

ARTS, CULTURE, TOURISM AND LEISURE

7.1 Arts and Culture

- 7.1.1 Overview
- 7.1.2 Realising the Docklands' Potential
- 7.1.3 Policies

7.2 Tourism and Leisure

- 7.2.1 Current Position
- 7.2.2 Strategic Framework
- 7.2.3 Strategy and Goals
- 7.2.4 What Needs To Be Accomplished
- 7.2.5 Leisure
- 7.2.6 Policies





NO FIT STATE CIRCUS, 2007

7.1 ARTS AND CULTURE

Arts, culture, tourism and leisure all have an important part to play in the regeneration and future development of the Docklands Area. Recognising the fact that good provision must be made for these sectors, accordingly these now form the content of a full chapter in this Docklands Master Plan. Arts and culture are addressed in Section 7.1, and tourism and leisure are considered together in Section 7.2.

7.1.1 OVERVIEW

Broadly speaking, cities are distinguished by their cultural identity, as expressed through their architecture, heritage, people and the arts. These are the attributes that attract people to a city, that generate a sense of place, that imprint images on people's memories and instil pride in residents. The cultural and creative industries constitute an essential element of sustainable urban regeneration and investment in cultural infrastructure provides the enabling platform for the development of these industries. The benefits of this investment run far deeper than the delivery of entertainment to residents and a good experience to tourists – although this is an important consideration. A culturally vibrant city quarter offers a much more exciting environment in which to live and work; it attracts economic investment and expanded employment opportunities and makes a strong contribution to the Docklands – and the city's – image and vitality.

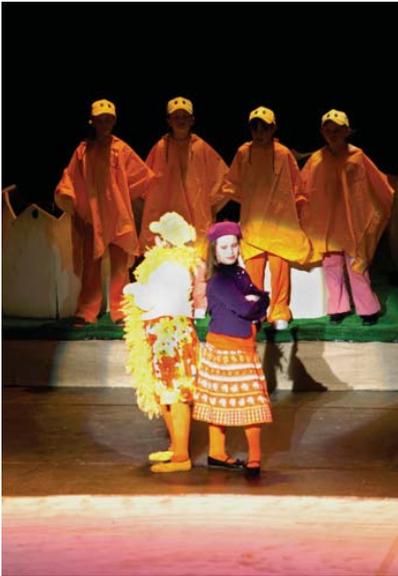
To date, there has not been a significant provision of arts and culture infrastructure in the Docklands. However, this position is now changing as a number of significant developments in the performing arts sector are in progress or in the pipeline. These include the expansion and upgrading of the O₂, the new Studio Libeskind-designed Grand Canal Theatre and the proposed move of the Abbey Theatre to George's Dock. There are also several new art galleries in the area. The Authority has become far more active in programming arts and cultural events for the Docklands, primarily using public spaces to encourage public access and participation. These events include the Docklands Maritime Festival, the Analog programme of concerts, and a variety of shows and concerts at George's Dock and Grand Canal Square. Public art is becoming more prominent in the area and is, perhaps, most strongly expressed in the Martha Schwartz design for the landscape of Grand Canal Square, and "Freeflow", the glass cobble illuminated work by Rachel Joynt along North Wall Quay. The proposed sculpture in the River Liffey by artist Antony Gormley will be a dramatic addition to the Docklands' public art collection.



ARRIVAL OF THE SEA STALLION, 2007



DUBLIN FRINGE FESTIVAL, 2008



DOCKLANDS SCHOOLS DRAMA PROGRAMME

7.1.2 REALISING THE DOCKLANDS' POTENTIAL

There is significant potential for further development of cultural infrastructure and uses in the Docklands. The area forms part of a steadily strengthening corridor of cultural activity extending along the Liffey from Kilmainham to Ringsend. The regeneration of the Poolbeg Peninsula will bring additional opportunities which will enrich the area as a place to visit and in which to live and work.

To develop as a sustainable, vibrant, attractive and interesting place, there should be investment in diversity in the Docklands' economic base, in its architecture and design of public space, in its living population, in its mix of employment-generating activities, in its amenities and in its balance of economic, social and cultural activity. It will be very important to ensure that arts, culture and the creative industries become an integral part of the Docklands' identity to enhance the Area as a place in which to live and work, and as a compelling destination for visitors.

