

For Here. For Now. For All.



Chief Executive's Report

June 2025

About the Chief Executive's Report

The Chief Executive's Report for South Dublin County Council is presented to elected members at each monthly Council meeting. Section 136(2) of the Local Government Act 2001, as inserted by Section 51 of the Local Government Reform Act 2014, requires the Chief Executive to prepare a management report in relation to the performance of executive functions, including implementation of policy or other matters required by the Council in the exercise of its reserved functions, and the provision of services. It should be viewed in conjunction with the various updates provided to Area Committee Meetings as well as the quarterly Capital Progress Report to full Council as part of the reporting structures to assist the elected members with their governance and oversight responsibilities.

The report includes important updates and information from across our various directorates and departments together with a range of key statistics that were developed in conjunction with the elected members. It provides the opportunity to highlight major news events and to focus on different areas of our work that may not always get the attention it deserves while a selection of images from recent events is also included.

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Planning and Transport

Rosemount Reimagined: A Community Space for All

On 28 May, Mayor Baby Pereppaddan officially launched the Rosemount District Centre Enhancement Scheme. Rosemount is a vital community hub, home to 12 local businesses, a parish church, community centre, and library. While the area has the services of a traditional village, its previous design prioritised cars over people. In 2023, SDCC hosted local workshops to shape the scheme's five key objectives: reducing car dominance, improving social inclusion and community life, encouraging active travel and ageing, enhancing amenities for all ages, and boosting environmental resilience and biodiversity.

Construction began in August 2024 and was completed in March 2025. The transformation includes a smaller car park, wider plazas with seating and planting, and new spaces for social interaction. Rain gardens now manage surface water while enhancing biodiversity.

A standout feature is the bespoke Bladebridge Pavilion—a covered seating area that invites people to pause and connect.

New features like “play on the way” elements, chess and table tennis tables, and dedicated parking for EVs, families, and older people ensure Rosemount is ready to serve today's community and future generations.

This project reflects our commitment to designing spaces that are inclusive, sustainable, and community-focused.



Active Travel enhancements at Killinenny Road

Faster Buses, Safer Paths

In response to local concerns about bus delays on Killinenny Road, SDCC's Active Travel team amended the D24 Neighbourhood Cycle Network

Following consultation with the Area Committee, changes were made to the proposed scheme, adding an eastbound bus lane w between Parklands roundabout and St. Colmcille's Way, improving journey times. The southside footpath was also replaced with a wider shared path for safer walking and cycling. Constructed using geogrid and a permeable surface, the new design protects tree roots, avoiding tree removal—supporting both active travel and sustainability in the area.

SDCC Bike Week 2025

This year's Bike Week took place from 10–18 May with a packed programme led by SDCC's Active Travel and Climate Action teams, alongside our Active Cities Officer.

Events across the week celebrated cycling for all ages and abilities. Highlights included Tri-Shaw and wheelchair bike rides in Dodder Valley Park with the fantastic Dodder Valley Cycling group, confidence-building sessions at Collinstown Bike Hub, and BMX coaching with Lucan BMX Club. Free bike repair clinics were held in schools and public spaces, including Partalan Place. The Irish Centre for Cycling ran 'Seat to Saddle' events to help more people get cycling.

The week wrapped up with a joyful Family Bike Disco in Dodder Valley Park, opened by Deputy Mayor Alan Hayes. With bike decorating, medals for kids, and a sunny picnic, over 200 people took part in this fun, active celebration.



Biodiversity Week in Full Bloom

National Biodiversity Week ran from 16 to 25 May, with a vibrant programme of events across South Dublin County. Coordinated by SDCC Libraries with support from our Heritage Officer, the week invited people of all ages to connect with nature and understand the importance of protecting biodiversity.

Workshops on plants and bees, guided walks, wildlife talks, and interactive science shows were held in parks and libraries along with family-friendly bug hunts and bird watching all showed that protecting nature protects protecting our shared future.



Deputy Mayor Cllr. Alan Hayes launching Bike Week 2025



New Affordable Homes Launched at Canal Bank, Clonburris

We were proud to welcome Minister for Housing, Local Government and Heritage, James Browne T.D., to join our Mayor Cllr. Baby Perrapadan to officially launch Canal Bank, an exciting new mixed tenure development in Clonburris, Dublin 22.

