



Comhairle Contae
Átha Cliath Theas

South Dublin
County Council

SDCC Economic Strategy 2026-2036

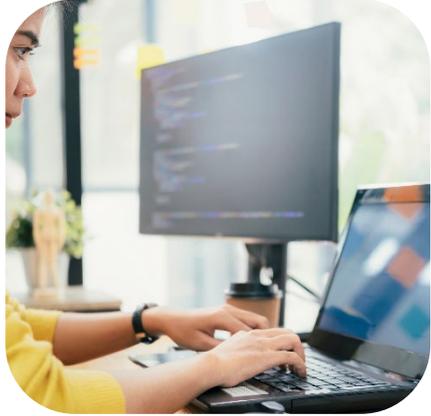
JAN 2026

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Our strategy centers around 4 key pillars

**Ambitions
and Actions**

**KPIs, Monitoring
and Evaluation**



Sectors

Analysed the composition of our business and industry base to model how they will evolve and grow.



Space

Analysed what land we have for employment uses and how to optimize these lands, including opportunities for clustering sectors.



People

Assessed the diverse employment and skills base to future proof opportunity for the people of South Dublin.



Place

Assessed why South Dublin is an attractive place for people to live, work, study and to visit.

Increasing Gross Value Added (GVA)

The challenge

- South Dublin generates €22.6bn in GVA (2022)
- Productivity growth under pressure from rising costs and global volatility

Our response

- Target 15–25% GVA growth by 2030 (€22.6bn–€28.3bn)
- Focus on high-value sectors, innovation and skills-led growth

Supporting High-Value Sector Growth

Strategy actions (Pillar 1: Sectors)

- *“Develop clusters for growth sectors through designation of areas and encouraging co-location of businesses within similar industries to enhance and fuel innovation.”* **(Action 1.2.3, Mid – 1-2 years)**
- *“Facilitate expansion of key innovation growth areas”* **(Action 1.2.13, Ongoing)**
- *“Support expansion of companies through FDI support, R&D expansion and enterprise growth across priority sectors to increase growth of entry-level, mid-level and professional roles.”* **(Action 3.3.1, Ongoing)**

Growing Within Finite Space

The challenge

- Employment land is finite (c. 625 hectares zoned)
- Regeneration risks business displacement if unmanaged

Our response

- Optimise every hectare through clustering and intensification
- Actively manage relocation and employment land use

Infrastructure and Housing Delivery

The challenge

- Over 104,000 jobs with high levels of commuting
- Transport, utilities and housing not keeping pace with growth

Our response

- Deliver transport-led employment hubs
- Align growth with infrastructure and housing delivery

Optimising and Managing Employment Land

Strategy Actions (Pillar 2: Space)

- *“Support the optimisation of every hectare of employment lands in South Dublin so that space actively powers innovation, inclusion and prosperity.” (Action 2.5.0, Ongoing)*
- *“Develop a Future Employment Land Framework – a strategic, data-led process that will identify, test and prioritise sites for future economic activity.” (Action 2.5.1, Mid – 1-2 years)*
- *“Establish an Employment Land Monitor to carry out annual employment land audits to review land availability, development readiness, infrastructure alignment and sectoral trends.” (Action 2.5.2, Mid – 1-2 years)*

Skills Mismatch and Outward Commuting

The challenge

- Only 39.5% of residents work within the county
- Over 80% of outward commuters are in higher-value occupations

Our response

- Deliver a County Skills Strategy by end 2026
- Strengthen local employment hubs and progression pathways

Delivering Transport-Led Employment Hubs

Strategy actions (Pillar 2: Space & Pillar 3: People)

- *“Enhance and connect employment hubs to create flexible, well-serviced spaces linking talent, enterprise and opportunity across the county.” (Action 3.2.0, Mid – 1-2 years)*
- *“Integrate sustainable transport solutions around key employment locations to improve accessibility, reduce emissions and strengthen labour market reach.” (Action 3.2.2, Mid – 1-2 years)*
- *“Support the expansion of cycling infrastructure, pedestrian networks and public transit connectivity to main employment hubs, including Tallaght, Clondalkin, City Edge and Grange Castle.” (Action 3.2.3, Long – 3-5 years)*

Delivering a County Skills Strategy

Strategy actions (Pillar 3: People)

- *“Develop a coordinated County Skills Strategy that aligns education, enterprise and community partners to meet evolving workforce needs.” (Action 3.1.1, Mid – 1-2 years)*
- *“Expand lifelong learning and upskilling opportunities so residents can gain the capabilities needed to thrive in a changing economy.” (Action 3.1.2, Mid – 1-2 years)*
- *“Promote clear progression pathways through collaboration with employers and education providers, supporting continuous career development.” (Action 3.1.3, Long – 3-5 years)*

Strengthening Place Competitiveness

The challenge

- Strong as a place to invest and live
- Weaker as a place to visit and study

Our response

- Invest in placemaking, town centres and the evening economy
- Strengthen South Dublin's identity and visibility

Placemaking, Place Management and Identity

Strategy actions

- *“Create a more welcoming, attractive and people-centred environment in key towns and villages by delivering high-impact placemaking interventions.” (Action 4.1.0, Mid – 1–2 years)*
- *“Strengthen collaborative, cross-sector place management by establishing structures including Business Improvement Districts and co-created local action groups.” (Action 4.1.6, Mid – 1–2 years)*
- *“Reposition South Dublin through a coordinated, insight-led place marketing and branding strategy that communicates its strengths and more effectively attracts visitors, students, talent and investment.” (Action 4.2.1, Mid – 1–2 years)*



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Thank you