



# Proposed Cornwall Wide Approach to 20mph Roll Out

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# Strategic Context

- Our proposed 20mph Cornwall-wide approach clearly supports the Council's priority outcomes.
- Conservative manifesto pledged to “**introduce more 20mph speed limit zones, where there is strong public support locally**”, which forms part of the recently refreshed Local Transport Plan.
- Cornwall is committed to be carbon neutral by 2030.
- Cornwall's Casualty Reduction Strategy 2019 refresh includes commitment to achieve ‘vision zero’ – working within a Safe System approach.
- Implementing 20mph is seen to be an important component to achieving safe speeds and safer road users.
- Cornwall's casualty reduction targets - 50% reduction in fatal & 50% reduction in serious injuries by 2030 – achieving this means **12 fewer deaths** and **138 fewer serious injuries**.



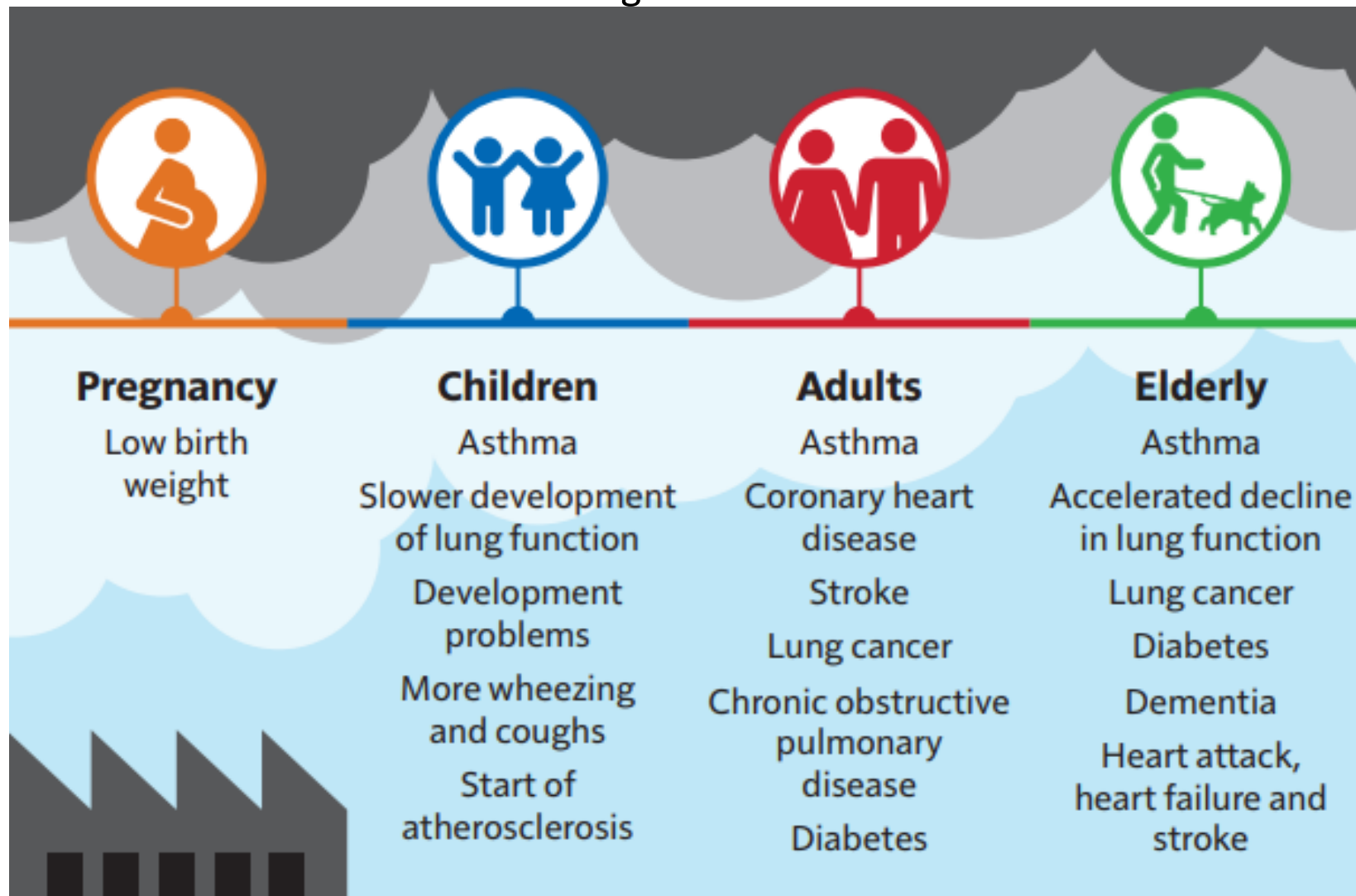
# Strategic Context – cont.

- 20mph speed limits can provide numerous road safety, social and environmental benefits, this includes air quality improvements.
  - National modelling has shown that CO<sub>2</sub> emissions were found to be significantly impacted by a change in speed limit.
  - For a small hatchback, at a speed limit of 30mph CO<sub>2</sub> emissions were found to be 22% greater than at 20mph.
  - For a diesel SUV, CO<sub>2</sub> emissions were 36% higher than at 20mph.
- We want Cornwall to be inclusive and a place where people choose to walk, cycle and use public transport, as well as where children feeling safe to move around and play.
- The implementation of 20mph limits will heavily support this by balancing movement and safety by creating accessible, liveable streets for people, not just motor vehicles.
- Improving safety and the perception of it through reduced speed limits will also support other local strategies such as (but not limited to) the Physical Activity Strategy and Health and Wellbeing Strategy.



