TOWNSMATTER
TRAMORE

Co-creating a sustainable future

A community-led mobility strategy for Tramore

CONUNDRUM is a collaborative action research project led by UCD's School of Geography in collaboration with Trinity College Dublin's Department of Civil, Structural and Environmental Engineering. The project is supported through the Research Ireland Sustainable Communities National Challenge Fund.

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Taighde Éireann Research Ireland

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Executive Summary

CONUNDRUM is an inter-disciplinary research project that engages a wide range of stakeholders in co-creating mobility solutions that support rapid progress towards national climate goals, enhance liveability, & address community needs. Building on the co-creation process developed in a previous phase of the project, this strategy focuses on the town of Tramore to demonstrate what can be achieved when stakeholders work collaboratively to identify innovative & place-based responses to complex mobility challenges.

The project addresses two key needs that emerged from previous research and engagement:

- Communities need to feel listened to and empowered in order for mobility interventions to effectively enable behavioural change and achieve sustainable policy goals.
- Policymakers and planners need enhanced capacity to engage with communities so that solutions are fit for purpose and succeed in context-specific ways.

Over a seven-month co-creation process (June-December 2025), the team worked with 97 stakeholders from a range of backgrounds and with distinct expertise. This was undertaken through focus groups, data mapping, community mapping workshops, and interviews. These engagements uncovered 128 local sustainable mobility challenges, which were grouped into three overarching themes: accessibility and safety; infrastructure & service deficits; and spatial planning & governance. Within these themes, participants described issues ranging from unsafe pedestrian crossings and poor path maintenance to limited public transport and fragmented planning.

While significant challenges were identified, there was also a strong appetite across all groups to identify opportunities for improving sustainable mobility. Stakeholders generated 87 initial opportunities, which the CONUNDRUM team refined into 22 potential solutions. Following the presentation of initial findings in community feedback workshops, stakeholders were asked to rank our possible solutions according to desirability. The top 9 preferred solutions by local stakeholders to address the challenges of mobility in Tramore are:

1. Introduce a speed-limit reduction across the town to improve safety and accessibility.
2. Develop a structure whereby housing, transport, social infrastructure and other community issues are considered holistically.
3. Bus shelters and enhanced lighting at stops (exposed areas like Ard na Groi highlighted) to improve safety and comfort.
4. Repurpose Railway Square as a mobility hub.
5. Bus terminus for commuters with smaller ‘imp style’ town bus to connect estates and the town.
6. Maintain and widen pathways.
7. Improve walking and cycling permeability routes through residential estates, particularly to and from schools.
8. Pedestrianise the Lower Promenade and enhance accessibility for vulnerable users and visitors.
9. Improved parking infrastructure ‘Park and Ride’ at edges of town to minimise congestion in town centre on narrow roads (FEASIBILITY STUDY).

The preferred solutions illustrate the community’s ambition to combine liveability, accessibility, and sustainability in a single integrated vision. While some of the preferred solutions will require significant investment and infrastructure development, the strategy identifies 9 key actions to drive change immediately that do address elements of all of the preferred solutions and require more modest investment and change.

Proposed actions:

1. Enhance safety for residents by reducing speed-limits to 30 km/h across the town.
2. Enhance the attractiveness of sustainable and active travel through better maintenance of bus shelters, enhanced lighting and supporting walkability.
3. Improve walkability and accessibility along the Lower Promenade.
4. Establish an inter-agency group to address town challenges holistically.
5. Develop a feasibility study for an integrated multi-transportation hub.
6. Introduce seasonal mobility measures.
7. Support development of a Tramore–Waterford City–Dungarvan Greenway link.
8. Utilise Demand Responsive Transport to address gaps in first and last mile connectivity.
9. Monitor and assess impact of interventions.

These actions represent a shared roadmap for Tramore’s transition to a safer, more connected, and more sustainable mobility future, combining local knowledge, evidence-based design, and inclusive governance to shape a thriving, climate-resilient coastal town.

Introducing CONUNDRUM

CONUNDRUM: Co-creating sustainable community mobility is a collaborative action research project led by UCD's School of Geography in collaboration with Trinity College Dublin's Department of Civil, Structural and Environmental Engineering. The project is funded by the Research Ireland Sustainable Communities National Challenge Scheme. The project began in 2023, working in the town of Enniscorthy, Co. Wexford.

This strategy focuses on the CONUNDRUM team's work in the town of Tramore, County Waterford. With its name being a direct translation of Big Beach (Trá Mhór), tourism has been an essential aspect of the town's economy. Its proximity to Waterford City, the largest urban settlement in the south-east of Ireland, has led to significant population growth in the town. In recent years, improvements in the bus service connecting the town to Waterford have been made but several challenges persist. While recent works, including the pedestrianisation of Main Street, have gone some way to improve mobility in the town, challenges remain due to the topography of the town, along with the presence of narrow footpaths in an historic urban core, impacts people's ability to easily move around the town.

CONUNDRUM builds on work begun by our societal impact champion, TASC (Think tank for Action on Social Change), as part of the People's Transition. This participative decision-making model identifies actions that address the socio-economic needs and challenges facing communities in order to enable climate justice, amongst which mobility is a key concern but also an opportunity.

CONUNDRUM focuses on addressing mobility in place-specific ways, working with local communities and policymakers to create and enhance pathways for low-carbon sustainable mobilities. Our philosophy is that through addressing mobility, we can also enhance health and wellbeing, local economic development and town vibrancy, and environmental quality including achieving reductions in carbon emission that help meet national climate goals. Our process of engagement and strategy development:

- Empowers communities to identify local needs and better utilisation of existing assets;
- Builds on this knowledge to create a community-led mobility strategy that responds in a place-based way to national and international climate challenges and goals;
- Provides local authorities and other stakeholders with clear and actionable direction and tools that simultaneously respond to government commitments, policy frameworks and local community needs.

This strategy was developed through extensive stakeholder engagement, provides a resource through which the local community can engage with policymakers and provides an evidence-base from which policymakers can implement place-appropriate and community-accepted mobility interventions.

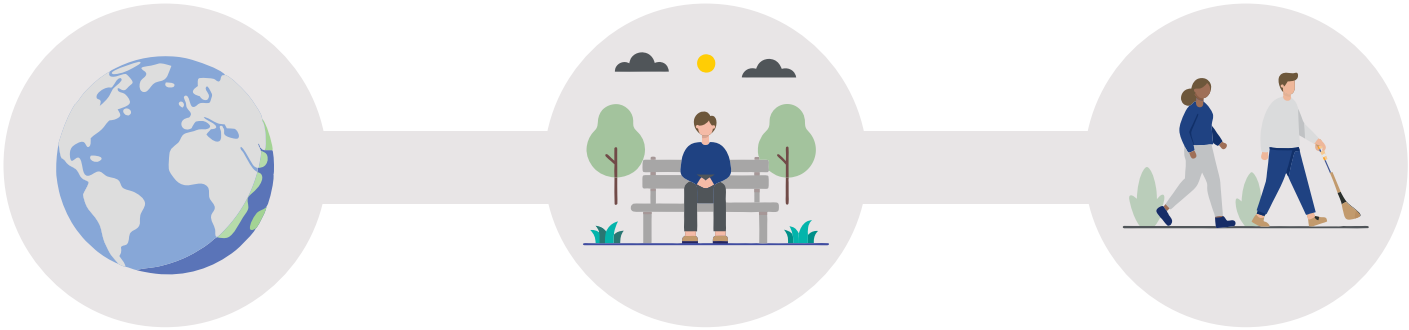
CONUNDRUM


TFI
local link
Waterford

01 BACKGROUND

Background

The development of more resilient urban areas and sustainable communities requires government, citizens and enterprise to work together.



Doing so supports the creation of more liveable places, enhances biodiversity and enables climate action. The Irish government aims to reduce carbon emissions by 51% by 2030 and achieve net zero by 2050, but the scale of the challenge is significant. In 2023, Ireland had the third highest GHG emissions per capita among EU/EEA member states. Although the largest sectoral contribution to GHG emissions in 2023 was agriculture (37.8%), the share has not changed since 1990. In contrast, the share of emissions from the transport sector has more than doubled since this time (from 9.5% in 1990 to 21.4% in 2023). Tackling transport and mobility challenges is therefore critical to addressing the climate crisis in an Irish context.

The National Climate Action Plan 2024 highlights the need to encourage greater active travel (walking and cycling) and less private car use (Government of Ireland, 2024). The OECD (2022) argue that in Ireland current rates of change will not enable Ireland to reach its carbon reduction targets and that substantially different patterns of behaviour, rapid emissions reductions, and well-being improvements are required. A key national transport challenge is how to move beyond a reliance on private, electric mobility to engage with more radical alternatives to accelerate the reduction in carbon emissions and simultaneously enhance and sustain community wellbeing.

New mobility approaches have the potential to not just deliver on climate action but also to support community wellbeing and enhanced capability. Focusing on the assets, needs and capacities of communities and places could generate new opportunities for employment, social cohesion and environmental health. In communities without significant public transport infrastructure or resources to upgrade to private electric vehicles, a push to decarbonise mobility has the potential to marginalise our most vulnerable groups. This is particularly the case in small Irish towns where public transport is either absent or irregular and where there are also challenging socio-economic circumstances.

Transport in Ireland is at a major crossroads. By 2040, the cost of congestion in Irish cities could exceed €2 billion per annum. In rural areas, where 35% of the population is located, we must deliver more infrastructure than ever before. In all areas, new approaches to mobility planning and implementation are required to ensure we make more rapid progress towards climate goals, enhance liveability, and support more vibrant and healthy communities.

The Transport & Mobility Policy Context

In recent years, the significance of the transport sector as one of the key drivers of growing carbon emissions has become a key policy concern globally. Ireland is no exception - from 1990-2024, sectoral greenhouse gas emissions from transport rose by 126.6% in Ireland (EPA, 2025). Reducing these emissions and decarbonising mobility is a key challenge. This is made more complex as transport sits within a multi-level governance framework with European, national, regional and local directives, policies and initiatives impacting how mobility is experienced in particular places.

European Union Initiatives

Since the foundation of the European Union, transport policy has been one of its key competences. An increasing focus of transport policy in recent years has been sustainable urban mobility plans, or SUMPs. Since being introduced by the European Commission in 2013, SUMPs have aimed to focus on how mobility and related factors can improve the quality of life for people, including air quality, climate and parking. Each city adapts the SUMP to their local context, and they have received funding through initiatives like the European Green Deal (EGD). However there is evidence of an emerging gap between the aspirations of SUMP's and delivery, and they have struggled to gain public acceptability due to their perceived top-down nature. While the transport sector's role in reducing greenhouse gas emissions has been discussed for more than a decade, the Climate Conference in Paris in December 2015 (COP21) required the Commission to become more ambitious in its goals. The Commission's Smart and Sustainability Mobility Strategy (December 2020), contains 82 initiatives across 10 flagship areas, and aims to cut carbon dioxide emissions by 90% by 2050 (European Commission, 2020). This is set within the context of the EGD and the EU's Digital Strategy which aim for a more sustainable, digital and resilient transport sector.

