



# An Active Travel Strategy for Fingal

Consultation Draft



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# Introduction

This document sets out Fingal County Council's ambitions to increase the number of people choosing to walk and cycle for everyday short journeys. Our strategy considers the full range of infrastructure and supporting initiatives which, when combined, can make active travel an attractive and realistic choice for more people.

**Active travel** means travelling with a purpose using your own energy. It includes walking, scooting, running, wheeling and cycling. It includes all journeys, with an emphasis on distances under 5km, including trips to work, education, shopping, visiting friends and for recreation. Active travel considers the needs of those who use

prams, pushchairs, scooters, wheelchairs and adapted cycles, as well as new mobility modes such as e-scooters and e-bikes.

**Fingal** is one of four Metropolitan local authorities in Dublin, comprising of 22% of the total Dublin population. It has one of the youngest, most highly educated and most diverse populations in the country with an average age of 34 years (Census 2016).

The strategy is intended for use by planners, decision makers and anyone else within the council who is in a position to influence how people travel in the county. We are seeking the public's views and you can respond by visiting <https://consult.fingal.ie/>.



# Foreword

We urgently need to reassess the priority that we have traditionally given to the private motor car and to promote active travel as part of normal daily routine. The benefits are many, and include better health and wellbeing, improved local air quality, a more attractive public realm, lower travel costs and improved access to education and employment opportunities. Fewer car journeys will reduce emissions and traffic congestion, and help make sustainable travel more attractive. We recognise that some people may not be able to walk or cycle, but given the right encouragement, almost everyone, of whatever age or background, can make small but noticeable changes in their travel behaviour.



Baldoye to Portmarnock Walking and Cycling Greenway

**51% of Fingal residents  
commute (work/college) by car;  
only 18% walk/cycle<sup>1</sup>**

Fingal County Council plays an integral role in the promotion of Active Travel. It also oversees Climate Action delivery, the enforcement of environmental regulations and the protection and promotion of the environment across the county. The Active Travel and Transport Planning Units are responsible for the delivery of the National Transport Authority's cycle network within the county.

The Council wishes to build active travel into everyday life as part of normal daily routines, and is working to meet this goal by providing sustainable travel infrastructure and engaging with local communities through development of active travel initiatives and promotional activities. This requires joined-up policy making and working in partnership with others. Most of all, it requires harnessing the willingness and ability of residents and visitors to make more sustainable travel choices, one step at a time.

Ultimately the Strategy will make active travel an attractive and convenient choice for people for short journeys and help to establish Fingal as a pioneering county for active travel.

**“An integrated package of both infrastructure and behavioural change measures is most likely to achieve modal shift”**

Evaluation of Smarter Travel Areas (2018)

**Transport accounts for over 20% of Ireland’s greenhouse gas emissions, the majority from road transport with a 54% contribution from private cars in 2020.**

In 2021, the Irish Government published its updated Climate Action Plan 2021<sup>2</sup>. The Plan sets out an ambitious course of action to achieve the targets in the Paris Climate Change Agreement. Decarbonising transport is a key part of the Plan, with a significant reduction target of 45-50% in greenhouse gas emissions for the transport sector by 2030. This will require a substantial daily shift from car journeys to active travel and public transport – with a target for half a million more daily journeys to be completed by these modes. Carbon savings are achieved by reducing the number of car journeys, which in turn can reduce congestion and make sustainable travel choices more attractive.



1

2016 Census

2

Source: <https://www.gov.ie/en/publication/6223e-climate-action-plan-2021>

# 1 Vision



3

Cycling for Everyone (Sustrans/  
Arup)

**“With the right political will, investment and knowledge, cycling can help people from all backgrounds, ethnicities, ages, abilities and genders.”<sup>3</sup>**

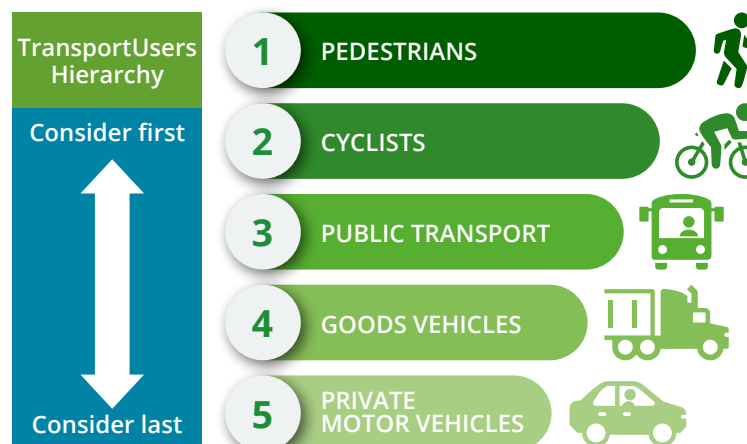
Fingal County Council is working to build Active Travel into everyday life as part of normal daily routines. Active Travel has the potential to transform our communities and positively impact our climate. We will achieve behavioural change by providing best in class infrastructure, policies and amenities that prioritise walking and wheeling for the people of Fingal.

Our approach will be to follow a transport users’ hierarchy with pedestrians, cyclists and those with mobility impairments given the highest priority. We will build upon previous investment and prioritise climate change mitigation, social inclusion, high quality design and resilience. We will consult with all potential users, including those without access to a car and those whose mobility is impaired. And we will

trial new schemes which draw upon national and international projects, to foster innovation and embed best practice in sustainable mobility.

**Our vision for Fingal is to ensure that walking, cycling and wheeling will be the first and natural choice for everyday journeys for people of all ages and ability to travel to schools, shops or socially to work or to the city centre.**

**We will achieve this vision by putting active travel first in our planning, design and delivery of infrastructure and initiatives.”**



## Benefits of Active Travel 2

An independent Dublin-wide survey<sup>4</sup> of over 1,100 residents found that:

1/4

Nearly a quarter of adults cycle at least once a week in the Dublin metropolitan area, with 11% cycling five days a week or more.

69%

would find more cycle tracks along roads, physically separated from traffic and pedestrians useful to help them cycle more.

