Philip Desmonde
Cabinet Member - Transport Portfolio
Cornwall Council

#20mphconf
Cornwall’s 20mph Roll Out

Cllr Philip Desmonde
Cornwall Council’s Portfolio Holder for Transport

www.cornwall.gov.uk
Strategic and Evidence Context

• Cabinet pledge to “introduce more 20mph speed limit zones, where there is strong public support locally”, which forms part of our recently refreshed LTP.

• Clear relationship between traffic speed and injury, 60% survive at 30mph, 90% at 20mph.

• Cornwall’s Casualty Reduction Strategy 2019 refresh includes commitment to achieve ‘vision zero’ – working within a Safe System approach.

• Cornwall’s KSI targets - 50% reduction in death & serious injuries by 2030.

• Between 2017-2021, speed was a contributory factor in 980 collisions resulting in 1,483 casualties:
  • 39 fatalities - 4 pedestrians.
  • 275 serious injuries - 7 pedestrians and 7 cyclists .
  • 1,169 slight injuries.

www.cornwall.gov.uk
Work done to date

• Cornwall now has approx. 1,400 20mph limits in place following the completion of Phase 1 (Falmouth & Penryn and Camelford CNAs). This doubled the amount of 20mphs within Cornwall.

• Phase 1 was commissioned in January 2022, completing in August 2022. It was a sign only pilot, with a view to develop a countywide light touch engineering default, alongside a comms and engagement strategy.

• Pre-construction monitoring has been undertaken (speed, air quality etc.) with post-construction (comparator) monitoring still ongoing. This will then inform the Cornwall-wide rollout.

• Phase 1 of the 20mph rollout has been considered a success to date, with 76% (Falmouth & Penryn) and 85% (Camelford) positive feedback received during consultation.
Exceptions Process – Example, Ponsanooth

Ponsanooth qualified for a 20mph limit, but is a strategic road. The existing 30mph extents at the eastbound (Redruth) approach is not appropriate for 20mph.

Ponsanooth eastbound approach. Existing 30mph not appropriate for 20mph, so the 30mph has been retained as a buffer limit.

Ponsanooth eastbound approach. New 20mph starting at the clear transition into the urbanised area. Impact on bus journey times were checked.

www.cornwall.gov.uk
What we’ve learnt so far

Lessons learnt to date:
• In some areas further enhancement of gateways are required.
• The stakeholder engagement worked well.
• Further lessons learnt to be determined upon data being returned.

Speed data acquired to date (Perranwell only):
• Incoming 85%ile speed reduced from 26mph to 24mph.
• Outgoing 85%ile speed reduced from 31mph to 27mph (would require enforcement).
**Proposed Cornwall Wide Approach to 20mph**