The EGD prioritises investment in large-scale infrastructural transformation, including the expansion of electric vehicle networks and improvements in urban mobility, binding Ireland to EU climate targets through legally enforceable commitments. In June 2022, the European Parliament adopted a Commission Declaration on a new Social Climate Fund which became law in April 2023 through Regulation 2023/955 (European Commission, 2025). This fund is to be invested in sustainable and affordable mobility and transport alternatives, to incentivise the use of affordable and accessible public transport and develop on-demand shared mobility and active mobility services. The goal is to protect and empower the most vulnerable communities and eradicate energy and mobility poverty. For example, the Sustainable Mobility for All (SMARTA) project managed by the Directorate for Mobility and Transport (DG-MOVE) in the EU aims to enhance sustainable shared mobility in rural regions, addressing critical challenges such as limited public transport availability and extended travel distances, while emphasizing the role of mobility in facilitating access to essential services. It advocates for community-driven approaches, targeted policy support, and an intersectional understanding of mobility as both a social and health determinant. Another example is the Interreg Europe SMOOTY project which has a specific focus on sustainable mobility in low density areas (Interreg Europe, 2025b). The project highlights the need to focus on rural mobility, where 30% of the European population reside. Effective mobility plans for low density areas not only support sustainable mobility but also enable places with better connections to be more resilient and economically viable. Similarly, the PROXIMITIES project, also funded by Interreg Europe, focuses on promoting accessible services, livable spaces and sustainable connections in peripheral urban territories. PROXIMITIES concentrates on peripheral areas as opposed to larger cities and demonstrates the value of researching mobility in smaller urban centres (Interreg Europe, 2025a). The role of mobility policy in linking environmental and social ambitions is becoming an increasingly important part of the policy landscape. Another focus of European action is 'European Mobility Week' held in late September annually which promotes active mobility, low carbon forms of transport and sustainable transport solutions, including a Car-Free Day.

National Policy and Projects

The National Sustainable Mobility Policy outlines a vision for sustainable mobility in Ireland by 2030 to "connect people and places with sustainable mobility that is safe, green, accessible and efficient" (Government of Ireland, 2025c p.25). It aims to reconfigure the transport system to promote active travel and public transport modes, reducing reliance on private vehicles. It advocates targeted investment in public transport and active travel infrastructure, overseen by a Sustainable Mobility Implementation Group that can facilitate coordination across government entities. The goal is to develop at least 500,000 additional daily active travel journeys by 2030 and a 10% reduction in kilometres driven by fossil fuelled cars by 2030 through three key initiatives:

- Safe and green mobility
- People-focused mobility
- Better integrated mobility

The Action Plan associated with the National Sustainable Mobility Policy identifies 91 actions across 10 key goals to support implementation and also work towards achieving complementary policy goals (Government of Ireland, 2025d). The Climate Action Plan for 2025 sets the targets of reducing total vehicle kilometres travelled relative to business-as-usual by 20%, a 50% reduction in fuel usage, and significant increases to sustainable transport trips and modal share.

While transport policy is centred around efficient movement and accessibility for people, it is also deeply influenced by other policies including spatial planning and economic development policy. Under Project Ireland 2040, the National Planning Framework (NPF) provides a high-level strategic overview of

The Transport & Mobility Policy Context

planning and development in Ireland for the next 20+ years and sits alongside the National Development (investment) Plan. The most recent National Development Plan, announced in summer 2025, has committed €24.3 billion to transport by 2030 (Government of Ireland, 2025b). It is estimated that for every €1 invested in sustainable mobility, there are returns of €6.50 to regional economies. Getting mobility right is therefore critical to broader urban and regional development goals. Sustainable Mobility is one of the 10 key National Strategic Outcomes advocated within the NPF linked to Ireland's Climate Action Plan ambitions.

The continued drive for Compact Growth in the draft revised NPF (2025) targets 40% of future housing development to be within and close to the existing 'footprint' of built-up areas. Environmentally sustainable public transport is identified as one of 10 strategic investment priorities that will help deliver this goal. A more transport-orientated approach to development opens up significant opportunities for active and sustainable mobility in towns if the appropriate infrastructure addressing local needs is provided in close proximity to residential development. How the investments proposed in the new National Development Plan and through the central government Urban Regeneration and Development Funds are deployed represents an opportunity to also realise the desire of the Congestion Management Strategy 2024 'to alleviate economic and social costs of congestion and car-dependency in tandem with investment and scale-up in public transport, active travel and EV infrastructure'. This strategy requires local authorities to create traffic management plans by the end of 2026 tailored to local needs and co-created with local communities. The national policy drive across government departments in support of more sustainable mobility has never been more evident but implementation will require effective multi-level governance frameworks and collaboration across a range of stakeholders. For example, agencies such as Transport Infrastructure Ireland are already playing a critical role through Pathfinder projects.

Regional Scale

The National Planning Framework ambitions are translated to the local scale through a Regional Spatial and Economic Strategy (RSES). Tramore is located within the Southern Regional Assembly area and their RSES seeks to enhance transportation and mobility to support economic growth, social inclusion, and environmental sustainability. The current RSES focuses on establishing a more integrated and efficient transport network that bridges urban centres and rural areas, in support of more balanced regional development. Key strategic priorities include the expansion of rail services, the introduction of bus rapid transit (BRT) systems, and improvements to existing bus networks.

Policy is also translated at a regional level through Metropolitan Area Transport Strategies (MATS). The Waterford Metropolitan Area (WMATS) focuses on supporting the development of Waterford City. While Tramore lies outside the boundaries of the WMATS, its functional relationship and importance to the Waterford Metropolitan Area based on population and proximity is noted. There is some reference to the potential addition of a commuter line, such as a bus service, to Tramore. While the RSES provides a solid strategic framework, the delivery of key national and regional goals at local level are within the remit of the local authorities.

Waterford City and County Council

The Waterford City and County Council (WCCC) Climate Action Plan 2024-2029 focuses on two areas: WCCC's own emissions as well as future proofing the services WCCC offers by making them climate resilient. WCCC's Climate Action Plan aligns with the national goal of reducing their own emissions by 51% by 2030 and by increasing energy efficiency in the public sector by 50% by 2030. Waterford City is the Decarbonization Zone for the city and county.

The Climate Action Plan focuses on WCCC's role as a leader in delivering climate action locally. WCCC seeks to build on their experience in stakeholder engagement to bring citizens and other stakeholders together to address climate issues. They aim to work across administrative boundaries and are collaborating with the wider Southeast Sub-Region, which includes Carlow, Kilkenny, Tipperary and Wexford.

WCCC has funded local community projects through the Community Climate Action Programme (CCAP), including Tramore Eco Group which planted trees and shrubs as part of their Biodiversity plans. The development of Town Centre First plans are ongoing in Tramore with the priority of linking businesses and residential areas with the coast. As part of this, some mobility improvements have been undertaken such as the beginning of work on improving the pedestrian and cycle facilities on the Tramore Ring Road.

In winter 2024, Waterford City and County Council commissioned O'Connor, Sutton and Cronin Consultants to undertake public consultation on a Local Transport Plan for Tramore to provide the framework for future transport and active travel schemes in the area.

This built on the work undertaken for the Waterford Metropolitan Area Transport Strategy, published in December 2022. However, the achievement of the ambitious climate targets will require more rapid progress through intensified focus on place-based plans that reflect local needs and simultaneously address a range of policy goals.

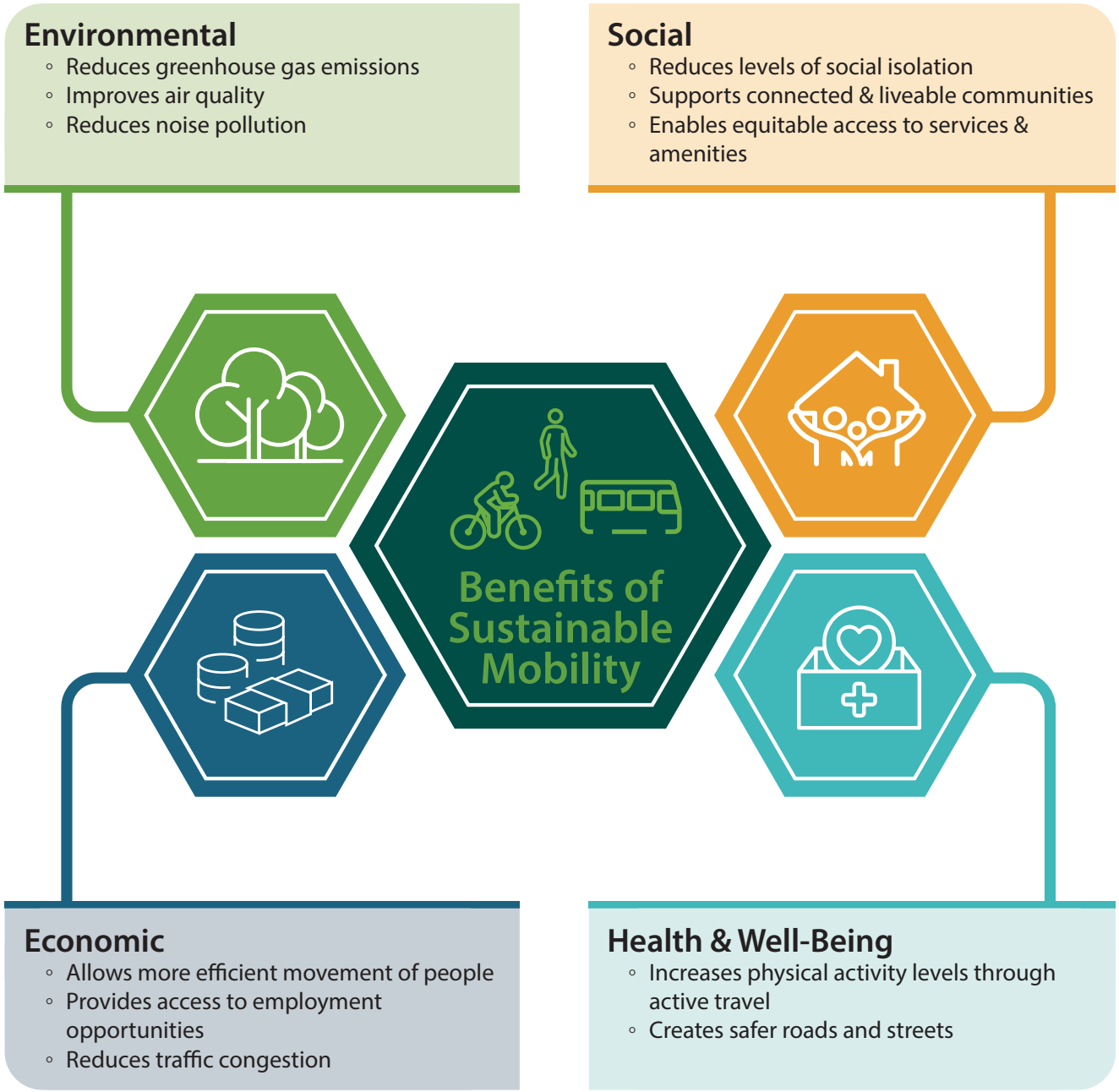


Figure 1: Benefits of sustainable mobility
Source: National Sustainable Mobility Policy, 2022, p. 9

The CONUNDRUM Process

"People decide where and when to travel. People decide to travel by bike or bus. People decide which car to buy or not to buy. People select politicians who subsequently design policies. Achieving sustainable mobility is truly in our hands" (Holden et al., 2020: 8)

In the rush to reduce carbon emissions, new transportation solutions can be seen as imposed from outside. Recent concern articulated in many communities across Ireland, and the slow pace of desired behavioural change, highlights the importance of developing tools that bring communities, policymakers and transport providers, along a journey together meaningfully from design to execution.