84%

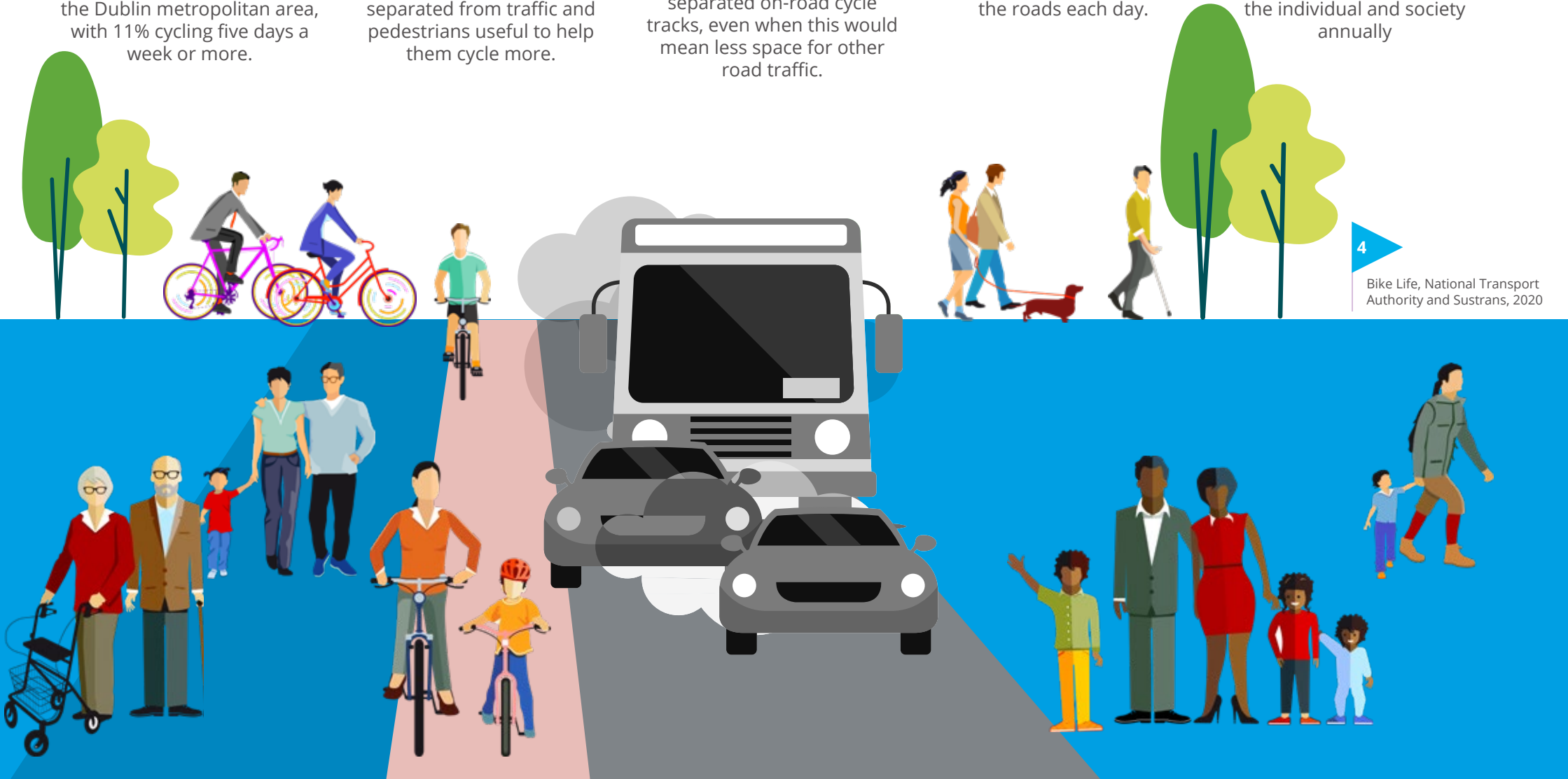
of residents also support building more physically separated on-road cycle tracks, even when this would mean less space for other road traffic.

60,000

Cycling in the Dublin area takes up to 60,000 cars off the roads each day.

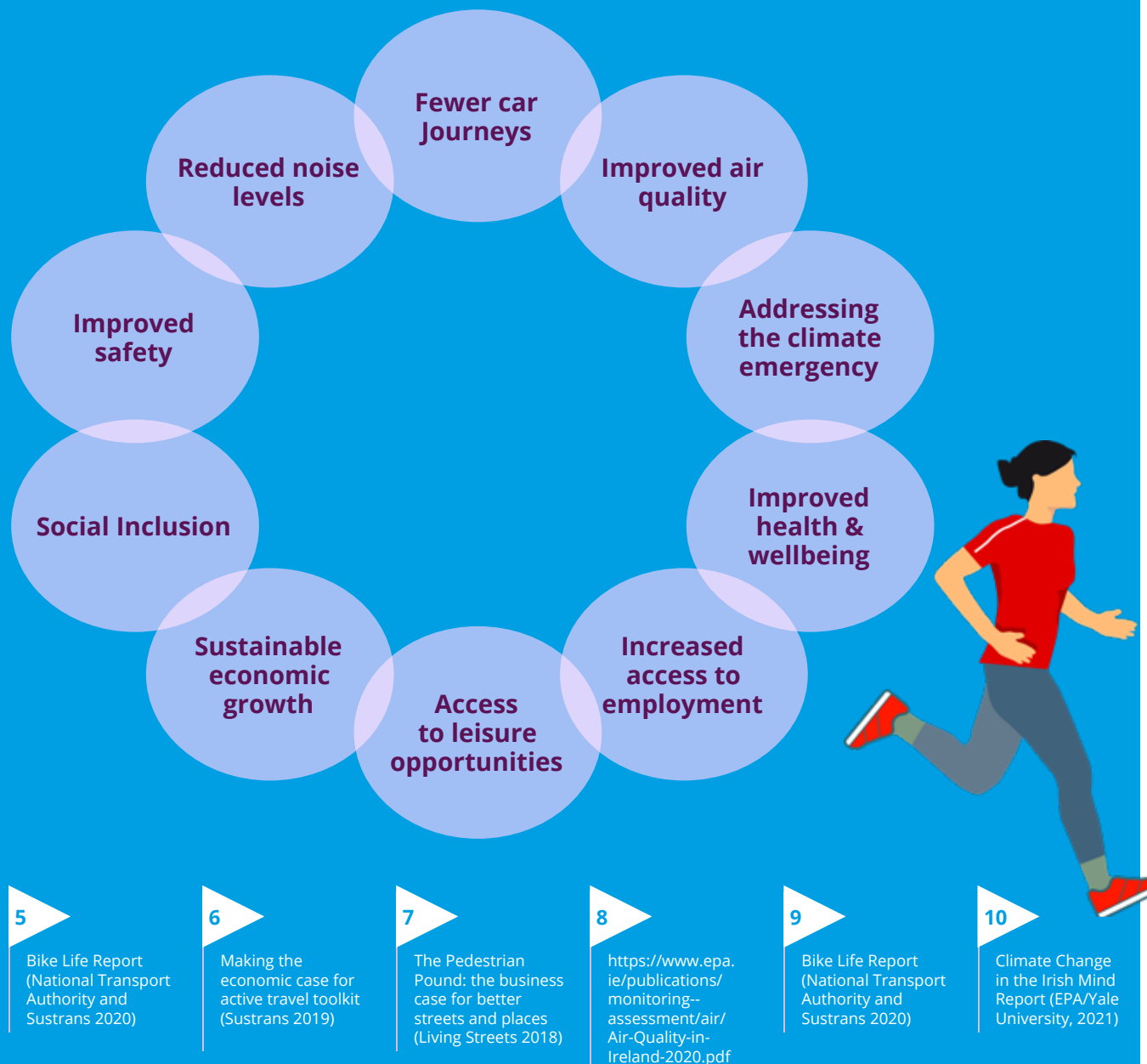
€258.5m

Cycling creates €258.5 million in economic benefits for the individual and society annually



4  
Bike Life, National Transport Authority and Sustrans, 2020

## 2 Benefits of Active Travel



Active travel has many benefits, four of which are highlighted here:



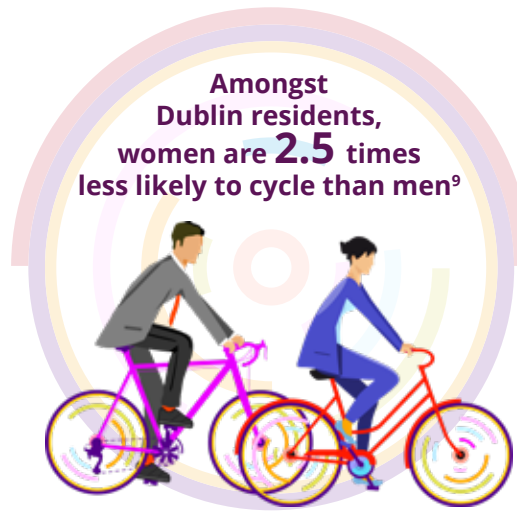
### Sustainable Economic Growth

Walking and cycling are particularly important to the local economy, as people are more likely to spend in their local shops and neighbourhoods. This helps create local jobs and investment in local facilities, supporting a sustainable local economy. Cycle and hiking tourism is a good example as evidence suggests people will carry less and spend more in the communities they pass through, and linger in places with enhanced public realm. Sustrans<sup>6</sup> and Living Streets<sup>7</sup> have provided detailed evidence of the economic and travel benefits of active travel projects around the UK. Further data and cost benefits are available in *Cycling and Walking: the economic case for action (UK Department of Transport)*.