# Health Context

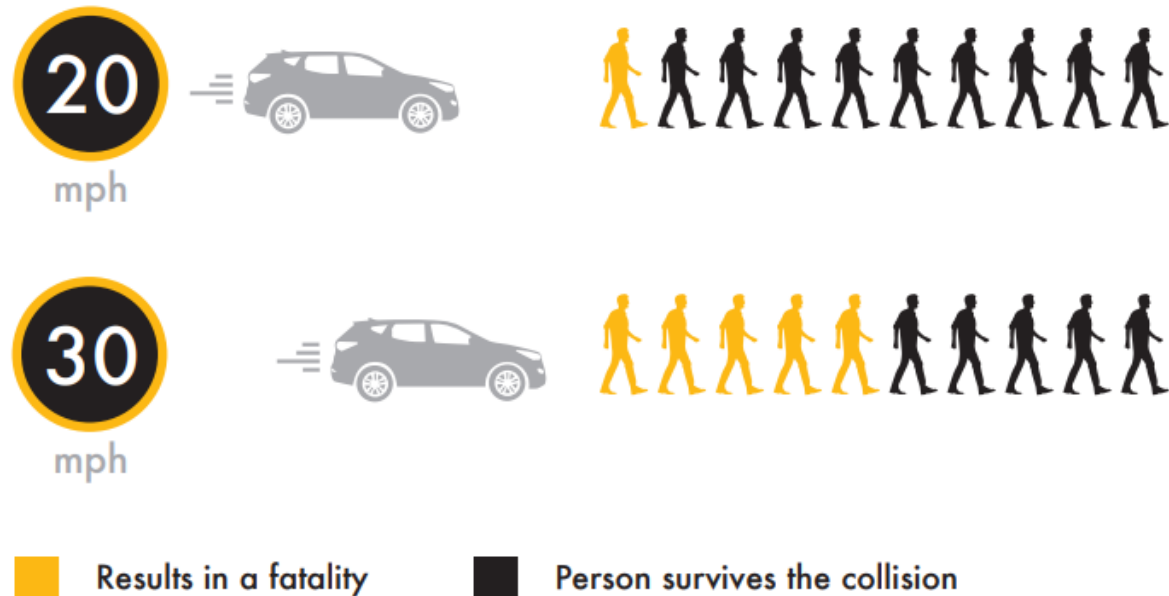
## Health Effects of Air Pollution throughout life



Source: Chief Medical Officer's Report 2022: Air Pollution

# Road Safety Context

- Clear relationship between traffic speed and injury, 50% survive at 30mph, 90% at 20mph.
- Between 2017-2021, speed was a contributory factor\* in 980 collisions resulting in 1,483 casualties (all severities), involving:
  - 39 fatalities.
  - 275 serious injuries.
  - 1,169 slight injuries.



# Road Safety Context – cont.

0

mph



20

mph

**Initial speed of travel: 20mph**

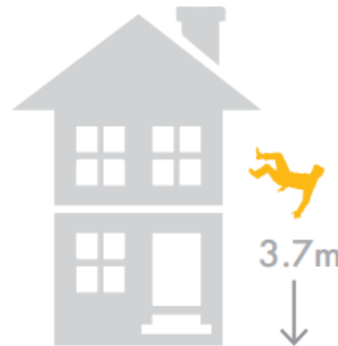
Impact speed at three car lengths: 0mph

Equivalent fall from a building: 0

Height of fall: 0 metres

18

mph



25

mph

**Initial speed of travel: 25mph**

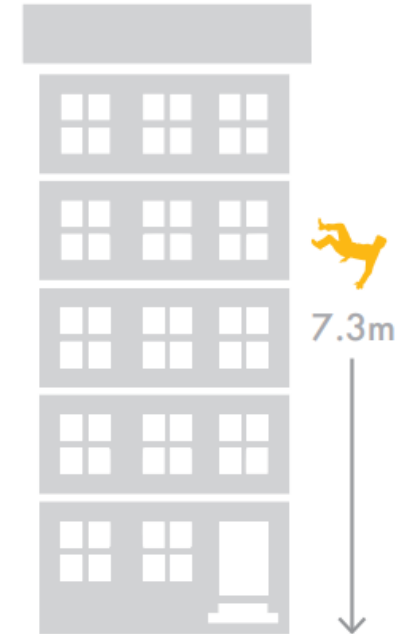
Impact speed at three car lengths: 18mph

Equivalent fall from a building: 1st floor

Height of fall: 3.7metres

27

mph



30

mph

**Initial speed of travel: 30mph**

Impact speed at three car lengths: 27mph

Equivalent fall from a building: 3rd floor

Height of fall: 7.3metres



# Road Safety - Working in Partnership



# Road Safety - Working in Partnership - cont.

“Road safety is one of four main priorities in my Police and Crime Plan because it is a major concern for many residents and every community I visit raises it as an issue.

“As chair of the Vision Zero South West road safety partnership I have seen all the hard work that has gone on behind the scenes to make our roads safer and prevent tragic deaths and serious injuries.

“I strongly support local communities where a majority of the residents wish to introduce 20mph speed limits, as this is about their quality of life as well as their own safety.

“I believe this will have a substantial impact in lowering the number of collisions on our roads by encouraging more drivers to be aware of the dangers of speed where they live.

“We have collectively worked hard to ensure that Devon & Cornwall Police will be providing enforcement on these 20mph roads when they come into effect, but I would also like to work with our communities to monitor these routes. The police cannot be everywhere, but through schemes like Community Speed Watch, residents can help be the eyes and ears of communities on the ground and help us identify any potential issues.”

*Alison Hernandez – Police and Crime Commissioner for Devon, Cornwall and the Isles of Scilly & Chair of the Vision Zero South West Partnership*



# Wider Context

- Despite DfT not setting 20mph as a default, several authorities have implemented them for residential streets including Oxford and Bristol, as well as wider application in Wales (legislative default position from September 2023\*) and Edinburgh.
- United Nations General Assembly are calling on policymakers to act for low speed streets worldwide, limiting speeds to 20mph where people walk, live and play.
- The Royal Society for the Prevention of Accidents believes that 20mph represents the best compromise between mobility and risk.
- Local consultation shows that residents want the freedom to choose how they travel, and 20mph brings that choice by creating safer streets that are more conducive to walking and cycling.



