



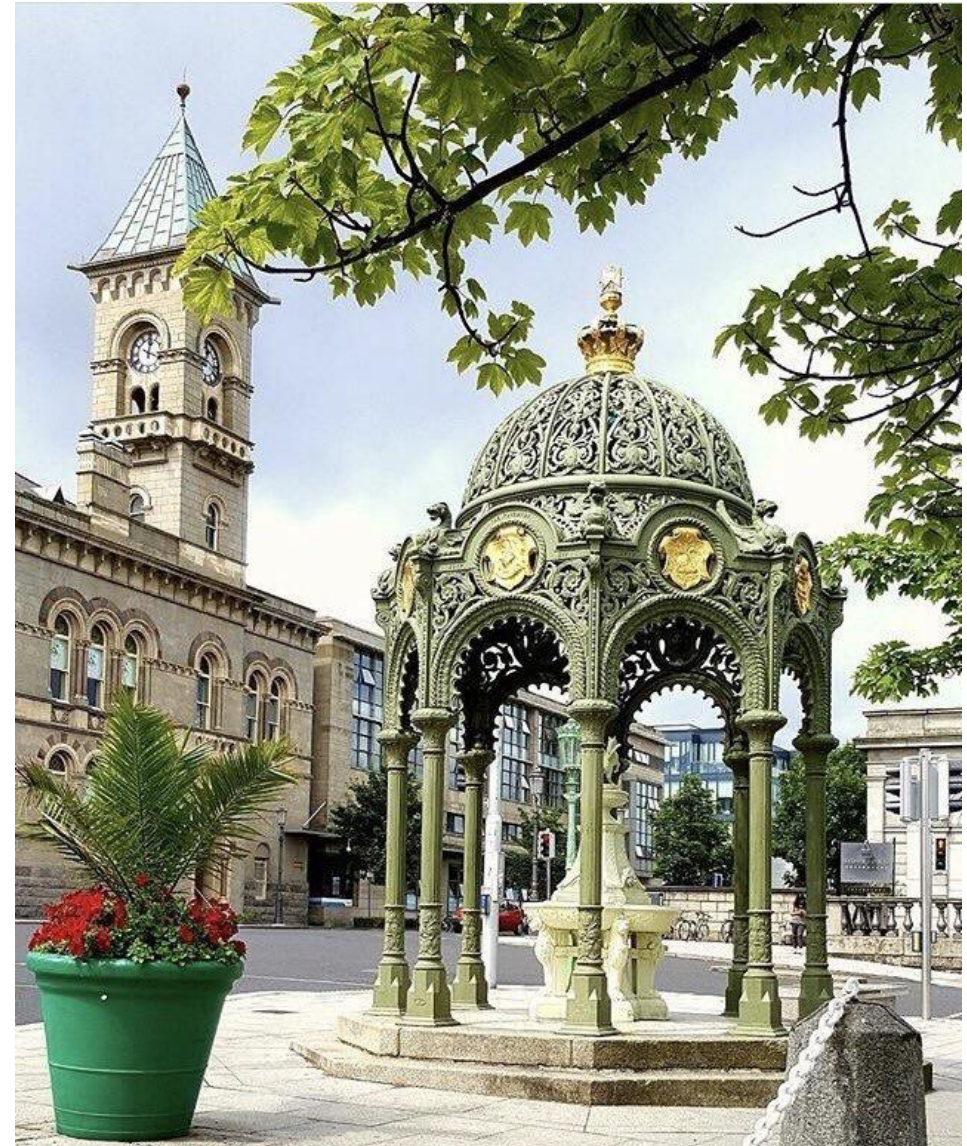
Integrated Action Plan Roadmap  
within Tourism-friendly Cities APN

# Dun Laoghaire Rathdown

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## How to use this document:

This document is intended to provide an overview or “Roadmap” for the Dun Laoghaire local support group (ULG), setting out the steps to be taken in the process of producing an Integrated Action Plan within Tourism-Friendly Cities Project.

It must be noted that we are operating in a time when the Covid pandemic severely impacts on our ability to plan definitively and as such this Roadmap must be seen as a “living document” and may need to change or adapt to local circumstances.

This document also includes the planned Transnational Network meetings with our partner cities.

To assist the reader we have provided a glossary of terms to explain some of the URBACT terminology.

## Glossary of Terms

**URBACT:** it is the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund, the 28 Member States, Norway & Switzerland.

**URBACT Local Group (ULG):** since URBACT follows a participatory approach, it is the team who brings together all relevant stakeholders having a stake in the policy challenge addressed by the city

**Action Planning Network (APN):** it is an exchange and learning tool for cities that have common challenges to be addressed in a transnational learning environment with peers and experts plus working with local stakeholders to agree an Integrated Action Plan focusing on implementing the policy challenge locally.

**Lead Expert (LE):** his or her role is to support beneficiaries in designing and implementing transnational learning activities, to foster the local level uptake of the learning developed in transnational activities, and more generally to help deliver expected results.

**Lead partner (LP):** it is the city who manages the URBACT cities network connecting it with the URBACT Secretariat.

**Integrated Action Plan: (IAP):** is a succinct document defining actions to be implemented, covering the planned timings, implementation responsibilities, costings, funding sources, monitoring indicators and risk assessment of the actions.

