

Project:
Residential
Development, Forest
Little Road, Swords,
County Dublin

Job No. 24.183

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DOCUMENT CONTROL

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Prepared by:

MCE

52-54 Lower Sandwith Street Dublin 2

D02WR26

Prepared for:

Golden Port Homes Limited

Ardee House, River Road, Blanchardstown, Dublin 15, D15 HW26













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APPENDIX 2 - TRAVEL PLAN PYRAMID

1. INTRODUCTION

Barrett Mahony Consulting Engineers (BMCE) have been commissioned by Golden Port Homes Limited. to prepare a Mobility Management Plan for a proposed residential development at Forest Little Road, Swords, County Dublin.

The proposal involves the construction of 109 no. residential units, 41 No. apartments, 42 No. duplexes and 26 No. houses.

96 No. car parking spaces are proposed, with 265 No. cycle parking spaces.

136 No. cycle parking spaces are proposed for the houses / duplexes, with 107 No. long-term spaces and 22 no. short-term spaces proposed for the apartments.

The location of the site is detailed within Figure 1-1.

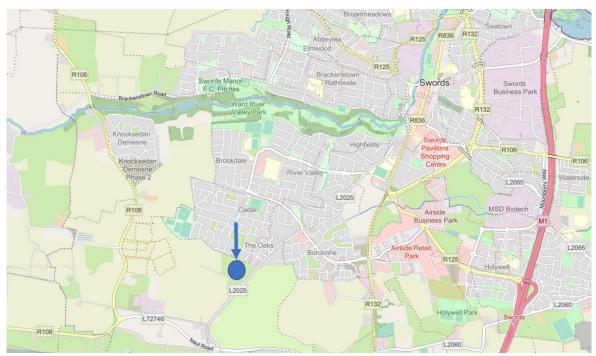


Figure 1-1: Site location map

The purpose of this report is to:

- Estimate the required car parking quantum and for the development and proposed day-ofopening modal split targets for the proposal;
- Put forward a mobility management strategy for the proposed residential development;
 and
- Demonstrate significant non-car-based travel alternatives for residents at the proposed development.

Section 2 of this report will estimate the car and cycle parking requirement for the overall development, together with a proposed provision based both on the maximum FCC provisions and the recommendations of the New Apartment Guidelines. The section also utilises the 2022 Census to derive modal splits for the residents at the proposed residential development.

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Section 3 details guidance and policy documents relating to mobility management, with Section 4 outlining the travel plan pyramid.

Sections 5 contains the Mobility Management Plan (MMP) / Residential Travel Plan (RTP) for the proposal. This section contains revised modal splits for walking and cycling, together with additional measures to achieve these splits. The role of the Mobility Management Coordinator is also discussed.

Section 6 makes some concluding comments.

2. SUSTAINABILITY OF CAR PARKING PROVISION AT THE PROPOSED DEVELOPMENT

2.1 CAR AND CYCLE PARKING REQUIREMENTS AS PER FINGAL DEVELOPMENT PLAN 2022-2028

Tables 2-1 below details the car and bicycle parking standards for Fingal County Council based on the rates contained within their 2023 - 2029 Development Plan Written Statement for the proposed residential development.

It should be noted that the car parking required are maxima because the proposal is within the Zone 1 designation for parking:

Development type	Area / units	Maximum car parking standards	Parking required (Max)
Apartments 1-bed	17 No.	0.5 per unit	8.5
Apartment 2-bed	24 No.	0.5 per unit	12
Duplex 1-bed	21 No.	0.5 per unit	10.5
Duplex 3-bed	21 No.	1.0 per unit	21
Housing 2-bed	5 No.	0.5 per unit	2.5
Housing 3 or 3+ bed	21 No.	1.0 per unit	21
TOTAL	109 No.		75.5 No.
		Bike parking standards	Parking required
Apartments 1-bed	17 No.	1+1 per bed + 0.5 per unit	17+17+8.5=42.5
Apartment 2-bed	24 No.	1+1 per bed + 0.5 per unit	24+48+12=84
Duplex 1-bed	21 No.	1+1 per bed	21+21=42
Duplex 3-bed	21 No.	2+1 per bed	42+63=105
Housing 2-bed	5 No.	1+1 per bed	5+10=15
Housing 3-bed	10 No.	2+1 per bed	20+30=50
Housing 4-bed	11 No.	2+1 per bed	22+44=66
TOTAL	109 No.		405

Table 2-1: Max Parking required under Fingal County Development Plan Standards for proposed development

2.2 CAR AND CYCLE PARKING PROVISION

It is proposed to provide 96 No. car parking spaces for the development, above the maximum provision of 76 No. spaces are detailed within Table 2-1.

