



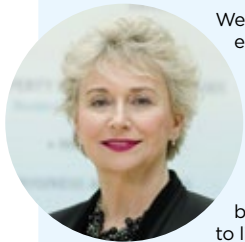
# SANDYFORD REVIEW 2018



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## INTRODUCTION FROM SHARON SCALLY, CHAIRPERSON

## CHIEF EXECUTIVE ANNOUNCEMENT



Welcome to the second edition of the Sandyford Review. The voluntary board and task forces have continued to work on the overall ambition to make **Sandyford Business District** a world class business district in which to live, work and visit. As we come to the end of our

second year, we hope you will have observed the improvements in the overall appearance of the area, attended one of our many events held during the year and that you continue to support our initiative **#ThinkSandyfordFirst** which encourages each of the 1,000 businesses in the area to bring back €10,000 expenditure per annum to local companies thereby adding €10 million into the local economy.

Sandyford Business District comprises the four business parks in the area (see map on page 3) and the Business Improvement District company – **Sandyford BID CLG** – was formed in January 2017 to represent the interests of all businesses, employees and residents within the district. Funding is by way of a levy as per the *Local Government (Business Improvements*

*Districts) Act 2006* and I would like to take this opportunity of saying a very big “Thank You” to the huge number of businesses in the district who continue to support our company and its vision.

Significant highlights during the year, thanks in part to compelling representations made on behalf of our Board, include Dun Laoghaire-Rathdown County Council announcing no increase in commercial rates for 2019 combined with the extension of the Business Support Scheme with grants from 4% to 10% on rates payable up to €20,000 (full details on page 4) and the prestige associated with the designation of the Sandyford Business District as **‘Smart Sandyford’**, only the second business district in the entire county to be so classified by Smart Dublin. We will have much more to say about this in 2019.

We are delighted to welcome many new businesses to the district and particularly Nord Anglia International School in South County Business Park, a very important educational amenity for Dublin and especially for the Sandyford Business District and to remind you of the official opening of the new 34,000 sq.m. Microsoft Campus in February 2018 representing

a significant long-term investment in and commitment to the district.

On behalf of the Board, I would like to thank all fifty members of the six task forces (see page 15) who gave freely of their time during 2018 to guide the many projects and activities undertaken by our company to date and who participated in making informed and creative decisions for next year’s projects. These include the implementation of a comprehensive and very distinctive signage programme for the district which is scheduled for completion in March 2019. Our task forces have also engaged in highly constructive dialogue with Dún Laoghaire-Rathdown County Council in relation to the now agreed objectives of the completion of a new public park on Blackthorn Drive and the commencement of the construction of the M50/Junction 14 Link Road during 2019.

Our thanks also to our small and very busy team in the office led by Chief Executive, **Conor Battigan** – Joanne Keeling in Accounts/CRM and Gina Oglesby in Operations/ Communications.

*Sharon Scally*

Chairperson



We welcomed our new Chief Executive, **Conor Battigan**, to the team during 2018.

Conor has worked in the Sandyford Business District since 2004 so he is very familiar with the area. In 2017, Conor became involved with Sandyford BID CLG. He has a wealth of experience setting up and running successful businesses and has already proven to be a great asset to the team.

With his passion for and knowledge of the area we are confident Conor will be a driving force in establishing Sandyford Business District as a world-class destination in which to work and live.

Conor is keen to meet as many companies in the district as possible. If you would like to learn more about the Sandyford Business District, get involved with one of the task forces or simply find out more about the future objectives and activities, please feel free to get in touch. Conor can be contacted at [conor@sandyford.ie](mailto:conor@sandyford.ie)

**SANDYFORD FIRST!**  
*If each of the 1,000 businesses in the district transferred €10,000 expenditure back into the district it would add €10 million in revenue!*

Welcome to the district



NORD ANGLIA EDUCATION



# SANDYFORD BUSINESS DISTRICT IS...



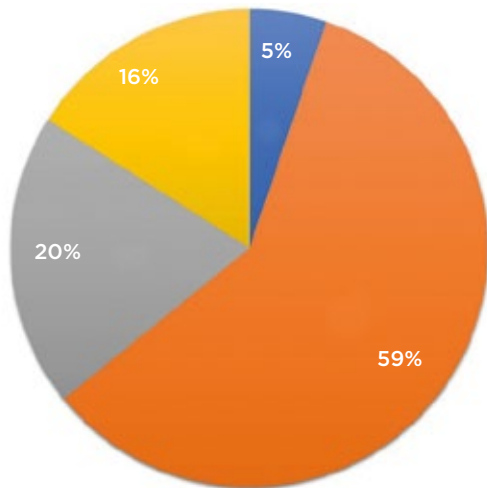
....one of the largest business districts in Ireland and comprises four business parks – **Central Park, Sandyford Business Park, South County Business Park and Stillorgan Business Park** – with **26,000** employees in approximately **1,000** companies and over **5,000** residents.

Sandyford Business District is designated a SMART Region, guaranteeing that businesses which choose to locate here will benefit from a network of intelligence, technological infrastructure and a highly-educated workforce.

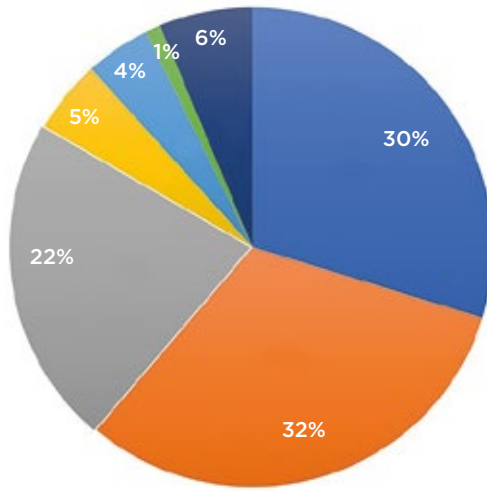
Sandyford Business District is conveniently located in the Dún Laoghaire-Rathdown County area, has direct access to the M50, LUAS Green Line, four Dublin Bus routes, Aircoach and the proposed Metro Link, which will run from Sandyford to Dublin Airport.

