

Economic Development and Enterprise Strategic Policy Committee

MANAGEMENT UPDATE

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Economic Development

1. Dublin City Local Economic and Community Plan (LECP) – 2016 -2021

The LECP was agreed at the December 2015 monthly Dublin City Council meeting. The 90 Economic Actions are being examined. A work programme is being drafted to schedule activity relating to the actions set out in the Action Plan 2016.. A detailed work programme will be drafted identifying issues that will be forwarded to the Chairs of each of the relevant SPC's and scheduling to be carried out by staff of Dublin City Council and other key agencies. The LECP document is in final design stage. The plan will be published and a launch will be arranged.

2. Foreign Direct Investment (FDI) –Dublin

The response to a European Survey on FDI in Dublin City was completed by staff in Economic Development and Local Enterprise. The findings of the survey are positive but cannot be communicated at present as they are subject to a press embargo, which will be lifted on the 15th February 2016 when the results of the survey are published. Dublin city is ranked in the top 10 Major Cities in four areas and the Dublin Region is also ranked under four heading. As a follow on to the survey an article focussing on FDI in Dublin has been drafted by staff in Economic Development with input from Jamie Cudden, Peter Finnegan and Kieran Rose and will be published in February 2016 in a special publication of the *Financial Times*.

3. Dublin Economic Monitor

South Dublin Local Enterprise Office has issued an invitation to the launch of the next quarterly edition of the Dublin Economic Monitor which will be held on the 28th January 2016 in Tallaght IT. Mary Mac Sweeney will attend the launch on behalf of Economic Development and Local Enterprise.

4. Grangegorman Development – Business and Enterprise Sub-Committee

Mary Mac Sweeney has joined the Business and Enterprise Sub-Committee.

5. St James Hospital Enterprise Sub Committee

Greg Swift has joined the St James Hospital Enterprise Sub Committee

6. Dublin.ie

The Dublin.ie team are now part of the Economic Development and Local Enterprise team. The Dublin.ie website which is under development will act as a springboard for the ideas, creativity and people of Dublin. The site is about to go live. Branding has been commissioned for the site and will assist in ensuring the positive impact of the site on those who live in, work in and visit Dublin. A tendering process will be arranged to commission editorial content. A formal launch of the site is being arranged for February/March 2016.

Action Plan for Jobs – Dublin Regional Action Plan

This office has input to the consultation and drafting of the Dublin Regional Action Plan for Jobs which was launched by Minister Richard Bruton T.D. Minister for Jobs, Enterprise and Innovation on Monday 25th January 2016. The Regional Action Plan sets out a series of actions to be taken by four Dublin Local Authorities and Local Enterprise Offices that are designed to support job creation in the Dublin region.

The Plan recognises that the Dublin region has a key role to play, not only in terms of contributing to our national ambition, but also in terms of driving sustainable growth and job creation. It also notes that Dublin has successfully competed with other cities globally for investment and talent and that Dublin has punched above its weight over the past decades as a relatively small city in a global context

In addition the plan highlights that Dublin is not homogenous, and could best be described as a city of villages with areas throughout the Dublin region that boast different characteristics, sectoral strengths, skills and potential. It also refers to Dublin both in the national context and in terms of how it is positioned in an international context and perceived from an external perspective.

Measuring success

The following metrics have been incorporated in actions set out above where relevant. They are summarised here for ease of reference.

By 2020, the Regional Action Plan for Jobs aims to:

- ♣ Have 66,000 more people in employment and reach an unemployment rate of 6 percent ;
- ♣ increase the number of start-ups in the region by a minimum of 25 percent;
- ♣ increase the survival rate of start-ups in the first five years by a minimum of 25 percent;
- ♣ deliver a minimum of 430 FDI investments for Dublin over the period 2015-2019;

- ♣ improve the capacity of Irish owned agency supported enterprises to grow to scale by a minimum of 30 per cent across a number of turnover thresholds;
- ♣ increase RD&I performance within enterprises, with an increase: of 20 percent in RD&I expenditure in foreign owned entities (by 2019); of 20 percent in numbers of Irish owned enterprises engaging in RD&I activities; and more collaborative activity involving enterprises and state funded research institutes, delivering at least one third more collaborations and seeding intensified clustering activities;
- ♣ double enterprise investment in training and up-skilling for employees;
- ♣ deliver a 7 percent increase year on year in visitor numbers to reach 6.2 million; and
- ♣ achieve a doubling of spend by visitors to reach a total of €2.5 billion⁵ .

