Reference number 300794/PR/001

MALAHIDE NEW STREET - PEDESTRIANISATION

CONTENTS

1.   CONSULTATION BACKGROUND

1.1   Background

1.1..1   COVID-19 has changed the way we live. The provision of safe outdoor spaces that facilitate social distancing is an essential requirement for Summer 2021. NPHET have stated that outdoor living is key to reducing the spread of COVID-19. The Government have asked people *"Think safe, think outdoor"* to allow us to continue through the Recovery phase – with the focus on outdoor activities, both social and economic.

1.1..2   In line with the Programme for Government, 'Our Shared Future', local authorities have been mandated to 'carry out an assessment of their road network, to see where space can be reallocated for pedestrians and cyclists.'

1.1..3   In response to this, Fingal County Council (FCC) has identified New Street, Malahide as a good location for pedestrianisation in line with Government requirements. Government has also asked local authorities to prioritise outdoor dining and FCC will be facilitating this not only in New Street, but on other streets in Malahide where there is a demand from local businesses for licensed access to the public realm.

1.2   New Street Pedestrianisation

1.2..1   As part of COVID-19 emergency measures to promote social distancing, last summer Fingal County Council (FCC) delivered temporary works to pedestrianise New Street in Malahide.

1.2..2   During the autumn / winter of 2020/21, this scheme was replaced by a temporary one-way layout which provided traffic access along New Street running northbound, with a partially segregated contraflow cycle lane.

1.2..3   Following the Summer 2020 pedestrian trial of New Street and the one-way traffic arrangements currently in operation, the proposal is to **reinstate the pedestrian zone** in the centre of the village from June 2021 in order to provide:

- A safe environment for the community to enjoy and go about their daily business
- An opportunity for local businesses to operate under COVID-19 conditions, including permitting the safe use of outdoor space for outdoor dining
- A Pedestrian Friendly, Age Friendly and Family Friendly Zone.

1.2..4 FCC are now delivering a new temporary works layout to return the road to a pedestrianised layout in order to support businesses and provide outdoor dining space. This is illustrated in the figure below.

Figure 1. Malahide Traffic Management Map – New Street Pedestrian Zone

1.3 Consultation Overview

Purpose of the consultation

1.3..1 To obtain community feedback (from a range of stakeholders including local residents, business owners, employees and visitors to the area), FCC undertook a non-statutory consultation regarding the pedestrianisation.

1.3..2 The purpose of the exercise was to better understand what respondents to the consultation like and dislike about specific aspects of the pedestrianisation, and obtain any further comments or suggestions they might have regarding the scheme.

Consultation Period

1.3..3 The non-statutory consultation was 'live' between Tuesday 11th May – Friday 21st May 2021.

Format of survey

1.3..4 The survey consisted of 8 questions in total, as follows:

○ Questions 1 to 3 obtained personal data from the respondent (name, Eircode, email address) to ensure authenticity of the response.
○ Question 4 collected data on respondent type (their interest in the pedestrianisation of New Street).

- ○ Questions 5 and 6 were the main closed questions, in which respondents indicated their likes and dislikes of the proposed pedestrianisation.
- ○ Questions 7 and 8 were the main open-ended questions, in which respondents had a maximum of 250 words to outline any additional measures they would like FCC to consider in order to improve their experience on New Street; and a maximum of 250 words to capture 'other comments'.

1.3..5   The survey was drafted by FCC, and SYSTRA provided feedback on the question wording and answer options. FCC then considered this feedback before finalising the survey.

Response channels

1.3..6   The consultation survey was hosted online, accessible via FCCs website at the following link: https://consult.fingal.ie/en/content/new-street-consultation-survey.

1.3..7   In addition to the webform responses, paper responses were also received, to enable those without internet access to respond to the consultation.

1.3..8   A total of 1,083 responses were received to the consultation survey. Of these:

- ○ 1,017 responses were received to the online version of the survey;
- ○ 61 paper responses to the survey were submitted; and
- ○ 5 full letter responses, submitted by key stakeholders were received.

2. METHODOLOGY

2.1 Analysing closed questions

2.1..1 Anonymised consultation survey data was transferred by FCC to SYSTRA using a secure file transfer tool.

