



Mobility Management Plan

Proposed LRD Development of Tinahask Upper, Money Big & Money Little, Arklow, Co. Wicklow

October 2026

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Client Name: Castlethorn
Document Reference: 26-035r.002 Mobility Management Plan
Project Number: 26-035

This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015 and BS EN ISO 14001: 2015)

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Comments



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Contents

1.	Introduction	1
1.1	Context	1
1.2	Programme	1
1.3	Scope	1
1.4	Report Structure	2
2.	Site Description	3
2.1	Location of Development	3
2.2	Site Description	3
3.	Site Accessibility	6
3.1	Pedestrian Infrastructure and Walking Accessibility	6
3.2	Cycle Infrastructure and Cycling Accessibility	7
3.3	Existing Roads	9
3.4	Existing Bus Network	10
3.5	Rail Network	12
4.	Transportation Improvements	14
4.1	Cycle Infrastructure	14
4.2	Active Travel Strategy	14
4.2.1	Southern Port Access Road (SPAR)	16
4.2.2	Tinahask Link Roads	17
5.	Proposed Development	18
5.1	Site Location	18
5.2	Description of the Subject Development	18
5.3	Vehicular Access and Internal Layout	19
5.4	Pedestrian and Cyclist Infrastructure	20
5.5	Traffic Assessment	21
5.6	Car Parking	21
5.7	Cycle Parking	21
5.8	DMURS Statement of Consistency	22
6.	Modal Split Targets	23
6.1	Small Areas – Census 2022	23
6.2	Mode Share, Modal Split and Car Ownership	24
6.3	Target Modal Split	24
6.4	Strategy	25
7.	Proposed Mobility Management Plan	26
7.1	Mobility Management Plan Coordinator	26

7.1.1	Local Policies Review	26
7.1.2	Site Audit.....	26
7.1.3	Residents Travel Survey	27
7.1.4	Promoting the Mobility Management Plan	27
7.2	Action Plan	28
7.2.1	Walking	28
7.2.2	Cycling and cycle parking	28
7.2.3	Car for individual use, shared use, and parking	28
7.2.4	Strategy for public transport use	29
7.3	Monitoring of the Mobility Management Plan.....	31
7.4	Marketing	31
8.	Conclusion	33

Figures

Figure 1 	<i>Site Location</i>	3
Figure 2 	<i>Subject Site</i>	4
Figure 3 	<i>Map 1: Land Use Zoning Objectives - Arklow Local Planning Framework 2026</i>	5
Figure 4 	<i>Walking Accessibility Isochrone Map</i>	7
Figure 5 	<i>Existing Cycle facilities</i>	8
Figure 6 	<i>Cycling Accessibility Isochrone Map</i>	9
Figure 7 	<i>Existing Roads</i>	10
Figure 8 	<i>Location of Closest Bus Stops</i>	11
Figure 9 	<i>Location of Drogheda MacBride Train Station and Route from the Site</i>	12
Figure 10 	<i>Proposed Cycle Network</i>	14
Figure 11 	<i>Active Travel Strategy for Arklow</i>	16
Figure 12 	<i>Proposed Development – Site Location</i>	18
Figure 13 	<i>Proposed Development - Site Access Points and Internal Layout</i>	20
Figure 14 	<i>Proposed Development – Pedestrian and Cyclist Infrastructure</i>	20
Figure 15 	<i>Consulted Small Area (Source: 2022 Census)</i>	23

Tables

Table 1 	<i>Schedule of Accommodation</i>	1
Table 2 	<i>Ideal Walking Distances</i>	6
Table 3 	<i>Bus Routes – Frequency Table</i>	12
Table 4 	<i>Trains through Arklow Train Station</i>	13
Table 5 	<i>Unit Breakdown</i>	19
Table 6 	<i>Surveyed Modal Split for the Journey to Work, School, or College in Small Areas –2022</i> 23	
Table 7 	<i>A comparison of modal split in Arklow from 2011 to 2022</i>	24
Table 8 	<i>Target Modal Split for Residents Journey to Work, School, or College in 2035</i>	24

1. Introduction

1.1 Context

Waterman Moylan has been appointed by Castlethorn to prepare this Mobility Management Plan (MMP) as part of the planning application for a Proposed Residential Development located at Tinahask Upper, Money Big & Money Little, Arklow, Co. Wicklow.

The proposed development comprises amendments to the Large-scale Residential Development permitted under WCC Reg. Ref. 24/325 consisting 352no. residential units proposed in a mix of houses and apartment units comprising 334no. houses (44no. 2-bedroom, 241no. 3-bedroom and 49no. 4-bedroom) ranging from 2 to 3 storeys, 18no. apartments (6no. 1-bedroom and 12no. 2-bedroom) in 1no. 4 storey building, 1no. creche (c. 711 sqm) at ground floor of apartment Block A; and all associated and ancillary site development works including on site attenuation, hard and soft landscaping and boundary treatment works, including public open space; communal open space, public lighting; surface car parking; bicycle parking store for apartment units; 4no. ESB substations; bin stores; vehicular access via existing Northwood Road and railway overbridge from Knockmore roundabout. The proposed development also includes road upgrade works to the existing railway overbridge and the western approach to same including the provision of a 2.5m footpath, 6m carriageway, safety barrier improvement works and other ancillary works required to facilitate these elements.

The Schedule of Accommodation is shown in **Table 1** below:

Typology	1 Bed	2 Bed	3 Bed	4 Bed	GFA	Total
House	-	44	241	49	-	334
Apartment	6	12	-	-	-	18
Crèche	-	-	-	-	714	-
Total	6	56	241	49		352 units

Table 1 | Schedule of Accommodation

1.2 Programme

Based on the existing programme, it is estimated that the development will be completed by 2029. For the purposes of this Traffic and Transport Assessment, therefore, the opening year is 2030.

Note: The assessment years may lag pending approval of the planning application and may differ from the programme.

1.3 Scope

This Mobility Management Plan (MMP) will be a key operational component of the proposed Large-Scale Residential Development (LRD) at Tinahask Upper, Money Big and Money Little, Arklow, Co. Wicklow.

The purpose of this Plan is to assess, monitor and manage the travel demand associated with the development and to promote sustainable travel patterns. The MMP will be implemented for the proposed non-residential uses and apartment blocks, with the objective of reducing reliance on the private car and encouraging the use of walking, cycling and public transport.

The implementation of the Mobility Management Plan will encourage residents to refrain from using private vehicles and instead adopt sustainable transport systems. The ongoing implementation of this Mobility Management Plan will facilitate the sustainability of transport to and from the site, enhance the utilisation of public transport, and reduce the reliance on private vehicle use by promoting more sustainable and cost-effective travel habits such as walking, cycling, and the use of public transport to reach the destination.

1.4 Report Structure

The report is structured with the following sections.

The initial section is the introduction, which provides fundamental data on the Subject Development and the objective of the report.

Section 2 provides an overview of the location of the Subject Development and the general environment in which it is situated.

Section 3 offers a comprehensive account of the accessibility features of the development, including pedestrian, bicycle, road network, and public transport infrastructure in the surrounding area. This provides an understanding of the connectivity of the surrounding area in relation to the site development.

Section 4 presents an analysis of potential future public transport improvements that are expected to be implemented in the near future.

Section 5 provides a detailed description of the development's main features from a mobility perspective, which includes the vehicular access, the car parking proposed, and the cycle parking proposed.

Section 6 proposes the modal choice objectives of the development, which form the basis of the strategy to be implemented.

Section 7 presents the proposed Mobility Management Plan for the development, which represents a first approximation of the work to come. The detail provided in this report is a guideline adapted to the development site that serves as a basis for the Mobility Management Plan to be developed by the Mobility Management Plan Coordinator.

Finally, section 8 presents the conclusions of the report.

2. Site Description

2.1 Location of Development

The site is located at Tinahask Upper, Co Wicklow. It is bounded to the north and south by open greenfield lands, to the east by a leisure amenity, and to the east by the Dublin–Rosslare railway line.

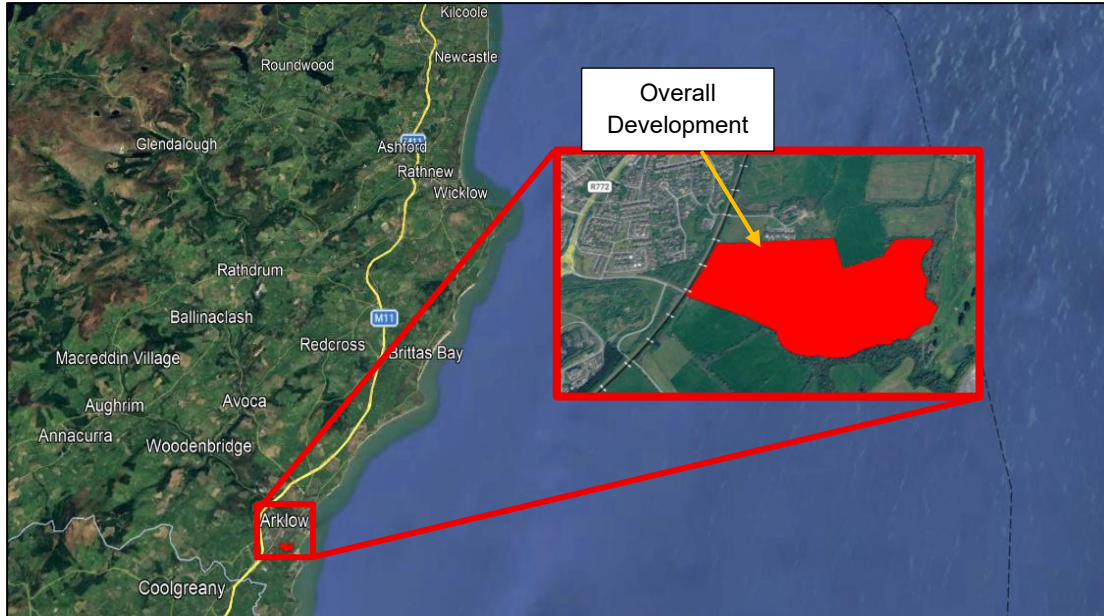


Figure 1 | Site Location
(Source: Google Earth)

2.2 Site Description

The Subject Site is located south of Arklow Town and SLO3, and east of the M11 and the Dublin–Rosslare railway line.

The site comprises greenfield lands, bounded to the north and south by open greenfield lands, to the east by a leisure amenity, and to the west by the Dublin–Rosslare railway line.

The main regional road in the surrounding area is the R772, which can be used to access the Proposed Development via Northwood at the south-east of the site.

The site location is indicated on the **Figure 2** below:



Figure 2 | Subject Site

According to the Arklow Local Planning Framework 2026, the area included in the Subject Development falls in different categories, including “RN: New Residential” Land Use Category, “LSS: Local Shops & Services” Land Use Category, “CE: Community Education” Land Use Category, and “OS2: Natural Areas” Land Use Category as shown in **Figure 3** below. The Subject Development is within Specific Local Objectives 4 (SLO4) lands as shown in **Figure 3**.