The five strategic priorities which the Authority has set for itself in leading the development of the area implicitly recognise the importance of arts and culture. For example, the goals of creating a sense of place, realising quality of life and fulfilling economic potential all have direct links to arts and culture provision. The 2003 Docklands Master Plan set out a number of policy goals for cultural uses, and specific steps have been taken to give effect to these goals, including the preparation of an arts and culture strategy and the appointment of an experienced arts manager.

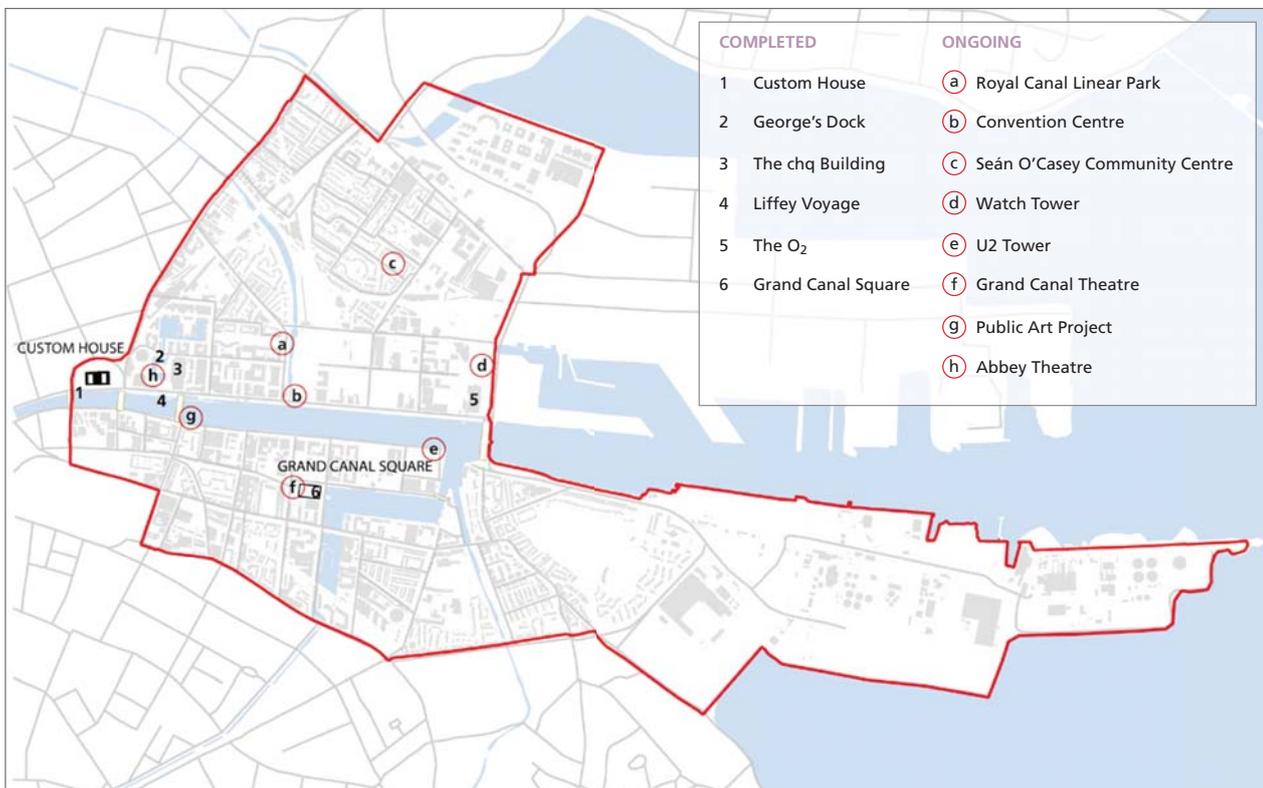


FIGURE 7.1 TOURIST, LEISURE AND CULTURAL FACILITIES

The Docklands arts and culture strategy recommends that the Authority plays an active role in promoting the development of arts infrastructure in the Docklands. Specifically, it recommends that the Authority:

- Animate public spaces in Docklands by commissioning a broad range of art projects
- Develop the arts identity of brand Docklands
- Make space for the arts in Docklands
- Build artistic and cultural connections between Docklands and elsewhere
- Actively promotes the sustainability of the arts in Docklands in the future
- Pursue the provision of a Docklands maritime heritage and culture museum

Much is being done in pursuit of these objectives and the Authority programmes an extensive range of arts and cultural activities throughout the year, primarily using the river and public spaces as venues. It will be essential that the arts and culture strategy is kept under continuous review and is updated periodically to ensure that it reflects needs and opportunities for both residents and visitors.

