

CORMAC

St Ives Town Deal ETRO Trial

Six-month reflection (June 2026)

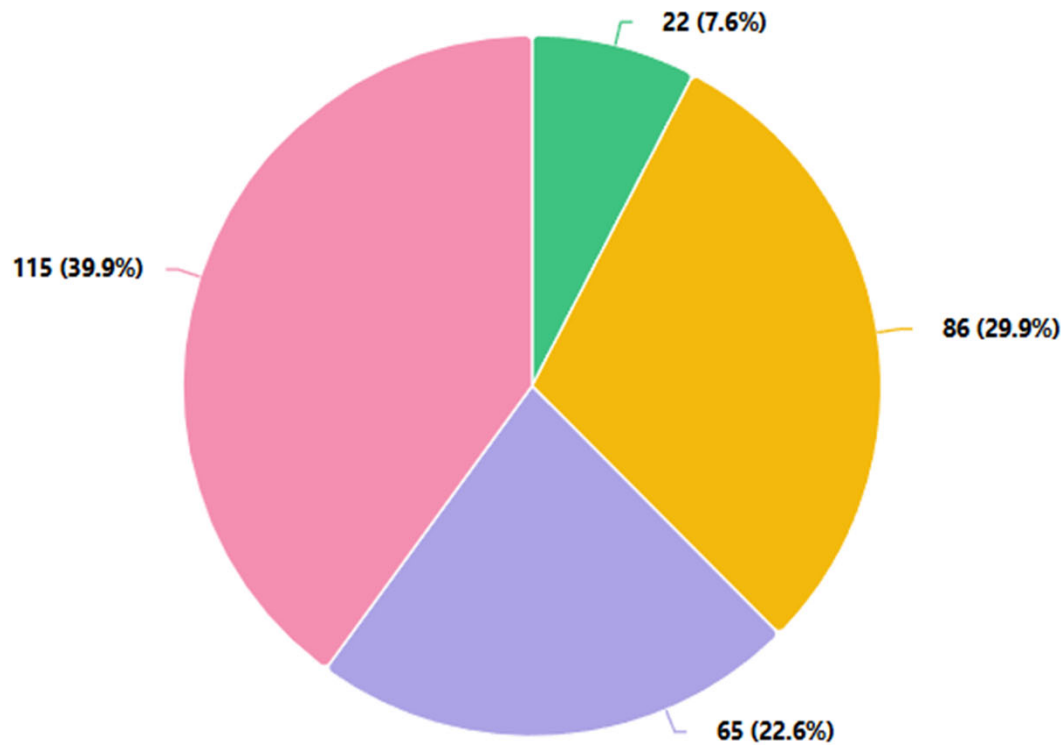
(Including Let's Talk Cornwall & Traffic Sensor data to end of Easter holidays)



A DIVISION OF
CORSERV
A CORNWALL
COUNCIL COMPANY

 www.cormacltd.co.uk

Scheme Support Summary



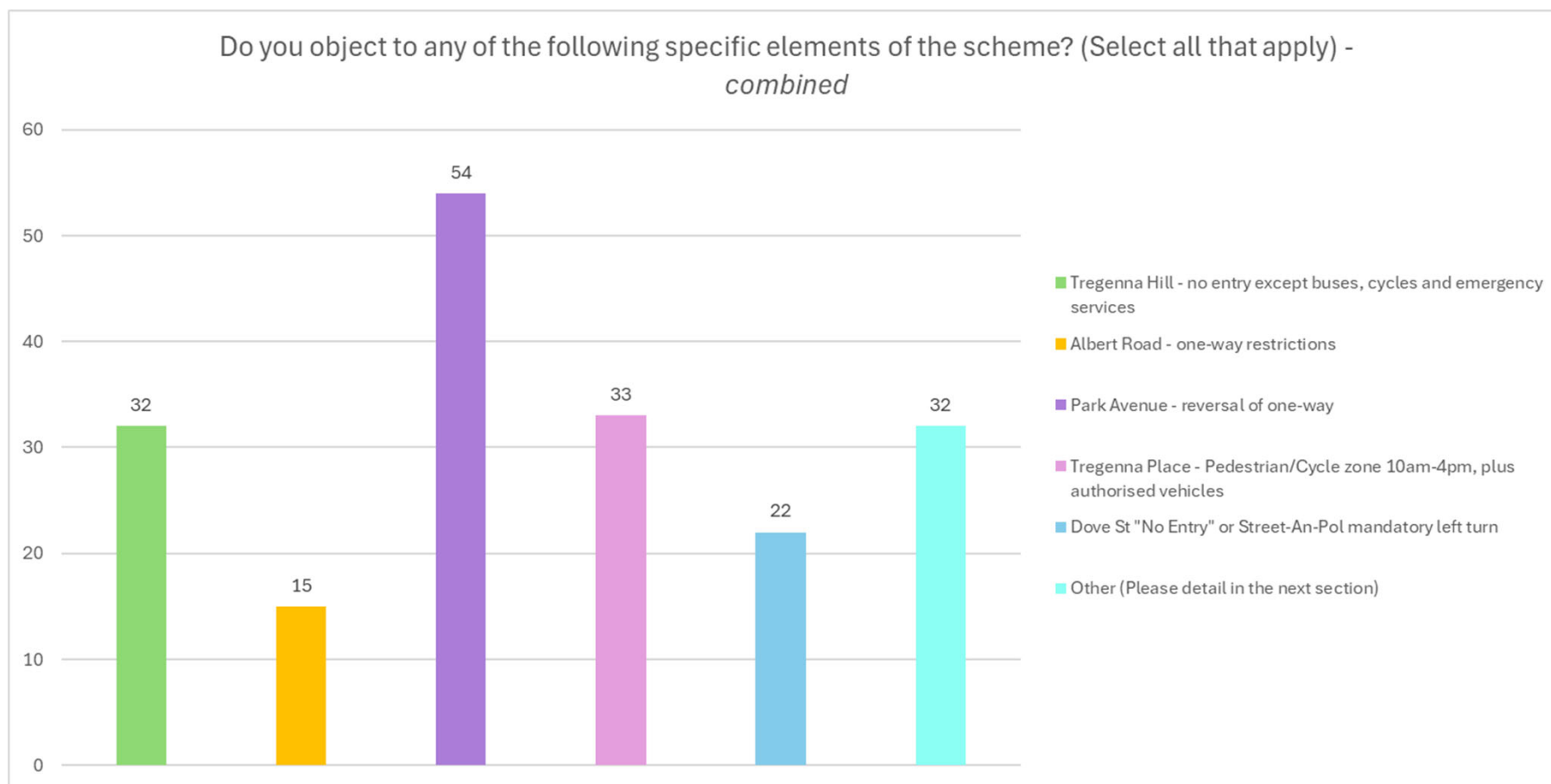
Total: 288 Responses

Question options

(Click items to hide)

- I wholly object to this proposal.
- I object to part of the proposal, but support or am neutral to other elements of it.
- I support this proposal, but would like the council to consider additional or alternative measures.
- I wholly support this proposal.

Which elements were objected to?



Many of the issues raised in these responses have since been **resolved or accommodated** through additional works.

Clearer signage has been provided at Tregenna Hill, and **additional road marking** has been completed on Park Avenue. Various elements raised in the 'other' feedback section have been individually addressed.

Did different demographics respond differently?



72.2% of those who consider themselves to have a **disability** objected (wholly or partially).

A large number relate to misconceptions surrounding access through the **Pedestrian and Cycle zone**.



Respondents who identified as users of The Island, The Sloop or Smeaton's Pier **Car Parks** had an objection rate of 74.1%.



The majority of the 29 people who identified as exclusively using **active/sustainable transport** (walk, cycle, bus or train) **supported** the scheme.

13 (out of 21) respondents who identified as **visitors** objected.

The objection rate was **higher** for **non-TR26 1 or TR26 2** postcodes.

Of those who live within the TR26 1 or 2 postcode sectors, only **36.9%** of respondents **wholly objected**

Other Data Insights



28 (24.3%) of those who 'wholly objected' cited **buses** coming down **Tregenna Hill** (against the main traffic flow) in their reasons.



Park Avenue reversal received the **most objections** for a **specific scheme element**.



Respondents also commented on the **increased pedestrian space**, enhanced **safety** (less footway intrusion) and **improved amenities** of Tregenna Hill & Albert Road (e.g. for window shopping).

"Prior to this scheme the amount of traffic mounting the pavement, at speed was really rather frightening. The new one-way system is fantastic."

Some concerns around insufficient **loading bays** (Royal Square) and **disabled bays** (near to town centre). Improvements to this Loading Bays are in progress.



Concerns around **deliberate non-compliance** with restrictions, and **lack of enforcement** appears to be a continual theme.

Signage has been **improved** and issues have been referred to **Cornwall Council** to take further action where appropriate.

Some desire for other options, such as **traffic lights**, that have already been considered or are **out of scope** (improved crossing facilities).

The following slides show data from Cornwall Council's Traffic Sensors.

Traffic Levels (Vehicle Counts)

These are the number of motor vehicles (excl. pedestrians and pedal cycles) recorded as having passed a set point (in each direction). The figures for these are given in both daily averages and period totals.

Matched Vehicles

These figures rely on number plate matches between sensor points (in the indicated directions) and are indicative of traffic flow destinations from an origin point. Number plate data is anonymised, and individual journeys are not traceable.

Matches are only recorded if the same number plate is read by both the origin sensor (and a subsequent sensor) within a 15-minute period. This attempts to avoid the inclusion of journeys where the vehicle may have been parked.

Traffic Levels* (Non-seasonal)

Data Date Ranges – 2 Week Periods

Before ETRO Implementation

3rd – 16th November 2025

After ETRO Implementation

17th - 30th November 2025

2nd – 15th February 2026



Approx. 50% increase in daily traffic on **North Terrace**.

Primary route to the Town Centre & Carbis Bay.

Combined traffic volumes on **Albert Road** and **The Terrace** are also stable.

