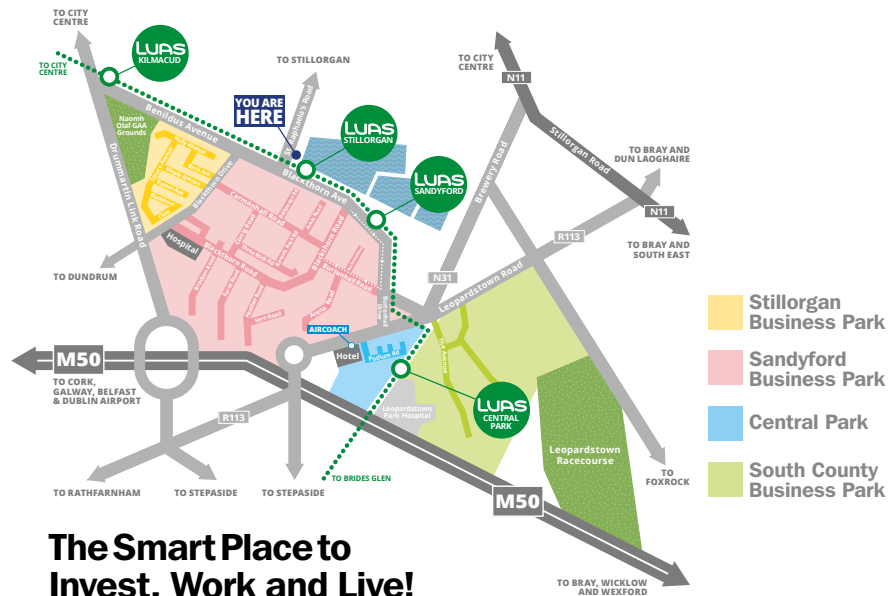


FÁILTE GO
GCEANTAR GNÓ ÁTH AN GHAINIMH
WELCOME TO
SANDYFORD BUSINESS DISTRICT



The Smart Place to
Invest, Work and Live!
www.sandyford.ie

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Email: operations@sandyford.ie

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SANDYFORD

Business District Review

2020



New Map Boards installed 2020

Introduction

Sharon Scally, Chairperson

Welcome to the fourth edition of the Sandyford Business District Review designed to keep you informed on our activities in 2020 in our mission to develop the district as a world class destination in which to invest, work, live and visit.



The year 2020 will long be remembered as one of the most challenging years for everyone during the **Covid-19** pandemic. In Sandyford Business District we endeavoured to keep businesses and residents up to date on all government guidelines and resources available to support the economy in addition to supplying information and advice in relation to Brexit.

Positive news in 2020 was Mastercard announcing its new European Technology Hub in **One and Two South County** employing over 1,500 people in 23,225 sq.m. (250,000 sq. ft.) of office space – a strong endorsement for the district which continues to attract investment from some of the world's largest and most innovative businesses.

As a strong voice for the district, we made submissions during the year in relation to the government's budget for 2021, Dún Laoghaire-Rathdown County Council Development Plan 2022-2028 and Commercial Rates 2021. Engagement also continues on all matters relating to transport, mobility and accessibility.

The **Spend in Sandyford** campaign was launched to respond to the economic difficulties being experienced by businesses to encourage everyone, where possible, to source products and services locally in the district.

The original calendar of events planned for 2020 was altered in response to Covid-19 and we created a series of fifteen webinars on a wide range of topics and

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six podcasts with key stakeholders. Annual physical events were adapted to virtual events. The three most notable being **Wellness Week**, **Innovation Week** – which took place over four days with thirty speakers – and the **Winter Festival** with over 30,000 Christmas lights adding to the festive season.

Sandyford Business District continued to make improvements in the overall environment. 2020 saw further investment in the district including the creation of numerous herbaceous borders, construction of insect hotels, landscaping maintenance and weekly litter picking. It was very positive to see the completion of **Blackthorn Park** by Dún Laoghaire-Rathdown County Council, which includes an extensive children's playground, the Sandyford Cycle Route, Benildus Avenue cycle paths and footpaths upgrade.

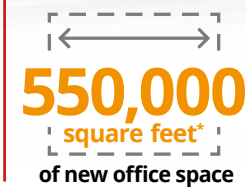
In the latter part of the year, in conjunction with Dún Laoghaire-Rathdown County Council, we began an exciting multi-year **Placemaking and Mobility Programme**, engaging with expert consultants including several based in the USA and Europe, to develop a '**Programme for Sandyford**' to be delivered in coming years.

Many thanks to all of you who provided us with such positive feedback on our projects during the year. We continue in our endeavours to promote and maintain Sandyford Business District as a world class business district in which employers, employees and residents can thrive.