There are several new venues for the performing arts under construction or in planning. These are very welcome and will have a significant impact on the profile of the Docklands as a locus for cultural activity and entertainment. Further initiatives to locate new cultural facilities in the Docklands, including Government-sponsored projects for major cultural centres and buildings, should be encouraged as part of a wider strategy to develop the cultural corridor along the Liffey. The Authority will seek to explore the feasibility, with all relevant parties, of a Docklands Museum emphasising the cultural and maritime heritage of the Area.

Virtually all of the investment in cultural infrastructure that is currently planned, proposed or already under construction is focused on performance and exhibition. Very little is devoted to enabling the production of artistic work. Yet, without production, there will be little to show the public other than ready-made imports. It is vital for its cultural identity that the Docklands is a home for artists and enables them to produce their work. The plans and policies of several organisations, including the Arts Council, the Department of Arts, Sports and Tourism, Dublin City Council and the Authority itself, show that this is a priority matter but, so far, relatively little has been accomplished. In partnership with existing arts companies and other relevant arts agencies that have experience in the field, the Authority will encourage art practitioners to locate in the Docklands. The development of affordable live-work accommodation and studios/workspaces for creative practitioners including craft workers should be encouraged and promoted in the Docklands. This would not only animate the area to a much greater extent than is the case at present, but would also give rise to additional enterprise and employment in the creative industries in the Docklands.

The continued provision of public art, including temporary and permanent works as well as artistic activities in public spaces will have a key role to play in the evolving image and identity of the Docklands. There will also be growing potential to use corporate business spaces as locations for art works and arts and culture activities, and this should be explored with the business community in the Docklands.



FIRE INSTALLATION BY LA COMPAGNIE CARRABOSSE



NO FIT STATE CIRCUS, 2007

Policies

The Authority will:



ANALOG 2007



'LEGS ON THE WALL', ULSTER BANK THEATRE FESTIVAL 2007

Policy AC1

Ensure that arts and culture become an integral part of the Docklands' identity to enhance the area as a place in which to live, work, relax and be entertained.

Policy AC2

Seek the development of cultural infrastructure, activity and events in strategic locations including George's Dock, North Wall Quay, North Lotts, Grand Canal Square, Britain Quay and Poolbeg Peninsula.

Policy AC3

Encourage and promote the development of new cultural facilities in the Docklands Area that complement those already established in Dublin and respond to the needs of the cultural sector.

Policy AC4

Encourage Government initiatives to locate major cultural centres, buildings and events in the Docklands Area as part of a cultural corridor along the Liffey from the IMMA to the O₂.

Policy AC5

Animate public spaces in the Docklands Area by commissioning a broad range of art projects including public art works, events, activities, festivals and cultural residencies.

Policy AC6

Encourage the development of affordable live-work accommodation and studios/ workspaces which would attract creative practitioners to live in the area.

Policy AC7

Encourage the location and development of the creative industries in the Docklands Area, including the facilitation of arts and cultural companies to locate in the Area.

Policy AC8

Encourage the business and resident community in the Docklands to play an active role in supporting arts and culture activities in the Docklands Area, including the use of their premises as arts space.

Policy AC9

Maintain the '*Docklands Arts & Cultural Strategy*' under continuous review and update it periodically to ensure that it reflects needs and opportunities for both residents and visitors and underpins the delivery of dynamic programming and infrastructure.

7.2 TOURISM AND LEISURE

7.2.1 CURRENT POSITION

Over the past decade tourism in Dublin has experienced unprecedented growth. Visitor numbers and spending have more than doubled and Dublin now ranks amongst the most popular city destinations in Europe – positioned ahead of traditional city favourites such as Madrid and Amsterdam.

As the main gateway to the island of Ireland, Dublin is ideally situated to benefit from the influx of tourists to the Country and it has seized on these opportunities taking almost a third of the total overseas tourism income for Ireland in 2006. Its position has been further supported by significant investment in tourism products and services, in particular with the development of high quality visitor accommodation. Although a fast growing and dynamic city, Dublin has remained relatively manageable in terms of size and is easily navigable by foot. It is also a city which is characterised by a vibrant atmosphere, benefiting from a young population and high employment.

