

Sandyford Business District



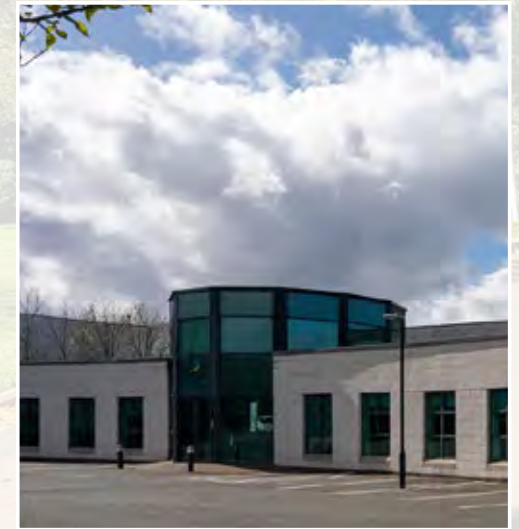
Central Park



Sandyford Business Park

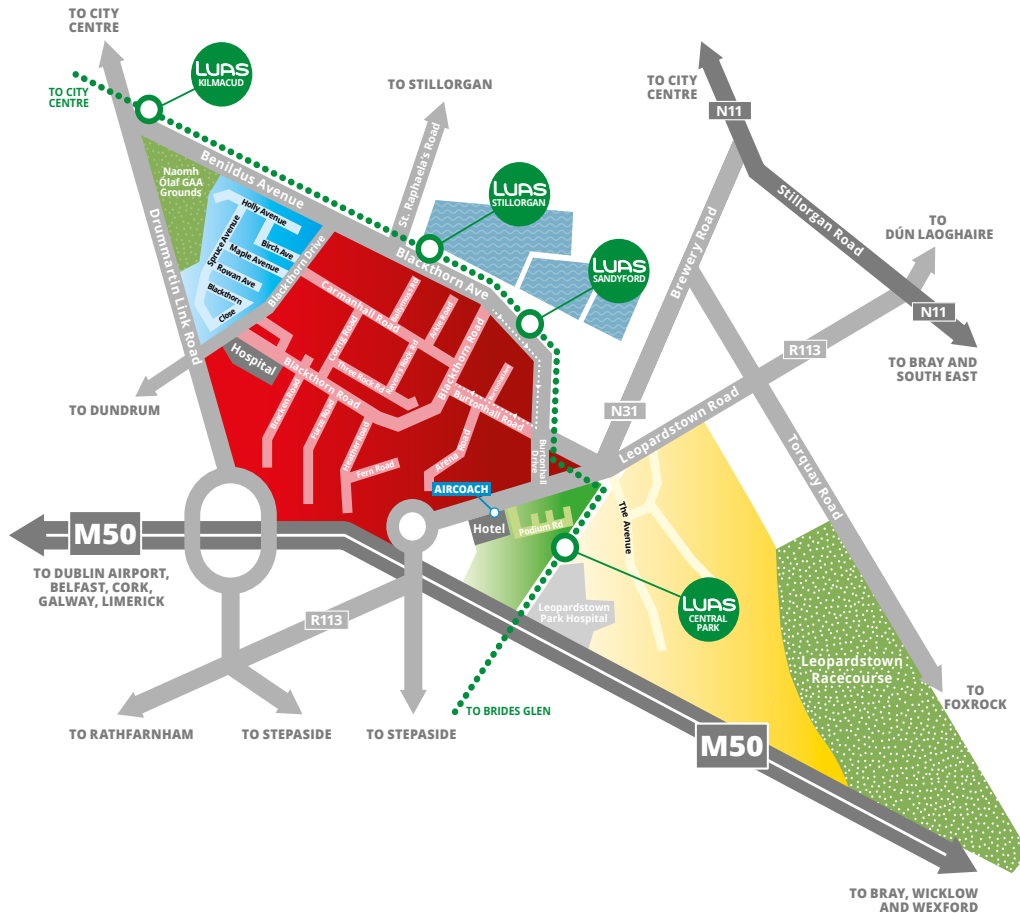


South County Business Park



Stillorgan Business Park

District Map



 Stillorgan Business Park
  Sandyford Business Park
  Central Park
  South County Business Park

Your District Team



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SANDYFORD BID CLG – The Company



Sandyford BID CLG, trading as **Sandyford Business District (SBID)**, was established on 1 January 2017 with a mission to position the area as a **world-class destination to work, live and visit**. SBID is one of Ireland's largest Business Improvement Districts, with over 4,000 worldwide. A Business Improvement District (BID)* is a defined geographical area where local businesses pay an additional levy to fund improvements, services and projects that enhance

the business environment. It is a **business-led, public-private partnership** designed to complement/supplement, not replace, the services provided by the local council.