As outlined in the **Arklow Local Planning Framework 2026**, this plan forms part of the Wicklow County Development Plan 2022-2028. In particular, zoning provisions have been made on the basis of providing enough land to meet the 2028 population, housing and employment targets, in order to ensure that there is enough flexibility in the zoning provisions to achieve these targets in the event that impediments to the development of other zoned lands arise.

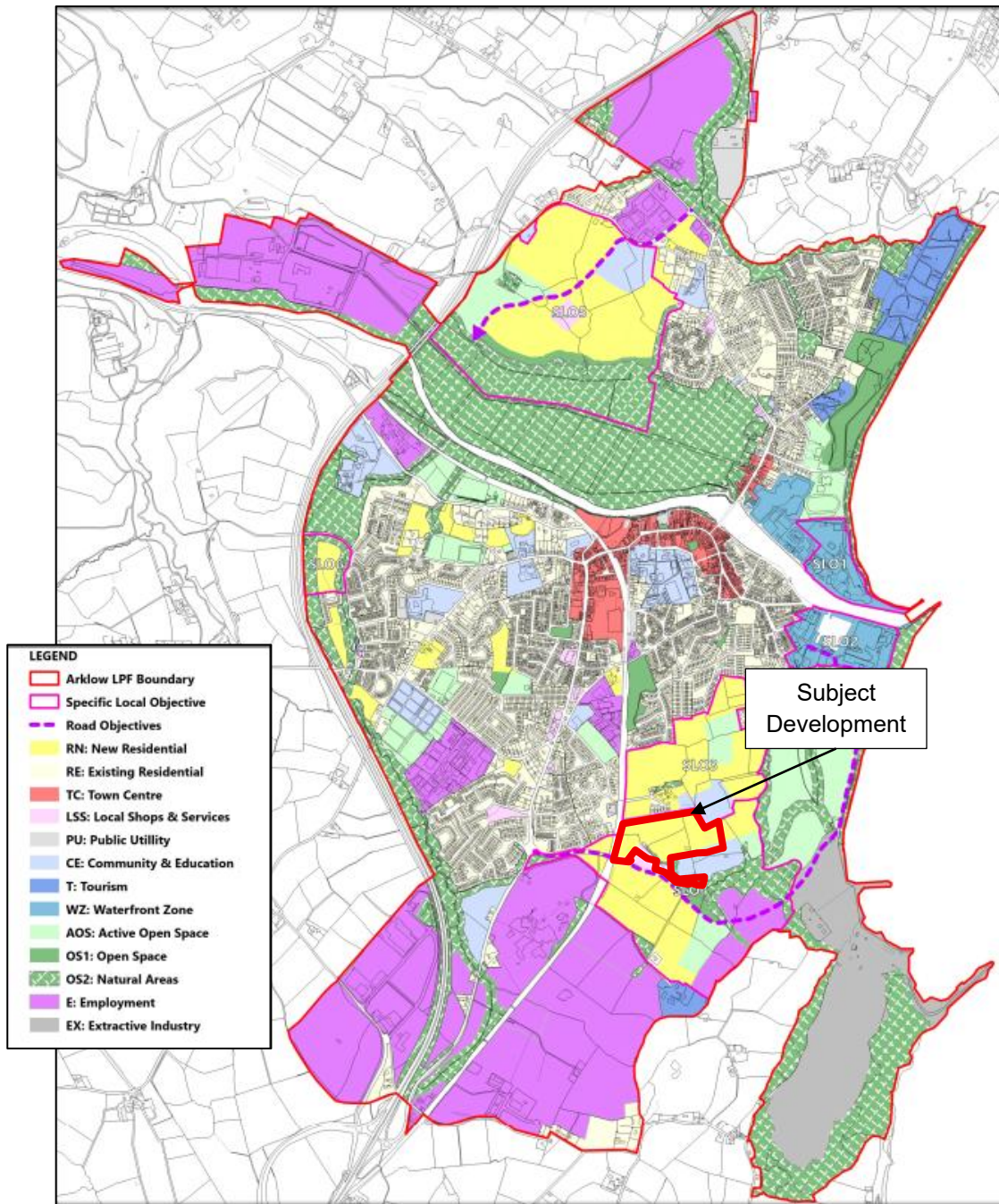


Figure 3 | Map 1: Land Use Zoning Objectives - Arklow Local Planning Framework 2026

3. Site Accessibility

3.1 Pedestrian Infrastructure and Walking Accessibility

In the immediate vicinity of the Subject Development, there are footpaths on the surrounding road network. Along Northwood which provides access to the Subject Site, there is a footpath on one side of the carriageway.

The key to pedestrian accessibility is the provision of short, convenient, and safe routes. Walking is the most common mode of transport. Almost all journeys involve some walking, so improvements to pedestrian facilities can have a wide impact.

To provide an indication of the catchment areas associated with the Subject Site, reference from the “Guidelines for Providing for Journeys on Foot” published by the Institution of Highways & Transportation in 2000, have been taken. This guideline indicates that acceptable walking distances vary between individuals and circumstances. These include an individual's fitness, physical ability, and personal motivation; the size of the city itself and the quality of the surrounding footpath network. Furthermore, the document proposes walking distances and times based on an average walking speed of 1.4 metres per second (approximately 400 metres in five minutes). Table 3 below provides a summary of these suggestions.

	Town Centre	Commuting / School / Site Seeing	Elsewhere
Desirable	200m (2.5-minutes)	500m (6-minutes)	400m (5-minutes)
Acceptable	400m (5-minutes)	1,000m (12-minutes)	800m (12-minutes)
Preferred Maximum	800m (10-minutes)	2,000m (24-minutes)	1,200 (15-minutes)

Table 2 | Ideal Walking Distances

(Source: Guidelines for Providing for Journeys on Foot - Institute of Highways and Transportation)

Figure 4 below illustrates the considerable extent of the pedestrian catchment areas accessible from the Subject Development, for different walking times, namely 10 minutes, 15 minutes, and 24 minutes.

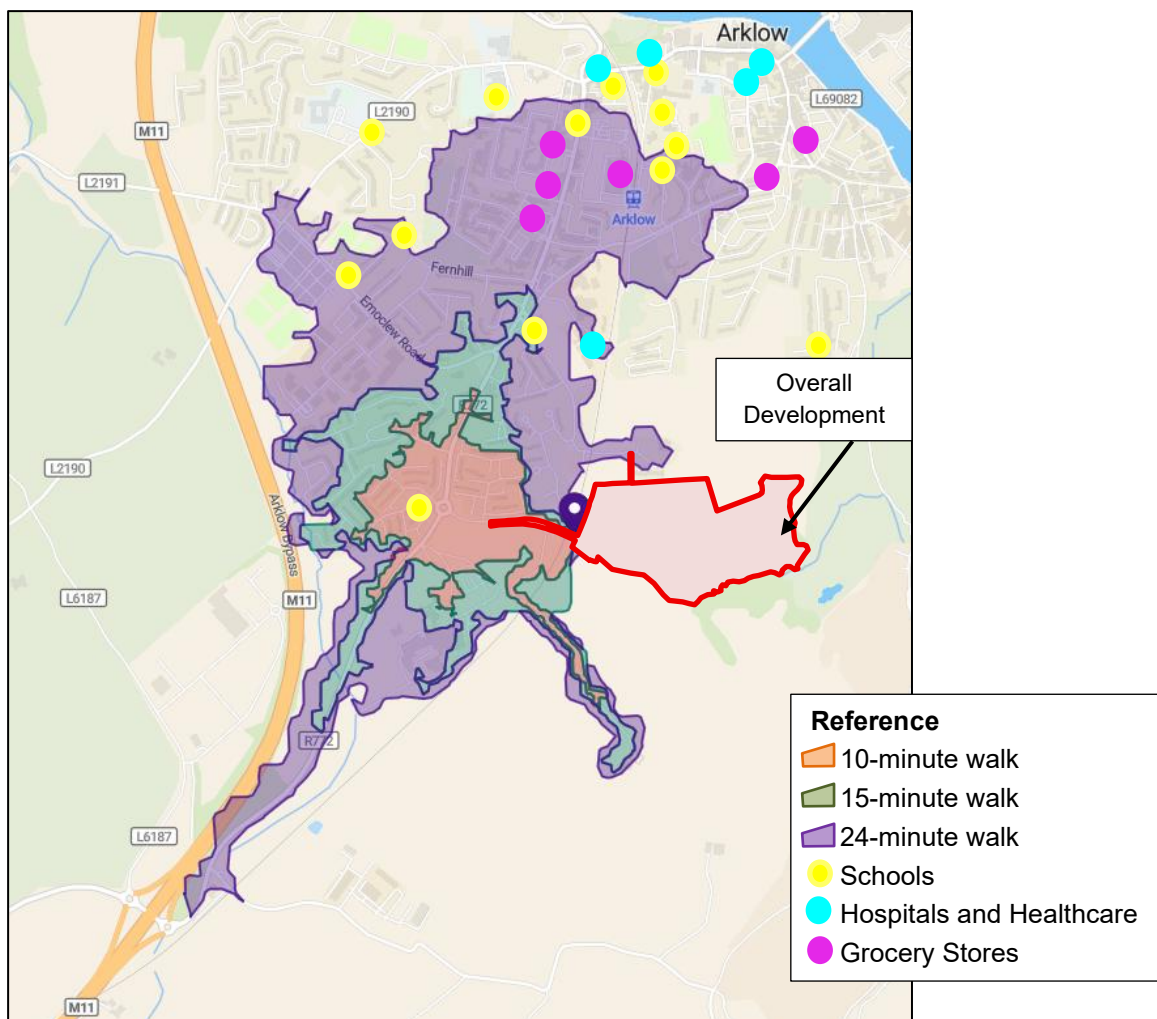


Figure 4 | Walking Accessibility Isochrone Map

(Source: Smappen App and Google Maps)

As presented in **Figure 4** above, Arklow Town Centre and its surrounding areas are accessible through a 24-minute walk from the Subject Development. The closest bus stop is 500 m (7-minute walk) from the site along Wexford Road (R772). This bus stop serves three bus routes. The Subject Development benefits from close proximity to schools such as Gaelscoil an Inbhir Mhóir and Carysfort Mixed National School, as well as medical facilities including HSE Portview Centre. Everyday needs are also well served by nearby grocery stores such as Tesco Extra, Lidl, and SuperValu all located within the walkable catchment area.

The future development of the SLO3 lands to the north of the Proposed Development will provide for a more direct connection into the Town Centre and to the Railway Station.

3.2 Cycle Infrastructure and Cycling Accessibility

There is currently no dedicated cycling infrastructure in the immediate vicinity of the Subject Development, as illustrated in the figure below.

