Contact us
+353 1 5242060
info@ors.ie
www.ors.ie

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Proposed Large-Scale Residential Development (LRD), Boreen Bradach, Kinnegad, Co. Westmeath
Mobility Management Plan

Proposed Large-Scale Residential Development (LRD), Boreen Bradach, Kinnegad, Co. Westmeath
Mobility Management Plan Report

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1 Introduction

ORS has been appointed by *JH Kinnie Ltd* to undertake a Mobility Management Plan (MMP) as part of the planning at Boreen Bradach, Tyrrell Lands, Kinnegad, Co. Westmeath. This document forms part of the planning application and should be read in conjunction with all drawings, reports, specifications, and particulars associated with the planning application.

The National Sustainable Mobility Policy sets out objectives and strategies aimed to promote a behavioural shift towards sustainable modes of transportation by making people aware of their impact on selecting environmentally friendly travel patterns.

This MMP will set targets for the future which will be flexible and reflective of the maximum achievable modal split at any time, given the variety of factors involved and the available local infrastructure, considering existing and future improvements in the local road network in the vicinity of the site.

1.1 Proposed Site Location

The proposed residential development is situated on undeveloped lands, referred to as Boreen Bradach. See in **Figure 1.1** below for the site location.

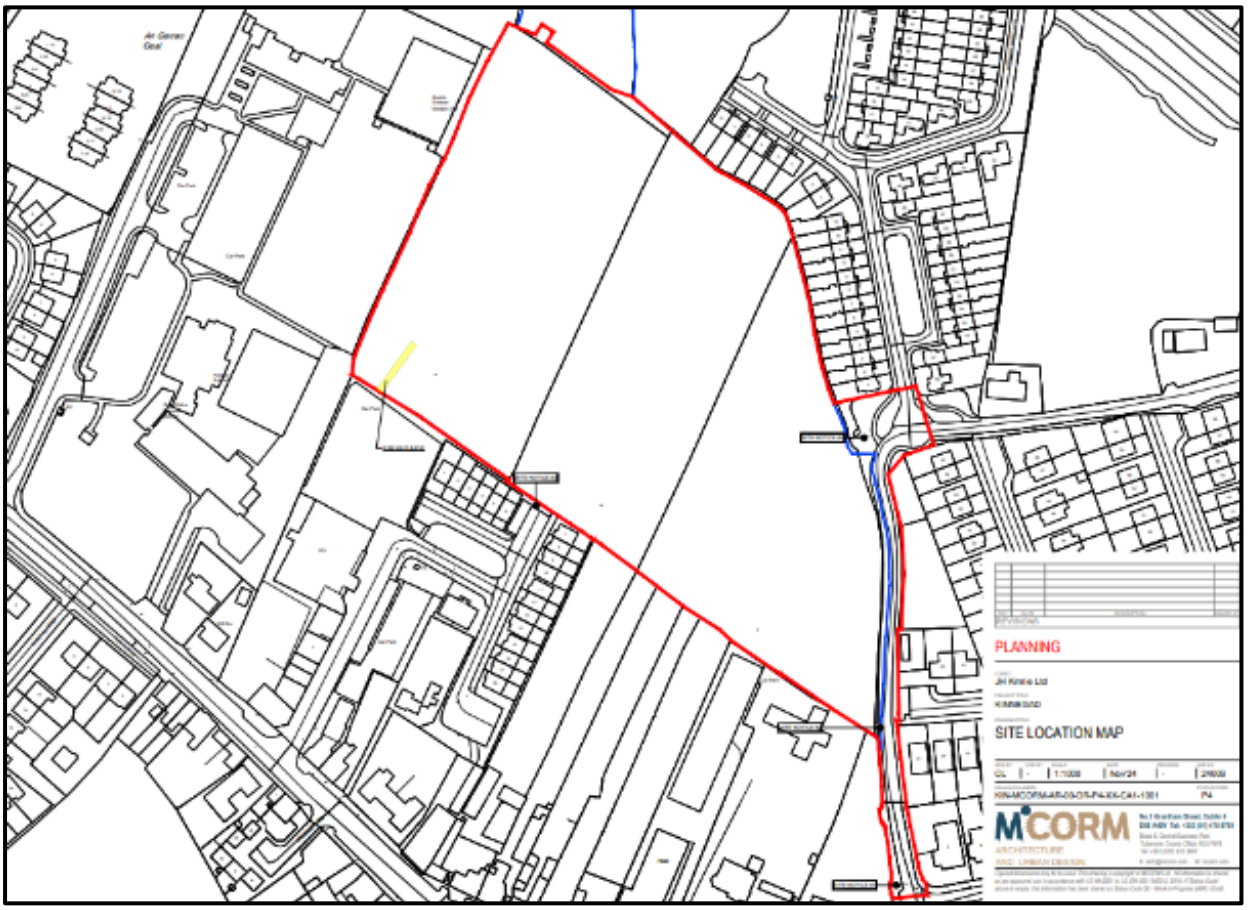

Figure 1.1: Site Location shown in red. Cropped (Source: MCORM Architecture)

Positioned on the eastern side of Kinnegad town, the site is in proximity to the Regional Road

R148 which runs outside the East and Northwest of the town. The proposal benefits from excellent transport connections, being conveniently located near major roadways and public transportation networks, as well as the Kinnegad town centre.

The proposed development is bounded to the south by several existing businesses along Main Street as well as the parish church. To the west by St Etchen's National School. To the northeast by the existing Bun Daire housing development, and to the east by an existing road and another existing housing development, Riverside Lawns.

1.2 Proposed Development

The proposed development at Boreen Bradach, Kinnegad, Co. Westmeath, spans a total area of 4.279 hectares and includes the construction of a large-scale residential development (LRD) comprising 129No. residential units, a dedicated crèche facility, new vehicular and pedestrian access points, parking, and extensive landscaping. The development design incorporates open spaces, pedestrian connections to neighbouring amenities, and infrastructure to enhance accessibility and community living.

Residential Units: The 129No. residential dwellings are designed to offer a mix of unit types, meeting a range of housing needs within the community. The accommodation schedule is as follows:

- 4-Bed Units (Two Storey): 19No. houses (14.73%)
- 3-Bed Units (Two Storey): 97No. houses (75.19%)
- 2-Bed Units (Two Storey): 11No. houses (8.53%)
- 1-Bed Units (Single Storey): 2No. houses (1.55%)

The residential units are organised into eight housing cells (Cell 1 to Cell 8), each designed to maintain a sense of community within the broader development.

Crèche Facility: A crèche facility has been incorporated into the development to support families with young children and cater to the needs of the growing community. The crèche includes a private entrance specifically for staff and is strategically located for ease of access while maintaining safety.

Access and Connectivity: The development features a primary vehicular entrance along with a pedestrian link, located to the east of the site, promoting accessibility to surrounding areas and encouraging sustainable commuting options. A new section of public footpath and pedestrian crossing connecting back into the exiting public footpath infrastructure is proposed along with a 3m footpath along the main access road within the scheme to allow for increased permeability through the site from the adjoining developments for a possible future connection to the school located west of the subject site.

Several pedestrian links enhance the connectivity of the development:

- Future link to neighbouring estates, allowing ease of movement for residents.
- Proposed future connectivity to adjoining lands, promoting walkability.
- Potential future pedestrian connection to existing school to the west, underscoring the community-oriented design of the development.

Additional Facilities and Infrastructure: The development includes the provision of all necessary infrastructure, such as car and bicycle parking facilities, bin storage areas, boundary treatments, and a substation. Bicycle parking spaces are accommodated in the design to encourage sustainable transport options, while car parking is distributed across the site to meet the needs of residents and visitors.

Figure 1.2 below shows the proposed site layout.

Figure 1.2: Proposed site layout. Cropped (Source: MCORM Architecture)

2 Mobility Management Plan

2.1 What is a Mobility Management Plan

A Mobility Management Plan (MMP) aims to provide a package of measures that can be implemented by any given development to motivate users to consider sustainable transportation. MMPs are a transport management mechanism that seek to provide for transportation needs and are particularly important in urban settlements.

A successful Mobility Management Plan will introduce a higher-than-normal proportion of users into more sustainable forms of transport thus reducing environmental, economic, and social impacts.

Mobility Management Plans work best when investment by the relevant authorities presents a choice for users to alter their preferred modes of transport. A list of measures generally includes the attraction of using public transport, cycling, walking, car-sharing, or a combination of these as alternatives to move away from standalone journeys to and from the premises by private vehicles.

The first stage of the plan is to outline the parameters for the development, with the information available at this stage. This information includes the following items:

- Exploration of opportunities to reduce car usage;
- Viability of public transport to and from the premises;
- Suggest incentives to encourage sustainable transport;
- Outline the existing level of public transport in the vicinity of the development and the likely future improvements to the network;
- Describe the facilities available for pedestrians, ease of accessibility, cycle facilities; and
- Set out the anticipated targets of modal split for future years.

The second stage of a Mobility Management Plan should involve the following items, to be undertaken by the facility's Mobility Management Group:

- Consultation with the Local Authority to agree on measures to be incorporated on site and to discuss any initiatives by the applicant to promote sustainable transport measures;
- Consultation with residents;
- Establishing a Mobility Management Plan coordinator;
- Conduct surveys to establish the travel trends once the development is concluded and operational;
- Implementation of measures outlined in the Mobility Management Plan; and
- Ongoing review of the Mobility Management Plan.

2.2 Methodology and Policy

In preparation for this Mobility Management Plan, reference was made to the following documents:

a. Westmeath County Development Plan 2021-2027
b. National Sustainable Mobility Policy

c. National Sustainable Mobility Policy – Action Plan 2022-2025
d. Mullingar Local Area Plan 2024-2030
e. Smarter Travel – A Sustainable Transport Future
f. Project Ireland 2040 – National Planning Framework
g. Get Ireland Active – National Physical Activity Plan for Ireland
h. Carpooling Guidelines – The Smarter Travel Guide to Setting Carpooling Scheme
i. The National Cycle Policy Framework 2010.

2.2.1 Westmeath County Development Plan 2021 – 2027

This Westmeath County Development Plan 2021 – 2027 sets out the overall strategy for the proper planning and sustainable development of the functional area of Westmeath County Council over a 6-year period. The Westmeath County Development Plan Chapter 10 outlines goals and tactics for encouraging sustainable mobility in the county as well as the projected infrastructure that will be put into place there over the following several years.
Chapter 10 of the Westmeath County Development Plan 2021 – 2027 states the aim of the council to '*Achieve sustainable, integrated and low carbon transport system with excellent connectivity within and to Westmeath by enhancing existing strategic transportation in the County*'.

Some of the most relevant policies are listed below.

CPO 10.1: '*Promote and deliver a sustainable, integrated and low carbon transport system with ease of movement throughout County Westmeath by enhancing the existing transport infrastructure in terms of road, bus, cycling and pedestrian facilities*.'

CPO 10.2: '*Support the development of a low carbon transport system by continuing to promote modal shift from private car use towards increased use of more sustainable forms of transport such as cycling, walking and public transport*.'

CPO 10.5: '*Encourage transition towards sustainable and low carbon transport modes, through the promotion of alternative modes of transport, and 'walkable communities' together with promotion of compact urban forms close to public transport corridors to encourage more sustainable patterns of movement*.'

CPO 10.11: '*Encourage and seek sustainable transport movement at the earliest design stage of development proposals, to ensure accessibility by all modes of transport and all sections of society and promote the provision of parking space for bicycles in development schemes*.'
CPO 10.26: '*Support the continued integration of national, regional and local bus and rail services to ensure the delivery of a seamless and fully integrated public transport service*.'

CPO 10.65: '*Allow for the reduction in car parking standards in suitable locations in order to encourage a modal shift away from the private car to more sustainable forms of transport, such as public transport, cycling and walking*.'

CPO 10.70: '*Ensure the provision of appropriate bicycle parking facilities in convenient, secure locations and sited in as close as possible to the principal destination in all new developments, as part of any new applications in urban areas to assist with supporting modal shift away from private cars to more sustainable modes of transport i.e. cycling, walking, public transport.*'

2.2.2 National Sustainable Mobility Policy

The National Sustainable Mobility Policy sets outs a framework for 2030 for active travel and public transport to support Ireland's overall requirement to achieve a 51% reduction in greenhouse gas emissions by 2030. Transport is responsible for around 18% of our greenhouse gas emissions, and it is vital that by 2030 we put in place the infrastructure, services and measures that enable and encourage more people to make the switch to more sustainable modes of travel.

The Policy sets out a strategic framework for sustainable mobility – active travel and public transport - in Ireland to 2030. The primary focus is to cater for daily travel needs in a more sustainable manner. It is intended to achieve this by making sustainable modes the most attractive choice.

What is Sustainable Mobility?

Connecting people and places in a sustainable way by supporting:

- Safe, accessible, comfortable, and affordable journeys to and from home, work, education, shops and leisure.
- Travel by cleaner and greener public transport.
- A shift away from the private car to greater use of active travel and public transport.

The Policy aims to improve the Delivery of Sustainable Mobility by:

- Implementing the accompanying action plan to 2025 and a reviewed and updated action plan for 2026 to 2030.
- Establishing a Leadership Group to oversee and drive implementation of the Policy and delivery of the action plan and agree a programme of "pathfinder" projects at local level.
- Introducing a new annual National Household Travel Survey to measure progress against the Policy's targets.
- Convening a new National Sustainable Mobility Forum to provide a platform for collaborative engagement with national, regional, and local stakeholders.
- Increasing public engagement around the benefits of sustainable mobility and raising awareness of the availability of alternative options to the private car.
- Establishing a new National Transport Authority Advisory Council to engage with the NTA around the discharge of its functions.
- Developing a transport research network to support existing research programmes and draw on the sustainable mobility expertise available across academia and industry, both in Ireland and internationally.