Now in its third year, the CONUNDRUM project has built on scoping work by TASC as part of the People's Transition, as well as drawing from the process developed in the Mapping Green Dublin (2021) project. We began our work and piloted a process in Enniscorthy, Co Wexford in 2023. The CONUNDRUM process emphasises iterative engagement with policymakers, civil society, private actors and other key stakeholders to identify issues and to shape and action solutions grounded in the local context. To do this, we spend time understanding how territories operate at different scales, we highlight community assets and opportunities, and work to develop an awareness of how places are functionally connected (Beer et al., 2020) or not. In 2025, we expanded our process to Tramore, Co. Waterford and Youghal, Co. Cork. Three main stakeholder groups are central to the CONUNDRUM process: residents and civil society groups; businesses; and government and policymakers.

Our process first begins with a stakeholder scoping exercise, reflecting on the high level challenges and opportunities in the town in relation to mobility and identifying key communities and stakeholders who need to be included. This is followed by data mapping using a Geographic Information System (GIS) drawing on existing sources from the Census of Population and other publicly accessible data to provide an evidence base for the next stages. Stakeholder engagement activities are then organised to speak with a broad cross-section of stakeholders and communities, including community mapping workshops, individual and go-along interviews, and focus groups. We bring together different stakeholders to introduce the project, build relationships and identify some early ideas and themes for further development that we continue to build on through each event. Towards the end of the data gathering phase, we analyse the data and create a list of existing challenges; assets that represent opportunities; and generate a long-list of solutions to key issues. These are then ranked by all stakeholders and a priority list identified, through which key actions and action owners are then proposed.

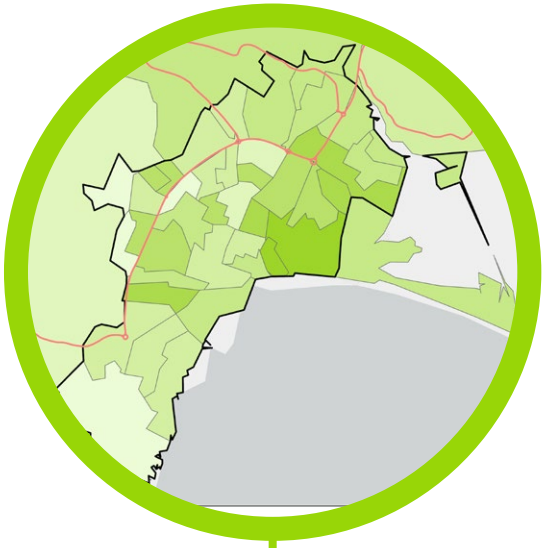
The CONUNDRUM team engaged 97 stakeholders in Tramore between June 2025 and December 2025 in the development of this strategy.

In addition to engaging with 97 local stakeholders, the team also engaged with 86 regional and national stakeholders regarding our work across all 3 case studies. This included academics, civil society, consultants, other local authorities, and regional and national government.

STAKEHOLDER TYPE	NO.
Community/Civil Society	41
Local Authority	25
Elected Representative	12
Business	9
Education	4
Transport Provider	5
Media	1
Total	97

Table 1: Number of stakeholders engaged in the CONUNDRUM co-creation process.

Mapping ⟷ **Listening** ⟷ **Testing**



- Stakeholder Mapping
- Scoping Focus Group
- Data Mapping

- Individual Interviews
- Community Mapping Workshop
- Community Feedback

- Analysis + Synthesis
- Identifying Actions
- Prioritising Actions

02 TRAMORE CURRENT PROFILE

Figure 2. Geographic location of Tramore in the Republic of Ireland

A Profile of Tramore

Tramore is a seaside town on the southern coast of Ireland in County Waterford. Situated about 13km southwest of Waterford City, it overlooks 5km of sandy beach and a natural bay. The town is built on rising ground above the bay, giving the town its hilly terrain. Notable landmarks include the Metal Man, the beach, the racecourse, the Japanese gardens, and the nearby Doneraile Walk. As of the 2022 census, the population of Tramore was 11,277, reflecting steady growth from 9,634 in 2016. The town also experiences a strong seasonal influx of people in the summer months.

Tramore is described within the Waterford City & County Development Plan 2022 - 2028 as a commuter town. One of the objectives of the plan is to transition Tramore towards being a more "self-sustaining town" by reducing its over-dependence on employment in Waterford City and enhancing local job opportunities (Waterford City and County Council, 2022 p.43). Alongside providing opportunities for improvements in public transport, the City and County Development Plan identifies enhancing employment opportunities in the town as a measure to increase the sustainable travel mode share bringing employment and housing closer together.

Unlike many towns of the same size, the urban form of Tramore's town centre is not shaped by a central focal point, but rather by its promenade and history as a seaside resort. The focal axes are Main Street, which leads toward Strand Street and the Front Strand area, and the Back Strand promenade, which traces the edge of Tramore Strand - a wide sandy beach that is one of the town's defining features. Tramore's development into a popular seaside retreat was enabled by the opening in 1853 of the Waterford & Tramore Railway. That railway ceased operation in 1961, ending Tramore's rail connection to the city. Nonetheless, tourism is still important to the town's economy today. Key sectors now also include retail, hospitality, professional services, leisure and small-scale construction, but there is significant commuting into Waterford city. Census 2022 indicates nearly 2,000 Tramore residents commute to Waterford city/suburbs for employment. The unemployment rate in County Waterford for people aged 15+ is 9%, compared to national unemployment rate of 8% in 2022. The unemployment rate for Tramore was significantly lower, standing at 4.2%.

A mixed socio-economic picture is evident across Tramore. In the West Waterford & Tramore electoral area, 14.3% of people live in "Disadvantaged" small areas, 5.3% in "Very Disadvantaged," and 1.6% in "Extremely Disadvantaged" areas. Thus, while many parts of Tramore score above or around the national average, there are significant pockets of relative disadvantage. As Figure 3 illustrates, those areas are mostly in the eastern, northern and central part of Tramore's urban area. This creates internal disparities, particularly for those areas more reliant on seasonal or lower-paid employment.

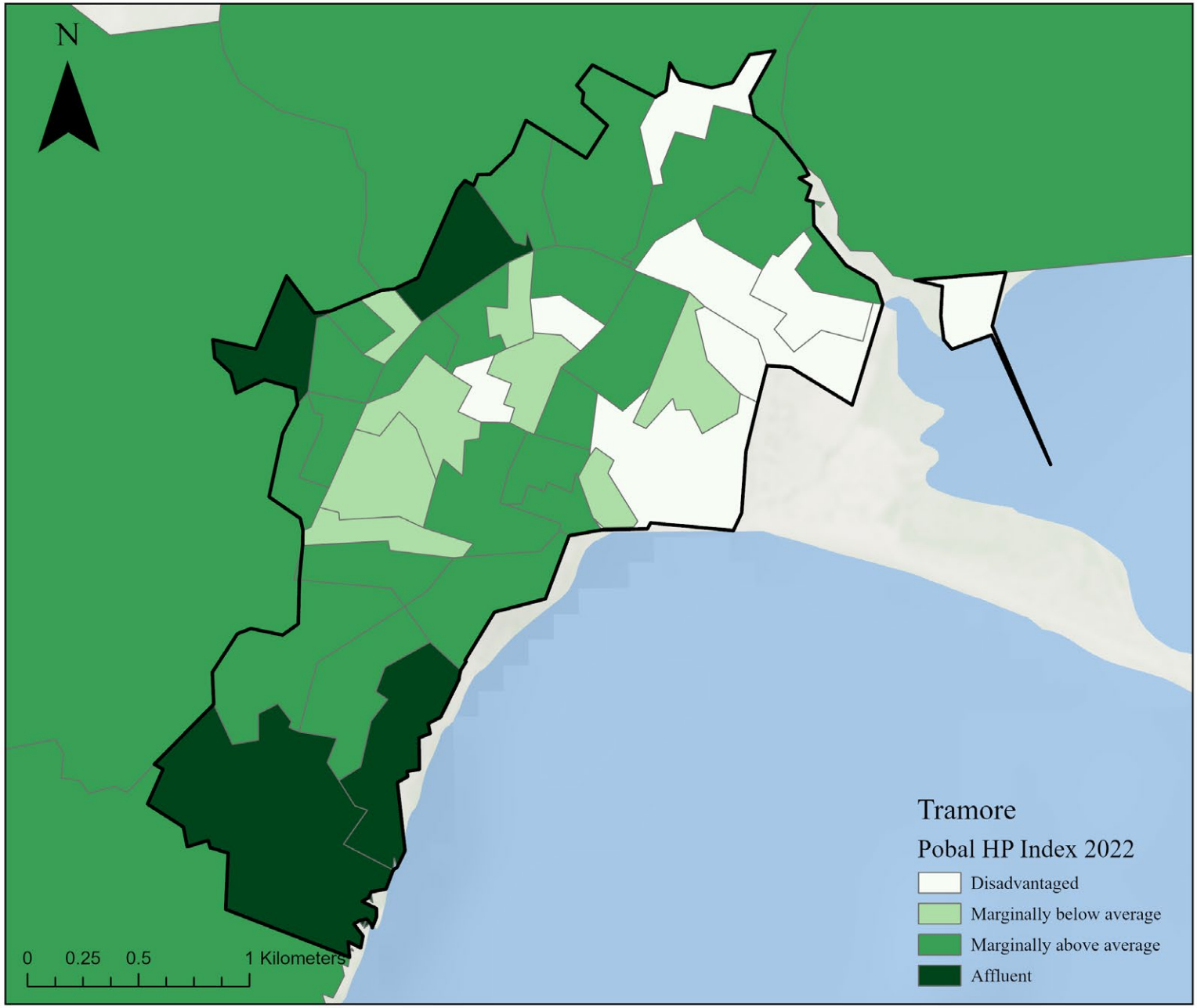


Figure 3. Deprivation conditions of SAs in Tramore (Pobal, 2024)

Data on population density, car ownership, and travel habits are crucial for understanding and informing transportation planning in Tramore. They inform understanding of, and responses to, critical issues such as congestion, accessibility, and the optimal conditions for successful sustainable transport modes. Population density data highlights the concentration of residents in established neighbourhoods such as Riverstown and the town centre. Car-ownership rates reveal reliance on private vehicles in outlying areas, particularly Newtown to the south of the town, where public transport is less frequent. As Figure 4 shows, population density varies across the town, with the west being most densely populated. There are a significant number of small areas where more than 25% of the population do not have access to broadband internet. This is an important factor that can facilitate working from home and avoiding commuting to workplaces (Stefaniec et al., 2022).