# Work done to date

- The number of 20mph speed limits has doubled (now 1,400) in Cornwall since the completion of Phase 1 (Falmouth & Penryn and Camelford CNAs). The timeline for this is as follows:
  - During 2020, Cornwall Council commissioned a review of its current 20mph policy alongside national guidance and best practice principles. The aim was to establish a rolling programme for 20mph delivery.
  - Better understanding the level of support for 20s Plenty as well as a County-wide default approach, led to a light-touch sign-only pilot (Phase 1) being agreed at EG&D OSC in October 2021.
  - Phase 1 being commissioned in January 2022, completing in August 2022 with associated Traffic Regulation Orders in place.
  - 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.

# Work done to date –Working in Partnership.

“As lead for the 20s Plenty for Cornwall Campaign I would like to thank Cllr Donnithorne for taking forward the rollout of a Cornwall-wide 20mph policy.”

“The Overview and Scrutiny Committee has accepted the World Health Organisations’ call for 20mph limits as best practice, where motorised traffic mixes with pedestrians and cyclists.”

“Reducing the 30mph limit to 20mph is the most cost effective means to make our town and village roads safer and cleaner, and our communities even nicer places to live.”

“The Campaign members are keen to continue working with Cornwall Council in the proposed phased roll out to all out communities.”

*Dean Evans – 20’s Plenty for Cornwall Campaign Lead.*

# Work done to date – cont.

- Before/after monitoring has been undertaken (speed, air quality etc.), with this comparator data supporting our learning process and helping to determine any adjustments in our future approach.
- Wider monitoring includes, but is not limited to, bus journey time impact (determined as insignificant under Phase 1 ), as well as road traffic collision data.
- Phase 1 was delivered in existing Community Network Area boundaries. We acknowledge the potential for change towards Community Area Partnerships, however we would continue with our delivery approach based on the current 19 Community Network Areas (any changes in approach would result in Phase 1 being incomplete etc.).
- Other 20mphs have progressed through other programmes such as CNP, however we've ensured these were also delivered in-line with our Exceptions Process, ensuring consistency. This can continue, however such schemes would not benefit from the coordinated programme of comms/engagement support that would otherwise be provided under the rollout.



# Exceptions Process

- There is a presumption that most existing 30mph limits will be reduced to 20mph, however not all roads are appropriate. We have produced Assessment Criteria which includes, but isn't limited to the following:
  - Each new limit should be placed at a point that appears obvious to drivers as a transition into an urban area, and be applied consistently. Roads too rural in nature do not encourage compliance and water down the impact of 20mph within the urbanised areas.
  - For strategic A&B roads where there is an existing 30mph limit, 20mph will be suitable where there is a clear urban area with community facilities such as a School, Shop, Church etc., or where vulnerable road users mix with traffic, however impact on bus journey times will need to be considered.
  - Roads subject to 40mph speed limits and above are excluded from this programme.



# Exceptions Process – Example, Ponsanooth

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



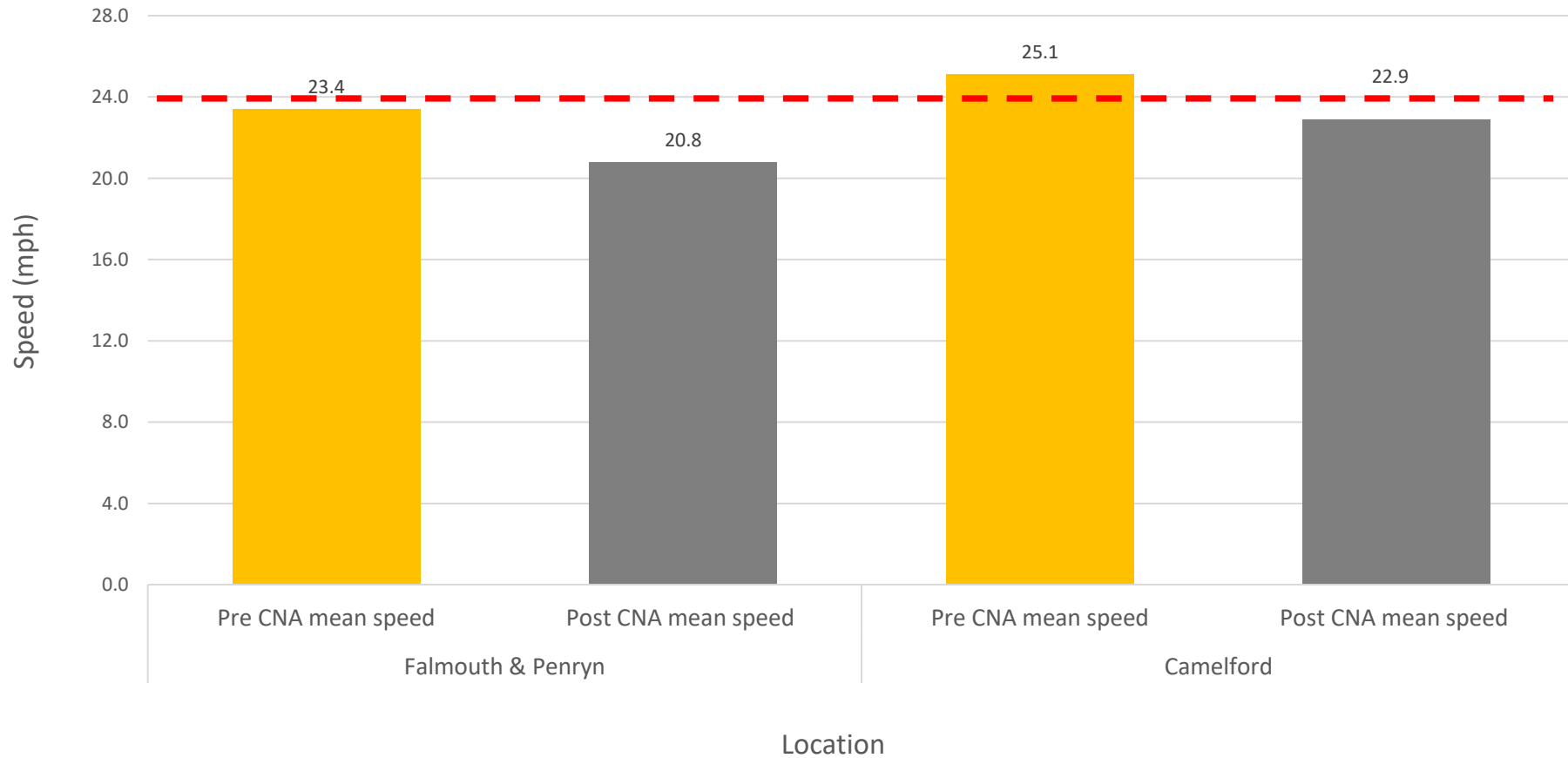
Ponsanooth eastbound approach. Existing 30mph not appropriate for 20mph, so the 30mph has been retained as a buffer limit, leading down the hill to the start of the new 20mph limit.

