



**NOTIFICATION TO ATTEND MEETING OF THE ECONOMIC DEVELOPMENT AND  
ENTERPRISE SPC**

**TO BE HELD IN THE COUNCIL CHAMBER, CITY HALL, DAME STREET, DUBLIN 2.**

**ON TUESDAY 5 SEPTEMBER 2017 AT 3.30 AM**

**AGENDA**

**TUESDAY 5 SEPTEMBER 2017**

**PAGE**

1	Minutes of Meeting held on 25th July 2017 & Matters Arising	<b>3 - 6</b>
2	Dublin City Markets Action Plan (Draft)	<b>7 - 34</b>
3	Report on the Dublin Flea Christmas Market	
4	Agenda Item 3 - Dublin Flea Christmas Market 2017	<b>35 - 38</b>
5	Report on the Regional Enterprise Development Fund (REDF)	
6	Agenda Item 4 - Regional Enterprise Development Fund (REDF)	<b>39 - 44</b>
7	Economic Development & Enterprise office Management Update: Economic Development Office (EDO) International Relations Local Enterprise Office	
8	Agenda Item 5 - Management Update	<b>45 - 66</b>
9	A.O.B	





**Members Present:**

Cllr. Deirdre Heney (Chair),  
Cllr. Paul McAuliffe,  
Cllr. Paddy Bourke,  
Cllr. Noeleen Reilly,  
Cllr. Anne Feeney,  
Cllr. Gaye Fagan,  
Cllr. Greg Kelly,  
Cllr. Gary Gannon,  
Ms. Denise Brophy,  
Ms. Geraldine Lavin,  
Mr. Martin Harte,  
Mr. John Lombard.

**Officials Present:**

Margaret Hayes, City Librarian, Dublin City Council.  
Greg Swift, Head of Enterprise & Economic Development, Dublin City Council.  
Mary MacSweeney, Deputy Head, Economic Development & Enterprise, Dublin City Council  
Steven O’Gara, Senior Economic Development Officer, Dublin City Council.  
Norman Thompson, Business Community Manager, Dublin City Council.  
Jamie Cudden, Smart Cities Coordinator, Dublin City Council.

**1. Minutes of Meeting held on 4th July 2017 & Matters Arising:**

Cllr. Heney, who now begins her term as Chair of this SPC, expressed her thanks and gratitude to Cllr. McAuliffe for his energy and commitment to the SPC during his term as Chair.

The minutes were proposed by Cllr. Bourke and seconded by Cllr. McAuliffe. It was noted that Cllr. Reilly & Ms. Brophy had been omitted from the list of attendees to the meeting and this has now been amended.

Cllr. Bourke enquired about further discussion around the Dublin City Markets Strategy. The Manager explained that Mr. Les Moore, Park Superintendent of Dublin City Council was best placed to present on the Strategy. However, as he was on

leave for this meeting he had agreed to attend the next meeting on September 5<sup>th</sup> to present and to answer questions from the members.

The Members also enquired about the status of the AirBnB Working Group and it was confirmed that Cllr. Feeney and Ms. Brophy had been proposed to join. However, as yet the working group had not been formally established and has not met. Mr. Daithi Downey, Senior Executive Office in Housing & Community Services is coordinating the group and an update will be available for the next meeting of this SPC.

## **2. Presentation on Smart Dublin: Mr. Jamie Cudden**

Mr. Cudden presented on the work of the Smart Dublin Team and the projects that they were involved in. This presentation supplemented the report which was circulated in the meeting agenda. Mr. Cudden also spoke about his work on the Dublin Economic Monitor.

The Members thanked Mr. Cudden for his presentation and the work that his office has done. The Chair identified the goal of improving the lives of Citizens as being particularly important to her and specifically in supporting the families and carers of those with dementia and supported any initiatives that Smart Dublin can do to support this group. The Chair also highlighted the value of tracking and protecting bicycles in the City. Cllr. McAuliffe highlighted the importance of carefully managing the assets available to the City in terms of infrastructure and offering it to private business. Cllr. Bourke welcomed the investment into Smart Cities but highlighted the perceived failure of the real time Dublin bus information and the weak WIFI provided in the City Libraries.

Mr. Cudden responded that the challenge facing us related to behavioural change issues in large organisations, such as Dublin City Council and that the demonstrator projects being run by Smart Dublin can assist in promoting the value of Smart Cities. He also said that while technology can assist in solving certain problems, enforcement mechanisms were still required and this was the case with the use of bus lanes, illegal parking and bicycle theft. Mr. Cudden highlighted that dementia and assisted livings were huge opportunities in Internet of Things (IOT) and Smart Cities technologies and that both his team and the companies that they work with were always looking for good use cases to test new ideas in a real life environment and that is what Smart Dublin is about.

Cllr. Gannon enquired about the opportunities for crime prevention within the Smart Dublin remit which would ultimately make the city safer. Cllr. Feeney highlighted the value of collaboration between the private sector and the City Council but also the cooperation between the 4 Dublin regional local authorities. Cllr. Feeney also suggested that illegal dumping may become more of an issue for the City as the full impact of new domestic waste collection arrangement came into force and also the issues surrounding citizen protection and privacy in terms data collection.

Mr. Cudden responded that data protection was about striking a balance between the collection of data as a public good and being intrusive into people's lives and that this would become more of an issue as the General Data Protection Rules (GDPR) came into effect as large fines can be imposed for the misuse of data. Illegal dumping represented a €1.5m problem for Dublin and that the Small Business Innovation Research (SBIR) fund could provide possible solutions to this problem. The biggest issue relates to the business model for IOT projects as technology can do a lot but the question remains as to who will pay for it. Mapping crime statistics is an issue that should be promoted in Dublin and Ireland.

### **3. Dublin City Infrastructure Summit: Outcomes Report**

The Chair highlighted Cllr. McAuliffe's efforts and contribution to the Summit. Cllr. McAuliffe spoke about the value of the report as it was the voice of those who attended the Summit. It was agreed by the SPC that the outcomes report would be circulated to all stakeholders and Government Departments. Cllr. Feeney expressed disappointment at the number of Councillors who were in attendance and felt that the report should be circulated as widely as possible.

It was agreed that the Dublin City Infrastructure Summit Outcomes Report would be submitted for noting at the next meeting of the full City Council.

### **4. Economic Development & Enterprise Management Update: Greg Swift**

Mr. Greg Swift & Ms. Mary MacSweeney provided a management update on the Local Enterprise Office, the Economic Development Office. The Chair highlighted the Irelands Best Young Entrepreneur (IBYE) competition and asked about its promotion. The manager responded that it was heavily promoted through the LEO network. The Chair also asked about the distribution of the Regional Enterprise Development Fund (REDF) and the manager noted that it was allocated across 8 regions and that we are in the Dublin region. The manager also stated that the Dublin City Area was submitting a number of applications for consideration to the Fund.

The Manager noted that while Ms. Foley of the International Relations Unit was not available to attend this meeting, her report was included. Cllr. McAuliffe welcomed the agreement to reciprocate the scholarship programme between Dublin and San Jose to have a Student come to Dublin.

Ms. Hayes also highlighted that the Dublin libraries have a student exchange agreement with Beijing, as part of our twinning arrangements and currently have a student in Dublin for 2 months.

### **5. Any Other Business – None.**

**Next Meeting: 5<sup>th</sup> September 2017**





## Economic Development, Enterprise & International Relations

Tuesday 5<sup>th</sup> September 2017 at 3.30pm  
Council Chamber - City Hall

### Agenda Item 2: Dublin City Markets Action Plan

#### Dublin City Markets Action Plan (Draft)

Mr. Leslie Moore, City Parks Superintendent Dublin City Council will present to the Economic Development, Enterprise & International Relations Strategic Policy Committee on the Dublin City Markets Action Plan (Draft).

## **Draft Dublin City Markets Action Plan**

### **Introduction**

It is acknowledged internationally that well managed vibrant markets provide multiple benefits to a city and this is particularly relevant to Dublin which is becoming increasingly more diverse and cosmopolitan.

It is also important to acknowledge the tradition of our historic markets and in particular the market places for which Dublin City Council has responsibility, the Wholesale Fruit and Vegetable Market, at Mary's Lane and the Moore Street market both of which are part of the heritage of the north inner city.

The markets to which this report relates are those which are recognised as contributing to the liveability and social fabric and of the city, they add colour and vibrancy and they animate areas for both domestic customers and tourists.

Dublin City Council established a Markets and Trading in the Public Domain Sub Committee in 2014 with the following terms of reference:

- To oversee and review Dublin City Council's policy on Markets taking place in public areas.
- To oversee the development of the Fruit and Vegetable Market.
- To oversee and review the markets previously managed by Temple Bar Cultural Trust and the Dublin Docklands Authority.
- To oversee the operation of Casual Trading by Dublin City Council.
- To oversee and review all other Dublin City Council markets in the city.

The Sub Committee agreed the following strategic objectives:

1. To utilise markets as a means of "place making" and urban rejuvenation
2. To promote Dublin market venues which will prove attractive to visitors and tourists.
3. To improve the standards of product offering, cleanliness, hygiene, customer service, facilities etc.
4. To promote markets as a community hub, mechanism for social diversity and inclusion.
5. To facilitate an increase in the number of successfully trading markets and stallholders, whether public or private
6. To facilitate an increase in the number of people directly employed through markets.
7. To foster a strong community of traders and market owners who are seen as a credible part of the Dublin City micro-economy.

### **Background**

Markets can be a significant contributor to the local economy supporting local business and providing a low cost direct route to market for small and start-up companies. Markets provide both direct and indirect employment while showcasing local businesses ensuring the money goes back into the local economy. Such an approach is in keeping with promoting the green credentials and minimising the carbon footprint of the city.



The culture of Markets varies significantly from country to country, the Spanish model historically was the equivalent of the supermarket offering operating every day and supplying fresh produce. In France they represent the hub of the community and the weekly source of fresh local produce. Irish traditional markets selling food and non-food enjoyed a number of successful decades they gradually began to decline by the 1980s. There were many reasons for this decline but foremost among these were the advent of supermarkets and out of town shopping centres. At a time when shoppers began to have greater mobility the traditional markets had great difficulty competing with the competitive pricing and wide product selection of the large new retailers.

Other factors included the introduction and popularity of Sunday trading, the arrival of bargain shops and, more recently, the number of consumers choosing to shop online. In addition, for some food sellers stricter food safety regulations made it harder to comply with new requirements.

Struggling to compete, many of the markets lacked new investment and became “tired”. The product range of some did not keep pace with consumer lifestyle changes and over time became less relevant to consumer needs. Consumers opted for the new, one stop offer of the supermarket providing convenience. Other markets which operated on short-term leases in premises and locations awaiting development enjoyed spells of popularity and success but had no chance of long term sustainability, the fondly remembered Dandelion Market being the best example of this.

There is a growing presence of new private markets offering a range of products such as vintage goods and clothes, bric-a-brac, books, art, night time convenience, etc.

Dublin City Council wishes to promote the culture of markets which offer quality, unique or artisan produce which support and benefit communities, visitors and business in the city. This can be done by direct provision or licensing in relation to public spaces and parks.

Dublin City Council has no role in relation to regulating the management or quality of offering in private markets but it does have a planning enforcement role in relation to private markets to ensure that the activities comply with the designated land use.