2.1..2 The data was received in Excel format, which allowed SYSTRA to run overall frequencies on the number of responses to the consultation, the types of respondent, and provide an overview of the likes and dislikes regarding the proposed pedestrianisation at an overall sample level.

2.1..3 Additionally, SYSTRA were able to run crosstabulations on the likes and dislikes questions, in order to identify whether the types of features cited differed by respondent type.

2.2 Coding of open questions

2.2..1 For the open-ended questions, all comments were read, and each sentiment or idea mentioned was allocated to a code, or 'heading'. These headings (and their relationships) are known as the 'coding framework'.

2.2..2 New codes and sentiments were added as they arose from the responses analysed. This allowed the coding frame to be developed and refined over time, and ensured all views were captured.

2.2..3 Our approach was to code based solely on what the responses stated, and not to interpret or assess whether their comments were valid. This was to ensure that the process of coding was as objective as possible, which in turn maximises inter-coder reliability.

2.2..4 SYSTRA have read, coded, analysed and reported on all responses. As independent, impartial researchers, we believe that we have a duty to society to ensure that we report findings accurately, and with honesty. In adherence to our industry guidelines, we have not been selective in our reporting, and we provide insight into both commonly and uncommonly cited themes referenced by respondents.

2.2..5 As with all analysis of qualitative data, it should be noted that:

- The views and opinions reported are the views and perceptions of respondents and are not necessarily factually correct;
- Qualitative data, particularly in instances where the sample is self-selecting, does not provide a statistically representative sample. Instead, it ensures the views and opinions of different types of people are heard; and
- Whilst we have provided numbers to illustrate the prevalence of each sentiment, this engagement process cannot be seen as a 'vote' and we do not attempt to draw conclusions about what the 'best' suggestion might be, based on the number of people offering positive or negative comments about a particular suggestion.

2.2..6 To keep this Technical Note concise, this note includes details of the key themes, and the most commonly cited sub-themes and sentiments within them only. A full set of every code assigned in this consultation analysis and their prevalence can be found in Appendix A.

3. SAMPLE PROFILE

3.1..1 The majority of respondents (83%) were local residents, with a further 13% of respondents being visitors to the area.

Table 1.   Type of respondent (Multi-Select)

TYPE OF RESPONDENT	COUNT	PERCENTAGE
Local Resident	890	83%
Visitor	142	13%
Local Business Owner	42	4%
Local Employee	38	4%
Community Representative	12	1%
Elected Representative	9	1%
Stakeholder Letter Response	5	1%
None	11	1%
Total	**1,083**	**100%**

4.   CLOSED QUESTIONS

4.1   Specific likes

4.1..1   The results of the responses to the closed questions are based on the 1,078 respondents who answered the consultation survey questions.

4.1..2   Respondents to the consultation survey were asked to indicate what they liked about the proposed pedestrianisation. The two most commonly cited likes, selected by around 2 in 5 respondents, were a 'Safer street to enjoy' (41%), and an 'Enhanced outdoor dining experience' (39%).

<p align="center">Table 2.   What respondents like about the proposed pedestrianisation (Multi-Select)</p>

LIKES	COUNT	PERCENTAGE
Safer Street to enjoy	443	41%
Enhanced outdoor dining experience	424	39%
Nicer shopping environment	310	29%
Improved air quality	295	27%
Ability to social distance	271	25%
None	466	43%
Total	**1,078**	**100%**

4.1..3   There were some variations between residents and visitors with regards to the features of the pedestrianisation which they liked. Overall, visitors to the area were more likely to select each of the likes presented in the survey than local residents.

4.1..4   The base sizes for other groups are much lower, and therefore, the results for the other segments should be interpreted with a greater degree of caution before any robust conclusions can be drawn.

Table 3. What respondents like about the proposed pedestrianisation, split by respondent type (Multi-Select)

Likes	PERCENTAGE OF RESPONDENTS CITING EACH FEATURE						
	Local Resident	Local Business Owner	Local Employee	Visitor	Elected Rep.	Community Rep.	None
Safer Street to enjoy	38%	40%	39%	68%	44%	42%	9%
Enhanced outdoor dining experience	36%	45%	53%	65%	67%	50%	18%
Nicer shopping environment	26%	38%	39%	50%	56%	50%	9%
Improved air quality	24%	29%	39%	50%	56%	33%	9%
Ability to social distance	22%	26%	37%	45%	44%	50%	18%
None	47%	45%	39%	20%	33%	8%	73%
Count	**890**	**42**	**38**	**142**	**9**	**12**	**11**

4.2 Specific dislikes

4.2..1 Respondents to the consultation survey were asked to indicate what they disliked about the proposed pedestrianisation.