The Sandyford Business District is strategically positioned close to many of the country's finest schools and universities and is a renowned location equipped with state-of-the-art infrastructure and facilities where great companies can grow.

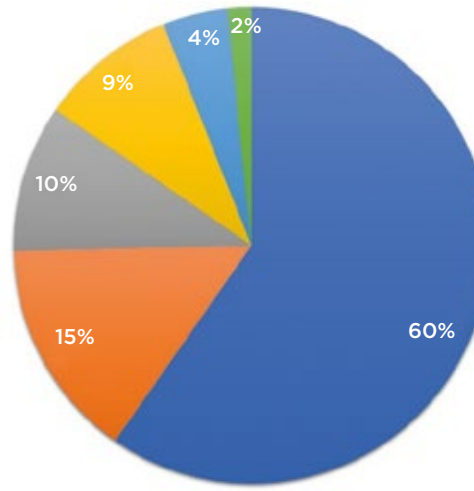
Employees Per Business Park



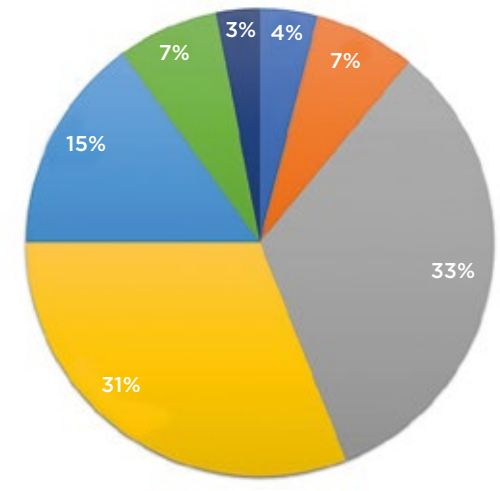
Employees Per Socio Economic Group



Employees Per Sector



Age Profile



■ Stillorgan Business Park ■ Sandyford Business Park

■ Central Park ■ South County Business Park

■ Employers & Managers ■ Professionals ■ Non-Manual

■ Manual Skilled ■ Semi & Unskilled ■ Own Account

■ Other Unknown

■ ICT & Finance ■ Wholesale & Retail ■ Manufacturing

■ Health, Education & Social ■ Other ■ Not Stated

■ 0-14 ■ 15-24 ■ 25-34 ■ 35-44

■ 45-54 ■ 55-64 ■ 65+

# SANDYFORD BUSINESS DISTRICT HAS...



**c1,000** Businesses



**c.26,000** Employees



**c.5,000** Residents



**Direct access for  
Luas & M50**



**7** Beauty Salons



**26** Cafes, Sandwich Bars  
& Restaurants



**4** Childcare Facilities



**5** Dentists



**10** Entertainment &  
Activity Centres



**20** Gyms & Fitness  
Centres



**1** Hospital & **33** Medical  
Consultants



**2** Four Star Hotels



**16** Life Style & Home  
Improvement Stores



**33** Motoring & Motor  
Service Industries



**5** Supermarkets



**9** Training & Education  
Providers

# GOOD NEWS!



## COMMERCIAL RATES NO INCREASE IN 2019

The elected members of Dún Laoghaire-Rathdown County Council have adopted the 2019 budget. Sandyford Business District welcomes the news that there will be no increase in commercial rates in 2019. The decision to maintain current commercial rates is pro-business and is an endorsement of the Council's commitment to the business community in the Sandyford Business District. This positive news comes on the back of discussions between the Sandyford business community, Dún Laoghaire-Rathdown County Council and Sandyford BID CLG.

## VACANCY REFUNDS OF COMMERCIAL RATES CONTINUED FOR 2019

To incentivise the marketing and occupation of vacant premises, the Council's 2019 budget provides for the continued Commercial Vacancy Rate refund of 50%.



## BUSINESS SUPPORT SCHEME CONTINUED IN 2019

Dún Laoghaire-Rathdown County Council confirmed that the Business Support Scheme will remain in place for 2019 allowing eligible ratepayers to benefit from graduated grant payments.

The grant scheme is applicable to commercial rates up to €20,000 per annum as per the following summary:

Rates Payable 2019	2019 Grant	Max Grant
Less than or equal to €3,000	10% of Rates Bill	€300
Between €3,001 - €5,000	8% of Rates Bill	€400
Between €5,001 - €10,000	6% of Rates Bill	€600
Between €10,001 - €20,000	4% of Rates Bill	€800

To qualify, the commercial rates for 2019 (including arrears if any relating to the relevant account or any other account by the rated occupier) must be paid in full by 1st July 2019.

## LOCAL PROPERTY TAX REDUCED IN 2019

As part of the 2019 budgetary process, the Council also maintained the reduction of 15% in the basic rate of local property tax applying to residential properties within the county.

## SAVE MONEY ON UTILITIES:



Sandyford Business District has appointed **We Can Save You Money** to work closely with businesses in the district to reduce their utility bills and this resulted in savings of approximately €500k in both 2017 and 2018.

For more information:  
[www.wecansaveyoumoney.ie](http://www.wecansaveyoumoney.ie)

## GRANTS AVAILABLE FOR BUSINESSES:

**Local Enterprise Office, Dún Laoghaire-Rathdown:**  
A range of financial supports is available to qualifying businesses based in the county including:



- Feasibility Grant
- Business Priming
- Business Expansion
- Export Marketing Grant
- Trading Online Vouchers
- Microfinance Loans
- Innovation Vouchers
- Agile Innovation Fund

For more information: [www.localenterprise.ie/DLR](http://www.localenterprise.ie/DLR)

## ENTERPRISE IRELAND:

A wide range of supports are available from Enterprise Ireland including grants for:



- Export Assistance
- Research & Development
- Preparing for Brexit

For more information: [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

# GOOD NEWS!



Launched in 2016, Smart Dublin is an initiative of the four Dublin Local Authorities to engage with smart technology providers, researchers and citizens to solve challenges and improve city life. Smart Dublin seeks to position Dublin as a world leader in the development of new urban solutions, using open data, and with the city region as a test bed. The Smart Dublin programme supports the development of 'Smart Districts', such as Smart Sandyford, as distinct communities where emerging technologies can be tested and deployed to improve services.