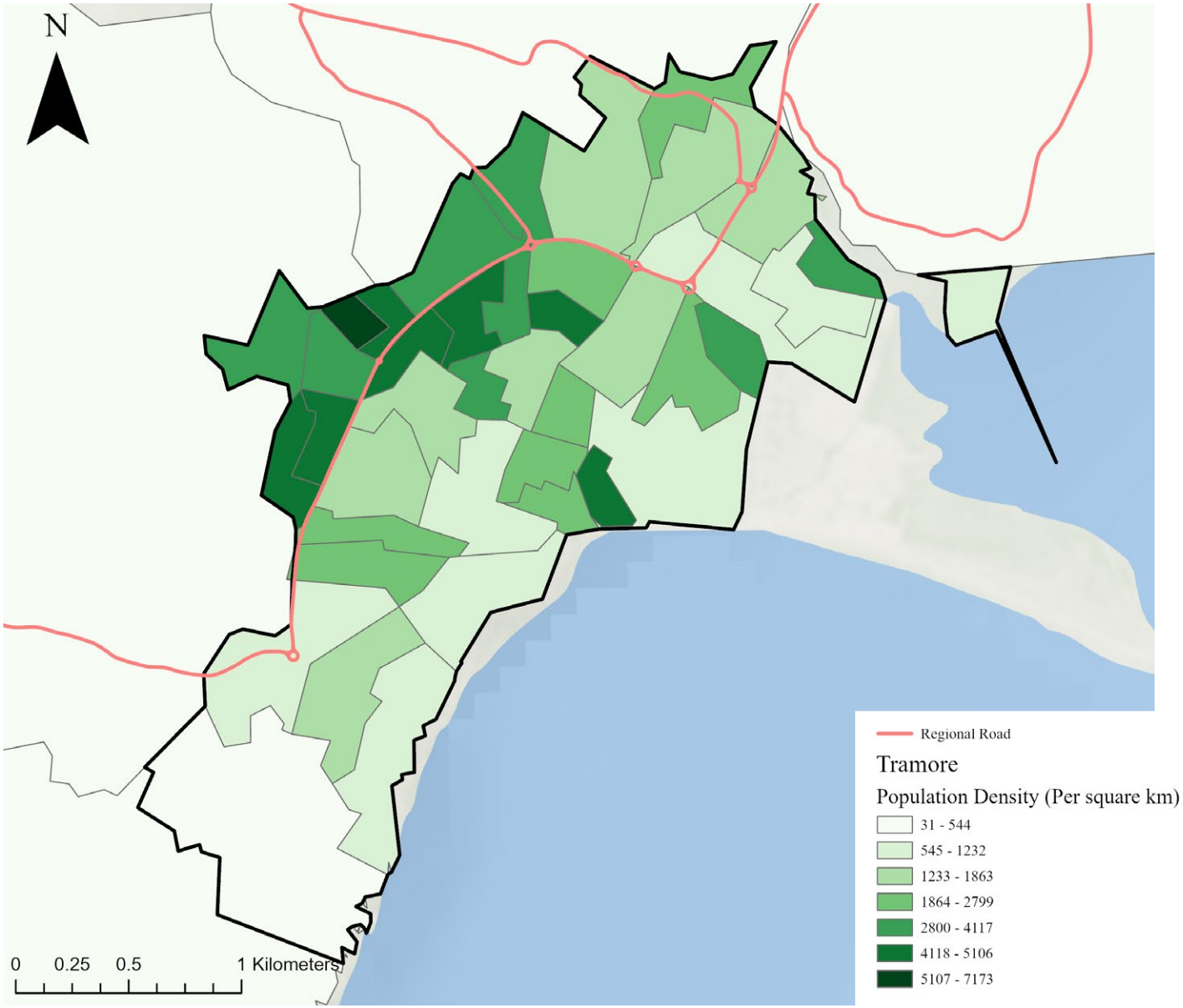


Figure 4. Population Density of Each SA in Tramore

Figure 5 highlights the location of primary and post-primary schools in the town. The lack of public transportation tailored to connect students to schools creates a reliance on private car transport, resulting in congestion at school times. The location of Ardscoil na Mara near the busy Tramore Retail Park results in a traffic bottleneck at certain times of the day. The presence of narrow paths and parked cars in the centre of the town makes walking to the schools there dangerous. This has the knock-on impact of potentially delaying emergency services, such as the Fire Brigade, which is located near the Educate Together and Glór na Mara primary schools.

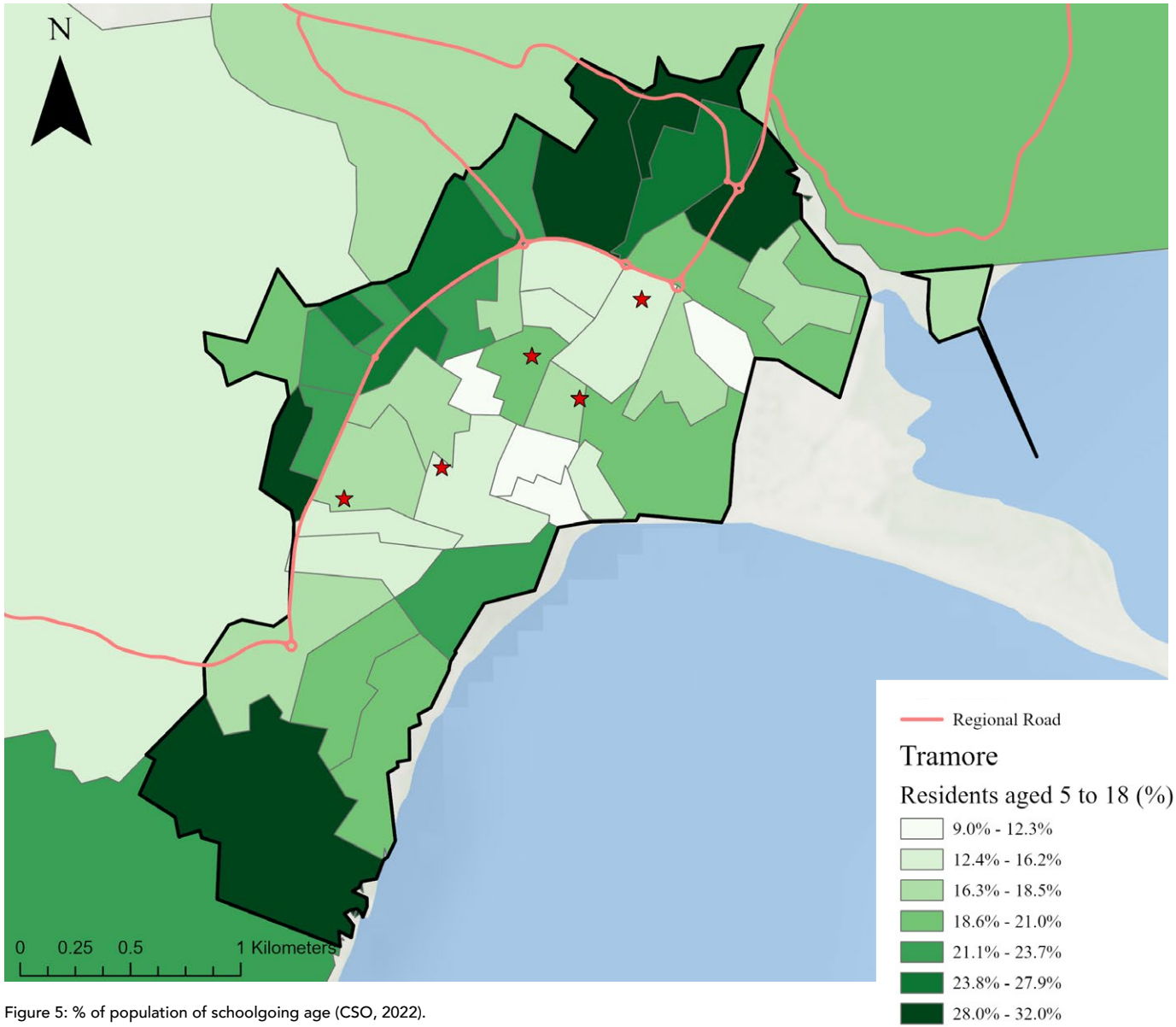


Figure 5: % of population of schoolgoing age (CSO, 2022).

Transportation in Tramore

Within County Waterford, local transport remains highly reliant on the private car as the primary mode of transport (Waterford City and County Council, 2024). According to data from the 2022 census, 63% of people in Tramore commute to work by car, either by driving or as passengers, with another 3% commuting by van.

The R675 regional road provides direct access to Waterford City and onward to Dungarvan, while the R682 connects Tramore to the main N25 Cork City-Rosslare road. High car dependency, particularly for intra-regional and rural travel, presents challenges to decarbonisation goals and efforts to reduce carbon emissions.

Public transport in Tramore is dominated by bus services. The town has no active railway service. Bus Éireann's Route 360 is the main link, connecting Waterford City with Tramore, via stops at Kilbarry, Pickardstown, Riverstown, Cliff Road, Newtown Hill and various residential suburbs. Route 360A serves Riverstown Business Park en route. In addition, TFI Local Link Waterford operates rural and community routes such as Route 367, which links Tramore with coastal villages like Fenor, Annestown, Bunmahon, Stradbally, and Ballinroad. TFI Local Link Waterford also operates a Demand Responsive Transport (DRT) service in the town, although this service is limited by financial and operational constraints. DRT services are services that alter routes for each journey in order to respond to the particular transport demand without using a fixed route or timetabled journeys (Transport for Ireland, 2024). Passengers are picked up and dropped off in location according to the particular needs of the passenger.

While the introduction of increased bus services was identified as a positive action for promoting sustainable transport in the town, some unintended consequences include perceptions of poor suitability of double-decker buses to narrow streets. This leads to safety concerns, particularly among older members of the community and traffic congestion. A limited number of bus stops have electronic information signage to provide Real Time Passenger Information. The absence of bus shelters limits people's willingness to use public transport during spells of inclement weather. Despite the increase in bus services, some areas of the town are not well-served, notably the Promenade.

Private car ownership remains high, creating seasonal congestion on the approach roads and within the town centre. Cycling and walking infrastructure, though improving through recent local authority initiatives, still requires further development to encourage active travel. Data from the Waterford City & County Council Climate Action Plan (2024) and the Central Statistics Office (2022) highlight the socio-economic impacts of car dependence, including higher household transport costs and increased emissions.

Operator	Route	Description
Bus Éireann (Expressway)	**360 / 360A**	Connects Tramore with Waterford, serving many intermediate stops; timetable and live info on Bus Éireann site.
TFI Local Link	**358**	Runs between Tramore and Waterford via Dunmore East and Passage East (few services per day).
	367	Links Tramore to Dungarvan via Fenor, Annestown, Dunhill, Kill, Bonmahon, Stradbally, Ballinroad (everyday service).
	Demand Responsive Services	Door-to-door bus service operating on fixed routes but can divert for pick-ups and drop-offs. Operating on limited days. Booking is required.
JJ Kavanagh	**736**	Waterford-Carlow-Dublin, intermittent starts from Tramore.

Table 2: Summary of bus routes and schedules through Tramore. Source: Bus Éireann (https://buseireann.ie/), TFI Local Link Waterford (https://locallinkCork.ie/timetables/) and JJ Kavanagh (https://jjkavanagh.ie/timetables/).

