

RAMBOLL

July 2024

Balrothery Active Travel Plan

Engagement Summary Report

On behalf of



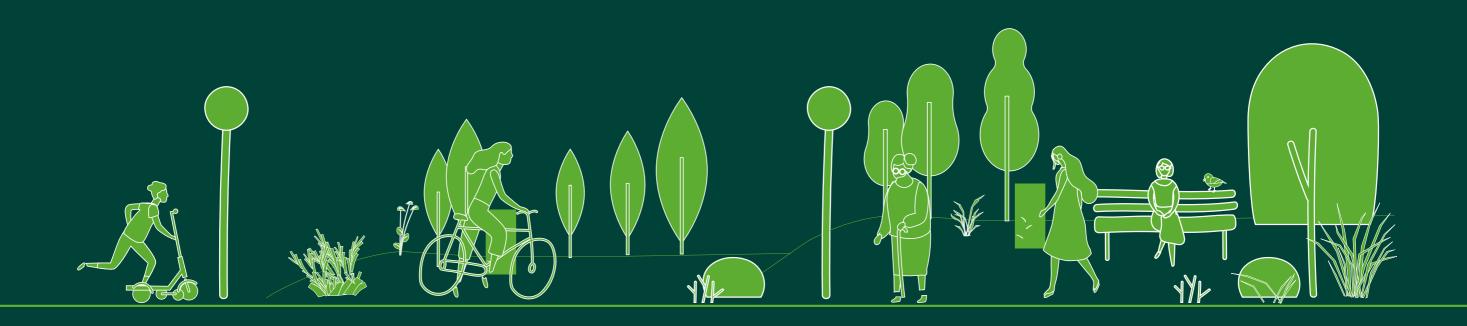
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Balrothery Active Travel Plan

THE PROJECT



1.1 Introduction

Fingal County Council are developing an Active Travel Plan for the village of Balrothery to enhance the active travel options in the area and encourage residents to opt for sustainable transportation modes.

The Council have appointed Ramboll to support and develop the active travel plan for Balrothery with the primary objective of enhancing the active travel options in the village. The plan will identify projects in and around the village to help and encourage people to walk, wheel or cycle for short distance journeys or access public transport for longer trips.

The active travel plan supports Fingal County's wider active travel ambitions which are captured in the <u>Active Travel Strategy</u> for Fingal. This strategy was created by the Environment, Climate Action, Active Travel and Sports Department, and is a first for Fingal as it looks to the future of active travel and transport in the county.

In developing the plan, we will explore current travel options and how people travel and what can be done to encourage more journeys to be made by active travel. In particular, we will look at how to create better links between residential areas, educational facilities, key attractions, shops and commercial activities within Balrothery and beyond. We'll also look at how public spaces within the village can be enhanced to create meeting points and encourage more activity to complement and support activities in public spaces.

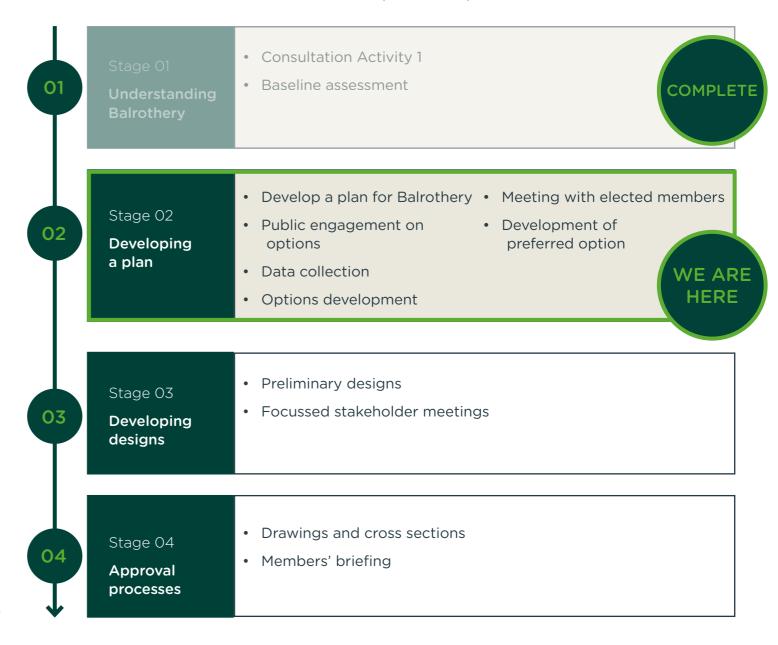
This report provides an update on our progress with the plan and follows the first round of engagement with the local community. It is also intended open up a dialogue for developing a common vision and set of key principles to guide the project as we develop options in Stage 2. Following from this introduction:

- Section 2 summarises the feedback from the public engagement activities already undertaken, including from the open forum event held in the Heritage Centre in February as well and the survey on the online engagement portal; and
- Section 3 summarises our interpretation
 of the key findings from this engagement,
 including a summary of key strengths,
 weaknesses, opportunities and threats
 (SWOT) and an initial vision statement and
 set of key principles which will be used to
 guide decision making as design proposals
 are tested and evaluated.

We'd love to hear your feedback on the SWOT, vision statement and key principles which you can give via the online questionnaire at:

https://www.fingal.ie/activetravel/balrothery

Active Travel Plan development process

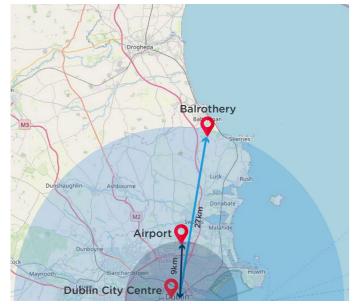


1.2 Project Study Area

Balrothery is an attractive historic village, 2.5km south of Balbriggan. The village is well connected to Dublin city centre by the R132 and M1 road network. The village is in close proximity to local landmarks such as Ardgillan Demense to the east and Wavin Lake, a local fishing amenity, to the west. Balrothery is also connected to nearby towns and villages such as Man O'War (2km to the south) and Skerries (5.5km to the east).

While there has been extensive residential development to the south of the village centre over the past number of years, the historic core of the village, which is a designated architectural conservation area (ACA), has been maintained and has influenced the recent pattern of development.

The study area shall take in the entire village of Balrothery and its surrounds, covering an area of approximately 800m radius of the village centre.



Balrothery in relation to Dublin City Centre



Study area extents

1.3 Benefits of Active Travel

Embracing Active Travel: A Path to Healthier Lives and Communities

In our fast-paced world, finding time for exercise can be a challenge. However, incorporating active travel into our daily routines offers a simple solution with profound benefits. By choosing to walk or cycle, we're not just moving from one place to another; we're taking strides towards a healthier lifestyle and a more sustainable world.

