

County Wicklow

Population : 142,425

34% under 25

13% over 65



Household income above national average

High Level of Educational Attainment

Excellent infrastructure, 74% broadband coverage

Excellent Quality of Life

High Level of commuting, 24,000 Wicklow residents commute outside the county on a daily basis

 **W I C K L O W** **ENDLESS OPPORTUNITIES** 



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Pivoting Towards a Better Quality of Life

Christine Flood
Enterprise and Corporate Services

Deirdre Whitfield
Community, Cultural & Social Development

Wicklow County Council

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County Wicklow – The Garden of Ireland

Population : 142,425 34% under 25 13% over 65

Excellent infrastructure 75% broadband coverage

Household income above national average

High Level of Educational Attainment

65,759 County Wicklow residents commute daily

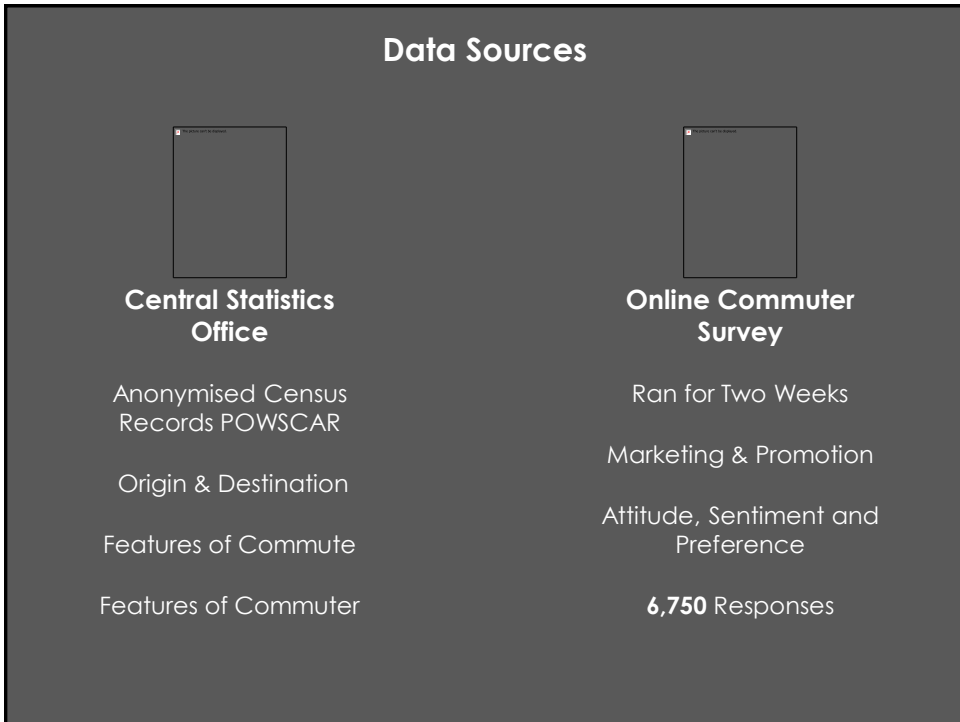
92% to work 8% to college

44% remain in Wicklow

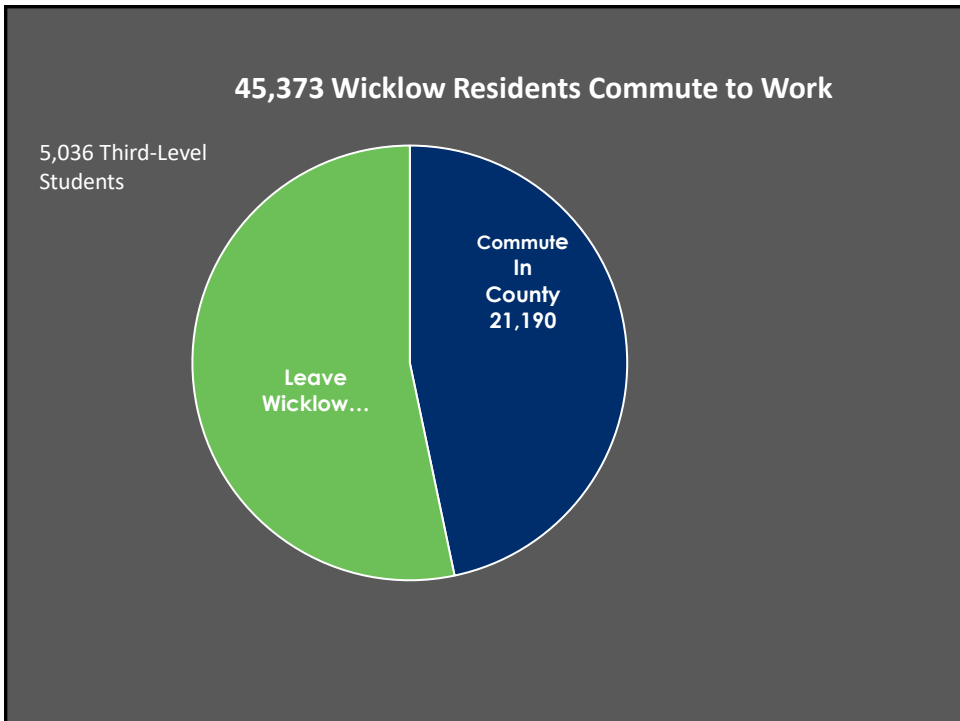
56% leave the County

48% Work in Dublin

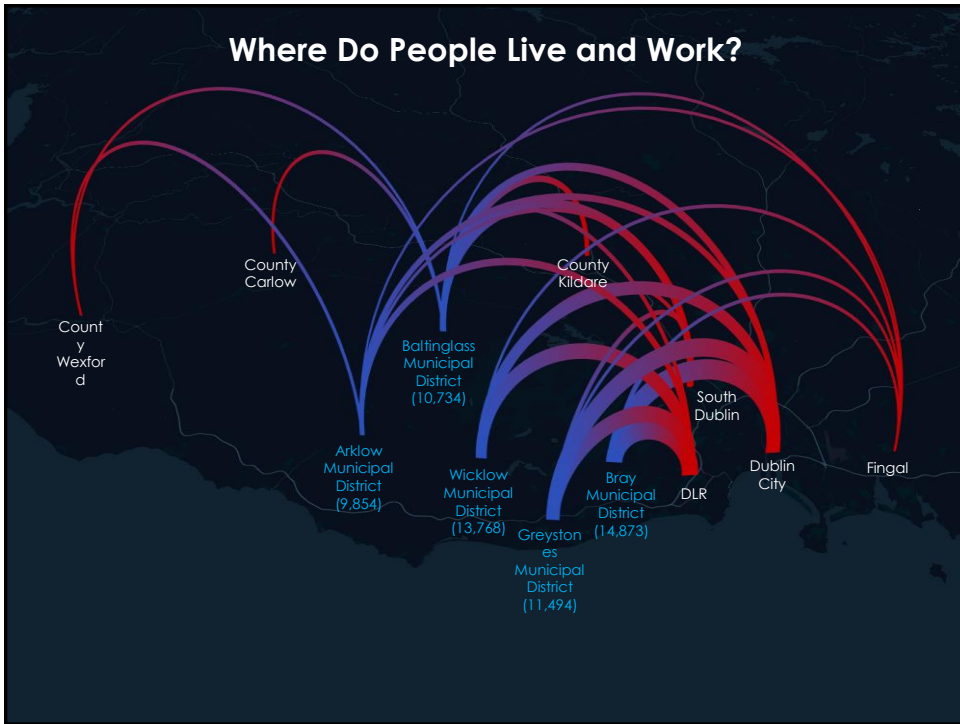
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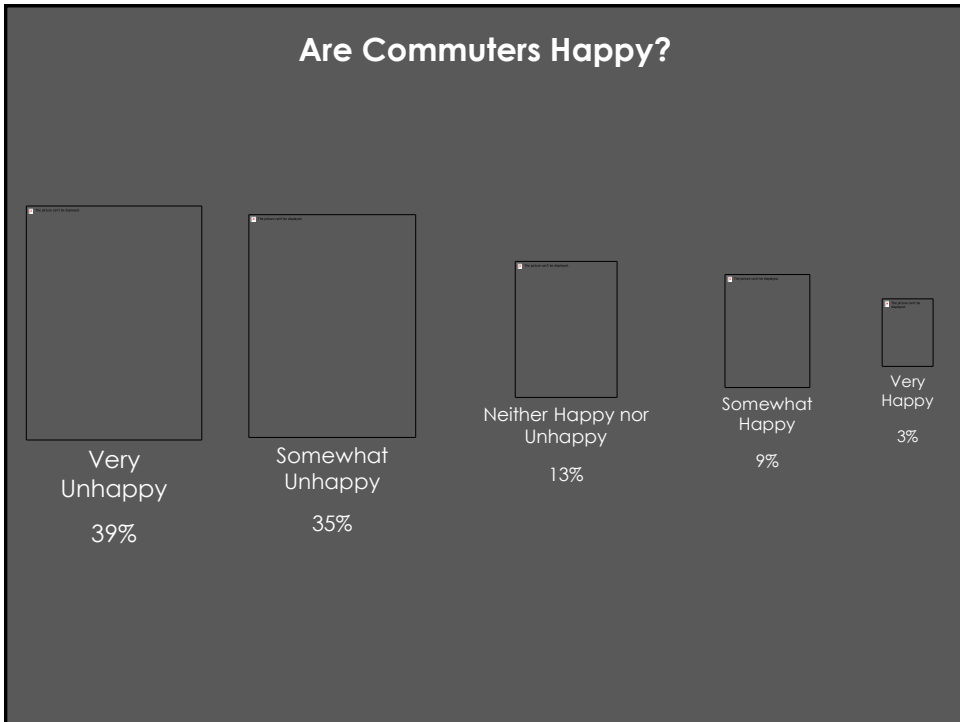


