

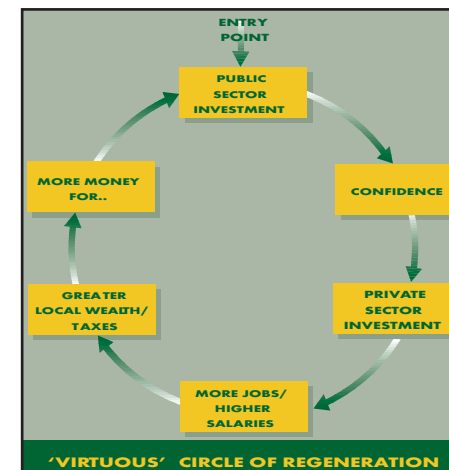
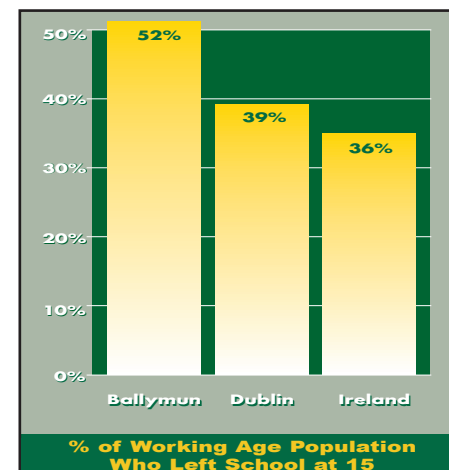
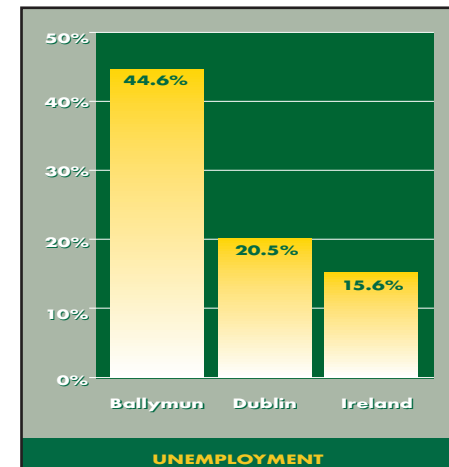


PROBLEMS TO BE OVERCOME

- poor image
- lack of education and basic skills
- unattractive environment
- perceived failure of public bodies
- sense of isolation and dislocation
- dependency culture

THE CHALLENGE

- to stimulate economic activity in Ballymun
- to provide more jobs for local people
- to increase local people's incomes
- to make Ballymun an attractive place for investment
- to integrate Ballymun fully into North Dublin



BALLYMUN'S STRENGTHS

LOCATION - Ballymun's location near Dublin Airport is a key asset. Road connections are good. DCU is an internationally renowned centre of excellence for software engineering. The University is keen to promote local partnerships and development. Ballymun is surrounded by well established commercial and industrial activities.

LAND AVAILABILITY - Ballymun is bounded by open land offering sites for development. Low residential densities offer further opportunities for site assembly. Existing industrial estates are not full and vacant units are available.

COMMUNITY SUPPORT - Ballymun has a large active and well developed network of community groups and organisations. These support a great variety of activities which offer hope and opportunity to local people.

INSTITUTIONAL SUPPORT - There are many state, semi state and other public bodies providing advice, assistance and information for local residents and businesses. The Ballymun Partnership and Job Centre are active in developing local employment opportunities through a number of programmes.

PROMISE OF INCENTIVES - Incentives may be made available to attract investment and jobs to Ballymun. These will include tax breaks for local people, businesses and developers. Existing programmes of assistance may be extended.

IMPROVING COMMUNICATIONS - Significant improvements have been made to the road network, especially the M1 and M50. Dublin Airport continues to increase in size and services offered. Extending LUAS to Ballymun is being investigated.

THE OPPORTUNITY OF REGENERATION - The huge opportunity offered by the Government's commitment to the physical regeneration of Ballymun must be used to generate complementary social and economic development.

