

# Bushmills One-Way System Consultation

## Summary Report

### Executive Summary

#### Respondents:

- 259 responses to the survey

#### Parking Difficulties:

- Over **three-quarters (nearly 78%)** of respondents state they have experienced parking difficulties in Bushmills. T
- Just over **one in five respondents (22%)** reported no parking difficulty, suggesting that while the problem is not universal, it is far from isolated.
- A combined **64%** (129 people) report difficulties **often** (“often difficult” or “often very difficult”). **36%** (72 people) say they encounter difficulty **occasionally**. The lowest category, “**occasionally very difficult**”, still comprises **15%** (30 people).

#### Traffic Congestion:

- Nearly **85%** of respondents say they **have experienced traffic congestion** in Bushmills - higher than the parking difficulty rate suggesting traffic congestion is the most widely recognised and felt problem in the village.
- **58%** (118 people) experience “**congestion often**”, **27%** (60 people) describe their experience as “**often very congested**” and **18%** (39 people) experience congestion “**occasionally very congested**” - indicating congestion issues are structural rather than seasonal.
- **81%** (209 respondents) identified **peak tourism periods** as the main pressure point, with **38%** (98 respondents) reporting issues most frequently at **weekends**. The other responses received below 20% each (**all year round -19%, normal business hours -14%, school run -10%**) indicating congestion is not exclusively a peak-season problem, it affects daily life too.

#### Support for One Way System:

- A **clear majority** of respondents expressing positive support for the proposal with “**strongly in favour and in favour**” representing 151 respondents (**58.3%**), “**against and strongly against**” represents 71 respondents (**27.4%**) at just over one-quarter opposing the scheme, support is more than double the rate of “against” responses. 37 respondents (**14.29%**) answered “**undecided or neutral**”, suggesting that most

people have a clear opinion, and that the neutral group is not large enough to materially shift the overall sentiment.

#### **Footpath Widening:**

- **"Strongly in favour and In favour"** represents 127 respondents (**49%**), with **"against and strongly against"** representing 74 respondents (**28.6%**), suggesting support for widening footpaths is not as strong as support for the one-way system (58%). It should be noted that **"Strongly against"** (**15%**) is slightly higher than **"against"** (**13.5%**), indicating that concerns, where they exist, are likely strongly held.
- 58 respondents (**22.39%**) are **"undecided or neutral"**, much higher than neutrality on the one-way system (14%), suggesting that respondents may want to see detailed designs, be unsure how the change would affect parking and lack understanding of how footpath widening interacts with a one-way proposal.

#### **Pedestrian Areas:**

- 138 respondents (**53.3%**) responded as **"strongly in favour or In favour"**, reflecting a clear overall majority in favour of enhancing the public realm around The Diamond. 66 respondents (**25.5%**) responded as **"strongly against or against"**, while a notable minority is concerned, support is more than double the level of strong opposition.
- The **"undecided"** group (55 respondents, **21.24%**) is almost as large as either the supportive or opposing cohorts, suggesting people may want to see specific design details.

#### **One Way System Deliver Benefits:**

- Over half, 134 respondents (**51.74%**) think the proposal will deliver benefits for both businesses and the wider community.
- 77 respondents (**29.7%**) believe the one-way system will not bring benefits, this group is important because they represent a segment who may feel businesses could be negatively affected, congestion may simply move elsewhere, parking issues may worsen and access could be reduced, especially for locals or deliveries. This is a meaningful minority needing targeted engagement.
- 48 respondents (**18.5%**) are unsure, indicating people need more information. This group could shift in either direction depending on how clearly the benefits are articulated.

#### **Dundarave Car Park:**

- 194 respondents (**74.9%**) responded as **"strongly in favour or in favour"**, with 29 respondents (**11.2%**) being **"strongly against or against"**; 36 respondents (**13.9%**) are **"undecided"** and may need to see designs before making a decision. This response represents the highest support for any element presented with the consultation.
- 152 respondents (**58.7%**) see a direct link between parking capacity in Dundarave and economic performance in Bushmills. 45 respondents (**17%**) do not see economic benefits; this suggests some believe parking alone will not change visitor behaviour.
- A sizeable group of 62 respondents (**23.9%**) remains **"unsure"**, indicating uncertainty about the scale of economic benefit, a lack of clarity around how

additional parking integrates with the wider one-way and public realm proposals and potential questions about whether increased footfall will translate into spend.

#### **Junction (Priestland Road/Dunluce Road):**

- 176 respondents (**67.96%**) are "**strongly in favour or in favour**" of improvement to the junction, with only 39 respondents (**15.06%**) responding as "**against or strongly against**". This is a very positive balance, with support over 4.5 times larger than opposition. A notable but manageable "**neutral**" group (**17%** - 44 respondents) is not unexpected given that many people may not understand what type of improvement is proposed.

#### **Junction (Main Street/Bridge Street):**

- 173 respondents (**66.8%**) are "**strongly in favour or in favour**" of improvement to the junction, with 45 respondents (**17.4%**) responding as "**against or strongly against**". This is a very positive balance, with a net support of +49.4 percentage points. A notable "**neutral**" group (**15.8%** - 41 respondents) is not unexpected given that many people may not understand what type of improvement is proposed

#### **Woodvale (One Way):**

- Moderate support for this proposal, but not overwhelming. 119 respondents (**45.94%**) responded as "**strongly in favour or in favour**" of one way system on Woodvale Park. This shows Woodvale Park is more sensitive proposition.
- There is a large "**undecided/neutral**" group (97 respondents - **37.45%**), indicating uncertainty and a lack of understanding of what the one-way change means in practice. Opposition to this proposal is present but not dominant (43 respondents - **17%**), with 9.65% (25 respondents) being "**strongly against**".
- This opposition is higher than for several of the other proposals consider in the consultation.

#### **Overall Improvement for Bushmills:**

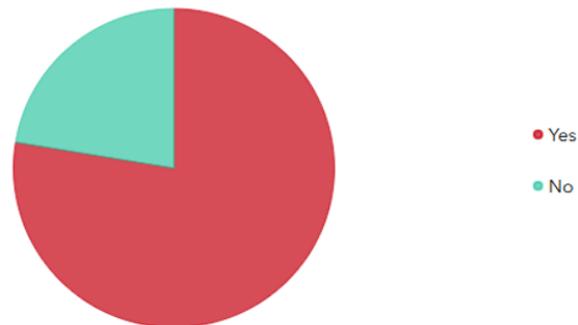
- 151 respondents (**58.3%**) believe the full package will improve Bushmills' overall experience. "**No**" responses account for 68 respondents (**26.25%**) and 40 respondents (**15.44%**) "**Don't know**".