Dublin has performed well in terms of gaining market share. In 2006, overseas arrivals grew by 9.4% on the previous year, representing an increase in its share of national, European and world tourist arrivals. Moreover, apart from a drop in visitor numbers in 2001 (which can be attributed to the impact of 9/11), overseas tourism to Dublin has experienced continuous growth since 1999 (see Chart 1 'Dublin's Overseas Tourism Performance 1999-2006' below).

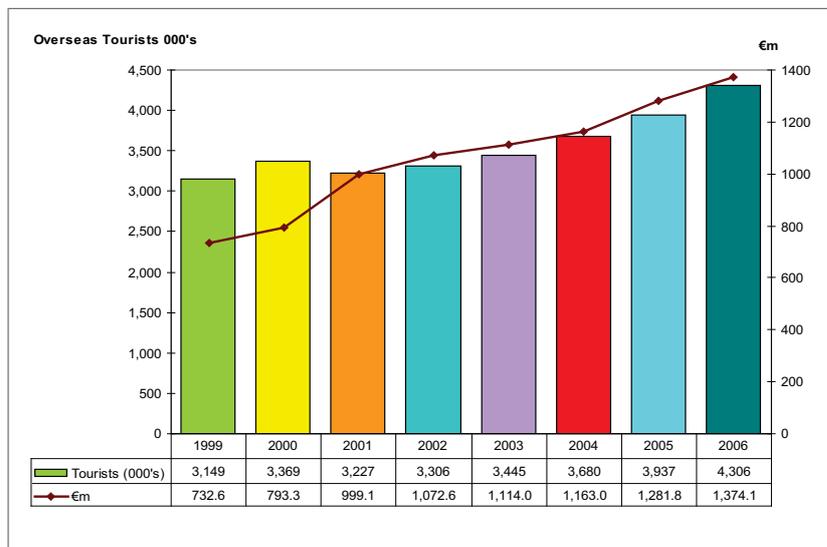


CHART 1 DUBLIN'S OVERSEAS TOURISM PERFORMANCE 1999-2006 (SOURCE: FÁILTE IRELAND)

Dublin's success in the tourism industry in recent years is highlighted by a number of notable achievements:

- Dublin was responsible for generating €1.7 billion of the State's total €5.4 billion tourism revenue in 2006.
- Between 2000 and 2006, Dublin saw an increase of 64% in domestic visitor revenue and 44% in overall visitor revenue.
- During 2006 overseas visitors spent 20.5 million bed nights in Dublin accounting for a third of total bed nights in Ireland.
- Dublin was ranked as the sixth most popular city destination in Europe in 2006 in terms of overseas tourist bed nights (excluding those visiting friends and relatives).

Reflecting the success of Dublin as a tourist destination, the Docklands has seen rapid development during the past five years, with the completion of significant residential, retail, office and hotel buildings. Hotel capacity increased from 885 in 2003 to 971 in 2008 and the share of four-star capacity in total has risen to 50%, facilitating business tourism for the large commercial tenants such as PWC and McCann Fitzgerald that have relocated to the Docklands. Some 520 additional rooms are under construction and current planning permissions and applications envisage a further 1,500 rooms being added to the stock over the coming five years. The opening of the chq building along with several restaurants and cafés has brought new life to George's Dock. Recently opened specialist retail stores, convenience shops, restaurants and cafés, together with innovative landscaping and lighting features, have all helped to launch Grand Canal Square as a vibrant new quarter. These developments are providing attractive and sustainable environments in which residents can live and locales where visitors can wander and relax.

The Docklands has also made significant progress as a venue for events that appeal to tourists. High profile events, such as the Dublin Fringe Festival and the Docklands Maritime Festival (with an estimated 130,000 in attendance over the four days in 2008), are giving both overseas and domestic tourists more compelling reasons to come and visit the area, as, too, is the newly established '12 Days of Christmas' festival where over 80,000 people wandered through the market stalls and took part in the Christmas festivities in 2007. The 2008 inaugural annual Dublin Dance Festival further enhances the range of cultural attractors for tourists and, importantly, makes use of the indoor and outdoor spaces available in Docklands. 2008 also saw the creation of an urban beach at George's Dock complete with beach furniture and a wide range of activities. Innovative events such as these are increasingly becoming focal points of Dublin's cultural tourism itinerary and, with its selection of public spaces and the natural resources of the River Liffey and canal basins, the Docklands is ideally positioned to deliver a unique mix of outdoor and indoor attractions to both residents and visitors.