Formation of a BID requires a plebiscite (vote) to approve its establishment and is renewed every five years. In Ireland, BIDs are governed under the *Local Government (Business Improvement Districts) Bills 2006*.

*For more information on Business Improvement Districts go to **www.sandyford.ie** or scan the QR code above.

The SBID Board comprises 10 business leaders and two representatives from Dún Laoghaire-Rathdown County Council (one from the Management Team and one Councillor). Board members serve pro bono, providing their expertise and strategic guidance.

Board Members:



Greg Brennan
Chair
CEO, Brennan & Co



Lisa Brown
Head of Enterprise, Local Enterprise Office
Dún Laoghaire-Rathdown County Council



Cyril McGuire
CEO, Infinity Capital Limited



Sheila Moore
Deputy Chair
Managing Director,
Sheila Moore Ltd.



Pierce Dargan
Cllr Dún Laoghaire-Rathdown County
Council



Deirdre Moore AIB
Head of Retained Layer, Retail Customer Solutions,
AIB Retail Banking



Gerard O'Farrell
Deputy Chair
Managing Director,
Spirit Motor Group



Paul Dermody
CEO of Horse Racing Ireland Racecourses.



John Somers
Associate Director, Operations Resilience,
CACEIS Ireland



Deirdre Farrell
Company Secretary
Partner,
Amorys Solicitors LLP



Grace Hayes
Executive Vice President, Technology
at Mastercard



Robert Watson
Senior Project Manager
Beacon Medical Group



1,000
Companies



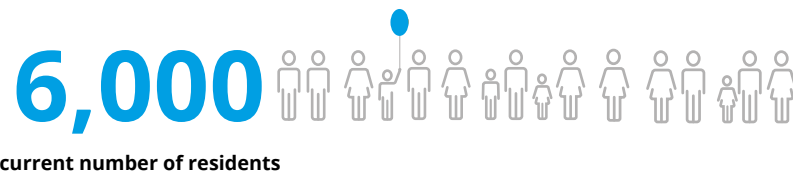
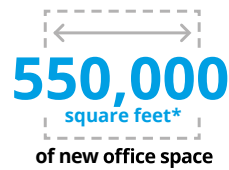
26,000
Employees



6,000
Residents

...by the numbers

District Scale



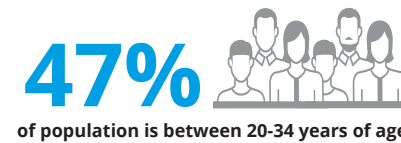
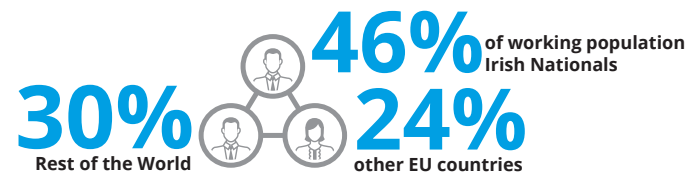
Future Growth Potential



Business Clusters



Diverse, Skilled Workforce



A DECADE OF PROGRESS



Ger Corbett CEO SBID, Minister Neale Richmond, and Lahcen Mahraoui, Ambassador of the Kingdom of Morocco



The Mastercard building



Strategic Advocacy & Public Affairs: a unified voice representing the interests of the district with a strengthened dialogue with Dún Laoghaire-Rathdown Council resulting in monthly meetings covering a wide range of projects including infrastructure, placemaking, climate action, smart cities etc.



Economic Growth: The development of international networks across Europe and the US to encourage inward investment and partnerships to strengthen business development – see below:

- Local connections include a Memorandum of Understanding (MOU) with three local organisations - IADT, IMI and NovaUCD
- International connections include Casablanca Finance City (Morocco), Silvota Industrial Area (Spain) and New York City Economic Development Corporation (NYCEDC).



