



Communications Principles

May 2022



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Introduction

The Grangegorman Development Agency (GDA) is a state sponsored body charged with delivering a large infrastructural development project in the heart of Dublin and will implement a comprehensive communications policy.

The Grangegorman project carries, in addition to standard communications needs, specific communication and consultation requirements as enshrined in the GDA Act of 2005.

Section 22 of the Act requires the establishment of a Consultative Group and the Act mandates structured consultation on an ongoing basis over the life of the project, with this group whose members represent the following stakeholders:

- Residents living in the Grangegorman neighbourhood
- Patients and providers of healthcare services within the Grangegorman neighbourhood
- Dublin City Council
- TU Dublin
- Staff and the student body of TU Dublin
- Public representatives of the constituency
- The Health Service Executive
- Minister for Health and Children
- Minister for Environment, Heritage and Local Government
- Minister for Further and Higher Education, Research, Innovation and Science.
- And any other body the GDA or the Minister for Further and Higher Education, Research, Innovation and Science considers relevant.

Section 12 of the Act sets out a quasi-'local authority development plan' process for the preparation, display and adoption of the Strategic Plan and Section 9 requires, amongst other functions, the arranging of a communications strategy.



Consultative Group

The Consultative Group is a key formal mechanism for consultation. Containing all the stakeholders it offers an opportunity for dialogue, information exchange and feedback between the stakeholders and the GDA.

Framework consultation principles for this group are:

- Meetings should occur at appropriate stages reflecting the important phases of the project, rather than on a fixed calendar basis. This will facilitate the most effective contribution of this group to the process;
- Notice of key project events should be circulated to the group between meetings;
- Information and presentations provided to the group should be available on the GDA's website;
- Members of the group can assist the GDA in enabling engagement with their particular stakeholder;
- Individuals who can assist and inform the work of the group, e.g. An Garda Síochána and Dublin City Council, may be invited to attend meetings for a particular discussion.

The individual stakeholders represented on the group will, of course, require individual consultation opportunities which would support and amplify the work of the Consultative Group.

Framework consultation principles for the individual stakeholders, grouped into four broad categories, are set out below.

Consulting with the Grangegorman Neighbourhood

The Grangegorman neighbourhood includes multiple resident organisations, voluntary bodies and partnership organizations. To date, a total of 59 organisations have been registered under the process set out in Schedule 4 of the Act.



In overview, consultation should aim to provide a framework for disseminating information and for addressing the needs and concerns of people living within the bordering communities of the new Grangegorman development and can do so by establishing:

- a mechanism for local communities to identify community aspirations in relation to the development;
- a framework for local communities to contribute ideas that will enable best community value to be drawn from the development, and
- a means to keep people up-dated on all relevant aspects of the development.

Local Community Groups

There are a wide number of community and voluntary projects/groups in the north west inner city dealing with a wide range of issues including, childcare, youth, drug use, education, family support, capacity building, resource centres, intercultural issues etc. A local community networking infrastructure - **The North West Inner City Area Network** - has been operating in the area since 1997 and the majority of community & voluntary groups are affiliated to this network. In addition a **Community Forum** representative of all Local Authority Flat Complexes is well established in the area. **The Grangegorman Residents Alliance** has been established - made up of local residents' representatives in the immediate surrounding areas of the Grangegorman complex. A **Grangegorman Community Forum** was formed with the aim of ensuring a strategic and consultative approach to the development.

These local groups are active and are well positioned to participate in consultation events organized by the GDA.

The Strategy

The following principles shall be the strategy in relation to this strand of consultation:

- Community consultation will be meaningful, creative, and flexible;
- The GDA is committed to a serious engagement based on mutual trust and respect;



- Consultation should inform decisions;
- The process should be an extensive participative process - aiming to reach all local residents (or resident representatives) and relevant stakeholders;
- The process should aim to ensure that residents who are not affiliated to formal residents groups or local networks are also consulted, and
- The GDA will convene and organise meetings to facilitate participation.

