

Tourism Friendly Cities Action Plan for Dun Laoghaire.



Final Report



Draft Table of Contents:

1. Introduction.

- 1.1. Context and Methodology for the Creation of the Action Plan.
- 1.2. Introduction to Dun Laoghaire Rathdown (City Context)

2. Defining the policy challenge.

3. Establishing the URBACT Local Group and our Local process

- 3.1. Establishing the URBACT Local Group
- 3.2. Our Local Process
- 3.3. Stage One “Local Learning Events”
- 3.4 Stage Two “Action Planning Workshops”

4. Small Scale Action

5. Structure of the DLR Action Plan.

- 4.1. Vision
- 4.2. Objectives
- 4.3. Action Plan

6. Risk Analysis

1. INTRODUCTION

1.1. Context for the Creation of the Action Plan

URBACT is the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund, the 28 Member States, Norway & Switzerland. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

The Tourism Friendly Cities Network is committed to exploring sustainable tourism within an URBACT network of 9 European cities. The Network is led by the Municipality of Genoa, Italy. Partner cities include: Braga (Portugal), Cáceres (Spain), Venice (Italy), Krakow (Poland), Druskininkai (Lithuania), Rovaniemi (Finland) and ourselves Dun Laoghaire Rathdown (Ireland).



In July 2019 Dunlaoghaire Rathdown County Council agreed to join the Tourism-Friendly Cities Network, and as part of the programme develop an Integrated Sustainable Tourism Action Plan.

The core focus of the Tourism-Friendly Cities Network is to explore how tourism can be made sustainable in medium-sized cities through integrated and inclusive strategies. We define sustainable as meaning how we can best balance the economic gains tourism can bring to an area with the impacts on the quality of life for local residents and the wider environment.

As part of our participation in this network Dun Laoghaire Rathdown has agreed to develop an Integrated Action Plan for our county. This Action Plan builds on the existing Dun Laoghaire Rathdown Tourism Strategy 2017 – 2022.

The process of developing this action plan required the gathering of local stakeholders to advise and explore the sustainable Tourism issues in Dun Laoghaire. This group became our URBACT Local Group (ULG).



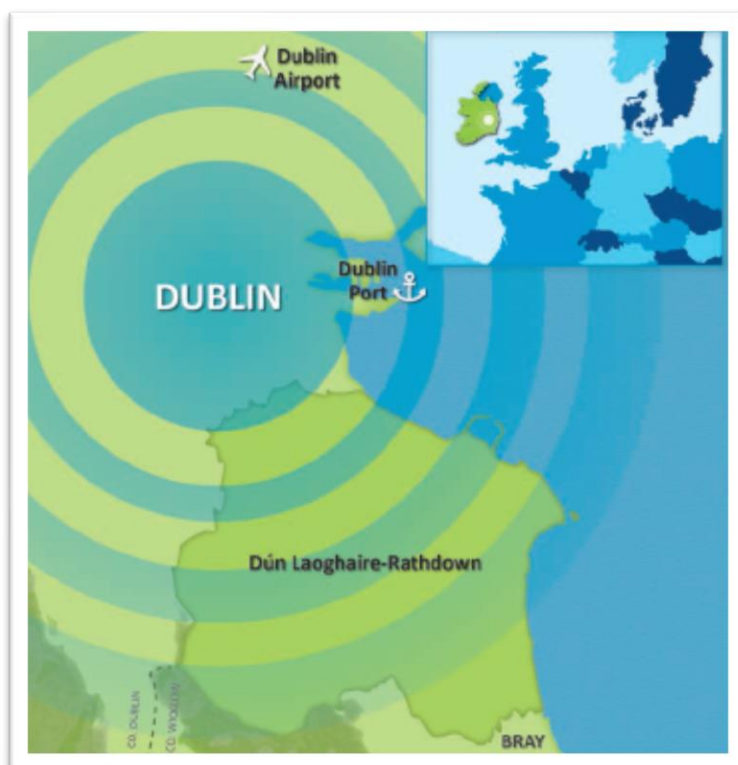
1.2 Introduction to Dun Laoghaire Rathdown (City Context)

Dún Laoghaire Rathdown is one of four Local Authorities that make up the Dublin region. Dun Laoghaire is a suburban coastal town in County Dublin, about 12 km south of Dublin city centre.

Dún Laoghaire Rathdown County is located between the outer suburbs of Dublin City and the Dublin/Wicklow Mountains on the East Coast of Ireland. The population of Dun Laoghaire Rathdown is 218,000.

Dún Laoghaire-Rathdown County is a unique area of Ireland which contains over two dozen thriving, distinctive and valued areas – some recognised as communities and others as villages, but all known for their quality and sense of place.

Our residents enjoy unparalleled access to a wide range of options in public transportation, amenities, shopping, cultural and educational institutions, as well as a wide choice of housing. The County also provides employment opportunities in businesses and enterprises ranging from international software giants to small home-based craft activities.



