



Sandyford Business District

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



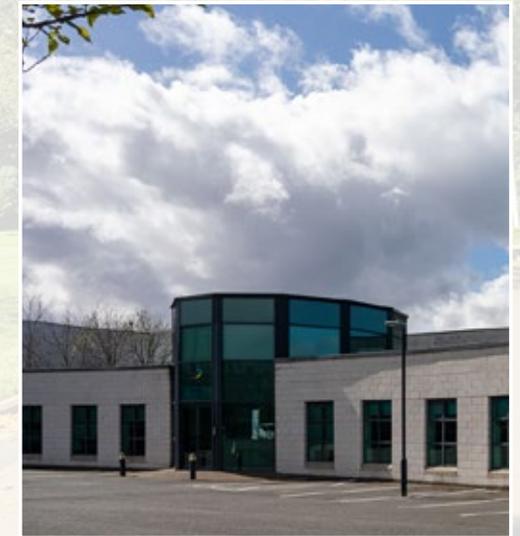
Central Park



Sandyford Business Park

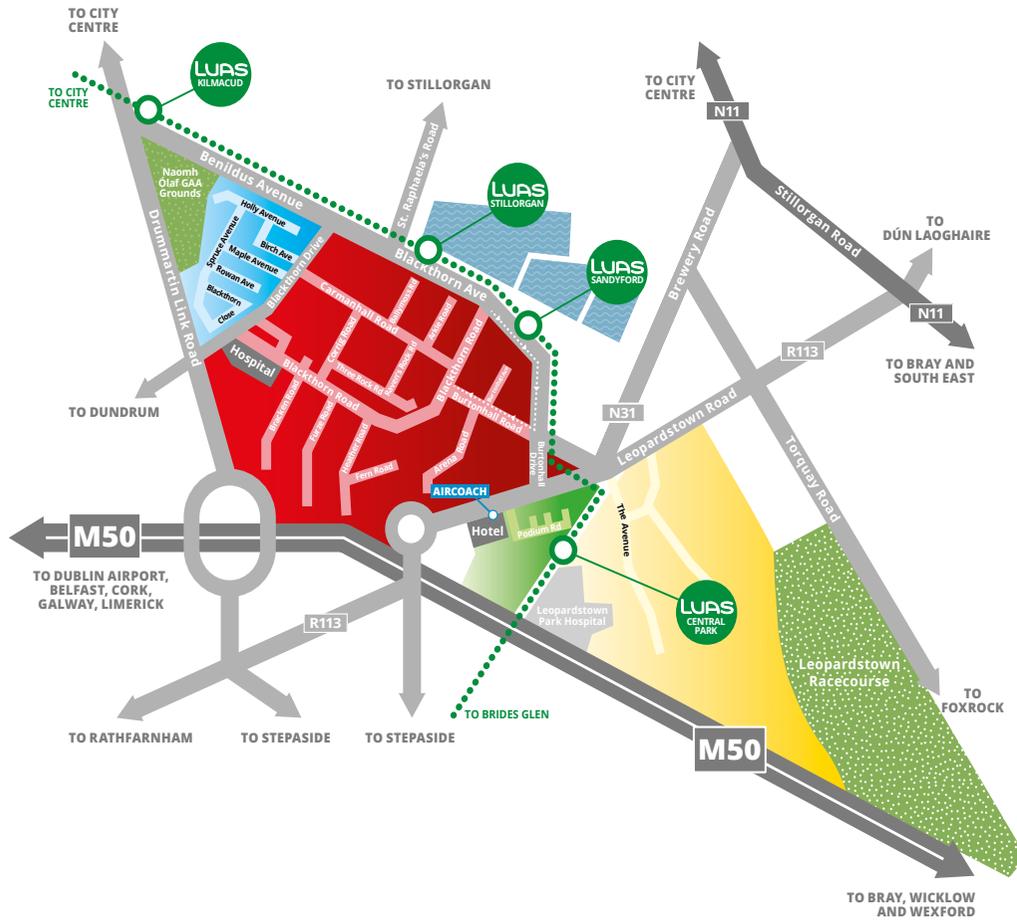


South County Business Park



Stillorgan Business Park

District Map



Your District Team



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A word from the 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 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 Industrial Estate will be 50 years old. The change over the last 5 decades to the district has been incredible and exciting. 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 (BID)



Sandyford 1970



Sandyford 1995



Sandyford 2005 - 2012



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.

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

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

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

Board Members:



Greg Brennan
Chair
CEO, Brennan & Co



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



Cyril McGuire
CEO, Infinity Capital Limited



Sheila Moore
Deputy Chair
MD, Sheila Moore Ltd.



Paul Dermody
CEO of Horse Racing Ireland Racecourses.



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



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



Pierce Dargan
Cllr Dún Laoghaire-Rathdown County
Council



John Somers
Associate Director, Operations Resilience, CACEIS Ireland



Deirdre Farrell
Partner,
Amorys Solicitors LLP



Grace Hayes
Executive Vice President, Technology
at Mastercard



Robert Watson
Senior Project Manager
Beacon Medical Group

SANDYFORD BUSINESS DISTRICT Area..

Sandyford Business District spans approximately 190 acres (c. 77 hectares) comprises the following four business parks:

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

With its readily accessible location, highly educated workforce and proven track record for

key industry sectors, Sandyford Business District (SBD) is the prime location for SMEs and multinational companies alike.

