

CTUR *citynews*

N. 4/2010

CTUR Thematic Network
URBACT II Programme

CTUR IN DUBLIN IRELAND

CONTENTS

Foreword by
Gaetano Mollura
CTUR LP
page 2

CTUR in Dublin
page 3

Focus on the CTUR
hosting city Dublin Ireland
page 4

The CTUR Interviews:
Mr. John Tierney
Dublin City Manager
Mr. Eamonn O'Reilly
President of Dublin Port Authority
page 10

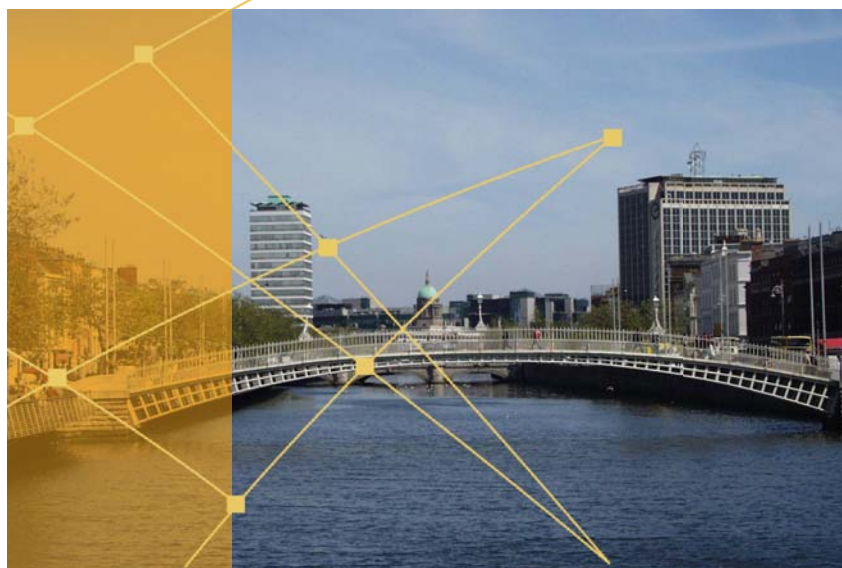
The point of view of CTUR:
Dublin case studies
LE Vittorio Torbianelli
TE Pauline Geoghegan
page 12

Who we are:
Eileen Quinlivan
Jim Keogan
Cait Ryan
Kehinde Oluwatosin
Dublin CTUR partner
page 15

The CTUR Thematic Network tour left the Adriatic Sea to reach the Irish Sea and make its fourth stop there.

Dublin, the capital city and the largest port of Ireland situated on the Irish Sea, hosted the fourth seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

“Cruise tourism linking the city, port and docklands”



INTRODUCTION TO THE 4th SEMINAR IN DUBLIN (IRELAND)



CTUR Lead Partner, Gaetano Mollura

The fourth CTUR Citynews is dedicated to the hosting city of Dublin (Ireland), a city that through the projects realised and to realise, represents an interesting laboratory on the themes handled within the CTUR network, from the waterfront redevelopment to the infrastructure system growth, from the good governance in urban regeneration thanks to the presence of specific agencies (Docklands Corporation, Temple Bar Agency) to the planning of facilities for cruise tourism and tourism in general.

In 1997 with the Master Plan presentation by Dublin Docklands Development Authority (DDDA) started one of the largest regeneration projects in Europe of a 1300 acres (520 hectares) site. The Docklands, in an abandoned "historical" port commercial area, now are the symbol of a new Dublin, the nerve centre of a changing city.

Different sections of the docks are developing to improve tourism in the area with:

- new architecture, such as the Grand canal Dock, with the Grand Canal Theatre (2000 seater), the O2 events venue (14,000 capacity) and The Point Village retail and leisure venue and other projects that may be realized such as the "U2 Tower" designed by Norman Foster and the "Watchtower";
- key events as the Maritime Festival and a Christmas Market;
- accessibility and improvement of the connection between city and port with the realized the Port Tunnel, the Luas Light rail System, the new Samuel Beckett Bridge.

The integrated aspect of the intervention is highlighted by initiatives proposed for the protection of weak inhabitants even through the improvement of the employment participation and skills development within the wider Docklands community: mixed use housing, with 20% social and affordable housing, a Local Labour Charter, Docklands Local Labour Forum, Apprenticeship Programme, School job Placement Programme and the Docklands Community Training workshop.

The big challenge in Dublin is to finalize, in a general world economic crisis, the Poolbeg Planning Scheme that has as main objective to redevelop the port heritage buildings left underutilized and to create with a cruise terminal a cultural tourism hub in the Poolbeg Area.

The Local Action Plan that Dublin city is going to implement within CTUR foresees three objectives:

- 1) to transform, regenerate and adapt the physical and environmental components of the Port area in order to improve connectivity between the port and the city centre;
- 2) to maximize the potential of cruise traffic and port heritage as a tool to achieve social and economic regeneration;
- 3) to plan and manage the cruise development within a global city project.

The implementation of the Local Action Plan is work in progress, that should have a first proposal in the next months, but it is already possible to identify positive outputs to take as transferable good practices for other contexts. In particular we can refer to the proposal of creation of a formal body to cater for needs of the increasing cruise traffic market in Dublin (task Agency) and to the activation of innovative marketing policies, which have the objective to reply to target tourists and to cruise companies through a real knowledge of their needs and a better diffusion of the city tourist offer (Survey results and Analysis of passengers; a communication handbook for cruise companies).

This is the context for Dublin's interest in participating in the CTUR TN, allowing a fruitful exchange of experiences with all partners of the network.