This wealth of opportunities is embedded in a network focused on the two major towns – the County town of Dún Laoghaire and the other Metropolitan Consolidation town of Dundrum – as well as large and small mature settlements and centers, some with well recognised names – such as Ballybrack, Blackrock, Churchtown, Dalkey, Stepside and Stillorgan – as well as a myriad of local cherished areas such as Booterstown, Glencullen, Goatstown, Old Conna, Sallynoggin and Windy Arbour.

Even though the County is spatially the smallest County in Ireland covering an area of 125km sq we have a remarkable range of natural and cultural assets ranging from our 17 kilometres of spectacular coastline to upland areas of outstanding natural beauty including the Dublin

Mountains. These outstanding assets are reflected in our motto “Ó Chuan go Sliabh”- from the harbour to the mountains. “The outdoors is truly accessible here”, you can travel just a few kilometres from Dublin’s City Centre and you can find yourself in peaceful, nature rich areas that combine miles of gentle coastline up to rugged mountain terrain.

Maritime activities are a plenty on and in the sparkling waters of Dublin Bay a UNESCO Biosphere, while walkers and outdoor enthusiasts will find plenty to enjoy in the open spaces and woodlands of the connecting Dublin Mountains.

It is no surprise that the sea features large in Dun Laoghaire’s offerings given the miles of enviable coastline it has. There is an abundance of aquatic activities for anyone of any age to enjoy from costal walks to sea swimming, from sea kayaking to scuba diving or from leisurely sailboat trips to competitive international sailing.

Cyclists too can gear up for gentle seafront bike rides or attempt more challenging off-road trails, while the inviting hills and woodlands provide a rich playground for hikers and mountain bikers.

The county is also very well served by public transport with trains and buses easily accessible to visitors. However, there are only ten hotels located within the county. This low level of accommodation means that most visitors are day visitors who are staying in Dublin city centre.

2. Defining the policy challenge in Dun Laoghaire Rathdown

Dublin City Centre -V- Dun Laoghaire

Tourism is important to Dublin – in terms of revenue from visitors and the jobs that it creates, as well as the contribution that it makes to the lives of people living in the wider Dublin area, comprising Dublin City and Region. The Grow Dublin Taskforce was established in late 2012 with the aim of identifying how to bring substantial growth in tourism to Dublin City and region in the period to 2020. This was a senior tourism sector group representing major stakeholders in the public and private sectors.

The Grow Dublin Tourism Alliance Progress and Action Plan has found that tourists are not aware of what Dublin as a whole has to offer and what makes it distinct from the rest of Ireland. Having conducted extensive research in overseas markets to find out what prospective visitors look for when choosing a destination and having consulted Dublin stakeholders to assess Dublin's potential for meeting visitors' requirements, the Grow Dublin Taskforce distilled these findings into a proposition that captures Dublin's unique appeal for visitors: ***'Dublin is the vibrant capital city bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors'***. This clearly resonates with Dún Laoghaire Rathdown, given its diverse natural outdoor offerings and proximity to the city centre.

Dublin City attracts in the region of 10 million international visitors per year and this brings with it a number of challenges and issues associated with over tourism. Dun Laoghaire is to the south of Dublin City and has the capacity to attract more visitors than it currently accommodates. The challenge is that most of these visitors stay in the City Centre and do not visit Dun Laoghaire.

Tourism and our Coastal Villages

The Dún Laoghaire Rathdown Tourism Strategy 2017 – 2022 sets out the vision for Dun Laoghaire Rathdown:

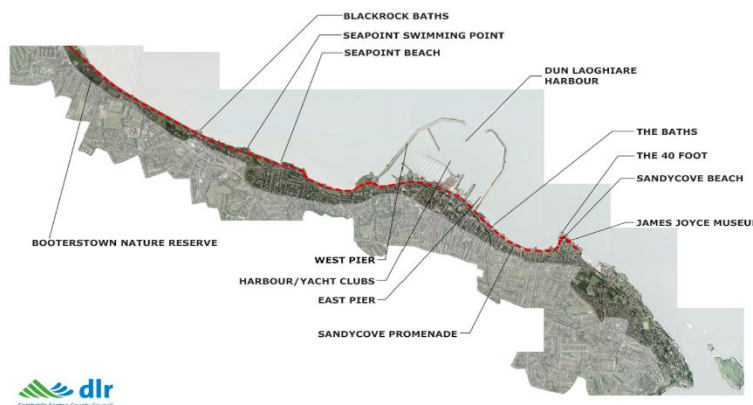
"A highly attractive and accessible tourism destination, steeped in culture and maritime heritage, combining a breath-taking coast, inviting villages and towns, and Dublin Mountains adventures, delivering memorable and distinct experiences for visitors".



Dún Laoghaire Rathdown benefits from a collection of active coastal villages that are rich in maritime culture owing to the extensive coastline they share. There are a variety of attractions and

amenities which are appealing to both domestic and overseas tourists and particularly to those who seek recreation for the mind and body.

However, the sea itself is the big story – from looking at it to swimming in it and everything in between. One can experience it physically through activities like sailing, kayaking, wind surfing, paddle boarding, scuba diving or be absorbed intellectually by its rich maritime history brought alive through its heritage sites and coastal landscape.