2.2.3 Project Ireland 2040 – National Planning Framework

The Project Ireland 2024 – National Planning Framework is a high-level strategic plan for the future growth and development of the country in the next 20 years. The framework recognises the importance of interconnected public transport to make this transport mode more attractive to people.

The National Strategic Outcome 4 outlines that an "*environmentally friendly sustainable transport system will enable growth and change, meet the significant increase in travel demand*

in urban congestion while also contributing to our national policy vision of low-carbon economy" and also "*deliver a public transport network that will provide high-quality passenger interchange points, which facilitate convenient transfer between efficient and integrated public transport services*".

In relation to Co. Westmeath, the document groups Westmeath as part of the Midland region with Laois, Longford and Offaly. As a region that borders the Northern, Western, and Southern Regions, the Midlands are strategically significant. With a focus on strategic national employment and infrastructure development, quality of life, and a strengthening of the urban cores of the county towns and other major settlements, its central location in Ireland can be used to enable significant strategic investment to a greater extent than at present.

2.3 Aims and Objectives

This Mobility Management Plan aims to highlight alternative modes of transport to and from the proposed site at Main Street, hence, reducing the usage of cars by increasing the attractiveness and practicality of other modes of transport. The measures suggested in this plan should ideally be part of a dynamic process, where they can be implemented by the site management, run on a pilot basis, reviewed by the Local Authority, and monitored over time to assess their performance.

Once the objectives of the travel plan are established, the benefits associated with alternative means of travel should become apparent. This plan aims to bring the following benefits to the facility and surrounding area upon implementation:

- A net reduction in the level of traffic associated with the residential development and on the surrounding road network at peak times
- Increased safety for pedestrians on the approaches to and from the site
- Increased uptake of walking and cycling as a means of transportation which can promote fitness and boost neighbourhood relations
- A reduction in the carbon footprint associated with the development due to the decreased number of private vehicles travelling to and from the development
- A reduction in the parking demand associated with the development which in turn will increase safety for pedestrians in the vicinity of the site and for the site users
- Increase the uptake of public transport links adjacent to the site
- Improvement of the general image of the residential development.

This MMP will introduce several policies to make the proposed development a safer, less congested and cleaner zone for all users. The policies will also aim to reduce the reliance on private vehicle use to and from the site and encourage use of greenways and public transport use. These policies include but are not limited to the following:

- Encouraging residents to avail of local public transport links
- Encouraging residents to use walking and cycling as viable means of travel where possible
- Inform residents of the health and economic benefits of walking and cycling
- Encouraging residents to car-pool, reducing the overall number of single-occupant vehicle trips to the site
- Introduction of on-site traffic and parking management.

3 Transport Infrastructure

3.1 Overview

As stated previously, the principal aim of this Mobility Management Plan is to reduce the usage of private cars by increasing the attraction and practicality of other modes of transport. The key factor to overcome when influencing a shift towards alternative modes of transport is the perception that no other realistic alternatives exist to using the car.

While the quality of transport infrastructure within the surrounding area is beyond the control of the management of this subject development, there are many techniques which can be deployed to encourage the switch to sustainable transport, as discussed in **Section 4**. A review of the transport infrastructure within the vicinity is an ideal starting point to inform this discussion.

This section provides a review of the existing and proposed transport infrastructure for the surrounding area and investigates whether the quality of each mode of transport is sufficient to stimulate occupant uptake.

3.2 Site Location and Access

Kinnegad is a strategically located town in eastern County Westmeath, near the border with County Meath. Its prime position along key national routes has established it as a vital regional hub, offering robust connectivity to Dublin and other prominent towns in the Midlands and western Ireland. The town lies at the intersection of the M4 motorway, which connects Dublin to the West, and the M6, which links directly to Galway, enhancing Kinnegad's appeal as a commuter town with rapid access to Dublin and other urban centres.

As mentioned in **Section 1**, the proposed residential development is located off L-5014 Road and Main Street and will feature a single vehicular entrance to the site's east. **Figure 1.1** above outlines the site location and environs of the proposed development.

Access to the site will be via a newly constructed priority T-junction connecting the L-5014 with the internal link road for the development. This design is intended to facilitate smooth traffic flow while integrating effectively with the existing road network, thereby supporting connectivity within the development and to surrounding areas.

Figure 3.1 overleaf indicates the existing access point to the site off the L-5014, linking to Main Street to the south. Access to the development, once completed, will consist of a vehicular entrance along with a pedestrian link.

Figure 3.1: Existing Site Access Point (Source: Google Streetview, July 2024)

3.3 Existing Infrastructure

3.3.1 Pedestrian Infrastructure

The proposed primary access point is serviced by the existing pedestrian footpath only on the opposite side of the existing public road. Towards Main Street, in approx. 130m from the proposed site entrance, pedestrian footpaths are provided on either side of the L-5014 (Boreen Bradach) road. These footpaths vary in width, material and quality, as can be seen in **Figure 3.2**.

Figure 3.2: Concrete and Asphalt footpaths along L-5014 (Boreen Bradach) (Source: Google Streetview)

On either side of Main Street, continuous footpaths are present, providing a safe route for pedestrians accessing local businesses, bus stops, and other amenities. These footpaths are of a standard width, facilitating pedestrian flow and accessibility, including for individuals with limited mobility.

Presently, there are no pedestrian crossings available across the public road fronting on the proposed development.

The majority of the junctions along Main Street provide pedestrian crossing facilities in the form of dropped kerbs, see **Figure 3.3** below.

Figure 3.3: Uncontrolled crossing with dropped kerb leading across L-5014 (Boreen Bradach) (Source: Google Street View)

A pelican pedestrian crossing with tactile paving and dropped kerbs is located on Main Street beside the Church of The Assumption, ca. 350m from the proposed development, as shown in **Figure 3.4** overleaf.

There are several amenities and services in the town centre like shops, pharmacies, restaurants/takeaways, and other retail units within a walking distance from the proposed site. The presence of services in the locality means that walking is a viable option for travel to and from the site.

Figure 3.4: Pelican crossing with dropped kerb and tactile paving leading across Main Street (Source: Google Street View)

Figure 3.5 below shows the catchment area for a 15-minute and 30-minute walk from the site which would allow access to local amenities. The maps are modelled based on walking distances using existing infrastructure. The catchment areas follow the existing road and path infrastructure rather than being perfect circles, showing realistic walking distances based on the actual routes people would take.

As can be observed from the figure below, the 15-minute catchment area demonstrates good walking accessibility to most of Kinnegad, with the town center being easily accessible within a 15-minute walk from the site.

For example, Kinnegad Montessori School lies in 350m to the east from the main entrance to the proposed site and is achievable by 5-minute walk. St. Etchen's National School lies in 850m to the west from the proposed main entrance to the site; with the opening of the possible future pedestrian link to school at the western site boundary, the distance will reduce to only 120m or a 2-minute walk.

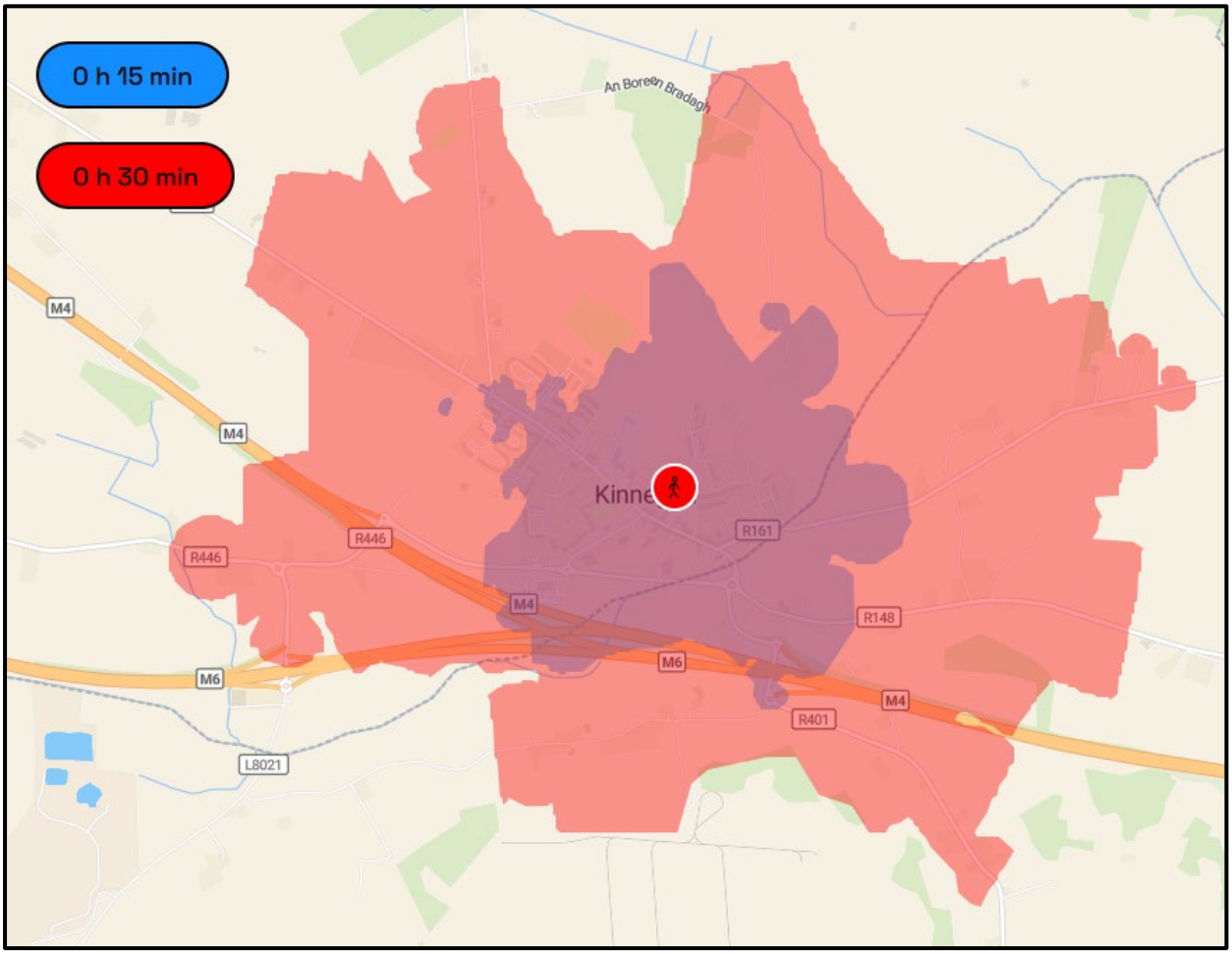

Figure 3.5: Catchment area for 15- and 30-minute walking journeys from proposed site (Source: TravelTime.com)

3.3.2 Cyclist Infrastructure

Figure 3.6 overleaf displays the existing cycle infrastructure in Kinnegad. There is currently no dedicated cycling infrastructure in the nearby vicinity of the proposed development. At present, cyclists must utilise existing roadways alongside motorists to reach the proposed site via the Main Street. Currently, the only cyclist infrastructure in proximity to the site is located along Athlone Road to the southwest of the site.

Figure 3.7 shows the section of Athlone Road facing northeast.

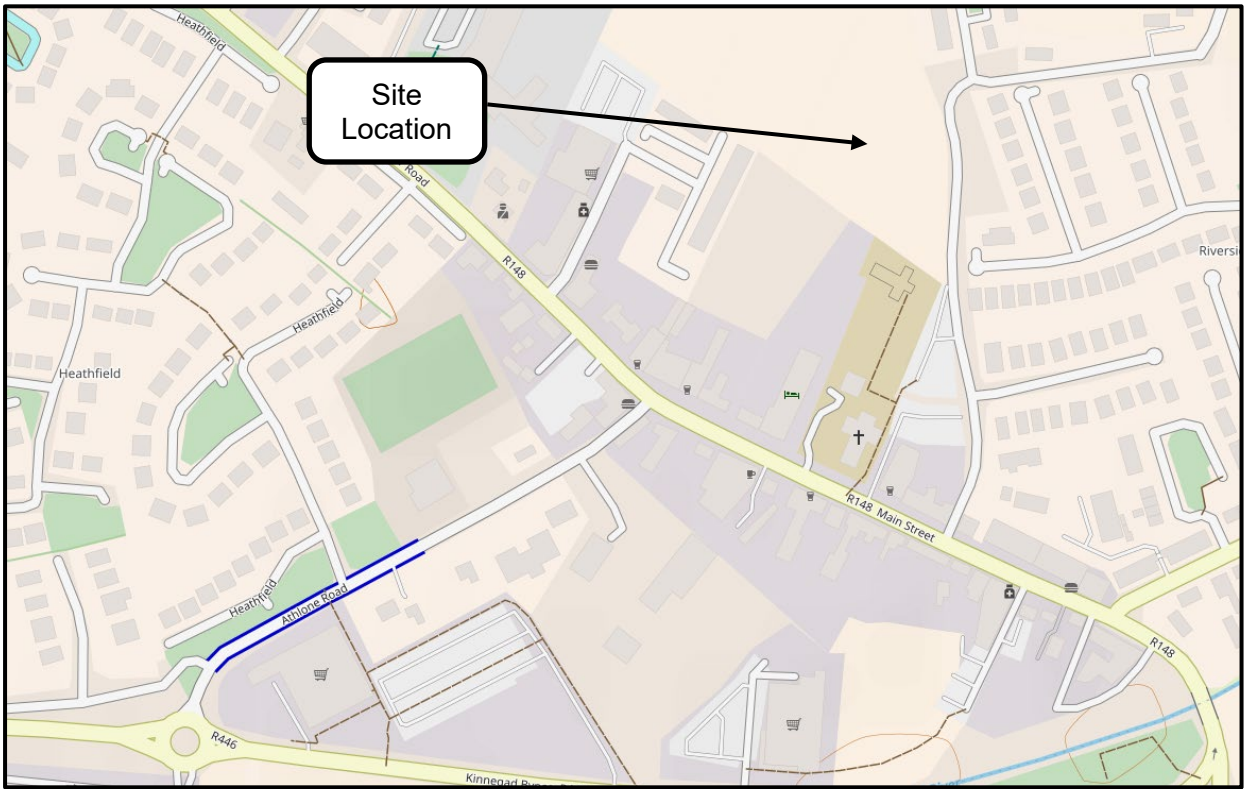

Figure 3.6: Cycleways in the site vicinity, Kinnegad (Source: OpenStreetMap)

Figure 3.7: Existing cycleway along Athlone Road (Source: Google Earth)

Figure 3.8 shows the catchment area for 15-minute and 30-minute cycle journeys from the site.

