

## Case Study

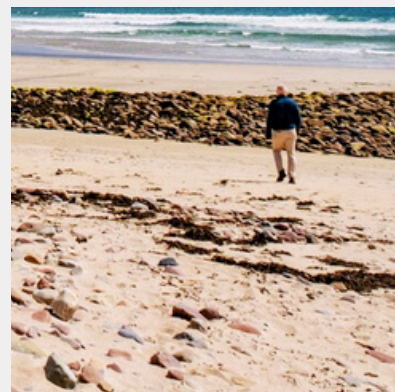
# Mulranny Community Futures & Promenade

2008–2015

Mulranny's community-led transformation from a car-dominated road to a people-first main street.



Explore More



# Status

Completed (2015).

Mulranny Community Futures turned a car-dominated national road corridor into a **people-first main street** designed *with* residents, not for them. Starting with a Scottish-style household consultation and a published plan, the community - working with Mayo County Council - used a **Village Design Statement (2012)** to translate priorities into buildable drawings and, even through austerity, delivered continuous footpaths, safer crossings, traffic calming, and a new seafront **Promenade**. The result made everyday walking safe, re-established Mulranny as a destination, and created the visible stage onto which later climate actions (GreenPlan, Sustainable Energy Community / Energy Master Plan, Decarbonising Zone) could develop.



## Overview (Key Info)

- **Start – finish:** 2008–2015 (from household consultation to delivery of footpaths & Promenade).
- **Lead & partners:** Community steering (Mulranny Community Futures) with **Mayo County Council** (Community Futures & Heritage Office) and **Transport Infrastructure Ireland (TII)**.
- **Location:** Mulranny, Co. Mayo (N59 corridor; seafront).
- **Focus areas:** Public realm, pedestrian safety, active travel, destination quality.
- **Key actions:** Scottish-style **household survey** & published plan → **Village Design Statement (2012)** → staged delivery of **footpaths, crossings, traffic calming, and the seafront Promenade**.
- **Funding signal:** ~€3m investment (TII) delivered during recession; features include benches, picnic tables, bike parking & pumps.
- **Why it matters:** Created a visible, **people-first main street** that later climate actions (e.g., GreenPlan, Dark Sky-friendly lighting, bike stands, recycling) could plug into.

# Origins & Context

For decades, the N59 national road cut through the village. With steep inclines, there were **no continuous footpaths**, and it was **unsafe to walk through the village**; children could not reach school independently. Any fix “was going to require significant intervention.”

## Participatory Process (design-WITH → mandate)

*“Let the community decide what’s best.. that plan brought everyone together.”*

In **2008**, Mulranny entered **Community Futures**—a Scottish-style, household-led consultation. Every home was asked four simple questions (likes, dislikes, 10-year vision, priority projects); a vision was published, and a **steering group** formed in **2010**. The response was unambiguous: **traffic calming and footpaths**. The process “**brought the whole community together.**”

To turn the mandate into drawings, the community—supported by the **Mayo County Council Heritage Office**—commissioned a **Village Design Statement (2012)** that **visualised Mulranny as a pedestrian-friendly place** and captured **ideas** from locals.

## Design & Delivery (mandate → delivery)

**Agencies aligned early** (Mayo County Council and TII “on board from the start”). Works were **sequenced** from the **west end (church)** into the village centre, with the **Promenade as the final piece**. Delivered features: **continuous footpaths**, safer crossings/traffic calming, **benches & picnic tables**, **bike parking and pumps**, a new civic **seafront** connected to the **Great Western Greenway**.

*“At the height of the recession, we secured €3 million from TII.. footpaths and the Mulranny Promenade.”*

# Results & Impact

- **From pass-through to destination.** The Promenade “*turned out to be the big opportunity... Mulranny became a destination—Greenway users now stop, picnic, and spend locally.*”
- **Safe everyday mobility.** Children **walk, scoot, and cycle to school** along connected routes;
- **Civic pride & visibility.** A high-quality seafront public realm with expansive views over Clew Bay became the **stage** for later sustainability moves (cycle facilities, efficient lighting, reuse points).

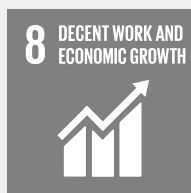
# Insights & Lessons

1. **Design-WITH (not for).** A plain-language **household survey** and a **published plan** built a durable mandate and lowered delivery friction.
2. **Draw it, then build it.** The **Village Design Statement** translated priorities into visuals that agencies could fund and contractors could deliver.
3. **Sequence visibly.** Build in **phases** so people see progress (church → centre → Promenade).
4. **Use the seafront as a civic room.** Make the most public place the **most people-friendly**, then plug in sustainability add-ons (cycle facilities, Dark Sky-friendly lighting, recycling).
5. **Austerity ≠ inaction.** A clear mandate **Village Design Statement** helped land **capital during the recession** (TII), proving that timing obstacles can be overcome.



# Link to Climate Action & SDGs

- **SDG 11: Sustainable Cities & Communities.** People-first main street; safe walking/cycling; public realm upgrade.
- **Climate enabler.** The new public realm became a **platform** for later climate actions (e.g., **GreenPlan** roll-out with Dark Sky-friendly public lighting on the Promenade, racks, recycling points, cycleways).
- **Legacy toward DZ.** The governance muscle (Community Futures) and visible wins eased mobilisation around energy, mobility and procurement in the **Decarbonising Zone** era (Mulranny 2030 framing).



## THE GLOBAL GOALS



# Legacy & Next Steps

- **Operating system for delivery.** Mulranny Community Futures continues to coordinate Decarbonising Zone delivery through **open Huddle meetings** (28 attendees, 20 Feb 2025) and a plan for **monthly steering, quarterly public updates, an online dashboard**, and a **Climate Action & Biodiversity Obeya room**, building on the existing Community Futures structure.
- **Carrying the torch.** As GreenPlan actions spread (recycling, low-energy lighting, water bottle refill station, e-bikes), they plug into the **place** the Promenade made accessible and pleasant to use.

## Replication Notes

- **Start with households.** Run a short whole-household **survey**; publish the plan; form a **steering group** with clear terms.
- **Commission a Village Design Statement.** Use council Heritage/Planning support to **visualise** change (footpaths, crossings, traffic calming, civic spaces).
- **Align an early funder.** Bring the **roads authority** and council in **before** drawings are final—so the design arrives “fundable.”
- **Build in phases.** Deliver a short, **visible section** first; communicate the sequence clearly (church → centre → Promenade).
- **Pre-wire climate add-ons.** Design racks, lighting ducts and recycling pads into the public realm so sustainability wins can follow.

## Endnotes / Source Pointers

[1] **Mulranny’s Transformation** (One Productions). YouTube: [Mayo County Council | Transformation of Mulranny](#).

[2] **Mulranny Community Futures Plan (2008–2010)**

[3] **Village Design Statement (2012)**

[4] **Climate Connection Podcast (Seán Carolan) (2025)** – <https://climateconnected.ie/>

[5] **GreenPlan 2015–2024 Pack**


[6] **Mulranny Towards 2030 – DZ Huddle Report (20 Feb 2025)**




# Get Involved. Take action.

If you're inspired to contribute to this initiative—or to start something similar—use the contacts below to get started:

 **Mulranny Community Futures** - Mulranny, Co. Mayo

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 [mulrannycommunityfutures.com](http://mulrannycommunityfutures.com)

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For more details, visit [climateconnected.ie](http://climateconnected.ie) or contact [a.alexandrov1@universityofgalway.ie](mailto:a.alexandrov1@universityofgalway.ie)