



Future Analytics

Dundrum Central SHD:

Report on Stakeholder and Community Engagement

Version 1.1



March 2022

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Consultation and Engagement Summary

**Land Development Agency Statement on Community and
Stakeholder Engagement**

DUNDRUM CENTRAL PROJECT:



Consultation & Engagement Summary

Land Development Agency Statement on Community & Stakeholder Engagement

In progressing its plans and proposals, the LDA promotes a proactive and inclusive approach to community and stakeholder engagement, starting from the earliest stages in the planning and design process, through to construction and eventual occupation of a housing scheme.

A key function of the LDA is to optimise relevant state land to deliver sustainable and affordable housing and compact development. In progressing our plans, the LDA seeks to provide opportunities to hear the views of stakeholders and communities at key stages of developing our proposals.

The LDA believes that adopting this ethos will support improved design and planning outcomes, and ultimately the delivery of sustainable, inclusive developments that are well integrated with existing communities.

The LDA appreciates that views of stakeholders may vary and be diverse. The LDA is committed to listening and seeking to balance key issues and concerns with achieving the wider public interest and delivering sustainable and affordable housing and achieving low carbon development which supports placemaking and community integration.

The Agency adopts a tailored approach to engagement in response to the local context, issues and opportunities that are identified.

The Land Development Agency ran a comprehensive Consultation & Engagement Strategy for the Dundrum Central project. This included Four Stages:



Introductory Communications: Community / Information Gathering (*Quarter 4 2020*)



Emerging Concept Consultation Stage (*January and February 2021*)



Engage Concept Stage (*March - April 2021*)

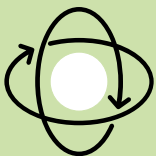


Engage Masterplan Stage (*May-June 2021*)

The Consultation involved 25 meetings with local Residents Associations, Community groups and Local Area Councillors, 4 public online webinars attended by over 500 people, over 1000 emails corresponded with and approximately 12,000 project website visits.

Engagement and public consultation is at the core of the LDA's approach to help ensure that views of the community and key stakeholders can be heard and considered as we progress from the very earliest stage of the design process for this landmark site. We believe the project will be strengthened by seeking the experience and views of the local community.

We now enter Stage 5 The Planning Application Process and a full report on the Consultation Process and findings to date which has helped to inform the proposals and detailed design consideration follows:



7,500

Virtual Consultation Room (Stage 3 Engagement - Emerging Concept Plan) recorded **7,500 visits**



>11,500

Project Website recorded over **11,500 visits**



>500

Stage 1 Initial Engagement Community Survey with **>500 survey responses**



500

Some 500 attendees at our webinar series (4 webinars)



1,000

Over 1,000 pieces of email correspondence and engagement with the Community Liaison office



25

25 meetings with local Residents Associations and community groups and **Local Area Councillors**



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Introduction

Introduction

As a unique and historic piece of land, the ambition of Dundrum Central to sensitively transform what has been an area inaccessible to the public into a high-quality, welcoming and attractive urban environment, commands a meaningful and proportionate engagement process with the surrounding communities. The importance of successfully integrating Dundrum Central into the Dundrum and Windy Arbour communities cannot be understated, and will contribute to the delivery of a complementary and sustainable addition to the area.

Accordingly, there is undoubted significant value in pursuing meaningful engagement with the local community, stakeholders and other interested parties.

The engagement process for Dundrum Central has been underpinned by 2 no. key strands. The first was the establishment of a dedicated LDA Dundrum Central Community Liaison Office (CLO) from the very beginning of the project – offering a full time phone line and email contact for any queries, concerns, submissions or feedback. The second was the early publication of a Community Engagement and Stakeholder Plan setting out a broad roadmap of the key stages of engagement foreseen, and ultimately pursued, for the project. A extensive range of related activities have been pursued to deliver upon the LDA’s ambitions for a comprehensive, transparent and consistent level of engagement and consultation to inform and guide the project’s progress.

This report sets out a chronicle of the extensive engagement activities that have been pursued over the course of the Dundrum Central project to date, much of which is reflected on the project website, www.dundrumcentral.ie and observed through extensive correspondence and widely communicated activities at key stages throughout the process.