**Small Scale Actions (SSA):** pilot actions to be undertaken in order to experiment with new ideas for projects gained from other network exchanges and in line with the cities’ network topic.

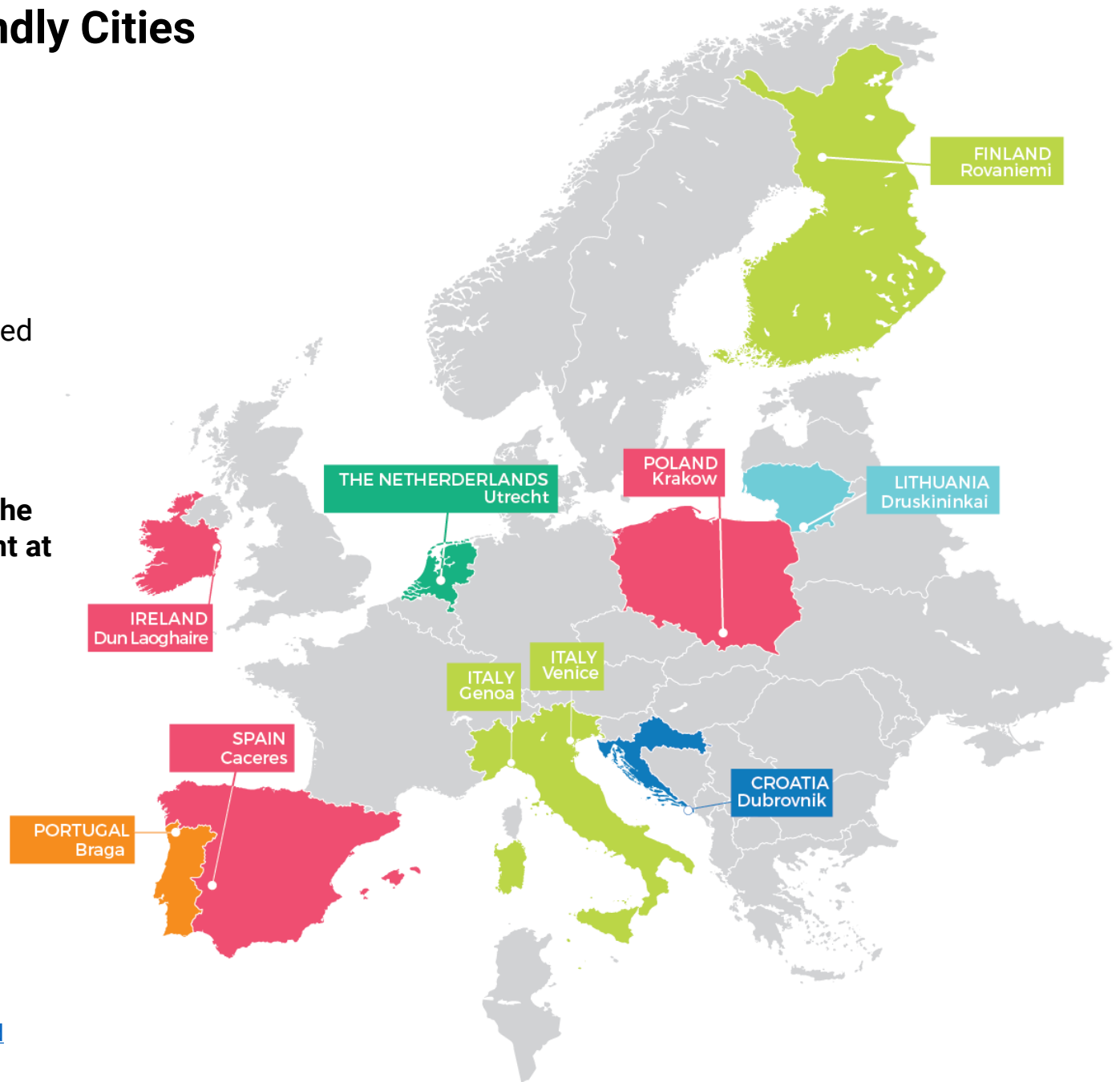
# Introduction to Tourism-friendly Cities Action Planning Network

**TOURISM-FRIENDLY CITIES** is an **URBACT** Action Planning Network aimed at exploring **how tourism can be made sustainable in medium-sized cities**, reducing the negative impact on neighborhoods and areas interested by different types of tourism and its related aspects through integrated and inclusive strategies **keeping a balance between the needs of the local community**, in terms of quality of life and of services available, **and the promotion of sustainable urban development at environmental, social and economic level.**

Dun Laoghaire Rathdown is one of 9 European Cities chosen as part of the TFC network. The network is led by the City of Genoa, Italy.

TFC won a competitive process, and is now one of a few selected networks selected at European level to conduct such work. Here you can find more info:

<https://urbact.eu/23-action-planning-networks-approved>



# Introduction to Dun Laoghaire



# INTRODUCTION TO DUN LAOGHAIRE

Dún Laoghaire Rathdown is one of four Local Authorities that make up the Dublin region. Dun Laoghaire is a suburban coastal town in County Dublin, about 12 km south of Dublin city centre. The population of Dun Laoghaire Rathdown is 218,000.

