

CLOYNE CYCLE TO THE SEA

2024



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Elements
of Action



AOIFE BANVILLE

CONTENTS

1 About

- 1** Executive Summary
- 2** Introduction / Background
- 3** Team + key Participants

2 Outputs & Outcomes

- 5** Overview
- 7** *Project Timeline*
- 9** *Initial Survey Results*
- 11** *Communications Plan*
- 12** Gather Phase
 - 12** *Community Workshops*
 - 15** *Additional Gather Activities*
- 17** Co-design Phase
- 21** Final Community Celebration
- 23** Social Media Analytics

3 Route

24 Chosen Cycle Route

25 Route Analysis

4 Artwork & Signage

27 Overview

29 Structural Concept & Prototyping

31 Sculpture Placement

33 Signage

34 Bonus Wayfinding Sculpture

5 Conclusion

36 Community Feedback (final survey results)

39 Team Reflections

About the Project

Executive Summary

Cycle to the Sea is a collaborative art project with the local community to map out and create safer cycle routes from the village of Cloyne in East Cork to the sea with sculptural artworks and distance markers installed along the way. This is a public engagement project helping the locals to rethink their car dependent lifestyle. We propose solutions to encourage less car use and more bike use by creatively highlighting the distance along the existing rural back roads to the coast. These sculptures serve as navigational aids and artistic expressions along the route. The design and themes of the artworks design and their scale and were decided through a series of activity led co-design workshops with the community.

Esther Gerrard and Aoife Banville made a proposal in February 2023 for the Creative Climate Action open-call for Creative Climate Action Fund II supported by Creative Ireland and Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media. The proposed community art project proposed to explore and test prototypes and trials for our rural roads in Ireland.

The project was launched in November 2023 with introductions and pre-surveys. A series of workshops ran through February/ March/ April 2024 and the final artworks were created over the summer of 2024 and installed in October 2024. There was a final event and celebration in November 2024.

Through activity based workshops, artists and designers, Aoife Banville, Esther Gerrard and Ed Coveney, collaborated with the community of Cloyne to map out the best of three potential routes, through the use of maps, local knowledge and discussion about concerns.

The project aims to be the seed to help rediscover the rural cycle culture that has been lost to the fear of dangerous roads and fast drivers while gathering concerns and making proposals for longer term changes on other potential rural road networks. The project has facilitated and enabled the community to play an active role in its' future development, enhancement and the use of their local roads. It highlights to other road users to be aware of active travel along the road and to drive slowly.

Introduction / Background

More than an artistic endeavour, this project is a call to action. We aimed to encourage locals and visitors to rethink their travel habits, reduce carbon emissions and contribute to showcasing other uses of the road by example in order to contribute to a greener future by highlighting the accessibility and beauty of our rural back roads as routes for active travel.

The project proposed building seven sculptures, roughly spaced out every kilometre between Cloyne and a beach as a part of a local art trail. In the initial research and mapping stages, Ballynamona Beach was chosen and it was decided and advised that placing the artworks on private land was logistically better and three clusters of three sculptures were modeled, designed and created. The distance markers and directional signage were also created to be placed at the kilometre marks and at any crossroads to show the way with an arrow and picture of a either a wave (towards the beach) or the round tower (towards the village).



Engagement team
& community
members at
workshop #1

Main Project Team

Clár Éire Ildánach
Creative Ireland
Programme



Creative Ireland

Creative Ireland is a national programme whose vision is to mainstream creativity in the life of the nation. It aims to realise the full potential of creative thinking and activity has for communities in areas such as placemaking, social cohesion, wellbeing and economic development. Through collaboration and partnership Creative Ireland promotes understanding and appreciation of creativity in all its forms.

Elements of Action

Elements of Action

Elements of Action (Esther Gerrard & Ed Coveney) are a collaborative design practice and have worked on nationwide placemaking programmes with the Irish Architectural Foundation's Re-imagine programme (2019-2022), working with communities across Ireland to co-create and co-design solutions to problems or opportunities they've identified in their locality.



SECAD

Secad offer rural development and social inclusion support to motivate and empower local communities.



Connect The Dots

Stakeholder consultation for lasting impact designing engagement strategies that give a voice to all.

Aoife Banville

Aoife Banville, known for her site-specific installations and use of recycled materials, brings her expertise in creating immersive and environmentally conscious artworks to the project.

Nohelani Roche

Nohelani has been in Marketing for 12 years, with 6 years added experience in graphic design and event planning, primarily in the non-profit sector.

Additional key players **+ Initial stakeholder mapping**

Sign Spec

Carved wooden discs and posts for directional signs

PD Signs

Assisted in metal wayfinding signs and yellow discs production

Cronin Trailers

Co-designed sculpture structural mechanism, did welding, and provided recycled tractor tyres for the flexible foundation system

Karen Loxton (Wild Work)

Ecologist who hosted nature walk workshop at Ballynamona

Strand Road Furniture

Collaborated for end-of-project celebration & promoted our project activities

ROS Precision

Laser-cut designs from metal for sculptures.

Cork Bike Hire

Assisted in final event by providing bikes to community members

INITIAL KEY STAKEHOLDER MAPPING

Cork County Council

National Transport Authority

Local Farming Community (land permissions)

Cloyne Community Hall Board

Residents

Local Whatsapp networks

Ballycraheen National School

Cloyne National School

Cloyne GAA

Cloyne Mens Sheds

Cloyne Cathedral

After School programmes

Outputs & Outcomes

Overview

The agreed output in the brief was a series of seven sculptural artworks placed as a sculpture trail along the road from the village of Cloyne to the sea. The team ran a series of activity-led gather and co-design workshops with the community to agree the locations and route, analysis of the area and co-design the themes and sculptures. In the end, 9 sculptures were delivered in 3 locations with kilometer markers and wayfinding signage placed on a route from Cloyne to Ballynamona beach.

Outlined in this section are our initial goals and how we achieved them throughout the year. We used several mediums and outputs to engage with the community in order to meet our goals, including:



Printed materials



On-line
Communications



In-person events &
workshops



Primary School Visit



Community Surveys



On site visits, cycles
and walks

It was clear that the most successful events were the family-friendly ones as Cloyne is a very family-forward village. In learning this, we incorporated activities either run by our team or SECAD in both the gather and co-design phase.

We also gained a lot of success from collaborating with other events like the Ballymaloe Festival of Food, Midleton Arts Festival, and Midleton Chamber of Commerce events.

After each activity, we were able to assess what worked and what didn't work. Our reach also spread a bit more each time which led to the great success of our end-of-project celebration.

GOAL

To encourage people in East Cork to improve lifestyle choices by cycling more using rural back roads and revive the rural cycling culture. In doing this, we call attention to our own carbon footprint and the need to drive more mindfully.

ACTIVITIES

We used a number of channels including open-call community workshops, project surveys, group cycles, and marketing efforts through social media and local channels.

OUTPUT

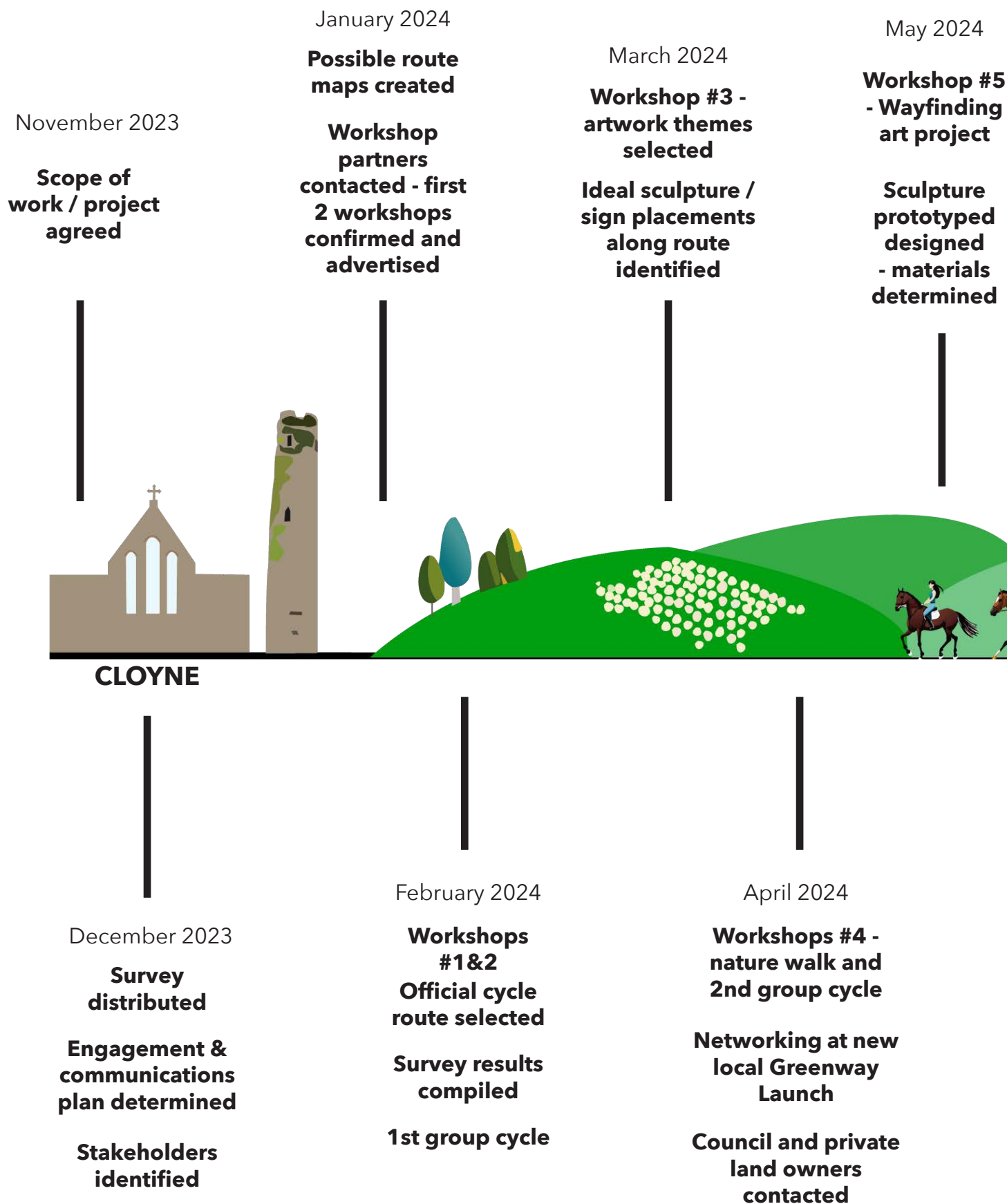
Using ideas and input from the community during 6 family-friendly workshops, we created and installed 9 sculptures and numerous directional / kilometre signs between Cloyne and Ballynamona Beach. We also provided informational postcards about the biodiversity in the area.