As can be seen from this figure, the 15-minute cycling catchment area (shown in orange) covers central Kinnegad and extends outward in all directions. The 30-minute range extends west to Milltownpass, north to Killucan, east to Clonard, and south towards Edenderry.

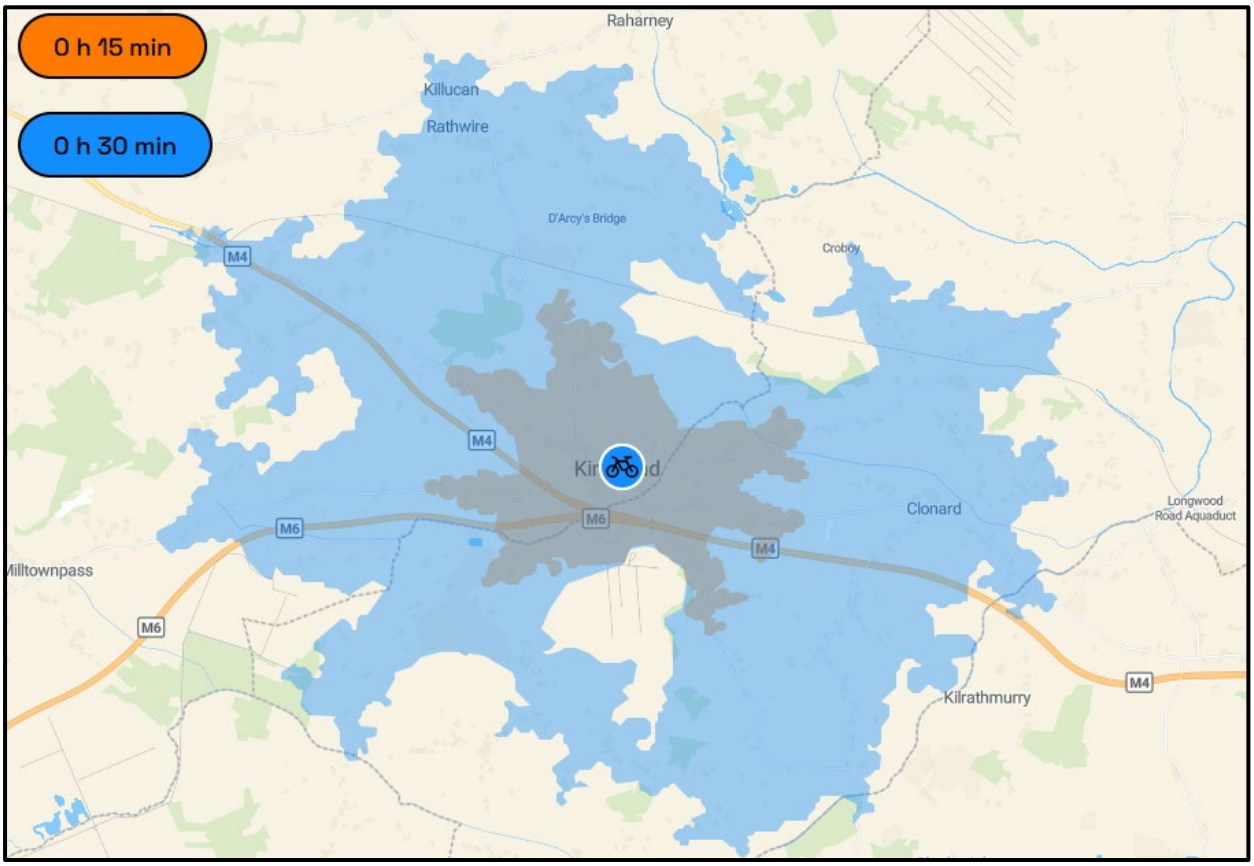

Figure 3.8: Catchment area for 15- and 30-minute cycling journeys from proposed site (Source: TravelTime.com)

3.3.3 Public Transport

Bus stops can be found nearby on Main Street (R148), with the closest stop to the proposed residential development situated approximately 450m away, or a 6-minute walk southwest of the site.

Kinnegad benefits from a number of bus services accessible along Main Street. Bus stops are located in the town centre, with shelters and seating provided at 2No. bus stops, one on either side of the road (see **Figure 3.9** and **Figure 3.10** overleaf).

These stops are within walking distance from the proposed development, enhancing the accessibility for future residents to regional bus services that connect to larger towns and cities, including Dublin, Mullingar, and other areas in County Westmeath. The proximity to bus stops offers future residents an alternative to private car travel, supporting sustainable transport options within Kinnegad.

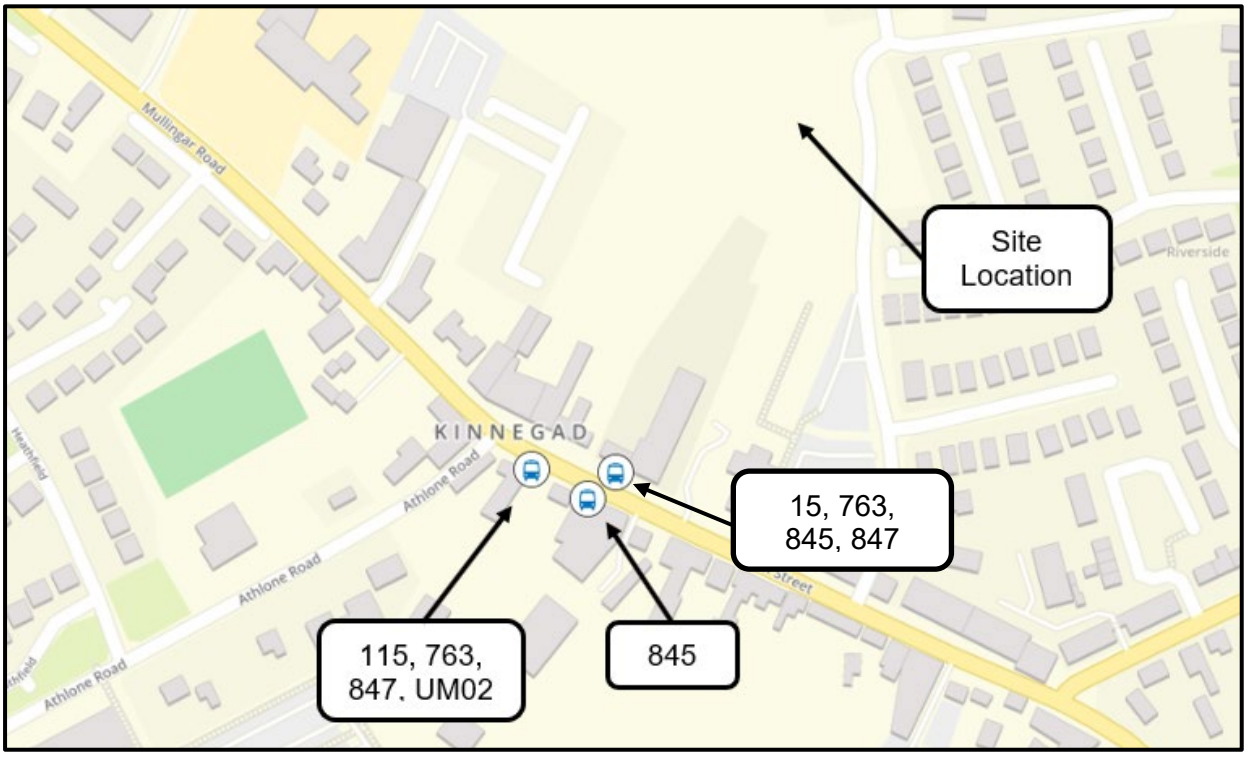

Figure 3.9: Bus Stops in the Vicinity of the Site (Source: TransporforIreland.ie)

Figure 3.10: Sheltered Bus Stop in the Kinnegad Town Centre (Source: Google Street View, as of September 2024)

Bus routes that serve the vicinity of the site are summarised in **Table 3.1** below.

Table 3.1 – Bus Services Available (Source: TFI)			
Route No.	**Bus Operator**	**Direction**	**Weekday Services**
115	Bus Éireann	Mullingar – Dublin	Ca. every 30 or 60 min.
763	City Link	Galway – Dublin Airport	8/9
847	Kearns Transport	Dublin – Portumna	2/1
845		Dublin – Birr	8/9
UM14		Maynooth – Birr	2/2

The closest train station to Kinnegad is Mullingar Train Station, located approximately 18 kilometres northwest of Kinnegad. Mullingar Station is on the Dublin–Sligo railway line and offers regular train services that connect the Midlands with Dublin and other key towns (see **Figure 3.11** below).

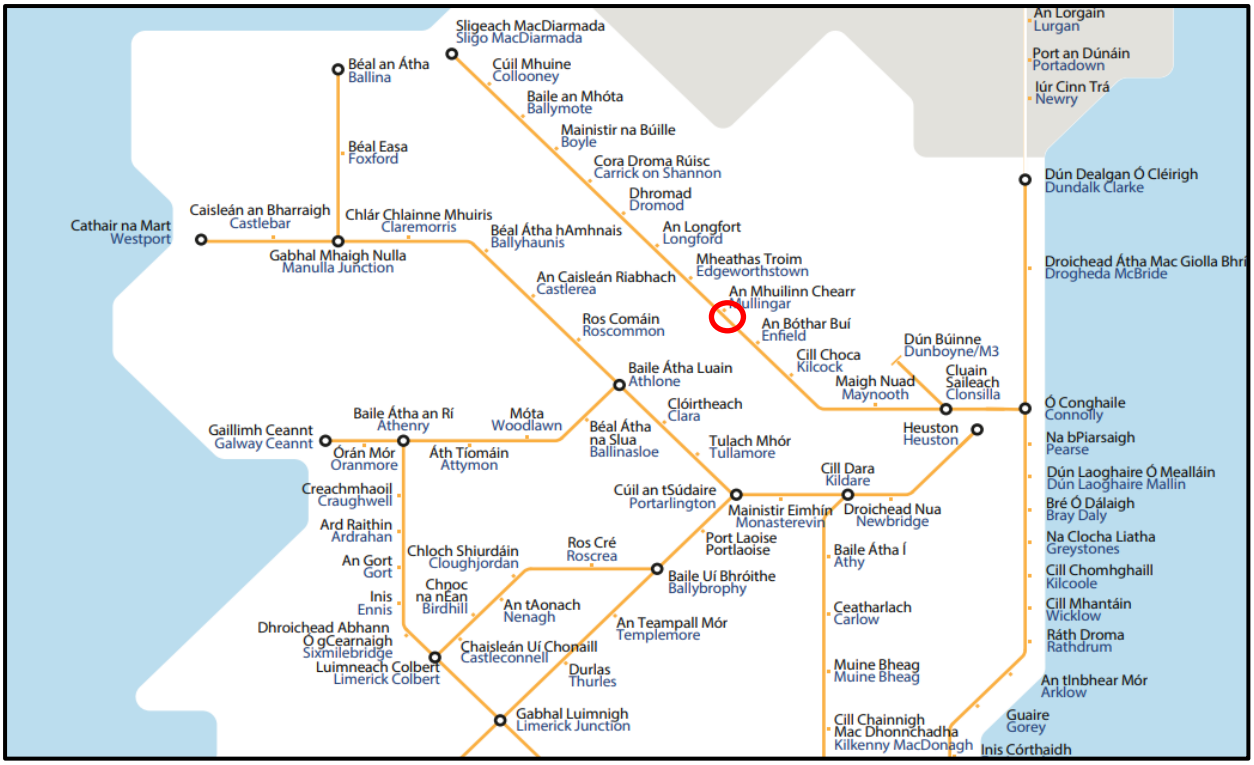

Figure 3.11: Ireland Rail Network Map. Mullingar Station highlighted in red (Source: Irish Rail)

3.3.4 Car Sharing

Car-share service GoCar operates in Kinnegad allowing customers to rent vehicles on a daily or hourly basis. **Figure 3.12** below shows the availability of GoCar vehicles within the vicinity of the site. Currently the nearest GoCar location (GoBase) is located approximately 800m south beside Tesco Superstore and can be accessed within a 10-minute walk.

To avail of this service, users are typically prompted to register online or via app which then unlocks access to a fully insured vehicle with fuel and parking tickets included. This initiative significantly reduces the need for individuals to own a private vehicle.