However, the proposed provision must be seen in the context of the Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (Department of Housing, Local Government and Heritage, Jan 2024).

Section 5.3.4 of this document requires, that in city centres and urban neighbourhoods, car-parking provision should be minimised, substantially reduced or wholly eliminated. The maximum rate of car parking provision for residential development at these locations, where such provision is justified to the satisfaction of the planning authority, shall be 1 No. space per dwelling.

This maximum provision equates to 109 No. spaces. The proposed provision of 96 No. spaces equates to 88% of the maximum permissible quantum under the 2024 Guidelines for Compact Settlements

In terms of cycle parking provision, it is intended to provide a total of 265 No. cycle parking spaces. 107No. long-term spaces and 22 no. short-term spaces proposed for the apartments and 136 No. cycle parking spaces are proposed for the houses / duplexes.

2.3 CAR USAGE PROJECTIONS USING MODAL SPLITS FROM THE 2022 CENSUS

Figures 2-1 to 2-3 contain maps of the 3 No. Electoral Districts analysed within this report.

The site is contained with the Swords-Forrest Electoral District. Swords Village and Swords-Glasmore Electoral Districts are the two closest ED's to the site with significant residential developments, both bordering on the candidate site.



Figure 2-1: Swords Forrest Electoral District



Figure 2-2: Swords Village Electoral District



Figure 2-3: Swords Glasmore Electoral District

Table 2-2 contains the modal splits for car, bus and Rail travel for the 3 No. Electoral Districts close to the subject site:

		MODE FOR JOURNEY TO WORK								
Electoral District	CAR DRIVER (%)	CAR PASSENGER (%)	BUS (%)	TRAIN (%)	CYCLING (%)	WALKING (%)	HOME (%)	Van, other, not stated		
Swords-Forrest	51	3	16	0	2	6	11	11		
Swords Village	37	3	19	1	2	16	13	9		
Swords-Glasmore	53	5	16	0	2	6	9	9		
Average	47	4	17	0	2	9	11	10		
AVERAGE	52	4	19	0	2	10	12	-		

Table 2-2: Modal splits for electoral districts in vicinity of subject site

Thus, for the existing inhabitants in 3 No. Electoral Districts close to the subject site, 52% commute by private car, with 4% as car passengers, with 19% commuting by bus or train and 12% cycling or walking.

The detailed modal split information for each of the 3 No. Electoral Districts are contained within Appendix 1.

2.4 ASSUMED MODAL SPLIT TARGETS WITHIN MOBILITY MANAGEMENT PLAN

Based on the data produced within section 2.3 above, a set of modal split targets are proposed for the year of opening of the proposed development and 5 years thereafter.

These modal splits are detailed within Table 2-3 below.

At the planning stage, the principal objective of the mobility plan must be the reduction in single occupancy private car trips from the existing 52% indicated by the Census results to a value 38% in year 5, with commensurate increases projected for public transport, cycling and walking.

Transport Mode	Commuter Usage (%) (day-of- opening)	Commuter Usage (%) (+ 5 years)	Basis for modal increase / decrease
Car driver	52	38	Given the policies within the Dublin region favoring public transport and soft modes over use of the private car for the journey to work, and the project initiatives that will flow from these policies, it would be reasonable assumption to allow for modal transfer from car to public transport.
Car passenger	4	5	Increase predicted as awareness of benefits of car sharing are made aware to residents by mobility manager
Public Transport	19	23	Proximity of site to A4 Bus Connects spine, increased modal split for public transport
Walk	11	15	This increase reflects the measures in the MMP to emphasize the health benefits of walking to work
Cycle	2	7	This increase reflects the improvements resulting from implementation of FCC cycling policies and the Greater Dublin Area Cycle Plan enhanced network proposed for the area
Home	12	12	These modes are predicted to remain unchanged

Table 2-3: Future Target Modal Splits for The Forest Road Development

2.5 CONCLUDING COMMENT

This section of the report demonstrates that, given existing travel patterns close to the subject site, a parking provision of 0.88 No. car parking spaces per dwelling unit for the residential development is sustainable.

The limited car parking provision will have the effect of minimising the traffic impact of the proposal, thus allowing the residents to live in a low-car environment.

However, providing a relatively limited number of car parking spaces places an onus on the applicant to demonstrate that the site is configured in such a manner that enables all residents at the proposed development to commute to work by means of a sustainable mode of travel other than the private car.

3. GUIDANCE DOCUMENTS ON MOBILITY MANAGEMENT PLANNING

3.1 INTRODUCTION

A Mobility Management Plan (MMP) is a long-term management strategy covering a selected location with the aim to promote and deliver sustainable transport objectives. A Mobility Management Plan consists of a package of measures put in place by an applicant in order to encourage and support more sustainable travel patterns among both residents and visitors at the proposed development.

