050, based on a 1990 baseline. Future Cornwall recognises this challenge explicitly through its vision that Cornwall will achieve a leading position in sustainable living. To support this, the Council have put in place an ambitious Green Cornwall programme with a range of measures and initiatives. Connecting Cornwall will make a significant contribution to the delivery of these strategies.

Transport has an important role to play in averting climate change. It is one of the major contributors to the problem; it has a heavy reliance on the finite resources that cause the problem and it is significantly affected by its impacts. While 2030 seems a long way off, it is important we start to make changes now if we are to achieve the necessary CO_2 reductions. Transport is one of the most technically and socially difficult areas in which to reduce carbon emissions. Widespread behavioural change in the way we travel will be required. Such change challenges our own sense of personal freedom and mobility which has resulted from the increasing affordability of both driving and flying. Achieving a lower carbon transport future will be very difficult and a major change in our transport planning will be necessary to achieve it.

The objectives that support tackling climate change are set out individually in the following sections with their policies and proposals.

3.3.1 Objective 1: Reduce reliance on fossil fuels and support the introduction of low carbon technologies.

3.3.1.1 Why is this important?

Transport contributes 21% of domestic greenhouse gas (GHG) emissions to the UK total. Within the transport sector, car associated emissions are by far the largest contributor to the overall total, at 58%[1]. Progress to date shows that since 1990 there has been little change in the level of domestic transport GHG emissions. In Cornwall the situation is even worse with 27% of the total emissions being attributed to transportation, the highest of any sector[2].

[1] Department for Transport, 'Low Carbon Transport: A Greener Future' (2009).
[2] CAMCO, 'Cornwall Greenhouse Gas Emissions Assessment' (2009).

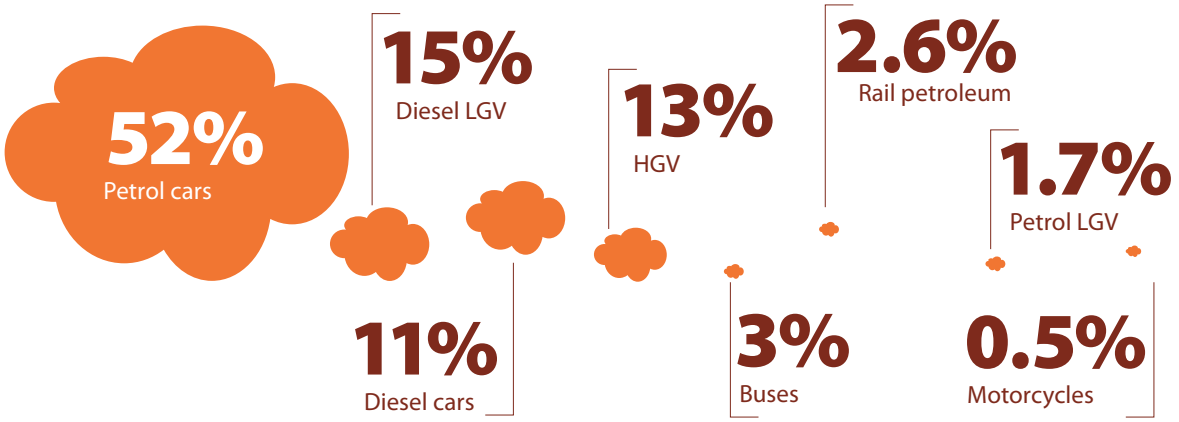


Fig 3.3 **Breakdown of emissions from transport in Cornwall in 2007**
Source: CAMCO 2009

Cornwall's reliance on the car is of great concern in the face of the predicted rise in global oil prices as production begins to decline. This is heightened by transport's existing 99% reliance on fossil fuels. There are concerns that the global supply of oil may soon reach a maximum, known as peak oil, which would impact on future prices. While opinions differ as to the future levels of oil supply and demand, the risks of significant price rises over the coming years are real.

The International Energy Agency predicts the price of oil will rise by 20% over the period 2015 - 2030, based on 2007 prices[3]. Rising oil prices will lead to higher fuel prices for all forms of transport. The knock on effect of this will be higher prices for everything we use that is reliant on transport, our food, our goods and our services[4].

The need to reduce carbon emissions, the possibility of peak oil, the complications of new fuels and technologies and the potential economic and social outcomes of these changes will put transport at the very heart of addressing climate change. There is a growing urgency for us to mitigate the negative impact of our travel and transport demands on the environment.

Transportation contributes **27%** to Cornwall's total emissions, the highest of any sector

3.3.1.2 **What can Connecting Cornwall do?**

Reducing our reliance on fossil fuels for travel and transport is about understanding the impacts of climate change and peak oil and then providing for Cornwall's future transport needs through a package of measures that provide attractive sustainable transport alternatives. There are a range of transport proposals and measures that we can implement to reduce our reliance on fossil fuels. Examples include: soft measures such as increasing awareness; demand management tools; encouraging more walking and cycling; supporting the availability of electric vehicle infrastructure; and investigating more efficient ways to provide lighting. Connecting Cornwall's approach for reducing our reliance on fossil fuels rests on three key issues:

- Being aware of the problem and our role in the solution.
- Delivering behavioural change in the way we travel.
- Utilising alternative fuels with lower GHG emissions.

In order to reduce the impact on the climate, people must be aware of climate change and understand that it is an issue and that the way that they choose to travel is a significant contributor to the problem. The Connecting Cornwall consultation showed that the link between climate change and the way that we travel is not fully understood

[3] International Energy Agency, 'World Energy Outlook 2008' (2008).
[4] UK Industry Taskforce on Peak Oil & Energy Security, 'The Oil Crunch: A wake-up call for the UK economy' (2010).

or appreciated. The majority of 14-16 year olds asked as part of the Connecting Cornwall consultation, had a limited understanding of the climate change issues. The Council has to take a lead role in awareness raising particularly in children and young people so that behavioural change is embedded before they become the car drivers of the future. Often, people interpret the messages on climate change as being on such a large, global scale that they cannot possibly make a difference. However, the message needs to be made clearer that it is the small changes that together add up to make the difference. If all UK drivers were to reduce their driving by just five miles a week we could collectively save an incredible 2.70 million tonnes of CO_2 a year[5].

The high use of the private car for journeys in Cornwall reflects its rural nature. A focus on initiatives and interventions that recognise the importance of the car in Cornwall while also managing its use and emissions are integral to meeting our objective. In rural areas, where alternatives to the private car are limited, emphasis should be on sustainable car use, including promoting low carbon vehicle choices, eco-driving and car sharing or reducing the need to travel through well planned services, home working or home delivery. All of these interventions can help reduce the impact of private car use.

Sustainable travel solutions have proved most effective in changing the level of car use in urban and semi rural areas where the number and distance of trips can make public transport, cycling and walking realistic alternatives. Cumulatively, trips of less than 10 miles account for 40% of the UK's domestic transport carbon emissions, with trips in the two to five mile category contributing to 40% of these emissions. It is with these trips where there should be considerable opportunity to offer more sustainable choices[6]. Walking accounts for a significant proportion of trips within Cornwall. According to the Cornwall Council travel behaviour survey, 24% of residents identified either walking or cycling as their most used form of transport. Historically, a low proportion of our budget has been spent on walking and cycling in comparison to schemes that assist car use. This has to change throughout the life of this strategy. Sustainable transport schemes not only reduce our carbon emissions but also begin to break our reliance on fossil fuels.

Biofuels and alternative fuels such as electricity and hydrogen have a significant role to play in reducing transport based emissions. Vehicles powered by biofuels (such as organic waste) and hybrid vehicles blending biofuels and traditional fuels can achieve significant CO_2 savings. The Government has introduced a number of incentives to aid the uptake of low carbon vehicles and use of alternative fuels such as the Government scrappage scheme and increases in funding streams such as the bus service operators' grant which supports bus operators' fuel costs. Connecting Cornwall will have a key role to play in encouraging the uptake of alternative fuels use throughout Cornwall.

In many cases, the provision of high quality alternatives to the private car are not enough on their own. The Council has the tools to investigate shifting the balance in costs between using our cars and public transport by travel plans, road user pricing and car park management and to force a change in behaviour. There is also a role for the Council to recognise how it can change its own operations to reduce emissions. According to a recent review of Cornwall Council's carbon footprint, 21% of the total carbon emissions from Cornwall Council operations are attributable to street lighting[7] and it is estimated that through the installation of more efficient lamps that around 50% of the total street lighting related emissions can be saved each year[8].

[5] Department of Energy and Climate Change, 'Act on CO2 Calculator Version 2.0: Data, Methodology and Assumptions Paper' (2009).
[6] Department for Transport, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (2011).
[7] Cornwall Council, 'Invest to Save: project Impact' <www.cornwall.gov.uk/default.aspx?page=23843> [Accessed 21/02/11].
[8] Cornwall Council, 'Invest to Save: project Introduction', <www.cornwall.gov.uk/default.aspx?page=23842> [Accessed 21/02/11].

Policies and proposals

Supports the following goals:

Policy **1**

We will take the necessary steps at a local level to reduce emissions from road-based transport and contribute towards the 80% reduction in national CO_2 emissions by 2050 as required by the 2008 Climate Change Act.

This also supports objectives: 2, 5, 7, 8, 10, 11,14, 17

How?

We will encourage responsible use of our cars. There are a variety of initiatives that can be used to cut the GHG emissions of private car use. These can be promoted through awareness campaigns, training or initiatives that reduce the need to own a car. Initiatives include:

- Promoting a change in driving habits such as, driving at an appropriate speed, less stopping and starting, avoiding over revving and avoidance of idling can reduce both emissions and fuel consumption by 8% [9].
- Supporting car share initiatives and raising both public and private sector awareness of the community, personal and business benefits of car sharing.
- Supporting the introduction of car clubs and encouraging them to use low CO_2 emitting vehicles.

We will allocate a greater proportion of our capital budget to sustainable travel modes. By prioritising pedestrian and cycle schemes, we can address some of the barriers which prevent people from walking and cycling and encourage more sustainable travel. More detail on proposals related to this are contained in section 3.6.

We will seek to ensure that new developments are designed to minimise car use and that effective planning policy is incorporated into Cornwall's Core Strategy. We will work with developers and planners to ensure sustainable transport is built into new developments. This will be secured through: good quality street design; promoting cycling and walking; reducing car use; provision of on-site facilities; and providing access to public transport links to support a high take up of sustainable transport options. A sustainable transport development guide will be produced to support Connecting Cornwall.

We will measure CO_2 levels of Council transport programmes and establish a carbon reduction strategy. This will give us a baseline and a way forward to direct our processes away from unnecessary carbon production.

We will seek to reduce Cornwall Council's emissions related to street lighting. We will:

- Work with local communities to support the Invest to Save Project and introduce variable street lighting that allows the level of lighting to be adjusted or turned off to suit the needs of the community.
- Replace life-expired conventional signal sets with LED traffic signals.

[9] Department for Transport, 'Low Carbon Transport: A Greener Future, A Carbon Reduction Strategy for Transport' (2009).

We will encourage transport operators to reduce CO_2 emissions. While the total carbon emissions relating to public transport are currently low in Cornwall, we will ensure that it remains this way, even when use of public transport increases, by working with transport operators and utilising our powers where necessary. We will:

- Promote low level CO_2 standards for vehicles and transport services procured or regulated by Cornwall Council by specifying the type of vehicle that operates.
- Encourage driver training in order to reduce fuel consumption.
- Encourage bus and taxi operators to invest in low CO_2 emitting and low air pollutant vehicles for use on the services that they operate.

We will work with freight operators to maximise the efficiency of freight movement. According to the Cornwall GHG emissions assessment, around 30% of transport related emissions are attributed to the movements of light and heavy goods vehicles. We will:

- Encourage greater consolidation of loads and more off-peak freight movement.
- Encourage the implementation of new technologies.
- Encourage greater use of water and rail-based transport for the movement of freight to maximise the use of the excellent maritime and rail infrastructure that Cornwall possesses.
- Support the uptake of low emission vehicles.
- Support through Cornwall's Core Strategy the provision of, or safe guarding of land in appropriate locations for freight consolidation and/or transhipment facilities and provision of access to waterways and railways for freight movement.

We will investigate the feasibility of using pricing mechanisms in order to encourage a shift to low carbon transport. We will keep under review the option of demand management measures in order to encourage a shift to more CO_2 efficient private and commercial road vehicles, and walking, cycling and public transport.

We will reduce the amount of road building. The construction of new roads and the increased levels of traffic they create adds to GHG emissions. New roads will only be considered where it can be demonstrated there is a strategic need that meets the priorities for Cornwall or where they are essential to improve access or a town's economic sustainability. Lower carbon alternatives such as public transport improvements and demand management measures will be considered as alternatives to road building. Further detail on making better use of existing infrastructure is contained in respecting and enhancing the environment section in 3.5.

Cornwall's ecological footprint is **higher** than both global and national levels

Case study: Sustainable travel towns

The DfT launched sustainable travel towns project (STTP) in 2004 focused on promoting sustainable travel in three chosen towns, Darlington, Peterborough and Worcester. The results saw a reduction in car journeys by 7 – 9 % between 2004 and 2008. Both walking and cycling levels had increased over the same period (by 2% and 7% respectively[10]). In terms of value for money, a programme of promoting sustainable travel is relatively cost effective. According to the DfT analysis on the STTP outcomes in the three towns, the cost benefit ratio allowing only for congestion effects, is in the order of 1 to 4.5. This would double if environmental, consumer benefit and health effects were included[11].

Policy **2**

We will seek to work with our partners to undertake education, training and awareness initiatives to encourage responsible and sustainable travel choices.

This also supports objectives: 7, 8, 9, 10, 11, 14, 16, 17

Supports the following goals:

How?

We will promote the benefits of sustainable travel choices aimed at encouraging more use of low carbon means of travel, more responsible use of our cars, better vehicle maintenance and flexible working patterns to reduce CO_2 emissions. We will:

- Work with businesses and public sector organisations, such as the NHS.
- Continue to promote sustainable choices of travel through events such as cycle road shows and walk to school week.

More information on awareness raising initiatives can be found under the encouraging healthy active lifestyles section in 3.6

Policy **3**

We will work with partners in the public and private sector to support and encourage the use of alternative fuels for transport.

This also supports objectives: 5, 8, 14, 17

How?

We will enable and support the development and local uptake of low GHG emission vehicles. Over the next 20 years low carbon technologies will play an increasingly significant role in reducing transport related emissions. On a national and European level there has been a recent shift towards the promotion of low carbon vehicle technologies and the use of cleaner fuels. EU regulations adopted in 2009 mean that by 2020 the average CO_2 emissions from new cars will be 40% less than the 2007

[10] Department for Transport, 'Sustainable Travel Towns' <www.dft.gov.uk/pgr/sustainable/ltp3planning/travelguide/sttresults/stt-table> [Accessed 21/02/11].
[11] Lynn Sloman, Sally Cairns, Carey Newson, Jillian Anable, Alison Pridmore and Phil Goodwin for the Department for Transport , 'The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report' (2010).

levels. As Cornwall has high levels of deprivation and low levels of new car ownership, we will be reliant on national incentives to encourage the purchase of low GHG emission vehicles by the general public. We will:

- Support the delivery of infrastructure required for the distribution of alternative transport fuel sources, including electric vehicle recharging points.
- Consider the use of alternative fuels in Cornwall Council's vehicle fleets.
- Require all future developments to assess their requirement for electric vehicle charging points. Associated land use policies will be included in the emerging Cornwall Local Development Framework.

3.3.2 Objective 2: Support communities to live locally to reduce the need to travel.

3.3.2.1 **Why is this important?**

Living locally develops stronger communities by encouraging people to work, socialise, source their food and access their services locally. They can contribute to the local economy, live more sustainably and help to reduce their carbon impact.

Cornwall is characterised by a dispersed settlement pattern with approximatley half of the population living in settlements of less than 3,000 people. This settlement pattern, coupled with the centralisation of many of our local services has led to a reliance on the car as the main form of transport. According to the 2010 Connecting Cornwall travel behaviour survey, the car is the predominant mode of transport for most types of trip (as illustrated by figure 3.4).

Fig 3.4 **Car - the predominant mode of transport for specific journey types**
Source: Connecting Cornwall Travel Behaviour Survey 2010

The Commission for Rural Communities[12] suggests that in order to meet the Government targets to reduce carbon emissions, rural transport as it currently exists will be impossible. Therefore we must address how these communities and their services function in the future to assist them to live locally and reduce the need to travel.

3.3.2.2. **What can Connecting Cornwall do?**

In order to achieve this objective, future development proposals have to be built around sustainable solutions and our communities have to be planned to create an environment for living and working. Our approach to encouraging people to live locally rests on three key issues:

- Delivery of sustainable developments.
- More options to access work, education, healthcare and services locally.
- Utilising technology to reduce the need to travel.

Evidence has shown that the majority of the trips we make are associated with our family and social network, whether it be dropping children off with their grandparents or visiting a friend in the evening. Many of the communities in Cornwall have developed around these strong social networks therefore, provided the walking network is safe and links developments within the community, many local trips could be carried out on foot. If the community is then able to access healthcare, shopping and employment within the area that they live, the number of long journeys for these purposes can be reduced. Planning policy will be critical to delivering this change through the Core Strategy.

Transporting our food around the globe burns fossil fuel and contributes to climate change. The move away from food shopping at small local shops to shopping at supermarkets adds to the climate change impact of our food. These trends have led to an increase in the distance that our food travels known as 'food miles' (as illustrated by figure 3.5), and an increase in GHG emissions. By encouraging local shopping and local food production we can reduce these impacts.

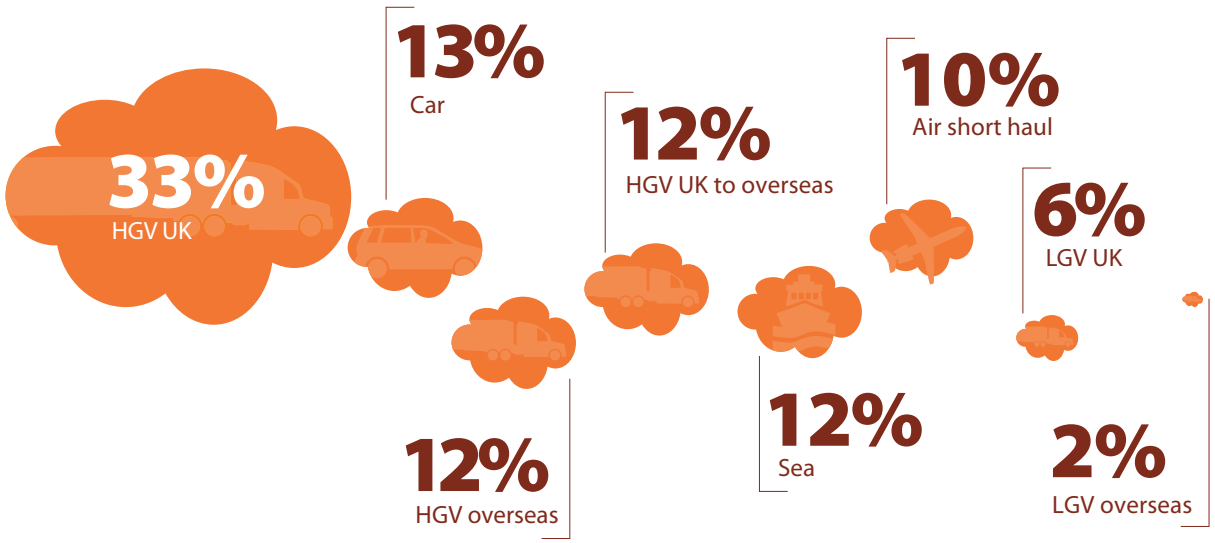


Fig 3.5 **CO_2 emissions associated with UK food transport** (2002)

[12] Commission for Rural Communities, 'Tackling Rural Disadvantage, Thinking about Rural Transport, Rural life without Carbon' (2008).

Advances in technology and the development of an internet culture offer an opportunity for reducing the need to travel by allowing people to access work and services from home or their local area. If a proportion of journeys to work are being replaced by home-working, business meetings by the use of videoconferencing and shopping trips by home delivery, then advances in technology can reduce travel demand and GHG emissions. By encouraging people to remain in their community and use the services closest to where they live, we also provide the opportunity to improve the viability of these local services. The roll out of high speed broadband through the Next Generation Access project across Cornwall will be essential to support this change.

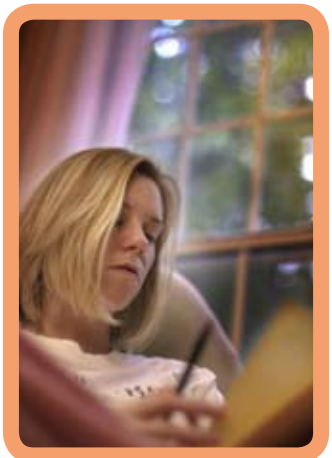
Travel plans can deliver benefits to employees and the local community. They provide greater travel choice, give those that do not own a car better access to employment and services and reduce parking demand and travel costs. The whole community benefits from environmental improvements, particularly when travel plans result in an overall reduction in motor traffic. Travel plans generally include measures to promote walking, cycling and public transport, but can include car sharing schemes; cycling facilities; a dedicated bus service or restricted car parking allocations. A travel plan might also include flexible working practices such as home working and video conferencing. Good travel plans can cut the number of people driving to work by 15%.

Policy **4**

We will support the provision of local services and facilities to enable people to live locally.

This also supports objectives: 1, 5, 6, 7, 8, 10, 11, 12, 14, 15, 16, 17

Supports the following goals:



How?

We will encourage provision of local facilities in communities. These could be in the form of a community hub or a mobile service where a permanent static service could not be supported by the surrounding community. A community hub could make use of a village hall or local post offices to enable home working or accessing online services such as internet shopping. These 'hubs' could also act as a focal point in the community for other services such as health, education or a post office. This proposal also supports the supporting equality of opportunity goal in section 3.8.

We will seek to work with employers in the public and private sector to raise awareness of the business benefits of home working and support the delivery of local workspace hubs and teleconferencing. Remote working policies recognise the numerous benefits connected with home or remote working such as; productivity gains through staff having fewer interruptions and less commuting time, increased staff motivation with reduced stress and sickness levels and savings on office space and other facilities[13].

We will seek to raise awareness of the climate change benefits of local food shopping and production. There are a number of ways in which people are able to reduce their food miles such as: customer supported box schemes; conservation based initiatives; urban food growing projects; and community allotments.

Policy **5**

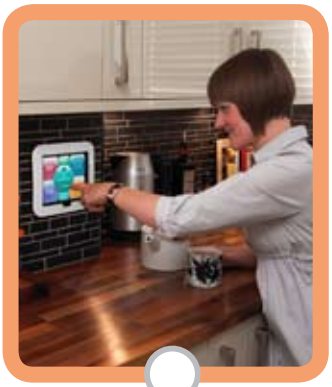
We will use the local and strategic development control processes to ensure that development is planned, delivered and managed to reduce the need to travel.

This also supports objectives: 1, 6, 8, 10, 11, 14, 15, 17

Supports the following goals:

How?

We will encourage mixed use development in order to reduce the need to travel. We will explore opportunities through the emerging Core Strategy and work with our partners in health, education and the private sector to plan and provide services so that they can be accessed from the home or by walking, cycling or public transport.



We will ensure sustainable travel is built into new developments. In order to influence travel behaviour it is imperative that the future needs of a community are considered and captured through good quality planning before infrastructure is put in place. In order to encourage sustainable travel we will look for new development to:

- Provide a comprehensive and direct network for walking, cycling and public transport that includes priority cycle and public transport routes.

[13] Business Link, 'Working from home - Advantages and Disadvantages of Employees Working at Home', <www.businesslink.gov.uk/bdotg/action/detail?itemId=1074447134&type=RESOURCES> [Accessed 22/02/11].

- Deliver walkable neighbourhoods, so that a range of services and facilities are within walking distance.
- Provide a street layout that is easy to read and that pedestrians and cyclists can navigate.
- Ensure walking and cycling routes are attractive and safe.
- Provide high quality interchanges to improve connectivity between transport modes.
- Provide high quality sustainable transport infrastructure within the development, such as real time passenger information (RTPI), bus shelters and cycle shelters.
- Implement and monitor travel plans.

We will work with new and existing employers to develop travel plans. To ensure that the benefits of reduced travel are considered in the planning and servicing of employment sites. We will:

- Use the local planning process to secure travel plans in line with the thresholds given in 'Travel Plans – Advice for Developers in Cornwall'.
- Seek planning conditions or obligations which commit developers to implementing the travel plan on first occupation.
- Measure the effectiveness of a travel plan through compatible monitoring mechanisms and/or automatic traffic counters, where appropriate.
- Develop and deliver area wide workplace travel plans.
- Develop travel plan networks which bring together organisations involved in preparing travel plans to share information, costs and facilities.

3.3.3 Objective 3: Adapt and improve the transport network to ensure resilience to climate change.

3.3.3.1 Why is this important?

Our current transport system was designed and built for local climate and weather conditions using historical temperature and rainfall data. Predicted temperature and weather variations due to climate change mean that our existing infrastructure will become vulnerable. The impacts of climate change on the way we travel are wide ranging and potentially catastrophic. These impacts are set out in table 3.1.

Climate Change	Potential implications for transport
Increased temperature	Deformation of road and airport runway surfaces Rail tracks buckling Passenger discomfort Risk to passenger safety Changes in seasonal demand for transport Changes in travel patterns e.g. tourism
Increased rainfall	Flood damage to roads, railways and airports Increased run off from adjacent land Standing water reducing safety e.g. on roads Reduced visibility Increased demand for car use Rising water tables flooding underground networks
Rising sea level	Permanent asset loss at coastal sites Periodic flooding of coastal infrastructure Threat to port operations Restricted access to ports
More frequent extreme weather events	High winds blow downs trees, rail power lines blocking transport links Impede aircraft operations Infrastructure damage e.g. flood damage to bridges Increased expenditure on road grit

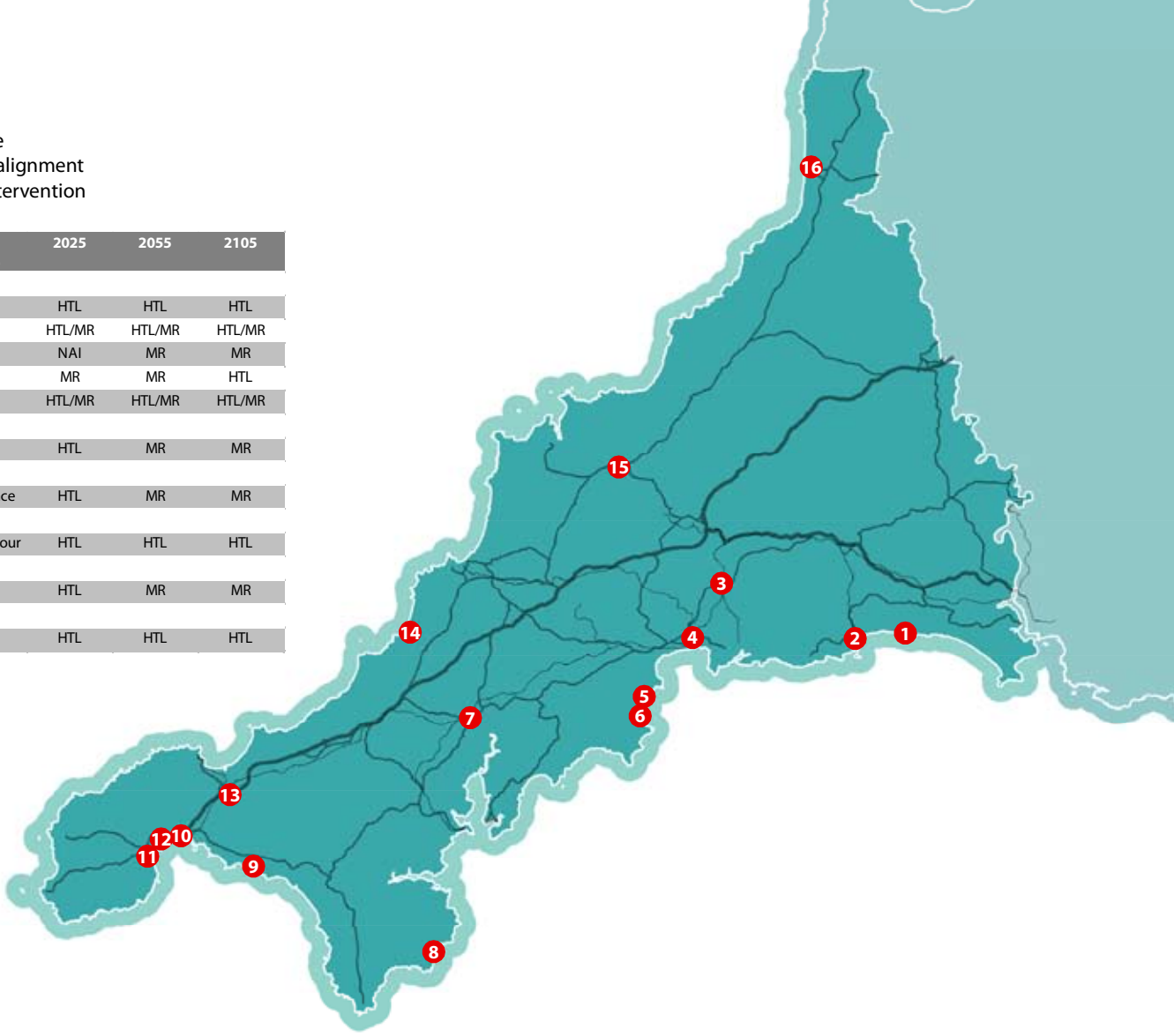
Table 3.1 **The potential impacts of climate change upon the transport network**
Source http://archive.defra.gov.uk/environment/climate/documents/dft-climate-change-plan.pdf

Cornwall's transport network has been developed over many years and to varying standards without the use of modern materials or building techniques. In periods when we experience extremes of temperature, intense rainfall or tidal surges, our transport network is put under strain. The predicted impact of climate change means these periods of strain will become more frequent. As a coastal peninsula, Cornwall will become increasingly vulnerable to the predicted impacts of climate change. Current predictions indicate a 9 -16cm rise in sea level by the 2020's and a 20-80cm rise by 2080[14]. Cornwall's Shoreline Management Plan II identifies 27 locations that are at significant risk from flooding or coastal erosion, many of these include areas where important transport links are located . Areas identified as being

[14] Climate South West, 'Impacts on the South West and Background Information', <www.oursouthwest.com/climate/impacts.htm> [Accessed 22/02/11].

