

Dublin Chamber of Commerce

Submission

Luas Cross City – Public Information Strategy

Introduction

Dublin Chamber's support for the Luas Cross City project is based on an overarching strict condition that it is 'business as usual for all businesses' during the enabling works, main construction works and when the line is fully operational.

The LUAS criss-crosses the heart of Dublin city centre which attracts workers, shoppers and tourists in large numbers daily. Therefore, a comprehensive public information strategy should be implemented that clearly informs all investors, workers, shoppers and tourists travelling in the Dublin City Region that the city centre remains fully accessible and open for business. It is vital for businesses in particular that the attractiveness of the city centre is promoted.

Public Information Strategy

1. Stakeholder Communication

As the construction of the Luas Cross City project will have a short term negative impact on the business and socio-economic environment of the city centre, and result in long term decreased road capacity for private vehicle users, it is critical that the gain from this project is communicated clearly to stakeholders.

An effective, intensive and coordinated public information strategy which has the support and active involvement of all stakeholders – the business community, local authorities, transport agencies, NTA, Department of Transport, an Garda Siochana - will be fundamental to the successful development of Luas Cross City.

This strategy must clearly and honestly communicate to the general public, businesses and the media the scale, short term construction impact and long term benefits of the project.

It is also essential for the business community that there is one key point of contact available to address any concerns that may arise during the construction period.

2. Economic Benefits

Recognising - and operating within - the limits the tender process puts on disclosing sensitive financial information, Dublin Chamber calls for this strategy to include information on the economic benefits of this project for Dublin businesses (particularly those in the vicinity of the works) and the economy.

3. Open for Business

Furthermore, a comprehensive marketing plan should be implemented that clearly informs all investors, workers, shoppers and tourists planning on travelling into the Dublin City Region that the city centre remains fully accessible and open for business. This will be vital for businesses, particularly those in the cultural, leisure and hospitality sectors.

Dublin Chamber also wishes to highlight the important part it can play in ensuring that commuters into the city are fully informed about traffic routes and transport options. As a targeted means of communicating to relevant stakeholders, we can provide vital traffic and transport information to companies in the city centre to pass onto their staff.

4. Maps

Updated Luas maps should be produced in a format that is easily digestible to the user. This is critically important to the general public and in particular businesses in the tourism sector.