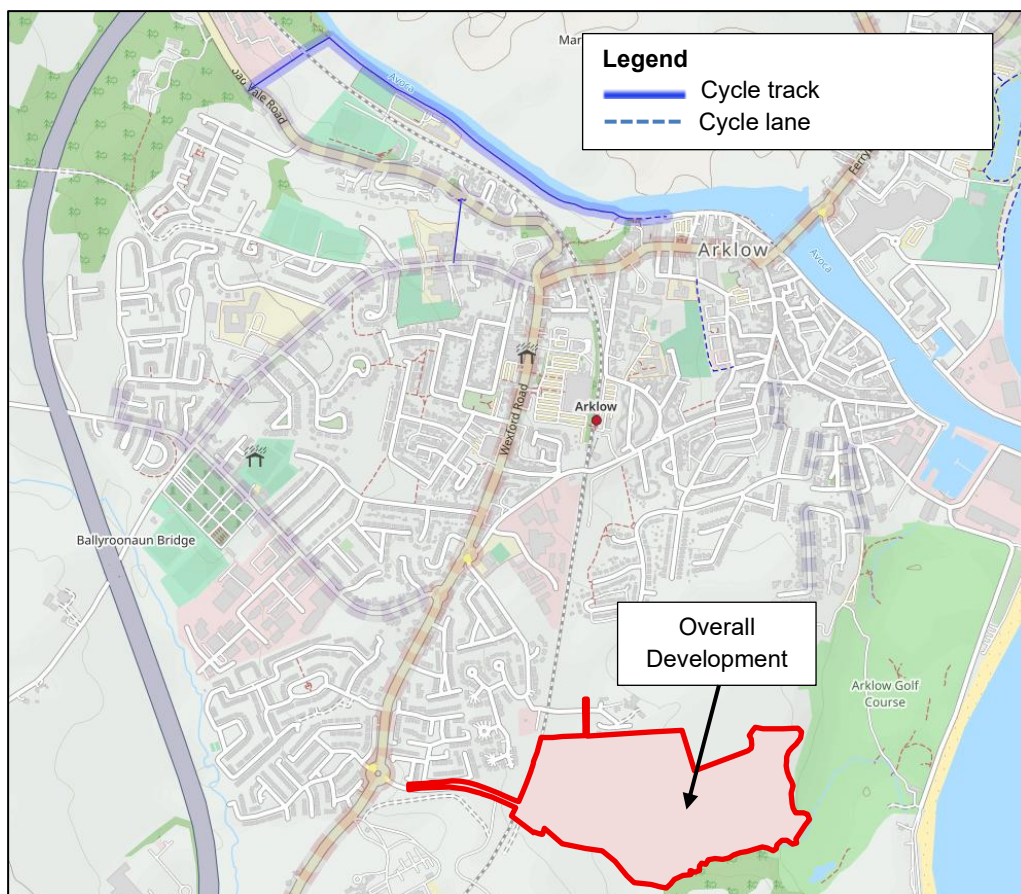


Figure 5 | Existing Cycle facilities
(Source: Open Street Map)

A similar catchment exercise has been conducted for the cycling mode of transport, in accordance with the methodology previously employed for walking. The average cycling speed was calculated to be 3.3 metres per second (equivalent to 15 kilometres per hour). **Figure 6** below indicates the typical cycling catchments from the Subject Site for 10-minute, 15-minute, and 24-minute cycling times.

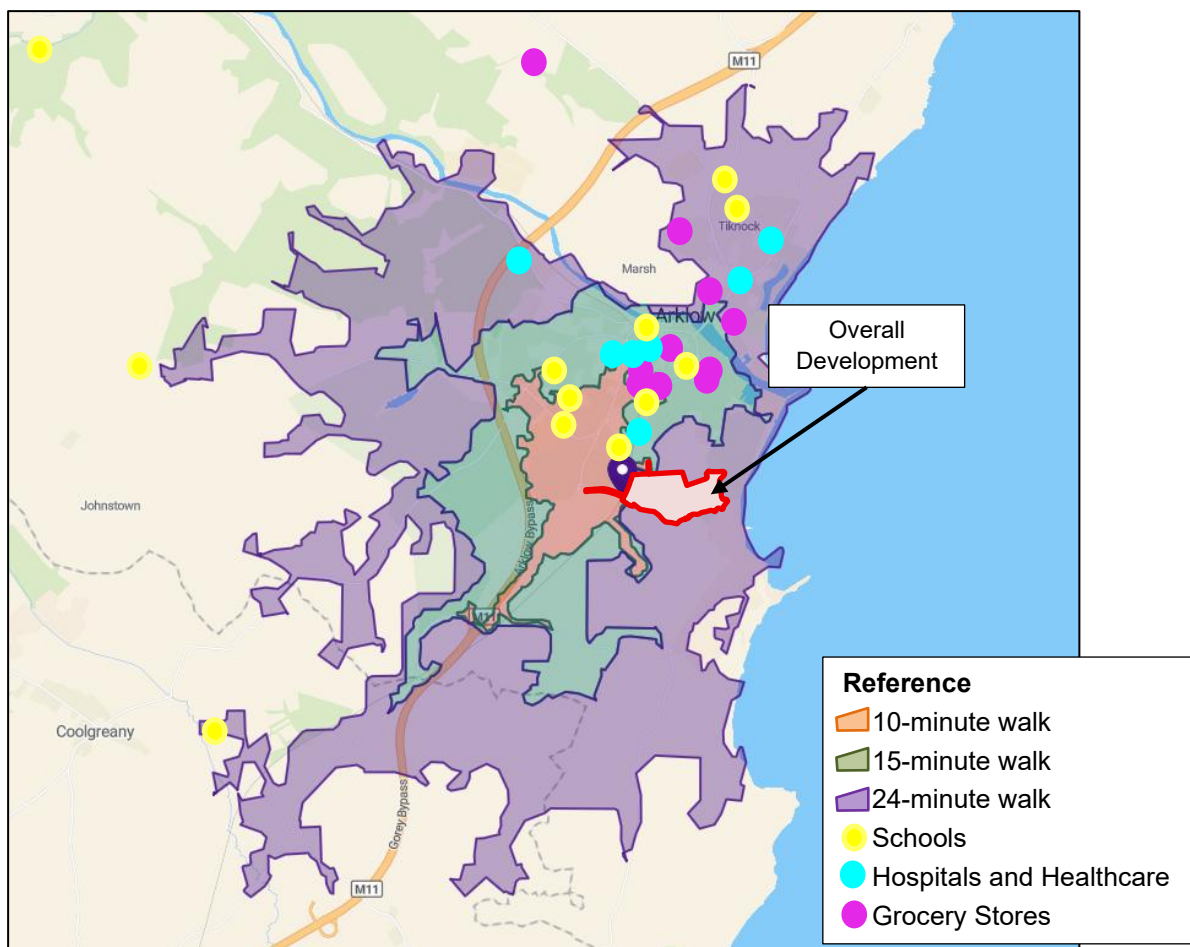


Figure 6 | Cycling Accessibility Isochrone Map
(Source: Smappen app)

As presented in **Figure 6** above, the entirety of Arklow Town is reachable in a 24-minute cycle. Arklow Train Station is located within a 7-minute-cycle from the Subject Development. The Subject Development benefits from close proximity to schools such as Gaelscoil an Inbhir Mhóir and Carysfort Mixed National School, as well as medical facilities including HSE Portview Centre. Everyday needs are also well served by nearby grocery stores such as Tesco Extra, Lidl, and SuperValu all located within the walkable catchment area.

3.3 Existing Roads

The Subject Site is located adjacent to a road network consisting of national roads, regional roads, and local roads. The existing road network and the Subject Site location is indicated in **Figure 7** below.



Figure 7 | Existing Roads
(Source: Open Street Map)

The **M11** in Arklow is the section of the main motorway that bypasses the town of Arklow in County Wicklow, forming part of the major Dublin – Rosslare route on Ireland's east coast. It's a high-quality dual carriageway/motorway linking Dublin with towns further south and helps divert through-traffic away from Arklow's centre, improving journey times.

The **R772** is a regional road running north–south through Arklow. It serves as a key urban corridor, linking Arklow with nearby towns such as Rathnew, Gorey, and Enniscorthy along the old N11 alignment.

The **Northwood** is a two-way single carriageway local access road serving the Northwood/Moneylands residential development in County Wicklow. The road connects to the R772 regional road, providing access to the wider road network, including the nearby M11 motorway. The road primarily serves local traffic and includes pedestrian footpaths along one side of the carriageway.

3.4 Existing Bus Network

The closest bus stop serving the Subject Development is located 500 m (7-minute walk) from the site along Wexford Road (R772). The bus routes operating at this bus stop are 740A and 2.

There are additional bus stops serving the site which are located 1.6 km (21-minute walk) from the site also along Wexford Road (R772). The bus routes operating at these bus stops are 800, and 183 in addition to 740A and 2.

The location of the bus stops and estimated walking distances from the site are shown in the figure below.

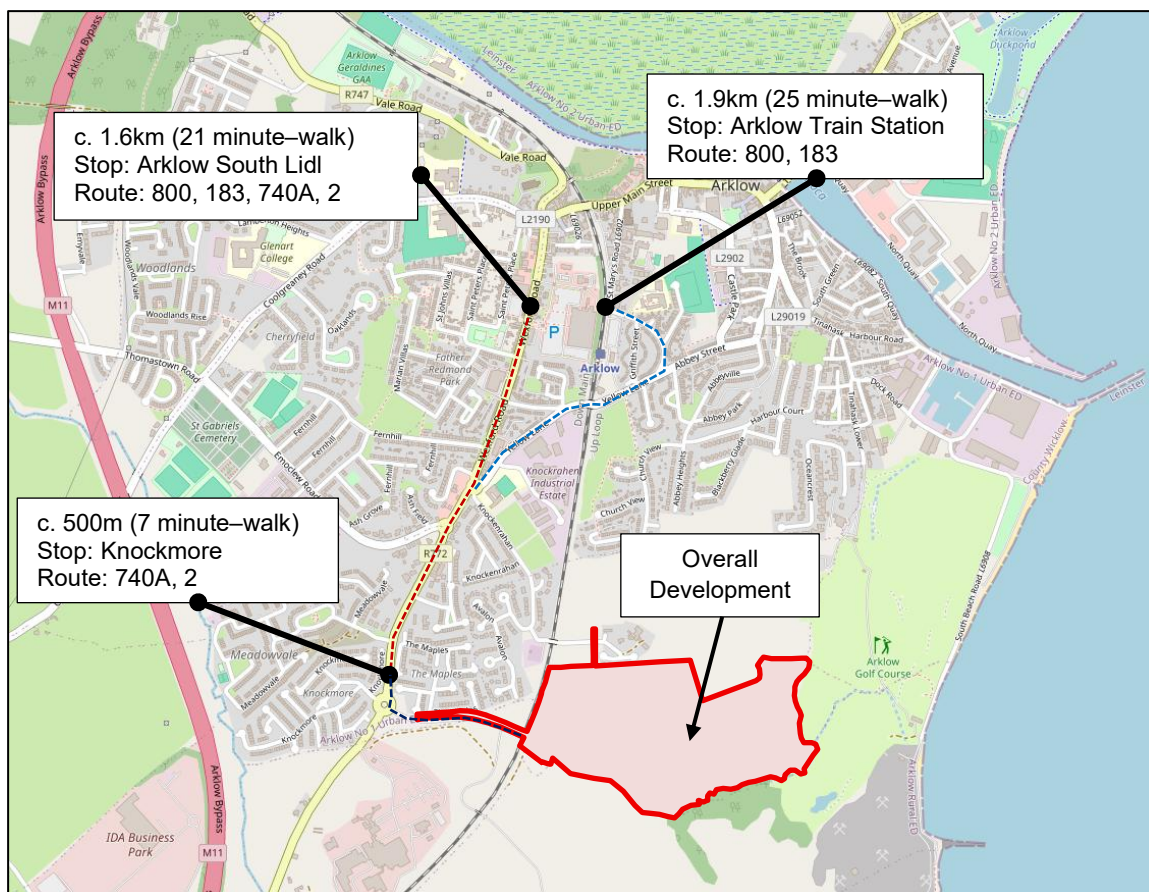


Figure 8 | Location of Closest Bus Stops
(Source: Google maps and Transport for Ireland)

The weekday and weekend frequency service are shown in **Table 3**.

