

# NEWSLETTER AUTUMN 2013



John Bruder, Co Founder & CEO of BREL

## When will the cranes be back?

Dublin's docklands have been described as one of the positive legacies of the Celtic Tiger era however for those of us who have been working here over the years, we know that the renewal of the docklands kicked off long before then and it remains very much a work in progress.

There remain huge tracts of land north and south of the Liffey which were left high and dry after the great crash of 2007 and most of them are derelict with obvious consequences in terms of blighting their surrounding areas.

These lands represent an opportunity for Docklands to accommodate the continued inflow of international jobs and projects being attracted to Dublin.

The questions are;

- (a) when will this happen?
- and (b) what needs to be done to make sure the opportunity isn't lost?

John Bruder, Co Founder and CEO of BREL, is our guest speaker at this year's Indian Summer BBQ at the Maldron Hotel Cardiff Lane on Thursday 12th September. With over 30 years experience in property and investment management John is uniquely qualified to address the question we are all interested in hearing an answer to; When will the cranes be back?



## Corporate & Social Responsibility

### Is your company doing its bit for the docklands?

#### **It was a dirty job, but we had to do it.**

This year's Docklands Business Forum Volunteer Clean Up attracted over 80 volunteers from businesses throughout the Docklands.

We painted the hording along North Wall Quay & Mayor Street, tidied the rubbish

from Pearse Park and cleaned out the flotsam from the Grand Canal Basin.

We are very grateful to all our sponsors including Crown Paints, Accenture, O2 Telefonica, A&L Goodbody, Waterways Ireland and the MV Cill Airne.

We are also thankful to the teams from Accenture, O2 Telefonica, Maldron Hotel

Cardiff Lane, Jury's Inn, the Gibson Hotel, the CCD, Meehan Associates, A&L Goodbody and a host of Docklands Business Forum volunteers who gave of their time so generously.



# BUSINESSES MAKE A COMMUNITY



Docklands Business Forum Steering Committee, (L-R):

Brian Smyth, Tim Darmody, Robert Colleran, Laura O'Donovan, Alan Robinson, Betty Ashe, John McElhinney, Ciaran Flanagan, Nicholas Cloake and Michael Noel Harte. *Not in picture Sarah McCrory and John Treacy.*

Most active members of the Forum will be able to walk through many areas in the Docklands and know the owner of the local cafe where they have arranged to meet a client. As they return to the office they will know a senior manager in many of the large corporations they pass on their way.

There is a value to this knowledge. It creates a sense of community among local businesses. This very real social network encourages us to look up beyond our smart phones as we stroll between meetings. We become inspired to take more interest in the Docklands with all its many challenges and almost infinite possibilities.

It's that sense of community that the Docklands Business Forum has become largely about. It has helped us organically

grow into something more than a business networking or representative body.

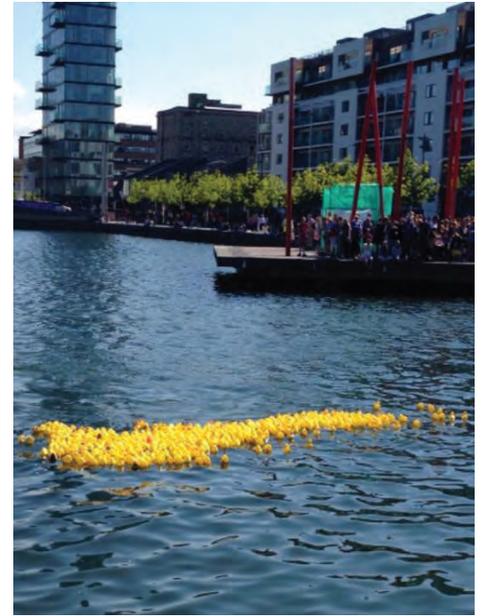
We have also become a community of engaged business people with a wider role and grander ambition.

When people hear of community they don't often think of a business association. But this real sense of belonging to a unique area of the city has become an important aspect of what the Docklands Business Forum is about. And that's the way it should be. We often spend as many hours in the Docklands as local residents. A large number of our employees have become local residents. These facts alone are reason enough for businesses to have a wider engagement with the area and take an active interest in what is happening beyond their own portal. The Forum has now developed this network beyond

business. We have created partnerships with local stakeholders to progress our aims and objectives. This year the Docklands Summer Festival, an event began by the Forum, attracted over 80,000 visitors into the area. This annual event is going a long way to realising our objective of promoting the Docklands as a place to visit and enjoy. This remarkable success was achieved by the Forum partnering with Waterways Ireland, Dublin City Council and DART.

Through our many and varied initiatives we are fostering a sense of community with local businesses and partnering with non commercial and semi state organisations to create sustainable business opportunities and achieve our primary goal of making the Docklands a better place in which to live, work and visit.

# PROMOTING THE DOCKLANDS AS A PLACE TO VISIT & ENJOY



The Docklands is an untapped resource for tourism and sporting activities. The refurbished Grand Canal Basin and North Wall Quay are unmatched urban locations for water sports.

The transportation infrastructure, with Luas running along Mayor Street and DART coming in at the Grand Canal Dock, can move people efficiently into and out of the area. Seven large hotels are within walking distance.

There is a real opportunity for international events to be hosted annually in the Docklands and the Docklands Business Forum plan to make this happen.

A primary aim of the Forum is to promote the Docklands as a place to visit and enjoy. We organise two festivals to achieve this. The 3rd Waterway Ireland Docklands Summer Festival was held on the 18th & 19th of May and attracted over 80,000 visitors. Over 38,000 people attended the 1st Dublin Port River Fest on North Wall Quay.

Our sponsors and partners are committed to supporting us in making each of these events into international festivals in the coming years.



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summer



**The Indian Summer Barbeque**  
at the **Maldron Hotel, Cardiff Lane**  
Thursday, 12th September, 6.30pm.

A Docklands Business Forum Networking Event

Enjoy a handmade burger and a pint  
(or soft drink) for **ONLY €10**

You are entitled to



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If you want to, you can  
change this for a soft drink!