District Statistics

ONE SOUTH COUNTY



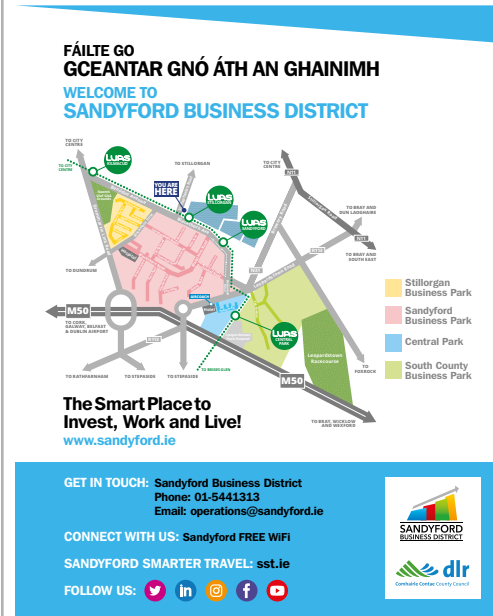
The Year in Review: Infrastructure & Mobility

Blackthorn Park



Commenced in 2019, the new Blackthorn Park located at the junction of Blackthorn Drive and Drummartin Link Road was completed in 2020. This park comprises an excellent children's playground to create a public area for recreation, landscaped area and extensive tree planting – a welcome amenity for families in the area.

Map Boards Installation

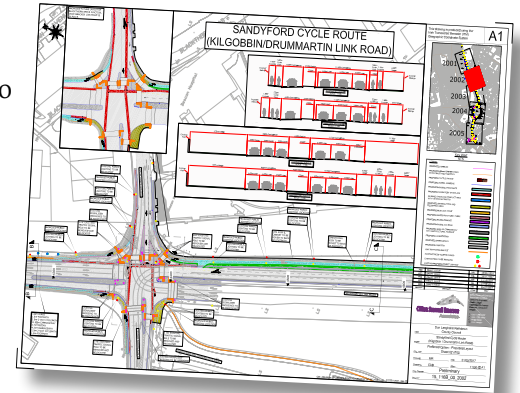


2020 saw the completion of the final phase of the signage project for the district with the replacement of the existing seven map boards with updated maps of the four business parks providing way-finding for pedestrians, cyclists and motorists.

Sandyford Cycle Route

The Sandyford Cycle Route (Kilgobbin to Drummartin Link Road Section) forms part of Radial Route 11 in the Greater Dublin Area (GDA) Cycle Network Plan. Works carried out as part of the proposed pedestrian and cycle scheme include the following:

- Development of a new two-way cycle track on the east side of Drummartin Link Road and on part of the west side of Kilgobbin Road up to Hillcrest Road.
- Upgrade of the Drummartin Link Road and Blackthorn Drive junction near the Beacon Hospital.



- Scheme tie in from Drummartin Link Road to the proposed Bracken Road link road.
- Reconfiguration of the roundabout over the M50 to provide pedestrian and cycle facilities through the roundabout to link to the proposed routes on Drummartin Link Road and Kilgobbin Road.

In addition, Dún Laoghaire-Rathdown County Council installed cycle paths on Benildus Avenue providing safe ingress and egress routes for cyclists using this route.

PLACEMAKING AND MOBILITY PROGRAMME FOR SANDYFORD 2021 – 2025



Sandyford Business District and Dún Laoghaire-Rathdown County Council have undertaken an extensive Placemaking and Mobility Programme with consultants from the USA and Europe to develop projects for the district in the short, medium and long term.

The Year in Review: Environment

Insect Hotels on Burton Hall Road



Insect hotels are man-made structures created to provide shelter for insects providing several different sections for nesting facilities particularly during winter – an additional purpose includes hosting pollinators.

Sandyford Business District created the first three insect hotels (see photograph above) on Burton Hall Road and plan to erect more throughout the district in 2021.

Herbaceous Borders In Stillorgan Business Park



One of the major landscaping projects in 2020 was the creation of herbaceous borders in nearly twenty locations covering 160 sq.m. In addition to creating an attractive landscape, it will also hopefully reduce damage to grass verges by encouraging drivers to respect the new planting.

Landscape Maintenance Expanded



Sandyford Business District continues to expand its landscaping and maintenance programme to supplement routine works undertaken by the council. In 2020, it increased its activities in relation to perimeters of undeveloped sites, maintenance of grass verges and removal of tree suckers.

In addition, it increased the level of activity in relation to litter picking to ensure the district looks at its best at all times.

The vision for the Placemaking & Mobility Programme will:

- Set out actions as to how publicly-owned and privately-owned open spaces can be significantly enhanced and activated with the aim of increasing the attraction of Sandyford Business District as a place to live, work and visit.
- Set out actions in relation to how mobility options in Sandyford Business District can be expanded to increase ease of movement for cyclists and pedestrians whilst also easing congestion into and out of the district.