Ponsanooth eastbound approach. New 20mph starting at the clear transition into the urbanised area, to aid compliance. Impact on bus journey times were checked and considered negligible.



# Speed Data – CNA Mean Speed

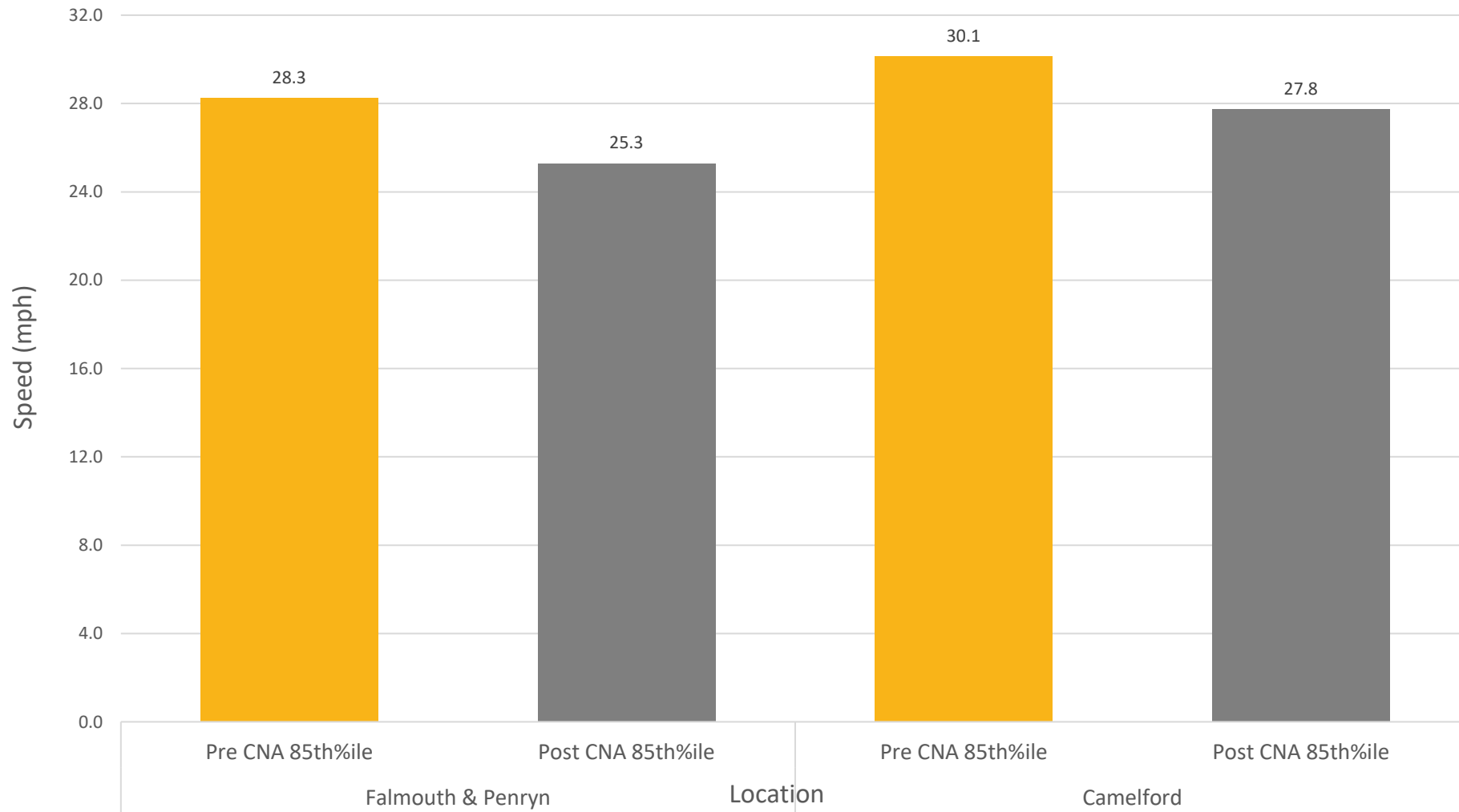
Falmouth & Penryn/ Camelford CNA Mean Speed