## **Policy Contexts**

Dublin City Council has committed to promoting and supporting markets in a number of ways in its strategic planning documents. Markets are referred to in the objectives and policies in the Dublin City Development Plan 2016 - 2022. Specifically, in relation to developing a street market at Moore Street CHCO26: and a unique, permanent Retail Food Market centred around the Victorian Fruit and Vegetable Market on Mary's Lane, an important aspect in city centre regeneration (ref RD22:) which has been granted permission.

It is also an objective of the City Development Plan to facilitate indoor and outdoor markets throughout the city and to promote the clustering of complementary uses that add character and vitality to an area (RD7:).

Extract from Dublin City Development Plan 2016-2022

**CEE18:** (i) To identify and support new and growth economic development and employment sectors in the city.

(v) To recognise that Markets, indoor and outdoor, food and other products have major Economic potential, including as key tourist attractions and supports for start-up enterprises.

(vi): To recognise the unique importance of Moore Street Market to the history and culture of the city and to ensure its protection, renewal and enhancement, in co-operation with the traders as advocated by the Moore Street Advisory Committee Recommendation relating thereto.

Both the Dublin City Development Plan (DP 11.2.5.5) and Public Realm Strategy 'Your City Your Space' (2012) support the active use of public spaces for the enjoyment of individuals, families and visitors to Dublin city. This provision contributes to a sense of place by encouraging development of fit for purpose, accessible, multi-functional outdoor spaces for markets, festivals, events, public art, etc. in traditional and non-traditional locations. It is intended that this Markets Strategy will compliment the cities Retail Strategy supporting economic development.

### Methodology and Approach

From 2013 to 2015, Dublin City Council participated in a 2 year European Urbact Project (<http://urbact.eu/urbact-markets> ) with nine other European countries which reviewed case studies and engaged with other local authorities and industry experts involved in the delivery of markets to inform a local action plan for Dublin. It highlighted the cultural differences across these countries in their perception and use of markets. Some cultures treat markets as the equivalent of the supermarket offer and these are run by the local authorities as a business. Others see markets as a poor offering, providing substandard merchandise or reselling of standard household items. Those more aligned with the Irish context were markets which were seen as an add on to the retail offer and provide a more bespoke merchandise, be it arts and crafts or artisan food product like organic or locally sourced produce

The compilation of this report involved a cross departmental review of the current city context involving Casual Trading, Events, Parks, the Planning Department and the Local Enterprise Office to engage in a multi faceted research project to inform this strategy. A review of the current markets operating in the city and nationally was undertaken and the services of a retail markets expert and a national operator in the United Kingdom were engaged to inform the outcome. Thirty stakeholder interviews were held (**Appendix 1- Stakeholder Interviews page**) together with a desktop review of case studies focusing on city market strategy development. Further analysis of international best practice was undertaken as well as a review of all applicable legislation. The following legal instruments apply to markets and Trading in the city and were referenced as part of the strategy

- Casual Trading Act 1995
- Pedlars Act 1871
- Hawkers Act 1888
- Street Trading Act 1926
- Casual Trading Act 1980

There are numerous locations for casual 'on street' trading, for example; flower sellers, coffee merchants, stall holders throughout the city (**see Appendix 2 –List of Casual Trading Pitches page**)

which are often discussed in association with markets. While these may have some local benefits they do not satisfy the criteria set out in the introduction and will be address on review of the Casual Trading Bye-Laws and so are not considered in the context of this report. Similarly the Smithfield Horse Fair has an agreed strategy in place and so is not considered in this report. The Horse Fair has been the subject of a separate management reports in 2012 which resulted in the Dublin City Council Smithfield Horse Fair Control Bye-Laws 2013.

Events with a food for now or food market element are now an integral part of the many events held in Dublin City throughout the year. However, these are dealt with under a bigger event licence or casual street trading licence and so is not a market under the terms of this report. Dublin City Council administers and enforces bye-laws in relation to casual trading in the public domain or with set pitch locations on the city streets and it is intended to review the casual trading bye-laws early in 2017 in order to present a coherent offering in the city.

### **Traditional Market Places**

Dublin's history of markets dates back hundreds of years. One of the first recorded markets was the Ormond Market constructed at the rear of Ormond Quay by Sir Humphrey Jervis in the 1680s and which survived until 1890 when it was demolished and replaced by artisan housing.

As elsewhere in Ireland markets originated from the livestock sales that were a regular feature of our towns. On the periphery of these, hucksters set up stalls peddling a wide range of wares and goods. Such trading in Dublin was unregulated, provided no taxes and created dirt and chaos as food was sold from the back of dirty carts.

In the late 1800s the matter was taken in hand by Dublin Corporation and unregulated, unhygienic street trading, was effectively eliminated and replaced by purpose built market buildings such as the Wholesale Fruit and Vegetable Market in Mary's Lane and Lord Iveaghs' markets in Francis Street.

The following is an overview of the history of the most iconic market places:

#### ***'The Wholesale Fruit and Vegetable Market, Mary's Lane, D7.***

*( called the Victorian Market for the purpose of this report )*

In 1892 Dublin Corporation opened a wholesale fruit and vegetable market on a site immediately to the north-east of the Four Courts on the City's North Side. It sought to address the ramshackle trading from carts in proximity to open sewers and drains and followed an extensive regeneration of the area, clearing tenement houses. A few years later the Fish Market was built providing a centralised state of the art market for wholesale trade of all provisions.

The main reason for its establishment was hygiene; ensuring that goods were not sold from dirty market stalls. The market offered a huge range of fruit and vegetables to local consumers and hostellers in the city. All goods were sold fresh and could only be obtained "in season". Shortly afterwards, circa 1897, a fish market was built on an adjacent site.

In 1976, An Foras Taluntais noted that 'ninety-five per cent of the greengrocers of Dublin visited the market daily to buy fruit and vegetables' and they supplied about half of the retail market. The remainder was supplied by the growing supermarket sector (i.e. multiple or 'chain' stores, who buy in bulk and did not use the wholesale market).

### ***Moore Street Market, Dublin 1***

Dublin's food markets began on Moore Street with trading there dating back almost 200 years and still operating today in the heart of the Capital's North Inner City. Originally a residential street, commercial activity increased in the 1800s focusing on skilled trades and crafts. Popular markets operated between the west side of Moore Street and Little Denmark Street including the Rotunda Market, Taaffe's Market, Mason's Market, Anglesea Market and Norfolk Market. These combined activities formed the largest market in the city at the time.

By the middle of the nineteenth century the density of food shops increased on Moore Street and activity from the nearby markets also began to spill onto the street.

The Moore Street market became home to a range of different stalls selling items such as second hand clothes, furniture and books, but by the beginning of the twentieth century business on the street focused almost solely on food including fruit, vegetables, meat, poultry, fish and game. The number of butchers and poulterers began to increase, supplied by the numerous slaughter houses in the vicinity between Moore Street and Cole's Lane.

However, in 1968 Dublin Corporation inspectors found conditions to be 'unhygienic and unsuitable' and in the 1970s almost the entire area west of Moore Street was demolished leading to the construction of the ILAC shopping centre.

### ***Iveagh Market, Francis Street Dublin 8***

In the late 1800s the area now occupied by St. Patricks Park was a warren of streets containing hundreds of street traders. As part of a redevelopment of the area by Lord Iveagh a market building was constructed nearby on the site of Sweetman's Brewery which had been purchased by Guinness as part of an expansion of its dominant position in the brewing industry.

Located off Francis Street the building housed two markets; a market for the sale of old clothes accessed from Francis Street and a market for the sale of fish, fruit and vegetables accessed from John Dillon Street. The Markets were fitted out with stalls and the fish stalls constructed of white glazed earthenware were the first of the kind to be adopted in the city.

The markets were assigned to Dublin Corporation under a 99-year lease on generous terms and the new markets opened in 1906. After many years in operation the Iveagh Market closed in the 1990s and the building, now in private ownership, has a current planning permission but has lain empty for many years.

## The Benefits of Markets

A great deal of research already exists on the benefits of markets in various large European and American cities particularly economic benefits. These impacts are not only direct, i.e. the money spent directly on market products; but also indirect, the associated spending in the local supply chain; and induced, representing the spending of income earned by workers from the direct and indirect spending. Many studies of economic activity accruing from markets focus only on the direct spending, while some studies have analysed all three types of effects and have generated multipliers to establish the economic impact of market spending in the local economy.

It is difficult to use existing studies based on other cities to estimate the total economic contribution of markets in Dublin, it is possible to use variables of markets in other studies that are similar to that of Dublin to suggest reasonable outcomes. For example, studies that have found that the presence of markets generate increased footfall in the locality, leading to increased spending.

However, there can also be negative impacts in this regard. When new markets are being established, the increased retail options now available to consumers can result in a displacement of existing retail activity. This will occur should consumers switch their spending from existing established retailers in the area to the new market stalls. This is referred to as a “zero-sum” effect, where one person’s gain is offset by another’s loss.

More specific research is needed to verify the impact of markets in Dublin City to the local and wider economy. Dublin City Council has recently become a partner to the research undertaken by the **Institute of Place Management**, Manchester Metropolitan University, which conducts research to inform town centre development and regeneration. Markets are seen as a key economic driver for place making and regeneration and other elements like smart technology are also areas of research focus see <http://www.placemanagement.org/research/how-is-data-informing-town-centre-decisions/>

Public markets can perform a role as business incubators and also as a test bed for Small to Medium businesses. By their nature, public markets have very low barriers to trade apart from any market health and safety guidelines and the cost of a market pitch. In the UK, a 2009 study (Retail Markets Alliance) found that there are 47,000 micro and small enterprises operating in markets. Markets provide a location of sale that is not cost prohibitive, are flexible to the vending of different types of products, have low operating costs and have a smallness of scale that allows potential entrepreneurs to take risks with new products. In addition to having access to a ready market which allows for piloting and testing of a new product, entrepreneurs are also afforded time to develop skills incrementally and to form capital while continuing to manufacture product directly, so as to hopefully expand out of the market in the future. Furthermore, the markets also provide a network of entrepreneurs in a similar industry or at a similar point in their development whereby vendors can share experiences and advice in dealing with different issues and challenges that may arise.

The absence of significant barriers to entry also provides the opportunity for employment and self employment, and can play an especially valuable role for unskilled and immigrant workers. These employment opportunities are also often inter-generational, with a number of generations of one

family employed full-time, or part-time, on the market stalls. A study of the Kirkgate Market in Leeds (population 760,000) conducted by academics from the University of Leeds, found that over 2,000 people were employed on the market, representing approximately 22% of the total retail employees in the city. In London, the Regeneris report estimated that 7,319 were employed on the market. Given a total spend of £430 million, the total turnover per employee is estimated at £58,738, only 41% of the retail sector as a whole. This suggests that street markets are less productive than conventional retailing, likely due to advantages of conventional retail such as having higher levels of investment and economies of scale.

Further to offering employment opportunities to low-skilled workers, markets also act as a provider of high-quality affordable food and other goods. This can be particularly valuable in city centre environments where lower socio-economic cohorts of society can find that access to healthy food on the high street is prohibited by high cost. A study by the New Economics Foundation in 2006 that examined the Queens Market in East London found that, on average, items bought on the market were 53% cheaper than those bought at a local supermarket. A US study (Jilcott et al, 2011) also found that the presence of farmer's markets were significantly and inversely related to obesity rates. There is also a reverse to this, with more affluent cohorts of society demanding high quality artisan products that may be traceable and have been produced in an environmentally friendly manner. Farmer's markets also provide for these consumer tastes, again reflecting the flexibility of markets as a transaction location.