Significant development projects by their nature can naturally be of interest to residents, visitors and workers in the environs of the project. With regard to engagement and consultation for Dundrum Central, the LDA’s motivation from the outset was to listen to, learn from and, ultimately, generate a shared vision for Dundrum Central.

As such, a series of core engagement principles were devised and communicated for the project. These principles help to shape how the project is planned, developed and how it will be delivered, enabling the LDA and Design Team to make better decisions:



Transparent communication process

Throughout the project updates and information will be provided on key issues and activities taking place via the website which will be updated regularly.



Time to Reflect

We will provide a variety of opportunities for engagement at key stages of the project with time to share and feed in ideas, at meetings, virtual rooms, surveys and webinars.



Inclusive engagement opportunities

Opportunities will be available for the community, individuals, young and old alike, Public Participation Network and interested parties to share comments and views.



Feedback to Community

We will report back to the community on how the key issues and feedback we received has been considered in the design approach.

“We will pursue a holistic approach to champion positive urban change within Dundrum Central, delivering a project that respects the unique context of the site and its relationship with neighbouring areas. We will embrace a citizen-centred engagement process to ensure that the community can contribute to a shared vision for the project”



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Stage 1: Introductory Communications

(Stage 1 timeline: September 2020)

Stage 1 Engagement - Introductory Communications

Launch of Project Website

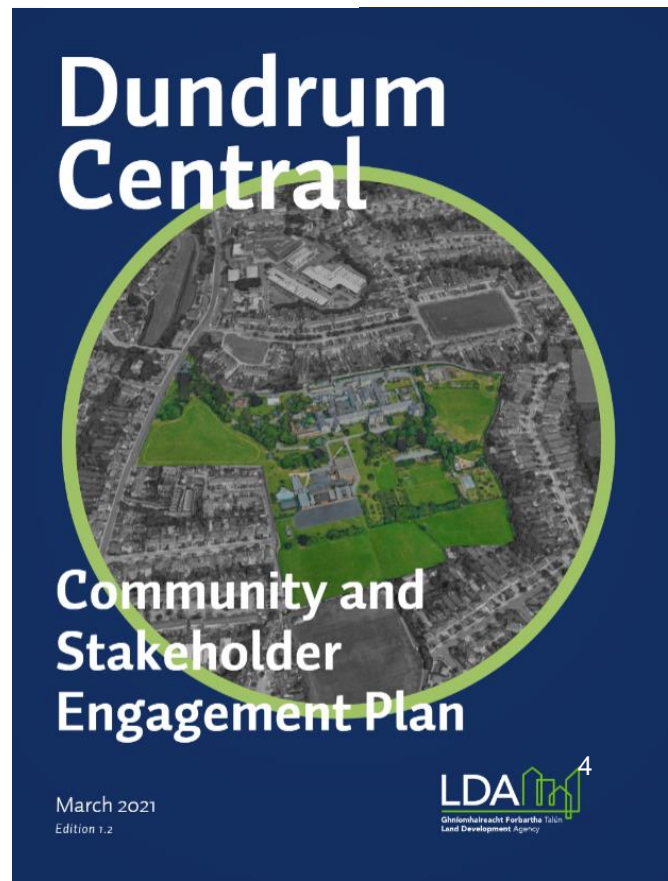
The formal, public-facing commencement of the project was marked with the publication of the project website, www.dundrumcentral.ie. This website was published to serve as a centralised resource for all communications, consultation and engagement activities, and as a resource library of all activities and publications relating to the project as it progressed. The website is maintained by the LDA's Dundrum Central Community Liaison Office, and includes a convenient contact form together with all CLO contact details and all activities and events completed during each Stage of the Community and Stakeholder Engagement Plan to date.

