



2024 Annual Report



Chairman's Address



2024 will be remembered as a watershed year for Dublin city centre - when the business community's voice was finally heard at the highest levels of government, when evidence-based advocacy translated into concrete policy action, and when coordinated public-private partnership delivered transformational results. Our invitation to participate in the Taoiseach's Dublin City Taskforce represented unprecedented recognition of DublinTown's role as a credible strategic partner. This wasn't simply a consultation exercise; it was genuine collaboration in developing a comprehensive recovery strategy backed by government resources and ministerial accountability.

The October publication of the Taskforce report validated years of patient, evidence-based advocacy. The "Ten Big Moves" incorporated positions we championed: 1,000 additional Gardaí, systematic waste management reform, expanded Community Safety Wardens programmes, and structured support for evening economy development.

The success of Dublin By Night Fest exemplified what's possible when ambition meets coordination. Over 40,000 attendees across two days, comprehensive multi-agency support, and significant economic impact for member businesses demonstrated our capacity for major cultural programming that revitalises the city centre whilst supporting business success.

However, our research documented serious challenges. The increase from 54% to 63% of residents saying the city centre has "got worse" requires urgent attention. Safety concerns - particularly on the north side - continue undermining public confidence and deterring visits. The competitive pressure from out-of-town shopping centres intensified, with city centre shopping preferences declining 5% whilst suburban centres maintained positions.

These challenges make the Taskforce recommendations critical. Implementation must be swift, comprehensive, and measurable. We will hold government and agencies accountable for delivery whilst continuing to provide the business intelligence necessary for effective intervention.

To our member businesses: your resilience and continued participation in our programmes provide the foundation for everything we achieve. To our board, staff team, and all our partners: thank you for your commitment to Dublin's recovery.

Billy Reid, Chairman

CEO's Address



If 2023 crystallised Dublin city centre's challenges, 2024 represented the beginning of systematic recovery through strategic partnership with government, rigorous evidence gathering, and coordinated multi-agency intervention.

Our December 2023 Dublin Recovery: 4-Point Plan provided the strategic framework defining our entire year. This comprehensive plan addressed safety, transport and access, regeneration, and waste collection - demonstrating that we had moved beyond reacting to immediate issues toward strategic planning. When the Taoiseach established his taskforce in May, our strategic thinking was already developed, tested with members, and ready for integration into government policy.

The October report launch at the GPO marked a defining moment: government acknowledgement that Dublin's challenges required coordinated, multi-agency response backed by political will and substantial financial resources.

However, our role extends far beyond policy advocacy. Our cleaning teams addressed over 12,000 incidents throughout 2024, maintaining presentation standards that support business success. Our comprehensive training programmes delivered essential health and safety compliance, whilst building member capacity through social media training and other skills based programmes. Our Christmas lights campaign generated an estimated €15 million in additional economic activity during the crucial Q4 trading period.

Dublin By Night Fest represented strategic programming at scale. The expansion with 40,000+ attendees and measurable increases in member business revenue demonstrated our capacity for major cultural events that drive economic activity whilst enhancing Dublin's competitive positioning internationally.

Our night-time economy advocacy bore fruit with Ray O'Donoghue's appointment as Dublin's first Night-Time Economy Advisor in April, validating our decade-long strategic direction. Our Purple Flag programme renewal for a further two years in June positioned Dublin among only 40 European cities maintaining this exceptional standard.

As I stated in our General Election Manifesto: "If the current reality of Dublin city centre is shied away from, and the necessary interventions not made, it will continue on a spiral of decline. That would have massive implications for the Irish economy and Ireland's position on the international stage." This wasn't hyperbole - it was an evidence-based warning grounded in our research showing deteriorating perceptions and competitive positioning.

The Taskforce recommendations provide comprehensive framework for recovery. Now we need implementation. Our 2025 priorities centre on holding government accountable whilst providing business intelligence and strategic programming that drive tangible improvement in safety, cleanliness, and business viability.

Richard Guiney, CEO

City Progress in 2024

2024 marked a transformative year for Dublin's city centre recovery, characterised by unprecedented government engagement with the business community, measurable improvements in some key economic indicators, and ongoing challenges requiring sustained attention.

Following the November 2023 riots, DublinTown worked intensively with government and stakeholders to channel public concern into constructive change. Our February 2024 Dublin Recovery: 4-Point Plan provided a comprehensive framework addressing safety, transport and access, regeneration, and waste collection. This strategic positioning proved crucial when the Taoiseach's Taskforce invited DublinTown to participate in developing Dublin's formal recovery strategy.

