



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

ENNIS PEDESTRIANISATION SURVEY

October 2021

Ennis Municipal District conducted a public survey to determine the various profiles of individuals who use Ennis town centre and to capture their preferences with regard to potential pedestrianisation measures in the town centre.

Background

The development of the *Ennis Mobility Plan* includes an examination of all modes of transport for the sustainable movement of people within Ennis and its environs. Clare County Council engaged with the wider community, inviting them to ‘*have your say*’ on *potential pedestrianisation measures in Ennis town centre* as well as seeking their input on how they would like to see the town centre of the future operate to meet the needs of all.

The survey was conducted from October 15th – 29th 2021. A blended approach was adopted to ensure *everyone had access to the survey and could participate fully in same*. The survey was developed on Clare County Council’s consultation platform (EngagementHQ). Respondents were asked to register in advance of completing the online survey. This was to ensure no one individual could submit multiple responses. Paper copies of the survey were distributed and made available at all Clare branch libraries. These were collected after October 29th and inputted into the online platform (in a secure environment). Respondents completing the paper copy had to insert a name or email (this measure was taken to ensure no one individual could submit multiple copies). Where this field was blank the survey was considered invalid [23].

The survey comprised of thirteen questions, nine of these were mandatory (one could not proceed online without answering) and the remaining were optional. The types of questions included profiling, travel behaviour, preferences with regard to pedestrianisation and open questions seeking suggestions / opinions on measures which would support potential pedestrianisation.

Completed surveys

ONLINE 1,600

PAPER 196

TOTAL 1,796

- 77.5% of respondents stated that their primary mode of travel into Ennis was by car.
- 71.2% of respondents would like to see some form of pedestrianisation immediately
- 36.5% of respondents would favour ‘full-time pedestrianisation’ while 44% would prefer ‘pedestrianisation 11-6, 7 days’.

Large adverts were taken out in the Clare Champion and Clare Echo ([Appendix 1](#)). The SEO of Ennis Municipal District (EMD) did an interview on Clare FM outlining the objectives of the survey. All social media platforms were leveraged to get the message out that Clare County Council was seeking public opinion on potential pedestrianisation measures within Ennis town centre and links to the survey were provided. The survey was also emailed to community groups who interact regularly with the Council, such as Older Persons Council, Ennis Tidy Towns, Retailers of Ennis. The table in [Appendix 2](#) shows how online traffic was guided to the survey.

All measures were taken to ensure compliance with GDPR regulations including the drafting of a specific data privacy statement for the project. Access to the online consultation system is secured by an access controlled list managed by IT. Each individual record is confidential and will be deleted from the consultation platform 90 days after the survey closes. Paper copies will be shredded after 90 days also.

Analysis

Survey data was analysed using functionality within the public consultation platform. The results are depicted according to the following groupings; 1) all survey respondents, 2) business owners, 3) over 65s and 4) those with mobility issues. Under each graph there are details provided on the actual survey question, the table below provides an explanation of same.

All survey respondents analysis

The following graph (Fig 1.0) profiles the perspectives of survey respondents with the majority being residents of the town.

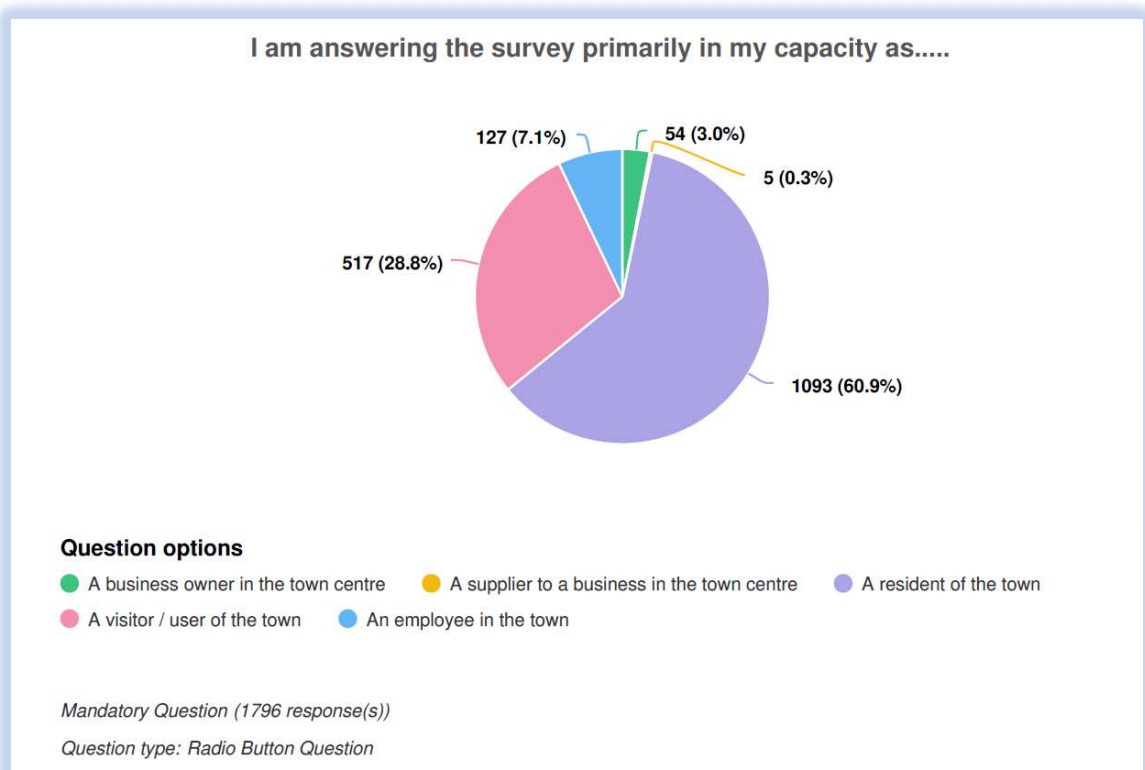


Fig. 1.0

All survey respondents analysis continued

The 517 respondents who declared as 'a visitor / user of the town' were then asked the following optional question with 513 responding.

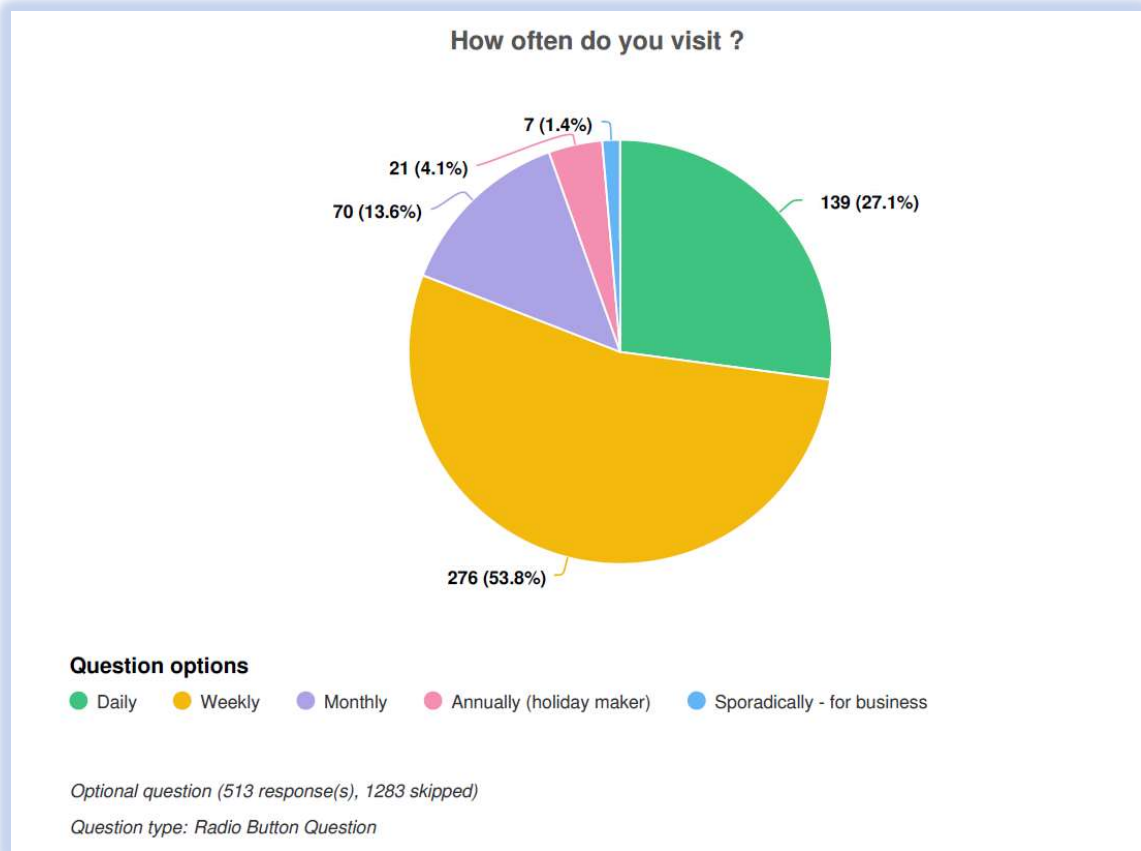


Fig. 1.1

Note : Respondents could select only one option

80.9% of respondents who declared as visitors come into Ennis on a daily, weekly basis suggesting they reside in the environs of Ennis.

All survey respondents analysis continued

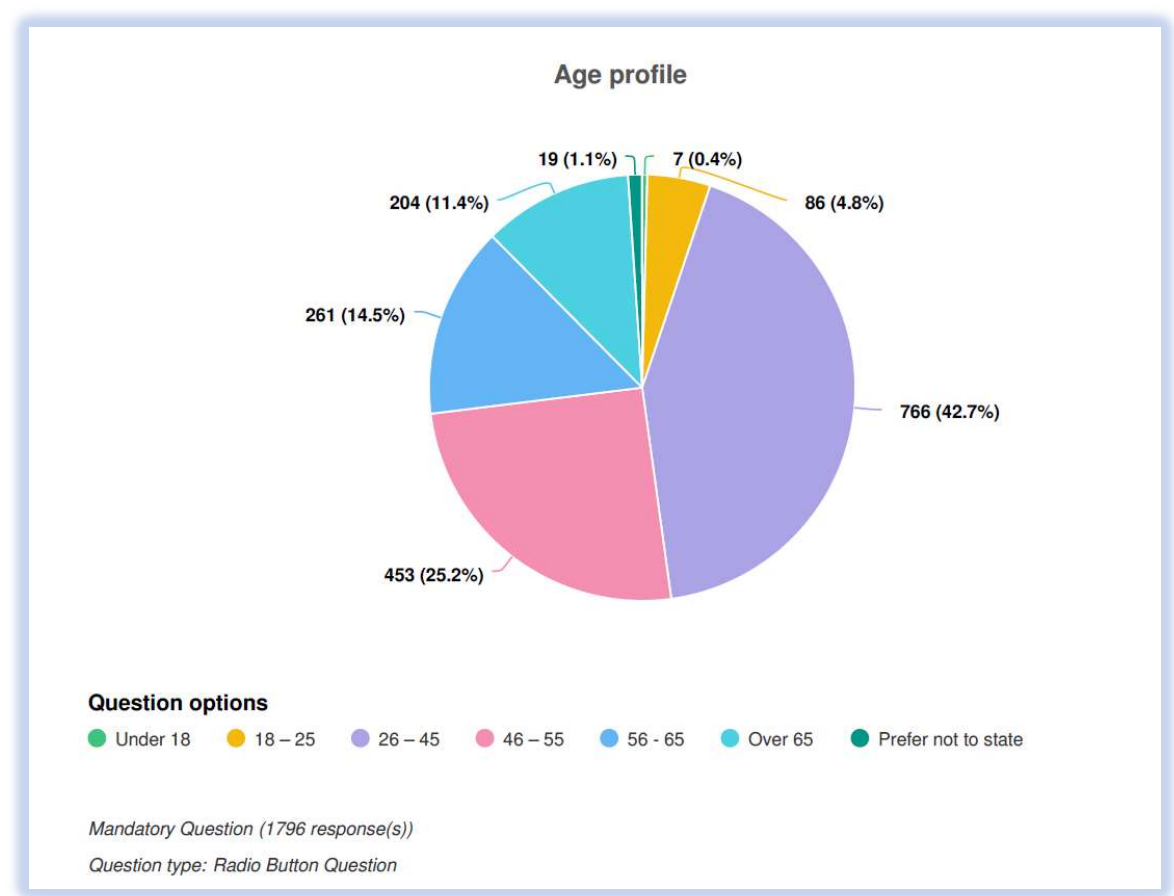


Fig. 1.2 Note : Respondents could select only one option

None of the respondents were ‘Under 18’ while 19 respondents preferred not to state their age.