The package usually includes measures to promote and improve attractiveness of using public transport, cycling, and walking. It should be considered a dynamic process where a package of measures is identified, piloted and monitored on an ongoing basis.

A Mobility Management Plan (MMP) prepared at planning stage, before the development is built and occupied, can only highlight potential issues to be included in a subsequent MMP to be prepared once the development has obtained a grant of planning permission and is built and occupied.

The environmental and congestion impacts of car-based transport has resulted in policy changes where the priority of more sustainable forms of travel has increased. The MMP helps to encourage use of modes of travel other than the private car.

The proposed development is located adjacent to the high-frequency Rail Corridor that operates between Swords and central Dublin all day.

MMP's are intended to bring the following benefits:

- Greater accessibility of the site;
- Encouraging of safe and viable alternatives for accessing the site;
- Pragmatic initiatives based on appraisal of residents' and visitors travel patterns; and
- Reduced overall vehicle mileage and trip volumes.

3.2 GUIDANCE AND POLICY DOCUMENTS

This report was developed with guidance from the documents listed below;

3.2.1 NATIONAL POLICY

National Sustainable Mobility Policy (Department of Transport, 2022)

This policy replaces the previous *Smarter Travel (2009–2020)* and sets out Ireland's roadmap to achieving a 50% reduction in greenhouse gas emissions from transport by 2030. It promotes walking, cycling, and public transport, and requires developments to incorporate travel plans and sustainable access as part of integrated spatial and transport planning.

Sustainable Urban Housing: Design Standards for New Apartments (2020)

Issued by the Department of Housing, Planning and Local Government, this document outlines parking standards and sustainable development principles for new apartment schemes in urban areas.

Regional Spatial and Economic Strategy (Eastern and Midland Regional Assembly, 2019)

Highlights the need to reduce car dependency and promote sustainable mobility through travel planning and mobility management, particularly in the Dublin region.

National Cycle Policy Framework (2009)

While its core goals remain relevant, the framework's initiatives are increasingly addressed through the *National Sustainable Mobility Policy (2022)* and cycle network updates. It sets national aims for increasing cycling rates and improving cycling infrastructure.

Greater Dublin Area Cycle Network Plan – Review & Update (NTA, 2022)

Updates the 2013 plan, detailing revised primary, secondary, and orbital cycling routes to support a significant mode shift to cycling within the GDA.

Effective Workplace Travel Plans (2012, NTA)

This guidance remains useful, although many of its principles have been absorbed into broader mobility management strategies within the *Sustainable Mobility Policy (2022)*.

3.2.2 LOCAL POLICY

Fingal Development Plan 2023-2029

Section 6.5.5 states that 'Mobility management is an effective means of encouraging sustainable travel choices and reducing car-based travel in existing and new developments. Mobility management plans including workplace travel plans can minimise the impact of the traffic generated by developments, and they often include mitigation measures based on assessments of the existing or required levels of public transport provision, cycle and walking infrastructure and parking provision. Mobility Management Plans will continue to be a requirement in the Development Management process.

Section 14.17.3 states that 'the implementation of effective Mobility Management Plans, which includes Workplace Travel Plans, is an effective means of reducing private car use to and from a development. They are required through the Development Management process for a broad range of land uses, including residential, retail, employment, education, leisure and health. Such plans must be dynamic and evolving documents monitored and reviewed on a regular basis.

Objective DMSO111 states that 'Mobility Management Plan for all new developments which are likely to generate a significant demand for travel, require the preparation and submission of a Mobility Management Plan as part of the development management process.' This requirement includes existing developments that are expanding or intensifying their use – this document fulfils this requirement for the proposed residential development.

Dublin City Centre Transport Plan (2023)

This plan replaces the 2015 study and aligns with the Dublin City Development Plan (2022–2028). It outlines sustainable mobility priorities such as reducing car use, enhancing walking and cycling networks, and optimising last-mile delivery, while supporting air quality, public realm improvements, and the efficient management of city-centre transport networks.

National Cycle Manual (2011)

This manual provides technical guidance on cycle parking, route design, and safety. An update is anticipated but has not yet been published.

Transportation Strategy for the Greater Dublin Area 2022–2042 (NTA, 2022)

Guides the strategic direction of transport planning across the Greater Dublin Area, promoting compact growth, enhanced public transport, and a shift towards sustainable modes of travel to accommodate future population and employment growth.

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Thus, the above documents confirm and emphasise the importance of maximising the use of sustainable modes of travel and minimising the use of the private car, particularly for the journey to work.