Key Economic Indicators:

The city centre continued its gradual recovery from pandemic disruption, though structural changes to working patterns remained evident:

- Footfall levels stabilised at approximately 85% of pre-pandemic baselines, showing stability after previous declines
- Visitation to city centre improved with 30% of respondents now visiting at least weekly (up from 26% in 2023)
- Both work-related and non-work visits increased through the year
- Consumer sentiment showed cautious improvement, with reduced intentions to cut spending on entertainment outside the home
- Retail vacancy rates showed marginal improvement in prime corridors, particularly Grafton Street and Henry Street
- Evening and night-time economy activity increased significantly through targeted programming and cultural events



City Progress in 2024

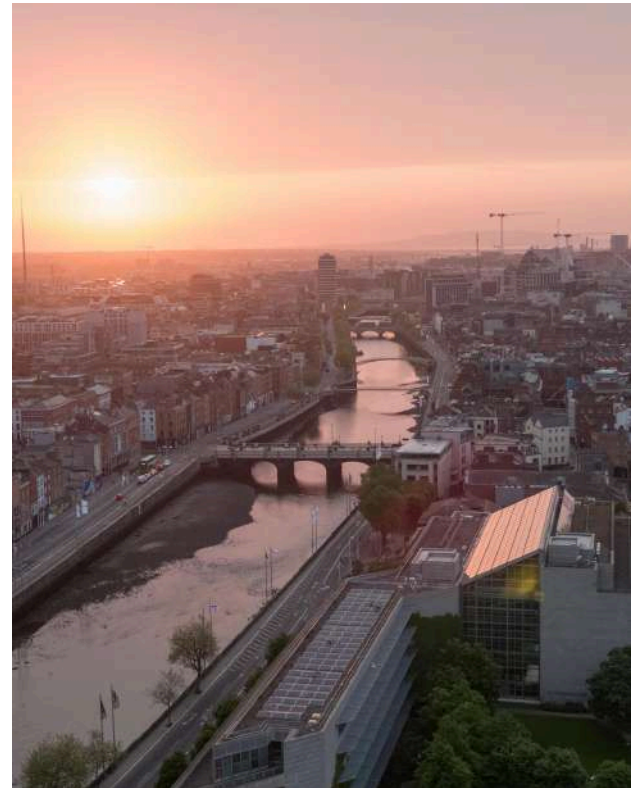
The Governance Transformation

The establishment of the Taoiseach's Dublin City Taskforce represented an unprecedented moment in Dublin's governance. For the first time, government brought together business community expertise, academic rigour, international best practice, community representatives, and municipal authorities into a formal recovery strategy. DublinTown's participation ensured practical business intelligence informed high-level policy development - transforming our advocacy role from external commentary into partnership in implementation.

Multi-Agency Engagement Throughout 2024

Throughout the year, DublinTown maintained intensive engagement across multiple government departments and agencies, demonstrating sustained commitment to collaborative problem-solving:

- Fáilte Ireland working group on Dublin Evening and Destination Plan (ongoing from January)
- Department of Enterprise, Trade and Employment Retail Forum with Ministers Richmond and Higgins (monthly throughout year)
- Night-Time Economy Working Group coordination (from February)
- Department of Tourism engagement regarding evening and night-time economy policy (September, with October formal launch)
- Department of Justice Youth Seminar (June) ensuring programming addressed youth engagement positively
- National Transport Authority regarding city centre traffic restrictions (ongoing)
- Dublin City Council coordination on multiple initiatives from transport to planning



Strategic Political Engagement

- Meeting with Ciaran Cuffe regarding transport and cycling infrastructure (January)
- Meeting with Marie Sherlock as part of ongoing political engagement strategy (January)
- Member briefing with Paschal Donohoe on Budget 2025 (October)
- May 2024 political breakfast bringing together candidates from all parties with member businesses, providing direct dialogue on city centre policy priorities during critical pre-election period
- General Election Manifesto publication (November) providing comprehensive policy platform to all political parties

Community & Social Challenges

Our engagement extended beyond traditional business advocacy to addressing complex social issues underlying city centre challenges:

- Morning outreach work with Gardaí and Dublin Region Homeless Executive (from January)
- Ongoing work with DRHE regarding rough sleeping and tented villages (throughout year)
- Richard Guiney's appointment to board of North Inner City Dublin Drugs and Alcohol Taskforce (May), elevating our engagement with complex social challenges
- On-going collaboration with Local Community Safety Partnership and management of the Community Safety Wardens pilot schemes.
- Harbour Court gating addressing anti-social activity (January and June)

Results of Research

DublinTown's comprehensive research programme throughout 2024 provided crucial evidence for both advocacy and operational decision-making. Our June 2024 RED C research among 1,000 residents across the Greater Dublin area (within 30km of city centre) provided detailed consumer insights tracking changes since 2022 and 2023.

Research Methodology

Online survey using RED C Live panel with representative quota controls on age, gender, social class, and geographic region. Sample size: n=1,000 (June 10-20, 2024). Comparative analysis with 2022 and 2023 data providing trend analysis.