Active travel is more than just a personal choice; it's a community investment. When we opt for active modes of transportation, we contribute to reducing traffic congestion and improving air quality. This, in turn, creates more liveable places where the air is cleaner, the streets are quieter, and the neighbourhoods are safer.

The economic advantages are equally compelling. Less congestion means goods and services can move more efficiently, boosting local economies. Moreover, the health benefits of active travel translate into reduced healthcare costs, as regular physical activity lowers the risk of developing chronic diseases.

But perhaps the most immediate reward is the positive impact on our mental well-being. The simple act of walking or cycling can be a meditative experience, offering a moment of calm in our hectic lives. It's an opportunity to disconnect from the digital world and reconnect with our surroundings.

As we look to the future, it's clear that active travel is not just a trend but a fundamental component of sustainable development. It's a choice that benefits our health, our wallets, and our planet.

Within the recent 'Sustainable Mobility Policy Paper 2: Active Travel' (Department Transport, Tourism and Sport) 5 key benefits are outlined related to increasing modal share for active travel in Ireland and highlight that there are a number of multi-disciplinary co-benefits which come with Active Travel which are summarised here.



Health

- Improved levels of fitness and public health generally from increased activity.
- Improved air quality in towns and cities as a result of reduced car volumes.
- Spending time outdoors and within nature also has proven mental health benefits improved brain function, mood, and overall well-being.



Safety

- Increased levels of cycling tends to lead to lower collision rates for cyclists overall through a "safety in numbers" effect
- Increased levels of active travel can also stimulate the increased provision of quality footpaths and cycle paths by public authorities, further increasing safety generally.



Social

- Increased provision for active travel modes can drive improved transport equity.
- Increasing the provisions for active travel modes can improve accessibility and mobility for lower income groups.
- Improved active travel infrastructure (e.g. high quality footpaths and cycle tracks) can also increase accessibility for people with mobility impairments or disabilities.



Economic

- Increased active activity usage can lead to reduced congestion levels and improved accessibility in urban areas.
- The space and infrastructure required for large numbers of pedestrians and cyclists are often significantly more economical to provide when compared to the costs associated with new roads, for example.

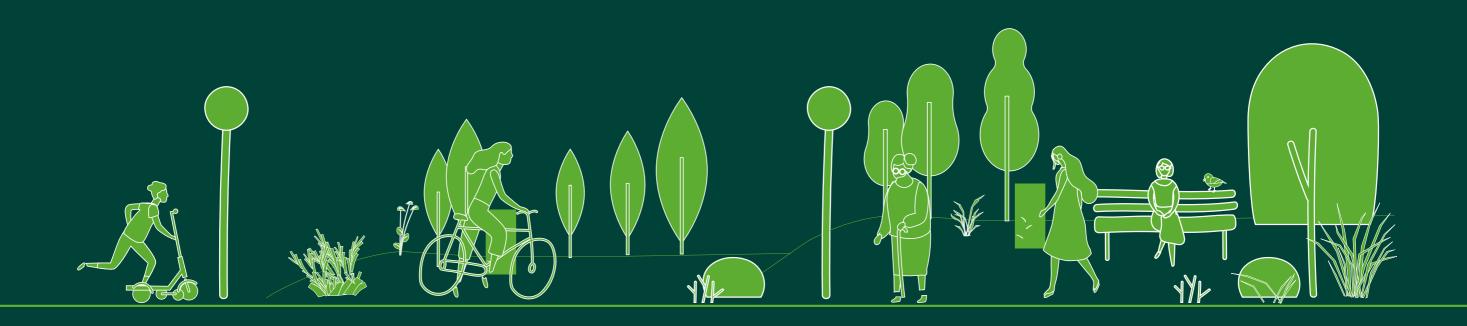


Environmental

- Reduced levels of carbon emissions and greenhouse gases
- Improved air quality levels in towns and cities including lower levels of harmful particulates
- Reduced noise levels due to lower vehicle volumes / speeds;
- Reduced environmental impacts due to reduced levels of energy and materials used in car manufacturing.

Balrothery Active Travel Plan

SUMMARY OF PUBLIC ENGAGEMENT



2.1 Open Forum event

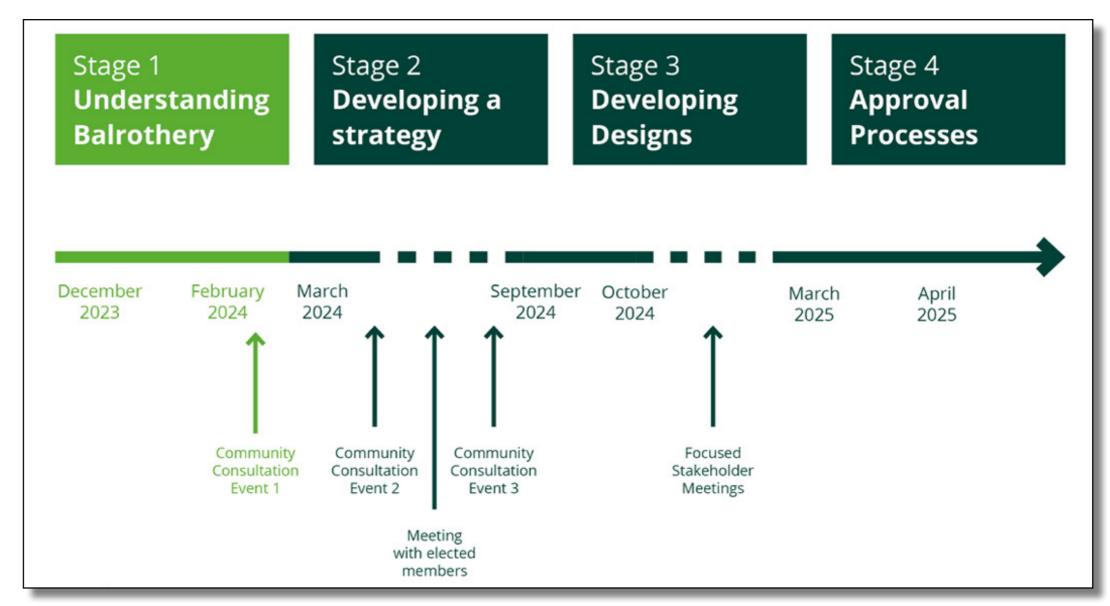
Overview

The community of Balrothery will be part of the development of the Active Travel Plan as shown in the diagram (right). This is so that the changes in Balrothery are appropriate to the particular needs of residents, business owners, and visitors to the village.