4. TRAVEL PLAN PYRAMID

The UK document 'Making Residential Travel Plans Work' details the travel plan pyramid that helps demonstrate how successful plans are built on the firm foundations of a good location and site design. A Plan should also combine hard measures – such as new bus stops and cycle ways, and soft measures – such as help with individual journey planning. The Travel Plan should integrate all measures into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

An image of the pyramid is contained within Appendix 2.

The travel pyramid, as detailed within 'Making Residential Travel Plans Work', contains the following five key concepts that are central to a good MMP:

- Location Residents need to be within easy reach of shops and services so that walking
 or cycling becomes the natural choice readily achievable given the proximity of shopping
 and employment centres in Swords;
- Built Environment Low-density developments are hard work to get round by bike and foot. Encouraging compact development that is walking and cycling friendly, with low parking allowances, is crucial in encouraging sustainable travel choices;
- Mobility Management Plan Coordinator Successful mobility management plans need people. The coordinator plays a crucial role in developing the plan and working with residents and management to ensure the plan meets their needs for access and evolves over time;
- Services and facilities Good public transport can help reduce the need for on-site parking.
 Other measures, such as broadband internet access and home deliveries can reduce the need to travel off site; and
- Promotional strategy Welcome packs, public transport information and additional cycle parking facilities can all help introduce the mobility management plan to residents and build enthusiasm.

In terms of location and built environment, one can see the significant advantages of the subject site, within easy access of bus facilities, with the layout of the proposed development making cycling and walking safer and more efficient.

This report will demonstrate the central role that the Mobility Management Plan Coordinator will play in setting targets, minimising private car usage and maximising the circulation of promotional material among residents.

5. CONTENTS OF MOBILITY MANAGEMENT PLAN

5.1 CONTENTS

Section 5.2 of this report will detail the existing and proposed public transport network.

Section 5.3 will detail the existing the future cycling network.

The future public transport and cycling proposals will assist in the attainment of the stated 5-year modal split targets detailed within Table 2-3.

Section 5.4 details the objectives of the Mobility Management Plan and details the important role of setting targets in the achievement of these objectives.

Section 5.5 details the mobility management strategy for the site, outlining the central role of the Mobility Management Plan Coordinator in the attainment of the objectives as set out within Section 5.4 and identifies a series of integrated sub-strategies that, when implemented, will achieve the wider objectives.

Section 5.6 contains some concluding comments.

5.2 EXISTING AND PROPOSED PUBLIC TRANSPORT INFRASTRUCTURE

The 102 Go-Ahead bus route currently runs along Forest Road, linking between Sutton and Dublin Airport, running every 30 minutes.

The site is located within 2 km of Swords town.

Within Swords, the Dublin Bus services in the area provide direct linkage to the city, the Routes 33, 41, 41C and 43 link Swords with the city centre.

The frequency of each:81 route, route during the morning peak is detailed below in Table 5-1.

<u>Route</u>	<u>Origin</u>	<u>Destination</u>	<u>Frequency (08:00 – 09:00)</u>
Route 33/A/B	Balbriggan	Lower Abbey Street	4 per hour
Route 41	Swords Manor	Lower Abbey Street	4 per hour
Route 41C	Swords Manor	Lower Abbey Street	2 per hour
Route 43	Swords	Lower Abbey Street	3 per hour
TOTAL	-	-	13 PER HOUR

Table 5-1: Frequency of existing bus routes serving subject site

The existing routes 41 and 41c, serving the densest and largest neighbourhoods of Swords, are replaced by a branch of the A Spine and a very frequent local route connecting to it. Route A4 provides 15-minute frequency all day from Swords Manor to Dublin city centre, going through Swords Main Street and Dublin Road.

At a local level, the L81 route will replace the existing L1023 route.

Figure 5-1 details the L81 and A4 routes.



Figure 5-1: Proposed L81 and A4 routes relative to subject site

5.3 EXISTING AND PROPOSED CYCLING INFRASTRUCTURE

The are presently no cycle lanes along Forest Road adjacent to the site of the proposed development.

The GDA cycle plan proposes a secondary route running along Forest Road, linking into the primary network within Swords.

Figure 5-2 below details the routes proposed close to the site of the proposed development.

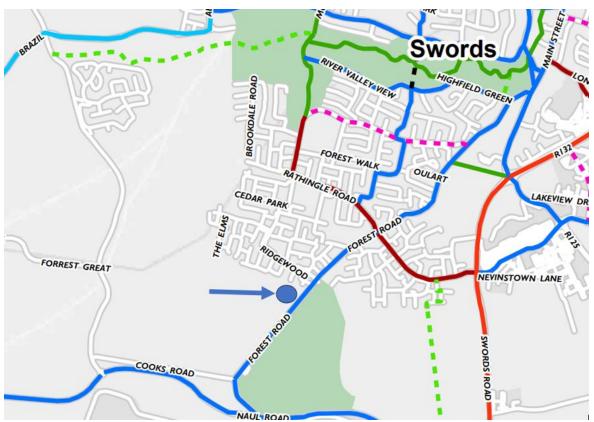


Figure 5-2: Cycle lane improvements detailed within the GDA Cycle Plan along Forest Road

5.4 OBJECTIVES AND TARGETS FOR THE MOBILITY MANAGEMENT PLAN

5.4.1 Introduction

In order to measure the continuing and ongoing success of the Mobility Management Plan and its various measures, it is of central importance that a series of objectives are established, along with a set of associated targets.