**“The outdoors is truly accessible here”.** Travel just a few kilometres from Dublin’s City Centre and you’ll find yourself in a peaceful area that combines miles of wave lapped coastline with rugged mountain terrain.

Maritime activities are a plenty on and in the sparkling waters of Dublin Bay a UNESCO Biosphere, while land lovers will find plenty to enjoy among the slopes and valleys of the Dublin Mountains.

Dun Laoghaire, with its miles of pristine coastline, it’s no surprise that the sea features large here. There’s an aquatic abundance of options for messing about in boats – sea kayaking for the adventurous, along with sailboat trips for a more leisurely maritime experience.

Cyclists can gear up for gentle seafront bike rides or attempt more challenging off-road trails, while the inviting hills and woodlands provide a lush playground for hikers and cyclists.



# Dun Laoghaire Urban Local Group Members

The ULG members are a group of coastal stakeholders from the local authority, private enterprise, community groups and business groups.

All ULG members are active and committed to this project and recognise the future benefit from developing the Dun Laoghaire coastal area as a sustainable tourism friendly area.



**Glynn Williams**

INSS – Irish National Sailing School



**Siam Smith**

Dalkey Book Festival



**Mary O'Keefe**

Dun Laoghaire Tidy Towns Group



**Ruth Doyle**

Glasthule Goes Green



**Tom Feeney**

Blackrock Business Network



**Dean Eaton**

Dublin Bay Biosphere



**Deirdre Black**

Dlr Heritage



**Bob Hannon**

Dlr Architects



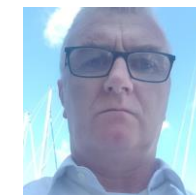
**Ursula O'Connor**

Dlr Economic Development



**Carolyn Mc Carthy**

Dlr Tourism Development



**Dave Lawless**

Dlr Tourism Development



**Ciara Scully**

Failte Ireland



## DEVELOPMENT OF THE DUN LAOGHAIRE IAP





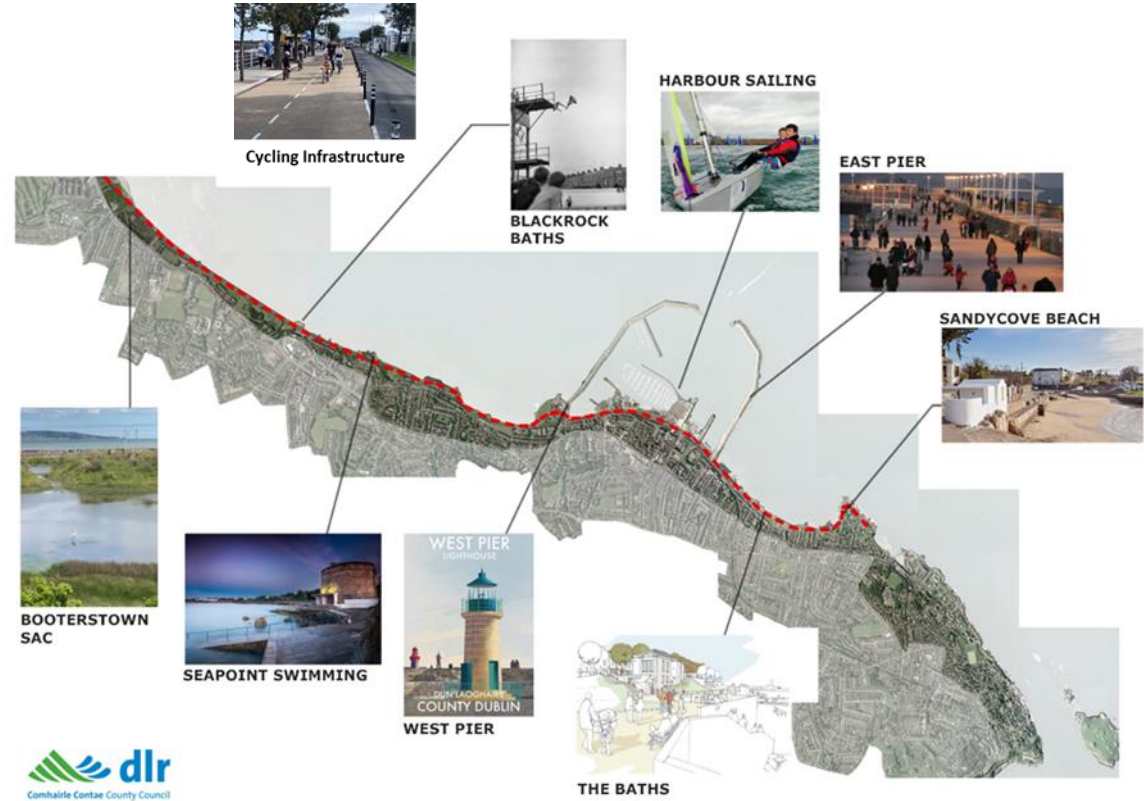
# The focus of our Dun Laoghaire-Rathdown Roadmap

Dun Laoghaire is aware of its touristic potential, but is also aware of the opportunities and challenges that its close proximity to Dublin poses. Most of DLR visitors are Dublin tourists that choose DLR for a day experience. There are easy connections by trains and buses to/from Dublin. Due to limited accommodation capacity, it is unlikely that the profile of day visitors will change anytime soon to overnight guests.

