

# NEWSLETTER SUMMER 2012



Alan Robinson, Chairman,  
Docklands Business Forum

This year has been the busiest and most successful to date for the Docklands Business Forum. While a significant part of our focus has remained on business events we are increasingly focused on becoming an effective representational body for business in the Docklands.

After some strong lobbying, the Minister for the Environment granted the Forum a seat on the Dublin Docklands Development Authority Council and at our recommendation appointed John Treacy. John and members of the Steering Committee are working hard to maximise this opportunity.

With the demise of the DDDA, and a much changed Docklands returning to Dublin City Council's authority, it is important the local businesses have a strong and coherent voice. The Docklands Brand is primarily a Business Brand. A shining example of what, given the correct environment, enterprise can achieve. We are working hard to ensure it remains that way.

As you read through this Newsletter I hope we have succeeded in giving you an overview of our activities and also an insight into why we are a uniquely wide-ranging business organisation.

## IN BRIEF...

1. **Get Nominated Now for the Docklands Business Awards, Gibson Hotel, 29th November.**
2. **Docklands Deals - Drive Footfall and Increase Sales.**
3. **New Member Profile – UPC**
4. **14 Dublin Bike Stations coming to Docklands.**
5. **60,000 visitors to the Waterways Ireland Docklands Summer Festival means business.**
6. **It's a dirty job but we had to do it! Docklands Volunteer Clean up.**
7. **Corporate Social Responsibility Night.**

## DOCKLANDS BUSINESS FORUM'S DUBLIN BIKE CAMPAIGN 14 NEW DUBLIN BIKE STATIONS ON ROUTE TO THE DOCKLANDS

**The Dublin Bikes Scheme has been a huge success around Dublin – but not around the Dublin Docklands. As one Forum member put it, “It is great to see more and more people cycling around the Docklands on Dublin Bikes, but they seem shocked when there are no bike stations down here.” This is finally set to change.**

### THE WORK WE DID

In 2010, despite our growing local population of residents and employees, Dublin City Council and JC Decaux had no specific plans for Dublin Bike stations in the Docklands. No set locations and no set

rollout deadlines. This despite the fact that the authorities wanted the Docklands to be a thriving, progressive hot spot for business, city-living and tourists. From the Point Depot or from Grand Canal Dock the nearest bike station is up to a kilometre away.

As the Dublin Bike Scheme supported our Forum priorities of greener travel, healthy commuting and less traffic, we took the initiative to set up a petition to secure a set of bike stations across the Docklands.

In early 2010 we sent a letter to Dublin City Council and JC Decaux on behalf of over 6,500 employees asking them not to

neglect the Docklands in their Dublin Bike expansion. Within months, our petition grew to represent over 17,500 employees across 63 companies.

### THE RESULT WE GOT

In May 2010 we received confirmation that the Docklands was first on the list for the next batch of new bike stations. After a frustrating delay of over two years, the Forum has been told by Dublin City Council that the procurement process is in progress and work is set to begin November, 2012.

### OUR NEXT CAMPAIGN

The Minister for the Environment, Phil Hogan, has announced his decision to close the Dublin Docklands Development Authority next year. However the local development and resourcing needs of Docklands businesses and employers will remain unchanged for many years. We need ongoing progress across a range of areas. That is what we signed up for and invested in when we set up our businesses in the area.



continued on page 2



continued from page 1

## THE DOCKLANDS BUSINESS FORUM

### The DBF's role is to be the Voice of Business.

In order for us to speak with authority as the voice of Docklands business the Docklands Business Forum is taking the lead in surveying local businesses regarding levels of service charges, rates and levies we are paying. Questions 1 and 2 will help us calculate this funding pool.