The aim of Stage 1 (Understanding Balrothery) was to support the development of the baseline for the plan by contributing information about travel patterns, the experience of using existing infrastructure, and the barriers that different people in Balrothery experience to travelling more actively. The intelligence gathered will inform key moves and considerations for interventions in the next stage by collecting local opinion on topics like enhancing existing linkages, creating new routes and enhancing the public realm.

Feedback for Stage 1 was gathered through three activities available online and in person. An Open Forum event was held on the 27th February at the Balrothery Heritage Centre from 3-8pm. A project web page was set up that will be updated throughout the development of the plan and the community were able to access online versions of the three activities in February.

Consultation and Engagement Timeline



Activity 1 **Active Travel Survey**

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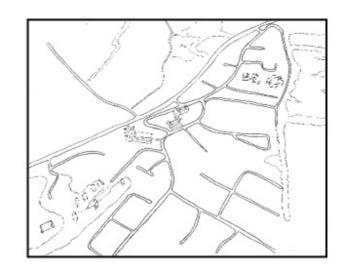
A 17 question survey which determined how people travel around Balrothery and the surrounding areas. The survey also collected demographic information from the respondents.

Activity 2 Opportunities and Challenges



Mapping exercise where participants identified the opportunities and challenges for traveling actively around the village, sharing details using additional notes.

Activity 3 My Perfect Active Travel Village



A drawing exercise, particularly aimed at children, that captured participants aspirations for the village.





Consultation Event 1



Project web page

2.2 Stage 1: Understanding Balrothery

Activity 1

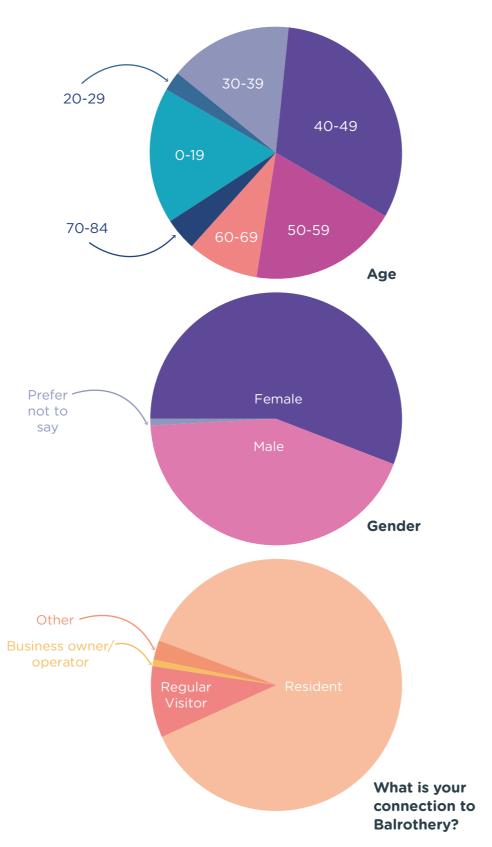
An active travel survey was used to gather insights on how people currently travel around Balrothery, the challenges they experience in active travel and the opportunities they see for the village. It was available in hard copy during the consultation and online and completed by 120 respondents.

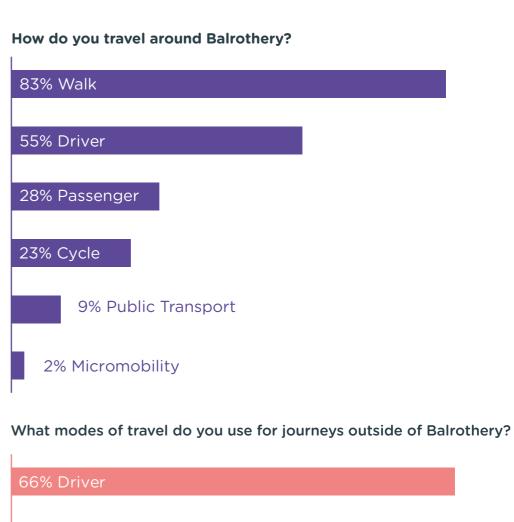
The survey comprised 17 questions; covering demographics, travel modes and reasons for choice, barriers to walking and wheeling, and attitudes towards cycling. A selection of the responses from the survey are shown opposite, the full results are available in the appendix.

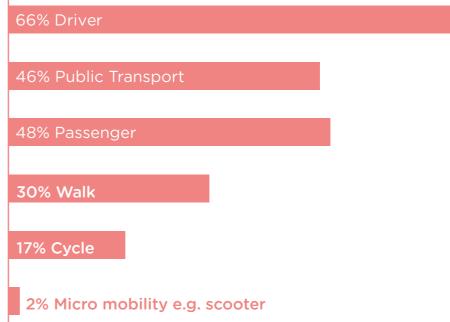
The results show a good demographic spread of respondents broadly representative of the population of Balrothery. However the majority of respondents were residents, with a noted small representation from local businesses.

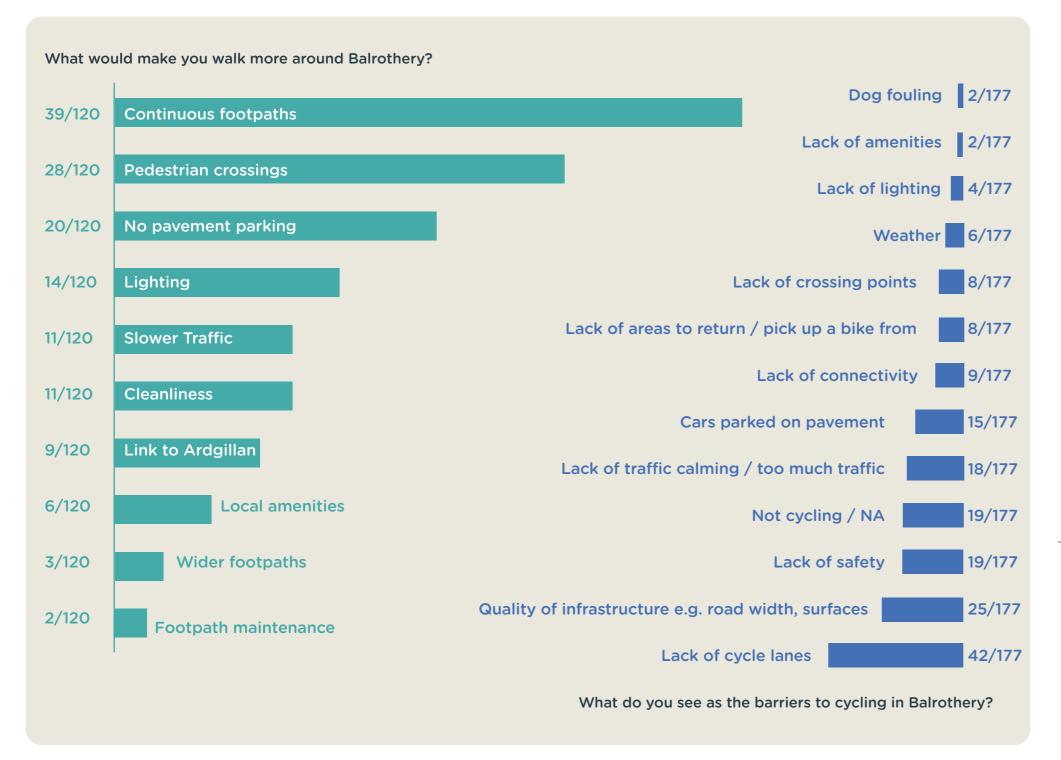
The survey found high levels of walking around Balrothery, with lower levels of cycling. For journeys outside of Balrothery there were high levels of private vehicle use alongside the use of public transport with lower levels of walking and cycling. These journeys in the private car covered a lot of different journey types including for leisure trips and shopping. Walking came back as a key modal share for driving different types of journeys, particularly visiting family and friends locally, going to leisure activities and for exercise. About half of the participants were walking around Balrothery every day with the other half once a month or less.