Bus Route	Direction	Weekday frequency	Saturday Frequency	Sunday / Bank Holiday Frequency
183	Arklow - Glendalough	7 services between 07:02 and 20:52	7 services between 07:02 and 20:52	7 services between 07:02 and 20:52
	Glendalough - Arklow	7 services between 08:34 and 23:00	7 services between 08:34 and 23:00	7 services between 08:34 and 23:00
800	Arklow - Carlow	4 services between 07:06 and 20:36	4 services between 07:06 and 20:36	3 services between 12:04 and 21:06
	Carlow - Arklow	4 services between 06:41 and 20:19	4 services between 06:41 and 20:19	3 services between 10:41 and 20:54
740A	Gorey – Dublin Airport	Every 1 – 2 hours between 06:15 and 18:00	Every 2 hours between 10:00 and 16:00	Every 2 hours between 10:00 and 16:00
	Dublin Airport - Gorey	7 services between 11:35 and 22:35	4 services between 13:35 and 20:40	4 services between 13:35 and 20:40
2	Dublin Airport – Gorey – Wexford	Every hour from 07:53 to 20:46 Every 1-2 hours from 22:44 to 01:35	Every hour from 07:53 to 20:46 Every 1-2 hours from 22:44 to 01:35	Every 1-2 hours from 07:35 to 01:35
	Wexford – Gorey – Dublin Airport	Every 2 hours from 03:03 to 06:58	Every 2 hours from 03:03 to 06:58	Every 2 hours from 03:01 to 11:11

		Every hour from 08:14 to 16:16 Every 1-2 hours from 18:16 to 21:38	Every hour from 08:14 to 16:16 Every 1-2 hours from 18:16 to 21:38	Every hour from 13:13 to 16:13 Every 1-2 hours from 18:11 to 21:37
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Table 3 | Bus Routes – Frequency Table
(Source: Transport for Ireland)

3.5 Rail Network

The nearest rail station to the Subject Site is the Arklow Train Station, located approximately 800m to the north of the site. Arklow Train Station can be reached through an 11-minute walk, 3-minute cycle and 3-minute drive. As mentioned above, the potential future development to the north of the Subject Site is expected to provide convenient access to Arklow Rail Station, reducing the distance and time required to reach it.

The location of Arklow Train Station is shown in the figure below.

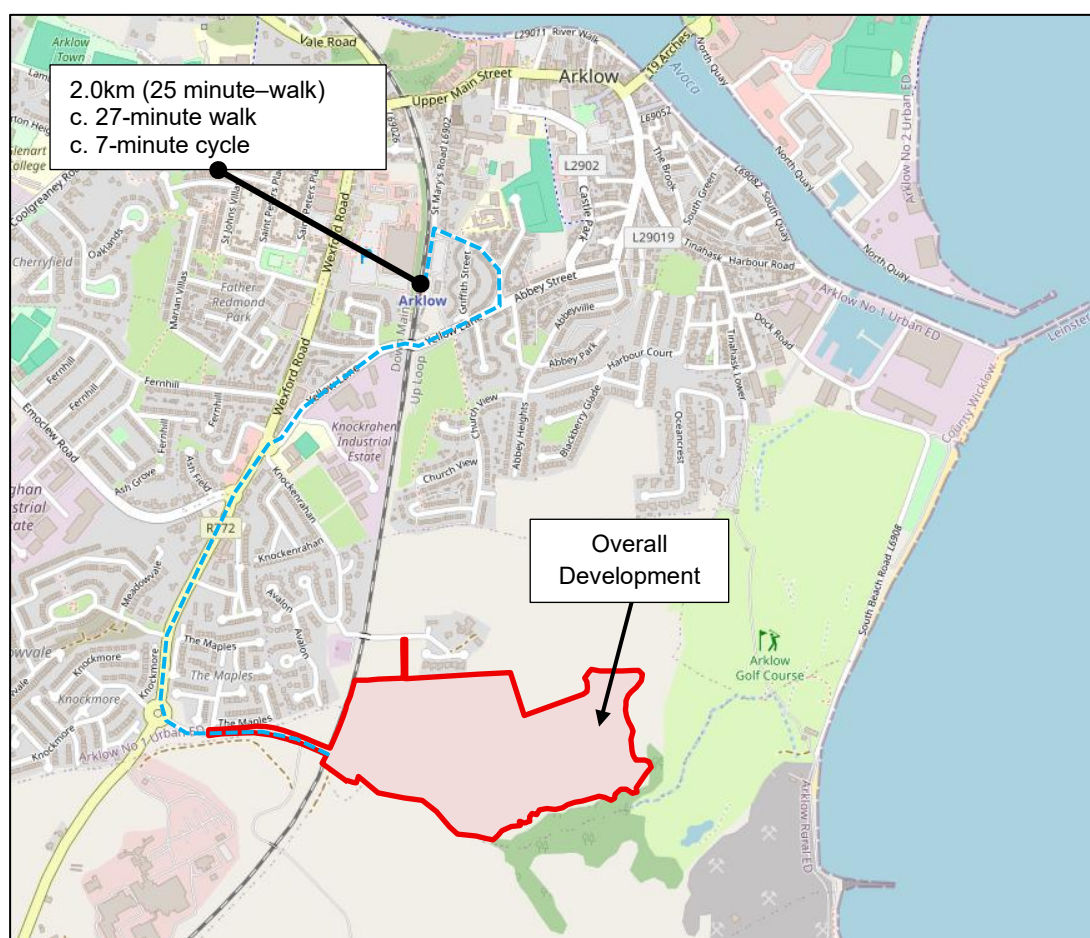


Figure 9 | Location of Drogheda MacBride Train Station and Route from the Site

The train routes serving Arklow are:

- Dublin – Rosslare
- Gorey/Bray – Dublin - Howth

The table below indicates the main routes to and from Arklow Train Station.

Route	Frequency
Dublin - Rosslare	6 services on weekdays at 11:18, 15:12, 18:11, 19:14, 20:17 and 21:47 3 services on Saturday at 09:37, 15:35 and 20:23 3 services on Sunday at 12:04, 15:25 and 20:26
Gorey/Bray – Dublin - Howth	6 services on weekdays at 05:58, 06:58, 08:32, 14:10, 19:19 and 22:33 4 services on Saturday at 07:00, 08:35, 14:35 and 19:25 3 services on Sunday at 11:01, 15:27, 19:21,

Table 4 | *Trains through Arklow Train Station*

(Source: Irish Rail)

4. Transportation Improvements

4.1 Cycle Infrastructure

In January 2023, the Greater Dublin Area (GDA) Cycle Network Plan was adopted. The Plan defines the proposed Urban Network, Inter-Urban Network and Green Route Network for each of the seven Local Authority areas within the GDA. This Plan was part of the GDA Transport Strategy 2022-2042.

An extract of the proposed cycle network is reproduced in the figure below.

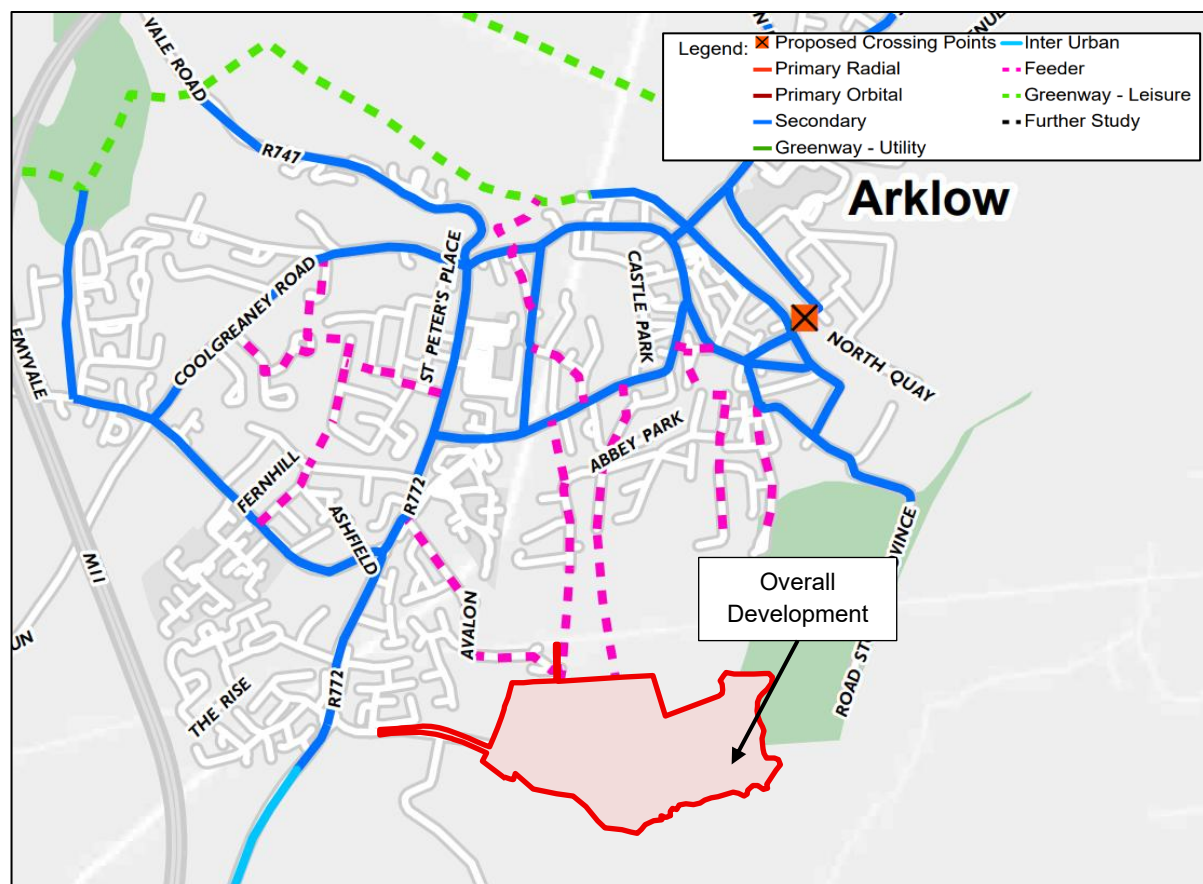


Figure 10 | Proposed Cycle Network
(Source: GDA Cycle Network Plan, 2022)

The future local cycle network, as outlined in the 2022 GDA Cycle Network Plan, includes feeder routes running along the local streets in the surrounding residential neighbourhoods and secondary routes along Abbey Street and the Wexford Road (R772).