## Improved health and wellbeing

Including walking or cycling journeys in our daily routines is one of the easiest ways to improve individual health and wellbeing. Active travel facilities such as greenways, protected cycleways and slow traffic neighbourhoods offer a free alternative to the gym. The health benefits of active travel include a reduced risk of coronary heart disease, stroke, cancer, obesity and type 2 diabetes, improvements to musculoskeletal health and mental wellbeing. As the number of car journeys fall, so too do the risks from air pollution and traffic danger.



## Social inclusion

We must provide incentives for those groups who are under represented in terms of active travel, and for whom transport is often expensive, or inaccessible. These groups include women, children, the elderly, disabled and those with low incomes. Children are increasingly unable to play out or travel independently.

The TII report 'Travelling in a Woman's Shoes' (2020) identified that only 66% women in Dublin own or have access to a car compared to 80% of men.

Walking and cycling can help tackle social exclusion by improving access to jobs, schools, facilities and other opportunities.



## Addressing Climate Emergency

In 2019, transport accounted for a significant proportion (20%) of Ireland's greenhouse gas emissions. Combined with public transport journeys, active travel is an important component of longer distance journeys. As we encourage a switch to active travel, we will free up space for public transport and active travel infrastructure, creating pleasant urban environments to encourage further walking and cycling journeys.

By including trees, planting and sustainable drainage systems in new infrastructure, we can support carbon reduction, lower flood risk and create pleasant shaded spaces.

## 3 Policy Context

### Background

As the Dublin metropolitan area has grown, journeys have become longer and have become less focused on the city centre. Numbers using public transport have declined as transit networks have struggled to cater for more disparate journeys. The highway network has expanded but many roads are now at capacity during peak travel hours. Increased traffic and congestion have worsened air quality in towns and villages across the county. These communities suffer from air pollution, traffic danger, noise and can feel cut off from the countryside and local facilities. In more deprived areas, those without access to a car or cheap public transport become isolated and struggle to travel to jobs, education and health care.

**Dublin sits within the Eastern and Midlands region of Ireland, which is predicted to grow by at least half a million people by 2040 to around 2.85 million<sup>11</sup>**

There is evidence that residents are changing their journeys as investment in active travel has increased. Travel to Dublin city centre by sustainable modes in the morning peak period has increased from 66% to 72% of journeys in the period 2015-2019 and the number of cars entering the city between 7-10am over same period fell by over 10%<sup>12</sup>.

The impact of the Covid-19 pandemic and subsequent Government requirements to limit travel, avoid public transport or work from home has hugely affected travel patterns. At the same time, there has been a marked increase in walking and cycling as people have sought fresh air and exercise at a safe social distance. In some areas, road space has been reallocated to walking and cycling facilities and areas of outdoor seating created near local businesses. The speed with which this has happened has demonstrated people's ability to alter their travel behaviour and accept changes to the public road environment. Most of all, we have seen that there is an appetite for active travel and greater understanding of the need for safe infrastructure to bring this about.



11

Ireland 2040 Our Plan: National Planning Framework

12

Draft Transport Strategy for the Greater Dublin Area 2022-42 (Preliminary Report October 2021)

Over 24,000 Bleeperbike hires were booked in Fingal in 2020 and operators are now investigating the inclusion of e-scooters. The neighbouring Dublinbikes scheme has a fleet of 1600 bikes, over 55,000 long term subscribers, and has attracted 31 million journeys since its launch in 2009. Future innovations may include adding e-bikes and the possibility of booking a bike or docking space in advance.

Active Travel aligns with a range of plans and strategies and helps deliver successful outcomes for a wide range of policy objectives including planning & economy; transport; social inclusion and equality; health and wellbeing; and climate/environment.

A separate Annex listing all relevant policies accompanies this document.



### 3 Policy Context



#### Planning & Economy Project Ireland 2040 – the National Planning Framework (NPF)

represents the overarching national planning policy, focusing on sustainable and compact growth. The NPF is underpinned by core principles called National Strategic Outcomes (NSOs), including:

- ▶ NSO 1 Compact Growth
- ▶ NSO 2 Enhanced Regional Accessibility
- ▶ NSO 4 Sustainable Mobility



- ▶ NSO 8 Transition to a Low Carbon and Climate Resilient Society
- ▶ NSO 10 Access to Quality Childcare Education and Health Services.

**The Regional Spatial and Economic Strategy for the Eastern and Midland Region 2019 – 2031** (RSES) provides a framework for investment to better manage spatial planning and economic development throughout the Region, in line with the NPF and in the context of a 250,000 increase in population in the Dublin Metropolitan area. It identifies 16 regional strategic outcomes (RSOs) – integrated transport and land use is one of these, aiming to promote best use of transport infrastructure, **promote sustainable and active modes of travel** and create safe and attractive street environments for pedestrians and cyclists.

The NPF also recommends the development of Metropolitan Area Strategic Plans (MASPs)

in order to provide a more specific focus on city and metropolitan issues for Dublin and other metropolitan areas. In line with the RSES, the **Metropolitan Area Strategic Plan (MASP) for Dublin** will act as the strategic planning and investment frameworks for the city metropolitan areas, addressing strategic development issues, including land use and **multi-modal transport integration**.

The **draft Fingal Development Plan 2023-2029** sets out the vision for how Fingal should develop over the life of the Plan. The draft Plan notes that Fingal's population is projected to increase by approximately 73,000 by 2031 (from 296,000 people). The draft Plan seeks to put **healthy place making at its heart** – working towards a more sustainable County with the creation of a more socially integrated and resilient County. The draft Plan outlines a number of Strategic Objectives including:

- ▶ SO1: Transition to an environmentally sustainable carbon neutral economy.
- ▶ SO2: Continue the development of a well-serviced, well connected, sustainable neighbourhoods [...]
- ▶ SO9: Reduce car dependency and promote and facilitate sustainable modes of transport. Prioritise walking, cycling and public transport, while supporting an efficient and effective transport system.

Within the Connectivity & Movement Chapter, there are a number of objectives in relation to modal shift and Active Travel, including **Objective CM07 – Prepare an Active Travel Strategy to encourage active travel and modal shift to sustainable transport modes**.

The **Fingal Tourism Strategy** also highlights the importance of walking and cycling for leisure and for sport. Some €1.2m was set aside in 2021 to assist the recovery and development of the tourism sector in Fingal.