Establishment of Community Liaison Office

In order to exact an efficient and effective engagement process, it was incumbent on the LDA to ensure ease of access to information and to provide for a convenient means of interaction with the project as it developed. The Community Liaison Office (CLO) was formed to facilitate direct access and point of contact certainty for the community, stakeholders and interested parties. The CLO operates a full-time attended telephone line (during office hours, week days), a dedicated email address (community@dundrumcentral.ie) and postal address facility. Throughout the entire Dundrum Central engagement process, the CLO has coordinated and facilitated clarification on queries, information requests, meetings, webinars, handled submissions, interfaced with the Design Team to communicate feedback and insights received from all parties, etc.

Community and Stakeholder Engagement Plan

In recognition of the importance of engaging with the community and key stakeholders throughout a project of this scale, a Community and Stakeholder Engagement Plan (CSEP) was developed and published at the start of the project. The CSEP set out the 5 key stages in the engagement process, and set out a timeline for interested parties to have an appreciation as to how the project would proceed. The CSEP has guided and informed the LDA and Design Team understanding of local opportunities and challenges, and the manner in which the Dundrum Central project can enhance and support the area and the community.



Stage 1 Engagement - Introductory Communications

Communicating Widely in Dundrum / Windy Arbour Community

At the start of the project, the CLO undertook an internal audit of social infrastructure within the catchment of the Dundrum Central project site. This exercise involved mapping the extensive services and facilities locally, notable employment locations, education facilities, and other nodes where footfall and public custom may present future opportunities to advertise and communicate the project and engagement activities.

The CLO thereafter used the mapping exercise results as a cross check when communicating or raising awareness about different stages of the engagement process.

Communicating Widely Among Local Government, Elected Members, Public Participation Network, Etc.

From the outset, the LDA was keen to ensure that the relevant Departments within Dun Laoghaire Rathdown County Council together with the Elected Members and wider political representation were informed of the project and aware of the ambitions therein. This would ensure that their constituents would be fully informed of engagement activities and planned events associated with Dundrum Central.

Community Leaflet Drop and Mini-Survey

In order to communicate widely and “announce” the start of the Dundrum Central project, an information ‘tri-fold’ leaflet was disseminated to all homes within a 1km catchment of the project site. The leaflet provided an introduction to the LDA and its role, the ambitions for the Dundrum Central project, the contact details for the CLO, and the indicative roadmap for the engagement process over the months to follow.

In addition, a mini-survey was included, which could be answered in hard copy by postal return or completed directly via the project website. The survey sought views on the emerging vision for Dundrum Central and the need or otherwise for certain facilities and amenities in the future development at the project site.



Please complete our mini-survey on our project website:

Q1 - What are the “Top 3” areas you would like to see discussed as part of Dundrum Central’s consultation process? (1 = most interested)

Urban design		Other (please state):
Sustainability and environment		
Community		
Amenity/open space		
Heritage		
Connectivity		

Q2 We want this future neighbourhood to be inclusive of all age groups and members of the community - what features do you think would help to achieve this?

Q3 Please indicate your level of agreement with this statement:

“Dundrum Central presents an opportunity for this currently inaccessible site to positively contribute to the wider community.”

Strongly agree Agree Unsure Disagree Strongly disagree

Q4 - What are the key elements that you feel should be considered when designing this new neighbourhood within Dundrum and Windy Arbour?

Q5 If you would like to receive project-related updates by email, from the LDA and the Project Design Team, please provide us with your email address (block capitals):

Email address: _____
(You can also contact us using the details overleaf)

Dundrum Central

September 2020

Find out more about this project

Visit our project website
www.dundrumcentral.ie
 This will be regularly updated with news, details of events and other activities.

Get in touch

There are several ways to contact us about this project:

- ✉ **Community Liaison Office**
Dundrum Central Project
 Land Development Agency
 2nd Floor Ashford House
 Tara Street Dublin 2
 Dublin
 Do2 VX67
- ☎ 01 9602486 (Office hours)
- ✉ community@dundrumcentral.ie

We look forward to hearing your views as the project progresses!

Covid-19 STAY SAFE

All project activities and engagements will fully comply with public health advice and safety standards.

Have your say!

Land Development Agency

Following judgement of an application, submissions or observations can be made by interested parties to the decision making authority. Application details will be publicly notified, available online and for viewing at specified locations to support accessibility for all.