4.2 Active Travel Strategy

The Arklow Local Planning Framework 2026 is supported by the Arklow Local Transport Plan, which seeks to encourage walking, cycling and public transport. The strategy promotes enhanced connectivity and supports the development of a comprehensive active travel network linking residential areas, employment centres, educational facilities, community amenities and public transport services.

The Active Travel Strategy for Arklow is illustrated on the LPF Active Travel Strategy Map. The strategy includes the provision of continuous walking and cycling facilities on key desire lines, public realm improvements along the town's Central Spine, enhanced permeability links, new pedestrian and cycle

bridge connections across the River Avoca, improved access to Arklow Train Station and the future delivery of the Arklow to Shillelagh Greenway.

The Local Transport Plan identifies five overarching objectives:

- Encourage the use of sustainable low-carbon transport modes to reduce car dominance.
- Enhance the vibrancy, accessibility and liveability of Arklow Town Centre.
- Maximise the use of existing and future environmental assets such as the Avoca River Walk and proposed Greenways.
- Enhance connectivity and permeability by removing barriers to walking and cycling.
- Support the 15-minute town concept through the delivery of connected walking and cycling networks.

In support of these objectives, the Active Travel Strategy includes:

- Provision of continuous high-quality walking and cycling facilities on primary routes leading to Arklow Town Centre.
- Public realm improvements and active travel facilities along Arklow's Central Spine comprising the Dublin Road, Ferrybank, Main Street and Wexford Road (R772).
- Delivery of new active travel bridge connections across the River Avoca to improve connectivity between the north and south sides of the town.
- Formalisation of existing permeability links and provision of new pedestrian and cyclist connections.
- Improved connectivity to the proposed Arklow to Shillelagh Greenway.

The LPF further contains a series of Active Travel Objectives (**ARK 70-79**) which seek to improve pedestrian and cycling infrastructure, enhanced connectivity, upgraded pedestrian crossings, improved access to Arklow Train Station and the delivery of active travel bridges across the River Avoca. Particular emphasis is placed on improving sustainable access between new residential communities, schools, employment lands, the town centre and public transport facilities.

The Active Travel Strategy Map is shown in **Figure 11** below.

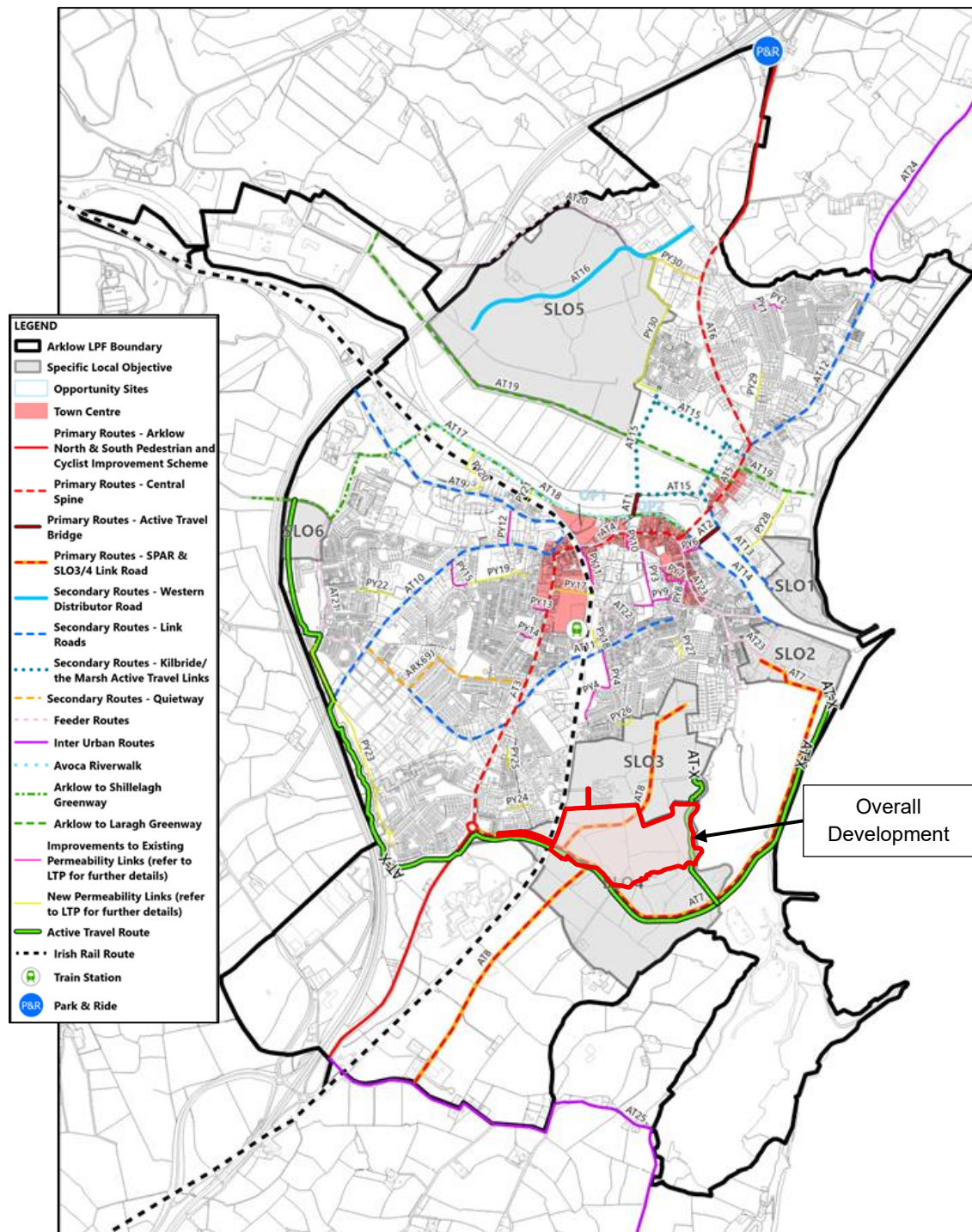


Figure 11 | Active Travel Strategy for Arklow
(Source: Map No.6 Active Travel Strategy)

4.2.1 Southern Port Access Road (SPAR)

The SPAR is a critical piece of infrastructure for the development of Arklow to be delivered over the short to medium term. This road will:

- Underpin and facilitate the development of housing in SLO3 and SLO4 at Tinahask Abbeylands and Tinahask Moneylands.
- Provide multimodal connectivity between SLO3 and SLO4.

- Support a future town bus service.
- Provide a more suitable road network for larger vehicles and reduce reliance on the South Quays and 19 Arch bridge for HGV movement.
- Support regeneration of the South Quays and Arklow Harbour area.

It is envisaged that the SPAR will connect to SLO4 Moneylands Tinahask South via the existing access road and railway bridge. The route will extend east through the SLO lands before turning north towards the Roadstone Arklow Rock Quarry. From the Roadstone Quarry, the road will Connect to Arklow Port via L6908 South Beach Road.

The SPAR will include the following:

- DMURS aligned layout with a designation as a link street with 50km/hr speed limit.
- Dedicated active travel facilities.
- Widening of railway access bridge to facilitate pedestrian, cyclist and vehicular movement.

4.2.2 Tinahask Link Roads

The 2026 LPF and accompanying Local Transport Plan continue to identify the delivery of strategic road infrastructure as a key component of Arklow's future growth strategy. In particular, Objective ARK 85 supports the delivery of distributor road access through SLO4 connecting to SLO3 (Abbeylands–Tinahask) to the north and the employment lands to the south.

The proposed distributor road network will improve connectivity between the strategic development lands and the wider road network, whilst supporting the phased development of SLO3 and SLO4.

Accordingly, the successful implementation of these transport objectives will be dependent upon the incorporation of high-quality active travel facilities, including safe and direct pedestrian and cycle connections.

5. Proposed Development

5.1 Site Location

The Subject Site is located south of Arklow Town and SLO3, and east of the M11 and the Dublin–Rosslare railway line. The site comprises greenfield lands, bounded to the north and south by open greenfield lands, to the east by a leisure amenity, and to the east by the Dublin–Rosslare railway line.



Figure 12 | Proposed Development – Site Location

5.2 Description of the Subject Development

The Proposed Development comprises amendments to the Large-scale Residential Development permitted under WCC Reg. Ref. 24/325 consisting of 352 No. residential units proposed in a mix of houses and apartment units comprising 334 No. houses (44 No. 2-bedroom, 241 No. 3-bedroom and 49 No. 4-bedroom) ranging from 2 to 3 storeys, 18 No. apartments (6 No. 1-bedroom and 12 No. 2-bedroom) in 1 No. 4 storey building, 1 No. creche (c. 711 sqm) at ground floor of apartment Block A; and all associated and ancillary site development works including on site attenuation, hard and soft landscaping and boundary treatment works, including public open space; communal open space, public lighting; surface car parking; bicycle parking spaces/stores for houses and apartment units; 4 No. ESB substations; bin stores; vehicular access via existing Northwood road and railway overbridge from Knockmore roundabout. The proposed

development also includes road upgrade works to the existing railway overbridge and the western approach to same including the provision of a 2.5m footpath, 6m carriageway, safety barrier improvement works and other ancillary works required to facilitate these elements.

The Schedule of Accommodation is shown in **Table 5** below:

Typology	1 Bed	2 Bed	3 Bed	4 Bed	GFA	Total
House	-	44	241	49	-	334
Apartment	6	12	-	-	-	18
Crèche	-	-	-	-	714	-
Total	6	56	241	49		352 units

Table 5 | Unit Breakdown

5.3 Vehicular Access and Internal Layout

Vehicular access to the Subject Development is proposed off the R177 via Northwood as shown in **Figure 13** below. Potential future vehicle access has been proposed at the northern of the Subject Development. This will link the Subject Development to future developments proposed under the Arklow Local Planning Framework 2026.