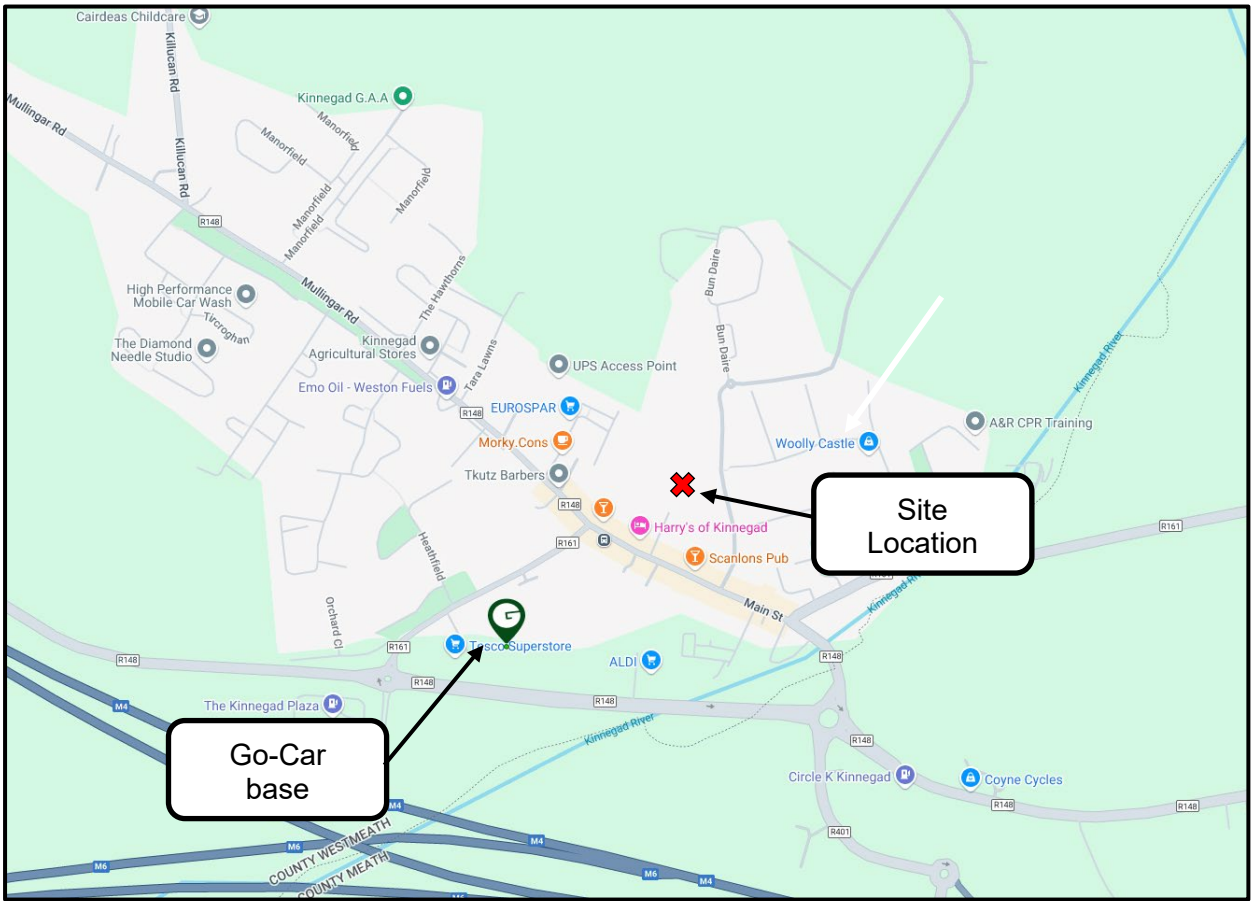

Figure 3.12: GoCar location within vicinity of the proposed development (Source: gocar.ie)

Individuals can also avail of online services such as Liftshare which allows users to coordinate journeys with other individuals that happen to be travelling in the same direction. While this service does not provide immediate access to a personal vehicle, it nevertheless reduces the requirement for a personal vehicle in certain circumstances.

3.3.5 Road Network

Kinnegad is a strategically located town in eastern County Westmeath, near the border with County Meath. Its prime position along key national routes has established it as a vital regional hub, offering robust connectivity to Dublin and other prominent towns in the Midlands and Western Ireland. The town lies at the intersection of the M4 motorway, which connects Dublin to the West, and the M6, which links directly to Galway, enhancing Kinnegad's appeal as a commuter town with rapid access to Dublin and other urban centres.

The L-5014 (Boreen Bradach) local road bounds the eastern edge of development boundary and connects to the R148/Main Street for Kinnegad.

Main Street is the principal road through Kinnegad, serving as a key route for local traffic and providing direct connectivity to regional and national routes, including access to the M4 motorway. The road is configured as a two-lane, two-way carriageway, with one lane in each direction. The carriageway width is approximately 7 meters, allowing for smooth traffic flow along this busy corridor.

Main Street is equipped with well-defined road markings that include lane demarcations, pedestrian crossings, and double yellow markings, all of which help to manage the flow of vehicles and increase safety for all road users. The posted speed limit along Main Street is 50 km/h, consistent with its urban setting and the surrounding residential and commercial land use. This limit helps moderate vehicle speeds, particularly in areas close to pedestrian crossings and shops.

On either side of Main Street, continuous footpaths are present, providing a safe route for pedestrians accessing local businesses, bus stops, and other amenities. These footpaths are of a standard width of approximately 1.8 metres, facilitating pedestrian flow and accessibility, including for individuals with limited mobility.

Street lighting along Main Street is also available, ensuring visibility and safety during night hours. Additionally, on-street parking is available in the vicinity of the proposed development, with dedicated, demarcated parking spaces along Main Street.

Additionally, bus stops can be found nearby on Main Street (R148), with the closest stop to the proposed residential development situated approximately 450 metres away or a 6-minute walk southwest of the site.

L-5014 Road, also known locally as Boreen Bradach, is a quieter residential road that connects with Main Street (R148) near the proposed development site. The road primarily serves as an access point for local residents and connects to a network of smaller streets within Kinnegad. It is narrower than Main Street, with an approximate carriageway width of 5.5 metres, which accommodates two-way traffic but at reduced speeds appropriate for a residential environment. The speed limit on the L-5014 is set at 50 km/h, which aligns with the urban residential nature of the area and promotes safe driving behaviour in proximity to residential properties.

L-5014 Road is also equipped with footpaths on at least one side, providing pedestrian access and connectivity to Main Street and other local facilities. The road markings are minimal but include clear indications at junctions and crossings, aiding visibility and traffic management Road markings also indicate the presence of ramps along that road stretch, alerting drivers to slow.

Traffic from the site will utilise the priority junction to the southeast when arriving or departing from the site, formed by the R148 (Main Street) and L-5014 Road (Boreen Bradach). This junction is equipped with one uncontrolled pedestrian crossing, accompanied by dropped kerbs. Signage and road markings clearly indicate the right of way for approaching vehicles.

Road Network and Distances to Key Towns and Cities

National Roads and Motorways:

- M4 Motorway (Dublin to Sligo): The M4 runs through Kinnegad, offering a direct route to Dublin, approximately 60 kilometres (around a 45-minute drive) to the east. This route continues westward, connecting Kinnegad to Mullingar (19 kilometres away), Longford, and further towards Sligo.
- M6 Motorway (Dublin to Galway): The M6 intersects with the M4 near Kinnegad, providing a vital route to Galway, approximately 140 kilometres to the west, making Kinnegad a key access point for the Dublin-Galway corridor. This motorway makes Galway reachable in about an hour and a half.

Regional Roads:

- R148 (formerly the N4): This road serves as the main street through Kinnegad and connects the town to Enfield and other towns in County Meath, providing an alternative route to Dublin. The R148 also links Kinnegad to other towns in Westmeath, including Mullingar.
- R401: Connecting Kinnegad to towns such as Edenderry in County Offaly, the R401 facilitates regional traffic movement and provides an essential link to areas to the south and southwest.

Distance to Key Towns and Cities:

- Mullingar: Approximately 19 kilometres west of Kinnegad via the M4, Mullingar is the county town of Westmeath and a significant commercial and administrative centre.
- Enfield: Located about 16 kilometres east via the R148, Enfield is a commuter town with direct links to Dublin and Kinnegad.
- Dublin: About 60 kilometres southeast via the M4, making Kinnegad an attractive location for commuters to the capital.
- Galway: Located approximately 140 kilometres west along the M6, providing a critical east-west link across the country.

3.4 Proposed Transport Infrastructure

3.4.1 Proposed Pedestrian Infrastructure

It is proposed as part of this development, that a new pedestrian crossing along with ramp be installed at the south-east corner of this development along the public road (see **Figure 3.13** below). This pedestrian footpath will link footpath on both sides of the road.

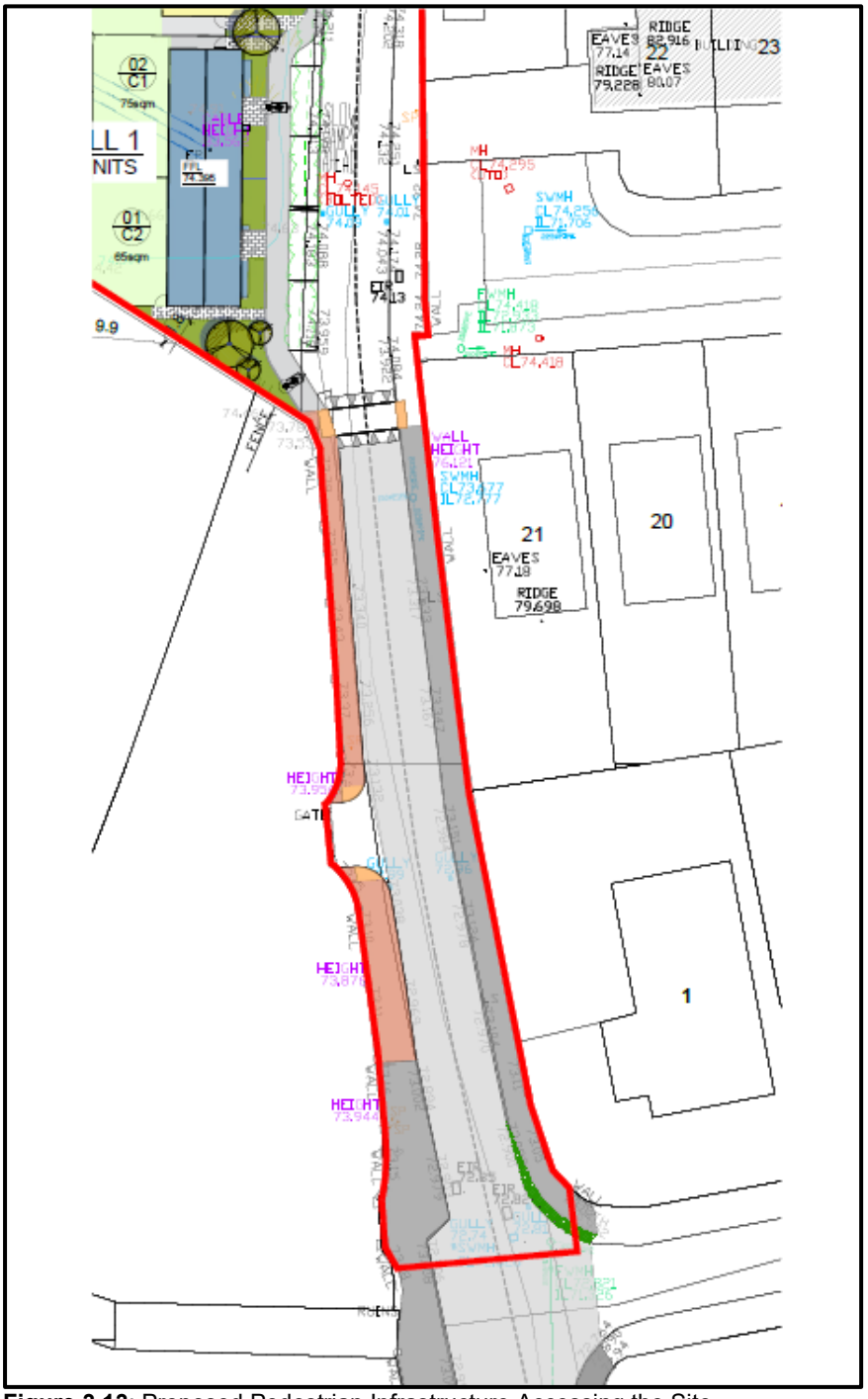

Figure 3.13: Proposed Pedestrian Infrastructure Accessing the Site

3.4.2 Proposed Cycle Networks

For Kinnegad, several transport infrastructure proposals are under consideration, and some are already in planning stages, especially in line with Ireland's national goals for sustainable travel. One of the main proposals for the area is its inclusion in the National Transport Authority's CycleConnects plan, aiming to create safer, well-connected cycling routes that link towns across County Westmeath. This proposal is part of the broader Active Travel initiative funded by the Department of Transport, which also targets enhanced pathways and cycle tracks in Westmeath's major towns, though Kinnegad's specific active travel routes are still under review.

The CycleConnects scheme, developed by the National Transport Authority (NTA), aims to establish a nationwide network of safe, accessible cycling routes that connect towns and cities across the country. This scheme aligns with the government's commitment to promoting active travel and reducing reliance on cars for short-to-medium-distance trips. It supports Ireland's Climate Action Plan goals by encouraging more sustainable and active commuting options. For Kinnegad, CycleConnects proposes an Inter-Urban route that aims to link the town with nearby areas and enhance local access to cycling infrastructure, shown in **Figure 3.13**. Specifically, this route would:

- Run along Main Street and connect with adjacent towns to encourage regional accessibility.
- Improve connections to local amenities such as schools, retail areas, and workplaces within Kinnegad.
- Potentially connect with larger cycling corridors across County Westmeath to support inter-town cycling.