All survey respondents analysis continued

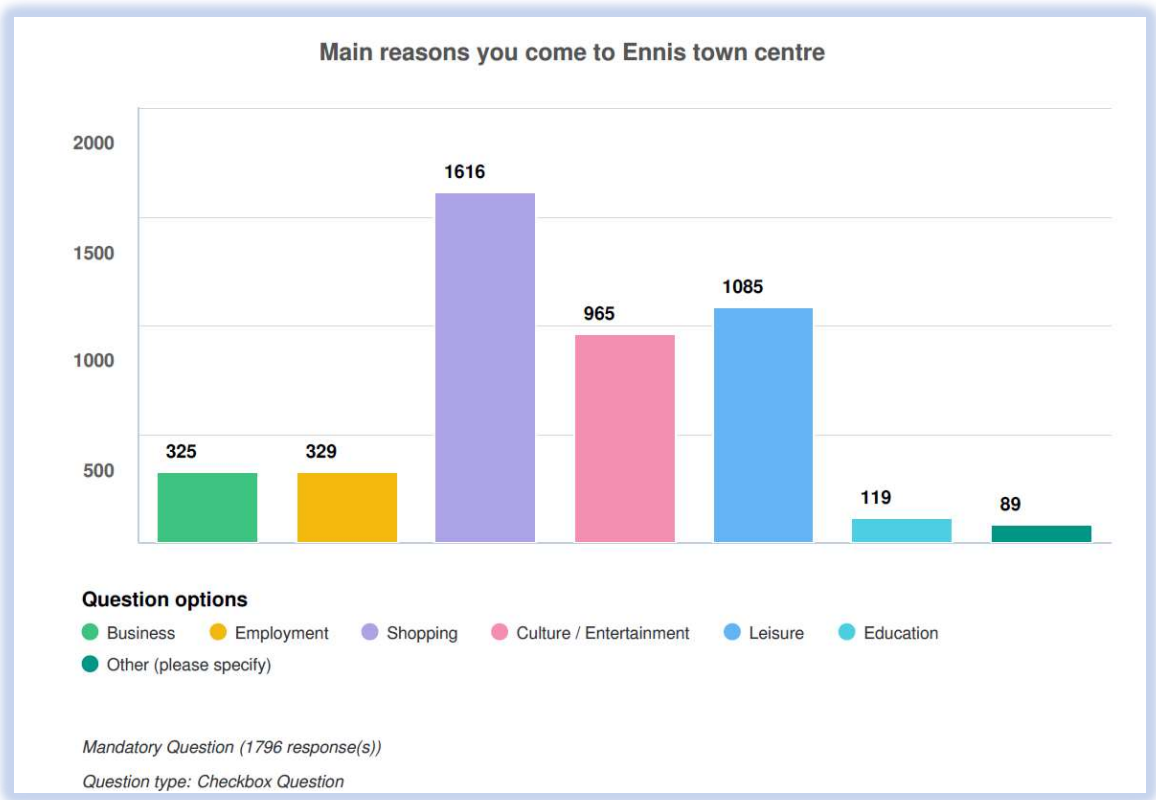


Fig. 1.3 Note : Respondents could select more than one option

All survey respondents analysis continued

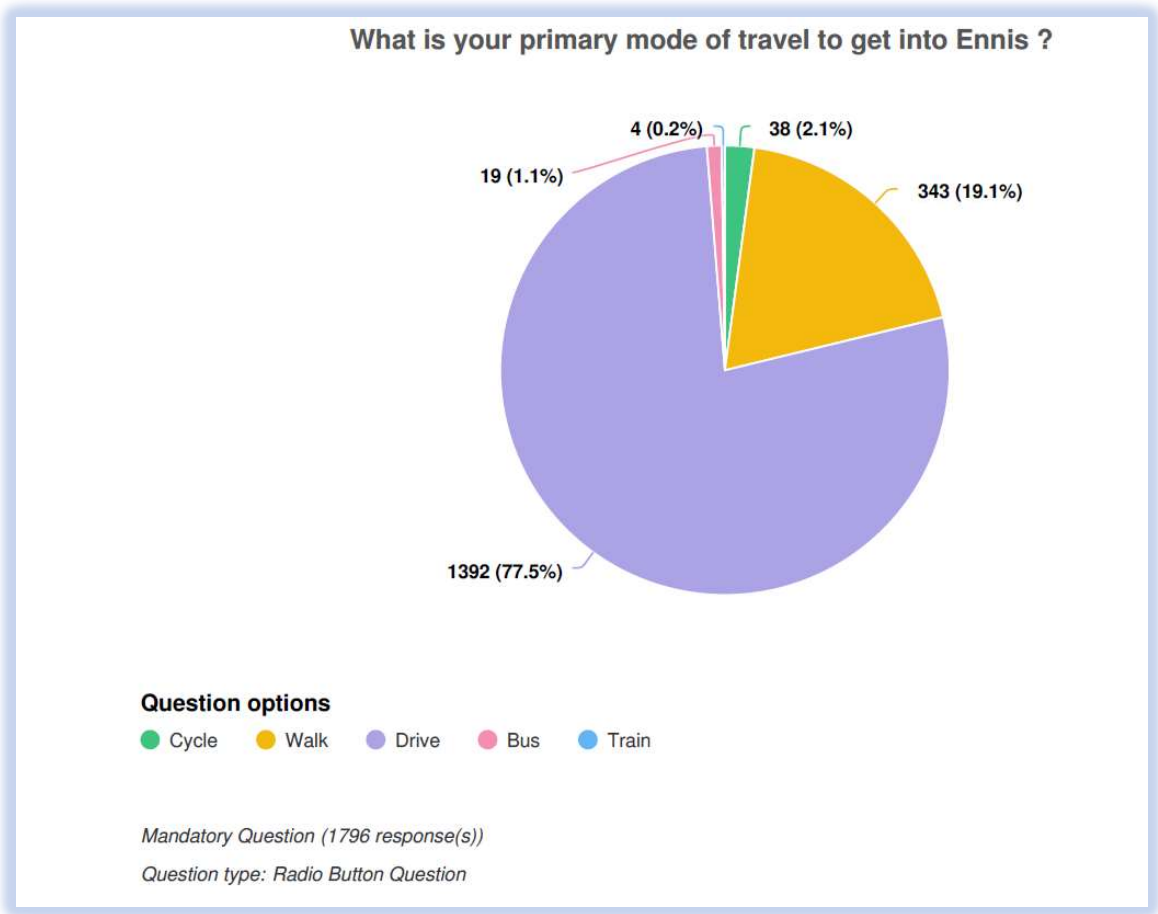


Fig. 1.4

Note : Respondents could select only one option

All survey respondents analysis continued

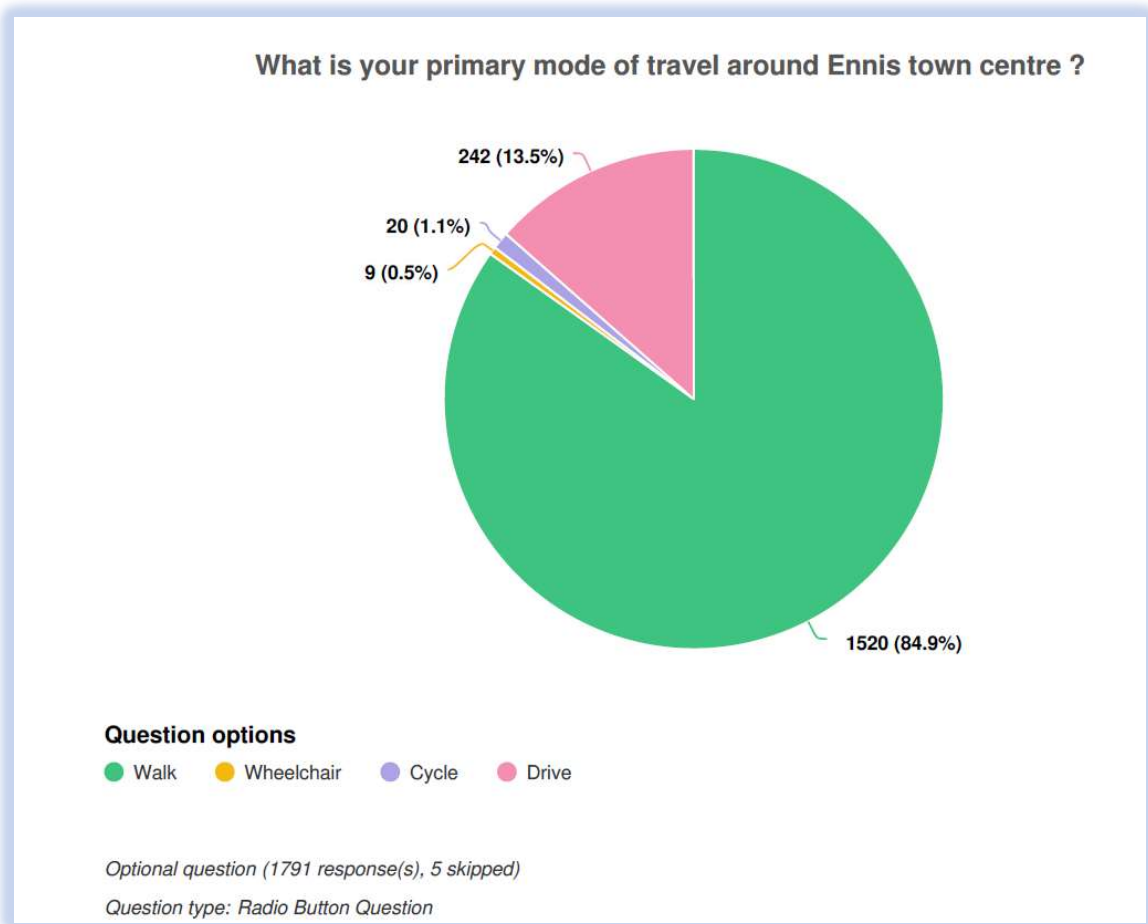


Fig. 1.5

Note this was an 'optional' question, five people skipped it. Respondents could select only one option.