HTL – Hold the line
MR – Managed Realignment
NAI – No Active Intervention

No.	Location (in no particular order)	2025	2055	2105
2	Looe	HTL	HTL	HTL
3	Lostwithiel	HTL/MR	HTL/MR	HTL/MR
4	Par/St Blazey	NAI	MR	MR
5	Pentewan	MR	MR	HTL
6	Mevagissey	HTL/MR	HTL/MR	HTL/MR
8	Coverack	HTL	MR	MR
10	Marazion - Penzance	HTL	MR	MR
12	Penzance/Chyandour	HTL	HTL	HTL
14	Perranporth	HTL	MR	MR
16	Bude	HTL	HTL	HTL



(Shoreline Management Plan II March 2010)

at 'very significant' risk include Penzance and Marazion and in particular the mainline railway and A30, both vital strategic links. Locally significant erosion risks exist on the B3247 which links Downderry with both Seaton and Looe. Studies suggest that in total, over the next 100 years 15 – 30km of Cornwall's roads are liable to be frequently exposed to tidal flooding[15].

The potential impacts of climate change also threaten Cornwall's transport links with the rest of the UK. In 2007 flooding near Tewkesbury, Gloucestershire closed sections of the M5 motorway, which links with the A30 at Exeter and connects Cornwall with the rest of the country. The strategic south west rail main line from London to Penzance is also at risk from potential sea level rise, particularly along sections of the Cornish and south Devon coast[16]. Figure 3.6 shows areas that are at very significant risk of flooding based on Shoreline Management Plan II.

[15] Cornwall County Council, 'Sea Level Rise Implications – Geographical analysis of future high tides' (2009).
[16] South West Region Climate Change Impacts Scoping Study, 'Warming to the idea: Meeting the Challenge of Climate Change in the South West' (2010).

Case study: Boscastle

In August 2004 floods devastated the village of Boscastle in north Cornwall. Around 200 mm of rain fell in just 4 hours, a significant amount when you consider the total annual rainfall for much of Cornwall is between 900 1000 mm[17]. The resulting flash floods caused around £50m of damage, more than 150 people had to be airlifted to safety and 50 60 cars were washed away. Viewed alone such extreme weather events are difficult to link to climate change. However, it is clear that a pattern is emerging of a changing climate where such events are becoming more commonplace. The flooding at Boscastle demonstrates that the impacts of extreme weather events will be felt at a local level. We cannot afford to view climate change as someone else's problem, it is vital we take action at a local level to protect Cornwall and reduce the impacts of global climate change.

Boscastle Flood 2004, extreme weather events such as this are expected to become more common as a result of climate change.

3.3.3.2 **What can Connecting Cornwall do?**

Connecting Cornwall's approach for adapting to climate change and greater resilience rests on two key issues: targeted maintenance; and identification of future potential risks to the network. We must protect Cornwall's transport network where it is most at risk from the potential impacts of climate change. Cornwall's Shoreline Management Plan II identifies numerous sites at severe risk of tidal flooding as a result of sea level rise, specifically sections of the A30 and Cornish mainline. We must work with our partners to maintain strategic links on all parts of the transport network, including rail. Our continued research into the potential impacts and areas of risk can allow us to target our resources where they can be most effective.

The 2008 Pitt review was produced as a response to the 2007 summer floods in Gloucestershire, which caused the death of 13 people and caused massive disruption to the transport network, including the closure of the M5. The review recommends that local authorities should lead on the management of local flood risk, with the support of the relevant organisations.

It is not just about managing the problems we know about. Effective maintenance of the transport network can ensure its resilience against the impacts of climate change.

Our communities and visitors recognise the importance of a resilient transport network, and identified ensuring the transport system is built to last as the most important proposal during the consultation on the strategy.

[17] Met Office, South West England: Climate, <www.metoffice.gov.uk/climate/uk/sw/> [Accessed 22/02/11].

Supports the following goals:

Policy **6**

We will seek to adapt Cornwall's transport network and services and improve their resilience to the impacts of climate change.

This also supports objectives: 4, 5, 6, 12, 14

How?

We will work with partners to identify areas of the transport network that are at greatest risk from the impacts of climate change. We will monitor the potential impacts of climate change on our transport network and assess what level of intervention is necessary. The type of intervention will depend on how critical the infrastructure is, the available resources, the environmental significance of the land and the wider social implications.

We will seek to use materials in construction and maintenance that are resilient to the impacts of climate change. The use of resilient materials will reduce maintenance costs associated with extreme weather. We will also introduce the use of surfacing materials that minimise the CO_2 emissions associated with their use.

We will increase investment in drainage solutions. We will:

- Continue to work closely with the Environment Agency to ensure that drainage schemes are prioritised on a risk basis.
- Ensure the transport network remains resilient to flooding events.
- Ensure that drainage solutions meet both the needs of the community and environment.

The respecting and enhancing the environment goal in section 3.5 contains more information on mitigating environmental impact.

3.3.4 Outcomes

Figure 3.7 sets out the outcomes we will achieve if the policies and proposals relating to the tackling climate change goal are implemented.

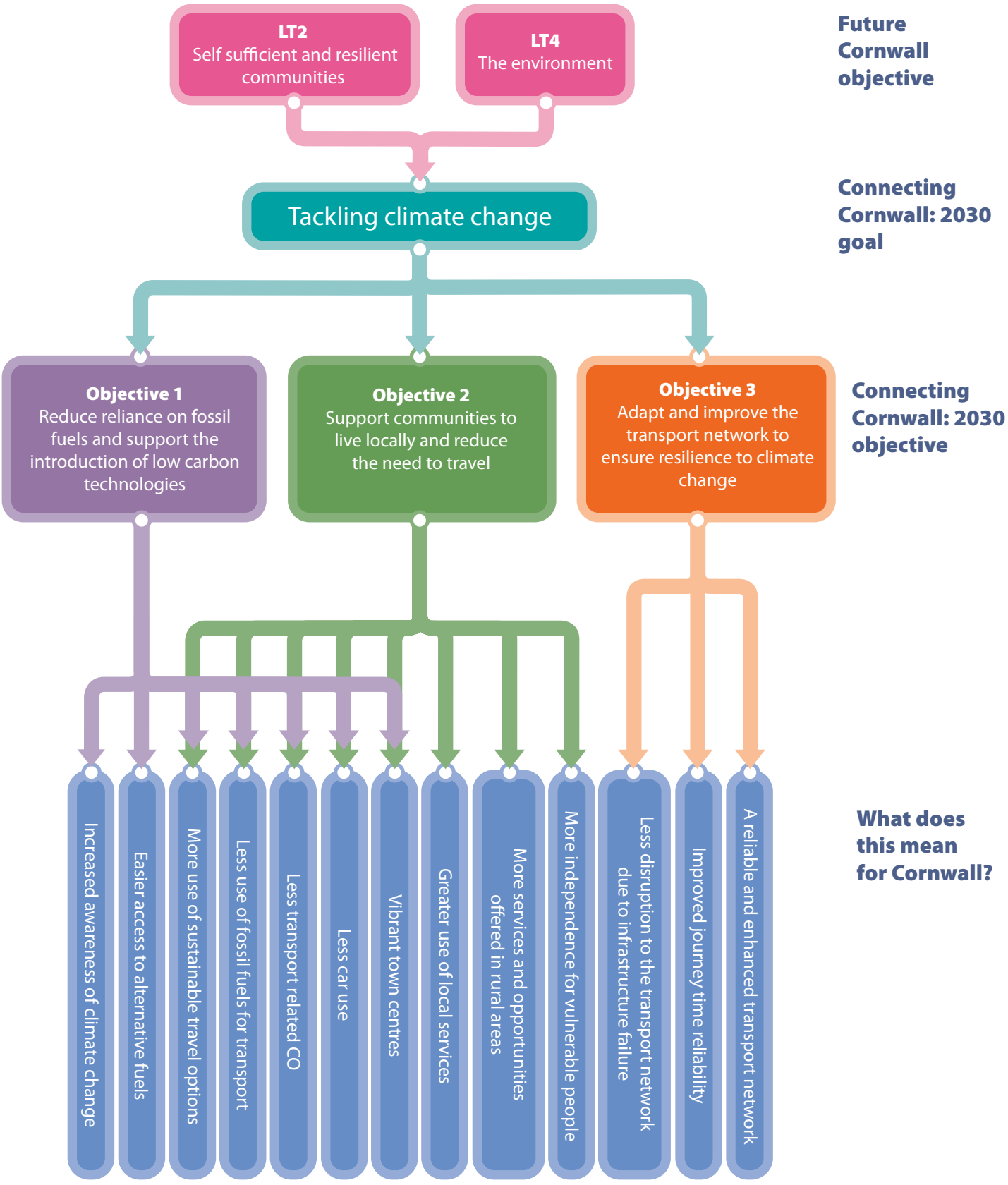


Fig 3.7 **Tackling climate change outcomes**

Supporting economic prosperity

Support economic prosperity by improving access for business, employment, education, training and tourism.

" There is clear evidence that a comprehensive and high-performing transport system is an important enabler of sustained economic prosperity."

Eddington Transport Study: The Case for Action (2006)

Transport is one of the most fundamental and important characteristics of economic activity as it satisfies the basic requirement to go from one location to another, a need shared by people, freight and information. An efficient transport network results in better accessibility to economic markets, employment and investments.

While some regions benefit from good transport networks and services, Cornwall has often found it is marginalised by its geography and poor transport connections. Good transport provision on its own is not enough to lead to economic growth. However, the lack of transport provision and poor connectivity can constrain the growth of our economy. Investment in transport connectivity is key for Cornwall in facilitating economic growth, particularly in regeneration areas. Transport investments are generally considered to be wealth producing rather than wealth consuming investments.

Future Cornwall recognises the economic challenge, and one of the long term objectives of the strategy is to secure economic stability in Cornwall. This is supported by the vision of the Council's economic white paper to become a confident, resilient Cornwall that is a leader in innovative business and low carbon technologies. At a national level, the coalition Government have committed to create growth through investment in transport while ensuring the system 'is also greener and safer and improves quality of life in our communities'. The role that Connecting Cornwall plays in supporting these strategies is significant.

3.4.1 Objective 4: Improve connectivity of Cornwall to the rest of the world.

3.4.1.1 Why is this important?

Cornwall's geographical position makes us one of the most remote and peripheral mainland areas in the UK and creates a distinct disadvantage in terms of our connections to the rest of the UK.

The Eddington Transport Study states that the performance of the UK's transport networks will be a crucial enabler of sustained productivity and competitiveness. Transport and the economy are implicitly linked at a local level. Significant levels of

congestion can be expected on the inter-urban road links in Cornwall by 2026 if there is no investment in the transport network and services. The annual gross domestic product cost to the Cornish economy as a result of a lack of investment in the transport network could be as much as £300m[1]. In addition, significant journey time increases will constrain economic growth in Cornwall, maintaining the perception of peripherality and subsequently acting as a deterrent to inward investment. It is estimated that for every additional 100 minutes travel time to London, productivity is reduced by around 6%. Travel time between London and Penzance is on average 5 hours and 45 minutes therefore the impact on productivity is considerable[2].

As Cornwall's population continues to grow, the demand and strain put upon the capacity and key junctions of the strategic trunk road network continues to increase. Therefore it is important that improvement schemes for the A30 consider the impacts of predicted population increases and the associated movement of people. There is also a continued requirement for investment to relieve current bottlenecks and to facilitate significant trade growth. As a growing proportion of freight journeys are becoming time sensitive, they require better journey time reliability in order to meet their customers' requirements. Congestion along the arterial routes only serves to act as a barrier to business connections between Cornwall and the rest of the country.

Cornwall needs strategic gateway opportunities which promote connectivity between Cornwall and the rest of the country and beyond to ensure businesses of a high quality are both attracted to Cornwall and are able to sustain and do business from within.

3.4.1.2 **What can Connecting Cornwall do?**

Connecting Cornwall's approach for improving Cornwall's connectivity to the rest of the world rests on three key issues:

- Improving the performance of our existing transport infrastructure and services.
- Delivering sustainable transport connectivity options.
- Utilising technology to deliver better connectivity.

There are a number of transport proposals and measures that we can implement to improve Cornwall's connectivity to the rest of the UK including: investing in our road and rail networks to improve journey times and reliability; continuing to support Newquay Cornwall Airport; completing strategic reviews of our existing links to ensure they remain resilient in the future; and enabling and promoting sustainable tourism.

The connectivity of Cornwall to the rest of the UK is reliant on transport infrastructure and services in other areas of the south west. In order to ensure schemes are delivered that improve the economic connectivity of Cornwall, it is important that we work with other south west authorities, transport operators and providers to protect existing transport links and deliver enhancements.

An effective transport link between south east Cornwall and Plymouth is vital in building a sustainable local community. It contributes to achieving a stronger community with better local economies and provides access to health, education and leisure services. The wider role of the crossings in the future of the communities of Cornwall and Plymouth needs to be recognised and the work necessary to secure that role identified and developed.

Major companies have identified air links as a key component in their decision making process for doing business. In Cornwall, the links the airport supports to UK, European and international business centres and markets are vital for the wider business community.

[1] Cornwall County Council, 'Economic Growth in Cornwall and the Role of the Strategic Road Network' (2007).
[2] The University of the West of England and the University of Bath, joint report for South West Regional Development Agency, 'Meeting the Productivity Challenge' (2005).

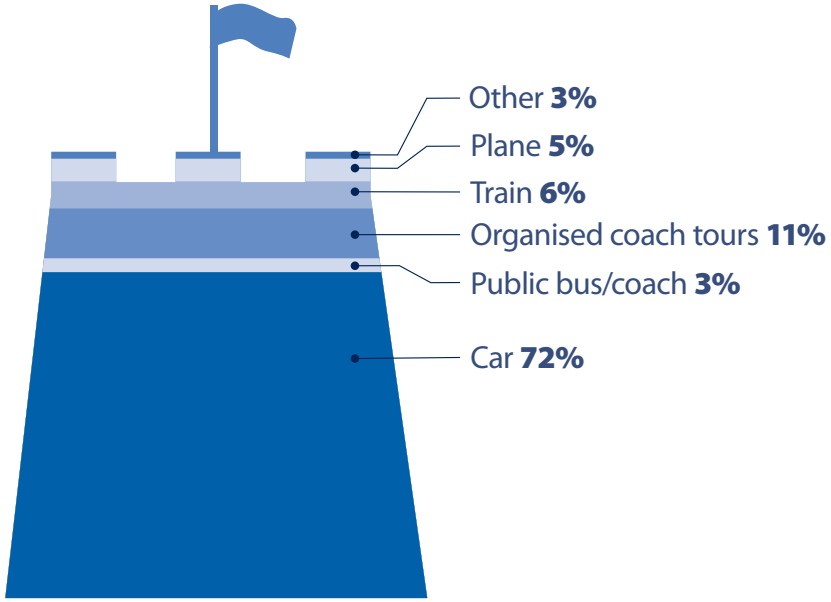


Fig 3.8 **Mode of travel to Cornwall by visitors**
Source: Cornwall visitor survey 2008/09

Tourism is a significant economic driver and supports 40,000 jobs in Cornwall. The challenge we face is to continue to develop the tourism industry in Cornwall but ensure this is done in a sustainable way. This should allow growth without adding to the existing transport challenges experienced during the summer, which can result in negative perceptions for visitors and negative impacts on other economic sectors. The car is by far the most dominant mode of travel used by visitors to Cornwall as illustrated in Figure 3.8. According to the 2008/09 Cornwall visitor survey, 72% of visitors arrived in Cornwall by car.

We need to achieve a modal switch away from car to more sustainable modes of transport for domestic tourism. However, to achieve this we will need to work with partners in the industry and demonstrate there are wider benefits for them, not just transport benefits. It is estimated that a full-day visitor cyclist will spend £9.55 per outing per person. A recent study carried out by Cycle Tourism in the north east of England[3] identified that four cycle networks in the north east region contributed £9.6m of direct expenditure to the local economy in one year and further supported 216 jobs in the trails' immediate vicinity. This demonstrates the value of cycle networks to a local economy. A reduction in car use can also deliver benefits for the tourism industry by removing a potential negative impact and preserve the longer term viability of the area as a tourist destination, by improving its conservation and thus retaining its attractiveness.

[3] Sustrans, 'The Economic Impact of Cycle Tourism in North East England' (2007).

Supports the following goals:

Policy **7**

We will lobby for and support transport network and service improvements delivered outside Cornwall that demonstrate they can enhance connectivity with Cornwall and the far south west.

This also supports objectives: 3, 5, 15

How?

We will lobby central Government, the Highways Agency, Network Rail and transport service operators to recognise the importance of transport links to the economy and social wellbeing of the far south west and ensure existing infrastructure and services are maintained and improved.

Key projects that Cornwall will look to support to enhance connectivity and journey time reliability are:

- Extending the electrification of the Great Western mainline from Exeter to Plymouth and Cornwall.
- The delivery of new rolling stock on the rail network in the south west.
- Addressing potential major resilience issues of the mainline railway across the Somerset Levels and on the sea front at Dawlish.
- Delivery of a second strategic route to the south west to reduce reliance on the M4/M5 strategic link.
- Improving the performance of the A38 around Plymouth.
- Improving the performance of the M5 around Exeter.
- Addressing the potential major resilience of the M5 to flooding.

Supports the following goals:

Policy **8**

We will work with partners to deliver improved road, rail, sea and air connectivity linking Cornwall to the rest of the UK.

This also supports objectives: 3,5,15

How?

We will work with the Highways Agency to deliver improved connectivity and sustainable capacity enhancements to the strategic road network linking Cornwall to the rest of the UK. In order to enhance the connectivity provided by the strategic road network, Cornwall will look for the following improvements:

- Dualling of the A30 between Temple and Higher Carblake.
- Dualling of the A30 between Carland Cross and Chiverton Cross.
- Capacity improvements to key junctions on the A30 and A38.
- Traffic management and junction improvements along the A38.

We will work with the Tamar Bridge and Torpoint Ferries Joint Committee, Plymouth City Council and the Highways Agency to protect and enhance the bridge and ferry crossings of the Tamar. In order to ensure that an effective crossing is available for the long term future of the region, a strategic review is needed that considers the role of the Tamar Bridge and Torpoint Ferry for Cornwall and Plymouth in the light of future challenges. The advantages of developing this strategic view for the Tamar crossings are to:

- Create certainty for the community, investment and development.
- Enable planned investment in infrastructure and services.
- Ensure that development of the crossings is informed by, and integrated into other strategic plans.
- Ensure that investment is made in the crossing for both maintenance and improvement.
- Provide a clear process to guide the management of the crossings.

The strategic view will need to be linked to the business plan approach being developed by the Tamar Bridge and Torpoint Ferry Joint Committee to ensure consistency.

We will seek to protect and improve the connectivity of Cornwall with the Isles of Scilly. This will be achieved by the Isles of Scilly sea link which is a combination of projects involving the upgrading of the harbours and vessels that together will secure the future of a sea service between Cornwall and the Isles of Scilly.

We will work with Network Rail and the train operating companies to deliver improved connectivity, sustainable capacity enhancements and improved journey time to the rail network and services linking Cornwall to the rest of the UK. In order to improve the connectivity provided by the mainline railway, Cornwall will look for the improvements to:

- Reduce journey times to other major cities and particularly between Cornwall and London.

- Increase the number of services entering Cornwall from London and Bristol in the morning and leaving Cornwall for London and Bristol in the evening.
- Deliver more and better trains for services to Cornwall to reduce journey times and increase capacity.
- Achieve a commitment to the extension of electrification of the Great Western mainline to Cornwall.
- Improve rail infrastructure to enable more freight to be transported by rail.
- Safeguard existing rail freight infrastructure and access to the rail network.
- Address potential major resilience issues of the mainline railway across the Somerset Levels and on the sea front at Dawlish.
- Continue to promote and support increased rail use and lobby the rail authorities and industry for improvements to the rail infrastructure and services west of Exeter. Where necessary, we will take the lead in finding the resources required to deliver improvements.

We will continue to support Newquay Cornwall Airport in order to improve the connectivity of Cornwall to the rest of the UK. The connectivity the airport provides is essential to business within Cornwall.

Policy **9**

We will seek to work in co-operation with the tourism boards and local tourism industry to promote sustainable tourism.

This also supports objectives: 6, 7, 9, 10, 11, 14, 15, 16

Supports the following goals:

How?

We will support the expansion and enhancement of the Cornish Way, Cornwall's section of the National Cycle Network (NCN), connecting Bodmin to Plymouth and north Cornwall to Devon and beyond. Expansion of the network will require identification of resources to ensure appropriate maintenance.

We will support and encourage the greater use of coach travel for visitors to Cornwall. Scheduled coach travel offers a comparatively cheap form of long distance travel and helps address Cornwall's requirement for improved external connectivity. There are considerable economic benefits to the tourism industry in Cornwall from coach excursions. We will seek to work in co-operation with the tourism boards and local tourism industry to improve parking and stopping and waiting spaces for touring coaches. Coaches will also benefit from the range of proposed improvements to the bus network set out under section 3.4.2.

We will work with and encourage tourism providers to promote Cornwall as a car-free destination. Our ambition is that Cornwall becomes a quality car-free destination so that the ability to travel by public transport becomes an attraction in its own right and can meet the needs and aspirations of its visitors. We will establish a process with tourist boards, visitor attractions and public transport operators to co-ordinate the delivery and promotion of sustainable tourism.

3.4.2 Objective 5: Ensure a resilient and reliable transport system for people, goods and services.

3.4.2.1 Why is this important?

The way in which Cornwall has grown and developed has resulted in a dispersed settlement pattern. This results in a very high demand for travel, which leads to a significant amount of journeys being undertaken every day in the county, the majority of these by car.

Transport can bring settlements closer together, link people to jobs, deliver products to market and facilitate supply chains. All these journeys are essential to the economy of Cornwall and the wellbeing of our communities. By 2026 in Cornwall, transport demand is predicted to frequently outweigh the network capacity on inter-urban routes resulting in congestion and longer journey times. These delays and unreliability have direct costs on people and business, affecting productivity and efficiency and resulting in significant cost to our economy. The increased levels of traffic in Cornwall due to visitors in the summer already leads to congestion issues on the network and this will continue to exacerbate the problem in the future unless action is taken.

3.4.2.2 What can Connecting Cornwall do?

Our approach for providing a resilient and reliable transport system for Cornwall rests on three key issues:

- Supporting the key inter-urban transport corridors in Cornwall.
- Keeping our transport network and services operational and moving.
- Improving and expanding our public transport network and services.

Enhanced connectivity between the main towns in Cornwall is vital for the creation of a successful knowledge-based economy, and the economic and wider benefits of improved sustainable transport links are both significant and widely recognised. These include:

- An improvement in the movement of people, services and goods due to increased service frequency.
- An increase in productivity and competitiveness due to reduced travel time.
- An increase in access to new and existing markets.
- A reduction in rural economic and social isolation.
- A reduction in transport-related carbon emissions due to the provision of an efficient reliable public transport service.

The policies and proposals that support this objective encompass the core of the Connecting Cornwall strategy. They recognise the importance of travel patterns within Cornwall (as set out chapter 2) and that they have to be managed in the future to accommodate predicted growth, prevent congestion and to continue to support our economy by providing efficient and sustainable access to jobs and services, and for business, leisure and education.

An improved rail service in Cornwall will help businesses to become more productive by accessing a larger pool of labour and choice of suppliers and through increased exposure to competition. Good rail connections can help our towns and city to become better connected to each other and their wider markets, helping them to play to their

strengths while drawing upon complementary industries in surrounding areas. Local residents will be able to access new employment opportunities and higher wages. In improving the rail network we will need to focus on schemes that support the growth of the private sector economy and open up job opportunities.

Buses are an important tool in connecting our towns and villages. They have the ability to transfer large numbers of people to the services they require. Improvements to bus services are often ranked as a high priority through public consultation surveys carried out in recent years. This is illustrated in figure 3.9 which shows the results of the Place Survey (2008).

We know that many people do not currently see the bus as a viable alternative to the car in Cornwall due to issues including unreliability and length of journey times or, its inability to connect with other services or modes of transport. It is therefore imperative that we invest in bus based transport to make it work for the people of Cornwall and the bus industry alike, to address potential future pressures including capacity through modal switch and population growth.

The ability to move freight and products is a key part of any society and its economy. Economic growth, business and employment are supported by an efficient freight network. However, the movements of freight and goods by road is often viewed as contributing to congestion, noise, pollution, reliance on fossil fuels, and increased maintenance of our infrastructure. Rail and water can play an essential role in transporting freight due to their increased capacity over road based freight. If the Cornish economy is to grow in a sustainable way and we are looking to limit the impact of that growth, we need to develop freight solutions that are less reliant on road transport.

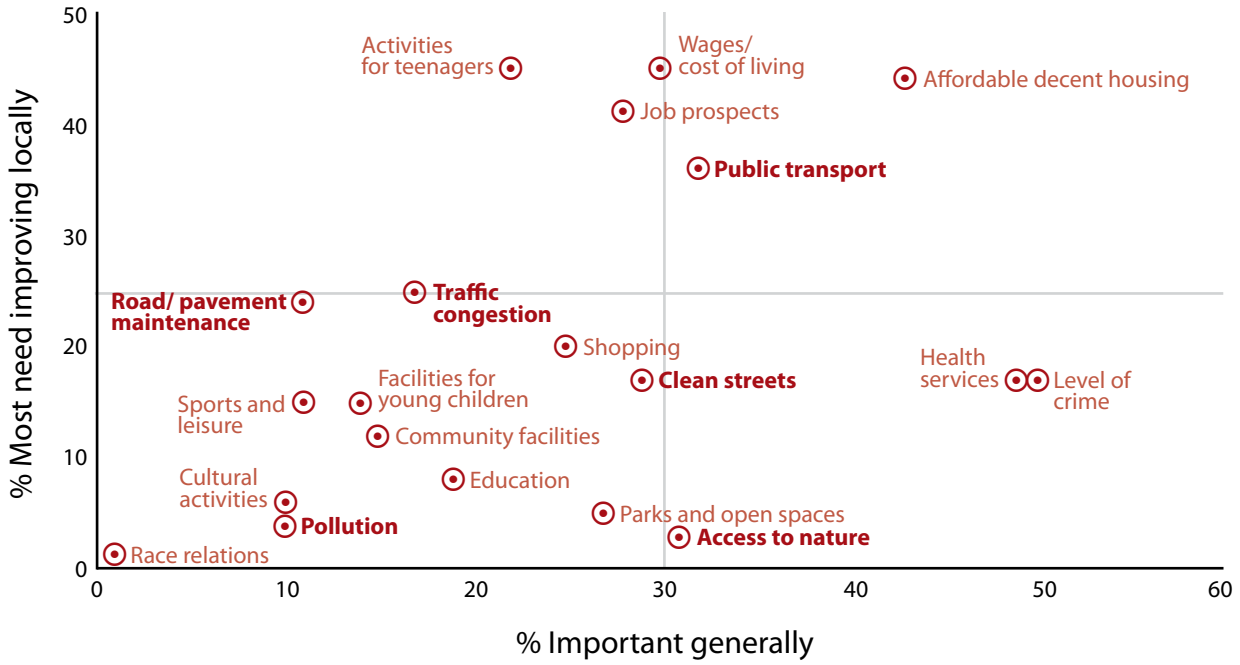


Fig 3.9 **Place Survey** (2008)

Supports the following goals:

Policy **10**

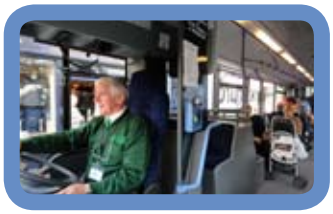
We will seek to maximise public transport connectivity and capacity benefits on routes within Cornwall.

This also supports objectives: 1, 2, 6, 14, 15, 16

How?

We will seek to deliver a quality Cornwall wide bus service. This will be led by a full review of every element of the bus network including customer service, routes, infrastructure, fare structures and customer information. All of which build on the end to end journey principles detailed in the Creating Growth, Cutting Carbon White Paper. The Council will work closely with our partners in both public and private sector to enable a step change in the quality and provision of public transport in Cornwall. We will:

- Ensure that bus services are regular and reliable. Improve their reliability through the introduction of new technologies and bus priority measures.
- Introduce express services operating between the main towns in Cornwall.
- Introduce quality community bus networks from the more rural locations that integrate with the main bus networks and express services.
- Introduce integrated smart ticketing to deliver combined travel between bus, rail and ferry, reduced journey and boarding times and enable cashless transactions. This is in line with the Government commitment to deliver smart ticketing for most public transport journeys by December 2014.
- Provide a high standard of training to ensure excellent customer services and drivers who are friendly and helpful.
- Introduce new vehicles that are modern, comfortable, clean, accessible and well maintained.
- Provide high quality facilities at multi-modal interchanges. These will be modern and comfortable providing an efficient and hassle free transfer between services. They will include facilities for cycle parking, ticket purchase and real time passenger information.
- Provide clean, attractive and accessible bus shelters and where appropriate, review the siting of bus stops.
- Provide high quality and accessible transport information.
- Roll out real time public transport information. Journey information will be available from within the home and on-street. Reliable real time information will become widespread and accessible, instilling confidence in the waiting passenger.
- Implement junction modifications that will improve capacity and provide priority for buses in urban areas.
- Support the introduction of audio and visual messaging on board vehicles that will inform passengers of the next stop.
- Develop consistent recognisable branding that denotes quality.
- Explore opportunities to improve partnership working between the Council and bus operators to secure a quality bus network.



We will work with Network Rail and train operating companies to identify opportunities for enhancing the rail network in Cornwall. We will continue to take the lead in the development of the railway in Cornwall by:

- Seeking to secure additional passenger growth through further proposals to increase service frequency, aiming for a minimum clock-face half hour frequency on the mainline and between half hourly and hourly clock-face on the branch lines.
- Investigating opportunities to improve connectivity between Falmouth, Truro, St Austell and Newquay through a dedicated rail service. This will create a high frequency service for these key towns in mid-Cornwall, as well as create a sustainable rail link for development in the St Austell and Clay Country area.
- Continuing to lobby for more and improved trains in Cornwall.
- Reviewing station facilities and continuing to deliver a programme of station improvements where needs are identified.
- Integration of bus smartcard ticketing with rail travel within the next ten years.

We will improve integration between transport modes to reduce congestion and provide a more reliable transport network. Good interchange facilities are crucial to improving public transport and increasing passenger numbers. Our aim is to improve interchange for passengers so that they enjoy quality facilities in comfort and safety. Passengers will expect reliable, clear information and high levels of customer service. We will encourage and work with transport service providers to:

- Improve bus, cycle, pedestrian and taxi interchange facilities, where needs are identified, at railway stations.
- Develop proposals for new multi-modal transport interchanges in our main urban areas.
- Deliver improved pedestrian and cycle connections from adjacent communities and developments to transport interchange points.
- Improve integration between the timetabling of rail and bus services.
- Improve passenger information systems to encourage multi-modal journeys.
- Improve accessibility to transport interchange points.
- Integrated ticketing across bus services and with rail.

We will provide improved sustainable transport connections to Newquay Cornwall Airport from key destinations. Major opportunities exist to develop and grow the airport in a sustainable manner both in terms of its passenger market but also the airport's future business development. It is important that the proposals to develop land around the airport provide an opportunity for:

- Improving public transport access to the airport and the proposed future development.
- Investigating potential improved links from rail to the airport.
- Ensuring that the growth does not create unnecessary congestion along routes to the airport.
- Working with public transport operators to overcome difficulties of standard bus provision in relation to a dispersed catchment and the timing of flights (early and late in the day).