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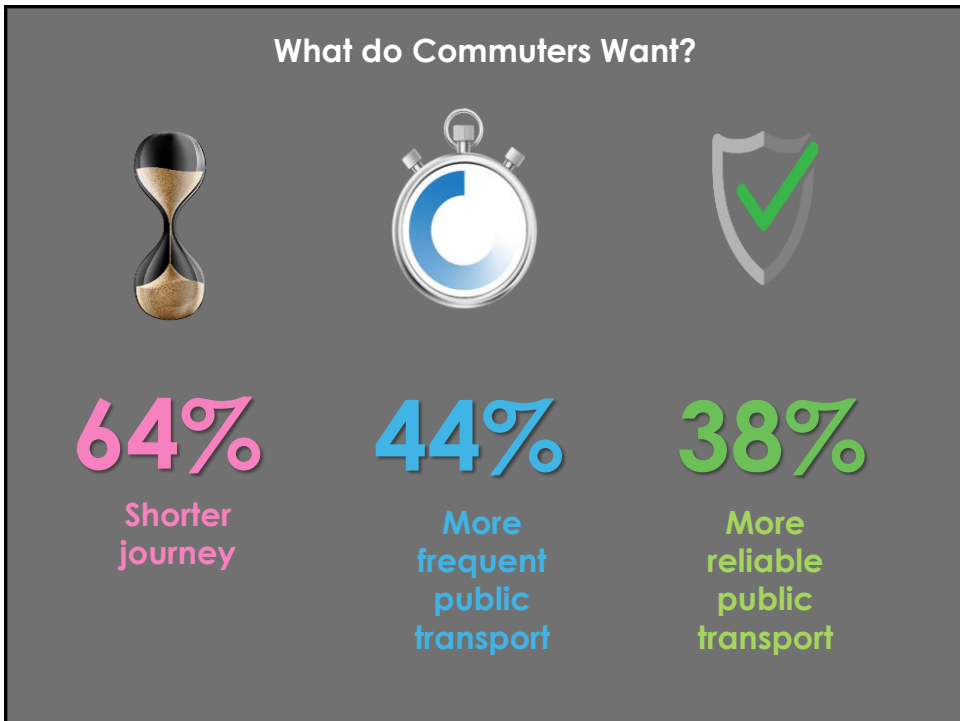
What Influences Choice of Transport?