7.2.2 STRATEGIC FRAMEWORK

Dublin's success as a tourist destination is apparent. However, in order to sustain the growth experienced in recent years it must continue to develop its product offering in innovative ways. Up to now, tourism in the city has been very concentrated in a relatively small central area. A key goal for Dublin during the coming years will be to enrich its product offering by expanding tourist activity over a wider area. The City must embrace the Docklands, making use of the tourism opportunities afforded by the impressive developments underway and ensuring that the Docklands becomes an integral part of Dublin's value proposition as tourist destination.

Integrating the Docklands into the City will depend on a number of enabling factors:

- Firstly, the Docklands must develop a range of **tourist attractors**, combining high profile events, permanent attractions and cultural centres, capable of drawing visitors in large numbers, in conjunction with smaller scale local offerings (eg, walking tours).
- Secondly, to create an environment that is engaging enough for visitors to want to stay in the Docklands, there should be some clustering of attractors and activities at key locations that are within easy walking distance of each other. It is proposed that this clustering be promoted in six key locations or '**nodes**', incorporating George's Dock, Spencer Dock/North Wall Quay, Grand Canal Square, Point Village, Britain Quay (U2 Tower) and Poolbeg/Pigeon House Harbour. These nodes will need to have a concentration of facilities which includes restaurants, pubs, cafés, shops, markets and other on-street activities to enliven and animate the areas.
- Thirdly, it will be essential that **frequent and suitable modes of transport** are in place to enable easy access to and circulation between these nodes.



FIGURE 7.2 DOCKLANDS 6 TOURISM NODES



DOCKLANDS MARITIME FESTIVAL



DOCKLANDS MARITIME FESTIVAL



PEARL AT DOCKLANDS, ST PATRICK'S FESTIVAL



DOCKLANDS FUN RUN 2008

7.2.3 STRATEGY AND GOALS

With a focus on continued growth and improvement, Dublin Tourism has set out strategic goals in its tourism plan for the next three years, *'Making it Happen – Dublin Regional Tourism Plan 2008-2010'*. Aligned with national tourism policies, the Plan highlights the marketing and promotion of leisure and business tourism, the delivery of a distinctive visitor experience and enhancing the range of attractions and activities for both visitors and residents alike in a bid to grow revenue and employment in the local economy.

Strategic Goals

Consistent with Dublin Tourism's Regional Plan, the Docklands' strategic tourism goals for the coming planning period may be defined as follows:

- Market and promote the Docklands as a unique tourist destination catering for a variety of tastes and interests
- Support the development of a range of tourist accommodation in appropriate locations throughout the area
- Promote and develop business tourism in the Docklands
- Put in place the necessary infrastructure and services that allow visitors to easily move in and out of the Docklands as well as between the six key nodes: George's Dock, Spencer Dock/North Wall Quay, Grand Canal Square, Point Village, Britain Quay and Poolbeg/Pigeon House Harbour
- Extend the range of tourist attractions that provide a strong incentive for tourists to come to the Docklands
- Encourage and support the use of the waterfront and water bodies for leisure and tourist activities
- Create an animated and interesting environment that is conducive to relaxing, wandering and discovering

7.2.4 WHAT NEEDS TO BE ACCOMPLISHED

The Authority will work with businesses, Dublin Tourism, the community and all key stakeholders and relevant parties in tourism and leisure with the aim of achieving tourism growth and improved leisure facilities that benefit the local economy. The Docklands strategic tourism goals will be delivered through marketing, business partnerships and the support and enhancement of the tourism product offering.

Promote the Docklands

The Docklands will be marketed as a must-see destination for visitors to Dublin. The Docklands encompasses several distinct districts, each of which is developing its own character yet is part of the overall Docklands identity. The purpose of marketing will be to stimulate tourist demand and encourage people to visit in greater numbers and for longer durations. In order to successfully position the Docklands in the marketplace, it will have a unique and clear brand that is consistent with the overall Dublin region tourism branding.

Support Development of Tourist Accommodation

The Authority will support trade and the planning authorities in the development and provision of a range of tourist accommodation in appropriately located areas. The accommodation will include guest houses, hostels and hotels with various star ratings.

Develop Business Tourism

Business tourism offers plenty of opportunities for the Docklands. The significant increase in hotel capacity, in construction and in planning, along with the scheduled opening of the Convention Centre Dublin at Spencer Dock in 2010 means the Docklands is well positioned to benefit from business tourism – the introduction of the new VAT refund provision for conference delegates further supports this potential. The Authority will work with Dublin Tourism, the Dublin Convention Bureau and trade with the objective of realising increased market share in business tourism.

