

**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 12 NOVEMBER 2019 AT 3.30 PM

AGENDA

TUESDAY 12 NOVEMBER 2019

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Enterprise & Co-working Space Providers in Dublin



Research Report

(November 2019)

DRAFT

Enterprise & Co-working Space Providers in Dublin - Research Report

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1 Forward

Entrepreneurship is an increasingly important and recognised driver of economic growth, employment and innovation globally and indeed in Ireland. As almost one in five people aspire to start a business in Ireland and as entrepreneurial activity continues to increase¹, the importance and impact of entrepreneurship is set to further increase.

Entrepreneurship is enabled to thrive when various eco-system conditions such as: policy, finance, taxation, education, structure, support, training, infrastructure, bureaucracy and research and development transfer are positively and proactively designed, structured and implemented. Another key condition is the provision of suitable space where entrepreneurs and enterprises can be based, supported and developed from².

In line with international trends³ ⁴, the provision and type of space in which enterprises and entrepreneurs are based is shifting towards co-working and enterprise centre models in Ireland and Dublin. As Dublin continues to be a national and international hub for entrepreneurship and enterprise development, it is vital that the enterprise eco-system and its' various enabling conditions such as space are supported, developed and better understood. This report thus seeks to develop a deeper understanding of the impact and provision of enterprise and co-working centres in Dublin along with the identification of trends and sector insights.

The report was led by Dublin City Council in collaboration with Dun Laoghaire Rathdown; Fingal; and South Dublin - County Councils and produced as part of the Dublin Regional Enterprise Plan to 2020. I would therefore like to thank each of the Heads of Enterprise and Economic Development for their assistance along with the Dublin Regional Enterprise Plan to 2020 – Working Group. Finally I wish to acknowledge the work of Norman Thompson in conducting the research and completing this report.

Greg Swift

Head of Enterprise and Economic Development – Dublin City Council

2 Acknowledgements

Dublin Regional Enterprise Plan to 2020 – Working Group:

Greg Swift – Dublin City Council	Declan McCulloch – DREP
Mary Mac Sweeney – Dublin City Council	Aideen O'Hora – Sustainability Works
Oisin Geoghegan – Fingal County Council	Ann Gilton – CDETB
Owen Laverty – DLR County Council	Liz Halpin – Failte Ireland
Tom Rooney – South Dublin County Council	Natasha Kinsella – Dublin Regional Skills Forum
Eoghan Hanrahan – Enterprise Ireland	

Working Group Support Staff: Norman Thompson – Dublin City Council

Special thanks to the representatives from Enterprise / Co-working Space Providers that kindly participated in the survey as part of this research report.

¹ [Global Entrepreneurship Monitor \(GEM\) - Entrepreneurship in Ireland 2018](#)

² [National Association of Community Enterprise Centres – Strategic Plan 2019-2021](#)

³ [Janet Merkel – Coworking in the city](#)

⁴ [Bruno Moriset – Building new places of the creative economy. The rise of coworking spaces](#)

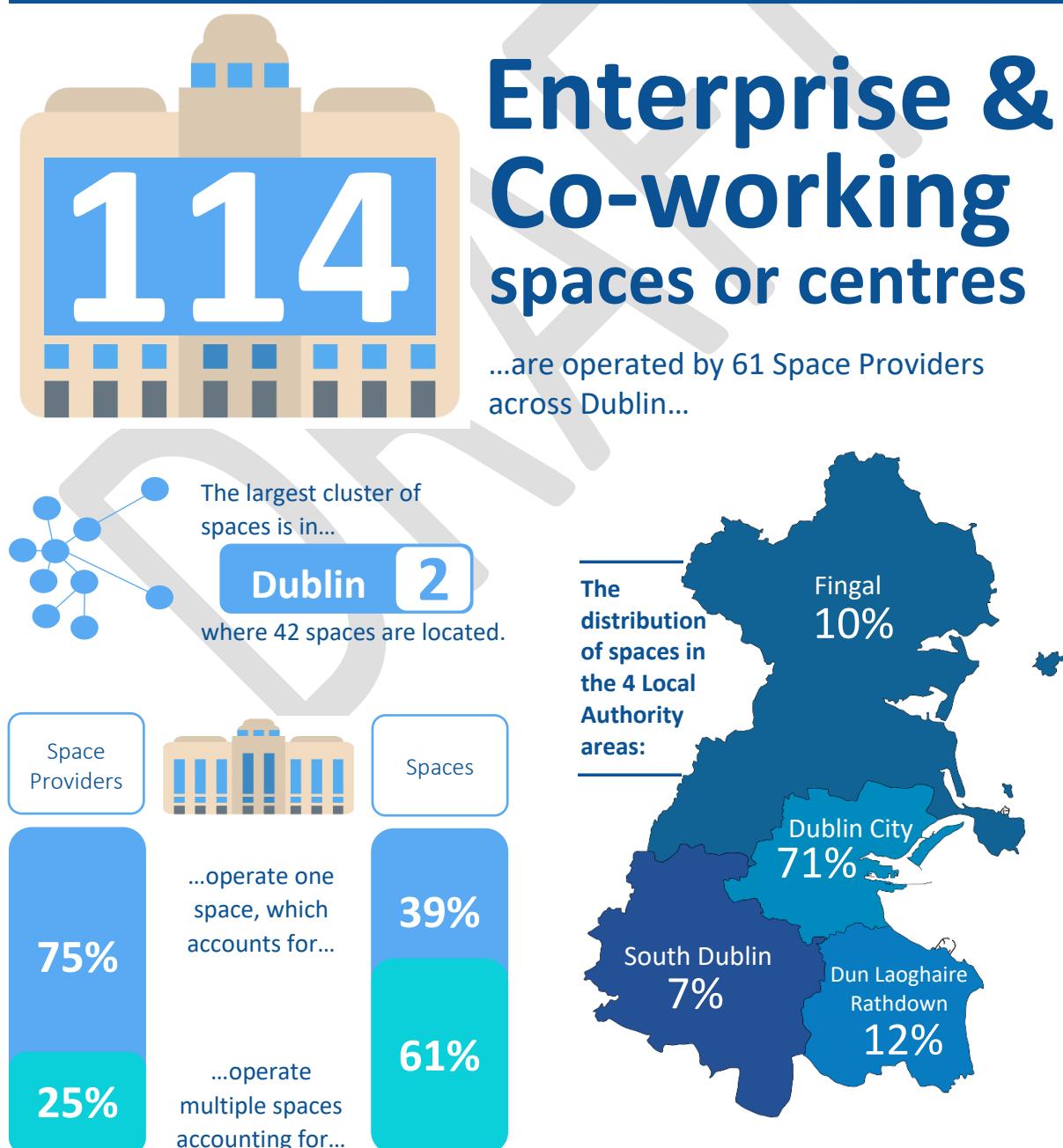
3 Executive Summary

This report provides an overview of enterprise and co-working space in Dublin along with the identification of trends and insights. The report and associated research was produced as part of the Dublin Regional Enterprise Plan to 2020, (DREP) regarding Strategic Objective 3, Action 1:

Conduct and publish joint surveys across the four Dublin Local Authority areas on existing co-working and enterprise space in order to identify providers, current trends and gain sector insights to inform future planning and networking. The information will be promoted on Dublin.ie and the Local Authority websites

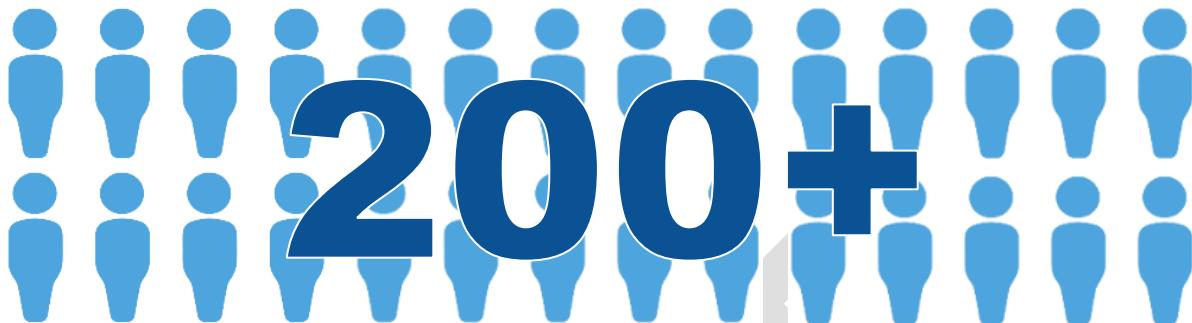
Measurement: Survey conducted, report produced of the full landscape of available space.

A desktop review was initially carried out to identify space providers and spaces after which a survey was conducted of the providers. Space providers were identified in the context of the DREP whereby providers are those that provide a level of enterprise ecosystem support beyond operating on a sole landlord basis. A summary is provided below, regarding enterprise and co-working space across Dublin and the key findings of the research and survey conducted for this report.

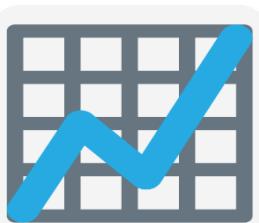


64% of identified Space Providers participated in the research survey

Key Findings:



...people are directly employed in enterprise & co-working spaces / centres...



- Growth of new spaces has increased over the last 5 years
- The majority (59%) of spaces were established in the last 10 years (2018-2008)

Space Providers - Top Challenges:

Staffing, Competition, Client Management, Costs

Almost half the respondents plan to expand existing space locations or to new locations.

1/2



& 10,000 People

...approximately, are based at respondents' spaces where they can typically avail of numerous services and supports...

Stemming from this study is a further indication that enterprise and co-working spaces are becoming more prevalent across Dublin and are contributing significantly to and enhancing Dublin's start-up and enterprise ecosystem. The majority provide an extensive array of supports and services as well as suitable space to assist enterprises to commence and scale in Dublin.



4 Introduction

Space for enterprise activity has a long history in Dublin dating back to when commerce and trade first began and became concentrated in the county and region. The early provision and creation of space for enterprises enabled previous generations to commence new business ideas and enterprises to grow which brought about further economic development, trade and innovation.

As Dublin has grown to be where over 700,000 people - the highest on record⁵ - are employed and as the most popular location for company start-ups in Ireland accounting for nearly half of all start-up companies in 2018⁶, space for enterprise activity continues to be a vital enabler and element of economic development and the enterprise ecosystem. The current provision of space, supports and talent enables a vibrant and globally recognised start-up and business community to create and scale new enterprises in the various enterprise and co-working spaces and centres throughout Dublin. On account of this and other factors, Dublin has grown in terms of reputation and rankings regarding investment and its dynamic enterprise ecosystem.

According to the: Global Cities of the Future 2018/2019 report⁷, Dublin ranked:

- 1st globally in both the ‘Large City’ and ‘Economic Potential’ category;
- 2nd place globally for ‘Business Friendliness’;
- Retained its third position as overall ‘Global City of the Future’; and
- Ranked in the top 10 of ‘Large Cities for Human Capital and Lifestyle’.

Other reports and benchmarks also highlight Dublin’s positive rankings, such as Dublin ranked:

⁵ [Dublin Economic Monitor - Issue 17](#)

⁶ [CRIF Vision-net Annual Review 2019 Business Barometer](#)

⁷ [FDI Global Cities of the Future 2018/2019 - Report](#)

- 3rd in the FDI Smart Locations of the Future 2019/2020⁸
- 4th in the Cushman and Wakefield European Co-working hotspot index⁹
- 26-30 in the Startup Genome Global Startup Ecosystem Report 2019¹⁰

Regarding spaces in Dublin, some have been ranked highly on international and national benchmarks on account of their programmes and centres. According to the UBI Global World Rankings of University-Linked Business Incubators and Accelerators 2017/2018¹¹:

- The Guinness Enterprise Centre (GEC) ranked 1st as the World's Top Business Incubator in the 'Collaborating with University' category
- The National Digital Research Centre (NDRC) ranked 6th in the World's Top Business Incubator in the 'Linked to University' category
- TU Dublin Hothouse was highlighted as a 'Top Challenger' in Europe due to its' overall impact and performance achievements relative to regional peers

Coworker – a global industry representative network and organisation operates the annual Coworker Members' Choice Awards in which:

- Pine Hub (Blanchardstown) was selected as being the best co-work space in Dublin¹²

The further improvement of these rankings and the continued reputation of Dublin being a global enterprise hub is dependent on the enhancement of the enterprise ecosystem; the ongoing creation and development of innovative start-ups and enterprises; and on the provision of suitable spaces and centres for them to begin and scale from. New enterprises drive change, innovation and competitiveness while also contributing to economic, community and policy benefits.

On account of this, National and Local Government seeks to support enterprise development and the enterprise ecosystem through policy, resources and various initiatives. A key policy document which seeks to collaboratively lead the further development, support and understanding of the Dublin enterprise ecosystem is the: Dublin Regional Enterprise Plan to 2020¹³. It includes a range of practical actions and strategic objectives including:

Strategic Objective 3 – Build a pipeline of sustainable and scalable start-ups in Dublin and provide quality support. Within this objective, a key and relevant action regarding enterprise space is:

Action 1: Conduct and publish joint surveys across the four Dublin Local Authority areas on existing co-working and enterprise space in order to identify providers, current trends and gain sector insights to inform future planning and networking. The information will be promoted on Dublin.ie and the Local Authority websites

Measurement: Survey conducted, report produced of the full landscape of available space.

This report is on research and the findings from the survey which were conducted as per the action above. It identifies the current providers, highlights relevant trends and provides insights from representatives of enterprise and co-working space providers who kindly participated in the survey.

⁸ [FDI Smart Locations of the Future](#)

⁹ [European Coworking Hotspot Index](#)

¹⁰ [Startup Genome Global Startup Ecosystem Report 2019](#)

¹¹ [World Rankings of University-linked Business Incubators and Accelerators 2017/2018](#)

¹² [2019 Coworker Members' Choice Awards Winners: Europe](#)

¹³ [Dublin Regional Enterprise Plan to 2020](#)

5 Context

An extensive, dynamic and steadily increasing array of enterprise and co-working centres / spaces operate across Dublin. In order to identify these various spaces and space providers a desktop review was initially conducted after which identified providers were invited to participate in the associated research survey. The identification of enterprise and co-working spaces and space providers was made in the context of the Dublin Regional Enterprise Plan whereby relevant providers were those that provide a level of enterprise ecosystem support beyond operating on a sole landlord basis. Identified space providers operate as either innovation, enterprise, co-work - centres, spaces or hubs and in addition to space: provide supports such as networks, advice, events, training and mentoring. For the purpose of clarity, the following distinctions are made regarding the types of spaces typically offered by space providers:

- Co-working space is shared work / studio space where participants or members can opt for a dedicated desk in a shared room / space or may 'hot-desk', whereby a first come first served policy exists for members to sit where there is an unoccupied desk within a communal space.
- Office / studio space is private work space usually available in a range of different sized and sometimes customisable private offices / studios.

Co-work, hot desk and private office space is typically available to different extents at enterprise and co-working centres and spaces, however some centres specialise in one of these space types.

Please note:

The desktop review was conducted during Quarter 3, 2019 when the spaces featured in this report were identified and confirmed at that point in time and according to the above mentioned categorisation of spaces / centres in Dublin.

If a space was not featured in this report or has changed since this report, please contact the Economic Development Office of Dublin City Council.

5.1 Overview of enterprise and co-working space in Dublin

The tables below feature the spaces and centres according to each local authority administrative area in the county of Dublin that were identified in the desktop review. The primary location or headquarters of the space provider and number of other spaces / centres that the provider manages are also noted.

Enterprise spaces and centres are counted according to the amount of them within each area, however space providers are counted once according to the primary / headquarter location. Thus a space provider that operates multiple spaces / centres in different Local Authority administrative areas is only counted once as per its headquarters / main location.

Dublin City							
#	Enterprise & Co-working Space Providers	Primary Location	# of Spaces	#	Enterprise & Co-working Space Providers	Primary Location	# of Spaces
1	Ballymun Whitehall Enterprise Centre	D11	1	23	Invent DCU	D9	1
2	Bank of Ireland Work Bench	D2	3	24	Liffey Trust (Enterprise) Centre	D1	1
3	Block T	D8	1	25	MART	D6	8
4	Broombridge Business Centre	D7	1	26	National Digital Research Centre NDRC	D8	1
5	Cluster	D2	1	27	NCI Business Incubation Centre	D1	1
6	CoCreate	D1	2	28	New Work Junction	D6	1
7	DCU Alpha	D11	1	29	Northside Enterprise Centre	D17	1
8	DHDA (Digital Hub)	D8	1	30	Number 9	D1	1
9	Docklands Innovation	D3	1	31	Office Suites Club	D2	1
10	Dogpatch Labs	D1	1	32	Regus	D2	5
11	DoSpace	D2	1	33	Space @ Dublin BIC	D2	* ¹
12	DoCentre	D8	1	34	SPADE Enterprise Centre	D7	1
13	eDot Connect	D2	1	35	Talent Garden	D11	1
14	Element 78	D2	1	36	tcube	D2	1
15	FlexHuddle	D6W	1	37	Terenure Enterprise Centre	D6W	1
16	Fumbally Exchange	D2	1	38	The Chocolate Factory	D1	1
17	Glandore	D2	6	39	The Clockwork Door	D2	1
18	Guinness Enterprise Centre	D8	1	40	The Gravity Hub	D2	1
19	Greendale Coworking Enterprise Space	D5	1	41	The Tara Building	D2	1
20	Huckletree	D2	1	42	TU Dublin Hothouse	D7	2
21	Iconic Offices	D2	15	43	Wework	D2	5 * ²
22	Innovate Dublin	D9	1	44	Us&Co	D2	1
Total # of Providers in Area		44		Spaces / Centres Clusters in Area		D2	43
Total # of Spaces / Centres in Area		81				D8	9

Notes: *¹Space @ Dublin BIC do not currently provide a space, however are actively seeking to provide a new space.