The coastal edge has always been an important focus of human activity from its early role as a source of food to later becoming a link for trade and transport and more recently to being a source of recreation and rejuvenation and the DLR coastline is no different. Fortunately good public transport, via the DART, connects the coastal villages effortlessly and provides a series of 'jumping off' points for visitors to easily access the different experiences on offer.

The desire for visitors to experience a city where urban living 'thrives side by side with the natural outdoors' highlights the appeal of Dun Laoghaire and its coastline and offers great potential for future growth if managed sustainably.

The target area for the Tourism Friendly Cities project is marked by two bays – Dublin Bay and Killiney Bay. Killiney Hill sits at the elevated fulcrum point – with panoramic views not only north across the city and bay to Howth and beyond, but also south and west to Killiney Bay, and the start of that great march of granite peaks all the way to the southern coast.

The special nature of Dublin Bay is internationally acknowledged by the designation of much of Dún Laoghaire Rathdown within the UNESCO designated Dublin Bay Biosphere. This brings with it specific targets in relation to: biodiversity and cultural diversity, research and education and sustainable development, with an emphasis on showcasing good business practice.

Thus the opportunity exists to better connect and engage with the coastal villages we have to create an appealing range of coordinated visitor experiences that are reflective of the environment and the communities in which they sit.

Summary of our policy challenge:

Our challenge is defined in three parts :

- i) to ensure that an increased number of visitors to Dublin City find their way to Dún Laoghaire Rathdown to experience a variety of unique and unexpected experiences. These should be easily accessible, pleasurably and capitalise on the outdoor environment.
- ii) to enhance the level of connectivity between the coastal villages and the range of experiences they have to offer visitors.
- iii) to support the level of collaboration between all the key stakeholders active in tourism development in Dun Laoghaire.

3. Establishing the DLR URBACT Local Group (ULG) and our local process.

3.1 Establishing the DLR URBACT Local Group (ULG)

The DLR Local Support Group (ULG) members are a diverse group of representative stakeholders from various sectors including: Local Authority, Private Enterprise, Community Groups and Business Networks. All of whom are interested in the development of Dun Laoghaire



All ULG members have been active participants in this process and recognise the future benefit from enhanced collaboration and developing the Dun Laoghaire coastal area as a sustainable tourism friendly area.

Members of the DLR Local Support Group (ULG) include:

| | |
|-------------------|--|
| Sian Smyth | Dalkey Book Festival |
| Dean Eaton | Dublin Bay Biosphere |
| Tom Feeney | Blackrock Business Group |
| Vivienne Bradley | Blackrock Business Group |
| Nastja Novak | 64 Wine Glashule |
| Frances Kelly | DL Tidy Towns |
| Mary O Keefe | DL Tidy Towns |
| Glynn Williams | Irish National Sailing School |
| Alistair Rumball | Irish National Sailing School |
| Bob Hannon | Dlr Architects Department |
| Barry Rodgers | Smart Tourism |
| Ursula O'Connor | Dlr Economic Development Section |
| Dave Lawless | Dlr Tourism Development Section |
| Carolyn Mc Carthy | Dlr Tourism Development Section |
| Deirdre Black | Dlr Heritage Development Section |
| Ciara Scully | Failete Ireland (tourism development agency) |

In Phase 1 of this Tourism Friendly Cities project the Dun Laoghaire Rathown Local Action Group (ULG) held a number of meetings to understand the workings of an URBACT Network and the theme of this project. It is important to acknowledge the impact of the Covid 19 pandemic on the development of our local programme. This had a significant impact on the pace of development and that all our meetings had to be conducted online.

The Dun Laoghaire ULG met a number of times online to analyse the local challenges along the coast and the coastal towns and villages and consider the policy challenges.

3.2 Our Local Process

One of the more significant steps in our local process was the development of the “Road Map” document for the project. This assisted with the scoping of the focus and objectives for our project. We organised a ULG workshop, held on November 5th 2020 at which we took a major step forward in the development of our local project.

All key member organisations and actors were invited to attend this workshop. An overview of URBACT and the Tourism Friendly Cities Network was given. A draft Road Map for the development of the project was discussed and agreed.

The local process for the development of the Integrated Action Plan was discussed. It was agreed that our local process would consist of two stages.

Stage one would focus on developing our local knowledge on the key tourism issues relating to our target area and Stage two would consist of a number of action planning workshops.

For stage one, the Local Support Group identified four themes which encompassed the main tourism development issues that need to be developed in the TFC target area. It was agreed to organise a series of “Learning Events” based on these themes.

These included:

Theme 1 (Dec)
“Visitor Impact of new Coastal projects in Dun Laoghaire”

Theme 2: (Feb)
“Accessible Tourism and Mobility Initiatives”.

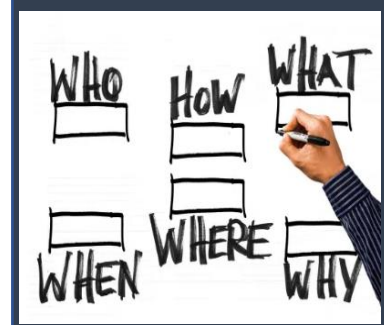
Theme 3 (Feb)
“Tourism Opportunities for Towns and villages”.