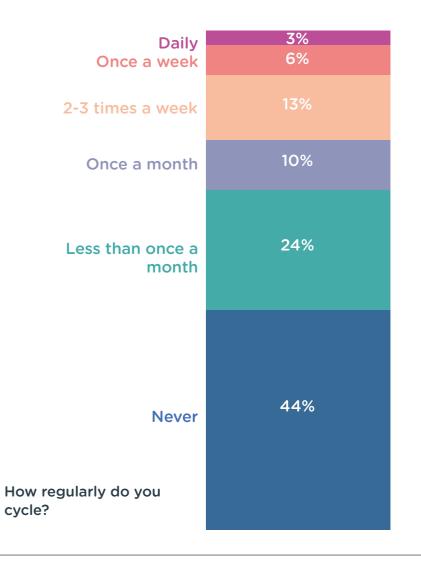
Despite many people having access to a bike, cycling was less of the modal share for all journeys, with the majority of participants cycling only once a month, less or never. Participants who did cycle were using it as an exercise mode rather than transportation mode. Further to this the lack of cycle infrastructure to connect to facilities came up as a key barrier to use.

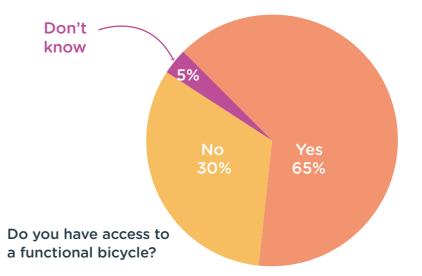












2.3 Stage 1: Understanding Balrothery

Activity 2

Activity 2 was designed to identify on a map specific areas of concern for local residents as well as to capture future aspirations for active travel infrastructure upgrades and new amenities.

A summary of the responses is shown here but the 5 key challenges identified through the engagement were:

- 1. The existing road network is car-dominated rather than people orientated. This leads to issues such as vehicles travelling too fast through the village so people feel unsafe when walking and cycling.
- 2. Cars parking on the footpaths are blocking pedestrians causing people to step out onto the road, close to fast-moving traffic e.g. at hairdressers, near the school and on Darcystown Road etc.
- 3. Pedestrian infrastructure is missing within the Village at key points. This includes opportunities for people to cross the road (e.g. outside the pharmacy or near the Heritage Centre) or missing /discontinuous footpaths making journeys by foot difficult e.g. along the R132 and Inch Road.
- 4. Cycling in the Village wasn't seen as safe or convenient due to a lack of cycle lanes / safe and quiet routes or facilities such as bike parking.
- 5. The Village centre feels like a place to pass through rather than a place to visit, meet people or spend time."

Eight 'hotspot' locations also emerged. Each of these areas have been highlighted as those with the most barriers to active travel, but also possibilities for change.

- **1** Village centre: Improvements must balance the needs of access for vehicles with an improved environment for pedestrians to make a more pleasant hub space at the centre of Balrothery.
- **2** Glebe Park: Potential to improve access to the park for all, throughout the year. Potential to improve facilities in the park for all.
- 3 Outside School / Coach Road: Potential to create a safer environment outside the school to encourage active travel and create a more welcoming environment.
- 4 Old Coach Road / School Lane: This could be reinstated as a walking route to provide better access around the village, but there are concerns about potential anti-social behaviour and access.
- **5** Balrothery Gardens / R132 junction: The end of the segregated cycle lane and lack of crossing points causes issues but both could be improved to provide a much safer environment.
- **3** Ringfort View / Darcystown Road: The speed of cars and lack of pavement create a dangerous environment for pedestrians which could be improved.
- **7** Inch Road: There is no protection from traffic for cyclists or pedestrians along what could be a good route to connect the sports clubs to the bus stop.
- 80 80 West of R132: The lack of pavement along the R132 and lack of crossing points disconnects those living on the west of the road from the centre of the village.

66

I have to keep walking into the road because of the cars parked in front of the hairdressers. It's not safe.

Glebe park has some great accessible benches, but

people can't use them because there isn't a proper

66

"

"

Key challenges

"

The village is being used as a rat-run for drivers heading to Skerries and Ardgillan.

Cars go too fast past the Spar and don't see you if you're waiting at the crossing

"

66

Creating a one-way loop which goes around the pub would free up more space for pedestrians at the hairdressers.

Key opportunities

path to Ardgillan Castle could help to put Balrothery on the tourist map.

A new walking and cycling

A 30 km/h speed limit for

Opening up Old School

escape route for thieves.

Lane could make it an easier

the village would slow traffic down.

There should be a 'Park and

Ride' outside the village. That would stop people parking for long periods by the bus stops.

There are no other viable routes for farm traffic to get to the R132 because of the low railway bridges.