Strong partnerships have formed with Dún Laoghaire-Rathdown County Council, Smart Dublin and Smart Docklands to deliver sustainable projects in the Sandyford Business District. This important designation as Smart Sandyford, only the second district in the county, moves the area from not only physical enablers of a smart district but to the deep collaboration of a world class innovation district.

A Smart Programme Manager, funded by Dún Laoghaire-Rathdown County Council and ENABLE (a Science Foundation Ireland research programme) will join the Sandyford Business District team early in 2019 to drive this initiative which will lead to interesting projects and collaborations for the district in the coming years.



## Bank of Ireland National Enterprise Town Award winner for 2018

The Bank of Ireland Enterprise Town Awards took place on 28th November in the Lyrath Hotel in Kilkenny. Following a comprehensive submission process and inspections by the judging panel, Sandyford Business District won the Enterprise Town Award for a town with a population of 3,000-7,000.

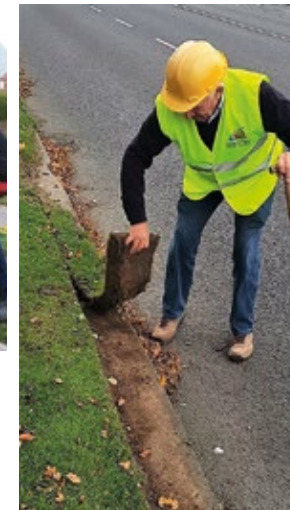
This award is recognition of the collaboration between businesses, residents and stakeholders working together for the continuing development of the district. In addition to the award, Sandyford Business District also received a cheque for €3,000 which is earmarked for landscaping projects in the district.

# INFRASTRUCTURE

## LANDSCAPING PROJECTS

### Herbaceous Borders

An investment of €125,000 was made by Dún Laoghaire-Rathdown County Council (DLRCC) during the year on a project by “**Flower Your Place**” in three locations at Burton Hall Road, Carmanhall Road and Bracken Road in the Sandyford Business District. Flowering is phased throughout the seasons and the first blooms were seen around May with flowering continuing all year round. These sustainable planting projects will continue to be maintained by DLRCC as part of their project to upgrade the district.



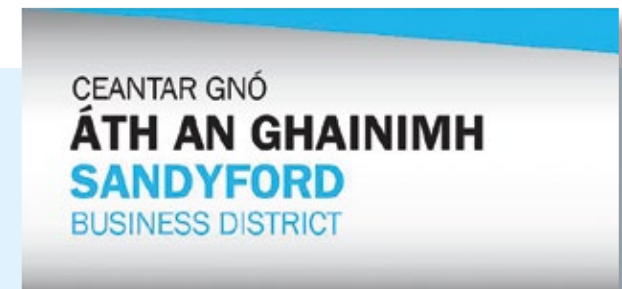
### Maintenance

In 2018 an ambitious plan to improve the aesthetics of the area was undertaken by Sandyford Business District. This is part of the company’s ongoing activities and continues to be a major focus of the board, the Infrastructure Task Force and the council. By continuously working in partnership with DLRCC under its Service Level Agreement and independent contractors, a number of landscaping projects were completed during 2018, primarily:

- Removal of over 300 wooden posts and 20 boulders from grass verges
- Re-instatement/re-seeding of grass verges
- Herbaceous borders in three locations in the district (see ‘Flower Your Place’)
- Removal of overhanging branches and tree suckers
- A major project to cut back overhanging grass verges on all footpaths in Sandyford Business Park. The amount of grass sods removed clearly highlighted the necessity for this undertaking
- Increased litter picking and removal of weeds from traffic islands

## NEW SIGNAGE IN 2019!

One of the main objectives for the Infrastructure Task Force in 2018 was the design of a new Signage Programme for the district to clearly identify the Sandyford Business District as a distinct business area, highlight the four Business Parks within the district and install new road signs throughout the area. After an extensive process the final designs have been approved and the installation will commence in the new year with a completion date of March 2019. This project is made possible due to a substantial investment by both Sandyford Business District and DLRCC which will result in a major improvement in the overall appearance of the district.



# INFRASTRUCTURE

## PUBLIC REALM PROJECTS



### New Pocket Park on Bracken Road

DLRCC totally cleared an area on Bracken Road to create a 'Pocket Park' for the use of everyone in the district. The Council installed one of their creative pieces - the Red Jetty - as a seating area and are planning to install additional items such as exercise equipment and a children's activity centre.



### Re-Instatement of Footpaths

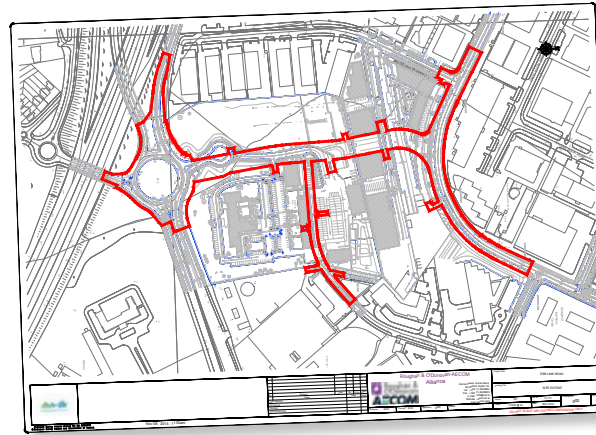
One of the ongoing objectives of Sandyford Business District is to continuously work in partnership with DLRCC for improvements in the infrastructure within the district.