The Year in Review: Submissions*

DLR County Development Plan 2022-2028

In February 2020, the 'Sandyford Business District Strategic Study and Action Plan' was submitted to Dún Laoghaire-Rathdown County Council to ensure SBD's vision for the district will be taken into consideration at the outset of the consultation process with the council. In mid-2019, SBD formed a 'CDP Steering Group' comprising board members, stakeholders and consultants to prepare a comprehensive submission in readiness for the public consultation process in early 2020 on the Pre-Draft plan. SBD held a series of workshops with stakeholders to ensure the views of businesses in the district would be represented and this research informed the submission.

The 60-page document includes the following recommendations:

- Improve accessibility and movement within the district
- Increase the quantum and quality of support services for those working and living in the district

- Facilitate and encourage a substantial increase in the amount of office floor space in SBD in buildings of high quality
- Provide for a significant increase in residential numbers living within SBD
- Introduce high quality cycleways and pedestrian footpaths in SBD
- Rationalise the present zoning and height limits of the central core area (Sustainable residential neighbourhood 'A' - Zone 5)
- Develop landscaped open green spaces
- Provision to be made for additional support services for the increased residential population by creating a community 'hub'

Following the first public consultation process, the Chief Executive's Draft Plan was circulated to members

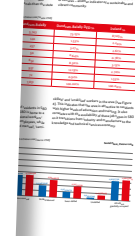
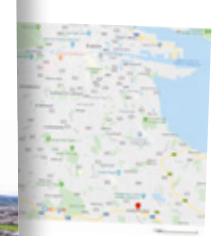
Sandyford Business District Strategic Study and Action Plan

Prepared by:
Marshall Planning, Town Planning Consultants
On behalf of:
Sandyford BID CLG trading as Sandyford Business District
February 2020



Overview of SBD

SBD occupies approximately 100 hectares and is bounded by Sandymount to the west, Killeen to the north and Leopardstown to the south.



in October 2020. This was considered and amended by the 40 elected members at a series of Special County Development Plan meetings and at a meeting on 18th December 2020 it was deemed to be the Draft Plan.

The Draft Plan is on public display online from 12th January to 16th April 2021 and submissions/observations should be made in writing via the council's online consultation hub.

Sandyford Business District is currently working with stakeholders and consultants to formulate its response to the Draft Plan.

Commercial Rates 2021

A key role of Sandyford Business District lobbying activities is to regularly engage with Dún Laoghaire-Rathdown County Council in relation to Commercial Rates for businesses in the area.

Initially, Sandyford Business District contacted elected representatives and council executives in relation to Local Property Tax 2021 to ensure that the 15% reduction, agreed every year since the introduction of the Local Property Tax, would not be approved as it has traditionally impacted on Commercial Rates. The Council met in September to consider whether to vary the basic rate of Local Property Tax and as there was no decision to vary the rate it reverted



to the basic rate by default. Subsequently, Sandyford Business District connected with elected representatives in relation to Commercial rates for 2021. The LPT outcome was a key factor in ensuring that when the council's budget for 2021 was approved in December 2020, it was agreed that there would be NO increase in Commercial Rates for 2021.

Budget 2021 submission to Government

Sandyford Business District submitted a number of innovative suggestions which it encouraged Government to implement in order to offset the worst impacts of the Covid-19 pandemic on member businesses.

The 14-page submission included recommendations on the following topics:

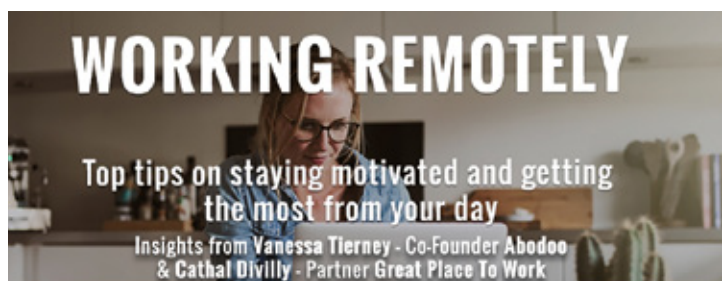
- Covid-19, Vaccine/Anti-viral treatments
- Creating the right environment for businesses post Covid-19
- Brexit
- Taxation
- Employment



- Online Businesses
- Insurance Costs
- Enhancing the Environment
- Motoring
- Law and Order
- Home Renovation Incentive Scheme

*Submissions can be viewed on the district website: www.sandyford.ie/about-us/submissions

The Year in Review: Corporate Events



WEBINAR

THURSDAY 30TH APRIL
11:00am - 11:50am



WEBINAR

THURSDAY 18th June
11:00am - 11:50am



WEBINAR

Thursday 19th November
10:00am - 10:40am

Webinar Series 2020

Financing Your Business Through Covid-19 Challenges

2nd April 2020: **Con Casey**, Partner, Smith and Williamson & **Michael McGivern**, Partner, Smith and Williamson.