The proposed objectives and targets are set out in this section of the Mobility Management Plan and have been informed by the results of the 2022 National Census.

The objectives, as stated, strive to meet the needs and requirements of the proposed development at the proposed residential facility specifically.

5.4.2 Mobility Management Plan Objectives

Within the Mobility Management Plan, objectives are set in order to minimise the modal split for single occupancy car trips and maximise the use of sustainable modes of transport for residents and visitors at the proposed development.

To achieve this overall objective, a number of contributing proxy objectives must be met:

- Actively encourage the most efficient use of cars and other vehicles;
- Maximise the awareness of both residents and visitors regarding the sustainable transport options available to them;
- Actively encouraging both residents and visitors to walk, cycle, or use public transport;
- Actively promote walking and cycling as a health benefit to both residents and visitors;
- Pro-actively manage the ongoing development and delivery of the Mobility Management Plan with both residents and visitors;

- Manage the ongoing development and delivery of the Mobility Management Plan with future residents and visitors;
- To discourage the use of private car where circumstances provide for car use not to be necessary; and
- To work with the Local Authority, the National Transport Authority, Bus Eireann and all other relevant stakeholders to promote an increased use of public transport.

In order to achieve these objectives, targets have been set providing specific measures that demonstrate how objectives will be achieved.

The achievement of the above objectives will involve the integrated provision of hard and soft initiatives.

5.4.3 Mobility Management Plan targets

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Targets are important as they give the Mobility Management Plan direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are specific, measurable, achievable, realistic and time-bound, in order that the outcome can be quantified and an assessment of what the Mobility Management Plan has or will achieve can be made.

The results from the 2022 Census have also informed these targets.

The Mobility Management Plan's principal targets are listed below:

- To support the residential proposal as a sustainable development;
- To provide sustainability in all ways including cost, health and environment reducing the impact on traffic congestion and air quality;
- To achieve a 95% residents and visitor awareness of the Mobility Management Plan and its aims and objectives;
- To facilitate and encourage greater use of sustainable transport modes (walking, cycling, public transport) in preference to the use of the private car;
- Achieve the identified modal split travel targets as detailed within Table 2-3.

The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the proposed development by sustainable modes of transport as a viable alternative to the private car, encouraging both residents and visitors to consider lower carbon travel alternatives in everyday journeys.

The sub-strategies containing these measures and their target dates for implementation, detailed within section 5-5 below, are intended to be both realistic and aspirational, and to act as a motivation for the Mobility Management Plan in general whilst remaining attainable. The targets within each sub-strategy are subject to ongoing revision particularly following, the delivery of key future projects, and the ongoing input of the Mobility Management Plan's key stakeholders.

5.5 MOBILITY MANAGEMENT PLAN STRATEGY

5.5.1 Introduction

In order to achieve the objectives of the mobility plan as set out above, a number of specific measures are proposed to be put in place. Mobility Management Plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices.

The Mobility Management Plan targets have been arranged within a series of integrated substrategies, covering the different modes of travel and associated management and awareness related issues to all modes.

- Management and Monitoring Strategy;
- Marketing and Promotion Strategy;
- Walking Strategy;
- Cycling Strategy;
- Public Transport Strategy; and
- Car Strategy.

The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each Mobility Management Plan initiative is categorised as either to be completed within one year of opening (Short Term) or Medium Term (2 to 5 years).

It should be noted that many initiatives are continuous in their implementation. It is considered that in the medium term (5-year) some progress has been made on the bus and cycle improvements referred to within this document.

5.5.2 Management and Monitoring Strategy

Appointment of a Mobility Management Plan Co-Ordinator

A Mobility Management Plan Co-ordinator (MMPC) is to be appointed for the Mobility Management Plan (MMP) to oversee and ensure implementation of the plan.

Management at the proposed residential facility will be responsible for the appointment of the MMPC.

The duties of the co-ordinator will include:

- Conducting residents and visitor surveys which will provide detailed and up to date information on residents' travel habits that can be used to develop new strategies that encourage more sustainable travel modes;
- The Implementation of relevant schemes and plans aimed at encouraging more sustainable means of travel;
- Acting as an information point for employees and management;
- Responsibility for the ongoing promotion and marketing of the Mobility Management Plan;
 and evaluation and adaption of the plan in light of new findings.