This vibrant new neighbourhood offers a mix of 1, 2, 3 and 4-bedroom homes, including 60 affordable purchase homes designed with families in mind with green spaces, a children's playground and room to grow, Canal Bank is a place to live, connect and thrive.

Homes are available through SDCC's Affordable Purchase Scheme with prices starting from €199,500. The online application

portal opens at 12pm on Thurs, 12 June on www.sdcc.ie. Under the scheme, buyers pay a reduced upfront cost, with SDCC retaining an equity share in the property making home ownership more achievable for those starting out. For example, a single applicant with gross annual

income of €44,888 could purchase a 1-bed home for €199,500 with SDCC retaining a 30% equity share while a larger household with joint incomes totaling €75,375 can buy a three-bedroom home for €335,000 with SDCC retaining 22% equity.

Canal Bank Pricing

Number of Houses	Home Types	Prices From	Market Value	SDCC Equity Share	Typical Gross Household Income Range*
8	1-bed apartments	€199,500	€285k to €295k	15% to 30%	€44,888 to €63,056
20	2-bed apartments & houses	€270,000	€340k to €410k	15% to 22%	€60,750 to €72,675
22	3-bed apartments & houses	€335,000	€420k to €450k	15% to 22%	€75,375 to €96,188
10	4-bed houses	€355,000	€465k to €490k	15% to 23%	€79,875 to €104,738

*Exceptions Apply

Mayor & Ministers launch Home Grown Homes

We had the privilege of hosting two ministers in Clondalkin last month to launch our partnership with Coillte to promote the use of low carbon, homegrown timber for housing development. James Browne T.D., Minister for Housing, Local Government and Heritage, and Michael Healy-Rae T.D., Minister of State with responsibility for Forestry, Horticulture and Farm Safety ealy-Rae joined our Mayor, Cllr. Baby Perrapadan, CHief Executive Colm Ward and representatives of Coillte to announce a landmark development of 27 new agefriendly homes in Deansrath.

This sustainable and innovative project, being built by ClearyDoyle for SDCC, sets a new standard for sustainable public housing, delivering A1BER homes with shared spaces to support community living. It will address housing needs with homes to be delivered in 2027 while supporting local industry and climate action goals, creating jobs and reducing emissions.



Let's Improve Your Estate Together

Our Estate Management team works closely with residents' associations and local groups to support estate improvements, from clean-up and planting days to community events.

Recent initiatives included a day of action in Dunawley and planting in Lealand and Moorfield while we also hosted a children's garden party with Barnardos in MacUilliam Estate and young people in Brookview, supported by Foroige, restored a memorial garden in St. Aidan Close. To discuss ideas for your estate, please email us at estmgt@sdblincoco.ie.

Your Home, Your Independence

Mary Gillan and Paula Swayne are the local coordinators for the Healthy Age Friendly Homes programme in South Dublin. This free service helps people aged 65 and over to live independently in their own homes for as long as possible.

Funded by the HSE and the Department of Housing, local Government & Heritage under Sláintecare, it offers practical support including guidance on grants, energy upgrades, and entitlements. People can self-refer or be referred for a home visit followed by assessment across six key areas. For more information please see www.agefriendlyireland.ie



Launch of "Homegrownn Homes" initiative at Deansrath

Economic Development

New Vision for Rathfarnham Castle Stables and Courtyards

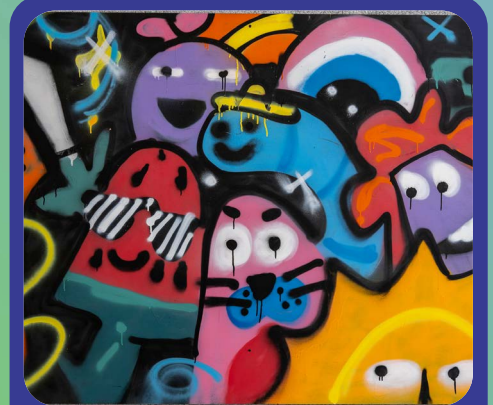
The Castle Stables and Courtyards at Rathfarnham have been earmarked for major redevelopment as a new public amenity under SDCC's tourism strategy.

