

# Sandyford Business District

**A Decade of Impact (2017-2026) &  
The Strategic Vision for Renewal (2027-2031)**



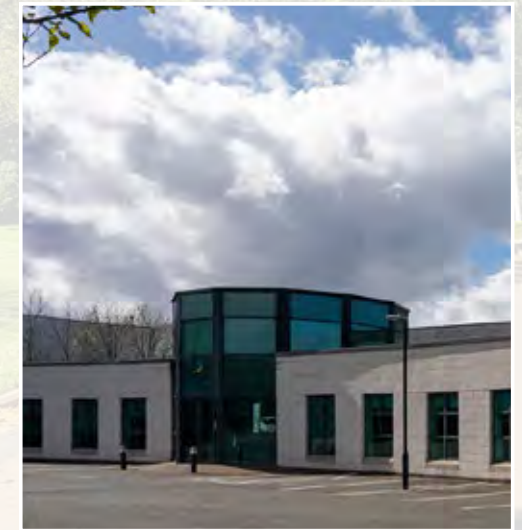
*Central Park*



*Sandyford Business Park*

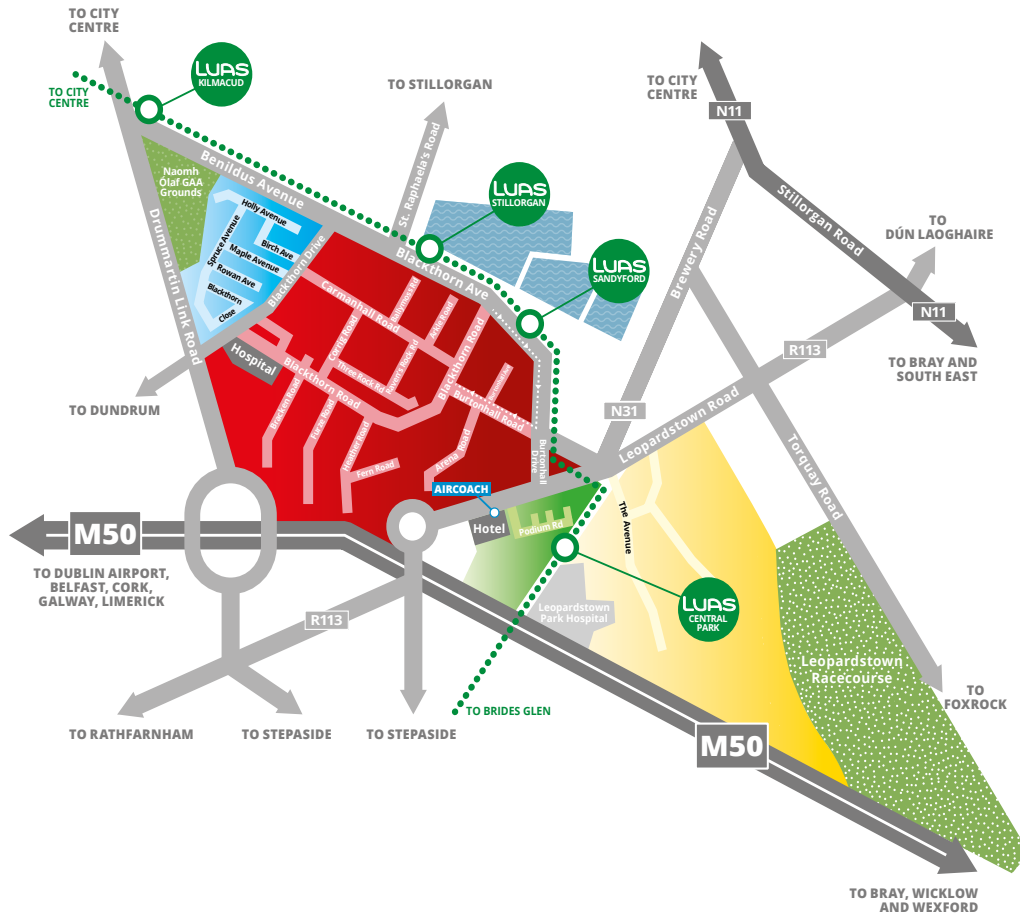


*South County Business Park*



*Stillorgan Business Park*

# District Map



# Your District Team



**Ger Corbett**  
Chief Executive Officer  
ger@sandyford.ie



**Niamh Egan**  
Head of Marketing  
niamh.egan@sandyford.ie



**Vincent Murray**  
Operations Manager  
vincent.murray@sandyford.ie



**Vytor Bueno**  
Digital Marketing Executive  
vytor@sandyford.ie



**Traci Conroy**  
Office Manager  
traci.conroy@sandyford.ie



**Brendan Gaffney**  
Facilities Manager  
operations@sandyford.ie



**Alan Shortt**  
Engagement Manager  
alan.shortt@sandyford.ie

# A message from Ger Corbett, CEO



For more than a decade, our business district has stood as a dynamic hub of innovation, employment and economic opportunity - a place where global companies and local enterprises thrive side by side. As we enter the next chapter of our shared journey, the upcoming plebiscite represents a pivotal moment. It is an opportunity for every stakeholder to influence the future direction of the district, ensuring that it continues to strengthen its position as a leading destination to work, invest and grow.

Business districts do not evolve by accident. They prosper when their communities work together, guided by a clear vision and supported by strong, collaborative leadership. Over the past two terms, the collective investment made by businesses through the Business Improvement District (BID) model has delivered real, measurable impact. Enhanced placemaking initiatives, improved public spaces, targeted marketing and events, strengthened advocacy with local and national bodies and coordinated efforts to attract investment have all helped to elevate the district's profile and performance.

This plebiscite is about building on that progress - not simply to maintain what has been achieved, but to accelerate momentum. The challenges and opportunities facing our district are complex and evolving. Issues such as mobility, sustainability, skills, infrastructure and economic competitiveness will shape the operating environment for businesses in the years ahead. The BID designation provides a structured, strategic mechanism to ensure that the district's voice is heard and its potential is fully realised.