4.2..2 The most commonly cited dislike selected by 45% of respondents was 'Changes to traffic regime in the area'. The next most commonly selected dislike was 'Re-routed access for residents and/or bus', cited by just under 2 in 5 respondents (37%).

Table 4.   What respondents dislike about the proposed pedestrianisation (Multi-Select)

DISLIKES	COUNT	PERCENTAGE
Changes to traffic regime in the area	483	45%
Rerouted access for residents and/or bus	404	37%
Access to Health Centre	275	26%
Effect on trade	274	25%
Outdoor dining experience	244	23%
Effect of car parking moved from New St. to Bridgefield Car park	217	20%
None	366	34%
Total	**1,078**	**100%**

4.2..3 There were some variations between residents and visitors with regards to the features of the pedestrianisation which they disliked. Overall, local residents were more likely to select each of the dislikes presented in the survey than visitors.

4.2..4 Once again, it must be emphasised that the base sizes for other groups are much lower, and therefore, the results for the other segments should be interpreted with a greater degree of caution before any robust conclusions can be drawn.
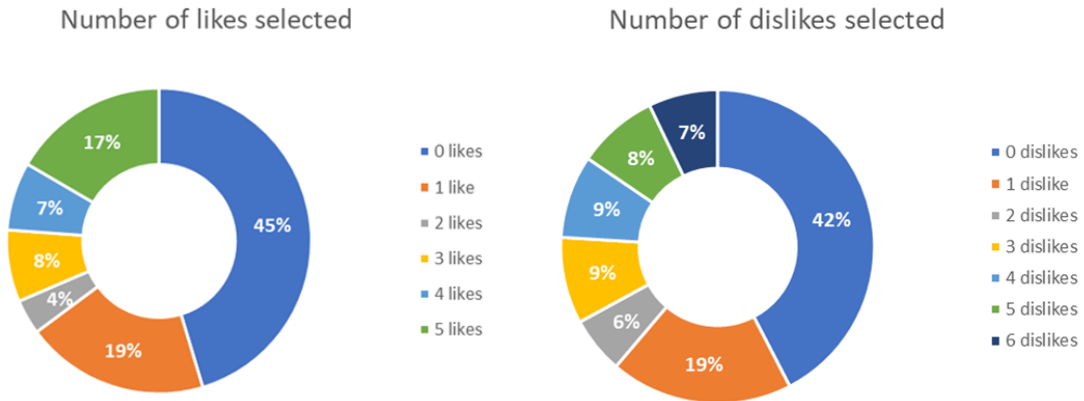
Table 5. What respondents dislike about the proposed pedestrianisation, split by respondent type (Multi-Select)

Dislikes	PERCENTAGE OF RESPONDENTS CITING EACH FEATURE						
	Local Resident	Local Business Owner	Local Employee	Visitor	Elected Rep.	Commun-ity Rep.	None
Changes to traffic regime in the area	49%	60%	50%	18%	11%	58%	73%
Rerouted access for residents and/or bus	41%	45%	29%	16%	44%	17%	82%
Access to Health Centre	28%	31%	21%	8%	22%	17%	73%
Effect on trade	27%	45%	29%	17%	22%	8%	55%
Outdoor dining experience	24%	29%	21%	12%	11%	8%	55%
Effect of car parking moved from New St. to Bridgefield Car park	21%	33%	24%	13%	11%	8%	64%
None	30%	29%	34%	63%	44%	25%	18%
Count	**890**	**42**	**38**	**142**	**9**	**12**	**11**

4.3   Split in sentiment towards the scheme

4.3..1   Sentiment towards the scheme was split, broadly equally, between those who liked at least one thing about the scheme (55%) and those who disliked at least one aspect (58%).