However, dominant flows – **Northbound** and **Southbound** respectively – have been established.

Compliance levels with the new restrictions vary – **~4%*** non-compliance at **Tregenna Hill**

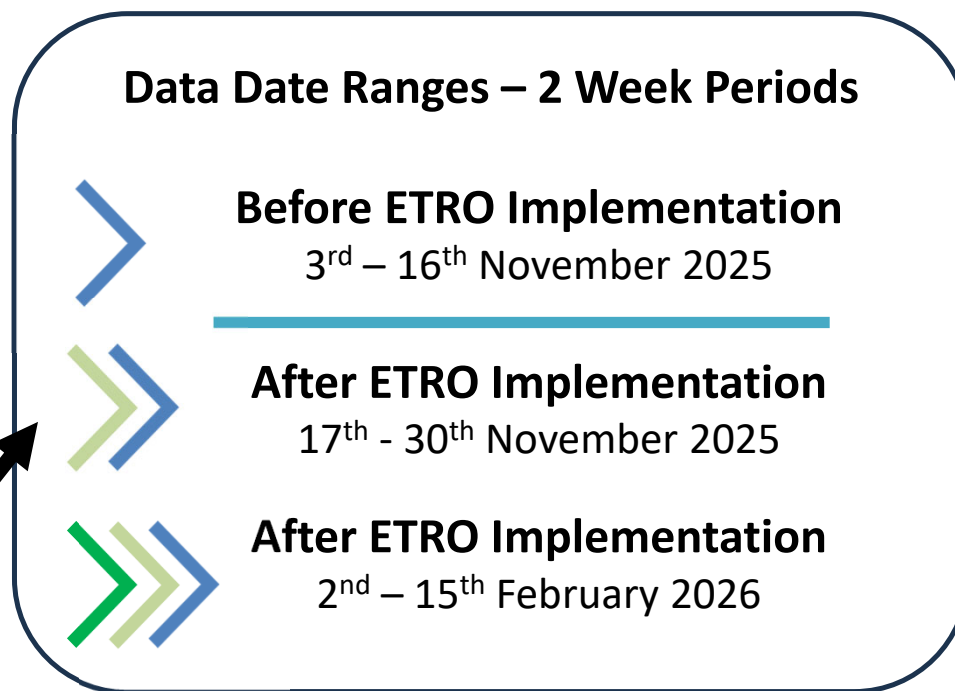
*maximum non-compliance – based on vehicles proceeding west of Station Car Park



Average traffic levels on **Park Avenue** and towards the Island on **Lifeboat Hill** appear to have remained stable.




* Traffic refers to motorised traffic (excl. cyclists and pedestrians)







Traffic Levels (Non-seasonal)









On subsequent slides these arrows indicate the applicable date ranges and traffic flow direction


Motor Vehicle Counts (Non-seasonal)


Lifeboat Hill (Towards the Island)	
	1,411 (19,749)
<hr/>	
	1,203 (16,851)
	1,326 (18,561)

North Terrace		
(Westbound)		(Eastbound)
	1,388 (19,434)	1,630 (22,814) 
<hr/>		
	388 (5,433)	4,227 (59,171) 
	341 (4,774)	4,580 (64,124) 

The Terrace		
(Westbound)		(Eastbound)
	2,083 (29,163)	1,155 (16,174) 
<hr/>		
	192 (2,687)	3,056 (42,778) 
	155 (2,174)	3,325 (45,291) 

Restriction Change (New)

 **Location (Direction)**

 **Daily Averages (2 Weekly Totals)**

Motor Vehicle Counts (Non-seasonal)

Restriction Change (New)

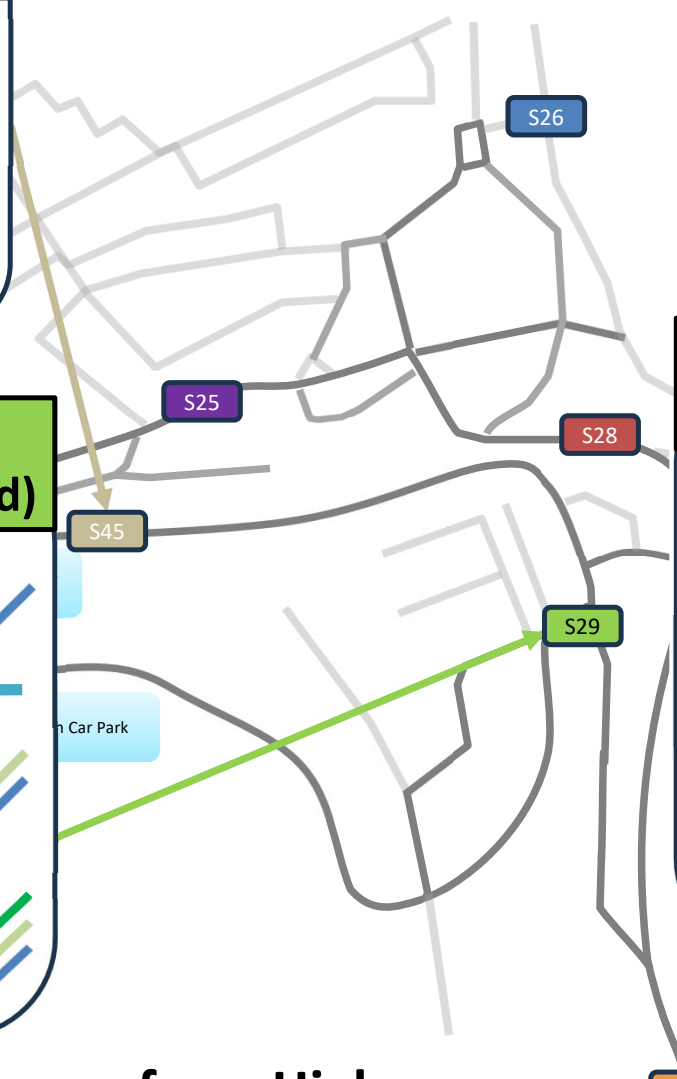
Location (Direction)

Daily Averages (2 Weekly Totals)

Park Avenue (Westbound) (Eastbound)	
-	2,483*
<hr/>	
2,118 (29,645)	-

Albert Road (Northbound) (Southbound)	
1,764 (24,699)	2,171 (30,389)
<hr/>	
3,673 (51,416)	48 (667)
3,776 (52,870)	33 (467)

Treyton Avenue (Northbound) (Southbound)	
3,771 (52,800)	3,536 (49,501)
<hr/>	
3,601 (50,417)	3,193 (44,695)
3,708 (51,912)	3,347 (46,860)



* Vehicles entering Park Avenue from Higher Stennack junction (12hr MCTC on 22/9/22)

Traffic Levels* (Easter Comparison)

~8% (602 vehs) decrease in average daily traffic **towards St Ives** (between Easter 2025 & Easter 2026)

Data Date Ranges

Before ETRO Implementation

7th - 21st April 2025

After ETRO Implementation

3rd - 19th April 2026

Average Traffic on **Lifeboat Hill** towards Wharf Road appears to have **decreased significantly (~25%)** in Easter 2026 compared to 2025.

~**1,000 less vehicles** entered and exited St Ives via **Trelyon Avenue** each day in Easter 2026.
(~**500 less in each direction**)

These vehicles **did not** appear to attempt alternative routes. This may suggest increased usage of other **transport modes** (e.g. Bus or Rail)

On **Albert Road, The Terrace** and **Trelyon Avenue** combined average traffic flows appear to be the **same or slightly lower** than **Easter 2025**.

However, a **large increase** (~1,700 vehs) was observed on **North Terrace** (the Stennack).

* Traffic refers to motorised traffic (excl. cyclists and pedestrians)

Traffic Levels (Easter Comparison)

Data Date Ranges



Before ETRO Implementation

7th - 21st April 2025



After ETRO Implementation

3rd - 19th April 2026

Matched vehicles over Easter show the same traffic flow patterns as those recorded non-seasonally.

Please note the totals given are **per Easter period.**


Motor Vehicle Counts (Easter)


Lifeboat Hill
(Towards the Island)

2,039
↑ (30,588)

1,537
↑ (26,121)

Restriction Change (New)

 **Location**
(Direction)


 **Daily Averages**
(Easter Totals)

North Terrace
(Westbound) (Eastbound)