*² Wework's 5th space at central plaza is due to open in late 2019

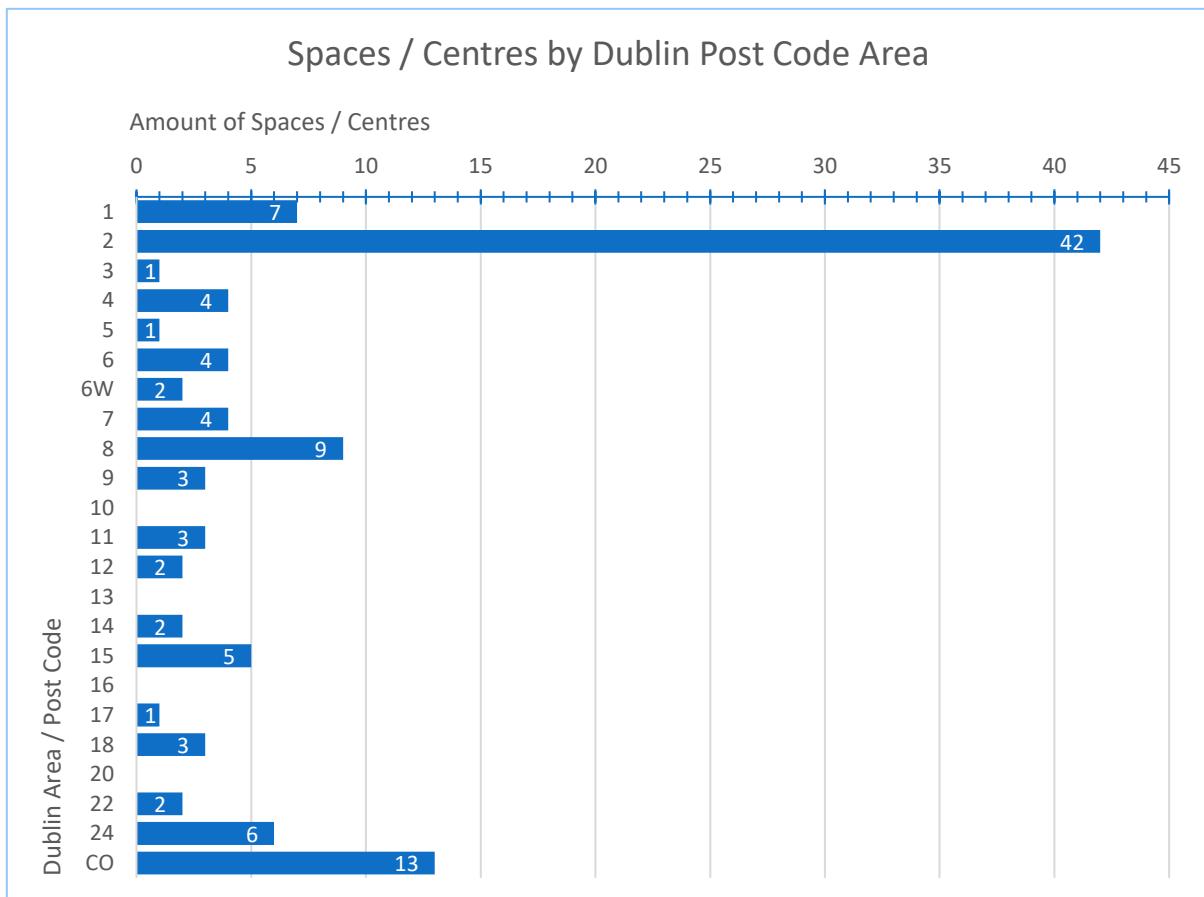
Fingal								
#	Enterprise & Co-working Space Providers	Primary Location	# of Spaces	#	Enterprise & Co-working Space Providers	Primary Location	# of Spaces	
1	Balbriggan Enterprise And Training Centre BEaT	Co	1	6	Fumbally Exchange*	Co	1	
2	Bank of Ireland Work Bench*	D15	1	7	LINC Blanchardstown IT	D15	1	
3	Base Enterprise Centre	D15	1	8	Pine Hub	D15	1	
4	DoCentre*	Co	1	9	Regus*	Co	3	
5	Drinan Enterprise Centre	Co	1					
	Total # of Providers in Area	5			Spaces / Centres Clusters in Area		D15	
	Total # of Spaces / Centres in Area	11					Blanchardstown	
South Dublin								
1	ACE Park	D22	2	3	Synergy Centre ITT	D24	2	
2	Partas	D24	4					
	Total # of Providers in Area	3			Spaces / Centres Clusters in Area		D24	
	Total # of Spaces / Centres in Area	8					Tallaght	
Dun Laoghaire Rathdown								
1	COWORKINN	D18	1	7	PierConnect	Co	1	
2	Harbour View	Co	1	8	Regus*	Co	2	
3	Hour Kitchen	D14	1	9	Saint Kieran's Enterprise Centre	D18	1	
4	NOVA UCD	D4	1	10	The Media Cube IADT	Co	1	
5	Nutgrove Community Enterprise Centre (Nutgrove Enterprise Park)	D14	1	11	The Glasshouses	Co	3	
6	Office Suites Club*	Co	1					
	Total # of Providers in Area	9			Spaces / Centres Clusters in Area		DL Town Area	
	Total # of Spaces / Centres in Area	14					SF Business Park	
Total # of Providers in Dublin		61	100%	Total # of Spaces / Centres in Dublin		114	100%	
# of Providers operating 1 Space / Centre (P1)		46	75%	# of Spaces / Centres managed in Dublin (by: P1)		45^{*2}	39%	
# of Providers operating >1 Space / Centre (P>1)		15	25%	# of Spaces / Centres managed in Dublin (by: P>1)		69	61%	
Notes: *These Space providers are already counted according to their primary location in Dublin City. ^{*2} Space @DBIC is not currently managing a space								

As can be seen in the tables above, a diverse range of enterprise & co-working space exists across Dublin. The vast majority (46 or 75%) of space providers operate one space in Dublin which account for 45 (39%) of the spaces that are currently open. Interestingly however, a minority (15 or 25%) of space providers operate multiple spaces across the county which account for the majority (69 or 61%) of the spaces that are currently open.

Regarding the 4 Local Authority areas: Dublin City, Fingal, South Dublin and Dun Laoghaire Rathdown, there is a high concentration of spaces / centres in the Dublin City area with 81 or 71% located there followed by: Dun Laoghaire Rathdown 12%; Fingal 10% and South Dublin with 7%.

Spaces / Centres within Dublin Local Authority Areas		
Local Authority	# of Centres	%
Dublin City	81	71
Dun Laoghaire Rathdown	14	12
Fingal	11	10
South Dublin	8	7

In each of the 4 Local Authority areas, clusters of spaces / centres exist. The largest cluster exists within the Dublin city area of Dublin 2 where 42 (36%) spaces are located. Dublin 8 is also host to a cluster with 9 spaces / centres based there. In Dun Laoghaire Rathdown, clusters exist in the Dun Laoghaire town area as well as Sandyford Business Park. A cluster exists in the Dublin 15 / Blanchardstown area of Fingal and in South Dublin, a cluster exists in the Dublin 24 and Tallaght areas.



As can be seen in the chart above – there is a space / centre in almost all areas of Dublin by post code. Of those spaces in the ‘CO’ or County Dublin area, 8 are located in the Dun Laoghaire Rathdown area and 5 are located in the Fingal area. There are however some post code areas which do not currently have an enterprise / co-working space / centre such as:

Area / Post Code	Local Authority Area
Dublin 10	Dublin City
Dublin 13	Fingal
Dublin 16	Dun Laoghaire Rathdown / South Dublin
Dublin 20	South Dublin / Dublin City

5.1.1 Dublin Unemployment Blackspots & Enterprise / Co-working Spaces / Centres

As part of this report, a further analysis of spaces / centres regarding unemployment blackspots in Dublin was also conducted. According to the 2016 Census, unemployment black spots are defined as electoral divisions with a labour force that exceeds 200 people and where the unemployment rate exceeded 27%. 79 such black spots were identified throughout Ireland. In the context of Dublin, unemployment blackspots exist in the Dublin City and South Dublin administrative areas.

By administrative area or county, Dublin City ranked 3rd highest nationally with 7 unemployment black spots. The average unemployment rate in those 7 Dublin city black spots was 30.4% compared to the county / administrative area unemployment rate of 12.9%. South Dublin ranked 7th nationally with 4 unemployment blackspots and an average unemployment rate of 29.4% in the blackspots compared to the county / administrative area unemployment rate of 13.3%¹⁴. The current unemployment or economic black spots in Dublin (Dublin City & South Dublin) are:

Census 2016 Unemployment Black Spots - Dublin ¹⁵					
Dublin City					
Electoral Division	Unemployment Rate %	Post Code Area	Electoral Division	Unemployment Rate %	Post Code Area
Priorswood B	36.2	D17	Finglas North A	28.9	D11
Ballymun D	32.1	D11	Finglas South C	28.7	D11
Ballymun B	31.8	D11	Ballymun C	28.0	D11
Kilmore C	29.9	D17			
South Dublin					
Electoral Division	Unemployment Rate %	Post Code Area	Electoral Division	Unemployment Rate %	Post Code Area
Tallaght-Killinardan	32.9	D24	Tallaght-Fettercairn	28.0	D24
Clondalkin-Cappaghmore	32.2	D22	Clondalkin-Rowlagh	27.2	D22

The Dublin post code areas noted above which do not currently have a space / centre are not designated as blackspots. In regard to the designated blackspot areas in Dublin, spaces and centres exist within most of them, however at lower levels of concentration than in other areas. The table below highlights the black spot areas and the relevant spaces / centres currently within them.

¹⁴ CSO 2017 – Census 2016 Summary Results – Part 2 (p. 25)

¹⁵ CSO 2017 – Census 2016 Summary Results – Part 2 Appendices (p. 117)

Provision of enterprise / co-working centres in Dublin Unemployment Blackspot Areas:

Dublin City

Blackspot Area	Centres	Blackspot Area	Centres
Priorswood B	0	Finglas North A	0
Ballymun D	Innovate Dublin*	Finglas South C	0
Ballymun B	Ballymun Whitehall Enterprise Centre	Ballymun C	Innovate Dublin*
Kilmore C	Northside Enterprise Centre		

South Dublin

Blackspot Area	Centres	Blackspot Area	Centres
Tallaght-Killinardan	Partas (Kilinardan)	Tallaght-Fettercairn	Partas (Brookfield Enterprise Centre)
Clondalkin-Cappaghmore	0	Clondalkin-Rowlagh	ACE Park Neilstown

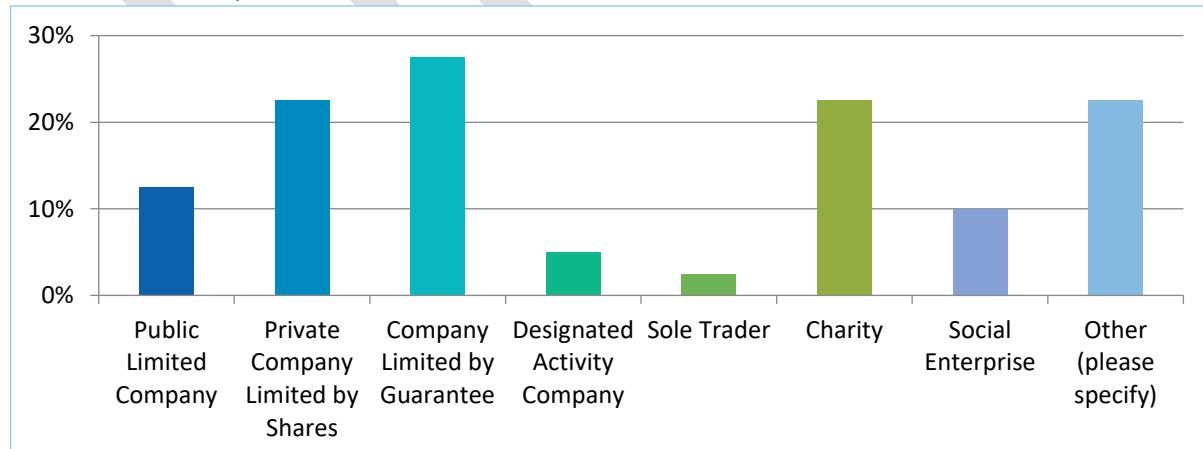
Notes: *Innovate Dublin is an enterprise / co-work centre located on the border of Ballymun D and Ballymun C and is therefore referenced regarding both electoral divisions.



6 Survey Findings & Analysis

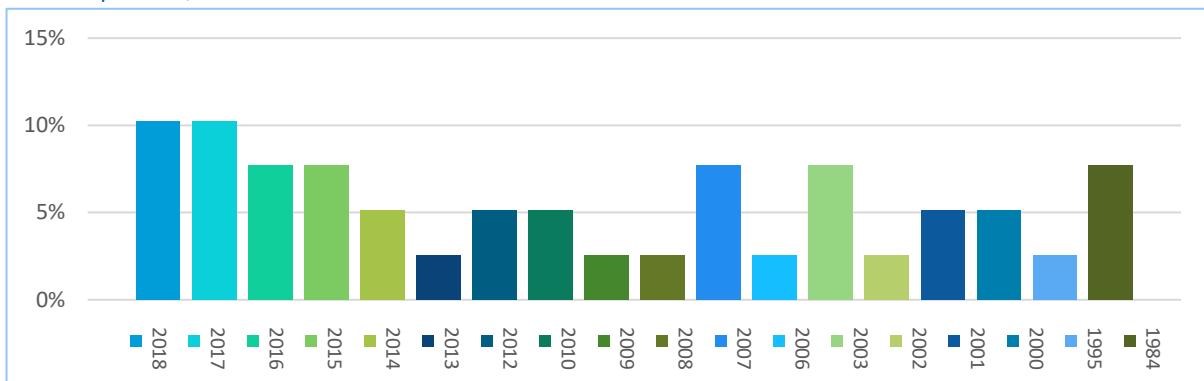
61 space providers were identified and invited to participate in a survey of which 39 responses were received. This represents a 64% response rate and an effective research sample size. Responses were received from a mixture of different sized space providers based in the 4 Local Authority areas and thus provide insights according to various aspects of enterprise and co-working space in Dublin. The responses have been anonymised in the findings section below.

6.1 Status of Spaces / Centres



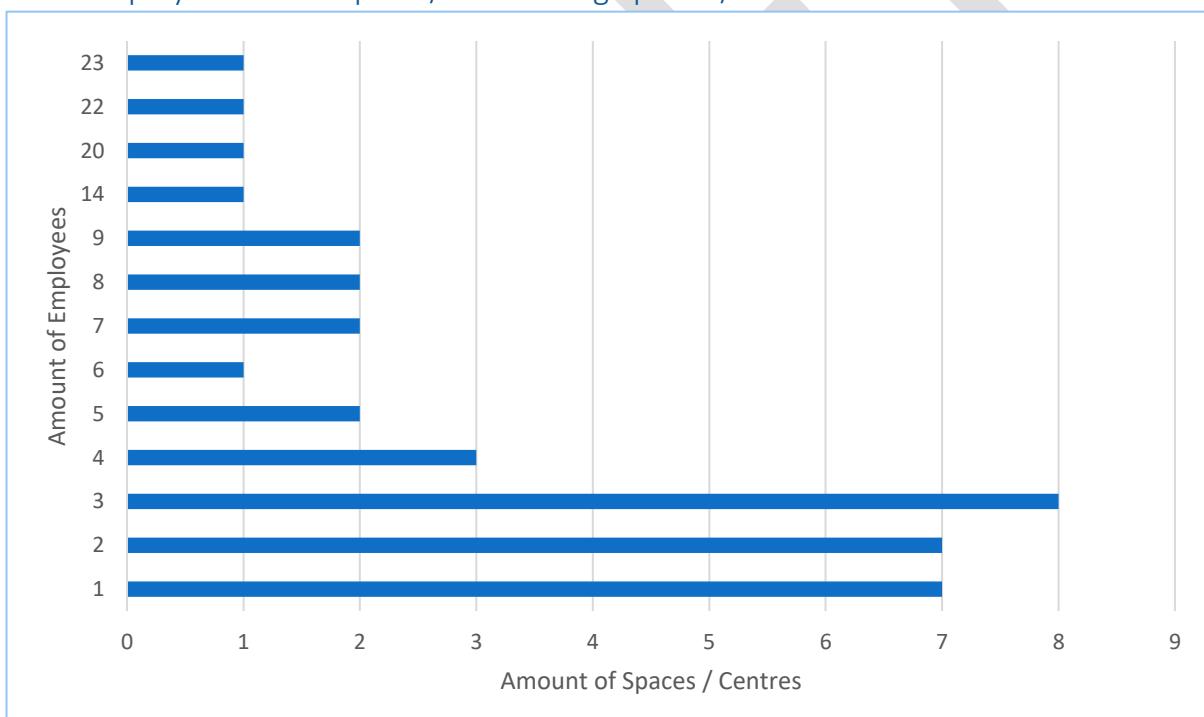
The highest proportion of centres or spaces operate as Companies Limited by Guarantee (CLG) followed jointly by Private Company Limited by Shares, Charity and Other. Of those that selected Other, the majority stated that they operate as a university / third level incubator.

6.2 Spaces / Centres – Years of Establishment



The majority (59%) of spaces were established in the last 10 years (2018-2008). Growth of new spaces / centres being established has increased in the last 5 years with 41% established (2018-2014). This highlights both an increasing demand and trend towards co-working and enterprise space / centre based working in Dublin.

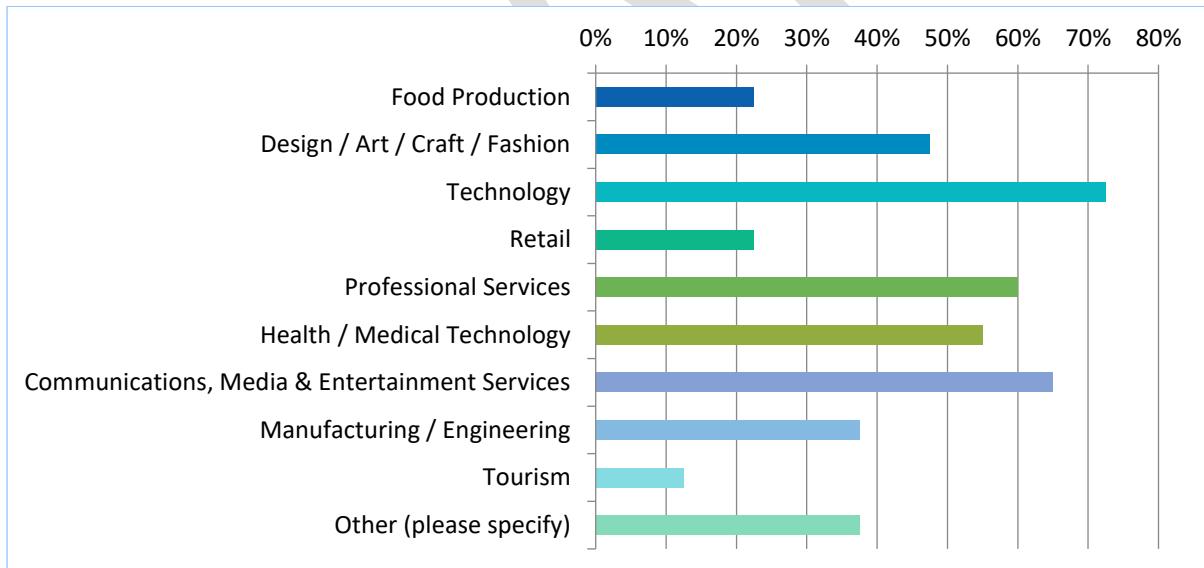
6.3 Employees of Enterprise / Co-working Spaces / Centres



Spaces / centres directly employ varying amounts of people to engage in client, programme, event and space management. The majority of respondents (22 or 58%) directly employ between 1-3 people. The total amount of direct employees among respondents is approximately 200 people.

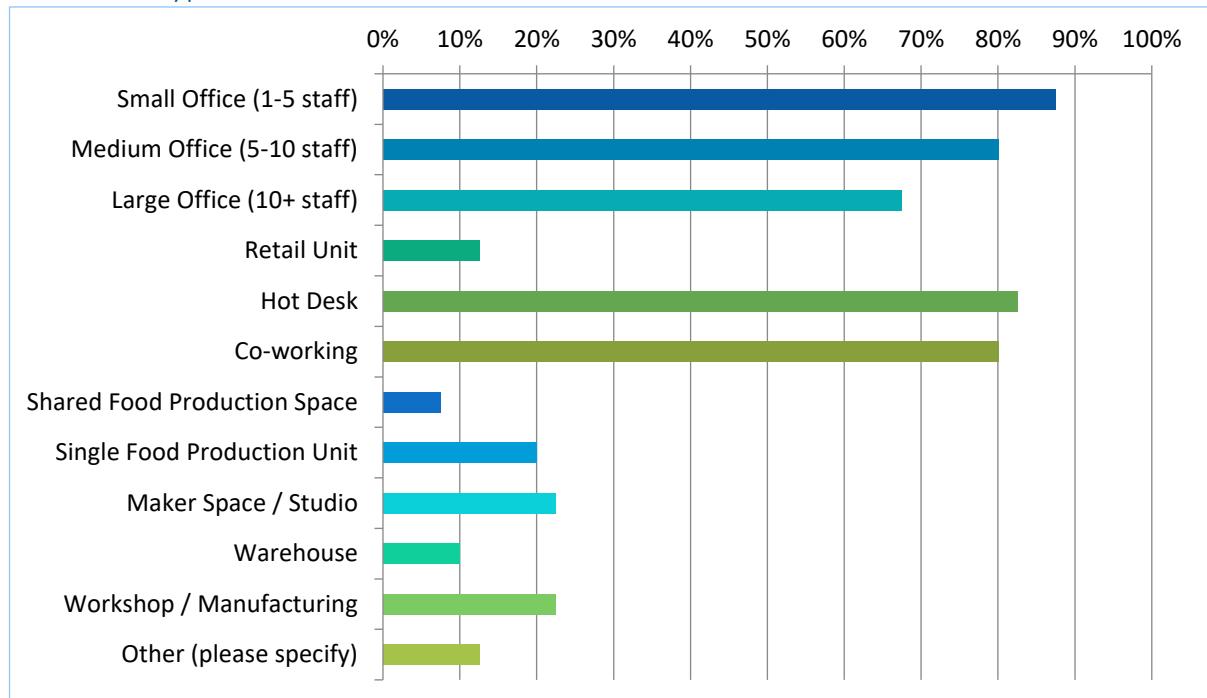


6.4 Sectors Catered for at Spaces / Centres



The most common sector that the spaces / centres cater for is 'Technology' followed by 'Communications, Media & Entertainment Services' and then 'Professional Services'. Of those that selected 'Other', some specified other sectors or examples of activities which they cater for including: Social / Community Enterprises; Charities; Energy; All Sectors; Internet of Things / Artificial Intelligence; Coffee Roasting.

