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Vision for Sandyford Business District

- World class business destination that attracts investment and job growth
- Sustainable Dynamic and Resourceful
- Smart and Innovative
- Compact with a Distinct Character
- The Destination of Choice to Live Work and Visit

SANDYFORD BUSINESS DISTRICT - Opportunities

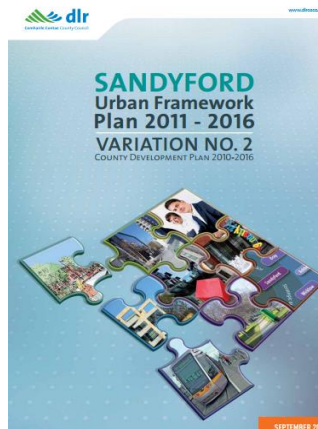
- Sandyford Urban Framework Plan
- Enterprise support ecosystem
- Development Levy Scheme to fund infrastructure delivery
- Sandyford Business Improvement District
- Smart Dublin
- Smart Sandyford
- The Metro
- Task Forces
- Great location



• Project Ireland 2040 - URDF



Sandyford Urban Framework Plan



Sandyford Business District



Location

- Beside M50
- Luas
- 4 Bus Routes
- Aircoach
- Range of Sustainable Transport Modes
- Metro line that will run from Sandyford/Swords
- Dublin Airport www.metrolink.ie



SBD Profile – Who works there?



c. **26,000** people work in the area

77 IDA Supported companies

60% of people work in 'Information and Communication, Financial' Sector (Census 2016) – compared to 34% across DLR

Multicultural – **25%** of workers come from abroad, including 18% from EU, 7% Rest of the World

42% employed at 'Employers and managers/Higher professionals' socio-economic group

SBD Profile – Who lives there?

c. **5,000** people live in the area

Younger age profile of resident – **44%** defined as 'pre-family', i.e. young couples, compared to 13% in DLR and 11% national average

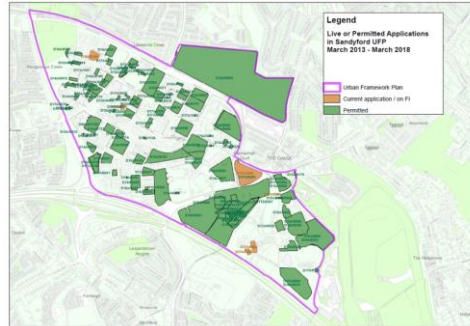
Just **1%** retired households, compared to 12% in DLR

Also, for families with children, a very high proportion with pre-school children – **55%**, compared with **28%** across DLR

Very multicultural – approx. **50%** of residents come from abroad, including 22% from EU, 27% 'rest of the World'



Development in Sandyford Business District



Over 200,000m² of commercial floor space granted planning permission in Sandyford in the last 5 years – A further 230,000 sq m to be granted – ESB Link Road and Bracken Road Extension are delivered- Planning granted for 540 new homes

SBD Has a Powerful Ecosystem

- Multinationals and Tech Companies
- SMEs and Start-ups
- University College Dublin
- IADT
- Sandyford Business Improvement District
- Dún Laoghaire-Rathdown County Council
- City and State Agencies





Sandyford Businesses

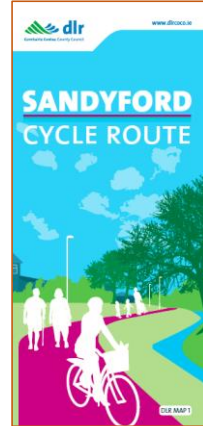


Sandyford is Thriving



Smart Infrastructure

- Sandyford Cycle Route
- Sandyford Cycle Route Kilgobbin/Drummartin Link Road
- Cycle Parking
- Bleeper Bikes
- Pedestrian Route Improvements
- Luas
- Electric Charging Points/SCATS
- Wi-Fi with open APIs that measure footfall
- Parking TAG
- LED public lighting