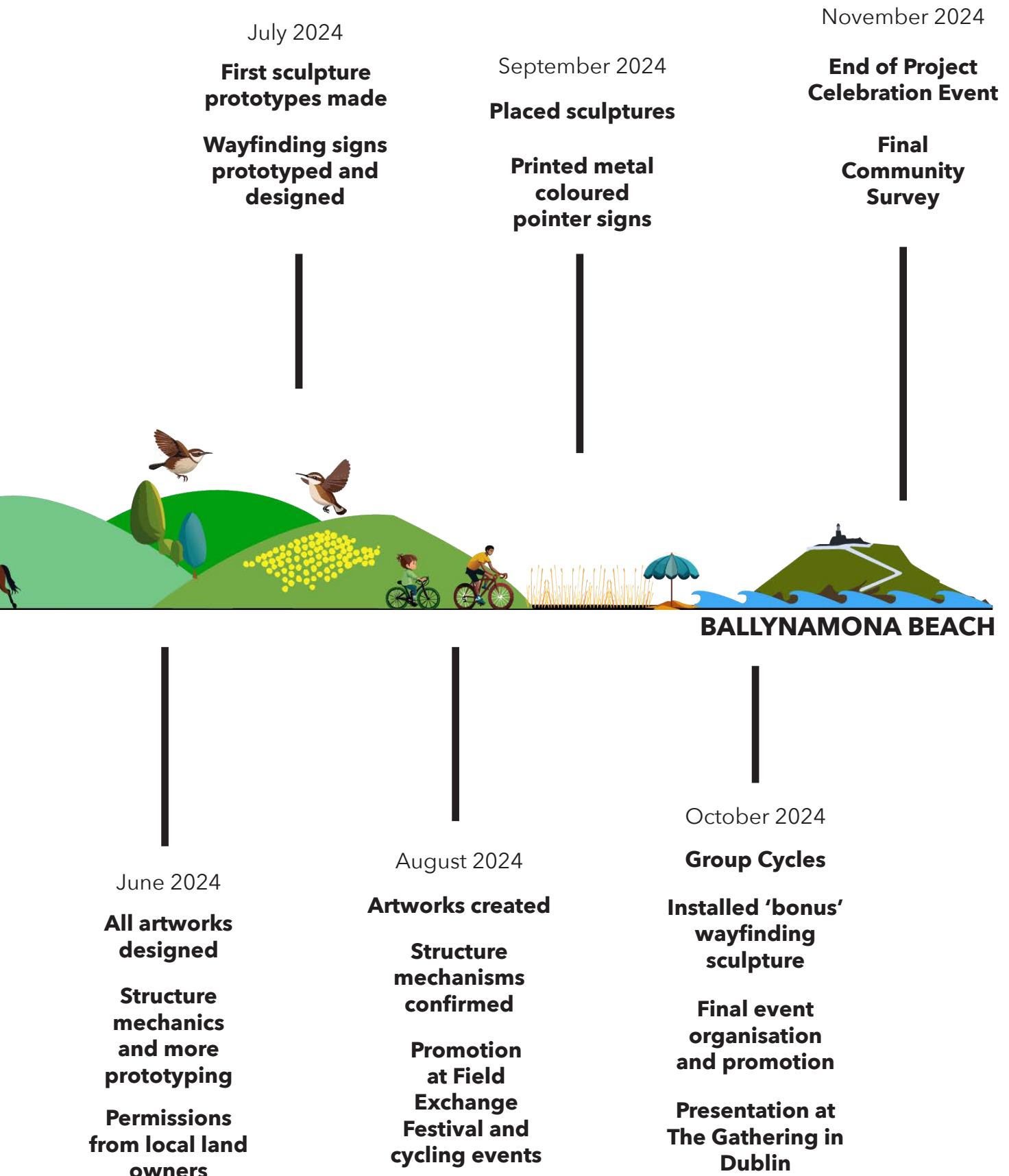
IMPACT

Through our activities, we engaged with 620 people from the local area. During the 'free bike hire' service in November we were able to get people cycling who didn't have bikes or who haven't cycles for a long time.

During the year we worked through workshops, events, cycles and promotional talks and drop is; we started to spark a revival of rural cycle culture. We helped increase awareness for other road users of this rural road through showcasing change by action and actually using the roads for active travel during the year. Other local infrastructural projects, especially the Midleton to Youghal Greenway has created more cyclists in the area and more families looking to use the roads for active travel. We explored and encouraged the local residents, visitors and schools to begin to rethink their lifestyle choices for travel and leisure.

Project Timeline





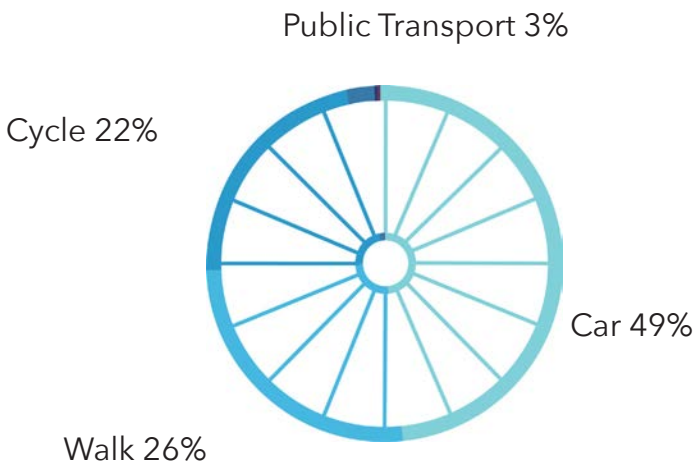
Initiation Phase

Initial Survey Results (230 responses)

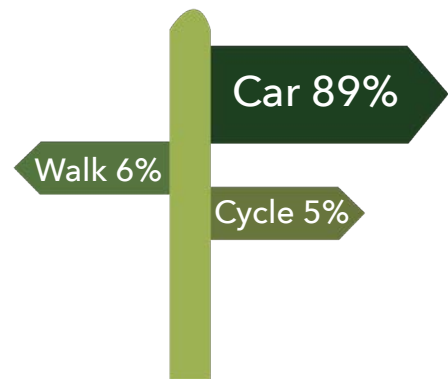
The survey was issued in December 2023 and further promoted in January 2024 to gauge the general feeling about the local roads and to capture the current use and worries of the community. As expected, the general consensus was that the roads need to be made safer and better maintained for community members to cycle more. That's not to say that many locals don't cycle. There are plenty who do but also highlight the need for improvement.

On these rural roads, it's not surprising that most residents use a car over other forms of transportation. Although the results of the survey don't show an active cycling community, it gives Cycle to the Sea the opportunity to impart real change and improvement on the functional and leisurely transportation habits of those in the area.

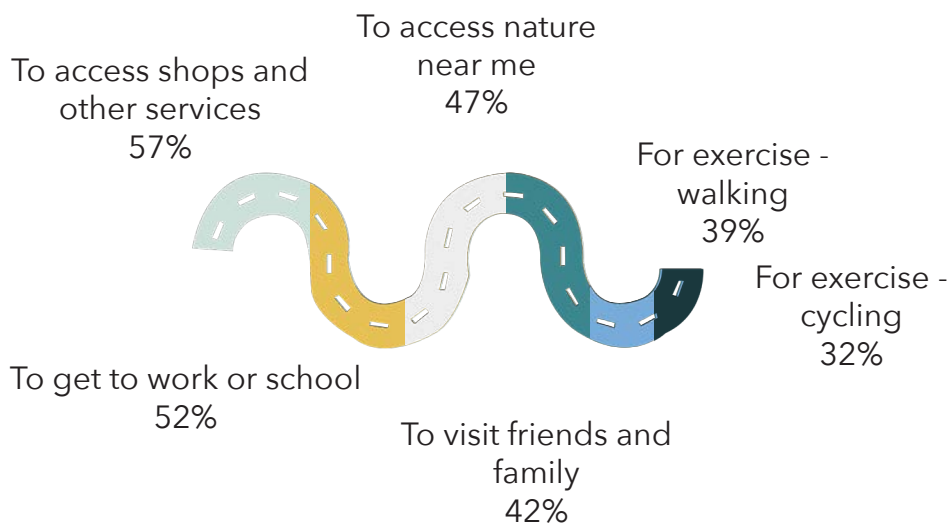
Which of the below forms of travel do you use on the roads around Cloyne?



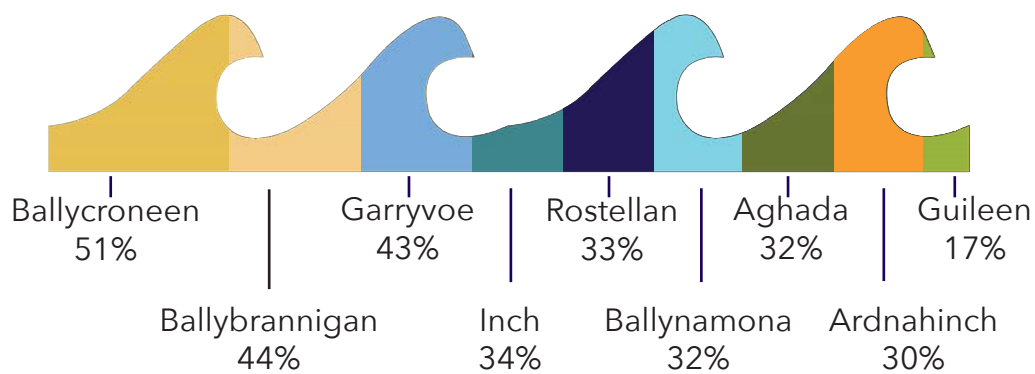
What is the main form of travel you use to get to local beaches?



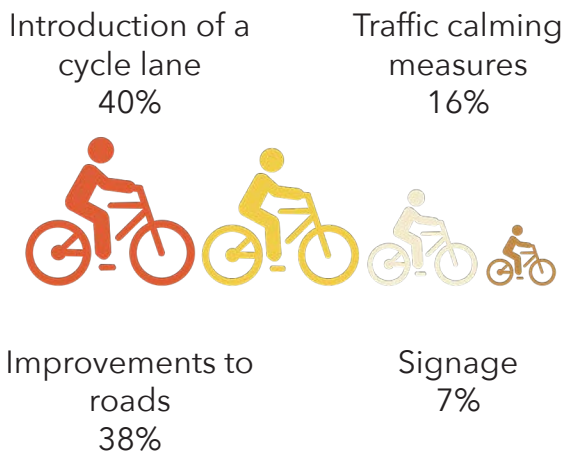
For what reasons do you use the roads around Cloyne? (select multiple)



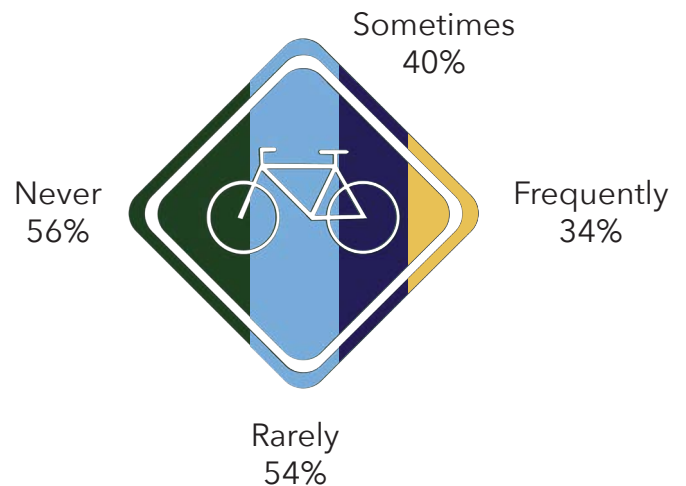
Which local beaches do you regularly visit? (select multiple)