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Stage 2: Community Information Gathering

(Stage 2 timeline: Quarter 4, 2020)

Stage 2 Engagement - Community Information Gathering

'Listening-Learning Meetings with Residents Associations and Community Groups

From the first Stage of the engagement process, the LDA and Design Team lead, the Project Architect, together with representation from the CLO, organised to meet with interested Residents Associations and voluntary/community groups and clubs on an individual basis. The ambition was to outline the principles of the project, and to listen to and learn from the community group and their experiences locally.

Owing to the (then) deteriorating situation with Covid-19, online resources and tools were adopted so that the engagement process could be pursued to the fullest extent permissible under Government health guidelines.

Publication of Mini-Survey Report

As part of the commitment to transparency and dissemination of engagement findings, a report was published outlining the findings of the Mini-Survey conducted in the Stage 1 activities. While the LDA and Design Team appreciate that the mini-survey was simply a first indication of the diverse views, opinions and experiences throughout the community, we were delighted to get over 500 responses to the survey, which was about 10% of the homes surveyed (having expected a response from 6-7% of the homes surveyed). The report outlined the findings, structuring them where possible into thematic groupings for ease of reflection.

Collation of "Opt In" Mailing List via CLO

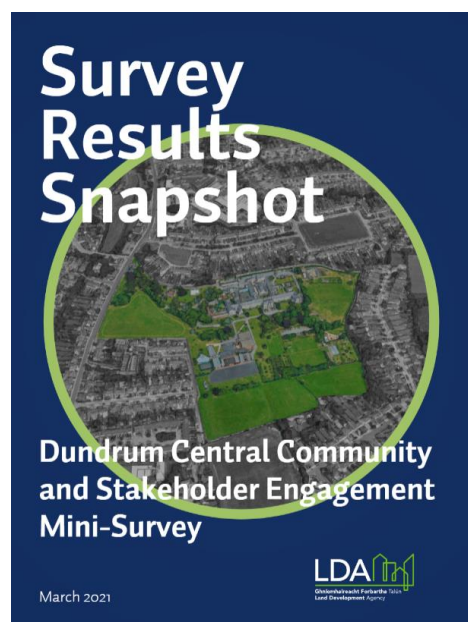
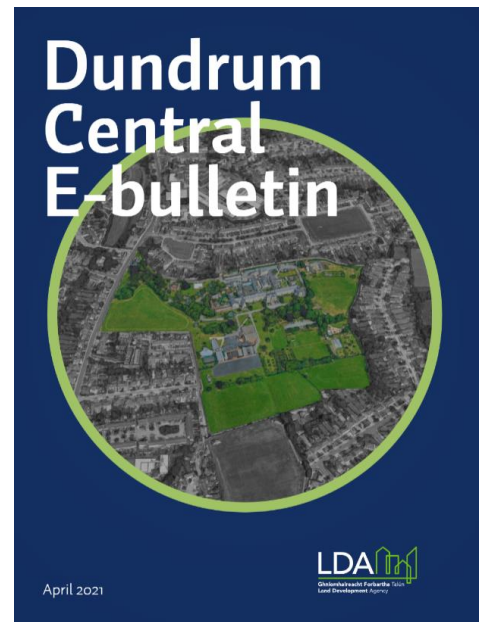
The community Mini-Survey enabled the CLO to generate a mailing list from those survey respondents that confirmed they wishes to join same. This proved to be an important facility to help the CLO to notify the community as extensively as possible when all next steps were foreseen or scheduled, etc.

Ongoing Correspondence on Queries, Feedback and Local Knowledge

The CLO implemented a daily and weekly track register of all telephone and email correspondence received, and endeavoured to source responses as appropriate from within the LDA or project Design Team (particularly where queries or matters raised related to items the CLO could not routinely address).

E-Bulletin

Using contacts established within the Dun Laoghaire Rathdown Public Participation Network (PPN), together with the mailing list collated by the CLO and local stakeholder mapping data, an e-bulletin was developed and circulated. The e-bulletin directed people to the recently published Mini-Survey Report, and provided a general update on progress within the project.