I take this opportunity to promote the website and the newsletter in local language that the city of Naples created for improving the promotion of the activities developed within URBACT Programme, with particular reference to the Local Action Plan in progress and the stakeholders composing the LSG.

They are visible on the following links:

Naples city website: www.comune.napoli.it/cooperazioneterritoriale

Naples newsletter: n. 1/2011 Urbact Napoli citynews issue IT webA3

(http://urbact.eu/fileadmin/Projects/CTUR/outputs_media/URBACT_-_citynews_A3_web.pdf)

In next newsletters we are going to introduce similar initiatives at local level promoted by the other partners.

CTUR PARTNERS IN DUBLIN

Visiting CTUR participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Vittorio Torbianelli** CTUR Lead expert; **Pauline Geoghegan**, CTUR Thematic expert; **Greta Marini**, AIVP; **Marianna Kajantie** and **Jari Huhtaniemi**, City of Helsinki (Finland); **Joana Moreira**, City of Matosinhos (Portugal); **Amelia Castro** and **João Matos Fernandes**, Port Authority of Leixoes; **Fernando Gomes**, Managing Authority APDL (Portugal); **Paolo Pantani** and **Nicola Barbato**, City of Naples; **Fiorinda Corradino** and **Barbara Casolla**, Naples Port Authority (Italy); **Moraitou Paraskevi**, City of Rhodes (Greece); **Andreas Schubert**, **Helmut Martin** and **Ralph Maronde**, City of Rostock (Germany); **Elisabetta Boglich**, City of Trieste (Italy); **Georgi Gilev** and **Bistra Dimova**, City of Varna (Bulgaria); **Yakup Demirhan**, and **Metin Canci**, Istanbul (Turkey - Observer partner).



CTUR 4th seminar: Dublin 10th 11th December 2009

The CTUR community met in Dublin for the 4th thematic meeting dedicated to the subject “**Cruise Facilities and transport connection**”. **Emer Costelloe**, Mayor of Dublin, welcomed participants from across Europe attending the Dublin meeting, together with the members of the Local Support Group from Dublin. The Mayor presented Dublin as a fast growing cruise tourism destination. 83 cruise lines visited the city in 2008 (the largest ship brought 4.000 visitors), leading to a huge impact on the city. Considering the port as a gateway to the city, all need to work together to make sure that stopovers in Dublin are positive, with quality tourism services and products, the mayor said. Further development plans are in process in the local community.

Docklands, in particular, present an important cityscape for ships and visitors. The aim of the Municipality is to build new facilities as part of the CTUR project, to create an extra point of interest in the Docklands, one of the most important redevelopment plans of the area. Dublin City Council is represented on the Docklands and they have seen the transformation of the Docklands into an exciting gateway to the city, and want people to see a modern vibrant city. “Any opportunities to improve facilities are welcome” is the declared strategy of the Municipality. The Dublin representatives have introduced the

CTUR partners to the recent developments in Dublin docklands: a new bridge across the river, designed by Santiago Calatrava Valls was opened during the CTUR meeting, and two days beforehand the extended tramline towards the docklands area was opened, connecting the port to Heuston Station where the trains depart to the West of Ireland. **John Tierney**, Dublin City Manager also welcomed the CTUR group, highlighting several landmark buildings built in the docks area, such as the O2 music venue (formerly the ‘Point Depot’), the new Grand Canal Theatre..

Participants of the hosting city

Municipality of Dublin:

Emer Costello, Lord Mayor of Dublin; Jim Keogan, Manager, Dublin City Planning Department; John Tierney, Dublin City Manager; Eileen Quinlivan, Senior Executive Officer, Dublin; Kehinde Oluwatosin, Planner, Dublin City Council; Cait Ryan, Planner, Dublin City Council.

Local Support Group members

Dr Bernadette Quinn, Dublin Institute of Technology; Jane Stacey, Dublin Institute of Technology; John Carty, Dublin Institute of Technology; Fran Morgan, Excursions Ireland; Loretta Lambkin, Director of Marketing, Dublin Docklands Development Authority.

Managing Authority

Stephen Blair, Director of South East Assembly.



Source: CTUR 4th report written by Pauline Geoghegan, CTUR Thematic expert

CITY OF DUBLIN (IRELAND): “ANY OPPORTUNITIES TO IMPROVE FACILITIES ARE WELCOME IN DUBLIN”

The opening of the new Calatrava Bridge and the CTUR Meeting took place at the same time.

The city

Location: Capital city of Ireland
 Population: 506.201
 Number of people in employment: 2,1 m (national figure)
 Unemployment rate: 13.6 % (national figure, Oct 2010)
 Income per capital: 46 801 (GDP); - 40 0 84 (GNP) (national figure)

The port

Ranking: international - first port in Ireland
 Administrative statutes: State port managed by a Private limited Company.
 Total traffic: 31.1 m G.T. (2007)
 Container traffic: 2.2 m. TEU (2007)
 Total passengers: 1.5 m pax (2007)
 Cruise passengers: 100 000 pax (2007) 80 calls (2008)
 Direct employment: 165
 Indirect and induced employment 3 500

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

Cruise lines in Dublin. The theme in focus: accessibility

The “connectivity” issue can be approached through the general concept of “accessibility”, defined as the ease, for the users, of reaching resources located on the territory. Accessibility is a strategic tool to improve opportunities to develop cruise activities in port towns and to maximize the related positive effects. In Dublin, accessibility and connections have been analyzed from different perspectives: the transport systems (both at regional and local level), the distance to be covered (on foot or by some transport means) and the time required, the quality of the connections and of the “spaces” used, as perceived by the cruise operators and the different categories of their customers. The “accessibility” issue deals both with infrastructural aspects and organizational ones: the latter are, of course, of great importance, concerning - at different geographical scales and in different places - strategic aspects such as availability and quality of several services (e.g.

transport services, parking spaces, information services, accessibility for disabled people, handling) and safety/security issues.