How Employers Should Respond During The Covid-19 Pandemic

9th April 2020: **Philip Carney**, Managing Director, The HR Company.

Working Remotely, Top Tips On Staying Motivated And Getting The Most From Your Day

30th April 2020: **Vanessa Tierney**, Co-Founder Abodoo & **Cathal Divilly**, Partner, Great Place to Work .

Managing your Physical & Mental Wellbeing

7th May 2020: **Jenny Branigan**, Total Physio

Covid-19, Finance & Government Supports for Business

14th May 2020: **Aileen Dunning**, Associate Director, Smith and Williamson & **John Madigan**, Head of Marketing and Research, Strategic Banking Corporation of Ireland

Online Marketing Pandemic Strategy, Who Did It Well And What Can We Learn From Them?

21st May 2020: **Alan McGovern**, CEO, izest Marketing, **Laura Nolan**, Commercial Director of izest Marketing, **Owen Lavery**, Head of Local Enterprise, DlrCoCo

How To Stay On Top Of Your Finances Through Covid-19 Challenges

28th May 2020: **John Lowe**, The Money Doctor

Getting Back to Work Safely

4th June 2020: **Paul Turner**, Head of Legal Metrology, NSAI & **Philip Harrison**, CTO & Co-Founder of CWSI

Leading Ireland's Future Together 'LIFT'

18th June 2020: **Joanne Hession**, Founder, LIFT Ireland

Programme for Government

9th July 2020: **Josepha Madigan** TD

Consumer & Customer Experience

23rd July 2020: **Alan Moore**, Managing Director, Spirit Motor Group & **Duncan Graham**, Managing Director of Retail Excellence Ireland

Personal Resilience, the Work-Life Balance

13th August 2020: **Elaine Barron**, The Learning Rooms

Cyber Crime and Security

27th August 2020: **Des Ryan**, Solutions Director, Microsoft

Economic Forecast


10th September 2020: **Oliver Mangan**, Chief Economist AIB

The Latest Developments On Brexit

19th November 2020: **Neale Richmond**, TD for Dublin Rathdown

See many of these webinars on the Sandyford Business District website at sandyford.ie/events

The Year in Review: Community Events



Movement Monday


Monday
September 21st
Time: 12:00 - 13:00

Physical Wellbeing Working From Home

Presenter: Jenny Branigan

Educating yourself on how to offset prolonged work functions, as well as encouraging targeted movement and promoting posture change during the workday this will lead to better muscle and a healthier working life.

Insights from Jenny Branigan, Jenny will also speak about the benefits of keeping your routine to help reduce stress and anxiety.



Take Home Tuesday

Tuesday
September 22nd
Time: 10:30 - 11:15

5 Food Hacks to Make Healthier Eating More Enjoyable


Presenter: Heather Lession

Nutritionist Heather Lession shares her top 5 food hacks making healthy eating more enjoyable. Learn what factors to get started can make life easier and healthier, when recipe and ingredient sources you should take and 5 quick and healthy dishes made from everyday ingredients.

Time: 13:00 to 13:45
Developing a Transformation Mindset

Presenter: Paula Loneragan

This session explores the idea of transformation for enhanced wellbeing and happiness. Establishing and reaching short-term goals can lead to long-term benefits and new healthy habits which improve our quality of life.



Wellness Wednesday


Wednesday
September 23rd
Time: 12:00 - 13:00

Building Resilience and Tackling Everyday Challenges

Presenter: Dr Eddie Murphy

Dr Eddie Murphy Clinical Psychologist and Adjunct Associate Professor, OCU School of Psychology and is well known from RTE's Question Time.

This presentation will explore the five primary emotions in our lives and will look at ways to manage these emotions, what and how to enhance your resilience in addition to managing stress and promoting our wellbeing during the pandemic.



Tech Thursday


Thursday
September 24th
Time: 13:30 - 14:15

Fostering a Healthy Relationship with Technology

Presenter: Ryan McInnes

This highly engaging session will explore the idea of how we can foster a healthy relationship and lifestyle with technology.

We hear of the pitfalls and how technology can be detrimental, but we must also acknowledge the positive role it can play in our day-to-day life.



Feel Good Friday

Friday
September 25th
Time: 08:30 - 09:30

Desk Yoga

Presenter: Lisa Burke

Desk Yoga is easy to do at the workstation. Designed to ease the stress of tension common for most people you will learn some simple but effective self-stretching exercises to help with headaches, neck/shoulder pain, anxiety stress and fatigue.