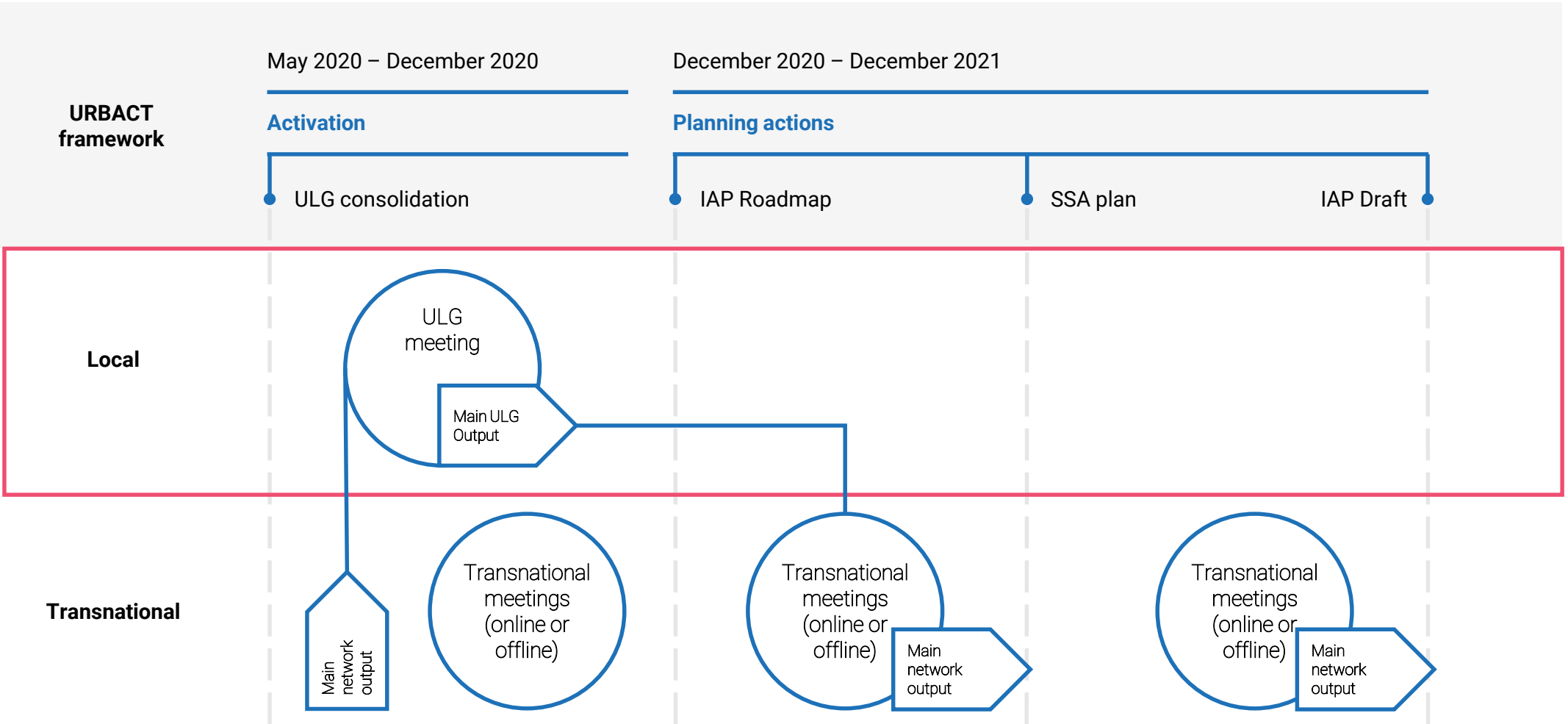
The Dún Laoghaire Harbour is one of the biggest visitor attractions in our county. DLR is now focusing on how to maximise the use of this facility in the most sustainable way and consider the impact this will have for local communities.

Accessible and Sustainable tourism are important concepts that we need to learn more about. How we engage with local Businesses and Communities will be key to the success of this project.