DLRCC recently announced an investment programme to reinstate and rebuild the footpaths on five roads in Sandyford Business Park: Arkle, Ballymoss, Carmanhall, Furze and Heather Roads. With a cost of

€175,000 and a completion date early in 2019 this is a positive step towards improving the district.



### M50 Junction 14 Link Road



The principal objective of the M50 Link Road project is to deliver improved levels of accessibility to the Sandyford Business District for all transport modes.

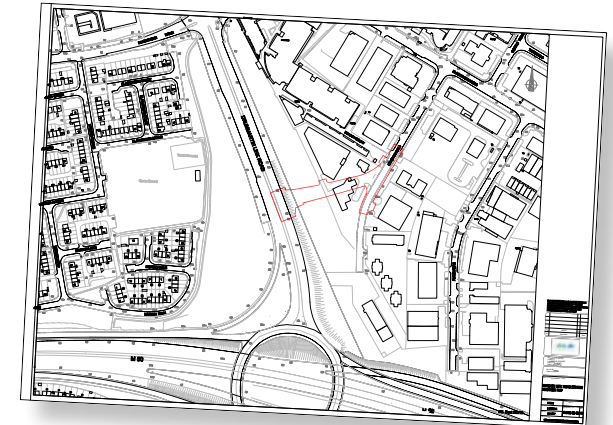
The scheme will facilitate and support the expected growth in the traffic arising from the future development envisaged by the Sandyford Urban Framework Plan and will fulfil the improved public transport objectives for the area (forming part of the Sandyford Orbital Bus Route).

**DLRCC has confirmed that the M50 Junction 14 link Road works will start in July 2019. Construction will take approximately 18 months.**

### New Public Park in 2019

DLRCC has commenced clearing land at the junction of Blackthorn Drive and Drummartin Link Road prior to the next phase of complete landscaping and provision of seating, equipment etc. to create a public area for recreation. This much needed public park will be for the use of everyone working, living and visiting the Sandyford Business District and forms part of the Council's commitment to deliver enhanced public realm amenities.

### Bracken Road Extension



The proposed scheme provides a direct road link between Bracken Road with the southbound carriageway of Drummartin Link Road and is in accordance with the County Development Plan 2016-2022 and with the Sandyford Urban Framework Plan.

The proposed junction will be

- Signalised
- Cater for left in /left out traffic movement
- Have one access and two egress lanes.

In addition, there will be sufficient capacity to allow for the future provision of footpaths and a two-way cycle track which is contingent on similar facilities being provided on Drummartin Link Road. **Construction on Bracken Road Extension is planned to commence early 2021.**

# EVENTS IN 2018

## Sandyford Morning Meet-ups & Lunchtime Briefings

In February a Smart Sandyford Open Innovation programme was launched, bringing multinationals, professionals and SMEs together with a panel of expert speakers. The programme included morning and lunchtime briefings each aimed at different issues facing the diverse range of businesses in our fast-paced changing economy.

The Smart Sandyford Innovation Taskforce is committed to strengthening the digital community in the Sandyford Business District, helping businesses upskill for the capabilities needed in the smart era and helping businesses in traditional sectors in the district leverage the benefits of digital transformation and collaborative innovation.



The first step was to start bringing the community of digital/tech entrepreneurs together on a monthly basis through a Smart Sandyford morning meetup series. In addition, the task force established lunchtime briefings intended to help the traditional business sector in the district on topics that can help provide learning on key areas.

The official launch of Smart Sandyford Open Innovation Programme took place on February 14th in Bizquip Limited with guest speakers on the theme of *“Making your business interactive”*



### Morning Meet Ups 2018

#### March 14th

**Topic: How AI will affect your business**

Speakers:  
Emma Reid, Microsoft  
Rory Timlin, Accenture  
Gerard Corcoran, Huawei  
Neill Gernon, Atrivate

#### April 18th

**Topic: Digital Transformation - What does it mean for my business?**

Speakers:  
Donal Og McCarthy, Deloitte  
Simon Daly, Microsoft  
Vanessa Tierney, Adoboo,  
David Gunning, Kingramred

#### May 23rd

**Topic: Strategies for Successful Innovation at a time of exponential change**

Speakers:  
Paul Farnan, Microsoft  
Jamie Tallon, ICON  
Florence Irwin, SNP  
Bartley Doyle, Accenture

#### June 20th

**Topic: Digital Leadership - How to stay ahead in the 21st Century**

Speakers:  
Liam O'Brien, Vodafone  
Ken Finnegan, Harbour  
Louise O'Connor, Abodoo  
John Byrne, Corlytics

#### October 17th

**Topic: Building to Scale - breaking through barriers to growth**

Speakers:  
Eoghan Hanrahan, Enterprise Ireland  
Dr. Nicolas Ingle, Smartt Partners  
Colin Cunningham, Signal

#### November 29th

**Topic: Brexit - Make or break for Irish Business in 2019**

Speakers:  
Senator Neale Richmond, Seanad Éireann  
Barry Murphy, Sage Ireland  
Eoghan Hanrahan, Enterprise Ireland  
Marc Lowry, Smith and Williamson

### Lunchtime Briefings 2018

#### April 25th

**Topic: How to promote your business online**

Speakers:  
Conor Bofin, One Man's Meat  
Aileen O'Meara, Aileen O'Meara Media  
Ronan Cavanagh, Cavanagh Communications

#### May 23rd

**Topic: How to get more business from the Web**

Speakers:  
Oonagh McCutcheon, Domain Registry.ie  
Lucy O'Driscoll, Koomoo  
Ken Condon, eCai

#### June 13th

**Topic: Marketing Strategies that work for small businesses**

Speakers:  
Viv Gaine, Visible Gain  
Gerard Tannam, Islandbridge Brand Development  
Lisa Cunningham, Vogue Business Development

#### October 31st

**Topic: How to build your brand to increase sales**

Speakers:  
Pat Keogh, Leopardstown Racecourse  
Susan O'Keeffe, The Clayton Hotel, Leopardstown  
David Rafter, Arena Kitchens

#### November 22nd

**Topic: Supports available to grow your business**

Speakers:  
Mariea Mullaly, Local Enterprise Office DLRCC,  
Stephen Keogh, Bank of Ireland  
Dee Parkinson, Microfinance Ireland

Our sincere appreciation to all of you who spoke at or attended the morning meet-ups and lunchtime briefings, without your support they would not have proven so successful.