6.5 Unit Types Available

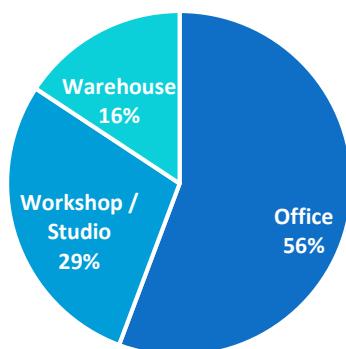


The majority of spaces / centres provide Small, Medium and Large Office units as well as Hot Desk and Co-working units. Among the respondents, Shared Food Production Space; Warehouse and Retail Units are provided by a small minority. Some respondents selected 'Other' and specified additional unit types that they provide including: Electronic Labs; Training Rooms, Meeting Rooms.

6.6 Allocation of Space in Spaces / Centres

The most prevalent type of space that is provided by respondents is Office, followed by Workshop and then Warehouse.

Some respondents provided additional details regarding their rental area and stated they also provide: Laboratory facilities; Training Rooms; Café; Communal Spaces; Breakout Spaces.

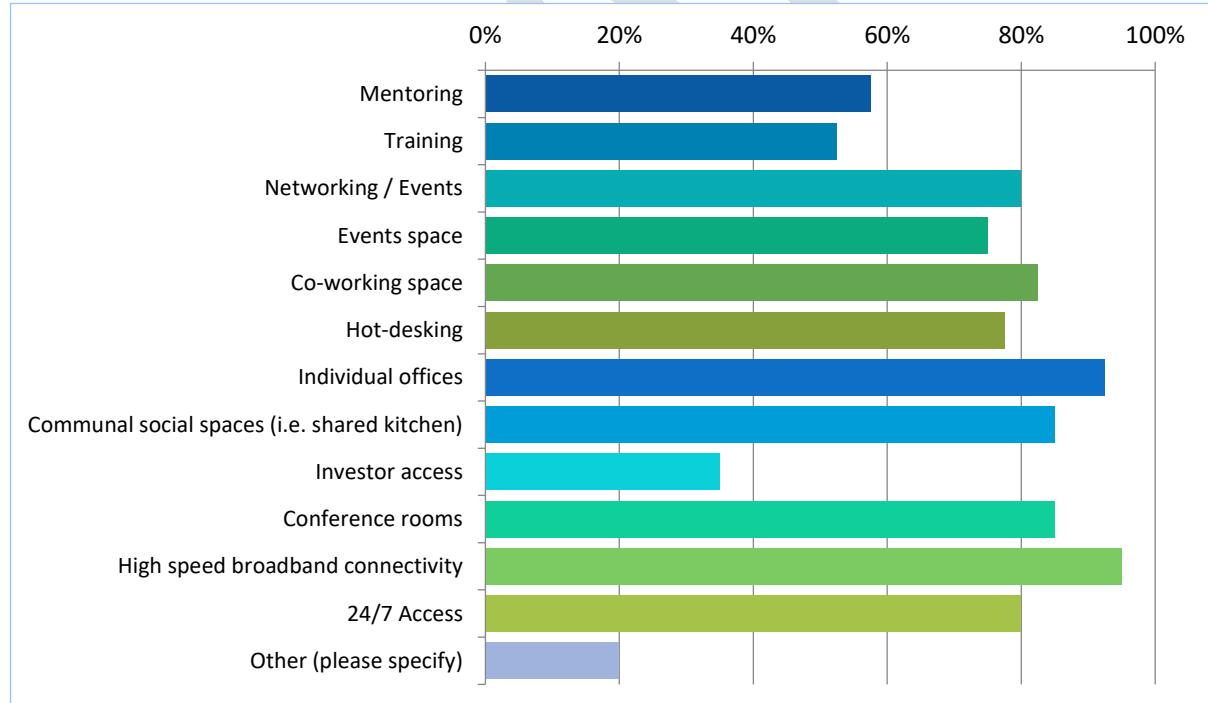


6.7 Spaces / Centres – Operational Basis

Among respondents, a very slight majority of space / centre providers operate on a Not for Profit basis. Stemming from the very close result, is an indication that both a For Profit and a Not for Profit basis are equally pursued by space / centre providers in Dublin.



6.8 Services Available to Clients



Various services are available to clients in the respondents' spaces / centres. Aside from investor access, the rest of the services listed are available in most of respondents' spaces / centres. Of those who selected 'Other', some gave examples of additional services including:

Linkage / Access to University MBA Project Teams; Meeting Rooms; Health & Fitness Programmes; Accelerator Programmes; Laboratory Space; Makerspace; Brokering & Business Development Services; Café; Linkage to International Campuses; Social Events; Virtual Office; Car Parking.

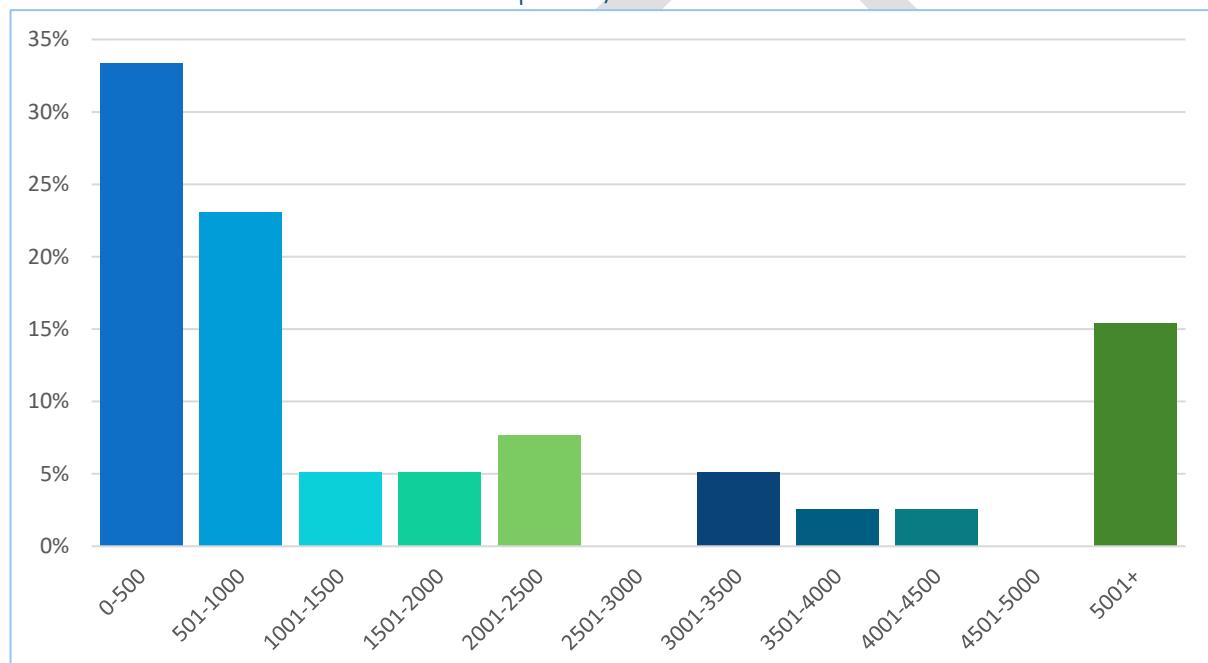
6.9 Stage of Enterprises at Spaces / Centres



Across the respondents' spaces / centres, there is a relatively balanced mix of enterprises at different stages.

A slightly higher proportion of tenants are in the 0-2 years trading and 3-4 years trading stages.

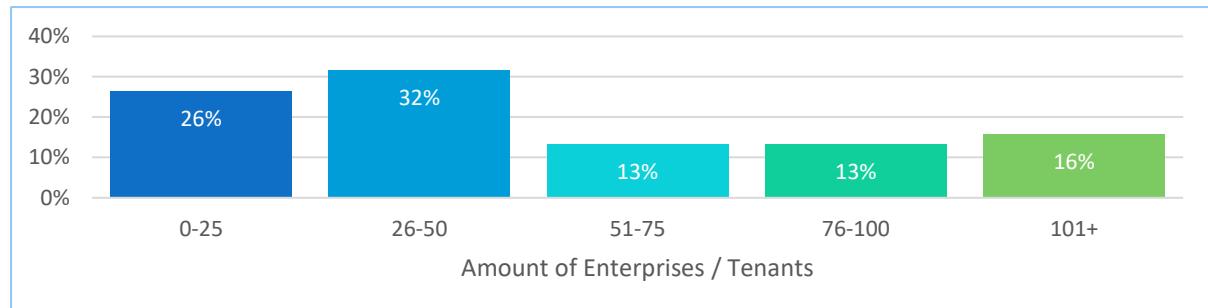
6.10 Total Rental Area Available in Spaces / Centres



The majority of respondents (56%) provide rental space between 0-1000 square metres in their spaces / centres. This indicates that the current most common size of spaces / centres in Dublin is within this range. There are some outliers which provide large amounts of rental spaces, the largest being 39,000 m², followed by 20,000 m², and then 15,000m². Interestingly, the outliers that provide 5,001+ m² of space account for the vast majority (71%) of total rental space available within this sample.

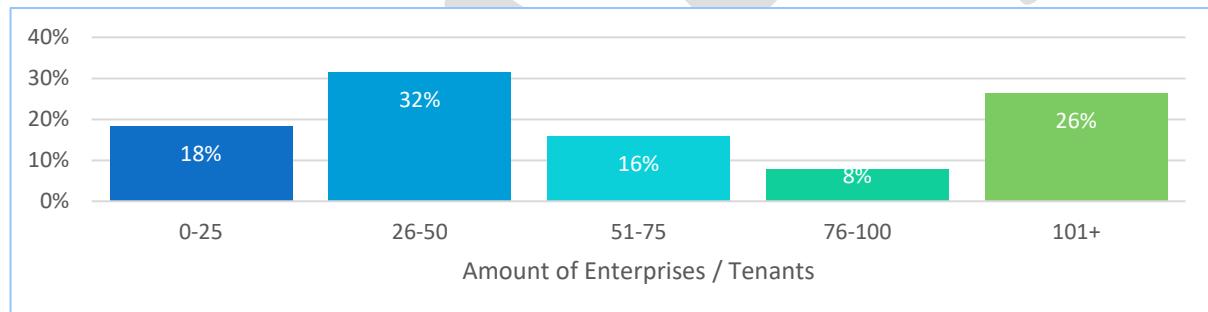
*** Please Note:** Due to variations in responses and survey clarification, approximates and estimations were used regarding capacity in findings 6.11, 6.12 and 6.13. The findings although approximated, provide indications on capacity levels in spaces / centres.

6.11 Amount of Enterprises / Tenants Currently Located in Spaces / Centres



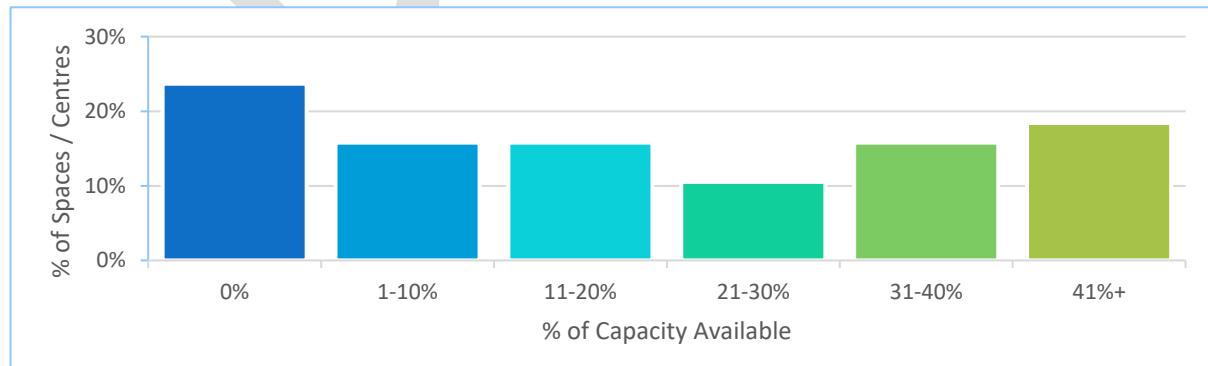
The majority (58%) of respondents' spaces / centres host between 0-50 enterprises in them. There are approximately 2,500 enterprises and 10,000 people based at the respondents' spaces / centres*.

6.12 Max Capacity of Enterprises / Tenants at Spaces / Centres



The most common max capacity of enterprises at spaces is in the 26-50 range. The max capacity at all respondents' spaces / centres combined is approximately 3,200 enterprises and 13,000 people*.

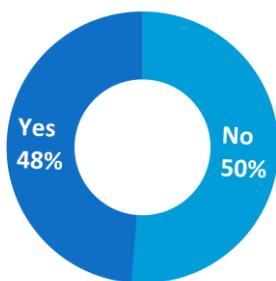
6.13 Capacity Available at Spaces / Centres



In regard to current capacity available among respondents' spaces, the majority (55%) have between 0-20% capacity available. 24% are at full capacity. The low level of capacity available indicates that demand for work space in enterprise / co-working spaces / centres is relatively high in Dublin*.



6.14 Client Turnover Policy at Spaces / Centres



A client turnover policy is a measure to manage and encourage mature enterprises to move on. There is an almost equal proportion of spaces / centres that have client turnover policies and those that do not.

Of those that do have a policy, some stated that:

'A churn policy is in place where pricing increases overtime'

'Rental rates are increased if clients stay longer than three years'

'Increased rental charges encourages mature companies to graduate'

'Clients are aware of 3 year residency terms. We regularly engage with them to assess their continued space requirements. Subject to space availability we offer clients the option of relocating to our other facility where longer term occupancy is possible'

'We have a policy of 20% churn'

'Members must move after 12 months'

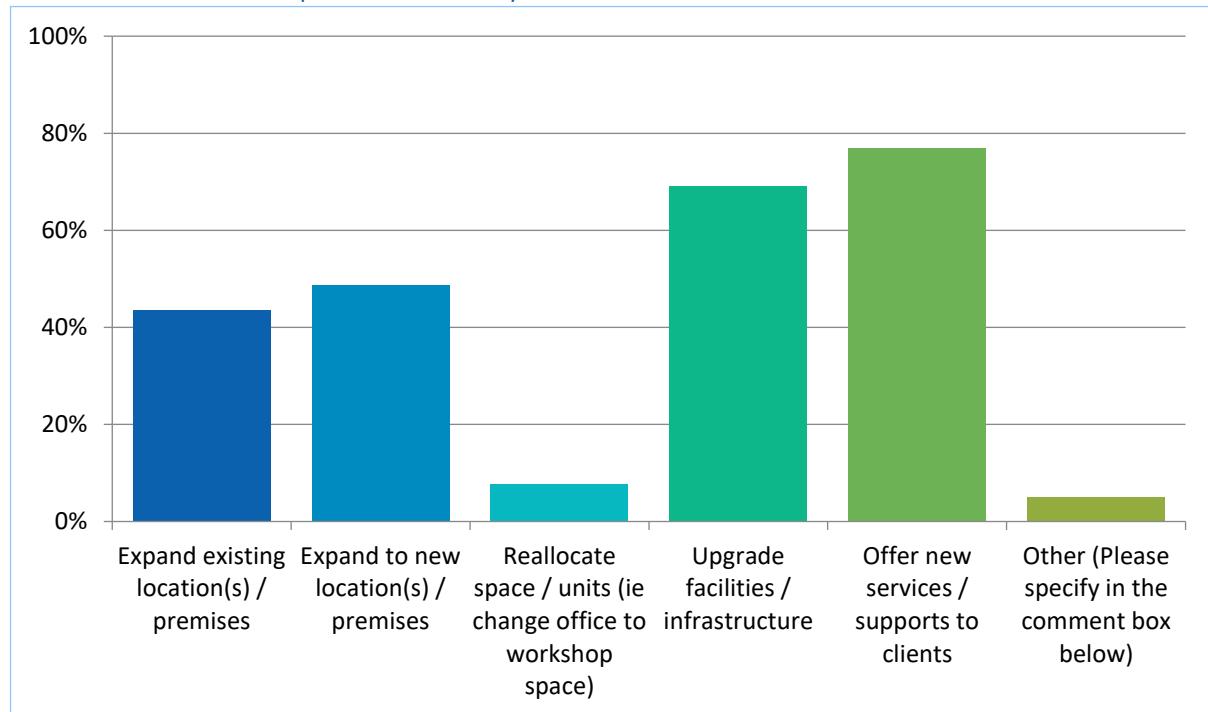
'After 3 years we encourage clients to move on if we have demand for the space'

'We work with clients that are exiting and try to locate them to suitable spaces within the area'

One respondent which does not have a client turnover policy stated:

'Natural turnover is sufficient to ensure we are not static'

6.15 Plans to develop in the next 3 years

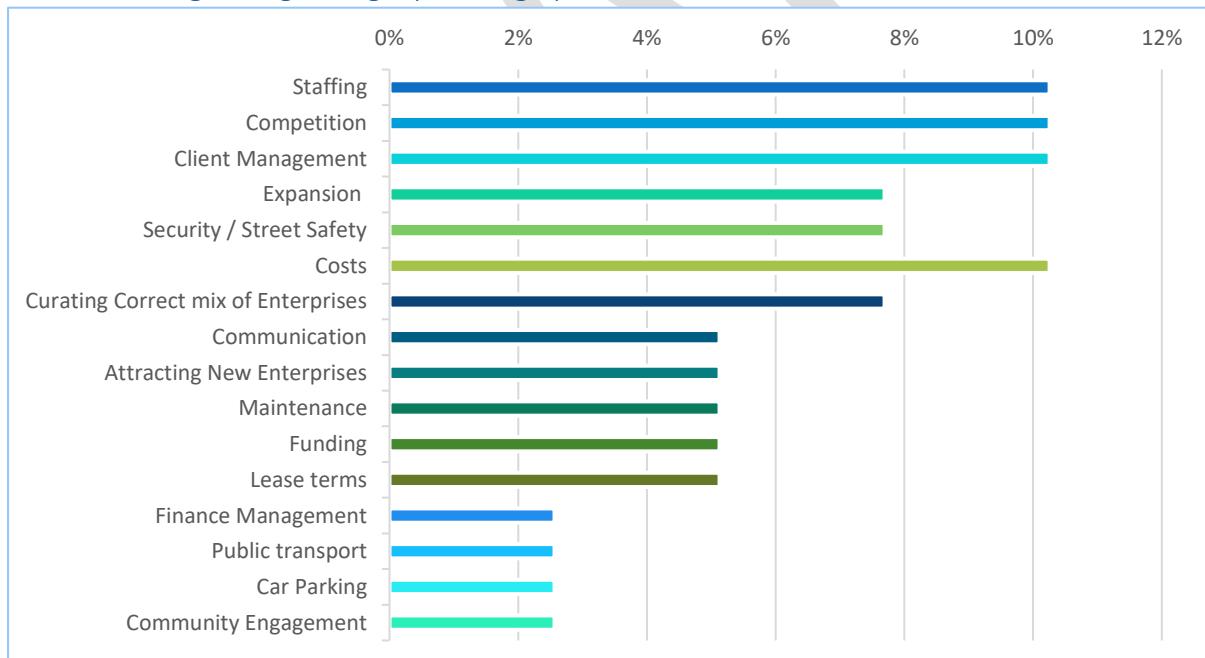


All respondents plan to develop their spaces / centres in the next 3 years. The most common area of development is ‘Offer new services / supports to clients’ followed by ‘Upgrade facilities / infrastructure’. Interestingly almost half (49%) of respondents stated that they plan to ‘Expand to new location(s) / premises’ and 44% plan to ‘Expand existing location(s) / premises’. The extent and areas of plans selected by respondents indicates confidence of continued demand for enterprise / co-working spaces among respondents. A number of respondents provided further details about plans to expand and made statements including:

- ‘New supports / joined up supports to be promoted’ ‘Plan to develop an alumni network’
- ‘Consideration is being given to co-working space’ ‘We are investing in doubling our space’
- ‘Improve ICT in meeting / training rooms, expand support & research collaborations’
- ‘Increase co-working spaces by renovating existing office spaces’ ‘Programme development’
- ‘Reallocating a unit to become a workshop in the Centre’ ‘Plan to create a second hub / space’
- ‘Investing in doubling the current space’ ‘Adding a Regional Program and University Program’
- ‘We plan to redesign the training area into small incubation offices, shared work-space, community space and upgrade two of the current training rooms’.



