



**Dún Laoghaire-
Rathdown
Chamber**
Advancing business together

SHORT SUMMARY

PRE-BUDGET SUBMISSION 2027

A STRATEGIC PARTNERSHIP PROPOSAL TO GOVERNMENT

Building Ireland's most competitive county - ten chapters to accelerate housing delivery, strengthen enterprise, revitalise places and strengthen cross-border collaboration demonstrate a new model of collaborative economic development.



Our Partnership Offer to Government

- Convene the partnerships required for delivery
- Provide evidence and local economic intelligence
- Facilitate engagement with businesses and communities
- Support pilot programmes and demonstration projects
- Monitor progress and help measure outcomes
- Translate national ambition into practical local action

Dún Laoghaire–Rathdown is ready to become a national testbed for locally led economic development—combining business, government, education and cross-border partnerships to deliver measurable growth, skills and town-centre renewal.

“The Chamber is not simply asking Government to invest in Dún Laoghaire–Rathdown. We are offering a partnership to help deliver Ireland’s national ambitions.”

Colette O’Sullivan

Chief Executive Officer, Dún Laoghaire-Rathdown County Chamber

THE TEN ASKS

QUICK REFERENCE

A strong county.
A resilient economy.
A shared future.

Priority 1

Accelerate Enabling Infrastructure to Unlock Housing Delivery 20

Priority 2

Recognise Dún Laoghaire Harbour as a National Blue Economy Asset 24

Priority 3

Strengthen Enterprise, Innovation and SME Productivity 28

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Invest in Thriving Towns and Place Based Economic Development 32

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Support Ireland's First Demonstration County for Partnership-Led Development 36

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Develop a National Model for Local Economic Intelligence 40

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Position DLR as County for SME Digital Transformation & Artificial Intelligence 44

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Strengthen the Shared Island East Coast Economic Corridor 48

Priority 9

Invest in Tourism and Visitor Experience Infrastructure 54

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Scale the Purple Flag Model Across the Evening and Night-Time Economy 58

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THE PRINCIPLES BEHIND OUR PROPOSALS:

● **National Perspective**

Every recommendation is designed to strengthen Ireland's competitiveness through targeted investment in Dún Laoghaire–Rathdown.

● **Evidence-Led Policy**

Our recommendations are informed by the Chamber's Bespoke Locale Report, ensuring decisions are based on robust local economic evidence.

● **Partnership & Shared Island**

Collaboration between Government, business, local authorities and our Bangor partnership delivers stronger economic outcomes.

● **Purple Flag – A Model of Placemaking**

The Chamber's leadership on Purple Flag demonstrates how collaboration can create safer, more vibrant and economically successful town centres.

● **Better Together**

Economic success depends on shared leadership. Better Together brings organisations together to deliver practical solutions for the county.

● **Dementia Inclusive County**

Supporting an inclusive county improves quality of life, strengthens communities and makes DLR a better place to live, work and visit.

● **Sport & the Active Economy**

Investment in sport and recreation supports health, tourism, local business and the wider economy.

