



**SANDYFORD  
BUSINESS DISTRICT**



# General Election 2024 Priorities

## ABOUT US

Sandyford Business District (SBID) is home to Mastercard, Microsoft, Vodafone, Bank of America Merrill Lynch, Meta, Google, BNP Paribas, AIB, Avant Money and Cubic Telecom among a host of other companies.

The business clusters in the Sandyford Business District include 118 Information and Communication companies; 99 MedTech companies; 63 Fintech companies; 8 Energytech companies; 27 Autotech companies; 17 Education and Childcare facilities; 49 Hospitality companies; and 117 Retail and Leisure companies.

<https://www.sandyford.ie/>



# Executive Summary

Sandyford BID CLG brings together 1,000 diverse companies with the aim of empowering businesses and shaping the future of this vitally important business district. Since its foundation in 2017 as a collaborative not-for-profit, following a plebiscite of businesses in the area, Sandyford BID CLG has been guided by a pro-business voluntary board. Its governing model ensures that every company, regardless of size, holds an equal vote in shaping the district's future.

With over 1,000 companies situated in Sandyford Business District (SBD) ranging from SMEs to multinationals, and a workforce of 26,000 – projected to rise to 48,500 – and approximately 6,000 residents, the area is poised for significant growth. Sandyford BID CLG is campaigning for further development of residential and office space, more green areas, active frontages, community amenities, and better connectivity to create a sustainable district and a vibrant nighttime economy.

The businesses of Sandyford Business District are a microcosm of Ireland's national business landscape, mixing a large SME presence with strategic FDI-driven employment. Both FDI and SMEs have helped transform SBD and Ireland into economic powerhouses and Sandyford BID CLG believes that large corporations and SMEs deserve equal attention to further strengthen Ireland's economy. Targeted policy support will allow SMEs to grow and innovate, at home and abroad, ensuring balanced long-term economic development across the region.

As Ireland enters a crucial phase in economic, business and urban growth, Sandyford BID CLG is committed to working alongside political representatives to champion a robust and sustainable business ecosystem which supports vibrant, sustainable, and prosperous communities.

Ger Corbett  
CEO, Sandyford Business District

## ELECTION 2024 PRIORITIES

1. ENHANCING SBD'S COMPETITIVENESS
2. FUNDING AMENITIES AND INFRASTRUCTURE IN SBD
3. EXPANDING BUSINESS SUPPORTS
4. INVESTING IN INFRASTRUCTURE AND SUSTAINABILITY



## **PRIORITY 1: ENHANCING SANDYFORD BUSINESS DISTRICT'S COMPETITIVENESS**

In order to remain competitive and to retain its long-term status as a leading business destination, Sandyford Business District (SBD) will require infrastructure upgrades, including the ongoing enhancement of public spaces and provision of better transport links. These are all crucial to retaining and attracting businesses, employees, and residents in the district. But improvements require investment.

If we want to fully realise SBD's growth potential and ensure its ongoing competitiveness, development levies generated within the district must be reinvested locally to support these critical improvements. Unfortunately, the current policy on development levies often results in funds collected from SBD developments being allocated to projects outside the district.

With targeted funding, SBD can advance projects that benefit the community and make it an attractive place for businesses to operate, aligning with Ireland's ambitions for balanced regional development and sustainable economic growth.

## **PRIORITY 2: FUNDING AMENITIES AND PUBLIC SPACES IN SANDYFORD BUSINESS DISTRICT**

As Sandyford Business District continues to grow, developing a large public park is increasingly important to support future residential expansion and to serve the current 6,000 residents who call the district home and the 26,000 workers in the area - a number projected to reach 48,500. Opening up new public green spaces will bring immediate benefits for existing residents and employees and facilitate long-term growth.

Implementing the Sandyford Urban Framework Plan (SUFP) is also critical to the long-term planning and prosperity of the district. SBD has identified several priorities to advance the SUFP, including investment in community facilities and public spaces.

Three projects which have been earmarked as highly valuable to improving community and public spaces in the district include upgrades to Imaginosity, Dublin's Children's Museum; advancing the IB Green Project and the development of the central park located at Corrigan Road; and opening the Stillorgan Reservoir for public use.



## PRIORITY 3: EXPANDING BUSINESS SUPPORTS

Simplifying and expanding existing business supports will help to drive growth and resilience in the business sector by fostering innovation and easing the financial burden on businesses, particularly SMEs. Two key priorities for SBD are the reduction of the VAT rate for the hospitality sector - including for food and beverage services - and financially supporting businesses through the digital transition.

A reduction in the VAT rate for the hospitality sector will help local restaurants, cafes, and pubs to meet the rising costs of doing business, including wage inflation and the cost of goods, without passing on the costs to customers. This will attract more footfall, and ultimately foster job growth within the district, boosting the overall economic resilience of SBD.

Businesses also need increased support to make the digital transition and to boost innovation. This applies particularly to SMEs situated in SBD. Digital transformation is crucial for businesses to remain competitive and adaptable, and it enables businesses to grow and prosper. SBD is calling for government-backed grants, training, and incentives to support digital upskilling and the adoption of new technologies. By investing in the digital future of our SMEs, SBD will be able to continue to attract forward-looking businesses and talent, reinforcing SBD's role as a vibrant business district and supporting sustainable, tech-driven growth.

## PRIORITY 4: INVESTING IN INFRASTRUCTURE AND SUSTAINABILITY

Fostering a competitive and resilient national economy requires investment in sustainability and infrastructure, laying the groundwork for long-term business growth and promoting innovation. Investment in these critical sectors will help to attract further foreign direct investment and skilled talent to regions across Ireland.

The areas which most require investment to support long-term business growth include sustainable upgrades to the transport network; digital connectivity; energy systems; and housing developments.

Sustainable investment in infrastructure is vital to ensure that businesses of all sizes have access to reliable resources, allowing them to operate efficiently and sustainably, and enabling Ireland to be a leader in sustainable business practices, contributing to the overall competitiveness of Ireland's economy.