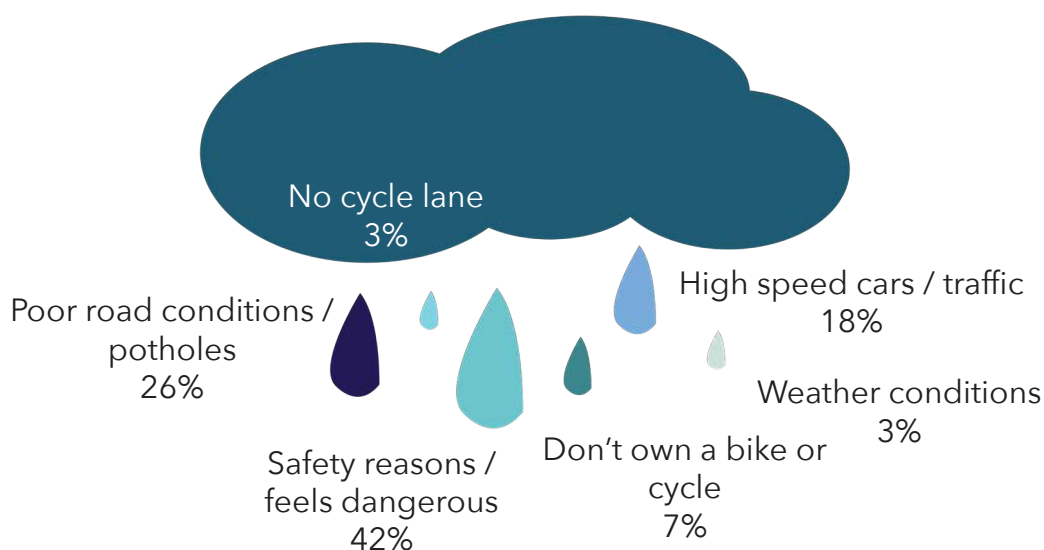
What would encourage you to cycle around Cloyne more?



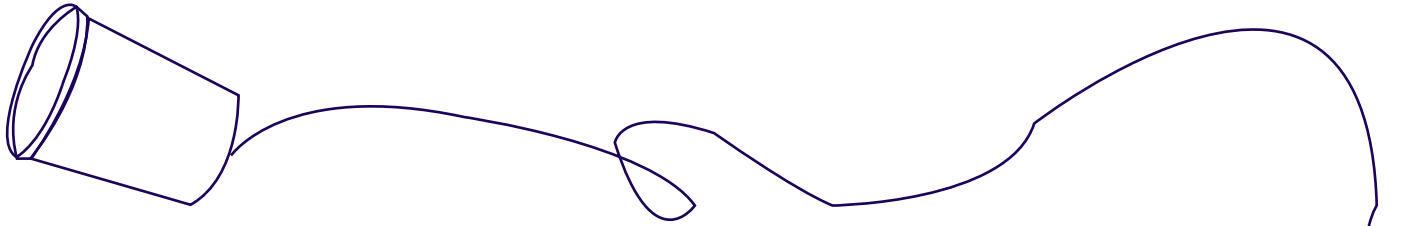
How often do you cycle on the roads around Cloyne?



What is your main reason for not cycling on the roads around Cloyne?



Communication Plan



Communications outreach to a wide range of stakeholders is key to our project success. To explain the project and get them involved at key stages, we used:

- Local WhatsApp Groups
- In-person canvassing
- Email
- Posters
- Social media

The Cycle to the Sea Instagram account was used to provide progress updates and points of interest throughout the year.

We used partner marketing and PR channels like SECAD, County Council, Creative Ireland, Midleton Greenway, and local partner businesses.

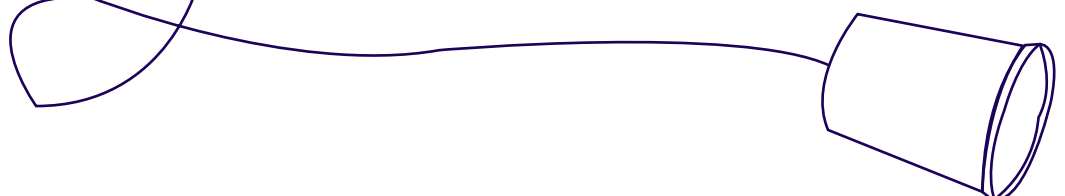
At local beaches and in the villiage (particularly the chosen Cycle to the Sea beach), we put colourful wooden signs for initial project awareness, survey QR code, workshop updates, and post-project information.

At local businesses with heavy foot-traffic, we posted fliers with survey info and key project events and activities.

Throughout the year, we had a semi-permanent sign outside the Cloyne Cathedral, at the local GAA playground, and besides the near beaches to inform locals. This is adjustable to add new information to as needed.

Local resources we used were key local community channels such as the national schools, the Cloyne community council, the local choir, and the cathedral.

Social media and email were used in the end to track engagement from the start and successfully get the word out to community members about the project.



Gather Phase

Community Workshops

Community Workshop #1

February 21, 2024

Meet & Greet / Orientation Site

Map

OBJECTIVES:

- Make face-to-face connection with local community members
- Determine the cycle route
- Explain the cultural and environmental goals of the project

Workshop #1 was the first time the Cycle to the Sea team was able to engage with the local community in-person. Participants were asked to give their input on which cycle route would make the most sense and to complete the survey if they hadn't already. Children were also welcome to give their input and were encouraged to do a little artwork on Cycle to the Sea colouring pages. This first step was to build excitement about the project and to let community members know that their input will determine the final outcome - giving them a sense of ownership.

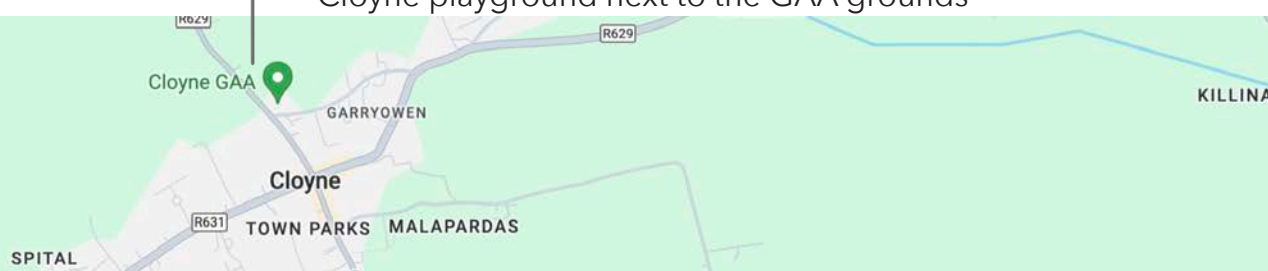
Workshop outcome:

Raised awareness of the project, and directly engaged with 30 locals. We reviewed and co-selected a favourite route, listened to stories and concerns, and gained local knowledge.



LOCATION:

Cloyne playground next to the GAA grounds



Community Workshop #2

February 28, 2024

Group cycle on potential route

OBJECTIVES:

- Host a pop-up engagement station at cloyne GAA Playground
- Cycle the chosen route for the first time
- Add yellow tag along every kilometre for reference of sign / artwork placement
- Measure the time it takes to ride
- Analyse features like hazards, blind corners, safest areas, etc.

The weather certainly wasn't on our side for this cycle. Despite the lashing rain and cold, 8 brave and committed local cyclists took to the route. Each direction took about 40 minutes. A lot was discovered during this ride.

Workshop outcome:

Reignited the local cycle culture through guided cycle and did an initial community analysis of the chosen route.

Activity-led workshops showcasing change.



LOCATION:

Cycle route from Cloyne Cathedral to Ballynamona Beach



Community Workshop #3

Presentation to St. Colman's National School

March 4, 2024

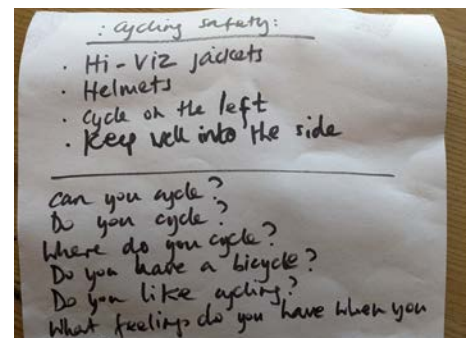
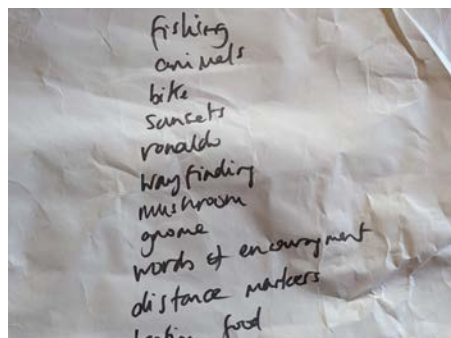
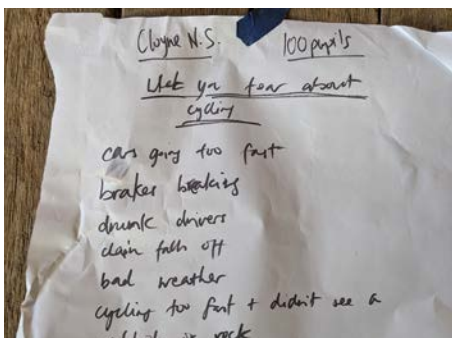
OBJECTIVES:

- Connect with young generation of Cloyne locals
- Get children excited about getting involved in our project
- Get children excited about cycling
- Collect insights about local Cloyne travel habits

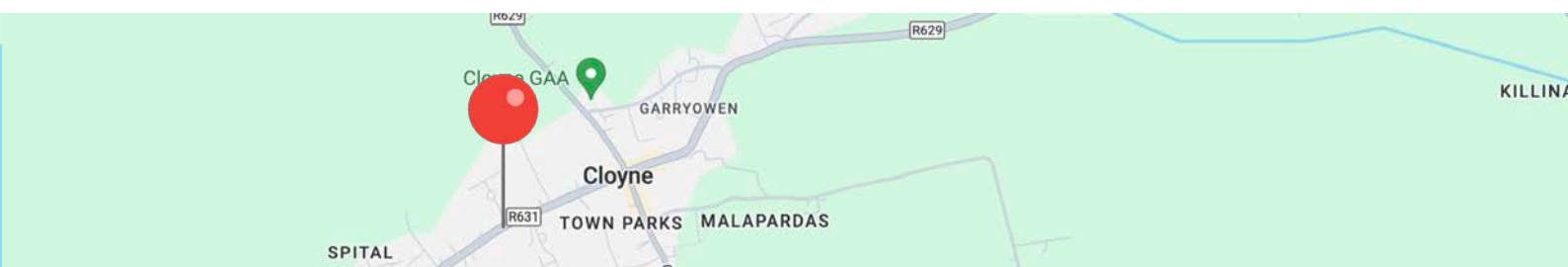
Esther and Aoife presented the project and gathered feedback about local cycling habits with 100 pupils in 4th, 5th, and 6th class in Cloyne.