Finishing with a short mindfulness breathing technique which will leave participants refreshed and energised.

To find out more go to www.sandyford.ie/wellnessweek

Wellness Week
21st - 25th September 2020

Wellness Week: (21st to 25th September)

The annual Wellness Week took place virtually in September with free talks and workshops to promote health and wellness for employees and employers alike specifically focussed on challenges of working from home.

Winter Festival - December 2020



Blackthorn Park Launch: Teddy Bears' Picnic Art Competition (15th to 28th October 2020)

To celebrate the opening of Blackthorn Park, and to comply with government guidelines re the pandemic, Sandyford Business District and Dún Laoghaire-Rathdown County Council organized a children's art competition. There were two age categories (0 to 5 years and 6 to 10 years) with prizes for each category and a teddy bear for each entrant.

Following the announcement of the winners on 1st November, calendars for 2021 were produced comprising all the winning entrants and runners up which were distributed to families living within the district.



Santa Claus had to adapt to Covid-19 and this year Sandyford Business District arranged for him to record over 200 individual messages for families in the district in a specially created recording studio in his grotto. Families were invited to collect selection boxes for each child in advance of viewing the recording. There was a terrific response from families who viewed their personalised messages which noted children's names, ages, interests and gift expectations!

As part of the Winter Festival, in the run up to Christmas, Sandyford Business District also provided a free taxi service from the Luas with priority given to front line workers.

For the first time, Sandyford Business District, had an extensive festive lights project which involved over 30,000 Christmas lights being erected on over 200 tree trunks, lamp-posts and fir trees throughout the business parks.

The Year in Review: Promotions

Spend in Sandyford Campaign



The Spend in Sandyford campaign was launched to respond to the challenging economic circumstances created by the pandemic to encourage all companies and residents to source products and services locally wherever possible.

The campaign is regularly refreshed to reflect current events and included the creation of a special directory of all retail, motor, hospitality and leisure companies in the district.



Sandyford Business Bites

The 'Sandyford Business Bites' podcasts are a series of interviews with key business leaders and stakeholders in Sandyford Business District discussing their respective businesses, topics of interest and views on the district (www.sandyford.ie/podcasts).

- Tim Husbands MBE, CEO Leopardstown Racecourse
- Duncan Graham, Managing Director, Retail Excellence Ireland
- Paraic de Paor, Brennan & Company
- Jim Leyden, Managing Director, Bizquip Limited
- Philip Carney, The HR Company
- Lorraine Higgins, Rockwood Consulting

Website Refresh



During 2020, Sandyford Business District refreshed its website www.sandyford.ie to create:

- a special Covid-19 section incorporating comprehensive information on government guidelines and resources available to support businesses
- a new media section to host all webinars, videos, downloads etc.
- easier navigation throughout

- the new look website also clearly highlights 'WHAT WE DO' and five supporting videos:
 - ♦ **Business Attraction**
 - ♦ **A Positive Business Culture**
 - ♦ **A Strong Voice**
 - ♦ **Environment & Placemaking**
 - ♦ **Mobility & Infrastructure**

The Year in Review: Smart Sandyford

Smart Sandyford

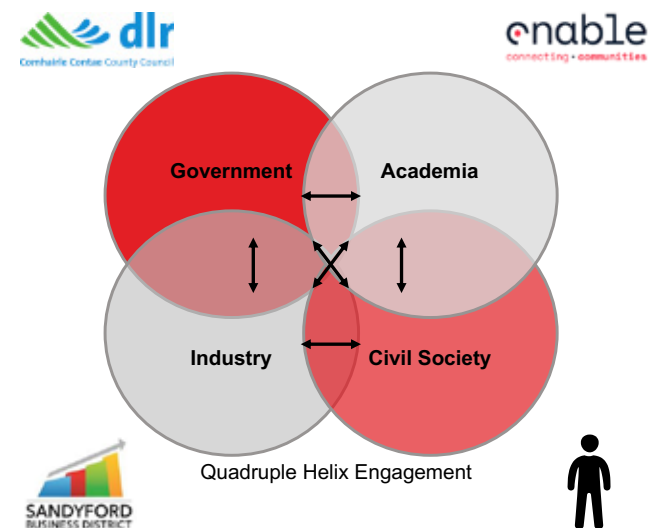
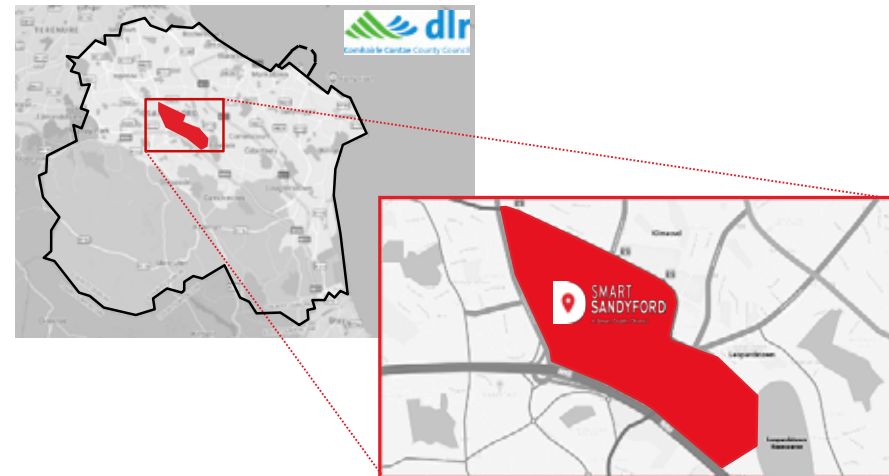
Over 4 billion people live in cities worldwide, a number projected to reach 9.7 billion or 75% of the global population in the next 30 years. Municipal governments, researchers and private-sector businesses are designing 'smart cities' using new technology to improve liveability in urban centres. Smart city programmes can play a vital role in tackling key city challenges such as mass-urbanisation, climate resilience and mobility.