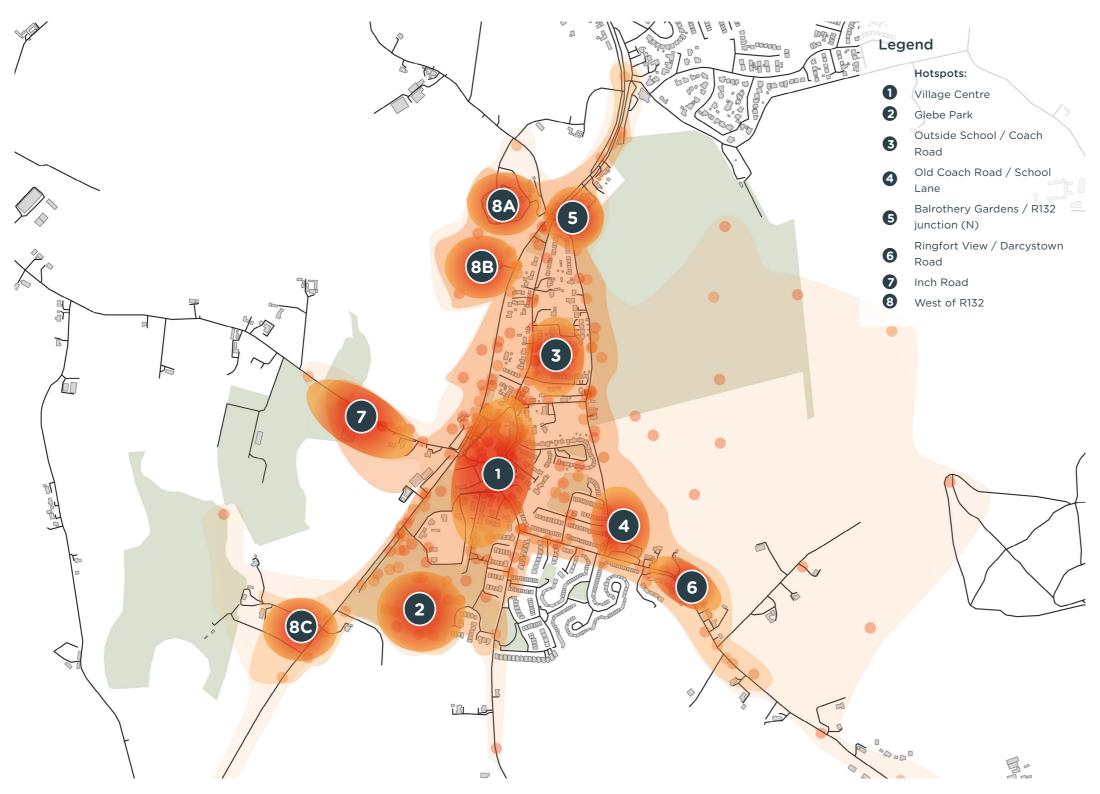
hang around.

66

There's been an increase in anti-social behaviour in the village. We don't want more spaces for trouble-makers to

Key concerns

The Spar, pharmacy and pub all get regular deliveries. They need to keep lorry access











The tables below (and on following pages) capture and consolidate all of the feedback received for Activity 2 from the maps at the Open Forum event as well as data captured via the online consultation portal. The number of similar comments (n) are recorded and the challenges / opportunities are ranked based on this number.

1. VILLAGE CENTRE

CHALLENGES

- 1. Parked cars blocking path outside hairdressers. [n=17]
- Junction of Coach Road and School Lane (by Pharmacy) is dangerous for pedestrians - difficult to see traffic (lack of crossing). [n=15]
- 3. Crossing Coach Road by the pub exit is dangerous especially for people coming out the pub, also no footpath at back of pub. [n=9]
- **4.** Bus stops on R132 are causing poor visibility at junction and crossing when buses are parked. [n=7]
- 5. Old ESB poles restricting views for pedestrians and restricting access on the footpath (was meant to be removed following installation of new ESB poles) [n=6]
- 6. Cars travel too fast past the Spar and don't see pedestrians at zebra crossing. People also park on zig-zags [n=5]
- 7. Not enough parking at village centre, particularly by pharmacy [n=5]
- 8. Lack of crossing on Coach road into Heritage Centre, also a blind spot for drivers along properties opposite Heritage Centre [n=5]
- 9. Traffic and noise has increased since 1-way system introduced. [n=3] (extra vote for it to go back to 2-way but reason not shared)
- 10. New parking bays along one-way and R132

- bus stops are used as "park and ride" [n=3]
- 11. Spar and Pub need lorry access. [n=2]
- 12. Gate to car park has been closed which forces pedestrians to walk further [n=2]
- 13. Junction with R132 very busy, creating long wait especially on right turn synchronised traffic lights? [n=2]
- 14.Lighting in village centre is old and quite dim [n=1]
- 15.101 bus unreliable and often full during rush hour [n=1]
- **16.**Poor pavement and unclear road & pavement separation by Woodview
- 17. Gradient of hill makes it challenging to cycle [n=1]
- 18.Lack of cycle path with parked cars along road makes it difficult to cycle [n=1]
- 19. Junction of Coach Road and School Lane is hard to manoeuvre for large vehicles (e.g. agricultural vehicles). [n=1]
- 20. Tight turning radius at Woodview / Coach Road junction - problem for large vehicles. [n=1]
- 21. Footpath only on one side along School Lane (where it's currently one-way traffic) [n=1]
- 22. Poor visibility at the junction of Coach Road and The Green (requested mirrors in the past) [n=1]

- 1. Extend or reconfigure one-way system to create a 'loop' around pub to create more space for pedestrians and additional parking [n=6]
- 2. New crossing point and mirror on Coach Road by Heritage Centre entrance. [n=6]
- 3. Use hard shoulder or vacant land west of R132 as park 'n' ride [n=3]
- 4. New pedestrian crossing outside pharmacy. [n=3]
- 5. Use pub car park for deliveries to and parking for shop [n=3]
- 6. Improvements needed to junction with R132 by Spar (Dutch roundabout?). [n=3]
- 7. Junction of Coach Road and School Lane should be signalised [n=2]
- 8. Connect centre to Rosepark via Cloch Chiorneal and vacant plot of land [n=2]
- 9. Make junction with R132 entry only and create one-way system (out at top of village. Create green boulevard. [n=2]
- 10. Move the R132 crossing closer to bus stops and village centre [n=2]
- 11. Reduce R132 junction size [n=2]
- 12. Traffic calming needed near pharmacy [n=1]
- 13. New junction with R132 where statue is [n=3]
- 14. Cycle parking outside pharmacy [n=1]

- 15. Improve lighting in the village [n=1]
- **16.** Clear vegetation along historic bridal path walkway up to the Heritage Centre [n=1]
- 17. Improve permeability by Heritage Centre [n=1]
- **18.**Picnic benches in green area before gate to heritage centre [n=1]
- 19. Improve crossing by Spar [n=1]
- 20. Zebra crossing on Coach Road near hair salon. [n=1]
- 21. Better waiting area at bus stop on R132 by Spar. [n=1]
- 22. Move bus stops and create a 'tourist hub' space. [n=1]
- 23. Speed reductions (e.g. speed bumps) close to hairdressers [n=1]