6.16 Challenges Regarding Operating Spaces / Centres

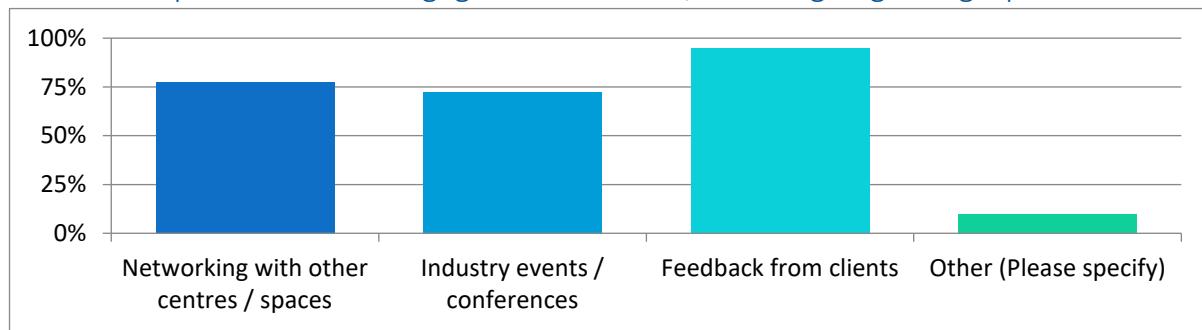


Various challenges were highlighted by respondents, the most prevalent challenges are jointly:

'Staffing' **'Competition'** **'Client Management'** **'Costs'**

Other notable challenges include: 'Expansion', 'Security / Street Safety' and 'Curating the correct mix of enterprises'.

6.17 How Space Providers Engage in Innovation / Learning Regarding Operations



The most common way space / centre providers engage in innovation / learning regarding their operations is 'Feedback from clients' followed by 'Networking with other centres / spaces' and then 'Industry events / conferences'. Of those that selected 'Other', some respondents provided further information including: 'Through participating in EU projects that are innovation based'

'We are actively examining the implementation of a CRM system that could assist in capturing our own data analytics regarding clients and alumni' 'Looking at trends in other countries'.

6.18 Comments regarding the enterprise / co-working space sector in Dublin

'Notwithstanding the growth in high end shared office / co-working space (and there is lots more growth ahead in that area) there remains - demand for affordable, flexible and value added office space for innovative SMEs'

'Incorporating co-working into the development plan zoning would be helpful'

'Somewhat concerned about the number of private players in the market and the amount of space they are providing. We are commencing a feasibility study regarding expansion plans to determine demand in our area for office space, training facilities, food production and co-working space'

'The sector needs to be much more joined up in order to provide coordinated support for Dublin's innovation ecosystem. We would welcome Dublin City providing this coordination layer and bringing all the stakeholders together'

'We would be interested in participating in any groups / forums looking at co-working space models'

'We specialise in activating underutilised space to help repopulate main street areas. Government incentives to encourage conversion of empty space to co-working space would be welcome'

'I think the co-working sector is currently thriving in Dublin. However, there comes a time in every enterprise when they need to build a team and privacy. There are insufficient opportunities to enable companies to graduate from co-working to scale their businesses'

'We have found that our companies tend to want to remain connected to us because of the access we provide to other networks. Building that eco-system is paramount to our success'

'The sector I believe is in transition. Many are redeveloping their strategy. I think they play an important part in the enterprise ecosystem and culture, and need further financial support'

'Demand for space is high and younger business starters require more holistic style support. There is not enough State support to acknowledge the work we do'

'Enterprise Centres provide a vital space within the community for the development of local businesses and the up skilling of local work force to retrain and therefore quit the live register'



12th November 2019

This document sets out the table of work intended to be undertaken by the Economic Development Office supporting the work of the Economic Development & Enterprise Strategic Policy Committee of Dublin City Council during the course of 2020. The work is broadly divided into four categories of Policy, Projects, Events & Research and each of the work identified under these categories will be aligned with the four "Pillars of Economic Development" which have already been established. Alignment of work flow with the Economic Pillars is designed to provide an even distribution of resources and ensure progress across our functional areas.



Economic Development & Enterprise SPC programme of work 2020

Policy	Projects
Local Economic & Community Plan (LECP) to 2021	MODOS – Sustainability for Business
Dublin Regional Enterprise Plan to 2020	Promotion of Dublin - Global Reputation
Regional Spatial & Economic Strategy (RSES)	Dublin Economic Monitor – future design
Events	Research
Dublin Tech Summit 2020	Social Entrepreneurship
Local Enterprise Week 2020	Your Dublin Your Voice – Citizen Engagement Platform
FutureScope 2019	Enterprise Space

Policy

Policy incorporates all areas of Public Policy at local and national level that EDO have either direct or indirect responsibility for developing, overseeing, implementing, managing or reporting on. This work forms the bulk of the statutory and regulator obligations for which EDO had responsibility for and also includes inputs into national policy development. In addition to the Local Economic and Community Plan to 2021, the Regional Spatial & Economic Strategy 2019 to 2031 and the Dublin Regional Enterprise Action Plan to 2020, we are also delivering actions under other policies such as the Climate Change Action Plans developed by the Dublin Climate Action Regional Office (CARO), the Corporate Plan and the national Social Enterprise Strategy among others.

1. Local Economic & Community Plan (LECP) 2019-2021

The LECP was developed through collaboration between the EDO and Housing Department with guidance and oversight provided by the Advisory Group made up of members of this SPC and the LCDC. Following the development of socio economic profiles and extensive public consultation, twelve high level goals were established which have guided the identification of a wide range of actions to be delivered by a host of stakeholders, in furtherance of these goals. “Action Plan” were developed to guide the delivery of the LECP. The socio economic profiles has been updated based on the latest census data and the views of citizens were captured through utilising the Your Dublin Your Voice platform. These findings and updates were shared through a briefing with invited stakeholders.

2. Dublin Regional Enterprise Action Plan to 2020

The Dublin Regional Enterprise plan has identified 24 actions designed to deliver on 6 Strategic Objectives. Following a review of the 2015 National Enterprise Strategy – Enterprise 2025 saw the development of new objective of having 2.3m people employed nationally by 2020, with an unemployment rate of no more than 5.5%. The work of the Regional Enterprise Plan to 2020 is led by a Steering Group supported by a Working Group made up of members of EDO, Local Government, LEO’s, EI, IDA, Dublin Regional Skills Forum, CDETB and other key stakeholders who report to the Minister on progress on delivery on the high level objectives. The EDO plays a key role in delivering on this strategy for DCC and in supporting the work of the co-ordinator

3. Regional Spatial & Economic Strategy (RSES) – Eastern and Midlands Region 2019 to 2031

The 38 elected members of the Regional Assembly are predominantly nominated by their local authorities to represent the region. One of their key tasks is to prepare a new Regional Spatial and Economic Strategy (RSES) to replace the existing Regional Planning Guidelines (RPGs) with additional functions requiring an economic strategy to be combined with the spatial strategy. The RSES will support the implementation of national government policies such as the National Planning Framework (NPF) and have also set a framework for local economic development and spatial planning for each of the 12 local authorities in the region. The EDO were involved in the process for making the new Regional Spatial and Economic Strategy. The RSES was launched in November 2019. We are awaiting an update on how the RSES will impact on the LECP plans and process.

Projects

Projects form a large portion of the work of EDO and usually involve work undertaken to deliver responses on either research or policy objectives, which require a significant amount of stakeholder engagement, development and evolution to inform project before and during delivery. Engagement with relevant European Projects has also provided successful access to shared learning opportunities with other cities engaged in improving their cities. A position paper will be developed for the SPC on European Projects that DCC is engaged in, while considering alignment of objectives with new project opportunities. Projects are divided according to the four pillars of economic development.

4. MODOS – Sustainability for Business

Climate & Transformation

MODOS is a circular economy and sustainability training programme for micro and small enterprise that was co-created with sectoral stakeholders last year and delivered as a successful pilot. Led by the EDO in conjunction with the Eastern Midlands Waste Regional Office (EMWRO) the programme was launched in January, with 6 workshops delivered during April and May. Each workshop was a half day duration, comprising of a lecture from an industry expert, a guest speaker and peer to peer learning. Seven companies were selected to participate, while one company didn't complete the programme they have since pivoted their business to comply with the European Directive on single use plastics to come into effect in 2020. Key stakeholders who co-created and promoted MODOS are IBEC, SFA, Dublin Chamber, EcoMerit, Actionable and The Impacter. Further work will be carried out in 2020 to utilise MODOS to deliver a range of supports to assist businesses who wish to gain greater understanding of the importance of sustainability for their business and wish to engage their staff in delivering changes.

5. Promotion of Dublin – Dublin

Promotion & Investment

The EDO is engaged in a number of projects that promote Dublin in an honest and authentic way to international and local audience. The Dublin Place Branding work continues to build with extensive work carried out to update the content of the Dublin.ie website to meet the information requirements of those considering Dublin as a city in which to live, work, study or invest. This content is successfully attracting a larger share of international visitors to the site. Content designed to inspire those based here to make the most of their city, through articles and information on the cultural and heritage offering and programming is also popular. Work will take place in 2020 to raise further awareness of Dublin place branding and to increase engagement with the site. Working with the International Relations office EDO staff meet with visiting delegations who want to gain a greater understanding of the Dublin economy and specific work strands and programmes. Building a connected community of champions for Dublin, and promoting the strengths of the enterprise and economic eco-system to start-up businesses, and businesses looking to relocate here is essential work in maintaining Dublin's competitive advantage. EDO work with a wide range of stakeholders who have a shared interest in promoting Dublin and a programme of engagement will be rolled out in 2020.

6. Dublin Economic Monitor – DEM V2

Promotion & Investment

The Dublin Economic Monitor (DEM) has become one of the core examples of cooperation between Local Governments across the Dublin region and a key platform to monitor the progress of the Dublin economy. Having published its 19th edition and a number of special editions the format of the DEM is being reviewed to ensure that we are leveraging the potential of additional dynamic content. The intentions is to add to the DEM and to ensure a managed social media presence to better promote the content to a local and international audience. The EDO will continue to play the lead role in developing and delivering on this key economic publication.

Events

Events represent one of our primary eco-system engagement and support mechanisms to provide learning, networking opportunities and to promote and enhance the Dublin eco-system. Some events are planned and delivered by the EDO team and other are collaboration with business event promoters who have a shared vision and objective that benefits the city economy and strengthens the start-up and scaling community, delivering on our economic objectives. Where a promoter is planning an event a sponsorship application form is completed and a decision is made by the senior management team for EDO. Events promoting responsible innovation, women in tech, social economy, future jobs, creative industries, design thinking, talent attraction, start up and scale ups and young innovators and STEM have all been supported. The events will often include panel discussions and other showcasing opportunities to promote Dublin and share our vision for the city's development along with the branding and logos to be used and post event reporting for the successful drawdown of funds.

7. Dublin Tech Summit 2020 (DTS20)

Placemaking & Clustering

EDO and Dublin.ie will support the Dublin Tech Summit in 2020. DTS20 is designed to connect the Irish and international technology and investment communities, enabling business leaders, tech visionaries and prominent investors from 70 countries to engage, conduct businesses and accelerate growth. DTS20 will be held from the 21st to the 23rd April in the RDS attracting 10,000 attendees from 1,000 companies a wide range of national and international attendees who will enjoy the city's offering across the days of the event.

8. Local Enterprise Week 2020 (EDO/LEO)

Human Development

LEW20 is one of the key events for LEO Dublin city and the EDO team will provide a range of support to assist as well as delivering a number of key event such relating to Social Enterprise and Sustainable Business. LEW20 takes months of planning and promotion to attract attendees to a wide range of events, delivered as part of this national week celebrating enterprise eco-systems supported by the LEO's. This programme of events will be coordinated by the LEO team and EDO will identify additional areas where we can support the delivery of this week of events to support and grow the start-up community.

9. FutureScope 2020 (EDO)

Climate & Transformation

Futurescope is a key calendar event in the Dublin enterprise eco-system which is led by DBIC and takes place in the Convention Centre Dublin in Q1 attracting c1200 attended. The EDO will be coordinating the involvement of Dublin.ie, Smart Docklands, SmartDublin, EDO and the DEM and planning with the event organisers how best to incorporate key learning and messaging into the events programme and through the managing of promotional stands. Details for 2020 are under discussion and further information will be provided to the SPC on the thematic vision for promoting Dublin as a city of the future. A special edition of the DEM may be developed to further showcase and promote some of the innovative thinkers and businesses working in the Dublin region and to capture international perspectives and practices.

Research

Research is part of the backbone of the work of the EDO. The ability to identify thematic topics across a range of sectors and perform research sprints, reports, analysis and deep dives and well as developing the expertise to identify suitable data sets and sources to help articulate work, is critical to developing an evidence led approach to public policy making. Development of a structured research tool is currently underway which will assist researchers in performing this work in a planned and organised way and manage work load.

10. Social Entrepreneurship

Human Development

EDO has worked closely with the LEO Dublin City and other stakeholders to develop the supporting eco-system for the development of social entrepreneurship. The introduction of a national policy has strengthened the context for this work. European Regions Social Economy project saw the EDO hosting three social economy events, social enterprise social, the Dublin city Social Enterprise Awards and the Social Enterprise summit which were very attended and well received. The Dublin City Social Enterprise Awards Impact Report provided research provided insights into 19 social enterprises that had received the award. A programme of work to further support the development of social entrepreneurship will be delivered in 2020.

11. Your Dublin Your Voice

Human Development

Your Dublin Your Voice is a citizen engagement platform that allows DCC to gather information and insights on a range of issues and topics up to four times a year. The findings of the survey which attract c1,000 completed responses provided a rich insight into the changing views of the citizens of Dublin and the dissemination of the findings informs the work of the council and other stakeholders and supports policy development and other initiatives. The intention is to continue to grow the panel, to identify opportunities to shape the surveys for 2020 and to disseminate the findings widely to inform policy and practice.

12. Enterprise Space

Placemaking & Clustering

Enterprise Space provision is key to supporting start up and scaling businesses with workspace and wrap around services that promote learning, innovation, collaboration and networking. A comprehensive survey of Enterprise Spaces across the Dublin region was carried out by staff of the EDO capturing the mix of enterprise space provision, the areas that these spaces are operational in and their plans for the future. An understanding to the provision of Enterprise space and its role in building an enterprise culture across the Dublin region is key to developing policy in this area for the future need of Dublin city. This work was conducted as an action under the Dublin Regional Enterprise Plan to 2020.



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5.	Smart Dublin	19

1. Dublin.ie

New Structure & Content Re-write

With one million site visitors in 2018, the Dublin place branding team continue to grow and improve the site, speaking to local and international audiences and attracting new users. The re-structure and re-write of the sites content went live in August with 115+ new pages of content designed primarily to meet the needs of an international audience. Information is available to those considering Dublin as a location to live, work, study or invest. The team are now working to increase site engagement through implementing a stakeholder and social media strategy. The team have also worked to develop the place brand through an outdoor campaign which went live on the 4th November 2019.

Asset Management System

In re-writing the entire site, we also increased the resource of striking photography to promote the city. Work is on-going with photographers to acquire great photography, some of which requires specific shoots including drone footage. The Dublin.ie team put an asset management system in place last year which stores and categorises each of the images, to ensure GDPR compliance and

understanding of permissions, when using images in various contexts. As well as being of benefit to the Dublin placebranding team, other sections of Dublin City Council are using images from this source for their sites and publications.



Winter Lights, Christmas and New Year content

Working with the Events Unit, Dublin.ie will host Winter Lights content which included video, photos and a map of the city centre lighting displays. Dublin.ie also built a regular page for Christmas in Dublin at <https://dublin.ie/christmas> featuring events, videos and photos.

Story updates

In excess of 270 stories have been produced for Dublin.ie since early 2016. Unlike news stories, they are intended to be used time and again. The team are reviewing these stories and directing the content agency to update as required.

User Testing - What's On listings

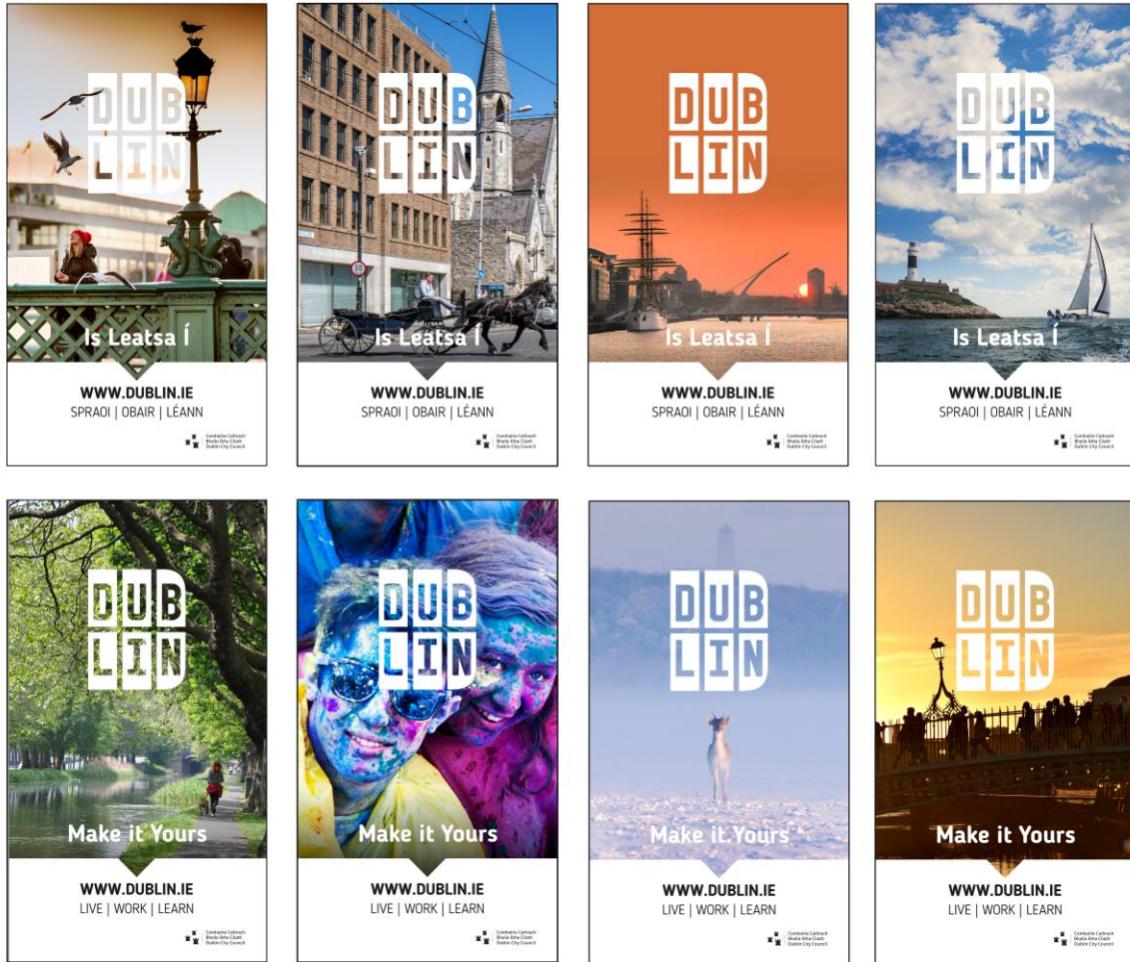
Dublin.ie have improved the site and enhanced the user experience in response to feedback from user testing. Changes have been made to the popular “What's On” section. The team have been re-working how events are compiled on the site. The new approach will ensure consistency and quality in the wide range of events featured.