While some markets have a purely shopping base, there is evidence that markets can also be a draw for tourists who wish to experience the cultural tradition of the local markets. A study by academics in the Dublin Institute of Technology found that 26% of visitors to Dublin City considered visiting a farmers market during their stay. Of these, 48% said they wished to experience the local products and 39% stated that they wished to meet the local people. This evidence gives significant credence to the idea of markets being a significant attraction for cultural tourists. As an aside, of the 74% of tourists who were not interested in visiting a farmers market, 40% said that the reason for this was because they had not been aware of the existence of farmers markets in the City.

In many cities, Christmas markets have grown to be a significant driver of tourist activity. In 2015, the National Association of British Market Authorities (NABMA) produced a study of 5 UK Christmas markets, Manchester, Exeter, Lincoln, Bury St. Edmonds and Stratford on Avon. Using these five markets, the author's estimated that in the 2014 season, Christmas Markets generated more than £250m in visitor spend for the towns that host them, enhanced by the fact that many of the visitors to these markets are coming from outside the immediate catchment area. Furthermore, between 5 and 10% of people attending Christmas Markets were also found to be on an overnight trip leading to additional spending on, for example, overnight accommodation, food, and beverages. This additional 'Tourist Spend' ranged from between £900,000 in smaller markets to £10,000,000 in Manchester. Similarly, a study of the Belfast Christmas Market from 2014 found that over five weeks, the market generated more than £58 million for the City's economy, attracting 1.1 million people. Each of these people spent an average of almost £50 elsewhere in the city during their trip to the market. Furthermore, 10% of these visitors were travelling from outside Northern Ireland, leading to an additional spend of £12 million.

Farmers Markets where farmers, growers or producers are present in person to sell their own produce direct to the public have become more prevalent driven by the growing demand for local



produce sold directly by the grower or artisan producer. These markets sell artisan produce and hot food catering for a range of dietary needs and preferences. Organic, gluten free, preservative free have become the order of the day.

Bespoke or product specific markets, like art and craft, vintage clothing, tend to thrive in the city centre or the more bohemian areas of a city. When we look at the current offering in Dublin, this is happening organically. Locations like New Market Square and Temple Bar to the south, Moore Street and the proposed Mary's Lane Retail Food Market, Honest 2 Goodness in Glasnevin and Station House Market Harcourt Street and Eatyard in Dublin 2 and others all represent an even distribution across the geographical areas of the city. A residential catchment of 25k constitutes a viable community to sustain a full time market assuming a market culture. A plithier of farmers markets also run on a single day in the week which augment the offer to high footfall areas of the city.

Markets also have a roll in street theatre and entertainment in the city and act as a tourist attraction in their own right. In order to increase the reputation of Dublin as a centre for markets it would be advantageous to develop and control a program of festive markets, for example Christmas and International Cultural events and to mark annual and historic events. Chinese New Year Festival has proven very successful, providing a showcase for the Chinese community and its culture, and the Merrion Square Art Market the Peoples Art Festival on St Stephen's Green attracts high footfall annually and deliver a unique visitor experience, thereby promoting Irish culture.

## **Contemporary Markets**

### **The Victorian Market, Mary's Lane Dublin 7**

Today the market is underutilised at only 50% occupancy. It has long been approved for introduction of a Retail Food Market and a potential catalyst for regeneration of this inner city area with its high concentration of retail housing, and its location within easy walking distance of the vibrant northside shopping area of Capel Street, Mary Street and Henry Street. Marketing research has proven positive and permission is already in place to introduce a quality Retail Food Market to the building.

Dublin City Council proposes to accelerate the delivery of this market in order to capitalise on the potential business opportunity for stall holders and the city alike. There is a strong, identified interest to participate in a Retail Indoor Food Market which is open several days per week. The research for this market demonstrated a clear gap not only for traders but also for Dublin consumers and local residents.

It is our ambition to make this a "flagship" market, an exemplar for all markets in the City. For the purposes of this report this market will be referred to as 'The Victorian Market'.

### **Moore Street, Dublin 1 Today**

The market on Moore Street survived and in the intervening years business there has focused almost entirely on food. Today the market has 19 Traders and includes fruit, vegetable and fish mongers on

a casual trading basis. In 2014 the Council commissioned a Strategic Review of Moore Street Market and Retail Outlets.

*Recognising the distinctive character of Moore St, it is envisaged that a trading charter for the market be developed to reflect its value, place and tradition and to ensure a vibrant market suited to the needs of the local community and visitors to the City and one where the presentation of the street and the trade offering is significantly enhanced.*

### **Weekend Farmers Markets**

Farmers Markets operate in St Anne's Park (Red Stables) every Saturday from 10am to 5pm (10am to 4pm in winter), in Herbert Park on a Sunday, and Bushy Park on a Saturday. These are licensed by Dublin City Council.

Stall holders generally include bespoke foods such as hand made chocolates, artisan cheeses and preserves, organic meat, fresh baked bread, cakes and biscuits, fruit vegetables and flowers and imported niche products as well as organic produce.

### **Lunchtime Food Market**

A number of commercially run lunch time markets now operate on Wednesdays, Thursdays and Fridays at locations at the Grand Canal and in the Docklands. Since March 2015 a new lunch time market in Merrion Square on Thursdays has been very successful. Typically running from 11.30 to 14.30 these markets provide a wide range of quality street food to the many office workers in the areas in which they are located. These markets are usually sited in attractive locations in areas of high footfall, on the banks of canals or within public parks.

### **Temple Bar Food Market Dublin 2**

Designed in 1991 under the auspices of Temple Bar Properties, Meeting House Square was named after two religious meeting houses which bordered the space in the 18<sup>th</sup> and 19<sup>th</sup> centuries. At the heart of the Temple Bar area the Square is home to a weekly food market held on Saturdays. Originally operated by the Temple Bar Cultural Trust who transferred its functions to Dublin City Council in 2015, it is currently managed on a contract basis.

The emphasis is on local producers offering a wide range of organic food, home baking, low food miles, seasonal produce, food to go and a wide range of products in all weights and portion sizes.

In 2004 Temple Bar Cultural Trust decided that Meeting House Square needed to become more than just an "outdoor room" and seven years later in 2011 the twentieth anniversary of Temple Bar's regeneration was marked with the installation of four 2 metre high 'umbrellas', creating the first retractable cover of its type in Ireland.

### **The Temple Bar Book Market, Dublin 2**

Temple Bar book market takes place every Saturday and Sunday from 11 am to 6 pm. It is located on the busiest junction of Temple Bar at Temple Bar Square. It is a small market catering for for



bookworms and music fans alike, offering new, second-hand book titles, children's books, popular recipe books, rare titles, vinyl and cds.

### ***Designer Mart at Cow's Lane, Dublin 2***

The Designer Mart at Cow's Lane showcases 30 artists and designers from around the country. The market is held every Saturday from 10am to 5pm and offers a broad range of original handmade jewellery, fashion, furniture design, visual art and photography.

### ***Merrion Square Open Air Art Gallery, Dublin 2***

Every weekend, there is a diverse and interesting array of art on display and for sale at Merrion Square, mounted on the railings of the public park directly opposite the National Gallery. Known locally as the Boulevard Gallery and licensed by Dublin City Council the Exhibition runs from 10.00am to 6.00pm Saturday and Sunday. The Art Market celebrated its 30th anniversary in 2015. Over 200 artists display their works.

***Dublin's Liberty Market*** Nearby, another popular market, Dublin's Liberty Market, was first established in 1973 on Meath Street and remains one of the Capital's longest running markets. Unremarkable from the outside the market comprises a large hall filled with a range of booths selling clothes, jewellery, toys and many other goods. The market operates on Thursdays, Fridays and Saturdays.

### ***The Super Natural Food Market Pearse Street, Dublin 2***

Another indoor market with core values of community, environment and education, the Super Natural Food Market located in Pearse Street, Dublin 2 operates every Saturday and is a producer's market.

Established in 1983 by a group of friends who formed a buying group to save money by bulk purchasing vegetarian wholefoods and other sustainable living products the market is now a member owned and managed co-operative. Dublin Food Co-operative Society was formally registered in 1991 and was a pioneer of organic and local food long before the rise of farmers markets in Ireland.

The market opens from Thursdays to Saturday with Vintage clothes and Brocante offerings on Sundays. Saturdays are busy with mainly organic food and sustainable household products. Twenty stalls sell fruit and vegetables, bread, cheese, olive oils, jewellery and books.

### ***The Station Building Food Market, Harcourt Street, Dublin 2***

Dublin City Markets operate a lunchtime food market within the soaring arches of a disused railway station at Harcourt Street, and this is held indoors on a Tuesday and Thursday. There are 30 stalls and the stall holders have special parking facilities. All produce sold at the market is grown or crafted by the stall holders and is either organic or a related foodstuff. The food selection is expanded to include craft and jewellery offerings. To encourage their clientele to delay, local musicians play relaxing background music. This Market has sustained its opening surge since 2010 and the interactive crowds are causing stalls to sell out by 2pm in the day. Stall Holder spaces are now at a premium and are allocated on a continued support basis.

### ***Newmarket Square, Dublin 8***

In recent years Newmarket Square, Dublin 8 has become home to a number of markets which have brought new vibrancy to a previously run down area. Benefiting from indoor locations, ample free parking on the square and proximity to the new tourist attraction of the Teeling Distillery these markets have grown to be very popular.

### **Dublin Flea**

The Dublin Flea Market opened its doors for the first time in November 2008 and since then it has grown into one of Dublin's most loved markets. It takes place on the last Sunday of every month in The Co-op on Newmarket square, Dublin 8 and being indoors means it is safe from the unpredictable Irish weather. There are over 60 stalls each month selling everything from vintage clothes to second hand bikes, retro furniture and random odds and ends - pretty much everything you would expect to find at a flea market. As well as the buying and selling we usually have a mix of djs, live bands or whatever we can throw together on the day to keep the folks entertained, as they soak

The Christmas Flea Market has taken place for the last four years, and was located at Point Village from Friday 9<sup>th</sup> to Sunday 11<sup>th</sup> of December 2016. Over 100 stall holders were selected from Irish Craft-Makers, Designers and artists not found on the high street. The event also saw a number of food stalls providing food and drink for the 15,000 plus visitors who attended. Economic staff worked with events staff to support this event, which was promoted on the Dublin.ie site. The event which was free of charge to attend showcased some of the best locally handmade, artist-designed, up-cycled and second hand goods in the city.

### **The Green Door Market**

This is one of Dublin's newer food markets operating from an indoor location on the Square. Starting in 2014 the market is open Thursday, Friday and Saturday. It operates an eco-friendly policy and offers a wide range of organic produce in a 'convivial market experience'.

A variety of Sunday markets also operate once a month. On the first Sunday there is a **Pure Vintage** fair followed each month by **Fusion Sunday** an international culture market with stalls from around the world, selling a range of handmade goods, arts and crafts, recycled products, jewellery, clothes and food.

Best known for monthly markets, the **Dublin Flea Market** has taken place on the last Sunday of every month since 2008. There are over 60 stalls selling everything from vintage clothing, retro furniture and bric-a-brac to organic food and fair-trade goods. Musical entertainment is provided by bands and DJs promoting a bespoke ambiance and experience.

