



Meeting of the Grafton Street Area Action Group 31st January 2012

In attendance: Richard Guiney, Kathryn Ryan, Gerard Farrell, Karl Smith (Dublin City BID), Sargent Eamon Lynch (Gardaí, Pearse Street), Katriona Cordeiro, Pat Fagan, Jason Kavanagh, Mary Costelloe, Eoin McDonnell, Ciara Gillan, Lorraine Ivers, Marsna Abrahams, Brendan Fagan, Conach Stokes, Margaret Beskri, Alex Reid, Anna Young, Margaret Kelly, Ruth Monaghan

Item	2Action
Review of Christmas & New Year Events	<p>Footfall for Christmas in 2011 is up 8.5% similar to 2009 levels, thanks to unified campaign from BID, Temple Bar Traders, DCC, Failte Ireland, Luas and Dublin Bus.</p> <p>Representations have been made by Dublin City BID and Retail Excellence Ireland to the Government regarding bringing forward the budget to encourage Christmas trade.</p> <p>The Shop & Drop bag minding service was provided by Dublin City BID in the GPO Arcade and Stephen's Green Shopping Centre. The service was well with received with 92% of those surveyed saying that the service would encourage them access the city through public transport or cycle. BID will be meeting with the National Transport Authority to look at ways that this could be turned into a year round service.</p> <p>The BID supported the New Year's Eve festival this year. The Event was a sell out with 10,000 tickets sold, double the expected attendance.</p>
Dine In Dublin	<p>Next Dine in Dublin restaurant promotion will begin on March 26th for one week. Linking both day and night facilities by being dynamic and interactive. Seeking to develop the festival further and introduce new elements, where</p>

	<p>restaurants can put on an event to entertain public; we welcome suggestions and ideas from our members on how to make this so. Emphasis on experience over price. This activity will be further promoted through our Marketing Forum.</p>
<p>Dublin Acquainted website</p>	<p>New consumer focused website to be launched in February that will work across all platforms (PC, table, smartphone) looking at promoting local businesses rather than visitors. Member interaction will be essential such as business profiles, promotions, offers etc. Le Cool magazine will be updating the image driven website. There will be an official launch from mid-February with promotion on 98fm. Similar style of promotion to our “50 dates” in 2011.</p> <p>We will raffle off various Dublin “experiences” to competition winners with an emphasis on “re-acquainting” people with their city. We welcome all members to participate in offering competition packages.</p> <p>“Dublin Acquainted” will act as a gateway for the BID’s iGuide app and will also be supported through BID social media sites which have 10,000 friends/followers, and 80,000 unique website visitors.</p> <p>We are looking for member’s feedback on the name as we are getting mixed reviews.</p>
<p>Night time crew</p>	<p>Dublin City BID will be providing a night time crew from February 16th onwards as, which will run 4 nights a week from Thursday to Sunday. Providing a cleaning service, tourist assistance and will be actively reporting any instances of begging or antisocial behaviour to the Gardaí. Contact details of the night crew will be provided to BID members.</p>
<p>Public Toilets</p>	<p>The lack of public toilets has in Dublin City Centre has been discussed at BID board level. The shopping centre experience has shown that properly staffed pay public toilets can be operated</p>

	<p>successfully and safely in the city centre. We are looking to have a charge of €0.50c for use of manned toilets based on the manned toilets in a shopping centre model.</p> <p>Dublin City BID has made a number of proposals to DCC on this issue and the Labour party councillors have raised the issue for discussion at the upcoming Environmental Special Policy Committee meeting.</p>
<p>Antisocial Behaviour</p>	<p>Dublin City BID is co-funding research into drug use and antisocial behaviour in the city centre with the HSE and Drug Treatment Centre. The feedback so far from our researcher indicates that Garda operations in the area are having a successful impact and those users and pushers are not comfortable in the area and are beginning to move elsewhere. We believe that is important to maintain this momentum.</p>
<p>Grafton Street Regeneration Programme</p>	<p>In the case of Fade St. regeneration has now been completed. Clarendon St. will be commencing next, before Grafton St. so as to provide an alternative route for footfall once Grafton St. is under construction. There will be a meeting with DCC looking for member's feedback on the issues of pavements, shoppers ease of access shops. There will be mail shots and call-ins from BID representatives in the coming weeks to inform when this will take place. DCC are open to all suggestions from businesses; all issues will be taken into account. Final plans, follow-ups and updates that will be passed on to BID members. As regard to the Grafton St. construction we have been liaising with DCC so as to minimise shop disturbance. We will look to the Belfast model to see how best to handle this.</p>
<p>Unique to Dublin</p>	<p>We will be celebrating independently owned businesses again this year. Suggestions have been put forward about promoting it alongside Independence Day on July 4th. We encourage all members</p>