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Stage 3: Emerging Concept Plan

(Stage 3 timeline: Quarter 1, 2021)

Stage 3 Engagement - Emerging Concept Plan

Emerging Concept Plan

The publication of the Emerging Concept Plan represented a key moment in the Dundrum Central project. This was the first comprehensive outline of the ideas, design thinking and emerging layouts from the Design Team, and a culmination of many months of work.

The materials were arranged across a series of key themes such as 'Proposed Housing', 'Sustainability', and 'Community Facilities' etc., and set out the guiding principles together with emerging thoughts on optimal access/egress arrangements to the site, how new buildings would integrate alongside the adaptive reuse of heritage buildings on site, etc.

The publication of the Emerging Concept Plan and the associated community survey, meetings and public webinars afforded the LDA and Design Team a unique opportunity to hear community feedback and to reflect on these messages thereafter.

Virtual Consultation Room

An exciting aspect of this Stage of the engagement process was the launch of an interactive "Virtual Consultation Room" showcasing the emerging concept plan materials on presentation boards throughout the room. Upon entry, the visitor could navigate anywhere in the room, explore each of the boards and associated content, zoom in on maps and emerging site layouts, and other features. A 'live chat' facility was managed by the CLO, while visitors were also asked to complete a short survey which would ultimately directly support the Design Team in refining the proposed scheme further.

The Virtual Consultation Room was launched and remained 'live' for an extended period to enable as many visitors as possible throughout the community.

Publication of 'Static' Version of Virtual Consultation Room

Shortly after the launch of the Virtual Consultation Room, the CLO decided to publish a "static" PDF report on the project website which contained ALL of the materials available within the Virtual Consultation Room. This was in recognition of the scenario where those with limited technical literacy or indeed with sight or other impairments, could access the information in a "traditional" format that would be "machine readable" (e.g. for hearing impaired parties or those with limited sight). The availability of this report was highlighted in all communications and correspondence at the time.

Webinar Series

The first two of the webinar series were hosted by the CLO wherein a panel of representatives from the LDA, Design Team and from the CLO presented the Emerging Concept Plan, adding context to the published materials and facilitating a live Questions and Answers session after the panel presentations. In its commitment to optimising the information-value of the webinars for members of the public, subsequent webinars afforded a longer time slot for Questions and Answers, ensuring that a large number of queries and concerns were responded to.

Following each webinar, a video recording of it was published on the project website, facilitating those that could not attend on the night to watch it, or indeed to allow those in attendance more time to reflect on the presentations therein.

Meetings with Community Groups

Throughout this Stage of the engagement process, meetings continued with Residents Associations and with community/voluntary and sports groups. Each meeting provided the LDA, Design Team and CLO with unique perspectives on the existing site, future development within the Dundrum Central project, and the impacts that could or may arise during development of the project.

Stage 3 Engagement - Emerging Concept Plan

WELCOME!

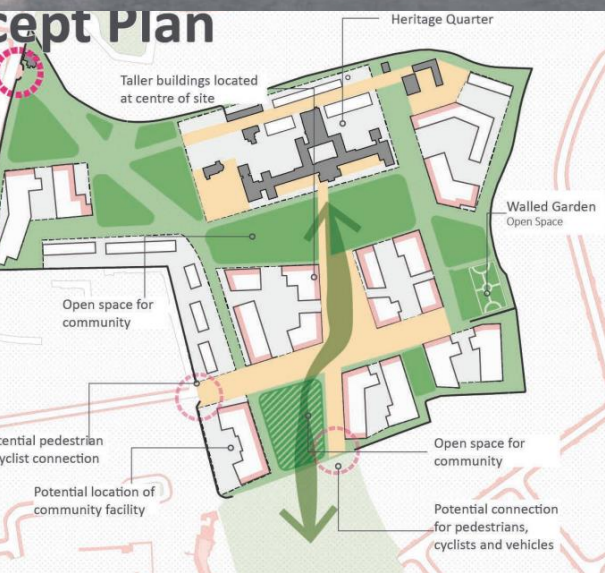
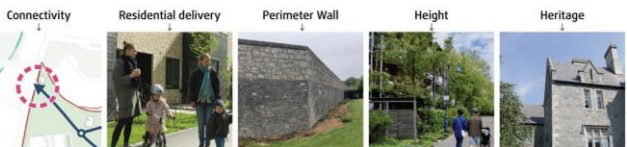
The Land Development Agency is delighted to welcome you to the Dundrum Central Project Virtual Consultation Room!