#### **Demographics:**

- Nearly **70%** (181 respondents) being permanent residents
- 44 respondents (**16.99%**) second home owners
- 253 respondents (**97.68%**) hold a full driving licence
- 133 respondents (**51.35%**) are female, 117 respondents (**45.17%**) are male
- **73.75%** of respondents were aged 45 or older
- One organisation with approx. 50 members represented in the survey

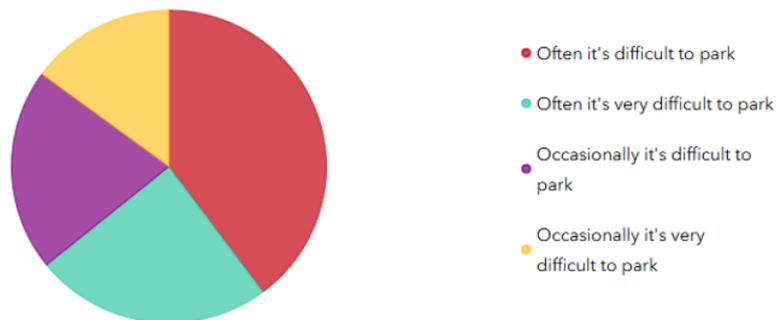
## Section 1: Tell us about your experiences of traffic and parking in Bushmills

### 1. Have you experienced parking difficulties in Bushmills?



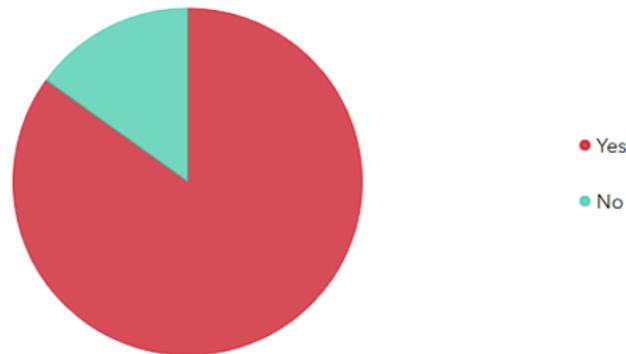
Over three-quarters (77.61% - 201) of respondents state they have experienced parking difficulties in Bushmills. This indicates that parking is a significant and widely felt issue for residents, businesses, and/or visitors. Just over one in five respondents (22.39% - 39%) reported no parking difficulty, suggesting that while the problem is not universal, it is far from isolated.

### 2. Please select the option that best describes your experiences:



A combined 64% (129 respondents) report difficulties often (“often difficult” or “often very difficult”). This indicates a persistent, regular problem, not a sporadic or seasonal issue. 36% (72 respondents) say they encounter difficulty occasionally. Even the lowest category, “occasionally very difficult”, still comprises 15% of all who answered yes. Together, this reinforces that the issue is broad-based, not isolated, and spans both frequent and occasional users of Bushmills.

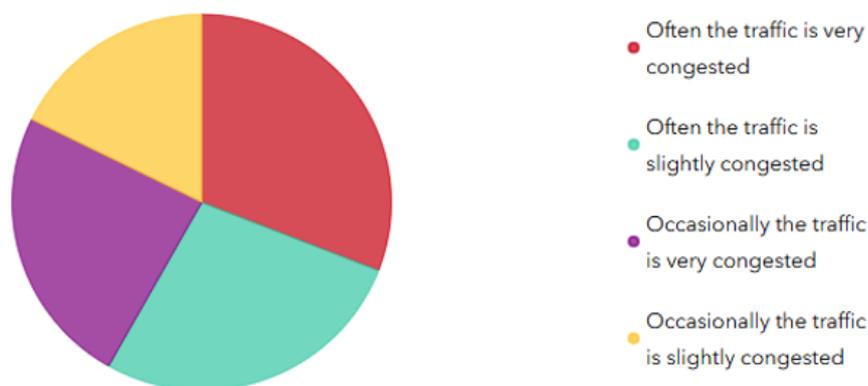
### 3. Have you experienced traffic congestion issues in Bushmills?



Nearly 85% (202 respondents) say they have experienced traffic congestion in Bushmills. This is even higher than the reported parking difficulty rate (78%), indicating that, traffic congestion is the most widely recognised and felt problem in the village and the issue is both broad-based and likely persistent, affecting most users regardless of trip purpose.

Just 15% of respondents report no congestion issues, suggesting that congestion is not limited to specific times (e.g., peak tourism hours) but likely occurs frequently enough to be experienced by a range of users.

### 4. Please select the option that best describes your experiences:



58% (118 respondents) experience congestion often (either "often congested" or "often very congested"). This highlights congestion as a regular, predictable issue, not something confined to exceptional days or peak tourist weekends. 27% (60 respondents) describe their experience as "often very congested," indicating; long queues, delayed travel times, slow vehicle movement through the village and possible gridlock during peak visitor arrival/departure periods. The "occasionally very congested" group accounts for 18% (39 respondents), which is relatively high. This suggests that even infrequent users are impacted, likely during; summer tourist peaks, school holiday periods, special events (Salmon & Whiskey Festival etc) and weekend surges linked to the Causeway Coast visitor economy.

The distribution shows congestion is structural rather than seasonal, likely tied to the narrow geometry of Main Street, exacerbated by two-way conflict and turning movements and impacts both residents and visitors.

**5. If you have experienced any difficulties with congestion and/or parking, when was it most frequent?**



81% (209 respondents) identified peak tourism periods as the main pressure point. This is entirely consistent with Bushmills’ role as a gateway to the Giant’s Causeway and a tourism-dependent settlement and it clearly indicates seasonal demand spikes, which the road network is currently unable to absorb. 38% (98 respondents) report issues most frequently at weekends, this aligns with visitor flows, day-trippers and increased hospitality and retail activity, reinforcing that Bushmills experiences predictable, recurring weekly peaks in addition to seasonal peaks.

All year round issues (19% - 49 respondents) likely reflect restaurant trade, visitor return traffic and reduced parking turnover. Normal business hours (14% - 37 respondents) indicate that congestion is not only a tourist issue. Finally, school run difficulties (10% - 27 respondents) may relate to local educational facilities, narrow streets and conflicts between through-traffic and short-term stopping behaviour. Even though these categories show lower percentages, they illustrate that congestion is not exclusively a peak-season problem, it affects daily life too.

***NB:** 28 Respondents answered this question, despite providing ‘No’ answers to both the ‘Have you experienced parking difficulties in Bushmills’ and ‘Have you experienced traffic congestion in Bushmills’ questions. 28 out of 259 total respondents is just over 10%, a manageable anomaly.*

**6. Is there anything else you would like to share about your observations of the traffic or parking in Bushmills?**

A comprehensive review of community feedback responses on traffic and parking in Bushmills identifies four dominant issues:

- Illegal and inconsiderate parking (72%),
- Repeated bottlenecks (64%),
- Impacts from large vehicles (58%),
- Insufficient or poorly managed off-street parking including motorhome displacement in Dundarave (52%).

Targeted operational measures such as enforcement, removal/re-marking of key bays, timed deliveries, coach routing, and a designated motorhome facility are widely viewed as high-impact solutions.

### **Illegal & Inconsiderate Parking**

The strongest and most consistent frustration expressed in responses relates to illegal parking on double yellow lines and kerb-mounted stopping, which narrows the carriageway, obstructs visibility, and forces pedestrians, including those with mobility issues, to step into traffic. Recurrent hotspots include 1608 Gallery/Therapy, the former McIntosh's premises, Spar/Distillery bend, Clarke's corner, the old police station, and the Main Street car-park entrance. Respondents repeatedly note weak enforcement, with the same offenders blocking traffic daily.