## 3 Policy Context

### Transport

**National Investment Framework for Transport in Ireland (NIFTI)** provides a framework for future land transport investment to align with and support the NPF. NIFTI sets out two hierarchies - transport intervention and travel modes (as illustrated) - to enable the delivery of investments that address four investment priorities: decarbonisation; protection and renewal; mobility of people and goods in urban areas; and enhanced regional and rural connectivity.

The Department of Transport is currently finalising a **new Sustainable Mobility Policy** centred upon three overarching principles – Safe and Green Mobility, People Focused Mobility and



Better Integrated Mobility. The policy will be closely aligned with the NPF National Strategic Objectives and will also support the actions in the Climate Action Plan 2021 to reduce transport emissions.

The **Draft Greater Dublin Area Transport Strategy 2022-2042** recognises the need for transport to lead the way towards a net zero emissions future. It seeks to reduce modal share of car-based journeys and promote public transport, walking and cycling, aiming “to provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region’s climate change requirements,

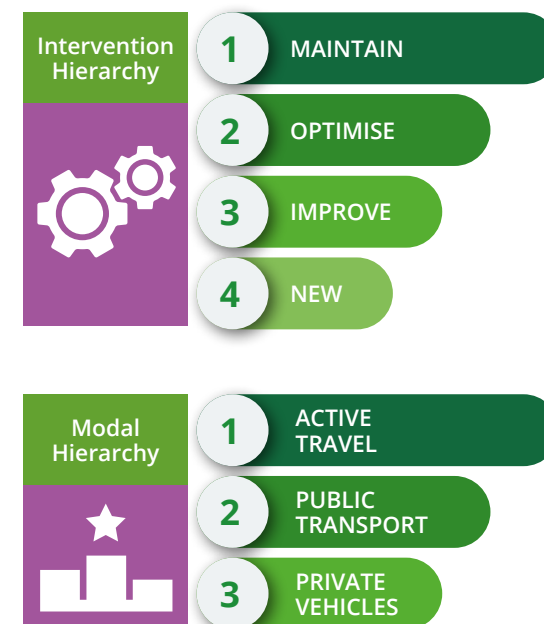


serves the needs of urban and rural communities, and supports economic growth”. It sets out a variety of actions covering:

- ▶ Planning for Sustainable Transport
- ▶ Integration and Inclusion
- ▶ Walking, Accessibility & Public Realm
- ▶ Cycling & Personal Mobility Vehicles
- ▶ Public Transport – Bus, Luas, Metro and Heavy Rail
- ▶ Roads
- ▶ Traffic Management & Travel Options
- ▶ Freight, Delivery and Servicing
- ▶ Climate Action Management

In relation to **Walking, Accessibility and the Public Realm**, there are a number of key measures identified to provide a high quality walking network that is safe, coherent, direct, attractive and comfortable.

In relation to **Cycling and Personal Mobility Vehicles**,



the draft Strategy notes that the Covid-19 pandemic has induced a major growth in the numbers of people cycling. The draft Strategy seeks to build upon that resurgence and provide safe, quality infrastructure and facilities that enables more people to adopt cycling as a travel mode for short journeys.

A range of proposed measures are set out to provide a

## National Design Guidance

National design guidance has been issued to support planners, developers and scheme designers. Recent publications include:

- ▶ Safe Routes to Schools Design Guide
- ▶ Providing for Permeability in existing Urban Areas
- ▶ National Cycle Manual
- ▶ Walkability Audit Tool
- ▶ Sustainable Residential Development in Urban Areas
- ▶ Design Manual for Urban Roads and Streets
- ▶ Blueprint for Developing a Cycling Hub
- ▶ Get Home Safe: Safe by Design for Women (UK)

comprehensive, inclusive, cycle-friendly environment.

As part of the updated draft Transport Strategy for the GDA 2022-2042, an **updated GDA Cycle Network Plan** has also been prepared. This updated and expanded Network Plan aims to strengthen access and local permeability within Dublin and GDA towns, as well as cycling connectivity between them. It sets out to cater for an increasing number of cyclists

and grow and improve the safety, efficiency and directness of cycling for trips under 10km – seeking a consistent and continuous cycling network across local authority boundaries.



## Social Inclusion & Equality

The **National Development Plan 2021 to 2030** includes investment of €360 million annually for active travel programmes over the next ten years. Active Travel is one of three strategic transport investment priorities in the NDP along with public transport and roads. Strategic outcomes include Enhanced Regional Accessibility (NSO2) and Sustainable Mobility (NSO4), including investment in cycling and walking networks, Safe Routes for Schools and cycle training.

The **Fingal Age Friendly Strategy 2018-2023** includes actions to promote active travel amongst older residents.

**Cycling for Everyone** (Sustrans/Arup) sets out measures to help people from all backgrounds, ethnicities, ages, abilities and genders.

We will communicate active travel policies and services to all groups in line with the **Fingal Migrant Integration and Social Cohesion Strategy 2019-2024**.

### 3 Policy Context

Between 2013 and 2020, 358 pedestrians and cyclists were killed in road traffic collisions. (Road Safety Strategy 2021-2030)



#### Health and Wellbeing

A wide range of policy initiatives and organisations promote active travel as a means of improving physical and mental health. These include:

- ▶ **Get Ireland Walking**
- ▶ **Healthy Ireland. A Framework for Improved Health and Wellbeing 2019-2025**
- ▶ **Healthy Ireland: National Physical Activity Plan**
- ▶ **Sport Ireland Participation Plan 2021-2024**

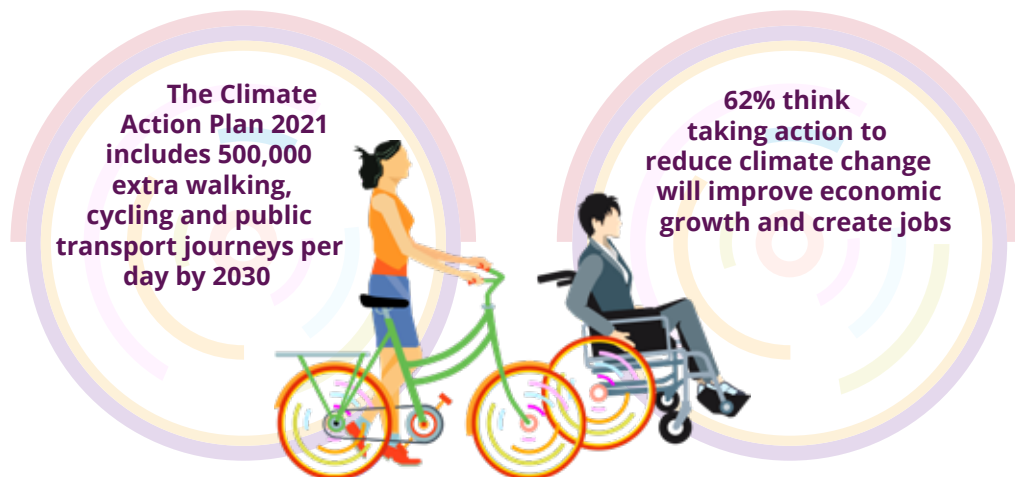
National guidelines for physical activity call for children & young people (aged 2-18yrs) to participate for at least 60 minutes a day, three times a week; and for adults at least 30 minutes a day, for five times a week.

**Road Safety Strategy 2021-2030.** This aims to reduce the number of traffic related casualties, improve training for all road users and address common safety concerns such as excessive vehicle speed and poor driver behaviour. The



strategy includes a vision to eradicate all road traffic deaths and serious injuries by 2050.