Following extensive local engagement, we have now published our proposals to develop the site into a tourism, hospitality, food and leisure destination that will enhance the local economy and create a vibrant community space.

Full plans are available on our public consultation portal with submissions closing on 20 June.

We have applied for significant funding under the government's THRIVE programme to support our investment in a project that reflects our commitment to inclusive placemaking and sustainable local development.

A Part 8 decision on the proposals will be made by councillors this summer.



Empowering Artists

SDCC Arts has awarded €45,000 to support 11 exceptional artists through our Artist Bursary Awards scheme. Recipients being funded to develop their creative practice include Liadán Roche (Theatre); Louise Phillips and Seán Farrelly (Literature); Anita Ikharo, Íosac Ó Cathasaigh, and Kaitlin Cullen-Verhauz (Music); and Dominick Sorace, Gearóid O Dea, Aoife Dunne, Olivia Normile, and Jane Fogarty (Visual Arts).

Each artist receives up to €5,000 to create new work, explore new directions, or grow professionally through mentorship, residencies, or showcasing work in progress.

Innovation Starts Here: Our Next Generation of Entrepreneurs

The Student Enterprise Programme continues to champion young entrepreneurs, with over 30,000 students from 500 secondary schools across Ireland taking part in 2023/2024.

Funded by the Government of Ireland through Enterprise Ireland and delivered by the 31 Local Enterprise Offices, the programme helps students turn ideas into real businesses.

SDCC's entrepreneurial spirit shone brightly again this year, with nearly 1,800 students from 20 local schools participating. At the County Final in March at the Maldron Hotel Tallaght, three outstanding student enterprises were selected to represent SDCC at the National Finals on 8 May in

Mullingar, Co. Westmeath.

Our finalists were Jewels Fantasy from Old Bawn Community School (Junior), Kingswood Kreations from Kingswood Community College (Intermediate), and Prospip from Rockbrook Park School (Senior). While a national title eluded us this year, our students represented SDCC with creativity, professionalism and pride.

Hosted by Rick O'Shea and Louise Cantillon, the National Finals featured 85 student enterprises and an address by Minister Peter Burke T.D. This year's winners included Grá Chocolates (Meath), Scented Serenity (Kerry), and Bee Happy (Carlow).

We are proud of every student and grateful to the teachers and mentors who make this journey possible.



Dr. Natalie Cole to speak at Dublin Tech Week

SDCC Sparks Ideas at Tech Week

Dublin Tech Week, Ireland's first dedicated tech festival, brought together innovators, educators and the public to celebrate creativity and collaboration.

SDCC Libraries proudly took part, engaging over 330 primary pupils through its schools programme and hosting standout events at Work IQ.

Highlights included 'Rucks to Rocketships' with Jamie Heaslip, sharing his journey from rugby to business, and Dr. Natalie Cole from Tallaght University Hospital talking about how technology is transforming patient care. These events reflect our commitment to learning, innovation and inclusive community engagement.



Submissions can be made on our plans for Rathfarnham Stables and Courtyard until 20 June



Community

Feel Well, Work Well

Working in local government is incredibly rewarding but sometimes our staff need support and encouragement to look after their health and a new Staff Health and Wellbeing Hub has been launched to do just that, making it easier for staff to access the supports they need in one convenient place.

The hub brings together a wide range of resources to promote a healthy, balanced approach to work and life. From the council's Staff Wellbeing Strategy to practical tools and guidance, the platform includes information on our Employee Assistance Programme, work-life balance policies and upcoming events. It also offers access to a digital wellbeing platform, webinars, exercise videos, and other supports to help staff look after mental and physical wellbeing.

Designed with simplicity in mind, the hub is a one-stop space for all wellbeing-related information and services to support staff to stay well and make wellbeing part of an everyday routine.



New Corporate Plan Now Online

We have launched a new digital platform for our Corporate Plan, making it easier than ever to see what we are doing and to follow our progress.

This is more than just a visual refresh with the platform offering a clear, accessible way for citizens to engage with our priorities, track delivery, and understand how the plan supports communities across South Dublin. It is focused on impacts and designed to support accountability and transparency.

To learn more, please see [SDCC Corporate Plan](#)

SDCC Inspires Students at St Mark's Community School

In April, six staff members from SDCC took part in a careers speed-dating event at St Mark's Community School in Tallaght.