Infrastructure and Services to Commute Between Districts

The Docklands encompasses a vast area of new development that is fragmented to a degree by the dividing waters of the River Liffey, the Royal and Grand Canals, and the dock basins. Creating attractions that encourage tourists to visit and then to subsequently want to discover more is highly dependent on the ability to move around with ease. This requires tourist maps, clear signage, pathways, cycle-ways and good public transport.

The strategic approach to tourism development in the Docklands as set out above envisages the concentration of activity around six nodes: Grand Canal Dock, Point Village, George's Dock, North Wall Quay, Britain Quay and Poolbeg. While the water bodies create natural divisions between these locations, they also offer opportunities for interesting forms of transport for tourists which in themselves can become reasons to visit. In pursuit of a cohesive tourist destination, the six nodes will be joined together through the use of well designed cycle-ways and walking routes, frequent public transport, water taxis and other innovative measures. Poolbeg, which is the node furthest from the city centre, will require high capacity and high frequency public transport if it is to be considered by visitors.

Extend Range of Tourist Attractions

The ability to attract tourists to previously unvisited sites requires strong drivers by way of high profile events and attractions. To date, events such as the Dublin Fringe and Docklands Maritime Festivals have proven to be very successful in drawing large numbers of visitors, as will be the Studio Libeskind Grand Canal Theatre, Abbey Theatre and the O₂ on completion. However, the Docklands needs to complement its growing theatre base with other types of attraction.

In response to the need for compelling, market-led tourist attractions, the Authority will work with Dublin Tourism and other relevant parties to identify project opportunities that would have the ability to draw significant tourists to the Docklands and will continue to expand on the existing portfolio of high profile-events.

Encourage Use of Waterfront and Water Bodies

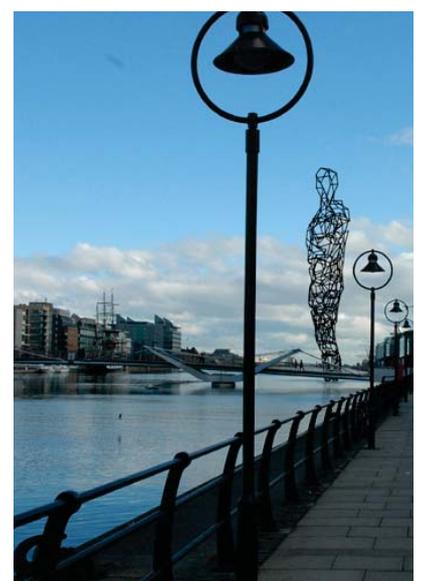
Based on a review of Dublin's tourism product carried out by Dublin Tourism in 2007, supply-side gaps in the product offering were noted. These included family attractions, adventure centres and outdoor activities. The waterfront and water bodies are a distinct advantage to the Docklands in terms of responding to these supply-side gaps. The Liffey Voyage, Sea Safari and Viking Splash tours



LIFFEY VOYAGE



DOCKLANDS LIFFEY SWIM



ANTONY GORMLEY SCULPTURE



DOCKLANDS FUN RUN

go some way to address these shortages; however there is room for further product innovations. Over the next five years, the Authority will encourage the use of the waterfront and water bodies for family attractions, outdoor activities, sporting events and the development of waterside facilities.

Create an Interesting Environment for Discovery

Restaurants, bars, cafés, local events and markets all create a sense of place in a neighbourhood and provide reasons for people to interact and enliven areas. The weekly CoCo Market in the IFSC is the type of initiative that does just that, but these services are in short supply in many parts of the Docklands. With the goal of creating environments that are animated and interesting, the Authority will support the establishment of a variety of facilities in the six nodal areas. The Authority will work with trade, key stakeholders and the community to determine appropriate facilities.