All survey respondents analysis continued

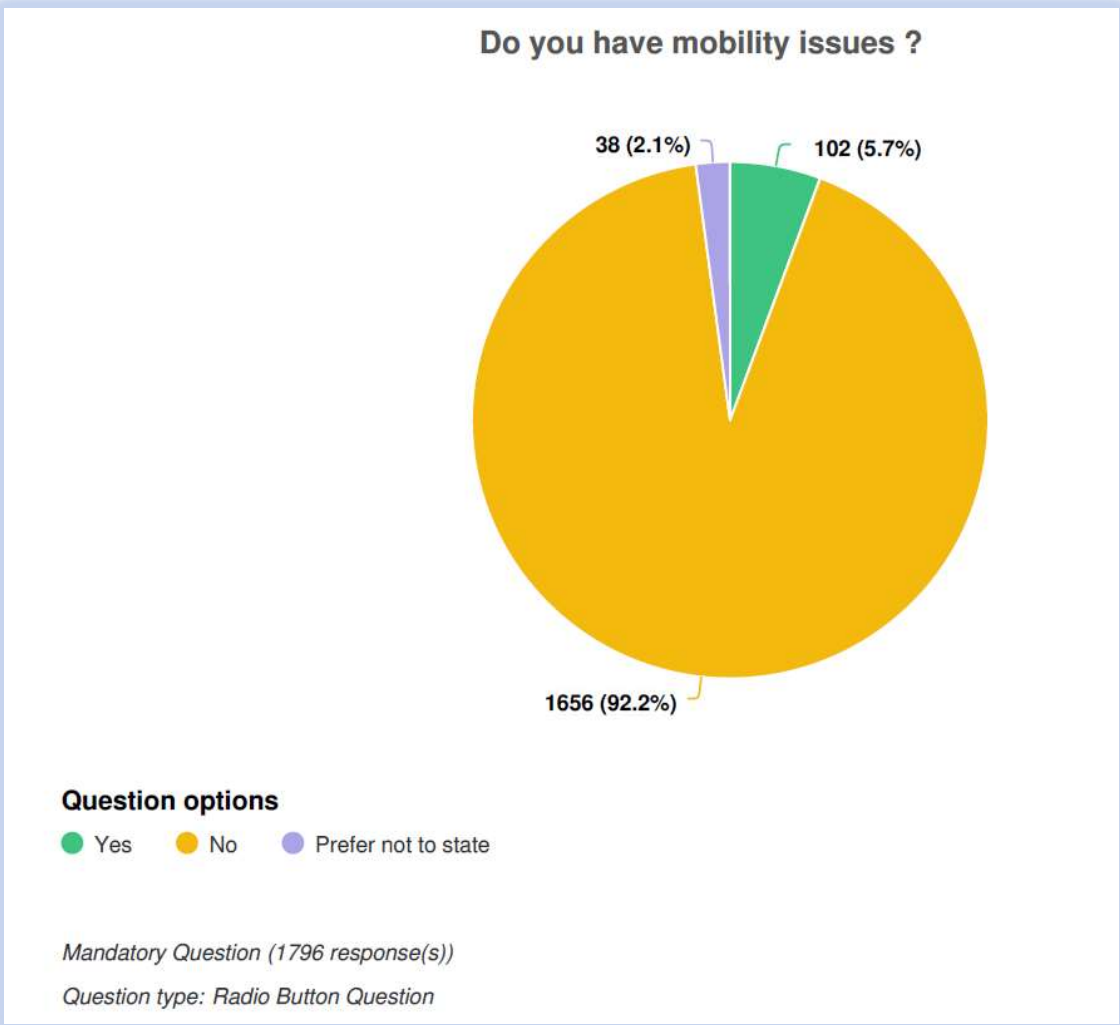


Fig. 1.6

Note : Respondents could select only one option

All survey respondents analysis continued

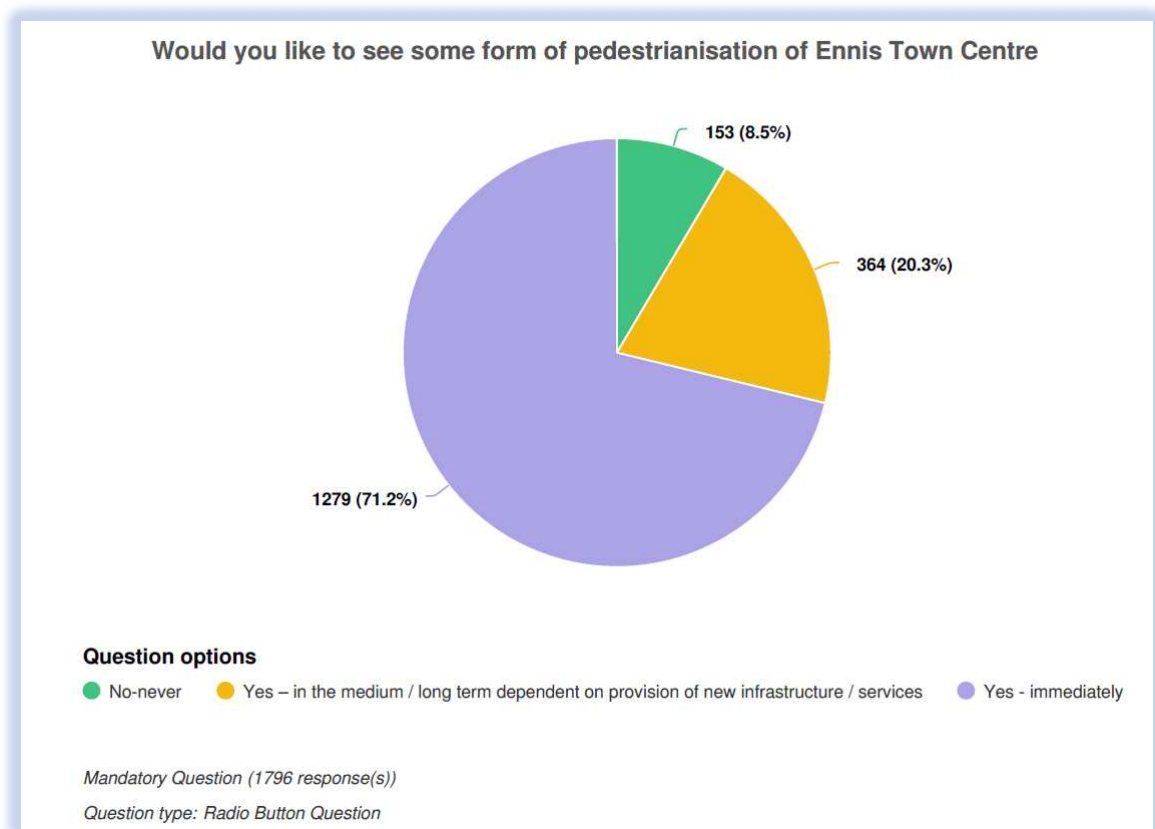


Fig. 1.7

Note : Respondents could select only one option

Respondents who answered 'Yes-in the medium/long term dependent on provision of new infrastructure/service' or 'Yes -immediately' were then presented with the following two questions (Fig. 1.8/1.9), hence 1643 responses below.

All survey respondents analysis continued

This relates to respondents who indicated they would like to see some form of pedestrianisation



Fig. 1.8

Note : Respondents could select more than one option

All survey respondents analysis continued

This relates to respondents who indicated they would like to see some form of pedestrianisation

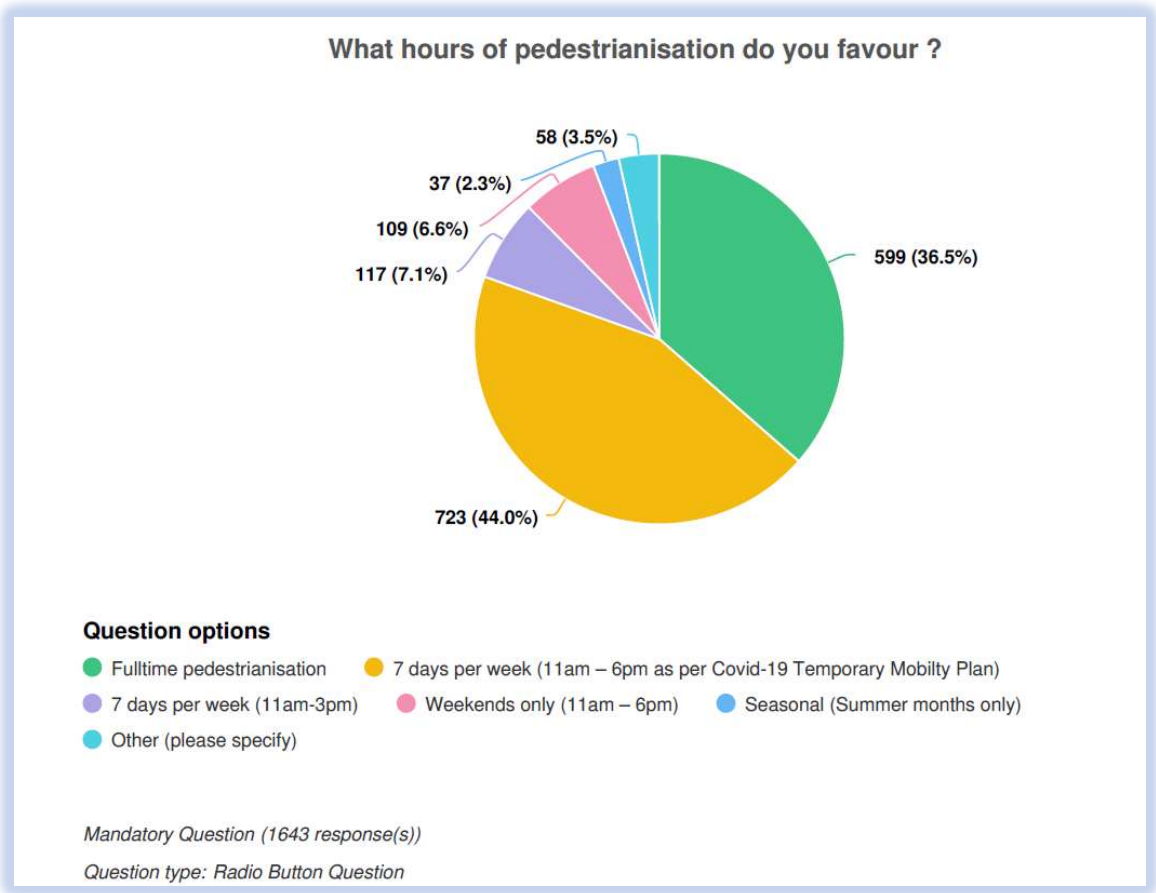


Fig. 1.9

Note : Respondents could select only one option

All survey respondents analysis continued

This relates to respondents who selected they would like to see pedestrianisation *'Yes-in the medium/long term dependent on provision of new infrastructure/service'*

The survey also included two 'open text' questions. 'Text analysis' functionality within the consultation platform was used to analyse and summarise common responses. There is functionality in the software that reads the comment and judges the sentiment.

1) In your opinion what additional measures would support pedestrianisation ?



Red-negative, Yellow-mixed, Amber-neutral, Green-positive

Common responses include ; more parking, more free parking, more disabled parking, parking on the outskirts of town, provision of shuttle service, appropriate signage to parking facilities, the widening and levelling of footpaths, more seating, more policing on streets.

2) In relation to possible pedestrianisation, have you any other comments/observations ?



Red-negative, Yellow-mixed, Amber-neutral, Green-positive

Common responses include; provision of seating, opportunity for outdoor dining, accommodating deliveries during certain times.

A sample of responses to the text questions are in [Appendix3](#) below.