### **Pinch Points & Bottlenecks**

Two locations dominate congestion reports:

(a) the Gallery/Therapy section, where street geometry and on-street bays often leave insufficient width for two-way passing, and

(b) the Main Street car park entrance, where turning and reversing movements conflict with through-traffic.

Additional pinch points include Bridge Street junction and the War Memorial roundabout. Removing or re-marking one or two bays at these locations is viewed as a small but transformative improvement.

### **Large Vehicles**

Many residents report that the street functions adequately for cars but breaks down when large vehicles enter. Tour coaches are too wide for two-way working, delivery lorries must double-park to unload, and tractors travel at speed during harvest periods. These situations create safety risks and complete stoppages. Many respondents propose timed deliveries, designated coach routes, and a dedicated coach park.

### **Overall Parking Supply & Car-Park Design**

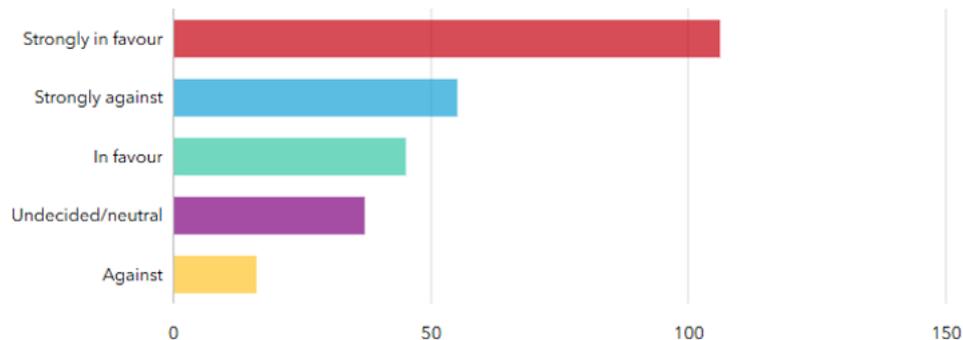
Parking supply is reported as tight year-round, with pressures intensifying in summer. The Millenium car park is described as full and poorly laid out i.e. considered too small, and its entrance is itself a congestion point. Suggested improvements include re-marking bays, clearer wayfinding to Dundarave, and time-limited spaces for shoppers.

### **Motorhomes / Campervans**

Residents highlight heavy seasonal motorhome use at Dundarave, with counts exceeding 30 units at times. Dundarave has effectively become an unofficial touring site, displacing residents and shoppers. Several respondents favour a purpose-built motorhome parking on the edge of the village with appropriate facilities.

## Section 2: Tell us about your views on the proposed one-way system:

### 7. Are you in favour of a one-way system in Bushmills Main Street?



Strongly in favour and In favour (151 respondents - 58.3%), represents a clear majority of respondents expressing positive support for the proposal. Against and Strongly against (71 respondents - 27.4%) at just over one-quarter opposing the scheme, support is more than double the rate of “against” responses (17% vs 6%). Even when including “strongly against,” the pro-one-way group remains significantly larger. 14.29% (37 respondents) answered undecided or neutral, suggesting that most people have a clear opinion, and that the neutral group is not large enough to materially shift the overall sentiment.

### 8. Please explain why you chose this answer.

The analysis of the additional comments shows a clear majority in support, but also a significant proportion expressing strong opposition. The following themes have been identified:

#### Traffic Flow Improvements

Many respondents believe the current layout is not coping with coaches, HGVs, delivery vans and farm machinery, with one stating that *'Main Street is too narrow for two-way traffic'*.

#### Pedestrian Safety & Public Realm Benefits

Supporters emphasise the danger of two-way traffic, high volumes of visitors on foot, poor sightlines and narrow pavements. Safety benefits are a critical case for change, especially at The Diamond and the top of Bridge Street.

#### Concerns About Displacement of Congestion

A major recurring concern is that improvements in Main Street will cause worse conditions elsewhere, particularly at Priestland Rd to Dunluce Rd junction, Bridge Street and around the primary school.

#### Parking Loss, Convenience and Access

This is a polarised theme, with locals valuing convenience, short-stay parking and the ability to pull in close to shops. Businesses worry about losing impulse trade. Supporters argue a one-way system frees more space for parking. Some common concerns raised were *'People won't walk; they'll go to Coleraine supermarkets'*, *'deliveries will block the road'* and *Bushmills 'need[s] more parking first'*.

Some residents also noted the longer detours caused by one way system, with seemingly priority given to tourists over locals. Similarly, comments highlighted that seasonal congestion should not equate to a year-round justification.

### **Economic Impact on Local Businesses**

Analysis shows that residents and businesses are split. Some see regeneration and increased footfall. Others fear; loss of convenience parking, reduced passing trade and disruption during construction.

### **Direction of One-Way System**

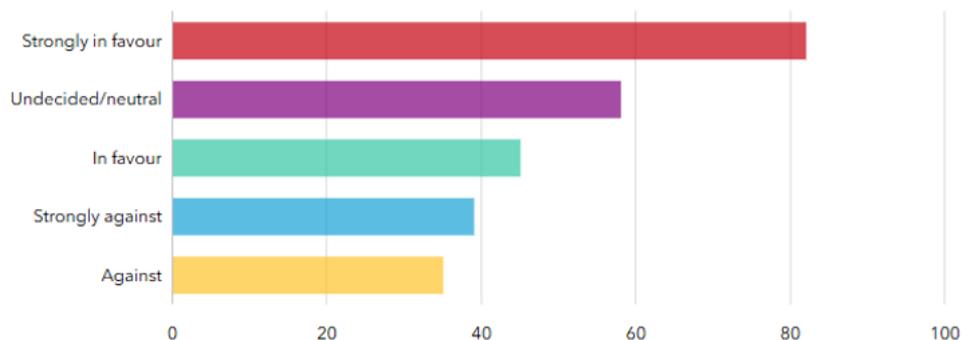
A notable group supports the concept, but not the proposed direction. Their rationale includes reducing right-turn conflicts, creating easier access from Dervock/Castlecat and better operation at Dunluce junction.

### **Alternative Solutions Suggested**

The following have been provided as alternate options;

- Ban coaches and tractors from Main Street
- Better enforcement of double yellows
- Improve junctions only
- Expand car parks instead
- Pedestrianise Main Street fully
- Trial first
- Widen inside passing points instead of one-way
- Create coach-only car park

### **9. Are you in favour of widening footpaths on Main Street?**



Strongly in favour and In favour represents 127 respondents (49%), with Against and Strongly against representing 74 respondents (28.6%), suggesting support for widening footpaths is not as strong as support for the one-way system (58%) but still forms a clear plurality. 58 respondents (22.39%) are undecided or neutral, much higher than neutrality on the one-way system (14%), suggesting that respondents may want to see detailed designs, be unsure how the change would affect parking and lack understanding of how footpath widening interacts with a one-way proposal.

It should be noted that “Strongly against” (15%) is slightly higher than “against” (13.5%), indicating that concerns, where they exist, are likely strongly held.

## 10. Please explain why you chose this answer.

The following themes came through in the additional comments:

### **Safety, Comfort & Modernisation**

Respondents indicate a clear belief that widening footpaths would benefit Main Street. With particular expectations of improved pedestrian safety, reduced conflict with vehicles, and an enhanced village atmosphere.