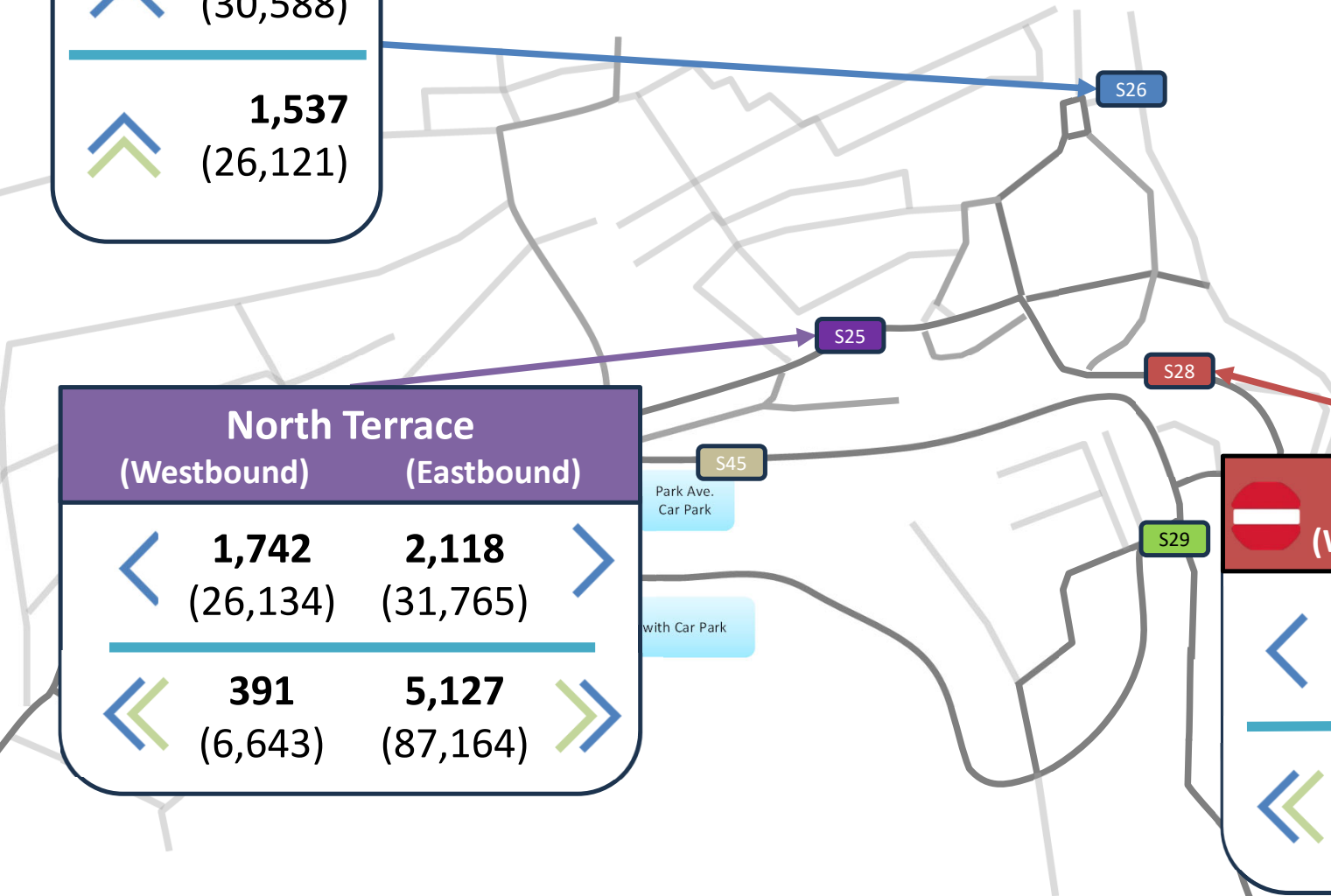
1,742 **2,118**
← (26,134) (31,765) →

391 **5,127**
← (6,643) (87,164) →

The Terrace
(Westbound) (Eastbound)

 **2,606** **1,237**
← (39,090) 18,560 →

242 **3,684**
← (4,117) 62,636 →



Motor Vehicle Counts (Easter)

Restriction Change (New)

Location (Direction)

Daily Averages (Easter Totals)

Park Avenue (Westbound) (Eastbound)	
2,634*	
2,335 (39,699)	4 (62)

Albert Road (Northbound) (Southbound)	
2,355 (35,330)	2,752 (41,276)
4,437 (75,433)	36 (620)

Treyton Avenue (Northbound) (Southbound)	
4,634 (69,508)	4,149 (62,236)
4,100 (69,695)	3,606 (61,294)



*Easter 25 data not available.
Data from 12hr MCTC on 4/8/22

Matched Journeys (Non-seasonal)

Data Date Ranges – 2 Week Periods



Before ETRO Implementation

3rd – 16th November 2025



After ETRO Implementation

17th - 30th November 2025



After ETRO Implementation

2nd – 15th February 2026



Matched vehicles egressing from **Park Avenue** appear to be mostly proceeding towards **Library Corner** or **Bullans Lane** (2:1 ratio)



Matched vehicles from **North Terrace** now predominantly flow towards **The Terrace** at roughly a 3:1 ratio with **Lifeboat Hill**.



Traffic from **Trelyon Avenue** to the **Town Centre** has now largely converged on Albert Road, replacing the **previous 50:50** split with **Tregenna Hill**.

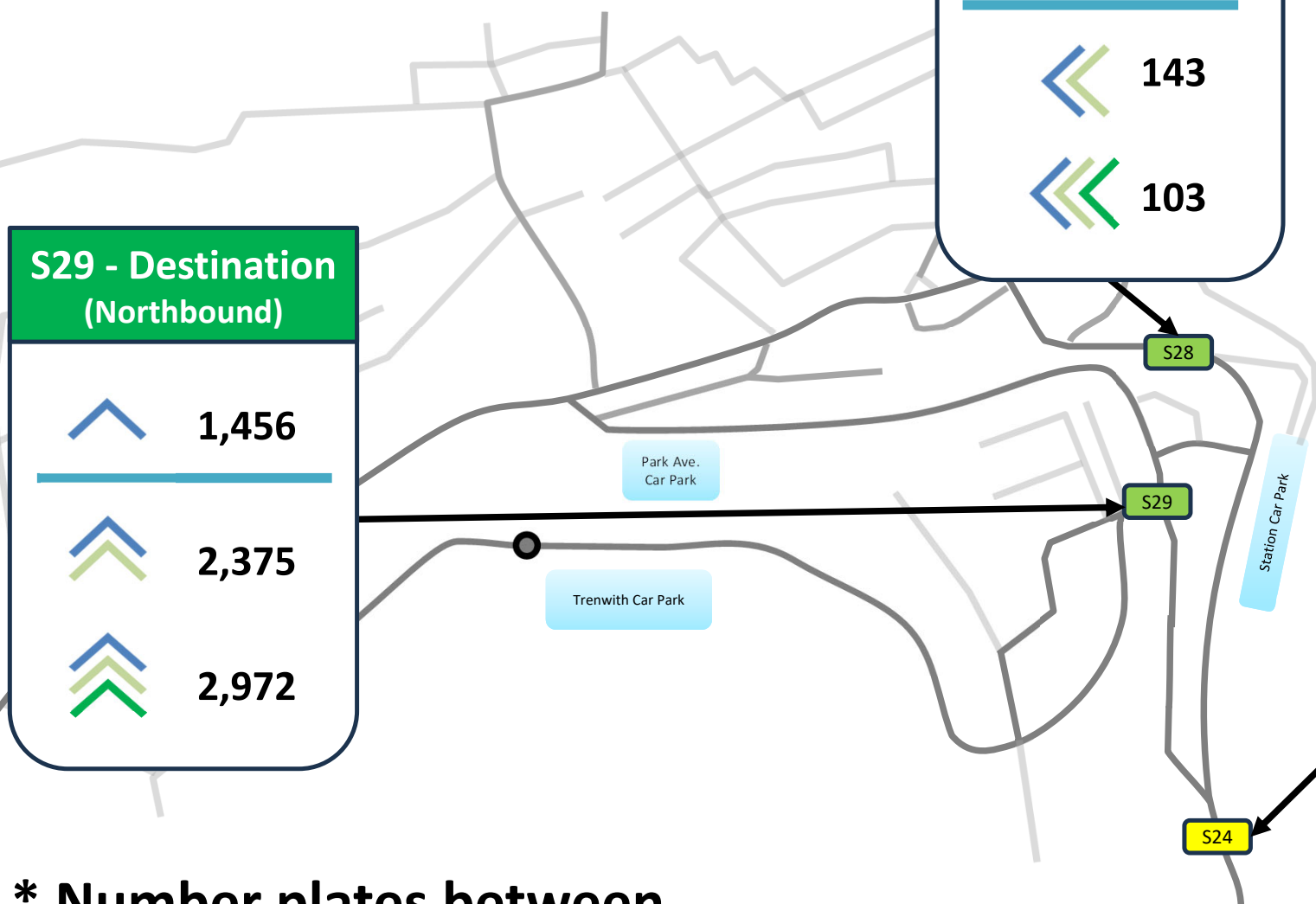
Matched Journeys* (From Trelyon Avenue)

S29 - Destination (Northbound)	
^	1,456
<hr/>	
^^	2,375
^^^	2,972

S28 - Destination (Westbound)	
<	1,521
<hr/>	
<<	143
<<<	103

Sensor Match (Direction - Indicative)	
>	Matched Journeys (Daily Average)