	<p>to get involved not by offering discounts, but adding to the festival style. It will be a four day event running from Thursday to Sunday with a climatic event to close.</p> <p>Feedback from members is vital to develop the brand, on what entertainment would work, where etc. Studies from other BIDs for example in London making major streets pedestrianized for a weekend and hosting events created an influx of over 2million people, with survey results showing that people would return to the city.</p> <p>The Unique to Dublin brand is an important message to gain and re-engage with existing and new consumers. A large emphasis will be focused on the family and grey market.</p>
AOB	
Insurance Scheme	<p>Dublin City BID in conjunction with First Ireland can guarantee BID members a 20% reduction in their business related insurance costs. For more information please contact First Ireland Insurance brokers on 01 882 0838 or 086 311 6830 for a quote.</p>
Family Market Issues - Restaurants	<p>Kids Menu, the proposal of other members having children's portions of the adult's meal was put forward, where members actively engage with family market by showing that they offer a children's choice on their menu.</p> <p>There needs to be a shift in food culture, families will spend more if there is more offered to them in regards to giving their children a meal that their parents choose is sufficient, as they deem the food to be health from their own views.</p> <p>Suggestion to introduce branding to indicate that businesses are "Family – friendly"</p>
Family Market Issues – Parking	<p>This issue was brought up of number of parking spots in the city when bring children with parent(s). It was suggested that there be family area allocations in the streets as car parks can be awkward to get to.</p> <p>It was also suggested that dual use parking scheme be brought up, where</p>

	loading bays can be used for family parking, at designated times.
Family Marketing – Loyalty Programme	It was suggested that a family loyalty programmes be looked at. The response from this was that Dublin Acquainted website will show family friendly businesses, it was suggested to use a logo for this by a BID member. This will be considered in the coming meeting with the design team. Also suggested were more family friendly activities, restaurant participation, and children’s entertainment.
Café Culture	In Dublin City café culture has grown over the past number of years significantly and is important the city. The issue of cost for seating outside need to be reduced. We will actively look into seeking the member proposed removal of seating charges for a 3 month trial period during the summer, as it will reduce costs on the business and increase growth. We understand that costs need to be reduced and will be bringing the issue up with the city manager.
St. Patricks Day Festival	The suggestion of a similar project to last year with events going on around the city, and not just in the major public areas, but in smaller streets. Also we understand that this year’s Mother’s Day is the 18 th of March the day after St. Patricks Day. Some retailers are unwilling to open up on St. Patrick’s day due to the high influx of people out to enjoy the festival by eating and drinking and do not intend to shop. Shops are worried about antisocial behaviour. We would encourage members to send us feedback on when they are opening over the weekend. We will advertise and distribute information through BID kiosks. Larger retailers; Arnotts, Clery’s, M&S will be opening late on the Friday and from 11am on Saturday 17th.
Arthurs Day	We will be contacting Diageo to chase up on what events will be on, when and where so we can add to the events positive effect on the cities businesses.

Waste Management	<p>Greyhound Waste won tender for DCC waste disposal. Greyhound have committed to maintaining the level of frequency of removal of waste. DCC are not looking after it as it remains a Greyhound Waste problem. We have tried contacting them with no response, as they have not pinned down their calendar, we have also asked to meet with their management but no date has been confirmed. Any illegal dumping will be investigated and fines may be issued.</p> <p>In response to Greyhound Waste's lack of management we will threaten to publish documentation of their lack of efficiency to remove waste, members can email BID the findings which will be added to the documentations. Members should note that they are not bound to Greyhound Waste Management, and as suggested, we will contact other suppliers on their rates and if they will honour the DCC bin tags. We will provide a list of those that will honour these tags.</p> <p>Contact details for Greyhound are as follows:</p> <p>Call 1890 98 99 98 or email dublincity@greyhound.ie</p>
Casual Trading	<p>South Anne St. members suggested that we host events similar to Merrion sq.'s artist market. Also suggested was when there is an event on in Merrion Sq. that affects the artist market, South. Anne St could host the market. We will research the possibilities of these activities.</p>
Drury St. Dip	<p>We have contacted about the dip in the road, but DCC have only responded with their engineering dept. have checked it regularly. BIDS are currently seeking a temporary fix and will lobby for a permanent fix part of the regeneration projects.</p>
Homeless Issue	<p>There is a perception from businesses that there has been an increase in begging. Gardai have a team of uniformed and covert beats dealing with this and encourage businesses to report sightings asap. Beggars are adapting their</p>

	<p>behaviour as a result of legislation. Mainly an increase of begging at night, but we aim to tackle this with our Night Crew, who will interact with the Gardaí reporting issues immediately. Any homeless or begging issues can be reported to both BID at info@dublincitybid.ie and Pearse St Garda Station at pearse_street_cpo@garda.ie. Brendan Fagan, Stock Design, suggested to have a log book for all begging and homeless incidents, times, dates regular violators. Present log to the Gardaí to help with information on beggars.</p>