New roles

A *Social Media & Online Marketing Co-ordinator* and *Stakeholder Engagement & Offline Marketing Co-ordinator* joined the team in August and have been building on line and in person relationships with key agencies and individuals.

Brand Promotion

Dublin.ie has utilised the new on street digital screens with new imagery and the Dublin.ie promotional campaign tag line “It’s Yours – Is leatsa I”. The team continue to promote the place brand for Dublin through outdoor campaigns, with printed and digital publications and merchandise including keep cups, bags, notebooks, pins and t-shirts.



Newsletter

The audience for the Dublin.ie newsletter has passed 2,300 subscribers and continues to enjoy

engagement rates above the industry norms. Issues are prepared and sent out on a fortnightly basis featuring upcoming events & festivals with links to the latest articles and content. You can view previous issues and sign up to the Dublin.ie newsletter at: <https://dublin.ie/newsletter>

2. International Relations:

International Relations role is to focus on existing international relationships by strengthening ties with our existing Sister Cities through mutually beneficial initiatives, cultural, educational and economic development exchanges and act as first point of contact for city, business and government visiting delegations from other cities and to provide support and advice to the Lord Mayor's office on international relations matters. Below some activities which have taken place over the past few months and will take place over the coming weeks.

International Inward Delegations

The International Relations Unit organises and manages a large number of requests from other cities, embassies and national governments to host delegations in Dublin to meet with the Lord Mayor, elected representatives, city leaders, officials and stakeholders to share knowledge and best practice on various aspects of life and business in Dublin; to seek opportunities to partner with Irish companies; build upon many existing ties between countries; enhance mutual trade, tourism, cultural reach and educational benefits. The management of these programmes is carried out by the Unit and organised in such a way that minimises disruption among the sections of the Council while maximising the learning opportunities.

September:

Dublin, Ohio, USA: Mayor Greg Peterson and Vice Mayor Chris Amorose Groomes, Dublin, Ohio visited Dublin and met with the Lord Mayor, Chief Executive , Economic Development & Enterprise and Smart Dublin and Smart Docklands teams.

Shanghai Municipal Administration of Culture & Tourism: Shanghai Municipal Administration of Culture and Tourism met with the Arts Office and Events Unit to learn about Dublin City Council's role in arts and culture in the city and also in the regulation and licencing of events held in the city.

November:

Lord Mayor will attend the official celebrations of the 30th Anniversary of the Peaceful Revolution and the Fall of the Berlin Wall as a guest of the Governing Mayor of Berlin, Germany.

The Deputy Lord Mayor will lead a small delegation from Dublin City Council on an official visit to Beijing Municipality. Dublin and Beijing are sister cities since 2011. Both city local authorities are actively involved in supporting enhanced collaboration between the cities and as part of this, three members of staff from Beijing Municipal Government came to Dublin to work at Dublin City Council on a staff exchange programme during October to December 2018. Their backgrounds were in City

Planning and Land Resources Management, Commission for Reform and Development and Commission of Commerce. One of the officials worked with our Economic & Enterprise Development office and co-produced a report Public Economic Development in Dublin and Beijing (item on the Agenda).

A delegation from Beijing Municipal Commission of Urban Management will visit Dublin from 24 – 27 November to meet with teams in the Environment & Transportation Department to learn about the management functions and management systems of waste sorting and disposal and to study relevant policies, laws and regulations about waste management. Site visits are planned for Covanta Waste Power Plant to share experiences about waste disposal facility operations and relevant technologies; a city centre flat complex to view reintroduction of waste separation; Thornton's Recycling Centre, Killeen Road; Rediscovery Centre and Ballymun.

Supporting Business Tourism

Dublin is well regarded internationally and is rated highly across a number of measures from city growth through to governance. However, we are competing against other cities so we need to learn from and adopt international best practice and strengthen our international standing.

As part of the Council's mission to generate economic and business tourism benefits, International Relations support conferences hosted in Dublin, in particular those that attract a large number of international visitors and who demonstrate potential to generate economic, social or cultural benefits to the city, help promote the city globally, support the tourism, hotel and hospitality sector in the city and allow us build contacts for future project collaboration. The Unit can offer a suite of supports to the organisers e.g. city advertising, civic reception, assistance with securing access to a city owned venues or limited financial support.

European Networks

Multi-lateral relationships with organisations of common purpose help develop and enhance relationships with other international cities. Dublin is a member of EUROCITIES which is a network of major European cities whose members are the elected local and municipal governments of major European cities and brings together 140 local governments of Europe's largest cities and over 45 partner cities that between them govern 130 million citizens across 39 countries. EUROCITIES works in all areas of interest for cities from culture to mobility, environment to social affairs, economic development to smart cities and the network offers a wealth of opportunities for shared learning and international best practice and provides a high profile international platform which enables cities to showcase their achievements to peers as well as to influential stakeholders.

Dublin faces many of the same challenges to growth and prosperity that many other cities across the globe face. Membership of organisations such as Eurocities provide city to city peer learning opportunities that can yield novel approaches. Eurocities business is conducted through six thematic forums: Culture, Environment, Economic Development, Knowledge Society, Mobility and Social Affairs. Dublin city officials are members of a number of working groups established under the forums and they participate in areas such as air quality, climate change and energy efficiency, noise and waste, entrepreneurship and SME's, innovation, resources for culture and access, creative industries, knowledge, smart cities, housing and homelessness. Members of the working groups receive notifications on the most up to date information on calls for funding and financing

opportunities of interest to them and receive the *Eurocities Insider* which includes information on all funding programmes and events being organised by Eurocities.

Projects are a key part of Eurocities activities in terms of policy work and exchanges between its members. Currently within the City Council, there are approximately 14 open projects under the various funding programmes, but primarily under H2020 and officials in the Environment & Transportation, Housing Architects and Chief Executives Departments are partners in these projects,

In order for Dublin City Council to participate and access funding for projects under the various funding programmes, a Legal Entity Appointed representative (LEAR) must be appointed. Gráinne Kelly, International Relations is the appointed LEAR and is responsible for specifying who can sign grant agreements or financial statements on behalf of the City Council and can view all documents related to the legal and financial data and status under the various programmes.

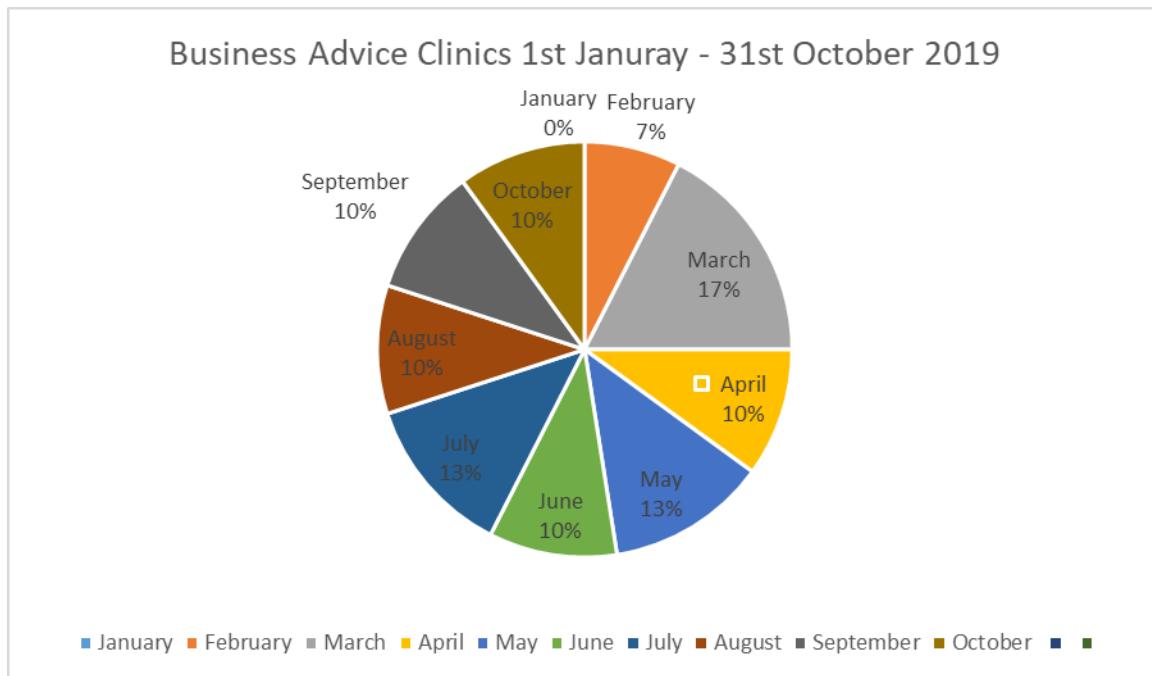
Established in March 2018, Dublin City Council Culture Company runs cultural initiatives and buildings across the city on behalf of Dublin City Council and the people of Dublin. Alongside projects and buildings runs an initiative called EU Lab.

The EU Lab has been developed to connect Dublin's ideas and innovations with European partners for the benefit of all. It finds and matches partners with common interests to help them build projects and source European funding (and sometimes the other way around). They assist in putting together complex applications, provide training about EU systems and help Dublin City forge productive cultural European partnerships. The EU Lab aims to increase the number of successful EU funding applications from Dublin city.

Four projects are in development for submission in 2019. Dublin City Council Culture Company is working with Dublin City Council Sections on international collaboration projects for submission to EU Funding programmes.

3. Enterprise Office: Mentoring, Training & Financial Grants

Contribution to SPC: Measure Statistics

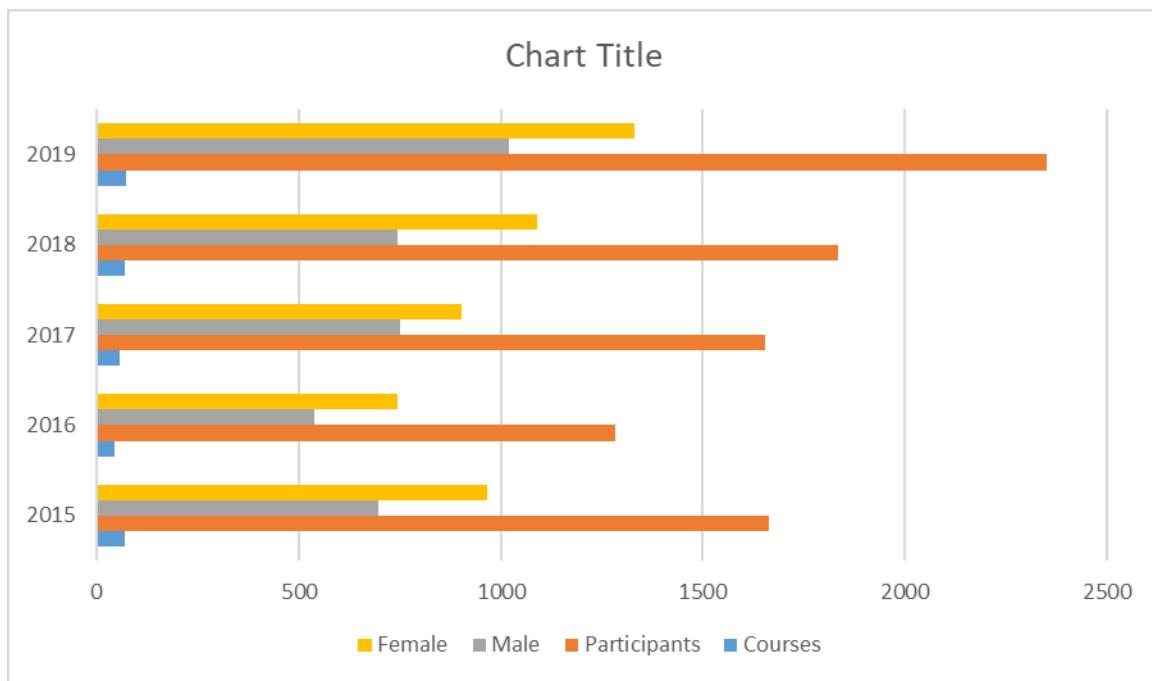


Busiest month: March due to Local Enterprise Week

53% male bias of participants

Primary areas of Dublin where participants reside: Dublin 8, Dublin 7, Dublin 3

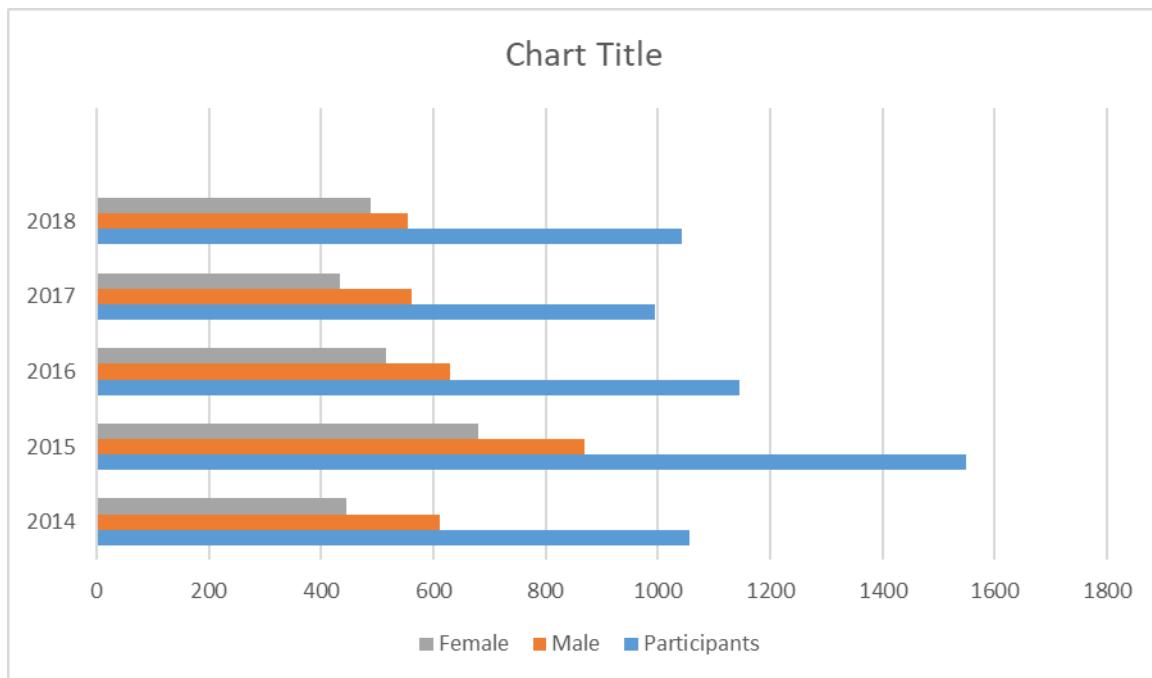
Training Courses: 2014 – 2019, 1st January – 31st October Inclusive



2019: 1st January – 31st October Inclusive

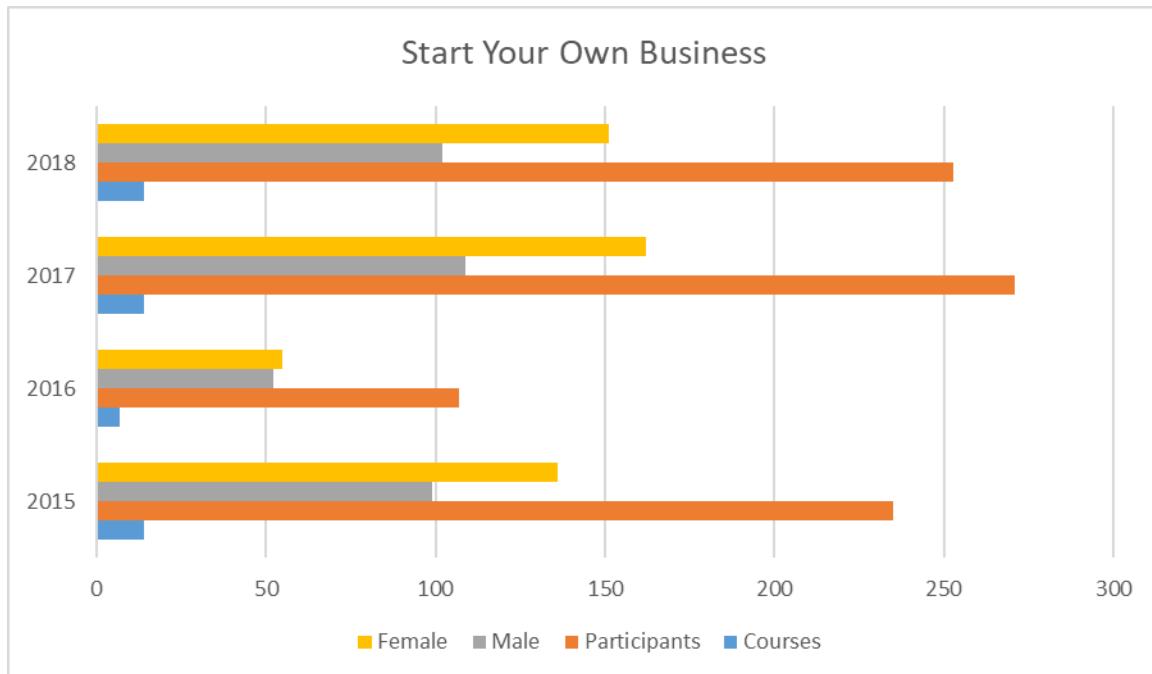
- Course delivered: 74
- Participants: 2,351
- Male: 1,021
- Female: 1,330
- Female to male participation: 56% average

Mentoring: 2014 – 2018, 1st January – 31st December



2014 – 2018 inclusive: Female participation averages at 44% of those participating in mentoring

2019, 1st January – 31st October: 895 hours of mentoring has been undertaken out of a target of 1,000. 45% of participants are female.