Workshop outcome:

Raised awareness of different travel choices among younger generation and gathered their insights. Empowering local community.



LOCATION:
St. Colman's National School



Additional 'gather' activities

In addition to the workshops where we gathered insights from community members in and around Cloyne, we also attended events and meetings in neighboring towns and neighboring counties. During the below activities, we were able to spread awareness about the project, gather more stakeholders, and learn from other's experiences.

Midleton Greenway Opening

March 8, 2024

Attended the Midleton to Youghal Greenway Phase 1 and networked with elected members, the mayor of Cork, Cork County Council engineers and planners, and Hogarth design team. Here we also recruited locals to join our workshops and get involved with Cycle to the Sea.

Presentation to Chamber of Commerce

February 22, 2024

During a Midleton Chamber of Commerce meeting, we presented the Cycle to the Sea initiative to 40 influential community members and business owners. In the presentation we outlined the project, the goals around sustainable local travel, and how the commercial community can get involved.

Catching up with the 'Sea to Sea' cyclist at their Brookfield Farm stop

August 27, 2024

We caught up with the cyclists going from Malin to Mizen at their Brookfield Farm stop to tell them all about our cycle route and overall project purpose. Each stop along their cycle was at a regenerative farm. The group was filming a documentary about the long journey.

Field Exchange Festival 2024

August 30 - September 1, 2024

Attended and spread awareness at the 2-day Field Exchange festival on Brookfield Farm. During this festival participants are educated about how they can create a greener, more sustainable future as both farmers and consumers which made for a fantastic audience base.

Display at Ballymaloe Festival of Food

May 17 - 19, 2024

Located only a couple of kilometres from the chosen Cycle to the Sea route is Ballymaloe House where the first ever Ballymaloe Festival of Food was held in May, 2024. The festival organiser (Bree Allen) generously allowed us to have a small display at the festival where we could hand out fliers with project information and talk to guests face-to-face about the initiative. One of the fields where the sculptures are placed belongs to the Allen family and their involvement and support has been important to our project support and greatly appreciated.



Esther with Counselor Ann-Marie Aherne and the Mayor of Cork



Esther cycling the new Midleton Greenway



Aoife, Esther, and Ed presenting at the Ballymaloe Festival of Food 2024



At Brookfield Farm with the 'Malin to Mizen' cyclists



Midleton Chamber of Commerce meeting

Co-design Phase

Community Workshop #4

March 12, 2024

Artwork themes

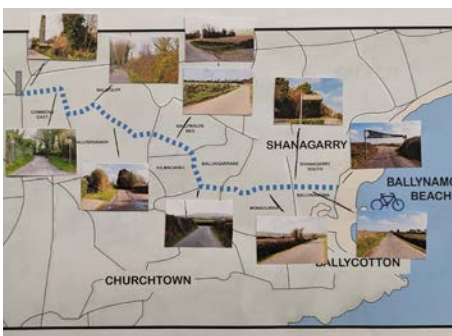
OBJECTIVES:

- Review the artwork themes
- Exchange knowledge of the local history and biodiversity
- Share creative ideas about artworks
- Discuss placement of sculptures and signs

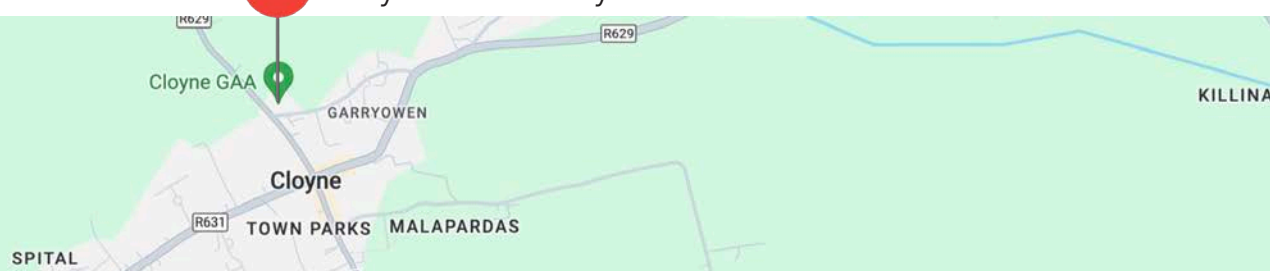
At the start of this workshop, the team shared an update on the route and reviewed photos of the potential artwork placement areas. From there, participants split into sections where the artwork themes were determined and from there the creative ideas could come out. There was an abundance of knowledge about the local history and biodiversity that shaped the conceptual direction of the future artworks. Some contributed artistically and some just used words of references.

Workshop outcome:

Chose the artwork themes and gathered interesting historical and ecological ideas from the community.



LOCATION:
Cloyne Community Centre



Community Workshop #5 April 27, 2024 Nature Walk with Karen Loxton of Wildworks (Secad)

OBJECTIVES:

- Educate community members about the ecology around Ballynamona beach
- Gather creative inspiration from the nature in the local area
- Give back to the community with this free educational family-friendly activity

Another wet workshop but with a great community turn out (17 people)! Karen Loxton of SECAD hosted a nature walk for nature-loving community members who wanted to learn about the local ecology around Ballynamona Beach.

Workshop outcome:

Educated community members of all ages about local ecology. Garnered excitement for the project and the artwork themes.



LOCATION:
Ballynamona Beach



Community Workshop #6

May 26, 2024

Wayfinding Signs

OBJECTIVES:

- Engage with local families
- Promote the 'Cycle to the Sea' cycle route to Ballynamona
- Encourage local kids to get creative and contribute their art and ideas to the project

On this day, we partnered with Danielle Sheehy (SECAD) to lead a community art project where local families were encouraged to contribute little bits of art and encouraging words to colourful 'wayfinding' signs. The location was just at the start of the route outside of Cloyne Cathedral where an art show was taking place at the same time. About 50 people came through our tent and dozens of artworks were made.

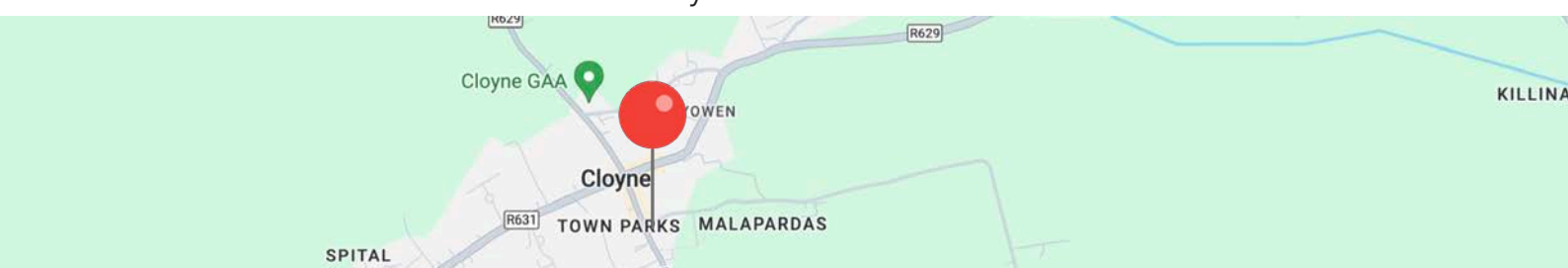
Our team loved these signs so much that we decided to create a new element to the cycle route that included printing some of these signs on metal and attaching them to a post at the entrance of the cycle route.

Workshop outcome:

Engaged the community in an art project for the family and promoted the Cycle to the Sea route and concept.



LOCATION:
Cloyne Cathedral



Community Cycle to see the sculptures September 28, 2024

OBJECTIVES:

- Showcase sculptures that were installed along the route from Cloyne to Ballynamona
- Get locals familiar with the route
- Gather feedback from community members about what else they'd like to see
- Enjoy a cycle on a beautiful sunny day!

We were finally blessed with gorgeous weather as a group of local cyclist joined the Esther and Aoife for a guided cycle from Cloyne to Ballynamona and Back. Feedback about the project and sculptures was very good and in general the community is excited about the initiative. At this point the sculptures were the only pieces in place so not surprisingly the most common suggestion was to add directional signs with kilometre markers so cyclists stay on track and know how much longer their journey will be.

Workshop outcome:

Got a group to travel the route and showcased our sculptures. Got community members familiar and comfortable with the chosen cycle route.



LOCATION:
Cycle route from Cloyne Cathedral to Ballynamona Beach



Cheers to Climate Action: A Cycle to the Sea Celebration

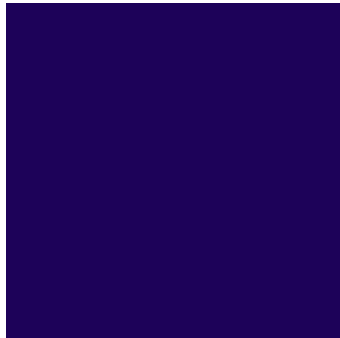
November 10, 2024 | 3 - 6pm | Strand Road Furniture Showroom



24 local cyclists gathered for a group cycle to the celebration held at a Strand Road Furniture along the route. Free bike hire was available from Cork Bike Hire.



50 community members gathered at Strand Road Furniture to celebrate with us. Each guest was given a drink ticket on arrival (2 if they cycled to the event).



Posters about the project and climate action were displayed. If guests could answer questions about the information on the posters, they were offered an extra drink.



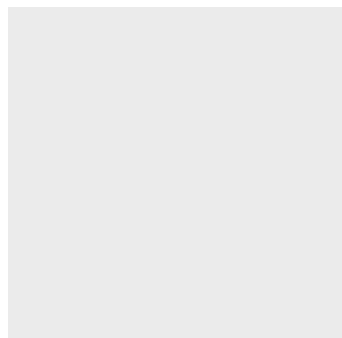
Seafood chowder and scones were prepared and served by a Ballymaloe Cookery School teacher and Cloyne local.



Danielle from SECAD ran a badge making workshop under a tent outside that kids and adults participated in. Giving everyone a keepsake from the event.



Guests were encouraged to share their thoughts about the Cycle to the Sea project with us at the event and also anonymously via the feedback box.



The cyclers had such a great time during their ride that they went onto Ballynamona Beach before the sun set, then returned to the event.



We held an open-call event to anyone wanting to celebrate the project with us and learn more about these kinds of initiatives. The event was a way for our team to give back to the community who supported us and provided their input throughout the last year.

Outcome:

We received wonderful feedback from visitors and many even commented that this project has truly inspired them to get back on their bikes more.



The event team: Jo, owner of Strand Road Furniture (our gracious host); Aoife, Esther, and Nohelani (the Cycle to the Sea project team); and Naomi from Connect the Dots

Social Media Analytics



@cloynecycletothesea

Overview

The Cloyne Cycle to the Sea Instagram account serves to:

- Sharing survey links
- Providing general project information
- Sharing project updates
- Calling out community members to join in workshops
- Connecting with the East Cork community

All engagement was organic - no paid advertisements were used. See below charts containing basic analytics on views, reach, and demographics:

Instagram Impressions by Month

January	February	March	April	May	June
105	322	1,113	821	2,296	943
July	August	September	October	November	Total
152	1,949	3,079	7,194	2,906	20,880

Top Performing Posts



November Party Reel
1,346 views, 904 reach



Sunny Kids' Cycle
1,023 views, 615 reach



Blackberry Sculpture
760 views, 603 reach

Route Chosen Route

Determining the cycle route and destination beach was the first of many steps in creating the art trail. The route was determined during community workshop #1 at the Cloyne GAA club.