Key Research Findings

Consumer Confidence & Spending

The RED C Consumer Mood Index stood at -31 in April 2024, with 49% expecting the Irish economy to worsen in coming months. However, consumers showed cautious easing in spending cut intentions compared to 2023, particularly for dining out (improving from -17% cut intentions to -10%) and clothes shopping (from -19% to -8%).

City Centre Visitation Patterns

Visitation frequency improved measurably, with 30% of respondents now visiting at least weekly (up from 26% in 2023). Importantly, reasons for visiting shifted from retail-focused to experience-focused:

- Meeting friends and family: 44% (up from 41%)
- Eating in restaurant/bar/café: 46%
- Shopping for clothes: 28% (down from 33%)

This shift reinforced our strategic focus on event programming and experience-based attractions rather than retail-specific marketing.

Shopping Location Choices – Competitive Concern

Concern emerged regarding competitive pressure from out-of-town centres. Shopping preferences revealed:

- North Dublin City Centre: 20% (down 5% from 2023)
- South Dublin City Centre: 13% (down 5% from 2023)
- Dundrum Town Centre: 30% (maintained)
- Out-of-town centres: Generally maintained or slightly declined

Significantly, Dundrum's "feel safer" factor increased from 18% to 30% as a primary reason for choosing that location, indicating that safety advantages of out-of-town centres influenced shopping decisions.



Results of Research

Online Shopping Growth

Weekly online shopping returned to 2021 levels at 21% (up from 15% in 2023), with 59% intending to shop online more frequently in the coming year. This +6% increase represented a reversal after 2023's decline, reflecting stabilisation of online shopping growth trajectory.

Transport Mode & Perception

Bus remained dominant at 32% for city centre access, though car usage increased to 28% (from 25% pre-pandemic). Perception of access shifted significantly, with those finding access "easier" declining from 61% to 50%, whilst those finding it "more difficult" doubled from 4% to 8%, likely reflecting concerns about proposed transport restrictions.

Safety Perceptions – The Core Challenge

Safety remained the fundamental issue affecting Dublin City Centre's recovery. Research revealed concerning trends:

Perception of city centre change:

- 2023: 54% said worse / 26% said better
- 2024: 63% said worse / 20% said better

North side safety index/sentiment fares significantly worse than south side. Among those feeling unsafe in city centre, key contributing factors:

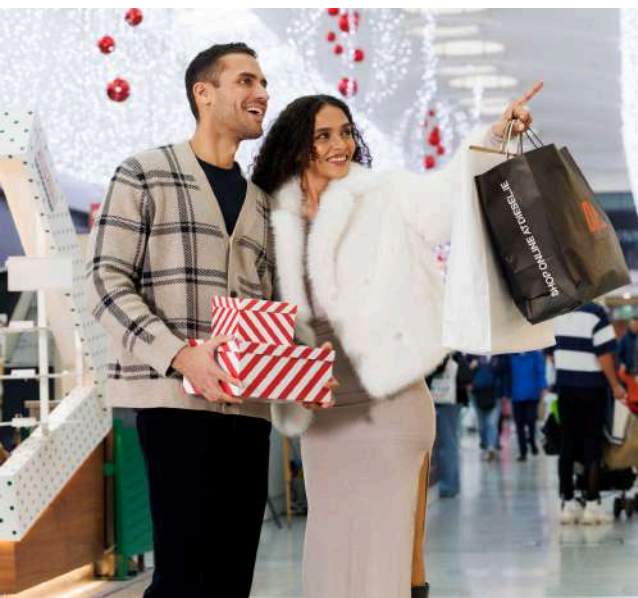
- Drug use/intoxication: 86% mentioned (19% main factor)
- Anti-social/aggressive behaviour: 86% mentioned (36% main factor)
- Lack of Garda presence: 73% mentioned (16% main factor)

Infrastructure & Policy Support:

- Vehicle movement restrictions: 62% support
- Cycle lanes: 55% support (slight recovery from 53% in 2023)
- Pedestrianisation: 73% support (declining from 76% in 2023)
- 24-hour public transport: 89% support, with 72% willing to pay premium fares

Research Impact:

This research directly informed our input to the Taoiseach's Taskforce, ensuring advocacy was grounded in rigorous quantitative evidence. The safety data particularly influenced Taskforce recommendations regarding additional Gardaí and Community Safety Wardens expansion.



Rebuilding Footfall – Marketing and Communications

Lunar New Year 2024 – Welcoming Dublin’s Growing Diversity

The 2024 Lunar New Year event further cemented DublinTown’s commitment to celebrating the city’s growing cultural diversity while supporting vibrant street life and increasing winter footfall. This year’s festivities, held in the heart of the city centre in February, featured partnerships with local Chinese and pan-Asian communities, restaurants, retail businesses, artists, and performers.