Aimed at third-year students, the event brought together professionals from a wide range of organisations to share real-life insights and inspire students as they begin thinking about their future careers.

SDCC was represented across areas including technology, engineering, planning, parks, sports and administration. Staff shared practical advice and personal experiences, helping students understand the varied and meaningful career opportunities within local government.

This event was more than a careers showcase — it strengthened SDCC's connection with a valued DEIS school and supported young people in our community. Park Ranger Gerry Spain described the students as “a credit to their families and great ambassadors for their school.”

The session formed part of a broader engagement by SDCC with St Mark's over the academic year, including classroom visits and participation in a fifth-year mentoring project.

These activities are led by our human resources team who are working to open doors, raise awareness, and inspire young

students to consider careers in local government and to make a real difference locally.



Gráinne Meehan, SDCC's new Equality Officer

Meet SDCC's New Equality Officer

We are delighted to welcome Gráinne Meehan as our new Equality Officer. With experience as a Local Development Officer for the Sláintecare Healthy Communities Programme, Gráinne is already well known across the county. In her new role, she will lead our work on equality, diversity, inclusion, and human rights, ensuring compliance with key legislation and conventions. She will work across the council to eliminate discrimination, promote equality, and uphold human rights—core priorities in our Corporate Plan. Her leadership will help ensure fairness, inclusion, and respect remain central to all we do. Contact: gmeehan@sdblincoco.ie.



New Staff and Wellbeing Hub launched



Climate Action

Powering Local Climate Action

The first phase of SDCC's Community Climate Action Programme continues across the county, supported by €1.17 million in funding from the Department of Environment, Climate and Communications.

So far, 28 projects have been supported with highlights including solar panels with battery storage installed by the 112th Knocklyon Scouts, delivering carbon-free electricity to their scout den, Three Rock Rovers improving energy and water efficiency through upgraded facilities and the installation of solar panels in the Citizens Information Centre in Clondalkin.

These projects are providing a strong foundation for local climate action. Please contact climatechange@sdblincoco.ie to learn more about how your group can get involved.



Farming for Clean Water

SDCC hosted a successful farmer engagement event at Glenasmole Community Centre on 15 May as part of Dublin Climate Action Week. Farmers took part in one-to-one discussions with SDCC's Water Pollution Section, the National Parks and Wildlife Service, Teagasc, and the Department of Agriculture, Food and Marine. Presentations highlighted our role in protecting water quality and supporting compliance with Good Agricultural Practices. Teagasc's Signpost Advisory Programme and the Agricultural Sustainability Support and Advisory Programme, in partnership with LAWPRO, were also featured.

New Facilities Enhancing our Parks and Recreational Facilities

Our SDCC Parks team continues to enhance recreational spaces across the county, delivering new facilities that will provide economic, environmental, and social benefits to support active and inclusive communities.

Last month, our Mayor Cllr. Baby Pereppadan officially opened the upgraded playspace at Carrigmore Park. This project adds new play opportunities and forms part of a broader improvement plan currently being delivered for the park.

This month will the opening of a new 3G pitch in Knockmitten beside the community centre, replacing the former basketball court. A new half-court multi-use games area will also open,

responding to local demand for this facility.

In Saggart, a vibrant new playspace at The Schoolhouse Community Centre will also officially open offering a welcoming space for families.

These works all received funding support from the Department of Rural and Community Development Community Recognition Fund which supports infrastructure and amenities benefiting all residents in communities that have seen new arrivals from Ukraine and other countries.

June will also see a significant milestone in our €10 million Pavilion Programme which will

provide modern changing facilities in our larger parks with the contract signing for manufacture and installation of modular pavilions.



Anti-litter & anti-graffiti grants announced for 2025

2025 Anti-Litter & Anti-Graffiti Grants

Applications are now open for SDCC's 2025 Anti-Litter & Anti-Graffiti Awareness Grants.

This grant supports schools, community groups and individuals to promote awareness and positive action about litter and graffiti in South Dublin.

Further details are available on www.sdcc.ie and applications must be submitted by Friday, 27 June.

Let's take action for cleaner and more sustainable communities.