Theme 4: (Mar)
“Sustainable Tourism and engaging Businesses”.

Stage One:
November 2020 – March 2021
Host four local learning events to build our understanding of Sustainable Tourism in Dún Laoghaire.



possible actions to support Sustainable Tourism in Dún Laoghaire.



3.3 Stage One “Local Learning Events”

1st Learning Event – Dun Laoghaire Coastal Project - 15th December 2020

Speakers:

Dave Lawless – Capital Coastal Projects.

Dave spoke about a number of key projects that are currently underway to encourage the use of the natural amenities of the coastal region. The group learned about the County Councils focus on developing sustainable mobility and access to the water for locals, tourists and enterprise.

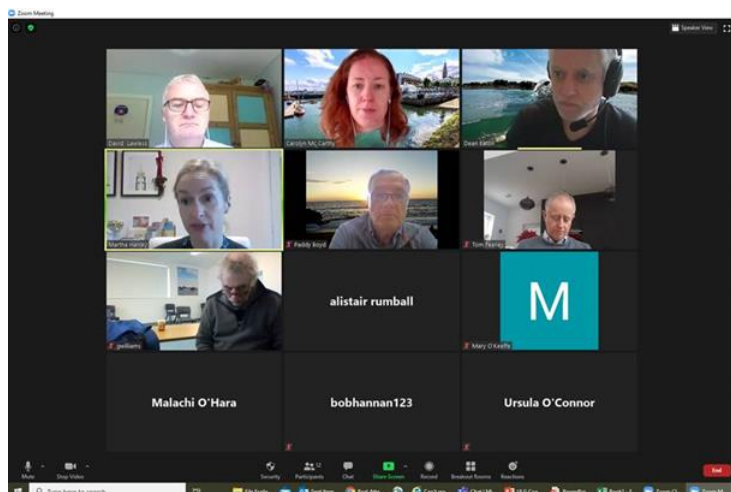


Bob Hannon – Dun Laoghaire Baths Project

The baths project is a key project to restore and rejuvenate an area of our coastal region with the focus on sustainable tourism in mind. The project links in with our coastal mobility routes to promote a health lifestyle for locals while inviting visitors to enjoy the natural environment in a sustainable way.

Paddy Boyd – Proposed National Watersports Centre

Proposed National Water Sports Campus displayed to the group the huge value of our key asset in Dun Laoghaire Harbour. The harbour is the only one of its kind in the county and its potential as a national watersport center is a major sustainable tourism draw for the future while having huge benefits for the local economy and the health/wellbeing of our locals.



Ciara Scully – Dublin Coastal Development Plan.

Ciara summarized the current plan for development of the coastal region as a key tourism focus for the VisitDublin brand in the future. The plans are not reinventing the wheel but highlighting the existing amenities & cultural/natural landscape to drive visitors to the coast to make the most of our sustainable offerings.

2nd Learning Event – Mobility & Accessibility 25th March 2021

Speakers:

Paudie Healy – Universal Access – Topic:
Leave no one out. Universally accessible tourism.

Paudie gave the group some great examples of how they can simply amend a product/service to include a larger group of prospective clients while creating a sense of inclusion in their community.

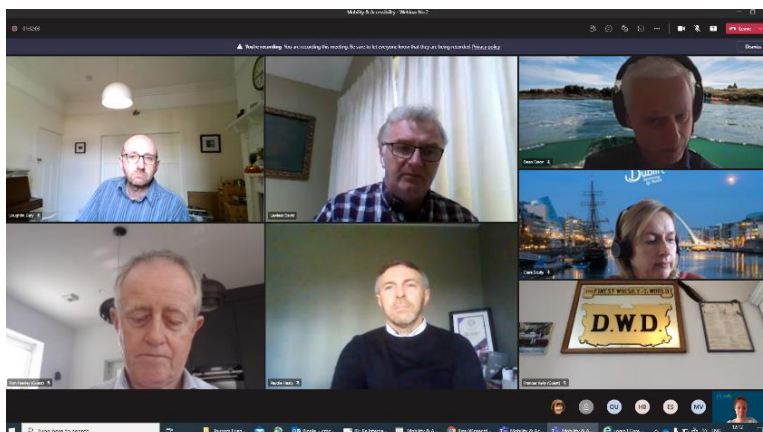


Gary Mc Loughlin – DLR Architects – Reimagining Public Spaces

Gary spoke about the importance of taking back public spaces for the benefit of the local community, tourists and its role in improving the local environment. DLR has engaged in many recent projects to pedestrianize streets which changes the local landscape and dynamic.

**Eero Salminen & Marketta Viljasaari
Ramboll (Finland) – Sustainable Tourism**

Eero & Marketta gave simple examples to the group of small initiatives that were part of their sustainable tourism projects in Finland. Examples included litter collection and supporting the orientation of visitors to reduce disruption of the natural environment.



3rd Learning Event - Exploring Sustainable Tourism Opportunities 29th April 2021

Speakers

Dean Eaton, Dublin Bay Biosphere – Engaging business & the Biosphere.

