

PLAN of DUBLIN.

THE FUTURES ACADEMY



# Dublin City Prospective: the application of futures methods in urban planning processes in Dublin

**Elzbieta Krawczyk**

**The Futures Academy at Dublin Institute of Technology, Ireland**

**[elzbieta.krawczyk@dit.ie](mailto:elzbieta.krawczyk@dit.ie); [ela@wfsf.org](mailto:ela@wfsf.org)**



# Outline

- The context
- Case studies
  - Dublin 2020 Vision
  - Dublin – A City of Possibilities 2002-2012
  - Development of community indicators in Ballymun
- Strengths and weaknesses
- Lessons learned
- Conclusion

# The context – cities today

- Search for new innovative future-oriented approaches
- Addressing the issues of competitiveness and attractiveness, urban governance, quality of life and sustainability



# Dublin 2020 Vision

THE FUTURES ACADEMY



Initiative/ leadership	Internal initiative of the Dublin Chamber of Commerce
Methodology	Prospective approach
Participation	Business community, people invited by the initiators of the process
Time frame	March 2003 – April 2004
Time horizon	2020 (17 years)
Project management	Managed internally by the Chamber of Commerce, facilitated by The Futures Academy
Outcomes and outputs	Document with the vision for Dublin 2020; proposal for the creation of a forum

PLAN of DUBLIN

# Dublin 2020 Vision

THE FUTURES ACADEMY



imagine Dublin 2020

Our vision for the future of the city

### Imagine an ethnic Garda

Imagine a Garda in 2020 drawn from an overseas ethnic grouping. A Chinese Garda? Why not?

China is already one of the world's fastest growing economies and by 2020, interaction between China and Ireland could be as strong as that which exists between Ireland and the USA at present. The Chinese population in Dublin may well be the largest ethnic group, drawn from business, students and regular visitors.

Picture a young Chinese who came to Ireland as an English language student in 2005 and had trained so much that he was determined to stay. He applied for Irish citizenship, which was granted early following the introduction of a points-based immigration Act.

His career path could have taken him into the new Dublin Traffic Corps and from there to full membership of the Garda Síochána. An assignment to Community Liaison Work would see him working closely with the Chinese and other ethnic groupings – giving him a role also in policing the various festivals from St. Patrick's Day through to the Chinese New Year.

Perhaps he lives in Dublin's suburbs, commuting by fast rail into the city – or he may like the city enough to make that considering purchasing an apartment in the fashionable north inner city district.



### Imagine a Tallaght Medical Graduate

Tallaght Medical University 2020 - Ireland's leading Medical University and Research Centre, developed through a merger of the former Tallaght Institute of Technology and Tallaght Hospital.

Picture one of its graduates, she is currently a Senior Researcher with an Irish precision instrument company specialising in robotics technology in the primary health care market for the elderly. She studied at a campus company at Tallaght Medical and, despite most of its manufacturing taking place now, it is in north and central inner Dublin. Her main research interests still focused close to its original home in Tallaght.

Our senior researcher has recently married and is living with her husband and two children in the Docklands. She prefer to live in Docklands because of its easy accessibility to shops, school and the many evening entertainment events. She has no difficulty with the forty minute commute by bus from Docklands to Tallaght, but frequently prefers to cycle or use her power scooter.



### Imagine an Aircraft Mechanic in 2020

Imagine a young man who moved to Ireland from Saratov College in a big and one runs his own aircraft maintenance business, specialising in high spec engine maintenance for private planes.

His progress through the Irish education system is likely to have included an apprenticeship in mechanics, possibly followed by a degree course in aeronics. A four graduate business course, available in many of the third level colleges, would have allowed him to develop his technical knowledge into a more practical business opportunity – in this case, a first business catering exclusively for the maintenance of executive cars, but developing into the more specialist area of servicing aircraft engines.

A not unlikely scenario, with Ireland's rapidly expanding international business leading to more companies making use of the central airports close to Dublin, and with technology creating a new generation of Conquest engine to supply powerful power thrusts to smaller planes.