Increased funding for the district: accessed additional funding from both Dún Laoghaire-Rathdown County Council, towards infrastructure and placemaking projects, in addition to the following EU funding projects:

- IB Green funding towards a Civic Park
- Circular PSP - Public Service Platforms
- RECUP - reinventing culture in urban places funded by URBACT



Innovation, Research & Development:

A key objective is actively working to establish connections with other EU business innovation districts. Sandyford BID CLG is a co-founder of the newly established European Association of Business Innovation Districts (EABID). The goal is to bring together aspirational innovation districts to collaborate, share, learn and improve.



Marketing: a strong marketing and communications strategy underpins all activities with a coordinated digital marketing programme across multiple social media platforms to promote the district. A dedicated website promotes the district with a Business Directory exclusive to the area. The ‘*Spend in Sandyford*’ campaign promotes key business clusters such as Hospitality, Interiors, Leisure and Motor. We are committed to championing businesses, particularly SMEs across all four business parks – offering free promotion through our digital newsletter, ‘*Spotlight on Sandyford*’ Series and on our digital sign at the Luas.



Events: Signature events such as corporate networking forums, innovation showcases, briefings, seasonal festivals and wellbeing events foster community engagement and business connections – over 100 events organised in the first two terms.

A DECADE OF PLACEMAKING



THE STRATEGIC VISION FOR THE THIRD TERM (2027 to 2031)

To continue to grow, connect and enhance Sandyford Business District for the benefit of all who live, work and visit the area.

The following projects are designed to improve the experience for everyone working and living in Sandyford Business District in addition to encouraging recruitment and retention for companies.

Mobility:

Delivery of the M50 Junction 14 Link Road Scheme recently commenced. Cycle Routes are due to commence in Q3 2026 with strong advocacy for improved public transport, circle buses etc. Engaging with the council to deliver a '15-minute City' where residents can live, work, learn and socialise locally. Working with the council to create Mobility Hubs - the creation of a centralised location where multiple sustainable transport options are integrated in one place to alleviate traffic and parking restrictions while making the district smarter, greener and more accessible.



Sandyford Business District Digital Twin

The Imaginosity building as a Civic Centre

Sandyford Business District is advocating for the council to consider the former Imaginosity site as a potential location for a new community centre. The building presents a valuable opportunity to deliver a shared space that could support local groups, services and activities. Reimagining the site in this way would help meet growing community needs and bring a currently vacant building back into meaningful use.

Sandyford Civic Park concept drawing



Placemaking: Delivery of a Civic Park on Corrig Road

Dún Laoghaire-Rathdown County Council (DLR), in partnership with Sandyford Business District, proposes the development of Sandyford Civic Park, a new 0.96 hectare civic and recreational urban park located at the corner of Corrig Road and Carmanhall Road, Sandyford Business Park.

The project responds to the identified need for high-quality public open space within Sandyford Business District and supports the district's ongoing transformation from a traditional business park into a vibrant, mixed-use urban centre, as set out in the Sandyford Urban Framework Plan.

As part of the EU-funded IB-Green programme, the development integrates green and blue infrastructure, extensive planting, opportunities for sustainable drainage and measures to mitigate urban heat stress. The project prioritises material reuse and circularity, with demolition debris intended for reuse within the park where feasible. The design for Sandyford Civic Park, being developed by Urban Agency following extensive public and stakeholder engagement, combines a formal civic square for events and gatherings with a softer, biodiverse landscape for relaxation, play and passive recreation. The scheme balances hard and soft landscaping, incorporates sculptural and artistic elements and emphasises sustainability and climate resilience in accordance with DLR's Climate Action Plan.

Driving Innovation & Enterprise:

An exciting new project is the development of a new **Innovation Campus** to support Start Ups and Scale Ups.

The Innovation Campus will provide a world-class, transformative workspace, linking entrepreneurs with corporations, universities and government supports. It addresses the current lack of a dedicated space for Start-ups and Scale-ups, creating a multi-faceted innovation ecosystem that supports enterprise development, job creation, foreign direct investment, talent attraction and economic spillovers for SMEs. (These companies will require support services from local companies – accountants, solicitors, IT etc.)