## Climate/Environment

### Climate Action Plan: Securing our Future 2021.

This aims to halve emissions by 2030 and reach net zero by 2050. For transport there are three main actions: reducing travel demand; increasing use of public transport, walking and cycling, and reduction in trips by car; and conversion of the transport fleet to zero emission vehicles.

**Fingal CC Climate Change Action Plan 2019-2024.** Main actions relating to active travel include: increasing public bike facilities; promoting mode

shift; delivery of county cycle/greenway network; promoting a cycle to work scheme with council staff, and working with stakeholders along public transport routes.

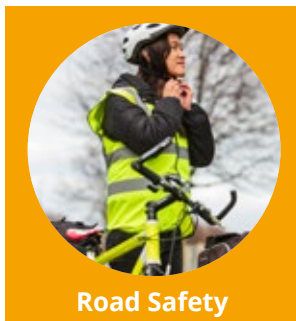
The **Dublin Region Air Quality Plan 2021** aims to improve local air quality by reducing the number of higher polluting vehicles and encouraging alternatives to motorised transport.



## 4 Strategy Themes



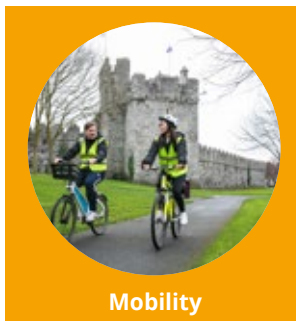
Protected Cycleways



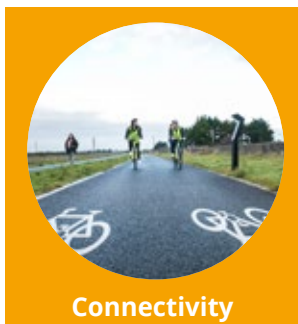
Road Safety



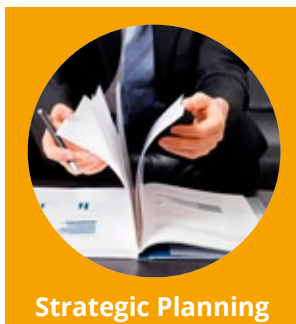
Towns & Villages



Mobility



Connectivity



Strategic Planning

There are six pillars within the Active Travel Strategy:

- ▶ Protected Cycleways
- ▶ Towns and Villages
- ▶ Connectivity
- ▶ Road Safety
- ▶ Mobility
- ▶ Strategic Planning

The six pillars reflect the key priorities within the strategy. Protected Cycleways is principally focussed on infrastructure, whereas Strategic Planning is mainly about processes. The other pillars include a blend of hard measures (new or modified infrastructure such as traffic calming or cycle parking) and soft measures (revenue funded items such as cycle training, road safety campaigns and marketing promotions). Research has shown that both approaches are required for successful active travel outcomes<sup>13</sup>.

### Protected Cycleways

Concern about traffic danger is the most common reason given by non-cyclists as to why they don't cycle and a recent survey has shown that an overwhelming majority (84%) of Dubliners support physically separated cycling infrastructure, even if this means less space for other road traffic. Over two thirds (69 %) state that these facilities would encourage them to cycle more.<sup>14</sup>

Despite the relatively flat terrain, cycling is an underutilised means of travel in the Dublin area. The average share of journeys made by cycle in Europe (8%) is significantly greater than the share in Dublin (5%) and Fingal (3%). By way of comparison with a city of comparable size and terrain to Dublin, Munich has a cycle mode share of 18% and 1,200km of dedicated cycle routes<sup>15</sup>.

13

Evaluation of Smarter Travel Areas, 2018 DTTAS

14

Bike Life, National Transport Authority and Sustrans, 2020

15

Cycling Cities - EU Policy Brief from the Policy Learning Platform on Low-carbon economy (2020)

Along fast or busy roads, new cycling infrastructure will be physically separated from traffic. This can be achieved by reallocating road space using kerbs, verges, simple segregation measures such as bollards along existing cycle lanes, and junction changes.

Projects already underway include:

- ▶ Fingal Coastal Way (32km from Newbridge Demesne to Balbriggan)
- ▶ Greenway projects – Broadmeadow Greenway and the Royal Canal Urban Greenway
- ▶ Extending the Baldoyle to Portmarnock Greenway, the first phase of Sutton to Malahide Greenway
- ▶ Cycle lane projects – Hartstown, Huntstown, Baldoyle and Rivervalley.

**FCC will work with NTA to deliver the Greater Dublin Area Cycle Network, meeting high quality design standards set out in the National Cycle Manual**

## Towns and Villages

Fingal is a county of varied character made up of local suburbs, towns with separate identities and rural villages. Journeys can vary by purpose, time of day and particularly by distance.

We will complete a wide ranging review to assess what infrastructure and initiatives could best promote active travel, taking account of greater dependence on motorised transport in more rural settings. These reviews will inform future initiatives and infrastructure projects.

We may invite towns and villages to participate in 30kph projects which advance the concept of '15 minute towns' where all destinations are possible with a safe 15 minute walk or cycle journey.

*We will introduce active travel interventions to reduce car dependency in communities with important regular destinations such as schools, rail stations, hospitals, sports clubs, and education campuses. Measures will include widening footpaths, walkability audits, Low Traffic Neighbourhoods, Safe Routes to School measures, one-way systems (for vehicles only) and pedestrianisation schemes built in line with the Government's Design Manual for Urban Roads & Streets (DMURS).*



## 4 Strategy Themes

### Connectivity

Over short distances, new cycle routes and improved public transport can improve transport choice and reduce car dependency. At neighbourhood level, small alterations to the local environment can make it easier for pedestrians and cyclists to move through an area (making an area more permeable); for example traffic filters between streets, a gate in a fence, or a footbridge over a stream. These changes can be made quickly and can often extend walking and cycling networks at low cost.

*We will continue to assess new development proposals with more emphasis on the promotion of active travel infrastructure through the development management and forward planning processes. In addition, we may review existing developments to assess any connectivity and permeability improvements that can be made. We will also assess any requests for improvements in this regard.*

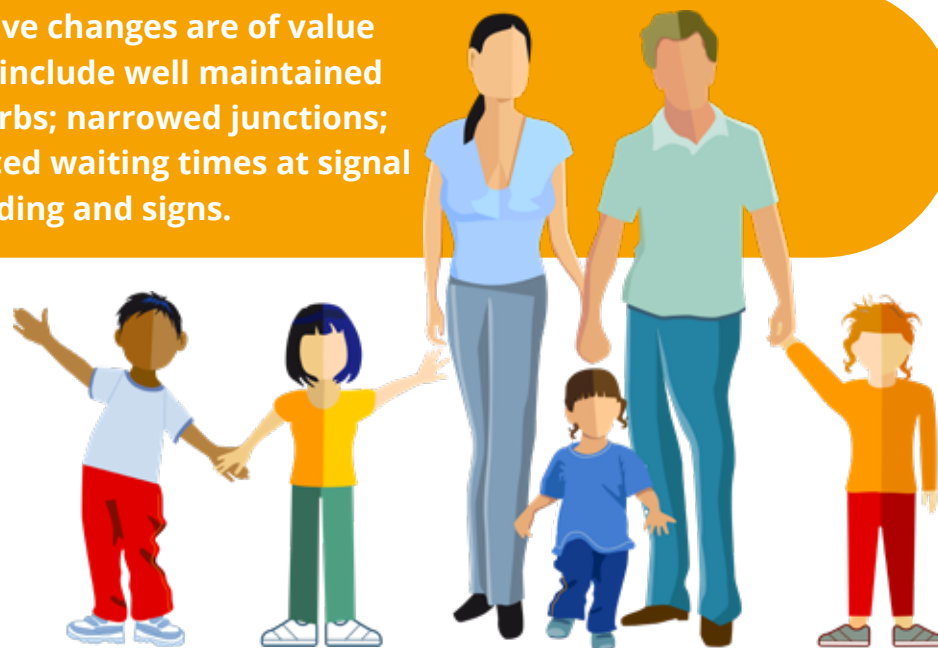
### Road Safety

Concern about safety is the most common reason given for not walking or cycling for local journeys. Whilst better street design, high quality and well-lit footways, crossings and cycle paths can address many of these fears, there are other interventions which can reduce the perception of danger and help change travel behaviour. These include school wardens, Safe Routes to School projects, speed management plans, School Streets/Zones, cycle training and participation programmes aimed at specific groups such as Cycle Right Training, Cycling without Age, and 'cycle buses' at schools.