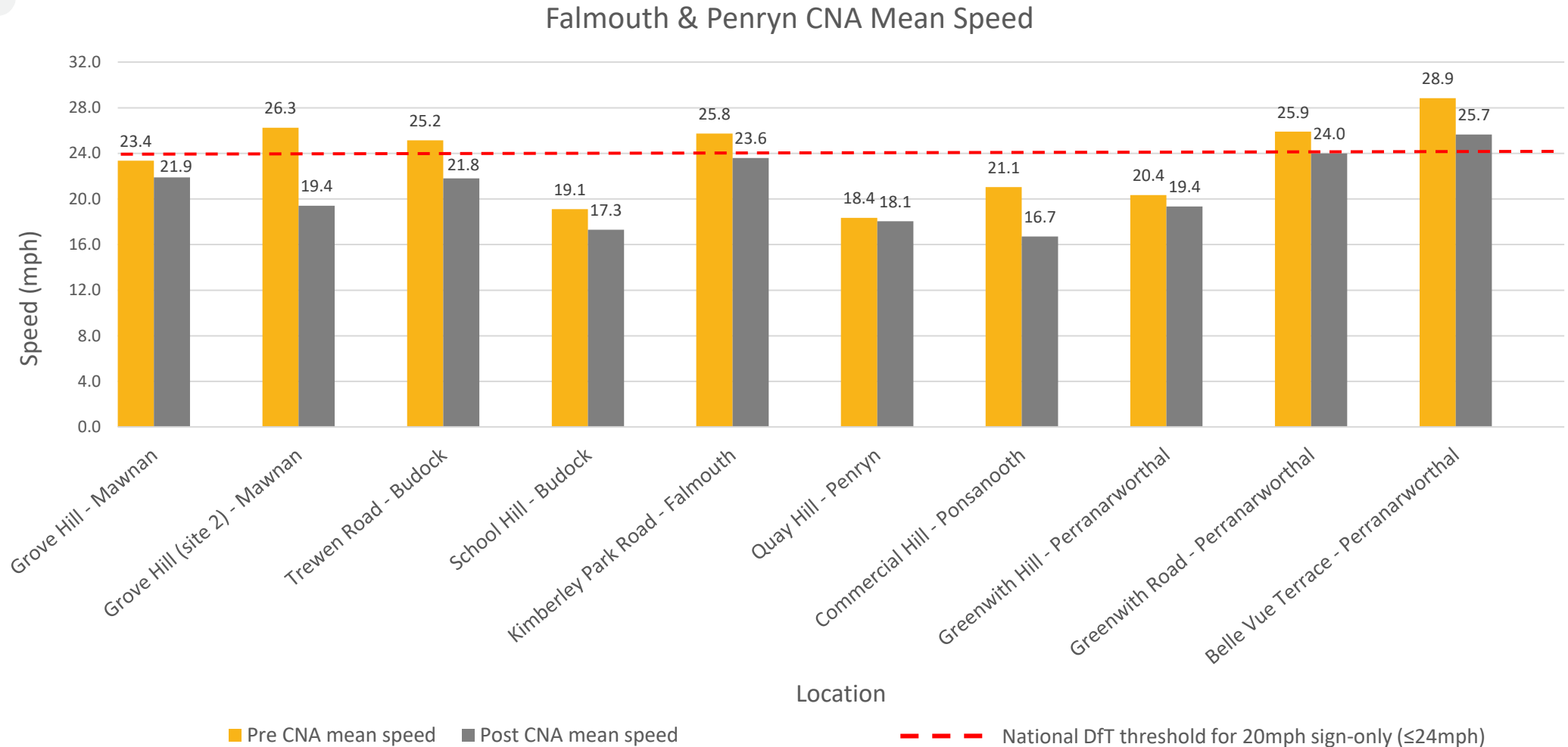
--- National DfT threshold for 20mph sign-only (≤24mph)

# Speed Data – CNA 85<sup>th</sup> %ile

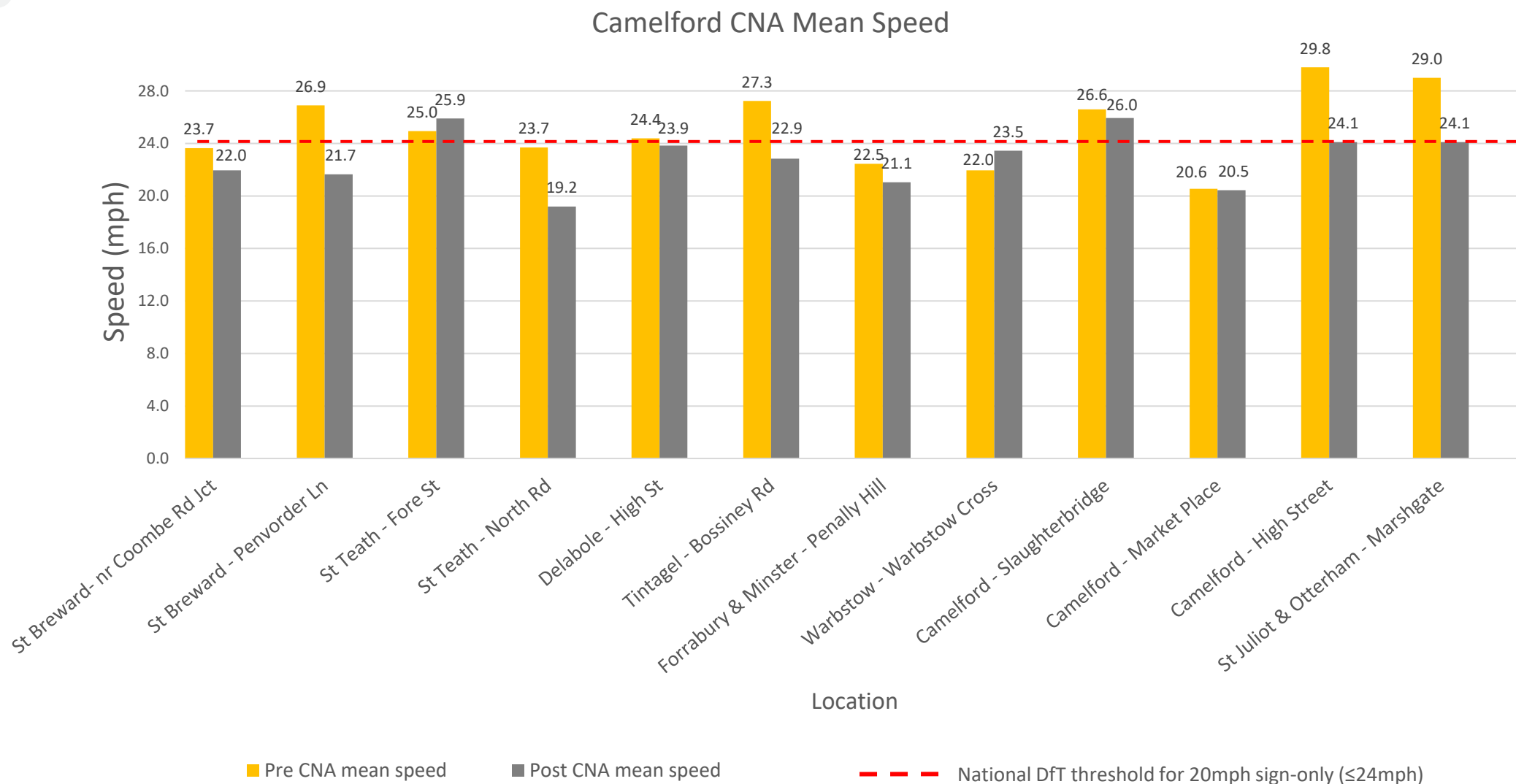
Falmouth & Penryn/ Camelford CNA 85th%ile