We will work with partners to protect, enhance and promote ferry services in Cornwall. Ferries provide access to and from many communities which are otherwise severed from essential services and onward connections by waterways. We will encourage and work with operators and infrastructure owners to:

- Develop the quality and quantity of water-borne transport services within Cornwall.
- Improve the attraction and safety of water-borne passenger transport.
- Upgrade the infrastructure and vessels.
- Improve the integration of ferries with other transport services, including smartcard ticketing.
- Improve the availability and quality of information about ferry services.

Supports the following goals:

Policy **11**

We will seek to improve the efficiency and effectiveness of the operation of the transport network, bring our transport assets into a good state of repair, and then maintain them in that condition.

This also supports objectives: 1, 3, 4, 8, 12, 14

How?

We will deliver our Transport Asset Management Plan (TAMP) for Cornwall. Asset management is defined as: a strategic approach that identifies the optimal allocation of resources for the management, operation, preservation and enhancement of the highway infrastructure to meet the needs of current and future customers.

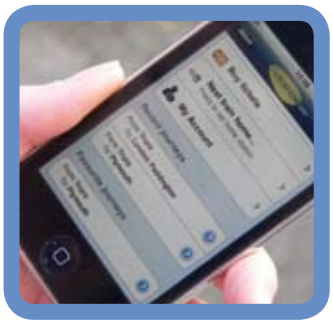
Over the past five years, we have made significant progress in the development and implementation of asset management. Our road network is the most valuable community asset under the Council's control. Despite this, there is a growing realisation that the management of this vital and valuable asset is not receiving the funding required for the provision of the optimal state of repair and operation. Cornwall, like many other local authorities, will implement asset management principles as a means of delivering better outcomes to customers. Asset management facilitates informed decision-making by supplementing instinctive engineering judgement with analysis (financial, economic and engineering). It thereby enables us to better understand and manage the relationship between cost and performance.

The overarching TAMP brings each of the specific codes of practice for highways, street lighting and highway structures into one common approach for the service and provides an important mechanism for efficient long term delivery of maintenance programmes throughout the next five years and beyond. We are therefore in a good position to demonstrate the value of our transportation assets and the need to identify, prioritise and implement maintenance programmes during the life of the Connecting Cornwall strategy.

We will prioritise investment in our road network on the strategic corridors between urban areas. This will be achieved by maximising the potential of the corridor through junction improvements, road widening and the prioritisation of sustainable modes. We will plan and co-ordinate maintenance activities to minimise the impact of disruption which will allow journey times to be more reliable on these routes.

We will develop an intelligent transport system. As technology develops, we need to ensure that we use it to its full potential to deliver an efficient transport system and provide real time information to those who are travelling. The development of an intelligent transport system will enable us to:

- Provide drivers with real time information about congestion, traffic volumes, journey time, planned and unplanned disruption and car park occupancy.
- Give public transport priority through junctions to promote sustainable travel.
- Provide real time travel information through Internet and mobile devices.
- Deliver a traffic signal network that maximises the capacity of the existing road network.
- Develop on-street control to better manage available road capacity.



These systems will be developed to allow better management of the existing transport infrastructure to assist in delivering sustainable economic and population growth.

Policy **12**

We will work with partners to increase the amount of freight moved by rail and water.

This also supports objectives: 1, 7, 8, 14

Supports the following goals:

How?

We will look to identify potential enhancements to the rail network including track upgrades and the reopening of freight facilities where appropriate. Cornwall benefits from a good rail network and a maritime tradition, yet does not necessarily take full potential of the available network. By improving local infrastructure it could be possible to bring container traffic into Cornwall. The Rail Freight Group have advised that Cornwall could potentially transport approximately 250,000 tonnes of aggregates out of Cornwall each year.

We will support programmes to enhance Cornwall's ports, their development and improved access. We will:

- Support the Cornwall maritime strategy to develop proposals to protect and enhance Cornwall's marine transport links, including links to Plymouth for passengers and freight.
- Promote improved and sustainable access to and from the ports.
- Ensure strategic links to ports are established and maintained to a standard that lets the port operate successfully.

The Port of Falmouth Masterplan and Economic Assessment[4] aims to prepare proposals for the development of the port and related initiatives to secure its role in serving the economy of Cornwall.

[4] Cornwall Council, 'Port of Falmouth Masterplan and Economic Assessment' <www.convergencecornwall.com/convergence-investments/port-of-falmouth-masterplan-and-economic-assessment-.php> [Accessed 22/02/11].

3.4.3 Objective 6: Support the vitality and integrity of our town centres and rural communities.

3.4.3.1 **Why is this important?**

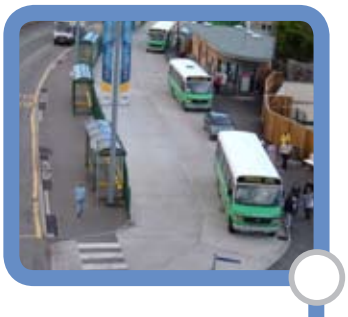
'Place shaping' is a key strategic issue highlighted in Cornwall's economic white paper and a leading theme in the emerging Core Strategy. Place Shaping is largely about maximising the employment and services available within Cornwall's smaller settlements. This encourages people to live locally, supporting their local economies and helping to support rural businesses and ultimately the prosperity of rural communities. There is also support for delivering 'total place' which will develop the key strengths and individual qualities of our towns to build a stronger and more economically robust Cornwall for the future.

Thirteen key urban areas have been highlighted as areas for 'transformational regeneration'. In Cornwall, this will see development of those towns' key strengths, promotion of our smaller settlements and the enhancement of the vitality of our coastal and rural settlements. Transport is essential in enabling the development of thriving rural and coastal settlements by providing the sustainable connections within them and between them. The ability of Cornwall to flourish will depend on the extent to which vibrant and cohesive communities in attractive and prosperous towns and rural areas can be delivered. Cornwall's smaller settlements and larger towns all have a vital role to play in developing, strengthening and sustaining Cornwall's economy.

3.4.3.2 **What can Connecting Cornwall do?**

Our approach for supporting the rural vitality and integrity of Cornwall's town centres rests on three key issues:

- Increasing the choice of sustainable travel modes and destinations for rural communities.
- Improving accessibility to our towns and villages.
- Integration of land use planning and transport policy.



For some time there has been a reliance on the car for those living in Cornwall's rural areas as the only practicable means of transport. However, there is a difference between reliance and dependence. While dependence is difficult for us to overcome, we can address reliance by improving and widening the choice of transport alternatives. Requiring those living in rural areas to depend on the car is not an option, since there will always be a large proportion of rural residents who do not have access to a car. If we are to support our rural communities we need to improve the travel choice available to them to allow greater and improved access to local employment and services.

Good quality transport helps to underpin broader issues such as affordable rural housing and the development and retention of local services and employment in rural towns and villages[5]. Within Cornwall the benefits of rural clusters by which small settlements within a close locality work together to build upon their strengths and attributes have been identified as a way of supporting rural vitality. Transport links, including walking and cycling opportunities between the settlements, need to be in place for the cluster concept to be fully realised.

[5] Matthew Taylor, 'Living Working Countryside - The Taylor Review of Rural Economy and Affordable Housing' (2008).

Equally, well designed, integrated and accessible public transport networks, park and ride facilities and extensive walking and cycling networks can all play a key role in allowing people the access they require to employment and services within Cornwall's towns.

Town centres are major generators of journeys for employment, shopping, services, and entertainment. They are the focus for a large number of trips and typically act as the hub of public transport networks. New development in town centres can encourage the use of public transport or enable one car journey to serve several purposes and thus help reduce the number and length of car journeys. Our town centres can therefore play an important role in reducing the need to travel and reliance on the car.

Transport can help in ensuring the integrity of our town centres by ensuring ease and convenience of travel choices. Evidence has shown that people who travel to the shops on foot, by cycle or by public transport spend as much, if not more than those who travel by car[6]. The delivery of frequent, high quality public transport services are needed that provide the right level of penetration. Infrastructure and facilities should be provided in a way that encourages greater use of walking and cycling and the quality of provision for people with a physical impairment.

However, while we are now able to formulate optimal transport strategies, transport policy measures alone will not achieve a sustainable situation. In most cases, land use changes will need to be co-ordinated with transport measures if rural vitality and viable town centres throughout Cornwall are to be achieved.

[6] Department for Transport, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (2011).

Supports the following goals:

Policy **13**

We will support a range of sustainable transport improvements in town centres for people and freight that help promote the vitality of town centres.

This is also supports objectives: 1, 2, 5, 10, 11, 12, 14, 15, 16, 17

How?

We will consider the use of park and ride facilities to relieve congestion in the town centre/area it serves. We will:

- Consider high quality park and ride services in selected locations to ease town centre congestion through the reduction of car journeys into the centre.
- Consider seasonal park and rides facilities to provide visitors to Cornwall with affordable and efficient access to the popular towns and destinations to alleviate congestion on the roads during the peak summer months.
- Use park and ride to increase long stay parking provision for the town centre while reducing the impact of cars within the built environment.
- Use park and ride to promote high quality public transport.
- Consider wider initiatives, including the deployment of demand management measures in town centres in determining the location of park and ride.
- Use park and ride to reduce the demand for urban road construction.

We will develop a parking management strategy that assesses the role, function and management of each car park, its assets and scopes the potential for introduction of new technologies to improve the efficiency of the service. The strategy will consider and advise the potential for on-street parking and on-street parking charges on a site specific basis and the increase in short-term parking, coupled with the reduction in long-term parking availability to support businesses in Cornwall's town centres. We will look to ensure sufficient advantageously located short term parking for businesses is available, particularly those in the main urban areas, by:

- Providing on-street parking in locations that do not compromise pedestrian and cycle movements and public transport operations and loading and unloading for businesses.
- Placing priority on short-term parking space provision in Cornwall Council controlled parking facilities.

We will seek to develop taxi share schemes that promote a number of fixed fare routes linking popular destinations and residential areas with regular services. Services could be run in many of our towns linking settlements and services such as out of town supermarkets, shopping centres and hospitals. There are a number of passenger benefits to taxi share, such as lower fares due to shared cost and reduced passenger waiting times due to less individual journeys.

We will work with our partners in the freight and road haulage industry to manage the movement of lorries on our roads through the Lorry Management Strategy. More about the effective management of freight is contained in section 3.7 supporting community safety and Individual well being.

Policy **14**

We will use the local and strategic development control processes to ensure that the transport impacts of development proposals on our transport network and services do not compromise their safety and efficiency.

This also supports objectives: 4, 5, 12, 14

Supports the following goals:

How?

We will use the local and strategic development control processes to seek to ensure that:

- All high trip generating developments are located in areas with frequent public transport, good accessibility, connectivity and capacity (either currently or where new transport schemes are committed).
- The design and layout of development sites maximise access on foot, cycle and to public transport facilities.
- Access for deliveries and servicing, is provided and opportunities for sustainable freight distribution is maximised where possible.
- Land for transport use is safeguarded through the Local Development Framework.
- Planning contributions are sought for transport improvements where appropriate.

3.4.4 Outcomes

Figure 3.10 sets out the outcomes we would expect to achieve if the policies and proposals relating to the supporting economic prosperity goal were implemented.

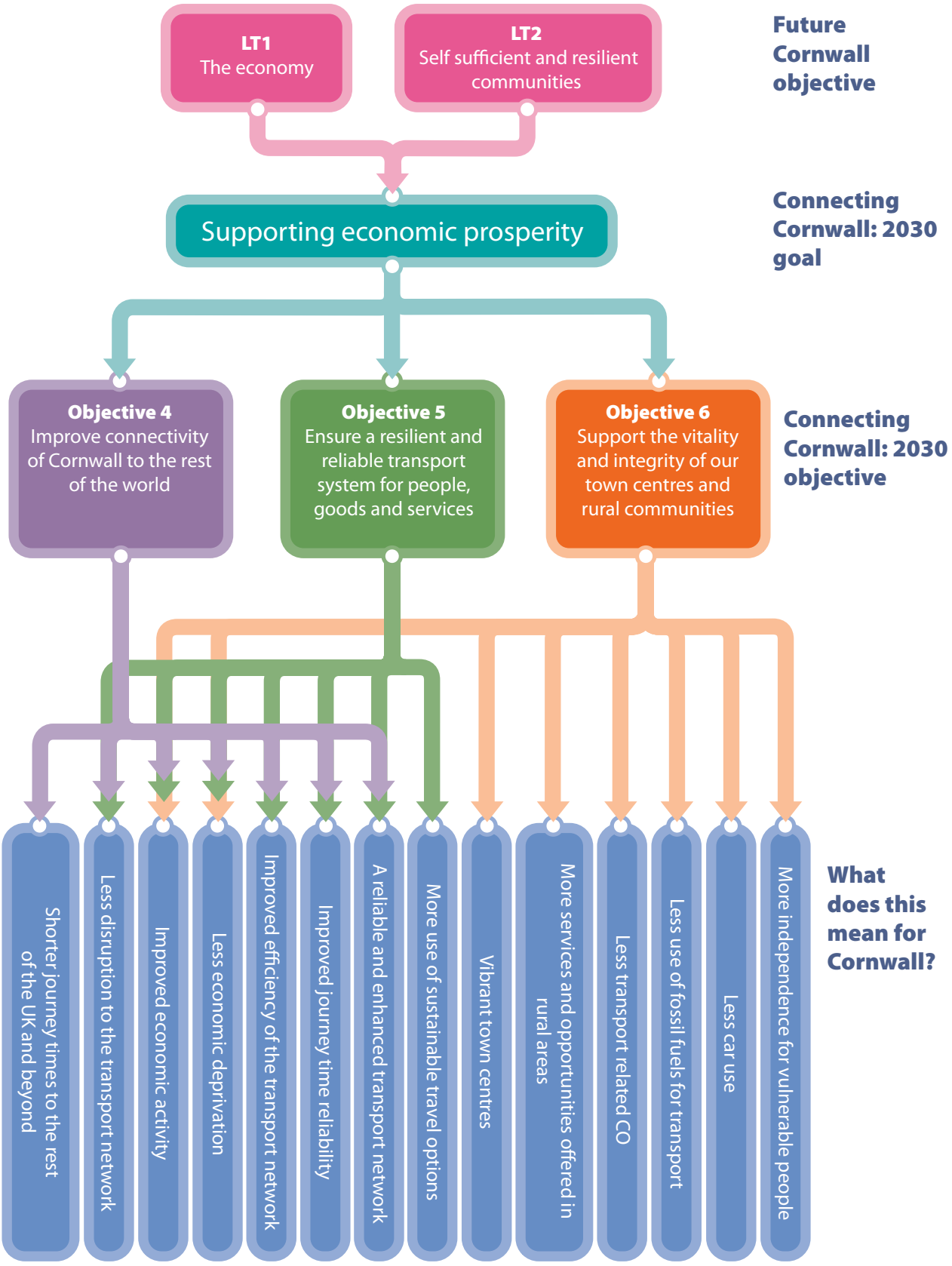


Fig 3.10 **Supporting economic prosperity outcomes**

3.5

Respecting and enhancing the environment

Respect and enhance our beautiful natural, historic and built surroundings through the way in which we travel and deliver transport.

"Cornwall is valued for its unique environment, culture, places and spaces together with its strong sense of community and identity. These provide the potential for a superb and distinctive quality of life."

Cornwall Council Economic White Paper (April 2010)

Our environment is all that makes Cornwall special: our beautiful coastline, our mining heritage, historic sites, townscapes and landscapes, and our vast countryside and wooded areas. The Cornish natural, historic and built environment is considered one of the area's greatest assets. It is valuable for many reasons; perhaps the most important is the effect on the quality of life for the people who both live in, and visit Cornwall. The environment is at the heart of the area's economy, with a large amount of its revenue dependent on environmental quality.

The importance of this unique environment is recognised through Future Cornwall as a long term objective because it 'underpins quality of life and is a fundamental driver of the local economy.' Cornwall's green paper for culture identifies the historic environment as an important component of Cornwall's culture and crucial to securing recognition as a region of culture in 2014/15. Connecting Cornwall has a key role in supporting these aims, because of the impacts that the design, build and use of transport can have on our environment, but also by ensuring sustainable access to our most valuable asset.

3.5.1 Objective 7: Make the most of opportunities to protect and enhance the environment.

3.5.1.1 Why is this important?

There are a wide range of protected areas in Cornwall, covering a large area of land and sea (as illustrated in figure 3.11). Over 30% of Cornwall is designated as an Area of Outstanding Natural Beauty (AONB). Cornwall Council has the largest number of statutorily protected heritage assets and twice the number of listed buildings of any other local planning authority in England. Cornwall also has a rich geodiversity, that is, a large variety of rocks, minerals, fossils, soils, natural processes and landforms. The importance of mining heritage to Cornwall has been recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) with World Heritage Status (WHS) covering around 5.5% of the Cornish landscape. The character of the landscape is determined by its land uses; 91.1% of land in Cornwall and the Isles of Scilly is classified as green-space[1] with farmed land accounting for 80% of the total land area[2].

[1] Department for Communities and Local Government, 'Generalised Land Use Database Statistics for England' (2005).
[2] Department for Environment Food and Rural Affairs, 'Survey of Agriculture and Horticulture (Land Use and Livestock on Agricultural Holdings at 1 June 2009) England – Final Results' (2009).

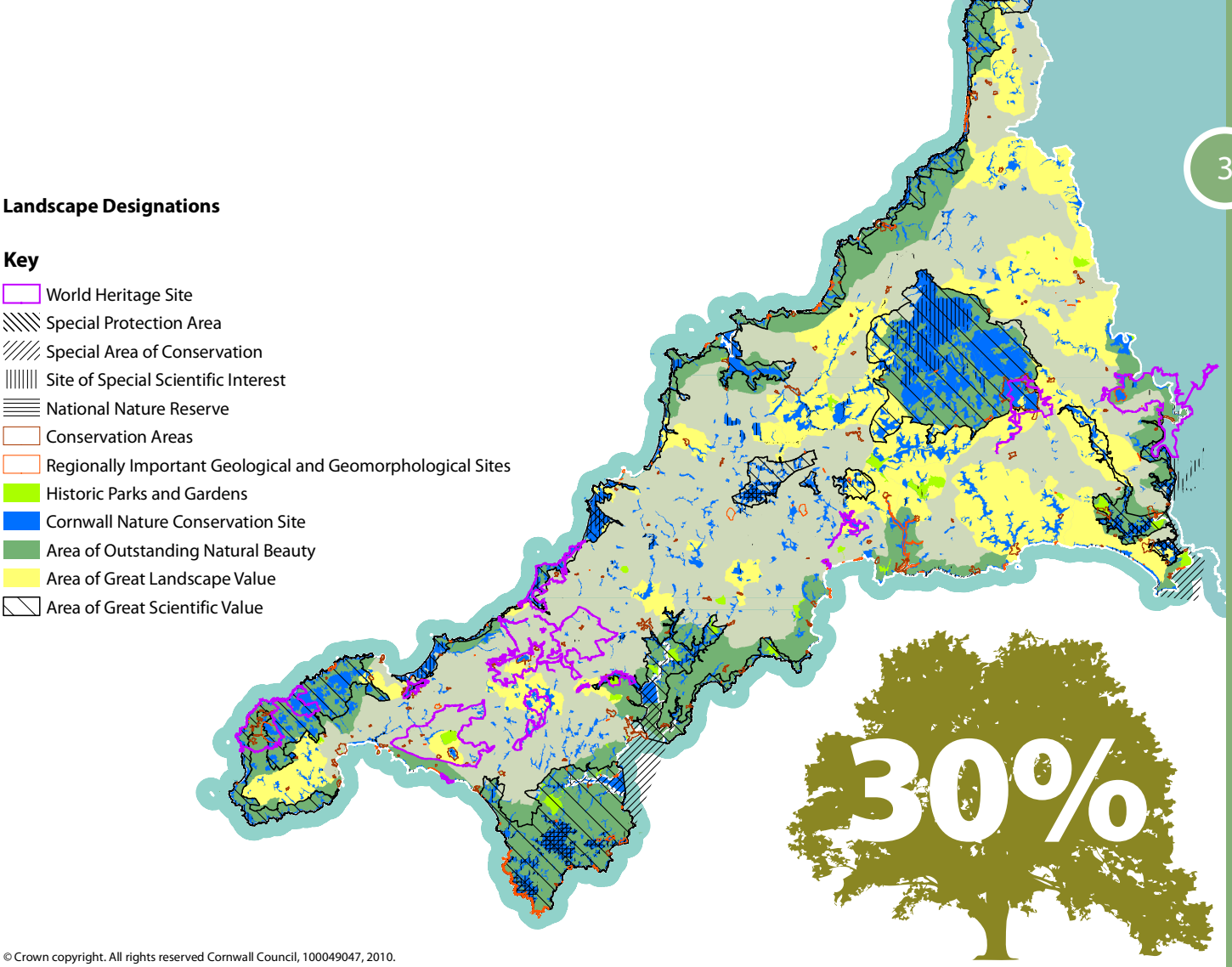


Fig 3.11 **Cornwall's landscape designations**

30%

of Cornwall is designated as an AONB

Transport infrastructure is primarily designed to provide access, address safety and congestion issues and improve passenger experience, these aims can sometimes conflict with the needs of the environment. The construction and use of transport can impact the environment in a number of ways. It can lead to erosion, inappropriate off-road car parking (e.g. on Bodmin Moor and coastal hotspots), visual intrusion, physical damage to the landscape and change or loss of landscape character. Wildlife habitats and important historical assets can be damaged or lost. Light pollution can obscure the night sky, cause sleep disturbance and affect the behaviour of the natural world, particularly in terms of migrating, breeding and feeding[3]. Traditional drainage solutions do not always manage rainwater effectively, leading to contamination and flooding which can also result in animal casualties. The Cornwall Biodiversity Action Plan (2009 update) identifies 370 species and 41 habitats where action is needed to protect or maintain them. Transport infrastructure can fragment wildlife areas and corridors creating isolation of natural habitat. Noise and disturbance can also reduce the suitability of adjacent land for wildlife.

[3] The Royal Commission on Environmental Pollution, 'Artificial Light in the Environment' (2009).

Some of these negative impacts have been recognised in the Cornwall AONB Management Plan 2011–2016 which identifies standard transportation works as having the potential to cause serious negative impact on the AONB with infrastructure, such as signage, coloured tarmac, concrete kerbing, uncharacteristic verges and boundaries that do not fit with their local setting, and erosion of the historic character of rural routes.

3.5.1.2 **What can Connecting Cornwall do?**

The provision and maintenance of transport infrastructure can provide opportunities for protecting and enhancing the environment. Verges along roads and rights of way can support a variety of wildlife and vegetation and act as green corridors linking wildlife habitats and improving biodiversity. The character of our historic transport assets such as bridges, Cornish hedges and winding country lanes add to the quality of the countryside and the need to safeguard it.

Consultation with stakeholders has highlighted that transport schemes could be designed much more in sympathy with the local rural and urban environment. In towns, this requires an understanding of their unique qualities and character and taking account of these when new works are being undertaken. In a rural context, using appropriate materials and taking account of local design styles is equally important.

Case study: Park for Truro park and ride

The Truro park and ride at Langarth was opened in August 2008. The scheme included a number of features which protected and enhanced the environment including:

- The layout of the site follows the natural landform and retains many of the existing trees and hedgerows. The overall landscape planting strategy, and choice of planting mixes, was created to ensure maximum wildlife benefit.
- Planting included: 1.13ha of native woodland and shrub buffer planting; 2.26ha of meadow areas; 0.85ha of ornamental planting areas including car park strips and parks; 2,000 trees; 30,000 shrubs, many of which will bring benefit to the wildlife and 65,000 plants including herbaceous plants and climbers.
- A range of recycled materials was used including: 18,000 tonnes of road planings taken from resurfacing schemes in Cornwall were re used in the construction of the roads; 500 tonnes of crushed glass instead of quarried sand was used; 4.5km of pipe made from recycled plastics was laid; 1.8km of kerbs made from recycled plastics were used in place of traditional concrete kerbs and 15,000m^2 of ecoblock parking bays made from recycled plastics were used instead of tarmac surfacing.
- The building includes use of recycled paper for insulation; solar panels to generate the electricity and provide hot water; heat from underground sources; rainwater is harvested for use in flushing toilets; a reed bed filtration system is used to purify the waste water from the building before discharge into watercourses.
- Use of low emission buses.
- Between August 2008 and December 2010, the park and ride has saved an estimated 595,000 car journeys into Truro.

The scheme has won a number of environmental awards including the Legacy Award for sustainability in the South West Built Environment and the CEEQUAL award (Civil Engineering Environment Quality Assessment and Award Scheme).

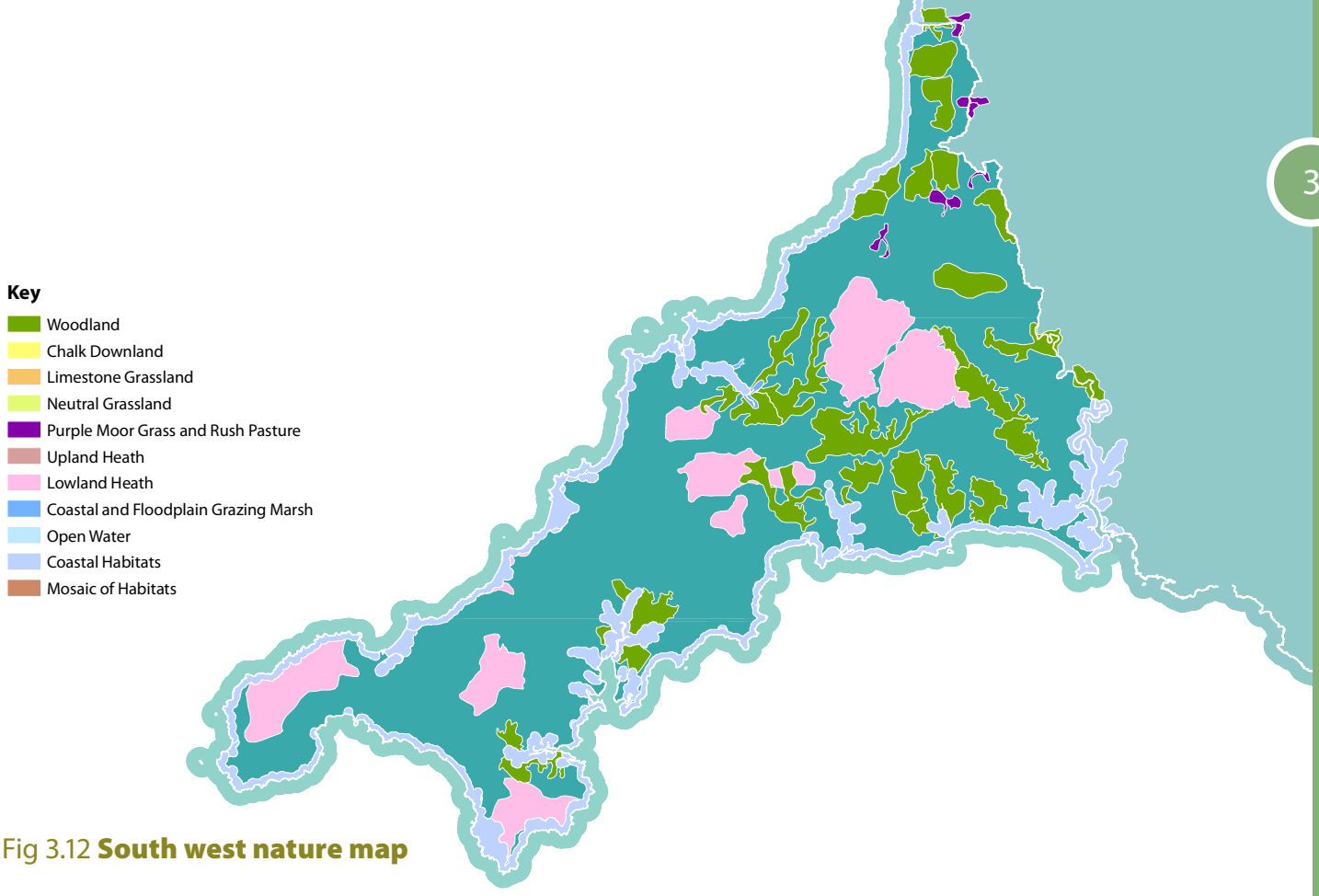


Fig 3.12 **South west nature map**

The Cornwall Landscape Character Best Practice Guide is a tool for identifying the features that give a locality its sense of place and define what makes it different from neighbouring areas. Recognising this local variation helps to protect the local character and designation. For some schemes, this approach will bring about cost savings but for others the costs will be higher than those following standard highway designs. However, this approach will deliver schemes that fit more appropriately into the local environment.

Tighter environmental regulations (such as the need for environmental impact assessments of larger projects) and better partnership working between transport planners and environmental specialists has resulted in more schemes providing a positive contribution to the environment. Recent notable examples in Cornwall include the Park for Truro park and ride (see case study) and the A30 Bodmin to Indian Queens improvement which delivered new wildlife habitats for Marsh Fritillary butterflies, dormice and reptiles, wildlife crossing points, the use of low noise surfacing and extensive tree and shrub planting.

Green infrastructure refers to a strategically planned and managed network of green spaces and other environmental features vital to the sustainability of any urban area. Within a transport context this is considered to be: green corridors – rivers and canals including their banks, road and rail corridors, cycling routes, pedestrian paths and rights of way[4]. These transport corridors can perform an important role in linking up wildlife habitats, which are shown in figure 3.12, the south west nature map. Green infrastructure delivers not only environmental benefits but economic, health and quality of life benefits to local communities. A Green Infrastructure Strategy for Cornwall is currently being developed as part of the Local Development Framework.

[4] Natural England, 'Green Infrastructure Guidance' (2009).

In terms of enhancing the local historic and built environment, there are opportunities for transport schemes to include cultural interpretation, improve access to the historic environment and restore and conserve historic assets as part of scheme delivery.

Policies and proposals

Supports the following goals:

Policy **15**

We will ensure that procedures for construction, surfacing and maintenance works will include measures to minimise and mitigate their environmental impacts.

This also supports objectives: 1, 3, 8

How?

We will apply environmental best practice in the design, construction and management of infrastructure assets. There are a number of built and natural environment and highway design guidelines that have been developed at a national and local level. These guidelines offer important advice to practitioners on a range of issues from: planning street designs to considering the impact on the landscape, heritage, flora and fauna in the design of schemes. By applying nationally recognised principles, we can ensure consistency and promote good environmental practice through the design, construction, operation and maintenance of our transport infrastructure and services. We will:

- Apply relevant local, regional and national policy guidelines and best practice.
- Apply CEEQUAL (Civil Engineering Environmental Quality Assessment Awards Scheme) principles to our transport projects.
- Define a standard of service in the Highways Maintenance Plan and other Cornwall infrastructure management plans.
- Continue to ensure a multi-disciplinary approach to delivering transport schemes.