<table>
<thead>
<tr>
<th>Community Network Area</th>
<th>Number of Towns/Parishes</th>
<th>Town/Parish Councils with 30mph</th>
<th>Phase</th>
<th>Indicative delivery by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Falmouth &amp; Penryn *</td>
<td>9</td>
<td>9</td>
<td>Phase 1</td>
<td>August 2022</td>
</tr>
<tr>
<td>Camelford *</td>
<td>18</td>
<td>10</td>
<td>Phase 1</td>
<td></td>
</tr>
<tr>
<td>CPIR</td>
<td>10</td>
<td>10</td>
<td>Phase 2</td>
<td>2023</td>
</tr>
<tr>
<td>West Penwith</td>
<td>14</td>
<td>11</td>
<td>Phase 2</td>
<td></td>
</tr>
<tr>
<td>Truro and the Roseland</td>
<td>18</td>
<td>18</td>
<td>Phase 2</td>
<td></td>
</tr>
<tr>
<td>Hayle &amp; St Ives</td>
<td>5</td>
<td>5</td>
<td>Phase 3</td>
<td>2024</td>
</tr>
<tr>
<td>St Austell &amp; Mevagissey</td>
<td>8</td>
<td>7</td>
<td>Phase 3</td>
<td></td>
</tr>
<tr>
<td>Newquay &amp; St Columb</td>
<td>5</td>
<td>5</td>
<td>Phase 3</td>
<td></td>
</tr>
<tr>
<td>Cornwall Gateway</td>
<td>11</td>
<td>8</td>
<td>Phase 3</td>
<td>2024</td>
</tr>
<tr>
<td>Liskeard &amp; Looe</td>
<td>18</td>
<td>16</td>
<td>Phase 3</td>
<td>2024</td>
</tr>
<tr>
<td>China Clay</td>
<td>5</td>
<td>5</td>
<td>Phase 3</td>
<td>2024</td>
</tr>
<tr>
<td>Helston &amp; South Kerrier</td>
<td>18</td>
<td>16</td>
<td>Phase 4</td>
<td>2025</td>
</tr>
<tr>
<td>Bude</td>
<td>11</td>
<td>11</td>
<td>Phase 4</td>
<td>2025</td>
</tr>
<tr>
<td>Launceston</td>
<td>16</td>
<td>16</td>
<td>Phase 4</td>
<td>2025</td>
</tr>
<tr>
<td>Wadebridge &amp; Padstow</td>
<td>14</td>
<td>14</td>
<td>Phase 5</td>
<td>2026</td>
</tr>
<tr>
<td>Bodmin</td>
<td>7</td>
<td>5</td>
<td>Phase 5</td>
<td>2026</td>
</tr>
<tr>
<td>Caradon</td>
<td>8</td>
<td>8</td>
<td>Phase 5</td>
<td>2026</td>
</tr>
<tr>
<td>St Blazey, Fowey &amp; Lostwithiel</td>
<td>11</td>
<td>8</td>
<td>Phase 5</td>
<td>2026</td>
</tr>
<tr>
<td>St Agnes &amp; Perranporth</td>
<td>6</td>
<td>6</td>
<td>Phase 5</td>
<td>2026</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>185</strong></td>
<td><strong>169</strong></td>
<td><strong>5 Phases</strong></td>
<td><strong>Completion by summer 2026</strong></td>
</tr>
</tbody>
</table>

Cornwall’s delivery order is based on KSI figures (subject to Cabinet approvals).

Our contractor is compiling a full programme, but based on resources and the delivery speed of Phase 1, the resulting CNAs have been phased.

The indicative Cornwall-wide delivery target is summer 2026.

* Already complete
Cornwall Council have procured a specialist to work alongside the Council’s team to deliver a comprehensive ‘Hearts and Minds’ engagement and communications plan.

The campaign creative focuses on ‘Life’s Better at 20mph’.

Geographic artwork has been produced (top right ‘South Coast’ / bottom right ‘Rural’) to ensure the campaign is relatable to local communities.

Other campaign resources have been developed, such as social media and bus stop RTI graphics, as well as community and school outreach packs and activity.

It is critical that we target driver behaviour and communicate the social unacceptability of speeding; creating a new ‘norm’ within our communities.

Making communities feel safer goes hand in hand with greater take up of low carbon travel modes for shorter journeys.

Cornwall has set out its ambitions to be carbon neutral by 2030, and for this to happen, we need to see quite significant changes in how we travel.
Managing Enforcement Expectations

The Challenge
National guidance (DfT circular 01/2013) sign only on the basis of mean speeds of ≤ 24mph and without excessive reliance on enforcement.

National Police Chief Councils 2015 guidance - routine enforcement would only be engaged in if the limit is appropriate given the prevailing road conditions in the area and clarity is offered to non-local drivers. Clarity should include landscaping, engineering and signage so that it looks and feels like a 20mph.

Deliberate offenders who risk high levels of harm will be targeted
Mindful that our approach must not lead to:
• Complaints/confidence in policing if behaviour does not change straight away as desired.
• Unrealistic community expectations around enforcement capability, if conversations are not managed.
Speed Compliance

Speed compliance is expected to be achieved over time

• Be an ambassador for change by setting a slower pace (stick to 20mph) and help create social unacceptability for speeding.
• Community Network Panels are being encouraged to support the programme by introducing lower cost supporting measures.
• Local ownership through Community Speedwatch (CSW)* will also be key to help embed behaviour change.
• CSW empowers communities to reduce traffic speeds and deal with speeding issues locally.
• Lower speeds are also likely to support the Council’s challenging 50by30 casualty reduction targets.

*Additional Policing resource has been secured to support CSW activity. Where evidence shows a lack of compliance, Speed Detection Officers can be deployed to aid with robust enforcement action.

www.cornwall.gov.uk
Thank you / Meur ras