

## National Cycle Network Funding Scheme 2012/13 – Application Form

<b>Section 1: Project Outline</b>	
Name and Address of Local Authority	Waterford County Council, Civic Offices, Davitts Quay, Dungarvan, Co. Waterford.
Contact person/proposed project manager	Ken Walsh, Tramore Area Engineer, Waterford County Council
Telephone	051 395555
e-mail	kwalsh@waterfordcoco.ie
Planned route start and end points (e.g. Newport to Mulranny). Detailed map to be included as appendix.	Waterford City Outer Ring Road at Ballindud Roundabout to the Somerville Roundabout in Tramore (R675)  APPENDIX I
Proposed route distance (km)	6.43Km
Estimated total project delivery costs (€)	€310,500
Total grant funding being sought (€)	€310,500 (approx €48,000/Km)
Planned duration of project/works (months)	22 weeks
Planned start date and completion date	1 <sup>st</sup> June 2012 to 31 <sup>th</sup> Oct 2012 (to include Project Initiation, Planning , Execution and Completion)
Brief outline of planned project	<p>To provide an on-road, 6.43Km cycle track to both sides of the Regional Road between Tramore and the Waterford City Outer Ring Road, which will then join with an existing off-road cycle track on the Waterford City Ring Road and a proposed off-road track into the City Centre via Cherrymount. The completed length of cycle-track/walkway between Waterford City and Tramore will then be approximately 10Km.</p> <p>This proposed cycle track will be designed and constructed to the highest standards.</p>

<b>Section 2: Project Detail</b>	
Briefly outline how this route aligns with the corridors identified in the National Cycle Network scoping study, or links into or between the identified corridors	This proposed cycle track aligns perfectly with the National Cycle Route Scoping Study (August 2010) and forms part of the Wexford - Tralee Route.
Is this project proposal for a standalone route, or is it a single phase of a longer proposed route (outline details).	<p>This project proposal is a single phase of the overall Wexford – Tralee Cycle Route as proposed in the Scoping Study.</p> <p>It will link-in with the existing cycle routes on the Waterford City Outer Ring Road as shown in Appendix III, and the proposed cycle route along the R675 from the Ring Road in towards the City Centre being proposed by Waterford City Council under this Funding Scheme.</p> <p>The route will also link into a planned cycle route along the Tramore Ring Road which will connect many of the housing estates in Tramore to the new combined secondary school in Tramore which is due to open in 2013.</p>
What type of route will be delivered (i.e. on road or off road, usage of existing infrastructure such as abandoned rail lines, canal tow paths, state lands etc.)	The proposed route will be on the hard shoulder along the existing Regional Road (R675) between Tramore and Waterford Outer Ring Road. The road is reasonably flat and will take less than 30 minutes to cycle.
Is the land necessary to develop the proposed route currently in public ownership? Are there any land ownership issues along any section of the proposed route, and if yes how is it planned to address them?	The required land is in public ownership (it forms part of the existing Hard Shoulder on the above mentioned road).
Are there any other outstanding issues which could impact on deliverability of the proposed route (e.g. statutory requirements)?	No
What is the proposed width of the route? (metres)	Minimum 2.5m cycle track per Hard Shoulder plus a 0.5m separation zone.
What is the proposed surfacing type for the route?	Existing Surface, Wearing Course Macadam.

<b>Section 3: Project Costs</b>			
Key costs/works (e.g. land purchasing, clearance works, compacting and placing of surface material, bridges, crossing barriers, fencing)	Estimated cost (€)	Requested contribution (€)	Planned drawdown date (e.g. Sept 2012)
Design & Consultancy Fees	50,000	50,000	Sept 2012
Side cleaning/Surface Preparation	25,000	25,000	Sept 2012
Hedge Cutting and Bough Trimming	15,000	15,000	Sept 2012
Lining (150mm)	125,000	125,000	Nov 2012
Drainage Works	10,500	10,500	Sept 2012
Pavement Patch Repairs	40,000	40,000	Sept 2012
Signage & Cycle Track Segregation	25,000	25,000	Nov 2012
Promotion & Monitoring	20,000	20,000	Nov 2012
<b>Total</b>	<b>310,500</b>	<b>310,500</b>	



**Section 4: Demand and benefit assessment:** Provide an evidence based assessment of potential demand in terms of local users and potential visitor and tourist user numbers. Assessment should include evidence based estimate of annual user number, and impacts on local economy, including in terms of job creation.

### Demand Analysis

Tramore is predominately a commuter town for Waterford City. Based on 2006 census figures, **3,125** people or **51%** of the population of Tramore travel between **5-24Km** to either work, school or college. The principle destination within this distance is Waterford City and approximately 84% of these journeys are by car.