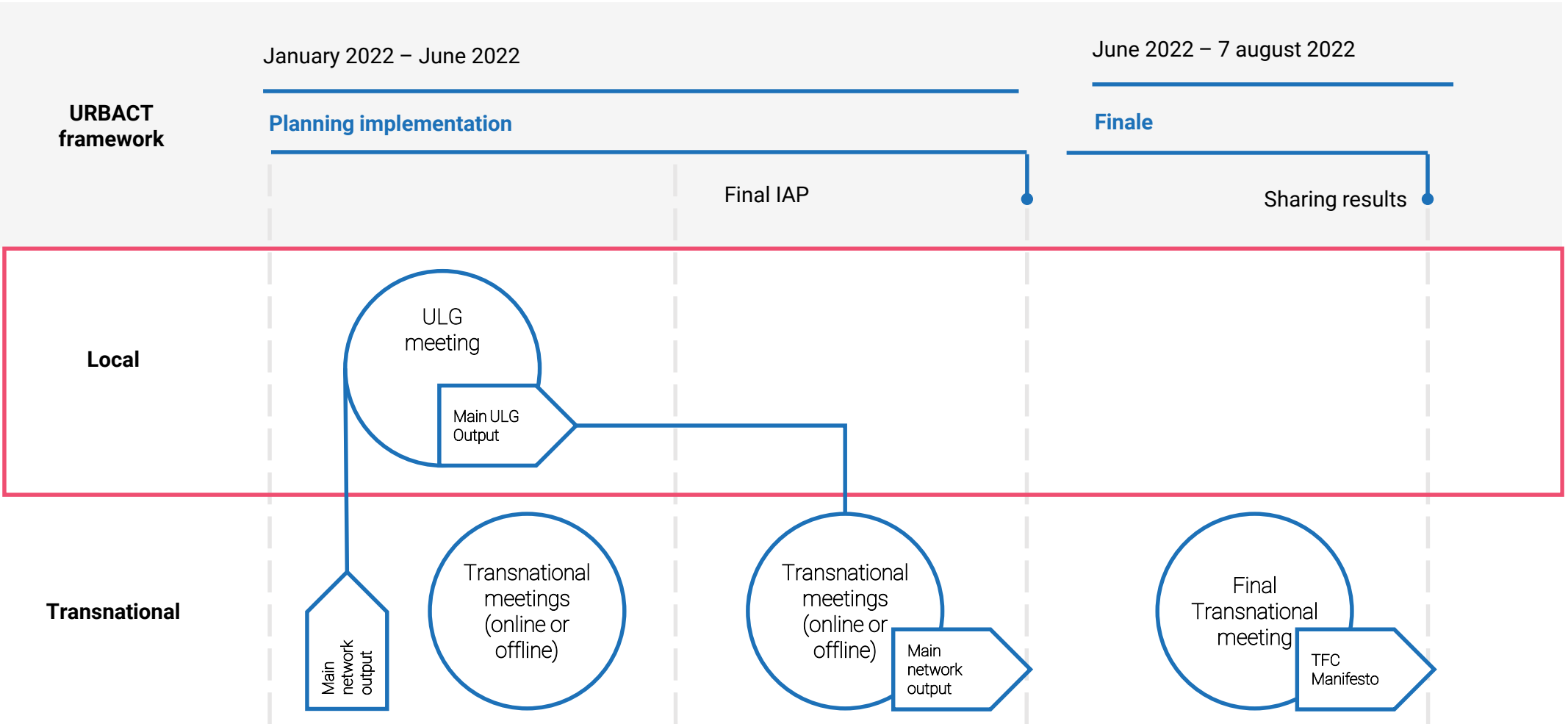
With a number of new capital investment projects along the Dun Laoghaire coast and the development of new Coastal Cycling infrastructure, Dun Laoghaire wants to maximise the opportunities to attract visitors to our County and it's Coastal Towns and Villages.



# Key milestones for 2020 and 2021



# Key milestones for 2022



# Dun Laoghaire Work Plan and Timeline



## DLR ULG Meeting

Sept to October (Various Locations) 2020

Due to the Covid Pandemic conduct a series of meetings with individual ULG members to explain the TFC Network and discuss key local issues of concern and opportunities for development.



## DLR ULG Meeting

December 2020 (On-line)

**Focus:** Host a Capacity Building Webinar on Thematic Objective 1 “**Visitor Impact of new Coastal projects in Dun Laoghaire**”



## TFC Transnational Meeting October 29<sup>th</sup> & 30<sup>th</sup> 2020 (On-line)

**Subtheme: Global business with local impact- Tourism Industry perspective**

**Focus:** IAP Roadmap Review; Tools for ULG engagement; Update on comms plan; Feedback on e-university, update on policy challenge and IAP focus (and method for problem mapping), Small scale actions, update on thematic focus for meetings 4-8



## TFC Transnational Meeting January 2021

**Subtheme: Tourism and safety** - mapping adaptations of tourism destinations so far and their effect on industry, residents and the city.

**Focus:** IAP development process and communication plan, objectives, actions, schedule.



## DLR ULG Meeting November 5<sup>th</sup> 2020 (On-line)

**Focus:** Feedback on Transnational Meeting in October. Sign Off on the DLR IAP Thematic Objectives. Overview of the IAP process.



## DLR ULG Meeting Week 1: Feb 2021

**Focus:** Host a Capacity Building Webinar on Thematic Objective 2: “**Accessible Tourism and Mobility Initiatives**”.



**DLR ULG Meeting**  
Week 4: February 2021

**Focus:** Host a Capacity Building Webinar on Thematic Objective 3: **“Tourism Opportunities for Towns and villages”**.



**DLR ULG Meeting**  
Week 2: March 2021

**Focus:** Host a Capacity Building Webinar on Thematic Objective 4 **“ Sustainable Tourism and engaging Businesses.**



**DLR ULG Meeting**  
Week 4: March 2021

**Focus:** Idea Generation and Action Planning Workshop.

This will start the process of identifying the key actions for development, funding sources and framework for delivery.