The plan sets out a number of actions that have been assigned to Dublin City Council, the four Dublin Local Authorities or the four Dublin Local Enterprise Offices. It also references actions to be undertaken by Smart Cities,

Implementation Committee

Progress on the actions will be monitored on a 6 monthly basis by an Implementation Committee, and Progress Reports on the implementation of the Plan will be published twice each year.

Communications

The Dublin Regional Action Plan is a live initiative and sets out a rolling agenda that will be sustained beyond the timescale captured in the document.



<https://www.djei.ie/en/Publications/Publication-files/Action-Plan-for-Jobs-Dublin-2016-2018.pdf>

Local Enterprise Office

1. Design4Growth

The Design4Growth project is progressing well. This is a new initiative designed to facilitate micro enterprises to work with a Design Strategist to examine ways that design thinking and solutions can strengthen their business. The Senior Design Strategist, Toby Scott is working with the panel of seven Design Strategist who will deliver a workshop to 40 businesses on the 26th January 2016 in the Wood Quay Venue. The workshop will brief businesses on how they can utilise design to overcome business challenges and will set out the steps to apply for a Design Voucher valued at €2,500. The initiative is a collaboration between City Architects, the Dublin Local Enterprise Offices and the Crafts and Design Council of Ireland. The council's press office have assisting in the promotion of the scheme which ensured radio coverage as well as social media coverage.



2. Showcase

An Enterprise Zone supported by the Local Enterprise Offices is part of Showcase 2016 in the RDS (January 23rd to January 27th). Dublin City Local Enterprise Office is supporting the following five businesses who have stands in the Enterprise Zone.

[Wild By Water](#)

[Aria-V Jewellery](#)

[Lorna Gaffney White Design](#)

[LouLouBelle Design](#)

[Lainey K](#)



Minister Bruton at Showcase 2016 in the RDS in the Enterprise Hub (25th Jan 2016) with LEO Dublin City clients and Greg Swift, Head of Enterprise Dublin City.

3. Local Enterprise Week – 7th to 13th March 2016

A programme of events is being drafted for Dublin City's Local Enterprise Week. The Lord Mayor has agreed to launch the programme of events on the 7th March in the Wood Quay Venue.

4. National Enterprise Awards 2016

Local Enterprise Office Dublin has opened the call for applications from businesses who wish to represent Dublin City, at the National Enterprise Awards Finals, which will be held on the 26th May 2016.

The Awards, organised by the National Network of Local Enterprise Officers celebrates the achievements of Ireland's micro-enterprises sector and showcases the businesses that make it through to the national finals. In addition to enjoying extensive media coverage, National finalists will compete for a €20,000 prize fund at the finals. The winner of the 2015 Dublin Enterprise Award who went forward to the national finals was Sonitus Systems.

5. Employment Survey 2015

The annual employment survey of companies funded by the Local Enterprise Office (formerly by the Enterprise Board) has been completed for 2015. Confirmation is awaited regarding the number of new jobs that have been created by these companies who received Measure 1 financial assistance from Dublin City LEO/Enterprise Board.

6. Grant Applications

The first batch of grant applications for 2016 are being processed, and will be assessed by the members of the Evaluation Committee at their meeting scheduled for the 28th January 2016. Applicants will then be notified of the funding decisions. The grant application process will be converted to an on-line application process along with other grants provided by Dublin City Council. It is hoped to have the on-line system in place later on this year.

7. New Mentor Panel

A new panel has been formed with 50 mentors that will work with clients of the LEO office. A briefing and training workshop was held with the panel of mentors on Thursday 21st January 2016 in the Morrison Hotel followed by lunch. Mentoring sessions can be booked through the LEO website. Feedback has been very positive about the powerful role that mentoring plays in assisting individuals who are starting or scaling a business.

8. LEO e-zine

The latest LEO e-zine promoting events and providing information on supports offered by the LEO office was circulated to the list of recipients on 12th January 2016 (approx 1,000 people are on the mailing list)

9. Training Programme 2016

The first and second quarter of Training Courses are available for booking on the LEO website. There has been a strong response to the variety of courses provided that assist individuals who want to set up business and address a wide range of topics that are critical for start up and scaling microenterprises. The Free Library Talks are very popular and are quickly being booked out.

10. Reporting for LEO – KPI's

We are compiling the information on what was delivered in 2015 in relation to each of the targets set for the Enterprise Office and for Economic Development. Targets are also being set for 2016 and will be contained in the Local Enterprise Development Plan 2016 which is being drafted. An update on this item will be provided for the next monthly report.