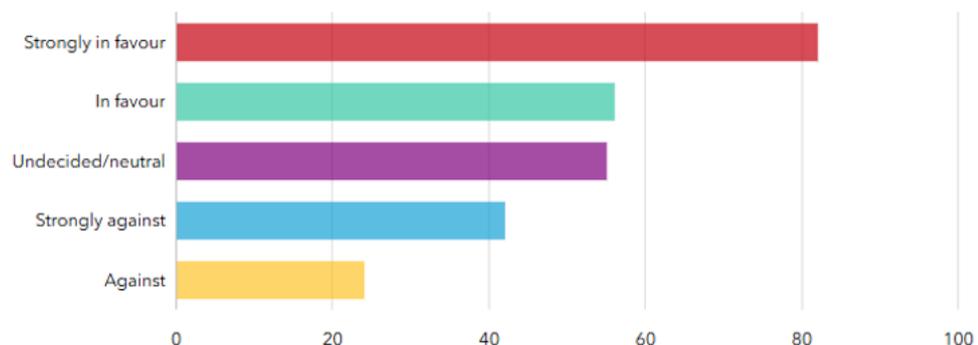
### **Need for Clarity, Reassurance & Design Detail**

Respondents comments reflected an uncertainty of what the implications of widening the footpaths would be, they reserve opinion until they have more information i.e. visuals, modelling evidence, or trial schemes.

### **Concerns About Parking & Everyday Practicality**

Respondents fear that widening footpaths could reduce parking availability, increase congestion, or make short visits to shops more difficult. These comments reflect the value attributed to vehicle access, seen as essential for everyday life. Further commentary suggests that respondents feel tourists are being prioritised over residents. The is concern that changes could alter the character or functionality of Main Street.

## 11. Are you in favour of proposal to increase the pedestrian areas around The Diamond?



138 respondents (53.3%) responded as strongly in favour or In favour, reflecting a clear overall majority in favour of enhancing the public realm around The Diamond. 66 respondents (25.5%) responded as strongly against or against, while a notable minority is concerned, support is more than double the level of strong opposition. The undecided group (55 respondents, 21.24%) is almost as large as either the supportive or opposing cohorts, suggesting people may want to see specific design details, The Diamond is a functional space (circulation, parking, turning), so users may be unsure what changes mean in practice and the impact on traffic routing or parking may not yet be fully understood by the public.

## 12. Please explain why you chose this answer.

Feedback indicates that over half of respondents support increased pedestrian space, but opposition is substantial and sentiments are strongly polarised, reflecting differing priorities between accessibility, business needs, and town centre enhancement.

## Improved public realm & village atmosphere

Respondents believe enhancing pedestrian areas would create a more attractive, sociable, and welcoming environment. Comments referenced increased footfall, improved café culture, more space for outdoor seating, and opportunities for events or markets. Supporters emphasised that improved aesthetics would benefit both residents and visitors and enhance the identity of Bushmills.

## Parking loss & accessibility concerns

Respondents stressed reliance on Diamond parking for chemist visits, groceries, banking, and quick errands. Significant concerns included loss of disabled bays, mobility barriers for elderly residents, and lack of convenient alternatives. Parking at Dundarave was widely seen as too far, heavily used by tourists, and unsuitable for those with disabilities. Many warned that removing Diamond parking could reduce local business footfall.

Some respondents worried pedestrianised spaces would be under-used outside summer months or might attract anti-social behaviour in evenings. Several emphasised the need for year-round viability, CCTV, and careful design to avoid creating “dead space”.

## Dundarave as a substitute

Respondents highlighted that Dundarave car park is already overwhelmed by coaches and motorhomes, noting visibility issues when exiting the car park and described it as unsafe or inconvenient. Concerns were raised about increasing traffic through residential streets if reliance on Dundarave increased.

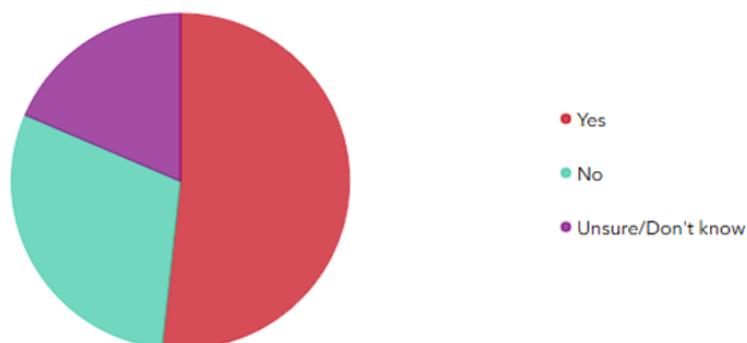
## Frustration with traffic management

Many respondents used this question to express wider frustrations about:

- Coaches blocking Main Street.
- Motorhomes occupying Dundarave for long periods.
- Widespread illegal parking on double yellow lines.
- Large vehicles causing bottlenecks.

These frustrations question the respondents’ trust in proposed changes and suggest a need for street management reforms alongside any redesign.

### 13. Do you believe the one-way system will deliver benefits for businesses and the community?



- Over half, 134 respondents (51.74%) think the proposal will deliver benefits for both businesses and the wider community. This aligns closely with 58% in favour of the one-way system, 85% experiencing congestion and the 78% experiencing parking issues. The public perception of benefit reflects a desire for solutions to longstanding traffic challenges. 77 respondents (29.7%) believe the one-way system will not bring benefits, this group is important because they represent a segment who may feel businesses could be negatively affected, congestion may simply move elsewhere, parking issues may worsen and access could be reduced, especially for locals or deliveries. This is a meaningful minority needing targeted engagement. 48 respondents (18.5%) are unsure, indicating people need more information. This group could shift in either direction depending on how clearly the benefits are articulated.

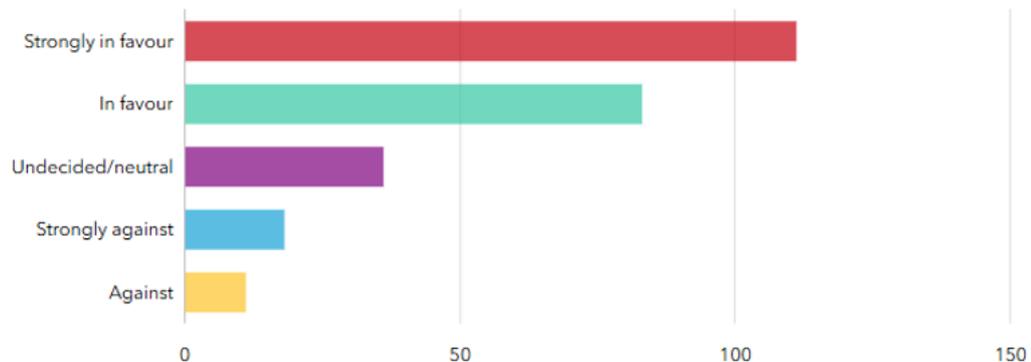
#### **14. Please explain why you chose this answer.**

Respondents' opinions on the overall package of proposals is deeply divided. Supporters feel that improved traffic flow, better pedestrian safety, enhanced public realm, and more structured parking will help create a more attractive, accessible village. They believe these changes will encourage visitors to stay longer, improve footfall for local businesses, and resolve long-standing congestion and safety issues on Main Street and around Bridge Street. Many also see the proposals as necessary to future-proof Bushmills as tourism continues to grow.