Dean highlighted the importance of the natural environment and the abundance of sustainable activities available in the Bay for visitors. The group were encouraged to join the Dublin Bay Biosphere Charter to protect their most important asset.



Sarah Philip, Brian Boru–Introduction to The Brian Boru

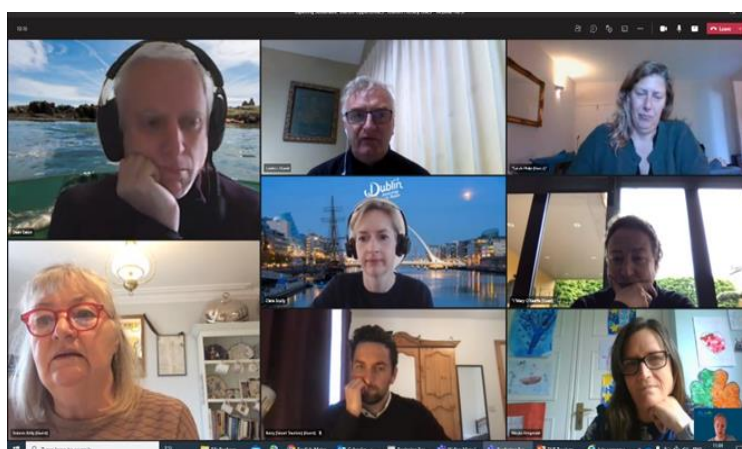
The New Brian Boru launching in Dublin Bay this summer is a perfect example of a sustainable product that invites tourists to engage with the coastal landscape and supports local enterprise.

Nicola Fitzgerald, Failte Ireland –Festivals, Events & Public Spaces.

Nicola spoke about the importance of using our unique culture and public spaces to create sustainable events that keep locals and tourists coming back each year. They also create a great sense of community and pride in the area.

Barry Rogers, SMART Tourism –Exploring Technology & Tourism.

Barry spoke about the role of the use of data collection to inform decision makers on how tourists experience our towns/cities and how best to maximise the use of this data for the benefit of the environment and local people.



3.4 Stage Two: Action Planning Workshops

Action Planning Workshop 1: July 8th 2021

On July 8th our ULG was able to hold it's first in-person meeting, which took place outdoors at the National Yacht Club in Dun Laoghaire. The purpose of the meeting was to explore possible action ideas for development and inclusion in the IAP.

This session was facilitate by Barry Mac Devitt and a considerable list of ideas were generated using the priority themes identified in stage one of the process.

Theme 1 (Dec)
 "Visitor Impact of new Coastal projects in Dun Laoghaire"

Theme 2: (Feb)
 "Accessible Tourism and Mobility Initiatives".

Theme 3 (Feb)
 "Tourism Opportunities for Towns and villages".

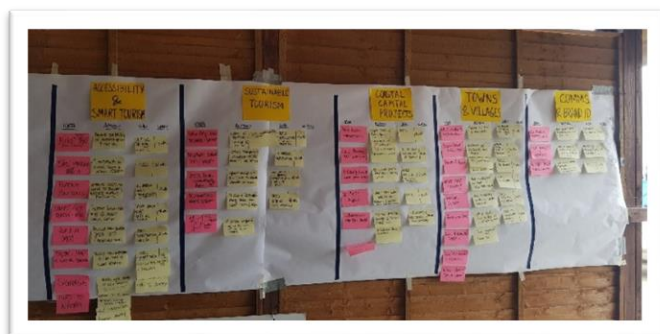
Theme 4: (Mar)
 "Sustainable Tourism and engaging Businesses".



Action Planning Workshop 2: August 26th 2021

A follow up workshop took place on August 26th to progress the ideas generated into possible actions for development. For consistency Barry Mac Devitt also facilitated this workshop.

Members were asked to consider possible actions and which organisations / groups would be involved in the implementation of the actions. This helped to get from a big list of ideas to a smaller list of possible actions.



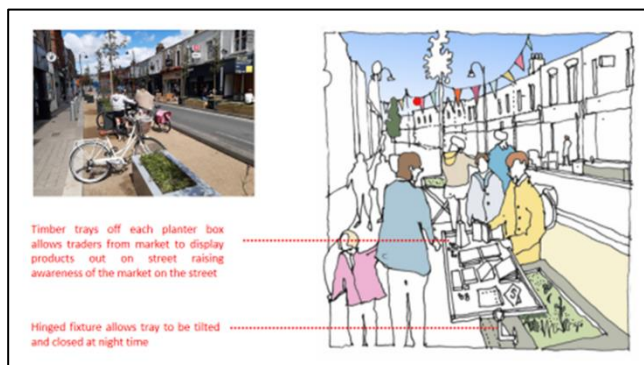
4. Small Scale Action

Creating interesting public spaces to encourage visitors to explore.

Blackrock Village was a pathfinder project implemented in the summer of 2020 for how our village centers can be reinvented in response to the Covid Pandemic challenge. It recognized that the pandemic has changed the manner in how people shop, recreate and socialize. It led the way in responding to the shift to active modes of walking and cycling and repurposes road space to create an expanded attractive and more liveable public realm.

