

<div>  <div>Our Balbriggan - Economic Development Pillar - 2025 - 2030</div>  </div>				
High Level Objective: To develop a stronger, more vibrant and prosperous local economy. To plan, assist and implement new opportunities which encourage investment and job creation and strong local businesses, positioning Balbriggan as a premier business destination - Our Balbriggan Strategy.				
No	Draft Pillar Action	Intended Result	Lead partner (s)	Support partners
Theme 1 - Leveraging the investments in the Regeneration of Balbriggan by attracting new business, visitors and creating more jobs.				
1.1	Devise campaigns with local businesses (eg Shop local campaigns) to attract footfall and promote Balbriggan as a place to shop and do business.	Significant increase in the level of footfall, visitors and investment in the town.	Balbriggan Chamber	FCC
1.2	Engage with businesses in the town and beyond to identify gaps in the town's offering. To develop creative proposals for new retail/business offerings in the new Harbour Buildings, Kiosks, RNLI Boathouse and potential commercial space at the deBruns site.	To inform the expressions of Interest process to be undertaken by FCC resulting in exciting new retail, commercial and points of interest that will enhance the town's attraction.	Balbriggan Chamber	FCC
1.3	Devise a campaign to improve the general appearance of businesses, improving the attractiveness of the central and retail areas of the town and encourage and support the business community to invest and avail of grant funding available from the Council.	Uplift in external appearances of shops and retail areas.	Balbriggan Chamber	FCC
1.4	Develop a Town Newsletter / Magazine of the type in place in Skerries, Rush and other small towns around Ireland.	Improve communication channels for the community and advertisement opportunities for local businesses	Balbriggan Chamber	FCC
1.5	Develop a network of businesses in the town to erect new digital/non digital displays and billboards in Balbriggan.	A plan to roll out the delivery of digital displays, information boards and billboards in the town.	Balbriggan Chamber	FCC
1.6	Review the festivals in the town and develop opportunities to improve/increase the town's offering including the potential for a maritime festival that would capitalise on the Quay St/ Harbour regeneration project.	Update Balbriggan Tourism brand, specifically focusing on coastal opportunities (Fingal Coastal Way, Quay Street and Harbour) family events and evening economy.	Balbriggan Tourism Committee	Fingal Food Network, Fingal County Council
Theme 2 - Positioning Balbriggan as the Regional Centre for North Fingal utilising its strategic location on the Dublin Belfast economic corridor for social, leisure and tourism-related activities and services				
2.1	Develop Balbriggan as a regional and national destination for conferences & corporate events.	Year on year increase in number of conferences and corporate events. Reputation as an location for hosting conferences, with a welcoming evening economy.	Balbriggan Chamber	FCC
2.2	Review tourism/heritage style signage and seek opportunities to upgrade the design and consistency of wayfinding to key points of retail, social, leisure and tourism-related activities & interests.	Placemaking / welcome signange at key entrances/ approaches (Harbour, Beach, Martello Tower, Bathouse, Bremore Castle, Train station, Theatre, Hotel, etc). Central wayfinding / map / directional info / in key parts of the town.	Balbriggan Chamber	FCC
2.3	Engage with the potential for the development of creative industry in the town by collaborating with FCC and Arts leaders to develop Balbriggan as a Creative Place with a cultural quarter proposition.	Balbriggan recognised as a key creative regional arts destination with a published yearly calander of landmark creative/artistic events. Increased visitor and footfall in the town.	Balbriggan Chamber	IIMS, Balbriggan Tourism

2.4	Engage with local businesses to devise initiatives that promote modal shift amongst employees and demonstrate leadership to the people of the town in sustainable transport options.	Increase in pedestrians and cyclists in town.	Balbriggan Chamber	FCC
Theme 3 - Promoting Balbriggan, including Stephenstown and other industrial land, as an international location for Investment (green and clean industries).				
3.1	Devise and implement a campaign with local businesses and community groups that presents an image of Balbriggan as an attractive place to live, work, invest and visit and aligns with the vision for the town as espoused in Our Balbriggan.	Statements from business leaders, CEOs, organised business groups and community leaders aligning with the aspiration of the Our Balbiggan vision for the town.	Balbriggan Chamber	FCC
3.2	To disseminate Balbriggan investment guide (when developed) as widely and effectively as possible.	Consistent and agreed messaging on Social media and other channels to links with investment guide (EcoCore Project)	Balbriggan Chamber	FCC
3.3	Devise a branding programme/campaign for the businesses in the town that promotes Balbriggan businesses as sustainable value.	Recognition at regional, national and European level that Balbriggan is an exemplar for green transition.	Balbriggan Chamber	FCC
Theme 4 - Building the Entrepreneurial Eco-system and supporting aspirant entrepreneurs and start-ups in Balbriggan.				
4.1	Host regular business meetups with thematic inputs from experts and service providers across the county.	Regular events for local businesses and entrepreneurs to meet each other in Balbriggan and explore business opportunities.	Balbriggan Chamber	BeAT Centre
4.2	Host events to bring together Balbriggan businesses, employers and skills training providers to promote opportunities for training and skills development.	A strong local business network to support skills development in Balbriggan. A mechanism to remove barriers for labour mobility.	Balbriggan Chamber	Balbriggan Chamber, LEO, DDLETB, HEIs etc.
4.3	Engage with food businesses and industry in the town to establish the basis for connections/supply-chain/markets to a potential food enterprise hub for the town.	Clear pathway identified to expand opportunities for food entrepreneurs and food processing facilities in Balbriggan. Increase participation by Balbriggan based food business on Fingal Food Network.	Balbriggan Chamber	FCC / Beat Centre
Policy Context: FCC Development Plan 2023-2029; Future Fingal: An Economic Development Strategy 2024-2039; Fingal Food and Drink policy 2024-2029; FCC Active Travel Plan, Balbriggan Active Travel strategy 2024-2034; Balbriggan Public Realm Strategy 2024-2034; Fingal Local Economic and Community Plan 2023-2028; Fingal Tourism Strategy 2024-2029; Draft Balbriggan (Stephenstown) Green Transition Integrated Action Plan 2025-2030				