Dublin is a very meaningful place to focus on the accessibility question. Important redevelopments which are of interest for cruise tourism (Docklands, e.g.) have been already completed and further development plans are being prepared (Poolbeg area, e.g.): Dublin case studies allow CTUR partners to discuss the relationship between the selection process of the redevelopment areas and the “connection to the city” aspect for tourists and citizens.

The strategic planning framework in Dublin

Ireland is a country in which the Capital City (Dublin) plays a fundamental role. Dublin’s population is around 505,000 and in the Greater Dublin Area 1.66 M, which represents 39% of the national population of Ireland. The planning approach for the capital is a multi-layer strategy based on several objectives and actions. The planning challenges for Dublin include:

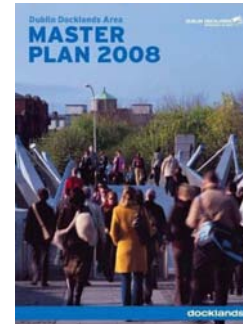
- Sustainable Consolidation of the Central Regeneration Areas ,
- Intensification of the Inner & Outer City,



- Knowledge/Creative Economy and Maintain Competitiveness,
 - Integrated Transport Systems,
 - Sustainable Mixed-Use Neighbourhoods with High Quality Homes, to promote an Ethnically/Socially/Culturally Diverse city,
 - Developing Tourism as Economic Driver
 - The continued Regeneration of Docklands.
- In particular, faced with the challenge of urban sprawl, there is a need to intensify the density of the

urban area of the city. Dublin is now a diverse and multicultural city, and there is required to ensure full integration, and to develop tourism as an economic driver. The 2011-17 strategy is based on the Dublin Development Plan: statutory and democratic, the plan includes a core

strategy, allowing for the challenges to be met.



Dublin for an integrated approach to the CTUR Project

The overall goal of the CTUR project for Dublin is to develop a strategy for the development of Cruise traffic and urban regeneration of city port heritage as a key for sustainable economic, social and urban development. The framework of the CTUR activity in Dublin is based on three core members of the LSG, several stakeholders and a set of “connected plans”, that integrate the CTUR activity to the official planning framework of the Irish Capital.

In Dublin, the Local Support Group core members are:

- Dublin City Council (Lead organisation) a democratically elected organisation governing Dublin City (52 elected Representatives).
- Dublin Docklands Development Authority established by the Government to secure the social, economic and physical regeneration of the 520ha Docklands Area of the City.
- Dublin Port Company a self-financing, private limited company wholly-owned by the state, whose business is to manage Dublin port, Ireland’s premier port, it was established as a corporate entity in 1997, with a 12 member Board of Management, 5 Executive Directors, and 158 employees. In total 4000 people are employed in the port. Cruise tourism represents 1% of revenue and 23% of profits for the Port. The port extends over 650 acres, with 13000 vessels/year, and in 2008: 29M tonnage. 3500 - 4500 are directly employed, and 1.3 million passengers (excluding cruise passengers) passed through the port. In 1992: 6 cruise lines came to Dublin. were there really 80 ‘cruise lines’ in 1999:? It is not clear what this means in terms of actual visits? The Port authority owns the land on which it operates.

Dublin tourism in context

In 2008 there were **4 310 000** overseas visitors, amounting to spending of € **1 415M**, **83 cruise ships** with over **75 000 cruise passengers**

Further stakeholders of the CTUR project are:

- Dublin Tourism
- Dublin City Business Association
- Failte Ireland
- Private Business interests in Port Area
- Dublin City Chamber of Commerce
- Local Resident Groups, Local Recreational/ Amenity Bodies
- Dublin Transportation Office
- Dublin Regional Authority
- Dunlaoghire Rathdown County Council, Fingal County Council
- Railway Procurement Agency.

The official plans which integrate and define the scope of the CTUR action in Dublin are:

- Dublin City Development Plan
- Dublin Docklands Area Master Plan
- Dublin Port National Development Plan
- Draft Poolbeg Planning Scheme
- North Lotts Planning Scheme
- River Liffey Regeneration Strategy
- Dublin Bay: An Integrated Economic, Cultural and Social vision for sustainable Development.

V.T.

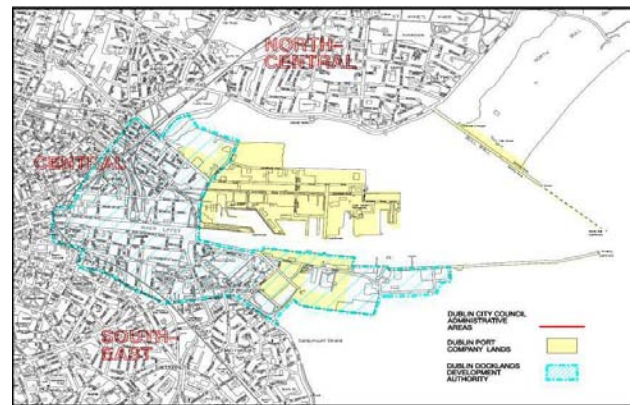
Dublin port preserves its heritage for future generations

Preserving the heritage is a approach which should be implemented within a 360° perspective. The Port of Dublin planned to expand the operational areas, to satisfy the increasing demand for space, using the area occupied by an old dry dock, built around 1875 and in service until the early 1990s. However, Dublin Port company wanted to preserve this important feature of the engineering heritage and therefore, together with Dublin City Council, agreed on a plan to preserve the dry dock. The dock would be filled in with sand and then covered with tarmac, without any damage to the original granite-made structures. It was also decided that the top row of granite blocks would be removed numbered and placed in a regular pattern on the bottom of the dock, to avoid any risk of damages. Furthermore, both the electric motors and associated switch gears which powered the pumps that drained the dock, and other equipment have been removed and preserved as well. The dock was filled with 24.000 tons of sand, incorporating a “time capsule”. This contains newspaper of the day, a map of the port, the history of the site, and small items including a Euro coin set and a Dublin Port T-shirt.