All internal roads in the Proposed Development have been designed for a speed limit of 30kph. The internal roads generally vary between 5.5m and 6.0m in width. In accordance with DMURS, the internal road layout is meandering and has frequent interruptions such as raised tables, pedestrian crossings and low radii corners which will impose low vehicular speeds.

A 6.0 m wide shared surface provides local access only for a limited number of houses & creche users. This is intended to slow motorists and create a quiet community street for the creche. This was done in accordance with Section 4.3.4 of DMRUS, which indicates:

- *Use a variety of materials and finishes that indicate that the carriageway is an extension of the pedestrian domain.* A different finish from the rest of the pavement has been chosen to identify these areas.
- *Avoid raised kerb lines. Any Kerb line should be fully embedded within the street surface.* Small ramps have been used to start and terminate the shared spaces, raising them over the other pavements.

All road intersections within the development itself have been designed as priority junctions. The visibility splays of which these junctions have been designed are in accordance with the requirements set out in the Design Manual for Urban Roads and Streets (DMURS), which recommends visibility splays of 23m x 2.4m for a speed limit of 30km/hr. The low design speeds that the internal junctions have designed will ensure their safe operation.

Around the creche a smaller street with a shared surface treatment is designed to favour the pedestrian and cyclist. Provision for this homezones is to maximise pedestrian and cycle permeability throughout the development.

Vehicle access points are shown in **Figure 13** below.

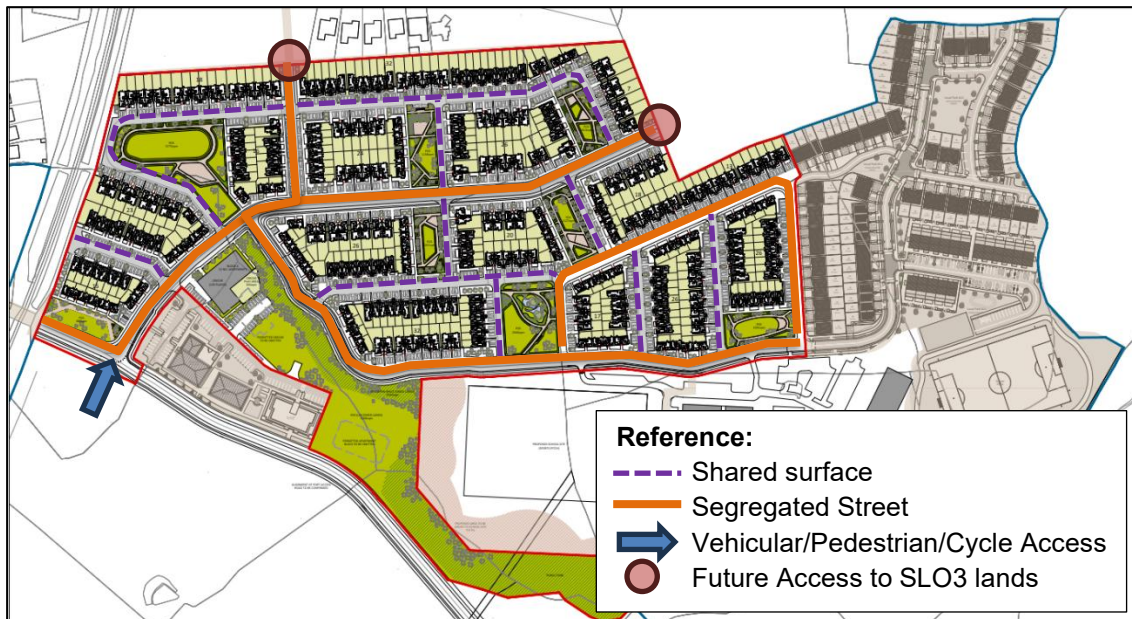


Figure 13 | Proposed Development - Site Access Points and Internal Layout

5.4 Pedestrian and Cyclist Infrastructure

Pedestrian and Cyclist access to the Subject Development will be provided via Northwood as illustrated on **Figure 14** below. Pedestrian footpaths are provided within the site, linking all residential units to communal public space and the broader external network. These footpaths are designed with a width of between 2m, in accordance with the principles of the DMURS.

In addition, the Proposed Development includes sufficient cycling parking spaces, as outlined in to **Section 9.2.4** below.

The main pedestrian and cycle paths are shown in **Figure 14** below.



Figure 14 | Proposed Development – Pedestrian and Cyclist Infrastructure

5.5 Traffic Assessment

Details of the specific Traffic Assessment are set out in the Waterman Moylan Report No. 26-035r.001 *Traffic and Transport Assessment*, which is included in the documentation package.

5.6 Car Parking

A total of 623 No. car parking spaces are proposed to serve the Subject Development. This provision comprises 508 No. spaces allocated to the proposed houses and 74 No. visitor spaces, including 4 No. accessible parking spaces. In addition, 12 No. parking spaces are proposed to serve the apartment units, together with 3 No. visitor spaces, including 1 No. accessible parking space. A further 26 No. parking spaces are dedicated to the proposed crèche, including 1 No. accessible parking space.

The Proposed Development will provide for the following EV provision:

- Residential (housing):
 - 391 EV-ready car parking spaces, located within the allocated on-curtilage parking areas serving the houses
 - 12 EV-charging car parking spaces, located within the off-curtilage parking areas serving the houses
 - 8 EV-charging car parking spaces, located within the off-curtilage parking areas serving house visitors
 - 97 car parking spaces have been designed to accommodate the future installation of EV charging infrastructure to serve residents and visitors.
- Apartments:
 - 2 EV-charging car parking spaces, located within the off-curtilage parking areas serving the apartments
 - 1 EV-ready car parking spaces, located within the off-curtilage parking areas serving apartment visitors
 - 12 car parking spaces have been designed to accommodate the future installation of EV charging infrastructure to serve apartment residents and visitors.
- Creche:
 - 2 EV-charging car parking spaces, located within the creche parking area
 - 24 car parking spaces have been designed to accommodate the future installation of EV charging infrastructure to serve the creche parking area

Details of the car parking assessment are set out in the Waterman Moylan Report No. 26-035r.001 *Traffic and Transport Assessment*, which is included in the documentation package.

5.7 Cycle Parking

The Subject Development includes a total of 52 No. cycle parking spaces, comprising 30 No. spaces for residents of the apartment block and 10 No. spaces for visitors. In addition, 12 No. cycle parking spaces are proposed for use by the crèche.

The Subject Development also proposes 2 No. cargo cycle parking spaces.

Details of the cycle parking assessment are set out in the Waterman Moylan Report No. 26-035r.001 *Traffic and Transport Assessment*, which is included in the documentation package.

5.8 DMURS Statement of Consistency

Waterman Moylan Consulting Engineers considers that the Proposed Development is consistent with the principles and guidance outlined in the Design Manual for Urban Roads and Streets (DMURS), details of the specific design features are set out in the Waterman Moylan Consulting Engineers Report No. 26-035r.003 *DMURS Statement of Consistency*, which is included in the documentation package.

6. Modal Split Targets

6.1 Small Areas – Census 2022

Analysis of the expected modal split preferences for residents in the vicinity of the Subject Site was based on public data from 2022 census. The Central Statistical Office conducted this census on 3rd of April 2022, with data made available at a small-area level to facilitate localized analysis.

For the Proposed Development, a representative sample of these areas was chosen to derive an average value, which serves as a basis for predicting the potential travel behaviour of its future residents. This approach was adopted as the areas highlighted on **Figure 15** below comprise residential developments with characteristics similar to the Subject Development therefore providing information on mode share that can be attributed to the Proposed Development.

The 2022 small areas are shown in **Figure 15** below.

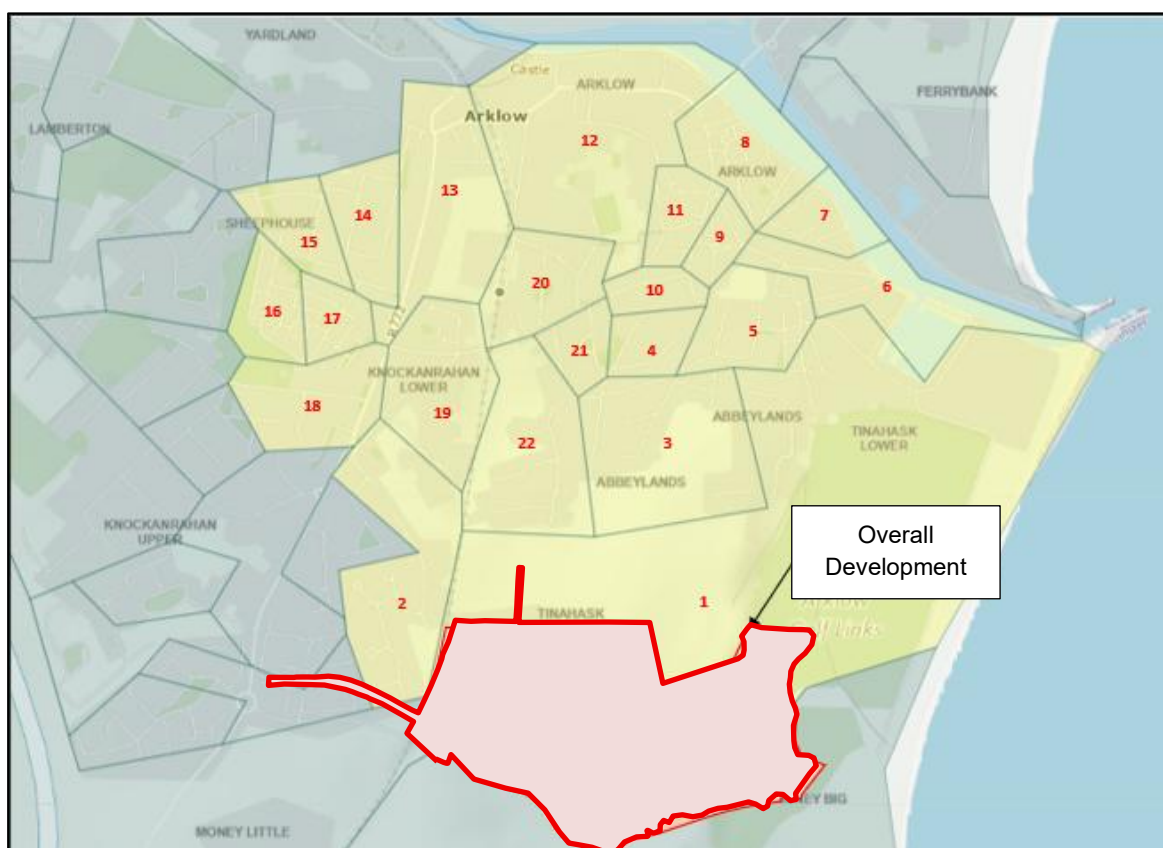


Figure 15 | Consulted Small Area (Source: 2022 Census)

The modal split is detailed in **Table 6** below, based on information obtained from the 2022 census.