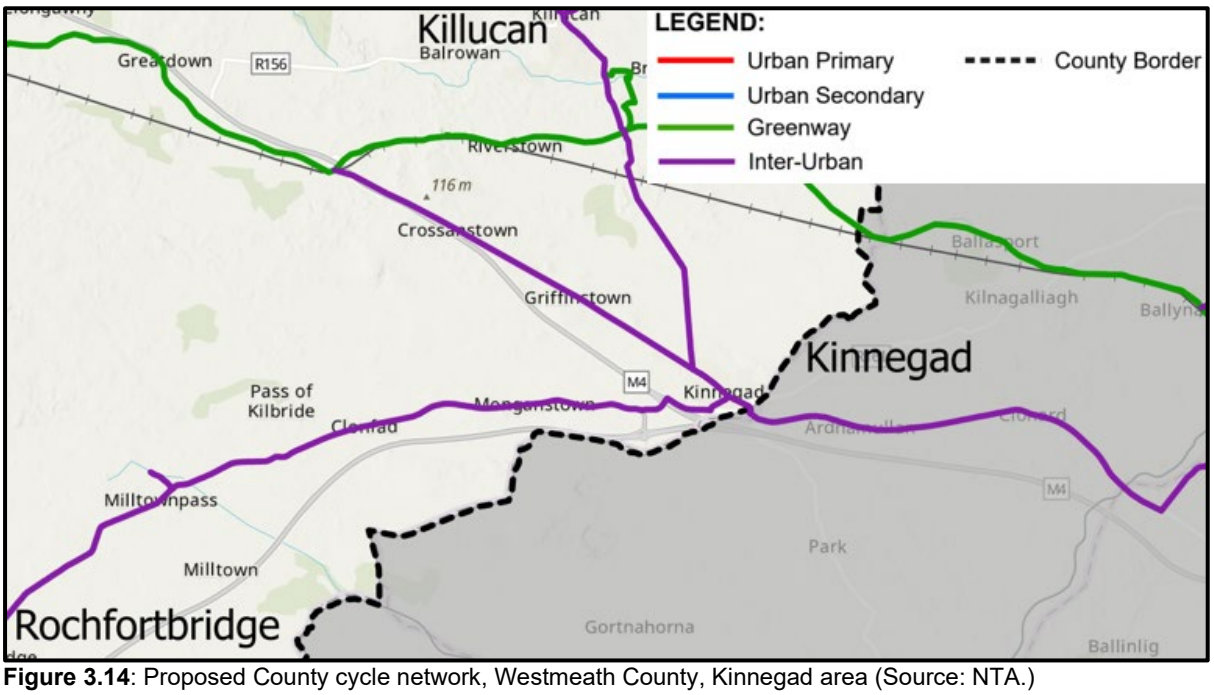

Figure 3.14: Proposed County cycle network, Westmeath County, Kinnegad area (Source: NTA.)

The CycleConnects proposal is under review for Kinnegad, so the exact path details, such as specific road segments or dedicated lanes, are still in the planning stages.

3.4.3 Proposed Public Transport Infrastructure

The National Transport Authority in 2021 set out a number of proposed public transport improvements in Co. Westmeath via the 'Connecting Ireland Rural Mobility Plan', see **Figure 3.15** below.

2No. new routes are proposed to run through Kinnegad in the next few years.

A proposed regional corridor 23 is currently served by route 763 providing connection between Galway and Dublin. NTA propose more frequent services and a better integration of routes along this corridor, with a minimum service frequency of 2 hours on all-stop services.

A local route A31 is proposed from Portlaoise to Mullingar via Mountmellick, Portarlington, Edenderry and Kinnegad with a minimum service frequency of 3 return trips a day.

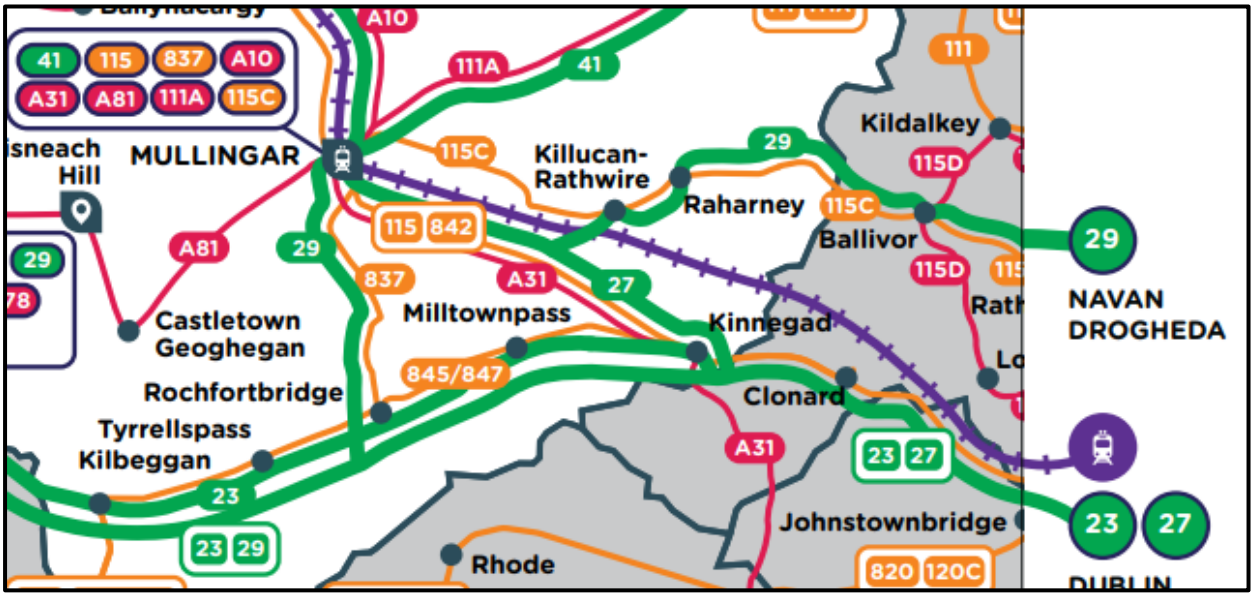

Figure 3.15: Proposed Public Transport Network (Source: NTA)

4 Baseline Information

4.1 Travel Questionnaire

A comprehensive baseline survey of any given site is required to facilitate the Mobility Coordinator of the development to make informed decisions on mobility management and set realistic modal-split targets. This exercise typically relies on empirical data relating to the building occupant's travel routines, usually obtained by way of a travel questionnaire as detailed in **Appendix A**.

Given the fact that the status of this project currently lies in the planning phase, it is not possible to establish accurate, empirical travel patterns of occupants of the subject site. Taking this into consideration, this report utilises alternative methods to establish baseline trends and provide a statement of the broad objectives with respect to mobility management for the site. The plan sets out broad targets and objectives along with the mechanisms, including both hard and soft measures, which could be put in place to support the modal shift.

At this stage, the plan is intended to provide a preliminary overview and will be revised accordingly when more detailed information regarding the residents and the crèche staff becomes available. This will also be cognisant of the nature of the development in relation to the number of tenants and staff. The formulation and implementation of a Mobility Management Plan is an iterative process; hence this plan is an evolving document and will be regularly updated based on experience gained from its implementation, operation, and the results of future surveys.

4.2 Transport Modal Split

A typical modal split analysis cannot be carried out due to the early stage of the development and the lack of viable data. An analysis of the 2022 Census was carried out and transport habit data for occupants of the Kinnegad Electoral Area (see **Figure 4.1** overleaf) was used to identify a baseline breakdown of current modes of transport in the area.

This can be used to provide an initial modal split target, but it is recommended that a travel survey is undertaken after the development has been concluded for a few months. This survey will outline a more comprehensive baseline to re-evaluate the modal split targets.

Based on the data from the Kinnegad Electoral Area, the use of private vehicles, including driver and passenger, is at approximately 53%. The use of sustainable forms of transportation, such as walking, cycling and public transport, by residents of Kinnegad is at approximately 33% (**Figure 4.2** overleaf). It is also worth mentioning that with the rising uptake of remote and hybrid working models, the need for commuter journeys may be lower for the proposed development and its surrounds. According to the Central Statistics Office (CSO) the number of people reporting that they work from home rose from only 1 person in 2016 to 323 in 2022.

It is difficult to set specific targets for the site, considering that the actual methods of transport for the occupants is yet to be identified and as mentioned above, a survey after a few months of operation will allow a more comprehensive modal split target to be set.

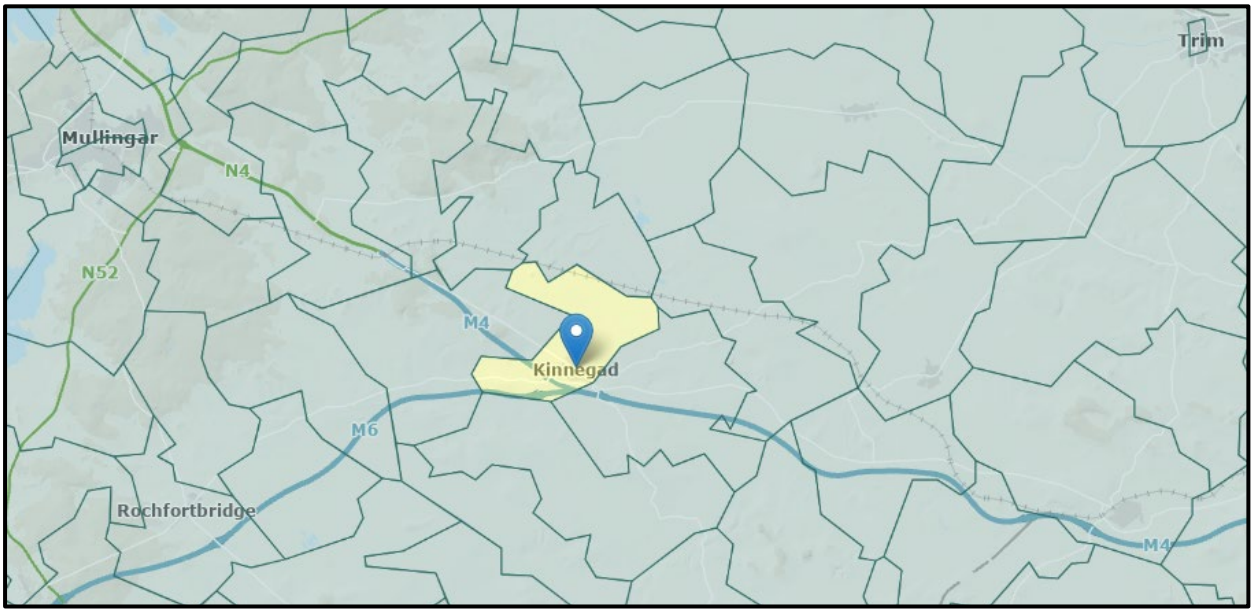

Figure 4.1: Kinnegad Electoral Area (CSO)

The breakdown of the reported modes of transport for the Kinnegad Electoral Area in 2022 is displayed in **Figure 4.2** below.

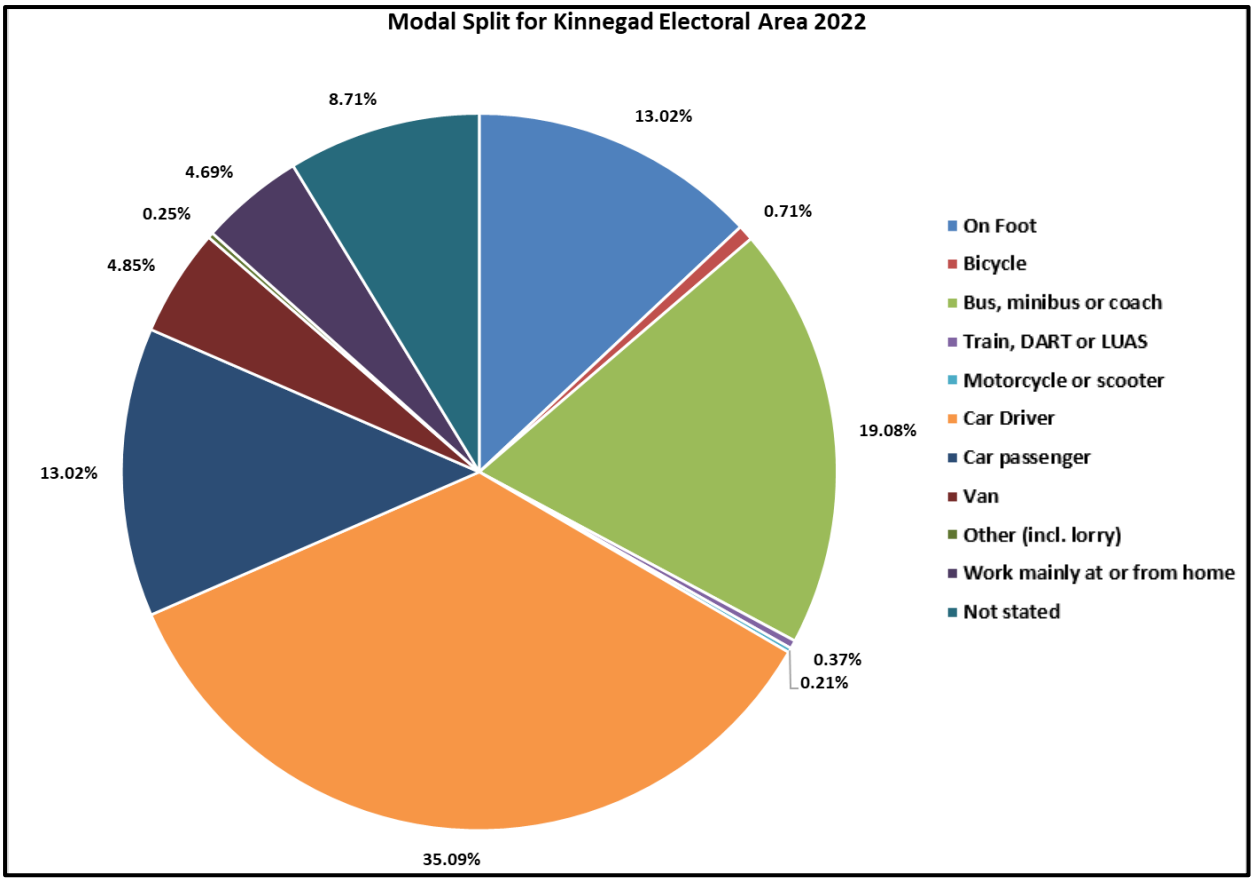

Figure 4.2: Travel modal split data for the Kinnegad Inner City Electoral Area as of 2022 (CSO)

Figure 4.3 outlines the proportion of residents living in proximity to amenities in "Other Urban Districts" (Towns with a population of between 1,500 and 10,000), as per the NTA National Household Travel Survey 2022. These figures are determined based upon residents living within a 15-minute walk of the noted amenities.