Highway maintenance, renewed signage, and safety campaigns targeting poor driving behaviour can also protect and encourage people to swap to active travel.

*We will seek to reduce the overall casualty rate for pedestrians and cyclists through a range of safety initiatives which will be set out in our Road Safety Plan. Each initiative will be reviewed to check that all messaging is appropriate to different age and user groups and does not achieve safety targets by discouraging walking and cycling.*

**Small scale, inexpensive changes are of value to pedestrians: these include well maintained footways; dropped curbs; narrowed junctions; crossing places; reduced waiting times at signal crossings; and wayfinding and signs.**



## Mobility

We will make best use of technical innovations, data and fiscal incentives to encourage and enable active travel and promote travel behaviour change. Technical innovations include journey planning apps, incentive platforms and digital mobility competitions. Better access to e-bikes and cargo bikes can make journeys easier and more responsive to modern lifestyles. E-scooters also offer opportunities for enhanced mobility, pending forthcoming legislation. Bike share schemes, on street cycle counters with digital messaging and active travel community events give active travel a visual focus, and can become an entry point for new users.

Better integration with public transport will include bike carriage on trains, secure cycle parking at bus and rail stations, real time travel information boards and the development of Mobility Hubs. Fiscal incentives such as CycleToWork, walk/cycle business travel allowances, and entrance discounts for active travel users at popular destinations are an important tool to trigger awareness of different travel alternatives.



*We will work with the NTA and local providers such as Age Friendly Fingal to develop a structured network of co-ordinated bike share schemes, support the provision of electric bike sharing schemes, and put in place interoperability between schemes. We will work with public transport operators to deliver measures which improve information, safety and cycle parking at bus stops, DART and regional rail stations and future Luas and Metrolink stops. We will monitor emerging mobility trends and respond accordingly (for example, the use of eScooters).*

## 4 Strategy Themes

### Strategic Planning

Future active travel projects will need to respond to planning and policy frameworks at a local, regional and national level.

New developments will continue to include active travel routes, improved green spaces, secure cycle parking and Mobility Management Plans supporting the full range of transport choices. Joined up Health and Education policies can influence journey choice, for example by prescribing walking and cycling in patient care plans or embedding Safe Routes to School designs in all new school build projects. Operational strategies such as highway maintenance, car parking, and town centre access will be aligned to support active travel.

*The Active Travel Strategy will be included in the Fingal County Development Plan 2023-2029. Active Travel considerations will continue to be a requirement of future planning permissions – new developments shall give appropriate space for walking and cycling, and provide connectivity and permeability to adjoining neighbourhoods. We will review all relevant Council policies to ensure they support active travel including (but not limited to) land use and transport, cycle parking standards, Safe Routes to Schools, interchange with Public Transport and our own operational procedures.*

The following projects all have a part to play in promoting active travel:

- ▶ electric vehicles
- ▶ car share schemes
- ▶ car park management and charges
- ▶ treatment of on-street parking
- ▶ last mile, low emission deliveries
- ▶ marketing and information
- ▶ segmented cycle promotion such as Gear up for Cycle Training and Cycling Without Age





## 5 Building on Success

### New Street Pedestrian Zone, Malahide

The scheme was first implemented during the Covid-19 pandemic as part of the Walk Bike Fingal initiative. It aimed to promote social distancing in public spaces and encourage active travel for health and wellbeing. The scheme has provided a safe and inclusive environment in the heart of Malahide village, supporting local businesses by providing space for safe outdoor dining. The Council is looking at permanent enhancements which can benefit the community and local businesses, and has committed to further consultation.



### Baldoyle to Portmarnock Greenway

The Greenway offers a safe and convenient route connecting local town centres and is the first phase of a strategic active travel route along the entire coastline of Fingal from Sutton to Malahide. The high quality walking and cycling facility takes advantage of the area's natural assets and coastal location adjoining Baldoyle Bay. The scheme features a three-metre wide cycle track and two-metre wide footpath separated from the highway by a grass verge, with short sections of shared used path.

Credit: Murphy Group



### Bleeper bike sharing scheme

This scheme aims to provide affordable and convenient access to cycling for everyone and address the barrier of bike ownership. A fleet of Bleeper bikes is now available for hire at multiple locations in Fingal. The scheme operates in Dublin City, Fingal County, and Dun Laoghaire - Rathdown. All available bikes can also be viewed and unlocked within the Bleeper app and bikes are available 24 hours a day, 7 days a week. Over 100,000 hire accounts have been opened and operators are investigating the inclusion of e-scooters.





## School Streets, St. Oliver Plunkett's and St Andrew's Primary Schools

A School Street is a road outside a school with a temporary closure to motorised traffic at school drop-off and pick-up. It aims to encourage active travel to school and reduce air pollution by creating a car-free environment where children can travel safely. The restriction applies to school traffic and through traffic, although residents on the street affected are generally given an exemption.

The pilot scheme has resulted in an increase in active travel, 50% reduction in school related traffic, and 20% reduction in air pollution at the schools<sup>16</sup>.

*"School Streets is the best thing that has happened in Malahide. Before it started, I had to walk out blindly into the road to cross children as cars were parked all along the footpath"*

Breda Crawford, Former St Andrew's Warden

## Gearing up for Training

Fingal County Council Road Safety Section has partnered with Cycle Right approved training providers to give young people safety skills to travel independently to sports clubs. This promotes fitness and wellbeing, and reduces congestion around the club. The scheme has been implemented at St. Finians GAA and Loreto College in Swords.

*"Fingal is committed to improving the roads and streets for people cycling, especially to go to local schools and sports facilities. Cycle training is an important complement to this infrastructure provision. It builds skills and confidence of people using bicycles on the roads."*

Mayor of Fingal Cllr David Healy



## Cycling Without Age

This project aims to help older adults or isolated people or those with impaired mobility to return to cycling and experience a new sense of independence. Over seventy volunteers have already registered, training to ride a fleet of trishaws which will operate initially in Skerries, at Baldoyle/Portmarnock Greenway and St Catherine's Park.

*"The project is important because it allows our older citizens and those with mobility issues an opportunity to remain an active part of society and the local community"*

Grainne Carroll, Senior Staff Officer Active Travel, Fingal County Council



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School Streets Pilot Review (SYSTRA, 2020)

## 5 Building on Success

### Safe Routes to Schools

This programme is administered by An Taisce and implemented by local authorities on behalf of the National Transport Authority.