This initiative was implemented with on the ground consultation and co-creation techniques. It was the first part of a place making process that will, in time develop to become a more fixed project. It encourages a reduction in car use in favour of increased walking and cycling. It encourages footfall and local spend in the Village to sustain the local economy. It has features such as pollinator friendly native Irish meadow planting and fruit trees. Most importantly however it has been developed in association with local stakeholders on the premise that the local people generally have a sense what is best for their own community. In that way both the process and the outcome will have a long-term impact on the community in terms of participation, co-creation and ultimately public ownership.

The project was designed for the general public and the growing residential population of the area but in time will include tourists as this sector returns. It also targeted the local business community to provide an enhanced public realm to generate footfall and to increase stay time and spend. Prior to the initiative the Village was dominated by car and bus movement with poor air quality and high noise levels. There were few places to sit and only scant pockets of greening. This led to a hostile, unattractive environment where few people would stay. Following on from the initiative a significant increase in the number of people using the Village is visible and the area is now a hive of activity during the week and at the weekend.



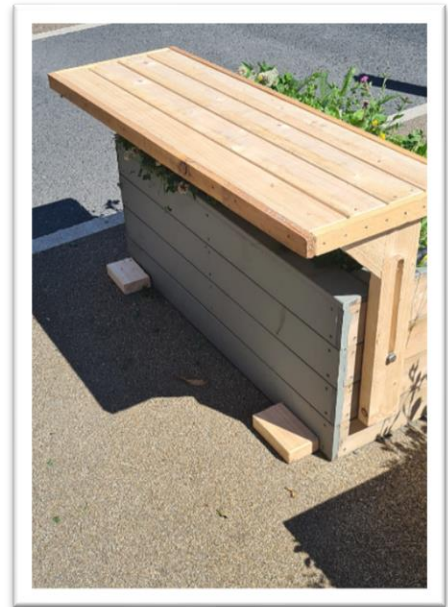
The Action.

The Small Scale Action capitalised on the momentum of the larger project. It focused in on an area of the street that had poor levels of ground floor activity and which required additional animation. Blackrock is known for its local Market which provides speciality food outlets and a mixture of second-hand shops selling recycled clothes records and curiosities. This provides a rich leisure experience for visitors particularly at the weekend. Unfortunately, the market has limited street frontage and consequently no real presence on the street.

The idea of the small-scale action was to enhance its presence by providing a way for market traders to trade outside on the street. This in turn would provide animation on the quiet area of the street while adding to the visitor experience. It is considered that the idea of animation of the public realm for small scale trading is a scalable idea across the other towns and villages that are located along the Coastal Cycle route.

Implementation.

An innovative fold away tray was designed to hang off the temporary timber planting boxes of the larger project. The operators of the market took charge of the trays and encouraged their traders to take up the trays at the weekend. Initially the trays were offered at no charge however take up was low. It appears that when offered for free then commitment to use can be low. Subsequently after discussion it was decided that a nominal fee would be charged, and this has brought greater activity and use.



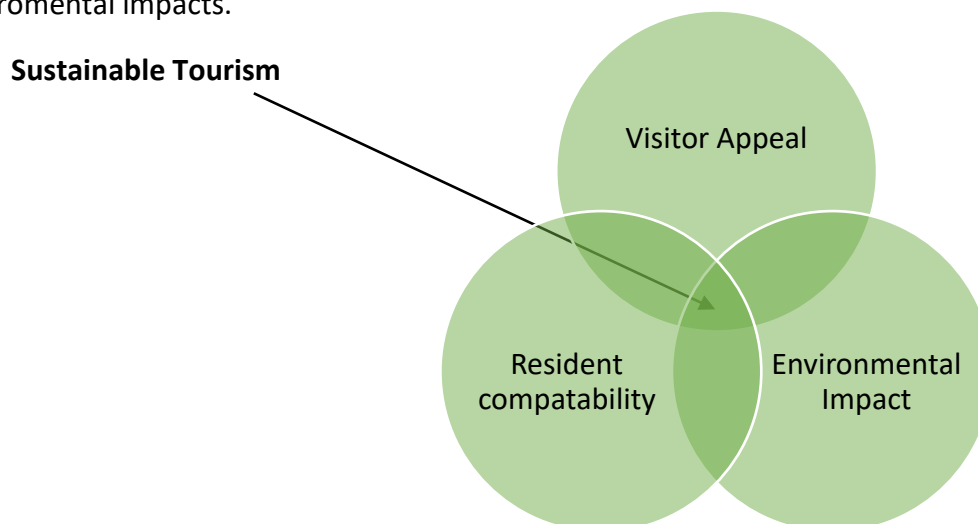
Outcome

The Council has engaged Technical University Dublin to undertake a post completion evaluation of the project. This has noted a 25% increase in public space available in Blackrock Main Street. There is also a 21% improvement in the overall 'health' of Blackrock Main Street increasing from 53% to 74% (TfL Healthy Streets Check). The visual environment is more attractive and there is a visible increase in the numbers enjoying the village. The small-scale action is part of this overall transformation and demonstrates the overall benefit of an animated public realm for positive user experiences.