V.T.



Development strategy in Dublin 2011-2017



Governance

Attracting and managing the cruise tourism in Dublin: who, how, where.

A cooperative approach to promote the region

An efficient governance framework is, in general, a pillar for supporting effective tourism development local policies; the role of private agencies in such a framework is potentially very significant.

‘Excursions Ireland’, an Irish partnership between service providers in the tourist sector, is in existence since 1994; it includes ground handlers, retail, tourism bodies, transport bodies, in competition, and cooperation and it is also aimed at developing

the cruise tourism sector and Dublin both as a cruise port of and as turn-around port.

Cruise Tourism Ireland operates in all ports of Ireland, marketing all the ports of Ireland together.

The company has 6 permanent jobs, plus tour guides, chauffeurs etc..

For Dublin, the major Irish cruise



“The World” docked at Terminal 3, Dublin Port, August 2010

port, the cooperation between “Excursions Ireland” and the Dublin Agency for the tourism development (“Dublin Tourism”) is good, as Fran Morgan (Excursion Ireland) and Catherine Mc Cluskey (Dublin Tourism) informed CTUR partners during the meeting.

Developing potentials: from the “port of call” to the “turn-around port”

Ireland is a popular cruise destination, starting from the U.S.A. tourism market.

When ships come to Ireland they usually come to Dublin plus one other port. Dublin hosts cruises from May to September.

In 2008 there were over 4 million visitors to Dublin, amounting to an expenditure of €1.4 billion. 83 cruise ships visited, with 75000 passengers and €55M was spent. Operators include most major lines.

Also for cruise tourists, the biggest attraction in Dublin is the Guinness Storehouse.

Cruises provide a ‘taster’ of Ireland for (50% of) tourists to return. Up to a few years ago, Cruise Tourism was not recognised by tourism companies as no bed nights were involved. Then they recognised the poten-

tial importance of people coming back on return visits.

Excursions Ireland is very proactive to promote Dublin to cruise companies and they also work on obtaining turnarounds in Dublin.

Dublin cruise development policy is specifically focused, in the last years, on how to improve the city potential as a turnaround port. For the first time in 2009 there was a ‘turnaround’ with 750 passengers. This was rated at 90% for a first time ‘turnaround’ by Princess Cruises.

With a port of call there is no urgent need for a cruise terminal, but they need a reception facility. For a turnaround port, terminal facilities are necessary. Talking about facilities, the position of the responsible bodies is rather clear, as also emerged during the CTUR meeting. ‘If companies want a terminal they must invest’. On a development perspective, on the long term, to have a terminal, with multiple uses, is considered as an important requirement.

As a home port most passengers come from Dublin, and some from the UK. The longer term aim is to get people to fly in for cruises.



Selling the city, selling the region.

Trade is targeted at cruise tourism shows and exhibitions such as ‘Seatrade’ in Miami. Operators are also attracted through trade fairs, especially with a party on St Patrick’s Day (March 17th).

Every two years the representatives of the agency visit the cruise line executives. Within the industry a lot depends on personal relationships.

The role of tour operators and of the agency is important as well: in general passengers do not know the cruise companies but rather the tour operators.

Providing tourism information on the ships before arrival in Dublin has also been a positive experience; the port facilities and the destination exceed expectations so many passengers will return as visitors.

For “repeat passengers”, there has to be variety of what is on offer: Shore excursions are an attractive marketing tool.

Regarding shore excursions, Cruise Tourism Ireland look after



The project for the Docklands development locates a new terminal in the area. (Poolbeg planning scheme)

the majority of cruise visitors in Ireland; 50% of passengers take a tour, with Dublin city the most popular. The other 50% are 'independent' and are shuttled to the city centre.

Further drop off points are being developed in the city centre are in development.

Cruise lines make substantial revenues from short excursions, but in Dublin, the 50% who go into town do their 'own thing', taking 'hop on hop off' bus tours for example. On the other hand some passengers remain on the ship,

Dublin Tourism facilitates the independent traveller. In Dublin there is space for up to 50 buses alongside the cruise area but space is also needed for taxis and other cars.

The range of tours is decided in cooperation with the cruise companies, and then the operators decide on the final selection. When there is a lot of repeat business it is important to maintain interest with a good variety of tour options: coping with cruise lines wanting passengers to stay on the ships means that

improve the city experience of cruise tourism in Dublin

Faillte Ireland, in conjunction with Cruise Ireland, wished to undertake market research in 2010 to gather an in-depth analysis of disembarked Cruise Passenger experience in Irish cruise ports. The research gives important answers on the strategic elements for the passengers with reference to the destination and on the local spending.