Business Owners - analysis

54 of the survey respondents declared as business owners [Fig 1.0]

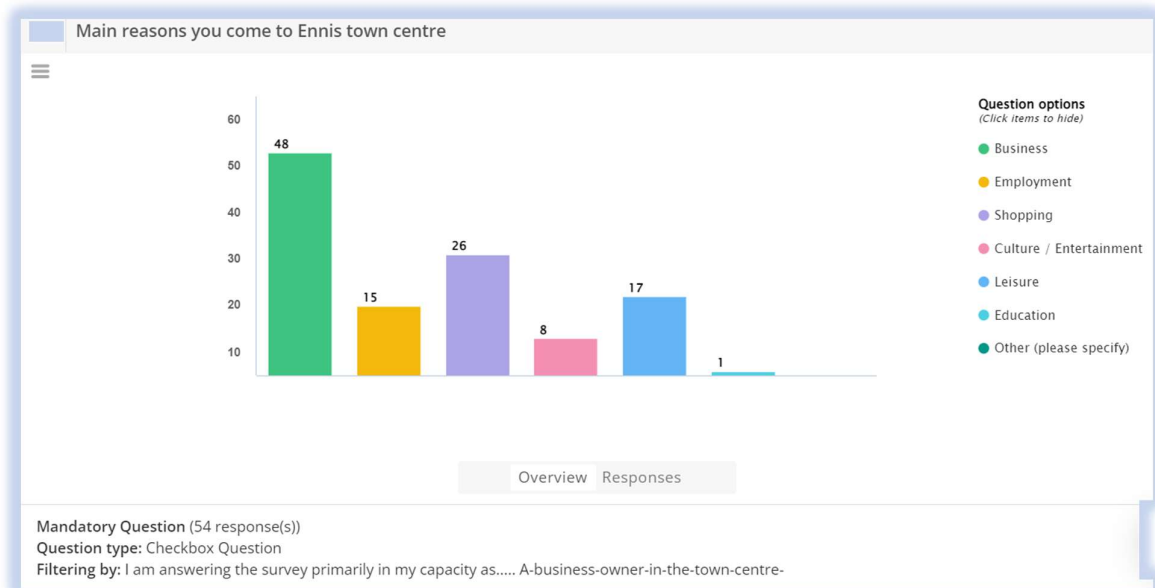
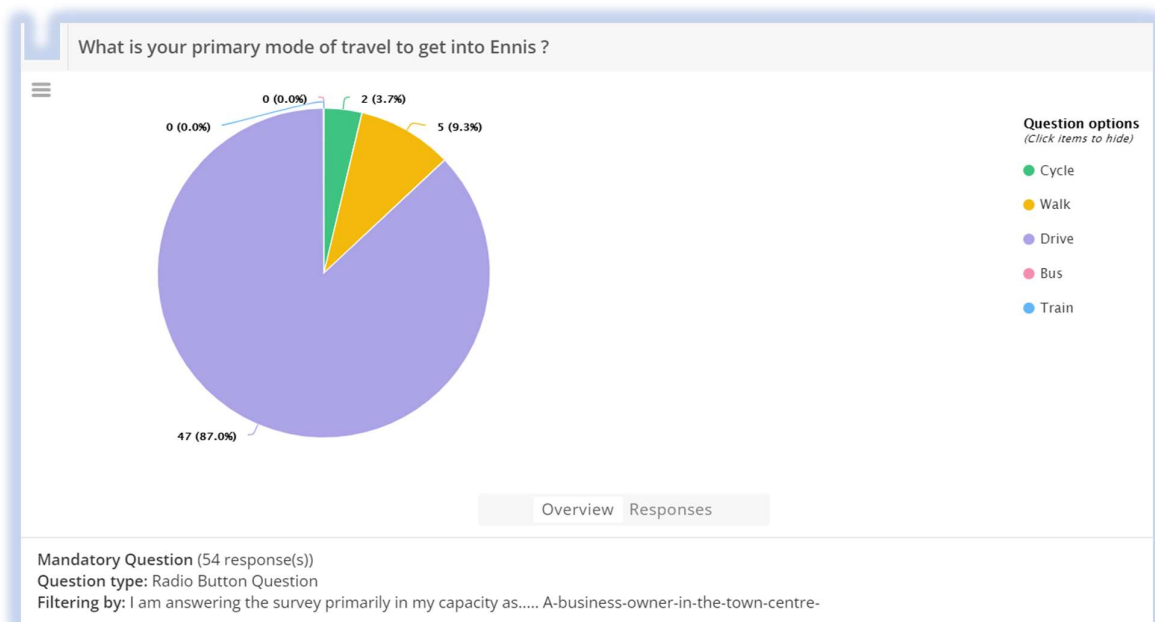


Fig. 2.1

Note : Repondents could only select one option

48 / 54 come into Ennis to do business

87% of these business owners drive into Ennis



Business Owners analysis continued

37% of business owners surveyed stated they never want to see some form of pedestrianisation.

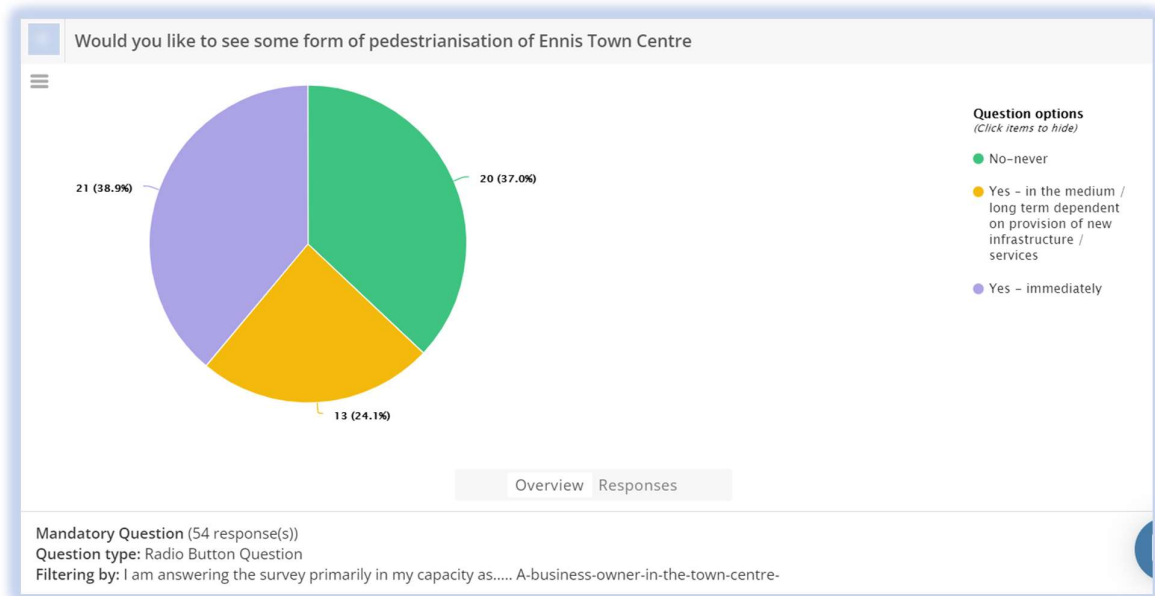


Fig. 2.3

Note : Respondents could select only one option

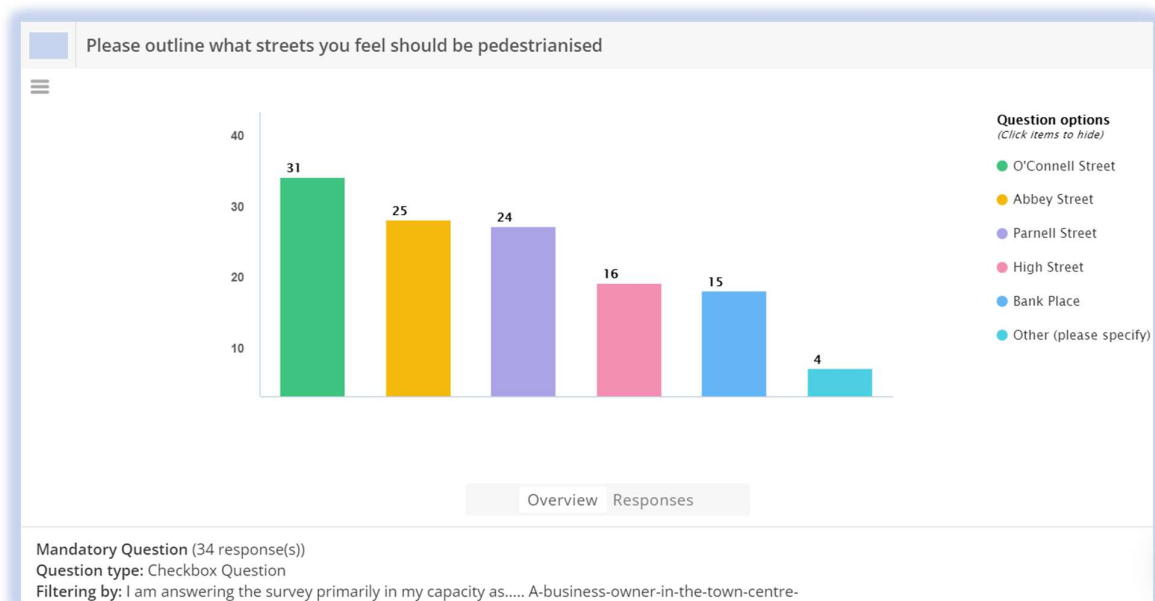


Fig. 2.4

Note : Respondents could select more than one option

Business Owners analysis continued

44% favour pedestrianisation 11-6, 7 days per week, with over 23% indicating a preference for 'fulltime pedestrianisation'

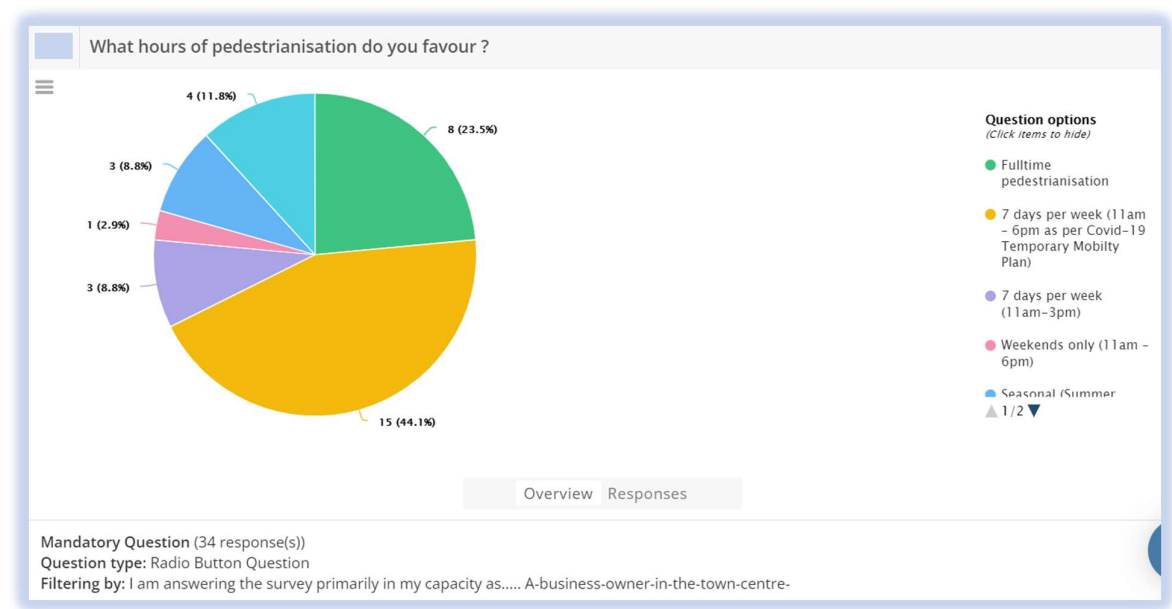


Fig. 2.5 Note : Respondents could select only one option

Over 65s - analysis

57% of the over 65s surveyed are residents of the town

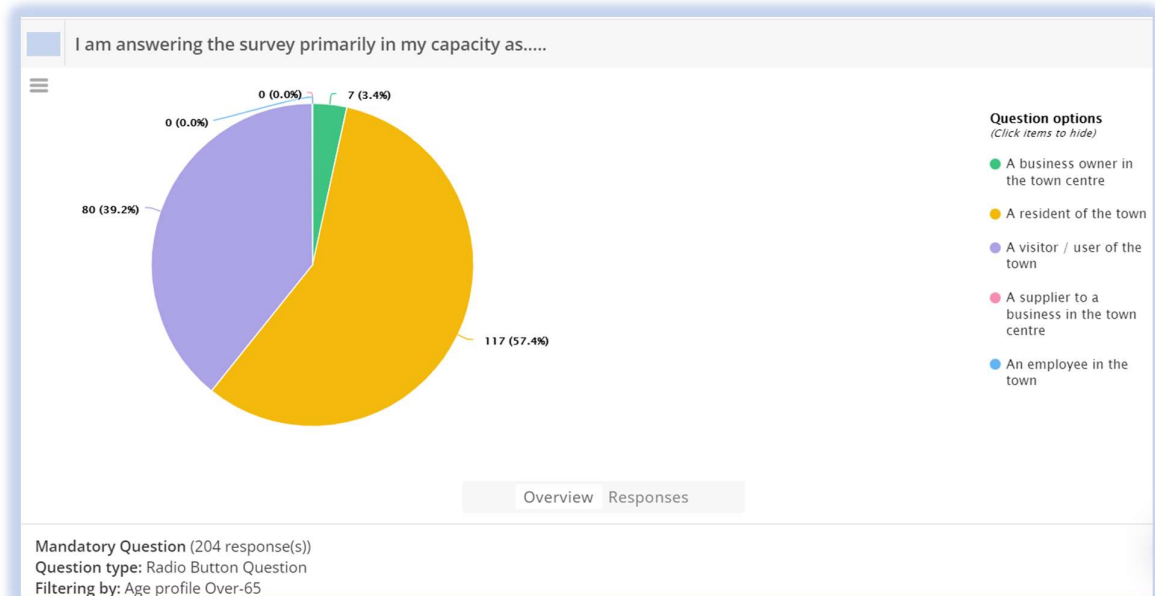


Fig. 3.0 204 respondents over 65 [Fig 1.2]