2. GLEBE PARK

CHALLENGES

- 1. Park is poorly lit (only have lights by the tennis court) and intimidating when dark [n=6]
- 2. Conflicting and dangerous entrance for pedestrian and vehicles at park and car park entrance, no turning lane available [n=3]
- 3. Park has accessible benches, but no accessible path to them. [n=3]
- 4. Football pitches are too small, too far from club house, don't have toilets and don't have enough near-by parking. [n=2]
- 5. Lack of parking spaces [n=2]
- 6. Walk to park along R132 currently not attractive because of fast car speed and no protected grass verge [n=1]
- 7. Lack of crossing between Glebe park and Balruddery Fields [n=1]
- 8. No accessible park around tennis courts $\lceil n=1 \rceil$
- 9. Continued fencing from tennis courts up along hedge to houses [n=1]

OPPORTUNITIES

- 1. Add more lighting to the park especially around the playground, on the zig zag path and on the pitches. [n=5]
- 2. Need new crossing on Knightswood by entrance to the park. [n=2]
- 3. Improve park loop route and access to housing estate. [n=2]
- 4. Add pedestrian railings to pavement on R132 / improve entrance to park entrance to improve safety for children. [n=2]
- 5. New community garden under development [n=1]
- 6. More bins both for litter and dog [n=1]
- 7. More seating [n=1]
- 8. Green space adjacent to Balruddery Fields would be a good dog park [n=1]
- 9. New toilet facilities particularly important for elderly to get more active [n=1]

3. OUTSIDE SCHOOL / COACH ROAD

CHALLENGES

- 1. Cars parking on pavement and blocking pedestrians [n=4]
- 2. Too many cars around school entrance and not enough parking space for them blocking the path [n=3]
- 3. Entrance to school needs to be safer for kids [n=2]
- 4. Cars pass school too quickly. [n=2]
- 5. Pavements are too narrow to accommodate more than 2 people walking side by side [n=1]
- 6. Lack of cycle path outside school so have to cycle on pavement [n=1]
- 7. Lack of cycle parking by school (have parking inside) [n=1]
- 8. Pavement from school to village centre not connected [n=1]
- 9. Dog fouling on footpath to school [n=1]
- 10. FCC own vegetated path on Old Coach Road, but not the exit. [n=1]

- Could make road one-way, even if it's just during school pick up and drop off time [n=5]
- 2. Landowner next to Old Coach Road open to ideas for new path, play and recreation space. [n=1]
- 3. Pedestrian crossing for kids at school [n=1]
- 4. School 'bike trains' to help kids cycle to school safely. [n=1]
- 5. More / better organised parking [n=1]
- 6. Make this a green boulevard to the school [n=1]
- 7. Get school pupils involved in being traffic warden (e.g. Rush N.S. children traffic warden) [n=1]
- 8. Improve lighting [n=1]

4. OLD COACH ROAD / SCHOOL LANE

CHALLENGES

- Anti-social behaviour from older children / teenagers, sometimes causing damage to property [n=5]
- 2. Speed of traffic and gradient, difficult to get up hill in the winter [n=2]
- 3. Given current anti-social behaviour, reopening School Lane could encourage more. The lane needs to be lit and policed [n=1]
- 4. No footpaths along some parts of the path [n=1]
- 5. Maintaining vehicle access for residents [n=1]
- 6. Increase traffic could increase danger [n=1]
- 7. Lack of lighting [n=1]

OPPORTUNITIES

- 1. Re-instating Old Coach Rd / School Lane as a walking and cycling route and opening entrance from Darcystown Road [n=11]
- 2. New connection from Rose Park to Old Coach Road. [n=1]
- 3. Adding more lighting can make the existing parts of School Lane more usable [n=1]
- 4. Re-establish vegetation taken down by School for construction along School Lane [n=1]

5. BALROTHERY GARDENS / R132 JUNCTION (N)

CHALLENGES

- 1. Difficult to cross (because there is no official crossing) the R132 to the bus stop on the opposite side of the road. [n=6]
- 2. Hard to get through gates which makes cycling difficult [n=2]
- 3. 5-way junction with no crossing or signal by Balbriggan Golf Club onto the R132, also overlap with cycle path [n=1]
- 4. No shelter at bus stop on the east of R132 [n=1]
- 5. Cycle lane under used because it's not fully connected, cyclist often choose to go on road instead [n=1]
- 6. Pedestrians using cycle lane along R132 due to lack of pavement [n=1]

- 1. Make junction with R132 exit only and create one-way system (in at village centre.

 Create green boulevard. [n=2]
- 2. Extend cycling route past kissing gate into the village [n=2]
- 3. Opportunity for picnic bench on green space [n=1]
- 4. Add cycle parking at bus stop on R132. [n=1]
- 5. New crossing point on R132 by Hamilton Park care facility. [n=1]
- 6. New crossing point on R132 by bus stop. [n=1]
- 7. Need better bus stops for link to train station. [n=1]

6. DARCYSTOWN RD / RINGFORT VIEW

CHALLENGES

- 1. Cars parked on the pavement, particularly on the Rosepark side of road which blocks pedestrians with buggies and disabled access and reduces junction visibility [n=9]
- 2. No pavement or cycling path when heading out of village [n=5]
- 3. Darcystown Road goes from 80 to 60 to 50 kph by Toddle In nursery. Blind corner with no crossing point. [n=4]
- 4. Crossing too close to junction and cars don't always stop. Dangerous junction for both pedestrian and drivers [n=4]
- 5. Cars travelling too quickly along Rosepark / Ringfort View. [n=3]
- 6. Cars drive too fast into the village as they head down the hill [n=3]
- 7. Blind corners, high hedge, fast traffic including larger vehicles [n=3]
- 8. Important route for agriculture vehicles, important to not restrict too much on width and access. Consider farm vehicle for traffic calming measures [n=3]
- 9. Intersection within Rosepark not built to current guidelines and is dangerous [n=3]
- 10. Only one crossing on a three-way busy junction [n=2]

OPPORTUNITIES

- 1. Extend the pavement and cycling path heading East on Darcystown Road [n=7]
- Better pedestrian / cycle access to Ardgillan

 would make Balrothery more attractive
 for tourists [n=3]
- **3.** For traffic calming measures to start before reaching first property [n=2]
- 4. Traffic calming measures (e.g. raised table junction or crossing) at intersection within Rosepark [n=2]
- 5. Double yellow lines along Darcystown Road and Ringfort View to stop parking. Currently dangerous with people stepping onto road to pass [n=1]
- 6. Speed restriction [n=1]
- 7. Turn three-way junction (Coach Road Knightswood Rosepark) back into roundabout [n=1]