YOU SAID | WE RESPONDED



The interest among the community about Dundrum Central has been really encouraging. Thank you so much for the feedback received to date and for those who have met with us or responded to the recent mini-survey. The Land Development Agency is committed to learning from our community and stakeholder engagement process, and to meaningfully reflect on key insights received throughout the project.



AGENDA

- Welcome**
Dundrum Central Community Liaison Office (LDA)
- Introduction**
Land Development Agency (LDA)
- Emerging Concept Plan**
Project Design Team
- Role of Community and Stakeholder Engagement, Next Steps**
Dundrum Central Community Liaison Office (LDA)
- Questions and Answers**
Attendees (to presenting Panel)
- Webinar Close.**



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Stage 4: Draft Masterplan

(Stage 4 timeline: Quarter 2, 2021)

Stage 4 Engagement - Draft Masterplan

Draft Masterplan

The Draft Masterplan was published within a dedicated and easy to access web-page on the project website, www.dundrumcentral.ie.

This reflects the latest and most detailed thinking from the project Design Team which, albeit in draft, is maturing and benefits from a series of preliminary specialist surveys, studies and analyses per discipline.

The Draft Masterplan was complemented with a useful and practical report which provides an overview of the matters the community “asked for” and how these have been considered by the Design Team and incorporated or rationalised, as appropriate.

Supplementary Publication of Draft Views

Shortly after the launch of the Draft Masterplan content, the LDA requested that the Design Team produce and publish a series of draft supplementary views, which was added to the Draft Masterplan’s web page. The webinars and the community engagement meetings had generated similar such requests, and the LDA was pleased to accommodate same.

Communicated Widely

In order to make the community, stakeholders and interested parties aware of the significant engagement Stage underway, newspaper adverts were taken out in local newspapers, posters were erected in local shops and church notice-boards, etc.

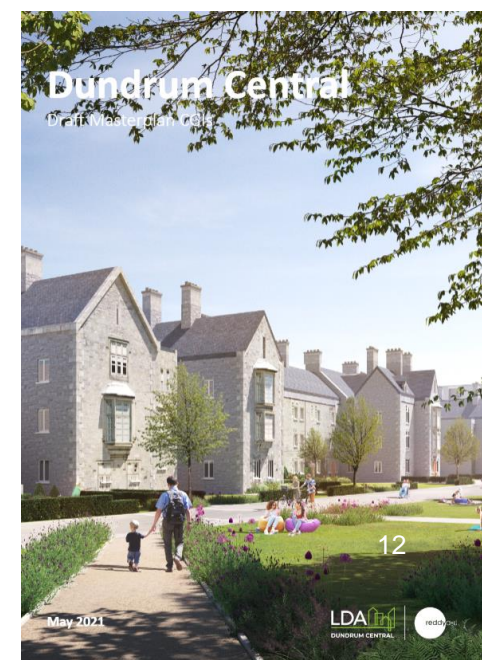
Webinar Series

The final two webinars of the series were organised for members of the public to register for via our project website. These webinars built on feedback from the webinars in previous stage of project, and so a focus was prioritised to facilitate a longer period of time for the Questions and Answers segment.

Following each of the webinar events, which saw the LDA representatives alongside the Project Architect making comprehensive presentations on the Draft Masterplan, a recording of each webinar was published on the project website. This provides wide access to those unable to join either webinar, or an opportunity for further reflection on the content.