Feasibility designs have been prepared for safety improvements to benefit several schools in the Fingal County Council area including:

- ▶ Bayside Junior School and Bayside Senior School, Bayside
- ▶ Castaheany Educate Together National School & St Benedict's National School, Ongar
- ▶ Ladyswell National School, Mulhuddart
- ▶ Pope John Paul II National School, Malahide
- ▶ Rush and Lusk Educate Together National School, Lusk
- ▶ Scoil Ghráinne Community National School, Phibblestown, Clonee
- ▶ Scoil Choilm Community National School, Porterstown

- ▶ St Luke's National School, Tyrrelstown
- ▶ St Patricks National School, Diswellstown

Proposals include School Zone treatments (including road narrowings, raised zebra crossings, new footpaths, road surface changes and lower speed limits) along with School Streets at selected sites.



Visualisation of proposed layout at Bayside Schools – Verbena Avenue (SYSTRA)

### E-Cargo Bike Pilot Initiative

This project aims to support climate positive growth of local businesses by providing environmentally friendly bike deliveries. Fingal County Council have purchased 4 e-Cargo bikes and engaged with local business to trial them for a 12 month period. Data on levels of usage, frequency and beneficial environmental impacts will be monitored and reviewed to determine the success of this initiative.



## Smarter Travel Plans with Workplaces and Colleges

TFI Smarter Travel is a national voluntary travel plan programme, funded by the Department of Transport and managed by the National Transport Authority. It aims to promote more sustainable travel options, reducing the need for employees and third level students to travel alone by car and consider flexible working arrangements. Campuses are also encouraged to promote Smarter Travel as part of the curriculum and through student projects. Partners in Fingal include Fingal County Council, Alexion Pharmaceuticals, Bristol Myers Squibb, Connolly Hospital, Dublin Airport Authority, ebay, IBM, Nortonlifelock, Paypal, Special Olympics Ireland and TU Blanchardstown.<sup>17</sup>



## Protected Cycle Lanes

Fingal County Council has implemented a successful upgrade of 5km of existing cycle and pedestrian infrastructure in the Baldoye and Howth areas. These schemes aim to reduce traffic congestion, improve air quality and maximise cyclist safety. Segregation from traffic has been achieved using signs and bollards.



## Mobility Hubs

Mobility hubs are highly visible, safe and accessible spaces where public, shared and active travel modes are co-located alongside each other and available to all. The aim of the Mobility Hub is to offer a choice of sustainable transport in areas that are close to existing public transport links and popular destinations. Over the coming months, the Mobility Hubs will be rolled out on a phased basis across Fingal towns and villages.

*"The Mobility Hub is a worthy initiative that shows Fingal's commitment to helping our people and environment to thrive" -*

Mayor of Fingal Cllr. Eoghan O'Brien



## 6 Changing Travel Behaviour

This strategy will be accompanied by an Active Travel Delivery Plan which will set out future steps in more detail. We will ensure that Council staff are fully engaged by:

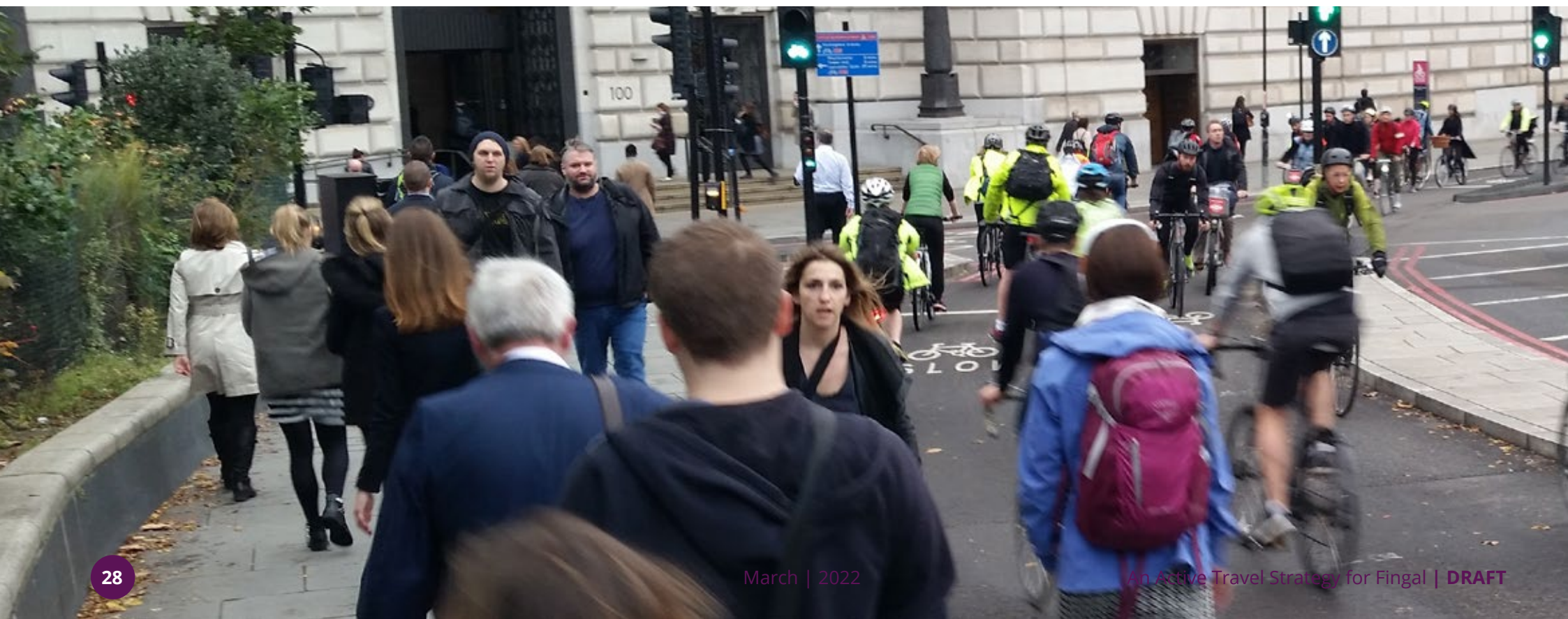
- ▶ establishing multi-disciplinary teams
- ▶ promoting cross-sector collaboration
- ▶ providing professional training and development; and
- ▶ emphasizing the importance of the transport users' hierarchy.

- ▶ Conducting trials of new schemes, and making adjustments to address local concerns.

Changing travel behaviour requires insight from behavioural science and applying this to the transport field. To deliver successful outcomes we will develop a clear logic to our action plan, making sure that we:

- ▶ Start with the problem and not the solution

- ▶ Clearly define the specific behaviours involved
- ▶ Identify the target populations and assess their amenability to change their travel behaviour
- ▶ Learn lessons from what has worked well in the past
- ▶ Test and refine the logic as we proceed with the strategy





We will ensure that Council staff and the general public understand the importance of Active Travel by following these five steps:

## Engagement

The FCC Active Travel Unit is preparing a communications strategy which will outline how we engage with stakeholders, including cross departmental teams, elected representatives, citizens and various representative groups to ensure a collaborative approach.

## Enablement

We will provide appropriate infrastructure and activities which promote active travel. These should be designed to have maximum convenience, enabling easy and obvious door to door journeys. Our planning and design processes will follow the transport users' hierarchy which put active travel modes at the top.