### **Smithfield, Dublin 7**

In addition to the historical Smithfield Horse Fair which is now held twice yearly the square hosts other themed markets including a number of successful Christmas markets. Nowadays, Smithfield Market Fair is a monthly pop up market fair taking place in the Generator Dublin. The market boasts over 40 traders, live music, cinema screenings, café & bar + monthly installations.

## **Coppinger Row, Dublin 2**

Licensed by Dublin City Council and located beside the Powerscourt Townhouse this market runs every Thursday from 11am - 7pm and hosts small artisan food producers selling an array of food along with locally and seasonally produced organic fruit and vegetables.

## **Proposals**

The Actions proposed under this strategy take account of the multiple sources of information, the legal and Irish context and the input of those involved in the delivery of Markets. The strategy focuses on the Markets currently trading or envisaged for the city which will add to its vibrancies, contribute to its economic development and enhance open space and the promotion of Irish products.

## **Actions:**

### **1. Develop an active Retail Food Market in Dublin City –**

There is an identified need for a retail food market to provide a permanent, good quality food offering which supports and showcases local producers and acts as a tourist attraction in its own right. The location is within the Victorian Market Building which currently houses the Wholesale Fruit and Vegetable Market at Mary's Lane Dublin 7. Dublin City Council sought and was granted planning permission for a Retail Food Market. It is considered that this development will act as a catalyst for regeneration of the area while supporting the retail core in nearby Henry Street/ Mary Street.

***Dublin City Council will expedite the delivery of this market and ensure it operates to green credentials and quality standards.***

### **2. Set Market Standards**

Introduce Market Charters in order to achieve standards of quality, good practice and eco friendly credentials for sustainability. Cognisance should also be given to providing a quality, affordable and value for money market. A charter will provide guidance and qualifying criteria for stallholders and an exit strategy for those who outgrow the market. It will also implement a regime of spot checks / audit and compliance with the Charter and good practice. Support training programmes for market managers and stall holders through the Local Enterprise Office, Food Academy, Dublin Food Chain and other agencies to deliver the objective.

***Establish operating Charters for markets in control of Dublin City Council and promote same to private providers.***

### **3. Identify New Market Opportunities**

Dublin City Council will identify new locations and opportunities for markets in the city. This will include fostering more seasonal and bespoke markets for Dublin – youth market, flower market, art and evening markets etc. When proposing new markets in the city, the appropriateness of

the location should be tested for feasibility and consideration of proximity to public transport, services and impact on adjacent markets and retail offer be considered.

The Events Unit in Dublin City Council will invite expression of interest for provision of a Christmas Market at a sustainable location. It is envisaged that this will be of international standard and act as an added attraction to the City.

**a) Identify alternative locations and types of markets which are well serviced by public transport.**

**b) *Seek to achieve a high standard Christmas Market***

**4. Support Markets as Economic Drivers** – it is recommended that space be allocated to small and start up businesses to provide a low cost route to market for local producers and product testing. Where markets are located in areas already serviced by retail businesses, the market should be periodical. Any new market should be encouraged to designate stall space to local retail business provided that their offering is compatible with the particular market charter. Initiatives like Food Chain and Food Academy will continue to be rolled out.

**a) *Allocate space for small and start up business in existing markets and provide access to local business where appropriate.***

**b) *Support training programmes for market managers and stall holders through the Local Enterprise office.***

## **5. Cultural Diversity and Community Engagement**

It is recommended that existing markets embrace other cultures, to accommodate the ethnic mix of local communities but also the diverse and large number of international visitors to Dublin each year. Space may be provided for seasonal, ethnic, and community or not for profit groups. Existing markets could be a hub for the local community and a meeting place for all. Initiatives like Culture Connects Project and celebrations for national days highlighting the food and culture of Dublin's growing diverse population should be encouraged. A successful market will provide a service to the immediate locality while encouraging visitors to the area from other parts of the City and Ireland.

***Dublin City Council will ensure all markets in their remit provide family friendly meeting space, promoting community engagement and cultural diversity which set a standard for private providers.***

## **6. Engage in Ongoing Research**

This strategy recognises the need for ongoing research and commits to support the Markets sector through partnerships already established in the Urbact Markets Project, The Institute of Place Management and with other local authorities and agencies involved in the delivery of Markets as economic drivers. It will further inform the sector through research on Market trends and through initiatives of the Local Enterprise Office and the Office of the Start up Commissioner.

- a) Dublin City Council will continue to engage with stakeholders, local research institutes and international agencies to inform its approach.***

## **7. Promote Markets**

Create a central portal for information on Markets in Dublin. Initiate a communications and public relations plan for Markets through Dublin.ie, Social Media and partner agencies.

- a) Work with partner agencies to create an information portal for Dublin Markets**
- b) Support the International Day of Markets Initiative which takes place from 15<sup>th</sup> to the 17<sup>th</sup> May 2017.**

## **Conclusion**

The range and variety of markets evolve with changing demographics and economic circumstances. Opportunities will arise for new markets and some of the existing markets will decline. That is the nature of a vibrant and changing city. What this report can achieve is establishing a broad agreement on what Dublin City Council will deliver to promote the establishment and the benefits of quality markets. For this purpose a number of clear, concise and measureable actions have been compiled which address the issues raised in this report. Over the three year life of this plan Dublin City Council will seek to deliver these actions in conjunction with Fáilte Ireland, Bord Bia, Taste of Ireland, Dublin Town, Market Operators and all other stakeholders.

It is also intended to review the Casual Trading Bye-laws in 2017 (and subsequently every three years).

## Appendix 1

# Dublin City Market Interviews

### Dublin City Market Expert Interviews

Person	Organization	Expertise
Andy O' Reilly	ALA Events	Ran Red Stables and People's Park markets management
David Brennan	Dublin City Business Association	Representing city business stakeholder opinions
Derek Higgins	Water Ways Ireland	Landlord of markets which take place on canals
Ciaran Casey	MAST	Representing farmers markets and stallholder association views
Adrian Cummins	Restaurant Association of Ireland	Restaurant association members viewpoint on markets
Emma Brereton	Urban Markets	Views of Dublin market operator for The Grand Social, Portobello Square and The Generator
Natasha Czoper	Natasha's Living Food	Input from stallholder at Portobello and other markets
George Moir	Farmleigh and Castletown House	Representing National Historic Properties
Kevin Doyle	Lovin Catering	Input from catering manager of Farmleigh Market
Margaret Gormley	The Park, Stephen's Green	Opinions from OPW
Des Valley	Baggot St Bridge	Market operator of lunch time and other markets

Andy Burnett	Retail Alternatives	Market legislation and models with specific experience in UK and European markets
Malcolm Veigas	Veigas Consulting	Former markets specialist for Bradford District council and current retail and market consultant
Chris New	Principle Director for New Market Solutions	General market law and business planning
Graham Wilson	NABMA – National Association of British Market Authorities	General market law and business planning
Martin Harte	Temple Bar Company	Permanent and pop up market operators
Maria Moynihan	Milestone Inventive	Private market and event's organiser
Greg Ward	Raw Marketing	Dublin market and event's organiser
Gerard Farrell	Dublin BID	Representing the views of the Dublin City business district management and members
Mary Morrissey	Bord Bia	Input with regard to Food markets and national landscape
Sarah McNally	Manager of Temple Bar market	Views from market manager
Brid Carter	Honest to Goodness Market	Private market operator Dublin
Brendan O'Mahoney	Lilliput Markets	Views from prominent Dublin stallholder
Franko Pastor	Taste of Gusto	Views from prominent Dublin stallholder
Norman Rides	Dublin Food Co op	Views from specialist organic and wholefood market
Redmond Kennedy	Classic crepes	Views from a stallholder
Deirdre O'Sullivan YS	The Green Door market	Owner of Dublin indoor market
Siobhan Downey	Limerick Milk Market	Understanding the dynamics behind Limericks Milk market success

### Dublin City Market Internal DCC Stakeholders

Organisation	Expertise
Dublin City Council	City Parks Superintendent
Dublin City Council	Ballymun Market
Dublin City Council	Head of Events
Dublin City Council	Park Events
Dublin City Council	Casual Trading
Dublin City Council	Area Manager, South and South East Areas
Dublin City Council	Area Manager, North West and North Central Area
Dublin City Council	Area Manager, South Central Area
Dublin City Council	Events Department
Dublin City Council	Temple Bar
Dublin City Council	Public Realm

### Desk Research and Reference Documents

- Gloucester City Council, Market Strategy 2016
- The role of municipal markets in urban food strategies, a case study 2012
- Sustainable urban markets. An action plan for London
- Marketplaces as an Urban Development Strategy 2014
- Hackney Markets Strategy 2015-2020
- Urbact Markets: Making city markets the drivers of sustainable urban development
- Barcelona 2015-2025 Strategic Plan for City Markets
- Renewing old markets, a tool for cities
- London markets, strategy steps
- Camden's Street Trading Strategy 2012- 2015



- London Borough of Southwark, Markets and Street Trading Strategy 2010-2013 Actions and opportunities
- Bristol Market Strategy and Action Plan
- Bord Bia Guide to Food Markets in Ireland 2014
- Markets Matter – Institute for Place Making

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**Appendix 2: Designated Areas and Times of Trading.**

DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO.	TIMES OF TRADING
<b><i>Abbey Street at Irish Life Centre: 2010-0488</i></b> Tea/Coffee and light hot and cold snacks	Mon – Sat 7.00 a.m. – 6.00 p.m.
<b><i>Abbey Street Middle: 11543</i></b> Jewellery, Fashion Accessories, Souvenirs and Crafts(excluding copyright infringement, C.E. mark only) Flowers	Mon - Sat. 9.00 a.m. - 6.30 p.m.
<b><i>Amien Street at entrance to IFSC: 15064</i></b> Tea/Coffee and light hot and cold snacks	Mon – Sat 7.00 a.m. – 6.00 p.m.
<b><i>Anne Street South: 11543/8</i></b> Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only)	Mon - Sat. 10.00 a.m. – 6.30 p.m.
<b><i>Baggot Street Lower: 11543/12</i></b> Flowers	Mon - Sat. 9.00 a.m. - 6.30 p.m.
<b><i>Barnardo Square: 2011-0373</i></b> Jewellery/Craft, Portrait/Caricature Artist, Books	Mon – Sat 10.00 a.m. – 6.00 p.m.
<b><i>Boardwalk on the Liffey: 2011-0370</i></b> Paintings and Drawings (licence holders own original work)	Sat & Sun (May – Aug only) 10.00 a.m. – 6.00 p.m.
<b><i>Camden Street: 11543/9</i></b> Fruit & Veg. Flowers	Mon - Sat 9.00 a.m. - 6.30 p.m.
DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS. MAP REF. NO.	TIMES OF TRADING
<b><i>Cardiffsbridge Road, Finglas: 11543/19</i></b> Clothing (excluding copyright infringement) Flowers	Sunday only 9.00 a.m. - 2.30 p.m.