However, a significant number of respondents express strong concerns about the impact on everyday life for local residents. Key worries include reduced convenience for quick-stop shopping, loss of nearby parking, longer driving routes, and potential harm to village businesses, particularly outside peak tourist months. Several fear that the changes prioritise tourists over locals, could increase congestion at key junctions, and may damage the character and identity of Bushmills. Many are sceptical that increased pedestrian space or a one-way loop will meaningfully improve spending, and some believe the scheme is disproportionate to what they see as primarily seasonal congestion.

### Section 3: Please tell us your views on the proposal to increase parking capacity in Dundarave Carpark

#### 15. Are you in favour of the proposed increased capacity in Dundarave Car Park?



194 respondents (74.9%) responded as strongly in favour or in favour, with 29 respondents (11.2%) being strongly against or against; 36 respondents (13.9%) are undecided and may need to see designs before making a decision. This response represents the highest support for the element versus all the other proposals.

#### 16. Please explain why you chose this answer.

Many feel that easier and more reliable parking would encourage both visitors and local residents to stop in the village, stay for longer, and spend more in shops, cafés, and other businesses.

Respondents frequently highlighted the pressures experienced during peak summer months and bank holiday periods, noting that parking scarcity often results in through-traffic continuing without stopping. In this respect, additional off-street capacity is seen as a practical way of converting passing traffic into footfall, potentially improving the trading environment on Main Street and creating opportunities for more sustained economic activity throughout the year.

A strong theme among supportive respondents is the belief that Bushmills relies heavily on visitors arriving by car. Improved parking availability is therefore viewed as essential for further economic growth. Additionally, shifting vehicles off Main Street could help create a safer and more attractive environment for pedestrians, giving visitors more confidence to explore the village at their leisure.

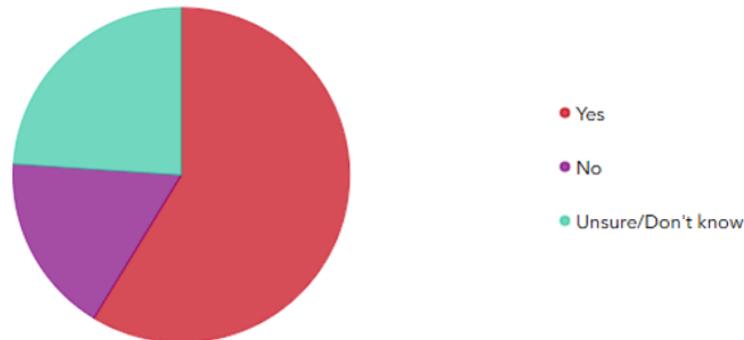
Concerns were raised about motorhomes and coaches dominating Dundarave Car Park, limiting the availability of general parking and reducing the intended impact of any capacity increase. Without improved management, such as a dedicated motorhome parking facility, limits on overnight stays, clear enforcement, and designated coach areas, respondents feel that additional spaces may simply reinforce existing problems.

Several respondents stated that Dundarave feels too far from key shops and services, particularly for elderly and disabled users or those carrying groceries.

Others emphasised the need for better signage, wayfinding, and maintenance. Many noted that visitors do not always realise the car park exists due to poor signposting and road conditions.

Parking expansion alone will not resolve the village's wider economic challenges.

**17. Do you believe the increased car parking in Dundarave Car Park will add economic benefits for businesses and the community e.g. more visitors stopping in the village and staying longer, increased visitor spending, more opportunity for local people to shop in the village, more jobs, more successful businesses in the village?**



With 152 respondents (58.7%) answering Yes, this is a clear indication that more than half of respondents see a direct link between parking capacity and economic performance in Bushmills. A relatively small minority, 45 respondents (17%) do not see economic benefits, this suggests some believe parking alone will not change visitor behaviour, others may think that the issue lies more in congestion, signage, or infrastructure than parking availability and a few may have concerns about over-reliance on car-borne visitors or potential traffic impacts. However, this “No” group is significantly smaller than the “Yes” cohort. A sizeable group of 62 respondents (23.9%) remains unsure, indicating uncertainty about the scale of economic benefit, a lack of clarity around how additional parking integrates with the wider one-way and public realm proposals and potential questions about whether increased footfall will translate into spend.

**18. Please explain why you chose this answer.**

The following themes emerged through the additional responses to this question:

**Support for More Parking**

A large number of respondents strongly believe parking supply is insufficient, especially at peak seasons, and that increasing capacity will reduce circulation traffic, encourage people to stop instead of passing through, support local businesses and ultimately make Bushmills more competitive with the larger towns (Coleraine, Ballymoney).

**Concerns About Distance From Main Street**

A major recurring issue is that Dunderave is perceived as too far from shops, especially for older people, inconvenient for quick errands or carrying groceries and positioned in a way that locals do not naturally use it.

**Awareness and Signage Issues**

Usage problems are linked not to capacity, but visibility and accessibility. With many respondents believing the car park is hidden, poorly signed from approach roads and unattractive/badly surfaced.

### **Motorhome Occupation Concerns**

Respondents are frustrated that motorhomes occupy multiple spaces, stay long hours or overnight, don't spend locally and block spaces intended for shoppers.

### **Parking Alone Will Not Boost Business**

Some respondents believe that parking is directly tied to retail survival and tourism growth i.e. longer dwell times and a better perception of Bushmills. However respondents are sceptical that surface-level improvements alone won't address issues of derelict buildings, reverse business decline, create new reasons to visit or make the village more attractive. Respondents are concerns that pressures are seasonal and year-round capacity expansion is unnecessary.

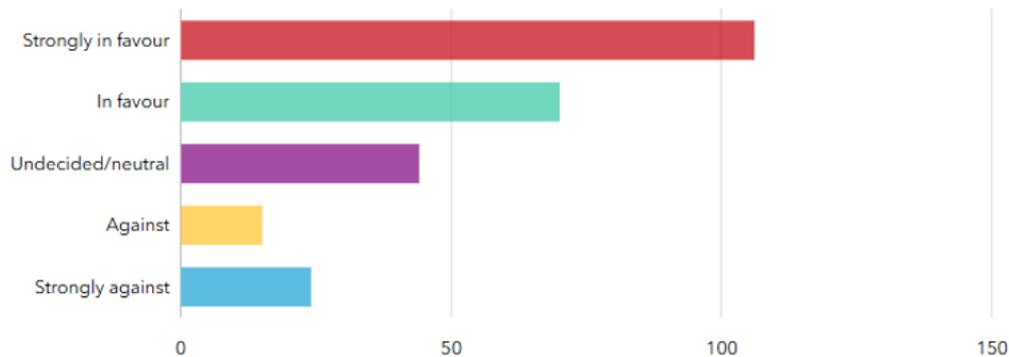
### **Alternative Parking Suggestions**

A number of alternative solutions were proposed:

- Knock down the old garage near the river
- Develop a coach/car segregation system
- Expand Main Street car park
- Create dedicated motorhome zones
- Add a mini-roundabout for car-park exit
- Improve Main Street enforcement instead

## Section 4: Tell us about your thoughts to the proposed junction improvements

### 19. Are you in favour of improvements to the to the junction of Priestland Road and Dunluce Road?



176 respondents (67.96%) are strongly in favour or in favour of improvement to the junction, with only 39 respondents (15.06%) responding as against or strongly against. This is a very positive balance, with support over 4.5 times larger than opposition. A notable but manageable neutral group (17% - 44 respondents) is not unexpected given that many people may not understand what type of improvement is proposed.