39% of the Elderly who responded are visitors with 60% of those visiting weekly

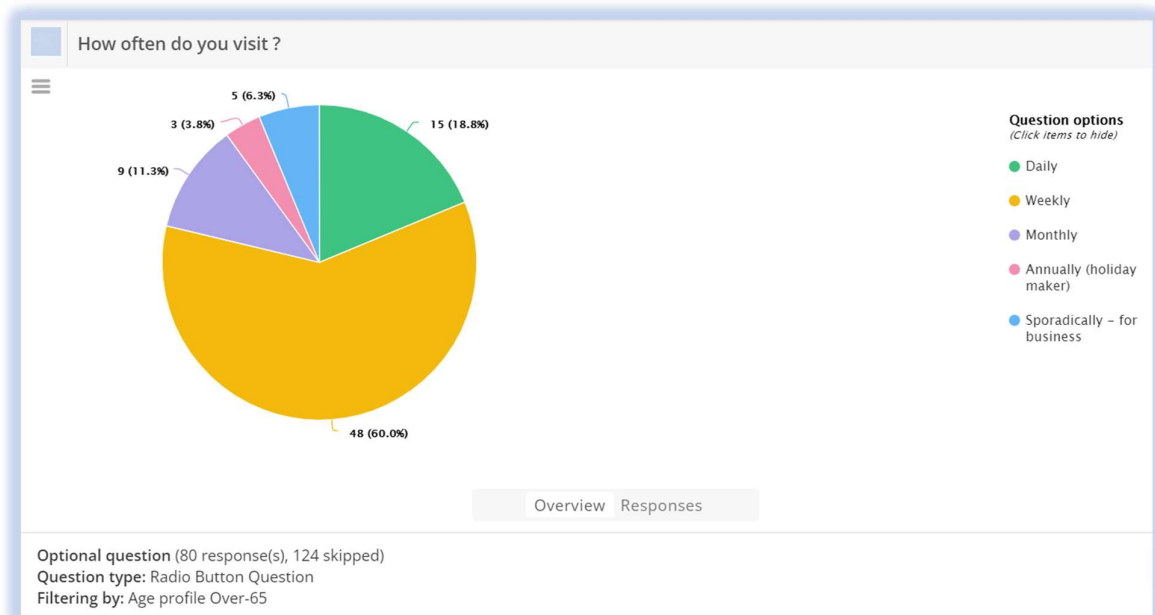


Fig. 3.1 Note : This was an optional question. Respondents could select only one option

Over 65s analysis continued

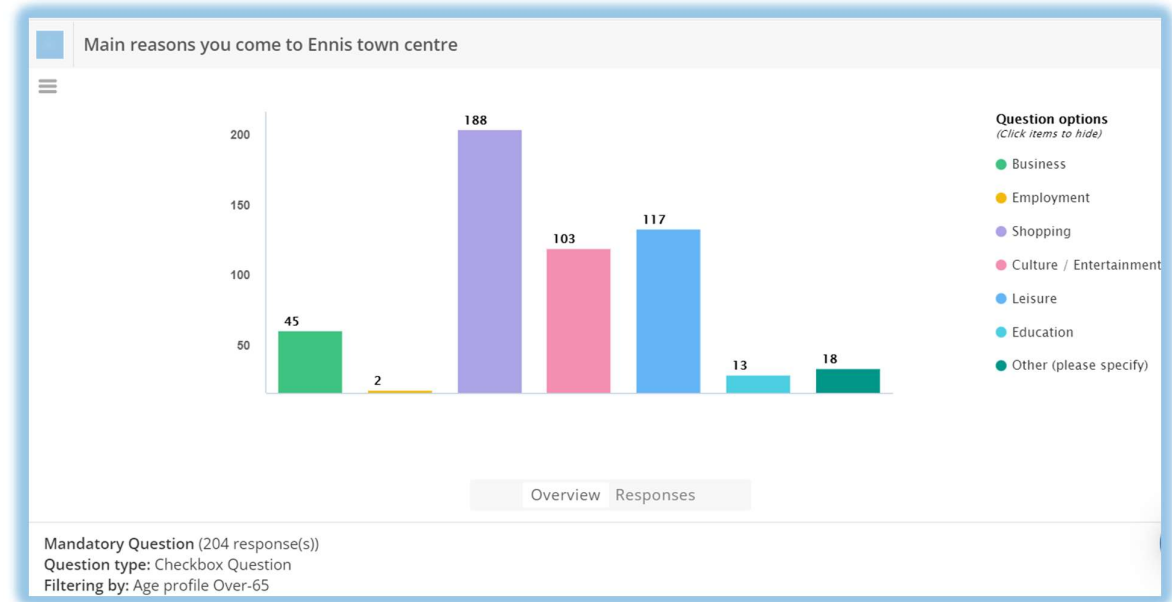


Fig. 3.2 Note : Respondents could select more than one option

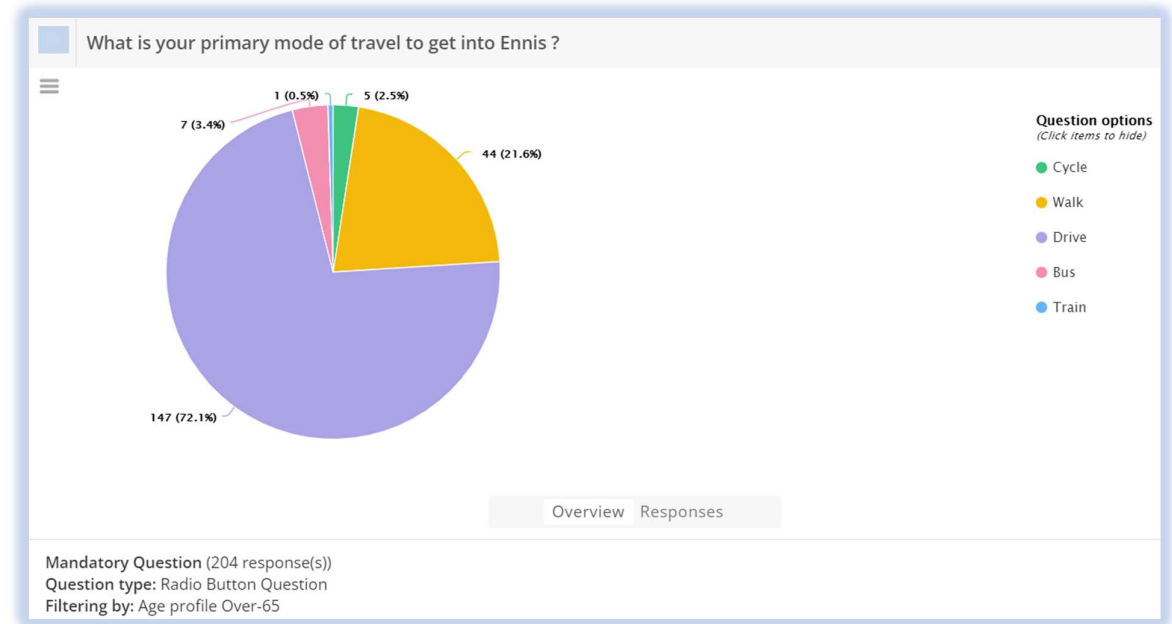


Fig. 3.3 Note : Respondents could select only one option

Over 65s analysis continued

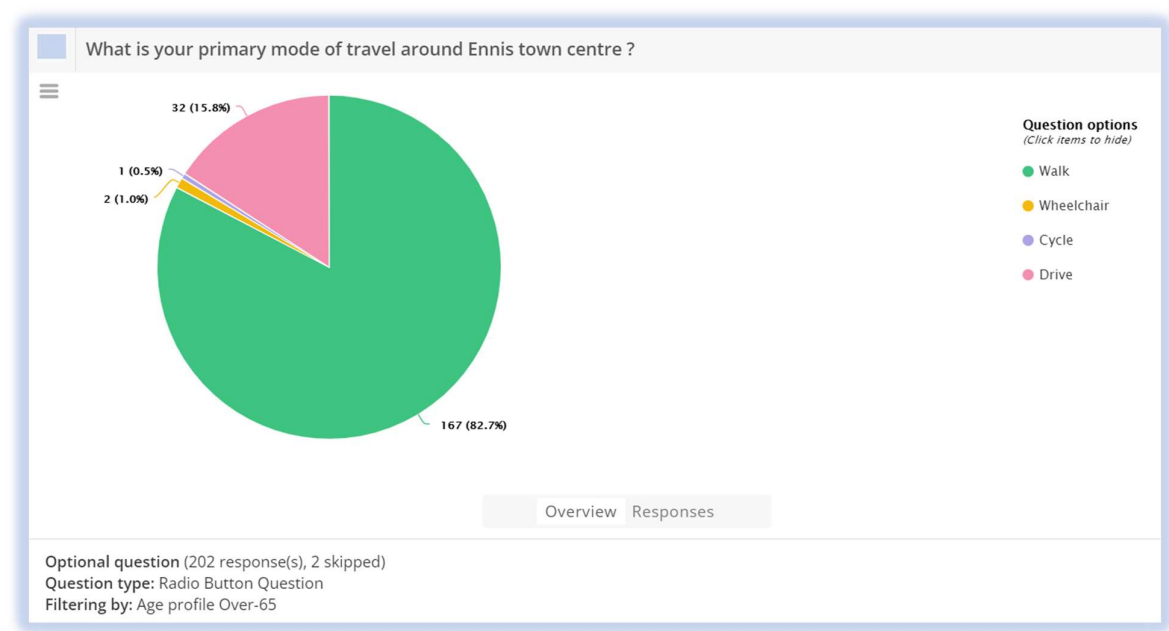


Fig. 3.4 Note : This was an optional question two people skipped this question. Respondents could select only one option