The Innovation Campus will position SBD as a gateway for Start-ups and Scale-ups into Ireland and Europe, enhancing international recognition and fostering a living, self-sustaining innovation community. It aligns with national enterprise policy and regional priorities, ensuring SBD continues to evolve as a vibrant, future-ready business district. The initiative has received government endorsement, with the Taoiseach recognising its potential as a national model for regional start-up growth.



Ger Corbett visits Station F Paris with Dún Laoghaire-Rathdown County Council

The New Mural



THE STRATEGIC VISION FOR THE THIRD TERM (2027 to 2031)

Shaping the future of the district:

With key involvement in the council's **'Vision for Sandyford'** to be incorporated into the Sandyford Urban Framework Plan (SUFP) and engagement with Leopardstown Racecourse in its masterplan for its future development,

Purpose of the SUFP Review is to

- Optimise scarce urban land for maximum benefit.
- Support a mixed-use, world-class district with thriving communities.
- Rebalance land uses, exploring residential growth while maintaining SBD as a strategic employment hub.
- Ensure a planned, evidence-based approach coordinating land use, infrastructure and social amenities.

Digital Twin

Technology is central to our sustainability and innovation strategy and Sandyford Business District has worked to bring cutting-edge solutions directly into the district. The Sandyford Digital Twin provides a 3D, data-rich model to guide planning, design and environmental management.



Ger Corbett demonstrating Sandyford Business District's Digital Twin



Business Supports:

A coordinated communications and marketing strategy will continue to promote all businesses across the four business parks, alongside targeted support for key sectors. This approach strengthens visibility, fosters collaboration and supports growth. Key sectors including;

Retail:

The introduction of a digital platform to enable local independent retailers to sell products online and offer same day delivery giving consumers the opportunity to order from one or multiple stores in a single transaction.

Hospitality:

Eat in Sandyford Campaign highlighting restaurants and cafés.

Leisure & Wellbeing:

The annual *Wellness Week* programme, Sandyford 5k and Charity Walk in Leopardstown Racecourse - all support the wellbeing of employees and residents while giving organisations in the leisure sector a platform to showcase their business.

Interiors:

An *Interiors Month* dedicated to promoting this vibrant section with special promotions from participating companies.

Night-time economy:

Engage with the hospitality sector to explore achieving the Purple Flag status to drive footfall.

Motor:

Motoring Weeks twice a year in advance of new car registrations.



SANDYFORD BID CLG

Let's connect!



Get in Touch

Sandyford BID CLG trading as
Sandyford Business District

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Account enquiries:
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www.sandyford.ie

THE EVOLUTION OF SANDYFORD BUSINESS DISTRICT



Sandyford 1970



Sandyford 1995



Sandyford 2012

Dates Business Parks established

Sandyford Industrial Estate

1977

Stillorgnan Business Park

1978

South County Business Park

1980

Central Park

2001

1970s



SIESTA formed
Sandyford Industrial Estate Association

1980s



SIPA formed
Stillorgnan Industrial Park Association

2006

March



SBEA formed
SIESTA & SIPA combined to form SBEA (Sandyford Business Estates Association).

2011

March



SBD formed
In the Sandyford Urban Framework Plan, the four business parks were recognised as the Sandyford Business District by Dún Laoghaire-Rathdown County Council.

2011

November



SBDA formed
SBEA changed to SBDA (Sandyford Business District Association) to reflect the new status of Sandyford Business District.

2017

January



SBID formed
Sandyford BID CLG trading as Sandyford Business District (SBID) was formed. First term 2017 - 2021.

2022

January



SBID renewed
for a second term 2022 - 2026.

2026

May



SBID seeks
renewal for third term 2027 - 2031.

SBID TARGETS SUCCESS WITH ITS PARTNERS



Local Stakeholders

- Dún Laoghaire-Rathdown County Council
- Dún Laoghaire-Rathdown Chamber of Commerce
- IADT
- IMI
- NovaUCD
- SBD Employees
- SBD Ratepayers
- SBD Residents

National Stakeholders

- Enterprise Ireland
- Government Departments
- IDA
- Political Representatives

International Associates

- Casablanca Finance City, Morocco
- Silvota Industrial Area, Spain
- Circular PSP
- EABID
- IB-Green
- Smart Cities
- Urbact