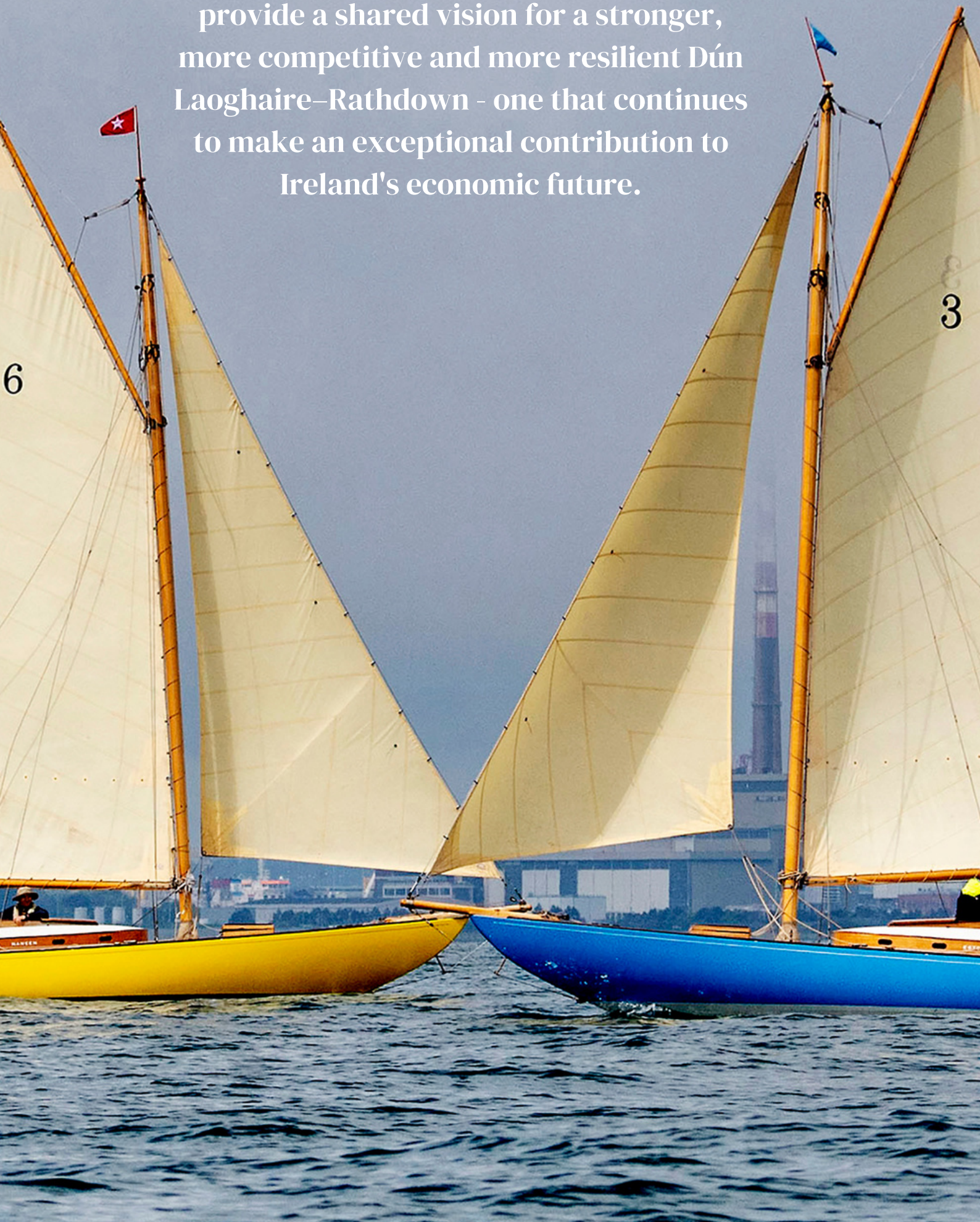
● **Constructive Partnership with DLR County Council**

A strong working relationship with the Council helps accelerate delivery of projects that benefit businesses and communities.

● **Aligned with National & Local Strategies**

The Chamber's recommendations support Government priorities while complementing regional and local development strategies.

“ The chapters in our main submission also provide a shared vision for a stronger, more competitive and more resilient Dún Laoghaire–Rathdown - one that continues to make an exceptional contribution to Ireland's economic future.



Who Benefits in Dún Laoghaire Rathdown?

Each of the ten asks in this submission is designed to deliver a clear economic or community benefit. Together, they reach across the businesses, residents, places and partners DLR represents.

	Priority	Primary Beneficiary
01	Enabling Infrastructure	Home buyers, renters & growing communities: Enabling infrastructure unlocks 13,700+ planned homes already zoned at Cherrywood, Dundrum Central and Woodbrook.
02	Blue Economy	Marine, maritime & coastal enterprise: National recognition for Dún Laoghaire Harbour opens coordinated investment in research, skills, tourism and offshore energy.
03	Enterprise & SME Productivity	Local SMEs under pressure: Targeted support reaches the 1,160 trading SMEs showing financial stress in retail, hospitality and personal care.
04	Thriving Towns	Town & village businesses: Flexible, multiannual place-based funding supports stronger public realm, local enterprise and vibrant town and village centres, incorporating safety and evening-economy activation where appropriate.
05	Demonstration County	Council, agencies, businesses & communities: A formal demonstration-county model speeds up delivery by testing integrated, cross-agency ways of working.
06	Local Economic Intelligence	Government, policymakers & local economies: DLR's Bespoke Locale Report provides a test case for a national model of place-based economic intelligence, demonstrated by findings including the county's €2.5bn retrofit opportunity.
07	SME Digital Transformation	SMEs adopting digital & AI: Practical AI, automation and digital adoption support helps SMEs move from digital presence to digital productivity.
08	Shared Island Corridor	Bangor, DLR & cross-border partners: Resourcing turns the existing DLR-Bangor relationship and MoU into sustained economic cooperation across trade, maritime, skills, tourism and enterprise.
09	Tourism	Tourism operators, visitors & local businesses: County-wide visitor investment connects DLR's coastal, cultural, heritage, sporting and leisure assets — encouraging visitors to stay longer, explore further and spend across the county.
10	Evening Economy	Hospitality, culture & night-time economy: A county-wide Purple Flag learning programme applies Dún Laoghaire's partnership-led stewardship experience to strengthen evening economies across DLR town centres.