S24 - Origin Trelyon Avenue (Northbound)	
^	2,977
<hr/>	
^^	2,518
^^^	3,075




* Number plates between
Traffic Sensors

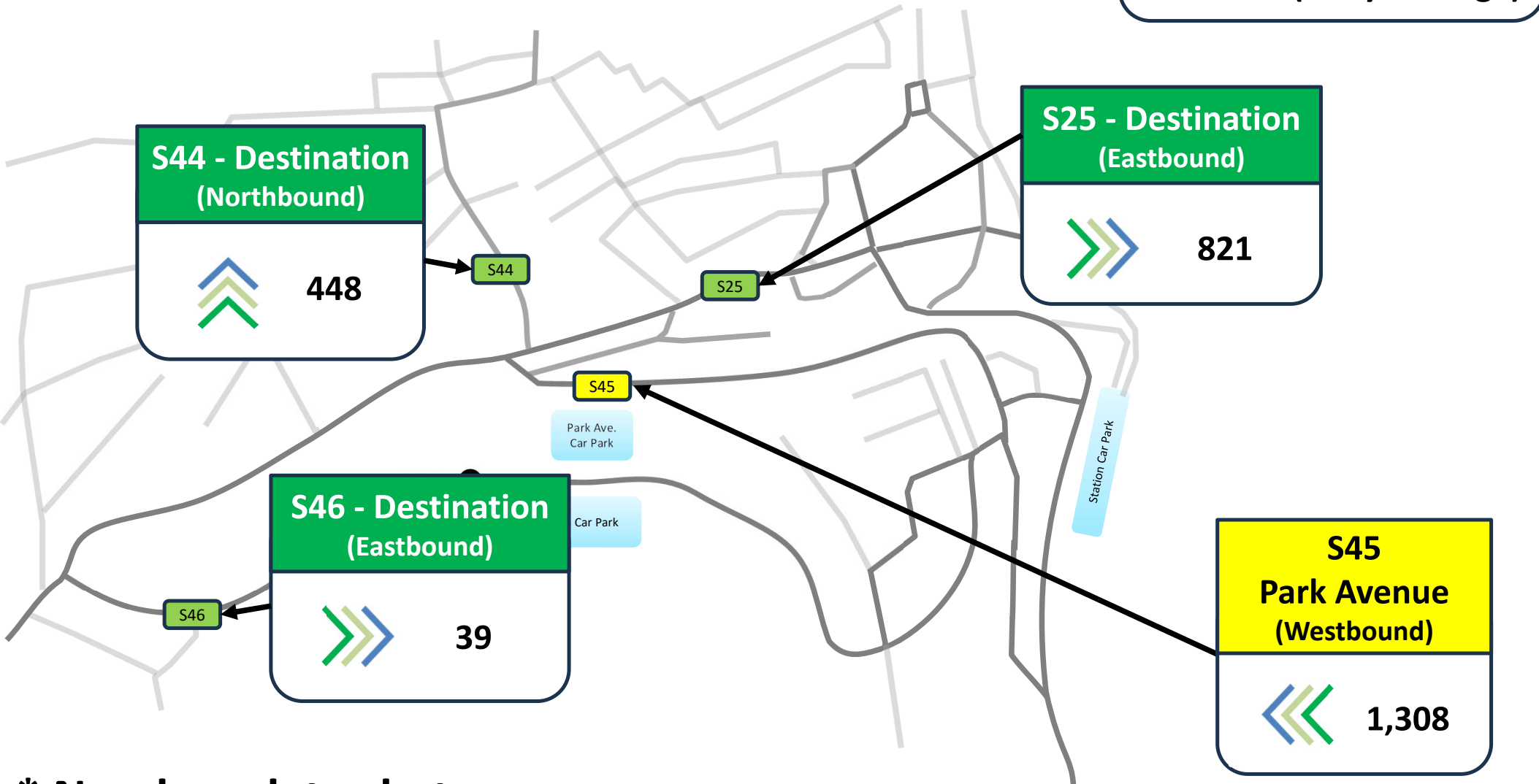
NB – Other destinations possible

Matched Journeys*

(From Park Avenue)

Sensor Match
(Direction - *Indicative*)

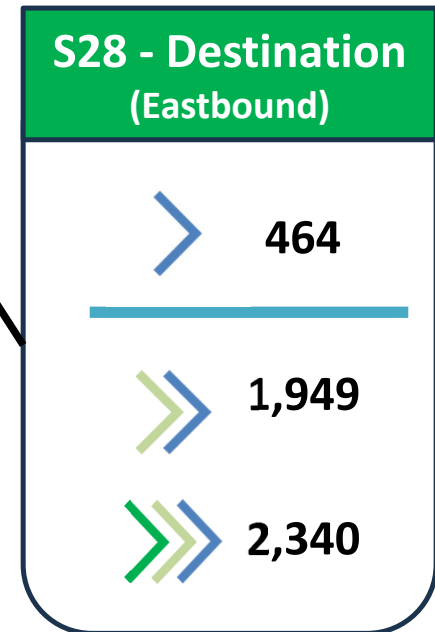
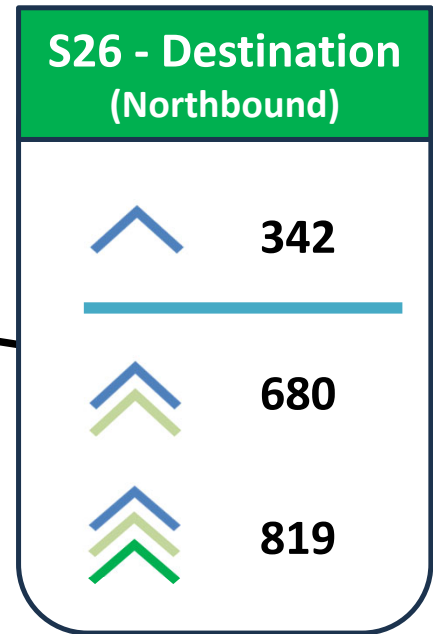
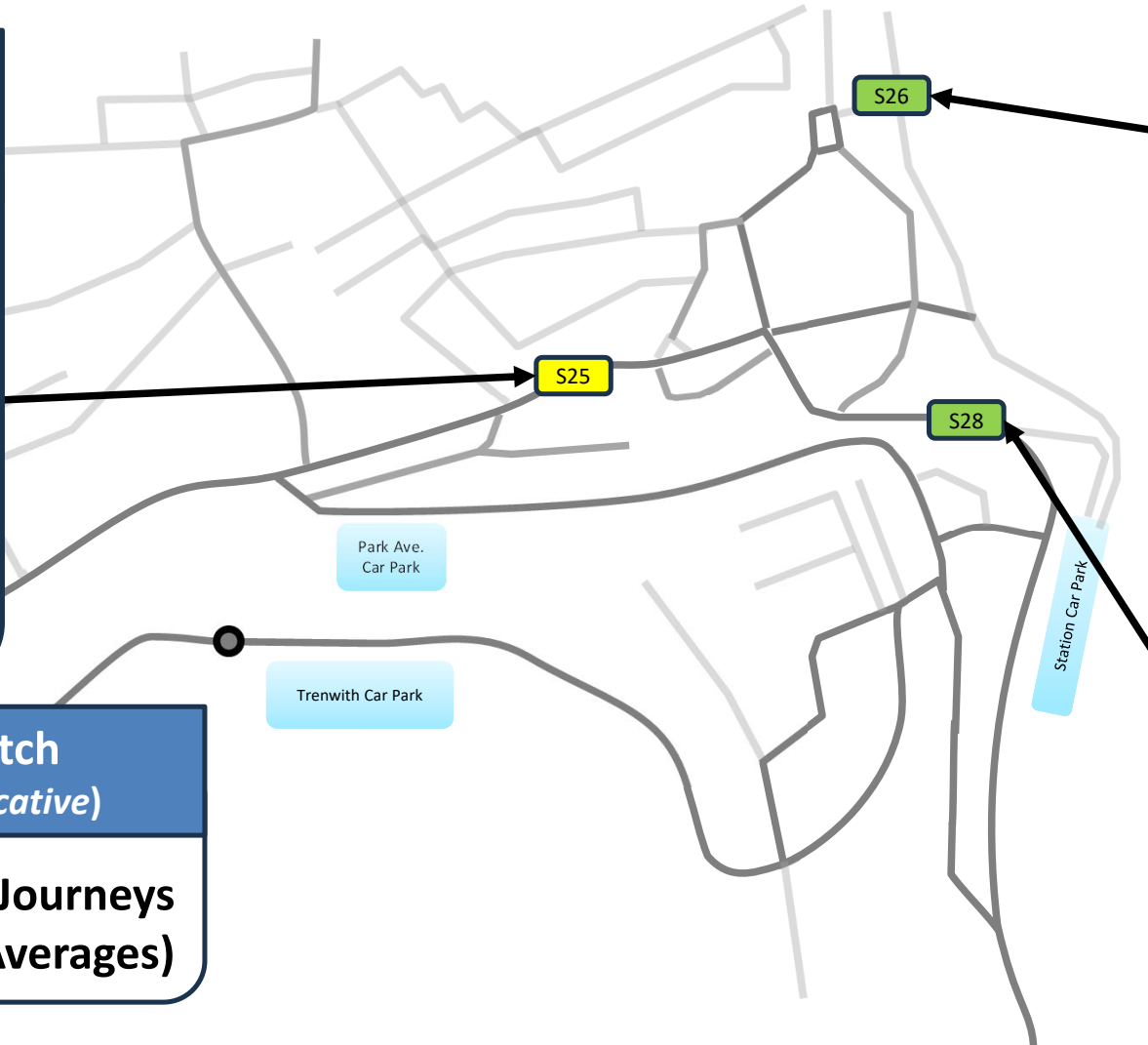
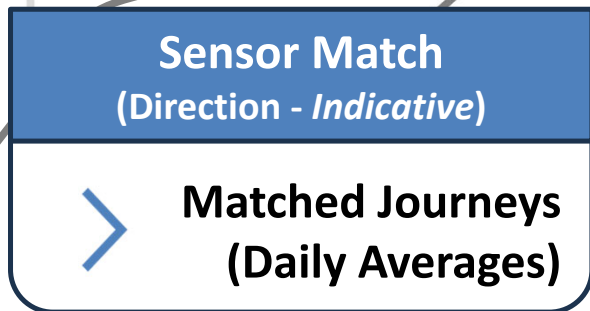
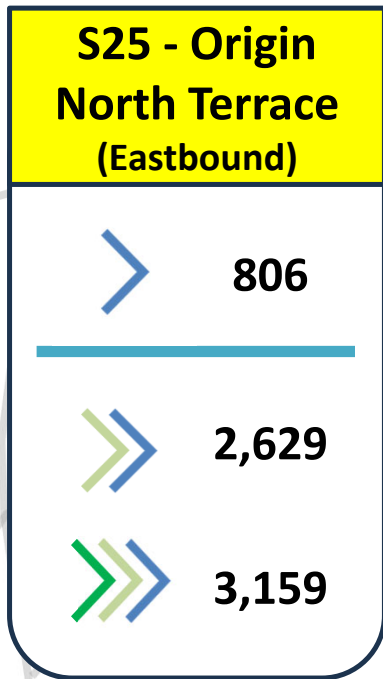
 **Matched Journeys**
(Daily Average)



* Number plates between Traffic Sensors

NB – Other routes / destinations possible

Matched Journeys* (From North Terrace)



* Number plates between
Traffic Sensors

NB – Other routes / destinations possible

Matched Journeys (Easter)

Data Date Ranges



Before ETRO Implementation

7th - 21st April 2025



After ETRO Implementation

3rd - 19th April 2026

Matched vehicles over Easter show similar traffic flow patterns as non-seasonal matched vehicles.