Mode	Census 2022
Car	67.6%
Public Transport	4.9%
Walk	25.7%
Cycle	1.8%
Total	100%

Table 6 | Surveyed Modal Split for the Journey to Work, School, or College in Small Areas –2022

Table 12.01 in the Wicklow County Development Plan 2022-2028 provides the modal split in Arklow for the years 2011 and 2016. For this purpose of this assessment, it is assumed that the 22 small areas analysed above are representative of Arklow in its entirety. A comparison of modal split in Arklow from 2011 to 2022 is shown in **Table 7** below.

Mode	Census 2011	Census 2016	Census 2022
Car	72%	71%	67.6%
Public Transport	5%	5%	4.9%
Active Travel	22%	24%	27.5%

Table 7 | A comparison of modal split in Arklow from 2011 to 2022

Table 7 above indicates a reduction in car usage, alongside a fairly constant use of public transport in Arklow. There has been an increase in active travel during this period. This upward trend in active mobility suggests a growing preference for more sustainable and health-conscious modes of transport.

6.2 Mode Share, Modal Split and Car Ownership

The modal split based on statistical data provides insight into the behaviour of residents in the surrounding area of the Subject Development. It is therefore likely that residents of the Subject Development exhibit similar behaviour to that statistically surveyed.

The results of the Census 2022 consultation show that the modal split in the selected small areas is 67.6% by car, 4.9% by public transport, 25.7% by walking and 1.8% by cycling.

In addition, the survey found that the population of 4,876 people living in these areas had a car ownership of 1, 995 vehicles, which equates to 0.96 cars per dwelling unit

Further details regarding the results of the survey on car ownership in the small areas surveyed are presented in Waterman Moylan Report No. 26-035r.001 *Traffic and Transport Assessment, Section 6.2*.

6.3 Target Modal Split

According to the *Sustainability Strategy 2024-2030*, there are targets to reduce carbon emissions from transport in the Greater Dublin Area by 50% by 2030 in line with the Climate Action Plan.

In light of this, the development strategy for this Mobility Management Plan aims to promote sustainable modes of transport by encouraging more use of public transport and active travel and reducing reliance on private cars.

The 2035 target proposal for modal split for the residents' journeys to and from work, school or college are presented in the table below:

Mode	Census 2011	Census 2016	Census 2022	Target 2035
Car	72%	71%	67.6%	50%
Public Transport	5%	5%	4.9%	10%
Active Travel	22%	24%	27.5%	40%
Total	100%	100%	100%	100%

Table 8 | Target Modal Split for Residents Journey to Work, School, or College in 2035

The targets set out in **Table 8** seek to reduce the use of private vehicles and increase each alternative means of transportation. The projected increase in active travel takes into account upcoming improvements in the area, including new cycle infrastructure in the surrounding residential neighbourhoods and secondary

routes along Abbey Street and Wexford Road (R772). This reduction also takes into account an increase in the use of EVs to reduce emissions.

The increase in mode share for walking has been made considering the concept plan in Arklow Local Planning Framework 2026. Further details are outline in Waterman Moylan Report No. 26-035r.001 *Traffic and Transport Assessment* report attached as part of this planning application.

The increase in public transport has been made considering upcoming improvements in the road network including the consultation of the Southern Port Access Road and Tinahask Link Roads which are expected to result in a town bus service (see **Section 4.2** above).

6.4 Strategy

The objective of this Mobility Management Plan is to enhance pedestrian mobility to/from the Subject Development by prioritising it over vehicular movement. To achieve this goal, the following objectives have been set out:

- (a) Reduce single-occupancy car use.
- (b) Reduce the use of cars for short journeys from the Subject Development, particularly at peak times.
- (c) Promote the use of sustainable transport systems to and from the Subject Development.
- (d) Promote the use of public transportation to reach their destinations.

The aim of these objectives is to encourage a greater number of people to walk, cycle or use public transport to and from the development rather than to travel by car.

In addition, this Mobility Management Plan aims to provide guidance to all stakeholders involved, including Wicklow County Council, public transport providers, tenants, and owners of nearby development, with the aim of promoting a sustainable transport network in and around the Proposed Development area to meet existing and future needs.

7. Proposed Mobility Management Plan

A Mobility Management Plan will be implemented for both the proposed non-residential land use and the apartment blocks. The MMP will be developed and maintained on an ongoing basis, with the primary objectives of promoting sustainable travel, encouraging the use of public transport and active travel modes, and reducing dependency on private car use.

It is important to strike an appropriate balance between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.

The Mobility Management Plan is designed to address the typical day-to-day operational requirements at the site. It will be implemented and managed by the Mobility Management Plan Coordinator, who will be responsible for overseeing the implementation and management of the Mobility Management Plan.

7.1 Mobility Management Plan Coordinator

The developer will appoint a Mobility Management Plan coordinator or management company to oversee the development of the plan. The latter will appoint a senior member of staff as Mobility Management Plan Coordinator.

The Mobility Management Plan Coordinator will represent the philosophy of the plan and act as a coordinator for the proper functioning of the plan. The Coordinator shall be appointed within two months of the site being occupied. The Mobility Management Plan Coordinator's responsibilities shall include:

- Implementing and maintaining the plan.
- Monitoring the progress of the plan.
- Liaise with internal departments and stakeholders, public transport operators and planning and highways officials.
- Producing information reports for the developer, residents, and planning and highway authorities.
- Ongoing evaluation of the Plan's objectives.

The Mobility Management Plan Coordinator will be responsible for the creation and maintenance of up-to-date travel information boards for residents. The travel information boards will be installed in strategic location, where residents will have access to a variety of resources, including travel information, timetables, internet access, and notice boards.

In addition to the above responsibilities, the Mobility Management Plan Coordinator must also undertake the following activities.

7.1.1 Local Policies Review

As part of the Mobility Management Plan Coordinator's responsibilities, a review of current policies and practices is to be undertaken with the aim of understanding their impact on the daily resident travel patterns. For instance, the provision of a substantial number of free parking spaces may prompt residents to have and utilise their vehicles, despite the proximity of their place of work.

The Mobility Management Plan may address issue affected by an initial review of local policies that impacted residents' travel choices.

7.1.2 Site Audit

A preliminary assessment of the accessibility of the site is presented in **Section 3** of this Mobility Management Plan, while **Section 4** outlines potential future transport improvements. However, it is the

responsibility of the Mobility Management Plan Coordinator to update this information, considering the following guidance:

- Public Transport service: The location of the bus stops and the train stations must be considered, as well as the routes served and the frequency of services.
- Pedestrian and cycle accessibility: This should include an assessment of the local cycling and walking environment from the Subject Development to the various public transport stops. This assessment must consider the current conditions and where necessary, identify areas for improvement.
- Road condition: This involves considering the traffic condition and level of congestion near the site.
- Parking spaces near to the site: A survey of car and cycle parking near the site will provide an indication of whether residents need to drive to the site and if they have sufficient car parking spaces. The survey must consider the volume and usage of the parking spaces, their location, the quality and quantity of the available parking, and the relationship between these factors and the demand for parking spaces. It must also consider any management issues that may arise.
- Location of the surrounding facilities: It is paramount for residents to be aware of the location of the primary shops, as well as the relative distance to the site. The distance should be provided in metres and in travel time, either walking or cycling.

Finally, it is important that the Mobility Management Plan Coordinator is aware of possible future improvements to the public transport network, which could have an impact on employee travel.

7.1.3 Residents Travel Survey

Within the first four months of appointment, the Mobility Management Plan coordinator shall arrange for a resident travel survey to be carried out. This can be achieved by means of self-completion questionnaires, which will help to identify travel requirements and set targets and needs. The information requested in the questionnaire should include:

- Basic Personal information (age, household size, car ownership, occupation)
- Primary mode of transport.
- Current travel patterns including the time taken to travel to work and the place of work.

It is also necessary to ascertain the residents' views on alternative modes of transport to the car, in order to identify the factors that would encourage them to switch to other modes. Furthermore, it is important to ascertain the extent of usage of car sharing schemes.

It should be noted that, traditionally, response rates to such questionnaires are relatively low, and it may be necessary to encourage residents to complete and return them.

The information obtained from the survey should be entered onto a database and used to formulate and monitor the implementation of the plan and to set and review targets. It is recommended that the new targets be agreed with the relevant planning and highway authorities or their agents within six months of the survey being carried out.

7.1.4 Promoting the Mobility Management Plan

It is the responsibility of the Mobility Management Plan Coordinator to provide all new residents at the site with a travel pack. The travel pack contains:

- (a) The Mobility Management Plan.
- (b) Public transport information, including bus routes and frequencies.
- (c) The benefits of the Mobility Management Plan for residents and visitors.

- (d) Details of tax incentives available, such as the Bike to Work Scheme, the Tax Saver Scheme for public transport tickets, etc.
- (e) A travel survey form.
- (f) Detailed pedestrian and cycle facilities.

7.2 Action Plan

7.2.1 Walking

It is well documented that there are numerous benefits to walking to and from their destination on a daily basis. The Subject Development is situated within an area characterised by a wider range of land uses that are accessible by walking as are shown in **Figure 4** above. The surrounding area is characterised by a variety of land uses, including grocery stores, shopping, health centres and schools.

It is proposed that residents be encouraged to reduce car use for short journeys and instead walk to nearby bus stops, local shops, and their place of work, school, or college. To support this, the integration of footpaths within the development with the existing road network will facilitate connections beyond the site.

The Mobility Management Coordinator will provide maps of the local area, which will show walking routes, local facilities, and distances with health information. This information will be displayed on the information board and/or the Mobility Plan mobile app and/or via a specific website; to assist residents and visitors understand the importance of choosing this mode of transportation over the automobile.

This communication tool will be developed to encourage residents to meet and walk together, fostering a sense of community between them. Furthermore, children enrolled in local schools will be encouraged to walk to school daily, thus reducing the number of private vehicles on the road.

7.2.2 Cycling and cycle parking

Cycling is an effective mode of transport, promoting independence and sustainable travel and allowing for shorter distances to various facilities.

The Subject Site will be located in close proximity to a range of amenities, including facilities that will be delivered as part of the proposed development. In addition, the Arklow area contains a number of employment centres that can be reached within a 24-minute cycling catchment, providing residents with convenient access to employment opportunities by sustainable modes of transport, as shown in **Figure 6** above.

As part of the promotion of cycling, formation and participation in cycling clubs can be encouraged among residents. Cycling clubs can cater to cyclists of varying skill level and are a great way to discover new routes, create friendships, and improve riding skills.

If there is a genuine interest in bicycle maintenance, public courses on the use, maintenance, repair, and improvement of bicycles may be proposed.