We will develop a palette of transport solutions for common transport infrastructure, including bus shelters, so that they fit in with both rural and urban environments and use materials that are in keeping with their setting.

We will consider the impact of environmental mitigation in the planning, development and management of our transport network. We will seek to:

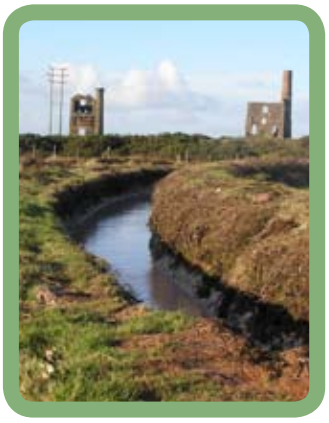
- Ensure that there is enough time and money to deliver the environmental objectives of a scheme.
- Apply highway design standards appropriately to avoid an over engineered or visually cluttered highway.
- Use locally sourced materials for sustainability and design value, helping to blend infrastructure into the local landscape.
- Consider reduced specification requirements in areas with local environmental sensitivity.

Cornwall Council has twice the number of listed buildings of any other local planning authority in England

We will replace all street lighting lamps throughout Cornwall with a new lamp technology and control system. The highway electrical policy (which includes illuminated traffic signs, control and information systems) will set out how street lighting can be managed to protect and enhance the night time environment, by taking opportunities, in consultation with the local community, to dim or turn off lights, where it is safe to do so. This will enable us for the first time to:

- Vary the levels of light in response to the environmental context.
- Switch lights on and off at any desired time.
- Monitor the exact energy consumption of the units.
- Reduce upward light pollution, so that by the end of the installation programme there will be no orange sky glow above Cornwall.
- Adopt town and parish lighting schemes, where invited, and upgrade them to the same standards as the rest of the network.

We will also consider the use of sensor activated lighting for rural bus stops.



We will seek to avoid impacting upon water resources or provide mitigation where this is not possible. We will support the use of Sustainable Urban Drainage Systems (SUDS) to manage surface and groundwater regimes. SUDS provide a flexible approach to drainage, with a wide range of components from soakaways to large-scale basins or ponds. The aim of SUDS is to mimic as closely as possible the natural drainage from a site before development, and to treat runoff to remove pollutants. SUDS can provide the benefits of combined water quality and quantity control, as well as increased amenity value[5].

Policy **16**

We will seek to incorporate enhancements into new transport schemes so that they contribute to creating high quality and vibrant places with distinctive and interesting character. This includes making the most of opportunities to protect and improve habitats for a variety of wildlife, protect and enhance historic features, landscapes and townscapes.

This also supports objectives: 6, 8

Supports the following goals:

How?

We will incorporate, where appropriate, infrastructure for wildlife into transportation schemes, to create new habitat and mitigate negative impacts. Solutions to fragmentation, loss of habitat and animal casualties can be incorporated into new transport schemes. These solutions can include:

- Design to avoid fragmentation of wildlife habitats.
- Protection of sensitive sites and habitats.
- Connect wildlife habitats using features such as verges, hedges, walking and cycling routes, dykes and drainage infrastructure.
- Provision of wildlife crossings to reduce animal casualties.

[5] CIRIA, 'Sustainable drainage Systems: promoting good practice'<www.ciria.com/suds> [Accessed 17/03/11].

- Provision of nesting boxes and other shelter.
- Compensation for lost habitat at other locations.

We will consider the importance of creating high quality and vibrant places in the planning, development and construction of new transport schemes. We will look to:

- Respect and enhance the character, appearance and local distinctiveness of urban and rural areas.
- Where appropriate adopt the principles in Manual for Streets 1 and 2.
- In schemes which create new public realm such as public transport interchanges consider how people live, work and play and design proposals to meet these needs.
- Minimise signage, guard rail, lighting and street furniture.
- Provide easy and direct pedestrian connections.
- Support the inclusion of urban designers, architects and artists as part of a multidisciplinary design team to create a high quality design in new transport schemes.

We will seek to develop and deliver green infrastructure as part of transport infrastructure improvements with particular regard to green spaces in transport corridors. We will use green infrastructure to:

- Assist in reflecting local landscape character, enhance the setting of the landscape and ensure a scheme fits into the landscape in a sensitive manner.
- Allow for the recharging of groundwater from surface water and provide flood storage areas.
- Mitigate climate change.
- Reduce noise levels and improve views.
- Link existing vegetation and wildlife habitats to reduce fragmentation.
- Provide access to the environment for people.
- Strengthen links from urban areas to the natural environment.

We will consider the impact of environmental mitigation in the planning, development and construction of new transport schemes. We will look to:

- Design all projects so that they respect and enhance the character, appearance and local distinctiveness of urban and rural areas.
- Endeavour to use planting based on species native to Cornwall and preferably of local provenance.
- Use local materials and recycled stone where possible.
- Develop a rural roads and rights of way protocol with environmental partners, that incorporates design guidance for roads and footpaths within the AONB and other areas of landscape and heritage value.

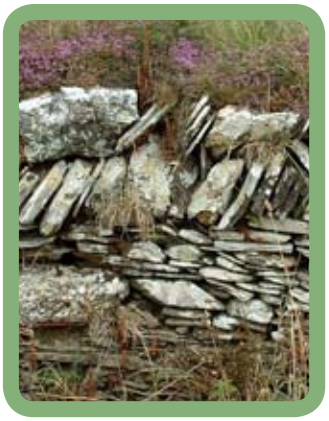
- Consult with stakeholders to ensure the wide variety of environmental views and issues are considered.
- Mitigate the cumulative impact of smaller scale changes on the character and appearance of a designated landscape, historic area, or the setting of heritage assets.

3.5.2 Objective 8: Minimise the use of natural resources and minimise waste.

3.5.2.1 Why is this important?

Building new transport routes and facilities is extremely expensive, often involves land take which changes the landscape character of an area and can affect wildlife habitats. Transport schemes use energy, materials and minerals, and sometimes schemes unavoidably affect sites of natural, historic or archaeological value.

Waste products from construction of transport schemes, if not recycled, have to be disposed of at a cost to the taxpayer and put increasing pressure on our limited landfill sites. The construction and demolition industry annually produces three times the amount of waste generated by all UK households combined[6]. Landfill capacity in Cornwall is limited and there is a need to reduce the amount of waste produced domestically and from commercial sources, which includes transport construction waste. The landfill tax rate in 2010/11 for inactive waste, such as rocks and soil, is £2.50 per tonne. Of the transport aggregate and planings Cornwall Council produce from transport schemes, it is estimated that 4,469 tonnes were landfilled in 2009/10 while around 29,820 tonnes of aggregate will either be reprocessed or reused in 2010/11. As there is a number of uses for this type of waste, we should strive to take opportunities to landfill even less in future years. In addition to construction waste, 283 tonnes of tyres were taken to household waste recycling centres in Cornwall in 2009/10. Reducing our use of cars and using alternatives will help reduce this waste too.



Soil is also an important resource, particularly for agriculture and wildlife habitats. Construction of transport schemes, unmanaged car parking, walking and cycling away from designated routes can cause damage and compaction, which can result in loss of soil for food production and to support biodiversity.

3.5.2.2 What can Connecting Cornwall do?

The basic connectivity of our transport system is sound, although there are corridors where capacity is constrained. It is important to ensure that existing transport infrastructure is used and managed more efficiently, and that improvements are made to existing routes before new corridors are created. Our roads are coming under greater pressure within and between our urban areas, because our towns have the largest concentration of people and services. In the future we will look to reduce the amount of new major infrastructure and utilise existing transport corridors by traffic management or by providing improved capacity within that corridor. Where new infrastructure is required we will seek solutions that mitigate adverse impacts. Less land can be taken up with car parking when there are opportunities for shared use or where the site is well served by public transport, walking and cycling routes and less parking is required.

Cornwall has over 100 sites permitted for mineral working, including 12 operational aggregate quarries and 13 building stone quarries, with an extensive area of china clay workings and some small scale specialist mineral extraction sites. Mining and quarrying have a significant impact upon the Cornish landscape, so limiting the use of new minerals in transport schemes should be considered wherever practicable.

[6] Department of Trade and Industry, 'Meeting the Energy Challenge, A White Paper on Energy' (2007).

It is not always possible to use recycled materials, so where new stone is required, reducing the distances it is transported minimises its impact upon the environment. In 2009 Cornwall Council acquired a granite quarry, Castle-an-Dinas quarry in Ludgvan near Penzance, which can provide a local source of stone for surface treatment and hedging. This reduces the mileage it is transported (and the associated freight emissions), provides stone in keeping with the local setting, and supports the local economy.

Supports the following goals:

Policy **17**

We will give priority to the management of existing infrastructure over building new infrastructure.

This also supports objectives: 6, 7

How?

Investment will be prioritised to support existing roads and junctions rather than building new ones. Better use of our existing infrastructure capacity is needed to ensure improved mobility of people, business and goods and to protect our environment. In order to maximise the capacity of existing road corridors we will:

- Consider public transport improvements and demand management measures as alternatives to road building.
- Optimise the operation of highway corridors and junctions by seeking to maximise the capacity of existing infrastructure and installations, reviewing capacity standards, greater use of intelligent transport systems and using technology to deliver better information on transport conditions.
- Identify opportunities to share transport resources.
- Seek to reduce land take for parking for new mixed use developments by reducing parking requirements. The applicant will need to demonstrate that reduced parking standards will meet expected parking demands and will not aggravate parking supply in the area or lead to overspill parking in adjacent areas.
- Deliver sustainable transport solutions through improved rail and bus services, walking and cycling routes or provision of priority measures for public transport to provide greater capacity. More information on this can be found in sections 3.4. and 3.6.

Policy **18**

We will seek to minimise the use of natural resources and minimise waste in the planning, designing and delivery of our transport infrastructure and services.

This also supports objectives: 1, 6, 7

Supports the following goals:

How?

We will seek to minimise the use of natural resources and minimise waste in the planning, designing and delivery of our transport infrastructure and services.
We will:

- Use recycled waste products generated from transport maintenance and improvement schemes, taking into account the best use of that material.
- Investigate new sources of recycled materials.
- Consider approving the use of products made of recycled materials for use in our road and other transport schemes.
- Look to trial new materials in low risk transport schemes and areas to understand their performance before using them more widely on our transport network
- Seek to reduce the distances that materials are transported by sourcing them locally.
- Promote the benefits of using local and recycled products in transport projects.
- Balance the needs of safeguarding designated mineral resources and high quality agricultural soil against delivering transport benefits through careful route planning and the replacement of soil following construction schemes.

3.5.3 Objective 9: Provide sustainable access to Cornwall's environment.

3.5.3.1 **Why is this important?**

The natural, built and historic environment of Cornwall is one of the main reasons people come to visit and why residents enjoy living here. In 2008 the Cornish economy was worth around £7bn, of which £1.2bn was contributed by staying tourists - people who are attracted to Cornwall for its coast, countryside and attractive towns and villages.

Enabling access to the environment can help to deliver improved quality of life.

However, for some locations in Cornwall, the challenge is in meeting the travel demands of high levels of visitors without damaging the very environment they have come to enjoy. In 2008/9, 72% [7] of visitors chose to travel to Cornwall by car. Car parking can be unsightly in the natural landscape and inconsiderate use of cars can damage habitats and can spoil the experience for both visitors and residents. In some areas high numbers of walkers, cyclists and equestrians can also cause damage to routes and adjacent land. Tourism is an important contributor to the Cornish economy, but access to our natural and built attractions needs to be managed in a way that is not detrimental to the environment.

Cornwall's environment attracts tourists each year who stay and spend

£1.2bn

[7] Visit Cornwall, 'Cornwall Visitor Survey 2008/9' (2009).

3.5.3.2 **What can Connecting Cornwall do?**

In order to continue to offer people access to Cornwall's beautiful environment, we need to review the transport available to them so that the act of visiting the attraction does not cause damage to it, and ensure that the information about how to travel around the Cornwall sustainably is available.

There may be opportunities once visitors have arrived in Cornwall to influence their travel decisions for day trips, provided they are aware of the transport options available to them. A number of good awareness raising initiatives is already happening in Cornwall to help visitors leave their cars behind for the day or for the whole visit e.g. the Devon and Cornwall Rail Partnership (see case study), the Fal River Links and the CoAST Cornwall Sustainable Tourism project.

The extensive rights of way in Cornwall provide an important network for people to access and enjoy the countryside and coast from towns and villages by sustainable modes. Trails have an important role in supporting the local economy, bringing in visitors to the area and enabling associated business to spring up and help serve the local population. Pubs, cafés, B&Bs, cycle hire and sales, including repairs are all growing up around the development of trails. As well as being an attraction to tourists in their own right, trails enable visitors to access popular towns like Padstow without their cars. They also act as important links between communities and can be used to access everyday activities such as schools and work. The multi-use trails in Cornwall are suitable for walkers, cyclists, horseriders, wheelchairs, mobility vehicles and pushchairs. The trail network saw an increase in use of 9% between 2008 and 2009 and the Camel Trail has just been voted the most popular route in the country. From our consultation with focus groups, we noted that there was a desire to see more trails in Cornwall.

The seasonal congestion experienced on our network provides an opportunity to influence the way people travel for their leisure trips whether taking a day out on the train or on a coastal bus route. Additional public services may be required at peak times to support these trips.

Supports the following goals:

Policy **19**

We will seek to promote, provide and maintain sustainable infrastructure and services to enable access to Cornwall's environment.

This also supports objectives: 1, 6, 7, 8, 10, 11, 15

How?

We will work with partners to develop and promote more sustainable transport options for visitors to Cornwall. This will include encouraging travel to attractions by means other than the car, by visitor travel plans and by supporting public transport, walking and cycling. To do this we will:

- Encourage and work with owners of natural and built attractions to offer incentives for non-car travel e.g. reduced ticket entry or support public transport links.
- Provide information to visitors on ways to visit Cornwall's environment without using a car through their holiday accommodation, tourist information centres, online and at visitor attractions.
- Provide and support seasonal public transport services and park and ride to meet the increased tourism demand in the summer months.
- Encourage and work with festival and tourism partners to promote multi-modal travel options for event attendees and visitors to Cornwall, by offering information and incentives and using car park management schemes to control access by car.
- Prepare a coach parking strategy for areas near destination points to manage large numbers of visitors at popular sites.
- Consider the proactive use of water and ferry services for leisure trips which could contribute significantly to the conservation of historic features such as ports and quays.

Case study: Devon and Cornwall Rail Partnership (DCRP)

DCRP is one of the longest established and largest rail partnerships in the country. Partners include Cornwall, Devon and Plymouth councils, the local train operator and the University of Plymouth. The Partnership works to promote travel on rural branch lines, to seek improvements to services and facilities, to promote the places served by the branch lines and help the local economy.

Patronage on the branch lines in Cornwall (St Ives, Falmouth, Looe, Newquay and Tamar Valley) increased by 50% between 2005 and 2010 partly as a result of sustained promotion of the railways to residents and visitors through targeted line guides, rail ale trails, promoting walks from the line, linking with local attractions and working with volunteers, local community groups and schools.

The Partnership has been recognised for its important contribution through a number of awards, including most recently, at the Community Rail Awards 2010 first place for 'involving young people', 'integrating local transport integration' and 'best marketing publication'.

www.carfreedaysout.com

We will identify routes suitable for upgrading to multi-use routes through the recommendations of the Cornwall Countryside Access Strategy and the Green Infrastructure Plan. A key consideration in prioritising routes will be improved access to urban areas and links between communities, so that routes deliver multiple outcomes.

We will categorise the countryside access network (public rights of way, access land, multi-use trails and permissive access) into three categories for more effective maintenance. By expanding our countryside access network there will be a need for increased maintenance to ensure routes are of a good standard which will put further pressure on limited budgets. Maintenance standards will reflect the function of the route and will be based on:

- Routes which meet the needs of local people in terms of a functional transport links.
- Routes with the primary purpose of providing recreational access for the health and wellbeing of users.
- Routes in more isolated environments through landscape with a more 'wild and unkempt' nature.

We will seek to involve the community and users in protecting and maintaining our rights of way. We will continue to instigate voluntary community schemes to encourage groups and individuals who use our trails to get involved in maintaining the routes. The value that the community places on this important network is important in ensuring it is maintained properly in the longer term. The British Horse Society established that 72% of riders would be prepared to help clear bridleways to keep them in good condition. More information on involving our community is contained in section 3.8.

3.5.4 Outcomes

Figure 3.13 sets out the outcomes we would expect to achieve if the policies and proposals relating to the respecting and enhancing the environment goal were implemented.

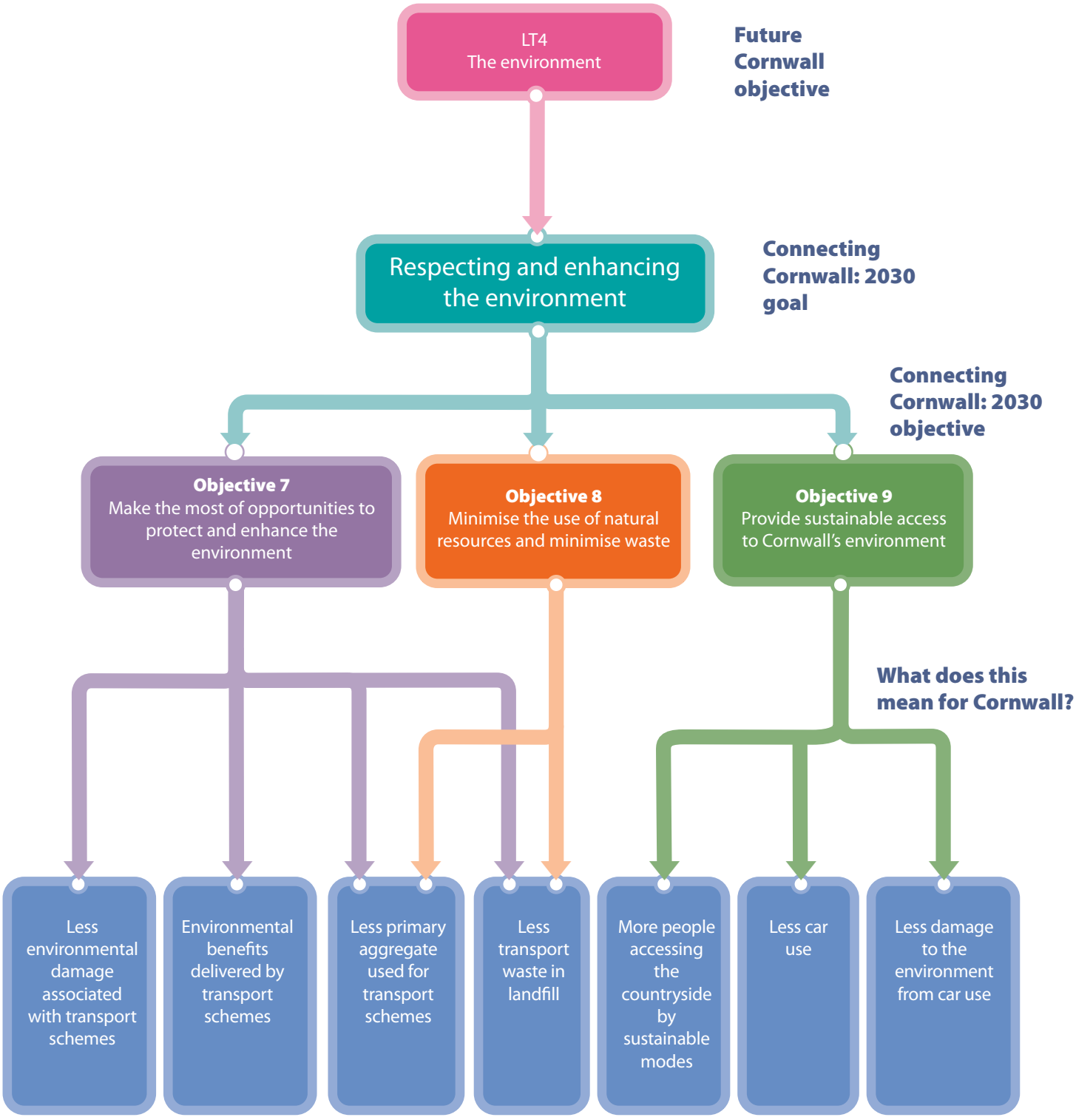


Fig 3.13 **Respecting and enhancing the environment outcomes**

Encouraging healthy active lifestyles

Encourage healthy active lifestyles providing people with the opportunity to walk and cycle more.

"The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure'"

Sir Liam Donaldson – Chief Medical Officer, Annual Report of the Chief Medical Officer 2009, Department of Health, March 2010

Our modern lifestyles are creating significant health problems. Widespread use of the private car, an increase in sedentary leisure activities and greater mechanisation in the home, workplace and public places have led to a decline in physical activity levels. As well as obesity, the risk of inactive lifestyles can mean twice the risk of coronary heart disease, higher blood pressure, higher risk of colon cancer, higher risk of developing type II diabetes, strokes, mental health problems and lower bone density leading to higher risk of osteoporosis and fractures. The wider cost to society and business of tackling the health problems linked to inactivity is estimated at £49.9bn per year[1]. Prevention by promoting the wider benefits to good health of activities such as physical exercise, represents a cheaper and more positive way of tackling the problem than treatment.

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

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

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

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

[1] Government Office for Science, 'Foresight, Tackling Obesities: Future Choices – Project Report 2nd Edition' (2007).
[2] Dr Adrian Davis and Nick Cavill, 'Cycling and Health – What's the Evidence?' (2007).

3.6.1 Objective 10: Improve the health of our communities through provision for active travel.

3.6.1.1 Why is this important?

In Cornwall more than 60% of men and 70% of women are not active enough to benefit their health[3]. Cornwall has lower levels of participation in sport and active recreation than the rest of the south west despite access to some of the most beautiful natural environment in the country. This inactivity is linked to lower life expectancies in some communities in Cornwall (up to eight years less than in other parts of the UK) [4].

A decline in walking and cycling among school children is contributing to lower levels of fitness, increasing obesity and severe health problems such as diabetes and heart disease. By travelling to school in cars, children are missing out on the daily exercise that walking and cycling to school can offer. This leads to more traffic on the roads at peak commuter times adding to congestion and increasing parents' fears of safety due to the volume or speed of traffic, thereby reinforcing the perception that parents should not be letting their children walk or cycle to school. There is also evidence that suggests there is a direct link between physical activity and improved cognitive performance and academic achievement. Current estimates suggest an annual £600 return (much of this made up by short and long term health gains) for each pupil making the shift from travelling by car to walking or cycling[5].

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

[3] Sport England, 'Active People' Survey' <www.sportengland.org/research/active_people_survey.aspx> [Accessed 21/03/11].
[4] APHO and Department of Health, 'Health Profile Cornwall' (2009).
[5] Department for Transport, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (2011).

3.6.1.2 **What can Connecting Cornwall do?**

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

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

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

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

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

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

"Investment in infrastructure which enables increased activity levels amongst local communities through cycling and walking is likely to provide low cost, high-value options providing benefits for our individual health, for the NHS in terms of cost savings and for transport as a whole."[7]

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

[6] Cycling England, 'Do the Health Benefits of Cycling Outweigh The Risks' (2010).
[7] Dr Adrian Davis, 'Value for Money: An Economic Assessment of Investment In Walking and Cycling' (2010).

Case study: Exeter's Cycling Demonstration Town Programme

After a successful Devon County Council bid in 2005, Exeter was named one of Cycling England's six initial Cycling Demonstration Towns. Tasked with achieving their vision of getting 'more people cycling, more safely, more often' this project received significant investment from DfT which enabled:

- The opportunity to open new schools with direct cycle routes and new facilities.
- Increasing opportunities to learn to cycle or return to cycling for young and old.
- Using cycling as a way of raising levels of physical activity and improving health and wellbeing.
- Aiming to increase cycling levels as a share of all journeys to schools, colleges, universities and workplaces, through new routes, facilities and travel plans.
- Developing relationships with workplace Bicycle Users Groups and the cycle trade.
- Employing a Sustrans Bike It officer to run the Bike It project, which involves engagement with parents, teachers and children over a year long programme of school projects, training and fun events to get the school and community cycling together.
- Raising the profile of cycling within the city through branding, marketing and improved facilities.
- Raising motorists' awareness of safety issues for cyclists.

As a result of these interventions and improvements for cycling, Exeter saw a 40% increase in average daily cycle trips with no increase in the rate of cycling casualties. This led to a significant decrease in levels of physical inactivity in Exeter (Cycling England (2009) Cycling Demonstration Towns: Survey of cycling and physical inactivity 2006 to 2009). Cornwall Council have visited Exeter and met with officers from Devon County Council to discuss the scheme and assess its potential application to a Cornish town.

Many people have grown up in a society that is largely geared towards the car. In order to create a change, we need to develop local communities that are geared to more active travel and by encouraging active travel from a young age. There is significant potential to instil walking and cycling and good health in the travel behaviour of our children. Using Cornwall distance thresholds, 2010 school travel data shows that a further 11% of children could potentially walk to school and a significant 68% could cycle to school.

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

Supports the following goals:

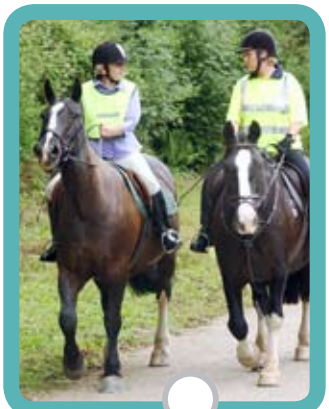
Policy **20**

We will give greater priority to walking and cycling in our transport strategies and schemes.

This also supports objectives: 1, 7, 11, 12, 13, 14, 17

How?

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



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

Working with Sustrans, we will seek to extend and enhance the National Cycle Network (NCN) known as the 'Cornish Way' to all major towns with improved links to smaller settlements. Although the NCN is within one mile of more than half the UK population, a continuous programme of development can enhance links to reach more railway stations, schools, shops and employment centres as well as attractions and large areas of countryside. More information on improving the NCN is contained in section 3.4.

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

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

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

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

- Traffic calming, crossing facilities and speed limit reduction.
- Progressive introduction of 20mph zones outside schools to reduce the speed of traffic around a school to provide a safer environment.
- Working with schools to help keep the school entrances/gates clear of vehicles.
- An education programme to help schools that offer other alternatives such as Park and Stride locations, enforcement of traffic orders outside of schools and managed displacement of vehicles in local neighbourhoods.
- Implement awareness days and publicity about the benefits of active travel.

Supports the following goals:

Policy **21**

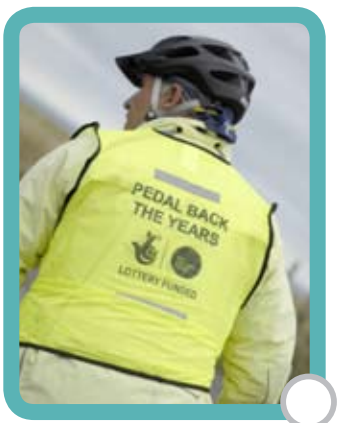
We will use the local and strategic development control processes to ensure that development proposals include safe and efficient walking and cycling infrastructure and that direct links are created to neighbouring communities, services and transport facilities.

This also supports objectives: 1, 2, 6, 7, 11, 12, 13, 14, 15, 17

How?

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

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



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

3.6.2.1 Why is this important?

Many people are not fully aware of the health, financial and environmental benefits of using sustainable modes of travel and hold negative views of walking, cycling and public transport. They are often perceived as slow and inconvenient, while the social status of walking and cycling may be seen as lower than that of travel by car[8]. Most trips people make in a day are local with 25% of these being under two miles in length. These trips are of the kind that many people could undertake by some form of active travel and by doing so will see a benefit to their health. This benefit can be achieved even if they only change their behaviour for two or three of those trips a week. To achieve this behavioural change we need to understand what stops a person from walking

[8] I Vuori, P Oja, 'Promotion of transport, walking and cycling in Europe: strategy directions, Rome: European Network for Promotion of Health-Enhancing Physical Activity' (2000).

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

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

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

3.6.2.2 **What can Connecting Cornwall do?**

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

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

Fortunately many of these barriers can be addressed and overcome. The things that help people to change their behaviour are high levels of belief in their ability (self - efficacy), a strong intention and readiness to change, and supportive social networks and environments with no barriers'[9].

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

[9] Physical Activity Task Force, 'Let's Make Scotland More Active – A Strategy for Physical Activity', (2003).

Supports the following goals:

Policy **22**

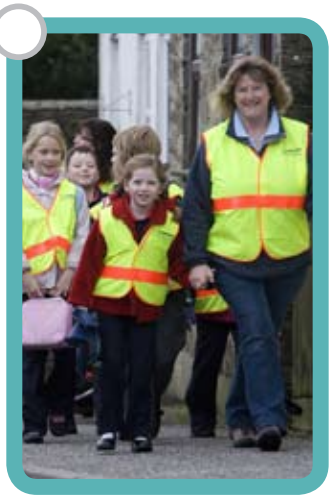
We will seek to work with partners to undertake education, training and awareness initiatives about the health benefits of walking and cycling for everyone in Cornwall.

This also supports objectives: 1, 10, 14

How?

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

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



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

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

We will promote walking and cycling and its health benefits through information campaigns to raise the profile of active travel. All information will be aimed at helping the population to be more physically active. This will involve providing information and incentives to encourage walking and cycling, while helping to raise the health benefits. We will promote active travel by:

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

Case study: Mobilise!