5. Structure of the DLR Action Plan.

5:1 Vision: Our vision is to collectively develop a compelling range of sustainable tourism offerings that leverages our coastal landscape while balancing the needs of those who live here with any negative environmental impacts.



5.2 Key Objectives.

Vision :

To collectively develop a compelling range of sustainable tourism offerings that leverages our coastal landscape while balancing the needs of those who live here with any negative environmental impacts.

Objective 1:

Develop
**ACCESSIBILITY &
 SMART tourism**
 products & services
 across DLR

Objective 2:

Increase the range
 of **Sustainable
 Tourism offerings**
 in the coastal
 villages

Objective 3:

Coordinate &
 promote the key
Capital Projects
 across DLR

Objective 4:

Build stronger
**collaboration &
 connectivity**
 between all the
 DLR costal villages

5.3 Action Plan

Objective 1: Develop a range of ACCESSIBILITY & SMART (digitally led) TOURISM PRODUCTS & SERVICES

| INITIATIVE | | ACTION | KEY PARTNERS | TIMESCALE | INTENDED RESULT |
|---|------|--|---|-----------|--|
| BIKE TRANSFER/TAXI (Experience/Tour based rides) | 1.1 | Promote the availability of the range of accessible biking options and bike taxis available in Dun Laoghaire. | DLRCC The Bike Hub Failte Ireland | 12 Month | To build the Accessibility tourism offering and village connectivity |
| Provide INFO TO INFORM (Maps, Apps, Social Media) | 1.2 | Explore Digital Info Panels and Interactive Tourism Website. | DLRCC Failte Ireland | 24 Months | To build awareness & visibility to drive visitor footfall |
| | 1.3 | Equip DLR Tourism Kiosk with latest local info. | Tourism Ireland | 12 Months | |
| BIKE PARKING including cargo bikes, rickshaws, etc | 1.4 | Increase the level of bike parking in Coastal Towns & Villages. | DLRCC Failte Irl | 24 Months | To build the sustainable tourism offering and village connectivity |
| | 1.5 | Include/develop Bike Parking on Maps (Dub Bay by Bike App). | Tourism Irl Dublin Bay by Bike | 12 Months | |
| SIGNAGE - for Biosphere, for wayfinding, for destination | 1.6. | Work with DLR Heritage & Tidy Towns to develop DLR destination signage. | DL Tidy Towns DLR Heritage | 12 Months | To build awareness & visibility to drive visitor footfall |
| Floating PONTOONS to support access | 1.7 | Enhance the level of access to the water at the watersport area in the West Pier by providing a new pontoon infrastructure with specialized accessibility support for water users with restrictions. | DL Harbour INSS Other providers | 24 Months | To build the Accessibility tourism offering by making the water available to all |
| SMART CITY tourism - EU BID | 1.8 | Support future bids for Dublin to become the EU Smart Tourism Capital. | Smart Tourism DLRCC | 24 Months | To build SMART tourism products and services that support Sustainable tourism |
| | 1.9 | Explore the development of a platform for SMART TOURISM APPs (e.g. walking trails, history trails, cycling trails, etc) | Failte Ireland Dublin Biosphere | | |
| Tourism DATA availability | 1.10 | Develop new tourism data sets specific to DLR to assist in the monitoring of visitor movements and spends. | DLRCC Smart Tourism Failte Ireland | 24 Months | To build tourism data for better decision making |
| Digital MAP of Costal Services | 1.11 | Develop a new interactive digital map of the Coastal Tourism Offerings similar to Well Worth the Climb | DLRCC Smart Tourism Failte Ireland DUNLINKED Dublin Bay by Bike | 24 Months | To build awareness & visibility to drive visitor footfall |

Objective 2 : Develop the range of SUSTAINABLE TOURISM projects in Dun Laoghaire.

| INITIATIVE | | ACTION | KEY PARTNERS | TIMESCALE | INTENDED RESULT |
|---|--------------------------|---|--|------------|---|
| DUBLIN BAY BIOSPHERE CHARTER | 2.1 2.2 2.3 2.4 | Support development of the Dub Bay Biosphere Charter. Target 30 DLR Companies to sign up to the charter. Host an EVENT to promote the Charter. Incl Biosphere info in Failte Ireland Costal Workshops. | DLRCC Dublin Biosphere DLR LEO Failte Irl | 24 Months. | To build sustainable tourism awareness and capacity across villages |
| Biosphere OUTDOOR EXHIBITION/GALLERY | 2.5 | Explore the development of an outdoor gallery promoting the Dublin Bay Biosphere. | DL Harbour Dublin Biosphere | 12 Months | To build sustainable tourism visibility to drive visitor footfall |
| JOYCE TOWER Sustainability project | 2.6 | Support the development of the James Joyce Tower & Museum as a heritage / community tourism initiative. | DLR Tourism DLR Heritage Friends of Joyce Failte Ireland OPW | 24 Months | To build our sustainable tourism offering to drive visitor footfall |
| DESTINATION MANAGEMENT Strategy | 2.7 | Develop a Destination Management Strategy for the Coastal Towns and Villages within in the next DLR Tourism Strategy 2022-2027 | DLRCC Failte Ireland Community Stakeholders | 24 Months. | To build our sustainable tourism offering to drive visitor footfall |