Details of the annual monitoring process

A Mobility Management Plan Review is to be conducted at intervals, post implementation and operation, to measure efficacy and refine where required.

The review will help identify potential improvements or areas that are failing to be addressed to a satisfactory standard. The first review should be undertaken one year after the implementation of the Mobility Management Plan.

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The reviews shall ensure that:

• Targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to;

- The Mobility Management Plan continues to receive the support of residents and management;
- There are significant upgrades to public transport (bus and rail) planned in the vicinity of the proposed residential and retail facility in the coming years and the Mobility Management Plan should be a live document and cognisant of such changes; and
- Financial and resource input is being utilised to maximum effect.

The Mobility Manager will carry out annual follow-up travel surveys with future visitors and visitors.

This monitoring is an opportunity to measure Mobility Management Plan achievements on an annual basis. This will then inform the ongoing development of the Mobility Management Plan, ensuring its targets and measures remain relevant to the needs of both residents and visitors, is site-specific and fit for purpose. Results will be analysed to enable the measurement of the success of the Mobility Management Plan, enabling focused improvement on areas that have not achieved the desired modal shift via appropriate revisions to the Mobility Management Plan measures. It will help identify the early successes of the Mobility Management Plan, which can help to encourage further participation and build momentum for sustainable travel. It will ensure that changing travel patterns are considered, ensuring that the Mobility Management Plan measures can be updated to reflect the needs of both residents and visitors. Finally, it will permit Mobility Management Plan targets have been set too low or unrealistically high to be re-adjusted.

Table 5-2 details proposed actions / targets to achieve the monitoring and inspection aim together with the timescale for their implementation are as follows:

ACTIONS DELATING TO MANAGEMENT AND	TIN	IESCALE
ACTIONS RELATING TO MANAGEMENT AND MONITORING	SHORT-TERM (WITHIN 1-YR)	MEDIUM TERMS (2-5 YRS)
Appointment of MMPC, MMP Steering Group and establishment of reporting arrangements	Х	-
Identify and agree objectives of MMP with key stakeholders and Steering Group	Х	-
Establish and review MMP targets with key stakeholders and Steering Group	Х	Х
Regular carrying out of residents and visitor travel surveys as part of the monitoring and reporting programme	Х	Х
Review modal split and trip purpose information, using it to encourage sustainable travel practices.		Х
Provide a Travel Pack on sustainable modes for all residents and visitors at proposed residential and retail facility	Х	-

Table 5-2: Actions relating to monitoring and inspection, and their timescale

5.5.3 Marketing and Promotion

Marketing and promotion involve directly engaging with individuals and raising awareness of travel options, as well as the health and wellbeing benefits of sustainable and active travel. These measures involve 'soft' measures, providing detailed information, raising awareness and promotion of the MMP.

The Action Plan in this area involves marketing the benefits of non-car-based sustainable forms of commuting and travel, increasing awareness of the adverse impacts of car-based travel and transport on the environment, and identifying ways in which individuals can make a difference.

Relevant actions to achieve the marketing and promotion together with the timescale for their implementation are as follows within Table 5-3:

ACTIONS DELATING TO MADVETING AND	TIMESCALE			
ACTIONS RELATING TO MARKETING AND	SHORT-TERM		MEDIUM TERMS	
PROMOTION	(WITHIN 1-YR)		(2-5 YRS)	
Develop a marketing plan for the MMP at the	x			
proposed residential and retail facility	^		-	
Report success of MMP process in local				
newsletters and other information			X	
dissemination initiatives				
Investigate the opportunity for a MMP annual	х			
newsletter for distribution to all residents			-	
Production and distribution of the Travel Pack	X			
to residents and visitors	Х		-	
Producing dedicated printed Travel Options	x			
Leaflets to residents and visitors (on website)	X		-	
Investigate developing an events calendar with				
2 to 4 events per year and a supporting	X		-	
promotion strategy to market each				

Table 5-3: Sub-measures for marketing and promotion, and their timescale

5.5.4 Walking Strategy

The Mobility Management Plan will raise awareness on site of the health benefits of walking to work or walking some of the way to the development and also utilising public transport. Promoting such modes of transport in a positive manner will encourage residents to walk to work and visitors to walk to the development.