Event Overview and Highlights

- The core celebrations spanned a full weekend, anchored around Wolfe Tone Square, Capel Street, and Henry Street.
- Opening with a colourful parade that travelled through major retail corridors, the event featured traditional Chinese lion dance troupes, Korean drummers, and multicultural performance groups, drawing both local families and international visitors.
- Special pop-up markets showcased Asian food, traditional crafts, and contemporary culture, while local businesses in the BID area participated through limited-time Lunar New Year menus, in-store activities, and themed window displays.
- The highlight was a lively lantern-lighting ceremony at dusk, accompanied by music and storytelling celebrating renewal and good fortune.

Impact and Engagement

- The event attracted an estimated 14,000 visitors over the weekend, boosting city centre vibrancy during a traditionally quieter retail month.
- Participating hospitality venues saw notable increases in table bookings, especially among younger consumers and families seeking authentic experiences.
- Local media and digital promotion reached over 120,000 people, and DublinTown’s own platforms generated record engagement rates for February.
- The initiative received highly positive feedback from member businesses, many of whom welcomed the event as both an economic stimulus and a signal of inclusivity, positioning Dublin as a city that embraces global cultures.
- DublinTown partnered with community groups and Dublin City Council to ensure the event was safe, family-friendly, and integrated with the city’s broader accessibility and sustainability aims.

The Lunar New Year event exemplified DublinTown’s strategy of tying cultural programming to economic revitalisation. It not only enhanced the city’s credentials as a welcoming, cosmopolitan destination, but also offered direct commercial benefits to the hospitality and retail sectors. The event’s success set a new standard for citywide collaboration and laid the groundwork for further multicultural events in future years.



Rebuilding Footfall – Marketing and Communications



Programming Elements:

- Professional brass bands, samba groups, rotating musical acts creating ambient atmosphere
- Portal integration maximising visitor engagement with Dublin-New York Portal installation
- Extended season establishing Sunday as cultural destination day rather than retail desert
- Multi-location activation connecting north and south city districts

Partnership & Impact:

The initiative strengthened partnerships with Dublin City Council's City Recovery Office, demonstrating effectiveness of public-private collaboration. Member feedback indicated measurable increases in Sunday footfall and spend, with restaurants and retailers reporting extended dwell times. First-time visitors reported committing to return visits.

Summer In Dublin 2024

Building on 2023's successful pilot, and based on member business input Summer in Dublin 2024 expanded into a comprehensive weekend activation programme, strategically addressing the critical gap in mid-week footfall whilst capitalising on demonstrated weekend resilience.

Programme Structure:

The programme ran every Sunday from July 7th to August 25th (eight-week season) across multiple city centre locations strategically chosen to activate underutilised spaces and connect different BID districts: South William Street (July 7, 21), Liffey Street (July 14, 28), Capel Street (August 4, 18), North Earl Street (August 11, 25).



Rebuilding Footfall – Marketing and Communications

Christmas Campaign & Lights

DublinTown's 16th annual Christmas lights campaign maintained its position as the city's premier seasonal attraction, operating successfully despite challenging economic conditions. The campaign represents one of our most visible contributions to Dublin's commercial calendar, consistently driving substantial footfall during the crucial Q4 trading period.

DublinTown's continued investment in the powering, installation, storage and display of the lights is a key point of both pride and impact for the organisation. Working with various contractors, DublinTown continued this investment, and our aim to bring footfall to member businesses through showcasing the beauty of Christmas in Dublin.

Campaign Launch

The 2024 campaign launched November 14th with enhanced programming designed to maximise media coverage and public engagement. The ceremonial format combines charitable partnership with business promotion, creating a signature Dublin moment that generates substantial broadcast and social media coverage.

Campaign Highlights

- Ceremonial Switch-On: Little Blue Heroes representatives Áine Nolan (4) and Alyssa Reid (8) performed the ceremonial switch-on from Bewley's iconic Grafton Street balcony, continuing our multi-year partnership with the Garda charity
- Technical Excellence: LED displays engineered to use only one-third the electricity of a domestic shower per hour, demonstrating environmental responsibility
- Comprehensive Coverage: 25 streets across city centre with coordinated lighting schemes and enhanced festoon lighting on secondary streets
- Professional Installation: 30-person specialist crew working four weeks through November nights, requiring sophisticated traffic management and safety coordination

Economic Impact

The lights campaign generates an estimated €15 million in additional economic activity during the Christmas trading period through increased visitor numbers, extended shopping hours, and enhanced evening atmosphere. We see visitors at Christmas that don't visit the city during the remainder of the year, with lighting playing crucial role in creating the atmosphere that encourages evening visits and extended dwell time.

