

4 Delivery

4.1 GENERAL

The Delivery of S2S is considered in this section under the headings of phasing, funding and marketing. In overall terms it is critical that the overall delivery of S2S is coordinated in terms of these headings and its overall design, notwithstanding that the delivery of individual sections of the route will presumably remain the responsibility of the individual Local Authorities. To this end it is recommended that a Steering Committee be established consisting of representatives of the Local Authorities, DDDA, DTO, DRA and central government departments such as Transport, Health and Marine. This Committee could be based convened by either the DRA or the DTO.

4.2 PHASING

4.2.1 Sutton to North Bull Nature Reserve

In terms of the entire route to the north of East Wall Road it is considered that this section will be delivered last on the basis that the route already exists. The development of the subsequent sections as far as East Wall Road would act as a trigger to redevelop this section. In terms of design development it would be logical to develop this section in tandem with the subsequent section as many of the physical design considerations and environmental issues are similar for both elements.

4.2.2 North Bull Nature Reserve to Wooden Bridge

The particular environmental considerations on this section, together with the absence of S2S in any form dictate that next step in delivering this section should be initiated immediately. This will involve the development of the detail design of the route together with the drafting of the Environmental Impact Assessment. This will include consultation with relevant parties and will facilitate the securing of planning approvals and funding at the earliest possible time.

4.2.3 Wooden Bridge to Alfie Byrne Road

An opportunity exists to delivery this section in tandem with the construction of the flood relief structures and new water main. It is therefore imperative that the detailed design of the route begin immediately in order that that the design principles outlined in this study are incorporated into the design of the flood prevention structures. There is potential that this section of the route could be delivered within the overall cost of the flood structure and water main construction.

4.2.4 Alfie Byrne Road.

The delivery of this section is not immediately critical in so far as its ultimate continuity will be dictated by the development of the route within the Docklands area. However, given that this section will be of relatively low cost its delivery could be pursued as soon as possible in the context that delivery of any section of the route will add to the momentum of the delivery of the overall route.

4.2.5 East Wall Road to North Wall Quays

The development of cycle lanes on East Wall Road should be commenced immediately in order to set in motion the delivery of S2S through the Docklands. The ultimate delivery of the route along East Road and New Wapping Street be dependent on the pace of redevelopment in the East Wall and North Lotts area. It is most critical for S2S that the New Wapping Street section of the route be developed as soon as possible as this locally represents the most fragmented section. It is anticipated that S2S will be imminently incorporated into the development of Spencer Dock under the guidance of the DDDA. The ongoing development of the north quay campshire will secure S2S at this location.

4.2.6 North Quays to York Road

This section contains complementary route options via the East Link Bridge and via the Forbes Street bridge and the south quay campshire. This first route will require the immediate development of the detail design of the S2S structure at the East Link bridge which will, in the first instance, confirm the viability of constructing this structure in terms of the engineering requirements and the cost. Clearly this structure must be developed in full consultation with National Toll Roads.

The securing of the south quay option is dependent on the delivery of the Forbes Street bridge and the Grand Canal bridge crossing. The first step will be to coordinate the inclusion of S2S into these structures. The ultimate delivery of these structures is the responsibility of the DDA and Dublin City Council.

4.2.7 York Road to Sandymount

This section can be delivered as soon as funding is secured and detail design is completed particularly in reference to the tie in sections to the north and south of Ringsend Park. In addition the proposed crossing of the South Link Road will have to be approved by Dublin City Council Traffic Department.

4.2.8 Sandymount to Merrion Gates

Similar to the Wooden Bridge to Alfie Byrne Road section this section can be delivered as part of the Flood Barrier construction works. It is considered logical that no works be carried out on the existing promenade until works commence on the new sections of promenade. In addition it is recommended that the S2S works proposed to the rear of the residences on Strand Road at Merrion Gates be incorporated into the full barrier works.

4.2.9 Merrion Gates to Dun Laoghaire West Pier

This section is considered as one entity as in terms of the overall delivery of S2S this entire section represents the longest, costliest and biggest engineering challenge as well as potentially the most environmentally sensitive section of route. The redevelopment of Blackrock village acts as a local trigger towards the development of S2S however there are no other developments on this section of the route to trigger further development.