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

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

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

3.6.3 **Outcomes**

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

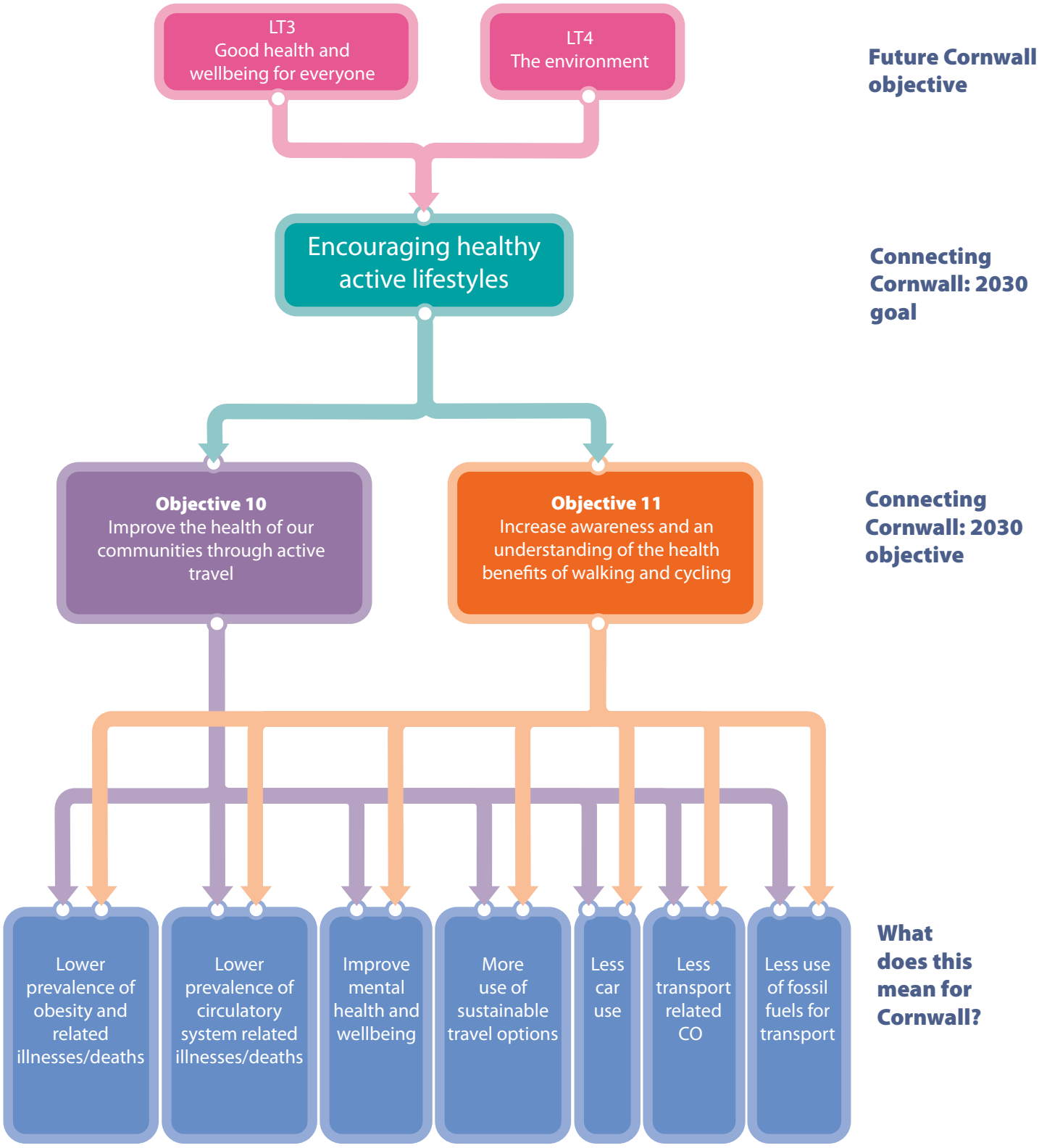


Fig 3.14 **Encouraging healthy active lifestyles outcomes**

3.7

Supporting community safety and individual wellbeing

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

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

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

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

Parliamentary Advisory Council for Transport Safety (PACTS) 2010

3.7.1 Objective 12: Improve road safety.

3.7.1.1 Why is this important?

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

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

For people who live in the most socially deprived areas, the likelihood of being in a fatal traffic collision is much higher than for those who live in other areas[1]. While this can be for a variety of reasons there is a general trend for people in socially deprived areas to take more risks. Given the levels of persistent deprivation in Cornwall, this is an issue that must be addressed. Despite there being significantly higher rates of admission to hospital from road traffic accidents among those from socially deprived areas[2], it is more likely that the risk of exposure to accidents will be greater outside the area in which they live.

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

Illegal and inappropriate speed was recorded as a contributory factor in 27% of road fatalities in 2009. The proportion of fatal collisions on rural roads involving excessive speeding or driving too fast for the road conditions remains higher than the average for all roads. There is a small number of people who are driving at extremely high speeds, though there are many more who routinely drive in excess of the speed limit[3].

[1] Clark, Ward, Truman & Bartle, 'A Poor Way to Die' (2009).
[2] South West Public Health Observatory 'Road Traffic Accidents: Hospital Admissions by Deprivation'
[3] Department for Transport, 'A Safer Way: consultation on making Britain's roads the safest in the world'. (2009).

3.7.1.2 **What can Connecting Cornwall do?**

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

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

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

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

Case Study: A374 Trerulefoot to Torpoint route interventions.

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

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

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

Policies and proposals

Policy **23**

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

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

Supports the following goals:

How?

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

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

23 people died on our roads in 2009

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

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

Supports the following goals:

Speeding is the number one concern of 50% of residents in Cornwall

Policy **24**

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

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

How?

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

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

Supports the following goals:

Policy **25**

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

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

How?

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

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

3.7.2 Objective 13: Increase public confidence in a safer transport network.

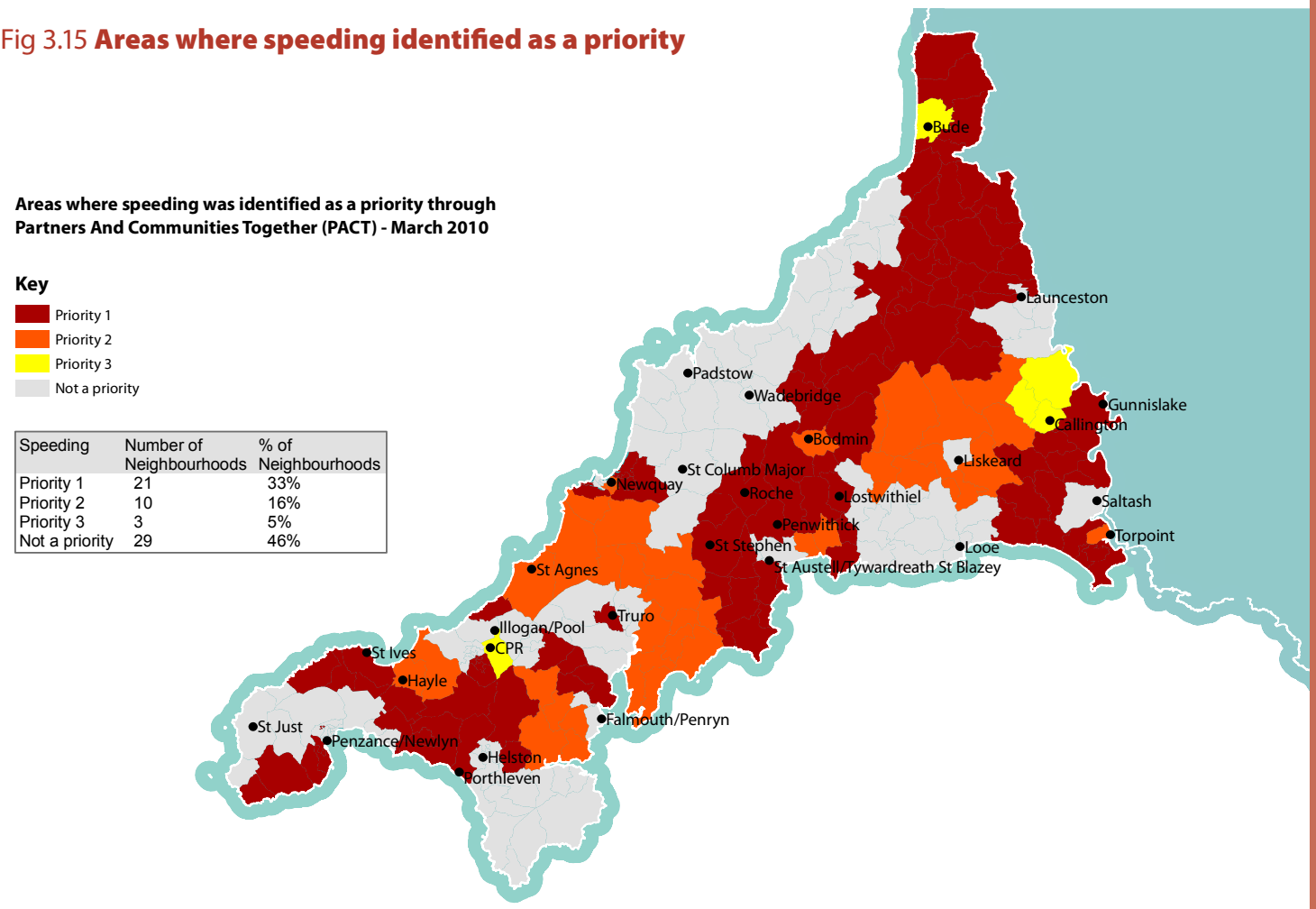
3.7.2.1 Why is this important?

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

We are fortunate that Cornwall has a relatively low incidence of crime compared with the national picture, with consistently lower rates of crime across all the main recorded crime categories. There were 26,000 recorded crimes in 2009/10 but this was reduced by 7% compared with 2008/09 figures, reflecting a continuing long term improving trend[4].

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

Fig 3.15 **Areas where speeding identified as a priority**



Speeding	Number of Neighbourhoods	% of Neighbourhoods
Priority 1	21	33%
Priority 2	10	16%
Priority 3	3	5%
Not a priority	29	46%

[4] Cornwall Community Safety Partnership, 'Crime, disorder and substance use in Cornwall Strategic Assessment' (2009).

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

3.7.2.2 **What can Connecting Cornwall do?**

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

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

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

As an active member of the Community Safety Partnership, we will continue to support the wider objectives of the Community Safety Strategy by focusing on the situational prevention of transport related crime.

Policy **26**

We will seek to reduce the rate of crime, the fear of crime and incidences of antisocial behaviour related to transport in Cornwall.

This also supports objectives: 6, 7, 16

Supports the following goals:

How?

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

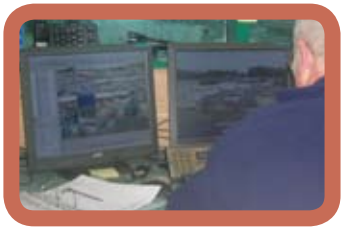
We will work with partners in road safety in support of speed awareness initiatives in local areas by promoting community and school speed watch and neighbourhood speed watch initiatives. Consideration will be given to the introduction of speed management measures e.g. interactive signing.

We will work with developers and planners to ensure that crime prevention and fear of crime are taken into account. We will:

- Ensure natural surveillance by ensuring streets, pedestrian and cycling facilities are overlooked.
- Ensure that walking and cycling routes are connected to the existing network.
- Ensure on street parking is overlooked or has natural surveillance and that designated parking areas are secure.

Street lighting will be provided and operated on roads, walkways and open spaces to suit the needs of the community. Where streets are identified for lighting improvements, the provision will reflect the street's function and activity taking into account the lighting arrangement, intensity and continuity. The character of the area will be reflected in the scale and colour of lighting. We will:

- Install, improve and maintain lighting to discourage crime, fear of crime and vandalism in accordance with the variable street lighting policy. More information on this is contained in sections 3.3 and 3.5.
- Consider relighting areas within poorly lit urban/ residential environments, particularly where users may feel vulnerable.
- Install new lighting as part of new developments, or at specific locations on the highway such as alleyways, open spaces or paths across parks.



We will promote shared space in town centres. The emphasis on future streetscape design will be given to shared space in locations of high pedestrian and low vehicular flow; this creates an active public space which is important in generating a feeling of security at all times of the day and night. We will consider creating completely or partially car free areas in support of other priorities. This could include restricting car access at certain times of the day throughout the entire area or parts of it where it will encourage sustainable travel.

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

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

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

Supports the following goals:

Policy **27**

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

This also supports objectives: 6, 7, 16

How?

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

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

3.7.3 Objective 14: Reduce noise and air quality impacts.

3.7.3.1 Why is this important?

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

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

Environmental noise, including traffic noise, has been linked with disturbed sleep and reduced cognitive performance. Traffic noise contributes to stress levels, which in turn may heighten the risk of physical and mental illness. Although the associated illnesses may not be severe, large numbers of people are potentially affected[5].

It is important that effective management to tackle noise and air quality issues in Cornwall is taken at identified locations where the population is likely to be at the greatest risk in order to mitigate their impact.

3.7.3.2 What can Connecting Cornwall do?

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

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

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

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

[5] Stansfeld and Matheson, 'Noise pollution: non-auditory effects on health', (2003).

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

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

Supports the following goals:

Policy **28**

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

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

How?

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

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

We will seek to reduce air quality impacts from roads and transport. We will:

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

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

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

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

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

3.7.4 **Outcomes**

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

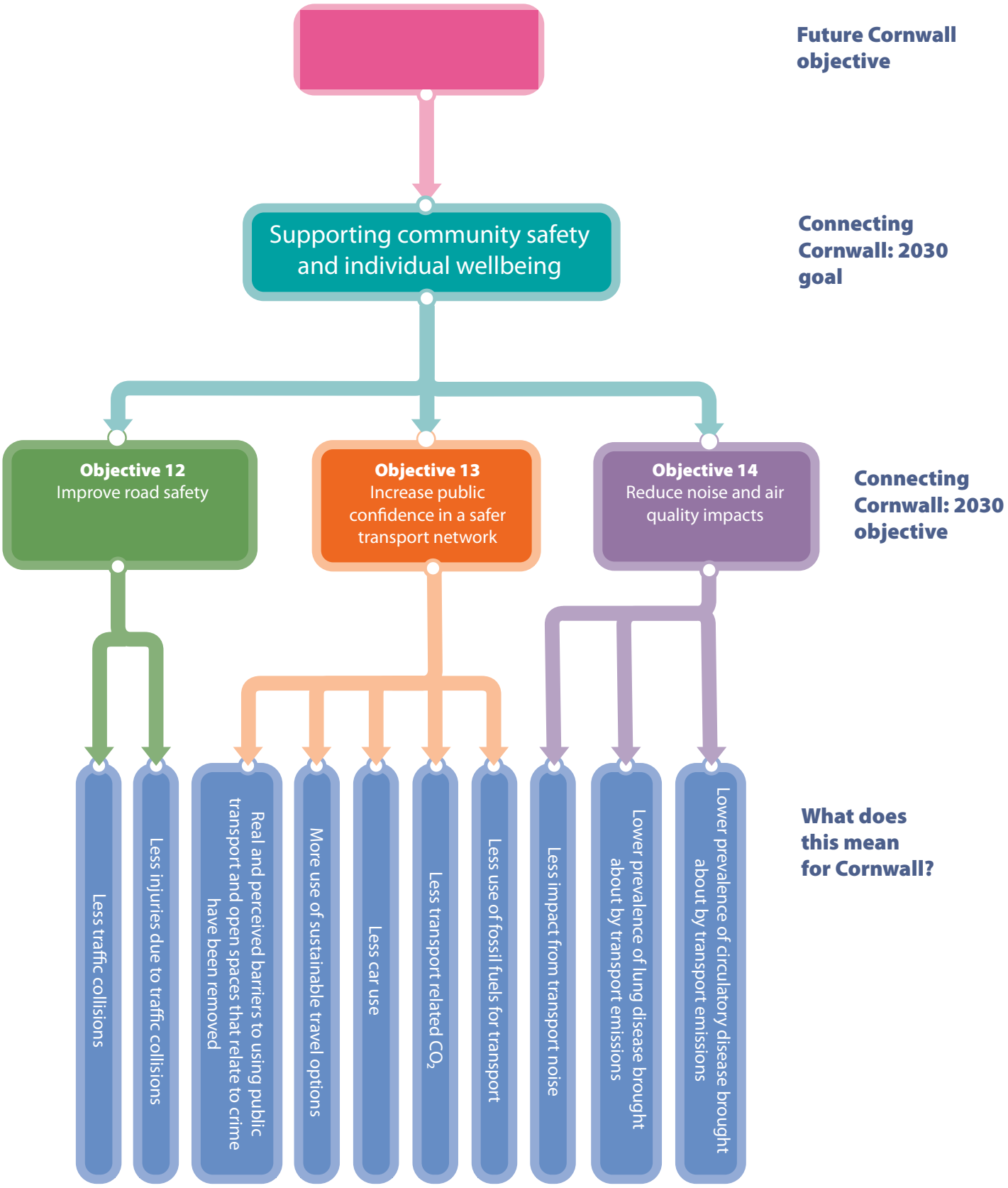


Fig 3.16 **Supporting community safety and individual wellbeing outcomes**

3.8

Supporting equality of opportunity

Provide equal opportunities for everyone regardless of age, postcode, income level or ability; to feel safe and access the services they need.

Promoting equality of opportunity and wellbeing, improving access to quality services and increasing participation in local decision making is an objective of Future Cornwall. As a local authority we are committed to complying with the legislation under the Equalities Act 2010 which sets out the framework by which we will aim to improve the opportunities that are available for everyone. Connecting Cornwall will play a vital role in ensuring we meet our responsibilities under the Equalities Act and Future Cornwall by delivering solutions that will enable better access to services, ensuring that the transport system is physically accessible and engaging the community and our voluntary sector in playing a greater role in the design and delivery of these solutions. The consultation on Connecting Cornwall told us that the people of Cornwall considered this the most important goal in the strategy.

The objectives that support the supporting equality of opportunity goal are set out individually in the following sections with their supporting policies and proposals.

" Equality legislation has helped challenge much discrimination and prejudice, but there are still big equality gaps. Councils and their partners have a real opportunity to challenge inequality, to ensure that everyone has an equal chance in life and to respond to the diverse needs of the communities they serve."

IDeA (Local Government Improvement and Development)

3.8.1 Objective 15: Improve access to employment, education, health and leisure.

Supports the following goals:

3.8.1.1 Why is this important?

Nearly half of Cornwall's population live in small, dispersed settlements of less than 3,000 residents. Very few of these settlements have a full range of key services, making travel an essential part of everyday life for a large proportion of the population. The barriers encountered by people living in rural areas have been aggravated by the centralisation of many services, removing them from local centres and relocating them further afield. The risk of further post office, local shop and public house closures threaten to make village life challenging for anyone who does not have access to personal transport for any reason. The effects of centralisation are evident by the length of time it takes people to travel to Derriford and Royal Cornwall Hospitals as illustrated by figure 3.17.

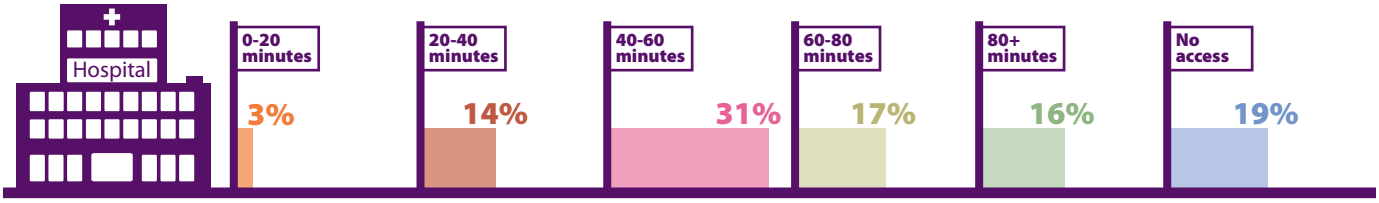


Fig 3.17 **Travel time to Derriford and Royal Cornwall Hospitals by public transport for households in Cornwall**
based on Monday morning between 9am and 12pm.

Many people who encounter deprivation live in larger settlements, but there are also rural communities where persistent deprivation can be a significant barrier to accessing services. The minimum income standard (MIS) is a measure of the public perception of the income required to reach the minimum acceptable standard of living in the UK. MIS has historically been based on urban areas until recent research investigated the differing needs and costs in rural areas. The research suggests that rural income poverty is growing faster than in other areas, largely because low income families encounter higher costs for purchasing essential items and accessing services. While this is related in part to the additional transport costs of moving goods, the main additional cost incurred in rural areas is attributed to car ownership, which is perceived as essential for working age people. The gross annual earnings required in rural areas to meet the UK MIS can be as much as 60% higher than in urban areas in some circumstances[1].Approximately 57,000 people in Cornwall live in the 20% most deprived areas in the country.

[1] Joseph Rowntree Foundation, 'A minimum income standard for rural households' (2010).

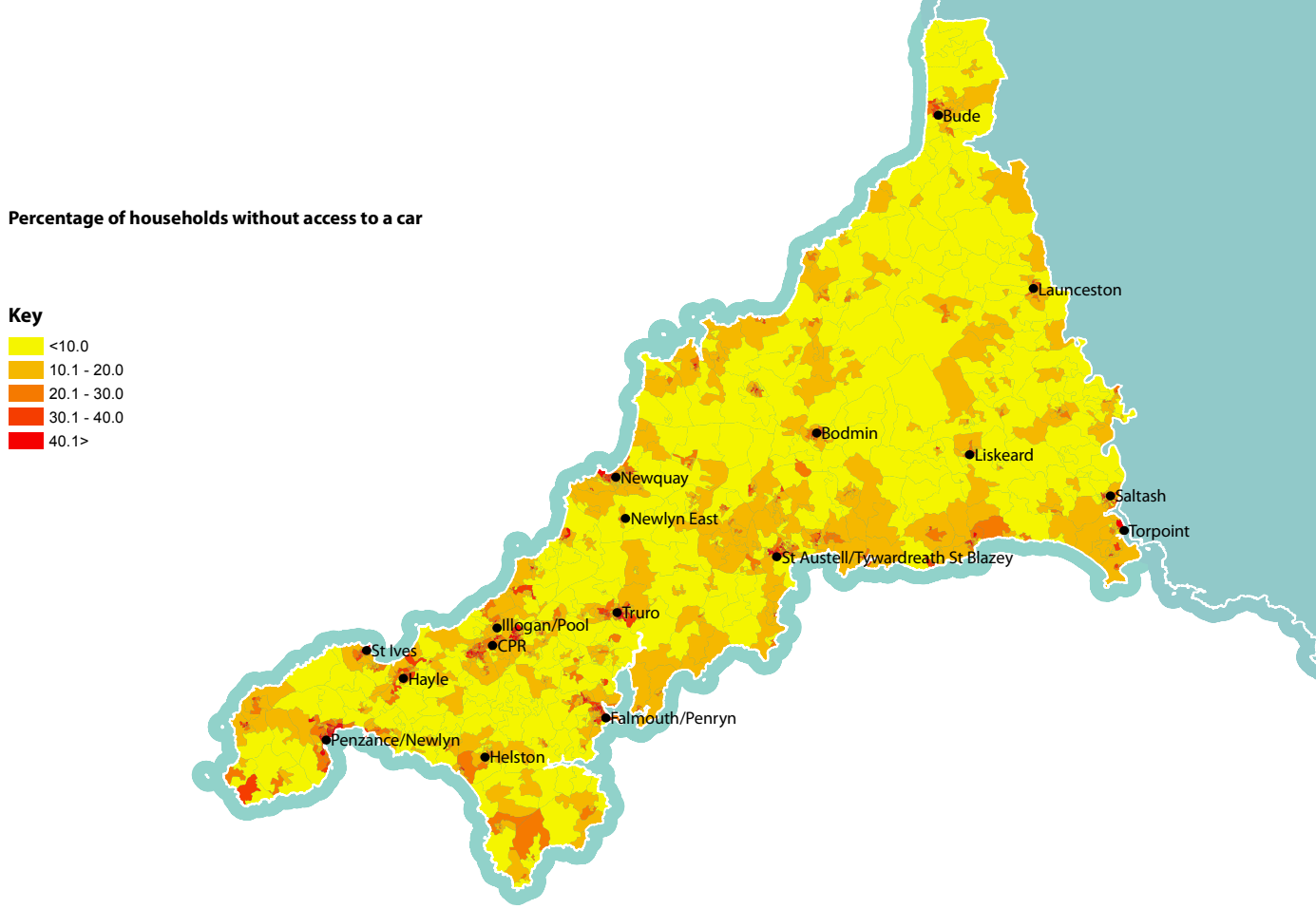


Fig 3.18 **Percentage of households without access to a car**

Two in every three households in Cornwall have no access to a car or have access to one car[2]. The proportion of households that own one car is significantly higher than the national average[3]. If the vehicle is used for the majority of the day for travel to work by one member of those households with one car or van, the remaining household members will rely on other modes of transport. At 9.1 years, the average age of cars in Cornwall is two years higher than the national average [4]. The incidence of one vehicle households, the age of vehicles and the low average earnings suggest that access to a car is currently viewed as a necessity, and households that encounter financial deprivation are struggling to afford to keep a car on the road.

People living in deprived areas are less prepared to travel longer distances to access services and employment; they often report that transport is a barrier to work, due to the lack of private car or the perception that public transport is expensive and unreliable[5].

The costs of and access to public transport is a key concern for young people in Cornwall. Through the Connecting Cornwall consultation, young people in particular identified the lack of evening services as a barrier to independence, as they are reliant on lifts to attend social events, participate in organised activities or visit friends. They are also charged a full adult fare when they are over the age of 16 regardless of whether they are in paid employment or not.

[2] Office for National Statistics, 'Neighbourhood Statistics' (2007).
[3] Office for National Statistics, 'Neighbourhood Statistics', (2007).
[4] Driver and Vehicle Licensing Agency, 'Vehicle licensing data' (2010).
[5] Cabinet Office and Office of the Deputy Prime Minister, 'Improving the Prospects of People Living in Areas of Multiple Deprivation in England', (2005).

3.8.1.2 **What can Connecting Cornwall do?**

The way that we plan our services in Cornwall and the means of access to them has a significant role to play in ensuring all members of society have equal life opportunities. This can be through the provision of public transport that everyone can use or by changing the way in which the end service is provided, e.g. delivery services for prescription medicines.

Providing services near to where people live as either mobile or local facilities will mean that people are less reliant on car travel to access them. This will involve both rethinking how the services are provided and locating new developments in areas where services already exist. For many people, delivering services in new ways could enable access by walking and cycling or remove the need to travel at all. Where travel is required, adjustments such as flexibility in booking appointments could make access much easier by public transport.

Mainstream buses serve much of Cornwall, but in many cases it is simply not effective to run public transport in areas where the population is too sparse. Other means of access need to be considered instead such as a flexibly routed service that picks up from several settlements to a main town. Many essential services are located in town centres, so by improving the travel options for people who live in rural areas into local towns, access to more than one service can be improved at the same time.

To assist with essential access, subsidising travel costs needs careful consideration against the benefits to the individual, to the sector they are trying to access and to society as a whole. Applying means testing to transport subsidies is a difficult and costly approach but blanket subsidies for a particular group in Cornwall may not be possible without private sector support.

In many areas of Cornwall, the high quality bus network proposals (outlined in section 3.4) will provide more frequent, reliable and often direct transport to essential services and employment opportunities. In rural areas, more creative solutions such as community and dial-a-ride buses, community car clubs, taxi share or wheels to work will provide a more effective solution to provide access.

156,000 people in Cornwall live in villages or hamlets of less than 200 residents

Policies and proposals

Supports the following goals:

Policy **29**

We will seek to improve access to jobs, healthcare, education and services by promoting efficient and affordable transport solutions or innovative alternatives.

This also supports the objectives: 1, 2, 6, 9, 10, 12, 16, 17

How?

We will ensure that accessibility considerations are taken into account when carrying out our responsibilities for planning, delivering and managing the local public transport, highways, cycle and footway networks. Accessibility considerations will be integrated into our wider transport strategies, policies and programmes.

We will seek to implement specific accessibility related transport schemes and initiatives. Accessibility schemes will be considered and implemented where it can be demonstrated that there will be improved access to learning, work, healthcare or other services. These initiatives will need to provide a transport service which is convenient and flexible with relatively low running costs so that the service can operate for long periods and at times when other services are not cost effective. This may mean providing individual transport solutions to those who can require transport at a time of day when other forms of transport are not a viable solution. Types of services which could be provided include:

- Fixed route taxi-buses.
- Rural car clubs.
- Community buses.
- Wheels to work/learn schemes.
- Voluntary car schemes.

We will work with our partners to influence the decision making and service delivery of external bodies, to ensure that accessibility and transport impacts are considered when locating and delivering other services and opportunities. Changes to service provision in Cornwall will need to consider transport and access early in the process so these are considered as an integral part of any service delivery. In this way opportunities to capitalise on benefits or implement solutions can be recognised and achieved before the service changes or new opportunities are made. We will work with partners and operators to:

- Deliver a more efficient transport provision for school, adult social care and vulnerable user groups.
- Investigate whether the Council mini buses can be used to deliver other services such as dial-a-ride or community bus services.

- Engage with schools to assess the potential for using their transport resources to deliver other services and develop future models for school transport provision.
- Ensure the design and cost of providing healthcare, training, education and other services consider the transport costs to their customers, the transport providers and the environment.
- Utilise budgets more effectively to protect and develop accessible ways of delivering services where a transport solution may not always be viable.
- Ensure that there is better design, promotion and use of accessible travel services to make sure that these travel options are attractive to all people in the community and that they do not appear to be restricted for use by particular age groups.
- Work with planners and developers to ensure that new residential developments are planned so that jobs, education, healthcare and services can be accessed locally or by sustainable transport.

We will continue to work in partnership with the health sector in identifying improvements to service and transport delivery. We have been working with partners in the health sector to improve patient transport to hospitals by support for voluntary car schemes, community buses and telephone booking facilities. This includes utilising budgets more effectively to protect and develop accessible ways of delivering services where a transport solution may not always be viable. We will continue to support development of schemes that look at:

- New ways of booking medical appointments to link with public transport.
- Making services available remotely by internet or telephone.
- Taking certain health services to where people live.
- Further work towards a comprehensive transport booking and travel advice system.

We will work towards making public transport more affordable. We will explore how and what types of subsidy on public transport schemes could be provided by working with transport operators and partners in other service sectors and the private sector. This could include support for young people or targeted support over a period of time for job seekers.

Case study: Go! St Austell Shopmobility

The regeneration of St Austell town centre included the construction of White River Place shopping centre and multi storey car park. The developers agreed to include purpose built accommodation for a new shopmobility scheme in a prominent position in the shopping centre design. The charity was granted a Licence Agreement to operate with the town council, who took on the peppercorn rent.

We set up a management group with many agencies and groups, benefiting from their expertise to develop the opportunities of the project and promote a sense of community ownership.

Volunteer Cornwall provided invaluable advice and expertise on volunteering. The Chamber of Commerce and Industry provided a link with local businesses, to update on progress and gather feedback to improve the project. The involvement of Adult Social Care enabled the scheme to provide support to people with sensory loss as well as impaired mobility. Most importantly, local people living with disabilities were able to use their own experiences to inform the planning and operation of the scheme.

The management group worked with Cornwall College to find ways to benefit students in the area. Life Skills students, who have learning disabilities, staff the project on a daily basis under supervision from their tutors. The work experience that students obtain from the project builds their confidence and helps them gain valuable skills.

3.8.2 Objective 16: Improve access to public transport.

3.8.2.1 Why is this important?

Physical barriers to using the transport system mean that it is not an option for the people who often rely on it most.

Many people with learning disabilities are dependant on public transport, walking or cycling, as driving is not an option. Learning disabilities vary greatly in nature and severity, and the needs of people with learning disabilities are similarly varied. The number of people with learning disabilities in Cornwall is predicted to rise by approximately 20% by 2025, of whom approximately one in five will have a moderate to severe learning disability[6]. Aspects of travel by public transport, and in particular, transport information can be difficult to interpret and creates barriers.

Age-related mobility and sensory impairments can make travel difficult. The number of people in Cornwall aged over 65 with some degree of mobility impairment is predicted to rise to 28,000 people from 2010 to 2025, which is an increase of over 50%.