This business will be a critically clean next step off the Irish aviation fast track to Dublin Airport and the smaller airports catering for private planes. Computer diagnostic tools and robotic arms will do most of the intricate repair work. Perhaps the next step is to establish an international franchise specialising in supercar engine diagnostics and repair.

The young man may also face the dilemma of combining work and social activities. An early career as a star GAA player at senior level may now have led him into the senior ranks. Could he be his first serious cash footballer to win an All Ireland medal with Dublin? He may well need the thinking of taking leave from his business and becoming a professional GAA player.



### Imagine a recycled entrepreneur

The problems of starting a new business in 2020 may be no different from today – the key to success will still centre around how to turn a good idea into a profitable business.

Consider a man in his mid 50s who is made redundant in 2015, following the closure by another manufacturing company to close its operation in Ireland and relocate to a lower cost destination.

Our successful entrepreneur in 2020 call him Seamus. Draw on the support of the Guinness Enterprise Centre – first to learn the basics of running a business, then to help convert a good idea into a real business.

Recognising the clean and green drive in Dublin towards protection of the environment, Seamus researched the concept of collecting and disposing of small quantities of hazardous waste. By this time, the Dublin Hazardous Waste Company was the leader in the business, but its main sources of supply were coming from the larger industrial and healthcare sectors. The collection of smaller quantities such as used batteries and other chemical products from the household and small business sectors was more problematic in terms of cost and logistics.

Seamus's background in the larger multinational for which he had worked for twenty five years was in logistics. He knew precisely how to schedule smaller collections and deliveries based on just in time principles. He applied that expertise to the collection of hazardous waste – building a strong customer base and a ready customer in the Hazardous Waste Company.

Now in 2020, his business is successful, and employs fifteen people.

Seamus is also a respected traditional singer and storyteller and an active promoter of the Irish language. The globalisation process which once threatened Ireland's culture and identity has been reversed, and there is a new hunger for the unique and cultural – manifest in music, shopping and entertainment – which makes Dublin such a different and attractive place.



### Imagine a Mayor for Dublin

Imagine a native Dubliner, with direct experience of the Irish and American political systems, now in her second term as Mayor of Greater Dublin.

Dublin's Mayor was first elected in 2013 and re-elected with an increased majority in the 2018 election.

A native of Dublin's inner city, her background included a degree in Politics and Economics from an American university, part-time membership of a police Cadet Force in a US city, and an active role as a campaigner with leading politicians in Major and Presidential elections in the USA.

A return to Ireland saw her elected first as a City Councillor, then as an assigned political representative to the Hurling Greater Dublin Area Authority, and then elected as the first Mayor to head up the new Authority – with the aim of making it the driving force behind Dublin's status as Europe's most progressive city.

Imagine the Mayor's daily schedule. Her busy day can include items such as the budget allocation for the next five years investment in transport, meetings with the Transport Regulator on reviews of the bus route tendering system, and possible amendments to the regional housing density regulations. Much of her time is spent with incoming delegations from other international cities, whose main question is generally 'How did Dublin become such an international success?'





# Dublin – A City of Possibilities

Initiative/ leadership	Effect of legislation prepared by the Department of Environment
Methodology	Strategic Visioning
Participation	Bodies represented on DCDB
Time frame	January 2000 – April 2002
Time horizon	2012 (10 years)
Project management	Dublin City Development Board (DCBD)
Outcomes and outputs	The strategy, <a href="http://www.dublin.ie">www.dublin.ie</a> , and a number of different local actions

PLAN of DUBLIN

THE FUTURES ACADEMY



# Dublin – A City of Possibilities

## Dublin - A City of Possibilities

Dublin City Development Board

Economic, Social and Cultural Strategy  
(2002-2012)

Dublin



City Development Board



Dublin City  
Baile Átha Cliath





# Community indicators in Ballymun

Initiative/ leadership	Ballymun Regeneration Limited (BRL) and “It Takes Two” group
Methodology	Visioning
Participation	GAP Action Teams, Dublin City Council, BRL, community groups
Time frame	Late 2001 – ongoing
Time horizon	2017 (17 years)
Project management	BRL and GAP (Global Action Plan)
Outcomes and outputs	Set of future scenarios and set of economic, environmental and social indicators



# Community indicators in Ballymun

## THE BALLYMUN ENTERPRISE

Small Enterprises • Technology Park • Crafts • Arts • Music • Recycling

June 1, 2017

### Ballymun sculptures in New York

A group of Ballymun artists was invited to exhibit their works in New York. This is the third exhibition of sculptures created from recycled materials, which will be shown outside the country. The first two were displayed in Amsterdam and Manchester. Our very talented people work together in the Craft Centre, using materials from waste. Their works are widely known in Ireland. We all like the water-bed benches, chess tables in the park and what we all are the most proud of: the big clock on the Town Hall tower.