In summary, every effort will be made to keep the local community and other key parties fully briefed about the project on an on-going basis.

Aspects of consultation

There are two very broad aspects to the consultation process namely **(1) Physical Planning** i.e. in terms of the Strategic Plan, and follow-on construction and **(2) Facilities/services** which will form part of the development and which will provide public services for the community, the city and the state.

The communications/consultative process shall embody the following components:

- **A 'key contact person'** in the Agency will liaise and network with the community;
- Preliminary scoping consultations will take place with all **stakeholders and local residents**;
- Consultation will also take place with **local businesses** (particularly small businesses who could avail of the planned TU Dublin incubation centre);
- **intensive consultation** will take place with residents regarding the Strategic Plan:
 - to elicit community aspirations, and
 - to identify services/facilities that can be best designed to serve TU Dublin and HSE (the main planned occupants of the development) and the community e.g. schools, parks, sports/leisure facilities, a general library, the library facilities of TU Dublin, and Primary Health Care facilities of HSE;



- **regular community meetings** will take place to up-date stakeholders of progress;
- an up to date **Community Consultation Page** will be maintained on the Agency website;
- regular '**newsletter mail-shots**' will be distributed to all households, organisations, agencies, businesses in the area;
- communication in relation to **planning applications for developments** will occur; and
- on-going communication will be maintained during the **construction phase**.

Consulting with TU Dublin and HSE

The GDA is committed to close engagement with TU Dublin and HSE in relation to their planned facilities for the site and views a close partnership approach as being vital.

TU Dublin

TU Dublin has established a campus planning office which provides a central point of contact for the GDA and greatly facilitates close and productive engagement.

The staff and students of TU Dublin participate in formal structures within TU Dublin in relation to the project and the GDA will engage and support those structures. Also, the GDA will establish individual relationships with those groups so that their concerns and views, whether similar or different from those of the corporate TU Dublin organisation, are input into the process.

HSE

As with TU Dublin, the HSE's establishment of a project team greatly assists effective communication and the GDA will ensure that this team is fully facilitated through provision of documentation and meetings with the GDA's advisers.



Within the HSE, structures exist for staff consultation and also for consultation with the patients of St. Brendan's Hospital. As with TU Dublin, the GDA will support those structures and also engage outside those structures with these stakeholders.

These strands of consultation will be comprehensive and substantial and will extend through the master planning phase into the implementation phases.

Public Representatives of the Constituency

A number of TD's and Councillors participate on the Board of the GDA or on the Consultative Group. Through membership of these groups these individuals are kept informed of project developments and can offer important inputs at key stages of the process.

The GDA is committed to ensuring that all public representatives, including those not members of the Board or the Consultative Group, are well informed and offered opportunities to represent the views of their constituency. To achieve this:

- notice of key project events should be circulated to all the public representatives, and
- the GDA should facilitate public representatives by providing comprehensive information on request and by convening or attending at meetings as required.

Other Stakeholders

The other stakeholders i.e. Dublin City Council, Minister for Health and Children, Minister for Environment, Heritage and Local Government, and Minister for Further and Higher Education, Research, Innovation and Science will generally be appropriately served by a more formal and more standard communications approach.



This will encompass appropriate formal correspondence as required, responding promptly and comprehensively to queries, and meeting with relevant parties in those organizations.

Media Communications

Besides the above stakeholder constituency there is the need to communicate with the media, both national and local, with specialist magazines and with general interested groups and businesses.

The GDA will continue to expand the information available as the project evolves and each major milestone in the project, (e.g. engagement of master planners, publication of strategic plan, submission of planning applications, appointment of contractors, commencement of work), will necessitate appropriate briefing information.

The GDA will aim to produce high quality briefing material and images and will manage and continually update the website on www.ggda.ie in order to provide a repository of comprehensive current background material on the project.