Impact of Current Transport Provision in Tramore

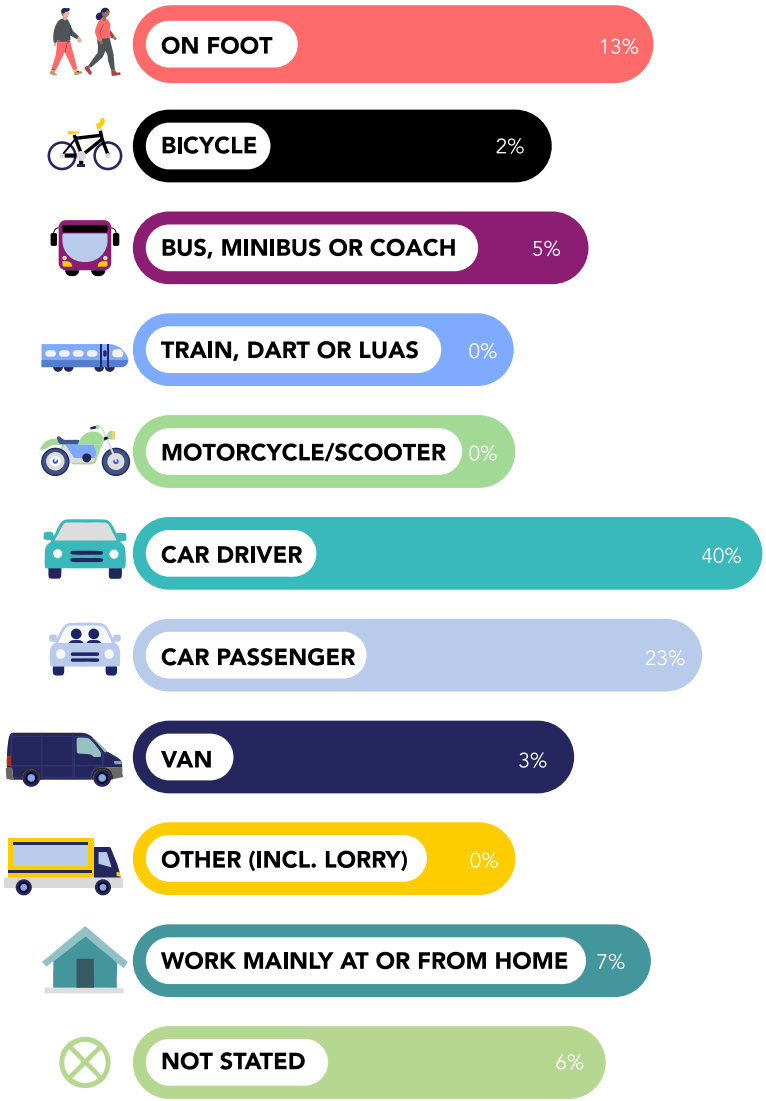


Figure 6 Mode share of transport in Tramore, 2022
Source: CSO, 2022

Currently, 12% of households in the Tramore urban area do not have a car. This is approximately the same as the national average of 13% (see Table 3). This is notable in the context of gaps in existing public transport, the difficulty of active mobility due to the landscape of the town, the inadequate provision of accessible mobility infrastructure, and the number of areas classified as "Very Disadvantaged", "Disadvantaged" and "Marginally Below Average" by the Pobal HP Deprivation Index. As a result, many of these households without cars are likely stuck in transport poverty. Transport poverty is often linked to wider issues of social inequality. Figure 7 illustrates the distribution of households with at least one car across different areas of Tramore, categorised by percentage ranges. There are significant variations in car ownership across the urban area, ranging from 0.86 to 1.97 cars per household depending on the small area (there are 40 "small areas" or neighbourhoods within Tramore boundary). The national average for household car ownership is 86% (CSO, 2022). The map indicates that households further from the town centre exhibit a higher dependency on cars, especially areas to the west of the town. This trend suggests that as the distance from central Tramore and key facilities like supermarkets increases, the availability or convenience of public transport services and active modes decreases, compelling more households to rely on private vehicles.

Tramore faces a range of interconnected mobility challenges arising from its physical layout, tourism-driven traffic during the summer months, and gaps in public transport services. Narrow pavements along Main Street and Priest's Road, together with a lack of pedestrian crossings near busy destinations such as the Promenade and Amusement Park, make walking difficult and raise safety concerns. This is prevalent for children travelling to schools such as Glór na Mara and Tramore Educate Together, where street lighting is inconsistent. Seasonal congestion during the summer months amplifies risks for pedestrians and cyclists, while evening mobility is further constrained by the absence of late-night bus services and inconsistencies in taxi service availability. Residents report that safety concerns discourage night-time travel, reducing public confidence. The town's dispersed settlement pattern, with housing estates spread along a steep coastal landscape, has reinforced dependence on private cars, leaving those without access at risk of transport poverty and social isolation.

CAR OWNERSHIP PER HOUSEHOLD (%)	TRAMORE	IRELAND
No motor car	12	13
1 motor car	41	38
2 motor cars	39	32
3 motor cars	6	7
4 or more motor cars	2	3
Not stated	0	7

Table 3: Car ownership per household in Tramore and Ireland (CSO,2022)

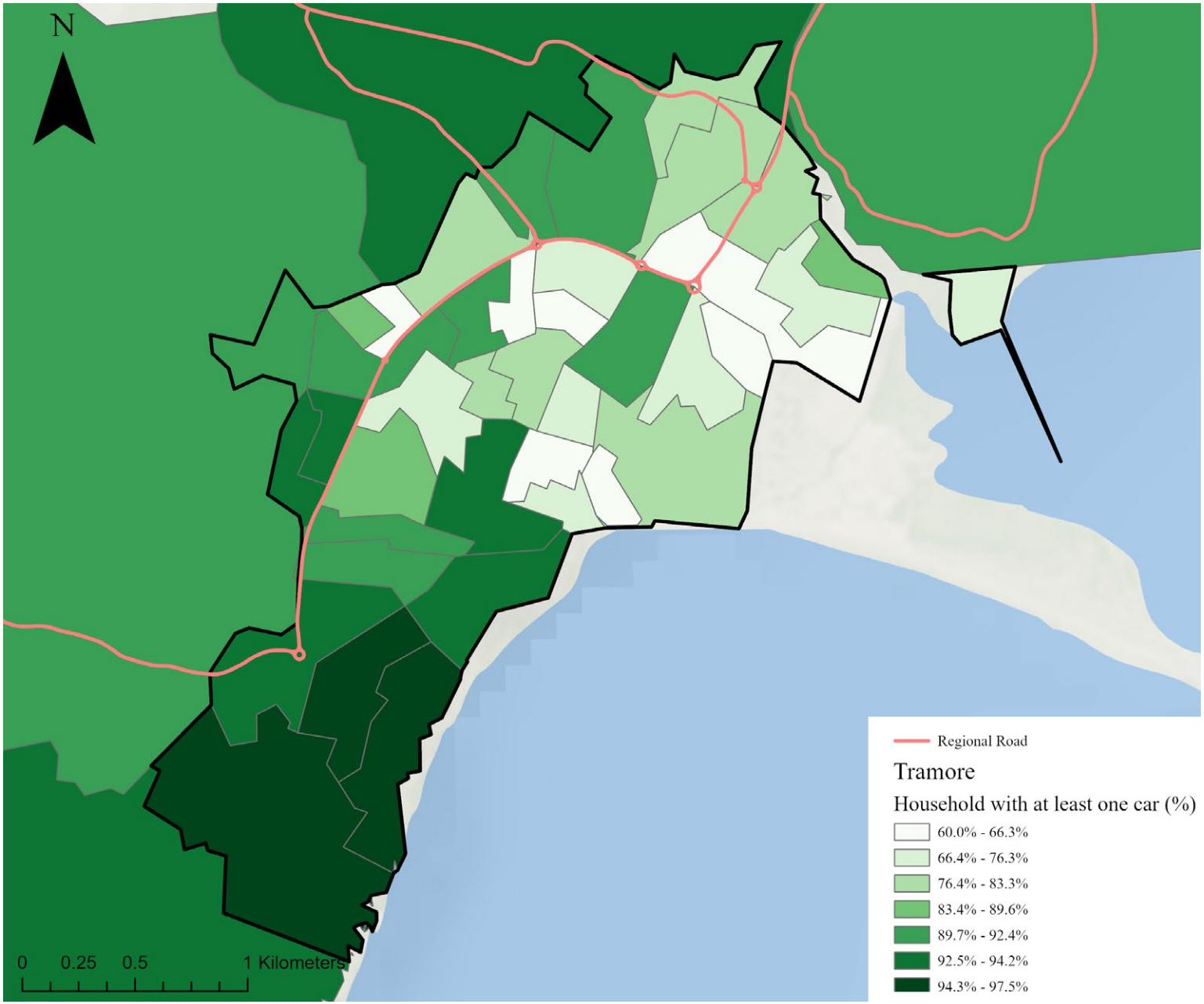


Figure 7: Households with at least one car (%)

Figure 8 illustrates the distribution of public transport usage across different small areas in Tramore, detailing the percentage of trips made for work and education purposes. There are very low levels of public transport use across the town but particularly further away from the town centre. Gaps in existing public transport and insufficient bicycle infrastructure, combined with the town's hilly landscape, compels residents to depend on private vehicles. This forced car ownership places young people, older people, people living with disabilities, and economically disadvantaged groups at risk of transport poverty and social exclusion.

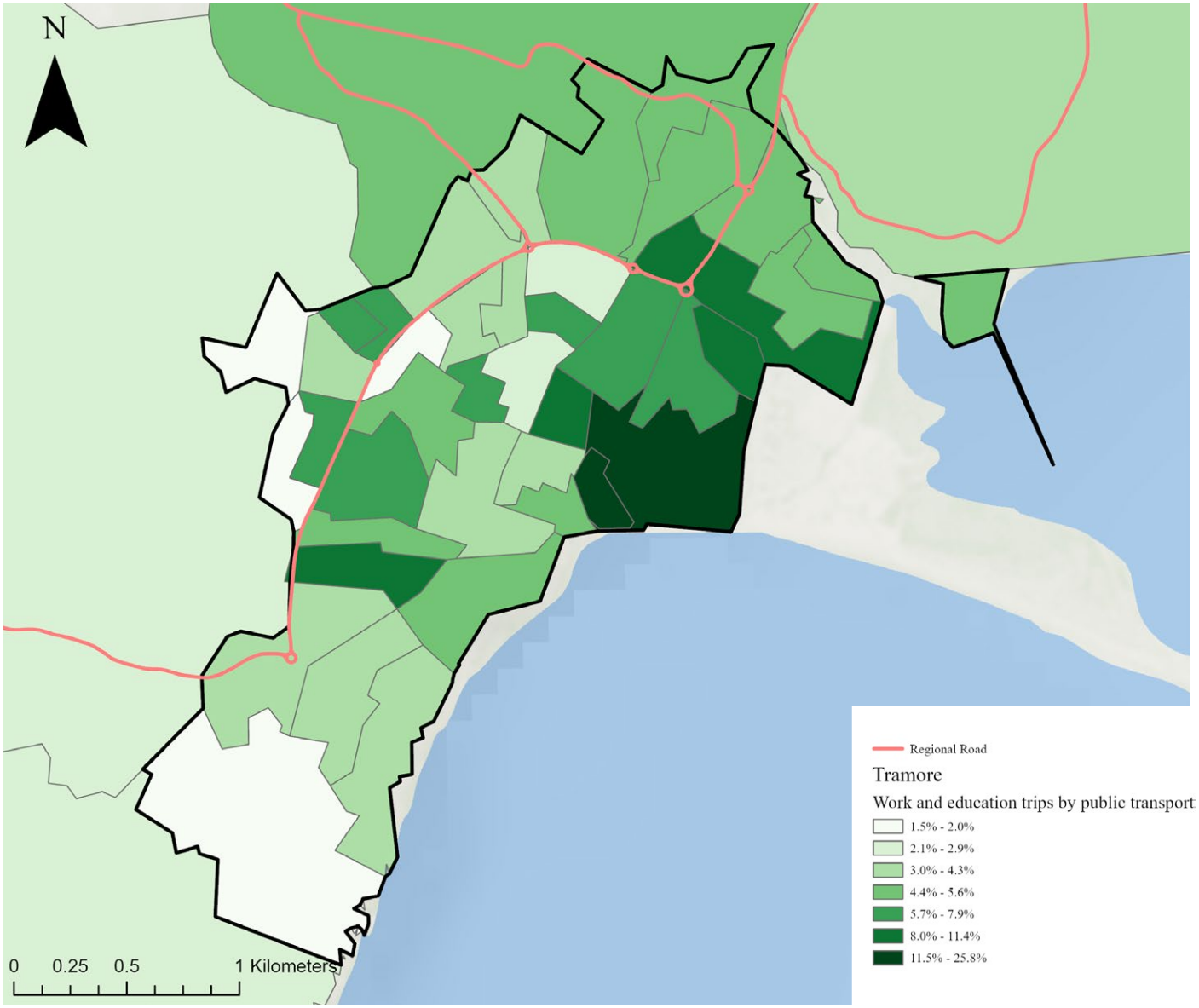


Figure 8: Work and education trips by public transport (CSO, 2022)

