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St. Ives
Town Deal



Local community give their views on Low Carbon Transport proposals for St Ives

4 December 2023

More than 300 people have already taken part in the consultation for the Town Deal Low Carbon Transport proposals for St Ives which was officially launched with a public exhibition at St Ives Library on Monday, 27 November.

The consultation runs until midnight on 5 January 2024 – giving the local community a further five weeks to have their say. Copies of the exhibition boards and a link to the online survey are available at

<https://letstalk.cornwall.gov.uk/st-ives-town-deal-low-carbon-transport>

The exhibition boards will also be available to view at a series of local venues being arranged by St Ives Town Council over the next two weeks.

Staffed by members of the Town Council, these will take place at:

- St Ives Leisure Centre Monday, 4 December – 4pm 8pm
- Lelant Village Hall – Tuesday, 5 December -11am to 3pm
- St John's in the Field – Thursday 7th December – 12pm-3pm
- Island Centre (Farmer's Market) – Monday, 11 December – 9.30 am to 3pm.

The Low Carbon Transport project is one of the nine regeneration projects being funded and delivered as part of the £19.9 million St Ives Town Deal programme to help revitalise the town and bring opportunities for those who live, work, visit, and enjoy St Ives.

The resident population of around 11,000 in St Ives increases dramatically during the summer months when more than 500,000 day visitors and 220,000 staying tourists visit the town. Currently many opt to travel into the town by car, leading to significant congestion in the narrow streets around the town centre and harbour area.

With a combination of inadequate signage and mid guided Sat Nav directions, unsafe streets caused by poor or non-existent footpaths and buses, HGV and other vehicles mounting pavements, ad hoc parking causing bottle necks, insufficient parking for residents and a lack of facilities for walking and cycling resulting in conflict and confusion within the town centre and it is clear that action needs to be taken to improve the transport infrastructure in the town.

“It was great to see so many people at the exhibition” said St Ives Mayor and member of St Ives Town Deal Board, Johnnie Wells. **“The whole team were kept very busy answering questions about the proposals and listening to the views of residents, businesses and local organisations on all parts of the draft Low Carbon Transport Strategy.”**

“Although there is no silver bullet that will resolve all the issues, our aim is to improve St Ives so that it becomes a safer, more accessible, and environmentally friendly destination. This is why we are looking at traffic reduction and the promotion of sustainable transportation alternatives. While some people expressed concerns about some specific proposals, the overwhelming majority of people were very open minded and keen to work with the team on developing the final strategy.”

“We recognise, however, that not everyone was able to attend the event on Monday and so have worked with Cornwall Council and the St Ives Town Deal Board to provide further opportunities for people to come and see the boards in person.”

Allocated £5.5 million of Town Deal funding, the aim of the transport project is to create a Low-Traffic Environment (LTE) in the historic core of St Ives by:

- **Reducing traffic** - minimising the number of cars in the town centre will decrease congestion, enhance the overall atmosphere and aesthetic of the historic area.
- **Enhancing safety** - prioritising pedestrian and cyclist safety by reducing the number of vehicles will lower the risk of accidents and create a more user-friendly environment for non-motorised road users.
- **Increasing accessibility**: providing better public transport options and infrastructure will ensure that residents and visitors can easily access and navigate the area without relying on private vehicles.
- **Improving environmental health**: reducing air pollution by decreasing the amount of standing and moving traffic will lead to a cleaner, healthier environment for residents and preserve the area’s historic integrity.
- **Delivering community and economic benefits**: providing safer, more accessible, and pedestrian-friendly spaces will help to foster a stronger sense of community and support local businesses and tourism by -increasing dwelling time.

The draft Strategy focuses on the following key areas:

Wider strategy – aimed at reducing congestion and promoting eco-friendly transport options, the proposals include providing park and ride services outside of the town or attraction to encourage visitors and commuters to continue their journey by bus, rail, or other modes of active travel such as walking or cycling. With St Erth park and ride now at full capacity, this includes developing additional park and ride facilities at Halsetown and Splattenriden, improving navigation and signage at the Lelant Road junction to reroute traffic, enhancing parking signs and signals to direct drivers to car parks and public transport options and improving rail, bus, cycle and walking networks and gateways.

Town wide strategy – the historic town centre was not designed to accommodate the current volume of people or traffic. This currently leads to significant congestion, particularly in the peak summer months or when deliveries are loaded or unloaded. Proposals are aimed at reducing the amount of traffic going into the town centre to park by improving signage to direct people to the right locations and car parks, as well as providing more cost effective parking for long stay visitors in car parks on the edge of the town. Other proposals include providing non motorised transport options, such as bike,

e-bike and shuttle bus links, adjusting bus routes, and improving walking routes and footpaths.

Town Centre and Low Traffic Environment strategy - the proposed changes in the town centre aim to reduce traffic congestion and enhance public spaces. The plan includes removing 'honey pot' island parking, and converting it to permit-only to reduce traffic and redefining vehicular routes to alleviate congestion, especially around Library Corner where a one-way traffic system will be introduced around the Corner and up Tregenna Hill to streamline traffic flow, facilitate better movement, and allow for the expansion of footways, thereby improving the overall pedestrian experience in the area.

Short stay car parks in the town centre will be subject to shorter, more expensive tariffs, with some on street parking for short stay, disabled visitors, residents, and loading and unloading (with the use of permits and charging where required).

There will also be restrictions on holiday and delivery traffic entering some areas of the town centre between the peak hours of 11am to 4pm, with a lifting bollard operational during these periods and a 'white list' developed to identify those who would be exempt from the restrictions.

Some specific changes have been identified for the Higher Stennack, the Terrace and the Malakoff areas. These include removing mini roundabouts and reconfiguring junctions, updating and providing new pedestrian crossings and bus shelters; reducing the size of the carriageway and expanding footway areas, providing new facilities for secure cycling parking and bike hire, reallocating road space to prioritize non motorised users, improving signage and redirecting traffic away from the town centre and beachfront.

"We are delighted that so many people have already responded to the consultation but we are keen to encourage everyone to look at the proposals and make sure they have their say" said Gareth Jones, Vice Chair of St Ives Town Deal Board.

"The Town Deal funding is about making St Ives a better place for all by revitalising the town centre and improving opportunities for local residents. One of the key aspects is about looking at the way people travel around the town as it's important that the Town Deal projects reflect the wishes of the local community".

"This is a very important project for the town so please look at the proposals on the Let's Talk site or visit one of the additional exhibitions organised by the Town Council and give us your views by 5 January. "

Full details of all the proposal are available to view at <https://letstalk.cornwall.gov.uk/st-ives-town-deal-low-carbon-transport>

Following the closure of the consultation on 5 January the project team will analyse all the feedback before making any changes to the draft Strategy. This will then be shared with the public before any final decisions are made.

Ends