2019: 1st January to 31st October 2019

Courses: 10

Participants: 217

Female participants: 62%



12th November 2019



Upcoming Events & Dates for your diary

Event	Economic Pillar	Date/Venue
1. Regional Ent Plan to 2020	Innovation & Transformation	27 th Aug - Working Group
2. Dublin Economic Monitor	Placemaking & Investment	8 th August – DLR Launch Oct – Start Up Dublin edition Nov - Fingal
3. LECP Economic Stakeholder Engagement Workshop	Place-Making & Clustering	To be rescheduled to November – Wood Quay Venue –
4. One Zero	Promotion & Investment	17 th September – Aviva Stadium
5. Dublin City Social Enterprise Awards 2019	Innovation & Transformation	25 th September – Wood Quay Venue – Judging complete
6. Social Enterprise Summit	Innovation & Transformation	16 th October – Council Chamber
7. Start Up Week Dublin	Place-Making & Clustering	21-25 th October
8. Responsible Innovation Summit	Innovation & Transformation	30 th October – Smock Alley

 Comhairle Cathrach Bhaile Átha Cliath Dublin City Council	Economic Development Office Programme of work 2019
Policy	Projects
Local Economic & Community Plan 2019-2021	Dublin City Summit Series 2019
Economic Development, & Enterprise and Strategic Policy Committee	MODOS – Sustainability for Business
Dublin Regional Enterprise Action Plan 2019-2021	Start-up Dublin
Social Enterprise	MasterCard – City Possible
Regional Spatial & Economic Strategy	Dublin Economic Monitor – future design
Dublin City Climate Action Plan	North Eastern Economic Corridor
DCC Corporate Plan	LECP Projects
Dublin City Development Plan	Promoting Dublin as a business location
	Dublin Bay Biosphere
	Xpand Project (DEM Dashboard)
	Kilmainham Mill/Newcommen Bank
Events	Research
	Tourism
MODOS	Talent Attraction & Retention
Local Enterprise Week 2019	DCC Research Framework
FutureScope 2019	Your Dublin Your Voice
DEM – Launch Event	The Future of Retail
Dublin City Social Enterprise Awards	Enterprise Space
Offset	Dublin regional Skills Analysis
Start-up Week Dublin 2019	Markets Strategy
Social Enterprise Summit	LECP Research Topics
Responsible innovation summit	Dublin Bay Biosphere
Hard Working Call Hero's (HWCH)	Social Enterprise

Departmental Update:

Policy:

1. North Eastern Economic Corridor

The meeting of the NEEC took place in the Gibson Hotel on June 21st and was facilitated by Collette Henry and hosted by DCC. The objective was to progress the “next steps identified at the last meeting in late May including the signing off of the initial research phase of the UU/DCU research project, as well as addressing additional issues raised like project timelines, branding, and future research.” Dublin place brand bags and notebooks were circulated to attendees. The working group is being reformed and a branding exercise will be initiated.

2. Dublin Night Life Committee:

Following a request by the Department of Culture Heritage and the Gaeltacht, the Chief Executive has appointed Steven O’Gara to an interdepartmental committee to represent DCC. The objective of the committee is to explore how Dublin’s night life can be enhanced by identifying cultural, heritage and artistic events and initiatives that can be promoted and run to attach additional permeability and usage of the city. Steven O’Gara submitted an overview of DCC activities within this space and is awaiting direction from the Department on next steps.

3. Local Economic & Community Plan (LECP)

A stakeholder workshop that was planned for the 5th September 2019 in the Wood Quay Venue will be re-scheduled to November. The chair of the LCDC has not been appointed and a meeting will be arranged with the Chair of the Economic and Enterprise SPC in late August. This event will be facilitated and will bring together high level economic and community stakeholders to consider and consult on priority action areas for the final two years of the plan.

At this re-engagement briefing and workshop, Future Analytics will present on the changing Socio-Economic profile of Dublin and insights from the Your Dublin Your Voice panel will be presented. A brief workshop will be held to progress the work of the LECP.

4. Economic Development & Enterprise Strategic Policy Committee: SPC

An induction programme is being developed for the newly elected Councillors and external stakeholder members of the Economic Development and Enterprise Strategic Policy Committee. The Chair of the SPC, Cllr Claire O’Connor has been appointed. The amended scheme will be back to the members on the 2nd September, following this nominations for the Councillor roles can be made for 30 days. We will liaise with the Chief Executives office to ensure alignment with general inductions provided to new council members. The SPC induction will include an introduction to the structure of staffing in Economic Development and the Local Enterprise Office and the role and responsibility of SPC members. We will also arrange detailed briefings on projects reporting into the SPC including Enterprise Supports, Economic Development, Dublin

Place Brand, LECP, International Relations, Tourism and Markets, SmartDublin & SmartDocklands along with regional, national and international projects.

It is also intended that a pipeline of research can be produced through EDO to feed into the programme of work for the SPC. This evidence base would underpin and inform any policy development emerging from the SPC. The new Chair of the SPC has been appointed. A meeting will be arranged with the new chair in the coming weeks.

5. Dublin Region Enterprise Action Plan 2019-2020 (DREAP)

The Dublin Region Enterprise Action Plan to 2020 (DREAP) was launched in the GEC on 13th February 2019. Mary MacSweeny continues to lead on the implementation of the 2020 DREAP. The steering group agreed to refocus the plan on 24 targeted objectives for the remainder of its lifecycle. The EDO will develop a special edition of the Dublin Economic Monitor highlighting innovation during Start Up Dublin Week 21st to 25th October linking it's importance to job creation, talent retention and attraction in the Dublin Region and will explore how to embed a research and development culture in organisations. The Steering Group had a very successful meeting on **Friday 5th July in Richmond Barracks** – hosted by Dublin City Council. The working group met on 23rd July and on **27th August** in the conference room in Palace Street. The next meeting is scheduled for the 19th September. A report is being prepared for the Chair on progress on each of the actions that will be presented to the Minister for year end.

Ongoing work being undertaken by Economic Development Office (EDO)

Projects/Events:

6. Dublin Brand - The rewrite of Dublin.ie site is complete.

Additional content has been finalised to provide richer information on the Live, Work, Learn, and Invest sections of the city branding site and to add functionality to the What's On section. The new site content went live on the 29th August. Two new staff took up dedicated role in August - Tim Graham as "Stakeholder Engagement and Off Line Marketing" and Shauna Donnelly as "Social Media and On Line Marketing". Merchandising has been commissioned for visiting delegations and other international visitors to the city including bags, notebooks and pins. The last campaign for Dublin PRIDE comprised of outdoor promotional signage and merchandising. It was well received in the lead up to the PRIDE parade held on 29th June. Special edition of bags and t-shirts were designed for the Dublin Pride Festival with a large banner on Liberty Hall and an advertisement in the "Best of Dublin" magazine. A meeting was held with Fáilte Ireland on 28th June to engage key stakeholders in promoting the city using the Dublin place brand and destination brand as part of the actions under the Regional Enterprise Development Plan to 2020 Dublin. Further work is planned for stakeholder engagement.

7. Start Up Dublin

A decision was made in June not to implement the full recommendations of the report which set out an approach to the next phase of the Start Up Dublin initiative. The recommendations that were progressed included running the very popular 1st Friday Brekkies, ceasing the Dublin Globe which closed its operation at the end of Q 1. The last 1st Friday Brekkie was held on the 7th June featured former LEO client – Rosanne Longmore, CEO at Coroflo who spoke about her companies' enterprise journey so far. The Head of Economic Development and Enterprise will draft a new report setting out an alternative approach to address the issues highlighted by this report.

8. Visiting Ohio Delegation

EDO is working with International Relations to host the first working morning of the delegation on Monday 2nd September. The programme will include a walk and talk from the Civic Offices to the GEC in the Liberties with lunch in the area, showcasing the enterprise and tech clusters in D 8 and the economic revival of this part of the city. Bruce Philipps and Steven Coyne from the Liberties area office have been invited to join the delegates for the walk and talk and the lunch.

9. Xpand Insights – DEM Digital Dashboard

The Xpand project is an EU funded initiative to assist with Data visualisation and dissemination. DCC are working with the team to apply it to the Dublin Economic Monitor. A beta version of the project is complete and will be interrogated by the EDO team to inspect for usability. If successful a platform like this could form part of the tendering brief for the next version of the DEM allowing for digital first promotion of data and information in real time.

10. MODOS - Sustainability Training for Business

Following a period of stakeholder consultation, EDO in conjunction with the Eastern Midlands Regional Waste Office (EMRWO) developed and delivered a Circular Economy and sustainability training programme for small and micro enterprise entitled MODOS. The programme launched in the Wood Quay Venue on January 24th 2019, with a drop in clinic for interested businesses on 6th March 2019 as part of Local Enterprise Week.

The programme was promoted internally and externally at several event, through the stakeholders' network and via social media. Applications closed on the 2nd of April with the training course commencing on the 16th of April. The pilot was completed following 6-half day workshops on the 28th of May. A video was made setting out the objectives of MODOS with input from some of the companies who completed the programme.

The EDO team are planning to further expand the MODOS programme with regard to potential future development of the initiative beyond the training, including research, promotion, networking and business sustainability responses and supports. An application has been made to the EPA seeking funding under the *Green Enterprise and Circular Economy* call to develop the

next phase of MODOS. This work is in line with the Regional Enterprise Plan 2020, the Dublin Climate Change Action Plan and other strategic documents that lead the work of the Economic Development Office.

Mary Mac Sweeney represents the LEO network on the CSR Forum supported by the Department of Business, Enterprise and Innovation. As part of this work a case study on MODOS and one of the participant businesses Viva Green that was published in the Year 2 CSR Check 2019 report launched by Minister Humphries on 27th June in Smock Alley.

11. Dublin Economic Monitor

The 18th edition of the Dublin Economic Monitor was launched at Dun Laoghaire on the 8th August. This edition focused on the “Competitiveness” and featured the economic data collected by MasterCard and EY. Three further editions of the DEM recently received approval and a new design and tendering phase will start soon. The Economic Development Office have taken full responsibility for the DEM project.

IProcure have been approached to run the tender for the next edition under the direction of EDO. It is likely to be a single party framework. The timeline that is being worked towards is to release the tender in September seeking to have a single party framework in place by Q 4. The new tender will include, econometrics, economic/policy content creation, digital design services, promotion and marketing and web design. These elements will be managed by a single operator with EDO having the final say on content. As the DEM is being led by DCC on behalf of the region these changes will be communicated to the other three local authorities.

12. Start Up Week Dublin (21-25 October 2019 – Various Locations)

Start-up Week, an international event series taking place in 57 countries, was held in Dublin for the second time. Last year's Start-up Week Dublin powered by the Dublin City Council took place 19- 23 November 2018. As part of it: 54 events were held in 32 locations across the city with most being held in the DCC basecamp in the Civic Offices, Wood Quay, as well as Google, Facebook, and multiple co-working places like Dogpatch Labs and Huckletree with 2500 attendees. Dublin City Council will again be the lead sponsor for this year providing a base camp in the atrium as well as event space in the wood quay venue for workshops during the week. The call for events closed on Friday 26th July and the promoters are now shaping the programme. The programme included an Innovation track supported by Enterprise Ireland as part of the actions under the Dublin Region Enterprise Action Plan to 2020. The 2019 programme expanded on last year with over 90 events and approximately 4,000 attendees. The supports provided by the LEO, the EDO and Dublin.ie was a big part of the success of this event. A mentoring element of the week was provided, led and managed by LEO. An outcomes report will be provided by the event organisers.

13. Responsible Innovation Summit (30 October 2019 – Smock Alley Theatre)

The aim of this international conference was to bring together leaders from different sectors to share perspectives, deliver insights and explore opportunities regarding Responsible Innovation and value-driven entrepreneurship. Dublin City Council will sponsor this conference for the third year in 2019. Work is underway to promote this event in collaboration with the organiser. As part of the conference, DCC is also supporting and promoting the “*Business Spirit Award*” which opened for applications this week – The Business Spirit is an innovative award which attracted 60 applications from early stage and established businesses who make waves and a positive impact. Radio interviews have been arranged with last years Business Spirit Award winners.

- **Responsible Innovation Summit:** <https://responsibleinnovation-summit.com/>
 - The 3rd edition of this international conference will be held on 30th October, Dublin, Smock Alley Theatre - We bring together leaders from different sectors such as academia, business and policy to share knowledge and build a community of innovators who want make a positive impact with their work. The aim of the conference is to promote the concept of Responsible Innovation and challenge the status quo of "business as usual"
- **Business SPIRIT Award:** <https://responsibleinnovation-summit.com/business-spirit-award-2019>
 - This award is here to inspire and support innovators to create innovative solutions with a positive impact and make "Profit with Purpose"
 - The application is open in 2 categories: Early stage concept and Business Practice
 - Finalists will pitch their project at the Responsible Innovation Summit and we'll announce the winner on the day
 - The award is supported by Dublin City Council:
<https://www.youtube.com/watch?v=P7F-xTMwycU>

14. Dublin Bay Biosphere Business Strategy

Work is progressing regarding the development of a Business Strategy for Dublin Bay Biosphere. A meeting was held on 25th July between EDO and Parks to discuss the draft strategy and to clarify which elements EDO will assist with the delivery of. The draft strategy requires further details in relation to resources that will be available, both staff and financial, to deliver on the Business Engagement elements. The new Biosphere Coordinator has been appointed and will be presenting the draft strategy for approval at the next meeting of the Biosphere partnership group. The learning and skills acquired by a member of the EDO team in attending the MODOS training program on Circular Economy will be of great assistance in the project management and delivery of a number of the business objectives once approved.

Research:

1. Social Enterprise: – Human Development

The Economic Development Office continues to support social enterprise development through research and other initiatives.

As part of Dublin City Council's involvement in the European Social Economic Regions Project 2019 – EDO hosted a Social Enterprise Social on 25th July in Richmond Barracks which was a great success. The Assistant Secretary General of the Department of Rural and Community Development launched the Social Enterprise Impact report showcasing the work of winners of the Dublin City Social Enterprise Awards. The event was well attended with contributions from social enterprise support organisations and with audience engagement to provide potential solutions to challenges for individual social enterprises.

The second event saw the hosting of the Dublin City Social Enterprise Awards 2019, which took place on the 25th September at the Wood Quay Venue featuring. The shortlisting of applications for these awards was finalised and the judging took place on 13th August where this year's awardees were selected and invited to attend the award ceremony. Inner City Enterprise (ICE) managed the application and judging process and provide an on-going mentoring service to former awardees. The Department has sought a report on how this funding is being spent. EDO are working with ICE on the judging and the planning and delivery of the award ceremony.

The third event was the hosting of the Social Enterprise Summit on the 16th October 2019 in the Council Chamber in Dublin City Hall. This event was planned as part of the Dublin City summit series, which identifies and brings together key stakeholders to discuss the current situation for social enterprise supports in the Dublin region. Participants also discussed how this important work could be further developed and strengthened in the future.

An outcomes report will be produced and disseminated.

2. Enterprise Space: Placemaking & Clusters

Access to affordable and accessible enterprise space is one of the critical challenges affecting the business and start-up community in Dublin City. As part of the Dublin Regional Enterprise Plan to 2020, a survey on enterprise and co-working space providers was led by EDO Dublin city on behalf of the 4 Dublin Local Authorities. In addition to this research a survey has been conducted on enterprises and entrepreneurs seeking to establish their enterprise space requirements and plans for the future. These findings will assist in our understanding of Enterprise Space requirements and will allow an examination of how policy and other levers might positively support this requirement.

3. Your Dublin Your Voice: Placemaking & Clusters – Human Development

The latest Your Dublin Your Voice survey, the fourth that the EDO has conducted, closed on focussed on Social Media and was reported to the Senior Management Team as part of the development of a digital communication strategy. This next survey will be conducted on behalf of the Traffic Department to comply with a European Project that they are involved in and to get feedback on the 30K speed limit.

Survey findings are disseminated to senior management, councillors, relevant stakeholders and the public if there are no restrictions in place. There is on average a robust 900+ responses to

recent surveys, where the panellists continue to be engaged and responsive to both closed and open ended questions. The results of the 3rd survey on LECP and the 4th survey on Digital Communications has been disseminated. A presentation on how Your Dublin Your Voice can feed into policy development was given at the QCS Officer's Network on April 18th 2019 by Mary Mac Sweeney. The plans are to continue to build the panel by attracting more panellists.

The current survey looks at Digital engagement and will be used to inform the DCC policy in this area. The next survey is planned in relation to a European Project being run by Traffic Department.



Smart Dublin

Smart Dublin is an initiative of the four Dublin Local Authorities exploring the use of new technologies to improve services and enhance the quality of life across the Dublin Region.

We believe that through civic innovation – driving forward new ideas with technology as an enabler and better ways of working – we can improve our city's operations and the lives of citizens.

Smart Dublin works through collaboration, reaching out across public sector and engaging with, technology providers, researchers and citizens to co-create solutions to regional challenges.

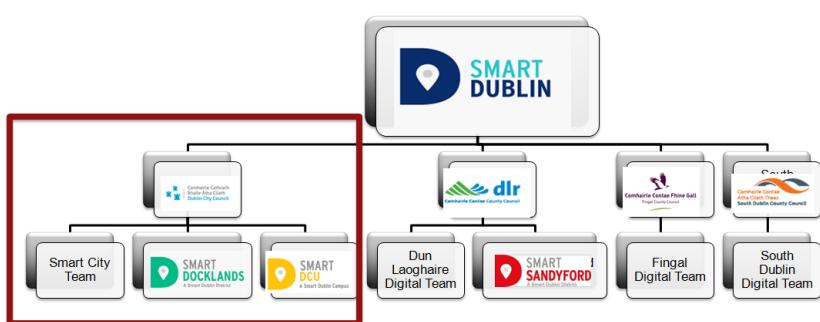
Smart Dublin connects world-leading technology companies and research institutes with a vibrant start-up community, engaged citizens and forward-thinking local authorities to foster and develop the ideal ecosystem to test, trial and scale smart city initiatives.

While there is no clear definition of a smart city there are some common threads that can be seen worldwide, including efforts to promote resilience and develop sustainable solutions for city challenges and better utilisation of city data to inform the decision making process.

Smart Cities Unit – Dublin City Council

Due its success and growing interest in the smart city space across Europe, Dublin City Council's smart city team has grown significantly over the last 18 months. *Led by Jamie Cudden, Smart City Programme Manager, the team includes:*

- Nicola Graham - Smart Cities Operations Manger
- Beata Molendowska - Smart Cities Engagement Lead



- Mainard Gallagher - Smart Cities Marketing and Creative Lead
- Aoife Ni Rathaille - Smart Cities Environmental Lead
- Veronica Sesko - Smart Cities Engineering Graduate
- Cliona O'Sullivan - Smart Cities Engineering Graduate

Smart Districts

Smart Districts, under the Smart Dublin programme, are strategically selected locations where targeted smart city projects can be piloted to measure impact and potential scalability. Smart Districts are developed through a partnership model as per the quadruple helix innovation framework; bringing together industry, academia and citizens, anchored by local government through Smart Dublin. Each Smart District is unique, with bespoke programmes developed to meet the specific needs of the district residents and also provide growing businesses with a greater variety of testbed areas. The unique landscape of each district allows local authorities see the benefits of a wider range of smart city solutions across the six key Smart Dublin themes of Smart Government, Smart Environment, Smart People, Smart Living, Smart Economy and Smart Mobility.

Smart Docklands District:

The team is led by Michael Guerin, Smart Docklands Programme Manager and supported by Edward Emmanuel, Smart Docklands Project Manager; and an Engagement Lead starting before the end of the year.



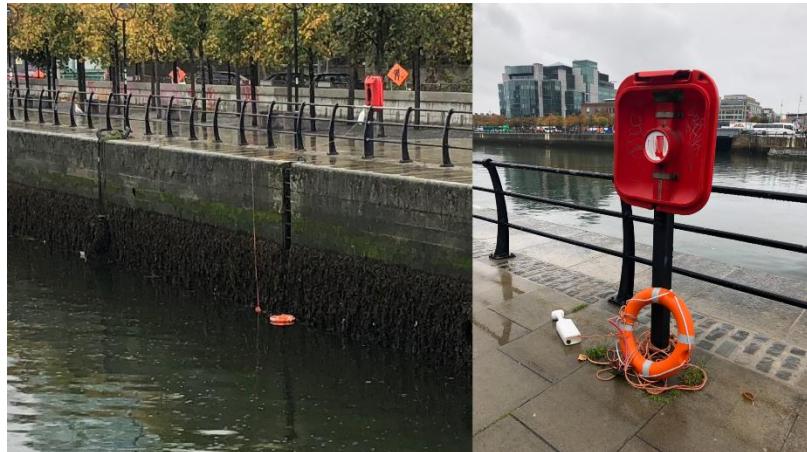
Smart Docklands is part of Dublin City Council's fast track Smart District programme and was officially launched in February 2018 as part of a global gathering of city technology leads from over 20 cities which was convened by the Harvard TECH innovators forum. The Smart Docklands project, a partnership with

the CONNECT centre for future networks based in TCD was shortlisted for Innovative project of the year at the global Smart City Expo in Barcelona in November 2018. The Smart Docklands district was created to provide a platform for start-ups, big tech, the city, and academia to come together. This initiative is supported by corporate partners such as Google, Deloitte, IBM, Accenture, Dense Air Ireland, Microsoft, Vodafone, Autodesk, Mastercard, Intel and IBM.