The Mobility Management Plan plans to support the increase in the walking modal split by residents from 11% at opening to 15% by the 5-year time horizon. The following measures can be implemented to promote walking and aid the achievement of this strategic aim:

Relevant actions to achieve this aim together with the timescale for their implementation are as follows within Table 5-4:

ACTIONS DELATING TO MANUALSING	TIMESCALE			
ACTIONS RELATING TO MAXIMISING WALKING	SHORT-TERM		MEDIUM TERMS	
WALKING	(WITHIN 1-YR)		(2-5 YRS)	
Generate a walking accessibility sheet for the	х			
development site	^		-	
Organise a 'walk to work' day on a particular			х	
day of the week	-		^	
Incentivise the use of travel diaries by	-		x	
residents at the development site			^	
Display local walking maps in communal areas				
and on the website of routes from hotels and	Х		-	
residential areas				
Highlight the direct savings and health and	x			
wellbeing benefits of walking	^		-	
Generate a walking accessibility sheet for the	Х			
development site	^		_	

Table 5-4: Sub-measures for maximising walking travel mode and their timescale

5.5.5 Cycling Strategy

The Mobility Management Plan plans to support the increase of cycle usage from 2% to 7% over the 5-year time horizon. The following measures can be implemented to promote cycling by residents and visitors and aid the achievement of this strategic aim:

265 No. parking spaces are proposed to support the achievement of this strategy, in accordance with the Development Plan requirement.

Relevant sub-measures to achieve this aim together with the timescale for their implementation are as follows within Table 5-5:

	TIMESCALE			
ACTIONS RELATING TO MAXIMISING CYCLING	SHORT-TERM		MEDIUM TERMS	
	(WITHIN 1-YR)		(2-5 YRS)	
Provide and publicise cycle parking for	Х			
residents and visitors at the development site	^		-	
Organise a Bike Week for residents at the				
development site, inviting local bike suppliers	Х			
to boost sales				
Display local cycling maps in communal areas	Х			
and on the website	^		-	
Highlight the direct savings and health and	X-			
wellbeing benefits of cycling	^-		-	
Explore the possibility of establishing a Bike			Х	
Users Group for residents	-		^	
Undertake a route audit and implement a				
review program of external routes to essential	-		Χ	
off-site destinations				
Display audited routes on local cycling maps in			Х	
communal areas and online	-		۸	

Table 5-5: Actions for maximising cycling travel mode and their timescale

5.5.6 Public transport strategy

In the medium term, as public transport upgrades come into service, awareness campaigns and events for residents and visitors to promote their usage shall be organised.

The Mobility Management Plan manager shall engage with the National Transport Authority, and Transport Infrastructure Ireland regarding future public transport provisions.

The Mobility Management Plan plans to support the increase public transport usage for residents from 19% to 23% over the 5-year time horizon.

The following measures can be implemented to promote public transport to residents and visitors and aid the achievement of this strategic aim:

Relevant actions to achieve this aim together with the timescale for their implementation are as follows within Table 5-6:

Document	No.	24 1	83-	RP-	005

ACTIONS DELATING TO MANUAUGING DURING	TIM	ES	CALE
ACTIONS RELATING TO MAXIMISING PUBLIC	SHORT-TERM		MEDIUM TERMS
TRANSPORT USAGE	(WITHIN 1-YR)		(2-5 YRS)
Provide timetables and maps of local bus and	Х		
rail routes and the nearest bus stops	^		-
Promotion of the National Public Transport	Х		
Journey Planner for travel by bus and rail.	^		-
Promotion of the availability of Real Time	Х		
Information	ormation		-
Publicise the potential for residents through			
their employers to purchase both annual and	Χ		
monthly TaxSaver tickets			
Develop a 'Public Transport' Accessibility Sheet	Х		
for the site on website	X		
Investigate the potential benefits of			
establishing a Public Transport Users Group for	-		X
residents			

Table 5-6: Actions for maximising public transport usage and their timescale

5.5.7 Car Strategy

Table 2-3 indicates that car driver modal split is set to decrease from 52% to 38% by year 5, with car passenger split improving from 4% to 5% within the five-year time frame.

Measures can be put in place (see Figure 5-7) to reduce the use of single occupancy private cars and promote car sharing by residents and the use of shared cars, helping reduce the demand for car use.

ACTIONS RELATING TO MAXIMISING CAR	TIMESCALE		
SHARING	SHORT-TERM		MEDIUM TERMS
	(WITHIN 1-YR)		(2-5 YRS)
Promote and encourage informal			
arrangements between residents for 'shared'	Χ		-
travel-to-work practices.			
Explore the likelihood of allocating a very			
limited number of car-sharing parking spaces			
in the future. Monitor usage and increase	_		^
number as appropriate			

Table 5-7: Actions for maximising car sharing and their timescale

6. CONCLUDING COMMENT

This Mobility Management Plan (MMP) has been prepared to support a sustainable, low-car residential development at Forest Little Road, Swords. It outlines clear objectives, targets, and practical measures to encourage residents to shift away from private car use and toward sustainable modes of transport, including walking, cycling, and public transport.