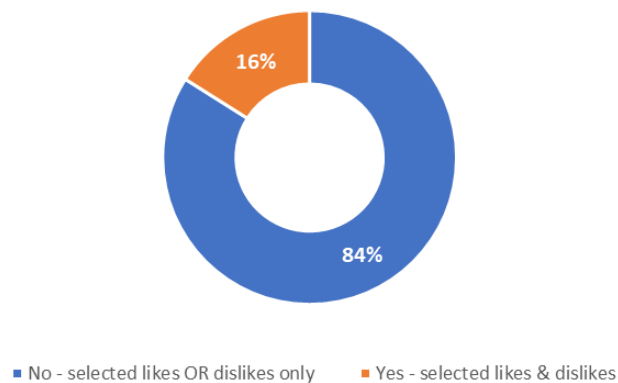**Figure 2. Number of likes and dislikes selected by respondents**

4.3..2   In addition, further evidence of the overall split in opinion can be found by comparing the share of respondents who selected what they liked or disliked about the pedestrianisation only, versus those who both like and dislike elements of the scheme.

4.3..3   Overall, only 16% of respondents both liked and disliked elements of the scheme, demonstrating that the majority are either 'pro' or 'anti' pedestrianisation.

Figure 3. Respondents who like and dislike elements of the scheme, relative to those who only like or dislike elements

5.   OPEN QUESTIONS

5.1..1   In addition to the closed questions in the consultation survey, there were also two main open questions, as follows:

- Are there any additional measures that you would like us to consider this year to improve your experience?
- Have you any other comments you would like to make?

5.1..2   Full details of every sub-theme and sentiments raised in response to this question are detailed in Table 1 and Table 2 of Appendix A.

5.1..3   For the purposes of keeping the Technical Note concise, the following sub-chapters in this section outline the most commonly cited sub-themes and sentiments raised under each overall themes shown in Table 6 and Table 7 of this Technical Note.

5.2   Are there any additional measures that you would like us to consider this year to improve your experience?

5.2..1   Of the 1,083 respondents to the consultation, 969 (89%) provided comments to the question regarding additional measures that should be considered.

5.2..2   From these responses, a total of 1,687 separate comments were collated and analysed (some respondents commented on multiple aspects of the pedestrianisation).

5.2..3   The overall themes which emerged from the analysis of this question were as follows:

Table 6.   Are there any additional measures that you would like us to consider this year to improve your experience?

KEY THEME	COUNT OF COMMENTS	PERCENTAGE OF ALL COMMENTS
Additional measures	717	43%
Negative comments	450	27%
Reject proposals	235	14%
Support proposals	88	5%
Alternative suggestion	79	5%
Comment on consultation	66	4%
Comment on Fingal County Council	26	2%
Unrelated comments	14	1%
Unclear sentiment	12	1%
Total	**1,687**	**100%**

Additional measures

5.2..4   A total of 717 comments were related to additional measures which should be considered. The most commonly cited sub-themes and sentiments within the theme of 'Additional measures' were as follows

  ○   Measures to prevent Antisocial Behaviour (213 comments)

    ● Increased security – more Security Staff/Gardai
    ● Address outdoor alcohol consumption – unspecified
    ● Increased security – CCTV

  ○   Improve Amenities (115 comments)

    ● Improvements – street furniture/benches/outdoor seating
    ● More/improved public toilets
    ● More bins

  ○   Improve Street Environment (107 comments)

    ● Keep pavements/streets clean
    ● Remove obstacles/planters/bollards for accessibility
    ● Retractable canopy over part or all of new street

  ○   Improve Walking Infrastructure (79 comments)

    ● Widen pavements
    ● Fix broken pavements
    ● Improved walking infrastructure/connectivity

  ○   Improve Cycle Infrastructure (67 comments)

    ● Improved cycle infrastructure/connectivity
    ● Segregated cycle lane – general
    ● More cycle parking

Negative comments

5.2..5   A total of 450 comments were related to general negative comments regarding the pedestrianisation. The most commonly cited sub-themes and sentiments within the theme of 'Negative comments' were as follows:

  ○   Anti-social Behaviour (166 comments)

    ● General comment
    ● Concerns over alcohol being served outside
    ● Concerns over safety/gangs/violence

  ○   Traffic concerns (80 comments)

    ● Increased congestion
    ● Diversion of traffic – residential streets

  ○   Street Environment (49 comments)

- General comment
- Visual appearance – seating

○ Road safety (46 comments)