Well done!  
Congratulations!



Children's theatre parade - AXIS Art Festival 2016



Staples hold the pieces of a fractured plate together

### New resident on the Trade Street

The Electronic Equipment the form. "Knocking to your door" service became an "own office" enterprise. The small business, based on repairs of broken products and recycling obsolete objects, mostly electronic ones, had so many clients, that it wasn't possible anymore to call in to individual houses. Now clients can bring their treasures to be fixed to the spot, located in the shopping mall on Trade St. between Ballymun Bakery and "Gardener's Corner", opposite café - bookshop "The Beans of Knowledge". Welcome on the Ballymun high street!



"The Beans of Knowledge" on our "High Street"

### Big festival coming soon!



Annual AXIS Art Festival will be held over the last weekend of August. The festival will open on Thursday, August 26. Like every year we will start by testing different kinds of food from all over the world. Friday, it's The Theatre Day, Saturday - a big celebration of music. The festival will end on Sunday showing works of painters and sculptors. The AXIS Arts Centre is calling now for all groups and individuals interested in active participation in helping to organise the event.



In relation to a huge interest of tourists in our festival and the fact that all the beds are already booked for that weekend, we are looking for ideas to provide the additional accommodation for tourists. All concepts are very welcome! Our festival becomes famous!

## BALLYMUN OUR PLACE

June 1, 2017

### "The Ballymun stories" New best-seller!

Here it is! The book we all were waiting for! "The Ballymun stories" became a best-seller in the first week of availability on the market. The 10 librarians copies were lent out immediately. The library has a list of people waiting in the queue to borrow it. The very successful writer, Mr Patrick Fitzgerald, spent 5 years on research to his stories. Asked what was his best experience during that time, he said: "I was amazed with the people"



### Ballymun - the Tidiest Town! Winner again!

We are very proud to announce that Ballymun Town won the last year edition of the "Tidy Town" contest! It's the 7th victory in this, 20 year old competition! It's worth to remember the town had always a position in the top five. Well done people of Ballymun! CONGRATULATIONS!



"Our Green" Ballymun Park

knowledge of the history of the place. They were able to describe the smallest details about the life in Ballymun decades ago. I could experience extremely strong feelings about the place - pride, very positive identity, and also responsibility and huge concern, when the times weren't too good and the town was struggling with serious problems."



### New B&B "Cherry-tree" on Cherris Street

New B&B hostel opens on 1<sup>st</sup> of June. The increasing number of tourists in Ballymun and the lack of suitable accommodation for the last 2 years, gave rise to the opening of a new B&B. It's an unusual business, based on neighbourhood co-operation. A group of inhabitants from Cherris St. set up a small company, put the money together and bought the house displayed for sale on Cherris St. It took them 2 months to convert the house into the hostel. The 11 neighbours became the owners and employees of the hostel.

Cherry-tree B&B  
14 Cherris St.  
Ballymun  
01-9865231

### From The Town Hall



- The Ballymun Town Council is planning to fund a new green area in the town. The planners are looking for community consultation on the location and desirable amenities. Please contact the Town Council Planning Department. All ideas are very welcome!
- New flag, symbol of our town, the design chosen by the community, will be put up, on Friday, June 4<sup>th</sup> at 12 am.
- The Town Council Housing Department hired 2 new employees to deal more effectively with all housing issues in Ballymun. Joan Garrett and John Farrell are Ballymun inhabitants, graduated in Social Work in UCD.

### WELCOME IN BALLYMUN COMMUNITY!

A very warm welcome to the new born children in our community. Ballymun has 6 new inhabitants since last week.