Matched Journeys* (From Trelyon Avenue)

**S29 - Destination
(Northbound)**

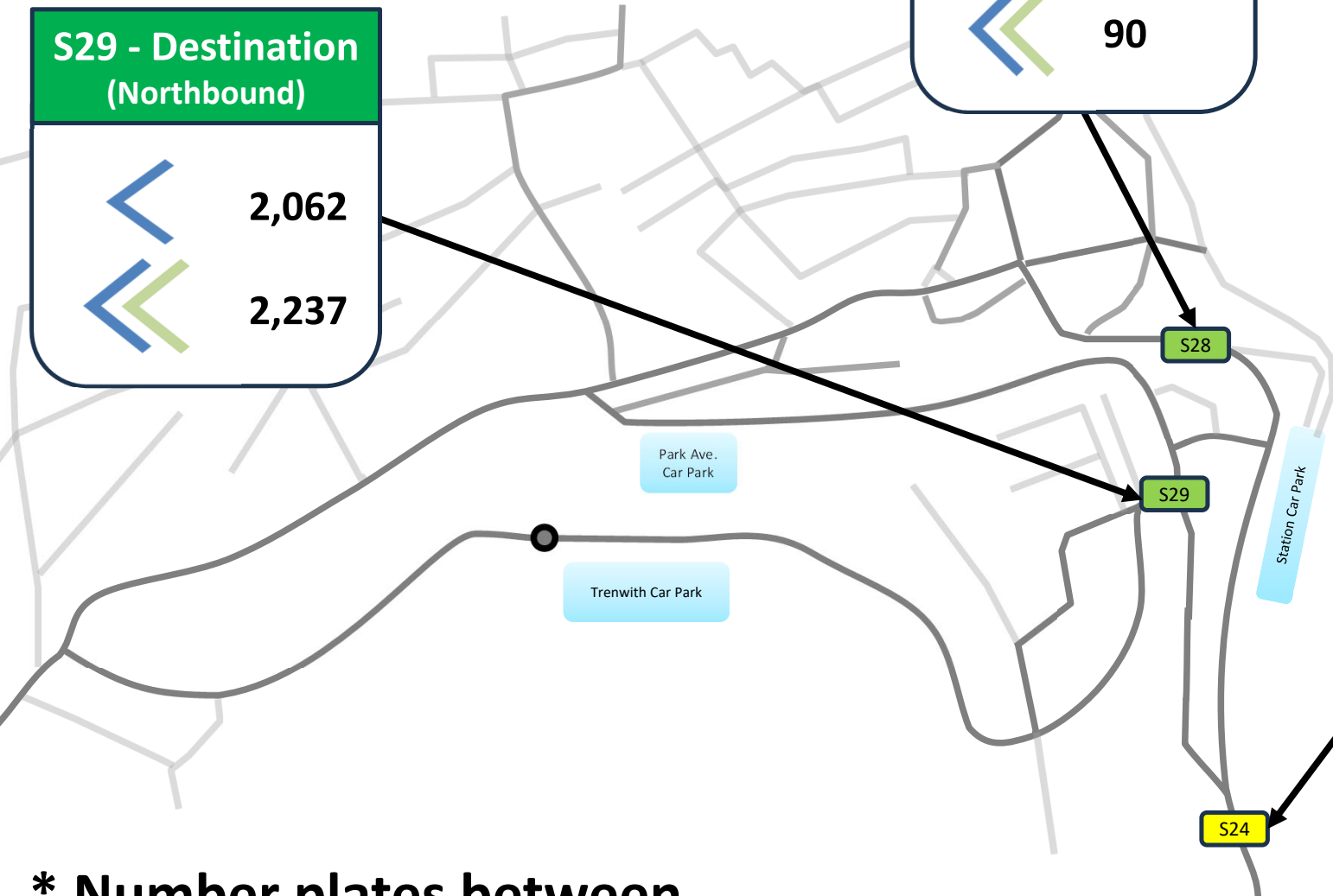
←	2,062
←	2,237

**S28 - Destination
(Westbound)**

←	1,976
←	90

**Sensor Match
(Direction - Indicative)**

←	Matched Journeys (Daily Averages)
---	--------------------------------------



**S24 - Origin
Trelyon Avenue
(Northbound)**

←	4,038
←	2,327


* Number plates between
Traffic Sensors

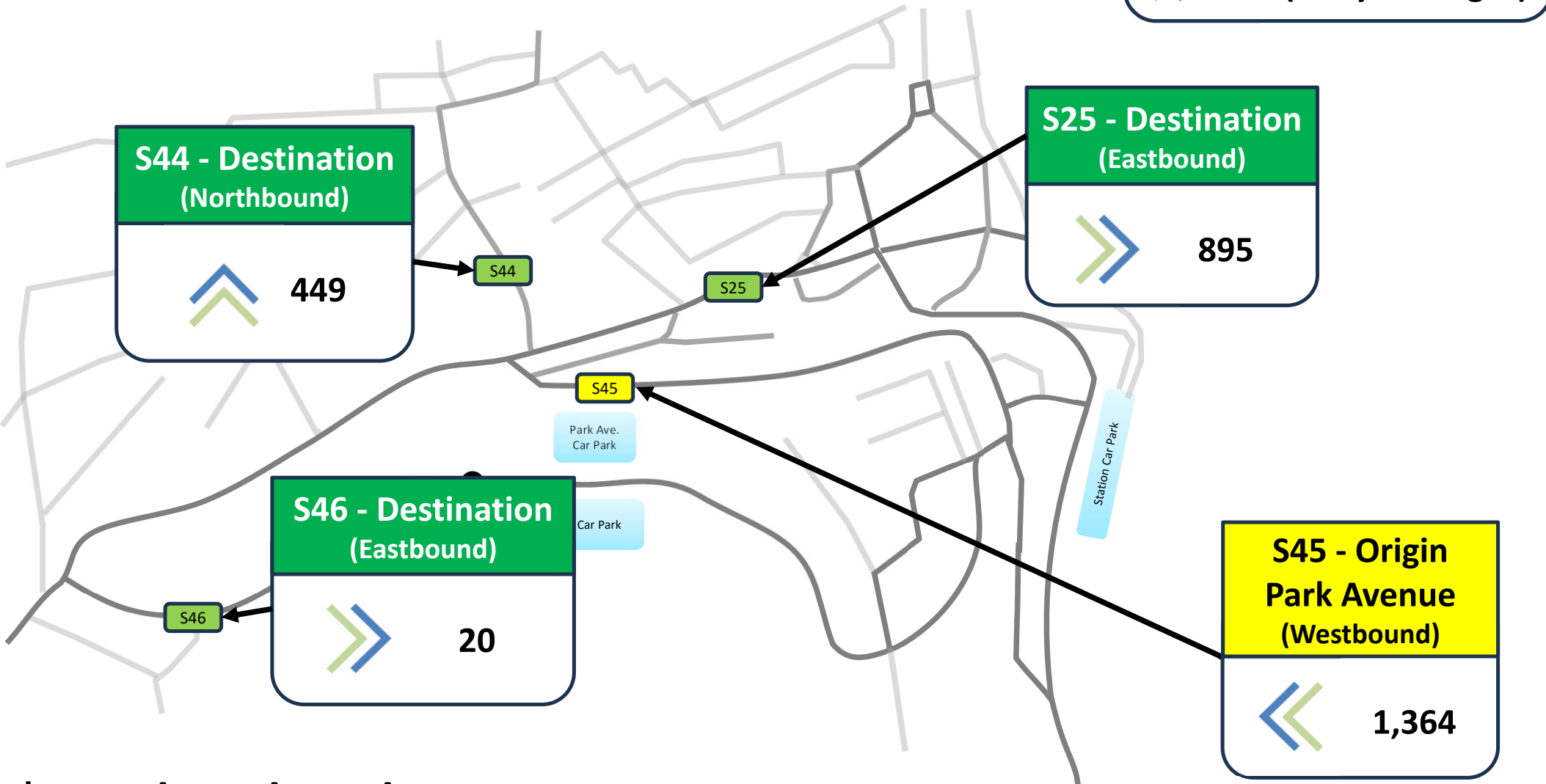
NB – Other destinations possible

Matched Journeys*

(From Park Avenue)

Sensor Match
(Direction - *Indicative*)

 **Matched Journeys**
(Daily Averages)



* Number plates between Traffic Sensors

NB – Other routes / destinations possible

Matched Journeys* (From North Terrace)

**S25 - Origin
North Terrace
(Eastbound)**

> 1,294

>> 3,793

**Sensor Match
(Direction - Indicative)**

> Matched Journeys
(Daily Averages)