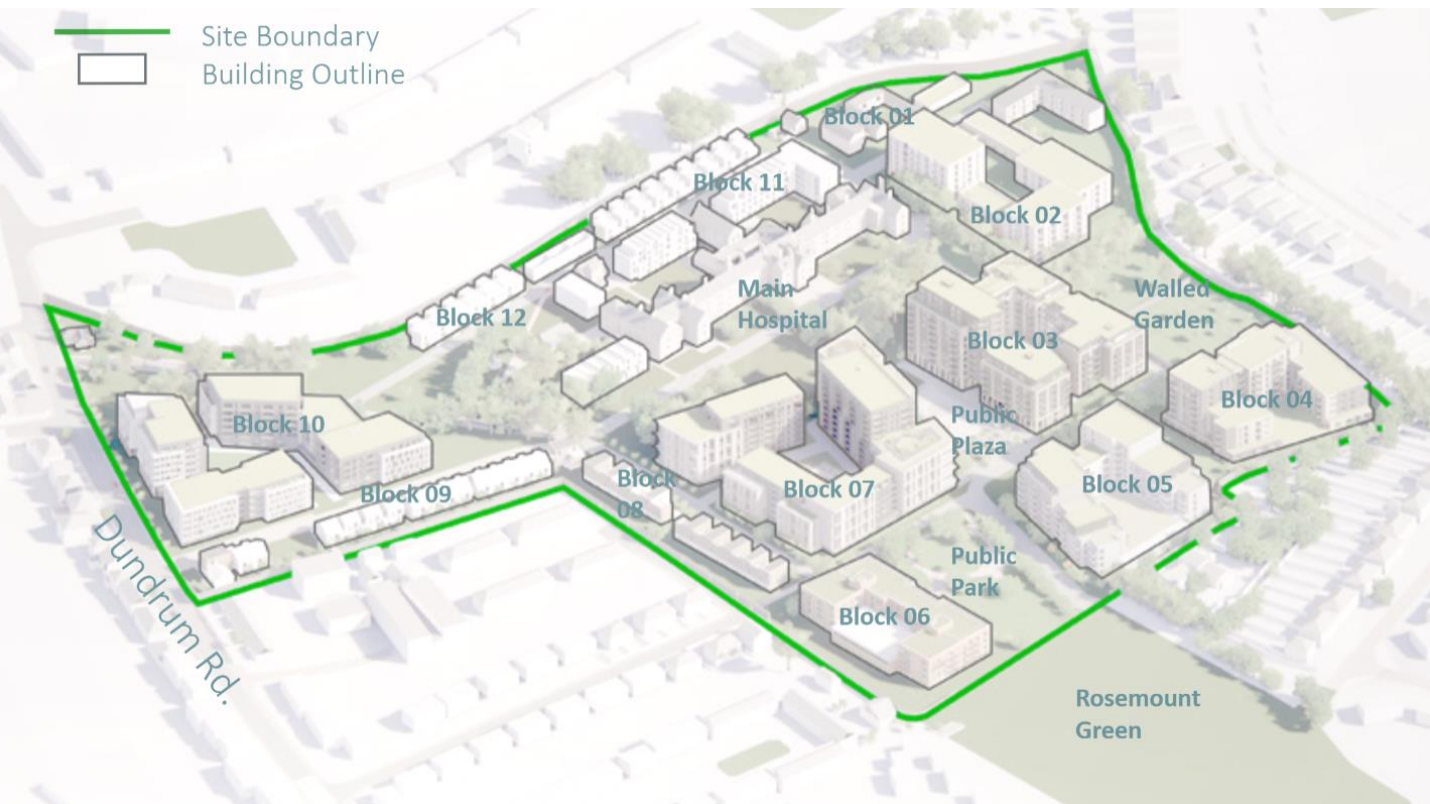
Engagement Meetings

The LDA and Project Design Team met with many local Residents Associations, sports and interest groups, Elected Representatives (Councillors and TDs) and Government Ministers throughout the project including during Stage 4.