To add your company's data to this Forum research please answer the following

simple questions and send your answers to [confidential@docklandsbusinessforum.ie](mailto:confidential@docklandsbusinessforum.ie)

1. What annual rates are you paying (2011 and 2012 Forecast)?
2. What annual service charges are you paying (2011 and 2012 Forecast)?
3. What DDDA levies did your firm / your landlord pay on your building / unit?
4. What other unique charges, rates or levies are you paying because you are in the DDDA area (2011 and 2012 Forecast)?
5. How many Square Metres of Office

Space and Land does your firm have in the DDDA area?

6. How many employees do you have working in the DDDA area?

Information provided by individual firms will be dealt with in strict confidence. Survey results will be shared with participants and the summary findings will be very helpful in upcoming meetings with the DDDA.

To complete this survey online log onto [www.docklandsbusinessforum.ie](http://www.docklandsbusinessforum.ie). Closing Date 30th November.

## A NEW AGE OF ENTREPRENEURSHIP

Social entrepreneurship is one of Ireland's most dynamic and fastest growing movements. In the eight years since our launch, Social Entrepreneurs Ireland has invested in 161 social entrepreneurs throughout the island of Ireland with startling results. In the past year alone our 11 current investees have directly impacted over 61,000 people in Ireland, have provided 199 employment opportunities (an average of over 17 employment opportunities per social entrepreneur) and have leveraged our investment of €280,000 to raise over €3 million in additional funding. They have demonstrated rapid scaling of their ideas, increased their sustainability and created systemic change in how we tackle some of Ireland's most entrenched social and environmental challenges.

Social Entrepreneurs Ireland's mission is to ignite social change by identifying, investing in and supporting these exceptional social entrepreneurs and the organisations they launch. We believe that our investees are key agents of change that enrich our community and help our economy. In all of them there is the promise that exceptional people with exceptional ideas can ultimately change the world. They are mavericks, innovators and achievers who tackle some of society's most pressing issues and in doing so they both deepen our understanding of the problem and challenge us all to be more creative and effective in our search for a solution.

We believe that we are now at the beginning of a new age of entrepreneurship. An age in which we use the talents, enthusiasm

and ambition of people not just to build companies but to build communities. An age in which entrepreneurs apply their energy and drive not just to create financial returns but to create social capital. We believe that Ireland can become a model for this new form of entrepreneurship.

Social Entrepreneurs Ireland is leading the way but we cannot do it alone. Join us in helping create this new vision for Ireland by supporting our work and that of social entrepreneurs throughout the country.



Seán Coughlan  
Chief Executive, Social Entrepreneurs  
Ireland

[www.socialentrepreneurs.ie](http://www.socialentrepreneurs.ie)

## THE DDDA IS WINDING DOWN

### What are your concerns as Employers, Business Owners and Commercial Tenants?

The DBF represents local business interests and we are collecting your concerns for a submission to Dublin City Council and the Minister for the Environment who are driving these changes.

Please email your concerns to **DBF by September 30th**  
[admin@docklandsbusinessforum.ie](mailto:admin@docklandsbusinessforum.ie)

## 60,000 VISITORS MEANS BUSINESS - WATERWAYS IRELAND DOCKLANDS SUMMER FESTIVAL



**This year's Waterways Ireland Docklands Summer Festival was a sizzling sensation with over 60,000 people flocking to Grand Canal Square and Basin.**

Visitors enjoyed a variety of entertainment including regular performances from the sensational Irish Wakeboarding Team. Invited by Colin Harris the Irish team delighted the crowd as they somersaulted into the air and sped along Gallery Quay spraying their sweltering audience as they sat all along the waters edge watching the performance.

In between the wakeboarding demonstrations people enjoyed Street



Performances from magicians, jugglers and the King of Mayhem. Families browsed the markets, enjoyed the music from the 98FM Big Red Broadcaster, kids scaled the climbing wall, rode the carousels and were amazed by what Mr Balloonatic could create with just a few balloons.

In the Grand Canal Basin, the Docklands Business Forum Golf Challenge attracted golfers and would be players to the majestically floating golfing green, with real grass, cup and flag. A hole in one eluded all, but seven players managed to land their ball on the green and were entered into a draw for a weekend in Jury's Inn Custom House Quay.