Strategic Significance:

The campaign maintains DublinTown's position as Ireland's leading BID organisation for seasonal programming and demonstrates the substantial scale of private sector investment in public realm enhancement.



Rebuilding Footfall – Marketing and Communications

Dublin By Night Fest 2024 – A Defining Achievement

The expansion and success of Dublin By Night Fest 2024 represented one of DublinTown's most significant achievements, demonstrating our capacity to lead major cultural programming that revitalises the city centre whilst supporting business success. This was not merely an event; it was a strategic statement about Dublin's commitment to evening economy excellence.

Dublin's 11th consecutive Purple Flag award renewal - extended for a further two years in June 2024 - positioned us among only 40 European cities maintaining this exceptional standard for evening and night-time economy management. This international recognition enhanced Dublin's competitive position for tourism, investment, and talent attraction.

Friday, November 1st – Southside Activation

- Locations: Drury Street and South William Street
- Focus: Capitalising on area's established evening dining and bar scene
- Audience: Sophisticated programming attracting mature demographics
- Programming: Live performances, outdoor cinema using building facades as screens, artisan markets showcasing local producers, cultural installations

Saturday, November 2nd – Northside Programming

- Locations: Capel Street and Lower Mary Street
- Focus: Supporting regeneration of emerging cultural quarters
- Audience: Younger demographics attracted to cutting-edge cultural programming
- Programming: Live performances, outdoor cinema, artisan markets, cultural installations by Dublin-based artists



Rebuilding Footfall – Marketing and Communications

Festival Statistics

- Commission-free market stalls for DublinTown members providing direct promotional opportunities
- Estimated 40,000+ attendees across two days
- Particular concentration during evening hours (after 6pm) demonstrating evening economy activation success

Strategic Partnerships & Multi-Agency Coordination

The festival demonstrated the maturity of our partnership funding model, bringing together DublinTown (coordination and member support), Dublin City Council (traffic management, public realm), Fáilte Ireland (tourism promotion), and the Department of Tourism (government backing and resources).

This multi-agency collaboration ensured adequate security and emergency services, comprehensive waste management, professional traffic management, and extended promotional reach through combined marketing channels reaching broader audiences.

Member Business Impact

Member feedback emphasised economic benefits, with restaurant and bar owners reporting significant increases in Friday and Saturday evening trade. The festival succeeded in demonstrating that Dublin's evening economy is not in decline but rather undergoing transformation toward greater diversity and cultural sophistication.



Rebuilding Footfall – Marketing and Communications

The Portal Installation

The Portal represented 2024's most ambitious cultural infrastructure project and demonstrated Dublin's capacity to deliver world-class attractions generating international attention. The project exemplified innovative thinking necessary to differentiate Dublin in an increasingly competitive global tourism market.

Project Launch & Significance

Launched May 8th, 2024, The Portal created an unprecedented real-time visual bridge between Dublin and New York, later expanding to include Vilnius, Lublin, and Philadelphia. The installation's location on North Earl Street was strategically chosen to capture iconic Dublin imagery - the GPO and Spire - ensuring Dublin's historic and contemporary landmarks featured prominently in the international livestream.

DublinTown's Comprehensive Support

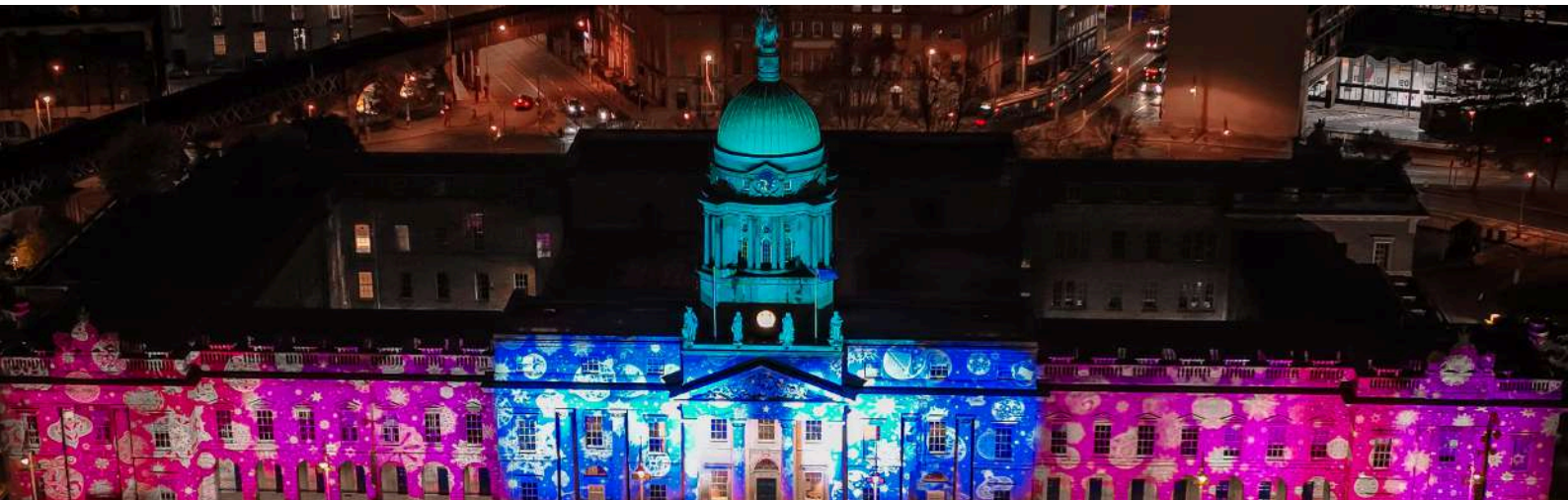
Our involvement demonstrated how BID organisations add value to major cultural initiatives. We provided essential operational support ensuring project success: electricity provision and utility management, security coordination with Gardaí, area management through cleaning services, programme integration into Summer in Dublin events, and ongoing maintenance.