# Speed Data – Falmouth & Penryn CNA Mean Speed

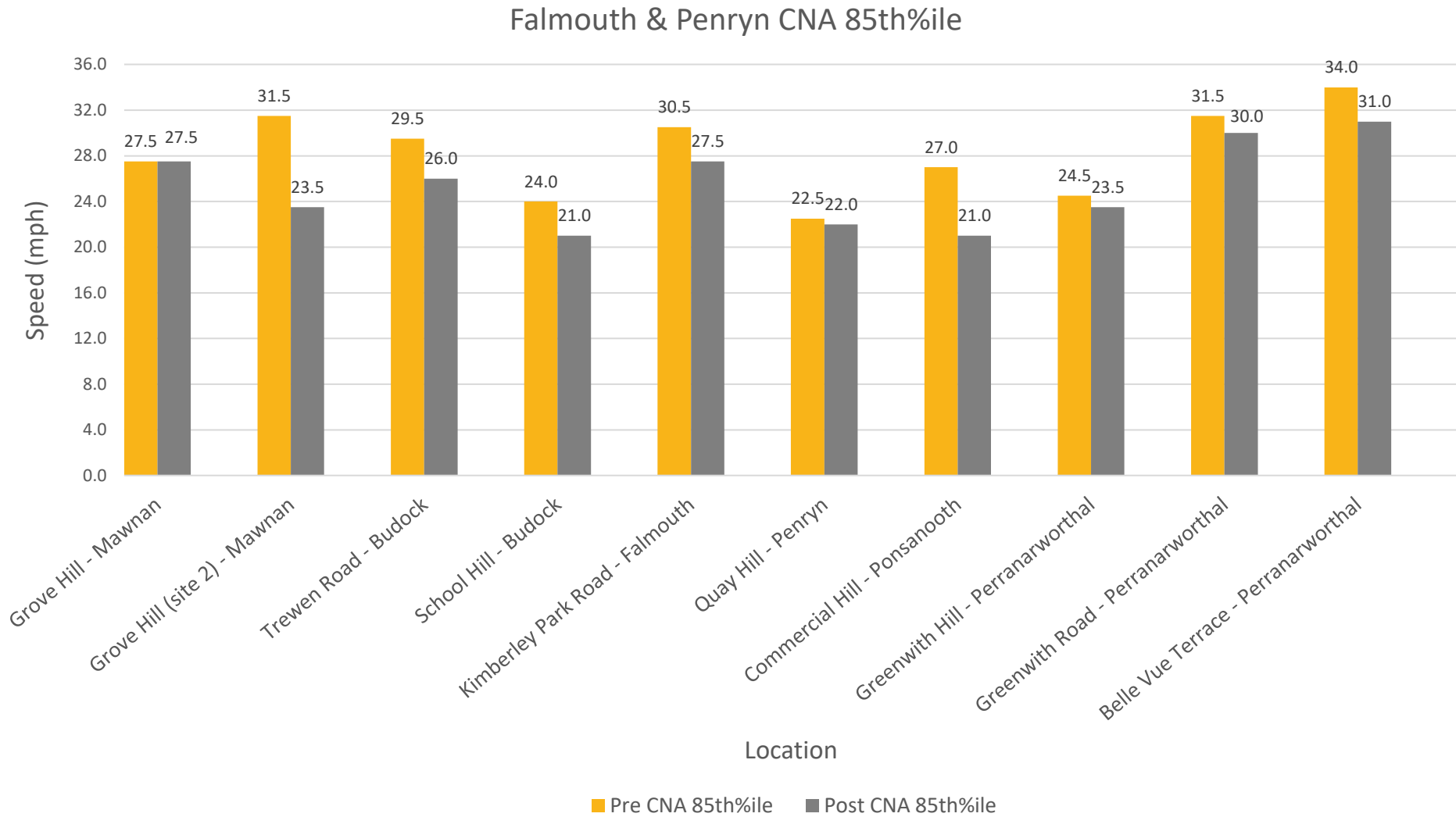


# Speed Data – Camelford CNA Mean Speed



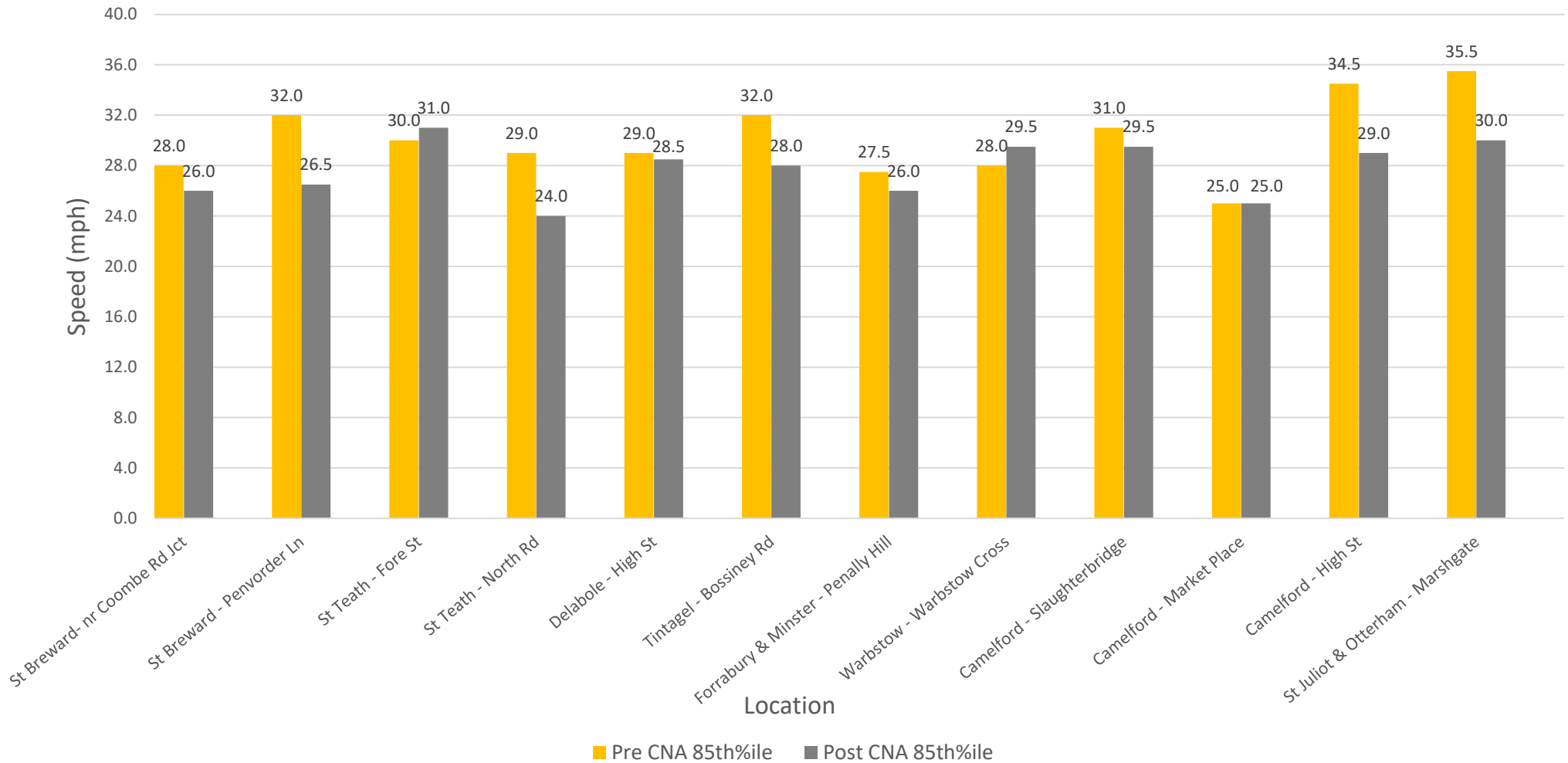


# Speed Data – Falmouth & Penryn CNA 85<sup>th</sup> Mile



# Speed Data – Camelford CNA 85<sup>th</sup> %ile

Camelford CNA 85th%ile



# Proposed Cornwall Wide Approach to 20mph

Community Network Area (CNA)	2017 - 2021 Data				
	Total KSI Collisions	Rate per 1000 population (Fatal/Serious)	Fatal	Serious	Slight
Camborne, Pool, Illogan and Redruth (CPIR)	70	1.18	2	68	274
West Penwith	40	1.05	1	39	160
Truro & Roseland	35	0.83	0	35	172
Hayle & St Ives	33	1.34	3	30	80
St Austell & Mevagissey	32	1.07	1	31	122
Falmouth & Penryn *	31	0.73	2	29	113
<b>Newquay &amp; St Columb</b>	<b>26</b>	<b>0.94</b>	1	25	103
<b>Cornwall Gateway</b>	<b>26</b>	<b>0.79</b>	0	26	100
Liskeard & Looe	24	0.76	1	24	76
China Clay	20	0.81	1	19	82
Helston & South Kerrier	19	0.62	0	19	75
<b>Bude</b>	<b>15</b>	<b>0.97</b>	0	15	37
<b>Launceston</b>	<b>15</b>	<b>0.76</b>	2	13	66
<b>Wadebridge &amp; Padstow</b>	<b>15</b>	<b>0.73</b>	1	14	48
Bodmin	14	0.69	0	14	64
<b>Camelford *</b>	<b>13</b>	<b>1.01</b>	2	11	30
<b>Caradon</b>	<b>13</b>	<b>0.84</b>	2	11	53
St Blazey, Fowey & Lostwithiel	11	0.56	0	11	59
St Agnes & Perranporth	8	0.51	0	8	29

To help determine the order of future phases, our Killed and Seriously Injured (KSI) collision data (2017-2021) has been reviewed within 30mph speed limits only, which we consider to be a fair approach.