It is therefore recommended that the development of the detailed design and environmental impact statement for this section be commenced immediately with particular focus on the area south of Merrion Gates, Maretimo Headland, Brighton Vale and the overall form of construction of the sea wall including construction technique and overall costs. This section will require close consultation with CIE in terms of construction on the sea wall and proposed bridge crossings. In addition the ownership of the sea wall and the private ownership of Blackrock Baths and Maretimo Headland will require the cooperation of landowners and the possible implementation of CPO legislation.

4.2.10 Dun Laoghaire West Pier to Dun Laoghaire West Pier

The redevelopments of both the Gut at the West Pier and the Carlisle Pier represent major triggers towards the delivery of S2S in this section. The Gut redevelopment will create a specific beneficial need for the construction of S2S between the DART station and the West Pier as it will provide safe and convenient slow mode access to the area. Development contributions from any redevelopment works could contribute towards the funding of S2S.

In a similar fashion the redevelopment of Carlisle Pier should incorporate the design of S2S between the DART station and the Baths and clearly the Pier could contribute significantly towards the S2S works. The design proposed as part of this study has taken place in advance of the design development of the Carlisle Pier and the planning application for same. The effectively represents a fail safe option should the development of the pier not proceed.

Any development of S2S must clearly take place in full consultation with Dun Laoghaire Harbour Company.

4.2.11 Dun Laoghaire Baths to Sandycove

The redevelopment of the Baths is identified as being critical to the delivery of the full vision for S2S over this short section of route and obviously the sooner the Baths, which are in the ownership of the Dun Laoghaire Rathdown County Council, can be redeveloped the sooner S2S can be properly completed on its preferred route on the seaward side of the Baths.

At Newtownsmith Park S2S can be fully incorporated into the cycleway proposals that are presently being executed by the County Council. Between this park and Sandycove Park the route is identified as being substantially delivered on the landward side of the sea wall. It is recommended that the detailed design of this section commence immediately in order to fully determine the alignment of the route and any elements that need to be suspended beyond the sea wall. In addition the proposed one way system on Marine should be investigated immediately by the County Council as either a stand alone proposal or as part of an overall Traffic Management Plan for the Dun Laoghaire area.

The final section on Sandycove Avenue can be delivered immediately subject to detail design but it is logical to deliver this section in tandem with the section up to the Baths in order that a significant section of the route be delivered as a coherent entity.

4.3 FUNDING

There is a broad spectrum of potential funding opportunities that may be drawn upon for the delivery of the S2S project. Some of these are generic and may be applied to the scheme as a whole or to specific sections; other funding sources may be geared solely towards the implementation of a specific section of the route.

Generic sources of funding may include the following:

- European Union – perhaps including the Structural/Cohesion Funds
- Central Government – Departments responsible for Transport, Health, Environment, Heritage, Education, Tourism
- Local Government – from budgets for roads, parks & recreation
- The Arts Council (funding of €52.4m for 2004)
- The An Post National Lottery Company (funding of €202m in 2003)

Funding sourced by these routes may apply only to particular aspects of the route – for example, the Arts Council or National Lottery Company funds are likely apply to specific elements that provide themes and interest along the route, such as works of art, promotional or interpretation material, formal recreational facilities, etc.

Other sources of funding are likely to relate to specific sections of the S2S project where third party projects provide the opportunity to integrate with S2S. A number of these can be identified at present and include the following (listed north-south along the route):

- Clontarf Water Mains project*
- Clontarf Baths redevelopment
- Dublin Bay Flood Protection Scheme (Clontarf)*
- Dublin Port Tunnel project*
- Future redevelopment of East Wall
- Docklands North Lotts Planning Scheme
- North and South Quays Environmental Improvement Scheme*
- Dublin Bay Flood Protection Scheme (Sandymount / Merrion Gates)*
- Carlisle Pier development
- Dun Laoghaire Baths development

A number of these are publicly funded schemes, indicated with an asterisk (*) above, where there is the opportunity to deliver sections of the S2S project as an integral part of these schemes, thereby covering some or even all of the construction costs for S2S.