**S26 - Destination
(Northbound)**

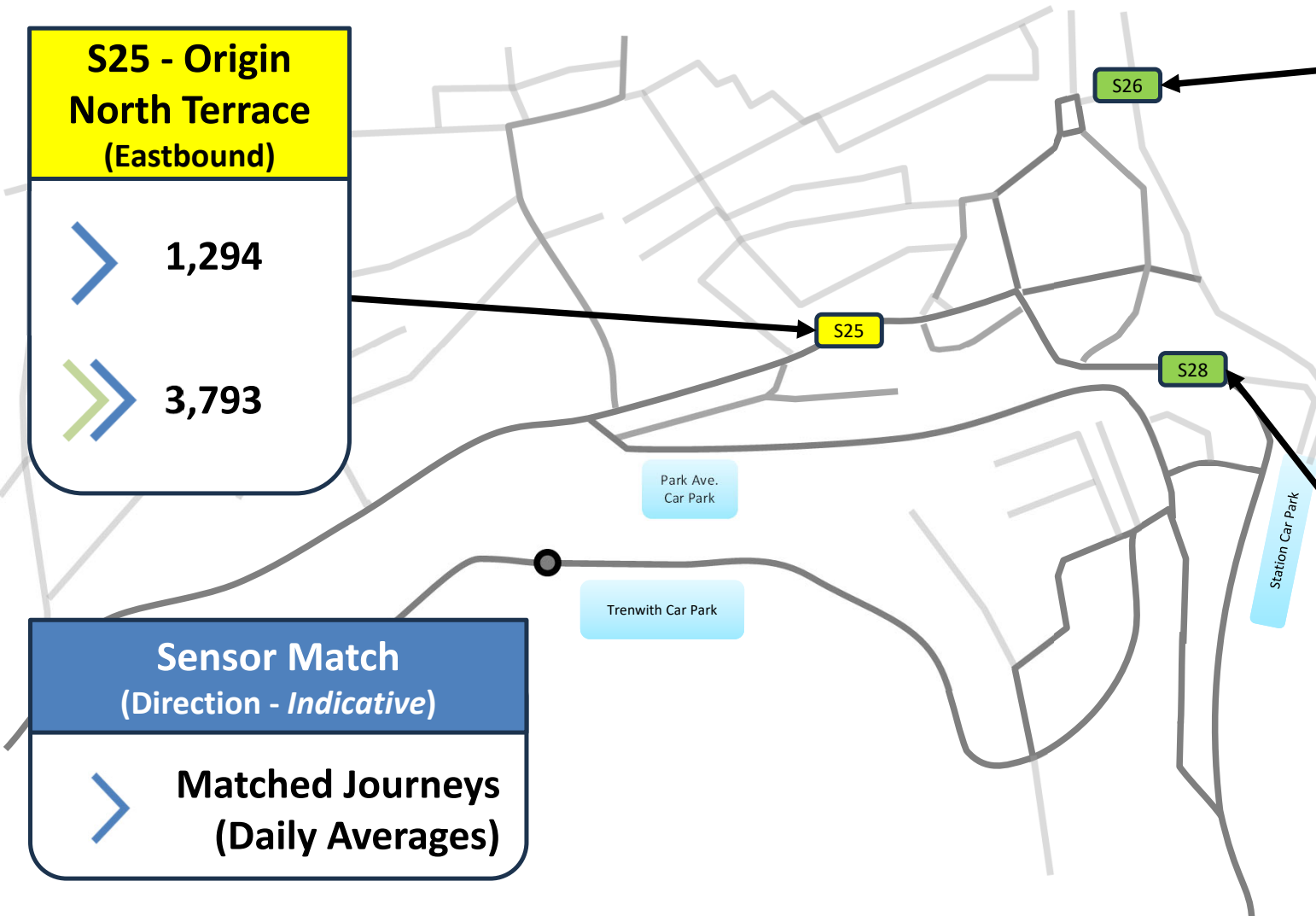
> 633

>> 1,012

**S28 - Destination
(Eastbound)**

> 661

>> 2,781



* Number plates between
Traffic Sensors

NB – Other routes / destinations possible

Journey Time Changes (Non-seasonal Averages)

Data Date Ranges – 2 Week Periods



Before ETRO Implementation

3rd – 16th November 2025



After ETRO Implementation

17th - 30th November 2025



After ETRO Implementation

2nd – 15th February 2026



Delay has increased for vehicles **turning right** out of **The Terrace** junction (towards **Albert Road**).




Journey times from **North Terrace** to **Treylon Avenue** have decreased.





Journey times from **Treylon Avenue** to **Talland Road** have, after an initial increase, returned to **pre-ETRO levels**.


Journey Time Changes


Between Sensors
(Direction - Indicative)


 **Time (seconds)**

 /  **Difference from Pre-ETRO time (seconds)**


S25-28 (Eastbound)


 **118s**


 **-16s**

 **-19s**


S24-29 (Northbound)


 **60s**


 **+14s**

 **+3s**


S28-24 (Southbound)


 **96s**


 **-6s**

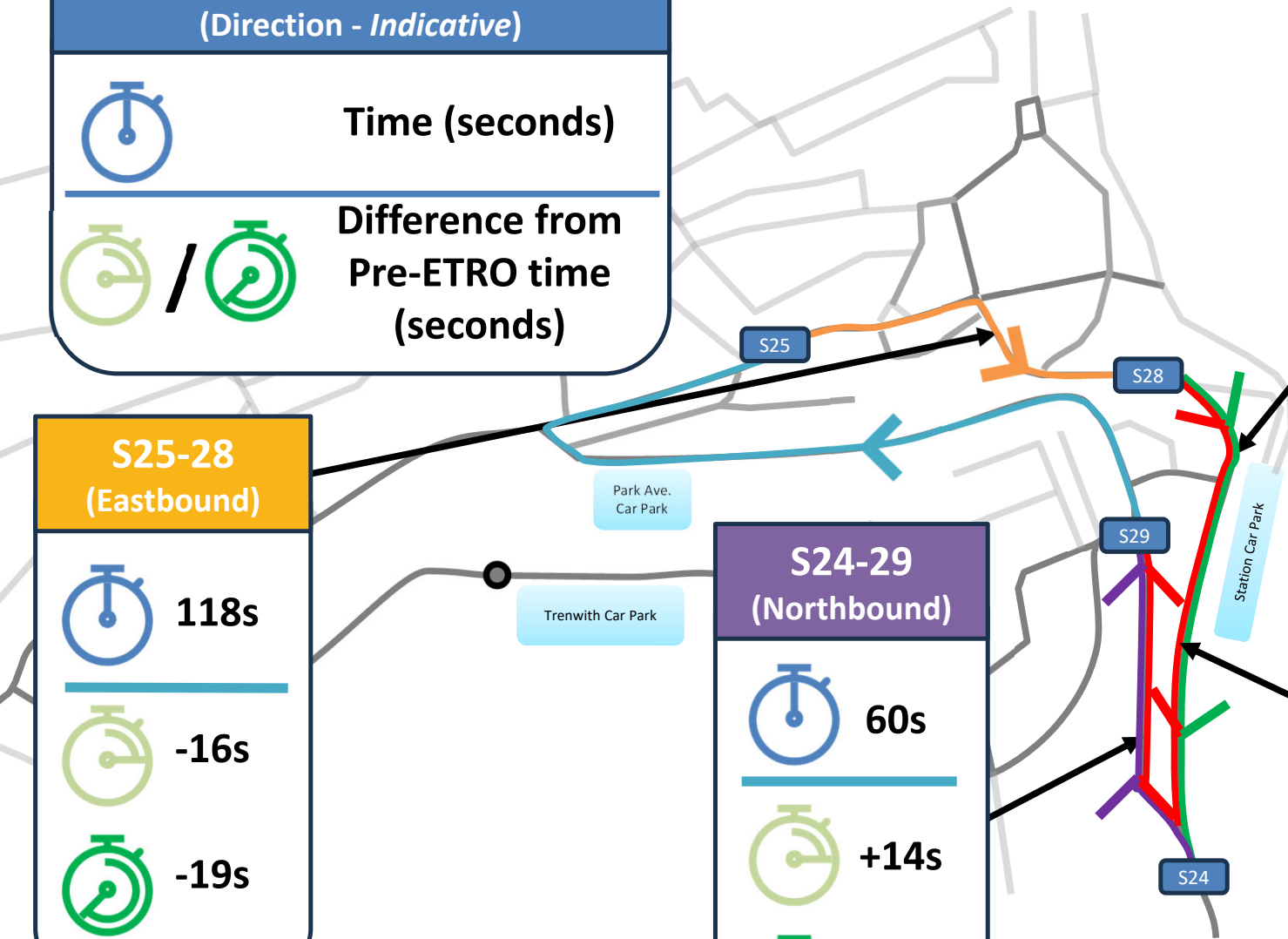
 **-14s**

S28-29 (Right-turning)

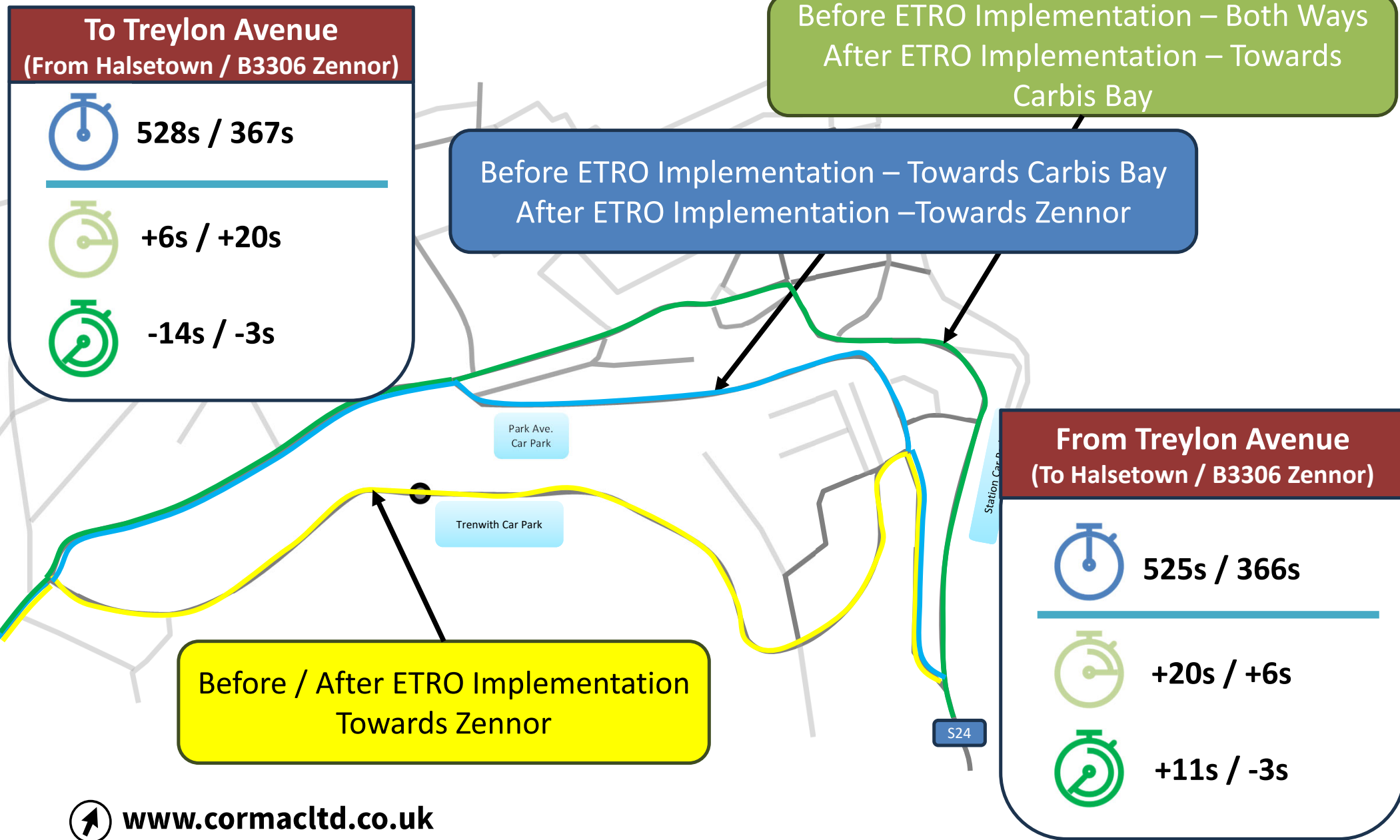
 **225s**

 **+29s**

 **+32s**



Journey Time Changes



Journey Time Changes (Easter Averages)

Data Date Ranges



Before ETRO Implementation

7th - 21st April 2025



After ETRO Implementation

3rd - 19th April 2026



Most journey times on **key links** in the town appear to have **improved** compared to **Easter 2025**.