## THE BALLYMUN SHELTER

June 1, 2017

### Newcomers! Welcome in Ballymun!

Over last couple of years we noticed increasing numbers of people looking for a house to rent or to buy in Ballymun. We asked Mr Barry O'Kieffe, who moved to Ballymun from Shankill five months ago, about his reasons for change. Mr O'Kieffe said: "I used to live Shankill, but besides beautiful landscapes and the sea, there is nothing to enjoy. Why Ballymun? This town has good reputation! I have a couple of friends living here. They all like this place a lot! It has its own character - it's full of life, and what's very important, safe. People know each other here, smile, talk and care. It's easy to get a job in the neighbourhood and the house prices are reasonable. Do you need any more reasons?"



Barry O'Kieffe's new home on Orchard St.

### Tom Williams

has worked in Road Safety Unit for 15 years since its foundation. He said that roads safety in Ballymun has improved a lot. There were no road accidents involving pedestrians for the last 3 years.



Annual Spring Trip  
This year Ballymun Youth Centre took its members and friends to greet the spring to the Burren, Co. Clare. "It's a fantastic way to spend time together and to show young people how they can enjoy life, have fun in different way" said Emily Johnson, one of the parents present on the trip.

### Ballymun Wave

Good music, local news, and loads of fun! Turn your radio to 95.6 FM!



### Pupils teaching pupils

The primary school in Ballymun has finished the annual edition of its training programme on traffic safety and the prevention of drug abuse. The last version of the programme was slightly different than its previous years. The "drug abuse" part was run by former pupils, who were involved in drugs in the past, and also by their parents. They were asked to talk about the reasons for using drugs, dangers, health risks and ways out of the addiction from their own experience. The questionnaire from the pupils at the end of the programme showed a good response to this method.



Take your children for the Sunday morning swim! Special price for families on Sunday morning! Only €15 for an hour long swim for whole family! Ballymun Water World welcomes you!

# Dublin 2020 Vision

## Strengths

- Exploration of the future of an entire city-region
- Looking into the relatively long-term future
- Established coordination team
- Recognition of a need for a shared vision

## Weaknesses

- Vision developed by representatives of one sector
- The Chamber lacks executive powers
- Not enough emphasis on the exploration of possible futures
- Lack of evaluation mechanisms

# Dublin – A City of Possibilities

## Strengths

- Full political support for the project
- Participation of all actors within the city
- Consideration of all aspects of the city
- Clear methodological framework
- Evaluation and proofing mechanisms

## Weaknesses

- Looking at only part of the city – Dublin City Council area
- Rather short (10 years) time horizon
- Lack of sufficient information about the actions arising from the projects

# Community indicators in Ballymun

## Strengths

- Active and extensive participation of local community
- Engagement of actors responsible for generating change at local level
- Maintaining the continuity between the workshops

## Weaknesses

- The main weakness of the project was a lack of overall continuation of the entire process.
- Absence of a coordinating team
- Undermining confidence of local community in similar exercises

# Lessons learned (1)

- Establishment of a project team
- Provision of sufficient resources
- **Leadership**
- **Individuals and agencies involved**
- Design of the process
- **Pilot studies**
- Promotion of the project
- Continuation issues



## Lessons learned (2)

- Choice of the methods and techniques
- Engagement of the national government in regional and local projects
- Communication issues - common language
- Importance of the process itself
- Hard facts and soft emotions
- Innovativeness, creativity and imagination.





# Conclusion

- The need for a systematic examination of the issues related to the application of futures methods in urban planning.
- Development of a 'methodological knowledge base'.
- The need for a deeper and wider exploration of the scope for the application of futures methods.
- Then need to promote a shift in the urban planners and decision-makers mindset towards a more future-oriented perspective.

PLAN of DUBLIN.

THE FUTURES ACADEMY



Thank you !!

Ela Krawczyk

The Futures Academy at Dublin Institute of  
Technology, Ireland

[elzbieta.krawczyk@dit.ie](mailto:elzbieta.krawczyk@dit.ie)

[ela@wfsf.org](mailto:ela@wfsf.org)