# EVENTS IN 2018



## GDPR EVENT **Date: 22nd March**

This exciting event, aimed at entrepreneurs wanting to grow their businesses and gain useful insight on how to take advantage of the opportunities presented by GDPR, took place on 22nd March. The breakfast seminar was suitable for those who are commercialising or successfully trading and was presented by a panel of experts which included Vanessa Tierney, Founder of Abodoo, Aine Reidy, Partner at Smith & Williamson and Michelle Hourican, Partner at Datatrails. This was an interactive seminar with the opportunity to network with other like-minded entrepreneurs.

### Free Shredding Day

Following the GDPR event and in the run up to GDPR, Local Enterprise Office DLR organised a free shredding service on 23rd May. Members of the ISIA (Irish Security Industry Association) were available to help meet the requirements for data that has reached the end of its life cycle. This was a FREE shredding service available to companies in the district and was held in the DLRCC Depot on Corrig Road. Representatives of ISIA (Pulp and Diskshred) were also on hand to give advice and provide confirmation of destruction on the day.

## €10 MILLION NETWORKING BREAKFAST

**Date: 10th May**

The Sandyford €10 Million Networking Breakfast event was held on 10th May at Leopardstown Racecourse. This was a unique networking event and an excellent opportunity for businesses to promote their services and increase their awareness of potential suppliers and network with other businesses in the district. The aim of the event was **#ThinkSandyfordFirst**.

With over 1,000 businesses in Sandyford Business District we asked everybody to make a concerted effort to find new suppliers and new clients here in the District and keep your business local. If every business repatriated €10,000 worth of business within Sandyford Business District this would generate €10 million into the local economy.

A new directory of the district was launched at this event to encourage everyone involved in the area to 'spend locally'. This directory ONLY lists businesses within the district and each business is 'pinned' to their Google map location.



# EVENTS IN 2018



## SUMMER BBQ

**Date: 24th June**

The summer BBQ took place on Sunday 24th June in Naomh Olaf's GAA Grounds. This was a great family day with over two hundred families living and working in the district enjoying a great day with plenty of sunshine. Village Markets provided a wide range of food options and refreshments, an ice-cream van was kept busy and the children enjoyed the many inflatable attractions and games.

The Sandyford Business District and DLRCC hope this will become an annual event for families.

## WELLNESS WEEK

**Date: 24th to 28th September**

Wellness Week took place during September with a range of activities and motivational talks from health experts and sports professionals in the community throughout the week.

The highlights were the Spirit Sandyford 5k run with over 800 runners taking part, the Wellness Breakfast Morning with speakers from Ireland's Women's World Cup Hockey Team in The Clayton Hotel and the "Mum Talks" morning hosted by Freshii.



# EVENTS IN 2018

## SANDYFORD INNOVATION FORUM 8th November



The 3rd Annual Sandyford Innovation Forum took place in Leopardstown Pavilion on Thursday 8th November, with the theme of Work Place Transformation. This event was co-funded by DLRCC Business Promotion Grant and Sandyford Business District

A stellar line up of speakers included An Cathaoirleach Ossian Smyth, Josepha Madigan, Minister for Culture, Heritage & the Gaeltacht and the Chief Executive of DLRCC Philomena Poole. Other speakers included Vanessa Tierney of Abodoo, Paddy Conlon of CBRE and Chas Maloney of Bizquip/Ricoh. There was a very large attendance and an interesting panel discussion, moderated by the host Adrian Weckler, followed by a question and answer segment which added to the informative nature of the event.

With the help of speakers and attendees **#SandyfordInnovation** trended on Twitter.

## MEET THE MINISTERS



**15th November**

On Thursday 15th November, Minister Heather Humphreys and Minister Josepha Madigan came to Nord Anglia International School in South County Business Park to address an invited group of business people and professionals from the district. Items discussed on the day were business supports measures announced in Budget 2019, Brexit and the supports that are currently in place to help Irish businesses, the Government's plans for the development of transport infrastructure and the developments of cultural and heritage resources in Sandyford Business District.

## WINTER FESTIVAL 29th November



Santa & Mrs. Claus visited the Beacon Plaza on 29th November. Councillors Lettie McCarthy and Sorcha Nic Cormaic were there to help switch on the Christmas Tree lights. Christmas Carols were provided by the beautiful voices of the Queen of Angels choir who did their school proud.

This year's Winter Festival event was a huge success with all 320 tickets allocated to children to attend with their parents reflecting an increase in numbers again for this event which was held for the fourth successive year.

# YOUR VOICE FOR THE DISTRICT!

## LUAS



## LUAS

We wrote to Transport Infrastructure Ireland, highlighting the continued development of Sandyford Business District and the issues faced by commuters

traveling by public transport. A response was received in April which confirmed the government recently approved a project to increase the capacity of the existing fleet of twenty-six trams on the Green Line by extending them to 54.7m long (from 43m) mid-year thus increasing the capacity by 30%. The government have also approved the purchase of eight additional trams. Taken together, the above measures increased capacity on the Green Line during peak hours from the current level of 5,350 passengers per direction to 8,800 passengers, an increase of almost 65%.

In the longer term, the NTA have recently announced plans to replace the Luas Green Line between Sandyford and Charlemont with a metro service, as part of the Metro Link project.

**Sandyford Business District continues to engage in relation to LUAS services and the new METROLINK and will keep businesses up to date with all developments.**

## BUS CONNECTS



The Bus Connect proposal set out an upscaling of bus services which is believed will improve the public transport offering and reduce dependence on private journeys.