03 TRAMORE CHALLENGES & OPPORTUNITIES

Perceived challenges to sustainable and shared mobility in Tramore

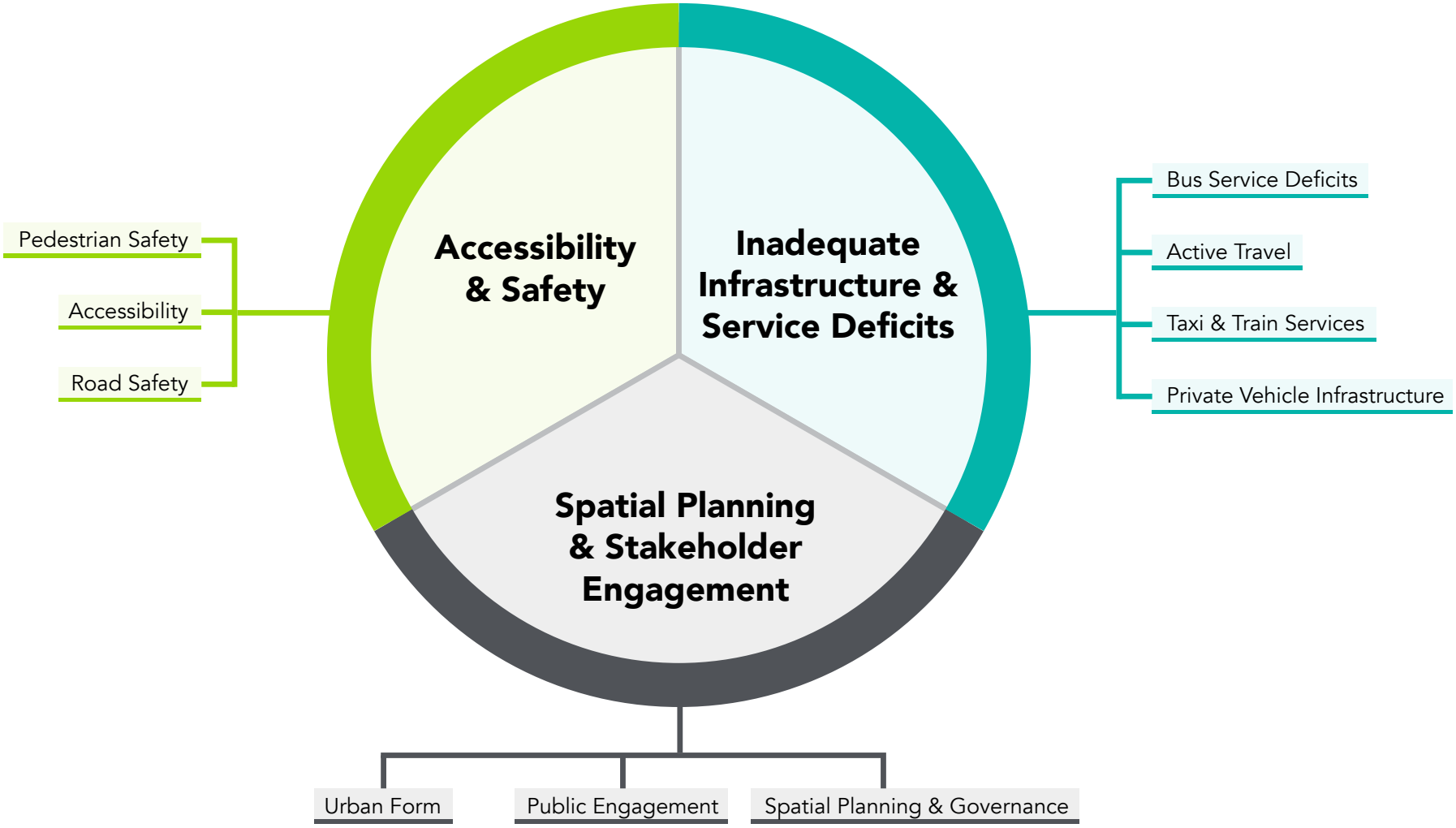


Figure 9: Perceived challenges to sustainable and shared mobility in Tramore

Co-creation & Dialogue

The CONUNDRUM project is underpinned by an ethos that effective and locally appropriate transport and mobility planning in small and medium Irish towns can only be realised by working collaboratively with local communities who have lived experience of the existing challenges and opportunities.

By taking the expertise of local communities and other key stakeholders seriously and including them throughout as many stages of the research process as possible, there is an opportunity to co-create place-based transport strategies that empower local communities, adequately address challenges, and enable the development of plans and decision-making that are place-appropriate. This strategy aims to do that.

Our co-creation approach has involved engaging with as diverse an array of relevant stakeholders as possible. This has included residents with varying levels of mobility and accessibility needs, community and civil society groups, community development and family support workers, local media, education providers, local businesses, transport providers and local government. Through focus groups, interviews, and community mapping workshops, stakeholders shared a wide range of town-specific challenges, opportunities, and potential solutions. Some stakeholders were involved in the project only once, while most participated in multiple activities between June 2025 and December 2025.

Starting from a high-level exploration of transport and mobility challenges in Tramore, the CONUNDRUM team gradually adapted the research process, methods and questions to respond to what we learned from stakeholders and to dig deeper into the underlying obstacles and barriers behind the initial challenges identified. In doing so, we gained a deeper understanding of the complexity of the challenges and were able to better identify the places and groups in the town that are facing challenges, as well as where solutions might be found. As part of this, we developed the TownsMatter platform (Figure 10), providing an opportunity for any member of the public - whether they physically attended our in-person engagements or not - to record the challenges and opportunities they encounter in moving around the town.

The platform was launched in September 2025 and is designed as a complementary tool to provide an alternative for those who may experience barriers in attending in-person events and workshops.

To make sense of the diverse array of experiences, opinions and insights shared, the CONUNDRUM team analysed them thematically. This helped us understand the interconnectedness and complexity of the challenges and opportunities raised, and to identify how to act on the potential solutions suggested by stakeholders. As this project is grounded in a co-creation approach, we conducted a further two community feedback workshops to gather feedback on our analysis. We invited former participants who provided contact details to rank their preferred solutions. Following this, the CONUNDRUM team refined the strategy and developed a set of proposed actions before asking local stakeholders to review the final strategy, including members of the Tramore Development Trust Waterford City and County Council, and TASC, CONUNDRUM's societal impact champion.

This iterative approach ensured that the final Tramore Mobility Strategy is place-appropriate, empowering to local communities, and capable of adequately addressing the challenges identified while unlocking solutions that matter most to residents. As one Tramore resident reflected:

"This is the first time we've been asked to feed into a strategy that actually reflects what we see every day."

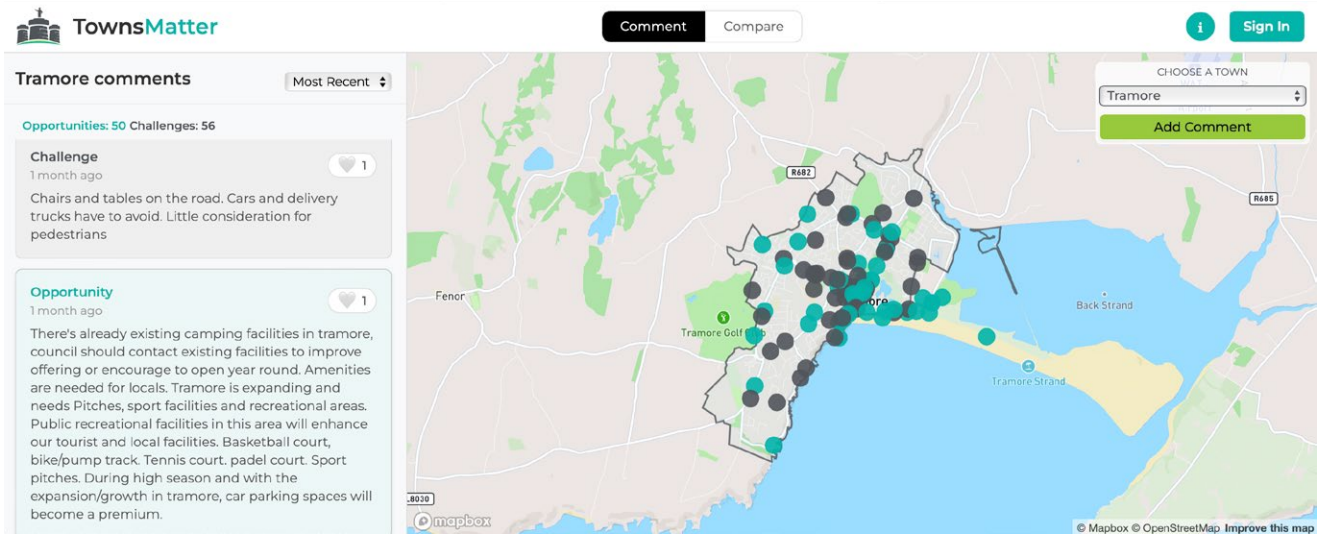


Figure 10: TownsMatter platform.

Perceived Challenges

Through the CONUNDRUM process, 128 initial challenges were identified by stakeholders. Some of these were shared by one individual person, while many others were mentioned by two or more people. Some of the challenges identified are interconnected or related to the same service, organisation, or location, but provide different perspectives or dimensions of the challenges. The full list of these challenges is available here.

Some challenges were expressed at an ultra-local scale, such as dangerous road crossings, a missing stretch of footpath, or a lack of safe drop-off points outside a school. These findings are consistent with an earlier survey carried out by Tramore Development Trust (2024). Others related to the whole town, such as concerns about bus frequency, the condition of walking and cycling routes, or the absence of clear connections between housing estates and the town centre. While others reflected regional and national issues, including unclear communication of transport plans, overly complicated planning processes, and decision-making processes that felt disconnected from the community.

This breadth of input made it clear that Tramore's challenges could not be understood in isolation. They were multi-layered and interdependent, with some issues cutting across several categories at once; for instance, poor lighting on a walking route raises safety and accessibility concerns, reflects an infrastructure deficit, and links back to planning priorities.

The specific challenges identified are summarised in the following pages, but can be grouped under three broad headings:

- Accessibility and Safety
- Inadequate Infrastructure & Service Deficits
- Spatial Planning & Stakeholder Engagement

Within these broad themes, a series of sub-themes became evident. While they are not always distinct, we have grouped them in the following pages under the category with which they were most frequently associated.

Locations of Challenges Identified

The starting point for Tramore was an open exploration of the transport and mobility challenges experienced by residents, businesses, community groups, transport providers and Waterford City and County Council. Through workshops, interviews, and mapping sessions, 97 individual stakeholders identified 128 distinct challenges. These were not only about infrastructure gaps but also about safety, planning, communication, and lived experience.

From the 128 perceived challenges identified by stakeholders, 28 specific locations within Tramore were highlighted as facing difficulties. Some of these were linked to a single challenge, while others were sites where multiple challenges converged. These 28 specific locations are ones that were identified by participating stakeholders only and as such, the list is not exhaustive.