Length of journey	Availability of parking	Reliability of service
<p>40% of drivers</p> <p>32% of public transport users</p>	<p>Access to parking is the main reason for choosing public transport</p>	<p>Unreliable public transport is the main reason for choosing a car as the primary means of transport</p>

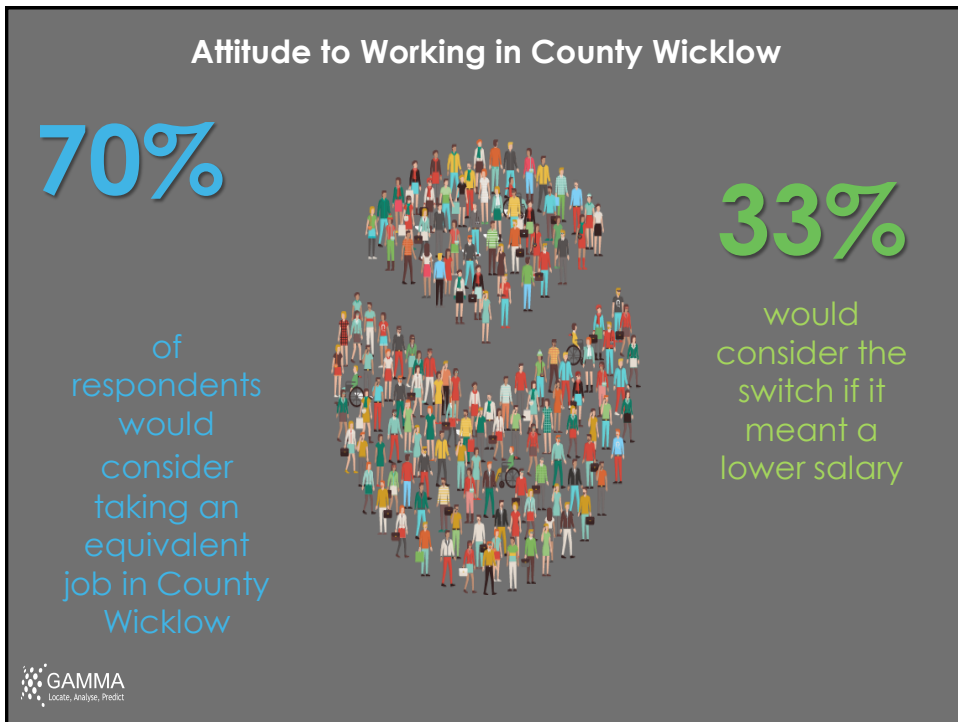
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- Survey was undertaken in November 2018 by Gamma Consultants.
- The survey was widely advertised via social media and Facebook Ads.
- Visible Messaging Signage (VMS) used on Commuter routes
- Respondents were offered a chance to enter a draw for restaurant vouchers
- In-field surveyors visited the main commuter railway stations, met commuters off the DART and those boarding Bus Eireann and Dublin Bus to achieve the highest possible engagement levels.
- After the two weeks of the study, over 6,750 commuters had provided their input to this analysis.

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What did we do with this information?

Remote working facilities Arklow, Baltinglass, Greystones & Wicklow
 Worked with Wicklow Town Team, TII and the NTA to provide for Park and Ride Facilities and additional bus lanes on the N11/M11
 Additional Parking for Greystones provided for in Project Ireland 2040
 Rail service south of Bray to be enhanced
 Proposals for a battery powered DART Service to Wicklow under consideration

What do we do next ?

We know that the Construction, Information, Communications & Finance Industries are « over represented » among Wicklow Commuters
 We need more detail about the employers of commuters
 The new study will focus on opportunities for remote working
 All aimed at building better communities and enhancing quality of life.

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Deirdre Whitfield
 Community, Cultural & Social Development



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Newtownmountkennedy Context

- Medium size town – Population 2,410 in 2011 to target population of 4967 in 2022
- Significant levels of growth spurred by commuter generated development
- Services in town under strain
- Integration of new residents and older population
- Effects of traffic and commuting
- Strength of concerns of Community Forum and Organisations

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Lessons from the Pandemic

- Community Cohesion
- Shift in perception and use of public and open space
- Changing work patterns



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