Community climate action projects are underway



Local Property Tax 2026 - Public Consultation

The Local Property Tax (LPT) is an annual self-assessed tax charged on the market value of all residential properties in Ireland.

In accordance with government policy, proceeds from LPT, collected by the Revenue Commissioners, are distributed to local authorities to supplement income from commercial rates, revenue earned from the provision of goods and services and government grants and subsidies.

This means that LPT supports important local services such as parks, libraries, road maintenance, street cleaning, leisure amenities, fire and emergency services, maintenance and cleaning of streets and street lighting - all of which benefit

citizens directly.

Initial estimates suggest that LPT will contribute approximately €40 million to the council's budget for 2026 but local councillors can increase or reduce the local rate of LPT in South Dublin by 15% (equivalent to €6 million).

This will have a very significant impact on the level and quantity of services to be provided by the council

SDCC strongly encourages the public to let us know your views on any potential increase or decrease in LPT.

At the next council meeting, to be held on 14 July, councillors will consider the impact of varying the basic LPT on

households, businesses and on council services along with all submissions made.

Public consultation on the LPT process for 2026 is open from the 3 June to 3 July 2025.

Submissions can be made by

- **Emailing LPT@sdblincoco.ie**
- **Writing to : LPT Finance Department, South Dublin County Council, County Hall, Tallaght, Dublin 24**
- **Using the council's online [consultation portal](#)**

Finance Report

Billing and Collection Statement

	Arrears @ 31 Dec 2024	Adopted Budget 2025	Billed to 23rd May 2025	Rec'ts/Credits to 23rd May 2025	Arrears @ 23rd May 2025	% of BILLED income achieved
Via Billing Systems						
Commercial Rates	€13,665,414	€153,170,200	€154,589,321	€101,950,137	€66,304,597	66%
Entry Year Property Levy (PEL)	€103,598	n/a	€0	€20,461	€83,137	0%
Housing Rents	€7,910,111	€36,293,800	€14,723,032	€14,522,992	€8,110,151	99%
Housing RAS Rents	€1,267,971	€2,246,400	€843,936	€823,769	€1,288,138	98%
Via Cash Systems						
NPPR Charge	n/a	€20,000	n/a	€12,387	€0	62%
Planning Fees	n/a	€972,000	n/a	€446,870	€0	46%
Fire Certificates	n/a	€1,000,000	n/a	€248,513	€0	25%
Parking Fees	n/a	€820,000	n/a	€285,949	€0	35%
Uisce Eireann	-€129,924	€6,937,500	€3,105,622	€1,998,644	€977,054	29%
	€22,817,170	€201,459,900	€173,261,911	€120,309,721	€76,763,078	

Rents Aged Debt				Rates Aged Debt			PEL Aged Debt		
Category	Numbers	Amounts	% of Accounts	Year	Bal O/S	%	Year	Bal O/S	%
Accounts not in Arrears	6099	2,741,207	57%	2025	55,619,928	84%	2025	€0	0%
0-6 weeks	1982	384,939	19%	2024	4,154,132	6%	2024	€0	0%
7-12 weeks	441	314,545	4%	2023	2,151,291	3%	2023	€4,863	6%
13-18 weeks	282	344,477	3%	2022	933,467	1%	2022	€68,881	83%
19-24 weeks	242	428,272	2%	2021	691,241	1%	2021	€1,864	2%
25-52 weeks	618	1,791,740	6%	2020	112,381	0%	2020	€2,637	3%
1 - 2 years	508	2,813,104	5%	2019	841,139	1%	2019	€579	1%
Greater than 2 years	495	4,774,282	5%	Pre 2019	1,801,018	3%	Pre 2019	€4,312	5%
Totals	10,667	€8,110,151	100%	Totals	€66,304,597	100%	Totals	€83,137	100%
Average Rent		72.07							

Summer in South Dublin:

Where Culture, Community and Creativity Thrive



Summer 2025 in South Dublin is shaping up to be a season of celebration, creativity and connection. Across the county, SDCC is delivering a vibrant programme of events that invites everyone to take part—whether through live performance, outdoor adventure, creative expression or community storytelling.

From the Dublin Mountains to the heart of our towns and villages, South Dublin is alive with opportunity this summer.