As Figure 11 identifies, outside of the main shopping and tourist areas, challenges were identified around residential estates and their connectivity, particularly the lack of safe and accessible walking routes to schools and local services. Issues raised included poor-quality or absent footpaths, steep gradients, and insufficient pedestrian crossings. In the centre of Tramore, concerns were raised around transport accessibility and service deficits, including limited bus infrastructure and inadequate shelters, which contribute to a reliance on private cars. Stakeholders also noted gaps in planning and investment in active travel measures to support the growing population.

The town centre and adjoining coastal areas contain the highest concentration of challenges. These include narrow streets, high volumes of traffic and parking pressure (both legal and illegal), safety concerns around junctions, and accessibility difficulties created by uneven or poorly maintained pavements. Steep topography in parts of the town was also highlighted as a major barrier, particularly for older residents, children, and those with mobility issues.

Where new housing developments have been built on the outskirts of the town to adapt to Tramore's growing population, there are also limitations in public and active transport. Despite the increase in people living near the Tramore Racecourse, traffic calming measures have not been implemented on the Old Waterford Road, raising concerns about child safety due to excessive speeding by drivers. The lack of buses serving some estates, such as An Garraun, also results in a reliance on private cars to access shops and services.

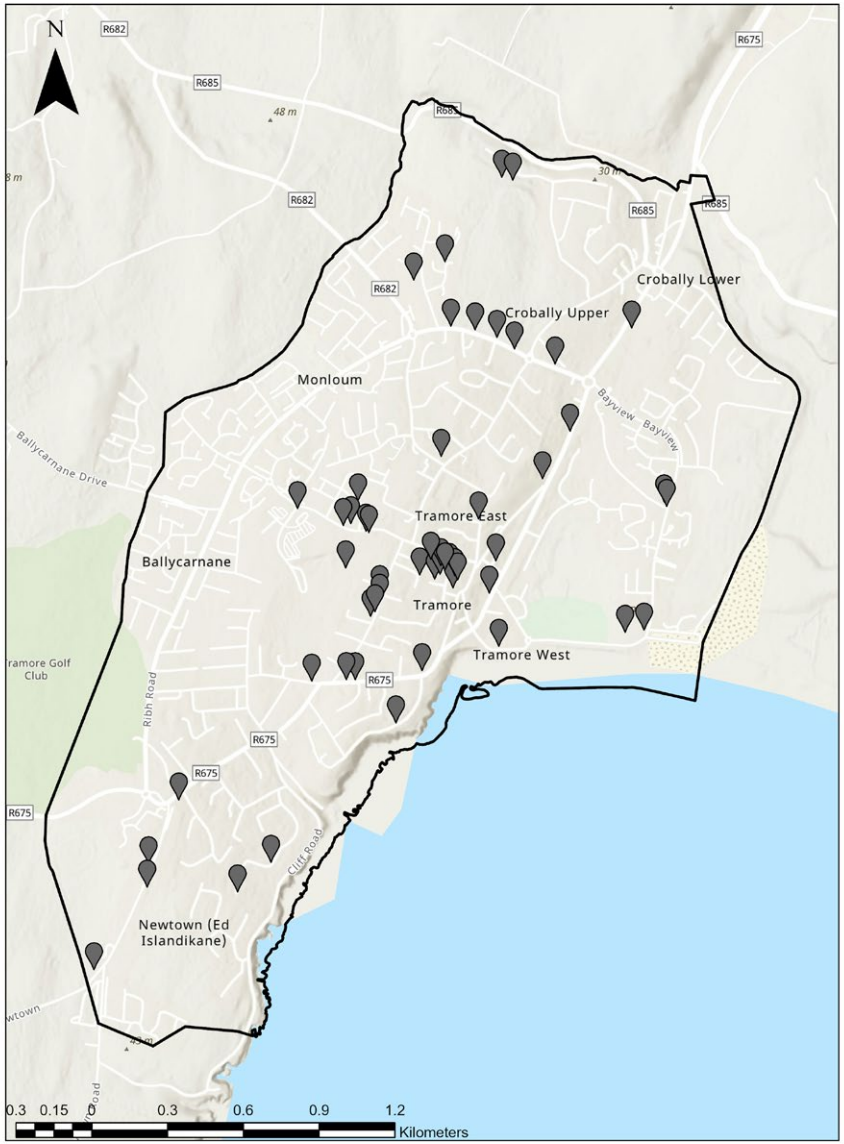
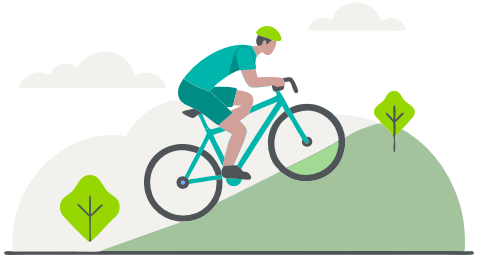


Figure 11: Locations in Tramore where challenges were identified

Challenge 1: Accessibility and Safety



The first theme to have been identified among the perceived challenges is Accessibility and Safety. Within this theme, there are three sub-themes, focusing on pedestrian safety, accessibility and road safety.

01. Pedestrian safety:

a. Narrow footpaths: Footpaths in Tramore are described as narrow, uneven or obstructed, making it difficult for pedestrians and contributing to difficulties participating in active travel. People with wheelchairs and parents with prams were identified as being significantly impacted by the narrowness of paths.

b. Accessing schools: The combination of narrow paths and parked cars along Pond Road makes walking to school dangerous for young people. Concerns for the safety of children walking to school results in a large proportion of students being driven to school, resulting in high levels of congestion at school times.

c. Poor lighting: Poorly lit streets, particularly in estates, deterred residents from walking in the evenings. Anti-social behaviour further reduced confidence. Older residents stressed that improved lighting is as important as physical infrastructure for enabling safe walking after dark.

d. Safe crossing points: In several parts of the town, there is a lack of safe pedestrian crossing points.

02. Accessibility:

a. Obstacles on footpaths: The storing of bins on footpaths creates obstacles for people living with disabilities. This is particularly the case if they are travelling on their own and have no one to remove the object that is blocking them.

b. Footpath drop-down points: In parts of the town, there is a lack of footpath drop-down points, meaning people with prams or with a wheelchair have to travel a considerable distance to be able to get off the path. This is particularly apparent on the high path along the Promenade.

c. Topography: The topography of the town, with its hills and steep streets, can make walking difficult for vulnerable people in the town, such as older people, those with mobility challenges, and people travelling with buggies and young children.

03. Road safety

a. Speeding: Speeding in the town was identified as a significant challenge that needs to be addressed. Tramore's population growth has seen an increase in the development of new homes, particularly along the Old Waterford Road near Tramore Racecourse. Despite the increase in population in this area, action has not been taken to police speeding on the Old Waterford Road. This has led to concerns for the safety of children.

b. Competition for space on roads: While the introduction of additional bus services for Tramore was viewed as a positive, one issue is the size of double-decker buses on narrow roads in the town. Summerhill, Church Road and Convent Hill were all identified as areas where large buses feel unsafe. Older people in particular were concerned about the safety of larger buses, leading some people to avoid driving through the town centre in case they met an oncoming bus.

c. Lack of footpaths: The lack of footpaths on the edge of town, such as Newtown Hill and Cliff Road, results in people having to walk or run on the road. This creates the potential for accidents.

Challenge 2: Inadequate Infrastructure and Service Deficits

The second theme to have been identified in relation to the perceived challenges is inadequate infrastructure and service deficits. Within this theme, there are four sub-themes, including those resulting from gaps in existing bus service provision, limitations in walking and cycling which encourages private car usage, and an absence of sufficient taxis or a train service.

01. Bus services deficits

a. Lack of connectivity: Enhancements to the 360 bus service have improved Tramore's connectivity with Waterford City and strengthened connections between different parts of the town. Despite this, there are some gaps in the current service. New estates at Newtown and Knockenduff are a significant distance from existing bus routes. No buses serve the An Gaurran estate, resulting in a reliance on private cars to access shops and services. Bus routes also do not serve the Promenade directly.

b. Limits in existing service: Public transport services from Tramore are limited after 10 pm and early in the morning. This reduces the potential for footfall in the town's nighttime economy as well as impacting on those who work in Waterford's nighttime economy. Regarding capacity, buses are often full during the summer, which results in visitors having to wait for the next available service.

c. Bus infrastructure: The absence of bus shelters and seating was identified as an issue that disincentivises people from taking public transport. A limited number of bus stops have electronic information signage. Their absence does, however, increase uncertainty regarding whether buses will arrive on time.

d. Bus routes: The perceived incompatibility of double-decker buses on narrow roads has led stakeholders to call for a review of bus routes.

02. Active travel

a. Cycling: The lack of dedicated cycle lanes, particularly outside the town centre, was identified as a barrier to increasing the uptake of cycling. However, the town's urban form and narrow footpaths and roads would make the addition of cycle lanes challenging. An example of this is the new estates that have been built around Tramore Racecourse where the narrowness of the Old Waterford Road makes designating space for a cycle lane challenging.

b. Maintenance of footpaths: As highlighted in the previous section, the presence of uneven paths in areas of the town impacts people's ability to safely get where they need to go by walking.

03. Taxi and train services

a. Gaps in taxi service: While there are private hackney operators in Tramore, there is no authorised taxi rank in the town. This creates challenges for people travelling to Tramore from Waterford as taxi drivers are often unwilling to accept these fares given the uncertainty of return fares from Tramore.

b. Train service: The closure of the rail line connecting Tramore to Waterford City has resulted in Tramore being less connected with other major urban centres across the country.

04. Private vehicle infrastructure

a. Parking: The presence of many two-car households along Priest's Road results in residents having to park their cars on the road. This has the impact of narrowing the road, adding to congestion at certain times of the day. The fading of yellow road paint leads to illegal parking in the town. Existing car parks are viewed by some participants as having insufficient capacity to cope with current demand for parking.

b. EV charging: The lack of EV charging points was identified as a factor which could limit the transition to electric cars.

c. Shared mobility: There is a lack of infrastructure to support shared mobility such as e-bike or scooter sharing.

d. School drop-off: The location of Ardscoil na Mara near large retail outlets results in high levels of traffic during school drop-off times in the morning and evening. The lack of public transport and active travel tailored towards accessing schools leads to a reliance on private transport.

Challenge 3: Spatial Planning & Stakeholder Engagement

The third theme identified in Tramore among the perceived challenges was spatial planning and stakeholder engagement. Within this theme, there are three sub-themes, including the urban form of the town, and challenges with public engagement and spatial planning.

01. Urban Form

a. Densification: The rapid increase in the town's population leads to additional pressures being placed on existing infrastructure. Regarding mobility, this is most clearly seen with increased levels of traffic on the Ring Road as well as increased levels of congestion at the roundabout near the GAA club. The distance between new estates and essential services results in a continued dependence on private cars.

b. Changing tourist patterns: While traditionally a resort town, Tramore has seen an increase in day trip tourists. This has changed the way people travel to Tramore, increasing the use of private transport, thereby adding to congestion in the town. Seasonal surges in cars contribute to an unsafe environment for pedestrians, cyclists and drivers.

c. Town layout: The age of the town causes streets to be narrow, making it difficult to adapt to modern transport needs, particularly with regards to the growing sizes of cars alongside buses. The junction connecting Church Road and Gallwey's Hill was identified as an area where drivers have poor visibility of oncoming traffic.