There are 3 main beaches located 8-9 kilometres from Cloyne. The 3 route options were:

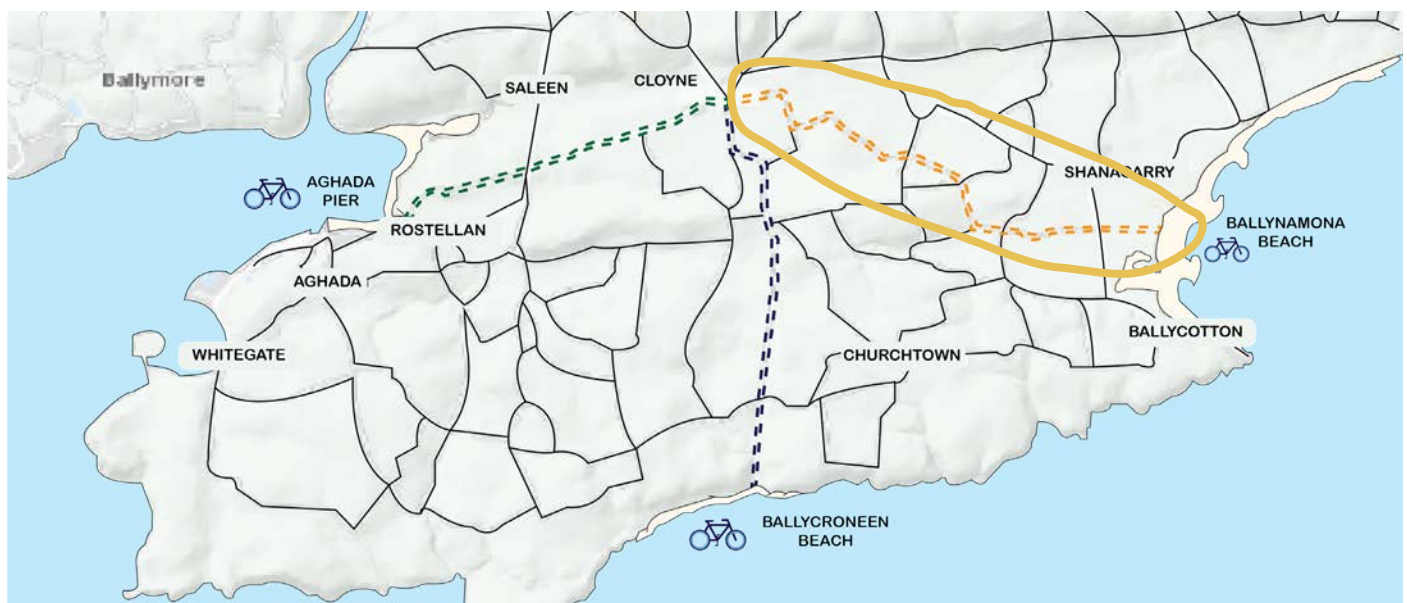
Aghada Pier
Ballycraheen Beach
Ballynamona Beach

The most prominent factors in determining which route was to be used were:

How busy the roads were
Number of blind corners
Family-friendliness of the beach
Number of steep hills
Scenery

The final selected Cycle to the Sea route goes from Cloyne to **Ballynamona Beach**. This route uses roads that aren't too busy (in fact there are already slow-down signs for horses due to the equestrian center located on the route), has minimal hills, and leads to a beach with calm waters and therefore very family friendly.

Initial route options + circled chosen route



Route Analysis

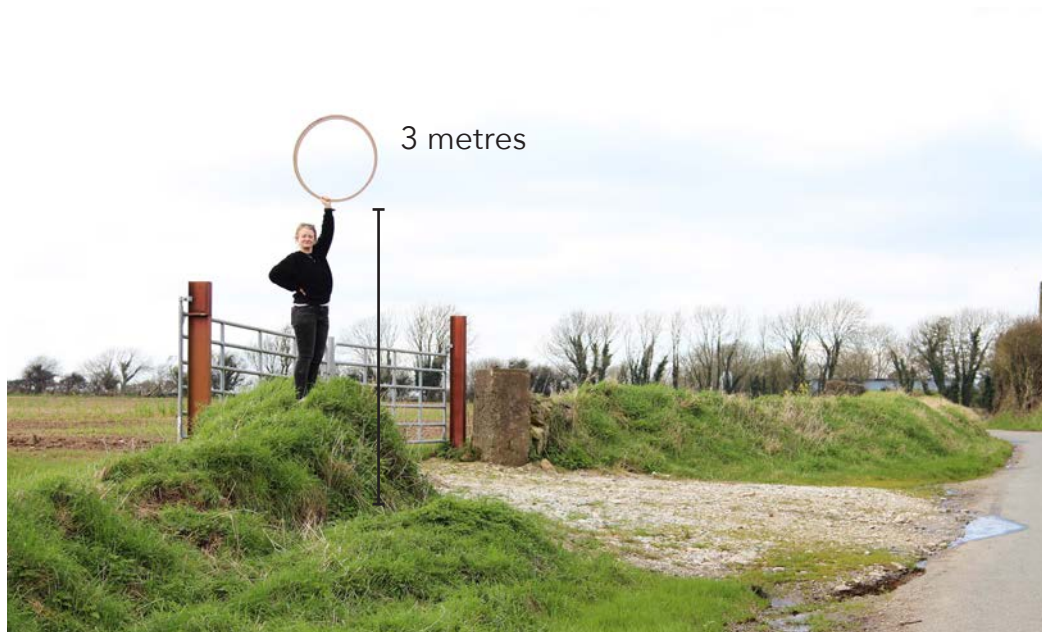
Once the cycling route was determined, the team conducted a basic route analysis, performing the following actions:

- Marking each kilometer from Cloyne to Ballynamona with yellow tags
- Identifying potential areas for the sculptures
- Determining which junctions would need directional signs
- Measuring the size and scale that each sculpture needs to be in order to be visible

Yellow tags were placed at each km from Cloyne. In that process, it was clear that not all of these areas would be suitable for a sign or a sculpture because it was a narrow part of the road. This was important when moving forward with a direction for signage and sculpture planning. Initially the idea was one sculpture at each kilometre mark so pivots were made to allow the sculptures to be in clearings / fields only and in non-distracting areas.



800mm
—






3 metres

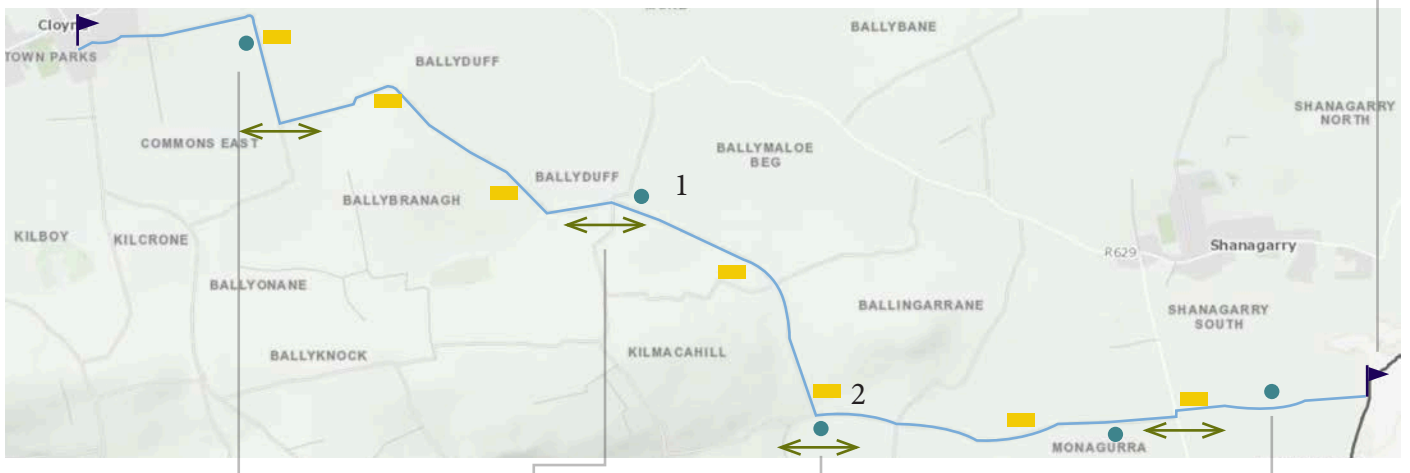
Using the concept of having round metal sculptures on a tall pole that are cut-out for the sky to be seen through them, our team stood in various areas to test ideal height and width.



Start: Cloyne Round Tower / Cathedral

End: Ballynamona Beach

-  Yellow tags marking kilometres from Cloyne
-  Junctions that need directional signs
-  Possible areas for sculptures



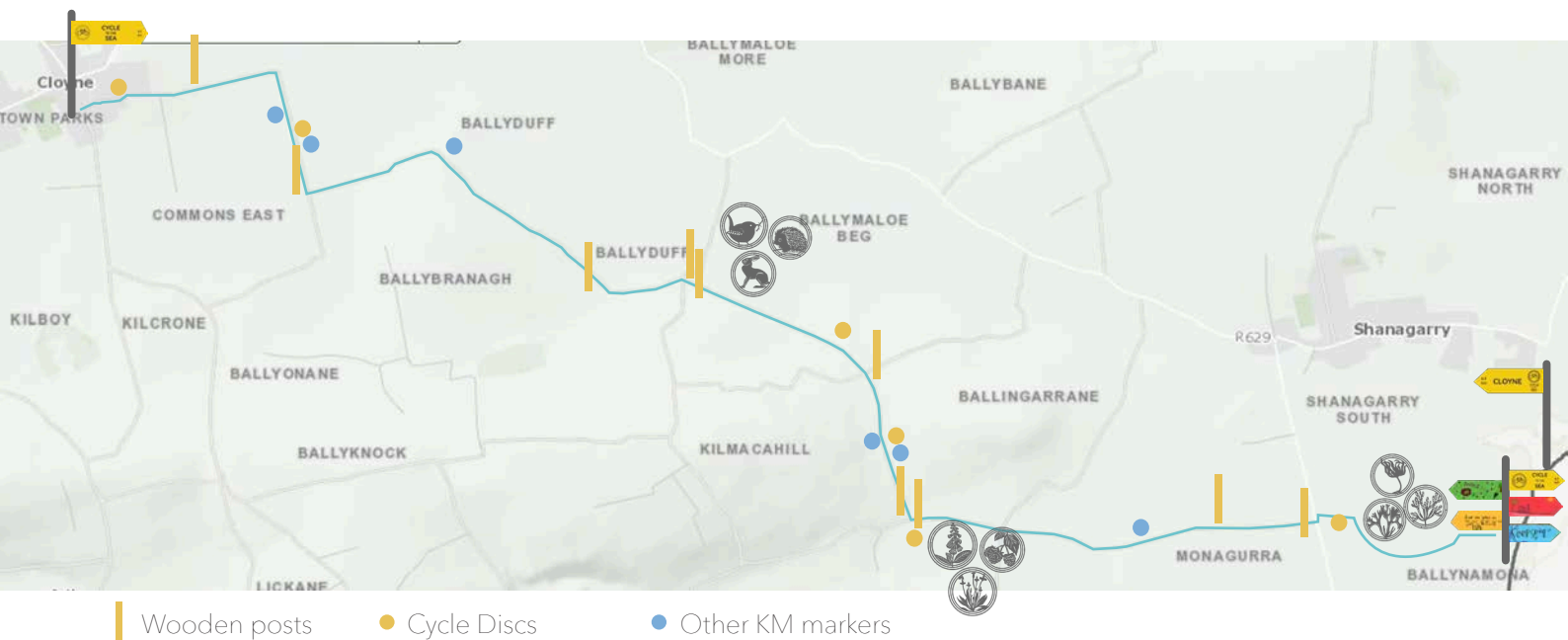
Artwork & Signage

Overview

Based on community feedback from workshops and the survey, a collection of metal nature theme-based sculptures, colourful wayfinding signs, and directional / distance marking posts were selected to be placed along the 8.3km route from Cloyne to Ballynamona Beach.

