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 Dun Laoghaire-Rathdown County Council in relation to the new 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. On behalf of the Board, I would like to thank the huge number of businesses in 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.

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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

**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!
...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.

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.

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:

<table>
<thead>
<tr>
<th>Rates Payable 2019</th>
<th>2019 Grant</th>
<th>Max Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than or equal to €3,000</td>
<td>10% of Rates Bill</td>
<td>€300</td>
</tr>
<tr>
<td>Between €3,001 - €5,000</td>
<td>8% of Rates Bill</td>
<td>€400</td>
</tr>
<tr>
<td>Between €5,001 - €10,000</td>
<td>6% of Rates Bill</td>
<td>€600</td>
</tr>
<tr>
<td>Between €10,001 - €20,000</td>
<td>4% of Rates Bill</td>
<td>€800</td>
</tr>
</tbody>
</table>

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.

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%.

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

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

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
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.
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.

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
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.

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.

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.

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.
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, Atrovate

April 18th
Topic: Digital Transformation – What does it mean for my business?
Speakers:
Donal Og McCarthy, Deloitte
Simon Daly, Microsoft
Vanessa Tiernan, Abodoo
David Gunnung, 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, Cignal

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, Kooomo
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’Keefe, 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

€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.

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.
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.
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 Philiomena 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.

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.

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.
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.

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, compiled our submission after consultation with businesses in the area including Microsoft, Vodafone, Beacon Hospital and Central Park to request greater availability of public transport.

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

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.
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.

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.

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
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.

WHO ARE WE?

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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
BUSINESS ATTRACTION
Chair: Eddie Buckley
AIB

Members:
- Davnet O’Driscoll
- Gavin Leech
- Maoliosa McMahon
- Cyril McGuire
- Oisin Geraghty
- Marc Lowry

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.

EXPECTATIONS & BENEFITS
Chair: John Wall
Me2You Gift Card Company

Members:
- Mark Cashen
- Sheila Moore
- Peter Carney

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 local companies it would add €10,000 expenditure per annum with local companies it would add €10 million to the district – if each one of the 1,000 #ThinkSandyfordFirst initiative to bring an additional

MARKETING, COMMUNICATION & EVENTS
Chair: Barry Saul
DLRCC

Members:
- Anne-Marie Walsh
- Deirdre Farrell
- Pat Keogh
- Melanie McCourt
- Niamh O’Grady
- Susan O’Keeffe

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.

INFRAMSTRUCTURE
Chair: John Somers
Naomh Olaf GAA

Members:
- Ed Owens (Deputy Chair)
- Julie Muleady
- Greg Hayden
- Philip Bayfield
- Tom Doyle
- Donal Quill
- Noel Harnett
- Sheila Moore
- Gerard O’Farrell
- Stephen Reardon

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.

SMART TECHNOLOGY & INNOVATION
Chair: Martin O’Donnell
CBRE

Members:
- Robert Bruton
- Greg Brennan
- Colin Cunningham
- David Kennedy
- Therese Langan
- Gerard Corcoran
- Richard Moore
- Paul Shanahan
- Mike Morr
- Simon Grier
- Richard Holbrook
- Alan Moore
- Wessel Badenhorst

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
Chair: Fiona Fitzpatrick
Sandyford BID CLG

Members:
- Joan Dowling
- Damien Maher
- David Kelly
- Rachel Conway
- Fintan Hourihan
- Karen Lynn
- Lisa Geoghegan
- Jenny Brangan
- Paul Lyons
- Sinead Farrell
- Jason Brennan
- Dee Fitzgerald

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

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 hashtag #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!

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!

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.

SANDYFORD BUSINESS DISTRICT DIRECTORY

Our website 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

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 or contact: operations@sandyford.ie

Contact Details - Office Team

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Dún Laoghaire-Rathdown County Council: 01-2054700 (Office Hours)
Dún Laoghaire-Rathdown County Council: 01-6778544 (After Hours)