As smart cities develop, the digitalisation of public services at all levels of government has led to the need to test and validate new technologies. Smart Dublin, an initiative of the four Dublin Local Authorities, seeks to address this need by trialling new technology solutions that improve services and quality of life for citizens. This is achieved through the establishment of 'smart districts' – strategically selected locations where innovation projects are fast-tracked. Smart Sandyford has been developed as one of these districts to develop new research initiatives and to trial technology enhanced projects to benefit Sandyford, Dún Laoghaire–Rathdown and the wider Dublin region.

The Smart Sandyford research programme is a partnership between Sandyford Business District, Dún Laoghaire–Rathdown County Council and ENABLE hosted by the CONNECT research centre Trinity College Dublin and Smart Dublin.

Smart Sandyford is a smart city research programme designed, using the 'quadruple helix' smart district model, to enhance Sandyford as a 'smart business district' test bed. The programme aims to prioritise the needs of the business community and local residents going beyond simple testing of devices, to advanced projects that make a real impact including pre-commercial tests, before the full scale deployment of technologies.

If you would like to get involved with the programme please contact:
Conor Dowling, PhD, Smart Sandyford Programme Manager:
conor.dowling@smartsandyford.ie



The Year in Review: Innovation Week 2020

Sandyford Business District Innovation Week 2020 saw the coming together of some of the world's greatest innovation leaders in technology, mobility, retail, work practices and future trends.

The four-day event was streamed live on the Sandyford Business District Innovation Channel. All presentations are available on the Sandyford Business District website www.sandyford.ie/media-centre.

Monday 19th October	Tuesday 20th October	Wednesday 21st October	Thursday 22nd October
Time: 10:00 - 12:00 Future of Towns & Cities	Time: 10:00 - 12:00 Smart Sandyford	Time: 10:00 - 12:00 Innovation & Meta-Trends	Time: 10:00 - 12:30 Omnichannel Retail
Time: 14:00 - 16:00 Sandyford Business District - World Leading Innovation	Time: 14:00 - 16:00 Innovation in Smart Health and Smart Energy	Time: 14:00 - 16:00 Digital Futurology	Time: 14:00 - 16:00 Economic Forecasting & Agile Innovation



4 Days | 30 Speakers | 8 Panel Discussions

Future of Towns & Cities

Moderated by Wessel Badenhorst



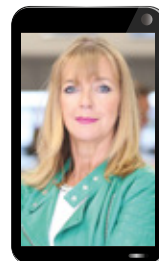
Josepha Madigan TD
Minister of State at
the Department of
Education and Skills

**Opening
Address**



Philomena Poole
Chief Executive
Dún Laoghaire-
Rathdown County
Council

**Build it Back
Better**



Tara Buckley
Director General
RGDATA

**Town Centre
Revival**



Cynthia Nikitin
Resilient Places
Strategist, New York

**Revitalising
Urban Spaces**

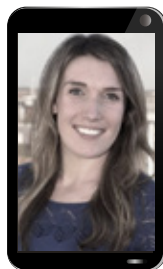
Sandyford Business District – World Leading Innovation