Distance Travelled			Means of Travel		
0 to 1 Km	37	1%	On foot	871	14%
1 to 2 Kms	1040	17%	Bicycle	55	1%
2 to 4 Kms	971	16%	Bus, minibus or coach	329	5%
5 to 9 Kms	407	7%	Train, DART or LUAS	6	0%
10 to 14 Kms	2107	35%	Motorcycle or scooter	34	1%
15 to 24 Kms	615	10%	Car driver	3045	50%
25 to 49 Kms	129	2%	Car passenger	1327	22%
50 Kms and over	149	2%	Other	390	6%
Not Stated	630	10%	Not stated	28	0%
<b>Total</b>	<b>6085</b>	<b>100%</b>	<b>Total</b>	<b>6085</b>	<b>100%</b>

If we assume that over a period of three years 5% of these people will use the cycle facility this will result in potentially 156 people using the facility and the suppression of 90 journeys per day. There are also a number of large employers in Waterford City which offers the potential for work based travel planning and the provision of changing and shower facilities which would encourage further take up.

### **Potential Demand**

There is also the potential of demand from a range of other sources including

- Connects to Waterford City's 17km cycling routes (Appendix II)
- Waterford Institute of Technology is 12 Kms from Tramore and has approximately 500 students from the Tramore area and offers a target group with a high potential take up.
- Proximity to the Regional Sports Centre (RSC) home of Waterford United which is used for many sporting and cultural events
- Proximity to the designated GAA National Hurling & Camogie Development Centre
- Tramore Racecourse which hosts six race-meetings per year together with a number of both indoor and outdoor entertainment events
- Large cultural festivals in Waterford City including Spraoi and the Tall Ships etc.
- Day trips from Waterford City to visit the beach and other attractions in Tramore
- The Sportif Cycle Club, the Comeragh Cycle Club and the Waterford Triathlon Club are all potential users of the facility particularly for winter training and use by younger members
- There is also potential for people living in Waterford City and working in Tramore to use the facility
- The new Biodiversity Park in Waterford City which will be a major attraction for families

### Potential Economic Benefit.

It is reasonable to assume the following economic benefits will accrue as a result of the provision of the proposed cycle track;

#### Construction Phase

- Employment of local sub-contractors and suppliers where possible. Up to 20 temporary jobs will be sustained during the course of construction of this project

#### Operational Phase

- Increase in Activity Based Tourist numbers,
- Reduction in Greenhouse gases as a result of modal shift,
- Greater access to potential employment for non-car dependant workers
- Potential for mini-industry in the form of Bicycle Hire/Sales/Repair and guided cycle tours
- Increased tourist numbers leading to increased demand for resort based goods and services.

It is difficult to estimate the level of increase in employment as a result of this proposed project however it is likely to have a positive impact.

#### Tourism Impact

The provision of a cycle route between Waterford City and Tramore would impact positively on tourism in East Waterford. The development of cycling routes has been identified as a key priority in the Waterford County Council Economic Development Strategy. Failte Ireland statistics for 2010 show that Cycling Tourism was worth €97 million in 2010. An estimated 164,000 overseas visitors engaged in cycling while in Ireland in 2010. In 2011 **The Sean Kelly Cycling Tour of Waterford generated over €2 million for the local economy.** The development of this route would encourage visitors from the city and from further afield to Tramore. Statistics show that the provision of activities such as cycling enhances an area's potential to increase visitor numbers. South East Ireland is designated and promoted as a Family Friendly Destination by Failte Ireland. The development of this route would add to the suite of family friendly products on offer in the Tramore/Waterford area.



Cyclists who visit Ireland are typically affluent and well educated and on average spend two weeks in Ireland. Cycling tourism is an environmentally sustainable form of tourism with minimal impact on the environment and host communities. It provides new incentives for people to visit an area and can attract a new type of visitor.

Section 5: Outline (i) alignment with other transport, tourism and sport programmes/locations (e.g. other infrastructure, green schools, work place travel plans, tourism visitor centres etc.) (ii) route management and promotion plans and (iii) planned route user monitoring

(i) [Alignment with other Transport, Tourism and Sport programmes.](#)

[Sustainable Travel](#)

The provision of the cycle track will directly assist in achieving a number of the sustainable travel objectives including

- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car
- Improve security of energy supply by reducing dependency on imported fossil fuels.



The **Smarter Travel** Go-Dungarvan programme is now up and running and this will further enhance the expertise in Waterford County Council for promoting behavioural change and Sustainable Travel. The learning from Dungarvan will be used to promote change and to monitor the modal shift in Tramore.

[Sport](#)

The provision of the cycle track will provide a facility which will be used by commuters, cycling enthusiasts and for recreation by people of all ages. It will support the Department Transport Tourism and Sport's agenda to

- To increase participation and interest in sport,
- To improve standards of performance and
- To develop sports facilities at national, regional and local level,
- Thereby contributing to healthier lifestyles and an improved overall quality of life,

The cycle track will offer Waterford Sports Partnership an excellent opportunity to promote cycling with the people of Waterford City and Tramore and will build on the many events organised as the **successful bidder for the 2012 National Bike Week Launch**.