Limiting long-term illness, health problems, disabilities and even just having young children and pushchairs can reduce people's physical ability to travel by public transport that most take for granted. Difficulties with accessing buses and trains are compounded by inappropriate infrastructure, either at a railway station or a bus stop. Under the Equalities Act 2010 it is the Council's and transport operators' duty to make it possible for disabled persons by 2017: to get on to and off regulated public service vehicles in safety and without unreasonable difficulty (and, in the case of disabled persons in wheelchairs, to do so while remaining in their wheelchairs), and to travel in such vehicles in safety and reasonable comfort. The Act sets out equivalent legislation for rail travel.

[6] Institute of Public Care, 'Projecting Older Population Information (POPPI) and Projecting Adult Needs and Service Information (PANSI)' (2004).

3.8.2.2 **What can Connecting Cornwall do?**

The level of provision of a public or community based transport solution is one issue that needs to be addressed. But also critical to improving access is ensuring that the transport we provide is physically accessible, affordable and understandable in terms of how it operates and the information we use to publicise it.

By considering the whole of the journey, we will remove physical barriers to accessing essential services. We have called this process the 'whole journey approach'. Work in this area has already started, as we have already worked with various community groups to establish five shopmobility schemes in Cornwall under the countywide brand of Go! Cornwall, which assist people with mobility impairments to access services in town centres (see case study on page 118).

Clear information about transport services is crucial. If people are well informed of the travel options that are available, they will be able to decide which is the most suitable for their own requirements. Easily understood travel information will benefit everyone in Cornwall.

Policy **30**

We will seek to increase accessibility for everyone in Cornwall by promoting measures to improve the physical accessibility of the transport network, including streets, bus stops, stations, vehicles and information.

This also supports objectives: 1, 4, 5, 6, 9, 12, 15, 17

Supports the following goals:

How?

We will improve the physical accessibility of public transport by taking a whole journey approach when improving or planning new public transport facilities and services. This will improve public transport integration and enable all abilities and social groups to use the service. To achieve this we will:

- Integrate accessibility considerations into public transport strategies, policies and programmes.
- Ensure that accessibility considerations are taken into account when carrying out our responsibilities for planning, delivering and managing public transport.
- Influence the decision making and service delivery of bus and rail operators, to ensure that accessibility is considered in delivering their services.

Additional detail on improvements to the public transport network is contained under the supporting economic prosperity goal in section 3.4.

The number of people aged over 65 with a limiting mobility impairment is predicted to increase by 50% by 2025

A fifth of households in Cornwall do not have access to a car

We will encourage and work with service operators and infrastructure providers to:

- Improve physical access onto public transport and at interchanges and waiting facilities.
- Work with transport operators to prioritise accessibility upgrades on the basis of frequency of service and patronage in order to meet our commitments under the Equalities Act.
- Where appropriate, adjust the approaches to waiting facilities.
- Address accessibility along corridors or for a service, to avoid the possibility of people not being able to alight at certain stops due to lack of facilities.
- Remove, modify or highlight obstructions.

We will provide clear, accurate and understandable transport information and publicity to existing and potential customers with consideration to all social groups and abilities. We will encourage and work with service operators, infrastructure providers and colleagues in social care to:

- Develop targeted transport information reflecting the needs of specific groups.
- Provide appropriate content, style and format for the intended audience.
- Offer skills training in the use of information and the transport network when required.
- Work with communities to give people the opportunity and skills to assist with transport information in their own areas.
- Provide good customer service and fully accessible transport information at larger interchanges.

We will continue to work with bus and taxi operators and volunteer groups to provide training to drivers on passenger needs and safety in order to enhance the service provided to the public. Travelling by public transport should feel safe and friendly and service providers are an important aspect in ensuring this is the case. Travellers should experience excellent customer service and courteous, helpful and friendly staff. This will particularly benefit those passengers who require extra help in using transport services.

3.8.3 Objective 17: Encourage community participation in shaping and delivering transport services for their communities.

3.8.3.1 Why is this important?

We have an important opportunity through Future Cornwall to empower Parish Councils, individuals or groups to take an active role in designing their own access solutions for their communities. This is an important means of encouraging the independence and wellbeing of those who need it most which in turn can improve the self sufficiency and quality of life for the whole community. Communities which are encouraged and are given the tools to look after each other will ultimately be better places to live.

3.8.3.2 What can Connecting Cornwall do?

We will work with Voluntary, Community and Social Enterprise organisations to enable communities to take on some responsibilities for transport infrastructure and services in their own area. Where the community becomes more involved in the provision of transport, we will aim to enshrine a feeling of ownership to encourage use of public and community transport and pride in their transport infrastructure. Community involvement could include cleaning bus shelters, volunteering to take people to hospital, monitoring speed on local roads or setting up a local group to run a community bus.

West Cornwall Community Wheels

West Cornwall Community Wheels was established in March 2006 to meet the transport needs of the local community. The social enterprise grew out of the Hayle area dial a ride project, which was set up in March 2005.

Community Wheels continue to run the successful Hayle dial a ride, which provides a flexible transport service for the town and its surrounding rural area, helping members of the public travel to work, do their shopping, attend healthcare appointments and take children to school.

In 2006, we supported Community Wheels in starting the six parishes dial a ride, which operates in the rural parishes between Hayle and Helston. The service provides weekly shopping trips to Helston, Penzance and Camborne, and provides access to doctors' surgeries. Community Wheels also initiated a voluntary car scheme during 2006/07 in rural West Cornwall, with the added benefit of a disabled access car.

We identified that a supported bus service on the Lizard peninsula was not meeting local needs in 2007/08. We worked with Community Wheels to develop the east Lizard dial a ride, which provides a flexible service in the rural parishes providing vital links into Helston. The dial a ride service operated alongside the timetabled service for a year, to allow residents to get used to the new arrangements. The timetabled service was then removed and the dial a ride was expanded in operating hours and capacity.

West Cornwall Community Wheels have gone from strength to strength. Their operations have grown from one minibus to six minibuses, all of which have access for people with disabilities. They have become more self sustaining by tendering for school transport contracts and public transport contracts for supported services.

Information about the available travel options can be circulated by the community themselves to ensure that everyone is well informed about the services operating in the area. This could also include providing travel information to local businesses and tourist destinations to inform visitors of the availability of public transport, reducing the amount of cars on the road during the summer peak.

We have strong relationships with volunteering organisations throughout Cornwall. We will develop these partnerships to assist in building capacity and skills to address transport issues. The contribution that communities and volunteers can give will not be underestimated, and their engagement in transport solutions will be encouraged.

Supports the following goals:

Policy **31**

We will encourage and support the community in contributing to and developing the provision of transport services in Cornwall.

This also supports objectives: 2, 4, 6, 9, 10, 12, 15

How?

We will seek to implement greater community engagement and delivery of transport provision and maintenance giving communities the skills and confidence to identify their local transport and travel needs and provide the solutions where possible. This community engagement enables us to draw on the wide range of skills and knowledge of the local community to work in partnership and help deliver transport solutions. To achieve this we will:

- Work with communities and groups to improve community transport provisions so that it provides a quality service for everyone in the community and reliable links to the rest of the public transport network and key destinations.
- Review the ways in which communities can alert us to local transport issues and be involved in shaping solutions.
- Consider the introduction of local transport champions to co-ordinate community initiatives to assist in maintaining infrastructure, pass on local transport information and assist others in personalised travel planning.
- Engage with the voluntary sector and work in partnership with the local community to help identify new and improved walking and cycling routes.
- Set up community groups to help to maintain and look after the walking and cycle routes.

3.8.4 **Outcomes**

Figure 3.19 sets out the outcomes we will achieve if the policies and proposals relating to the supporting equality of opportunity goal are implemented.

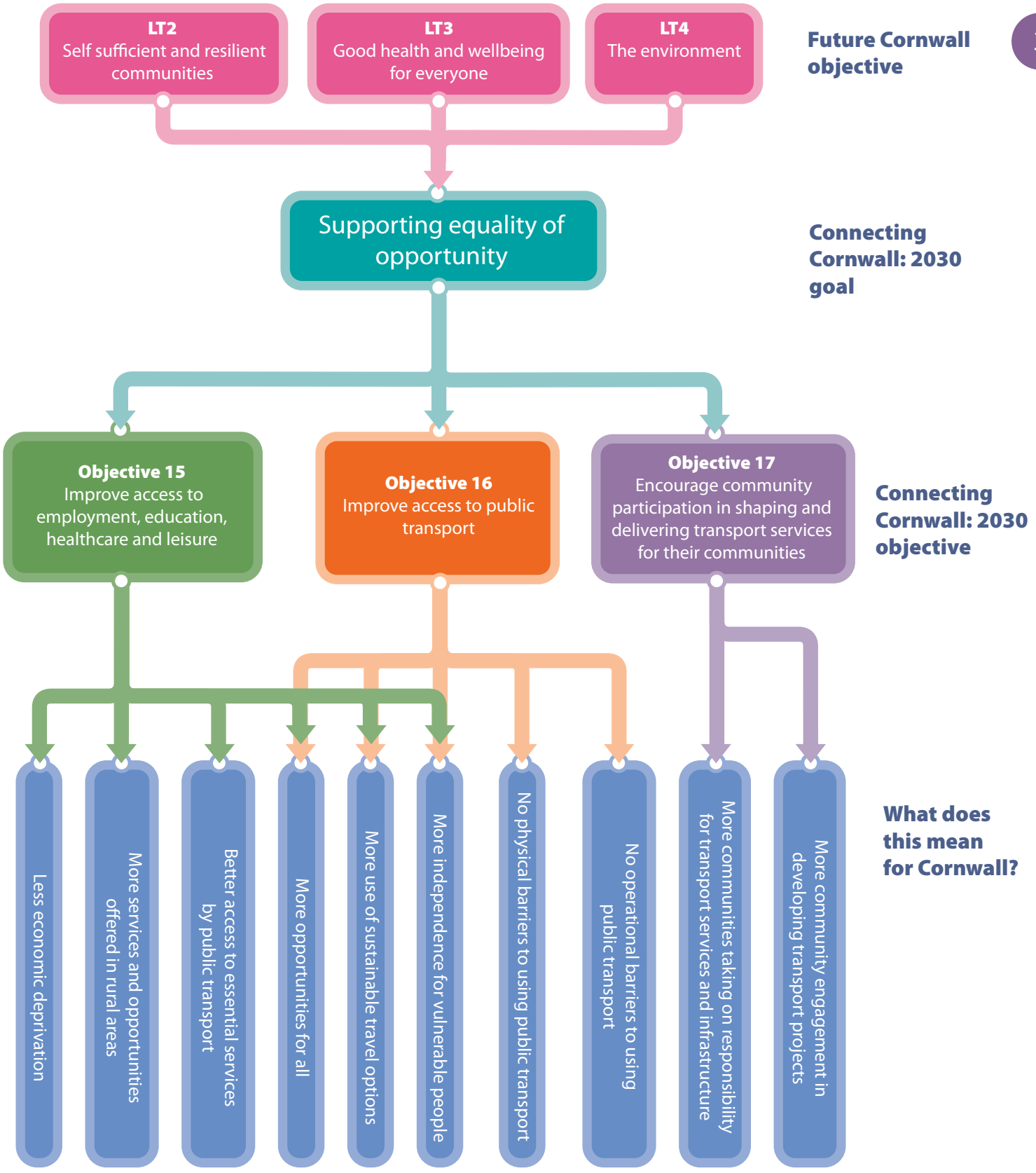


Fig 3.19 **Supporting equality of opportunity outcomes**

4

Delivering Connecting Cornwall: 2030

The Connecting Cornwall strategy marks a change in the way that transport policy is developed and delivered in Cornwall. The long term view and guiding framework is provided by the 20 year strategy document and this is underpinned by a series of implementation plans, setting out how that policy will be delivered by transport schemes and initiatives.

The Connecting Cornwall strategy has been developed against a background of successful transport delivery in Cornwall. As an authority, we are recognised at a national level for delivering exceptional transport strategies and services, including an excellent five year transport strategy in 2006 which resulted in approximately £18m of additional funding. Our investment in Cornwall's transport system has resulted in the highest rise in bus patronage of any local authority in south west England with over 12m bus trips last year. Cycling levels across Cornwall have also continued to rise while the number of people being killed or seriously injured on our roads is falling. As a Cornwall Council service we have continually demonstrated our ability to respond to national and local pressures and opportunities to the benefit of all sectors in our community.

This chapter sets out the delivery framework, funding sources and scheme assessment process for the delivery of the Connecting Cornwall strategy to ensure continued success. The actual list of schemes identified for delivery is contained in the current Connecting Cornwall Implementation Plan.

4.1 Delivery framework

The way in which this strategy will be delivered is governed by a national and local framework which will integrate procurement and delivery of our services more effectively in the future. Increasingly, transport schemes will be delivered by a range of partners working together across a number of sectors, rather than the responsibility lying solely with Cornwall Council as it has done in the past. This will be particularly true of transformational projects, those larger transport schemes that produce a wide range of outcomes from which many sectors of business and the community will derive benefit. Key partners include the private sector, Highways Agency, Network Rail, other transport bodies and operators, Cornwall and Isles of Scilly Local Enterprise Partnership, Plymouth City Council, Devon County Council and the Environment Agency.

Figure 4.1 sets out the delivery framework. The key principles and mechanisms are explained in more detail in the text below.

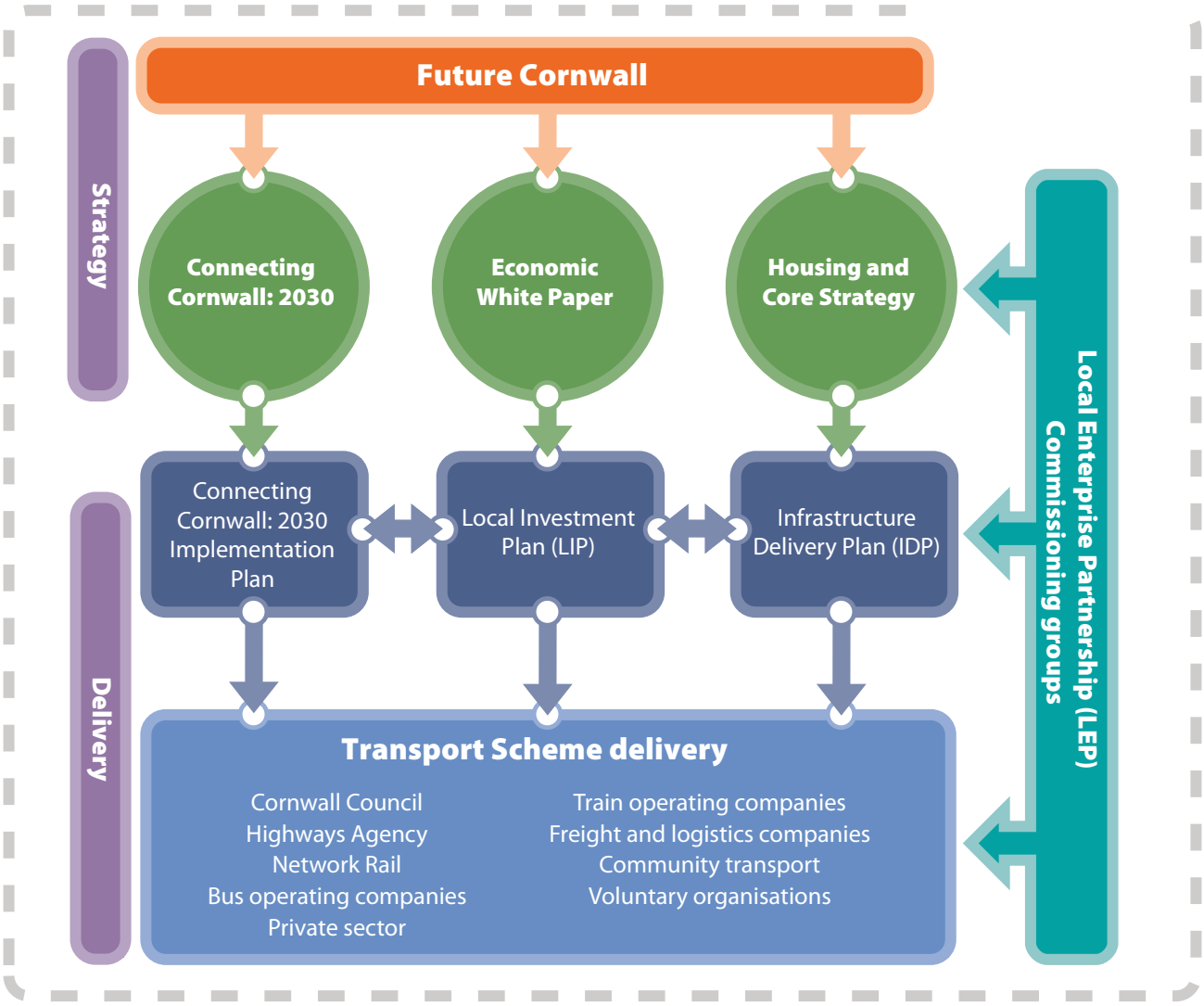


Fig 4.1 **The delivery framework**

Big Cornwall

The Government's localism agenda is a guiding principle for the way in which we will deliver our services in Cornwall. Localism means that decision making will be devolved from central government and opportunities provided for communities to ensure that public services reflect local circumstances. The Government wants to give citizens, communities and local government the power and information they need to come together, solve the problems they face and build the Britain they want.

Future Cornwall sets out how we can make this a reality in Cornwall under the title Big Cornwall. Cornwall Council will work with partners across the whole public sector and beyond to become more of a regional authority for Cornwall. This will mean that service providers will avoid overlap and duplication, leading to an improvement in efficiency and better local services tailored to local need, resulting in better value for money. In transport delivery terms this could mean the championing of public transport or maintenance of transport infrastructure by communities, or working with businesses to provide transport services.

Cornwall and Isles of Scilly Local Enterprise Partnership

One of the overarching mechanisms to improve local service delivery and enable better engagement with the private sector is through the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP). The partnership has been developed within the context of the overriding need to move our economy away from public sector reliance to creating conditions for a more vibrant private sector that will be crucial in transforming Cornwall's economy. The Cornwall LEP is one of only two in the south west region. The key principles that will underpin the LEP are:

- Decisions on economic investment and place shaping are made locally.
- Business will be at the heart of the governance and delivery structures.
- The governance arrangements will be strategic and focused on a narrow range of economic outcomes and sustainable growth.
- The delivery of our economic strategy will be undertaken by both the Cornwall Development Company and private sector organisations.
- The LEP will be collaborative, working with other local authority and LEP areas when required.

Transport is likely to be a key area for LEPs and there is potential for Department for Transport (DfT) responsibilites to be devolved to LEPs for major transport schemes. In Cornwall we have already demonstrated that major transport infrastructure can be delivered through a public/private partnership with the Isles of Scilly Sea Link project (bid currently under consideration with the Government) and we are confident that we can continue this success with other examples of transport infrastructure delivery over the next 20 year period. The LEP will also sign off key strategy and policy documents such as Connecting Cornwall.

Strategic delivery plans

Cornwall's Local Investment Plan (LIP) is a single integrated investment plan that ensures critical links to Convergence programmes and the LEP. The LIP document is Cornwall's first attempt to define and develop priorities for spatial investment with a particular focus on projects which support enterprise, job growth, regeneration and housing for local communities. It is an important vehicle for bringing together projects from a range of existing programmes, including the Connecting Cornwall Implementation Plan, under the umbrella of investment priorities derived from the Future Cornwall strategy.

The Connecting Cornwall Implementation Plan also supports the emerging Infrastructure Delivery Plan (IDP) which is being developed as part of the Core Strategy and demonstrates that the development proposed in that strategy is deliverable over the lifetime of the plan.

The IDP examines:

- what infrastructure is currently available and whether it has spare capacity to support new growth.
- What new infrastructure needs to be provided to support new growth, as well as plug existing gaps.
- Who will provide the infrastructure.
- When it needs to be provided (alongside or in advance of development).
- What it will cost and who will finance it.

Once completed and agreed, the IDP will provide: evidence of deliverability to support the Core Strategy; the basis for planned investment for infrastructure providers; certainty to investors in Cornwall; and the foundation for a local Community Infrastructure Levy schedule (see section 4.2.3).

4.2 **Funding sources**

The delivery of this strategy will depend on resources that are available and the local and national priorities during the 20 year period. In times when the policy and fiscal backgrounds are undergoing significant changes, there is less money to go around and the Council and central government have to consider carefully how to deliver the best value for money from the resources we have. In order to deliver our ambitious strategy for Cornwall, the effective co-ordination of finance from public, private and European sectors will be critical. We will also recognise that transport outcomes can be delivered, without direct transport funding or delivery, from schemes which are looking to deliver wider benefits such as eco communities or broadband. After the Government spending review of 2010, the Transport Minister stated, 'for every pound we spend on Highways Agency schemes, on average we will get back £6 of benefits and in many cases there are even higher returns for local authority schemes.' This is an important message for our partners as we seek to deliver the Connecting Cornwall strategy.

There is a range of capital and revenue funding sources that are utilised in the delivery of transport schemes and proposals. The sections below set these out.

4.2.1 **Transport block allocations**

There are four DfT funded grant schemes for local transport, which are set out below in more detail. All other local transport revenue grants, including concessionary fares special grant, are paid to local authorities through the Department for Communities and Local Government (DCLG) formula grant system.

Integrated Transport Block

This funding is the only allocated pot for local transport solutions such as public transport, walking and cycling and safety related schemes. Therefore, this funding is the critical mechanism to achieving the delivery of our goals and enables us to match fund with other funding sources. The funding will be allocated to authorities on a needs based formula, allowing authorities to identify their priorities and allocate their funding accordingly. The DfT have committed £300m in 2011/12 nationally, which remains at this level until 2014/15 when it will rise to £450m.

Highways maintenance

Our highway network has a key role in sustaining social and economic prosperity within local areas and is the largest single asset of the public sector. Through the 2010 spending review, the Government has committed £3bn nationally over a four year period to the maintenance of the highways. From a national base of £871m in 2010/11, funding will fall steadily to £707m by 2014/15. Local authorities will be expected to seek significant efficiency savings through using their purchasing powers to drive down costs.

Local Sustainable Transport Fund

The Local Sustainable Transport Fund has been established by Government to help deliver low cost, high output interventions that are sustainable, support economic growth and reduce carbon emissions in local communities. The fund will also support initiatives that address improved air quality, enhanced safety and reduced congestion.

The Government have committed a total of £560m to the fund, comprised of £350m revenue and £210m capital. Local authorities will need to submit bids for this funding and a level of match funding will be required to draw down monies.

Major schemes

Transport schemes over £5m in value are eligible for funding from the DfT as a major local transport scheme. The DfT will allocate the £418m nationally for major local transport schemes in 2011/12, falling to £335m in 2013/14 and they have advised that no new major scheme starts are likely before 2012/13. This will impact on our ability to deliver new major transport projects in the short term. Councils will be invited to bid for this funding over the next few months. Councils will be challenged to consider the cost, scope and possibility of local funding when bidding. The Government believes this competitive process will ensure that the greatest possible number of schemes, with the best value for money, will be able to proceed, facilitating economic growth and providing jobs across the country. In October 2010 the DfT announced a list of major scheme bids throughout the country that it is considering for funding and that they cannot, at this point, consider any new local authority schemes other than those announced.

4.2.2 **Transport revenue funding**

Revenue funding is critical to keep infrastructure and services operating on a day to day basis. Over 60% of the total transportation revenue expenditure (approximately £31m) goes on maintaining our extensive road network. The Council utilises a further 20% of this revenue funding to support the public transport network, the majority being to support the bus network (including park and ride) but also to support public transport technologies, waterborne transport and towards partnerships such as the Devon and Cornwall Rail Partnership (see case study in section 3.5). Revenue funding is also used to develop major transport scheme business cases; this will be critical in aligning transportation schemes with the developing Core Strategy. Other areas of work that the revenue budget supports are: traffic management, safety and awareness, school crossing patrols and highway development control.

As has been set out under the strategy section in chapter 3, there is a strong focus in the Connecting Cornwall strategy on revenue schemes such as travel planning, information and awareness and less on heavy, new infrastructure delivery. However, our reliance on revenue to deliver or maintain the transport network is a key risk that must be managed. The revenue budget is typically more limited than capital and can be more vulnerable to budget cuts, both on a national and local level. While a new scheme requires the capital to deliver it, the revenue implications of maintaining its operation in the long term has to be carefully considered and balanced against the outcomes we will get from the scheme. Demand management tools and opportunities to raise revenue from assets within our control, such as car parking, in order to subsidise services such as enhanced bus services will be fundamental considerations for the future.

4.2.3 **Other funding sources**

The core transport funding will not be sufficient to provide all of what we want to deliver in Cornwall. In order that maximum funding can be directed towards implementation of the transport strategy, seeking additional funding to top up the transport funding will be critical. Potential core sources of additional funding are outlined below. This does not preclude other funding opportunities as they arise.

Regional Growth Fund

The Government has created a £1.4bn pot of funding known as the Regional Growth Fund that has the ultimate aim of unlocking sustainable economic growth. As with the local sustainable transport fund, Cornwall would be required to prepare and submit match funded bids in order to secure an allocation.

The European Regional Development Fund (Convergence)

Convergence is the European funding that supports schemes which will deliver economic regeneration. Cornwall and the Isles of Scilly have been able to access Convergence funding since 2007 before which it was known as Objective One. Successful economic regeneration is an integrated set of activities focusing on investing in people, business and economic infrastructure - all aimed at contributing to the common goal of strengthening the economy of Cornwall and the Isles of Scilly. Transport schemes meet the criteria of Priority 4 in Convergence which is to 'unlock the economic potential of place' and in particular the objective to 'support economic development in key towns which will increase the use of public transport and reduce car use and congestion'.

The focus on creating economic change through European funding has resulted in important strategic transport schemes being delivered in Cornwall, such as more frequent rail services between Falmouth and Truro and the bus interchange at St Austell station, investment in our airport and improving access to new employment land in Camborne, Pool and Redruth.

Cornwall has a significant funding opportunity through the remainder of the Convergence programme to deliver strategic capital infrastructure which will deliver important economic outputs. Our successful track record in this area means that transport features strongly in the indicative Convergence programme to 2013. Convergence schemes will be prioritised in the first Implementation Plan where £1 of Council investment draws in £1 or more of Convergence investment in order to avoid losing the opportunity to deliver these schemes altogether.

Growth Point Funding

Growth Point Funding is held by the DCLG and is designed to facilitate housing projects, by delivering the necessary infrastructure needed to enable sustainable development at the local level, including facilities such as schools, healthcare, transport and green spaces. The Council has secured £6.7m of Growth Point Funding for Cornwall with around one third of that already committed to ongoing projects. It is focused geographically on Truro, St Austell, Newquay, Camborne, Pool, Redruth, Falmouth and Penryn and seeks to stimulate the supply of open market and affordable housing in sustainable locations.

Growth Point Funding will be made available until 2013.

Community Infrastructure Levy and developer contributions

Funding of new infrastructure is in many cases assisted by contributions from developers which, according to current rules, must be related to their specific development. However, this is often not enough to achieve the full benefit of infrastructure, which is usually the case for transport where a number of developments in a town can result in an increased pressure on the network as a whole. To address this, the Council is supporting a move towards the use of the newly introduced Community Infrastructure Levy (CIL), which will enable the Council to pool contributions, to help pay for infrastructure based on a fair, viable and transparent tariff system. Evidence of infrastructure needs and costs in the IDP and the Connecting Cornwall Implementation Plan will form the basis for the CIL.

Developers' contributions are secured through section 106 agreements, as part of the planning application process. Our policies on developer contributions are contained in the goal sections in chapter 3.

Tax Increment Financing (TIF)

TIF is aimed to complement LEPs and the Regional Growth Fund through funding for key infrastructure and other capital projects. This work will be taken forward as part of the Local Government Resource Review.[1]

4.3 Scheme prioritisation and assessment

The majority of schemes that we deliver are undertaken to achieve wider outputs and must therefore be prioritised on their ability to achieve this. The key drivers that have prioritised transport schemes for assessment in this Implementation Plan are set out below.

Transport is key to delivering a number of other goals and ambitions of the Council and, as a core delivery sector within the local authority, the schemes that we deliver must contribute towards the Council's strategic priorities:

- Leadership
- Business transformation
- Connectivity
- Place shaping
- Low carbon

In addition to meeting our corporate priorities, the Local Transport Act 2008, requires local transport authorities to carry out a number of statutory duties which require a significant proportion of the Council's capital and revenue budgets. The following provides the minimum that is required:

- Maintain the public highway.
- Provide a duty of care to the public.
- Manage the movement of traffic on the road network.
- Provide home-to-school/college transport.
- Identify and meet social need for public transport, including publicity of public transport.

[1] Department for Transport, 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (2011).

To ensure we maximise funding opportunities, schemes with match funding potential will be prioritised. Many sources of funding are time limited, such as Convergence and Growth Point, and it is therefore essential that Connecting Cornwall secures match funding during this period. Failure to secure match funding will mean that we will not deliver a number of key improvements and their outcomes. We also need to embrace new initiatives such as the Big Society to maximise ways in which transport services can be delivered by providing local communities with more autonomy over the services they wish to see in their area.

The schemes will also be prioritised on the extent to which they contribute towards meeting one or more of the six Connecting Cornwall goals. Through the public consultation on Connecting Cornwall, the goals were all ranked as important and this is reflected in our assessment of the proposals.

Potential schemes assessed as part of the scheme appraisal process are measured against a number of separate criteria and whether they are affordable in the short, medium or long term. The assessment criteria include:

- Cost and value for money.
- Deliverability.
- Performance against goals.
- Scale of impact.
- Performance against strategic/network fit.
- Quality of supporting evidence and risk.

Set against the six goals of Connecting Cornwall: 2030 and working within the budgets available to Cornwall, including maximising time limited opportunities such as Convergence funding, schemes are allocated to specific timeframes within the Implementation Plan(s). The views received as part of the Connecting Cornwall consultation have been considered as part of the assessment process and balanced against the wider challenges and priorities outlined in the strategy document (more information on the consultation results is contained in the Connecting Cornwall consultation report).

4.4 **Managing risk**

The risk to Connecting Cornwall is the chance of something happening that will have an impact on meeting the goals and objectives of the strategy such as: cuts in transport funding; changes to national policy or local priorities; community support and alignment with local strategy. As circumstances change over the next 20 years, the aim is to support better decision making through a good understanding of risks and their likely impact. Risk management will be a continuous and developing process which runs throughout the delivery of the strategy up until 2030 and will be managed at strategy, implementation and individual scheme level.

5

Monitoring the outcomes

Monitoring our progress ensures that we are achieving what we have set out to do. If we are able to identify areas where we are not performing as well as we should, we will be able to reorganise our resources to improve.

Public service performance is currently monitored by a set of national and local indicators. These indicators are designed to encourage public service providers to work together to achieve a common set of goals and allow service provision to be compared throughout the country.