Culture Comes Alive with South Dublin Live

South Dublin Live returns with a packed programme of music, theatre and dance

from June to September. This county-wide celebration transforms parks, plazas and community spaces into stages, bringing people together through the power of performance.

The season opens in Lucan Village with the Ruaille Buaille Music Village on 7

Whats On?

To keep up to date with event times and places, please visit our events page at

www.sdcc.ie

June, featuring Cruinniú na nÓg events and performances from Barcelona's jazz favourites Joan Pinos & The Apocadixie Six, alongside family-friendly acts like Song Tales and Trad Buaille.

Later in June, the Féile SEÓ BEO Festival at Áras Chrónáin in Clondalkin showcases Irish language arts and music, with performances from KILA, Leslie Dowdall, Emma O'Sullivan and JIGGY.

In July, the SubSounds Youth Music Festival will spotlight over 100 young musicians from across Leinster, while

August brings Artscope's free concerts to Rathfarnham Castle, Waterstown Park and more.

The summer closes with Saturday Sounds at Parthalan Place—lunchtime concerts featuring jazz, trad and musical theatre.

Libraries at the Heart of Community

SDCC Libraries are offering a summer full of creativity, learning and inclusion. The Summer Stars Reading Programme encourages children to read for pleasure, with rewards and events across all branches.

The Mobile Library Summer Parks Programme brings storytelling, games and face painting to parks throughout July and August, including stops at Tymon Park, Corkagh

Park, Griffeen Park and Rathfarnham Castle.

Special events include:

- Outdoor Film Screening at Collinstown Park (5 July)
- Family Bingo (8 August)
- The Big Dig for Heritage Week at Rathfarnham Castle (15 August)

Creative writing also takes centre stage. Adults can join the Summer Creative Writing Project at Ballyroan Library, while teens can sign up for Write, Act, ACTION!, a six-week theatre and writing course led by author Maeve A. Devoy, culminating in a live showcase.

Libraries will also mark the 35th anniversary of Italia '90 with a community storytelling project, inviting residents to share memories and memorabilia from this iconic moment in Irish history.



SDCC Libraries will host a range of events this summer

Summer in South Dublin (continued)

Parks Full of Possibility

With over 60 parks and 165km of off-road trails, South Dublin's green spaces are the perfect place to stay active and connected this summer. Weekly community walks continue in Dodder Valley, Rathcoole and Corkagh Park, while the new greenway linking Tallaght's parks offers a scenic route for walking and cycling. Tymon Park North will host a series of themed events:

- Magical Princess & Superhero Day (June)
- Circus Spectacular (July)
- Cultural Food Day (August)

The Active South Dublin team is also rolling out new initiatives:

Teen BMX sessions at Jobstown's pump track
Calisthenics workshops with youth groups

Active Parks programme launching in six parks this July. From June 30 to August 21, free fitness classes including Zumba, Yoga and Pilates will take place in Corkagh Park, Dodder Valley Park, Griffeen Valley Park, Jobstown Park and Tymon Park.

Sport on the Green returns to MacUilliam and Balgaddy, alongside inclusive football and rugby camps and cycling programmes like "Women on Wheels" and "Sofa to Saddle."

Community Events That Bring Us Together

The Community Development Team kicked off the summer with Africa Day on 24 May in Tymon Park, celebrating African culture through live music, traditional dance, food and cultural stalls.

Refugee Week (16–22

June), led by the Local Area Integration Team, will feature an art exhibition, football tournament and a full-day cultural celebration on 21 June at Dodder Valley Park, with music, food and sport.

Family Fun Days are planned in MacUilliam and Russell Square, supported by local associations and organisations. Monthly Summer Markets in Tymon Park North will celebrate local enterprise with artisan food, crafts, live music and community spirit.

Heritage and Local Pride

Heritage lovers can explore the Round Tower Visitor Centre in Clondalkin or visit Brú Chrónáin, both offering free, engaging experiences that connect past and present. The Seo Beo Irish Festival at Áras Chrónáin adds a cultural flourish



Watch out for events near you in SDCC parks this summer



No Crows will be performing at Áras Chrónáin

with music, dance and language events in late June. The season wraps up with the Clondalkin Summer Festival—a joyful celebration of community, creativity and local pride. In addition to tours of Lucan House in partnership with the Society of Old Lucan, we will provide increased community access to the grounds from July onwards.