European Capital of Smart Tourism & "Believe in Dublin"

Dublin's recognition as European Capital of Smart Tourism 2024 provided strategic framework for positioning as tourism innovation leader. The designation recognised Dublin's achievements in sustainability, accessibility, cultural heritage, and digitalisation.

DublinTown integrated Smart Tourism messaging emphasising Dublin's innovative tourism approach, highlighting member businesses demonstrating sustainability credentials and supporting digital tourism initiatives.

The "Believe in Dublin" marketing campaign addressed fundamental perception challenges. In May member consultation, restaurant sector members identified addressing poor city centre perceptions as higher priority than sector-specific marketing. The campaign focused on comprehensive city centre perception improvement rather than sector-specific promotion, addressing the 63% of residents believing the centre had "got worse."



Enhancing the City Experience – Safety and Cleanliness

Community Safety Partnerships

The evolution of Dublin's community safety approach in 2024 reflected lessons learnt from November 2023's challenges and implementation of evidence-based interventions. DublinTown's involvement demonstrated commitment to addressing concerns directly impacting business viability and public confidence.

North Inner City Local Community Safety Partnership

Our continued collaboration delivered measurable improvements through regular multi-agency meetings ensuring consistent service approach, Community Safety Wardens professionally deployed in high-traffic areas including Wolfe Tone Square and O'Connell Street, direct business community input into safety strategies, and regular monitoring and evaluation allowing strategic adjustments.

Harbour Court gating (and other examples around the city) at business request addressed persistent anti-social activity, demonstrating sustained engagement with difficult issues. DublinTown also maintains these areas through cleaning etc. ensuring they remain safe, clean and fit-for-purpose.

Richard Guiney's appointment to the North Inner City Dublin Drugs and Alcohol Taskforce (May) elevated our engagement with complex social challenges underlying city centre difficulties, recognising DublinTown's credibility in addressing multifaceted urban challenges through evidence-based approaches.



Cleaning & Maintenance

Operational Excellence

- Team Structure: Three specialised teams covering Northside, Southside, 7 days a week as well as night operations (Thursday-Sunday until 4am)
- Responsive Service: Direct contact through info@dublintown.ie or 01-6334680
- Comprehensive Capabilities: Power washing, hazardous waste removal, drug paraphernalia clearance, graffiti removal, emergency spill response
- Performance: Over 12,000 incidents addressed annually

Enhancing the City Experience – Safety and Cleanliness

Professional Team

- Cristian (Cleaning Crew Supervisor): Operational leadership and quality control
- Vadim Ruai: Graffiti removal and floral planting
- Emmanuel Ngaba: Graffiti removal and floral maintenance with biodiversity enhancement focus

Our cleaning approach recognises that presentation standards directly impact business performance. Technological improvements including GPS tracking, digital reporting, and preventive maintenance scheduling enhanced service reliability whilst providing data supporting advocacy for improved, city-wide waste management systems.

Waste Management Initiatives

We maintained the consistent position that plastic bag waste (bag and tag) represents regulatory failure requiring government intervention. Throughout 2024, we pressed for revised collection schedules with waste collected before evening trading periods, supporting night-time economy development. This advocacy formed integral part of Taoiseach's Taskforce input, with waste management reform featuring prominently in final recommendations.

Security & Retail Crime Prevention

Enhanced Collaboration:

- Regular security briefings with senior Gardaí
- Quarterly Retail Security Forum meetings
- Crime prevention workshops for member businesses
- Strategic Retail Theft Forum engagement
- National Retail Forum participation with government ministers



Our role as convener of security forums created valuable intelligence-sharing networks enhancing overall district security. We provided ongoing support to individual businesses facing challenges, including Garda liaison, security service provider connections, and prevention advice.