[Tourism](#)

The development of an activity based tourism offering is a significant part of Failte Ireland's agenda and is being supported in Waterford by the development of the Comeragh Mountain Walks, a Mountain Bike Trail, walking and cycling routes and the Sean Kelly Cycle Tour. The

development of walking and cycling in county Waterford has been prioritised by Waterford County Council in both their Economic and Tourism Development Strategy. Dungarvan has been identified as one of 16 cycling hubs nationally. The Council is working with **Failte Ireland** and other partners to develop walking and cycling routes that build on our natural resources. Waterford County Council in association with **Failte Ireland** has invested €300,000 over the last year on infrastructure, signage and promotion to raise the profile of cycling in the County, building on the strength of the Sean Kelly brand.



2011 was the 5<sup>th</sup> year of the **Sean Kelly Cycle Tour** of Waterford, which attracted over 5,500 participants with a strong representation from the Tramore Area. The cycling tour is now a fixture in the cycling calendar and is one of the **largest cycling tours in Ireland**.

### Recreation trails

Recreation trails including on road cycling trails has already been identified as an area of importance for Waterford with the potential for economic, social and physical benefits as a result the Waterford Trails Committee was established in 2008 - comprising of representatives from Waterford County Council , Waterford City Council, Waterford Sports Partnership, Waterford Leader Partnership, Community Representative, Fáilte Ireland, Coillte, South East River Basin District.

### Tourism Website

Waterford County Council has developed a new promotional brand and website for the promotion of tourism in the county [www.itsafeeling.com](http://www.itsafeeling.com). The site is currently **attracting approximately 6,000 visits and 17,000 page views per month**. This new online tourism platform is a full social and community engagement platform with all the latest tools to allow the public to interact and to influence the development of the website and ultimately tourism in the county. The ability to co-create and comment on blogs, to browse videos, to upload images, to link in with social media feeds such as Face book and Twitter are all provided in one simple to use platform. All activities in the county are being promoted on this website. The new cycle path will be promoted under the Wild Waterford section of the website.

### Climate Change

Waterford County Council is the first local authority in Ireland to implement a **Climate Change Strategy**, which sets clear actions to reduce emission of greenhouse gases including; transfer of our energy supplier to renewable energy sources; phased conversion of our fleet to renewable energy, development of cycling facilities and development of integrated wetlands for water treatment. The Council's commitment to environmental principles is reflected in our policies including the **Economic Plan for County Waterford 2010 – 2015**, the **Corporate Plan for Waterford County Council 2010 – 2014** and the **Draft County Development Plan 2011 – 2017**.

## Green Schools Scheme

Working with Waterford County Council, all of the schools in Tramore have achieved or are committed to achieving Green Flag status of the Green Schools Scheme. Of the five schools in the town, the Stella Maris School is now on the biodiversity stage which is their fifth flag, two schools are about to commence on the travel flag and the other two schools are in the early stages of the program.



Glor Na Mara Flag Raising Ceremony 2011

### (ii) Route Management and Promotion Plans.

The design, procurement, construction phase and post completion management will be the responsibility of Waterford County Council who will undertake to maintain the cycle track in optimum condition and provide a safe environment for all users of the facility. A dedicated section will be set-up on Waterford County Council's website for users to submit observations and to report any complaints and a **Twitter Account** will be set-up to alert signed-up users of temporary closures, diversions etc. (@CycleTrackWat1).

The initial plan for the promotion of the cycle track will be through the media as part of the launch and official opening event. However based on the evaluation of the behavioural change program for Smarter Travel in Dungarvan a number of initiatives will be undertaken including

- Advertising in the local free newspaper delivered to each house in Tramore
- Route signage indicating the time to cycle to Waterford City
- Variable message signs on a periodic basis to reinforce the message
- Promotion on WLR Local Radio of the facility
- Green Schools program
- Commuter leaflet drop
- Promotion with large employers and WIT (in conjunction with Waterford City Council)
- Promotion on WCC Websites including [www.itsafeeling.ie](http://www.itsafeeling.ie)
- On the many Facebook sites which Waterford County Council is associated with

**Waterford Sports Partnership** will use the cycle track as a promotional opportunity for "Everybody Active" events in Tramore and in Waterford City and it will include it on their list of facilities. Programs where the track could be used include

- Women on wheels
- Youth cycle spins
- Sean Kelly training series
- Bike week participation events





The route will be included on promotional literature emanating from Waterford County Council to promote activity focused tourism and will be considered for inclusion as a route in the Sean Kelly Cycle Tour of Waterford. Waterford City Council will also promote the route as part of their cycling trails development plan.

It is envisaged that Tramore Tourism will also promote this valuable resource to their and the greater communities benefit as part of their marketing efforts. As will the two Cycling Tour Operators based in the Tramore area

**(iii) Planned Route User Monitoring.**

A traffic count survey was undertaken on this route in December 2011 (Appendix III). This identifies the number of cars using the route and the day and time. The national census travel data from 2006 and 2011 will also help in setting a base case from which to measure the outcome and impact of the project. Waterford Institute of Technology have agreed to undertake a study on the route which will include a traffic survey before and after the provision of the cycle track. Other monitoring initiatives will be considered including

- **Eco Counters** to count bike movements.
- A cycle track **user survey**
- Surface loops to count cars

The benefit of the Eco Counters is it is possible to track the impact of promotions on track user numbers online in almost real time.