The market research, carried out by Failte Ireland, in conjunction with Cruise Ireland, evaluated means of booking, information sources used, disembarking decision process, and evaluation of time spent in their port of arrival. Furthermore, a detailed value analysis was provided to determine the overall value of direct spend to Ireland by disembarked passengers (and crews) and the value to each of the individual ports. 720 interviews were conducted with disembarked passengers & crew by means of face-to-face interviews.

The research is a very good example of a survey aimed at benchmarking cruise destinations and to suggest strategies and actions to improve the attraction potential of a cruise port. It is not possible to adequately present here the whole set of results pointed out by the survey with reference to the City of Dublin. However some specific data, showed below, are of a great interest for the CTUR purposes.

In Ireland, on average, disembarking passengers get off at 77% of the ports on their Cruise Itinerary: those on shorter cruises disembark at approx 90% of stops. An overview about the 'Importance Of Elements To Encourage Disembarking at Port Today' shows that a) Close prox-



Docklands wayfinding system: an ongoing project which will provide infrastructure and services to support tourist movements

rather than go ashore. Those that do go to town depend on the shuttle service provided. Many go shopping and/or visit pubs.

Thematic tours include general tours, culinary tours, garden tours, horse breeding and history tours. The competition is from the UK: many cruises include Ireland and the UK as a package.

more varied and "niche" tours (up to 20 choices) must be provided. Heritage tours are organised, for example to Newgrange; also a lot of cruise tourists are Jewish and want to find their family history.

A better knowledge of the market: the 2010 survey on passengers: 720 interviews to

imity to town/city/tourist sites, b) Interesting museums / tourist attractions, c) Accessibility to Shopping and 4) Shuttle Service available rank top among them. Tours appear to be a less important influence to disembark.

When considering important elements at individual ports, Dublin passengers rate shuttle service and proximity to city / tour attractions as most important. This reiterates the importance of providing shuttle buses, where at all possible, in ports that are not very easily accessible to the town / city.

With reference to information, the importance of Destination profiles/ flyers and local tourism information points at the port / ship are also highlighted. Rolling out the local tourism information points at port / ships to other ports, where at all possible, should be highly considered to increase disembark rates. Also, it is important to ensure that Destination profiles are continually updated and are made available to all passengers in all ports.

Shopping (41%) and visiting monuments/tourist sites (27%) are most popular activities when disembarked in Ireland. Shuttle buses and train service are heavily used, where available (71%).

In terms of local spending, food & beverages are purchased the most, followed by crafts/souvenirs with few spending on entertainment. On average, in Irish Cruise ports passengers who disembark spend over €70 on themselves and others in their party - however over 1 in 10 do not spend at all. Crew show lower average spend levels, at €48. Crew spend appears greater in larger cities. While their spend is of benefit it is the passenger spend that con-

tributes more so to the total value.

Dublin is the most valuable port, due to a combination of higher average spends among both passengers (€100) and crew (€62) and high pax/crew disembarking numbers. Those passengers spending higher amounts are likely to be on shorter cruises, in the younger age brackets and travelling in a family group. When targeting Cruise Companies, shorter cruises and cruises in mid itinerary are the ones that should be focused as these provide the greatest value. Furthermore, promoting activities/culture that appeals to 18-44 year olds and families should be considered to attract these Cruise passengers to Ireland.

The Total 2010 direct spend market value in Ireland is estimated at € 7 768 million. The Dublin amount is estimated € 7,768 million. When we look at how this is split, just under a third of all spend is allocated to clothing, and a further 20% on other retail. The remainder split quite evenly between food & beverage, local crafts/souvenirs, and any other spend. Minimal spend is attributed to taxis/ground transport and Museums/Art Galleries - the former most likely a result of the availability of shuttle buses.

**DUBLIN
PASSENGER VALUE
€6,537,731**

**DUBLIN
CREW VALUE
€1,231,169**

TOTAL = €7,768,900

The survey clearly shows that overall Dublin port performs quite well, recording good pref-

erence, satisfaction & recommendation scores by disembarking passengers. Furthermore, arriving cruise passengers & crew provide a Direct Spend Estimation Value of €7.77m to the local Dublin economy.

In terms of encouragements to disembark, many arriving passengers were encouraged through guide books & recommendations - however the provision of a shuttle service is key to passengers disembarking with available shuttle service recording an importance rating of 83% and corresponding satisfaction ratings of 92%.

Furthermore, Dublin port is seen to provide accessibility - with high satisfaction ratings recorded for accessibility to shopping and activities - the latter being an area which is low in satisfaction overall. Only half claimed satisfaction with the look of the port, but overall it is rated as an important factor in encouraging disembarking at Dublin by only 1 in 4. Therefore, should this perhaps be an area for consideration for the future.

(Source: Fáilte Ireland and Cruise Ireland, 2010)

THE POINT OF VIEW OF THE CITY

CTUR Interview of the Dublin City Manager Mr. John Tierney
by Mrs Margaret Mooney



What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits? Cruise Tourism forms a significant and important part of the tourism trade in Dublin City. In these challenging times, tourism will become increasingly important to the City's economy and we need to create new initiatives to grow the sector and its impact. The City Council has made the growth of cruise tourism a priority in its new City Development Plan, which came into effect in December 2010. Examining cruise tourism facilities, their connection to the city and the development of tour options are the key areas which the City Council has decided it will focus on over the coming 6 years. Working with our local partners in the CTUR Project and delivering the Local Action Plan will help to achieve these objectives.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

Credit for the development of cruise tourism up to date should largely be given to the Dublin Port Company, Cruise Ireland and Dublin Tourism. Those organisations have achieved remarkable growth in the industry over the past decade. While the City Council is not directly involved in the provision of facilities for cruise tourism, we are responsible for comple-

mentary and ancillary facilities, such as making sure the public realm is well maintained and attractive, traffic management, making connections between the port and the city.