The Department for Transport (DfT) has recently reviewed the list of indicators required at a national level and have announced which ones they will continue to measure to review local authority performance. However, the Government advice is clear that 'local authorities will be required to provide streamlined, accessible data on their transport activities, to allow their communities and stakeholders to compare their performance against others and hold their elected representatives to account[1].' This list has been reduced significantly and greater freedom has been granted to local authorities to be responsible for monitoring their own performance. We have therefore taken the opportunity to review all of the transport indicators we currently monitor and have decided to continue with most of these at a local level to ensure that the changes we make to the transport system can be reviewed and that we are accountable for the delivery of the strategy in the long term.

We are also corporately and departmentally reviewing the way in which we manage performance in light of national changes. We will aim to adopt a co-ordinated approach to monitoring, which will allow us to show the contribution that transport makes to other priorities.

[1] Department for Transport, 'Creating Growth, Cutting Carbon, Making Sustainable Local Transport Happen' (2011).

The indicators that are directly monitored by the transport sector are set out in Table 5.1 below:

Indicator Reference	Indicator description	Links to Connecting Cornwall Objectives
NI 047	Total Killed and Seriously Injured (KSI) casualties.	Ob12, Ob13
NI 048	Children Killed and Seriously Injured (KSI) casualties.	Ob12, Ob13
LI1	Congestion – average journey time per mile during the morning peak.	Ob2, Ob 3
LI2	Traffic flow in town centres.	Ob6, Ob7,Ob10, Ob12, Ob14
LI3	Vehicle kilometres.	Ob1, Ob2, Ob14
NI 168	Principal roads where maintenance should be considered.	Ob3, Ob4, Ob5, Ob7
NI 169	Non-principal classified roads where maintenance should be considered.	Ob3, Ob4, Ob5, Ob7
LI4	Access to services and facilities by public transport.	Ob2, Ob15, Ob16, Ob17
NI 176	Working age people with access to employment by public transport (and other specified modes).	Ob15
LI5	Local bus passenger journeys originating in the authority area.	Ob1, Ob5, Ob6, Ob15, Ob16
NI 178	Bus services running on time.	Ob1, Ob6, Ob15
LI6	Bus satisfaction.	Ob1, Ob5, Ob6, Ob15, Ob16
LI7	Use of public transport on tourist routes.	Ob1, Ob5, Ob7, Ob9,Ob16
LI8	Rail patronage.	Ob1, Ob4, Ob5, Ob9, Ob13, Ob16
LI9	Walking rates.	Ob1, Ob2, Ob6, Ob9, Ob10, Ob11
LI10	Cycling rates.	Ob1, Ob2, Ob6, Ob9, Ob10, Ob11
LI11	Children travelling to school – mode of transport usually used.	Ob1, Ob2, Ob10, Ob11, Ob12, Ob13

NI = National Indicators **LI =** Local Indicators

Table 5.1 **Transport indicators**

While these indicators measure the outcomes that are attributed to transport, we have recognised that transport makes a vital contribution to other priorities. In order to capture our contribution to meeting the six goals, we are developing a broad indicator set which will contain some indicators that are the direct responsibility of our partners in other sectors e.g. levels of childhood obesity. These will be published in a Connecting Cornwall monitoring strategy in September 2011 and reviewed as part of the Connecting Cornwall reviews during the life of the strategy.

We have been involved in the National Highways and Transport (NHT) Network Public Satisfaction Survey since 2008, which has helped us to understand what people in Cornwall think of the transport network and services. We will continue our involvement in these annual surveys and supplement them with our own attitudinal survey at the end of each Implementation Plan period to investigate satisfaction regarding specific issues that are important to Cornwall.

Figures 5.1 to 5.6 show the broad outcomes we aim to achieve for Cornwall and their contribution to the goals. The intermediate outcomes list the measurable elements of these broader outcomes.

We will review progress and monitoring arrangements on an annual basis. We will include detail on the data collection methods, baselines and targets for new Connecting Cornwall indicators in these reviews.

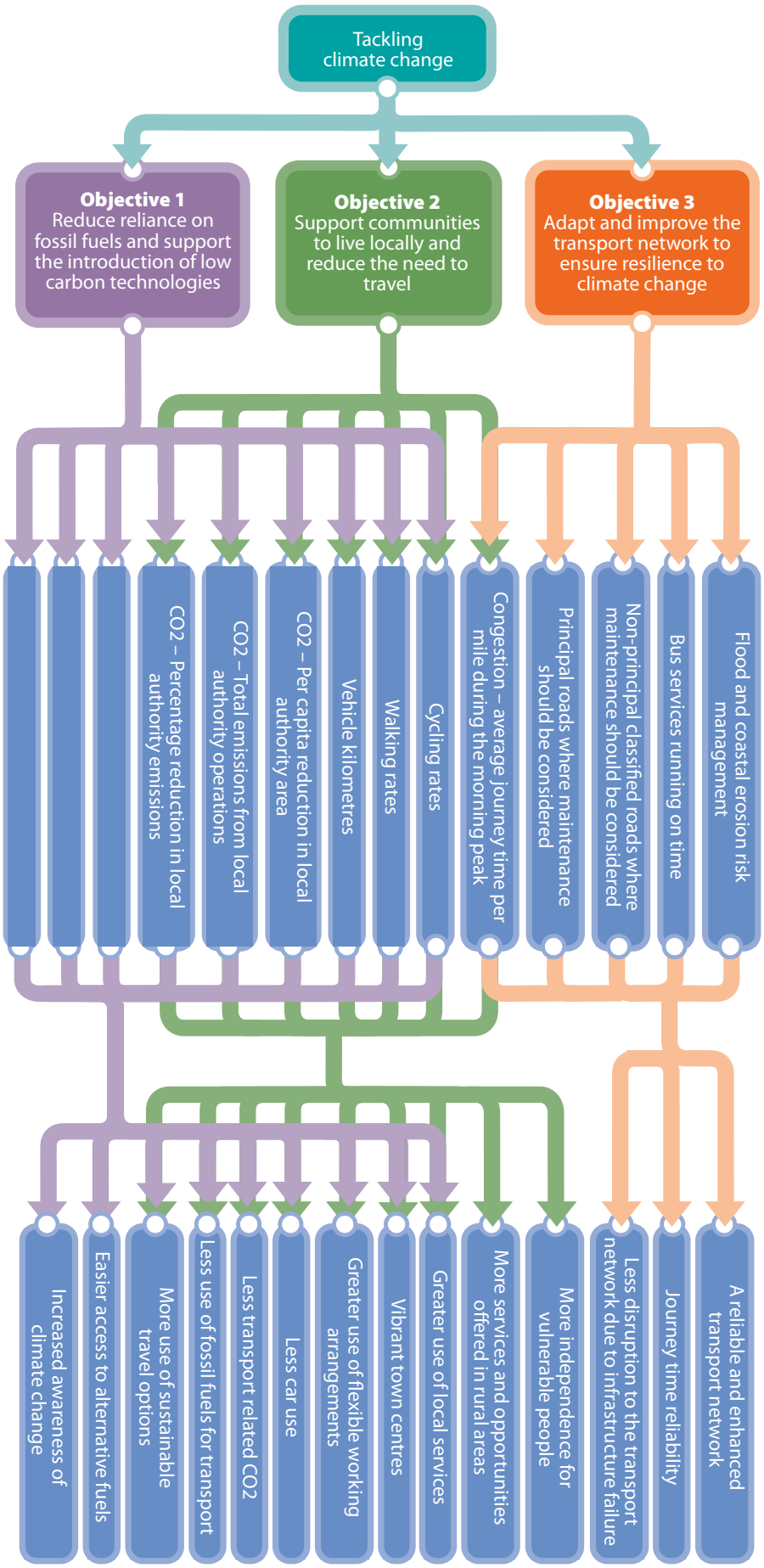


Fig 5.1 **Outcomes from tackling climate change**

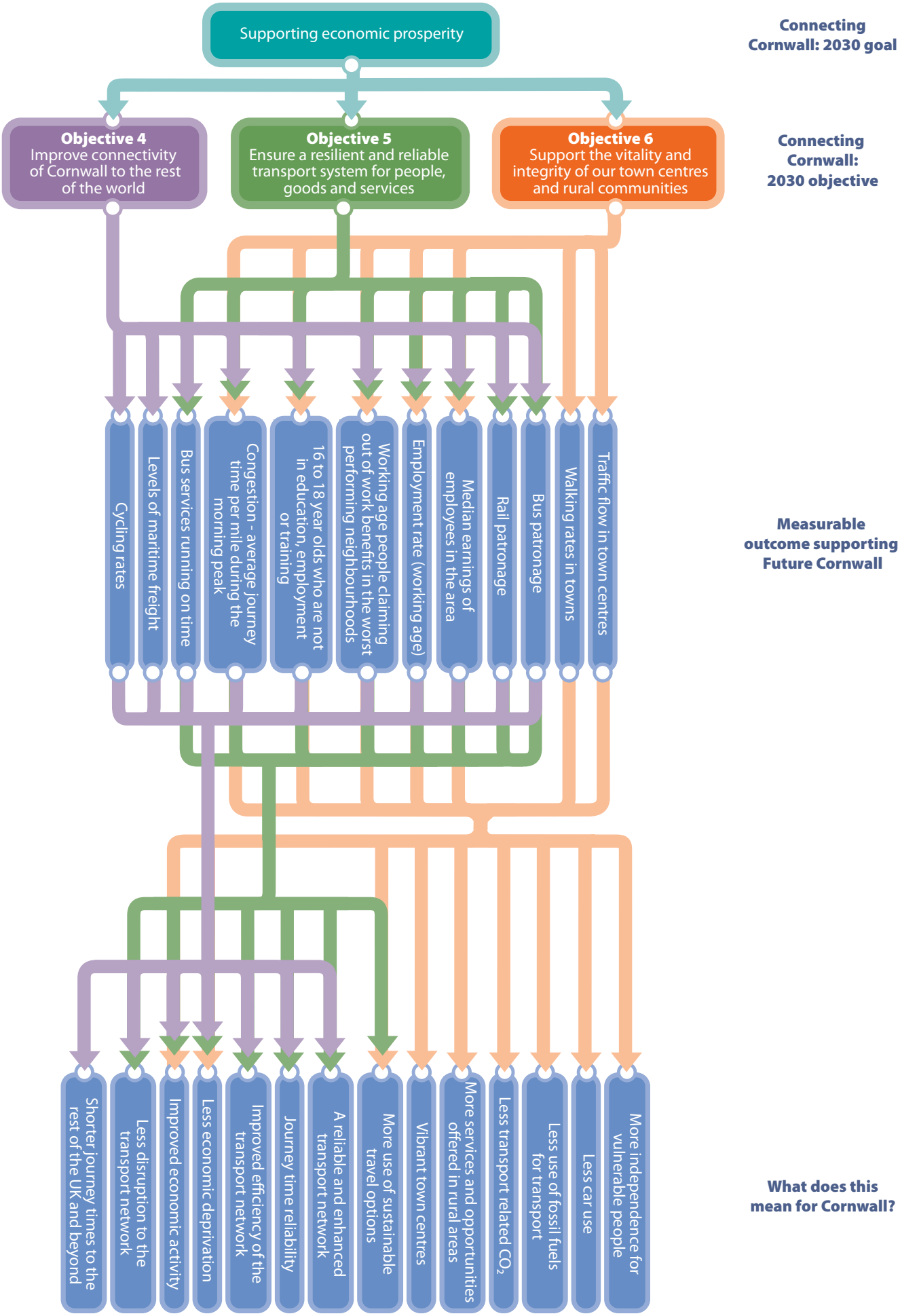


Fig 5.2 **Outcomes from supporting economic prosperity**

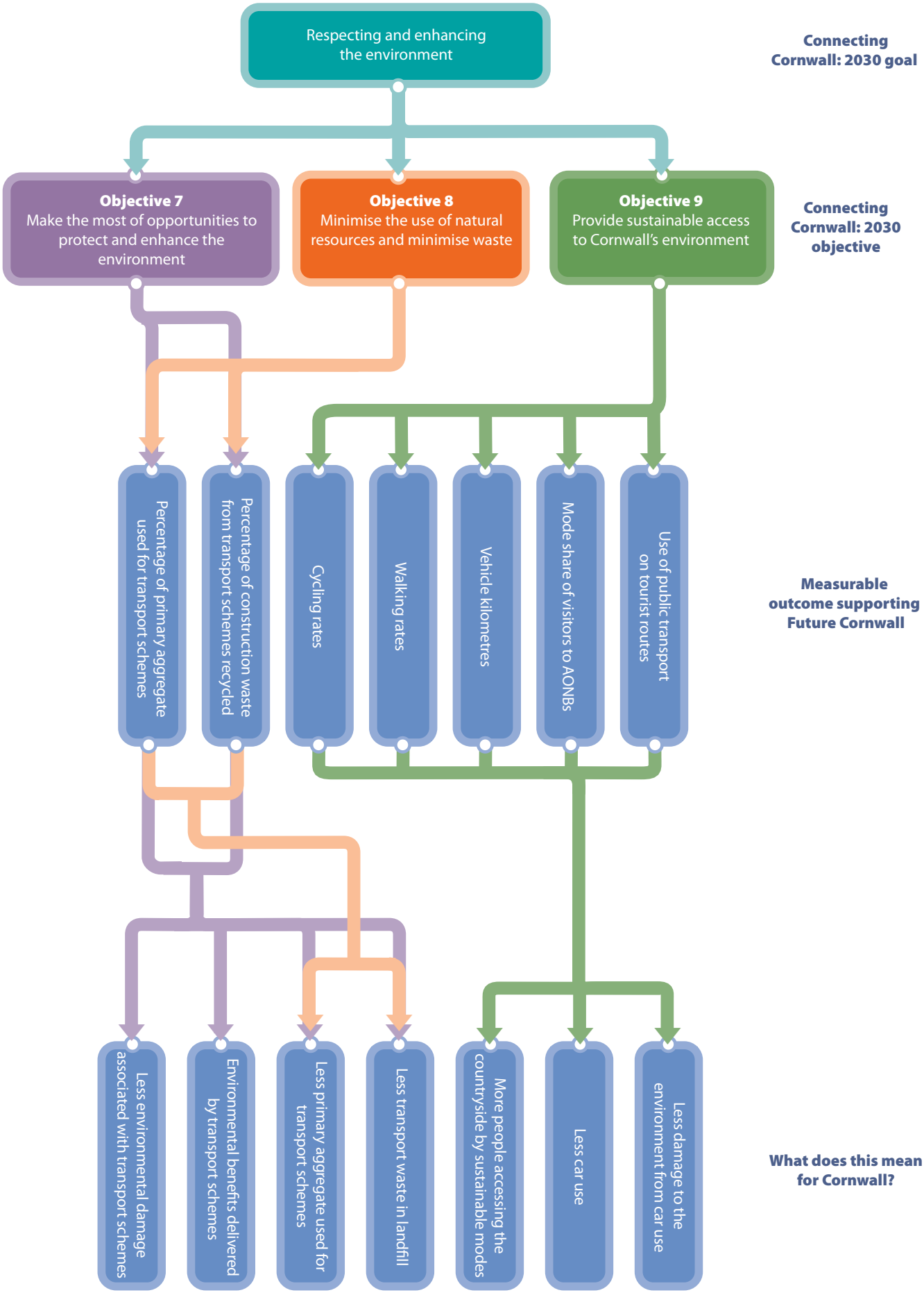


Fig 5.3 **Outcomes from respecting and enhancing the environment**

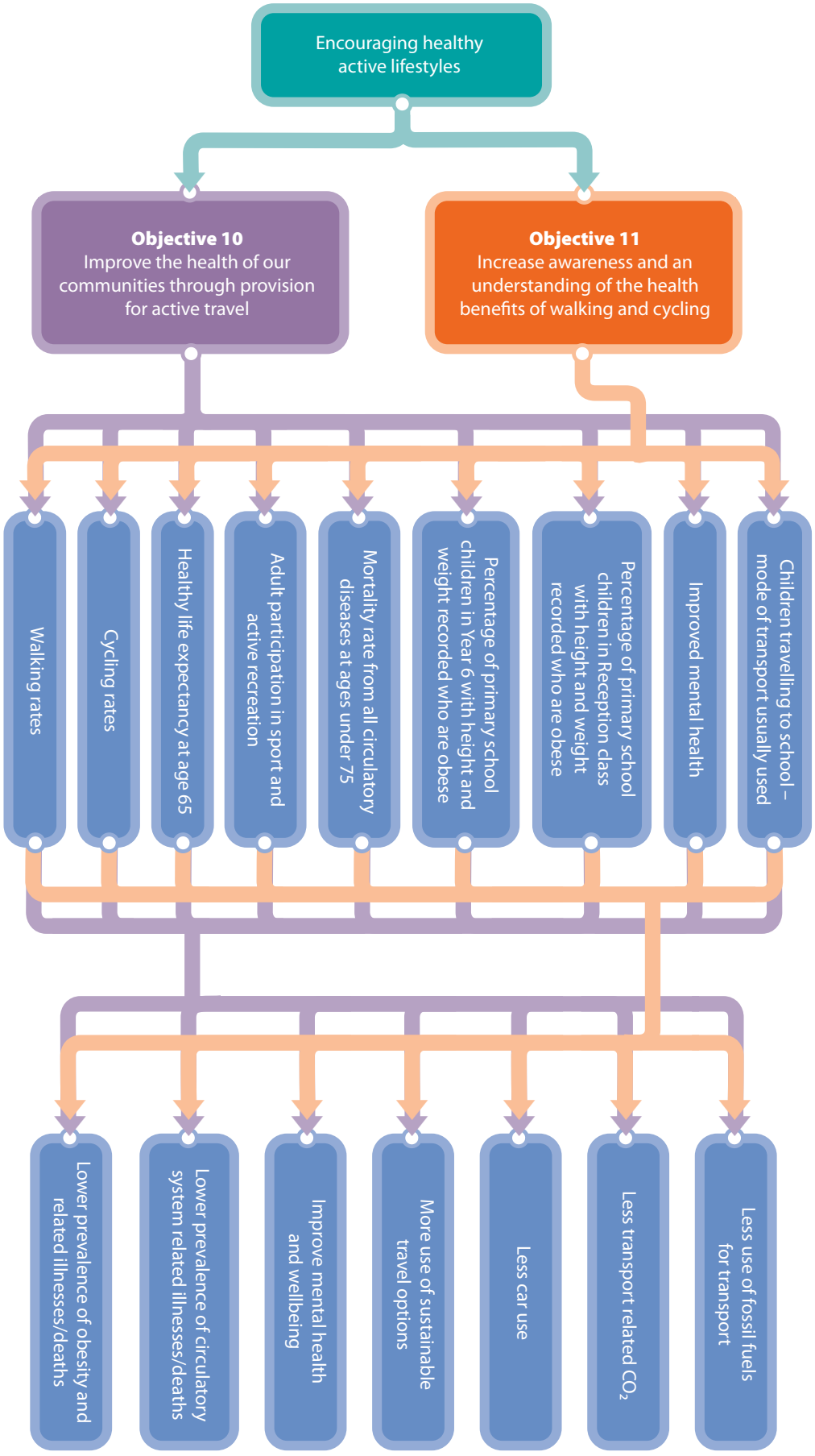


Fig 5.4 **Outcomes from encouraging healthy active lifestyles**

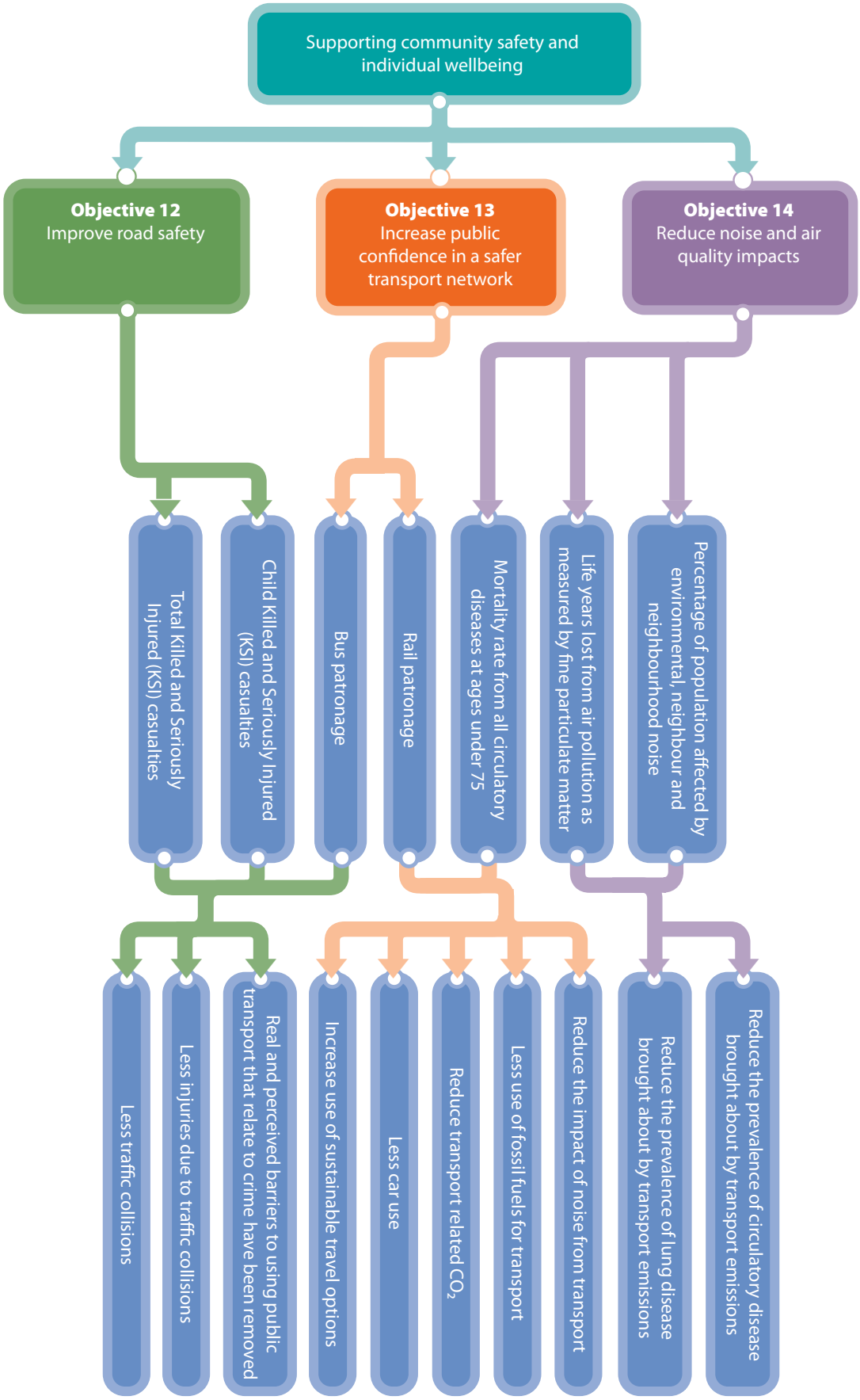


Fig 5.5 **Outcomes from supporting community safety and individual wellbeing**

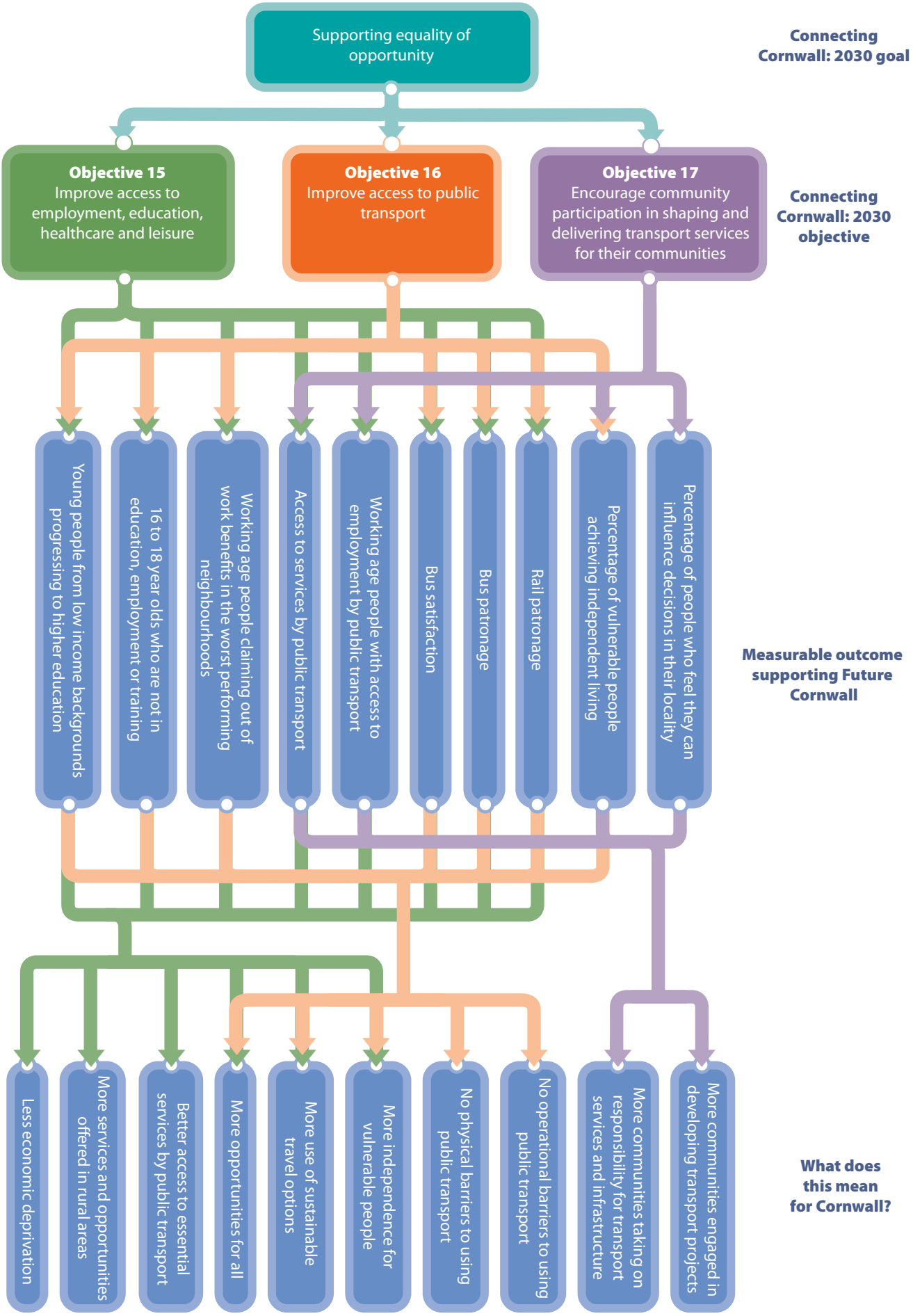


Fig 5.6 **Outcomes from equality of opportunity**

6

Testing the Strategy

The Connecting Cornwall transport strategy needs to be able to respond to any future challenges that occur over the next 20 years and remain able to support all aspects of life in Cornwall.

Whether the strategy will be able to respond to future challenges and whether the transport priorities we have identified are the right ones will depend on how the world changes over the next 20 years. We do not know exactly how we will be living in the future. Many of the aspects we take for granted today in our daily lives were considered science fiction 20 years ago. In 1990 mobile phones were really car phones and owned by only a few, satellite dishes were rare, the public internet had not been invented, petrol cost 40p a litre, the channel tunnel had yet to be built, acid rain and the ozone layer were big environmental concerns and trips abroad were less than half what they are today. These past advances and changes demonstrate the pace of change of technology and the world around us and how different any future could be. Some of the local and global challenges are emerging, so we can start to plan for these, and have done so in Connecting Cornwall, but to ensure we have the best transport strategy possible we needed to test our policies against more than one future. None of the scenarios portrayed here is likely to represent the real future. They are extreme futures which look at some very challenging world events that a transport strategy for the next 20 years might have to respond to and provide the ability for life in Cornwall to carry on.

Scenario one: **Climate change**

The impacts of climate change result in people actively changing the way they live their lives. Sustainability becomes a guiding principle. Society becomes very energy conscious and there is a drive to reduce energy consumption and eliminate waste. Everything gets recycled or is returned clean to the earth or water. Population and new development is concentrated in urban areas and rural areas effectively act as food and bio-fuel providers. The environment becomes clean and pleasant with low levels of noise and pollution.

- The availability of alternative fuels increases.
- Travel habits have changed, people travel less and use public transport, walking and cycling more rather than the car.
- Increased walking and cycling has resulted in a healthier population.
- Less car mileage and increased walking and cycling has improved road safety and reduced transport death and injuries.
- Local production increases and local provision of food and goods increases with food miles drastically reduced.
- Adaptation of transport infrastructure to address climate change becomes a priority.

Scenario two: **Strong economic development**

The global economy grows and social mobility is improved. New oil reserves are found and concerns about oil 'running out' are overcome. High levels of affluence means that both consumerism and demand to travel is high. Access to goods and services is excellent for most people. The growing economy drives health improvement but the inequalities in society get greater. Physical activity reduces and obesity levels rise. The reliance on technology reduces direct social interaction between people. Technology improvements are not sufficient to overcome the increased levels of global emissions and the impact of global warming starts to be felt.

- Technology improvements lead to a reduction in the emission levels of cars and there is a significant growth in car mileage.
- Congestion on roads becomes a big problem with journey times significantly increased.
- Air travel expands rapidly.
- Recreational travel becomes very popular.
- Increasing the capacity of airports, roads and rail to address the increase in travel demand becomes a priority.

Scenario three: **Legislation led**

Concerns about climate change lead to legislation being introduced by Government. Strict carbon consumption controls are introduced, including a tax on carbon. Businesses are forced to adopt energy efficient practices. Planning policies, technology development and public investment are primarily focused on reducing environmental impact and adaptation. Housing development is focused around existing urban areas to reduce distances needed to travel for services and retail, with no new rural development permitted.

- Unrestricted personal mobility becomes a thing of the past.
- Road pricing, high car parking charges and a tax on carbon emissions are introduced.
- Speed limits are reduced to benefit from greater fuel efficiency at lower speeds.
- A reduction in car journeys sees a lower level of traffic injuries and deaths.
- Homeworking and teleconferencing lead to a reduction in business travel.
- Growth in walking and cycling sees an increase in physical activity leading to an improvement in general health, although this is slightly offset by sedentary homeworking.

Scenario four: **Global despair**

Global oil supplies are running out and a lack of investment in alternative energy means that fuel poverty is a real issue. The global economy goes into deep recession and prolonged economic contraction has led to high levels of unemployment. Access to goods, services and healthcare has become more difficult especially for those on low incomes. Disposable income shrinks and the cost of travel increases. There is little money for investment and innovation comes from necessity. Infrastructure is falling into disrepair and infrastructure that cannot be adapted to climate change is abandoned. The cost of energy has a much bigger influence on the way people live and has led to a significant increase in the cost of everything. People own less than they used to and waste is reduced.

- The general level of health has deteriorated although physical activity is higher.
- People still travel but not as far and more slowly.
- Energy efficiency has become the most important factor in travel.
- Demand for flights and long distance rail journeys drops significantly.
- The high cost of petrol means car ownership has reduced with more journeys now undertaken by sustainable means.