16% of the 'over 65' respondents stated they have mobility issues

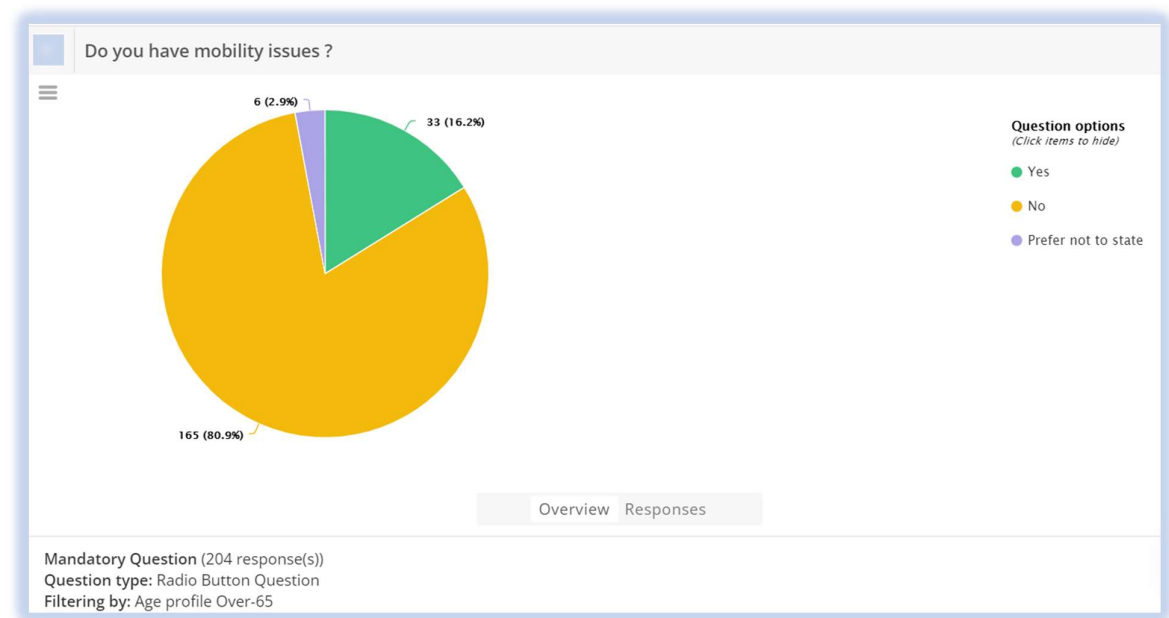


Fig. 3.5 Note : Respondents could select only one option

Over 65s analysis continued

67% of the over 65s who responded indicated they would like to see some form of pedestrianisation 'immediately'

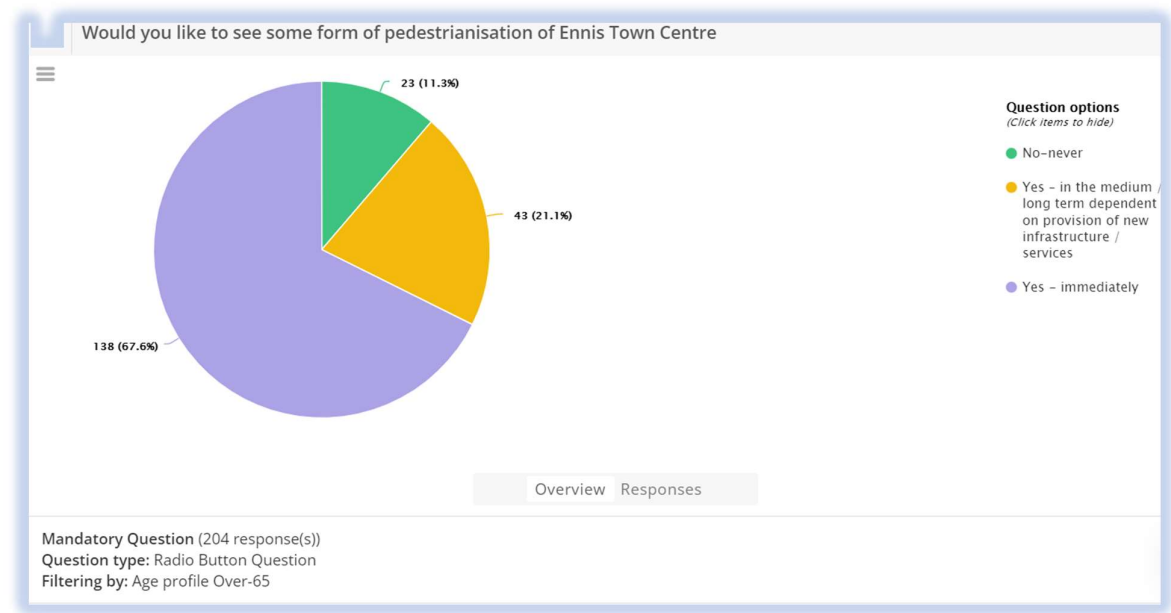


Fig. 3.6 Note : Respondents could select only one option

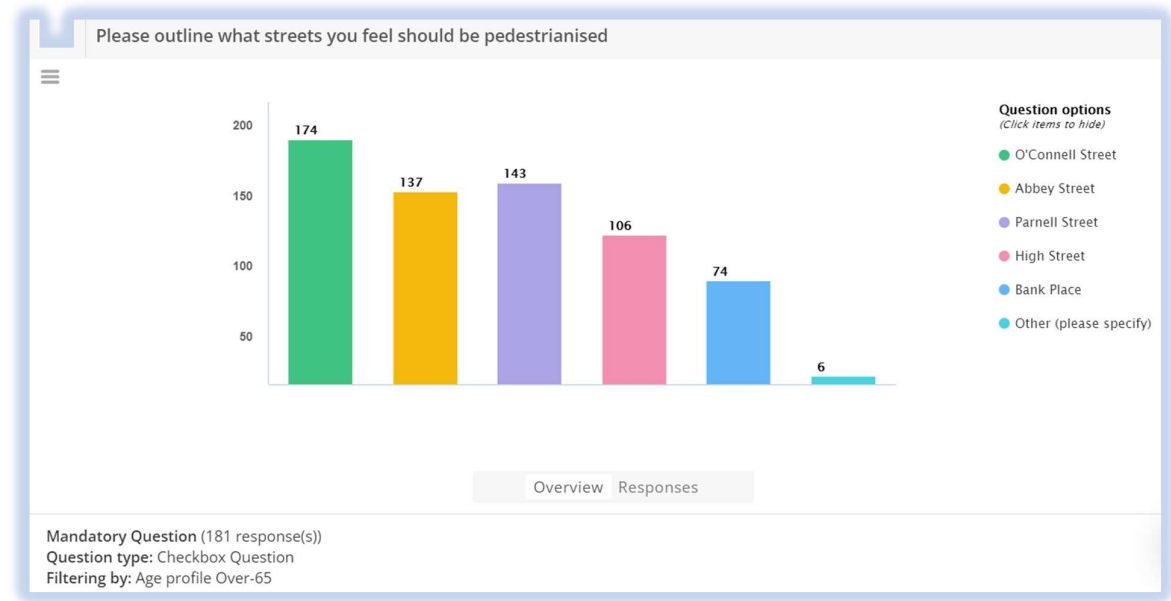


Fig. 3.7 Note : Respondents could select more than one option

Over 65s analysis continued

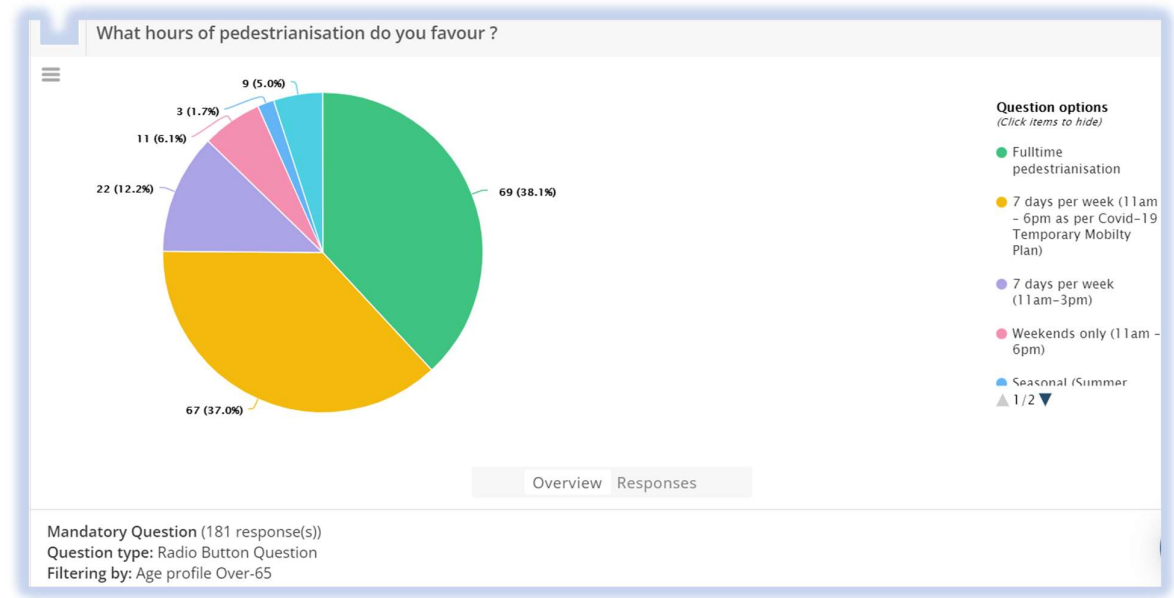


Fig. 3.8 Note : Respondents could select only one option

Respondents with mobility issues - analysis

5.7 % of respondents indicated they have mobility issues [Fig 1.6], over half of them are residents of the town.