The CTUR Project has helped bring us together, to focus on how we can work in collaboration on common issues. This positive experience is extending to other areas of co-operation, for instance, the Port Company have commissioned a Masterplan for the development of the port lands and will engage with the City Council on its preparation. The potential of cruise tourism will be included in this plan.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration in your city and what could be the role of urban regeneration to develop urban tourism?

The meetings of the CTUR Local Support Group and the development of the Local Action Plan have caused us to look at the City with a new perspective - the perspective of a visitor arriving to the City from the port. Because of this we are looking in a new way at the routes to the city centre from the port area, at the quality of the physical environment and buildings, traffic management and the connections to the city from the port. The actions in the LAP focus on regenerating these routes, on creating new public spaces, on focusing on the river and quays and, in the longer term, developing waterside and water-based attractions, events and facilities that will serve both cruise visitors and the local population. In this way, cruise tourism plays an important role in helping

us look at the city in a new way and focusing on new activities as a way to regenerate parts of the city.

What are your personal opinions and your suggestions about the LAP proposed/ carried on within the CTUR framework?

My own view is that this has been a unique and successful undertaking, bringing all the stakeholders involved with cruise tourism together. Business networks, tourism bodies, third level institutions, the Port Company, Docklands Development Authority and the City Council are now working together collaboratively on a single objective. I am a firm believer in collaborative approaches to achieve common objectives, particularly ones which bring universities, business and statutory bodies together. Like many new initiatives that the City Council is coordinating, the CTUR Project brings together a group of diverse leaders together to identify, discuss and implement solutions to maximising opportunities for the city. The Local Action Plan has brought about consensus on what needs to be done and needs the continued input of all the partners to implement the actions. The LAP is a practical and pragmatic plan - it sets out short, medium and long term actions that will keep us working together for a long time to come in a new collaborative and formal structure for co-operation to make Dublin one of the key ports for cruise tourism in Europe.

THE POINT OF VIEW OF THE PORT AUTHORITY

CTUR Interview of the Chief Executive of the Dublin Port Company / LSG Member in CTUR project - Mr. Eamonn O'Reilly by Mrs Margaret Mooney

What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The cruise tourism business is very important to Dublin Port and we have actively marketed the Port and the city to the cruise industry. In 2010, we had 85 cruise calls bring 130,000 tourists and crew to Dublin city. We will continue to actively promote the port and have a target to pass the 100 calls mark. At that level, we would hope to generate in the order of €1m in revenue for the port. However, the real benefit of this business is felt by a multitude of retail, service and tourist businesses in the city and beyond.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

Dublin Port works actively with other Irish ports within Cruise Ireland to promote Ireland as a premier cruise line destination. In addition to this, we are working actively with Dublin City Council to achieve integration between the port and the city that increases the attractiveness of Dublin as a destination for cruise tourism.

Dublin is a large and busy port of national economic importance and there is a challenge to fulfil the core cargo handling role while also accommodating cruise tourism and better integrating the port with the city. The CTUR Project has created a forum for the port, the city and local business and residential interests to deal with this challenge.

The CTUR Project is also providing a timely focus on issues which will be at the core of a Master Planning process we have commenced for Dublin Port.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration in your city and what could be the role of urban regeneration to develop urban tourism?

The redevelopment of the docklands area has highlighted the contrast between modern high class residential and commercial development on the one hand and the industrial nature of the port's infrastructure and activities. The development of cruise tourism provides one path towards better integrating the port and the city and, in doing this, underpins and supports urban regeneration in the docklands area.

What are your personal opinion and your suggestions about the LAP proposed/carried on within the CTUR framework?

There are complex interactions between the requirements of the port, the city, the DDDA and busi-



ness and local community interests in the vicinity of the port. Each group or organisation has its own legitimate concerns and priorities and it is only through the likes of the CTUR framework and the production of an LAP that consensus can be reached and a workable long-term development strategy can be realised. I would be hugely supportive of the benefits of the CTUR approached based on our experiences to date.

WORKING ON LINKING THE CITY TO THE PORT: FROM THE BIKE-PATHS TO THE MAIN INFRASTRUCTURES

CTUR Lead Expert Vittorio Torbianelli



The Local Action Plan proposed by the Dublin city is entitled 'Transforming, regenerating, adapting the physical and environmental components of the Port'. It is notable that the first action of the plan is aimed at "Linking the Dublin Port with the City". As far as building links within the city is concerned, also slight actions make a difference: since September 2009 there is now a successful bike rental system in the city which is extended as far as the port area. Currently there are 550 bikes and 44 bike stations, with the station at the Customs House Quay (close to the city centre) the busiest. There are also plans for an East-West cycle path and footpath. There is a water taxi service, currently from the O2 centre to the Customs House. It is hoped to extend this to the Port area too. Urban parks, for example Bull Island in the North of Dublin Bay, help to provide amenity. However, connectivity is a strategic issue at a greater scale too. The