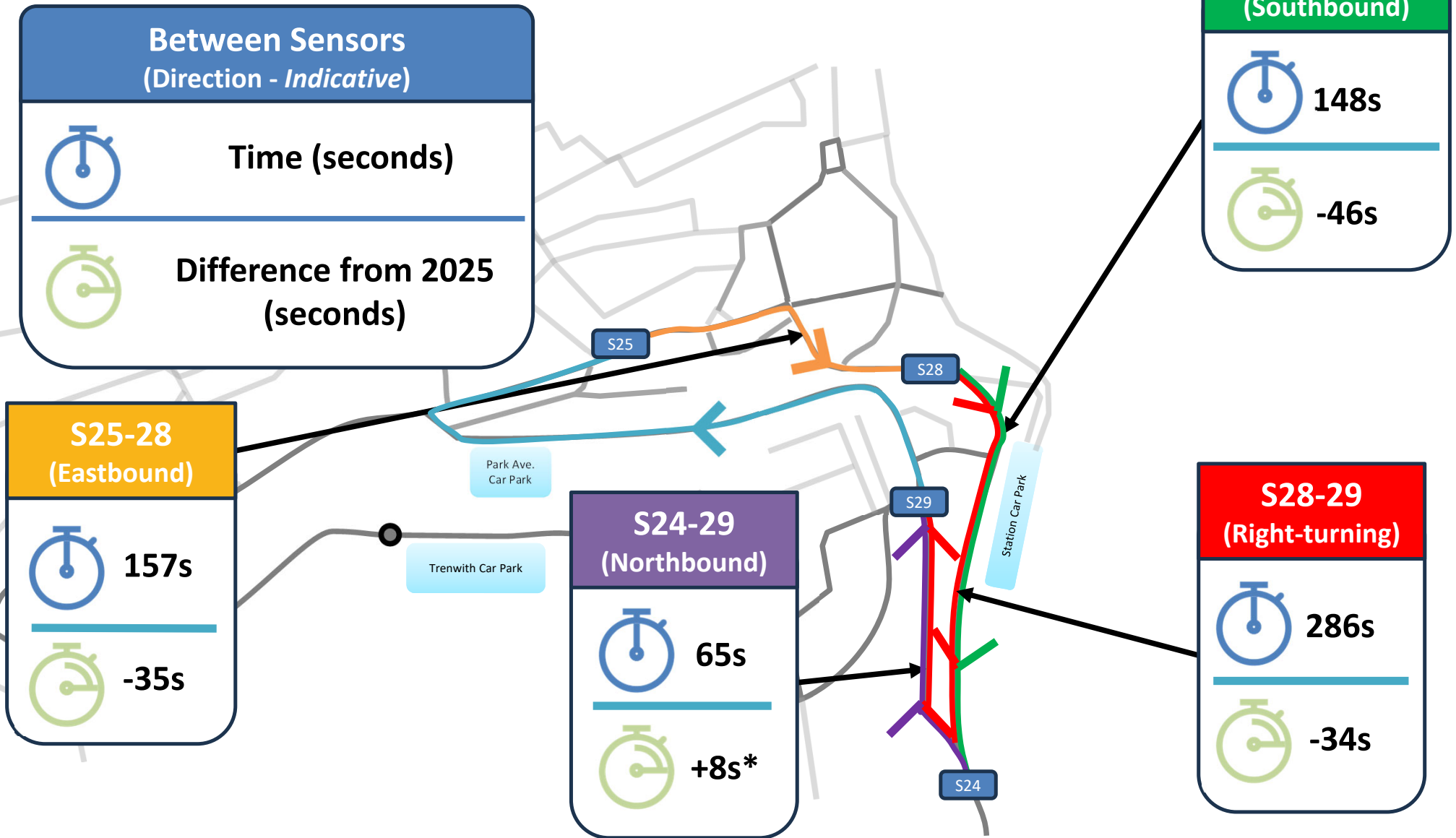


There appears to be a **slight increase** in journey times between **Treylon Avenue and Albert Road** – this is likely to be due to traffic behaviour at their junction with **The Terrace**.

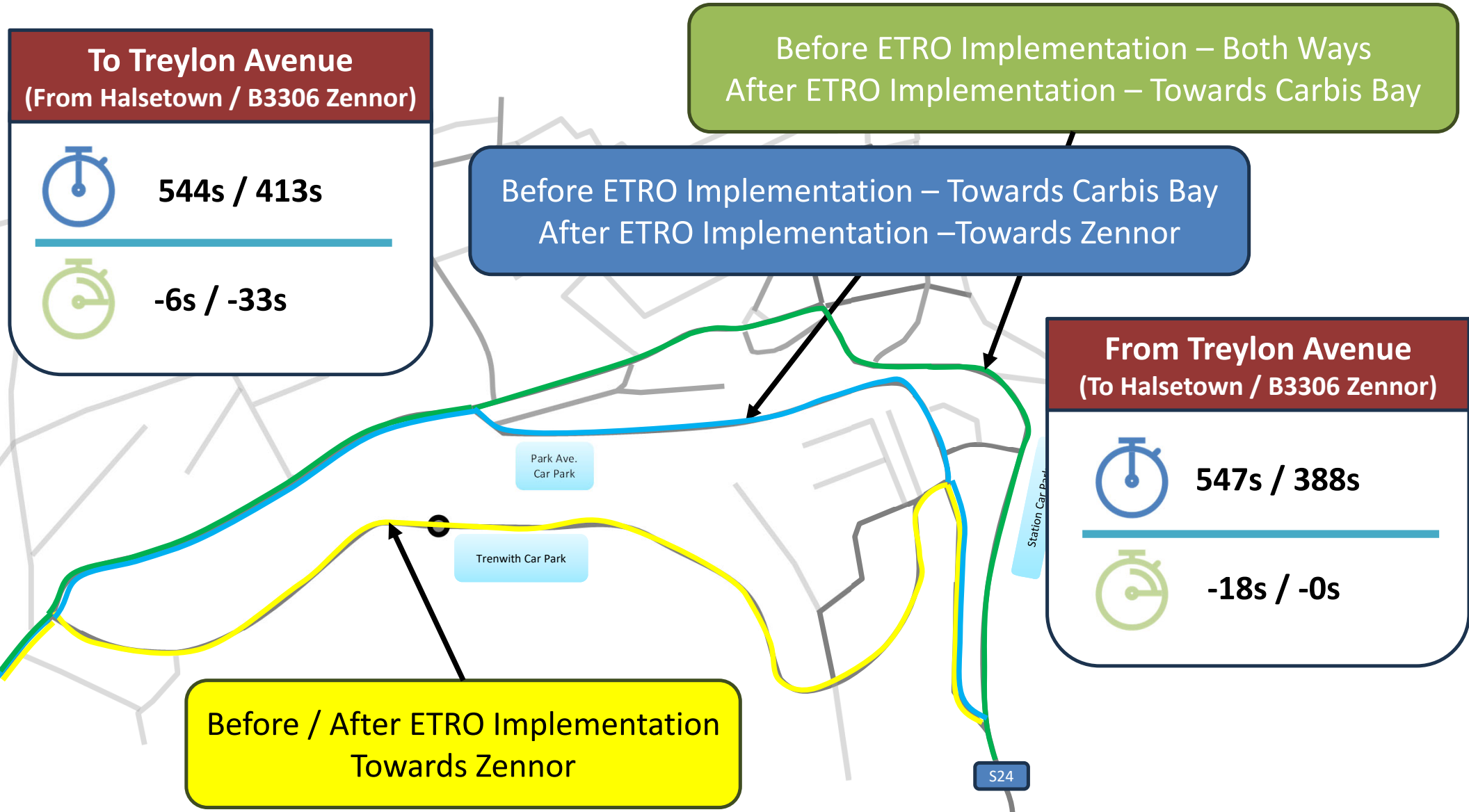


Average journey times **through the town** appear to have either **stayed the same** or **improved** compared to **Easter 2025**.