At the heart of this renewal proposal is a vision for a thriving, future-ready district - one that is vibrant, well connected and increasingly sustainable. The strategic plan for the next term outlines ambitious but achievable priorities: supporting enterprise and innovation, improving mobility and transport solutions, enhancing the public realm, strengthening the district's identity and delivering programmes that respond directly to the needs of SMEs as well as multinational employers. These goals are designed not only to enhance day-to-day operations for businesses but also to support long term value creation and resilience.

In 2027, Sandyford Business Park (formerly 'Sandyford Industrial Estate') will be 50 years old. The change over the last 5 decades to the district has been incredible and exciting.



Minister Neale Richmond TD, Deputy Shay Brennan TD, Ger Corbett, CEO Sandyford Business District and Greg Brennan, Chair Sandyford Business District at the launch of the Back Your BID campaign

This booklet provides an overview of part of that journey, the achievements of the past decade and outlines the vision for the proposed third term. We encourage you to review the information carefully, consider the future you want for the district and participate fully in the plebiscite. By working together and voting in favour of renewal, we can continue to build a district that stands out locally, nationally and internationally - one that delivers opportunity, stability and sustained prosperity for all.

*Ger Corbett* CEO Sandyford Business District



To watch a video showcasing SBID's highlights from the past five years, scan this QR code





# 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.

\*For more information on Business Improvement Districts go to [www.sandyford.ie](http://www.sandyford.ie) or scan the QR code above.

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*.

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



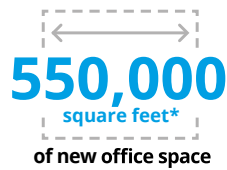
**26,000**  
Employees



**6,000**  
Residents

# ...by the numbers

## District Scale



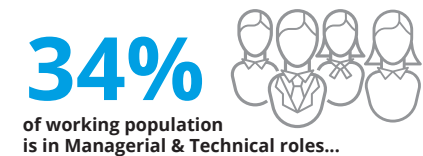
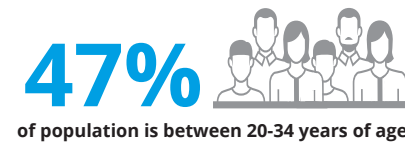
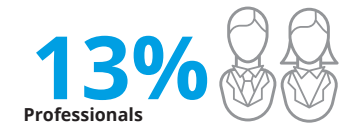
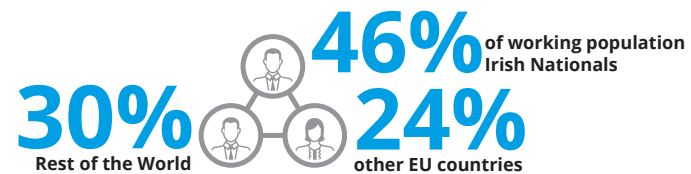
## Future Growth Potential