Stage 4: Draft Masterplan Webinars

Please click on links below to watch a recording of the recent Draft Masterplan Public Webinars



Key Statistics

The Dundrum Central Draft Masterplan



8 minute
walking time
to Luas stop



4:1 bicycle: car
parking ratio



3.9 hectares
Publicly Accessible
Open Spaces



11 Storey – Max
Height



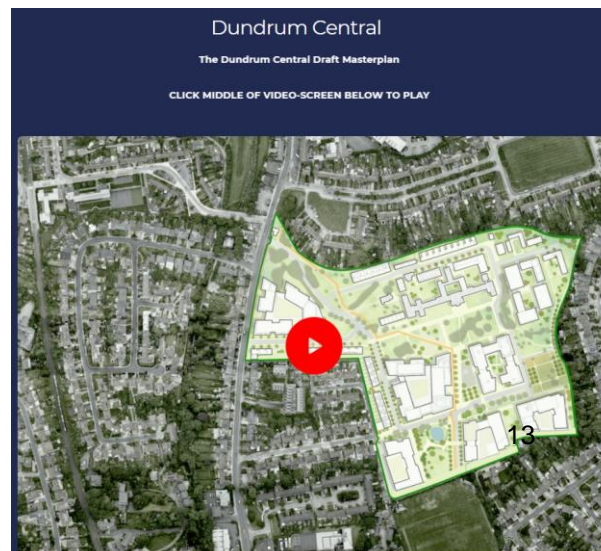
1,500 sqm
Community
Facilities



1,259 New
Homes

111DPH

111 Proposed
Dwellings per
Hectare





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Stage 5: Planning Application Process

(Stage 5 timeline: *Present stage*)

Stage 5 Engagement - Planning Application Process

Following lodgement of a planning application, submissions or observations can be made by interested parties on the application to the decision making authority. A dedicated website will be available where the plans, reports and particulars contained in the application pack can be viewed. The pack will be available for viewing at relevant public counters to ensure ease of access for all.

The aim is to lodge a quality planning application which reflects the vision and masterplan for the site that has been developed following the inclusive community engagement process.

Where public health advice relating to the movement of people with regard to the Covid-19 pandemic permit, public viewing locations to inspect hard copies of the planning application will be organised.

In seeking to secure planning permission to facilitate the timely delivery of much-needed homes and community amenities on the Dundrum Central site, the LDA is keen to highlight to the local community that, upon securing consent and initiating the construction programme on site, regular and transparent communications will continue via the CLO.

“
**optimise
State land
usage and
contribute
to make
sustainable,
compact
development
happen
where and
when it
should be
happening.**”

“
**...a truly unique site with the potential
to deliver a landmark residential led
sustainable development that will integrate
into the existing community. It is without
doubt one of Ireland's most significant new
homes development projects.**”

JOHN COLEMAN

Chief Executive | Land Development Agency

Conclusion

Conclusion

It is submitted that the Community and Stakeholder Engagement Plan for the Dundrum Central project has been comprehensive and an effective and worthwhile pursuit. It has evidently enriched the evolution of the scheme as proposed.

We have received positive messages supporting the development proposals and we have received many messages expressing continued concern over some elements of the proposals or indeed the very principle of development at the subject site.

While the Design Team has made a concerted effort to refine the scheme as appropriate to account for the feedback received, it is acknowledged that urban planning is a 'subjective science', and that the pursuit of compact urban growth will not always align with the preferences of all parties.

We trust that the enclosed report has outlined the primary aspects of the consultation and engagement activities pursued for the Dundrum Central project.

KEY STATISTICS ACROSS EACH STAGE OF ENGAGEMENT

Stage 1 – Introductory Communications

Over **5,250** homes notified of project commencement via leaflet distribution

Stage 2 – Community Information Gathering

Analysis of over **500** survey responses

Mailing list of nearly **600 persons** generated

Stage 3 – Emerging Concept Plan

2,000 visits to the Virtual Consultation Room

3,000 visits to the project website during Stage 3

250 x email correspondence during Emerging Concept Plan

200 attendees at 2 x webinars

Stage 4 – Draft Masterplan

Over 3,000 visits to the Draft Masterplan web page

250 attendees at 2 x webinars

350 x email correspondence during Draft Masterplan publication

Stage 5 – Planning Application Process

To date, over **11,500 visits** to project website (85% from Dublin)

Throughout the project, there have been **three rounds of engagement** with Residents Associations, sports and interest groups locally and with Elected Representatives.



“Engagement and public consultation is at the core of the LDA’s approach to help ensure that views of the community and key stakeholders can be heard and considered”



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