7. INCH ROAD

CHALLENGES

- Lack of any footpath along Inch Road particularly to cricket and rugby club. Excellent running / cycling route, but no protection from traffic. [n=8]
- 2. Lack of lighting [n=2]
- 3. Lack of visibility with high bank, a few danger spots including one wall that's been hit by cars multiple times [n=1]
- 4. Cars travelling too quickly along road which is poorly maintained. Particularly busy on match days and for Sunday Balbriggan Market. [n=1]

OPPORTUNITIES

 Improved pedestrian route from Rugby / Cricket club to bus stop on R132 (e.g. better lighting). Used by lots of kids. [n=3]

8. WEST OF R132

CHALLENGES

- 1. Lack of pavement along R132, particularly for residents and institutes and care home residents [n=12]
- 2. Lack of crossing, particularly to the institutes and care home residents [n=3]
- 3. Where there is a pavement, it feels unsafe and close to fast moving traffic [n=1]

- 1. Put a grass verge between R132 and footpath on approach to Glebe Park [n=2]
- 2. Create wider pavement along R132 from village to park. Too narrow for 2 people, especially if people are cycling too [n=2]
- 3. Narrow R132 road to control traffic speeds [n=1]

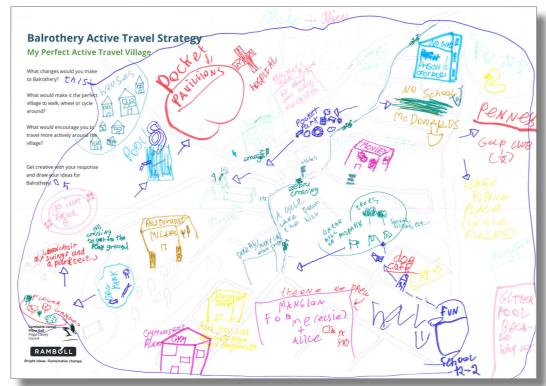
2.4 Stage 1: Understanding Balrothery

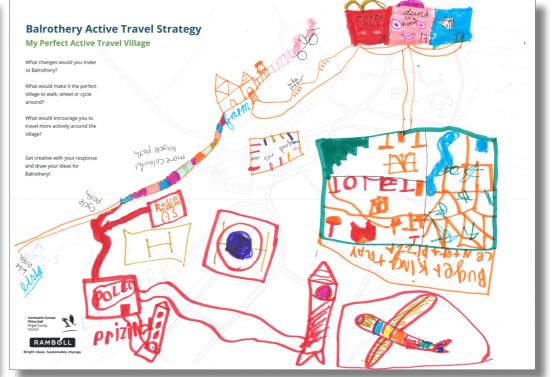
Activity 3

Activity 3 encouraged participants to be creative and to let their imaginations run wild by either sketching, writing or describing via voice their ideal active travel village. The activity was mainly completed by local children (although a few adults also picked up the colouring pens too!).

What is clear from the images is that the local children take great pride in their village and most drawings focussed on providing more things to do such as parks and sports facilities as well as shops and restaurants.

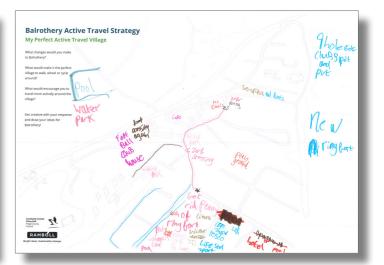
The drawings also highlighted the importance of connection between the Rosepark area to the village centre and onwards from the village centre to the school. This route which includes Darcystown Road / Ringfort View, The Rise and Coach Road is the main 'spine' of the village and an important route (particularly for children) when moving around the village.







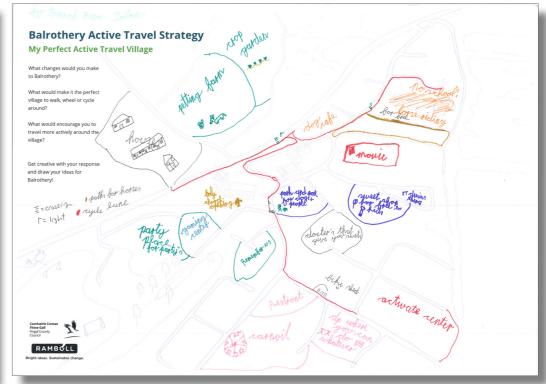




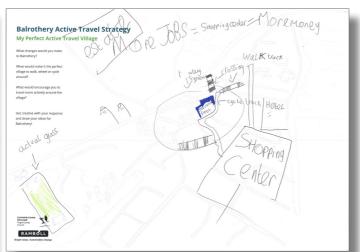
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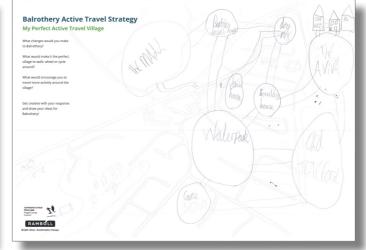