<b>Erne Street junction with Pearse Street:</b>	<b>11543/10</b>	Mon – Sat.
Fruit & Veg.		9.00 a.m. - 6.30 p.m.
<b>Fade Street:</b>	<b>11543/11</b>	Mon – Sat.
Flowers		9.00 a.m. - 6.30 p.m.
<b>Finglas Road:</b>	<b>11543/6</b>	Mon-Sun
Flowers	<b>&amp; 11543/18</b>	9.00 a.m. - 6.30 p.m.
<b>Fishamble Street:</b>	<b>2010-0636</b>	Mon – Sat (May-Aug only)
Ice-Cream		10.00 a.m. – 6.00 p.m.
<b>Fownes Street and Dame Street:</b>	<b>2011-0369</b>	Thurs – Sun
Portrait/Caricature Artist		10.00 a.m. – 6.00 p.m.
<b>Grafton Street (Top of):</b>	<b>2011-0375</b>	Mon – Sat
Flowers		10.00 a.m. – 6.00 p.m.
<b>Grattan Bridge:</b>	<b>2011-0376</b>	Mon – Sat
Flowers, Arts and Crafts (excluding copyright infringement)		10.00 a.m. – 6.00 p.m.
<b>Harold's Cross Road:</b>	<b>11543/15</b>	Mon – Sun
<b>(Mount Jerome Cemetery)</b>		9.00 a.m. - 6.30 p.m.
Flowers		
<b>Harry Street:</b>	<b>11543/8</b>	Mon – Sat
Flowers		10.00 a.m. - 6.30 p.m.

DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS.  MAP REF. NO.	TIMES OF TRADING
<b>Henry Place: 11543/23</b> Jewellery, Fashion Accessories, Souvenirs and Crafts,  Clothing  Poster (all excluding copyright infringement, C.E. mark only)	Mon-Sat 1 <sup>st</sup> January – 30 <sup>th</sup> November. and 27 <sup>th</sup> December – 31 <sup>st</sup> December.  10.00 a.m. – 6.30 p.m.
<b>Henry Street/Mary St. 11543/23 &amp; 11543/24</b> Christmas Goods as outlined below (excluding copyright infringement, C.E. mark only) <ul style="list-style-type: none"> <li>• Balloons</li> <li>• Cards</li> <li>• Cribs</li> <li>• Decorations</li> <li>• Holly and ivy wreaths, artificial holly</li> <li>• Hand crafts</li> <li>• Gift sets incl. Hats and gloves (excl. copyright infringements)</li> <li>• Jewellery (excluding copyright infringements)</li> <li>• Mistletoe and Christmas plants</li> <li>• Posters (excluding copyright infringements)</li> <li>• Toys (CE Mark only)</li> <li>• Selection Boxes</li> <li>• Wrapping paper</li> <li>• Santa Claus Hats</li> <li>• Clothing (excluding copyright infringement)</li> <li>• Handbags (excluding copyright infringement)</li> <li>• Shoes (excluding copyright infringement)</li> </ul>	Mon-Sun 1 <sup>st</sup> -31 <sup>st</sup> December 10.00 a.m.– 9.00 p.m.
<b>Heuston Station – north east of LUAS stop: 2010-0486</b>  Tea/Coffee, light hot and cold snacks	Mon – Sat 7.00 a.m. – 6.00 p.m.
<b>Lemon Street: 11543/8</b>  Jewellery, Fashion Accessories, T-shirts, Souvenirs and Crafts. (excluding copyright infringement, C.E. mark only)	Mon-Sat 10.00 a.m. - 6.30 p.m.
<b>Liffey Street Lower 11543/16</b> Jewellery, Fashion Accessories, T-shirts, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only)  Flowers	Mon – Sat 9.00 a.m. - 6.30 p.m.
<b>Marlborough Street 11543/4</b>  Fruit & Veg. Flowers	Mon – Sat. 9.00 a.m. - 6.30 p.m.
<b>Merrion Square: 11543/35</b>  Paintings and Drawings (licence holders own original work)	Sat/ Sun, 1-24 December. 10.30 a.m. – 6.30 p.m.

DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS.		TIMES OF TRADING
MAP REF. NO.		
<b>Moore Street:</b> <b>11543/2</b>  Fruit & Veg.  Flowers  Confectionery  Jewellery and Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only)  Clothing (excluding copyright infringement)		Mon – Sat.  9.00 a.m. - 6.30 p.m.
<b>Newmarket Square:</b> <b>2011-0372</b>  Bric-a-brac		Sunday  10.00 a.m. – 6.00 p.m.
<b>Night-time Trading:</b>  Sale of hot/cold food and non-alcoholic drinks  O'Connell Bridge <b>11543/1</b>  Grafton Street <b>11949-1</b>  Lower Camden Street <b>11949-2</b>  College Green <b>11949-3</b>  Hatch Street Lower <b>11949-4</b>  Cuffe Street <b>11949-5</b>  Fade Street <b>11543/11</b>  Fleet Street <b>2010-0493</b>  Fownes Street & Dame Street <b>2011-0369</b>  Harcourt Street <b>2010-0494</b>		Thurs – Sunday  11.00 p.m. – 4.00 a.m.
<b>O'Connell Bridge:</b> <b>11543/1</b>  Flowers  Jewellery, Fashion Accessories, Souvenirs and Crafts  (excluding copyright infringement, C.E. mark only)		Mon – Sat.  9.00 a.m. - 6.30 p.m.
DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS.		TIMES OF TRADING

MAP REF. NO.		
<b>O'Connell Street:</b>	<b>2011-0531</b>	Mon-Sat
Flowers		9.00 a.m. – 6.30 p.m.
Newspapers, Magazines		
<b>Ranelagh Triangle:</b>	<b>2011-0374</b>	Sat & Sun
Jewellery, Foodstuffs, Crafts		9.00 a.m. – 6.30 p.m.
<b>Sandymount Promenade:</b>	<b>2010-0490</b>	Mon – Sat
Tea/Coffee, light hot and cold snacks		7.00 a.m. – 6.00 p.m.
<b>South King Street:</b>	<b>11543/39</b>	Mon – Sat
Flowers		9.00 a.m. – 6.00 p.m.
<b>St. Patrick's Park (Railings):</b>	<b>2011-0377</b>	
Paintings, Drawings, Photography (licence holders own original work)		Sat, Sun and 1 <sup>st</sup> – 24 <sup>th</sup> December 10.30 a.m. – 6.30 p.m.
Portrait/Caricature Artist		Mon – Sat 10.00 a.m. – 6.00 p.m.
<b>Store Street Plaza:</b>	<b>2011-0632</b>	Mon – Sat
Flowers, Arts and Crafts (excluding copyright infringement)		10.00 a.m. – 6.00 p.m.
<b>Thomas Street:</b>	<b>11543/13</b>	Mon – Sat.
Fruit & Veg		9.00 a.m. - 6.30 p.m.
Flowers		
Confectionery		
Misc. Household Goods (C.E. mark only)		
Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only)		
Clothing (excluding copyright infringement, C.E. mark only)		
<b>Wicklow Street:</b>	<b>11543/7</b>	Mon – Sat
Jewellery, Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only)		10.00 a.m. – 6.30 p.m.

DESIGNATED AREAS AS OUTLINED IN RED ON ATTACHED MAPS.  MAP REF. NO.	TIMES OF TRADING
<p><b>Wolfe Tone Park</b>                      <b>11543/29</b></p> <p>Arts &amp; Crafts (licence holders own original work) Paintings &amp; Drawings (licence holders own original works).</p> <p>Gourmet Food Market, primary producers, organic foods, and direct specialist importers.</p> <p>In the event of Moore St. redevelopment and temporary transfer of the market to Wolfe Tone Park the following will apply: Fruit &amp; Veg. Flowers Confectionery Jewellery and Fashion Accessories, Souvenirs and Crafts (excluding copyright infringement, C.E. mark only) Clothing (excluding copyright infringement)</p>	<p>Saturday, Sunday and 1-24<sup>th</sup> December (with exception of Thursday &amp; Friday) 10.00 a.m. – 6.30 pm.</p> <p>Friday 10.00 a.m. – 6.30 p.m. and Thursday/Friday between 1<sup>st</sup> and 24<sup>th</sup> December.</p> <p>Mon – Sat. 9.00 a.m. - 6.30 p.m.</p>

**Special Themed Markets may be considered and determined by executive decision by Dublin City Council at the following locations:**

- Smithfield 2011-0534
- Wolfe Tone Park 2011-0378
- Coppinger Row (Sunday only) 2011-0371
- East Essex Street 2011-0379
- Lotts 2011-0581
- Cathedral Street 2011-0381
- South William Street 2011-0533
- Anglesea Street 2011-0383



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### **Dublin Flea Christmas Market 2017**

In 2017 and running over 4 consecutive days at Christmas (December 14<sup>th</sup> – 17<sup>th</sup>) Dublin City Council (through the Economic Development Office & the Dublin City Events Team) will partner with the not-for-profit group Dublin Flea, to deliver the outstandingly successful **Dublin Flea Christmas Market** and expect to attract over 30,000 visitors to this unique Dublin festive offering.

Since 2009, the Dublin Flea Christmas Market has been a free-to-enter Christmas Bazaar for over a hundred traders. The market supports local independent Irish craft-makers, designers and artists not found on the high-street, alongside the much-loved Dublin Flea's mix of vintage, retro and pre-loved furniture, clothes and collectibles. It also attracts a broad range of people from various different communities, old and young, inner city and those that travel from the suburbs and beyond.

Keeping the stallholder fee at the affordable rate is an important feature of the market. It makes it accessible for these local independent entrepreneurs to reach the 28,000 plus visitors that come to the market. The market utilizes vacant spaces in the city previously Block B in Smithfield and most recently in the Point Village Shopping Centre. It's the selection of the quality stalls and their offering that makes the market stand out.

We are consistently over-subscribed with applications, which allow the Dublin Flea Christmas Market to make judicious choices on the quality and diversity of stallholders. None of our stalls sell commercial imported merchandise. It's locally handmade, artist-designed, up-cycled or second-hand. The market has something for everyone.

**Economic Development:**

The Dublin Christmas Flea reduces the barriers to market for early stage craft-makers, design artists and other local entrepreneurs, thus supporting economic development in the city.

**Cultural Amenity:**

The four-day market has always been a go-to destination event that brings life and festive cheer to an otherwise vacant space. The Point Village is a notoriously unutilized and underperforming city centre locality. Last year's market showed that it is possible to animate and bring life to this space.

The vision for the Dublin Christmas Flea Market is:

To become the go to, free entry Christmas Market for anyone in Ireland shopping for quality Irish based art, craft, design and/or collectibles.

To provide an alternative to high street Christmas shopping by providing a festive calm environment where you can meet the maker and know the story behind the craft, production or sourcing of a product. To nurture and support quality up and coming Irish based craft and designers.

Footfall over the weekend was 28K visitors and an average spends of €35 per visitor, yields a combined turnover for stallholders of approx. €1 million.

The total number of stalls increased by 20 units on 2015.

Promotion through a strong website [www.dublinchristmasflea.ie](http://www.dublinchristmasflea.ie) which featured and showcased all the traders and promoted their online presences.

The production and marketing teams grew over last year and were well resourced and managed with key professional appointments proving their worth.

The improvements on the teams allowed the delivery of: better communication with stallholders; seamless Friday morning load-in and setup procedure; and media coverage and social media management over the weekend.