Strategic Developments

Taoiseach's City Recovery Taskforce – Our Defining Achievement

DublinTown's invitation to join the Taoiseach's Taskforce represented unprecedented recognition of our advocacy role. This invitation validated years of evidence-based advocacy and positioned us as essential stakeholders in Dublin's strategic development.

Dublin Recovery: 4-Point Plan

Our strategic framework established early in the year addressed comprehensive challenges:

1. Safety: Increased Garda presence, social challenge management, juvenile intervention
2. Transport & Access: Shared delivery models, 24-hour public transport, taxi hub development
3. Regeneration: Arts-led area regeneration, Living Over the Shop expansion
4. Waste Collection: Bylaw reform, collection timing improvements

Taskforce Engagement Timeline

- May 2024: Taskforce report group commences work with DublinTown participation
- June-September 2024: Intensive working group engagement and departmental consultations
- September 2024: Member briefing on Taskforce progress
- October 21st 2024: Report publication at GPO

October Report "Ten Big Moves"

Recommendations reflected DublinTown positions: 1,000 additional Gardaí, waste management reform, Community Safety Wardens expansion, evening economy support, Agent of Change Principle recognition, city centre wardens programme expansion.

Long-term Significance

Taskforce process established new governance model. DublinTown's participation positioned us as ongoing implementation partner rather than external commentator, enhancing ability to represent member interests.



Strategic Developments

Night-Time Economy Development

Dublin has been a proud recipient of the prestigious Purple Flag award for excellence in management of the Evening and Night-time economy since 2013. In 2024 this coveted status was renewed for a further two years but the Association of Town and City Management (ATCM).

Collaborative Initiatives:

- Night-Time Economy Working Group participation
- Purple Flag programme renewal
- Evening cultural events coordination
- October night-time economy strategy launch

Policy Submissions & Advocacy

General Election Manifesto (November 2024):

Our election manifesto espoused a comprehensive platform covering transport, safety, economic development, culture. Key positions: full Taskforce implementation, 1,000 additional Gardaí, O'Connell Street revitalisation, independently chaired implementation body.

CEO Richard Guiney stated: "If the current reality of Dublin city centre is shied away from, and the necessary interventions not made, it will continue on a spiral of decline."

Pre-Budget Submission (October 2024)

- VAT reduction (permanent structural change)
- Living Over the Shop support
- Positive energy district investment
- Infrastructure investment prioritisation

A member briefing with Paschal Donohoe, hosted by the Abbey Theatre provided members with an opportunity for direct dialogue with Minister for Finance after the delivery of the Government's budget for 2025.

Dublin Recovery: 4-Point Plan (February 2024)

Strategic framework addressing comprehensive recovery needs, later incorporated into Taskforce approach.

Transport Consultations:

Active engagement providing business intelligence on delivery requirements, customer access, economic impacts. October College Green planning engagement ensured business considerations informed major proposals.



Strategic Developments

Talbot Street Regeneration

Sustained engagement throughout 2024 demonstrated long-term commitment:

- Business Watch: Monthly meetings maintaining coordinated approach
- Professional Partnership: Seán Harrington Architects collaboration
- Creative Industries: Artist studio development with Visual Artists Ireland, Irish Life (August advancement)
- Infrastructure: Enhanced lighting, public realm, railway bridge activation, festoon lighting in partnership with Dublin City Council, Irish Rail and other working group members (June)

Training & Development Programmes

- Monthly first aid training
- Fire safety training
- Manual handling courses
- Lone worker training (February, July)
- Regular social media training
- Marketing support and SEO assistance
- May transport workshops
- April waste reduction seminars
- May political breakfast with all-party candidates
- Regular area meetings north and south
- Lord Mayor engagement (July, September)
- Industry-specific events

Agent of Change Principle & Infrastructure

Agent of Change Advocacy:

September Department meetings advanced advocacy for principle placing responsibility on new developers rather than existing businesses. Taskforce recommendations included principle recognition.

EirGrid Partnership:

Quarterly engagement regarding electrical upgrades reflected understanding that infrastructure investment essential for business growth and innovation and prioritised member needs in relation to potential disruption caused by the upgrading of services.

Digital Transformation & Member Services

Digital Twin Project

With the funding from SEAI's Sustainable Energy Communities Programme DublinTown with partners IES developed a digital twin of the district, encompassing approximately 3,000 buildings. A digital twin is a virtual representation of a physical object or process, used for simulation, analysis and optimisation. IES conducted an operational carbon benchmarking analysis for all the buildings to establish the energy baseline (2024 year) of the area.