METROLINK



Sandyford – the Test Bed

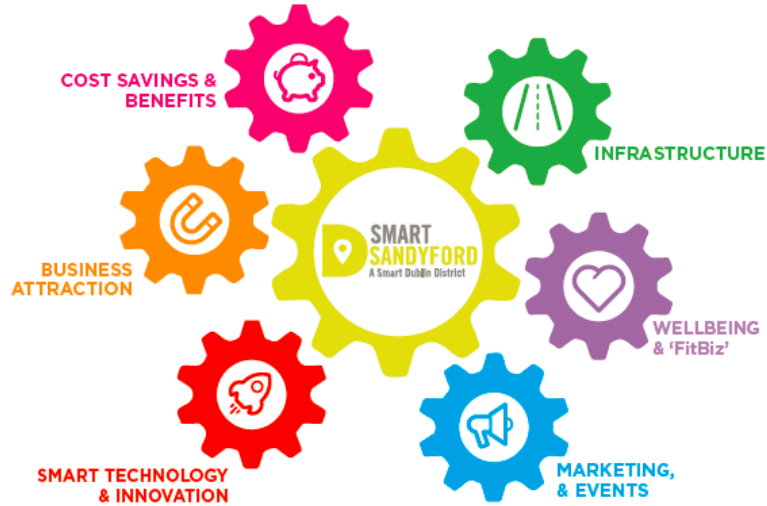


Sandyford BID CLG

The Sandyford Business Improvement District Company was established in January 2017 to represent the entire business community in the Sandyford Business District. Funded by the business community and working closely and co-operatively with Dun Laoghaire Rathdown County Council as well as local residents and other stakeholders, SBID is committed to the future development of Sandyford Business District.



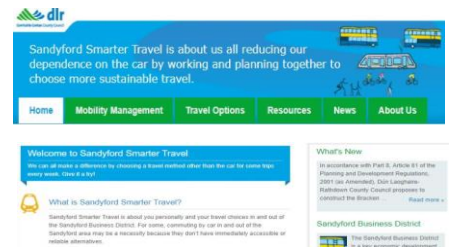
- Has grown from an Association to a Limited Company.
- Created a unique strong brand.
- Positioned itself as a solid partner with DLRCoCo, DLR LEO, EI, IDA & Stakeholders.
- Engaged with businesses within the District and key influencers to help drive projects to the finish line.
- Understands the district and it's requirements.
- Built a vision for the future.
- Has passion, enthusiasm and focus on the key goals that must be achieved to ensure success of the company.



We are moving on from the physical enablers of a Smart District to the deep collaboration needed for a world class Innovation District:

Meet ups take place with expert Panels drawn from Microsoft, Deloitte, Huawei Accenture, with a focus on artificial intelligence and digital transformation.

Smart Sandyford Digital Growth Programme is currently recruiting with a focus on digital transformation of indigenous companies with key inputs from MNCs in Sandyford.



Task Forces

The key success of the formation of the Sandyford BID company was the immediate engagement of over fifty business owners and company executives within weeks resulting in the formation of six Task Forces focussing on key objectives. All give their time voluntarily, meeting at least once a month committed to identifying and delivering projects which, as their companies are based in the area, enable efficient, fully-informed decision making.

- **Cost Savings**
- **Business Attraction**
- **Fitbiz & Wellbeing**
- **Infrastructure**
- **Marketing & Communications**
- **Smart Technology & Innovation**



A lot done, more to do!

To date

- Bleeper Bikes, Go Car & Public Lighting Test Beds in place.
- Smart Sandyford Morning Meet Ups & Briefings.
- Smart Sandyford Task Force engagement on current challenges and possible solutions.
- Open engagement with MUI & Smart Dublin/Docklands.

Early days for Smart Sandyford



Moving Forward

- Project Manager in place to manage and deliver on Smart Projects.
- Keep strong ties with companies within the District who can engage and deliver on solutions & testbeds.
- Work collaboratively with all Universities on Innovation and all things Smart.

Date for your diary! 8th November, Sandyford Innovation Forum
www.sandyford.ie



Thank-you