40mph+ limits are not included within the 20mph rollout.

Where Community Network Areas have the same KSIs, they have then been ordered by the population rate, as shown in red. \*\*

# Proposed Cornwall Wide Approach to 20mph

Community Network Area	Number of Towns/Parishes	Town/Parish Councils with 30mph	Phase	Indicative delivery by
Falmouth & Penryn *	9	9	Phase 1	August 2022
Camelford *	18	10	Phase 1	
CPIR	10	10	Phase 2	2023
West Penwith	14	11	Phase 2	
Truro and the Roseland	18	18	Phase 2	
Hayle & St Ives	5	5	Phase 3	2024
St Austell & Mevagissey	8	7	Phase 3	
Newquay & St Columb	5	5	Phase 3	
Cornwall Gateway	11	8	Phase 3	
Liskeard & Looe	18	16	Phase 3	
China Clay	5	5	Phase 3	
Helston & South Kerrier	18	16	Phase 4	2025
Bude	11	11	Phase 4	
Launceston	16	16	Phase 4	
Wadebridge & Padstow	14	14	Phase 5	2026
Bodmin	7	5	Phase 5	
Caradon	8	8	Phase 5	
St Blazey, Fowey & Lostwithiel	11	8	Phase 5	
St Agnes & Perranporth	6	6	Phase 5	
Totals	212	188	5 Phases	Completion by summer 2026

Based on the delivery speed of Phase 1, the remaining CNAs have been phased.

The indicative Cornwall-wide delivery target (signage only) is summer 2026, with a total indicative delivery cost of £4m. Comms, engagement and monitoring will continue until 2030 to further encourage behaviour change.

Although it has the same Total KSI as Bude and Launceston, Wadebridge & Padstow is to be delivered in Phase 5 due to the population rate. It isn't possible to combine with Phase 4. The other CNAs previously shown in red are unaffected.

# Managing Enforcement Expectations

## The Challenge

National guidance (DfT circular 01/2013) sign only on the basis of mean speeds of  $\leq 24$ mph 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 when behaviour does not change.
- Unrealistic community expectations around enforcement capability.



# 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 to help create social unacceptability for speeding. This is something we have/will encourage throughout Phase 1, and subsequent Phases.
- We have been clear that CNPs can support the programme longer term by electing for lower cost supporting measures, such as:
  - Enhanced gateways
  - Vehicle Activated Signs
  - Centre line removal



# Speed Compliance – Community Speed Watch

- Local ownership through Community Speedwatch (CSW) will also be key to help embed behaviour change.
- CSW empowers local communities to support the Police drive down the speeds of vehicles, and to deal with speeding issues locally.
- 20mph limits can be supported in your area by setting up a CSW team.
- This can be done via CSW Online - <https://www.communityspeedwatch.org>
- Educational warning letters are sent to individuals who are caught offending. This will help to determine where and when the Police target any enforcement.
- Additional Policing resource has been secured to support CSW activity.\*



CSW - A39, Perranarworthal

# Behaviour Change

- Media and communications specialist procured to deliver a comprehensive ‘Hearts and Minds’ engagement and communications plan alongside the Council’s corporate team.
- The three key areas of focus for this work are:
  - Development and implementation of a robust and comprehensive communications and engagement strategy.
  - Through community engagement, promote the rationale, objectives and outcomes of the 20mph roll out programme, encouraging and facilitating behavioural change.
  - Develop a Cornwall identifier/tagline for the programme.
- It is critical that we target driver behaviour and communicate the social unacceptability of speeding; creating a new ‘norm’ within our communities. We propose that our comms/engagement continues until 2030 to enable this change.
- Making communities feel safer goes hand in hand with greater take up of low carbon travel modes for shorter and more independent journeys. This also clearly links to home to school travel and school travel plans.

# Life's Better At 20mph





# Life's Better At 20mph – cont.

- **Campaign proposals launched/underway:**
  - Campaign header graphics for all social media platforms.
  - Bus Stop RTI graphics.
  - Linking into launch of Falmouth e-bike initiative.
  - Community outreach activity; social post, leaflet, poster and banner site graphics, as well as media packs for businesses, organisations and influencers.
  - Schools outreach activity; social post leaflet, poster and banner site graphics, as well as DIY fortune tellers.
  - Filming/videography of content to promote the 'Safer', 'Healthier' and 'Greener' messaging.
- **Campaign proposals being developed/to be launched:**
  - School outreach activity; further talks/productions in school assemblies and School Speedwatch.
  - Business outreach activity (linking in with community outreach), in particular those with large vehicle fleets.
  - Cornwall Council/Fire & Rescue Service fleet advertising, such as Fire appliances, Public Transport and other Council fleet.
  - Fuel station/pump advertising.



# Life's Better At 20mph – cont.

Targeted engagement, leaflets etc.



Comms and engagement material, stickers etc.



Artwork also displayed on bus timetable displays.



Vests for children, schools with 'walking buses'.



# Recommendations

In March we will be seeking Cabinet's approval for the following recommendations:

1. To proceed with the recommended delivery order, which is based on KSI data.
2. Proceed with signage only, supported by comms/engagement.\*
3. Provided targeted support to non-compliant sites with increased comms/engagement as well as mobile speed activated signs and/or lining works. \*\*
4. Monitor until 2030 (four year rolling programme), with targeted comms/engagement to drive behaviour change as delivery progresses.
5. To continue to work with Devon & Cornwall Police in the establishment of new, and support of existing Community Speed Watch sites. Sites supported by targeted enforcement activity, based on threat risk and harm assessments.

Thank you