2019 Highlights from Smart Dublin

Life Buoys Project:

Dublin City Council manage approx. 130 lifebuoys in Dublin along the two canals, River Liffey and in



The Docklands. Unfortunately, approx. 20-30 of these life rings go missing/are stolen every week.

The current method for detecting missing/stolen life buoys is a slow and laborious process. The result – a life buoy could be missing for anything between 1-4 weeks at a time, which from a water

safety perspective, is not ideal. On top of this, there is a significant cost to Dublin City Council to replace each of these missing life rings at approx. €35/life ring.

Aside from this, of missing/stolen life rings, many of these end up in landfill sites creating a huge amount of plastic waste which is not a positive contribution to Dublin City Council's sustainability programmes.

The Proposal:

While this is a significant problem in terms of safety and sustainability, it is not impossible to overcome. We propose to use low-cost sensors on each of the life buoy cases to detect when they have been taken and clear signage to explain the life rings are being monitored.

Status: DCC was successful in applying for funding from the Public Service Innovation Fund for this project and is currently drafting a PIN notice for market consultation.

SynchronicCity:

Dublin City Council and Smart Dublin, through the SynchronicCity initiative – an EU project designed



to accelerate adoption of new technologies – invite cyclists to take part in an innovative smart cycling project that will connect 200 cyclists across Dublin. The project will be run in three cities, Antwerp, Manchester and Dublin simultaneously (800 cyclists in total), to demonstrate how the solution can be scaled up in multiple cities. The project builds on a previously successful pilot run as part of the Smart Dublin and Enterprise Ireland Small Business Innovation Research (SBIR) Smart

Cycling Challenge run in Dublin in 2017 with 500 participants.

Partnering with cycling technology start up See.Sense and telecommunications company BT, the project is aimed at encouraging growth of cycling across the participating cities. Hundreds of participants will use the patented See.Sense connected bike lights and accompanying mobile app, to collect crowdsourced sensor data and insights across their city. Aggregated and anonymised insights will then be shared with city planners to gain a better understanding of the conditions faced by cyclists.



Christopher K. Manzira, Senior Transportation Officer for Dublin City Council states, "We are delighted to work with See.Sense and BT as part of the Synchronicity initiative. The rich data gathered from this approach will generate unique insights into the experience of cycling in our city that will help to inform our strategies for overall mobility, how we promote active travel, plan, engage with citizens and how we evaluate the impact of new cycling infrastructure investment".

Status: Project has concluded and data and insights are being fed back to DCC transport team and will help inform future plans regarding cycling.

3D Data Hack:



Unleash the Power of 3D Data for Dublin – Dublin's first 3D Data Hack

The Hackathon aimed to engage anyone with an interest in 3D data and the built environment, from those working with BIM (Building Information Management) to App and Game Developers, Urban Planners and more.

Innovative solutions were sought in four 4 Challenge Areas:

- Transportation, Mobility & Environment
- Urban Planning & Digital Construction
- City Infrastructure & Asset Use
- Civic Engagement & Serious Gaming

Winning Solution Below:

1. Place Engage: 'PLACEengage' is a virtual town hall designed to inform the community about proposed new property developments. Using a dynamic and wholly interactive platform, local residents and project stakeholders can access all details, drawings and planning notices for the development in one place. Most importantly, our augmented reality hub app allows people to stay on the site of a proposed development and 'experience' this proposed development without the need for a headset.

Team: Carol Tallon (Proptech.ie), Ronan Kenny (UX Consultant / Architect), Mick McCabe (Property District), Eoin Keogh (Property District).

2. Smart Responders: The Docklands skyline is changing, and our first responders can evolve simultaneously with an innovative system of using data to assist incident co-ordination and efficiency. The Smart Responders team looked to leverage BIM and Open Data to enhance information management in public safety. This concept establishes data infrastructures which allow the public to view safety features of buildings and pushes critical data into the hands of first responders. The team used augmented reality to show how an Incident Commander could access context driven information in real time.

Our diverse team includes: Fire Fighters, Architects; Architectural Technologists; Building Information Model (BIM) Managers; Statisticians and AR/VR Specialists.

Team: Andrew Swarbrigg (C+W O'Brien Architects), Davitt Lamon (C+W O'Brien Architects), John Flanagan (Innovision), Meegan Gower (Freelance Senior Designer / BIM Technician), Michael O'Donnell (MSCSI); Miguel Garro (C+W O'Brien Architects).

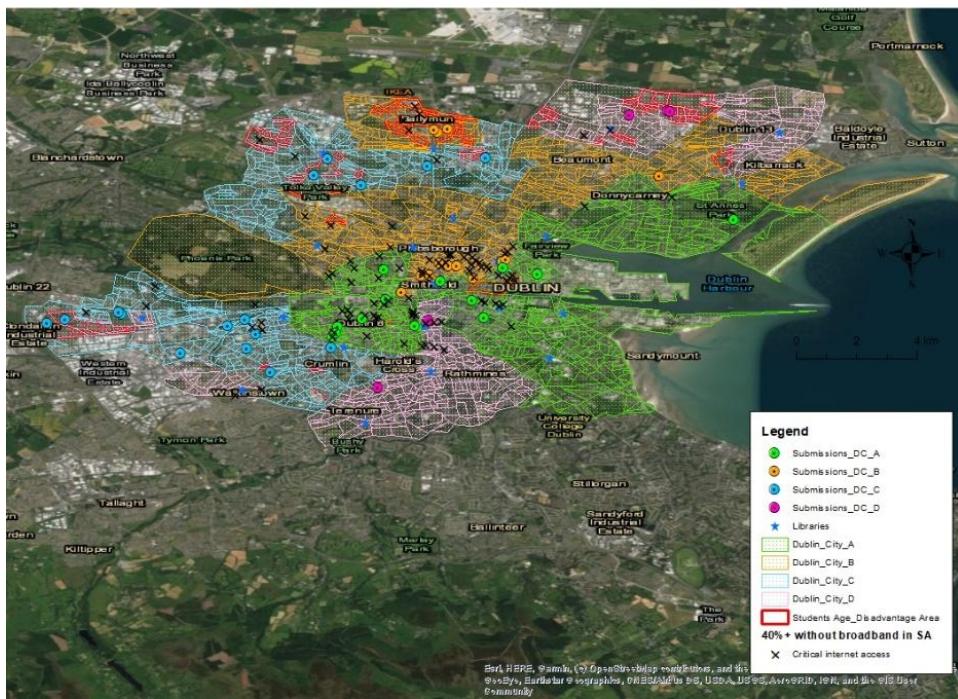
3. U.B.E.M: (Urban Building Energy Model of the Docklands) Managing the current building stock and its energy consumption is a national priority to reduce greenhouse gas emissions. This project used the 3D building database for the docklands to model energy use across the neighbourhood. This model accounted for energy use in individual buildings and accounted for the impact of neighbouring buildings. In the hack the team members examined the impact of new buildings, which have yet to be constructed, on existing energy use in the docklands area. The model provides the ability to analyse energy consumption dynamically, in real-time and over specified time frames leading to better ability to predict and reduce consumption.

Team: Niall Buckley & Gerald Mills (School of Geography, UCD).

Status: Dublin City Council have published the 3D model as open data and it is available to the public at: <https://data.smartdublin.ie/dataset/3d-data-hack-dublin-resources>. Smart Dublin hopes to host a AR/VR exhibition in 2020 to further showcase the value of 3D data for cities.

WiFi4EU

Applications for WiFi4EU Project - Dublin City 2019



Dublin City Council was successful in achieving a maximum allocation of 4 vouchers worth 15,000 each as part of the recent WiFi4EU funding call. The Department of Rural and Community Development will match the funding provided by the

European Commission, doubling the value of the investment in public Wi-Fi networks. Each successful local authority now has 18 months to select locations for the WiFi4EU hotspots and complete their installation to be ready for public use. We will be in touch with the local areas over the coming months to agree the best approach to allocate the vouchers. See link to announcement: <https://www.gov.ie/en/news/917ad3-minister-canney-welcomes-european-funding-of-885000-for-21-local-aut/>

WiFi4EU aims to advance free and open access to Wi-Fi for citizens in public spaces including squares, libraries, community centres, public parks, leisure centres, sports centres, art facilities, and community and Council facilities.

The WiFi4EU funding will pay for the equipment and installation costs of Wi-Fi hotspots at selected locations. Dublin City council will cover the costs of the connectivity (Internet subscription), maintenance and operation of the equipment for at least three (3) years and also procure the necessary equipment, and plan and supervise related installation services.

Status: Dublin City Council received 60 applications from the public nominating locations where they would like to have free public Wi-Fi installed. We are currently reviewing each of the site locations and preparing a tender for the market.

Smart Pedal Pitch – Velo Cities 2019

European Cyclists' Federation's Velo-city conference series is widely considered as the premier international planning conferences on cycling.

The conferences are designed to encourage cycling as part of daily transport and recreation. Velo-city began in 1980 in Bremen, Germany with deep ties in the founding of the European Cyclists' Federation. Since then conferences have been held in cities including Copenhagen, Brussels, Seville,

Vancouver, Vienna, Adelaide, Nantes and Taipei. Velo-city conferences are now attracting about 1,500 delegates from more than 65 different countries.

Velo-city conferences bring together those involved in policy, promotion and the provision of cycling facilities and programs. Engineers, planners, architects, social marketers, academic researchers, environmentalists, business, and industry representatives join forces with government at all levels ranging from municipal politicians, policy makers and educators in knowledge sharing in order to build effective trans-national partnerships to deliver benefits worldwide.



Smart Dublin participated in panel discussions during the event and launched the Smart Pedal Pitch competition. Winning solutions listed below:

Unemotional and the CYCLERS APP:

Promises to make cycling simpler. Leveraging crowdsourcing and artificial intelligence, the Cyclers App delivers accurate, up-to-date and personalized advice on how and where to cycle in your city in a safe and enjoyable way, eliminating the unknown of route planning with safety and ease of your bike journey as a priority.

An innovation pilot trial will happen throughout Dublin city, with all cyclists welcome to participate. It will first however, be used in a 'pre-trial' to gain feedback from members of Dublin Cycling Campaign, before being promoted to the general public.

The scope of the project will include providing:

1. White-labelling of Cyclers App solution with Dublin Cycling Campaign and Dublin City Council co-branding as the solution header
2. Optimised cycling routes to participants.

3. Collecting of cycling route data to feed into the solution to improve optimised cycle route determination.
4. Collecting of cycling route data to determine most frequent cycle routes not currently accounted for in the solution i.e. 'non-official cycle routes'
5. Gamification options in the solution that includes incentives to pick up cycling or increase cycling activity from participants

CYCL Wing Lights:

The company CYCL, and their Winglights solution, is an easy-to-use solution that allows cyclist to retrofit indicator lights on their bicycles. These 'Winglights' will allow easy directional indication without the need of the cyclist to remove their hands from the handlebars. This will allow the cyclist to firmly keep in control and balance when they are making directional changes.

An innovation pilot trial will happen throughout Dublin City, in collaboration with Bleeper Bike, a bike-share company based in Dublin. A specially produced Winglight that will enable 'locking' onto the handlebar frames, will be produced and incorporated into Bleeper Bikes that are being shared in Dublin. This will enable Bleeper Bike commuters to partake in the safety features of Winglights, while keeping the light devices secure from potential theft.

The scope of the project will include providing:

1. Between 50 to 100 bikes to be installed with the 'bike-share' versions of Winglights
2. Additional dissemination and marketing
3. A pilot trial campaign survey that will document safety sentiment from users of Bleeper bikes that have Winglights installed

Nuweil Electric Cargo Bike:

Nuweil is an Electric Cargo Bike Trailer that can be retrofitted on any existing bicycle, or be used as a stroller for walking pedestrians.

We are currently exploring a potential pilot trial with DCC facilities, to use the trailers in their internal logistics and supply chain movements within the inner city.

Improved Smart City Engagement and Communication within DCC

For 2019 a key objective is to develop a wider engagement and communication plan for the Smart City project. This sets out to improve communication with DCC staff and Councillors by communicating our activities and achievements through internal newsletters (First Post), DubNet as well as regular reports submitted to SPC groups.

The communication will be paired with a staff engagement programme highlighting the opportunities that exist to get involved in the Smart City programme ensuring that the organisation continues to be relevant to the changing expectations of our citizens.

The need for more robust adoption of innovative solutions is fuelled by rapid developments in technology. Our aim is to evolve and to offer more customer-centric services and effectively respond to challenges facing our communities now and in the future.

We will promote an internal culture where staff can gain an understanding of rapidly advancing technology and where we can support digital champions in developing a positive mind-set which can help to create solutions to existing challenges such as how we better manage waste, traffic management, flooding, climate change and energy management.

Showcasing examples of technological adoption by DCC departments is an important aspect in activating the wider engagement and buy in. Successful projects include the deployment of smart bins, smarter traffic management solutions and delivery of enhanced environmental monitoring using sensors and new Internet of things technologies.

The Smart City engagement programme moves beyond the existing department silos and connects the Council with external communities, NGO's, academia and businesses in order to solve complex challenges. We will continue to leverage external communications will deliver messaging across our social platforms Twitter, LinkedIn as well as on the website, Smartdublin.ie. For further information on any the above projects, feel free to contact me.

Jamie Cudden

Smart City Programme Manager

Jamie.cudden@dublincity.ie



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

**Economic Development &
Enterprise**
Tuesday 12th November 2019

Agenda Item 6: LEO Grant Funding

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Oifig Fiontair Áitiúil

Local Enterprise Office

Oifig Fiontair Áitiúil Baile Átha Cliath

Local Enterprise Office Dublin City



**Summary
of**

Grant Funding for micro enterprises

**M1 Grant Funding (Pre Start Up, Start
Up, Growth)**

**Trading On Line Vouchers
and Technical Assistance for
Micro Exporters (TAME)**

Approvals 2019

Contents:

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Measure 1 (Grants) Approval Metrics : January to October 2019

Type of Grant	#No of M1 Grant Applications			Jobs		Value of M1 Grants				
	Annual Target	Total # No Approved Jan - October 2019	Variance	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals - Jan - October 2019	Annual Grant Value Target	Total Non Repayable (Grant) Approved Jan - October 2019	Total Repayable Portion Approved January - October 2019	Total Value M1 Grant Approved (Non Refundable Plus Refundable) January - October 2019	Variance
Feasibility Grant 0% Refundable	27	27	-	27	27	202,500	182,750.00	0	€182,750	€19,750
Priming 0% Refundable	27	18	9	40	42	405,000	410,000.00	€0	€410,000	-€5,000
Business Expansion Grant 30% Refundable	18	11	7	36	23	450,000	€175,000	€75,000	€250,000	€200,000
TOTAL	72	56	16	103	92	1,057,500	767,750	75,000.00	842,750.00	214,750

Summary of Micro Enterprise project approved by M1 Grants by LEO Dublin City : January to October 2019

First name	Second name	Company	Approval Date	Grant type	Amount Approved	Location	No of Jobs	Category
Annette	Tierney	Annette Tierney ta Theatre At Work	04/09/2019	Business Expansion	10,000	Dublin 4	1	Education
Stephen	Nolan	Anpeil Ltd	27/02/2019	Feasibility	8,000	Dublin 1	1	Digital
Ger	Clancy	ArtFx Ltd	18/04/2019	Priming	10,000	Dublin 4	1	Digital
Ayelet	Lalor	Ayelet Lalor ta Lalor & Co	04/09/2019	Feasibility	4,000	Dublin 6	1	Clothing
Roy	Watchorn	Baker Street Production Ltd	24/10/2019	Priming	25,000	Dublin 12	3	Food
Michael	Berry	Berry Electronics Ltd	24/10/2019	Feasibility	4,500	Dublin 13	1	Digital
Maire	McGuckey	Best Fed Ltd	17/07/2019	Feasibility	10,000	Dublin 5	1	Digital
Grainne	Kelly	BFLM Ltd ta OpOplan	04/09/2019	Priming Grant	20,000	Dublin 8	2	Digital
Alena	Rodova	Blooming Walls Ltd	17/07/2019	Business Expansion	10,000	Dublin 5	1	Manufacturing
Lizzy	Hay	Change Donation	17/07/2019	Priming Grant	10,000	Dublin 1	1	Digital
Roger	Smith	CME Industrial Specialist Ltd	27/02/2019	Priming	40,000	Dublin 11	4	Manufacturing
Ian/Tom	Keohoe/Lyons	Currency Media Ltd ta The Currency	17/07/2019	Feasibility	15,000	Dublin 2	1	Digital
Fionan	Murphy	Customer Conductor Ltd	27/02/2019	Feasibility	6,000	Dublin 4	1	Digital
Aidan	Murphy	Boundary Blade Ltd	30/05/2019	Feasibility	5,000	Dublin 12	1	Manufacturing
Duane	Byrne	Debmarr Services Ltd ta Business in China	17/07/2019	Priming	20,000	Dublin 8	2	Digital
Sarah Byne & GregoryMutton	Byrne/Mutton	Decent Reusables Ltd	04/09/2019	Feasibility	5,000	Dublin 2	1	Digital
Brendan	Hughes	Digital Commerce Institute	18/04/2019	Feasibility	6,000	Dublin 4	1	Digital
Dr. Denys	Gibsons	Dr. Deny Gibbons	17/07/2019	Feasibility	7,000	Dublin 6W	1	Medical
Laura	McCarthy	Drinks Botancial	04/09/2019	Feasibility	2,500	Dublin 6	1	Food

Summary of Micro Enterprise project approved by M1 Grants by LEO Dublin City : January to October 2019 (Contd)

First name	Second name	Company	Approval Date	Grant type	Amount Approved	Location	No of Jobs	Category
Pat	Kenny	eConcept Web Solutions Ltd	04/09/2019	Business Expansion	20,000	Dublin 1	2	Digital
David	Hanna	EVSE Systems Ltd	27/02/2019	Priming	30,000	Dublin 2	3	Digital
Cormac	O Beirne	Flamenco II Holdings Ltd ta RYPT	17/07/2019	Feasibility	9,000	Dublin 8.	1	Digital
Michael	Swift	Frankman Grooming Company Ltd ta Frankman	17/07/2019	Feasibility	9,000	Dublin 6W	1	Beauty
Gina	Oglesby	Georgina Oglesby ta Back to Work Connect	24/10/2019	Feasibility	3,750	Dublin 12	1	Digital
Laura	Cavanagh	Glitterbug	30/05/2019	Feasibility	3,000	Dublin 6	1	Digital
Diarmuid	McSweeney	Gym Plus Coffee Ltd	17/07/2019	Business Expansion	20,000	Dublin 6W	2	Clothing
Anita Donoghue, Istvan Kucsera, Kevin Connolly	Donoghue	Hair Café Salon Ltd ta Salon Nutri	04/09/2019	Feasibility	5,000	Dublin 8.	1	Beauty
Charmine	Kenny	Hatched Ltd	30/05/2019	Business Expansion	30,000	Dublin 2	3	Digital
Aine	Ni Flionn	InHouse Training	17/07/2019	Feasibility	7,000	Dublin 6	1	Digital
Philip Ryan, Michelle Ruan	Ryan	Interpret Studio Ltd	04/09/2019	Feasibility	3,000	Dublin 6	1	Digital
John	Doyle	JD Insurances Ltd	04/09/2019	Feasibility	4,000	Dublin 7.	1	Insurance
John	Kyne	John Kyne ta Bazsar	24/10/2019	Priming	20,000	Dublin 12	2	Digital

Summary of Micro Enterprise project approved by M1 Grants by LEO Dublin City : January to October 2019 (Contd)