**Sandyford Business District commissioned an in-depth submission based on local travel demand patterns and experience within the Sandyford Business District area. CTS Group, on behalf of Sandyford Business District, complied our submission after consultation with businesses in the area including Microsoft, Vodafone, Beacon Hospital and Central Park to request greater availability of public transport.**



## STILLORGAN RESERVOIR



The Stillorgan Reservoir Upgrade is a priority project for Irish Water. This project is necessary to ensure a secure and sustainable supply of water to over 200,000 people in south Dublin. After almost 150 years serving the community, the Stillorgan Reservoir will be modernised to adequately meet current requirements and the needs of future generations.

The Stillorgan Reservoir Upgrade Project will include draining the Gray Reservoir and constructing a new covered reservoir and control building. Once the new covered reservoir is operational the Upper and Lower Reservoirs will be drained and decommissioned. The decommissioned areas will be reserved for future water services facilities. Landscaping the decommissioned reservoir areas in accordance with a landscape masterplan and pipeline modifications within the reservoir site.

**Sandyford Business District lobbied extensively for an open landscaped area accessible to all working and living in the district, but to date this has been rejected.**

# YOUR VOICE FOR THE DISTRICT!



## REGIONAL SPATIAL & ECONOMIC STRATEGY SURVEY

The draft Regional Spatial & Economic Strategy (RSES) for the Eastern and Midland Region is a strategic plan which identifies regional assets, opportunities/pressures and provides appropriate policy responses in the form of Regional Policy Objectives. At this strategic level it provides a framework for investment to better manage spatial planning and economic development throughout the Region. The 'Gateway' Economic Strategy for the Greater Dublin Area Regional Planning Guidelines 2010 - 2022, identified Sandyford Business District as one of the strategic economic growth centres.

**Sandyford Business District intends to be an active contributor to all the stages of the development of the Regional Spatial and Economic Strategy (RSES) for the Eastern and Midland Region. The submission to Stage 1 - the public consultation to develop the Issues Paper - is available to view on [www.sandyford.ie](http://www.sandyford.ie)**

## CYCLE SURVEY



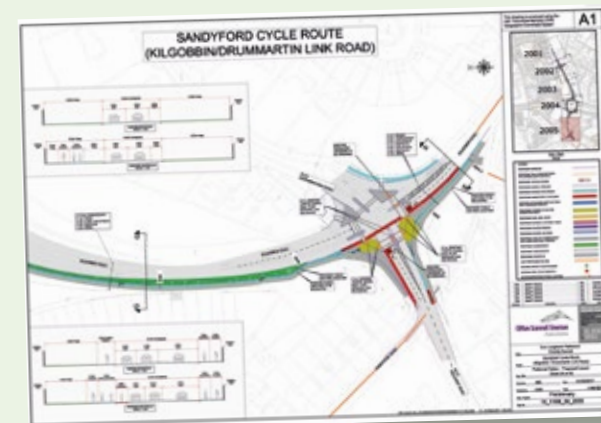
Sandyford Business District commissioned a comprehensive Cycle & Pedestrian Survey which was carried out by Roughan & O'Donovan and PMCE Consultants.

Principal issues of concern are:

- Discontinuous or absent cycle facilities
- Issues at junctions and enforcement and maintenance issues
- Several areas were identified as priority routes and many local issues were noted.

**The comprehensive survey was forwarded to DLRCC which has acknowledged this report and agreed to take it into account in relation to the construction of future roads and footpaths.**

## PROPOSED SANDYFORD CYCLE ROUTE (KILGOBBIN / DRUMMARTIN LINK ROAD)



This scheme will provide safe segregated cycle and pedestrian facilities where they currently do not exist and will remove the barrier to walking and cycling that crossing the M50 currently presents.

The proposed scheme links the predominantly residential catchment to the south of the M50 to Sandyford Business Park, in addition to linking to existing pedestrian and cycle facilities connecting to Dundrum, Clonskeagh and the City Centre. The scheme gives pedestrians and cyclists a safer route, while also encouraging a growth in the number of commuters accessing Sandyford and the City Centre using sustainable transport modes. This scheme is part of Route No. 11 of the proposed routes in the National Transport Authority (NTA) published Greater Dublin Area Cycle Network Plan (GDACNP) and is subject to funding approval.



## DLRCC STRATEGIC POLICY COMMITTEES (SPCs)

A number of our board members sit on the DLRCC Strategic Policy Committees (SPCs), to ensure the district is represented in all matters relating to the county.

Economic Development and Enterprise SPC

**Anne-Marie Walsh**

Planning SPC

**Martin O'Donnell**

Transportation and County Wide Movement SPC

**Julie Mulleady**

## CHAIRPERSON



**Sharon Scally**  
Amorys Solicitors

## DEPUTY CHAIRPERSON



**Conor Bofin**  
ConorB Ltd

## DEPUTY CHAIRPERSON



**Julie Mulleady**  
JCDcaux Ireland

## DIRECTOR



**Therese Langan**  
SEO, DLRCC

## DIRECTOR



**Cyril McGuire**  
One South County

## DIRECTOR



**Sheila Moore**  
Sheila Moore Ltd

## DIRECTOR



**Gerard O'Farrell**  
Spirit Motor Group

## DIRECTOR



**Barry Saul**  
Councillor, DLRCC

## DIRECTOR



**John Somers**  
Naomh Olaf GAA

## DIRECTOR



**Anne-Marie Walsh**  
AIB

## WHO ARE WE?

Sandyford BID CLG trading as Sandyford Business District was established in January 2017 to provide support for businesses within the district and those looking to relocate and invest in the district. The vision of Sandyford Business District is to establish the district as a world class destination in which to live, work and visit.

Sandyford BID CLG is a Not For Profit organisation governed by a dedicated pro-business voluntary board of directors.

