

# Dublin Mountains Project

## Strategic Context & Background

The period 2008-to date has seen the coincidence of strategic plans from Failte Ireland, the Dublin Mountains Partnership (DMP), Coillte and South Dublin County Council, that supports the inevitable and growing interest in accessing the great outdoors and enabling appreciation and protection of the heritage and rural character of the Dublin Mountains in a managed and sustainable way.

This alignment between various organisations presents a unique strategic opportunity to plan for the future of the Dublin Mountains through the sensitive development of a gateway facility that welcomes and orientates visitors and is part of a wider integrated plan around managing access, accommodating differing user needs, that benefits both Dubliners and the very welcome visitors to Dublin. These are the primary goals of the Project.

### 2008

The need to establish a dedicated organisation to focus on sustainably managing recreation access in the Dublin Mountains is recognised by the establishment of the Dublin Mountains Partnership (DMP) in 2008. Find out more about the [DMP](#).

Coillte is the largest provider of outdoor recreation in Ireland and recognises the significant value of Hellfire and Massey's Wood as a recreational resource within the Dublin Mountains. One of Coillte's stated values is "*attracting people to nature*" and the proposed development will be an important gateway into the Dublin Mountains for residents and visitors alike. As a significant landowner in the Dublin Mountains, Coillte sees the need to carefully manage access and visitor impacts within its forests. The sustainable development of a proposed gateway will help to manage current and future impacts and protect this valuable resource for future generations.

For more on the benefits that Coillte deliver in terms of heritage protection and recreation access [see here](#).



## 2010

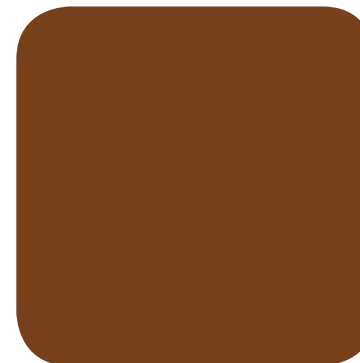
Two of the most significant strategic objectives of the DMP were the formation of a national waymarked long distance trail, the [Dublin Mountains Way](#), which was realised in 2010, and the establishment of gateway visitor facility building to welcome and orientate visitors. It is envisaged that the broad function of the facility would be to provide services such as toilets, parking, food and interpretation and act as the gateway to enable people to access the built and natural heritage of the area through the trails and activities that the Partnership's work made accessible to visitors.

## 2012

Failete Ireland establish the [Grow Dublin Taskforce](#) in December 2012 comprising key interested parties including the Dublin Local Authorities, Dublin Chamber of Commerce, Dublin City BID, the Tourist Industry and Development Agencies with the aim of reversing the downward trend in tourism to Dublin, which began in 2007. The Group set about creating a collaborative Tourism Strategy up to 2020.

## 2014

The final report from the Grow Dublin Taskforce, ['Destination Dublin - A Collective Strategy for Growth to 2020'](#) is launched in January 2014. The vision statement for Dublin becomes; *"The vibrant capital city bursting with a variety of surprising experiences-where city living thrives side by side with the natural outdoors."* A key taskforce recommendation is that access to the experience of the outdoors on the edge of Dublin - coastal, mountains and parklands - offer a USP over other European cities and should be pursued as a regional opportunity.



## 2014

The [Local Government Reform Act 2014](#) becomes law and sets out a formal statutory role for local authorities in economic and tourism development. This includes development of Local Economic and Community Plans (LECP), and related strategies for economic development and promotion, creating and sustaining jobs, augmenting economic performance of the region, and a general requirement to support and promote improved quality of life for our citizens. In this context, and in light of the Grow Dublin recommendations, South Dublin County Council commissions a Tourism Strategy.

## 2015

In early 2015 the Department of Transport Tourism and Sport launch the [National Tourism Policy](#) which sets out a central role for local authorities in tourism development.

In October 2015 Fáilte Ireland launch their new Dublin Brand – “[Dublin – A Breath of Fresh Air](#)” and Minister Donohoe at the launch states: “*What we have here in Dublin is unique. We have a young, vibrant, happening city with a rich culture and heritage which is nestled between the wide open spaces of Dublin Bay and the Dublin Mountains. There is no point, however, in being Europe’s best kept secret and I very much welcome this new campaign to reposition the city and county and ensure that its unique appeal cuts through in the international marketplace.*”

During 2015, South Dublin County Council [launches its Tourism Strategy](#) which recommends the sustainable and sensitive development of the recreational and heritage potential of the natural outdoors as the essential component. The need to develop a coherent proposal to facilitate the growing interest in sustainable access to the Dublin Mountains is identified as a priority action.

The coincidence of the strategic objectives of relevant agencies represents a unique strategic opportunity to plan for the future of the Dublin Mountains.