### 20. Please explain why you chose this answer.

Commentary show clear appetite for measures that reduce queues, improve safety and accommodate buses, school traffic and peak-season visitor volumes. However, many supporters consider success conditional on the details, especially safe merging, pedestrian protection near the school and surgery, and coordination with any one-way system.

#### Cut Queues, Improve Flow & Safety

The junction is a recurring bottleneck, with long queues on Priestland Road at peak times and during school start/finish periods. Many argue a double-lane exit from Priestland Road to Dunluce Road would reduce queuing and allow traffic to exit more smoothly. Others favour a mini-roundabout or even traffic signals, noting that buses currently struggle to swing and that drivers often hesitate when gaps are tight. Several respondents add that if a one-way system proceeds, upgrading this junction becomes essential to handle the increased volumes funneled to this point.

#### Design Quality & Integration Matter

Many in favour emphasise that benefits depend on design and operations, respondents call for speed management and safer crossings. Visibility, lane discipline and clearer markings were recurring asks, especially creating space for left-turning traffic to pass right-turners. Respondents also want changes at the Bridge Street/Health Centre area coordinated so problems are not merely displaced. Provision for buses and agricultural vehicles was highlighted.

#### Fear of New Bottlenecks and Disruption

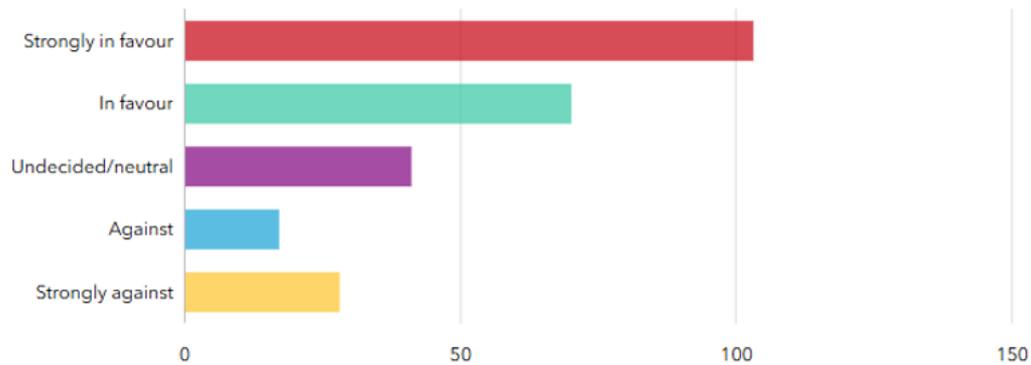
Opponents typically feel the junction works adequately for most of the year and that major works risk creating new congestion or safety issues. Some believe the one-way system would worsen conditions at this junction, causing longer loops and backlogs. Others worry about construction disruption for residents travelling daily to school and work. A number of

comments argue that there is insufficient year-round volume to justify changes, or that simpler short-term fixes (remarkings, clearer give-ways) should be tried first.

### Need to See the Layout

Several respondents asked for drawings, traffic modelling and safety audits to understand how merging would work in busy conditions. Suggesting a mini-roundabout could be more intuitive; others questioned whether lanes would truly ease flows without creating risks for pedestrians. Some respondents argued that any redesign must be reversible or adjustable if monitoring shows unintended consequences.

### 21. Are you in favour of improvements to the to the junction of Main Street and Bridge Street?

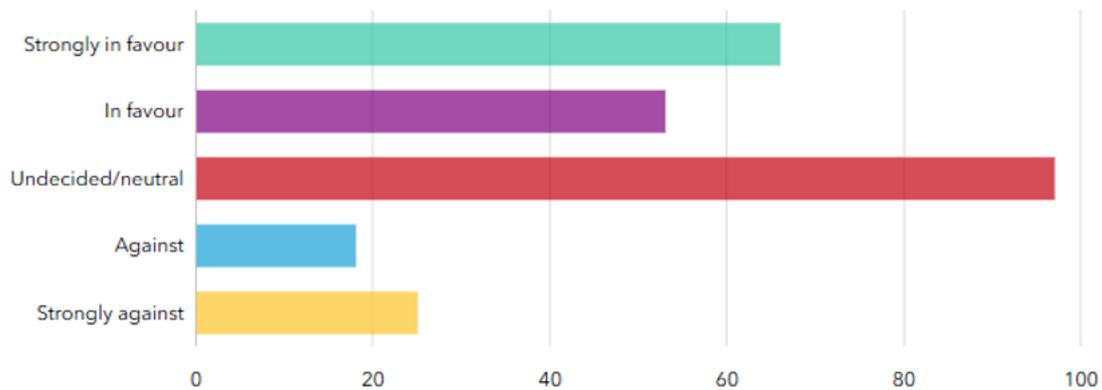


173 respondents (66.8%) are strongly in favour or in favour of improvement to the junction, with 45 respondents (17.4%) responding as against or strongly against. This is a very positive balance, with a net support of +49.4 percentage points. A notable neutral group (15.8% - 41 respondents) is not unexpected given that many people may not understand what type of improvement is proposed

### 22. Please explain why you chose this answer.

The feedback for this junction indicates a strong desire for improved visibility, safety, and traffic flow at the junction. However, respondents made it clear that the success of any improvement hinges on detailed design, proper parking enforcement, and careful coordination with any wider traffic changes proposed for Bushmills. Improvements must protect pedestrian safety, accommodate larger vehicles, and avoid creating new congestion points elsewhere in the village.

### 23. Are you in favour of the proposed one-way section on Woodvale Park?



Moderate support for this proposal, but not overwhelming. 119 respondents (45.94%) responded as strongly in favour or in favour of one way system on Woodvale Park. This shows Woodvale Park is more sensitive proposition. There is a large undecided/neutral group (97 respondents - 37.45%), indicating uncertainty and a lack of understanding of what the one-way change means in practice. Opposition to this proposal is present but not dominant (43 respondents - 17%), with 9.65% (25 respondents) being strong against. This opposition is higher than for several of the other proposals.

### 24. Please explain why you chose this answer.

Many respondents supported a one way arrangement because Woodvale Park is very narrow, heavily parked on both sides, and increasingly used by visitors as informal overflow parking, creating frequent stand offs and unsafe manoeuvres.