A video promoting the Dublin Flea Christmas Market may be found here

<https://vimeo.com/202428136/e0b20dba10>





## Economic Development, Enterprise & International Relations

Tuesday 5<sup>th</sup> September 2017 at 3.30pm  
Council Chamber - City Hall

Agenda Item 4: REDF - Applications Update

### **Regional Enterprise Development Fund (REDF):**

In February 2015, as part of an overarching strategy to support regional enterprise development, the Government announced a Regional Competitive Fund with the objective of supporting significant regional initiatives to build on sectoral strengths and/or to better leverage identified resources to improve enterprise capability. This is in line with the overall objectives of the Action Plan for Jobs: Regional initiative and national enterprise policy.

This regional competitive fund is designed to support the ambition, goals and implementation of the Regional Action Plan's for Jobs (RAPJs). Enterprise Ireland with the support of the Department of Jobs Enterprise and Innovation (DJEI) is leading in the development and implementation of this Fund of up to €60m.

This funding is being delivered through two Scheme calls; the first call will fund projects under the Regional Enterprise Development Fund of up to €35m in grant support. The second call under this Scheme will fund projects from the remaining balance of the €60m budget available.

Dublin City Council are supporting 7 applications to the REDF for projects which will have a positive net contribution to the Dublin City enterprise eco-system and support the creation of jobs in the Dublin City economy.

## **Dublin City Maker-Space/TechShop Project:**

**DCC in partnership with Dublin City University Innovation Campus, DCU Alpha.**

**Estimated Project cost: €5,000,000**

**DCU funding: Bridging finance & in kind contribution: €4,500,000**

**REDF Support: 80%**

**Total maximum Dublin City Council Contribution: €500,000**

### **Background:**

As advanced manufacturing tools continue to become more efficient, cheaper and more accessible, startup hardware innovation is gaining momentum at an unprecedented rate across the globe. A major contributor to this hardware innovation 'renaissance' is the rapid increase in the development of large scale, open access, commercial makerspaces.

Over the past few years 'makerspaces' have been developed in major cities worldwide, providing entrepreneurs and startups with access to industrial grade resources (such as 3D printers, laser cutters, microcontrollers and design software), on a low cost, subscription basis. This in turn has led to rapid growth in new hardware and Internet of Things (IoT) startups within these same cities and regions, as the company founders gain open access to the tools of the digital industrial revolution for the first time. Such growth would not be possible without this cost effective solution. Crucially, Dublin (and Ireland generally) is lacking such a large scale, open access, makerspace.

This project was initially flagged in the Dublin RAPJ in 2016 as Action 35: *A proposal to establish a Dublin 'makerspace'/TechShop as a catalyst for the hardware start-up ecosystem, based on its potential as a self-sustaining model over the medium term.*

Following a presentation to this SPC by Ronan Furlong, Executive Director of DCU Alpha on Tuesday 24<sup>th</sup> of May 2016, the project was included in the Dublin City Local Economic & Community Plan (LECP) as Action 83: Support the Dublin City University Alpha Initiative to establish a TechShop in Dublin. It was also agreed that Dublin City Council would offer financial support for the project up to a value of €500k, subject to both approval by the elected members of Dublin City Council and agreement of a range of terms and conditions between DCC and DCU.



A significant range of supporters, stakeholders, advisors and partners have been assembled in support of the project. Besides DCU and Dublin City Council, there are also multiple organisations who will be financially supporting the makerspace/TechShop over the lifespan of the project; by purchasing membership subscriptions and running innovation and training programs through the facility. A number of these key additional supporters and stakeholders are shown in the table below:

Primary Grant Funding Provider	Core Matching Funding Partners	Other Regional, National and International Supporters	Large indigenous & multi-national industry stakeholders	Academic, RD&I, skills & STEM education stakeholders	Indigenous Internet of Things Stakeholders
					
					
					
					
					
					
					
					
					

In July 2017, following a tender for services, the Economic Development Office of DCC appointed the financial & economic consulting firm Deloitte, both to coordinate the completion of the application form on behalf of DCC & DCC and also to complete a “value for money study” on behalf of DCC. The completed application was submitted to Enterprise Ireland on 17<sup>th</sup> August and the Value for Money Study is expected to be completed on or about the week ending July 15<sup>th</sup>.

Results of the competition are expected to be announced in mid November 2017.

## Dublin City Council: Design 4 Growth

**Estimated Project Costs: €290,300**

**REDF Support: 80%**

**Net contribution by partners: €60,000 (€15,000 X 4)**



Design 4 Growth is a scheme to assist small businesses to effectively utilise design strategy methods for product and business development. It was successfully piloted in the Dublin City area during 2015 / 2016.

This proposal is for an expanded version of the scheme involving a greater number of businesses and designers and more targeted support for specific sectors. Participating businesses will receive design services including:

- Review and analysis of their objectives and resources.
- Advice on design services or processes which could aid their development.

- Assistance in developing a brief for a project which would further their objectives.
- Support in commissioning the design services required to implement the project.

The scheme then follows up by providing a grant of up to €2,500 of 50% matched funding to subsidise the design services required to implement the project. The expanded scheme will involve groups of 4-5 businesses in four parallel strands, with each strand supported by a relevant public agency:

- Construction and retrofit businesses to support development of Near Zero Energy Building (NZEB) construction. This strand partnered will be partnered with **Sustainable Energy Authority of Ireland (SEAI)** - TBC.
- Companies or entities working in cultural industries the Dublin 1 area. This will be supported by **Dublin City Public Libraries**.
- Companies working in medical services in the vicinity of the new National Children's Hospital and the **Digital Hub**. The partner for this strand will be The Digital Hub Development Agency
- Companies operating in recreation and tourism in Dublin Bay in partnership with **Dublin Bay Biosphere Partnership**.

The criteria for participation by businesses are:

- Micro Enterprise based in Dublin City.
- 4– 9 employees with further job and export potential.
- Trading for over 3 years.
- Operating in the sectors relevant to the four strands.
- With sufficient time, budget resources and motivation to develop their project.







## Management Update

### Contents:

1. Economic Development:	2
2. International Relations	12
3. Dublin.ie <a href="http://www.dublin.ie">www.dublin.ie</a> :	14
4. LEO: Training, Mentoring & Events	16
5. LEO: Financial Supports	21

## 1. Economic Development:

### CoWorking Europe: 8<sup>th</sup> – 10<sup>th</sup> November

The Economic Development office and International Relations are partnering with the European CoWorking Federation to assist in delivering the European Coworking Conference in Croke Park in November of this year. The Conference will be opened by the Lord Mayor who will also host a reception in City Hall that evening for the delegates. The Economic Development Office will be presenting on the findings of a research paper on Enterprise Space in Dublin City, which is currently being drafted.



On Monday 28<sup>th</sup> August and In anticipation of the Lord Mayors attendance at the conference, the Economic Development Office organised a visit for him to Dublin's newest co-working facility, space @ Dawson Street Dublin 2, operated by Dublin BIC. The Lord Mayor met with Snaoibhe Bolder, the operations manager and Michael Culligan, CEO of Dublin BIC. The Lord Mayor also met a number of the businesses who calls the centre home. Since opening in April, the centre now has 165 people working there.



**re:publica: 7<sup>th</sup> - 8<sup>th</sup> September**

re:publica is one of the largest and most exciting conferences about digital culture in the world. Since its foundation in 2007 in Berlin, it has grown from a cozy blogger meeting with 700 participants into a wide-ranging “society conference”, attracting 9,000 visitors at the eleventh edition of re:publica. At the event representatives of digital culture share their knowledge and decision-making tools, and discuss the future of the information society. Here they can mingle with activists, scientists, hackers, entrepreneurs, NGOs, journalists, social media influencers, marketing experts, and many others.

This type of event fosters innovation and creates synergies between the various attendees and contributors. The promoters have promoted gender equality where almost half of re:publica speakers are female – far more than at many other similar events. re:publica Dublin will take place from 7-8<sup>th</sup> of September 2017 at the Light House Cinema in Smithfield Dublin 8, and is being supported by the Economic Development Office.



### **UPRISE 6: October 26<sup>th</sup>**

Following on from the success of our partnership with UPRISE 4 held in Dublin in 2016, Dublin City Council is sponsoring a “FinTech & Entrepreneurship” stage at UPRISE 6 scheduled to be held in the RDS this October. UPRISE festival celebrates the enterprise and start-up eco-system in a unique, engaging and exciting way featuring a start-up market place, investor panels, workshops, speaker’s stages with music and food. This project will be delivered as part of our commitment to hold a FinTech event as set out in the Dublin Regional Enterprise Development Strategy.



### **Flanders Waterways Trade Mission to Dublin: 21<sup>st</sup> September**

Dublin City Council (Economic Development Office & International Relations) will host a trade delegation from Flanders in September. De Vlaamse Waterweg nv (Flemish Waterways plc) manages and develops the inland waterways through a powerful structure that contributes to the economy, welfare and dynamic of the Flemish region. De Vlaamse Waterweg nv boosts inland navigation, manages water control and enhances the appeal of the waterways for both commercial and recreational use, including the development of tourism and the discovery of nature.

The mission to Dublin will include an evening reception with the Lord Mayor and a business connection event aimed at bring together enterprise and start-ups in Dublin with their counterparts from Flanders with a view to supporting shared learning and the development of new business opportunities. The Flanders contingent will consist of approximately 40 businesses and delegates seeking to develop new trade opportunities with their Irish counterparts.



## HPRA launches New Cosmetics Information Pack to help SMEs and Start-ups



The Health Products Regulatory Authority (HPRA) has launched a free cosmetics product information pack for SMEs and start-up businesses in Ireland. The pack includes information on the regulatory steps a business needs to take to place and maintain a cosmetic product on the market in Ireland. The national regulator will also host a series of cosmetics information evenings in Leitrim, Limerick and Dublin in October where speakers from the HPRA and Local Enterprise Offices will offer cosmetics business owners guidance on the regulatory and local supports available to those setting up and growing a business in Ireland. Pictured at the launch of the pack are: Aoife Farrell, Cosmetics Compliance Manager, HPRA, and Steven O'Gara, Senior Economic Development Officer, Dublin City Local Enterprise Office. Dublin City LEO will participate at the information evening for Dublin on October 12<sup>th</sup> at the HPRA's Earlsford Terrace Office.

<http://www.hpra.ie/homepage/cosmetics/news-events/item?t=/new-cosmetics-information-pack-to-help-smes-and-start-ups&id=ba530826-9782-6eee-9b55-ff00008c97d0>

## Dublin Comic Con: 2017 - Zero2Hero - Superpower your business!



On August 12/13, thousands of comic, movie, TV, Superhero and games fans descended on the Dublin Convention centre for one of the year's most unusual, fun and exciting events. In its fifth year, Dublin Comic Con represented an opportunity for the Economic Development Office to connect with a new audience of entrepreneurs in the game design and creative space and to showcase the ways in which the LEO Dublin City can support start-ups through financial supports and business mentoring.

Steven O'Gara from the Economic Development Office hosted a panel entitled #Zero2Hero and highlighted the ways that the Dublin City Council support different types of business. The panel featured a Q&A session with Niamh Herrity from Pink Kong Animation Studios, a LEO Dublin City Client and Dublin City National Enterprise Award winner. There followed an introduction to 3 of the business mentors from LEO Dublin City with Susan Moran, Clodagh O'Brien and Aisling Hurley who spoke about the importance of business planning and how the mentoring programme with LEO can help people seeking to start their own new business.