"Every recommendation in this submission was written for someone specific — a business, a resident, a partner. That is what makes this a partnership offer to Government, not a wish list."

Colette O'Sullivan

Chief Executive Officer, Dún Laoghaire-Rathdown County Chamber

PROGRESS UPDATES

The ten economic priority asks, in one place

A single reference for Budget 2027 officials to carry each recommendation forward.

1 — Enabling Infrastructure

Fund transport, water, energy and digital infrastructure at Cherrywood, Dundrum Central and Woodbrook to unlock 13,700+ planned homes.

2 — Blue Economy

Recognise Dún Laoghaire Harbour as a nationally significant Blue Economy asset and support its development through a coordinated, cross-agency investment programme.

3 — Enterprise and SME Productivity

Target productivity, innovation and resilience supports towards the 1,160 trading SMEs identified as showing financial stress.

4 — Thriving Towns

Provide flexible, multiannual place-based funding tailored to the distinct economic needs of DLR's towns, villages and commercial centres.

5 — Demonstration County

Recognise DLR as a national demonstration county for partnership-led economic development across Government, agencies and local partners.

6 — Local Economic Intelligence

Use DLR to pilot a national model for place-based economic intelligence, building on the methodology and findings of the Chamber's Bespoke Locale Report.

7 — SME Digital Transformation

Practical support for AI, automation and digital adoption helps SMEs move from digital presence to digital productivity.

8 — Shared Island Corridor

Resource the existing DLR-Bangor partnership to develop a Shared Island East Coast Economic Corridor spanning trade, maritime, skills, tourism and enterprise cooperation.

9 — Tourism and Visitor Experience Infrastructure

Invest in visitor experience and destination infrastructure across DLR, connecting the county's coastal, cultural, heritage, sporting, leisure and hospitality assets into a stronger year-round destination.

10 — Evening and Night-Time Economy

Fund a county-wide Purple Flag learning programme, applying Dún Laoghaire's partnership-led stewardship experience across DLR town centres.

Townlands of Dún Laoghaire–Rathdown



Townlands of Dún Laoghaire–Rathdown



- | | |
|------------------|------------------|
| 1 Ballinteer | 19 Glenageary |
| 2 Ballybrack | 20 Glencullen |
| 3 Ballyogan | 21 Johnstown |
| 4 Blackrock | 22 Killiney |
| 5 Booterstown | 23 Kilmacud |
| 6 Belfield | 24 Kilternan |
| 7 Cabinteely | 25 Leopardstown |
| 8 Carrickmines | 26 Loughlinstown |
| 9 Cherrywood | 27 Monkstown |
| 10 Churchtown | 28 Mount Merrion |
| 11 Clonskeagh | 29 Rathfarnham |
| 12 Dalkey | 30 Sandymore |
| 13 Deansgrange | 31 Sandycove |
| 14 Dundrum | 32 Sallynoggin |
| 15 Dún Laoghaire | 33 Shankill |
| 16 Foxrock | 34 Stepaside |
| 17 Goatstown | 35 Stillorgan |
| 18 Glasthule | 36 Ticknock |

“*From our communities to businesses, Dún Laoghaire–Rathdown is a county of unique places and strong connections*”

A promise for Dún Laoghaire-Rathdown.

Ten chapters.

One integrated programme.

A partnership to deliver.

Dún Laoghaire-Rathdown County Chamber Pre-Budget Submission 2027

evidence base for statistics produced in partnership with:

**DLR Bespoke Locale Report 2026, commissioned by DLR County Chamber
and prepared by Sunstone Technologies Ltd.**

**Dún Laoghaire Purple Flag Project and accreditation 2026, commissioned
by DLR County Chamber and prepared by G Scanlon Consultancy Ltd.**

Photography: Michael Chester - www.chester.ie

Photography: Dermot Byrne Photography - www.dermotbyrnephoto.ie

**With sincere thanks to Michael Chester and Dermot Byrne for their
photography, which has captured the beauty and diverse offerings of Dún
Laoghaire-Rathdown.**

Colette O'Sullivan

Chief Executive Officer, Dún Laoghaire-Rathdown County Chamber

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