- Negative impact on road safety – Malahide Sea Scouts
- Negative impact on road safety – unspecified
- One-way street is unsafe

○ Impact on residents (44 comments)

- Residents not prioritised
- Residents are unhappy with the changes

Reject proposals

5.2..6   A total of 235 comments were related to rejection of the proposed pedestrianisation. The most commonly cited sub-themes and sentiments within the theme of 'Reject proposals' were as follows

○ Reject street changes (103 comments)

- Oppose one-way street and pedestrianisation combined
- General (unspecified)

○ Reject pedestrianisation (93 comments)

- General rejection

○ Reject one-way street (58 comments)

- General rejection

Support proposals

5.2..7   A total of 88 comments were related to support of the proposed pedestrianisation. The most commonly cited sentiments within the theme of 'Support proposals' were as follows:

○ General support of the scheme
○ Make the scheme permanent
○ Pedestrianise more areas

Alternative suggestion

5.2..8   A total of 79 comments were related to alternative suggestions to the pedestrianisation. The most commonly cited sub-themes and sentiments within the theme of 'Alternative suggestion' were as follows

○ Public Realm Strategy (29 comments)

- Implement public realm strategy

○ Part-time closure (19 comments)

- Certain times of days only

- Summer/Spring only

- Widen footpaths, have two-way traffic (11 comments)

Comments on consultation

5.2..9   A total of 66 comments were related to the process of consultation itself. The most commonly cited sub-themes and sentiments within the theme of 'Comment on consultation' were as follows:

- More consultation needed (44 comments)

  - Consultation needed with residents
  - Consultation needed with businesses

- Current consultation is insufficient (20 comments)

  - No reason specified
  - Consultation not conducted prior to the project commencing

Comments on Fingal County Council

5.2..10   A total of 26 comments were related to perceptions of FCC. The most commonly cited sentiments within the theme of 'Comments on Fingal County Council' were as follows:

- Not listening to residents
- General dissatisfaction towards the council

Unrelated comments

5.2..11   A total of 14 comments were unrelated to the consultation. A few examples of 'unrelated comments' to the consultation include:

- Fix potholes
- Malahide is becoming too busy/populous
- PPE for surf/kayak school

Unclear sentiment

5.2..12   A total of 12 comments to the consultation were assigned as 'unclear sentiment'. This code was assigned in instances where the sentence, spelling or grammar meant that coders could not confidently assign any code to the response.

5.3 Have you any other comments you would like to make?

5.3..1 Of the 1,083 respondents to the consultation, 831 (77%) provided responses to the question which enabled them to provide other comments regarding the pedestrianisation.

5.3..2 From these responses, a total of 1,282 separate comments were collated and analysed (some respondents commented on multiple aspects of the pedestrianisation).

5.3..3 The overall themes which emerged from the analysis of this question were as follows:

Table 7. Have you any other comments you would like to make?

KEY THEME	COUNT OF COMMENTS	PERCENTAGE OF ALL COMMENTS
Negative comments	568	44%
Additional measures	203	16%
Support proposals	195	15%
Reject proposals	124	10%
Comment on consultation	78	6%
Comment on Fingal County Council	64	5%
Alternative suggestion	36	3%
Unclear sentiment	10	1%
Unrelated comments	4	0%
Total	**1,282**	**100%**

Negative comments

5.3..4 A total of 568 comments were related to general negative comments regarding the pedestrianisation. The most commonly cited sub-themes and sentiments within the theme of 'Negative comments' were as follows:

- ⭕ Anti-social Behaviour (194 comments)

    - General comments
    - Concerns over alcohol being served outside
    - Concerns over safety/gangs/violence

- ⭕ Impact on residents (101 comments)

    - Residents not prioritised
    - Residents are unhappy with the changes
    - Negative impact on village – too commercialised

- ⭕ Traffic concerns (73 comments)

- Increased congestion

○ Road safety (45 comments)

- Negative impact on road safety – Malahide Sea Scouts
- Negative impact on road safety– unspecified
- Cyclists using pedestrianised street

○ Impact on local business (43 comments)

- Unfair advantage for pubs/high turnover businesses

Additional measures

5.3..5 A total of 203 comments were related to additional measures which should be considered. The most commonly cited sub-themes and sentiments within the theme of 'Additional measures' were as follows