## Hard Working Class Hero's: 2017 Sept 28<sup>th</sup> – 30<sup>th</sup>



Dublin City Council will partner with Hard Working Class Heroes (HWCH) for their 2017 event to promote Irish musical enterprise and its potential for the economy. Since its beginning in 2003, HWCH has grown, morphed and developed into a much bigger and more wide-ranging event. Live music is still HWCH's chief attraction. Last autumn, the festival hosted over 60 gigs per day from Irish acts in venues across the city over three nights.

HWCH also features an influential and highly regarded, internationally attended music industry convention, free daytime gigs in quirky Dublin spaces under the HWCH & the City banner and other sundry offshoots; Like Iceland Airwaves (Reykjavík), The Great Escape (Brighton), Canadian Music Week (Toronto) and Eurosonic (Groningen).

HWCH is an event with a proven pedigree when it comes to showcasing new and exciting talent. The key difference is that international agents, festival bookers, record labels, publishers, managers, event curators, journalists, editors, radio DJs and taste-makers come to HWCH to find new Irish acts only. At HWCH 2017, Dublin City LEO will launch a Start Your Own Business (SYOB) course aimed at developing the business skills required to succeed in the music industry.



## Connexions Dublin: 29<sup>th</sup> September – 1<sup>st</sup> October 2017



ConneXions is a forum and event focused on Digital Technology, Culture and Education in France and Ireland. It will bring together French and Irish professionals, investors, students, accelerators and companies from these fields around the general topic of Digital & Creative City.

It will feature a Hackathon with a €2,500 prize pool sponsored by Dublin City Council, space for Start-ups to exhibit and meet potential investors, networking time, panel discussions and talks by key industry professionals.

It is organised by the Embassy of France in Ireland, in partnership with Business France and the French Tech Dublin Community and is supported by Dublin City Council - Economic Development Office and the Local Enterprise Office Dublin City. It takes place from Friday 29th September to Sunday 1<sup>st</sup> October 2017 at Richmond Barracks, Dublin 8. <http://connexions.ie/>

### Report on Social Enterprise Training Programme 2017:

The Social Enterprise Training Course is designed to help Social Entrepreneurs and people involved in social enterprises to learn key skills and develop their expertise in 4 core areas. The core areas of the course are: Management, Sales, Marketing and Finance. Each session will be delivered by an Expert Tutor and will involve discussion, exercises and relevant tool development. The course is part of the commitment from Dublin City - Social Enterprise Committee to support social enterprises and their development in the city. It has adopted a strategic approach which includes:

The course is subsidised by: Local Enterprise Office - Dublin City and Dublin City Council. It is supported by: Inner City Enterprise; Northside Partnership; DCU; NorDubCo; Carmichael Centre; St. Andrews Resource Centre; Irish Social Enterprise Network.

## Social Enterprise Training Course -Evaluation Report

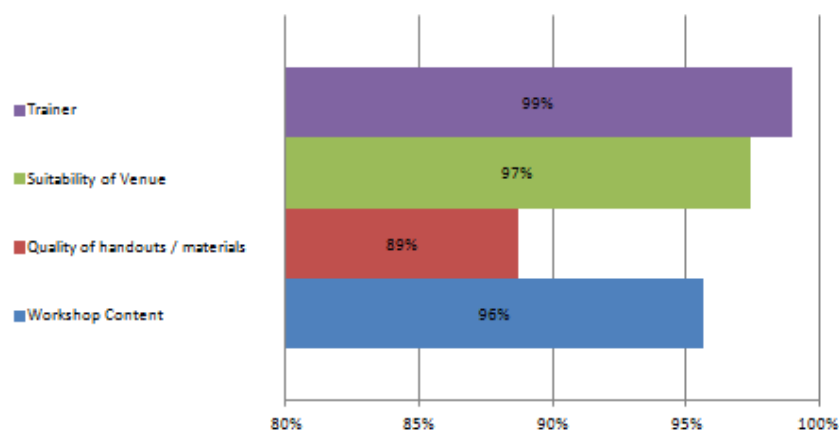
Course – Details		
Date	Session	Trainer
04.07.2017	Management	Chris MM Gordon & Bernie Walsh
11.07.2017	Finance	Sheila Ryder (Optimum Ltd)
18.07.2017	Sales	Ronnie Harrison (Optimum Ltd)
25.07.2017	Marketing	Margaret Dorgan
Course Time: 09:30-13:30    Venue: DCC / LED Conference Room		



**Total Course Cost: €2,455**

**Income from Participants: €260**

### Overall - Participants Rating of the Course



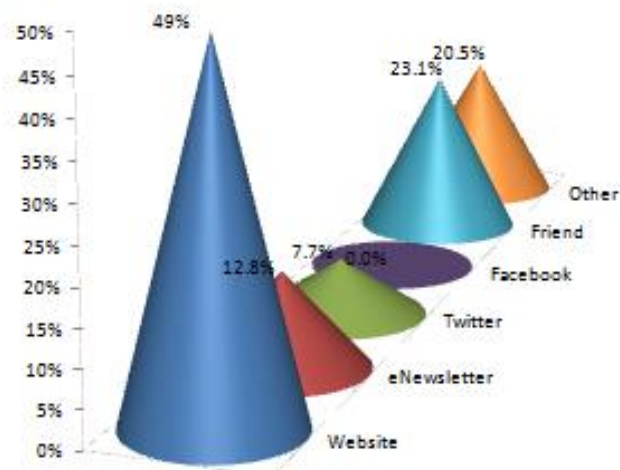
95% of Participants would recommend to a friend (5% undecided)

Comments from Participants: 'Very Much' 'Highly' 'Definitely'  
'I would highly recommend the training'

Other Training Topics – Participants are interested in:



**How Participants heard about the Course:**



67% of Participants were satisfied with the length of each training session  
 31% would prefer a longer training session  
 3% undecided

Suggested improvements:

- More Group-work / interactive content X2
- Resources on Social Enterprise Processes
- More Case Studies X3
- Longer course
- More focus on charity / social enterprise funding models
- Longer number of weeks – 8 week course
- More role play activity



Comments / Quotes from participants:

'I just want to say that I thoroughly enjoyed the first seminar. I have attended training sessions before elsewhere but there was something about the collective dynamic yesterday and that all of the information was interesting, relevant and engagingly delivered by Bernie and Chris made it superior'

'I really enjoyed the training with Sheila - and I actually got to put some of my learning into action yesterday while doing a tender - they were asking for financial ratios, which beforehand, I would have had zero clue about. But I was able to whip out the formulas that Sheila showed us and just do the job! That felt great!'

'Thanks for a great course. I found it highly informative and worthwhile, with some excellent presenters. Please let me know of any similar upcoming training, as I would love to take part!'

'Many thanks for organising the course. I really enjoyed it      'More training please'

'Overall an excellent course'      'Great opportunity to network & very engaging'

'Lovely relaxed atmosphere, very welcoming & collaborative. Great mix & very dynamic trainers'

'Very informative, I feel a bit better equipped now'      'Good practical steps to selling'

'I hope this is the start of lots of training courses'      'Very happy with trainer and content'

'Practical clear, enthusiastic delivery by extremely approachable, generous people'

'Really enjoyed the course, gave great insight and networking opportunities'

'Overall very good, great lesson, great content. Easy to receive and well presented'



## **2. Management Report from International Relations**

The Lord Mayor and Steven O’Gara, Senior Economic Development Officer Dublin City Council, will attend the re-scheduled meeting of EU Capital Mayors and the European Commission in Riga on 21<sup>st</sup> & 22<sup>nd</sup> September where a declaration on strengthening the role of EU capital cities for growth and unity within the urban agenda for the EU will be signed.

The International Relations Unit collaborated with the Mayor of Dublin Ohio on agreeing a protocol between the two cities which was signed by the Lord Mayor during his visit to Dublin Ohio from 3<sup>rd</sup> to 6<sup>th</sup> August. The protocol commits both cities to carry out, subject to the availability of personnel and resources, exchanges and cooperation between the two cities in various forms in the fields of economy, culture, sports, education, youth and Smart City to promote common prosperity and development.

The element of economic development presentations was very strong and wide-ranging particularly the discussion on “The Global Island – how Ireland is confronting the challenge of Brexit” led by the Irish Vice Consul in the Mid West. The Lord Mayor and Greg Swift outlined the advantages of Dublin for investment and tourism and met representatives of Ohio businesses. It was agreed that we would send economic reports on talent, infrastructure and housing to Dublin Ohio and to link with them on ageing policies and initiatives and Smart Cities. The Lord Mayor will host a reception for a visiting business group from Dublin Ohio in September.

A delegation of 13 people from Moscow, including the Minister for External, Economic and International Relations, visited Dublin on 24<sup>th</sup> and 25<sup>th</sup> July. The delegation was welcomed by the Lord Mayor and Brendan Kenny in the Mansion House before departing for Bull Island Interpretive Centre where they were met by Shane Casey Biodiversity Officer. They then visited St. Anne’s Park and were briefed by Mick Harford District Parks Superintendent. Following lunch in Moloughney’s Restaurant Clontarf they were brought to Fr. Collin’s Park and met Kieran O’Neill Landscape Architect. The following day we arranged a visit for them to Ardgillan Castle where the Mayor and Chief Executive of Fingal County Council met them.



The Mayor of Pula and the President of the Region of Istria, Croatia along with five other delegates will be in Dublin on 12<sup>th</sup> and 13<sup>th</sup> September to learn from Dublin's experience of EU funded projects. We are arranging for them to meet the Lord Mayor and appropriate officials.

A delegation led by the Mayor Dangjin City in South Korea will be in Dublin on 20<sup>th</sup> September where they wish to learn about Dublin City Local Government. We have arranged for Vincent Norton to meet them.

The Building & Urban Development Technology Club of Agoria Belgium will be in Dublin on 14<sup>th</sup> & 15<sup>th</sup> September. Their interest is in the Dublin City Development Plan and we have arranged for Kieran Rose to meet them.

We are also working on requests for visits from Lviv Ukraine and Beijing China in September. We are collaborating with Bord Bia on a visit by Shanghai government officials, trade, media and chefs to Dublin in September. Bord Bia is working on an EU co-financed programme to promote EU beef and lamb in China, Hong Kong and Japan. Ireland will be the first major European country to get market access for beef to the Chinese market.

We are working with the Lord Mayor's office on an expected visit by the Lord Mayor of the City of London on 8<sup>th</sup> & 9<sup>th</sup> October.

We supported the Dublin Comic Con festival in the Dublin Conference Centre from 11<sup>th</sup> to 13<sup>th</sup> August.

We are collaborating with the organisers of Connect 17, the two day conference for event organisers to learn about Ireland's meetings and events industry. We are working with the Dublin Convention Bureau on a prominent stand for Dublin at which we will showcase what Dublin City has to offer the business tourist/conference organiser.

Mary Foley

SEO International Relations

### 3. Dublin.ie

Dublin.ie continues to publish three commissioned **articles** per week under the categories of living, working and learning. The articles highlight the people, places and things that make Dublin special to locals and visitors. Over the last number of months articles have been commissioned focusing on Dublin as a UNESCO City of Literature, Bull Island & the Dublin Bay Biosphere and a profile of John Evoy, founder of the Men's Sheds initiative. Sample of these articles include:

- <https://dublin.ie/learning/articles/dublin-citys-comhairle-na-nog/>
- <https://dublin.ie/working/articles/meet-the-dublin-honey-project/>
- <https://dublin.ie/working/articles/meet-a-dubliner-joseph-kinvi-apni-co-founder/>
- <https://dublin.ie/living/articles/meet-a-dubliner-mary-louise-reilly-rugby-player/>

Our **newsletter** issues on a fortnightly basis featuring, upcoming events and festivals, best articles and news stories. We actively promote and encourage users to sign-up to our newsletter over the coming months. Almost 500 people have signed up in the since our first issue last month.