The purpose of the artworks and signs also acts as a reminder to motorists to be cautious while driving on these roads.

See below the locations of each item along the route:

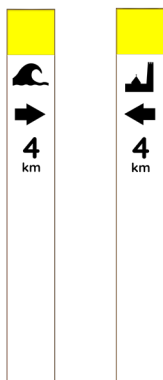


Specifics:

1. At the start of the cycle route in Cloyne - a yellow pointer sign indicating direction and distance to Ballynamona Beach.
2. Along the route, 8 directional / distance-marking posts - 4 from Cloyne to Sea, 4 from Sea to Cloyne
3. Due to the complexities of placement of road signage, 9 sculptures placed in 3 different clusters along the route rather than 7 along each kilometre.
4. At Ballynamona Beach, a multi-directional sign-post with artworks from our 'wayfinding' workshop printed on metal and one pointer sign indicating the start of the 'Cycle to the Sea' route back to Cloyne.

Directional / distance posts with sea and cathedral motifs

Original Concept Designs



Final Product



Additional arrows and numbers on existing poles:



Artworks:



Project logo:



Branded pointer signs:



Sculpture Concept & Prototyping

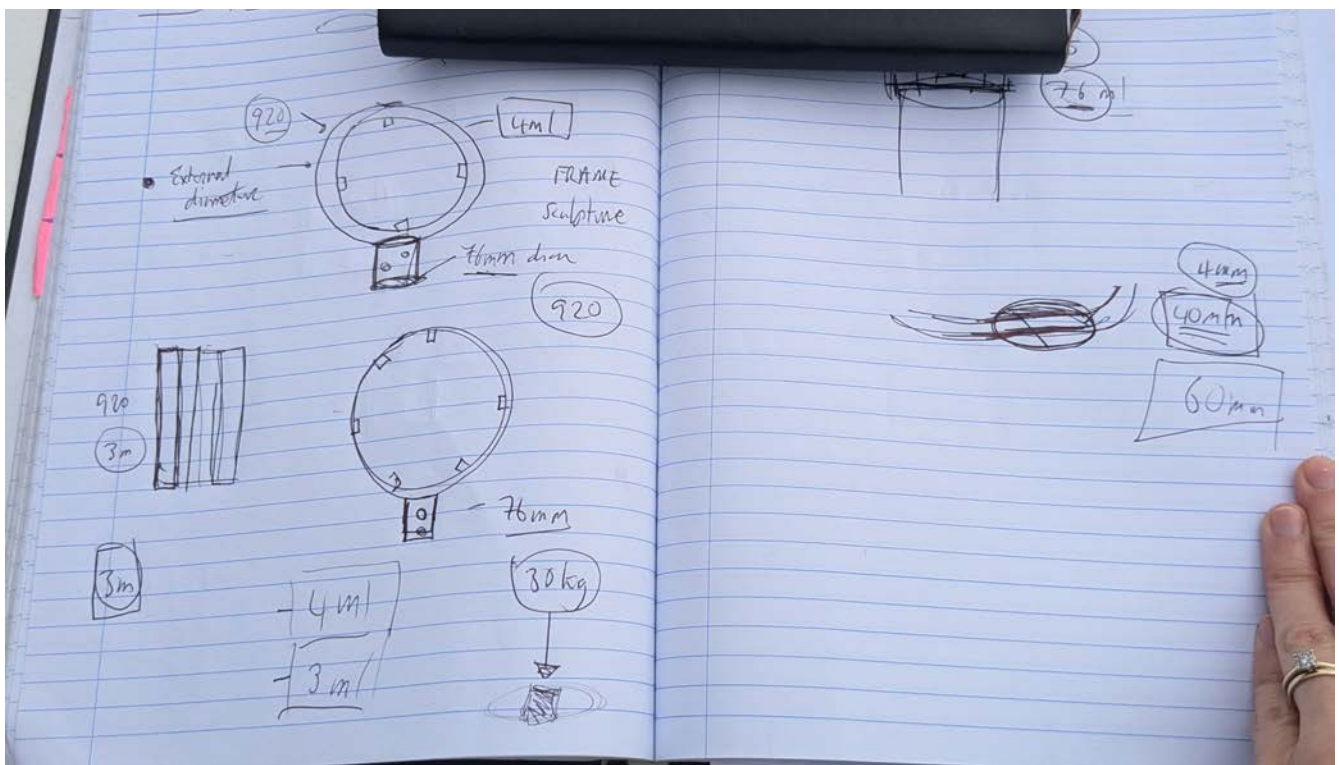
During the workshops it was decided that the basic sculpture design would be a round metal disk with art carved out of them, that act as silhouettes to the sky. The disks are large, heavy, and quite thick to withstand harsh weather conditions in the sea side environment.

Using local businesses and as much sustainable or recycled material as possible was extremely important to the ethos of the project, we worked with a local engineers laser ROS precision for the metal work on the art discs and a local trailer maker (Cronin Trailers) pole, welding and structures supports. In order to trail locations and facilitate the farmers use of land - we conceived and co-designed the use of used tractor tyres for a flexible foundation rather than a permanent concrete footing.

Pictured below is a one of the initial drawings, showing the concept for securing the heavy metal disk to a sleeve that a pole would fit into. The concept was provided by Anthony at Cronin Trailers where he compares it to a speed sign, just with heavier brackets holding the sleeve in place and a wider exterior ring.

For the installation, the initial concept was to have 1 tyre at the bottom filled with cement (as seen in the mechanism drawings on the following page) and a sleeve welded to the thick ring around the art disc that would fit a pole. This makes the sculpture mobile for minimum disturbance of farmer's land.

In the end, in order to stabilise the whole structure better, the sleeve in the tyre was extended through the bottom and an additional tyre was added. When installing, the team included a bar into the ground that would go into the sleeve and act as a foundation but one that would be easy to remove if and when the sculptures needed to be moved.



Key sculpture feature checklist:

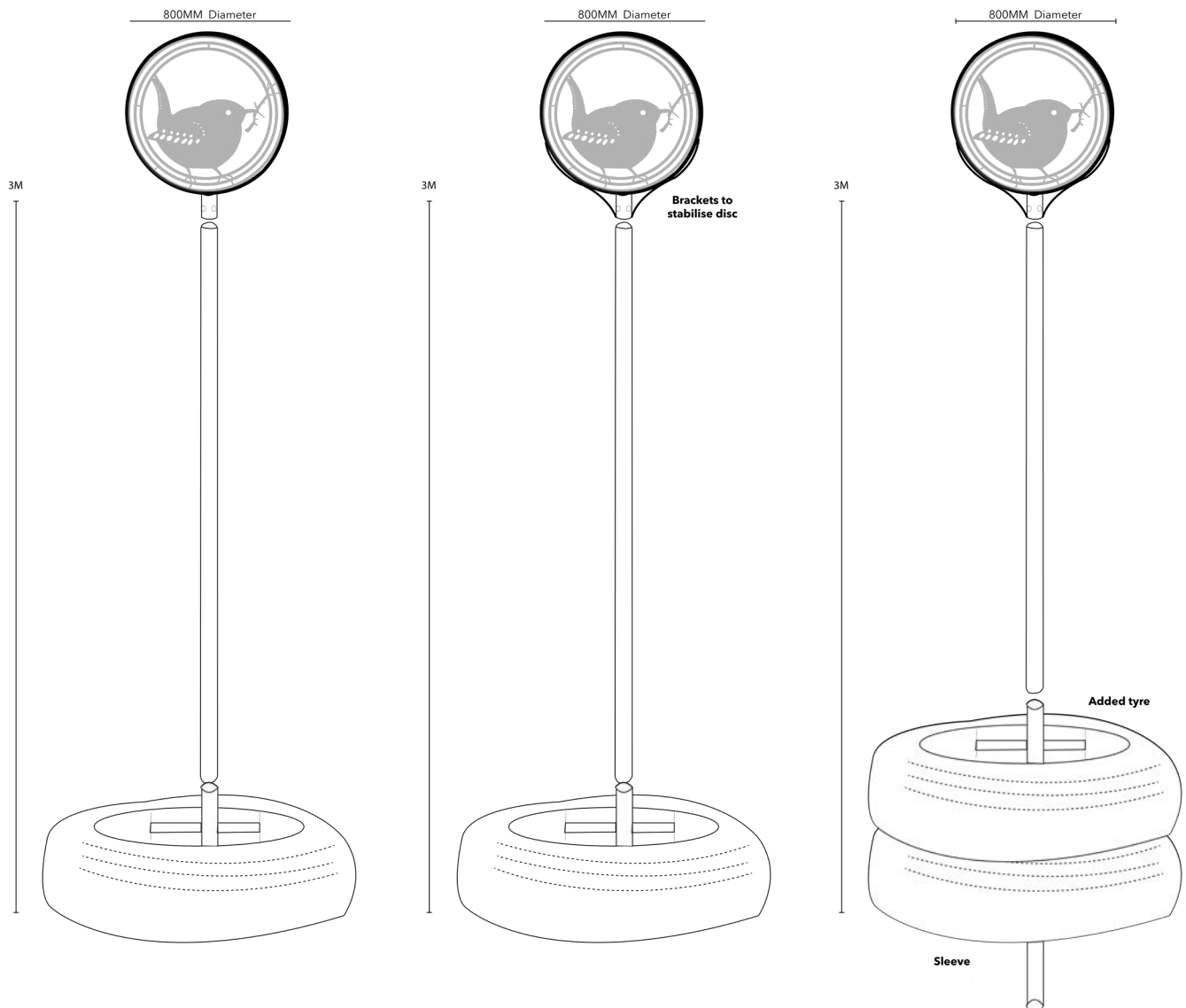
- Art themes relevant to the area
- Able to withstand all weather conditions
- Use of sustainable / recycled materials
- Big and tall enough to see from road and over hedgerows Make them mobile in case farmers need to tend to their field

Evolution of sculpture structural mechanism

1 tyre filled with cement at bottom, thick ring around disc welded to sleeve that fits into pole.