Moderated by Conor Battigan



Punitha Sinnapan
VP of Automotive
Design and
Innovation,
Cubic Telecom

**Convergence of
Connected Car
and Smart
Infrastructure**



Susanna Murphy
Operations Director,
Zero Latency Dublin

**VR –
Entertainment
in the Future**



Ailish Daly
Allied Health,
Beacon Hospital
Research Institute

**Partnership and
Innovation made
with Patients**



Ruth Whelan
Academy Manager,
Beacon Hospital
Research Institute

**Innovations in
Healthcare**

To view: www.sandyford.ie/media-centre

Smart Sandyford

Moderated by Owen Lavery



Jamie Cudden
Smart City Program
Manager,
Dublin City Council

**Smart City &
Mastercard Global
Case/Luas Data**



Sarah Cunningham
Vice President, Mastercard
Dublin Tech Hub

**The Case for Location
in One South County**



Conor Mark Dowling
Programme Manager,
Smart Sandyford

**SBD Vision,
Mission
& Achievements**

Innovation in Smart Health & Smart Energy

Moderated by Conor Battigan



Gerard O'Farrell
Director, Head of Car
Division, OHM Group

**Transportation
and Electric
Vehicles**



Prof. Martin Curley
Director Digital
Transformation, HSE

Innovation 2.0



Dudley Stewart
Managing Director,
Micro Electricity
Generation
Association

**Sustainable
Power**



Oisín Kim
CEO & Co-Founder,
Webdoctor

Digital First Health

Innovation & Meta-Trends

Moderated by Lorraine Higgins



Eleanor 'Nell' Watson
Machine Intelligence,
Singularity University

**Technology &
Cultural
Meta-Trends, AI**



James Arbib
Founder, RethinkX

**Rethinking
Humanity**



Gerard Corcoran
Director,
Sandyford Business
District

**Insights into
Rethinking
Humanity**



Garry Lyons
CEO, Shipyard Technology
Ventures

**How to Optimise
Innovation**

Digital Futurology

Moderated by Gerard Corcoran



John Shaw
Founder,
Quantum Computing

Digital Wellness



Ken Finnegan
CEO, Trinity Tangent

Innovation Hubs



Niall Moran
Director of Technology
Centre, Microsoft
Ireland

**The Future from
an Alternative
Perspective**



Adrian Weckler
Tech Editor, Independent
Newspapers

Digital Futurology

To view: www.sandyford.ie/media-centre

Omnichannel Retail

Moderated by Eoin Costello



Lorraine Higgins

Chief Executive,
Digital Business Ireland

**E-commerce Trends
'Business Beyond
Boundaries'**



David Campbell

Head of e-Commerce,
hummm by flexifi

**How To Maximise
Your Online Sales**



John Roddy

Commercial Director,
Codec

**Using Microsoft
Cloud to Innovate
and Deliver Better
Business
Outcomes**

Economic Forecasting & Agile Innovation

Moderated by Conor Battigan



Jim Power

Lecturer, Michael
Smurfit Graduate
School of
Business, UCD

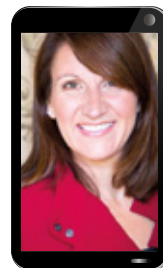
Economic Forecast



Owen Laverty

Head of Enterprise
& Economics, Dún
Laoghaire-Rathdown
County Council

**How to Innovate
in a Rapidly
Changing
Landscape**



Joanne Hession

Founder, LIFT Ireland

**Leading Ireland's
Future Together**



Una Power

An Cathaoirleach, Dún
Laoghaire-Rathdown
County Council

Closing Address

To view: www.sandyford.ie/media-centre

The Company

The Mission

The mission of the company is to develop Sandyford Business District as a world class destination in which to invest, live, work and visit.

The Company

Sandyford Business District comprises four business parks in the area. The Business Improvement District company, Sandyford BID CLG trading as Sandyford Business District, was formed in January 2017 to represent the interests of all businesses within the district.

Funding is by way of a levy as per the Local Government (Business Improvements Districts) Act 2006. The company depends upon the all the businesses in the district who continue to actively engage with us and support our mission.

The Task Forces

Sandyford Business District has four Task Forces comprised of business leaders who volunteer their time and expertise to identify strategic priorities and work on key projects for the benefit of the district.



BUSINESS ATTRACTION

Dedicated to **showcasing** Sandyford Business District as an attractive location for businesses and investment.



BUSINESS SUPPORT

Providing **support** for companies in all sectors, from SMEs to large multinationals, with a communications strategy and events calendar created to inform and promote businesses in the district.



INFRASTRUCTURE

Working to improve the overall **connectivity** and **appearance** of the district.