Remaining projects will be funded by private developers within the context of an existing framework plan (e.g. North Lotts) or resulting from one-off planning applications (e.g. Clontarf Baths). Funding for these sections of the S2S project can be achieved either by seeking implementation of these sections by the developer and/or through development contributions. In the interests of consistency and continuity, particularly in some of the more complex urban areas such as East Wall/North Lotts, it may be preferable to pursue the development contribution route and deliver these sections of S2S in their final form as a single contract.

4.4 MARKETING/PROMOTION

The opportunity exists to develop and market a very unique product that is the S2S project. The early concept of the project identified a number of key functions that should be derived from the project, namely:

- Provision of a clearly defined and accessible commuter/transport route for cyclists and pedestrians
- Provision of a facility that is a recreational resource in its own right
- Provision of added value through access to other recreational activities

All three aspects combine to make a unique product and this is what will give S2S its identity and must be reflected in its promotion. Ultimately, anyone using the S2S has the opportunity to satisfy a whole series of needs and interests that include:

- Mobility (getting from A to B)
- Health (clean air, exercise, relaxation)
- Recreation (formal and informal, both on- and off-route)
- Education (art, heritage, environment, culture)
- Social interaction

The fact is that many of these things are a combined experience for anyone and everyone, regardless of why they might choose to use S2S. For example, a cyclist travelling on the way to work will be enjoying a degree of health and recreation as an incidental part of getting from A to B and will find it hard to ignore the number of birds on the sand and mudflats or a series of works of art along the way. A more leisurely return journey provides the opportunity to stop and take a closer look and perhaps engage with others in the process. People using the S2S on a regular basis may start to recognise and acknowledge each other.

It will therefore be critical to market the idea of S2S on a number of fronts, to enable people to identify a purpose that is relevant to them, and taking the needs and interests listed above as a starting point. Different types of promotion will be more relevant to some themes than others.

Promoting S2S as a Transport and Commuter Route

The promotion of S2S as a transport/commuter route in conjunction with other existing transport modes should be explored, the idea being to inform and encourage passengers of overcrowded buses and trains that there are alternatives on their doorstep, and using of advertisement posters and leaflets to achieve this. It is possible that this may conflict with the commercial objectives of those organisations; however, other projects have successfully achieved this.

For example, the “Slí na Sláinte” campaign by the Irish Heart foundation is promoted, amongst other means, through the DART network, where it runs broadly parallel to the DART line. Each DART station highlights a series of key destinations and where it links to the East Coast Slí. The programme is also funded with the help of the European Commission.

Similarly, the City of Belfast has a promotion “Belfast by Bike”, comprising an information leaflet with maps, information and advice. The maps highlight official National cycle Networks’ routes, cycle lanes, recommended routes and access to facilities including transport links, leisure centres and public parks. The project is funded and promoted through the City Council, DRD Roads Service, Sustrans, Laganside Corporation, Translink (public transport services) and the Tourist Information office.

Employers and schools can also be another effective means of encouraging use of S2S as a commuter route. This will target in particular those who do not use public transport but who drive or are driven to work/school each day. A periodic mail-shot and poster campaign to businesses in the vicinity of S2S should be considered, not only advertising S2S itself, but also offering information to employers and schools as to how they can help (e.g. secure cycle parking, changing facilities, staff incentives) and what they as a business stand to gain from it – maybe reduced parking requirements/costs, improved staff health and even reduced sick leave.

It should also be highlighted within neighbouring areas how S2S can be accessed. A key objective of the S2S Project is to integrate into other modes of transport and the existing/future cycle network around the city. Therefore signage from key destinations, major roads and other cycle routes in the area will also serve to encourage use of S2S. This will apply not only to commuter users but also those interested in using S2S for its other resources.

Promotion of S2S for Health and Recreation

The health benefits of walking and cycling will be one aspect highlighted in the promotion of S2S as a commuter route, through other transport organisations and employers. However, a broader spectrum of promotional means is available to promote health and recreation. The first is perhaps promotion through health clubs, gyms, sport centres and sports clubs, of which there are many throughout the city. One of the largest has to be the Westwood Sport and Fitness Centre in Fairview, located within a minute’s walk of the proposed S2S route. Such locations are ideal for promoting the idea that health and fitness are not just about going to the gym once or twice a week, but that a) the journey to and from the gym can be part of their exercise routine and b) health and recreation can be incorporated into other aspects of their life too (e.g. getting to and from work, the shops, etc).