<https://dublin.ie/newsletter>.

We continue feature various events and festivals on our **What's On** section <https://dublin.ie/whats-on/> under different categories across the Dublin region. The Dublin.ie team work closely with the council's Event Unit to ensure all large festivals and events delivered and supported by Dublin City Council are included and promoted on Dublin.ie. Sample of these events include:

- <https://dublin.ie/whats-on/listings/dublin-city-liffey-swim/>
- <https://dublin.ie/whats-on/listings/great-dublin-bike-ride/>
- <https://dublin.ie/whats-on/listings/dublin-fringe-festival/>
- <https://dublin.ie/whats-on/listings/bram-stoker-festival/>

The Dublin.ie team has recently taken responsibility for managing over 30 local Dublin City **domain names**, e.g. ballyfermot.ie, rathmines.ie, drumcondra.ie, etc. These domain names are a valuable asset to the Council and our aim is to generate local content to showcase these Dublin villages on Dublin.ie.

The Dublin.ie unit has identified a need for **Digital Asset Management (DAM)** software which will allow the cataloguing and maintenance of repositories of photos and video files. By applying metadata to these assets, staff are able to group, search, and distribute files more easily than in the current File Manager software. DAM software will be identified with the aim of trialing it in a small number of sections over the coming months.

The Dublin.ie unit supports Age Action in providing training to older persons to develop their ICT skills under the **Getting Started** programme. Training is provided by volunteers who teach the students on a one-to-one in the basics of PC usage, e-mail and the Internet. Training takes place in 19 of the Council's housing complexes for the elderly and local residents are also encouraged to avail of the training facilities. The Dublin.ie unit ensures that the computers and networks are always up and running to avoid disruption to classes. An award ceremony will be held in the Mansion House in November where the Lord Mayor will honor the volunteers and students.

The Dublin.ie staff continues to work with **key partners** in order to promote the attractiveness of the city as an exciting place to learn, work, explore and start a business in. Over the coming months, we intent to identify and engage with a wider range of stakeholders.

#### 4. Local Enterprise Office: Training, Mentoring and Events

##### Trading Online Voucher, Smock Alley, 18<sup>th</sup> July

A Trading Online Voucher training workshop was held in July that was attended by 80 clients. This very popular voucher provides financial assistance to small businesses to develop their e-commerce strategies by creating or enhancing their online presence.

##### Promotion and communication of LEO Dublin City services

###### Dublin Gazette Advertising:

A series of advertising has been run in the Gazette newspaper to create awareness of LEO Dublin and our services. We have placed one advert a month since January, each focusing on a different area of service, with a case study. The final advert in the series is circulation currently and relates to Ireland's Best Young Entrepreneur 2018.



###### LEO E-newsletters:

The LEO e-zine promoting events and providing information on supports offered by the LEO office is circulated to approximately 9,000 people by e-mail each month. Additionally bespoke newsletters are developed on an adhoc basis regarding specific networks/events/grants e.g. in August a newsletter was distributed regarding New Frontiers, an Enterprise Ireland programme aimed at supporting the establishment and growth of technology or knowledge intensive ventures that have the potential to trade internationally and create employment in Ireland.

The e-zine is a valuable promotional tool for the range of events provided to businesses in the city.

### **Dublin City FM**

During September LEO Dublin City will have 3 slots on Dublin City FM to promote grants available via LEO Dublin City and to promote two events that we are supporting, Hard Working Class Heroes 28<sup>th</sup> – 30<sup>th</sup> September, promoting entrepreneurship through music <http://hwch.net/> and Connexions, 29<sup>th</sup> to 1<sup>st</sup> October, concentrating on digital technology, culture and education between France and Ireland <http://www.connexions.ie/>

### **Kick start your own Food Business, 11<sup>th</sup> and 25<sup>th</sup> of September Finnstown House Hotel**

The programme designed to help those with a food idea, or those at a very early stage of starting up a food business (first 24 months) to develop a basic knowledge of what is involved in setting up a food business. The content of the two day programme is designed to provide participants with information which will allow them to avoid the pit falls normally associated with this journey. The programme content assumes that participants have the required business knowledge to run an enterprise e.g. they must already understand the basics of setting up a business, tax compliance rules, creating a business plan etc. The programme is fully booked for September.

### **Building Craft & Design Programme, 27<sup>th</sup> June – 8<sup>th</sup> Nov**

22 ambitious creative enterprises that want to inject new ideas and approaches to product development into their practice, and boost export and growth potential through a series of design led workshops, were selected to participate in the Building Craft & Design Programme. 5 have been selected to progress to Showcase 2018 – House of Leaf, Liadain Aiken, Elements of Action, Kiki Moon and Emer Roberts Design.

### **New Frontiers Phase 2 – ongoing until December**

Participants are receiving intensive support for six months to develop both their own skills and to work up their business proposition. There is full-time participation in workshops, mentoring and regular reviews. With this knowledge, participants can fully detail and validate their business proposition and identify potential customers, sales channels and funding options. Participants receive up to €15,000 in funding, subject to satisfactory performance and development reviews. The aim of this phase is to support the business in the development of an investor-ready business plan.

### **Ireland's Best Young Entrepreneur 2018: Recruitment Process**

Promotion began for [www.IBYE.ie](http://www.IBYE.ie) on 23<sup>rd</sup> June. The competition is open to entrepreneur's aged 18 – 35. There are three categories for entry:

1. Best business idea (pre trading)
2. Best start up (up to 18 months)
3. Best established (+18 months)

Stage 1, applications takes place July through to 29<sup>th</sup> September. Currently Dublin is leading in the recruitment.

### **Lean for Micro: September**

The Lean for Micro is aimed at owners/managers and key staff members of small businesses who wish to gain an introduction to lean concepts and allow them to gain a practical understanding of lean principles by undertaking a focused assignment with expert mentoring support. The next Lean for Micro programme begins in September, being led by LEO Fingal.

### **Accelerate: September 2017**

The Accelerate Management Development programme provides the owner/manager with the management, leadership, business skills and knowledge to achieve sustainability and growth in their business. Companies are presently being shortlisted.

### **Microsoft Business Mentoring Programme: 25<sup>th</sup> September 2017**

Microsoft are putting forward eight of their senior staff with skills in operations, finance, import and export and software engineering to provide one to one mentoring sessions to entrepreneurs or business owners in order to assist them with any issues that have arisen in their start-up company or existing business. This will involve a commitment by the Microsoft staff of two hours a month for four months with a minimum of the initial meeting taking place in Microsoft Offices in Sandymount Industrial Estate. This provides the entrepreneur with access not only to a trained mentor but also to be able to tap in to the expertise that the individuals have accumulated over many years of working in one of the largest multinational technology companies in the world. LEO Dublin City will put forward 6 entrepreneurs, which we are currently recruiting.

### **The National Ploughing Championship, 19<sup>th</sup> – 21<sup>st</sup> September, Scraggan Tullamore Offaly**

Local Enterprise Office Dublin City will take part in the Local Enterprise Village at the National Ploughing Championships. The press release with full details of the event can be accessed at <https://www.localenterprise.ie/News-and-Events/Tanaiste-and-Minister-Breen-unveil-plans-for-Local-Enterprise-Village-at-Ploughing-Championships.html>

Wild by Water will represent LEO Dublin City. Wild by Water, design and produce funky, functional and fashionable bags featuring images of Irish coastal and waterside environments. [www.wildbywater.com](http://www.wildbywater.com) A promotional video is in production for Wild By Water for use over social media leading into the event.

### **National Women's Enterprise Day, 12<sup>th</sup> October**

A day-long event is planned for the The Pavilion at Leopardstown Racecourse on October 12<sup>th</sup>. The theme will be 'Open doors to new markets'.

An Tánaiste will open the event. The day includes session on '*The Thinking Leader*', '*Brexit*' and '*Build Your Digital Audience*', as well as *Meet the Entrepreneur* sessions and a panel discussion. The entrepreneurs in attendance will be:

- Ciara Clancy: Beats Medical [www.beatsmedical.com](http://www.beatsmedical.com)
- Sarah Kiely: Sadies Kitchen [www.sadieskitchen.ie](http://www.sadieskitchen.ie)
- Jeanne Mahony: Hope Beer [www.hopebeer.ie](http://www.hopebeer.ie)
- Julie McLoughlin: Jando Design [www.jandodesigns.com](http://www.jandodesigns.com)

Roisin Hogan from Hiro By Roisin will be the key note speaker. Roisin is a former Food Academy participant (products Super Valu), and was also featured on BBC's *The Apprentice* in 2014, and came 2nd. She's an accountant by training. Further information: [www.hirobyroisin.com](http://www.hirobyroisin.com)

A promotional video is being recorded by LEO Dublin City for Jando Designs on 28<sup>th</sup> August. This will be used online leading into the event.

## LEO Training

A wide range of Training Courses are available for booking on the LEO website. There has been a strong response to the variety of courses provided, that are structured to assist individuals who want to set up a business, and build skills and knowledge that is critical for start up and scaling enterprises. The free Library Talks form a popular part of this programme.

### July

July		
Date	Course	% Full
05/07/2017	Advanced Twitter for Business	40.00%
05/07/2017	Business Advice Clinic	72.00%
11/07/2017	Business Advice Clinic	33.00%
18/07/2017	Trading Online Information	80.00%
19/07/2017	Business Advice Clinic	89.00%
25.07/2017	Business Advice Clinic	55.56%

### August

August		
Date	Course	% Full
02/08/2017	Business Advice Clinic	55.56%
08/08/2017	Business Advice Clinic	38.90%
08/08/2017	Start Your Own Business Course	100.00%
16/08/2017	Business Advice Clinic	55.56%
22/08/2017	Business Advice Clinic	61.11%

### September: Forthcoming

- 02/09/2017 & 12/09/2017: Start Your Own Business Course
- 04/09/2017: Trading Online Voucher Information Session (43 booked already out of 100 places)
- Business Advice Clinics: 5<sup>th</sup>, 13<sup>th</sup>, 9<sup>th</sup> & 27<sup>th</sup>.
- 06/09/2017: Web Analytics
- 07/09/2017: Women's Wear Trend Forecast Autumn/Winter 2018 (Fully booked)
- 11/09/2017: Kick Start Your Food Business (Fully booked)
- 20/09/2017: Taxation for Small Business
- 21/09/2017: Library Talk – Becoming a Successful Entrepreneur
- 28/09/2017: Library Talk – Creating the Best Plan for Your Business



### **Training and Mentoring Survey**

A survey was carried out to ascertain training and mentoring requirements in 2018. Clients from the last 12 months were contacted. A 15% response rate was achieved. Overall satisfaction with services was high and clients found the offerings very good value for money. Feedback received will be used for continued service improvements.

### **5. Local Enterprise Office: Financial Supports**

A meeting of the Evaluations and approvals Committee (EVAC) for Dublin City Local Enterprise Office has not taken place since this SPC last met. The next meeting of the EVAC will take place on September 14<sup>th</sup> and will be reported on to the next meeting of the SPC in November.