Port tunnel (completed 2 years ago, bringing Heavy Goods Vehicles directly to the port area) has dramatically changed the environment in the city centre (including for bike traffic), by removing Heavy Goods Vehicles from the city between 07.00 and 19.00. Thus the redeveloped area of the Docklands is connected to the primary road system. The "Luas" light rail (tram) system has just opened an extension to the docks area. The new Samuel Beckett Bridge links the North and South sides of the docklands area of the city. With reference to the "accessibility" issue for cruise activities, the Dublin cruise tourism access is through the Alexandra Basin: out of season containers are stored there but at the start of the season they are removed. There may be up to 50 buses per vessel. Shuttle buses are provided to serve the cruise liners. In August 2010, "The World" came to Dublin. "The World" berthed for a few days upstream of Alexandra Basin, at a location known as Terminal 3 and close to The O2. Looking forward to long term development plans in Dublin, reinforcing the "links" between the port area and the city is considered as a prerequisite. At Poolbeg there is a draft long term plan (30-50 years) for an area for a leisure and tourism hub, with a dedicated cruise facility there. If the port area moves out of the city then the whole area could be redeveloped. To overcome the distance between Poolbeg and the city centre in fu-



The Poolbeg planning scheme provides a net of public transport and walking routes which connect the Poolbeg area in the harbour to the other interesting districts of the Docklands area



Dublin Bike Scheme, Custom House Quay. The retail development, CHQ building, and Jury's Inn, are visible in the background



The LUAS opened in Docklands in December 2009

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ture, a light rail system to Poolbeg and the Bay area rapid transit with an electric bus are planned. However, at present, the draft Poolbeg plan, which should encompass a reallocation of commercial port facilities, seems to be strongly slowed down by the economic downturn.



The Poolbeg planning scheme

The development of Dublin Docklands: a regeneration plan based on governance

In Dublin the CTUR project is being run by the City Council with the Port Company and the Dublin Docklands Development Authority. Dublin Docklands is a 1300 acre development in the former docklands area and represents one of the focal areas for regeneration in Dublin. In existence since 1997, the Dublin Docklands Authority was established by government to redevelop the “Docklands”, The Dublin Docklands Development Authority is a planning authority, recognising the City planning authority. The ‘section 25’ overlap allows the Dublin Development Authority to deal with planning, within the guidelines of the city plans.

The DDDA is a planning and development authority. The Authority took over warehousing in its area. Focusing on social and economic



Education priorities for Docklands development

development, it has developed a social programme, focusing on the social first then on regeneration. Housing is mixed use, for better sustainability, with 20% social and affordable housing. DDDA also contributes to the community through education projects, and to the East Wall Community Centre. Educational projects include a School Principals forum, Emotional Intelligence programmes, Psychological assessments, Therapeutic Crisis Intervention programmes and Literacy and Numeracy programmes.



One of the achievements in schedule is to encouragement of the use of the waterfront and other water bodies, promoting river tours, taxi service and restaurant ship

Quay works are carried out by the Port Authority.

The port must now apply to the City council for planning applications. The City has to provide access, water and sewage facilities. A Master plan was drawn up for the physical and social regeneration of the area as well as sustainability. The Master plan allows for fast track planning: planning applications are processed within 4 months, so the ‘physical rollout’ of developments is fast.

There have now been 12 years of development. The redevelopment of the Docklands area

can be considered as a real regeneration project of an abandoned ‘historical’ port commercial area; it aims at enhancing the value of the existing heritage and will include new real estate and commercial developments. In this case cruises are considered as an opportunity to generate extra flows that can be easily managed in terms of itineraries and that can sustain the economic revitalization of the area through specific tourist routes based on a strong system of new transport connections (including waterways) between port, redevelopment area and the city centre. Connection with the cruising world does not depend on proximity or on the localization of the terminal area, but it is rather based on a territorial restructuring and innovation project of tourist itineraries (with a double effect: cruising flows sustain redevelopment and new attractions attract more cruise passengers).

(Source: CTUR 4th report written by Pauline Geoghegan, CTUR Thematic expert)



The Docklands project, one of the largest regeneration projects in Europe at 1,300 Acres (520 Hectars)



The “Section 25” planning scheme

BUILDING ON A STRONG COMMUNITY TRADITION TO EXTENDING THE BENEFITS OF CRUISE TOURISM TO ALL



CTUR Thematic Expert Pauline Geoghegan*

At the heart of the CTUR port city partners is a concern that communities living close

to or within the port areas should be able to benefit from cruise tourism development on their doorstep. In the Dublin docklands a number of initiatives of integrated planning take into account the community needs, both social and environmental.

Building on a solid track record of innovative developments within the docklands community, the challenge is now to ensure that the benefits of cruise tourism can also spread to the local community. Until the early 1980s the area was a traditional low income area, depending on docklands activity and on the former heavy industries focused around the Dublin Gas Company which was formerly located around the Grand Canal Dock Basin.

As in many growing cities it has traditionally been difficult for local communities to access new jobs in their areas, partly due to lack of necessary skills, but also often due to a lack of knowledge on behalf of the business sector to employ local labour.

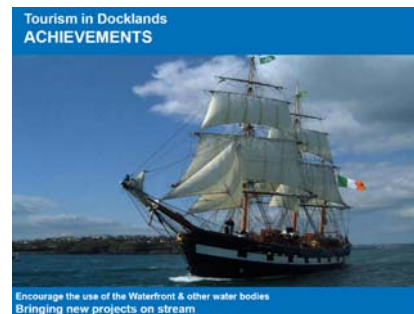
When the first docklands apartment developments in the Dublin inner city were developed close to the East Link Bridge in the early 1990s this was a start of a change of vision of a formerly derelict area which gradually became transformed into a prosperous, desirable inner city area.

Since then docklands developments

have changed the image of the area, building on the nautical heritage of the area, and most of all, the community has sought to create jobs for its young people, and to provide housing that could still be affordable for young people from the local community.

Today many of the initiatives that have been put in place to support local community involvement in the benefits of the docklands development can also provide opportunities for them to benefit from the cruise tourism in Dublin.