The Waterways Ireland Visitor Centre played a key role in the festival. In addition to its exhibitions on the waterways of Ireland it hosted Viking re-enactors with children getting an opportunity to paint their very own Viking shield, courtesy of Dublinia.

The Gibson Hotel Charity 'Rubber Ducky Race' saw nearly 100 yellow ducks racing for the finishing line each day. Sponsors of the ducks could decorate their candidates at the Waterways Ireland Visitor Centre with profits on the race going to Biobank Ireland Trust, [www.biobankireland.com](http://www.biobankireland.com).

The Navy made their presence felt with public visits to the LE Aoife on Sir John Rogerson's Quay and Pat Liddy gave the more academically minded historic walking tours around the docklands on Sunday. SurfDock's 'Come and Try It Sessions' were



Supported By  Waterways Ireland  
Eiscebhéal Éireann Waterways Ireland

booked out on each day with future water sport enthusiasts taking their first into the big blue. DJ Daragh O'Dea from 98FM created a great sense of climax as the dragon Boat race concluded.

The weekend concluded with the Waterway's Ireland Summer Festival Race Night at Shelburne Park. Festival organisers Ciaran Flanagan and Alan Robinson from the Docklands Business Forum said "this year exceeded everybody's expectations. We want to thank all our sponsors and supporters, particularly our friends at Waterways Ireland.



# JOIN THE DOCKLANDS BUSINESS FORUM!

Your Opportunity to join the Business Forum for Ireland's Fastest Growing Micro-Economy...

## MEMBERSHIP FEES

Companies with 1 to 49 employees	€100
Companies with 50 to 300 employees	€200
Companies with over 300 employees	€350

For more info go to our website  
[www.docklandsbusinessforum.ie](http://www.docklandsbusinessforum.ie)

## IT'S A DIRTY JOB... BUT WE HAD TO DO IT



The Annual Docklands Volunteer Clean-Up is a great opportunity for local businesses to make a real, tangible and positive contribution to our area. This year we took on one of our areas dreadful eye sores, the boundary wall at the old Boland's Mill site on Ringsend Road.

Many thanks to Savills for giving us permission, Crown Paints for the paint & sobering advice and all our volunteers;

- Brian Smyth - Accenture,
- Gerald Mullally - Accenture,
- Sarah Corrigan - Accenture,
- Sean Judge - Accenture,
- Aaron Kelly - Accenture,
- Brídín Mulhall - An Taisce,

- Claire Hickey - BNY Mellon,
- Gary O'Donnell - BNY Mellon,
- Katarzyna Jasiocka - BNY Mellon,
- Elaine Stephen - Business in the Community,
- Tim Gleeson - Crown Paints,
- Warrick Bradfield - Crown Paints,
- John Craven - HSBC,
- Ciaran Flanagan - IDEA,
- Michael Harte - Mail Boxes Etc.,
- Fergus Heavey - Maldron Hotel,
- Catherine Dollard - Meehan Associates,
- Brendan Delaney - Savills,
- Isabelle Gallagher - Savills,
- John Devlin - Setanta Sports,
- Alan Robinson - SME Communications,
- Fiona Meehan - O2,



- Kieran Hayes - OZO,
- Lorraine Malone - Pearse Street Credit Union,
- Ifty Finn - Waterways Ireland,
- Johnny McElhinney - John McElhinney & Co.,

I have no idea what our challenge will be next year but two things are almost certain, it will be bigger and it will be dirtier!

## CORPORATE SOCIAL RESPONSIBILITY NETWORKING EVENT

Thanks to all who attended and contributed to the Dockland Business Forum (CSR & Environment subcommittee) event on Thursday 24th May 2012: **“Corporate Responsibility - Do We Care?”** The event was hosted by the newly open Odeon Cinema at the Point Village, there was plenty to talk about! Representatives from Docklands Business Forum membership, contributed to a discussion on corporate responsibility, sharing current practices and aspirations. The atmosphere was friendly, but competitive, as newly formed groups competed to write the mission statement for the committee – a collective statement was reached: **“The CSR and Environment committee inspires, empowers and engages businesses in the Docklands to play their part to make the area a great place to live, work and visit”**. Thanks to Elaine Stephen (Business in the Community) for facilitating the discussion and Steve Miley (ODEON Cinema) for the FREE cinema tickets!