**TFC Transnational Meeting**  
May 2021

**Subtheme:** IAP- Environmental dimension implications.

**Focus:** URBACT Network page updates, checkpoint small scale actions; IAP- funding sources, framework for delivery, risk analysis



**DLR ULG Meeting**  
May 2021

**Focus:** Agree proposed actions for the DLR IAP and identify possible small scale actions for experimentation.



**DLR ULG meetings**  
May – September 2021

**Focus:** Experiment with small local actions. Reflect on learning. Review IAP actions.



**TFC Transnational Meeting**  
September 2021, Krakow

**Subtheme:** IAP- Governance implications

**Focus:** Mid Term Reflection, (State of Actions Report), Draft Integrated Action Plan



**DLR ULG Meetings**  
November 2021

**Focus:** Finalise actions in the DLR IAP



**TFC Transnational meeting**  
December 2021 (Venue TBC)

**Subtheme:** IAP- Economic implications.

**Focus:** preparing for the final IAP- using the self assessing integrated action plan.



**TFC Transnational Meeting**  
April 2022, Dun Laoghaire

**Subtheme 1:** City and residents perspective

**Focus:** Compare & review final IAPs; training for long-term commitment around IAP implementation



**DLR ULG Meeting**  
April 2022

**Focus:** Host the Transnational meeting of the Network. Present the DLR IAP.

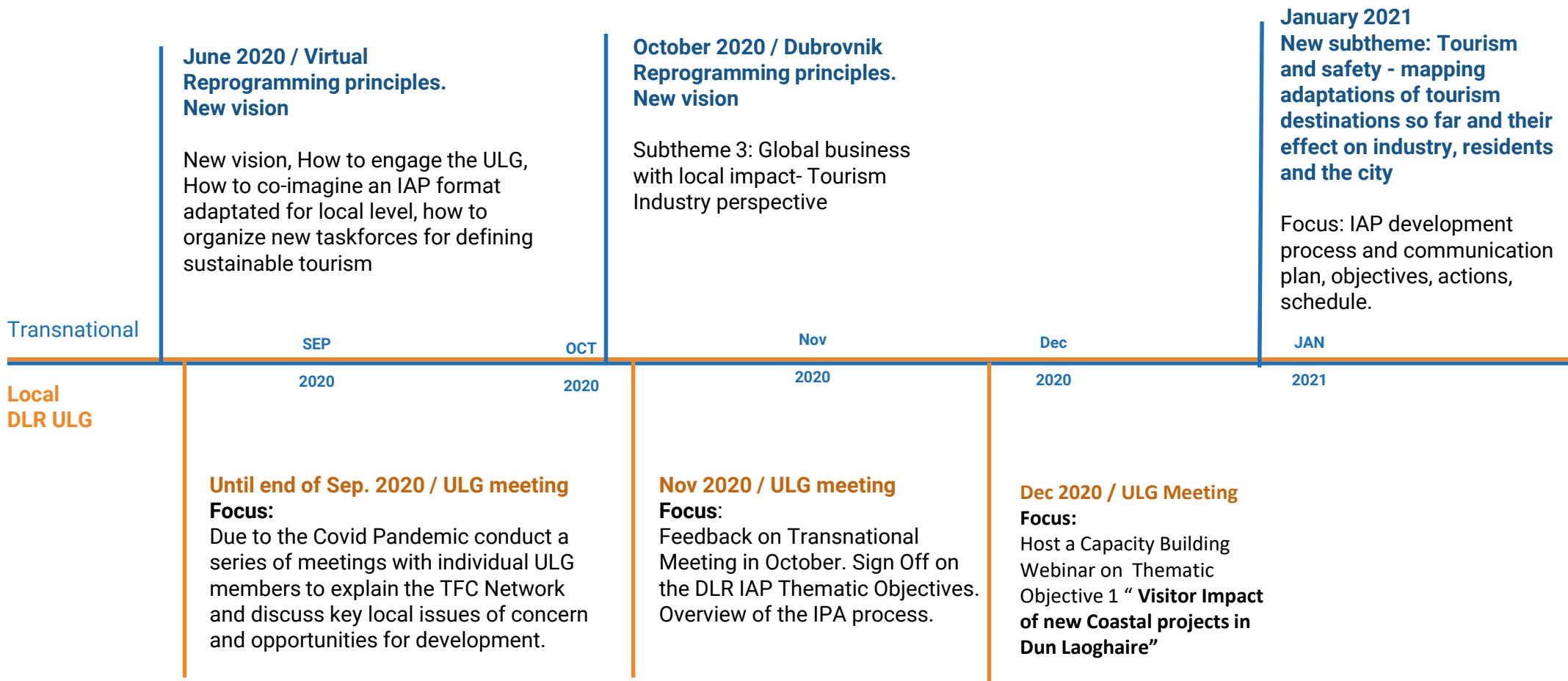
Integrating feedback for final IAP, discussing scenarios for how the ULG will continue to work in the future



**TFC Transnational Meeting**  
July 2020 Venice

**Subtheme:** IAP- Social implications and Rights and experiencing responsibilities- Tourists perspective and legacy of the Tourism-friendly cities network