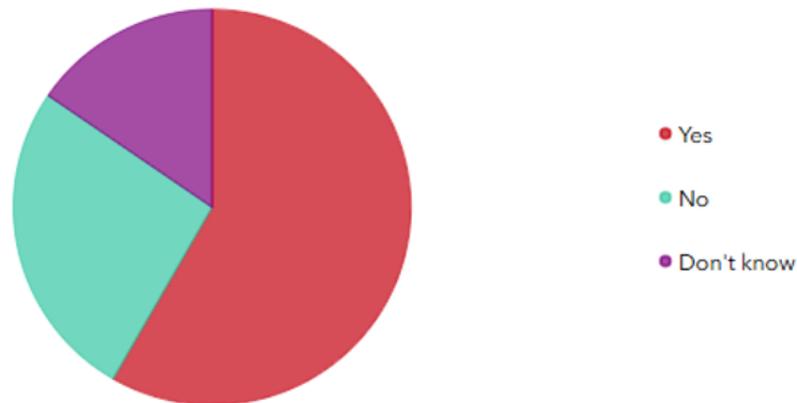
Supporters believe a one way layout would reduce congestion, make movements more predictable, and improve safety for residents and children who play on the street. Some noted it would also help prevent tourist “rat runs” and protect residents’ parking.

A sizeable group requested resurfacing to address potholes, clearer signage and speed management so drivers do not accelerate with no oncoming traffic, protected access to the community gardens, and consideration of resident permit parking so the street is not overwhelmed.

Opponents generally felt a one way system is unnecessary or would harm residents, by diverting extra traffic into Woodvale, forcing longer loops to reach Centra or the roundabout, and increasing risk on very tight residential bends. They argued that better enforcement and parking controls would address most issues without changing direction of travel.

## Section 5: Overall proposals

### 25. Thinking about all the proposals presented, do you think the proposals will improve the overall experience of living, working or visiting Bushmills?



A majority, 151 respondents (58.3%) believe the full package will improve Bushmills' overall experience. No responses account for 68 respondents (26.25%) and 40 respondents (15.44%) Don't know.

### 26. Do you have any other comments, concerns, suggestions, or ideas to improve these proposals?

The open ended feedback shows a community that is deeply invested in the future of Bushmills, with views strongly shaped by day to day experiences of traffic, parking, tourism, property condition, and the character of the village.

Many respondents expressed optimism, stating that the proposals represent much needed investment that is "long overdue," and that improvements to traffic flow, resurfacing, parking, and public spaces will make the village more welcoming for residents, visitors, and businesses.

However, a number of comments reflected concern, opposition, or scepticism, particularly around the one way system, the impact on residents, and the perceived emphasis on tourism over community needs. Many felt the plans would make everyday life more difficult, forcing longer journeys, pushing traffic into residential streets like Woodvale Park, and making it harder for elderly or mobility impaired residents to access shops and services.

Several stated that the traffic issues are largely seasonal and should not drive year round structural change. Others felt that the proposals do not address the "real problems": illegal parking, vehicles ignoring double yellow lines, bottlenecks created by badly parked cars at 1608/Butchers/Therapy, and the absence of enforcement. A recurring theme was the belief that removing or altering parking, especially at the Diamond or Main Street, would harm local trade and discourage residents from shopping locally.

Another theme across the comments was frustration about the condition of derelict or boarded up buildings, with many respondents stating that improving the appearance of Main Street and restoring neglected properties would do more to enhance Bushmills than traffic interventions.

Respondents repeatedly stressed that the character of the village must not be damaged, avoiding unnecessary modernisation, over designed pedestrian spaces, or features that clash with the conservation village feel. Many asked for investment in aesthetics, streetscape renewal, pavements, resurfacing, lighting, flowers, signage, and removing eyesores, arguing these would deliver a much more tangible improvement to the experience of living or visiting.

Another strong theme concerned parking and motorhome management. Many suggested creating a dedicated motorhome parking facility, noting that motorhome visitors are higher spending, visit year round, and are currently forced to park illegally or unsafely due to lack of facilities. Some respondents asked for more disabled parking, better public toilets, clear signage to parking areas, and safer pedestrian crossings.

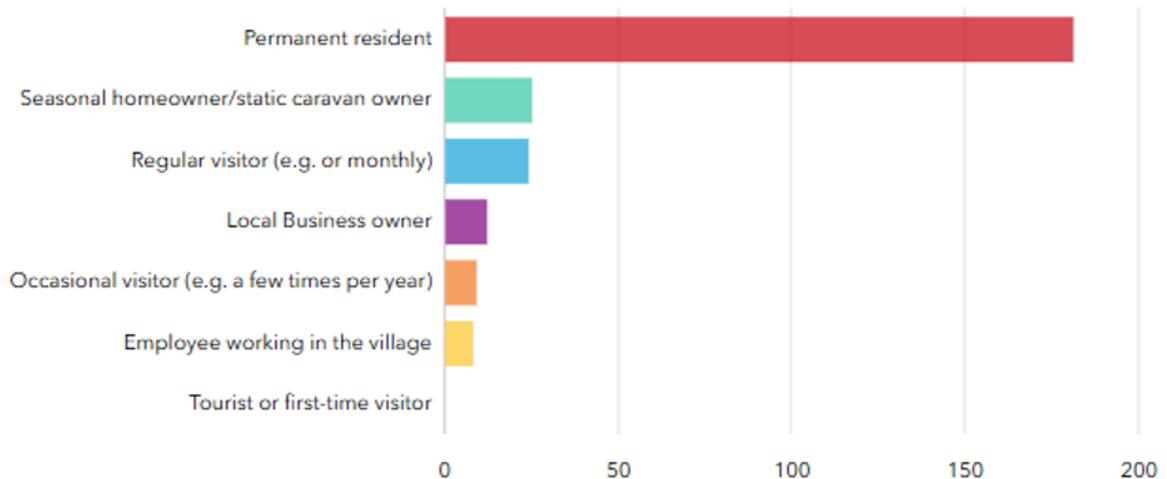
A number of respondents expressed concerns about project delivery, citing past resurfacing failures, fears of prolonged disruption, worries about cost, and scepticism about whether the Council understood the real issues. Some believed the proposals “fix a problem that doesn’t exist,” while others feared the village would become overly regulated or that tourism pressures would worsen.

Despite differing views, many respondents provided constructive alternative suggestions, including:

- Roundabouts at key junctions
- Time limited parking on Main Street
- Double yellow line enforcement
- A no coach or no tractor policy on Main Street
- Wider pavements, but only where appropriate
- Enhanced paths from Ballytober to Bushmills for safety
- Improvements to the riverbank, benches, gardens, colour, and public space
- Keeping traffic flow but restricting parking in bottleneck areas
- Improving the Robert Quigg statue setting
- Creating a coach drop off/pick up area away from residential zones

## Section 6: Tell us about yourself

### 27. Which one of the following best describes you?



There is strong resident voice represented in this consultation, with nearly 70% (181 respondents) being permanent residents, when adding employees and local business owners that brings the “local working/living” cohort to 77.6% (203).

Seasonal/visitor voices are present but smaller: Seasonal homeowners and regular/occasional visitors together account for 18.92% (49 respondents).

No first-time tourists responded, indicates the consultation reached locals and repeat users, not one-off visitors.