A Summer for Everyone

Whether you're discovering a new trail, dancing at a pop-up concert or sharing your story at the library, SDCC's summer programme is designed to be inclusive, accessible and inspiring. It's a season that reflects the best of South Dublin—where culture meets community, and where everyone is invited to take part. For full event listings and updates, visit www.sdcc.ie or follow SDCC on social media.



SDCC has launched a bold new brand that reflects our purpose and values. Greater opportunity is our commitment — to individuals, to communities, and to the future. This is not just a goal but the foundation for everything we do. Our vision is to be a place that meets the needs and ambition of everyone in South Dublin.

This brand is more than a visual refresh. It's a renewed commitment to the people of South Dublin, designed to help us better connect, communicate and deliver on our vision.

Co-created through deep engagement with communities, elected members, staff, and local businesses, the new identity was built from the ground up to reflect the energy, pride and diversity of the county.

At its core, this rebrand supports the goals in our

Corporate Plan 2025–2029, our roadmap for delivering real change across seven key areas—climate action, quality housing, thriving economy, a better place, connected communities, cultural richness and people first!

Our refreshed identity is more visible and more connected. We have created a revitalised web presence, a flexible brand architecture and a custom-designed, accessible typeface—SDCC Sans—ensuring clarity and inclusion across every touchpoint, from signage to digital platforms, making our communications more accessible for all users. We've also reimaged our colour palette, reclaiming a distinctive Dublin blue that reflects both our heritage and

our future. Every element—from how we show up on social media to how our staff uniforms look—has been designed to be consistent, modern and reflective of the people we serve.

The research and engagement with people on both the new brand and corporate plan were done side by side. We engaged extensively with over 1,000 people including members of the public, councillors, council staff and stakeholder groups locally, nationally and internationally to ensure a wide range of voices helped shape the final vision.

We looked closely at census data, along with national, regional, and local policies

and laws, to ensure the plan is grounded in the real needs and priorities of our community.

We mapped the 17 UN Sustainable Development Goals and the 7 Local Economic and Community Plan (LECP) goals against our goals, showing how our work connects with and supports a wider, global vision.

We carried out a human rights and equality impact assessment to make sure the plan addresses a broad range of issues and actively promotes inclusion, fairness and respect for all.

In short, the new SDCC brand and ambition is built on a strong foundation of research, community insight, and careful mapping of the bigger picture,

both locally and globally.

Colm Ward, our Chief Executive explained “This isn’t just about how we look—it’s about how we show up. The new brand helps us speak with one voice, build trust, and connect more clearly with the people we serve. It’s about

doing better, listening more, and representing more. Our brand is our mark of quality and it sets the standard.” Together, the new brand and Corporate Plan form a single, living system that grows with the needs of our communities. It empowers our teams, supports our citizens, and shows that SDCC is not only ready for the future—we’re shaping it.

To explore the brand and Corporate Plan in full, visit www.sdcc.ie.



Focus On A New Brand and Opportunity for All



Images of the
Month



Images of the
Month



Images of the Month



Elected representatives at SDCC brand launch in County Hall



SDCC corporate plan and brand launch for staff

Images of the Month



SDCC corporate plan and brand launch for staff

Images of the Month



Celebrating 10 years of marriage equality at County Library Tallaght



Mini-woodland planting at Oakland Grove

Images of the Month



GAA Connects event in Quarryvale

Images of the Month



Active South Dublin stencils at Glenasmole National School



SDCC Bike Week in Dodder Valley Park

Images of the Month



Books Are Good For You Event in Tallaght Library

Images of the Month



Councillors raise the flag for PRIDE month



Gaelscoil Chnoc Liamhna playground stencil initiative

Images of the Month



Participants in the Junior Safety Foun visit Tallaght Stadium

Images of the Month



International Social Housing Festival event in Work IQ



Launch of affordable housing at Canal Bank, Clonburris

Images of the Month



Junior Safety Forum in SDCC council chamber

Images of the Month



Homegrown Timber Frame Housing at Melrose Court



Carrigmore playspace opening

Images of the Month



Mini Woodland at Ballycullen Drive

Socials

Facebook
X

Instagram
YouTube

Website

www.sdcc.ie

Corporate Plan

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