

► Dublin Docklands: www.dublindocklands.ie

Aimed at residents, tourists, visitors, developers and planners, as well as participants in the arts, the new Docklands Authority website contains a vast amount of information. The site has been launched to showcase the activity of the authority as it coordinates the transformation of the Dublin docklands into a world-class city living and business quarter.



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The site is used by a wide variety of users from planners, architects, developers to tourists, local residents and those working in the area. The site is primarily a public-service tool providing up-to-date information on all aspects of social, business cultural and educational activity in the district.

Challenge

The Docklands Authority appointed Strata3 to develop a website that would be the ultimate source of all information regarding the Docklands area. The challenge was to bring together a diverse range of content from planning and development to social regeneration, community news and promotion of festivals, events and leisure/tourism activities and also to ensure

that the website would be simple to navigate and accessible to a range of target audiences.

The website communicates the progress of the Dockland project in a user friendly way. For people living, working or visiting Docklands, it provides detailed listings of news, events, restaurants and places of interest that are all accessible from an animated homepage that is frequently updated.



Additions

New additions such as the interactive calendar of events, photo galleries, interactive map, weather reports and RSS feeds are all proving effective for the user. The site is a constantly updated portal that is rich in up-to-date quality content allowing information to be found easily and efficiently by both commercial and general users.

Internally, the website is used as an effective tool for all departments but in particular for Docklands' human resources department for recruitment activity, the authority's planning function for publication of all planning applications and its marketing department for promoting events taking place in the area.

Greatest Hits

- News and Events RSS feeds
- Docklands event calendar and galleries
- Interactive map of area
- Online Fun Run race sign up
- Online Planning Applications database



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