Amongst these the **Local Labour Charter** was established to ensure that local people get their fair share of employment from the many construction projects in the area. According to the Dublin Docklands Development Agency, since the establishment of the Local Labour Charter, 20% of all construction jobs on projects undertaken within the Docklands Authority's remit have to be filled by local people. A Docklands **Local Employment Forum** has been established by the Dublin Docklands Development Authority in partnership with the Local Employment Services and community leaders to facilitate a partnership approach towards increasing the numbers of new job placements in the Docklands. Members are drawn from local community groups, the employment services, local business and the Dublin Docklands Development Authority. The **Enterprise Development Programme** was created by the Docklands Authority to meet the needs of local self employed business men and women and to raise the level



of interest in self employment among Docklands residents.

Building on the heritage of the port by creating a visitor attraction in the heart of the docklands.

Locating the **Jeannie Johnston Tall Ship and Famine museum**, at the heart of the docklands, within a few hundred metres of the future location for cruise ships serves as a reminder of the maritime heritage of the area. Millions of Irish people crossed the Atlantic seeking survival and hope in the "New World" of North America, fleeing poverty and famine and braving the challenge of a 3,000 mile voyage.

The learning from other CTUR port cities will hopefully inspire more ways for the arrival of today's cruise tourists into Dublin Port, in much more comfortable conditions than those early travellers, to provide many opportunities to the local community.

* Pauline Geoghegan was formerly Community Development worker in Dublin Inner City





WHO WE ARE: MR JIM KEOGAN - DUBLIN CTUR PARTNER

Jim Keogan is the Manager of Dublin City Council's Planning Department. A qualified town planner, Jim has worked as a practising Urban Planner for over 25 years in a number of Local Authorities in Ireland. Before moving into management in 2005 Jim was the Project Manager for one of Dublin's major Area Rejuvenating Projects between 1997 - 2003. In addition to managing day to day operations of the Planning Department, Jim is currently overseeing the review of the Dublin City Development Plan. This Plan sets out the Strategic Planning Policy and context that guides future development within the city over the next six years. The City Planning Department has benefited substantially over the last 2 years from our involvement in the Cruise Tourism & Urban Regeneration Project. New alliances have been formed, in particular, with our colleagues in the Port Company. The City will benefit from the realisation of the key objectives of the Local Area Plan which is a sound vision of the local partners.



WHO WE ARE: MRS EILEEN QUINLIVAN - DUBLIN CTUR PARTNER

As Senior Executive Officer in Dublin City Council's Planning Department, Eileen Quinlivan is responsible for managing all aspects of administration of the Department. In addition, Eileen is involved in a range of projects and policy initiatives within the Department, including the City Development Plan 2011-2017, e-Planning and is the co-ordinator of the CTUR Project in Dublin. Eileen is a qualified planner and also holds a Masters Degree in Community Development. Prior to moving into the Planning Department, Eileen was Assistant Area Manager for the South Central Area of the city. Before moving to Dublin City, she worked in a number of local authorities and nongovernmental organisations.



WHO WE ARE: MS. CÁIT RYAN - DUBLIN CTUR PARTNER

Cáit Ryan is an Executive Planner in Dublin City Council, and holds a master's degree in Regional and Urban Planning, and a diploma in Environmental Impact Assessment and Strategic Environmental Assessment Management. Cáit has worked for over 11 years as a town planner in a number of local authorities in Ireland, both urban and rural, and has spent the past 4 years working in Dublin City Council. Cáit's primary role in Dublin City Council's Planning Department involves assessing planning applications for developments in the south east area of the city. Cáit became involved in the CTUR project as the interface between the port and the city is part of the area in which she assesses planning applications. In particular, Cáit incorporates her knowledge of issues ranging from the architectural heritage of the docklands to the management of the public realm into the CTUR project. This lends itself to achieving the overall objective of the project, that is, utilising cruise traffic and the regeneration of city-port heritage as a tool to achieve sustainable economic, social and urban development.



WHO WE ARE: MR. KEHINDE OLUWATOSIN - DUBLIN CTUR PARTNER

I was born in Lagos, Nigeria. I graduated in Urban and Regional Planning at Ladoke University of Technology Ogbomosho. I worked as a graduate planner with Ikeja Local Planning Authority in Lagos and I was involved in the urban planning process. Soon after, I moved to Dublin where I completed a masters programme in Urban Design at the University College Dublin. I worked with few Local Authorities and in 2007 I started working with Dublin City Council as an urban planner. I have been involved with Development Management Section in which I engaged the public, prepared planning reports and provided customer service. I recently moved to Forward Planning Section where I am involved in policy documents preparation and mainly Local Area Plans. I am very pleased to be involved with the CTUR project as it provides a network for people to disseminate knowledge on sustainable urban development and secondly, the project demonstrates how different cities deal with common challenges. I have always been fascinated about the urban realm and the different urban dynamics within cities. Cruise traffic is another urban quality that adds to the urban character that is Dublin. Participating in URBACT II programme for me provides an opportunity to work in the area of cruise traffic industry and is somewhat different from city planning. Meeting people from other countries and sharing experiences also makes the project pleasurable. The CTUR team is full of very interactive, nice and pleasant people and hopefully I would be able to make the final conference in Naples.



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration* of city port heritage; it enquires into how port cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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URBACT National Dissemination Points

ITALY : <http://www.unich.it/dart/urbact/urbactII.html>

GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>

SPAIN : <http://www.ecosistemaurbano.com/urbact>

BULGARIA : <http://www.namcb.org>

PORTUGAL : <http://www.dgotdu.pt/urbact/>

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