# Dun Laoghaire IAP Time Line



# Dun Laoghaire IAP Time Line

Transnational

Feb

Mar

May

Local  
DLR ULG

2021

2021

2021

## Feb 2021 / ULG Meeting

**Focus:** Host a Capacity Building Webinar on Thematic Objective 2: **“Accessible Tourism and Mobility Initiatives”**.

## Mar 2021 / ULG Meeting

**Focus:** Host a Capacity Building Webinar on Thematic Objective 4 **“Sustainable Tourism and engaging Businesses”**.

## May 2021 / ULG Meeting

**Focus:** Agree proposed actions for the DLR IAP and identify possible small scale actions for experimentation.

## Feb 2021 / ULG Meeting

**Focus:** Host a Capacity Building Webinar on Thematic Objective 3: **“Tourism Opportunities for Towns and villages”**.

## Mar 2021 / ULG Meeting

**Focus:** Idea Generation and Action Planning Workshop.

This will start the process of identifying the key actions for development, funding sources and framework for delivery

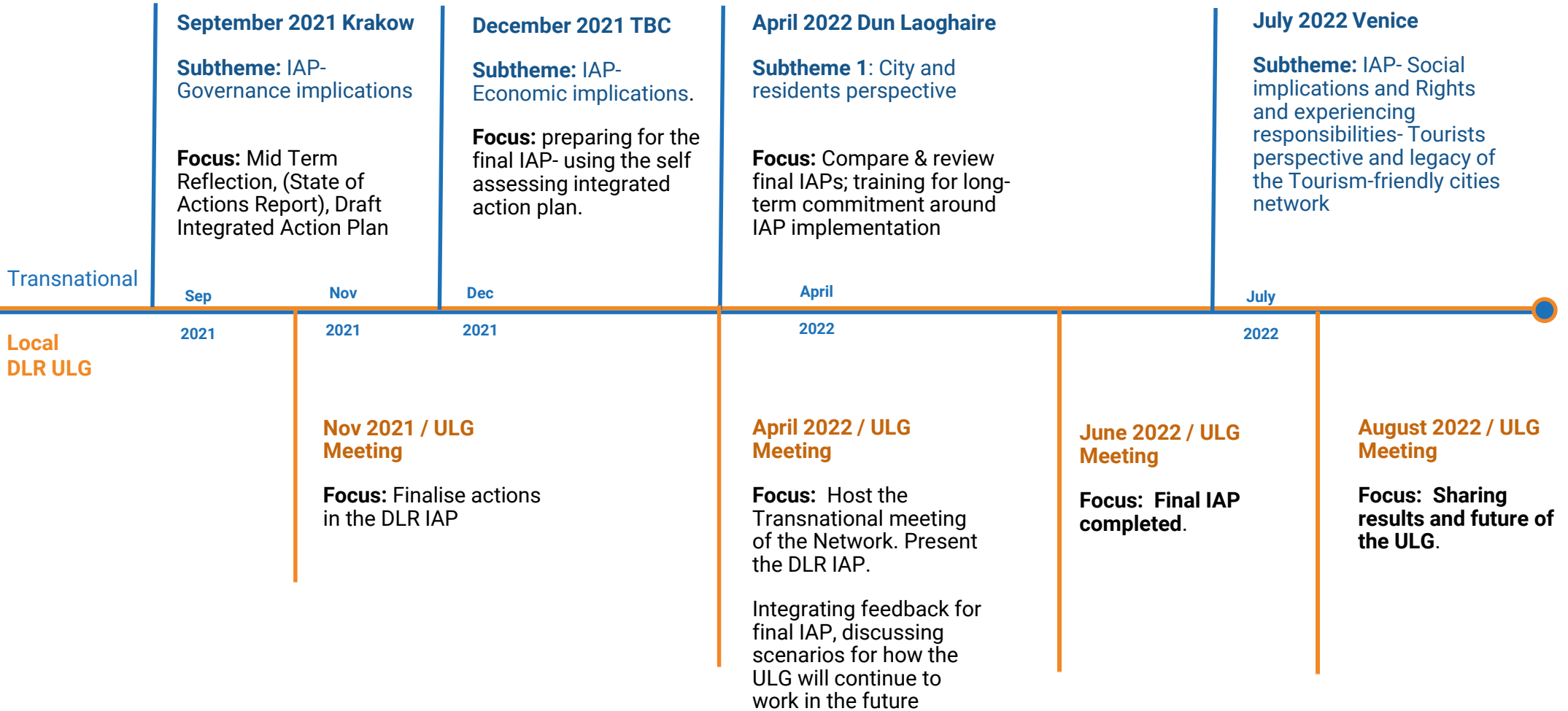
## May 2021

**Subtheme: IAP- Environmental dimension implications.**

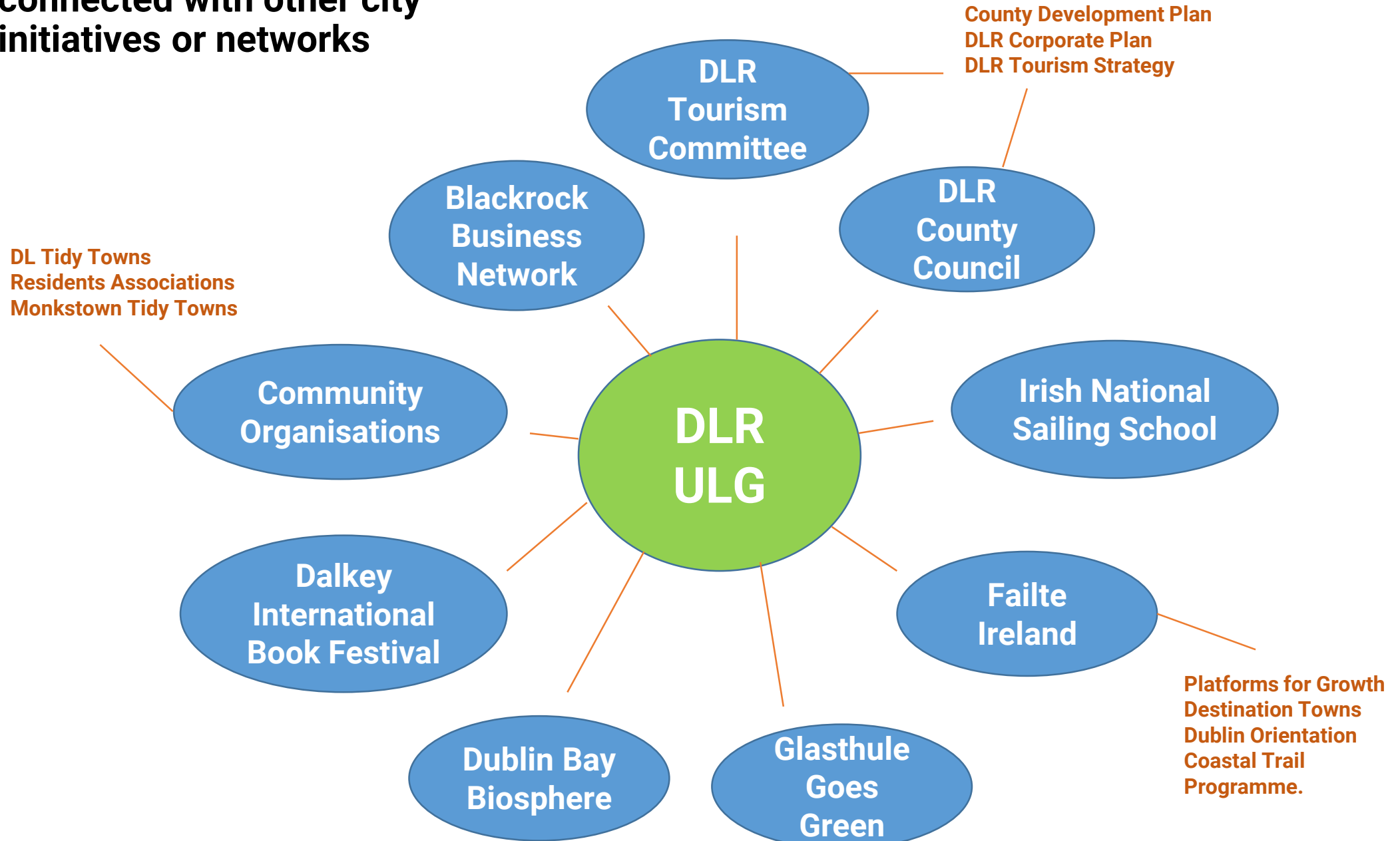
**Focus:** URBACT Network page updates, checkpoint small scale actions; IAP- funding sources, framework for delivery, risk analysis



# Dun Laoghaire IAP Time Line



# How the DLR ULG is connected with other city initiatives or networks



# How to get involved at local level

We welcome the opportunity to engage with new local stakeholders during this process who are interested in developing Sustainable Tourism in Dun Laoghaire

Furthermore, we are pleased to be contacted via email and telephone:

## Contact info:

Dave Lawless: [dlawless@dlrcoco.ie](mailto:dlawless@dlrcoco.ie)

Carolyn Mc Carthy [cmcarthy@dlrcoco.ie](mailto:cmcarthy@dlrcoco.ie)

Dun Laoghaire Rathdown Tourism Development Dept

County Hall, Marine Road, Dun Laoghaire, Co Dublin

Tel: 2054700

## Find out more at:

[www.dlrcoco.ie/tourism](http://www.dlrcoco.ie/tourism)

<https://urbact.eu/tourism-friendly-cities>

Twitter Tourism Friendly Cities; @TourismCities

Other hashtags #tfcities #sustainabletourism #sustainablecities

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## Responsibilities



Participate in in learning seminars and events. Be open minded and willing to exchange views and experience to support learning



Become an active member of the Dun Laoghre Urbact Local Group (ULG) and shape the development of the IAP.



Be prepared to experiment with Small Scale Actions

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## Benefits



Build Capacity and knowledge of how other cities are addressing Sustainable Tourism.



Benchmark our local practice and services with other partner cities.



Development of a new Tourism Action Plan for the coastal area of Dun Laoghaire