Journey Time Changes (Easter)




Journey Time Changes (Easter)



Speed Surveys (January '26)

**Albert Rd
(Northbound)**

Mean Speed:
20 mph




85th percentile:
23 mph

**29,604 readings
over 9 days**

**Tregenna Hill
(South-eastbound)**

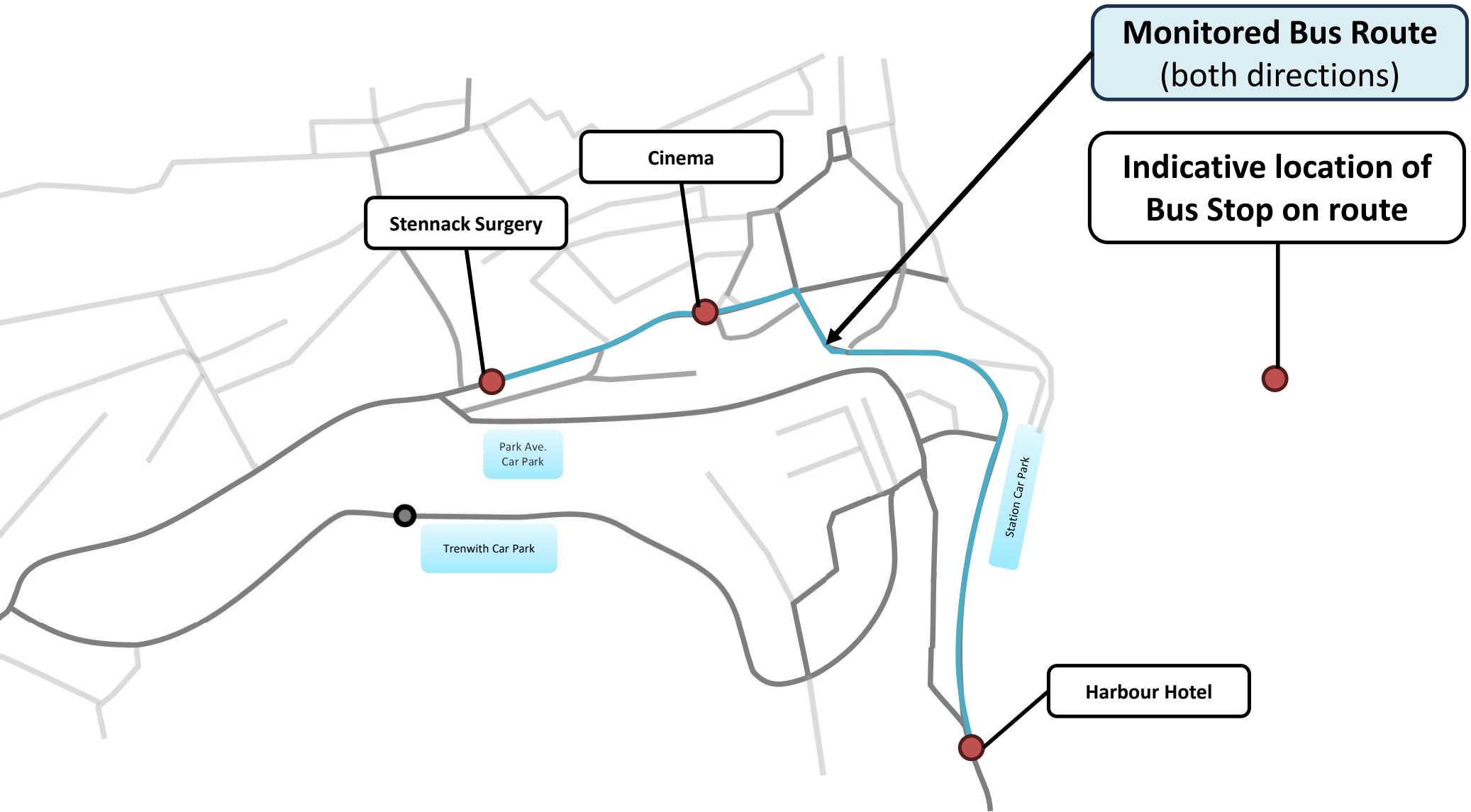
Mean Speed:
14 mph



85th percentile:
16 mph

**38,766 readings
over 14 days**

Bus Impact



Bus Impact

(Average Journey Times)

North-westbound (down Tregenna Hill)

Overall average bus journey times appear to have **slightly increased**.

Evidence of an **increase** outside of seasonal peaks and **decrease** during seasonal peaks.

South-eastbound (up Tregenna Hill)

Overall average bus journey times appear to **have decreased**.

This **decrease** is larger during **seasonal peaks**.



It appears likely that the **increased traffic flow** up Tregenna Hill is hindering **North-westbound** buses.

This is balanced against an **improvement** in average Journey Times for **South-eastbound** buses.

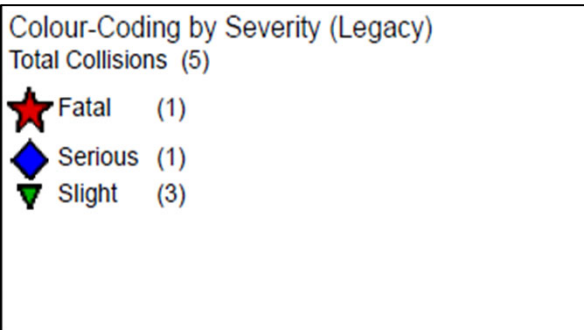
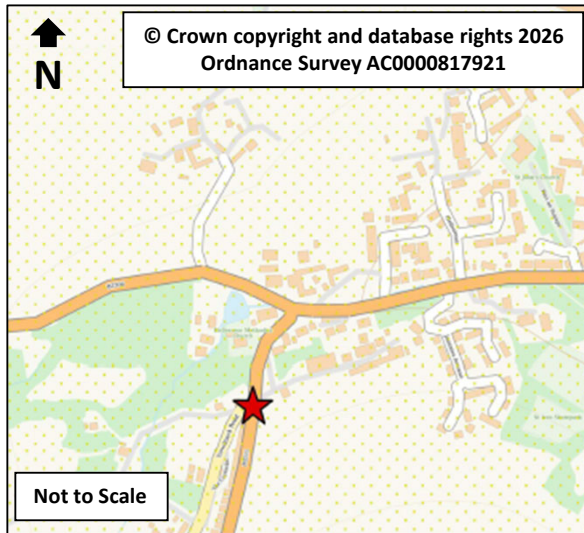
Bus Impact

(Average Journey Times)

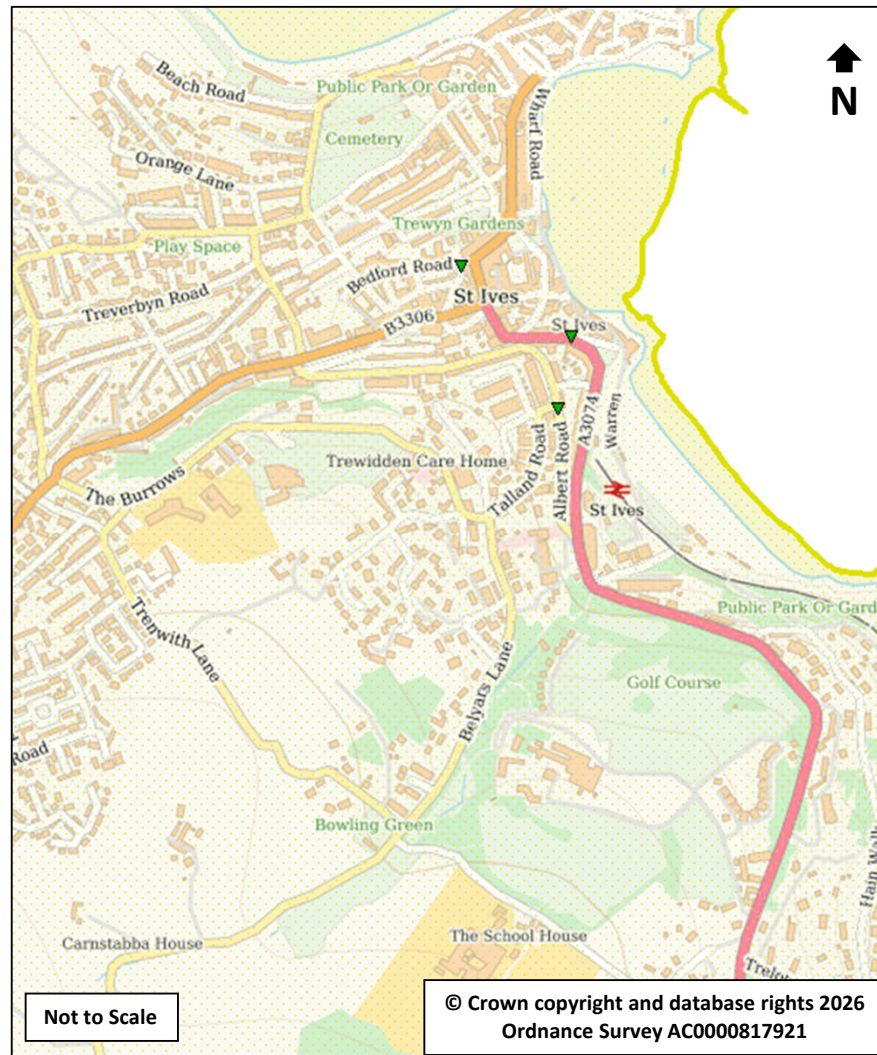
Direction	Comparison Periods	Change in Average Journey Time (minutes: seconds)	Change in Average Speed (mph)
North-Westbound Services (down Tregenna Hill)	February* 2025 – 2026	+ 00:30	- 1
South-Eastbound Services (up Tregenna Hill)		- 00:18	+ 1
North-Westbound Services (down Tregenna Hill)	March* 2025 - 2026	+ 00:25	- 1
South-Eastbound Services (up Tregenna Hill)		- 00:21	+ 1
North-Westbound Services (down Tregenna Hill)	Easter 2025 – 2026	- 00:16	+ 1
South-Eastbound Services (up Tregenna Hill)		- 01:33	+ 3

* 2 Week Periods

Accident Data (since the start of St Ives ETRO trial)



Data Source(s): AccsMap



Other Data Findings



Average of **11 HGVs / Buses** use **Park Avenue** per day



Pedestrian levels in the town have remained relatively **steady**



~**40%** of traffic from **Albert Road** proceeds up **Talland Road** (more during seasonal times)



Compliance with the **ETRO restrictions** appears to correlate with overall **traffic levels**, rather than **time of day** or **season**.



TomTom data indicates an increase in the proportion of traffic accessing **Lifeboat Hill** via **alternatives to Tregenna Place** during Easter.

Thank you / Meur ras

Any questions or comments?