DOCKLANDS MARITIME FESTIVAL

7.2.5 LEISURE

The Docklands possesses a broad selection of sporting, recreational and leisure amenities. At its heart is the River Liffey, which is a very valuable amenity for the Docklands and which is used by many clubs. Adjacent to the river is the Irishtown Stadium, boasting a modern athletics track, all-weather playing pitches and training room facilities. Nearby is Ringsend Park with its football pitches, basketball and tennis courts. Recent efforts to involve the community in sporting activities have been very successful, for example Splashweek, a four-day water-based activity programme, which takes place annually during the Easter holiday break. With Docklands children living so close to the River Liffey it makes sense to introduce them to the excitement of water activities such as swimming, sailing, wind surfing and canoeing, along with water safety training. The programme, for 9 to 16-year-olds, is run by the local community centres in the Pearse Street, Ringsend and Irishtown areas and involves many of the youth organisations in the Docklands. As part of the River Regeneration Strategy, the proposed swimming pool on the River Liffey will be a major enhancement of water-based leisure facilities for the local community.

SHANE MACGOWAN AND TIM ROBBINS,
ANALOG 2008

Leisure in its widest sense is about quality of life and choice; people all have different hobbies and activities in which they choose to participate when they have free time. Leisure activities include playing sport; participating in the arts, attending an event, researching family and local history, visiting a museum or art gallery or taking part in informal outdoor activities such as walking or cycling. Participation in leisure activities has many benefits for the individual and the community, and it is a goal of the Docklands to enhance existing facilities and, where possible, to encourage the local community to use new leisure, recreation and sports facilities which may be developed as part of the tourism and cultural infrastructure.

The purpose is to enable all of the community to participate in activities during their leisure time. These include active recreation (dance, and exercise), organised sport (football, hockey, netball, cricket etc), active transport (cycling) and active living (walking, gardening). Priorities in this respect include:

- Providing accessible and high quality leisure facilities supported by organised sports activities and coaching
- Encouraging healthy lifestyles
- Encouraging participation in sport
- Maintaining and retaining parks and open spaces and developing current resources such as the Irishtown Stadium and the availability of the canal basins
- Encouraging older people to participate in physical activities



12 DAYS OF CHRISTMAS MARKET

Policies

The Authority will:

Policy AC10

Facilitate the development of arts within the community, including a celebration of the Docklands history, maritime activities, local culture, traditional skills, and heritage to promote the continuation and development of arts within all education and training.

Policy AC11

Promote the Docklands Area as a destination for cultural tourism by promoting the development of cultural infrastructure, events and activities.

Policy AC12

Seek the development of a cluster of tourism, arts and culture facilities, including hotels, in the George's Dock, Spencer Dock/North Wall Quay, Grand Canal Square, Point Village, Britain Quay and Poolbeg areas.

Policy AC13

Seek the development of attractive and innovative restaurants, cafes, public houses and shops in strategic locations, including the George's Dock, Spencer Dock/North Wall Quay, Grand Canal Square, Point Village, Britain Quay, and Poolbeg areas.

Policy AC14

Encourage development of a range of tourist accommodation of varying types and scale in suitable locations.

Policy AC15

Provide for the development of any major building initiatives by Government, and in the private sector, which would act as significant tourist entertainment destinations.

Policy AC16

Explore the development of a range of tourist attractions which will encourage larger numbers of tourists to visit Docklands Area.

Policy AC17

Promote and support the Convention Centre Dublin and seek the development and location of business tourism support services in the vicinity of the Centre at Spencer Dock.

Policy AC18

Implement the River Regeneration Strategy and Campshire Vision in order to deliver leisure and tourism attractors in the water bodies of the Docklands Area.

Policy AC19

Implement the River Regeneration Strategy and Campshire Vision in order to deliver recreation and sporting activities on the water bodies, including the development of fishing, sailing, rowing, swimming and canoeing activities.



12 ANGRY FILMS, DUBLIN PORT



SPORTS IN THE DOCKLANDS

Policy AC20

Promote the development of leisure and sports (including urban sports) facilities and activities for the Docklands community and for visitors to the area, including the provision of a major leisure centre, walking and cycling routes, and sporting events.

Policy AC21

Promote the provision of community involvement and local integration in recreation and entertainment opportunities, including events and festivals, using indoor and outdoor venues.

Policy AC22

Seek to integrate the Docklands Area with the city centre more fully by developing and enhancing connecting routes, and encourage active ground-floor uses along these routes.

Policy AC23

Seek to ensure that visitors to the Docklands Area can move easily around the area by public transport, walking, cycling and water transport.

Policy AC24

Enable visitors and users of the Docklands Area to navigate around the area by providing readily accessible information through on-street maps, signage, and visitor guides using appropriate media and languages.

Policy AC25

Continue to review the feasibility of providing a suitable terminal for cruise liners and other passenger vessels with Dublin Port as the number of visiting ships increases.



URBAN BEACH