The plan demonstrates that the proposed provision of 96 car parking spaces—below the maximum permissible threshold—is fully justified given the site's excellent public transport links, the commitment to high-quality cycling facilities, and the robust framework of national and local policies promoting sustainable mobility.

The accompanying 265 cycle parking spaces further strengthen the project's alignment with sustainable travel objectives.

Through detailed strategies and the appointment of a dedicated Mobility Management Plan Coordinator, the MMP sets out an actionable pathway to achieve meaningful modal shift targets over five years. Regular monitoring, community engagement, and ongoing collaboration with key stakeholders will ensure the plan remains responsive and effective as transport infrastructure and travel patterns evolve.

In conclusion, the proposed development is well placed to foster a culture of sustainable travel, minimise private car dependency, and contribute positively to local and national transport policy goals. The MMP provides a clear, adaptable framework to manage and support this transition, ensuring that sustainable transport choices are accessible, attractive, and practical for all residents.

The sustainability of the proposal in transport planning terms is thus well founded.

Appendix 1 2022 CENSUS DATA

5/2025, 09:51			Interactive Data Visualisations CSO Ireland	
CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
Swords-Forrest, Fingal	On Foot	464	1,473	1,93
Swords-Forrest, Fingal	Bicycle	165	72	2
Swords-Forrest, Fingal	Bus, minibus or coach	1,360	701	2,0
Swords-Forrest, Fingal	Train, DART or LUAS	38	15	
Swords-Forrest, Fingal	Motorcycle or scooter	63	0	
Swords-Forrest, Fingal	Car Driver	4,277	76	4,3
Swords-Forrest, Fingal	Car passenger	291	1,532	1,8
Swords-Forrest, Fingal	Van	322	4	3
Swords-Forrest, Fingal	Other (incl. lorry)	13	0	
Swords-Forrest, Fingal	Work mainly at or from home	901	20	9
Swords-Forrest, Fingal	Not stated	425	299	7
Swords-Forrest, Fingal	Total	8,319	4,192	12,5

SWORDS-FORREST

06/05/2025, 09:55			Interactive Data Visualisations CSO Ireland	
CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
Swords Village, Fingal	On Foot	205	210	415
Swords Village, Fingal	Bicycle	25	5	30
Swords Village, Fingal	Bus, minibus or coach	250	89	339
Swords Village, Fingal	Train, DART or LUAS	16	3	19
Swords Village, Fingal	Motorcycle or scooter	8	0	8
Swords Village, Fingal	Car Driver	483	10	493
Swords Village, Fingal	Car passenger	38	150	188
Swords Village, Fingal	Van	50	0	50
Swords Village, Fingal	Other (incl. lorry)	5	0	5
Swords Village, Fingal	Work mainly at or from home	168	3	171
Swords Village, Fingal	Not stated	62	57	119
Swords Village, Fingal	Total	1,310	527	1,837

SWORDS VILLAGE

5/2025, 10:00			Interactive Data Visualisations CSO Ireland	
CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel t work, school, college or childcare (tota (Number
Swords-Glasmore, Fingal	On Foot	217	625	
Swords-Glasmore, Fingal	Bicycle	61	64	
Swords-Glasmore, Fingal	Bus, minibus or coach	613	409	1
Swords-Glasmore, Fingal	Train, DART or LUAS	15	5	
Swords-Glasmore, Fingal	Motorcycle or scooter	21	0	
Swords-Glasmore, Fingal	Car Driver	2,012	48	2
Swords-Glasmore, Fingal	Car passenger	184	539	
Swords-Glasmore, Fingal	Van	174	1	
Swords-Glasmore, Fingal	Other (incl. lorry)	13	0	
Swords-Glasmore, Fingal	Work mainly at or from home	351	14	
Swords-Glasmore, Fingal	Not stated	166	94	
Swords-Glasmore,	Total	3,827	1,799	5

SWORDS-GLASMORE

Appendix 2 TRAVEL PLAN PYRAMID

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The travel plan pyramid

Promotional Strategy

Services & Facilities
public transport; car clubs;
parking management; sub-site
travel plans etc.

Coordinator

To develop further measures and oversee the plan on an ongoing basis

Built Environment

Site design; public transport infrastructure; facilities to reduce the need to travel; parking provision; off-site measures

Location

Proximity to existing facilities and services

Barrett Mahony Consulting Engineers

Dublin:

Sandwith House, 52-54 Lower Sandwith Street, Dublin 2, D02 WR26, Ireland. Tel: +353 1 677 3200

London:

12 Mill Street, London, SE1 2AY, United Kingdom Tel: +44 203 750 3530.

Sofia:

19 Yakubitsa Street, Lozenets, Sofia 1164, Bulgaria

Tel: +359 2 494 9772