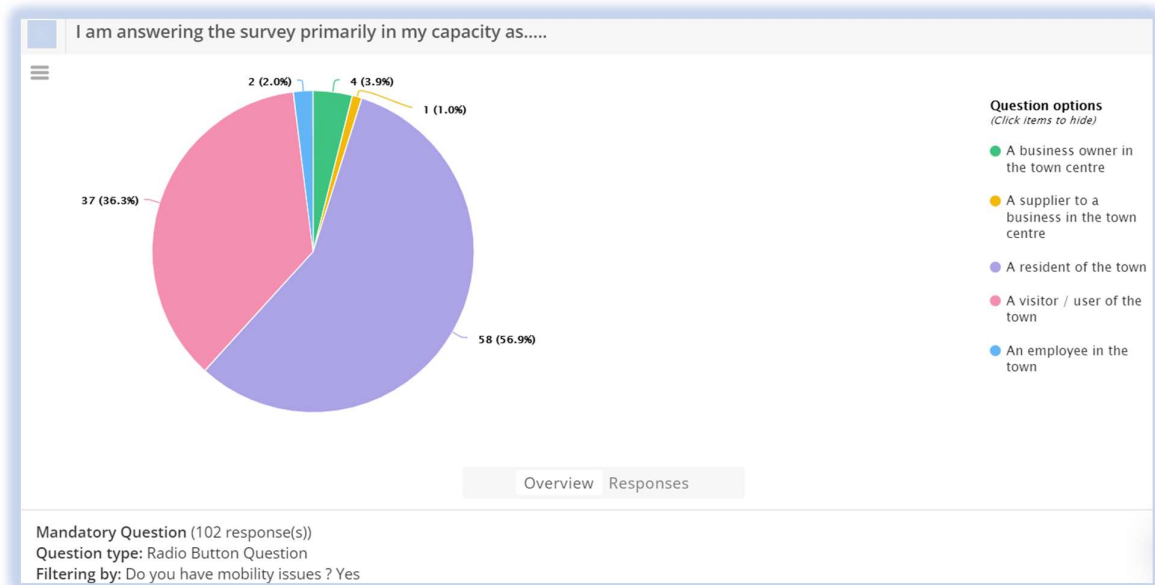


Fig. 4.0

Note : Respondents could select only one option

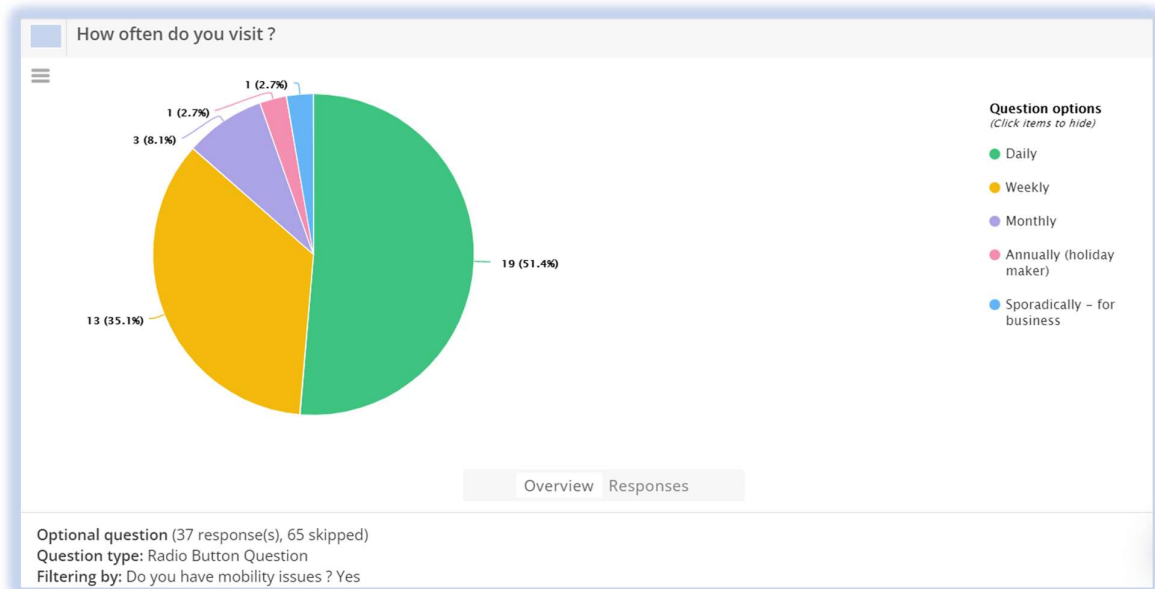


Fig. 4.1

Note : This was an optional question. Respondents could select only one option

Respondents with mobility issues – analysis continued

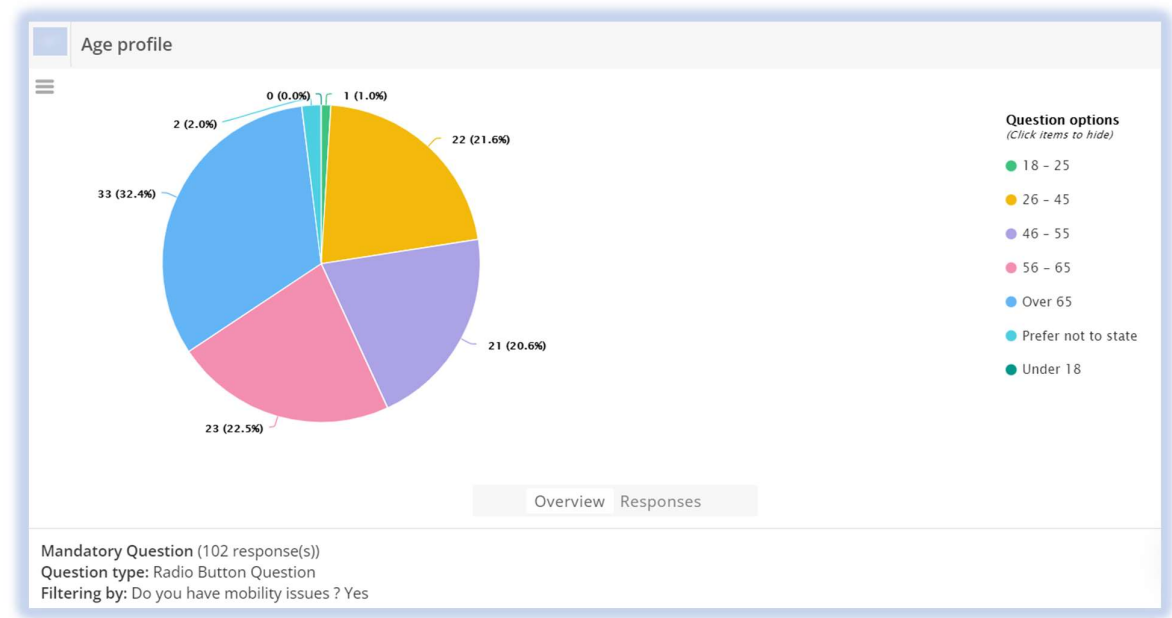


Fig. 4.2

Note : Respondents could select only one option

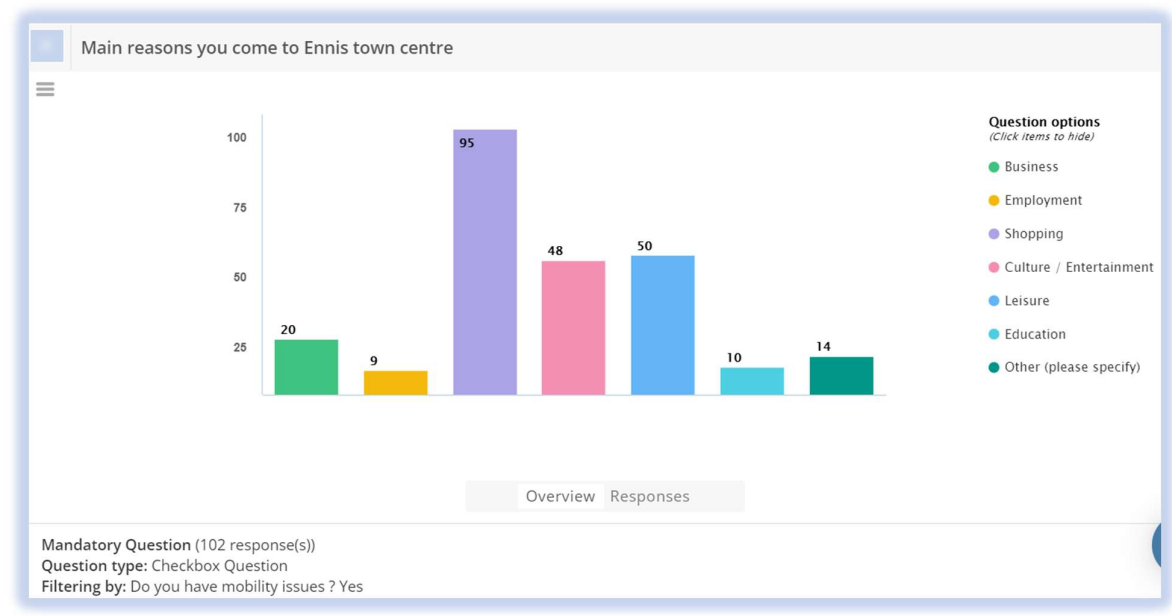


Fig. 4.3

Note : Respondents could select more than one option

Respondents with mobility issues – analysis continued

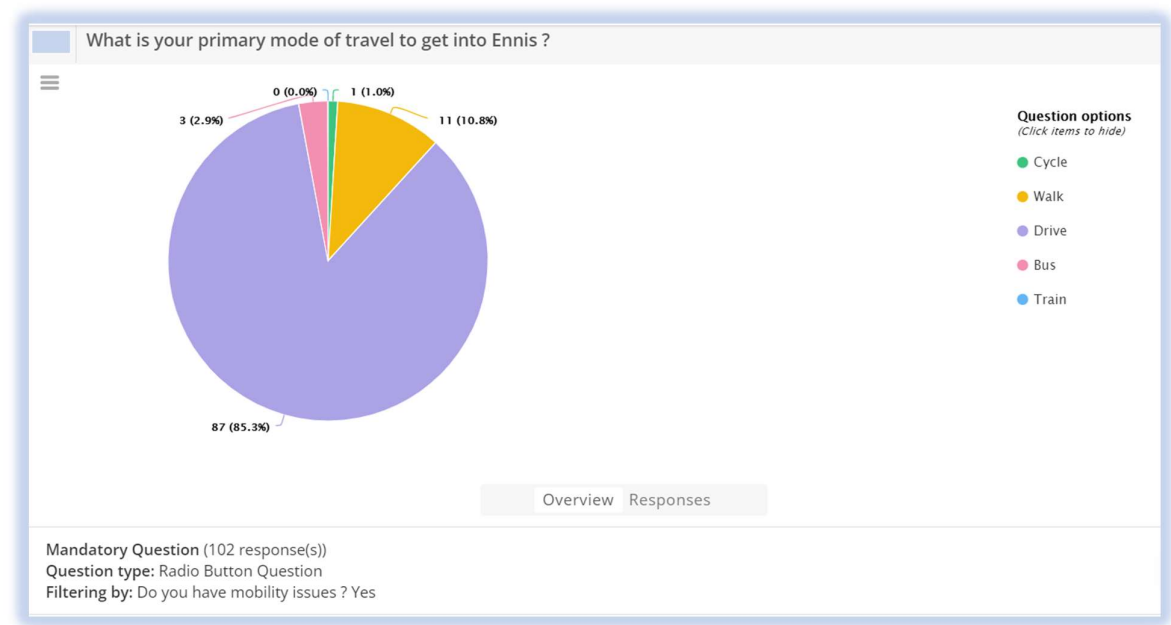


Fig. 4.4 Note : Respondents could select only one option

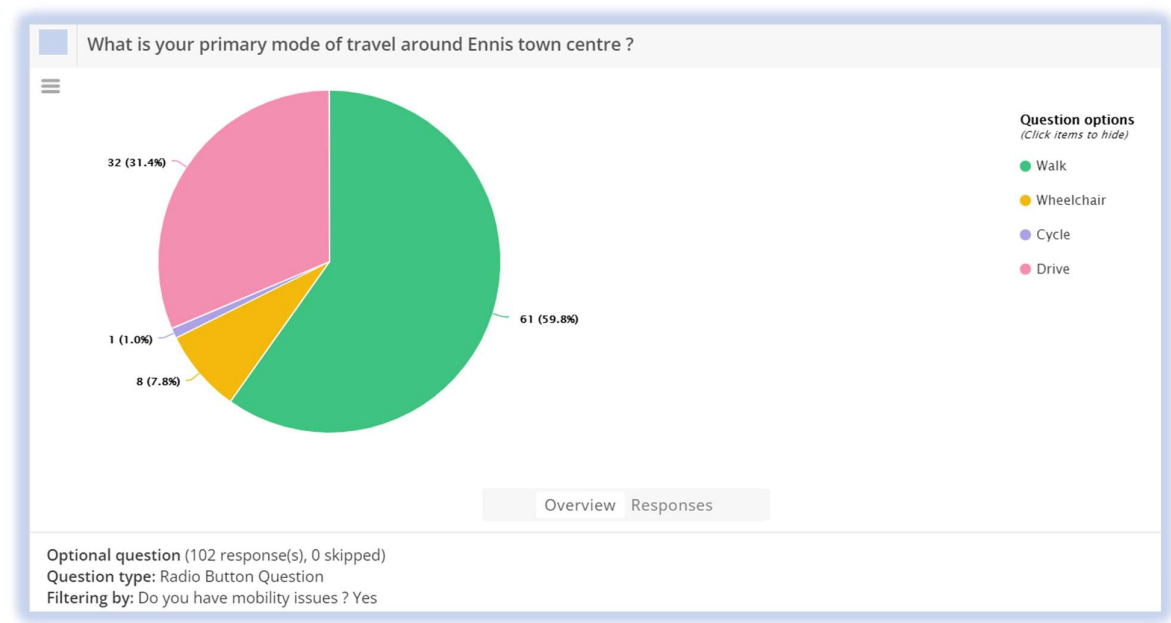


Fig. 4.5 Note : This was an optional question. Respondents could select only one option