SMART SANDYFORD

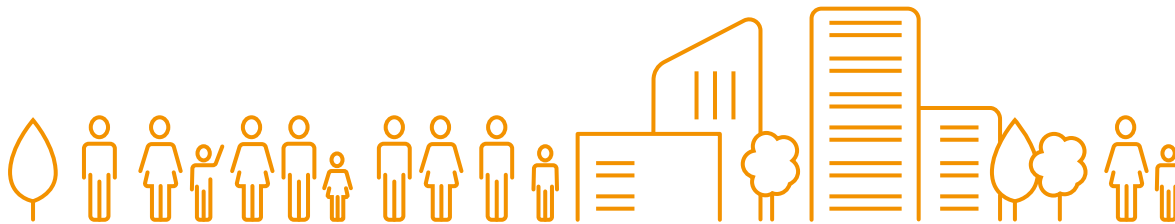
Dedicated to providing **smart system solutions** and integrating technology within the district.

Smart Sandyford

The **Smart Sandyford** programme is a partnership between Dún Laoghaire-Rathdown County Council, Enable Research Centre Trinity College Dublin and the Sandyford Business Improvement District, under the Smart Dublin programme.

See **Page 10** for more details.





Business Promotion

Our aim is to **#ThinkSandyfordFirst** and to encourage local businesses to do the same. Our online Business Directory includes a listing for any business operating within the Sandyford Business District. We also help to promote local businesses via our social media channels and endeavour to use suppliers from within the district wherever possible. If your business is based within the district and you would like to speak with us about promotional opportunities, please contact the district office: operations@sandyford.ie

District Promotion

The board and task forces promote Sandyford Business District for FDI and indigenous investment nationally and internationally by engagement with key stakeholders including Enterprise Ireland and IDA.

Details of events, projects, submissions and other activities feature on the Sandyford Business District website www.sandyford.ie and are promoted regularly with weekly emails to the district in addition to postings on our social media channels:



Financial Investment

Funds collected by Sandyford Business District go directly into projects specifically for the benefit of the district, including events, signage, landscaping and submissions on behalf of companies in the district.

Lobbying

Sandyford Business District actively represents the area on matters of public policy, working closely with Dún Laoghaire–Rathdown County Council, government representatives and other public bodies, ensuring that the best interests of the district are put forward. This provides a strong and united voice for the businesses in the district.

Business Supports & Grants

Throughout the year, Sandyford Business District kept businesses up to date on Covid-19 guidelines, resources and supports. In addition, information was also provided on resources and supports available in advance of Brexit on 1st January 2021. The district also promotes grants and supports available from Dún Laoghaire–Rathdown County Council, particularly in relation to the pandemic, and including its ongoing Business Support Scheme which provides grants from 4% to 10% to eligible ratepayers. (see www.dlrcoco.ie/rates for full details).

Corporate Events

Sandyford Business District hosts a number of seminars and forums annually which were held virtually in 2020. These are complimentary and open to all businesses in the district. We bring together business leaders to discuss key issues in the current business climate and bring clarity and understanding through the conveyance of shared perspectives. These events present a valuable opportunity to hear keynote speakers, learn from panel discussions and network with key stakeholders.

Community & Wellbeing Events

Sandyford Business District hosts a number of free-to-attend social events every year, unfortunately these were greatly reduced in 2020 due to the pandemic. However, Wellness Week took place with a series of daily workshops focussed on Working From Home, an art competition was held to celebrate the opening of Blackthorn Park and Santa Claus recorded over 200 individual, personalised messages for families in the area. In addition, an extensive festive lighting programme was installed featuring over 30,000 lights and, in the run up to Christmas, a free taxi service from the Luas was provided with priority given to front line workers.

Board & Team Overview



Sharon Scally
CHAIRPERSON
Amorys Solicitors



Conor Bofin
DEPUTY CHAIRPERSON
ConorB Ltd



Julie Mulleady
DEPUTY CHAIRPERSON
JCDcaux Ireland



Gerard Corcoran
Huawei



Marc Lowry
Smith & Williamson



Cyril McGuire
One South County



Sheila Moore
Sheila Moore Ltd



Cllr. Tom Murphy
Dún Laoghaire-Rathdown
County Council



Brian Fitzgerald

Beacon Hospital



Owen Lavery

Dún Laoghaire-Rathdown
County Council



Gerard O'Farrell

Spirit Motor Group



John Somers

Naomh Olaf GAA Club

Team Members



Conor Battigan

District Executive

Niamh Egan

Business Development Manager

Joanne Keeling

Office Manager

Carla Mooney

Credit Controller

Conor Mark Dowling

Smart Sandyford Programme Manager

Sarah Mortimer

Event Manager

Get in Touch

Sandyford BID CLG trading as
Sandyford Business District
10 Leopardstown Office Park,
Burton Hall Avenue,
Sandyford Business Park,
Dublin 18, D18 FK72.

Telephone:

01 544 1313

General Enquiries:

operations@sandyford.ie

Account Enquiries:

accounts@sandyford.ie

www.sandyford.ie

Let's connect!



www.sandyford.ie