## Communication

We will incentivise active travel by making improvements which are visible to the wider population, explaining why changes are happening, and sharing stories which demonstrate successful outcomes. Examples include building attractive routes within sight of congested roads, and installing cycle and pedestrian counters which display daily usage and journey times.

## Training & Advice

We will assist people to make use of new active travel assets by providing access to the right equipment, safety skills, and advice for using journey planners and mobility apps. Much of this training will be carried out by our Cycling and Walking Officers.

## Inspiration

We will initiate projects which inspire and celebrate active journeys. These could include gatherings for scheme openings, active travel challenges with exciting prizes, interactive experiences along our routes, traffic signals timed to match cycling or scooting speeds... we want your ideas!

## 7 Leadership, Governance and Partnership

The Active Travel Strategy will be delivered by Fingal County Council in partnership with the National Transport Authority and key stakeholders, several of whom are already mentioned in this document. In some cases the strategy will be delivered by developers through the planning process. In others, local volunteers may lead some of the supporting activities such as Cycling Without Age and led walks. Ultimately the strategy will rely on individuals who choose active travel and who lead by example.

Effective and high profile leadership on active travel can be a catalyst to deliver a step change in active travel across Fingal County Council. Senior political and executive commitment will be essential, as strong leadership is a pre-requisite for any successful strategy and its delivery.

We will appoint an Active Travel Champion to ensure that this strategy is driven forward at all levels across the County, including securing support and investment in active travel. This could be a new external appointment or someone from the FCC Active Travel Steering Group.

An Active Travel Steering Group will be established to monitor progress and coordinate activities, with cross department representatives working together to further embed active travel into the Council's

governance structures, policy development and delivery. This will take account of all policies set out earlier in this report.

We will engage in a review of Council policies and design standards which relate to active travel, particularly those which can influence the design and location of new housing, employment sites, schools and hospitals.

We will provide appropriate training for relevant design and planning staff and work with our consultancy teams to achieve the highest design standards.

We will ensure that strong local partnerships are fostered with relevant organisations through a process of consultation, regular communication, and where practicable, joint decision making and project delivery.

We will work closely with the voluntary sector and local businesses, committed to community participation in our shared vision for active travel.

We will compare our progress with national targets, adjusting the strategy when needed, and updating Fingal residents and stakeholders as we continue on our active travel journey.



The Active Travel Strategy will be delivered by a range of partners, including (amongst others) National Transport Authority (NTA); Bleeper Bikes and other bike share operators; An Taisce Green Schools; Fingal youth representatives; Healthy Ireland; Cycling Ireland; Cycle Right Approved Trainers; Fingal Cycling Initiative; walking or community organisations active in Fingal; Irish Rail; Bus Éireann, Fingal Youth; and Fingal Age Friendly Group

This partnership work will be supported by an **integrated communications approach** to increasing active travel across the county, including Bike Week, Keep Well Walking Challenge and other events. This will build on existing active travel communications and activities, and consist of strong branding, promotional material and online resources – supported by targeted campaigns that illustrate the benefits of active travel to a range of target audiences. We will provide a range of tailored support to enable more people to choose walking and cycling for trips under 5km.



## 8 Funding and Value for Money

We aim to increase our spending on active travel measures.

To achieve this, we will seek funding and support from the following sources:

- ▶ National Transport Authority (NTA)
- ▶ Fingal transport, highway maintenance and road safety funds
- ▶ Health Service Executive/Public health funds
- ▶ Sport Ireland
- ▶ EETCD and other rural regeneration funds
- ▶ Development contributions
- ▶ European structural funds
- ▶ Contributions from partners, for example rail and bike share operators
- ▶ Grants and contributions from third sector organisations, for example the national lottery good causes grants.



Measures which increase active travel can contribute to a wide range of social, environment and economic objectives at relatively low cost. Economic appraisals of active travel schemes demonstrate high benefit cost ratios (BCRs), arising mainly from congestion and health savings. The pressing need to address climate change will increase the focus on carbon savings in future appraisals and demonstrate even greater value for money of investment in active travel.

A recent study in Dublin showed that there was a net benefit of €1 to individuals and society for every mile cycled instead of driven. This is equivalent to an annual saving of €259 million annually in the Dublin area from all miles cycled. Savings include travel time, vehicle operating costs, medical costs and work absenteeism, congestion, infrastructure, local air quality, noise, greenhouse gases and taxation.<sup>18</sup>

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(Dublin Bike Life Study, Sustrans, 2020)



## 9 Strategy Outcomes

The GDA Transport Strategy aims for the majority (56%) of journeys to be made by active travel and public transport.

Monitoring and evaluation is vital for the effective delivery and management of different projects. It can also inform the effectiveness of promotional campaigns and messaging.

The national Climate Action Plan 2021 has the ambitious target of 500,000 extra walking, cycling and public transport journeys per day by 2030.

We will make progress towards the national and GDA transport targets, and the six pillars of our strategy with the following aims:

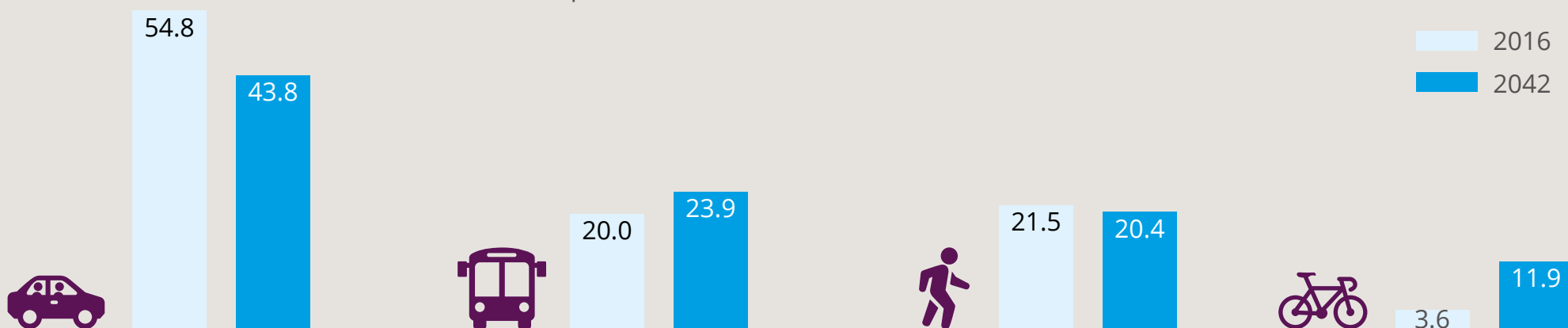
- ▶ increasing the number of journeys to work and college by foot and bike
- ▶ delivering additional protected cycle routes
- ▶ providing more secure cycle parking spaces
- ▶ expanding and electrifying local bike share schemes
- ▶ initiating safety schemes at schools and in Towns and Villages
- ▶ ensuring that all new developments include measures to support active travel

An **Active Travel Delivery Plan** will be updated on an annual basis, meeting funding commitments from our sponsoring

bodies across the six Active Travel pillars, to manage progress towards our strategy outcomes.

A **Monitoring & Evaluation framework** will be developed as part of the Active Travel Delivery Plan including engineering, economic & behavioural change data. This will utilise a range of sources including the NTA Household Travel Survey, latest Census data, and Fingal resident surveys along with investment in more automatic counters and travel surveys. Schools and businesses will also be encouraged to report progress with their Mobility Management plans.

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