○ Measures to prevent antisocial behaviour (63 comments)

- Increased security – more Security Staff/Gardai
- Unspecified/general suggestions of preventing anti-social behaviour
- Address outdoor alcohol consumption – unspecified

○ Improve Street Environment (33 comments)

- Unspecified improvements
- Keep pavements/streets clean

○ Improve Amenities (24 comments)

- Improvements – street furniture/benches/outdoor seating
- More bins
- More/improved public toilets

○ Improve Cycle Infrastructure (21 comments)

- Improved cycle infrastructure/connectivity
- Segregated cycle lane – general
- More cycle parking

○ Improve Walking Infrastructure (19 comments)

- Improved walking infrastructure/connectivity
- Fix broken pavements
- Widen pavements

Support proposals

5.3..6   A total of 195 comments were related to support of the proposed pedestrianisation. The most commonly cited sentiments within the theme of 'Support proposals' were as follows:

 ○   General support of the scheme
 ○   Pedestrianisation encourages visitors to the area
 ○   Make the scheme permanent

Reject proposals

5.3..7   A total of 124 comments were related to rejection of the proposed pedestrianisation. The most commonly cited sub-themes and sentiments within the theme of 'Reject proposals' were as follows

 ○   Reject pedestrianisation (65 comments)

   •   General rejection

 ○   Reject street changes (50 comments)

   •   General (unspecified)

 ○   Reject one-way street (9 comments)

   •   General rejection

Comments on consultation

5.3..8   A total of 78 comments were related the process of consultation itself. The most commonly cited sub-themes and sentiments within the theme of 'Comment on consultation' were as follows:

 ○   More consultation needed (41 comments)

   •   Consultation needed with residents
   •   Consultation needed with businesses

 ○   Current consultation is insufficient (27 comments)

   •   Consultation not conducted prior to the project commencing
   •   No reason specified

Comments on Fingal County Council

5.3..9   A total of 64 comments were related to perceptions of FCC. The most commonly cited sentiments within the theme of 'Comments on Fingal County Council' were as follows:

 ○   Not listening to residents
 ○   General dissatisfaction towards the council

Alternative suggestion

5.3..10   A total of 36 comments were related to alternative suggestions to the pedestrianisation. The most commonly cited sentiments within the theme of 'Alternative suggestion' were as follows

- ◯   Public Realm Strategy (18 comments)

  - ●   Implement public realm strategy

- ◯   Consider alternative outdoor dining locations (4 comments)

- ◯   Part-time closure (4 comments)

Unclear sentiment

5.3..11   A total of 10 comments to the consultation were assigned as 'unclear sentiment'. This code was assigned in instances where the sentence, spelling or grammar meant that coders could not confidently assign any code to the response.

Unrelated comments

5.3..12   A total of 4 comments were unrelated to the consultation. Such comments included the need to clean the river estuary and general comments on surveys.

6. OVERALL SUMMARY

6.1..1 Overall, 1,083 respondents responded to the consultation through all channels combined.

6.1..2 Based on the responses to the closed questions within the consultation survey, the key findings were as follows:

- Sentiment towards the scheme was split between those who like at least one thing about the scheme (55%) and those who dislike at least one aspect (58%).
- The most selected likes were: A 'Safer Street to enjoy' (41%), and an 'Enhanced outdoor dining experience' (39%).
- The most selected dislikes were: 'Changes to traffic regime in the area' (45%), and 'Re-routed access for residents and/or bus' (37%).

6.1..3 Based on the responses to the open questions within the consultation survey, and the letter responses received from key stakeholders, the most prevalent themes and sub-themes were as follows:

- Additional measures

  - Measures to prevent antisocial behaviour
  - Improved amenities
  - Improve street environment
  - Improve walking Infrastructure
  - Improve cycle Infrastructure

- Negative comments

  - Anti-social behaviour
  - Traffic concerns
  - Street environment
  - Road safety
  - Impact on residents
  - Impact on local business

- Reject proposals

  - Reject street changes
  - Reject pedestrianisation
  - Reject one-way street

- Support proposals

  - General support of the scheme
  - Pedestrianisation encourages visitors to the area
  - Make the scheme permanent
  - Pedestrianise more areas