Respondents with mobility issues – analysis continued

68.7% of the respondents with mobility issues want some form of pedestrianisation

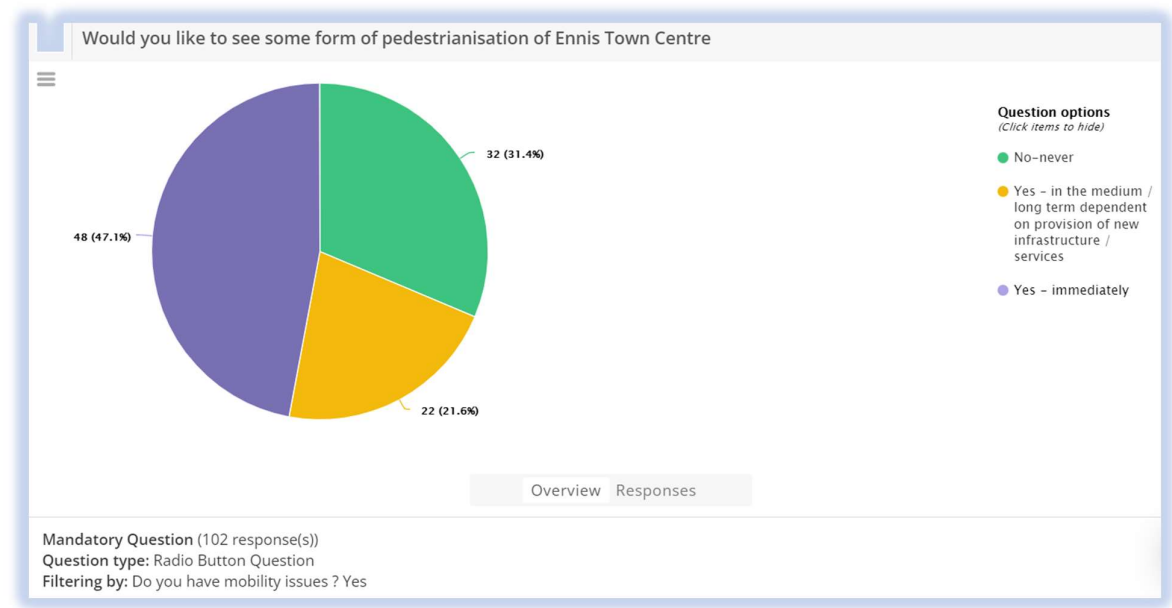


Fig. 4.6 Note : Respondents could select only one option

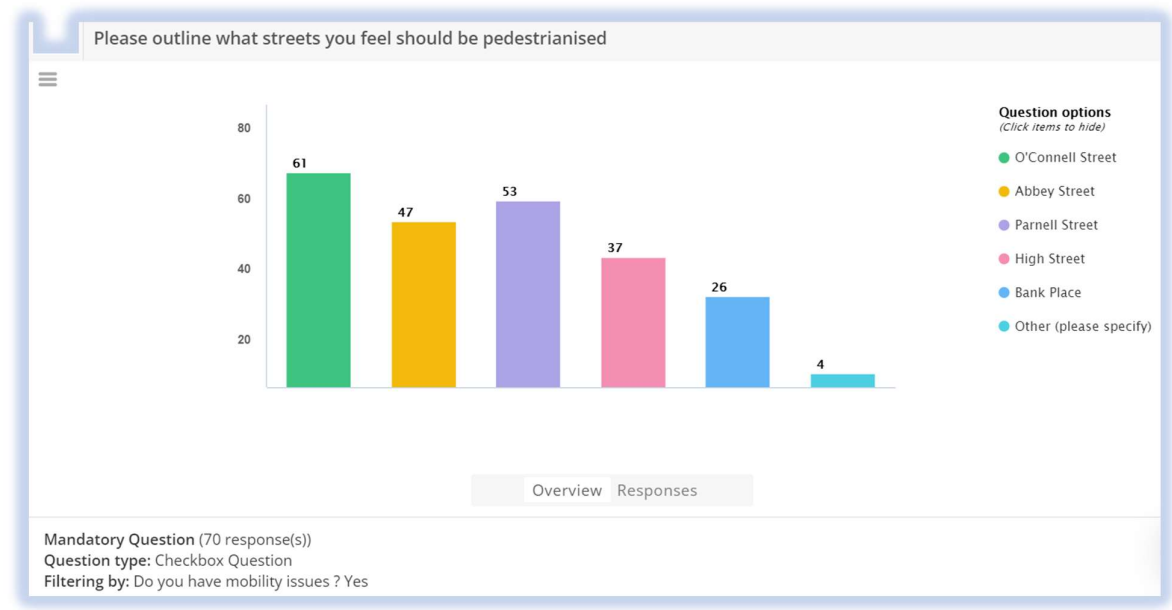


Fig. 4.7 Note : Respondents could select more than one option

Respondents with mobility issues – analysis continued

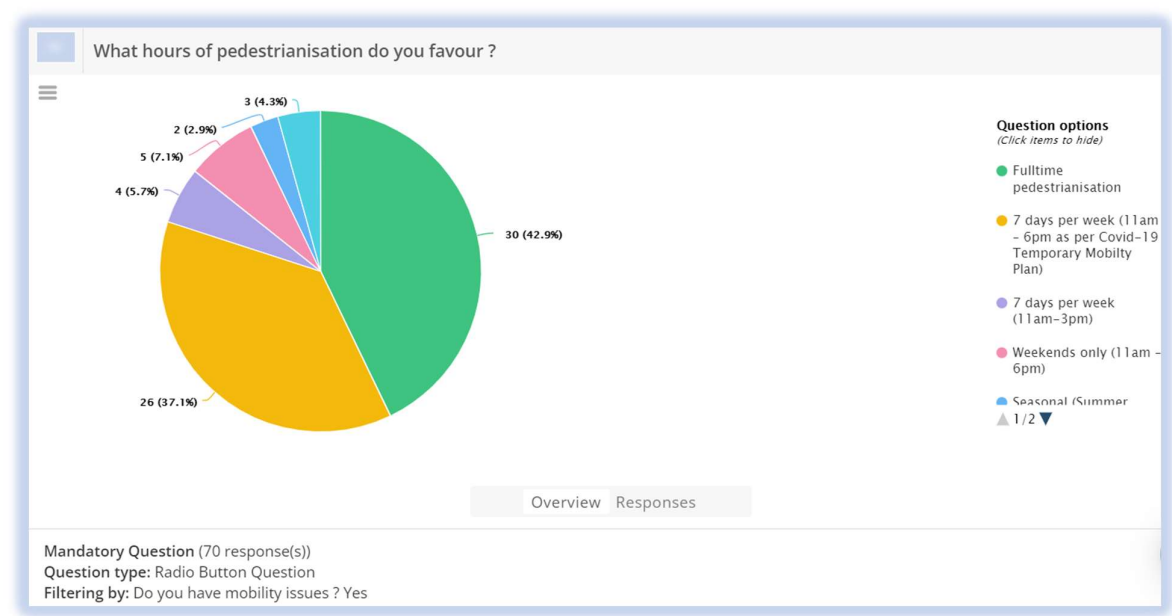


Fig. 4.8

Note : Respondents could select only one option

Conclusion

Young and old, residents and visitors, employers and employees were all given an equal opportunity to participate in the survey on potential pedestrianisation measures in Ennis town centre. Data from the consultation platform revealed *6,841 individuals visited at least one page on the consultation site with 2,919 visiting numerous pages and 1,600 completing the survey*. One factor which may have impacted on these individuals proceeding to complete a survey was the requirement to put your name/email on the survey. However, this requirement had to be implemented to ensure everyone had an equal say. Another factor worth noting was the lack of participation from the under 18s. Given the number of online surveys in existence at the present time, this survey generated a lot of interest and EMD are pleased with the quantity and quality of the surveys returned both online and in paper format. EMD would like to acknowledge the local media and internal communications for their part in informing the public. The branch librarians played a pivotal role in bolstering the returns in paper format. All surveys online and paper format are due to be deleted 90 days after Oct 29th.

In relation to respondents who indicated they would like to see some form of pedestrianisation, the survey data revealed the following;

Respondents who would like to see some form of pedestrianisation 'immediately'

- 71.2% of all respondents
- 38.9% of respondents that identified as a 'business owner'
- 67.6% of respondents that identified as 'over 65'
- 47.1% of respondents that identified as 'having mobility issues'

Respondents who indicated they would prefer 'full-time pedestrianisation'

- 36.5% of all respondents
- 23.5% of respondents that identified as a 'business owner'
- 38.1% of respondents that identified as 'over 65'
- 42.9% of respondents that identified as 'having mobility issues'

Respondents who indicated they would prefer 'pedestrianisation 11-6, 7 days'.

- 44% of all respondents
- 44.1% of respondents that identified as a 'business owner'
- 37% of respondents that identified as 'over 65'
- 37.1% of respondents that identified as 'having mobility issues'

'Free text' - commentary

The additional measures that would support pedestrianisation which were submitted, include various forms of additional parking, in town and on the outskirts, the provision of appropriate signage, additional seating as well as a shuttle service. The comments/observations in relation to potential pedestrianisation submitted, include facilitating deliveries, requirement for safety, provides an opportunity for outdoor dining and additional seating.

All surveys online and paper are due to be deleted 90 days after Oct 29th.

Appendix 1

The table below lists the media platforms deployed and potential 'reach'.

Clare Echo	16,500 copies
Clare Champion	15,000 copies
CCC twitter	7,467 followers
CCC facebook	16,471 followers
Community Diary	59,000 weekly listeners

Below are copies of ads taken out on the Clare Echo and Clare Champion.

THURSDAY, OCT 14 2021

Clare Echo

NEWS | 13

PUBLIC SURVEY

Have your say on potential pedestrianisation measures for Ennis town centre

Clare County Council are conducting a survey over a two week period from **Oct 15th to Oct 29th** to get public opinion on potential pedestrianisation measures in Ennis town centre



Complete online at
<https://yoursay.clarecoco.ie/ennis-pedestrianisation>
 or in paper format
 (which will be available at all Clare branch libraries, Áras Contae an Chláir or can be downloaded on www.clarecoco.ie).

For more information email ennismunicipaldistrict@clarecoco.ie
 or call **065-6821616**



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

HAVE YOUR SAY on potential pedestrianisation measures for Ennis town centre

IN preparation for the development of a Local Area Plan for Ennis, Clare County Council is engaging with the wider community as part of the Ennis Mobility Plan. We are conducting a survey over a two week period from Oct 15th to Oct 29th. All members of the public are invited to complete the survey, including residents, business owners, employees and visitors to the town. It is your opportunity to have your say, on how you would like to see the town centre of the future operate to meet the needs of all.

The survey will be open from 9am on Friday October 15th and will close at 5pm on Friday October 29th.

It can be completed online on Clare County Council's consultation platform <https://yoursay.clarecoco.ie/ennis-pedestrianisation> or in paper format which will be available at all Clare branch libraries, Áras Contae an Chláir or can be downloaded on

www.clarecoco.ie



Paper copies can be returned to any of the branch libraries or posted to **Ennis Municipal District, Buttermarket Building, Drumbiggle, Ennis, Co. Clare, V95 RR72.**

Postal respondents are required to ensure that surveys are posted in sufficient time to be received by the deadline.

If you have any queries regarding the above please email: ennismunicipaldistrict@clarecoco.ie or call 065-6821616

Appendix 2

The table below outlines how online users were guided to the online survey

Traffic-Channel	Source	Engaged-Visits
Direct	-	79%
Referrals	android-app	3%
Referrals	clareherald.com	0%
Referrals	www.clarecoco.ie	10%
Referrals	www.clareecho.ie	1%
Search Engine	bing	0%
Search Engine	google	4%
Email	ehq	0%
Social	facebook	2%
Social	instagram	0%
Social	linkedin	0%
Social	twitter	1%