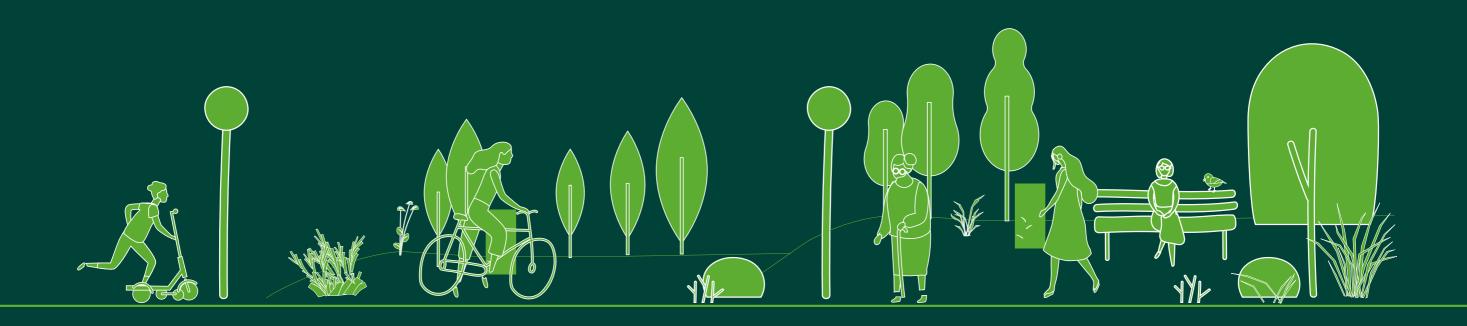






Balrothery Active Travel Plan

KEY FINDINGS



3.1 Strengths, Weaknesses, Opportunities and Threats Analysis

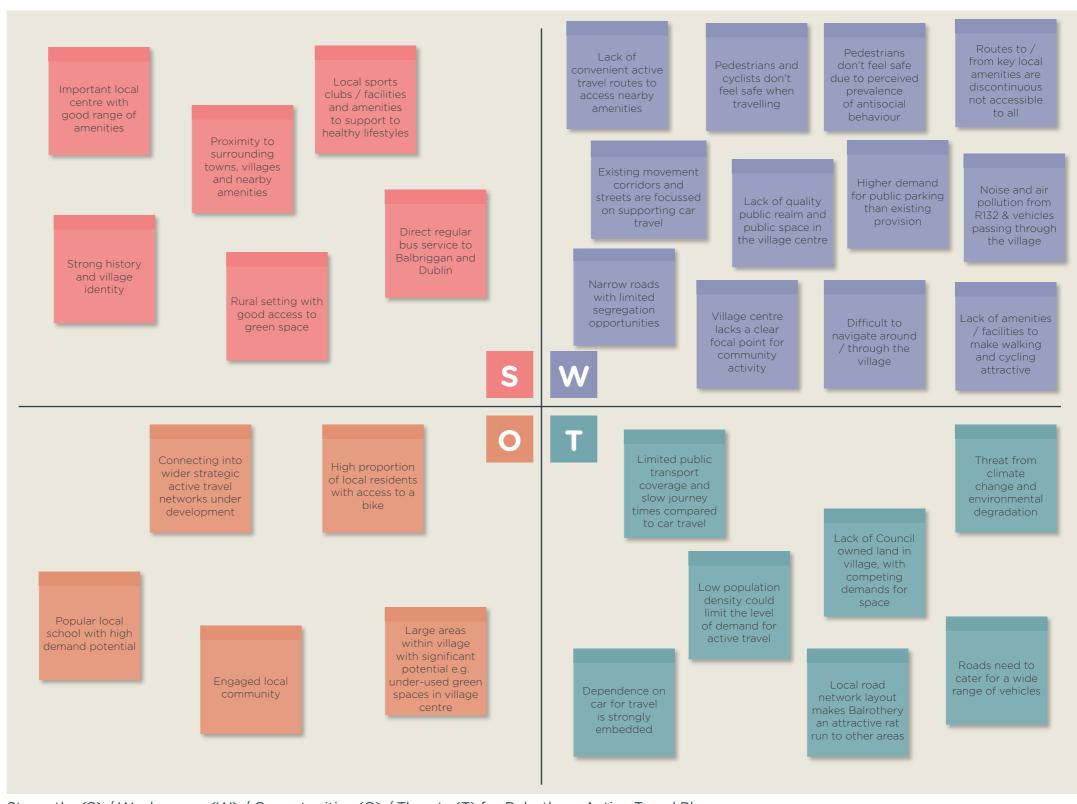
Stage 1 has identified there are great opportunities for Balrothery to develop as an exemplar active travel village through a considered and holistic approach to providing new and enhanced infrastructure and public realm improvements through a 'place-based' approach.

A SWOT (strengths, weaknesses, opportunities and threats) analysis has been compiled based on the findings of the baseline report. These aim to synthesise key insights that will need to be considered or counteracted as the plan develops in future stages.

Balrothery has many strengths including an engaged local community who are supportive of change. As a historic village, Balrothery has many unique heritage assets and a special character which can be leveraged in the plan. There is also a good foundation of local businesses, amenities and community assets which act as key destinations in the village, things that people are willing to walk and cycle to if the conditions are right.

Like all places, Balrothery also has its weaknesses and challenges as well. The plan will need to recognise these and attempt to resolve them. Some can be addressed relatively quickly and easily but others may need longer-term planning to overcome them. Overall, there are opportunities identified which have the potential to support active travel so that it will improve the lives of local residents and visitors, help the local economy, and contribute towards more sustainable living.

We encourage residents and local stakeholders to comment on the SWOT analysis via the <u>online questionnaire</u> so that the project team can understand whether the key issues have been captured and interpreted correctly.



Strengths (S) / Weaknesses (W) / Opportunities (O) / Threats (T) for Balrothery Active Travel Plan

3.2 Key Principles for Active Travel in Balrothery

Through the first stage of the Balrothery active travel plan, the project team has had the great pleasure of meeting many people connected to Balrothery in various different ways, be it local residents, business owners, the local authority or others. As we progress the project would like to establish a number of key objectives which will act as a guiding reference for decision making. The key objectives outlined in this section have been based on the original project brief but have been augmented with ideas and themes taken from the community engagement and the conversations we have had with stakeholders during the first stage of the project. We would like to further develop and test these key principles with stakeholders so that we can have a foundation of collective aspirations for the active travel plan. You can provide feedback and comments on the vision and key principles via the <u>online questionnaire</u>.

An Active Travel Vision for Balrothery: "A unique and vibrant village, focussed on community and connectivity"



Healthier Lifestyles

Encourage regular physical activity through walking and cycling to improve public health.



Accessibility for All

To make Active Travel in Balrothery easy and accessible for all abilities and ages.



Clean, Quiet and Low Carbon

Reduce air pollution and noise by encouraging local trips being made using active travel, reducing car travel and minimising road congestion.



Feels Safe

Improve road safety to protect pedestrians and cyclists and reduce barriers to active travel.



Quality Public Realm

Create places for people which enhance village-life and support the delivery of recreational, community, social, youth and educational facilities.



Integration with Other Travel Modes

Help to facilitate longer trips by connecting walking and cycling routes efficiently with the public transport network as well as other shared mobility services.

3.2 Key Principles for Active Travel in Balrothery



Enables Local Business

Boost the local economy by facilitating active tourism, and increasing the number of visits to local businesses.



Unique Heritage and Character

Celebrate Balrothery's unique heritage and support the development of a place that is full of vibrancy and character.



Thriving Natural Environment

Enhance Balrothery's natural environment through protecting existing habitats and creating new opportunities for greening the village.



Comfort and Convenience

Provide amenities, facilities and places to rest to support active travel by making it an easy and convenient choice of travel.



Well-connected Local Destinations

Provide pleasant and comfortable routes for active travel that link local destinations (e.g. school, village centre, Glebe Park) together and to residential areas.



Linking to Surrounding Areas

Create a cohesive network of cycle paths and walking routes within Balrothery and linked to a wider network.