Objective 3: Coordination and promotion of the CAPITAL PROJECTS along the Coast.

| INITIATIVE | | ACTION | KEY PARTNERS | TIMESCALE | INTENDED RESULT |
|---|------------|--|--|-----------|---|
| PUBLIC REALM enhancements (ref B'rock & Glashule) - seating, green space, parking... | 3.1. | Support the development of the Public Realm enhancements in coastal towns and villages. | DLRCC | 24 Months | To build our sustainable tourism offering to drive visitor footfall |
| KILLINEY BEACH water sports facilities | 3.2 | Develop new water sports facilities on Killiney Beach providing changing, shower and toilet facilities. | DLRCC Failte Ireland Other Providers | 24 Months | To build our sustainable tourism offering to drive visitor footfall |
| The BATHS Project-new Sea swimming spot | 3.3 | Create a new sea swimming facility at "The Baths" for residents and visitors to DLR. | DLRCC | 24 Months | To build our sustainable tourism offering to drive visitor footfall |
| Williamstown MARTELLO TOWER - future use? | 3.4 3.5 | Explore the possible heritage & tourism future uses of the Williamstown Martello Tower facility. Develop appropriate Interpretation Plans | DLR Heritage DLR Tourism Community Stakeholders | 24 Months | To build our sustainable tourism offering to drive visitor footfall |

Objective 4 : Enhance the visibility of and collaboration between the coastal TOWNS & VILLAGES .

| INITIATIVE | | ACTION | KEY PARTNERS | TIMESCALE | INTENDED RESULT |
|--|-----|--|--|-----------|---|
| WALKING TRAILS - Food, Heritage, Historic, foraging... | 4.1 | Explore the development of new walking trails | DLR Tourism DLR Heritage DLR Economic Dev | 12 Months | To build our sustainable tourism offering to drive visitor footfall |
| DUBLIN COASTAL TRAILS (Failte Ire) | 4.2 | Implement the Dublin Coastal Trail Project | Failte Ireland DLRCC Fingal CC Dublin CC | 12 Months | To build our sustainable tourism offering to drive visitor footfall |
| | 4.3 | Develop a Dublin Coastal Trail Identity Toolkit for users | | | |
| EVENTS & FESTIVALS - sustainability & community focus | 4.4 | Develop a quarterly calendar of Festivals & Events taking place in the coastal towns and villages. | DLRCC Business Networks | 12 Months | To build our sustainable tourism offering to drive visitor footfall and village collaboration |
| NIGHT TIME economy | 4.5 | Host a workshop on the development of the Night Time Economy | DLRCC Business Networks | 12 Months | To build collaboration and tourism offering across villages |
| Workshop on what FESTIVAL SUPPORTS are available | 4.6 | Develop a workshop on Festival Supports available to towns and villages. | DLRCC Failte Ireland Business Networks | 12 Months | To build collaboration and tourism offering across villages |
| BLACKROCK PEOPLES PARK MARKETS - Vintage, Food, Wine, Music... | 4.7 | 1) Pilot Streetscape Trays in Blackrock Market to enhance street activity | DLRCC Business Networks | 12 Months | To build collaboration and tourism offering across villages |
| FOOD on the EDGE | 4.8 | 1) Develop DLR food culture positioning by hosting Food on the Edge Festival in 2022 | DLRCC Failte Ireland Airfield Business Networks | 12 Months | To build our sustainable tourism offering to drive visitor footfall and village collaboration |

5. Risk Analysis

| Type of Risk | Description | Risk Level | Risk Management |
|--------------|--|------------|---|
| Operational | The DLR Tourism section has limited capacity (2 x FTE's) and so only a limited number of actions are achievable in any one year. | HIGH | Prioritisation to manage expectations is key along with regular communication with local stakeholders |
| Operational | Capacity of the ULG to drive implementation of the Actions | MEDIUM | Provide support to the ULG to deliver actions |
| Behavioral | Implementation of many actions will require local communities to take ownership of them. | HIGH | Provide opportunities for collaboration between the coastal towns. |
| Financial | The large Capital projects will require funding which needs to be secured. | MEDIUM | Maintaining a close eye on cost through regular meetings with Finance |
| Strategic | The impact of covid will affect implementation of actions. | MEDIUM | Regular updates on restriction requirements and levels. |

6. Framework for Delivery/Governance Structure

DLRCC Economic Development Department – Provides the TFC Project Coordinator role through the Tourism Section. The Tourism section will support the ULG in the implementation of the action plan.

TFC Working Group – ULG members and DLR Tourism Section. Their role is to support and drive implementation of the action plan and communicate progress.

DLR Tourism Steering Group – Key members from the DLR Tourism leadership team, Who will offer high level guidance for key decisions and strategic direction on the delivery of the action plan.

URBACT Network – TFC City Partners will support communication on progress of the Network objectives.

Advisors to the project (or friends to the project) – key advocates for the wider sustainability agenda. These people may support implementation of actions but not be members of the ULG.