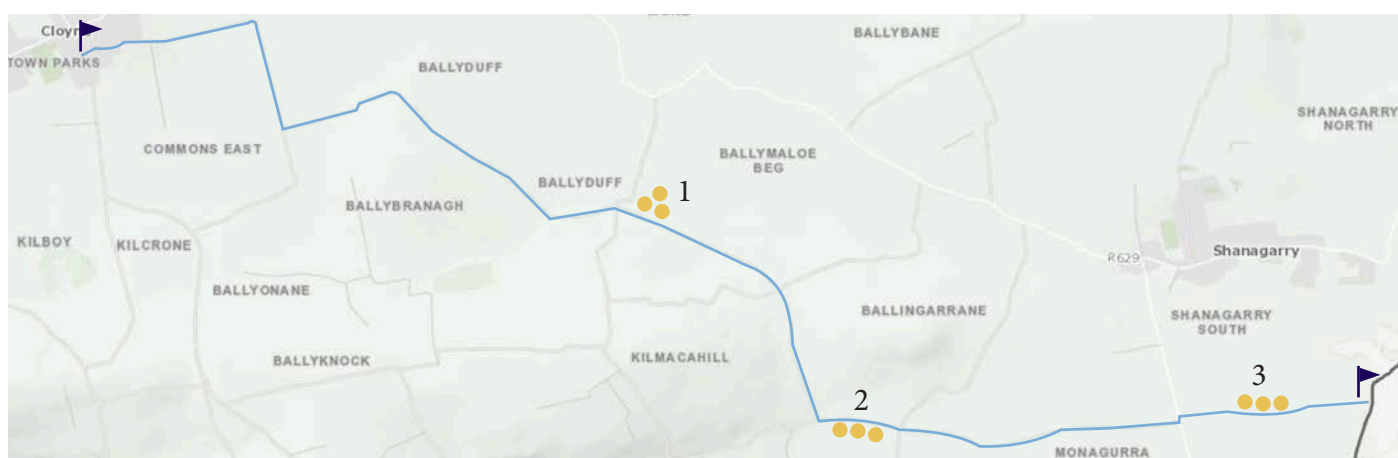
Addition of thick brackets supporting the disc to the sleeve.

Second tyre, added sleeve length to go through the bottom of tyres (that gets fitted onto a pole in the ground).

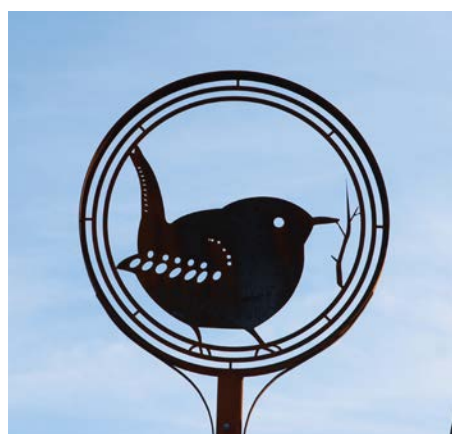
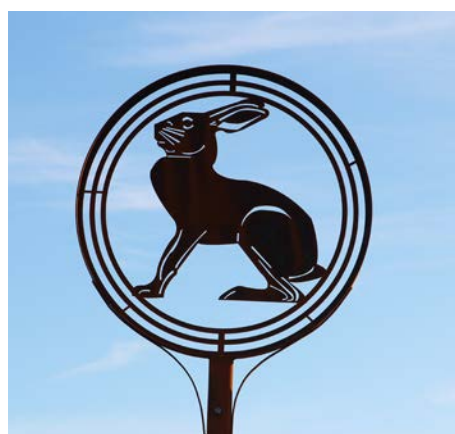


Sculpture Placement

The first sculpture cluster to be placed was at the cross between Ballingarrane and Ballymaloe Beg, where there are also two directional signs to keep cyclists on the right path. The theme in this area is common animal wildlife. The three sculptures depict a hedgehog, a hare, and a wren. Ed Coveney and a helper spent the afternoon finding even ground, assembling and stabilizing the sculptures.



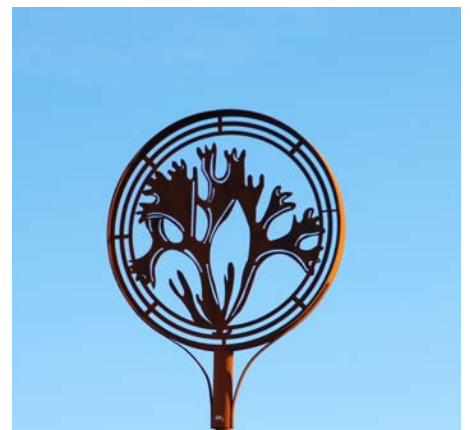
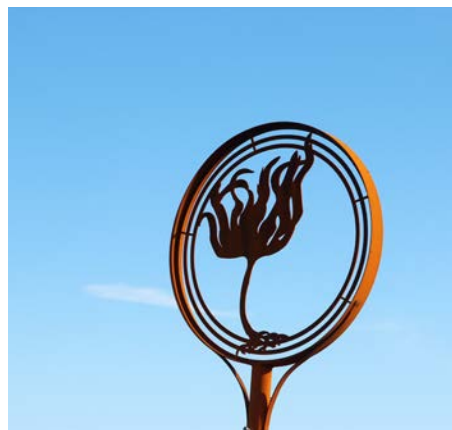
1 - Hare, wren, and hedgehog



2 - Foxglove, plantain, and blackberries



3 - Bladderwrack, oarweed, and sea moss



Signage

In addition to the sculptures along the route, we installed 3 different types of signage:

Yellow pointer signs



2 yellow pointer signs (700x300mm) indicating 'cycle to the sea' attached to existing poles at each end point

Wooden posts



8 wooden posts showing either a wave for cathedral graphic, depending on the side of the road it was placed

Kilometre markers

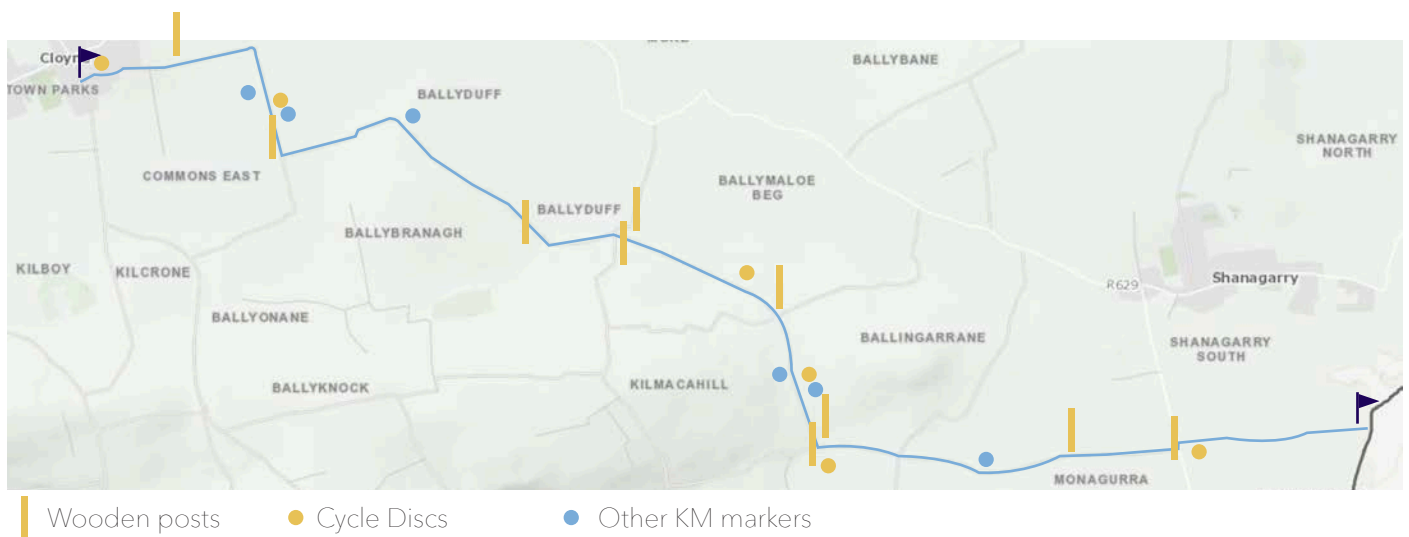


8 numbers indicating remaining kilometres on existing poles on either side of the road

Cycle logo discs



6 cycle discs to reinforce the 'cycle route' theme between kilometre markers and arrows



A crucial part of establishing the Cycle to the Sea route and drawing awareness to the mission and artworks that tell our story is providing sufficient signage that would ensure that anyone cycling the route can easily travel to Ballynamona and Cloyne.

What we ended up choosing was a variety of sizes and types of signage to keep the markings interesting but also informative.

To start (and end), we fastened 700mmx200mm bright yellow 'Cycle to the Sea' signs to poles at Ballynamona Beach and Cloyne, pointing in the direction for cyclists to go and indicating estimated kilometers (8) to destination.

Next, we added directional wooden posts at 4 crucial junctions, with kilometre information as well as arrow and artwork that indicates whether you're going toward the sea or the village.

Bonus art installation

Gaining inspiration from the 'wayfinding' signs families made during our workshop with SECAD in May, the team came up with a bonus colourful installation to be placed at Ballynamona Beach. The mini-sculpture is a playful multi-directional sign comprised of metal prints of the artworks done in the workshop. How exciting for some of the local kids to go to the beach and see their art!



Conclusion

**CYCLE
TO THE
SEA**

Community Feedback

Final survey results

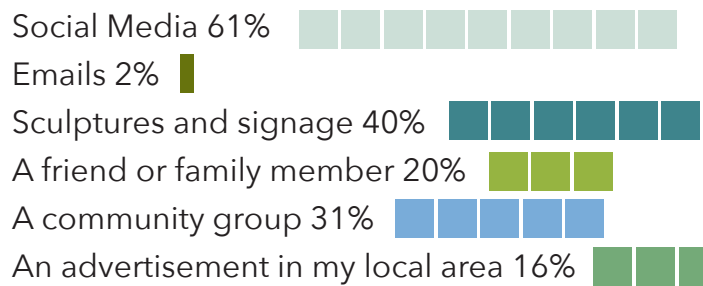
Using a digital survey created by Connect the Dots and a suggestion box at our end-of-project celebration, we collected data and quotes from community members about Cycle to the Sea. We selected some of the more important and impactful data points to represent below in this report. The response was overall positive and in general locals welcome initiatives like this in the area. There is clearly still work to be done when it comes to making the roads safer and more inclusive for all forms of travel but it's clear that Cycle to the Sea was a step in the right direction.

The final survey also asked the same questions about road safety and use of cycles in the area as the initial survey but the results were nearly identical so they are not mention in this final section. It is worth noting though that locals see a huge need to improve the roads and make them safer for walkers, cyclists, and even cars.