## 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 Part 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.

*The New Mural*



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



# 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.



# HOW TO BACK YOUR BID!

The plebiscite (vote/ballot) for the renewal of the company takes place every five years following its formation on 1st January 2017. Dún Laoghaire-Rathdown County Council organises the plebiscite and the ballot papers (see sample across) will be issued by post in mid-May to every ratepayer with 30 days to return to the council in a pre-paid envelope. Each ratepayer, as per the list of rateable properties, receives a vote ensuring a democratic process where all companies, irrespective of size, have an equal say.

The BID Company received **82% 'YES'** votes both in 2016 to establish the company for its first term (2017 to 2021) and in 2021 to renew the company for its second term (2022 to 2026).

As part of the plebiscite legislative process, the company produces a Proposal for Renewal of BID Scheme which clearly sets out the geographical area, company structure, objectives of the company for the next 5-year term together with estimated budgets for the year and a list of the rateable properties within the district.

The detailed **'Proposal for Renewal of BID Scheme 2027-2031'** is available here:



View the dedicated Back Your BID webpage for all you need to know



or visit [www.sandyford.ie](http://www.sandyford.ie)

Please contact us if you would like any further information or would like to talk or meet one of the team.

Contact [operations@sandyford.ie](mailto:operations@sandyford.ie)



# WHY YOU SHOULD VOTE YES!



**Supporting the renewal of Sandyford BID will not only provide the opportunity to deliver the projects and objectives outlined previously in the Strategic Vision for the Third Term (2027 to 2031).**

- The dedicated team of 8 in the company and the board of 12 committed to the future success of the district
- The unified voice representing all the businesses with Dún Laoghaire-Rathdown County Council for delivery of Infrastructure and Placemaking
- Further opportunities for EU and Government funding for projects
- The creation of an Innovation Campus for Start-Ups and Scale-Ups to encourage inward and indigenous investment
- The Digital Twin providing a 3D data rich model to guide planning
- The maintenance of the area including daily litter picking, landscaping etc. by the dedicated Facilities Manager



- Christmas lighting in the festive season
- The website for the district [www.sandyford.ie](http://www.sandyford.ie)
- Annual events for networking and promotional opportunities
- The exclusive *Business Directory* with free listings
- Fortnightly *In the Loop* digital newsletter providing important information on upcoming events, infrastructure works, promotions, job vacancies etc.
- The advertising opportunities on the Digital Sign opposite the Luas
- The *Spend in Sandyford* campaign



For FAQs &  
to find out  
more scan  
this code:



Let's connect!



## Get in Touch

Sandyford BID CLG trading as  
**Sandyford Business District**

Five South County  
South County Business Park  
Leopardstown, Dublin 18  
D18 H5H9

Telephone:  
**01 544 1313**

General enquiries:  
**operations@sandyford.ie**

Account enquiries:  
**accounts@sandyford.ie**

**www.sandyford.ie**

# THE EVOLUTION OF SANDYFORD BUSINESS DISTRICT



Sandyford 1970

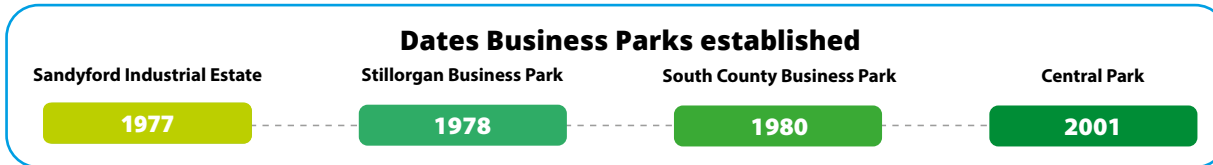


Sandyford 1995



Sandyford 2012

## Dates Business Parks established



1970s



**SIESTA formed**  
Sandyford Industrial Estate Association

1980s



**SIPA formed**  
Stillorgan 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