Considering the site's location in vicinity of the town centre, a selection of necessary amenities are located in close proximity meaning that walking should be a viable mode of transport to and from the site, once completed.

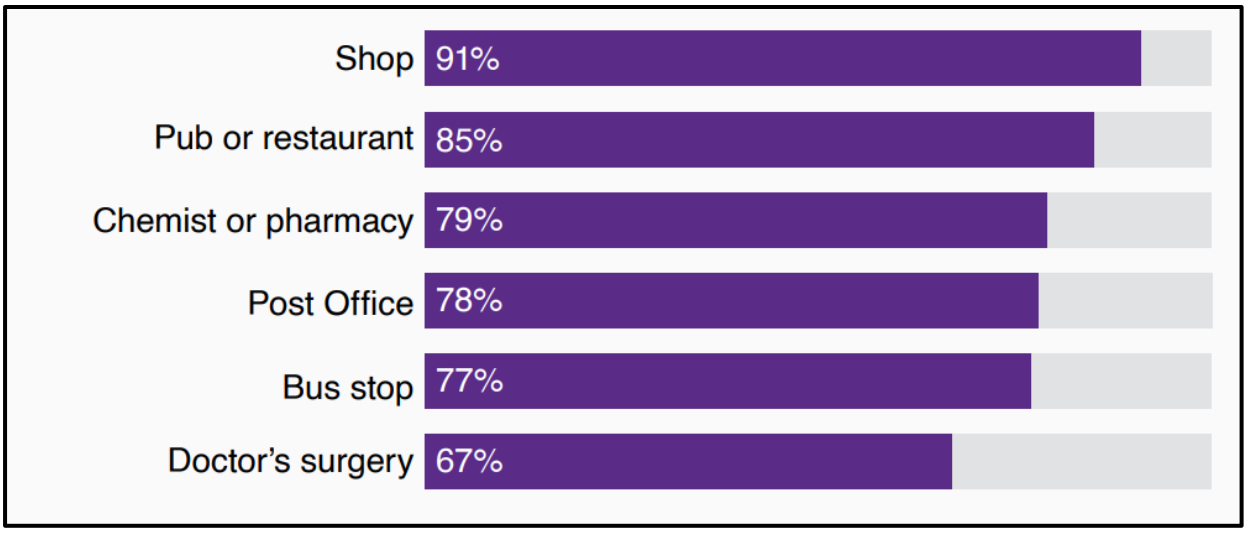

Figure 4.3: Proximity to Amenities (Live within a 15 minute walk): Other Urban Districts (National Household Travel Survey 2022)

5 Action Plan

5.1 Aims

To ensure the successful implementation of the mobility management plan, it is important that residents of the proposed residential zone and the crèche's staff are made aware of the existing public transport links in the vicinity, as well as highlighting the accessibility of local amenities in the area. The design and implementation of safe and efficient infrastructure is a key component that ensures sustainable transport options are attractive to residents. Several measures are included in this action plan to encourage uptake of sustainable transport methods and reduce car journeys, ultimately reducing the associated burden on the surrounding area and the environment.

5.2 Walking

Walking is a wholly beneficial activity for people to undertake on a daily basis and features a very low barrier for entry. While not only beneficial for human health and the environment, walking can also boost the sense of community within a development by increasing the odds of resident interaction. Additionally, access to public transport routes within walking distance makes it a viable means of transport for residents for both necessary and discretionary purposes. Some of the additional benefits include:

- Encouraging walking over driving can effectively decrease the number of vehicles in the area, thereby enhancing safety for both drivers and pedestrians.
- Research has shown that walkers are more aware of the green cross code and road safety issue.
- Research shows that people who walk have greater alertness in the morning compared to those who don't.
- Walking to school or work can solidify friendships among community members.
- Walking can promote health and sense of wellbeing while also reducing the neighbourhood's carbon footprint.

5.2.1 Walking Infrastructure

The proposed entrance to the proposed development will facilitate pedestrian access utilising the existing footpaths along the public road. The footpaths are to be 2 to 3.0m wide. The incorporation of crèche within the proposed development means that pedestrian traffic to and from the premises from residents and passersby should potentially be increased. Public Open Spaces will also be provided within the development. These open public spaces will provide an attractive outdoor environment for residents to convene.

5.2.2 Incentives to Encourage Walking

This Mobility Management Plan proposes to introduce several incentives aimed at capturing the attention of residents and encourage uptake of walking. Such measures include but are not limited to:

- Walking School Bus: A system whereby adult volunteers guide children safely to school. This can be coordinated with children and volunteers from neighbouring estates.
- Walk Once per Week or Walk on Wednesdays (WOW): Incentivise walking to school or

work one day per week.
- Step Challenges – Set daily/weekly step targets for residents which can promote friendly rivalry and comradery.
- Introduce walking clubs: These can encourage residents to support each other and lead to more group activity, particularly when the new public park space is accessible.

5.3 Cycling

Cycling is an excellent activity that improves overall fitness. Aside from public transport, it is also a fast means of travel when compared to walking. Some benefits of cycling are listed below:

- Cycling on a regular basis can have excellent health benefits.
- Cycling is much cheaper and requires minimal maintenance costs when compared to a private motor or electric vehicle.
- Cycling promotes greater independence as people become less reliant on other modes of transport.
- Cycling can be a fun recreational activity that can also promote exploration and access to the wider community.
- Cycling is an excellent way to make friends, particularly if cycling groups are established.

5.3.1 Cycling Infrastructure

The promotion of cycling to and from the proposed residential site is key to improving the uptake of this form of travel. The cycle parking space provision within the proposed development is outlined as follows:

Residents: The proposed development will provide a total of 330No. bicycle parking spaces. Each dwelling will be allocated a minimum of two secure bicycle parking spaces, housed in dedicated storage facilities for residents of the terraced units at the front of the development.

Visitor bike parking: 64No. spaces (one per two units) – Provided throughout the scheme in close proximity to the open spaces.

Crèche: 8No. spaces for staff, provided to the rear of the building.

5.3.2 Incentives to Encourage Cycling

With the aim of encouraging cycling as a mode of transport, this mobility management plan proposes to introduce several challenges and incentives to capture the attention of residents and crèche's staff. Such measures include but are not limited to the following:

- Organise training days covering rules of the road and how they apply to cyclists.
- Organise bike maintenance training talks.
- Encourage formation and participation in cycling groups or triathlon clubs. Cycling clubs can cater to cyclists of varying skill levels and are a perfect way to discover new routes, create friendships, improve riding skills and establish a new social setting.
- Consider organising a bicycle pool for residents where shared bicycles are available.
- Invite bicycle suppliers for a "try before you buy" demonstration.

5.4 Incentivising Use of Public Transport

As outlined in Sections **3.3.3** and **3.3.4**, the location of the proposed residential development provides access to a number of public bus routes. This enables future residents to easily access the wider area. Some incentivisation measures to improve public transport uptake include:

- Providing bus timetable and stop location information for residents.
- A 'buddy' system for residents travelling to/from similar work/school locations.
- Provide links to online services or apps that allow real time information bus arrival times.

As previously mentioned within this document, the nearest bus stop can be accessed along Main Street.

5.5 Car-Sharing

Car-sharing, or carpooling, is an effective means of reducing vehicular traffic and emissions. Many people use private vehicles for trips to work, school, etc., on a daily basis and often make individual trips. Carpooling allows individuals to share their vehicle with others which reduces the overall number of vehicles travelling to and from the residential development. By carpooling just once per week, commuters can see reductions in fuel costs of up to 20%, while simultaneously reducing emissions by 4% to 5%. Carpooling also leads to a net reduction in the number of parking spaces required for the development. As stated previously, there is a GoCar base location, approximately 800m south from the development.

For effective implementation of a carpooling scheme, it is essential that residents coordinate to ensure that vehicle occupancy is maximised when travelling to and from the development. The most effective way of coordinating is to map where each resident works or studies and designate drivers to give a lift on certain days. As for the proposed crèche and its staff, carpooling often occurs organically as colleagues become acquainted with each other's commuting needs and identify opportunities to share rides.

5.5.1 Incentives to Encourage Car-Sharing

To encourage carpooling in the proposed residential development, this mobility management plan proposes to introduce several incentivisation measures to entice residents to take part in the scheme.

- Inform drivers that they will not have to go out of their way to collect a person who is not on their desired route.
- Promote the financial benefits of the scheme.
- Encourage members of the scheme to share in fuel costs.

5.6 Welcome Travel Pack

A Welcome Travel Pack includes all necessary information about travel choices to and from the development. The travel pack will aim to increase awareness of residents to the available transportation methods to the site and aim to help change their current mode of transport into a more sustainable option, providing health and financial benefits of the change. The pack can

include:

- A brief description of the Mobility Management Plan.
- Maps of walking and cycling infrastructure within vicinity.
- Timetables of public transport.
- Information on the health benefits of walking and cycling.
- Information about car-sharing as well as benefits, such as reduction in traffic congestion near the site, cost savings etc.
- Information on transitioning to Electric Vehicles.

5.7 Action Plan Summary

This Action Plan Summary outlines a range of “hard” and “soft” measures in line with the goals of the MMP. Hard measures involve a physical approach, and soft measures involve behavioural approaches. Once implemented, these measures will facilitate the shift into a more sustainable way of travel. It can be summarised as follows:

Soft measures (behavioural):

- Introduce pedometer challenges between residents and crèche’s staff.
- Introduction of walking clubs.
- Introduce cycling challenges.
- Make residents aware of cycle to work schemes.
- Provide seminars on bicycle maintenance and road safety.
- Advertise bus routes and timetables in common areas across the development.
- Post information about public transport costs and ticket options.
- Raise awareness of the benefits of carpooling (well-being, environmental, economic).
- Encourage the use of sustainable transport methods.

Creche-Specific:

- Implement staggered arrival/collection times in coordination with creche management.
- Conduct staff-specific travel surveys to identify targeted interventions.
- Create "Sustainable Creche Access" award program for families consistently using green transport.

Hard measures (infrastructural):

- Identify unsafe locations along walking/cycling routes and liaise with Local Authorities to rectify.
- Introduce bike to rent scheme.
- Provide bicycle maintenance infrastructure throughout the development.
- Provide designated parking and charging facilities for electric vehicles.
- Provide information points regarding public transport options.

Creche-Specific:

- Implement designated drop-off/pick-up zone with clear signage and road markings
- Create time-limited parking spaces for creche drop-off and collection
- Install dedicated secure cycle parking for staff along with changing rooms and lockers.

5.8 Creche Area Mobility Management

5.8.1 Overview

The proposed development includes a dedicated creche facility that will serve both residents of the development and potentially the wider community. Managing mobility around the creche is critical to ensure safety, reduce congestion, and promote sustainable transport options for both parents/guardians and staff.

5.8.2 Peak-Time Traffic Management

The creche facility is expected to experience concentrated traffic during morning drop-off (approximately 8:00-9:30 AM) and afternoon pick-up (approximately 4:30-6:00 PM) periods. To manage these peak flows and minimise congestion:

- A designated drop-off/pick-up zone will be established with clear signage and road markings;
- Time-limited parking spaces (15-minute maximum during peak hours) will be provided specifically for creche drop-off and collection;
- Staggered arrival/collection times will be encouraged in coordination with creche management; and
- Periodic review of the system will be conducted to optimise operation.

5.8.3 Staff Travel Planning

The creche facility is expected to employ approximately 8No. staff members, representing a regular commuter pattern. Specific measures for staff include:

- Dedicated staff travel survey to be conducted within 3 months of operation;
- Provision of 8No. secure cycle parking spaces specifically for staff use, along with shower facilities and lockers for cyclists;
- Priority parking for staff carpooling (minimum 2 persons per vehicle);
- Information pack on public transport options and schedule alignment with shift patterns; and
- Flexible working hours where possible to avoid peak traffic periods.

5.8.4 Pedestrian Safety Measures

The safety of pedestrians, particularly young children, around the creche area is paramount:

- Widened footpaths (3m) in the vicinity of the creche entrance;
- Highlighted crossing point with raised ramp on public road to facilitate safe pedestrian passage;
- Reduced speed limit (20 km/h) on internal roads adjacent to the creche with appropriate signage; and
- Enhanced lighting at pedestrian routes leading to the creche;

5.8.5 Buggy and Equipment Accessibility

Parents with young children often require additional considerations for mobility:

- Dedicated internal buggy/stroller store will be provided near the creche entrance;
- Step-free access throughout all approaches to the creche; and
- Appropriate surface treatments on paths leading to the creche to ensure accessibility in all weather conditions.