The Sandyford Business District came into existence when businesses in the district voted in favour of establishing a BID. Every business, no matter how big or small, has an equal vote.

The BID Levy contributions are solely for projects agreed upon by the pro-business voluntary task force members and the board of directors.

## WHAT IS A BID?

A Business Improvement District (BID) is a business-led company formed to improve a defined commercial area with wide-ranging benefits including:

- Implementation of projects directed and decided by businesses in the district
- Representation of businesses giving a voice to issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion of the district
- Focus on infrastructure, public realm, transport, accessibility etc.
- Influence on place shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, public bodies etc.

The BID is funded by a contribution called a 'BID Levy' which every ratepayer is liable to pay under the Local Government (Business Improvement Districts) Act 2006 and is fully tax deductible. The formula for calculating the BID Levy is the Rateable Value of Property multiplied by BID Multiplier (.005) which equates to approximately 3% of the annual commercial rates.



## FAQs

### • *What are the specific objectives of Sandyford Business District?*

Sandyford Business District aims to develop a strong community among our businesses and residents by creating a clear sense of identity through a focus on:

- Business Attraction**
- Business Support**
- Cost Savings**
- Infrastructure**
- Marketing, Communications & Events**
- Smart Sandyford**
- Wellbeing**

### • *How much does the BID cost me?*

The contribution to Sandyford Business District is approximately 3% of the annual rates bill and over 60% of the businesses in our area will pay €375.00 per annum.

### • *Do all businesses have to pay the Levy?*

Yes. All businesses/organisations that pay business rates for premises within the district are liable to pay the levy during the 5-year term of the BID.

### • *Is it guaranteed that contributions will be spent locally?*

Yes. The aim of Sandyford Business District is to spend levy contributions locally. The money does not go to Central Government. Funds are held by the Sandyford BID CLG trading as Sandyford Business District and are solely for projects agreed upon by the task force members and the board of directors.

### • *Will Sandyford Business District replace services being delivered by the local authority?*

No. Sandyford Business District does not deliver any services that are currently being delivered by the local authority. All project and initiatives delivered by Sandyford Business District are additional.

### • *How is the Levy collected?*

All businesses receive a BID Levy invoice on an annual basis at the start of the year, issued and collected by Dún Laoghaire-Rathdown County Council on behalf of Sandyford BID CLG trading as Sandyford Business District.

### • *How can businesses/organisations get involved with Sandyford Business District?*

A number of Task Forces have been established to engage with businesses and stakeholders and opportunities arise during the year to join a sub-group for each of the main projects. For more information on joining one of our Task Forces or sub-groups contact Conor Battigan at : [Conor@sandyford.ie](mailto:Conor@sandyford.ie)



## BUSINESS ATTRACTION

**BUSINESS ATTRACTION**  
Chair: **Eddie Buckley**  
AIB



Members:

<b>Davnet O'Driscoll</b>	Amorys Solicitors
<b>Gavin Leech</b>	Bank of Ireland
<b>Maoliosa McMahon</b>	Nord Anglia International School
<b>Cyril McGuire</b>	One South County
<b>Oisin Geraghty</b>	Sage Ireland
<b>Marc Lowry</b>	Smith and Williamson

**Objectives:** To connect with key influencers including IDA, Enterprise Ireland and the property sector to promote job creation, office developments/investment opportunities and establish Sandyford Business District as a highly attractive location for businesses promoting the location nationally and internationally.

## COST SAVINGS & BENEFITS

**COST SAVINGS & BENEFITS**  
Chair: **John Wall**  
Me2You Gift Card Company



Members:

<b>Mark Cashen</b>	Bizquip Ltd
<b>Sheila Moore</b>	Sheila Moore Ltd
<b>Peter Carney</b>	The HR Company

**Objectives:** To ensure cost savings and available grants are made fully accessible to all businesses in the district. In addition, the task force promote the #ThinkSandyfordFirst initiative to bring an additional €10 million to the district - if each one of the 1,000 business repatriated €10,000 expenditure per annum with local companies it would add €10 million to the local economy.

## INFRASTRUCTURE

**INFRASTRUCTURE**  
Chair: **John Somers**  
Naomh Olaf GAA



Members:

<b>Ed Owens</b> (Deputy Chair)	Beacon Dental Clinic
<b>Julie Mulleady</b>	JCDecaux Ireland
<b>Greg Hayden</b>	Ethos Engineering Ltd
<b>Philip Bayfield</b>	Koru Consulting
<b>Tom Doyle</b>	KPPM
<b>Donal Quill</b>	Nord Anglia International School
<b>Noel Harnett</b>	Microsoft Ireland
<b>Sheila Moore</b>	Sheila Moore Ltd
<b>Gerard O'Farrell</b>	Spirit Motor Group
<b>Stephen Reardon</b>	SSE Airtricity

**Objectives:** To continuously work in partnership with DLRCC for improvements in the infrastructure of the district and to increase Public Realm facilities and public transport services within the area.

## MARKETING, COMMUNICATION & EVENTS

**MARKETING, COMMUNICATION & EVENTS**  
Chair: **Barry Saul**  
DLRCC



Members:

<b>Anne-Marie Walsh</b>	AIB
<b>Deirdre Farrell</b>	Amorys Solicitors
<b>David Rafter</b>	Arena Kitchens
<b>Cormac Power</b>	Bank of Ireland
<b>Conor Bofin</b>	ConorB Ltd
<b>Pat Keogh</b>	Leopardstown Racecourse
<b>Melanie McCourt</b>	Spirit Motor Group
<b>Niamh O'Grady</b>	The Beacon Hotel
<b>Susan O'Keefe</b>	The Clayton Hotel

**Objectives:** To support the board and task forces of Sandyford BID CLG in their mission to promote the Sandyford Business District as a world class business destination for investment. In addition, to create a communication strategy and an annual calendar of events to promote businesses in the district, make presentations on key topics of interest to the diverse range of companies in the area and communicate relevant information to benefit all stakeholders.