Strategic Value:

- Cost savings and a reduction in emissions, in line with national targets
- Optimise operational efficiency of buildings through real-time monitoring and predictive capabilities
- Supporting businesses on their sustainability goals

Member Support Services

Marketing Support:

- DublinTown.ie directory optimisation improving online visibility
- Social media amplification through Instagram stories and other channels
- Event and offer promotion supporting increased footfall
- SEO improvement assistance and training helping smaller businesses compete

Operational Support:

- Cleaning and maintenance coordination
- Emergency response cleaning and graffiti removal services
- Dublin City Council and Garda and other stakeholder liaison on behalf of members.

Member Engagement

Facilities

- Boardroom availability for member use
- Business networking events and informal gatherings
- Information services on regulatory changes and opportunities

Professional Team

- Damon Blake (Membership Engagement Director)
- Fran Crowther (Senior Member Liaison Officer)
- Mark Hennessy (Member Liaison Officer)
- Niamh Donnelly (Member Liaison Officer)

Comprehensive Engagement Strategy

Regular Consultation: Area meetings north and south provided systematic consultation ensuring democratic engagement and identifying emerging issues.

Industry-Specific Forums: May, restaurant meeting identified preference for addressing poor perceptions over sector-specific marketing, influencing "Believe in Dublin" campaign direction.

Individual Support: Direct consultation with members ensured unique challenges received appropriate attention.

Training Integration: Programmes brought members together regularly providing networking opportunities.

Democratic Accountability: Member feedback informed organisational decision-making.

Value Demonstration: Systematic communication of achievements supported continued confidence and demonstrated accountability for BID investment.



Member Engagement

Member training programme

Based on member feedback we have undertaken a programme of member training. In many instances Dublin Town provides certified training in compulsory items such as health and safety, first aid and fire safety. This provides cost effective training for members to help meet their statutory obligations. We have augmented this with marketing, media and social media training to help businesses promote their offerings to the wider public.

WhatsApp group

Given the busy on the go days that our members experience, we have found that WhatsApp groups are a great way for members to engage with Dublin Town and their neighbours. We intend extending the WhatsApp platform across the membership to enable better day to day engagement with members.

Governance & Audit Committee

Leadership:

- Chairman: Billy Reid (Ilac Shopping Centre)
- Company Secretary: Ross McMahon (David McMahon & Company)
- Audit Committee: Pat Burke, Peter Hyland, Billy Reid, Eva Pau

Governance structure ensured oversight of major initiatives including Taskforce participation, Portal support, Dublin By Night Fest expansion whilst maintaining operational efficiency.



Looking Forward – 2025 and Beyond

Implementation Focus

- Taskforce recommendation delivery monitoring and accountability
- O'Connell Street working group establishment (preliminary discussions November)
- Night-time economy expansion with Purple Flag programming
- Digital Twin expansion into predictive analytics
- Area development acceleration beyond Talbot Street model

Partnership Development

- Government relations enhancement for major infrastructure e.g. Bus Connects, Metrolink, the GPO
- International network expansion for best practice sharing
- Academic research partnerships
- Private sector collaboration on district enhancement

Vision for Dublin

- World-class destination positioning through cultural programming and infrastructure
- Sustainability leadership integrating environmental and business objectives
- Enhanced public safety and community confidence through Taskforce implementation
- Diverse, resilient economy supporting changing consumer behaviours
- Integrated urban development balancing vitality, environment, and inclusion

Strategic Priorities

- Infrastructure Investment: Capital investment in lighting, equipment, technology providing lasting benefits
- Tax Policy Advocacy: VAT reduction prioritised reflecting direct impact on spending
- Development Support: Living Over the Shop schemes partnered with Irish Hardware Association (April)
- Energy Development: Positive Energy District investment positioning Dublin as sustainability leader
- Digital Economy: Online sales tax advocacy addressing retail competition



Finance & Administration

Financial Summary	2024	2023
Levy Received	2,952,355	2,937,535
Sponsorship & Other Income	<u>801,132</u>	<u>388,870</u>
Total Income	3,753,487	3,326,405
Expenditure		
Cleaning and Maintenance, Landscaping	513,577	483,392
Marketing and Promotion	1,042,290	942,127
Research, Technology and Policies	174,423	98,354
Operations	442,906	255,384
Capital Projects and Improvements	799,245	832,261
Debt Collection	30,000	37,500
Administration	468,899	447,931
Depreciation	<u>40,218</u>	<u>35,822</u>
Total Expenditure	<u>3,721,293</u>	<u>3,320,294</u>
Net Surplus/(Deficit) after taxation	<u>32,194</u>	<u>6,111</u>
Balance sheet as of 31st December 2024		
Fixed Assets	179,694	
Current Assets	1,519,650	
Current Liabilities	<u>(1,391,744)</u>	
Next current assets/(liabilities)	127,906	
Net Assets	<u>307,600</u>	
Represented by capital reserves	<u>307,600</u>	

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