

• INWARD INVESTMENT & JOBS

- To provide lands for a wide range of economic development:
 - technology based industry
 - enterprise
 - industrial
 - retail
 - leisure
 - tourism
- in the M50 corridor and in Ballymun Town Centre.
- To actively promote the employment of the local workforce in the construction phase and in future economic development in new enterprises locating from outside the area.



• TAX & FINANCIAL INCENTIVES

- To attract the necessary new private sector investment by tax and other financial incentives.
- To facilitate the expansion and development of local business by means of tax and other financial incentives.
- To further develop these objectives in the Integrated Area Plan to be submitted to Government for approval under the Urban Renewal Scheme.



• THE STRATEGIC SETTING

- To integrate Ballymun into the economic opportunities which are provided by the continued development of Dublin Airport, the M50 and future public transport initiatives such as LUAS.
- To implement an integrated and strategic land use strategy within the existing Ballymun community and its natural physical hinterland.
- To adopt a partnership, developmental and innovative approach to funding opportunities and business development initiatives.



• TRAINING & BUSINESS DEVELOPMENT

- To develop linkages with local business organisations through networking, mentoring and other forms of partnership will increase further opportunities for employment and business development.
- To match capabilities to opportunities - there are many existing programmes of job placement, training, counselling and other related matters. These will be supported and developed further to increase opportunities for local people. Linkages between BRL, training establishments and job placement agencies will be strengthened.
- To increase the skills base in the local community by means of developing innovative training and educational programmes.



• IMAGE BUILDING

- To change the image of Ballymun to potential investors by:
 - environmental improvement
 - marketing
 - media monitoring
 - community promotion
 - development support



• LOCAL DEVELOPMENT

- To make provision for enterprise units in the local communities to aid local start up businesses and provide space for retail and local services in neighbourhood centres.
- To promote the development of the local economy including traditional areas of enterprise and in the 'social' economy including environmental management, estate management, social care and child care.



The Masterplan attempts to be a flexible framework. Consultation will be on-going throughout the regeneration process.

This section explores ideas for attracting sustainable economic development.