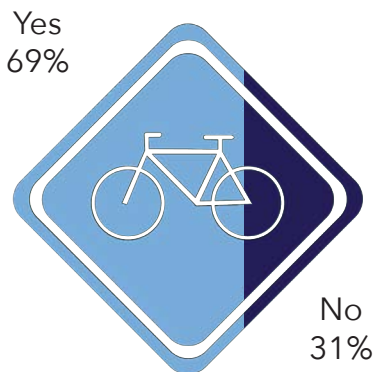
Have you heard about the Cycle to Sea project before?



If yes, where did you hear about it? (select multiple)



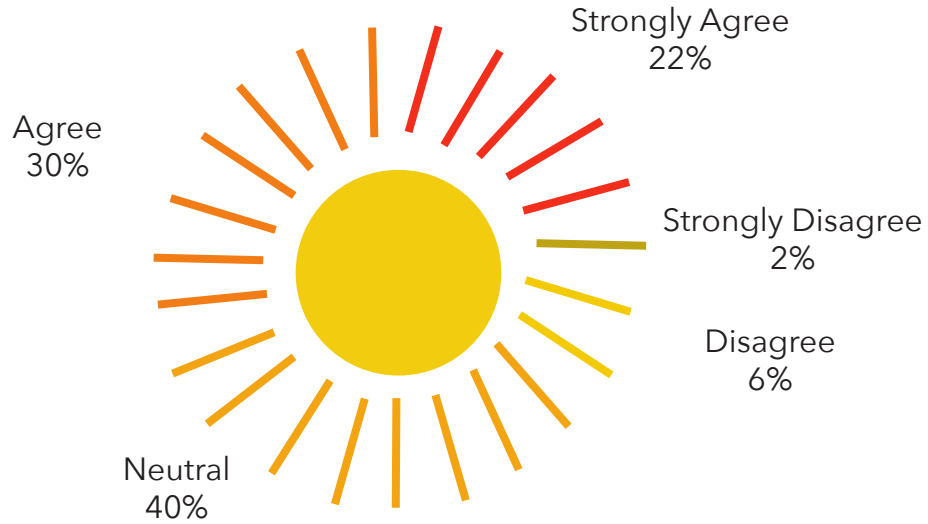
Does the work done by Cycle to the Sea (artworks, signage, workshops) make you more conscious of cyclists as you drive this route?



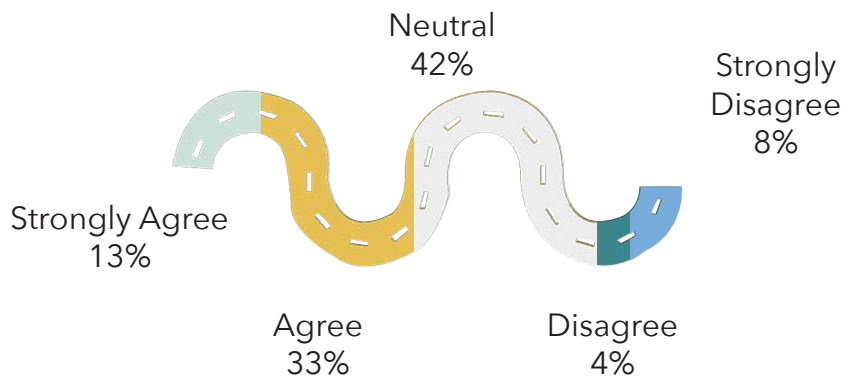
What do you think of the art installations and signage along the route?



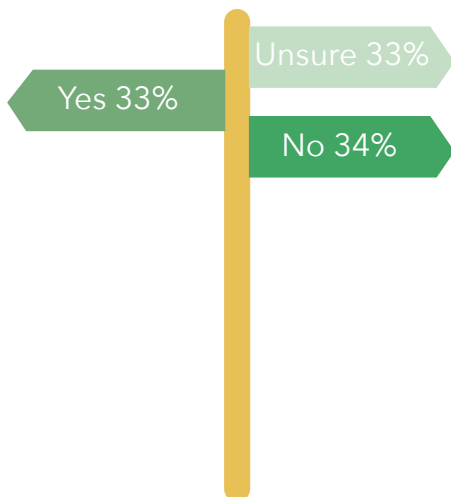
"I am more informed about climate change"



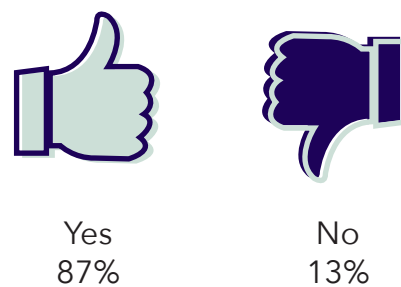
"I feel more empowered to take action after attending/participating in this event"



Do you plan on taking action or making changes to your behaviour or lifestyle after attending this event/participating in this project?



Do you welcome more creative green initiatives in the area?





It was a pleasure getting to work with the public on this project and we deeply appreciate all of the commitment and time they gave to this climate initiative. Many respondents went on to suggest other routes that this project would suit, like Ballycotton and Shanagarry to Ardnahinch, Cloyne to Inch beach, and around the Churchtown South area.

Over half of participants felt more informed about climate change and nearly half are now empowered to take further action into their own hands. In summary, there was an overall positive response for the artworks and events and workshops. We're happy to see that nearly 90% are open to seeing more creative green initiatives in the local area.

The team has since identified new and exciting possibilities with Greywood Arts in Killeagh and The Sister's Hub in Aghada to link in with the existing Youghal to Middleton Greenway. We're hoping to use these new potential partnerships for future similar mapping and engagement events which we've put new grant applications in for.

Excitingly, we're now working with a group in Kilbrittain, West Cork, on a similar project on one of their registered walking trails which include rural back roads. Their interest not only showcases the desire for projects like this, but also shows the successful reach of our project. We hope to spread this ethos that more of the rural roads in Ireland are seen as natural active travel ways with very little infrastructural change needed and investment required.

Team Reflections

Worked / didn't work

Sculptures

Initially, the concept was to place 1 sculpture at each kilometre point along the road. Tall hedges and other restrictions made us have to re-think placement. In the end we worked directly with land-owners to approve 3 clusters of sculptures on their land where they would be most visible. The structural mechanisms of the sculptures worked really well. We have seen a few storms with heavy winds and rain (even some snow) and they stand as they did when they were first erected.

Time of year

The timeline of the project starting in winter posed the biggest hurdle. All but 2 of our engagement events were held outside (some were group cycles) and there we suspect that led to lower community turnout for some. On the other hand, we were thoroughly impressed by the number of people who came out to a couple of workshops where the weather was particularly bad - showing the heartiness of the local people.

Route

The chosen route going to Ballynamona Beach worked really well in the end. Although (like all of our rural back roads here in East Cork) the roads need some mending, the route is nice and flat and has several really nice viewpoints despite it being flat. Ballynamona beach is the perfect destination because of its calm waters and beautiful views of Ballycotton and the lighthouse.

Other partners we connected with or learned from

Secad was our primary engagement partner, participating in 3 of our events. Danielle Sheehy led 2 activities, one at our 'wayfinding' family art project workshop and the other at our finalcelebration. Karen Loxton of Wildworks led a fantastic biodiversity nature walk at Ballynamona Beach where we gained inspiration for the sculptures.

Cloyne Cathedral was a big supporter and partner from the beginning. They encouraged us to leave permanent signage about the project on their gates, let us host a workshop on their grounds during their artist showcase where there was already guaranteed footfall, and shared our posts on social media. The Cathedral and Round Tower mark the start of the Cycle to the Sea route so all guided cycles would start just outside the gates.

When creating and implementing the sculptures, there were several partners including **land owners, welders, and steel fabricators**. The three farmers who allowed the sculptures to be placed on their land were Darren Allen (hedgehog, wren, and hare), Liam Lane (seaweeds), and Gerald Welsh (plantain, blackberry, foxglove). In order to create the sculptures (as mentioned on page 29) the engineering team comprised of Anthony Cronin of Cronin Trailers who did the welding and conceptualised the stability mechanism, and Dave from Ros Precision who did the laser-cutting of the metal discs.

The final cycling activity and celebration was supported heavily by **Strand Road Furniture** who hosted the celebration and posted about our event on social media. This is a key partnership as the furniture showroom is located perfectly in the middle of the chosen cycling route. A couple of other key partners during our final activity were **Cork Bike Hire** and **Naomi Murphy from Connect the Dots**. We were thankful to Naomi who traveled down from Dublin and brought event materials and to Cork Bike Hire who made it possible to provide a free pop-up cycle rental in the Cloyne Cathedral parking lot at the start of the route.

Key moment of impact

The really key moment of the project was seeing the **40-50 people cycling along the road to come to the project launch** at Strand Road Furniture (halfway along the route). The people were a mixture of those that had attended the workshops and engaged with us throughout the year, families that had heard about the project, asylum seekers who were living in the village, local farmers and local residents. Young and old were cycling along, smiles on their faces, the breeze in their hair enjoying the beautiful day. They stopped in to chat and learn, have a cup of tea and a bowl of soup and then most of them carried on along the road to the beach. That felt like a really significant day for the project. If each of those 50 people tell one person about the project and the sculptures then hopefully the awareness will keep growing and more and more people will use the road for cycling and active travel.

Balancing the goal of climate action with the creative process and the value of the artistic output

The project came about initially from conversations between Esther and Aoife around cycling in rural Ireland and that since moving to the countryside, they both had hardly cycled anymore. So the question was, why is that? Within the village of Cloyne with the 2000 residents, the main challenge is car reliance and poor local links and bus services.

There is a very genuine fear of cycling on rural roads in Ireland due to the speed at which cars travel, the distractedness of drivers and the state of the rural roads. The idea of 'Cycle to the Sea' was to challenge that mindset and engage the community in a project to **encourage people to hop on their bikes when going on short local cycles**. Car dependency in rural Ireland is a challenge but cultural and behavioral change has to happen one small community at a time.

We decided that the creative output would take the shape of **aerial sculptures** that would be placed along the way. By creating an artistic output we felt that there would be very tangible, visual artworks that would make the cycle more interesting for people and encourage them to cycle. In order to come up with the art pieces, we wanted to work through ideas with the public, inviting their creativity and insights.

Creative Team

Even though the format of the project was to have a lead artist to work on the creative elements of the project, it really ended up being a project where the creative element was very much **a collaboration between all the key members of the team**, Aoife Banville, Esther Gerrard, Ed Coveney and Nohelani Roche alongside the local community of Cloyne. We each brought our own strengths and skill sets to the creative outcomes. We worked collectively and collaboratively on the co-designing, the making and the placing of the artworks. **As such, we were all creative practitioners of the project**. The creative element of the project was the key output that cohesively brought the climate action of cycling more and driving less together.

We took existing local back roads and added a creative element (sculptures) and colourful signage to create something new and engaging and create a lasting legacy for our message.

The projects main hope is to spread this ethos that more of our rural roads in Ireland are seen as natural active travel ways and even art trails with very little infrastructural changes and investment required.

CLOYNE CYCLE TO THE SEA

2024

A creative climate action project



Rialtas Áitiúil Éireann
Local Government Ireland



Clár Éire Ildánach
Creative Ireland
Programme