Additionally, residents are encouraged to avail themselves of the government's Cycle to Work scheme, which may be available through the local authority. Additionally, a fleet of hire bikes may be provided, which can be used to test cycling as a commuting option before making a purchase.

7.2.3 Car for individual use, shared use, and parking

Thousands of commuters travel the same routes to work every day, arriving at their destinations at the same time as their coworkers. There would be 50% less cars on the road during peak time if every driver had a companion in the car. There are numerous advantages to utilising sharing services for commuting

purposes, including a reduction in carbon emissions, fuel costs and parking fees, as well as a reduction in congestion and journey times due to a reduction in the number of vehicles on the road. Additionally, the experience of the journey is enhanced due to a reduction in congestion and the presence of company.

For people who live in places with long commutes or poor access to public transportation, carsharing is an attractive mode of transport.

To enable the formation of these vehicle sharing schemes, the Mobility Management Coordinator can use local communication channels (email groups, meeting spots, etc.) to encourage contact amongst various drivers.

The Mobility Management Coordinator will be responsible for the management of inappropriate parking within the development.

7.2.4 Strategy for public transport use

The Mobility Management Plan Coordinator will be responsible for encouraging residents to utilise public transportation and will provide them with the necessary information to facilitate this. This information will include Tax Saver Commuter tickets, details on travelling and the advantages of using public transportation.

(1) Promote Tax Saver Commuter tickets

The TaxSaver Commuter Ticket Scheme is a cost-reduction initiative for public transport. It offers employers the opportunity to make PRSI savings of up to 10.75%. Employees can also benefit from savings on their travel costs, with savings of between 28.5% and 52% possible due to tax, PRSI and USC savings. The ticket covers bus, rail, and the Luas system.

The scheme is open to employees who wish to participate. They can discuss the matter with their employer, who will then apply for and purchase the ticket on their behalf.

The TaxSaver scheme is managed in conjunction with the Revenue Commissioners by the following transport providers:

- Dublin Bus
- Bus Éireann
- Luas
- Irish Rail
- Approved transport providers

Residents of the Subject Site may obtain tickets as part of their salary package (salary sacrifice) in lieu of an annual cash bonus or as a benefit-in-kind. TaxSaver tickets are not subject to tax, PRSI or USC. It is important to note that employees are only liable to pay tax, PRSI, and USC on the portion of their salary that represents the actual remuneration. In addition, the employer is also responsible for calculating PRSI on the same basis.

The Mobility Management Plan Coordinator will be responsible for disseminating this information to the residents of the Subject Development, thereby affording them the opportunity to request this benefit at their place of employment.

(2) Update travel information

The Mobility Management Plan Coordinator will provide maps of the local area, indicating the nearest bus stops and train stations and the distance between the Subject Development and these points. Additionally, the Travel Plan Coordinator will provide updated local train and bus maps and timetables.

This information will be displayed in strategic locations to facilitate understanding of the importance of choosing this mode of transport over the car. Furthermore, the coordinator will inform residents of future plans for the development of public transport routes in the area.

Residents of the area will be informed about online public transportation information systems, their use and the advantages that this entails.

(3) Monitoring of the Public Transport service

It is the responsibility of the Mobility Management Plan Coordinator to conduct regular assessments of the public transport service in order to ascertain the quality of the service provided. In order to ensure the provision of high-quality public transport services, the coordinator must consider a number of factors, including fare, travel time, vehicle conditions, and frequency.

The Mobility Management Plan Coordinator may also engage in lobbying activities with the public transport operators in order to ensure the continued provision of a high level of service on the public transport routes serving the development.

(4) Advantages of using public transportation

The utilisation of public transport confers a multitude of advantages, both individually and socially. The benefits include:

- **Pollution reduction:** It is well known that commuting by efficient public transport is significantly less polluting in terms of CO₂ emissions than using a private car. For example, a typical Euro 5 bus emits around 65g/km of CO₂ per passenger, while a Euro 6 car emits almost 190g/km. Therefore, travelling by public transport is the most environmentally friendly alternative, preventing thousands of tonnes of CO₂ from entering the atmosphere.
- **Reduction of noise pollution:** As with air pollution, noise pollution can be mitigated by augmenting the utilisation of public transport.
- **Reduction of congestion in cities:** The overuse of vehicles results in the daily collapse of cities, particularly during peak hours. This phenomenon transforms cities into dirty, noisy, and grey environments. Public transport represents an optimal alternative to enhance traffic flow by reducing delays and traffic jams, thereby achieving superior urban mobility.
- **Most liveable cities:** Increasing the use of public transport would benefit everyone and improve cities in many ways such as having greener cities, with less congestion, less pollution, and less greenhouse gas emissions.
- **Economical:** The costs associated with a private vehicle can be four times those of public transportation. The initial cost of a car is significantly higher than the sum paid for it. Furthermore, there are additional expenses such as fuel, maintenance, NCT, insurance, tolls, and other periodic costs. This renders public transport a more economical mode of transportation in both the short and long term.
- **Time saving:** The act of driving can be fraught with unexpected traffic jams or the necessity to search for parking, both of which can result in the loss of valuable time. Conversely, the use of public transport ensures that the scheduled time of arrival at the destination is maintained, thereby obviating the need for any further complications or stress.
- **The opportunity to engage in other activities:** The journey may be utilised to read, listen to music, catch up with friends, engage in conversation or simply to reflect. Bus or metro journeys are conducive to a variety of activities on a daily basis.
- **Guarantee the mobility of groups with less access:** This method of transportation ensures the possibility of travelling to young people, older people or people with reduced mobility who are unable to use or do not have their own vehicle.

- Accessible to the entire population: In addition to the aforementioned advantages, it is imperative to highlight the accessibility and subsidised prices that public transport offers, thereby ensuring its accessibility to the entire population. This is particularly important when considering the sectors of society at risk of social exclusion.

Considering the benefits described above, it is important to try to migrate for the use of private vehicles to public transport, especially when the destination is well connected with public service. This section proposes a series of measures that could increase the modal split in favour of public transport.

7.3 Monitoring of the Mobility Management Plan

The responsibility for monitoring and reviewing the Plan will be borne by the Mobility Management Plan Coordinator. The principal indicators that will be subject to monitoring are as follows:

- Changes in modal split – both ‘usual’ and ‘occasional’ modes used.
- Cycle Parking on site: Include the state of the bike racks and that there are no abandoned bikes without owners.
- Bikes purchase through the Cycle to Work scheme.
- Number of car parking permits issued.
- Number of registered carsharers.
- Others that may be important.

The travel survey (refer to **Section 6.2** above) establishes the initial modal split of travel by residents. Once the travel survey has been completed and analysed, the Mobility Management Plan Coordinator will agree on annual targets with the main stakeholders (the developer, the occupier(s), the Local Authority, or its agents, etc.) for increasing the percentage of non-car modes of transport.

It is recommended that the Mobility Management Plan Coordinator meet with the stakeholders, officers of the Local Authorities or its agents within six months of the occupation of the building(s) and thereafter every twelve months to assess and review the progress of the Plan and agree objectives for the next twelve months.

As a consequence of the evaluation, the following potential outcomes may emerge:

- The objectives have been achieved, and no further intervention is deemed necessary to ensure alignment with existing local development plans.
- The objectives have not been fully achieved, necessitating the implementation of corrective measures that, due to their scale, can be managed by the Transport Coordinator.
- Large measures: the results are found to be significantly divergent from the stated objectives, which may necessitate the engagement of external consultants to develop the requisite mobility studies and implement the measures deemed necessary to realign the development with the originally stated objectives.

It is recommended that the Mobility Management Plan Coordinator prepare and submit to senior management of the Developer, the residents and the Local Authorities or its agents an annual Monitoring Report.

7.4 Marketing

Marketing represents a valuable instrument for demonstrating to stakeholders the status of the implementation, elucidating the essence of the Mobility Management Plan and the principal outcomes, demonstrating the level of responsibility for the surrounding environment, explaining how the Subject

Development is aligned with the government's requirements or explain to the residents the different benefits that they will have with the implementation of the Mobility Management Plan.

By employing marketing, the site can enhance its level of acceptance within the community and present itself as a model for other similar development.

The Marketing campaign will be created considering the following:

- Identify the Target Audience of the Marketing Campaign: marketing may be directed towards a number of different stakeholders, including residents, government representatives, and the general public. Consequently, it is essential to tailor the message and create content that aligns with the specific events and circumstances of each target group. It is crucial to recognise that the target audience will comprise a heterogeneous group of individuals at varying stages of readiness for change.
- Identify the aim of the Marketing Campaign: the identification of the objective of the marketing campaign serves to clarify the message. It is not the same to run a campaign to inform residents about a new benefit available, to inform stakeholders about the progress of the plan, or to provide a message to the surrounding community. In order to achieve this, it is essential to ascertain the target audience and the communication tool to be employed. This will inform the manner in which the messenger is to be utilized to achieve the desired impact.
- Identify Communication Tools: the objective is to identify the communication tools that will be employed. The manner in which a message is conveyed affects the subsequent evolution of that message. Consequently, the selection of media for an information campaign is contingent upon the target audience. These may encompass Facebook groups, WhatsApp diffusion, print media, digital media, live events, or document reports.
- Identify your Message: Once the target audience has been identified, the objective of the campaign has been established and the communication tools have been selected, it is crucial to create a clear message that effectively conveys the information to the audience in the desired manner.
- Brand the Marketing Campaign: the creation of a logo or emblem that is directly related to the campaign that is being developed can assist in the visualisation of the main and the messenger.

In light of the aforementioned considerations, it is possible to deliver a targeted message that is more likely to be well received by the recipient and thus ensure the success of the marketing campaign.

8. Conclusion

This Mobility Management Plan has been prepared by Waterman Moylan as part of the documentation in support of a planning submission for a Proposed Residential Development located at Tinahask Upper, Money Big & Money Little, Arklow, Co. Wicklow.

The objective of this document is to encourage residents and visitors to alter their travel behaviour in favour of more sustainable modes of transportation, and will be implemented for both the proposed non-residential land use and the apartment blocks

The Mobility Management Plan is a set of measures designed to facilitate sustainable travel for work-related journeys. The plan comprises a series of measures designed to encourage the use of walking, cycling, public transport, car sharing, the use of technology instead of travel, and flexible working practices.

It is important to note that the detail provided in this report serves as a guideline for the Subject Development, which forms the basis for the Mobility Management Plan to be developed by the Mobility Management Plan Coordinator.

There are a number of benefits to an organisation implementing a Mobility Management Plan, including:

- Reduced costs associated with providing car parking for residents or visitors.
- Reduced pressure on parking spaces so they are available to those with most need.
- Reduced carbon emissions associated with travel.
- Land formerly under parking released for more productive purposes.
- Increased accessibility to the site for residents and visitors.
- Compliance with planning permission conditions.

The implementation of these measures will not only benefit the residents but will also mitigate the negative impacts of the surrounding environment once the Subject Development has been completed.

UK and Ireland Office Locations