The event also offered some practical solutions to how your company can improve their interaction with the local community to create a more sustainable working environment! Examples of current

community engagement taking place in the Docklands and lessons learned (and learning!) were discussed by a panel: **Sinead Smith, Telefonica O2; Peadar Lynch, Dublin Community Growers; Jim Hargis, St. Andrews Resource Centre; and Mick Hanley, Dublin City FM.**



A dominant theme from the discussion was the range in community engagement - from the small business involvement to the large corporate participation – and at every level a relationship needs to be formed... not so different than from the how we do business! The message from Jim Hargis (St. Andrews, Family Resource Centre, [www.standrews.ie](http://www.standrews.ie)) and Sinéad Smith (Think Big, [www.o2thinkbig.ie](http://www.o2thinkbig.ie)) is that “money isn’t everything”, and business involvement in the

community can take the form of information (technology) exchange, mentoring and/or direct staff engagement in projects. This is based on understanding the needs of the businesses and the local community, thus creating an environment for a long-term relationship! The goal is for benefit on both sides, please contact Jim Hargis (01 677 1930) for more information on how your company and you can become involved in current and future projects!

Peadar Lynch from the Dublin Community Growers gave us an overview of the activities of this volunteer group in promoting the development of community gardens throughout the city.

For further information see: [www.dublincommunitygrowers.ie](http://www.dublincommunitygrowers.ie).



## O2 DOCKLANDS DEALS

### Drive Footfall and Increase Sales using O2 Docklands Deals

O2 Docklands Deals introduces an innovative new technology that provides contactless mobile coupon and voucher redemption at the point of sale. Retailers will be able to generate a mobile presence through the Docklands Deals Smartphone App (Apple, Android), they will also be able to create multiple, local, everyday deals for consumers.

Consumers can search and navigate to local businesses through the Docklands Deals app, they will also be able to browse local offers and redeem them automatically in-store using their mobile phone and our unique ‘pod’ at the Point of Sale.

The technology is a simple “plug and play” solution enabling retailers to promote local, relevant and sustainable offers. With a simple tap of their smartphone over the in-store pods, consumers will be able to redeem offers in a simple, fast and seamless way. Retailers can now embrace mobile marketing in a cost-effective manner, making use of their existing cash tills, whilst also being provided with extensive analytics of their customers transactions.

O2 are offering a free 3 month trial to retailers in the docklands area, to allow you to experience the product and to allow O2 to learn more about the benefits for both consumers and retailers. We will be promoting the App to workers and residents in the Docklands area. We want to provide a solution that drives footfall and sales for

retailers and allows them to connect with the ‘smart’ consumer.

**For more information please email O2 Commercial Innovation Team:**

**Johanna Cullen**  
**e:** [Johanna.cullen@o2.com](mailto:Johanna.cullen@o2.com)

**Liz McLaughlin:**  
**e:** [Liz.mclaughlin@o2.com](mailto:Liz.mclaughlin@o2.com)



# UPC BULK TEXTING SERVICE ENABLES BUSINESSES COMMUNICATE FASTER

**98% of messages are opened compared to only 22% of emails**

**Ireland, Friday, 31st August, 2012:**

Broadband, communications and digital TV business provider UPC announced the introduction of its latest bulk messaging service for business customers. Bulk texting is one of the most effective tools for business communication strategies. UPC technology allows us to provide a fast, affordable and easy to use service.

According to Comreg's Trend Unit – comstat.ie, the vast majority of the Irish population owns a mobile phone. Stats collected by Phonovation, state that 98% of all SMS messages are viewed, while 62% of SMS are remembered and 22% of SMS messages forwarded.