## SMART TECHNOLOGY & INNOVATION

**SMART TECHNOLOGY & INNOVATION**  
Chair: **Martin O'Donnell**  
CBRE



Members:

<b>Robert Bruton</b>	Beacon Hospital
<b>Greg Brennan</b>	Brennan & Company
<b>Colin Cunningham</b>	Signal Ireland
<b>David Kennedy</b>	DLRCC
<b>Therese Langan</b>	DLRCC
<b>Gerard Corcoran</b>	Huawei
<b>Richard Moore</b>	Microsoft Ireland
<b>Paul Shanahan</b>	Microsoft Ireland
<b>Mike Morrin</b>	Re:Sure
<b>Simon Grier</b>	S3 Group
<b>Richard Holbrook</b>	SORD
<b>Alan Moore</b>	Spirit Motor Group
<b>Wessel Badenhorst</b>	UrbanMode

**Objectives:** To create a world class business destination that attracts investment and jobs growth, is sustainable, dynamic and resourceful. A district which encourages Smart and Innovative thinking and to ensure Sandyford Business District is a destination of choice to live, work and visit.

## WELLBEING & 'FitBiz'

**WELLBEING**  
Chair: **Fiona Fitzpatrick**  
Sandyford BID CLG



Members:

<b>Joan Dowling</b>	AIB
<b>Damien Maher</b>	BeFitForLife
<b>David Kelly</b>	Crossfit Green Gym
<b>Rachel Conway</b>	Cubic Telecom Ltd
<b>Fintan Hourihan</b>	DSDAC
<b>Karen Lynn</b>	Freshii
<b>Lisa Geoghegan</b>	Live Work Grow
<b>Jenny Branigan</b>	Total Physio
<b>Paul Lyons</b>	Naomh Olaf GAA
<b>Sinead Farrell</b>	Spirit Motor Group
<b>Jason Brennan</b>	VideoDoc
<b>Dee Fitzgerald</b>	Woodfire & Green

**Objectives:** To focus on the wellbeing, health, fitness and leisure opportunities for employees and residents to encourage Sandyford Business District to become the "Fittest Business District" in Ireland.

# COMMUNICATIONS



## FREE WI-FI

In 2017 as part of creating Smart Sandyford, DLRCC and Sandyford Business District collaborated to install FREE Wi-Fi in public spaces in the Sandyford District. The number of unique users has increased from 3,948 in November 2017 to 6,415 in November 2018, with Stillorgan Luas and Sandyford Luas stations topping the charts for usage, and Beacon South Quarter coming in third.

## BROADBAND

The Smart Sandyford Task Force profiled the broadband services available in the Sandyford Business District. Their findings were shared with Dún Laoghaire-Rathdown County Council and key broadband providers. The task force continues to work with the Council and stakeholders to improve the broadband service available to all businesses in the Sandyford Business District.

## SOCIAL MEDIA



A communications and marketing plan was put in place in 2018 to increase our visibility on all social media platforms. We use our social media channels to broadcast news about businesses in the district, further boosting their profiles and building relationships with key stakeholders. Raising the profile of Sandyford Business District nationally and internationally through all our communication channels is a key priority for the company.

A high point occurred at the Sandyford Innovation Forum with the hash tag **#SandyfordInnovation** trending in Dublin on the day with over 150k impressions. Other highlights included our Facebook competition that ran during Wellness Week and the reaction to the Bank of Ireland Enterprise Town Award win.

*If you are on social media, Like, Share, Tweet or LinkedIn with us and we'll be happy to connect!*

## SANDYFORD BUSINESS DISTRICT DIRECTORY

Our website [www.sandyford.ie](http://www.sandyford.ie) now holds a comprehensive Business Directory which is solely to promote business in the Sandyford Business District with each business pinned on Google Maps. Please check your listing to ensure all details are correct and if your company is not included, please send your information to [operations@sandyford.ie](mailto:operations@sandyford.ie)

## GOOGLE MAPS

'Industrial Estates' replaced with 'Business Parks' on Google Maps

DLRCC formally approved the renaming of 'Sandyford Industrial Estate' and 'Stillorgan Industrial Park' to 'Sandyford Business Park' and 'Stillorgan Business Park' respectively. With a sustained effort by the team in the office, both Business Parks have now been renamed on Google Maps!



## MAILING LIST

Each month we send out a newsletter with updates on all upcoming events and news from around the district. If you would like to be included on our mailing list, either sign up on our website [www.sandyford.ie](http://www.sandyford.ie) or contact: [operations@sandyford.ie](mailto:operations@sandyford.ie)

### Contact Details - Office Team

**Address**  
Sandyford BID CLG,  
10 Leopardstown Office Park, Burton Hall Avenue,  
Sandyford Business Park, Dublin 18, D18 FK72.  
**Office Tel: +353 (01) 544 1313** [www.sandyford.ie](http://www.sandyford.ie)

**Email addresses:**

Conor Battigan [conor@sandyford.ie](mailto:conor@sandyford.ie)  
Joanne Keeling [accounts@sandyford.ie](mailto:accounts@sandyford.ie)  
Gina Oglesby [operations@sandyford.ie](mailto:operations@sandyford.ie)

[www.linkedin.com/company/sandyford-business-district](http://www.linkedin.com/company/sandyford-business-district)  
[twitter.com/SandyfordBID](https://twitter.com/SandyfordBID)  
[www.facebook.com/SandyfordBusinessDistrictIreland/](https://www.facebook.com/SandyfordBusinessDistrictIreland/)  
[www.instagram.com/sandyfordbusiness/](https://www.instagram.com/sandyfordbusiness/)  
[www.sandyford.ie](http://www.sandyford.ie)

**Emergency Numbers**

Dundrum Garda Station: **01-6665600**  
Dún Laoghaire-Rathdown County Council: **01-2054700** (Office Hours)  
Dun Laoghaire-Rathdown County Council: **01-6778844** (After Hours)