Another type of promotion of particular relevance to health and recreation is specially organised events. Dublin hosts a regular round of sporting events throughout the year, some local, some regional or even national. The Dublin City Marathon is one such example, attended by significant numbers of people and afforded coverage in the local and national press. The concept of S2S would lend itself well to fun runs, mini-marathons, triathlons and cycle rides/races and would attract significant attention if organised on a regular basis. It would be feasible to organise and run such events even prior to the implementation/completion of S2S in order to establish the concept of S2S in people’s minds. Events could be organised as charitable fund-raisers and/or as serious challenges for the sporting calendar each year.

Promotion of S2S for education and culture

The S2S project is blessed with a number of existing resources that can be expanded and exploited to provide comprehensive secondary themes to the project. In brief, these themes are wildlife, art and cultural heritage. One key target for promotion in respect of these themes should be local schools - S2S will provide easy and enjoyable access to these valuable educational and cultural resources.

It would be fair to say that most residents in Dublin are not aware of the international importance of the bay for flora and fauna, in particular the birdlife, although many will be familiar with the number of birds that might be seen on the sand and mudflats or on nearby sports fields within the city. Visitors to the city are unlikely to be aware of this at all. With the aid of improved access, information and comprehensive promotion, there is the opportunity for S2S to integrate this as a major educational and recreational theme to the project. Promotion is perhaps most appropriate through Tourist Information service and through both national and local wildlife organisations, in the form of information leaflets. It might also be appropriate to draw upon and celebrate the wildlife of the area by organising regular events through local wildlife groups.



The most significant means of promotion however, will be to highlight the wildlife resources of the bay through interpretive material along the route, of which there is very little at present, and directly target those who will already be using S2S for other purposes. It is proposed to provide comprehensive information boards at regular intervals along the S2S route and, in certain locations, provide wider sections of footpath to accommodate those who wish to sit and spend time observing the birds. This is particularly applicable to the northern section in the vicinity of Bull Island and the nature reserve there.

The S2S project provides ample opportunity to develop an art trail, using existing installations and building on them. It is notable that parts of the southern section of S2S are already well served with public art, while the central and northern sections are less so. Works of art are regularly commissioned by or gifted to the local authorities and S2S provides a perfect opportunity to establish a major art exhibition space/trail. The usual means of promotion will be through the museums, galleries and tourist information service. It might also be that, given the close proximity to the DART line again, this could be another promotion through the public transport services. The DART already operates an "Art on the DART" campaign, highlighting the work of contemporary poets; a similar but more visual promotion could be used to highlight the art trail on S2S.

Again, events lend themselves to this type of theme too. It has been suggested that the seats/shelters that exist at Clontarf, which attract graffiti and vandalism at the moment, might be used for an annual art competition whereby local artists engage in a mural competition. In this way, these works of art would change each year and add a dynamic quality to the art trail.

Finally, cultural heritage is the last major theme to be considered for promotional activities. In a similar vein to the wildlife theme, cultural heritage mostly deals with an existing and potentially sensitive resource, one which a significant number of people may be quite oblivious to. Therefore, its promotion will be achieved through local interest groups, galleries, museums and local events, but most significantly through opening up access to these features and providing comprehensive interpretive material that draws the attention of those already using S2S.

Promoting S2S for Social Interaction

As such there is no direct promotion in this regard, as social interaction will inevitably occur as an incidental aspect of undertaking other activities. The three key themes of the route – wildlife, art and cultural heritage – will introduce innumerable opportunities for people to interact with each other, drawing together those who might have a common interest in some or all of these themes. It is also where some of the events suggested above will also come into play, bringing together people for a common purpose or to compete with each other.

Where possible, efforts should also be made to facilitate community participation in the S2S project, either by accommodating a degree of input to the detailed development of the project or the uses and events that take place there afterwards. The sense of ownership will bring with it a sense of pride, protectiveness and promotion by word of mouth.