SMS messaging will enable businesses to reach customers, partners or employees instantly and costs just 6 cent per text. Discounts are available for large volumes.



Gavan Smyth, Business Services Director, UPC Ireland

**Gavan Smyth, Business Services Director with UPC said:**

"We are delighted to introduce a new service supporting businesses to drive more effective communication with their customer base and employee's. With our secure online tool, it is very easy to set up and is offered on a national basis.

"UPC is a market leader in the business community which delivers high speed



Dana Strong, CEO of UPC Ireland

internet access, data point to point connections and voice services to the SoHo, SME, MLE, Wholesale and Public sector markets."

## Notes to Editor

### Bulk SMS Features:

- Sends messages in real time or scheduled time
- Sign in through your computer/mobile device
- Uploads phone numbers directly from your computer
- You can send company news, alerts, reminders, and bulk SMS marketing campaigns
- Transmits up to 100,000 messages in a single campaign
- Enables 500 SMS messages to be sent per second
- Personalises your campaign message through selecting your sender ID

Dana Strong is CEO of UPC Ireland, and is responsible for overseeing the strategic planning, operational management and corporate development of both UPC's residential and business divisions in Ireland.

From 2002, Dana became Chief Operating Officer of AUSTAR and was responsible for nationwide operations which included sales, customer service, field operations, installation contractors, warehousing, credit & collections, information technology, and engineering.

Prior to joining AUSTAR, Dana was a Principal at Mercer Management Consulting a leading strategic management consultancy in North America and Europe.

Before joining Mercer Management Consulting, Dana was at Coopers & Lybrand, now PricewaterhouseCoopers. She holds degrees from the Wharton School of Business and the University of Pennsylvania in Economics and History respectively.

**For more information simply**

**call 1800 940 737**

**email SMS@upc.ie**

**or visit [www.upcbusiness.ie](http://www.upcbusiness.ie)**

### Stats Sources:

**Comreg** - [www.comstat.ie/data/data.472.1266.data.html](http://www.comstat.ie/data/data.472.1266.data.html)

**Phonovation** - [www.phonovation.ie](http://www.phonovation.ie) – source links compiled by

Phonovation: <http://textsmscellphonemarketing.blogspot.ie/2011/12/text-sms-open-rates-are-impressive.html>

[www.callfire.com/blog/2010/11/19/sms-marketing-is-here-to-stay-tips-on-integrating-it-into-your-business/](http://www.callfire.com/blog/2010/11/19/sms-marketing-is-here-to-stay-tips-on-integrating-it-into-your-business/)

[www.myguestlist.com.au/blog/open-rate-for-sms-98-wow/](http://www.myguestlist.com.au/blog/open-rate-for-sms-98-wow/)

[www.ecomplanet.com/pages/stats/](http://www.ecomplanet.com/pages/stats/)

[www.sms-integration.com/sms-solutions-for-industries-111.html](http://www.sms-integration.com/sms-solutions-for-industries-111.html)

Business can lift people out of poverty. It invents new products to improve standards of living and inspires new services to improve efficiency. Business creates the wealth necessary for society to progress.

The Docklands Business Forum celebrates the role business plays in our community with the Dockland Business Awards.



Please consider nominees for the following Awards

- Docklands Innovator of the Year Award**
- Business Forum Person of the Year Award**
- Business of the Year Award**
- Corporate Social Responsibility (CSR) Award**
- Environment Award**
- Business Forum Company of the Year Award**
- Professional Services Award**
- Hospitality Award**
- Exporter of the Year Award**
- Public Sector Award**

Closing date for Nminations, Friday 16th November

Ticket Price €45, Drinks Reception & Buffet

Visit our website for full details and to download a Nomination Form.

**[www.docklandsbusinessforum.ie](http://www.docklandsbusinessforum.ie)**



# WE WANT **YOUR** **NOMINATIONS**

The Docklands Business Forum are seeking your nominations for this year's Awards, please see overleaf for details