5.8.6 Monitoring and Management

The Mobility Coordinator will work closely with the creche management to:

- Conduct quarterly reviews of traffic patterns around the creche;
- Survey parents regarding their travel modes and barriers to sustainable transport;
- Implement a "Sustainable Creche Access" award program for families consistently using green transport options; and
- Develop targeted communications regarding seasonal transport considerations (e.g., safe walking in winter conditions).

5.9 School Connectivity Strategy

5.9.1 Overview

The proposed development is strategically positioned to provide excellent access to St. Etchen's National School, located approximately 950m west of the main entrance. A future pedestrian link at the western boundary of the site would reduce this distance to just 120m, making walking the most practical and sustainable option for school journeys.

5.9.2 Walking School Bus Implementation

A structured Walking School Bus program will be established to promote safe pedestrian access to the school:

- Primary routes will be established and clearly marked with distinctive signage;
- Volunteer recruitment from resident population will begin one month prior to scheme launch;
- Designated "bus stops" will be established at convenient collection points throughout the development;
- Online registration system for families wishing to participate;
- Training provided for volunteer "drivers" and "conductors" in coordination with school staff;
- Visibility vests and weather-appropriate gear provided for all participating children; and
- Reward system for regular participation.

5.9.3 Route Safety Assessment

A comprehensive safety assessment of routes to St. Etchen's National School has been conducted, identifying:

Current Route (850m via public roads):

- Adequacy of footpaths along the route (continuous 1.8m minimum width)

- Uncontrolled crossing points requiring enhancement (2 uncontrolled crossings identified)
- Adequate lighting provision at junction of L-5014 and R148)
- Natural surveillance opportunities along route.

Future Direct Route (120m via western pedestrian link):

- Proposed dedicated pedestrian pathway separated from vehicular traffic
- Future provisions for enhanced lighting along entire route
- Direct line of sight from residential units for passive surveillance
- All-weather surface treatment to ensure year-round accessibility.

5.9.4 Proposed School Coordination Strategy

Effective collaboration with school administration will be essential for sustainable school travel:

- Quarterly meetings should be established between Mobility Coordinator and school leadership
- Integration with school's Green-Schools travel program
- Coordinated approach to travel education in school curriculum
- Joint communications strategy for parents regarding sustainable travel options
- School involvement in seasonal travel campaigns (e.g., Walk to School Week).

5.9.5 Education and Awareness

To establish sustainable school travel habits:

- Age-appropriate road safety workshops are proposed for children coordinated with school staff
- Parent information sessions on benefits of active school travel
- Travel planning sessions for families transitioning to the school
- Educational signage along school routes highlighting walking times and environmental benefits
- School travel section in Welcome Pack for new residents with children.

5.9.6 Monitoring and Evaluation

Effectiveness of the school connectivity strategy will be monitored through:

- Termly hands-up surveys in classrooms to track modal share;
- Parent satisfaction surveys regarding school travel options;
- Safety incident reporting and response system;
- Annual review and adaptation of walking routes based on usage patterns; and
- Coordination with Local Authority regarding infrastructure improvements.

5.10 Local Amenities Accessibility

5.10.1 Overview

The development's location provides residents with access to numerous local amenities within walking and cycling distance, including shops, pharmacies, restaurants, and other retail units in Kinnegad town center. This section outlines strategies to maximise sustainable access to these amenities.

5.10.2 Routes to Local Shopping and Services

Analysis of the most frequented local destinations has informed the development of recommended sustainable travel routes:

Main Shopping District and superstores (450west or 750m south):
- Primary walking route via L-5014 to Main Street (R148) with continuous footpath access
- Secondary route via potential future pedestrian connections to adjacent developments
- Estimated walking time of 5-10 minutes from development entrance.

Healthcare Services (400m south):
- Direct walking route identified with all necessary crossing points
- Accessibility audit completed confirming suitability for those with mobility impairments with provision of dropped kerbs and tactile pavement
- Estimated walking time of 5 minutes from development entrance.

Recreational Facilities (varies):
- Routes to local parks, sports facilities, and community centres reachable within 15-minute walk.

5.10.3 Carrying Capacity Solutions

Addressing the practical challenge of transporting purchases:

- Negotiations with local supermarkets to provide home delivery services for residents;
- Potential for community cargo bike scheme for transporting larger items;
- Provision of shopping trolley storage facilities within the development;
- Information on digital shopping options with local businesses; and
- Community collection point for parcels and deliveries within the development.

5.10.4 Supporting Infrastructure

Physical measures to support sustainable access to amenities in coordination with Local Authority and local shops/markets:

- Strategic placement of seating along walking routes for those requiring rest;
- Weather protection at key waiting points;
- Adequate bicycle parking in coordination with local businesses;
- Clear wayfinding signage throughout the development indicating walking times to key amenities; and
- Enhanced crossing facilities at identified high-demand pedestrian crossing points.

5.10.5 Marketing and Communications

Promoting awareness of local accessibility:

- "Shop Local, Walk Local" campaign promoting the benefits of sustainable shopping trips;
- Digital map application showing walking/cycling times to all local amenities;
- Seasonal promotions coordinated with local businesses for sustainable travel customers; and
- Information displays at community focal points showing sustainable route options.

6 Implementation of the Mobility Management Plan

6.1 Background

For the Mobility Management Plan to be successful, investment and resources will need to be made available to implement the proposals outlined in this report. The Mobility Management Plan will also need to be reviewed periodically to assess how the proposals are being received by residents and to determine realistic targets for the plan.

Setting realistic targets is vital to the success of the Mobility Management Plan, as is ensuring that its proposals are embraced by the residents. It is important to set realistic targets early in the development process and that promotion drives are undertaken to ensure targets are met.

6.2 Mobility Management Plan Coordinator

The main target of this Mobility Management Plan is to ensure that the traffic impacts associated with the day-to-day operations of the development are minimised. Achieving this target will provide ample benefits to the daily operation of the development and wider community.
For the Mobility Management Plan to be successful, it is essential that a mobility management coordinator is appointed to monitor the progress of the plan on an ongoing basis. The coordinator and assistant coordinator are to be confirmed when the proposed work has progressed.

- Mobility Management Plan Coordinator
  Pending

- Assistant Mobility Management Plan Coordinator
  Pending

The duties of the Mobility Coordinator will include:

- Conducting travel surveys at regular intervals once the development is completed and operational, which will provide detailed and up-to-date information on travel habits that can be used to develop new strategies to encourage travel by alternative modes.
- Implementation of various schemes/ plans aimed at encouraging the uptake of more sustainable means of travel.
- Acting as an information point for residents.
- Negotiating with public transport companies and other service providers.
- Branding and promotion of the plan through various mediums.
- Evaluation and adaptation of the plan in the light of experience.

It is important that the Mobility Management Plan coordinator and assistant coordinator work closely together while promoting the plan for the proposed development. The involvement of residents at an early stage will be essential to the success of the plan. ORS recommend that the Mobility Management Plan coordinators consult with residents to discuss the strategy for the implementation of the plan. This may help to spread the workload involved in implementing the plan and provide a platform for feedback to be presented.

6.2.1 Promoting the Mobility Management Plan

Promotion of the sustainable forms of transport discussed in the Mobility Management Plan is required to ensure that the attitudes of residents are impacted. It is important that the mobility management plan coordinator recognises the needs of residents and the areas where they may be willing to change their attitudes to travel. This information can be obtained by issuing questionnaires.

It is important that the mobility management plan coordinator leads by example by embracing the proposals of the plan in their daily routine.

6.2.2 Management and Review

Management and review of the Mobility Management Plan are vital to track progress and determine realistic milestones in the implementation of the plan. It is recommended that the travel patterns of residents are reviewed on an annual basis.

ORS would also suggest leaflets and information booklets to be produced to make residents aware of the Mobility Management Plan and what it intends to achieve. This will allow the mobility management plan coordinator to track progress in terms of milestones and adjust the milestones that are set too high or too low. It will also ensure that changing travel patterns are taken into account to ensure that the plan continues to reflect the needs of the users.

7 Master Plan for Remaining Lands

7.1 Context and Vision

The proposed development forms part of a larger land holding with potential for future development. This master planning section establishes a framework for how the current development phase integrates with potential future expansion, ensuring seamless connectivity and sustainable transport solutions across all development phases.

7.2 Site Context Within Larger Area

Figure 7.1 presents the Land Use Zoning according to the Westmeath County Development Plan 2021-2027. To the north of the proposed scheme lie several greenfield sites.

These lands present significant opportunities for:

- Additional community, education or institutional facilities
- Enhanced green infrastructure and public open space
- Sporting Recreational facilities
- Strengthened connections to the wider town.

Figure 7.1: Westmeath Land Use Zoning Map (Source: WCDP 2021-2027)

The design of the proposed scheme has been deliberately formulated with careful consideration of these northern zoned lands to ensure seamless integration and future

connectivity. Future access points and movement corridors have been incorporated along the northern and western boundary of the development to facilitate direct connections when these adjacent lands are developed.

7.3 Future Connectivity Framework

7.3.1 Vehicular Access Strategy

The proposed road network includes a strategic connection point that allows for future extension northward, ensuring these lands will not be isolated or landlocked, as shown in **Figure 7.2** below. These connection point is positioned to align with the likely development pattern of the northern lands based on their zoning designations. Therefore, the current development has been designed with future expansion in mind as follows:

- The internal road network includes a stub connection at a strategic point along the northern boundary that can be extended into future development phases;
- The primary access road from L-5014 has been designed with capacity to accommodate additional traffic from future development phases;
- A potential secondary access point has been identified to the northwest that could connect to the R148 via adjacent lands, providing network resilience; and
- Road hierarchy within the current development allows for logical extension into future phases.

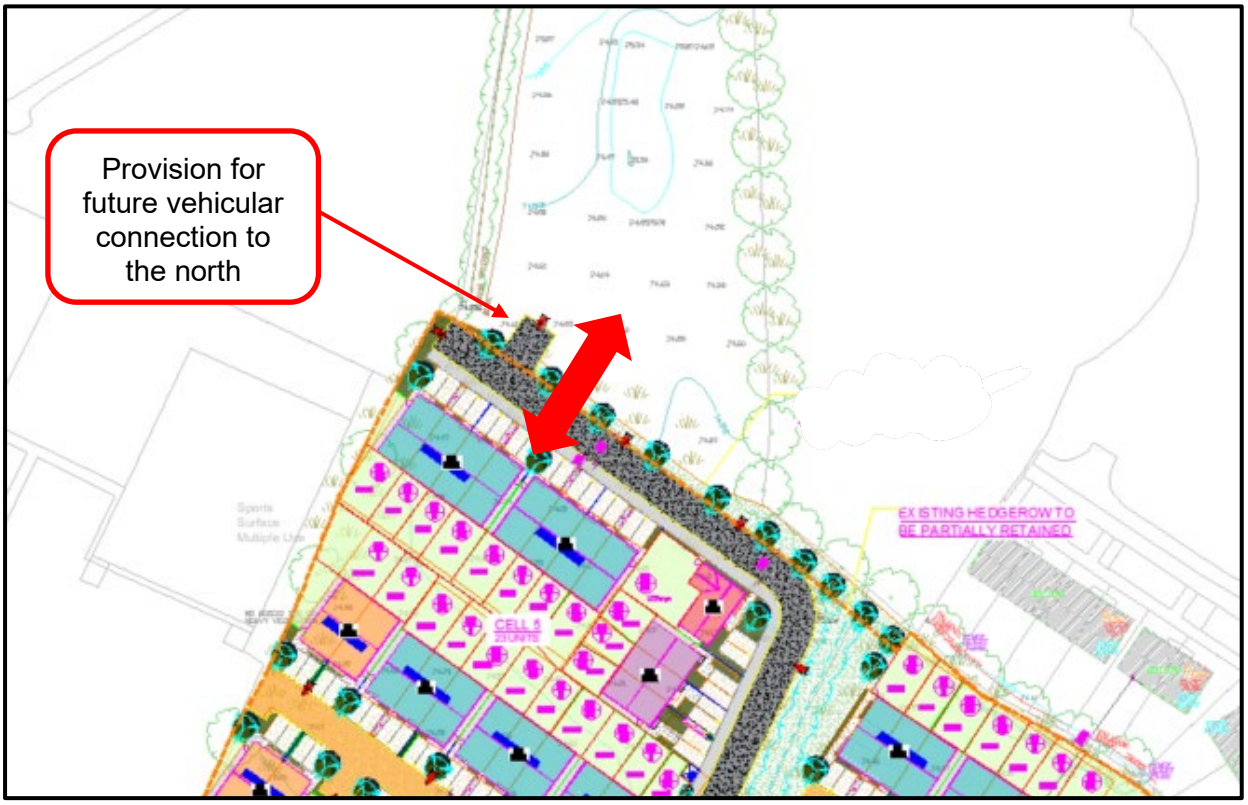

Figure 7.2: Vehicular connection point that allows for future extension northward (Source: MCORM Architecture)

7.3.2 Pedestrian and Cycle Connectivity

In addition to vehicular connections, the masterplan incorporates dedicated pedestrian and cycling linkages (routes) that extend to the northern and western boundary, as shown in **Figure 7.3**. These non-motorised transportation routes are designed to eventually connect with the wider future active travel network envisioned for the northern lands, creating a permeable urban fabric that prioritises sustainable movement patterns. Therefore, the pedestrian and cycle network has been designed to facilitate extension:

- All pedestrian paths leading to the northern boundary are positioned to allow future continuation into future development phases;
- The 3m wide shared track for pedal cycles and pedestrians along the main access road establishes a spine route that can be extended through future development;
- Strategic pedestrian/cycle-only connections create permeability that will benefit future development phases; and
- The proposed western pedestrian link to St. Etchen's National School forms part of a wider strategy to create an east-west sustainable transport corridor across the entire landholding.