02. Public engagement

a. Ineffective community consultation: Perceptions of previous failings to adequately engage with community during planning processes was identified as an issue that impacts the level of buy-in relating to new developments in the town. Participants felt that decision-making was often top-down, with limited opportunities for the community to influence outcomes or share lived experiences.

b. Community engaged too late in planning process: While the creation of an active travel plan for the town was viewed as positive, issues surrounding the impacts it would have for residents in the Ard na Groí estate due to the removal of an exit lane underlines the need for consultation at an early stage when plans for active travel are being developed.

03. Spatial planning and governance

a. Lack of joined-up thinking: Actions to improve liveability, such as the town centre renewal and active travel plan were viewed as failing to form a coherent and holistic masterplan for the town. Many stakeholders felt that transport, housing, school and town centre planning were not sufficiently integrated. There is a perception that residential developments are not being matched by efforts to improve infrastructural capacity in the town.

b. Competition for resources: A key challenge facing enhanced mobility in Tramore is the challenges Local Authorities face regarding resource allocation. Some local stakeholders felt that Tramore was in competition with other towns around Waterford, such as Dungarvan, for resources to improve mobility.

c. Complex and fragmented planning system: Stakeholders criticised fragmented responsibilities across agencies in relation to planning and approval processes. This is considered to slow delivery, erode trust and creates the perception that there is a lack of cohesion among relevant governance bodies.

d. Paid parking: The introduction of paid parking is debated in Tramore, with some residents fearing it could deter shoppers, while others seeing it as necessary to manage demand.

Identifying Opportunity - Facilitating Change

While significant challenges to achieving sustainable mobility in Tramore remain, there is an eagerness across all stakeholder groups to develop innovative solutions to address the well-recognised and shared challenges.

In total, 87 potential opportunities were identified by our stakeholder groupings, comprising residents, business owners, community groups, civil society organisations, transport providers and members of the Local Authority. The complete list of these opportunities is available here. Rather than only focusing on place-based deficits, pre-existing assets that could be enhanced or opportunities that could be realised were important to discover.

The CONUNDRUM team asked participants to share what changes they felt were needed to improve transportation and mobility in Tramore, or what changes they would like to see happen. Other opportunities emerged when stakeholders discussed challenges, as residents frequently reframed challenges into possibilities for improvement often using detailed examples. The enthusiasm with which opportunities were shared, often with greater energy than the discussion of challenges, underlines an eagerness among the Tramore community to facilitate change. This demonstrates the value of integrating local expertise and lived knowledge into formal planning processes. The CONUNDRUM team positioned ourselves between top-down agencies and bottom-up processes, connecting formal structures with the inspiring but sometimes ad-hoc suggestions that arose through dialogue and exchange with local people.

Some opportunities related to highly localised and place-specific issues, such as improving the safety of individual road crossings, addressing footpath gaps near schools, or upgrading bus shelters in the town centre. Other opportunities were broader, such as expanding Demand Responsive Transport (DRT) services to connect residents to frequency services, enhancing permeability for walking and cycling across Tramore, or ensuring that new housing developments were properly connected to sustainable transport. Still others extended to a regional and national scale, such as improving Tramore's integration into the wider Waterford and southeast transport networks, or building stronger mechanisms for community involvement in ongoing planning processes.

The 87 opportunities were consolidated into 22 potential solutions to facilitate meaningful change (see Figure 12). During two Community Feedback & Ranking Workshops, 21 diverse stakeholders were asked to discuss and rank these solutions according to their preferences. Although individual participants did not advocate for every potential solution listed, most participants did rank multiple potential solutions. Importantly, all of the 22 overarching solutions were ranked by multiple stakeholders, showing support for a broad range of possible interventions. Table 4 show the top 9 preferred solutions for Tramore.

SOLUTION
Speed limit reduction in the town.
Develop a structure whereby housing, transport, social infrastructure and other community issues are considered holistically.
Bus shelters and enhanced lighting at stops (exposed areas like Ard na Groi highlighted) to improve safety and comfort.
Repurpose Railway Square as a mobility hub.
Bus terminus for commuters with smaller 'imp style' town bus to connect estates and the town.
Maintain and widen pathways.
Improve walking/cycling permeability routes through estates and particularly to/from schools.
Pedestrianise the Lower Promenade and improve accessibility for vulnerable users.
Improved parking infrastructure 'Park and Ride' at edges of town to minimise congestion in town centre on narrow roads (FEASIBILITY STUDY).

Table 4: Most desirable solutions as ranked by a range of stakeholders.

List of Solutions

Inadequate infrastructure

- Expand car share schemes to provide shared mobility options that reduce private car dependency and promote more sustainable travel across Tramore.
- Develop improved parking infrastructure, including edge-of-town 'Park and Ride' facilities, to ease congestion on narrow central roads and support modal shift.
- Introduce consistent, year-round parking enforcement to improve turnover of spaces, accessibility for all users, and the overall management of the town centre.
- Expand taxi provision, including late-night services, to address service gaps and enhance safe, reliable mobility for residents and visitors.
- Deliver a direct Tramore connection to the Waterford–Dungarvan Greenway and improve linkages to Waterford city through sustainable transport modes.
- Establish an electric bike-sharing scheme to address challenges posed by Tramore's steep topography and encourage active travel for a wider range of users.
- Assess the feasibility of an outdoor escalator on Train Hill as both a functional mobility intervention and a distinctive tourist attraction.
- Repurpose Railway Square as a multi-modal mobility hub integrating bus, bike, and shared mobility facilities.
- Introduce a dedicated bus terminus for commuter services supported by a smaller town-loop bus to connect estates with key amenities.
- Enhance the reliability and visibility of public transport through real-time service information, improved scheduling, and coordination between providers.

Gaps in service

- Improve walking and cycling permeability through residential estates, with particular attention to safe routes to and from schools.
- Pedestrianise the Lower Promenade to create a safe, accessible, and vibrant public space for residents, visitors, and vulnerable users.
- Provide additional bus shelters and improved lighting, particularly in exposed areas such as Ard na Groi, to enhance safety and comfort for passengers.
- Review and maintain pathways to ensure they are level, unobstructed, and suitable for all users including those with mobility challenges.
- Introduce a 30 km/h speed limit throughout the town to enhance safety for all road users and encourage more walkable, liveable streets.
- Conduct a comprehensive accessibility review of street furniture, bollards, and footpath alignments to improve inclusivity for vulnerable users.

Behavioural change & local planning

- Review bus routes to ensure adequate access to employment areas, educational institutions, and key services in Waterford and its environs.
- Increase bus frequency during the summer months to meet seasonal demand from residents and visitors.
- Develop deeper and earlier community engagement processes between local authorities, transport providers, and residents to co-design effective mobility solutions.
- Integrate housing, transport, and social infrastructure planning to ensure coordinated and holistic community development.
- Develop a sustained communications campaign to promote considerate driving and parking behaviour and foster shared responsibility for public space.
- Establish ongoing partnerships between community stakeholders and local authorities to monitor, review, and adapt transport and mobility strategies as Tramore evolves.

Figure 12: Solutions presented to stakeholders for ranking exercise.

04 TRAMORE ACTIONS

Tramore Actions

1 **Enhance safety for residents** by reducing speed-limits to 30 km/h across the town. This reduction should be introduced by the local authority under the framework established by the recent national Speed Limit Review. This change could be coordinated with a programme of footpath widening, resurfacing, and maintenance in key areas. Together, these measures would enhance safety, walkability and connection for all road users.

2 **Enhance the attractiveness of sustainable and active travel** through better maintenance of bus shelters, enhanced lighting and supporting walkability. Tramore Development Trust, with the support of the local authority, could use the TownsMatter portal to enable local stakeholders identify areas of the town where walkability and public transport infrastructure could be enhanced through targeted measures, particularly around schools, essential services and housing estates.

3 **Improve walkability and accessibility along the Lower Promenade.** The local authority, with support from Tramore Development Trust, could assess accessibility along the Lower Promenade through universal design standards and improve walking infrastructure where necessary. This would strengthen Tramore's coastal identity, and create a safer, more accessible and attractive public space for everyone.

4 **Establish an inter-agency group, modelled on the approach in Enniscorthy,** to address town challenges holistically. This will create a governance structure, including Tramore Development Trust, the local authority, service providers and community groups, to concurrently address challenges including mobility, housing, and social infrastructure, enabling inter-agency cooperation, potentially opening up new funding opportunities, and driving impact through enhanced community buy-in.

5 **Develop a feasibility study for an integrated multi-transportation hub.** The local authority, in collaboration with the Southern Regional Assembly, the National Transport Authority (NTA) and local stakeholders, could develop a feasibility study for a multi-transportation hub in Tramore that incorporates e-bike and cargo bike sharing facilities, enhanced pedestrian and cycling infrastructure, and park and ride facilities using existing care parks. This hub should be inclusive of accessible infrastructure in the forms of sheltered bus stops, time displays, and wide footpaths. Once complete, the relevant agencies should then prepare an application for funding under the Urban Regeneration and Development Fund (URDF) or other appropriate funding streams. A preliminary location of Railway Square has been identified by a number of stakeholders.

6 **Introduce seasonal mobility measures.** To address summer pressures, the local authority could pilot seasonal schemes such as 'Summer Streets', where certain town centre or beachfront streets are car-free during peak tourist months. This would improve safety, enhance the visitor experience, facilitate increased outdoor dining, and align Tramore with European coastal town best practice. The Lower Promenade is a good candidate for this measure, specifically from the roundabout to the public toilets on the sea side of the shops, balancing seasonal trial measures with the potential for permanent redesign. However, seasonal mobility measures would require additional seasonal public transport and as such, the local authority would need to work closely with transport providers and local businesses.

7 **Support development of a Tramore–Waterford City–Dungarvan Greenway link.** The local authority could extend the Waterford Greenway to Tramore as part of the Waterford Metropolitan Area Transport Strategy (WMATS). This would enhance and promote active travel and tourism in Tramore and further connections, and provide important opportunities for improving wellbeing. A Tramore Greenway Alliance could be formed to advocate for the Greenway from the perspective of community.

8 **Utilise Demand Responsive Transport to address gaps in first and last mile connectivity.** TFI Local Link Waterford, with support from the National Transport Authority (NTA), could expand their existing Demand Responsive Transport services in Tramore to better connect unserved residential areas with existing bus services. This would promote sustainable transport in the town, reduce care dependency and congestion, and improve accessibility.

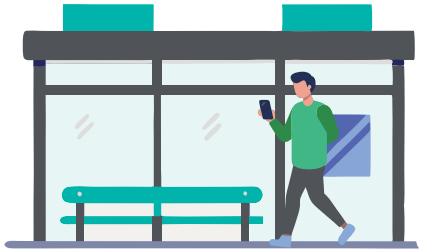
9 **Monitor and assess impact of interventions.** Develop an Implementation Plan associated with this strategy. An appropriate set of metrics and indicators to assess perceived and measurable progress against the proposed solutions and key actions could be developed with specific timelines. This could include monitoring the usage of existing public transport services, the identification of actions to improve mobility between the Strand and the Town and progress in enhancing existing bus stops.

1 Speed limit reduction

2 Enhance attractiveness of sustainable and active travel

3 Improve walkability and accessibility along the Promenade

4 Establish an inter-agency forum



5 An integrated multi-transportation hub

6 Introduce seasonal mobility measures

7 Support greenway development

8 Utilise DRT to address service gaps

9 Monitor and assess impact


Coastguard
Cultural Centre
and Cafe
WALK
START
TFI
TRANSPORT
FOR
IRELAND
Leap
WiFi
VWD 36
Danger

Contributions & Credits

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