SBD is a mixed-used area with more than **1,000** companies, **26,000** people working and over 6,500 people living in the district - the diverse and vibrant atmosphere is immediately apparent, making Sandyford Business District an excellent location to work live, work and visit.

...by the numbers

District Scale



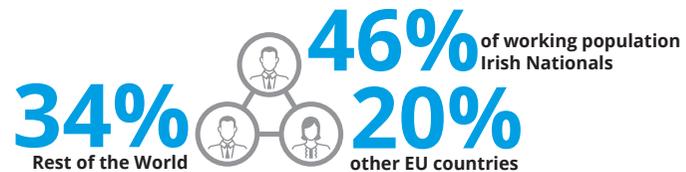
Future Growth Potential



Business Clusters



Diverse, Skilled Workforce



A DECADE OF PROGRESS (2017 to 2026)



Pictured left to right: 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 (2017 to 2026)



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 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).



The Imagination building as a Civic Centre
Sandyford Business District is advocating for the council to consider the former Imagination 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.



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, Dublin 18.

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, 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 centre will position SBD as a gateway for start-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 STRATEGIC VISION FOR THE THIRD TERM (2027 to 2031)

Shaping the future of the district:

With key involvement with the council in its 'Vision for Sandyford' to be incorporated into the Sandyford Urban Framework Plan (SUFPP) 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.





Business Supports:

For 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 within which 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.

What to look out for

The BID Company received **82% 'YES'** votes both in 2017 to establish the company for its first term (2017 to 2020) and in 2020 to renew the company for its second term (2021 to 2026).

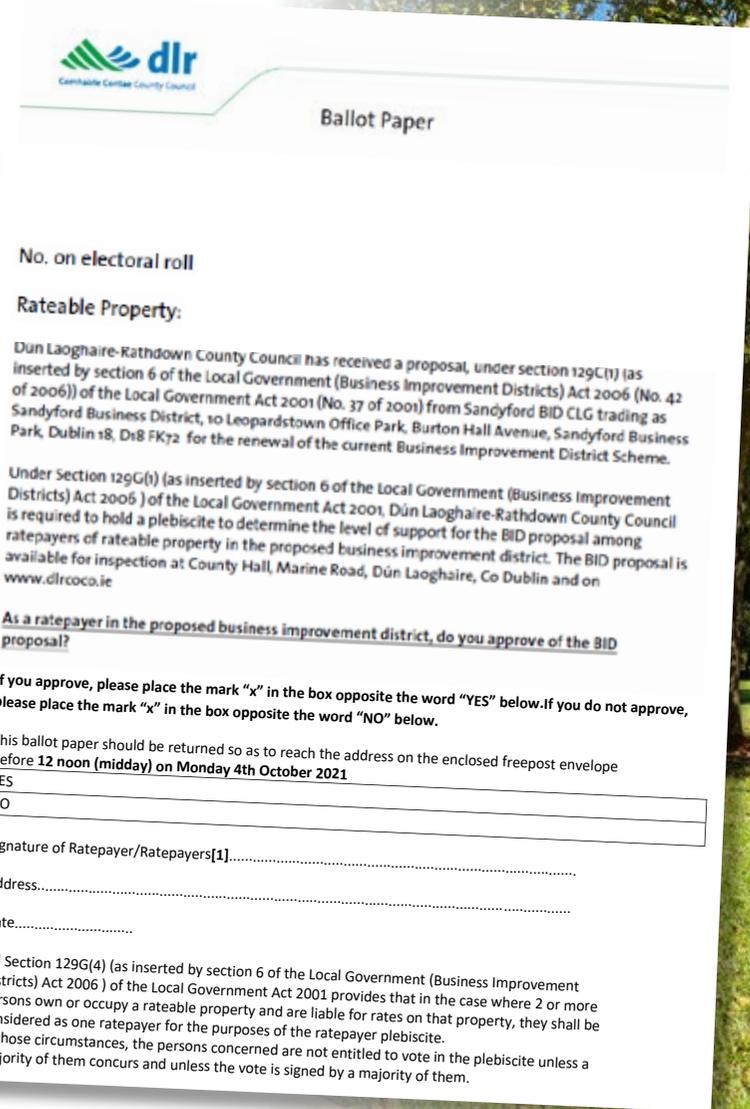
As part of the plebiscite legislative process, the company produces a Proposal for Renewal of BID Scheme which clearly sets out the geographical area, company structure, objectives of the company for the next 5-year term together with estimated budgets for the year and a list of the rateable properties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

The detailed **'Proposal for Renewal of BID Scheme 2027-2031'** and FAQs are available on our website home page in the Back Your BID section or simply scan the QR code below.



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



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 on pages 8 to 11 but also the continuation of the following:

- 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
- 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

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THE EVOLUTION OF SANDYFORD BUSINESS DISTRICT



1970s	1980s	2006 March	2011 March	2011 November	2017 January	2022 January	2026 May
SIESTA formed	SIPA formed	SBEA formed SIESTA & SIPA combined to form SBEA (Sandyford Business Estates Association).	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.	SBDA formed SBEA changed to SBDA (Sandyford Business District Association) to reflect the new status of Sandyford Business District.	SBID formed Sandyford BID CLG trading as Sandyford Business District (SBID) was formed. First term 2017 -2021.	SBID renewed for a second term 2022 - 2026.	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