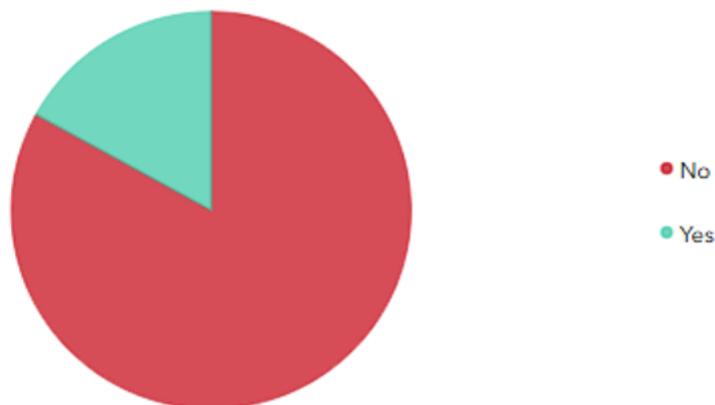
With few business owners (4.6%), some issues central to retail/hospitality trade, like passing trade, turnover, and visitor wayfinding, may be under-represented in the dataset.

### 28. Please select your main residence postcode from the drop down list:

Postcode	Number	Percentage
BT57	166	64.1%
BT5	32	12.4%
BT53	9	3.5%
BT54	5	1.9%
BT39	5	1.9%
BT4	4	1.5%
BT18	3	1.2%
BT2	2	0.8%
BT55	2	0.8%
BT19	2	0.8%
BT56	2	0.8%
BT12	2	0.8%
BT67	2	0.8%
BT26	2	0.8%
BT9	2	0.8%
BT38	1	0.4%
BT14	1	0.4%

BT6	1	0.4%
BT61	1	0.4%
BT44	1	0.4%
BT32	1	0.4%
BT35	1	0.4%
BT1	1	0.4%
BT43	1	0.4%
BT71	1	0.4%
BT7	1	0.4%
BT40	1	0.4%
BT24	1	0.4%
BT28	1	0.4%
BT27	1	0.4%
BT51	1	0.4%
BT42	1	0.4%
BT41	1	0.4%

**29. Are you a second homeowner in the village?**

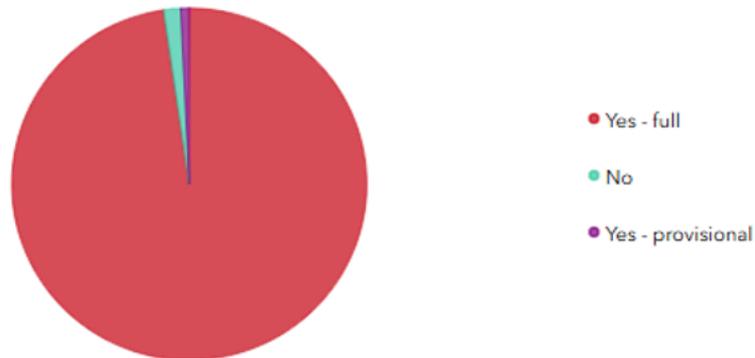


215 respondents (83.01%) indicated that they are not a second homeowner in Bushmills, with 44 respondents (16.99%) confirming that they are.

**30. Please select the outward code of your second home postcode:**

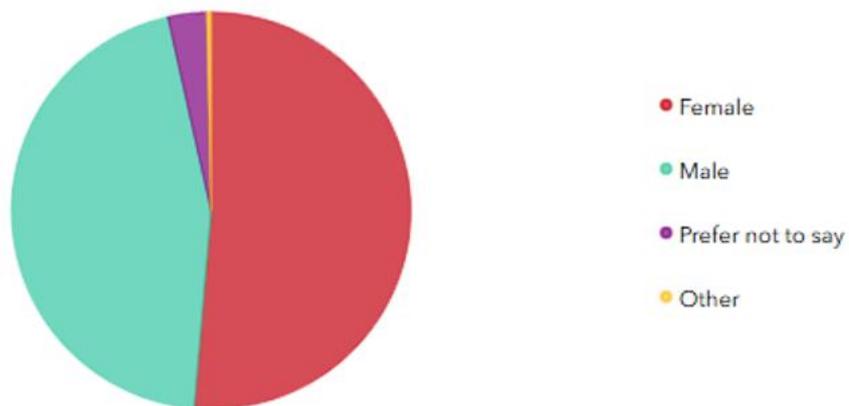
Respondents did not provide alternative postcode for this question

### 31. Do you have a driving licence?



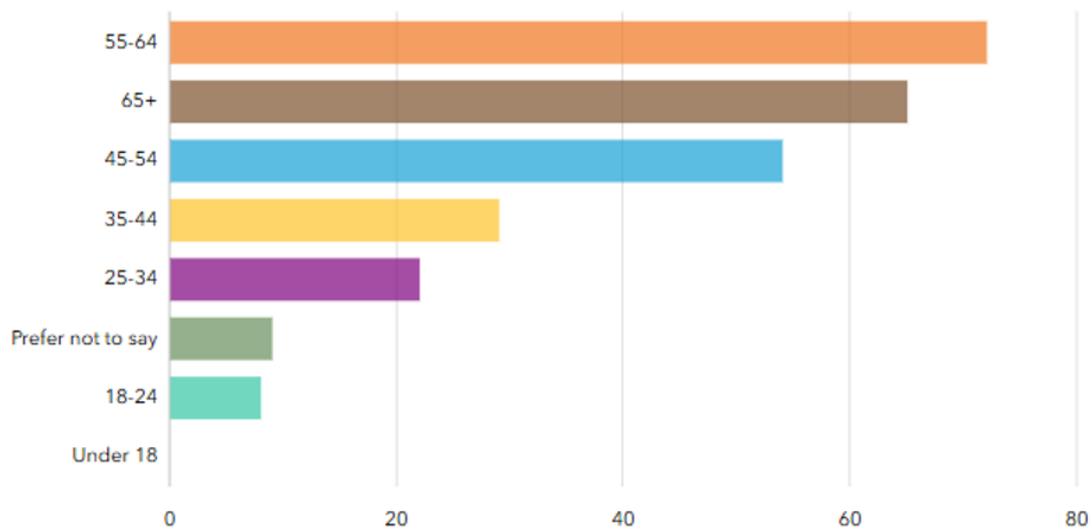
253 respondents (97.68%) indicated that they hold a full driving licence, 2 respondents (0.77%) currently hold a provisional licence and 4 respondents (1.54%) are not licence holders.

### 32. What is your gender?



133 respondents (51.35%) are female, 117 respondents (45.17%) are male, with 8 respondents (3.09%) preferring not to say and one 'other' respondent (0.39%).

### 33. What is your age group?



Age Range	Number	Percentage
65+	65	25.1%
55-64	72	27.8%
45-54	54	20.85%
35-44	29	11.3%
25-34	22	8.49%
18-34	8	3.09%
Under 18	0	0%
Prefer not to say	9	3.09%

This profile strongly reflects residents in mid-to-later life, with very limited participation from younger adults and none from under-18s. The absence of under-18s and low representation of 18–24s should be acknowledged and mitigated through targeted engagement before final decisions.

### 34. Are you answering on behalf of an organisation?

Only one respondent was answering on behalf of an organisation.

### 35. If yes, please tell us the name of the organisation?

Bushmills Royal British Legion (Branch President Jim Fairburn BEM)

### 36. If yes, please tell us how many members are in the organisation?

Circa 50