Figure 7.3: Future pedestrian link points (Source: MCORM Architecture)

7.3.3 Public Transport Integration

Future development phases will reinforce public transport usage:

- Walking routes to existing bus stops have been designed to accommodate increased

flow from future phases.

7.4 Phasing Strategy for Transport Infrastructure

The implementation of transport infrastructure across the entire landholding will follow a logical phasing strategy:

Phase 1 (Current Application):
- Primary access from L-5014
- Core internal road network and pedestrian infrastructure
- Western pedestrian link to school
- Basic cycling infrastructure

Phase 2 (Future Development):
- Extension of internal road network northward
- Secondary access point if required by increased traffic volumes
- Expansion of pedestrian and cycle network

Phase 3 (Final Development):
- Completion of the internal circulation network
- Final connections to surrounding road network
- Comprehensive active travel network throughout entire landholding

7.5 Evolution of Mobility Management

The Mobility Management Plan will evolve as the development expands:

- The proposed MMP Coordinator role will extend to cover all development phases
- Modal split targets will be reviewed and potentially revised with each development phase
- Additional sustainable transport measures may be introduced as population density increases
- Monitoring and data collection will expand to cover new areas as they are developed
- Coordination with Westmeath County Council will ensure alignment with any changing regional transport strategies

7.6 Integration with Town-Wide Transport Strategy

The masterplan approach ensures that this development and its future phases contribute positively to the wider transport network of Kinnegad:

- Potential to create new sustainable transport corridors through the site
- Contribution to the town's pedestrian and cycle network
- Reduced car dependency through comprehensive mobility management
- Futureproofing for emerging transport technologies and changing travel behaviours.

This masterplan approach demonstrates how the current development phase has been conceived not as a standalone project, but as part of a coherent overall vision for the area that prioritises sustainable mobility and connectivity.

8 Conclusion

8.1 Key Findings

Baseline information was collected from several publicly available sources to demonstrate the viability of different modes of sustainable transport within the vicinity of the site. The present-day scenario for each mode of transport was determined as follow:

- **Private Vehicle:** The development is located within Kinnegad which offers great connectivity to several regional and national roads providing access to various locations across the country.
- **Walking:** The development will be benefitted by the existing footpath network in the area which includes dedicated crossing points with dropped kerbs and tactile paving. Walking is a feasible option for those residents who work or study nearby.
- **Cycling:** As part of this development, it is proposed to install a combined pedestrian footpath and cycle lane along the main access road to this development.
- **Public Transport:** There are number bus services operating along the Main street within Kinnegad that are within a 6-minute walk of the development. These stops are within walking distance from the proposed development, enhancing the accessibility for future residents to regional bus services that connect to larger towns and cities, including Dublin, Mullingar, and other areas in County Westmeath. The proximity to bus stops offers future residents an alternative to private car travel, supporting sustainable transport options.

8.2 Recommendations

- Mobility management is a process that is intended to be ongoing over a number of years with the end target being reduced vehicle numbers arriving and departing from the proposed residential development. Sustainable transport should be embraced by the residents and not be seen as a chore. This report assists in providing alternative modes of transport and incentives to help promote uptake. It is worth noting that monitoring and review of the initiatives proposed in this plan will be a far greater part of the Mobility Management Plan itself.
- Essential to the success of the plan is the appointment of a Mobility Management Plan coordinator for the development. The Mobility Management Plan coordinator will be appointed prior to the completion of the proposed development. This individual will be responsible for implementing the measures discussed in the plan and should be granted sufficient time and resources to help ensure the plan is a success.
- The Mobility Management Plan mainly focuses on the travel attitudes of residents, and it is essential to the success of the plan that this group is consulted from the outset. Successful coordination of tasks and communication could also be transferred to residents if they are consulted from the onset of the implementation of the plan.
- The plan will evolve and develop as the needs of the residents may adapt and patterns of travel may change.
- It is recommended that the stakeholder survey, which is annexed to this report as **Appendix A**, be conducted yearly to determine how the plan should be updated to reflect changing travel patterns and goals. It should be mentioned that missing goals shouldn't be considered a failure, especially in the initial years after the plan's execution. This period should be used to recognise achievable targets and put forward long-term goals.

- The propensity for encouraging residents to use alternatives to single-occupancy car travel will inevitably depend on the convenience and availability of those alternative networks and facilities. The management can play a role in influencing travel choices by implementing various initiatives to encourage even occasional use of alternative modes.
- The availability of a public transport connection between the site and the surrounds can make a great difference to modal choice and future modal shift, as can the provision of more public transport connections.

Appendix A – Resident Questionnaire

Dear Residents,

RE: MOBILITY MANAGEMENT PLAN QUESTIONNAIRE

The Local Authority has requested that we prepare a Mobility Management Plan to assess the transport situation at the residential development at Boreen Bradach, Kinnegad, Co. Westmeath.

The attached questionnaire aims to gather information about the current travel patterns of residents and tenants. It is designed to assess the methods used by residents/tenants to travel to and from their houses and should take approximately 5 minutes to complete.

In addition, the last question in the questionnaire provides you with the opportunity to bring your comments and observations associated with the delivery of the improvements to the development. As an important member of the development, your inputs and support are vital to the safe operation of our facilities. On this basis, your observations are welcomed and will be thoroughly considered.

Please return your completed questionnaire to me, no later than XX/XX/XXXX.

Thank you for your consideration and support.

Yours sincerely,

_____

Mobility Management Plan Co-Ordinator

Residents Questionnaire

Section 1: Travel Patterns

1. Are you male or female?

Male		
Female		
Prefer not to say		

2. How far do you travel from house to work/school?

Less than one 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

3. How do you usually travel from your house to work/school? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: ……

4. How do you normally travel from work/school to your house? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: ……..

5. Is there a bus service available to take you to or from your house?

Yes	
No	
Don't know	

6. How far is the bus stop from your house?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

7. How far is the bus stop from your work/school?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

8. Do you own a bicycle?

Yes	
No	

9. How many cars are there at house?

None	
1	
2	
3	
Over 3	

10. If you could choose, how would you like to travel to your work/school? *(Please tick the most appropriate, or state other)*

	On foot
	By bicycle
	By bus
	By private car
	By carpool/car-share
	By taxi

Other, please state: ……

11. If you do not walk or cycle to work/school, what most stops you from doing so?

……
……
……

Section 2: Travelling by Walking/Cycling

12. I like/would like to cycle to/from my house because:

……
……

13. How safe is the journey to your house on foot?

Safe	
Average	
Unsafe	
Dangerous	

14. How safe is the journey to your house by bicycle?

Safe	
Average	
Unsafe	
Dangerous	

15. Do cars and/or buses cause a problem on or near your house grounds?

Yes	
No	

16. If yes, what problems do they cause and where?

……
……

17. Is bicycle storage good enough at present on the residential development?

Yes	
No	

Section 3: Travelling by Bus/Train

18. When walking to and from the bus stop, how safe do you consider your route to be?

Safe	
Average	
Unsafe	
Dangerous	

19. Do you have a bus or train pass?

Yes	
No	

20. Is pupils' behaviour a problem on your bus?

Yes	
No	

21. Does your bus sometimes arrive late or leave too early?

Yes	
No	

22. Is overcrowding a problem?

Yes	
No	

Section 4: Travelling by Car

23. How many fellow residents usually travel with you?

None	
1	
2	
3	
4	

24. If you are given a lift to your work/school, is the journey only being made just to bring you to your work/school?

Yes	
No	

25. If the answer to the question was NO (e.g., your driver continues driving to go to work) approximately how much longer is your driver's journey because they have taken you to your work/school?

No extra time	
Less than 5 minutes	
5 – 10 minutes	
More than 10 minutes	

26. If your work/school is not in the driver's shortest route to work, could you be dropped off at a certain location and complete your journey by bus or on foot?

Yes – By bus	
No – By foot	
No	

27. If yes, how far away from your work/school is the drop off point?

Less than one 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

28. If no, please explain why this option would not work for you and/or your driver.

……
……

Section 5: Hazardous Journey

29. Have you ever been involved in a road accident on your journey to or your house?

Yes	
No	

30. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

31. Please describe what happened.

……
……

32. Have you ever been involved in a near-miss on your journey to or from your house?

Yes	
No	

33. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

34. Please describe what happened.

……
……

35. Have you even been bullied, threatened or scared on your journey to or from your house?

Yes	
No	

36. If YES, how were you travelling?

By foot	
By bicycle	
By bus	
Given a lift	

37. Please describe what happened.

……
……

Section 6: Health and Fitness

38. How often do play sport or exercise?

Most days	
Twice a week	
Once a week	
Less than once a week	
Never	

39. How long does each period of exercise last on average?

15 mins or less	
Around half an hour	
Around 1 hour or more	

40. Are you satisfied with your current level of fitness?

I would like to feel fitter	
I feel fit enough	
I feel unfit	

41. List three activities you would like to do which help you get fitter.

1.
2.
3.

42. If you cycle, how many journeys have you made in the last 7 days? (nor including work journeys)

Once	
Twice	
Three times or more	
None	

43. Where did you go?

……
……

44. If you have any other comments or suggestions about travel to and from the residential development, please share them here:

……
……
……
……
……

Thank you for taking the time to complete this questionnaire, your participation is appreciated.

Appendix B – Crèche Employees Questionnaire

Dear Employees,

RE: MOBILITY MANAGEMENT PLAN QUESTIONNAIRE

We are required to prepare a Mobility Management Plan to assess the transport situation at Boreen Bradach, Kinnegad, Co. Westmeath**.**

The attached questionnaire asks a few short questions associated with how you travel to and from the work and will take approximately 5 minutes to complete.

In addition, the last question in the questionnaire provides you with the opportunity to bring your comments and observations associated with the delivery of the improvements to the site. As an important member of the development, your inputs and support are vital to the safe operation of our facilities. On this basis, your observations are welcomed and will be thoroughly considered.

Please return your completed questionnaire to me, no later than XX/XX/XXXX.

Thank you for your consideration and support.

Yours sincerely,

_____

Mobility Management Plan Co-Ordinator

Employees Questionnaire

Section 1: Travel Patterns

1. What area of the County do you live?

……

2. How far do you travel from house to work?

Less than one 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

3. How do you usually travel from your house to work? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: ……

4. How do you normally travel from work to your house? *(Please tick the most appropriate, or state other)*

	By private car
	By carpool/car-share
	By Bus (public)
	On foot
	By bicycle
	By taxi

Other, please state: …….

5. How long does your journey to work normally take?

0-15 mins	
15-30 mins	
30-45 mins	
45-60mins	
Over one hour	

6. How long does your journey home normally take?

0-15 mins	
15-30 mins	
30-45 mins	
45-60mins	
Over one hour	

7. What is the main reason why you choose this mode of transport?

……
……
……

8. If you could choose, how would you like to travel to your work?
(Please tick the most appropriate, or state other)

	On foot
	By bicycle
	By bus
	By private car
	By carpool/car-share
	By taxi

Other, please state: ……

9. If you don't walk or cycle to the development, what most stops you from doing so?

……
……
……

10. Is there a bus service available to take you to or from your house to the nursing unit?

Yes	
No	
Don't know	

11. If the answer for question 10 was YES, how far is the bus stop from your house?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

12. If the answer for question 10 was YES, how far is the bus stop from the development?

0 – 0.5 km	
0.6 – 1 km	
1 – 1.9 km	
2 – 2.9 km	
3 – 3.9 km	
4 – 4.9 km	
5 km or more	

13. Do you own a bicycle or scooter?

Yes	
No	

14. Is bicycle storage good enough at present at the development?

Yes	
No	

15. How safe do you consider to be the journey from your home to the development on foot/bicycle?

Safe	
Average	
Unsafe	
Dangerous	

16. If you travel by car, what kind of fuel does your vehicle use?

Petrol	
Diesel	
EV	
Hybrid	

17. If you travel by car, do any other staff travel with you to work?

Yes	
No	

18. If you drive to work every day, is there anything the management of the development could do to encourage you to choose an alternative to the car on your commute to work?

……
……
……

19. Would you be interested in car-sharing with some other staff that travels to the same location as you?

Yes	
No	

20. If you have any other comments or suggestions about travel to and from the development, please share them here:

……
……
……
……
……

Thank you for taking the time to complete this questionnaire, your participation is appreciated.

Appendix C – Action Plan Summary

Action Plan Summary								
	Travel Distance	2022 Census Modal Split (13% did not stated or work from home)	Target Modal Split			Measures	Key Incentive Mechanism	Comments
			Preliminary	1st Review	2nd Review			
Walking	2-3 km	1%	17%			**Soft**	Introduce pedometer challenges	
							Introduction of walking clubs	
						Hard	Identify unsafe locations along the route and liaise with Local Authority to rectify	
Cycling	5-10km	1%	8%			**Soft**	Introduce cycle challenges	
							Provide road safety and bicycle maintenance seminars	
							Promote the Cycle to Work Scheme	
						Hard	Provide safe, secure, covered bicycle parking	
							Provide bicycle repair stands at bicyle parking areas	
							Identify unsafe locations along the route and liaise with Local Authority to rectify	
Public Transport	10-50km	20%	25%			**Soft**	Post bus routes and timetables	
							Post information on costs, commuter tickets/multi-trip reductions	
Car Sharing	10-100km	13%	15%			**Soft**	Raise awareness of well-being, environmental and cost-saving benefits	
							Provide a platform to connect residents working on similar routes	
Private Vehicle	10-100km	40%	35%			**Soft**	Raise awareness of well-being, environmental and cost-saving benefits of alternatives	

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