Figure 6.1 illustrates the Connecting Cornwall policies assessed against each of the four scenarios. Green indicates where a policy would be prioritised to respond to a particular scenario, yellow shows that the policy does not have any direct impact and red shows where a policy has no impact or a negative impact and therefore would not be implemented.

The assessment demonstrates that the policies being put forward in the Connecting Cornwall strategy are robust and will be able to respond to future challenges.

▲ Policies to be prioritised
▶ Policies with minimal effect
▼ Policies with lowest / no priority

	Policy	Climate Change	Strong Economic Development	Legislation Led	Global Despair
CO2	Policy 1 - Reduce emissions for road based transport	▲	▲	▲	▶
	Policy 2 - Awareness of sustainable travel choices	▲	▶	▲	▲
	Policy 3 - Encourage the use of alternative fuels	▲	▲	▲	▲
	Policy 4 - Local services to enable people to live locally	▲	▼	▲	▲
	Policy 5 - Development planned to reduce the need to travel	▲	▼	▲	▲
	Policy 6 - Adapt Cornwall's transport network to climate change	▲	▲	▲	▲
£	Policy 7 - Network and service improvements outside Cornwall	▼	▲	▼	▼
	Policy 8 - Connectivity linking Cornwall to the rest of the UK	▼	▲	▼	▼
	Policy 9 - Promote sustainable tourism	▲	▲	▲	▼
	Policy 10 - Maximise public transport connectivity and capacity within Cornwall	▲	▶	▲	▲
	Policy 11 - Maintain transport assets in a good state of repair	▲	▲	▲	▲
	Policy 12 - Increase the amount of freight moved by rail and water	▲	▲	▲	▲
	Policy 13 - Sustainable transport improvements within towns	▲	▶	▲	▲
	Policy 14 - Development does not compromise network safety and efficiency	▼	▲	▲	▼
leaf	Policy 15 - Minimise and mitigate environmental impacts of transport works	▲	▶	▲	▲
	Policy 16 - Wildlife habitat, landscape and townscape protection	▲	▼	▲	▲
	Policy 17 - Manage existing, rather than building new, infrastructure	▲	▼	▲	▲
	Policy 18 - Minimise the use of natural resources and waste	▲	▶	▲	▲
	Policy 19 - Enable sustainable access to the environment	▲	▲	▲	▼
person	Policy 20 - Give greater priority to walking and cycling	▲	▼	▲	▲
	Policy 21 - Development includes walking and cycling infrastructure	▲	▼	▲	▲
	Policy 22 - Raise awareness of the health benefits of walking and cycling	▲	▲	▲	▲
flower	Policy 23 - Improved road safety and reduce casualties and fatalities	▲	▲	▶	▶
	Policy 24 - Speed limits reviewed, set and enforced	▶	▶	▲	▶
	Policy 25 - Education, training and awareness to improve road safety	▲	▶	▶	▶
	Policy 26 - Reduce crime rate, fear of crime and antisocial behaviour	▶	▶	▶	▶
	Policy 27 - Reduce fears of antisocial behaviour on public transport	▲	▶	▲	▲
	Policy 28 - Reduced noise and air quality impacts from transport	▲	▶	▲	▼
dice	Policy 29 - Improve access with transport solutions or alternatives	▼	▲	▼	▲
	Policy 30 - Improve physical accessibility of transport	▲	▲	▲	▲
	Policy 31 - Community input to provision of transport services	▲	▲	▼	▲

Figure 6.1 **Testing the strategy against the four scenarios**

7

Reviewing the Strategy

Connecting Cornwall: 2030 is a 20 year strategy and it has been developed to address the challenges and pressures we are experiencing now and are predicted to experience in the future.

However, just as the operating environment for travel and transport in Cornwall has changed significantly in the last 20 years, we can expect many unforeseen changes to occur over the next 20 years, particularly in terms of the economic opportunities available to us or the use of transport technologies, or changing ways we can deliver our services. The way in which our communities develop and grow will result in new challenges. The dialogue that we have with our stakeholders and communities will continue and could uncover new opportunities. It is intended therefore that the Connecting Cornwall strategy will be reviewed alongside the publication of the new Implementation Plan. It will also be reviewed as necessary to reflect fundamental national or local policy change. The first review is therefore scheduled for 2012 in line with the publication of the Core Strategy for Cornwall.

We will also produce publically available Annual Progress Reports reviewing what we have achieved and how well we are meeting our outcomes.

Figure 7.1 illustrates the Connecting Cornwall review dates.

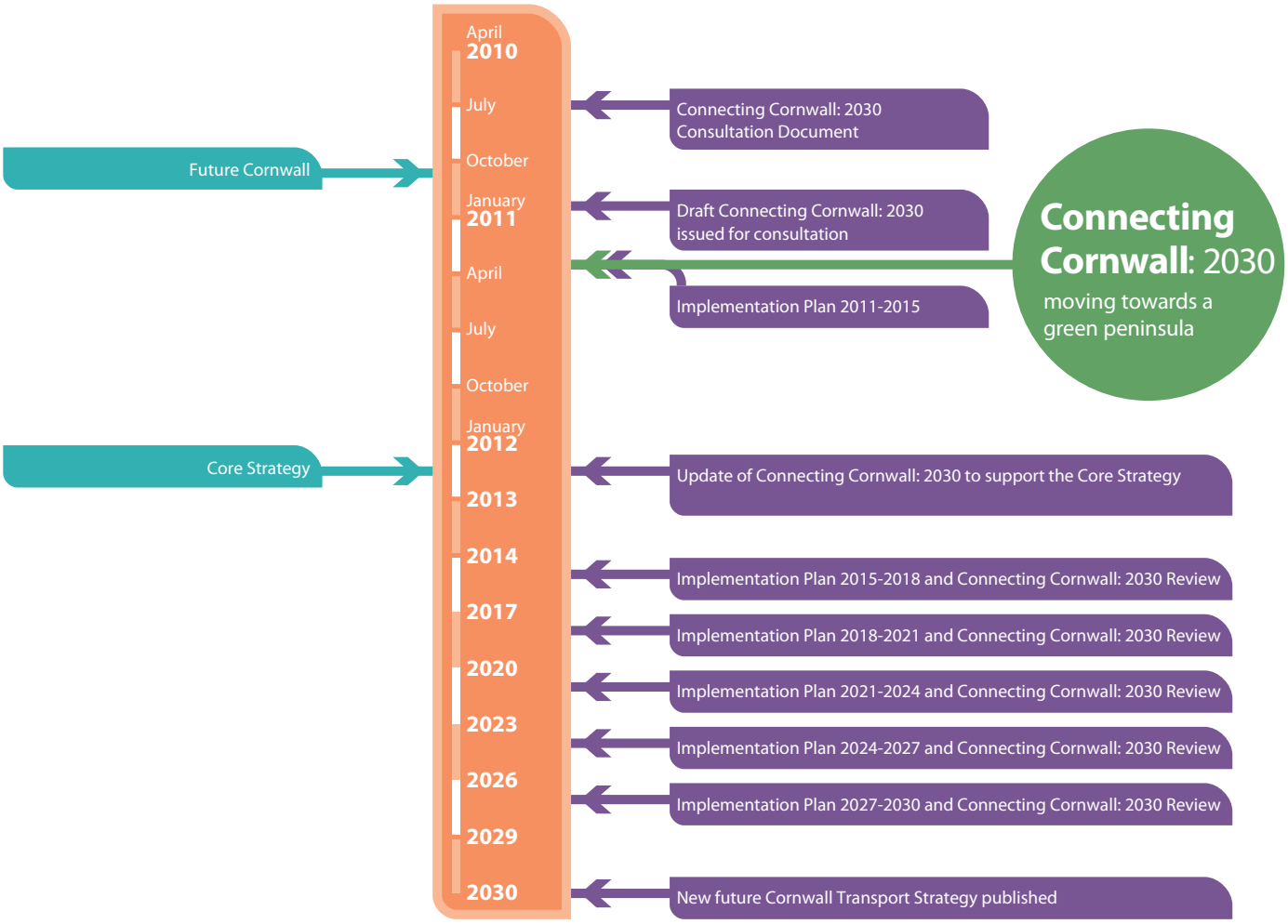


Figure 7.1 **Review dates for Connecting Cornwall: 2030**

8 Environmental Assessments

Connecting Cornwall: 2030 has undergone four assessments.

Three of these are environmental assessments and are set out in more detail below. An equality impact assessment has also been carried out. The detail on this is contained at www.cornwall.gov.uk/connectingcornwall.

8.1 **Strategic Environmental Assessment**

In accordance with European Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment, a Strategic Environmental Assessment (SEA) has been undertaken of Connecting Cornwall: 2030.

The SEA is an iterative process of gathering data and evidence, assessment of environmental effects, developing mitigation measures and making recommendations to refine plans or programmes in view of the predicted environmental effects. The effects predicted at this stage will remain at a strategic level.

The details of the assessment are set out in the SEA Environmental Report (www.cornwall.gov.uk/connectingcornwall). The Environmental Report presents the current state of the environment and its likely evolution without the strategy, information on the likely significant effects of the strategy upon the environment and identifies measures to prevent, reduce and as fully as possible offset any significant adverse effects on the environment.

The recommendations and mitigations from the assessment process were used to inform the development of Connecting Cornwall and full details of how these have been taken on board are included in the SEA statement which is also available at www.cornwall.gov.uk/connectingcornwall.

8.2 **Health Impact Assessment**

In line with recommended good practice, a Health Impact Assessment (HIA) has also been undertaken for the strategy. A HIA is defined as: "both a health protection and health promotion tool. In HIA health is broadly defined to include assessment of both health hazards and health benefits of a proposal and the potential ways in which health and wellbeing can be both protected and promoted."[1]

The purpose of a HIA is to identify and assess both the beneficial and detrimental effects of a proposed strategy, enhancing the benefits whilst minimising its impacts. The HIA has been conducted alongside the SEA and has informed the SEA process. The results of the HIA are presented as an appendix to the SEA Environmental Report.

[1] HIA Connect, 'Health Impact Assessment (HIA): A Practical Guide' (2007).

Results of the Connecting Cornwall HIA identified several additional measures in which health could either be improved or prevented from getting worse. It is envisaged that each of these individual measures will be promoted through a specific delivery body, which could include Cornwall Council, though may well involve one of its strategic partners or stakeholders. Where a proposed measure falls outside the scope of Connecting Cornwall, its implementation shall be negotiated with the identified stakeholders and strategic partners as appropriate.

Areas of the strategy where an adverse health risk was identified included: public transport, active travel, safety and inclusion of scheme design, remote accessibility, and employment. Steps to be taken to mitigate or prevent an adverse health impact may be undertaken at project level, where delivery of the health prevention measure can be designed into a project in detail by the delivery body.

8.3 Habitat Regulations Assessment

Under the requirements of the European Council Directive 92/43/EEC 'The Habitats Directive[2] and the Council Directive 79/409/EEC 'The Wild Birds Directive'[3] it is necessary to consider whether Connecting Cornwall may have significant impacts upon areas of nature conservation importance designated or classified under the Directives. Should significant impacts be identified, it would be necessary to further consider the impacts of Connecting Cornwall by way of an Appropriate Assessment. This process of assessment under the requirements of the Habitats Directive (as transposed into UK legislation by The Conservation of Habitats and Species Regulations 2010[4]) is known as Habitat Regulations Assessment (HRA).

[2] Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31992L0043:EN:NOT> [Accessed 22/03/11]

[3] Council Directive 79/409/EEC on the conservation of wild birds <http://europa.eu/legislation_summaries/environment/nature_and_biodiversity/ev0024_en.htm > [Accessed 22/03/11]

[4] Conservation of Habitats and Species Regulations 2010/490, <www.legislation.gov.uk/uksi/2010/490/contents/made> [Accessed 22/03/11]

Under the Habitats Directive and Habitats Regulation, any application where an adverse effect on protected sites or species cannot be excluded, will be subject to assessment under the Directive, i.e. they will require Appropriate Assessment.

Through the HRA screening it has not been possible to categorically demonstrate that Connecting Cornwall will not have any likely significant effects upon Natura 2000 sites, the Natura 2000 network or Ramsar sites. Given the uncertainty of significant effects associated with Connecting Cornwall, further detailed assessment through Appropriate Assessment is considered necessary to satisfy the requirements of the Habitats Regulations. Connecting Cornwall is at a strategy level and will not give detail on potential projects or proposals for its implementation. As a result, there is insufficient detail at this time to enable a more in depth analysis to the degree required for Appropriate Assessment. It will only be possible to undertake this level of assessment once specific projects are proposed or once sufficient detail is available at the Implementation Plan level to enable a thorough and robust analysis to be carried out.

The screening assessment of Connecting Cornwall does not in any way reduce the scope of project level HRA required in the case of an individual development application. Where initial screening undertaken indicates significant adverse effects on integrity or cannot exclude the possibility of significant adverse effects either alone or in combination with other plans or projects, a full Appropriate Assessment would be required which meets the requirements of the Habitats Regulations. It will be for the competent authority (in the majority of cases Cornwall Council) to apply in full the key tests as stipulated by the Habitats Directive.

The competent authority may consider relevant information presented within the Connecting Cornwall HRA screening when considering each individual project, however the information within the screening cannot and should not be used in lieu of a full assessment.

It should be noted that at a project level, the assumption that the possibility of adverse effects cannot be excluded, due to a lack of information (and thus consideration of alternatives and imperative reasons of overriding public interest is required) will rarely, if ever be appropriate. With the location and impacts of the proposed development well understood, the project level HRA will be required to present information necessary to reach a definitive conclusion. Where projects conclude that adverse impacts cannot be avoided through mitigation, the individual project will need to present an assessment of alternatives and set out a full case and establish the requirements for compensatory measures.

Glossary

Active Travel

Travel or transport based on physical activity such as walking and cycling as opposed to motorised forms of transport.

Air Quality Action Plan

A plan required when an Air Quality Management Area is declared which outlines the course of action that will be taken to reduce air quality issues in the identified area.

Air Quality Management Area

Under the Environment Act 1995 we are required to monitor air quality in our area against the Air Quality Objectives. If air pollution is higher than these national objectives, we have to designate an Air Quality Management Area (AQMA) and produce an action plan to improve air quality in the area.

Big Society

Coalition Government policy - The Big Society is a society with much higher levels of personal, professional, civic and corporate responsibility; a society where people come together to solve problems and improve life for themselves and their communities; a society where the leading force for progress is social responsibility, not state control.

Biofuel

Fuel such as methane produced from renewable biological resources such as plant biomass and treated municipal and industrial waste.

Business Travel Forum

A meeting between businesses with the aim of understanding how travel planning services can be improved for businesses, addressing barriers and concerns and raising the profile of business travel plans.

Bus Service Operators Grant

Bus Service Operators Grant (BSOG) is a grant paid by the Department for Transport to reimburse bus operators for some of the excise duty paid on the fuel consumed in operating eligible local bus services.

Car club

An organisation that owns cars that are shared by its members. People have to arrange in advance when they want to use a car, and pay to use it.

Car share

A motor vehicle that is occupied by two or more people travelling together.

Clock-face

A timetable where public transport runs in consistent intervals. The number of departures per time is the frequency of the service. Its name comes from the fact that departures are usually the same number of minutes past each hour on a clock.

Community hub

Focal points in communities that include facilities for homeworking or accessing services such as a village hall, post office with computer access or local library.

Community Infrastructure Levy

A local charge imposed on developers by local authorities to help fund infrastructure in their area.

Community Network Area

Cornwall is split up into 19 community network areas based on Cornwall's main towns and surrounding rural areas. Community networks are a focal point for bringing communities together and delivering improvements.

Community Transport

Transport solutions usually operating in more rural areas where conventional public transport provision is not possible. Community transport is often provided by voluntary sector organisations, using a combination of volunteers and paid staff.

Concessionary Fares

Discounted fares on public transport for groups such as disabled or older people. The concessionary fare scheme in Cornwall offers eligible residents free local bus travel during off peak times.

Convergence Funding/ programme

A European funding stream to aid economic growth in areas with a relatively weak economy compared to the EU average. The Convergence programme aims to invest in a range of activities in order to strengthen the economy. These are employment, local business, education and connections e.g. improved transport and internet.

Core Strategy

The Core Strategy will establish the context for future growth and development within Cornwall for the next 20 years, including setting out the distribution and level of growth for housing and employment.

Cornish Way

180 miles of multi use cycle network in Cornwall. It is part of the National Cycle Network.

Cornwall Casualty Reduction Strategy

Cornwall Council led strategy for reducing the number of people killed and seriously injured on Cornwall's roads

Cornwall Countryside Access Strategy

The CCAS is the strategic plan for the management and development of access to the coast and countryside.

Cornwall Road Casualty Reduction Partnership

Group comprising of Cornwall Council, Highways Agency, Police, Health professionals and Fire Brigade staff. The group work together with the aim of implementing Cornwall's Casualty Reduction Strategy.

Cornwall Strategic Partnership

The Cornwall Strategic Partnership brings together public, private and voluntary sector agencies such as those in local government, health, education, crime reduction, businesses, and local community groups to collectively achieve the vision of the Future Cornwall strategy. The CSP focuses on the economy, self sufficient and resilient communities, good health and wellbeing for everyone and the environment.

Delivering a Sustainable Transport System

Strategy developed under the former Government setting out their five national transport goals taking into account transport's wider impact. The goals are (summarised):

- support economic growth
- tackle climate change
- contribute to better safety, security and health
- promote greater equality of opportunity
- improve quality of life and a healthy natural environment.

Deprivation/deprived areas

'Deprived areas' are determined by the Index of Multiple Deprivation 2007 (IMD 2007), which provides a relative ranking of areas across England according to their level of deprivation. The IMD brings together 37 different indicators which cover specific aspects of deprivation: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime.

Developer contributions

Developer contributions are intended to ensure that developers make appropriate provision for any losses, or supply additional facilities and services, that are required to mitigate the impact of a development.

Development Control

The process for regulating land use and new building, including planning applications and developer plans.

Devon and Cornwall Rail Partnership

A partnership set up by Devon, Cornwall and Plymouth councils and the University of Plymouth to promote travel on rural branchlines, seek improvements to services and facilities, promote the places served by the branchlines and help the local economy.

Dial-a-ride

A flexible transport service, by which users in remote areas with no access to the car or public transport can access services such as shops, hospitals and doctors' appointments.

Ecological footprint

Commonly used to provide a measure of the environmental consequences of the way people live. It estimates whether the population of an area's (such as Cornwall) use of energy and materials is environmentally sustainable.

Eco communities

Government launched project with the aim of creating outstanding places to live and work that meet high environmental and social standards. The Ecotowns project in Cornwall will be developed around St Austell and the Clay Country.

Eddington Study (2006)

The study examines the links between transport infrastructure and the economy. Eddington states that the country's current transport structure is sufficient, but focus should be put on improving 'hotspots' of congestion in order to enable efficient movements of goods and people to support economic centres. Congestion and economic unreliability constrain growth. Eddington also highlights the growing environmental problems through increasing emissions and suggests future transport users must take account of this, possibly through the introduction of road charging.

Environment Agency

Government agency whose principal aims are to protect and improve the environment, and to promote sustainable development.

Environmental Impact Assessment

An environmental impact assessment (EIA) is an assessment of the possible positive or negative impact that a proposed project may have on the environment, together consisting of the natural, social and economic aspects.

Food miles

A term which refers to the distance food is transported from the time of its production until it reaches the consumer.

Fossil fuel

A non renewable natural source of energy formed over millions of years. Includes fuel such as oil or gas.

Future Cornwall

Formerly the Sustainable Community Strategy, sets out the long term vision for Cornwall covering the period 2010 – 2030. Future Cornwall guides the development of the Core Strategy and Connecting Cornwall: 2030.

Gross Domestic Product

The total value of an economy's domestic output of goods and services. One of the key indicators of economic growth.

Green Cornwall Programme

Cornwall Council's ambitious programme to reduce Cornwall's carbon footprint and lead the way in sustainable living.

Greenhouse Gas

Include carbon dioxide, methane and ozone. These naturally occurring gases help to regulate the climate. An increase of these gases due to human activities is a key contributor to climate change.

Green Infrastructure

Green Infrastructure (GI) is a strategically planned and delivered network of high quality green spaces and other environmental features. It should be designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local communities. GI includes parks, open spaces, playing fields, woodlands, allotments and private gardens.

Green Infrastructure Plan

Cornwall Council plan for managing development and ensuring green infrastructure is protected. This is being developed as part of the Local Development Framework.

Green space

Green space is one of nine simplified land categories used in the Generalised Land Use Database Statistics for England. It includes land and natural features including historic features. It does not include areas of water or domestic gardens.

Highways Agency

Government body responsible for maintaining the strategic road network, including the A30 and A38 in Cornwall.

Highway Stewardship Scheme

Highways led scheme whereby communities and highways work closely together to address issues in their areas while undertaking routine maintenance.

Intelligent Transport Strategy

A supporting strategy to Connecting Cornwall that will set out how information and communication technologies will be used for various functions from warning of upcoming hazards, real time passenger information for public transport to providing parking information and road user charging.

Implementation Plan

The delivery plan that supports the Connecting Cornwall strategy and sets out the schemes that will be delivered over a shorter period of time defined by national funding. The first one covers 2011 - 2015.

Light pollution

Excessive artificial light, especially street lighting in towns and cities that prevents the night sky from being seen clearly.

Local Development Framework

The Local Development Framework (LDF) will set out Cornwall Council's policies for meeting the community's economic, environmental and social aims for the future where this affects the development and use of land.

Local Transport Act 2008

Act of Parliament that gives local authorities greater power with regard to bus contracts, road user charging and the ability to make decisions that are right for local circumstances and need.

Local workspace and training hub

A building or focal point in a community such as a village hall that has internet access in order to allow people to carry out their work close to where they live.

Localism

Providing opportunities for communities to influence decision making and to ensure that public services reflect local circumstances. The central Government led Localism Bill published in December 2010 will look to give more power to local communities with regards to issues such as planning.

Modal switch

A change from the usual mode of travel. Usually refers to a switch from car based travel to public transport, walking or cycling.

Multi Modal Transport Interchange

A high quality interchange facility for buses and/or with other forms of public transport, walking and cycling providing passengers with an efficient means of transferring between services.

Multi use trail

A trail that can be used by more than one user typically cyclist, walker, horse rider and wheelchair user.

National Cycle Network

A comprehensive UK wide network of connected cycle routes.

Network capacity

The amount of traffic the transport network is designed to comfortably take. Congestion occurs where network capacity is full or exceeded.

Network Rail

A 'not for dividend' company which owns and operates Britain's rail infrastructure.

Next Generation Access

A term used to describe a replacement for existing communications networks that will deliver faster broadband internet service.

Obesity

Obesity occurs when a person puts on weight to the extent that it seriously endangers their health. It is defined as having a body mass index equal to or greater than 30.

Outward migration

Refers to people who relocate away from Cornwall.

Parish Plan

A parish plan sets out aspirations and aims of local parishes on all aspects of life from health to transport.

Peak oil

A point in time when worldwide oil production peaks and goes into terminal decline. Continuing demand pushes prices up.

Pedal Back the Years

Scheme that encourages people to be more active through cycling. The scheme offers guided cycle rides including bike hire along Cornwall's cycle routes.

Place shaping

Term to describe ways in which local groups and bodies such as the Council, health partners and the community can collectively use their influence, powers, creativity and abilities to create attractive, prosperous and safe communities, places where people want to live, work and do business. Local authorities are strategic leaders in place-shaping, responding to residents' ambitions and aspirations and working with partners to deliver relevant services.

Random Road Watch

Traffic speed monitoring scheme where speed cameras can be placed anywhere in Cornwall.

Real time passenger information

Electronic displays that show live public transport information.

Remote working

Working away from your usual workplace, usually with the use of technology such as the internet. Includes working from home.

Riviera Project

A programme of rail station improvements in Cornwall.

Rolling stock

Railway vehicles e.g. locomotives, passenger carriages and goods wagons.

Shopmobility

A scheme in which mobility impaired users can hire a mobility scooter to help them access town centres to shop.

Smartcard

A form of cashless payment often transferable between modes of travel and operators. The London Oyster Card is one such example.

Stern Review (2006)

Sir Nicholas Stern was commissioned by the Government in 2006 to examine the potential impacts of climate change upon the economy. The report argues that climate change needs to be addressed with immediate action in order to prevent catastrophic economic consequences.

Sustainable Urban Drainage System

Sustainable Urban Drainage Systems (SUDS) mimic the natural movement of water from a development, reducing flood risk, improving water quality and often providing attractive features that can make towns and cities more desirable places to live in and enhance the quality of life.

Transport Champion

A voluntary member of the local community who performs a number of transport functions from maintaining transport infrastructure to passing on local transport information.

Transport corridor

A well used route linking key settlements.

Transport Interchange Point (bus)

A high quality interchange facility for buses forming an efficient means of transferring between services.

Travel behaviour

Is the way people choose to move around, by which means e.g. car, walk, public transport and for what purpose e.g. to access shopping, to access education.

Travel Plan

A long-term plan for an occupier or site that seeks to ensure that the transport impacts of the site are minimised through various travel initiatives. These are articulated in a document that is regularly reviewed. Includes workplace travel plans, visitor travel plans and school travel plans.

Walking Bus

The Walking Bus is a scheme encouraging parent volunteers to walk children to school along a set route. The children walk in pairs and everyone wears high visibility clothing. With a 'driver' at the front and a 'conductor' at the back, the children are collected at 'bus stops' at agreed times along the route.

Wheels to Work

A scheme whereby job seekers in rural areas are leased a scooter or motorbike in order to access employment opportunities.

World Heritage Site

An international designation of a place that is recognised as being culturally or physically significant.

Abbreviations

A	
AONB	Area of Outstanding Natural Beauty
ASB	Anti social behaviour
AQAP	Air quality action plan
AQMA	Air Quality Management Area
B	
C	
CAQS	Cornwall Air Quality Strategy
CCTV	Closed circuit television
CEEQUAL	Civil Engineering Environmental Quality Assessment Awards Scheme
CIL	Community Infrastructure Levy
CO_2	Carbon dioxide
CPR	Camborne/Pool/Redruth
CSS	County Surveyors Society
D	
DCLG	Department for Communities and Local Government
DCRP	Devon and Cornwall Rail Partnership
DEFRA	Department for Environment, Food and Rural Affairs
DfT	Department for Transport
E	
EIA	Environmental Impact Assessment
EU	European Union
F	
G	
GDP	Gross domestic product
GHG	Greenhouse gas
H	
HGV	Heavy goods vehicle
HIA	Health Impact Assessment
HRA	Habitat Regulations Assessment
I	
IDP	Infrastructure Development Plan

J	
K	
KSI	Killed and seriously injured
L	
LED	Light emitting diode
LEP	Local Enterprise Partnership
LIP	Local Investment Plan
LSS	Local safety schemes
M	
MIS	Minimum Income Standard
N	
NAQS	National Air Quality Strategy
NCN	National Cycle Network
NHS	National Health Service
NHT	National Highways and Transport
NIS	National Indicator Set
O	
P	
PACT	Partners and Communities Together
PACTS	Parliamentary Advisory Council for Transport Safety
PPG 24	Planning Policy Guidance 24
Q	
R	
RTPI	Real time passenger information
S	
SEA	Strategic Environmental Assessment
SFN	Strategic Freight Network
STTP	Sustainable Travel Towns Project
SUDS	Sustainable Urban Drainage Systems
T	
TAMP	Transport Asset Management Plan
U	
UNESCO	United Nations Education, Scientific and Cultural Organisation
V	
W	
X	
Y	
Z	

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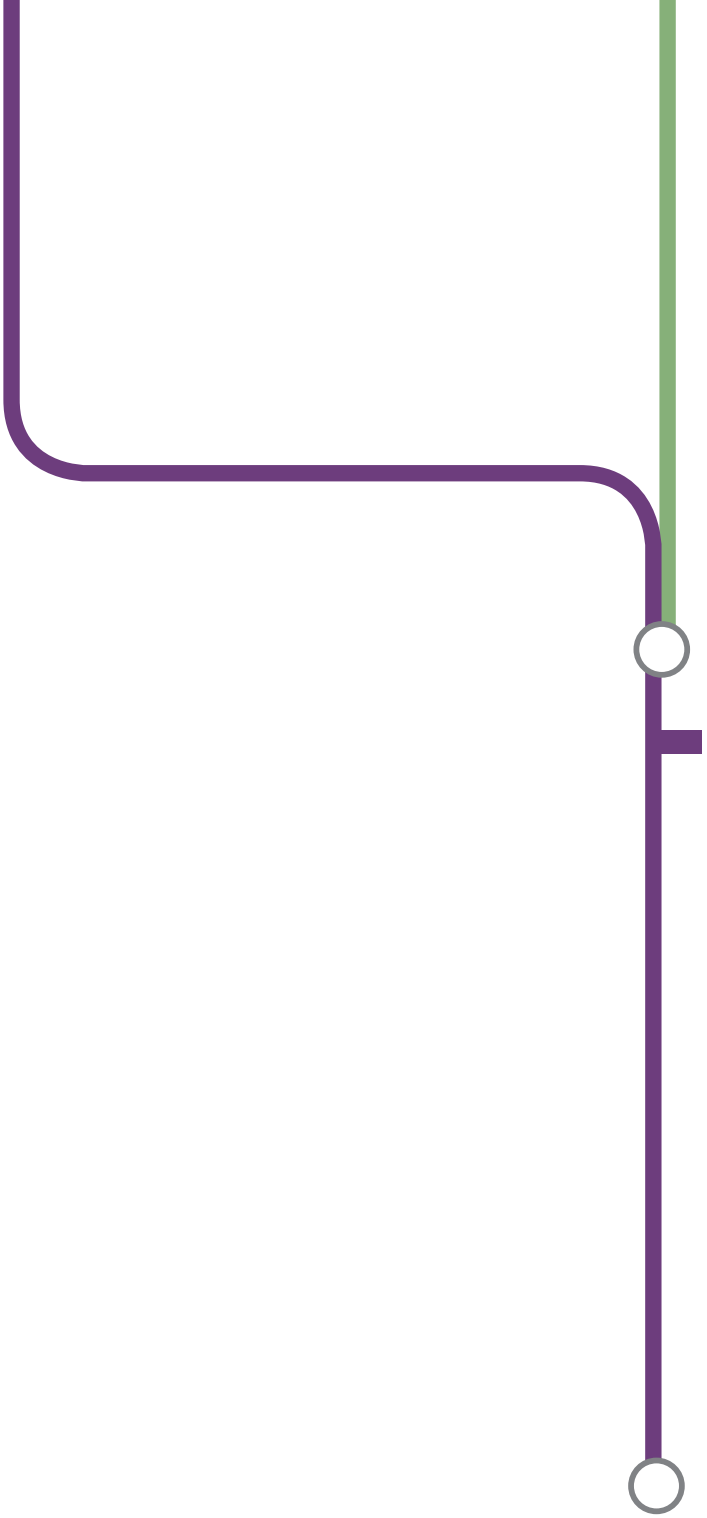

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