First name	Second name	Company	Approval Date	Grant type	Amount Approved	Location	No of Jobs	Category
Katerina	Kazatza	Katerina's Pantry	18/04/2019	Priming Grant	10,000	Dublin 4	1	Food
Gina	London	Language of Leadership Ltd ta Gina London	04/09/2019	Priming Grant	20,000	Dublin 2	2	Digital
John	Gilmartin	Lex Software ta Klyant	18/04/2019	Business Expansion	20,000	Dublin 8.	2	Digital
John	Larkin	Luidin Connected Ltd	18/04/2019	Business Expansion	30,000	Dublin 2	3	Digital
Martin	Rochford	Medosync Ltd	30/05/2019	Feasibility	8,000	Dublin 1	1	Medical
James	Cluskey	Mingo Player	27/02/2019	Feasibility	8,000	Dublin 6W	1	Digital
Pamela	Laird	Moxi Loves Ltd	04/09/2019	Business Expansion	10,000	Dublin 6w	1	Beauty
Derek	Finnegan	NR Media Intelligence ta TrueHawk Media	24/10/2019	Business Expansion	25,000	Dublin 7	2	Digital
John	O Callaghan	OCMJ Tec Equip Ltd ta Airopol Systems Ltd	24/10/2019	Feasibility	5,000	Dublin 3	1	Manufacturing
Sinead	Walsh	Outcam	27/02/2019	Feasibility	8,000	Dublin 1	1	Digital
Hamish	Urquhart	PartyWizz	17/07/2019	Priming Grant	10,000	Dublin 6	1	Digital
Jennifer	O Brien	Planruption	17/07/2019	Feasibility	7,000	Dublin 4	1	Food
Johnny	Plower	Property Smart ub ta PropertySmartie	30/05/2019	Feasiblity	10,000	Dublin 2	1	Digital
Tony	Ryan	RAPIC Medical Ltd	17/07/2019	Feasibility	10,000	Dublin 6W	1	Medical
Christopher	Burke	Slua Ventures ta Spark Crowd Funding	17/07/2019	Priming Grant	20,000	Dublin 2	2	Digital

Summary of Micro Enterprise project approved by M1 Grants by LEO Dublin City : January to October 2019 (Contd)

First name	Second name	Company	Approval Date	Grant type	Amount Approved	Location	No of Jobs	Category
Michael	Kelly	Spacesored Ltd	18/04/2019	Feasibility	10,000	Dublin 2	1	Digital
Melissa	Sheridan	Strata Projects Solutins Ltd	04/09/2019	Business Expansion	45,000	Dublin 8	3	Construction
Ian	Kehoe	The Currency Media LTD	24/10/2019	Priming	47,500	Dublin 2	5	Digital
Martin	Duffy	The Prinks Company Ltd	27/02/2019	Priming	47,500	Dublin 11	5	Digital
Craig	Grattan	The Sweet Potato Pizza	04/09/2019	Priming	10,000	Dublin 15	1	Food
Barry	McNerney	Unify Ordering Ltd	24/10/2019	Priming	20,000	Dublin 4	2	Digital
Alan	Wolfe	Whiplash Beer Ltd	17/07/2019	Business Expansion	40,000	Dublin 10	4	Beverage
Jasper	O'Connor	White Mausu Ltd	17/07/2019	Priming	20,000	Dublin 6	2	Food
Mark/Sarah	Duckenfield/Banks	Wonder Weave Ltd ta Steamline Luggage Ltd	24/10/2019	Business Expansion	20,000	Dublin 2	2	Manufacturing
			TOTAL		€842,750		92	

2019 : Trading On Line Voucher (TOV) Approved January – October 2019

	Target 2019	Current Position 2019
No. of TOV Approvals	90	97
Value of Grants Approved		€224,560.91

2019 : Trading On Line Voucher (TOV) Approved January – October 2019

Company Name	Application approval date	Approved Amount	Category
The Scrub Squad	26/02/2019	€1,809.19	Cleaners
Dowmann	26/02/2019	€2,435.00	Professional Service
Flamenco IL Holdings TA Reach Your Peak Trainer	26/02/2019	€1,325.00	Professional Service
Robert Brennan TA The Laptop Shop	26/02/2019	€2,333.00	Retail_Trade
Green Coup	26/02/2019	€1,390.00	Food
TLC Technologies Limited	26/02/2019	€2,500.00	Digital
Finsearch Recruitment	26/02/2019	€2,500.00	Professional services
Adventure Trails	26/02/2019	€2,500.00	Sport_&_leisure
Boost Beauty Solutions	26/02/2019	€2,500.00	Retail
Slua Ventures Ltd. t/a Spark CrowdFunding	26/02/2019	€2,500.00	Professional Services
Citywide Financial	26/02/2019	€2,500.00	Professional Services
Ard Education	26/02/2019	€2,500.00	Professional Services
Kaswoosh Limited / t/a Online Partners	26/02/2019	€2,500.00	Professional Services
Duggan Jewellers	26/02/2019	€1,433.00	Retail_trade
Crothers Security	26/02/2019	€2,500.00	Security Services
Proud Paints	26/02/2019	€2,500.00	Retail_trade
Symmetry Solutions	26/02/2019	€2,500.00	Professional Services
Tecknic Performance Leaders	26/02/2019	€2,500.00	Professional Services
Orla Langan	26/02/2019	€2,265.15	Craft
Resonate Consultants	26/02/2019	€2,500.00	Professional Services
MLC Edu Ltd	26/02/2019	€2,500.00	Tourism*
The Collective	26/02/2019	€2,444.00	Retail_trade
Customer Conductor	26/02/2019	€2,100.00	Professional Services
Love &	26/02/2019	€2,489.07	Professional Services
Pharmacy Express	26/02/2019	€2,497.50	Retail_trade

2019 : Trading On Line Voucher (TOV) Approved January – October 2019 (Contd)

Company Name	Application approval date	Approved Amount	Category
Imelda Healy Artist	26/02/2019	€750.00	Craft
O'Dubhda Development DAC	31/05/2019	€2,500.00	Tourism*
Blooming Walls Ltd	31/05/2019	€2,500.00	Retail
Kirby Mawhinney Properties Ltd	31/05/2019	€2,500.00	Professional Services
Stability	10/05/2019	€1,900.00	Professional Services
Fosite Health & Safety Consultancy	10/05/2019	€1,000.00	Pofessional Services
Cal Intelligent Sports Ltd/CourseMagnet	10/05/2019	€2,500.00	Education
Menspire Dublin Ltd	31/05/2019	€2,500.00	Retail
The Crate	31/05/2019	€2,500.00	Retail
Peachy Lean	10/05/2019	€2,500.00	Food
UTM_Builder	31/05/2019	€2,500.00	Professional Services
Slamona Clothing Ltd	10/05/2019	€2,500.00	Retail_trade
Ken Trimmings Ltd	10/05/2019	€2,500.00	Retail Trade
Tales for Tadpoles	10/05/2019	€2,500.00	Retail_trade
Mindfulness Working	10/05/2019	€2,000.00	Health
Bellwether Financial Planning Ltd	10/05/2019	€2,500.00	Professional Services
My Second Spring	10/06/2019	€2,300.00	Health
Drury Street Forge T/A (silver Works)	31/05/2019	€2,000.00	Craft
World Design	10/05/2019	€2,500.00	Retail_trade
All Clear Drains	10/05/2019	€2,400.00	Traded Services
Gigable	10/05/2019	€2,500.00	Professional Services
Neil Conway Jewellers	21/06/2019	€2,500.00	Retail_trade
GPR Tours Ltd	21/06/2019	€2,500.00	Tourism*
Hair Café Salon	10/05/2019	€2,000.00	Retail
Eastro	21/06/2019	€2,500.00	Food

2019 : Trading On Line Voucher (TOV) Approved January – October 2019 (Contd)

Company Name	Application approval date	Approved Amount	Category
Human Centred Movement	21/06/2019	€2,500.00	Health
Pharma24	21/06/2019	€2,500.00	Retail_trade
Due South Clothing	21/06/2019	€2,500.00	Retail_trade
Youngdale Ltd T/A Doyle Interior Systems	21/06/2019	€2,500.00	Construction
Perrika Appliance Services Ltd T/A The Shower Doctors	21/06/2019	€2,500.00	Retail_trade
Value Flooring and Furniture	21/06/2019	€2,500.00	Retail_trade
RPC Websites Limited T/A Roody Originals	21/06/2019	€2,500.00	Wholesale_trade
Lightscape Visuals Limited	21/06/2019	€2,500.00	Professional Services
Eclipse Pictures	21/06/2019	€2,500.00	Professional Services
Smarter Home Store Ltd.	21/06/2019	€2,475.00	Retail_trade
Dunville Pharmacy	21/06/2019	€1,900.00	Retail_trade
Creature Creations	21/06/2019	€600.00	Craft
JEWELHONEY LTD	21/06/2019	€2,500.00	Craft
Carmen Garcia Designs	21/06/2019	€875.00	Professional Services
Crossfit Setanta	21/06/2019	€2,500.00	Health
T.B.Duffy & Company Ltd	16/08/2019	€2,500.00	Retail_trade
The Doorway Gallery	16/08/2019	€2,500.00	Retail_trade
Jando Design	16/08/2019	€2,500.00	Retail_trade
Swim Cubs	16/08/2019	€2,425.00	Health
Nobo	16/08/2019	€2,500.00	Food
The Green Door Florist	16/08/2019	€2,500.00	Retail_trade
We Love Print	16/08/2019	€2,500.00	Craft
RAPIC Medical	16/08/2019	€2,500.00	Professional Services
Aqueduct Financial Planning	16/08/2019	€2,500.00	Professional Services
Hi-Line Markings	16/08/2019	€2,500.00	Traded Services

2019 : Trading On Line Voucher (TOV) Approved January – October 2019 (Contd)

Company Name	Application approval date	Approved Amount	Category
Sea Air International	26/08/2019	€1,100.00	Transport_&_storage
My Pilates Partner	26/08/2019	€2,500.00	Health
Interpret Studio Ltd	26/08/2019	€2,500.00	Health
Martins Off Licence Ltd	09/09/2019	€2,500.00	Retail_trade
Escapada Health	09/09/2019	€2,500.00	Health
Altra	09/09/2019	€2,500.00	IT
Fresh Cuts Clothing	09/09/2019	€2,500.00	Retail_trade
All Cover Roofing	09/09/2019	€1,890.00	Construction
Brand New Creative Ltd	10/04/2019	€2,500.00	Marketing
Arden Energy	10/04/2019	€2,500.00	Energy
Celtic Whispers Ltd.	24/07/2019	€2,500.00	IT
Helena Walsh Voice & Acting Studio	24/07/2019	€2,500.00	Education
Crumlin Road Pharmacy	25/10/2019	€2,500.00	Retail_Trade
McIntyre Property Consultants	25/10/2019	€2,500.00	Professional Services
KC Dresses	25/10/2019	€2,500.00	Retail Trade
Different Gravy Foods T/A Porter & Nash	25/10/2019	€2,500.00	Food
Ealu Retail Limited	25/10/2019	€2,500.00	Retail
Blush Beauty Room	25/10/2019	€2,500.00	Beauty
Jackdaw Studio	25/10/2019	€1,425.00	Retail_Trade
Loulerie	25/10/2019	€2,500.00	Retail_Trade
Savvi Recruitment	25/10/2019	€2,500.00	Professional Services
Moxi Loves	25/10/2019	€2,500.00	Retail_Trade

Total Number of Approvals: 97

€224,560.91

2019: TAME : Technical Assistance for Micro Exporters Approved January – October 2019

	2019 Target	Position – January – October 2019
No. of TAME Approvals	40	38
Value of Grants Approved	€95,000	€81,655

2019 : TAME : Technical Assistance for Micro Exporters Approved January – October 2019

Company Name	Application approval date	Approved Amount	Category
Elixir Foods	31/01/2019	€1,500.00	Food
Meltdown	31/01/2019	€1,500.00	Food
Estivus	01/02/2019	€2,500.00	Software/IT
Cation Consulting	01/02/2019	€2,500.00	Software/IT
Moxi Loves	01/02/2019	€2,500.00	Manufacturing Other
Patient M Power	01/02/2019	€2,500.00	Medical Devices/Software IT
Blooming Walls	01/02/2019	€2,500.00	environment / Green Technologies
Mutiny	01/02/2019	€2,000.00	Digital Media/Wireless Communications
Blaze WFP	31/02/2019	€1,500.00	Food
Green on Red Gallery	01/03/2019	€2,500.00	Craft
HIE	01/03/2019	€1,500.00	Business Services
Medical Audits	01/03/2019	€2,500.00	Software/IT, Business Services
Kaltik	01/03/2019	€972.00	Design and manufacture of clothing and fashion
Exclusive Ireland Tours	01/03/2019	€1,600.00	International Consumer Services
And TATE	18/04/2019	€2,500.00	Clothing/Fashion
Peachy Lean	18/04/2019	€2,100.00	Clothing/Fashion
Cloud Picker Coffee	18/04/2019	€2,500.00	Food Manufacturing & Processing
Business in China	18/04/2019	€2,500.00	Software/IT, Business Services
iKydz	20/05/2019	€2,500.00	Software/IT
Moyee Coffee	20/05/2019	€2,500.00	Food Manufacturing/Processing
Katerina's Pantry	20/05/2019	€2,000.00	Food Manufacturing/Processing
Noisy Neighbour Music	20/05/2019	€2,500.00	International Consumer Services
Continuous Software	20/05/2019	€2,500.00	Software/IT
DragonFlick	28/06/2019	€2,500.00	Software/IT
Ben & Anvil	28/06/2019	€1,025.00	Digital Media/Wireless Communications

2019 : TAME : Technical Assistance for Micro Exporters Approved January – October 2019

Company Name	Application Approval date	Approved Amount	Category
Sandia Dublin	28/06/2019	€1,000.00	Craft
Adastra	08/07/2019	€2,500.00	Craft
Dublin City Gin Company	10/07/2019	€1,295.00	Food Manufacturing & Processing
Mutiny	25/07/2019	€1,533.00	Digital Media/Wireless Communications
Digital Construction Technologies Group	25/07/2019	€2,400.00	Engineering, Software/IT
Sam360	25/07/2019	€2,500.00	Business Services, Software/IT
Exclusive Ireland Tours	28/08/2019	€2,276.00	International Consumer Services
Airopol Systems	28/08/2019	€2,500.00	Manufacturing Other
Frankman	28/08/2019	€2,454.00	Manufacturing Other
Fifty Three Six Media	28/08/2019	€2,500.00	Business Services, Software/IT
Distillery Films	08/10/2019	€2,500.00	Business Services, Digital Media
This is Knit	08/10/2019	€2,500.00	Craft
Flag Taxis	11/10/2019	€2,500.00	Business Services, Software/IT
No of Application Approved : 40		€81,655.00	



Getting the Messages

Dementia Inclusive Shopping

Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

THE ALZHEIMER
SOCIETY *of* IRELAND

dementia
under stand together

SuperValu
Real Food, Real People



Pilot Project – Report

(Report Completed: October 2019)



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EXECUTIVE SUMMARY

Getting the Messages was a pilot project designed to support those living with dementia and their carers by making it easier for them to shop and do business in their local communities. It was created following stakeholder consultation which highlighted the role that local businesses could play in supporting those impacted by dementia. The project was supported by Dublin City Council (DCC), The Alzheimer Society of Ireland (ASI), Dementia: Understand Together and SuperValu.

The pilot project commenced with a launch event in Supervalu Raheny on the 26th September 2018 and continued on Wednesday afternoons from September 2018 until June 2019. Supervalu staff were trained and during each Wednesday afternoon, additional supports were provided and displays were used to create a more inclusive and dementia friendly environment for local shoppers affected by dementia and their carers.

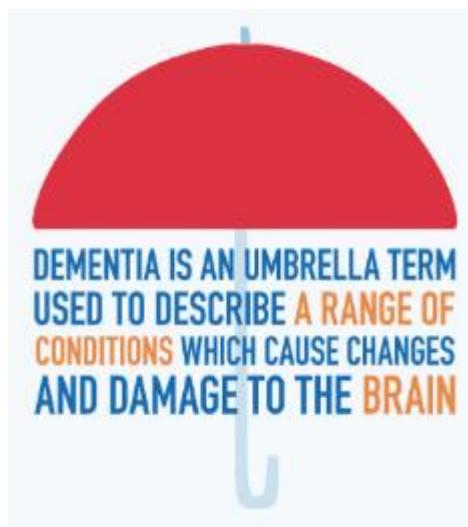
This report provides an overview and insights regarding the project as well as recommendations for initiating this project or similar projects.

CONTACT DETAILS

This report was completed by the Economic Development Office – Dublin City Council. For queries or further information regarding this report or the initiative, please contact:

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(Ph): 01 222 5611 (Web): www.dublincity.ie (E): economicdevelopment@dublincity.ie

CONTEXT



Dementia is the name used for a range of progressive conditions that cause damage to the brain which can affect: memory; thinking, language and the ability to perform everyday tasks.

In Ireland, it is estimated that there are currently 55,000 people living with dementia. This figure is forecast to double over the next 20 years to 113,000 as each year over 4,000 people develop dementia.

The majority of people with dementia (63%) live at home in their community and are supported by over 180,000 current or previous carers who support a family member or partner with dementia.

Dementia is a social as well as a health issue that requires a community response^{1 2}.

(Source: The Alzheimer Society of Ireland)

PROJECT OVERVIEW

In her work as a local Councillor engaging with local communities and individuals, Cllr. Deirdre Heney (Previous Chair of the Economic Development and Enterprise – Strategic Policy Committee, Dublin City Council) became increasingly aware of carers and people living with dementia and how day-to-day tasks such as shopping and doing business often presented challenges.

Cllr. Heney met with Economic Development Office (EDO) staff to discuss how local businesses could better serve those affected by dementia and their carers and how they could be assisted to do so by Dublin City Council (DCC). A stakeholder and design workshop was then hosted in November 2017 by the EDO and facilitated by the Institute of Designers in Ireland³ to consider the challenges and opportunities regarding dementia and how local businesses could be involved.



¹ Dementia Facts & Figures <https://alzheimer.ie/creating-change/awareness-raising/dementia-in-the-media/>

² Prevalence & Projections of Dementia in Ireland, 2011 – 2046 https://www.genio.ie/system/files/publications/Dementia_Prevalence_2011_2046.pdf

³ Institute of Designers in Ireland <http://www.idi-design.ie/>

Stakeholder representatives and participants at the workshop included: carers, local businesses, interest groups, community organisations, designers, planners, councillors, DCC staff and representatives from The Alzheimer Society of Ireland. Numerous insights and ideas were highlighted at the workshop which are captured in the: IDI Report: Caring for Dementia Workshop. Some of the high level insights / quotes from the workshop include:

'Caring for a loved one with dementia can be a full time job with little support from the outside world. It can be lonely and frustrating, a world that few of us can fathom unless we experience it. Everyday activities like shopping, dressing, and eating can take far longer. Carers need moments of relief and respite.'

'Fear of falls, malnutrition, confusion and more risks to those with dementia are a constant weight on the shoulders of carers. Reassurance that their loved one is safe is vital, it relieves anxiety but requires huge trust in the person or object they are relying on to monitor their loved one. "Our hairdresser is great, she knows mam and her condition and can ring if anything goes wrong". This mixture of understanding and compassion from a business makes one of many monthly activities all the easier.'

'Awareness around Dementia is a huge tool in improving the lives of carers and their loved one. The more people know, the more they can empathise and support. Awareness is knowing that a dishevelled looking person at the till who seems confused, could be suffering from Dementia and need assistance, rather than they are "strange". Knowing more helps remove stigma and get people thinking about something that will be increasingly prevalent.'

'A town, village, or community can do a huge amount to help or hinder the quality of life for those with Dementia, and their carers. Everything from signage, lighting, acoustics, staff attitude, training and awareness, colours, user interfaces, font size, and many factors can help.'

How might we encourage towns and businesses to become agents of positive change, through technological or community based action?' How might we use technology, communities, towns and businesses to increase the public's awareness and empathy towards dementia?' How might we use technology, local businesses, communities to provide carers with the reassurance that their loved one is safe when at home, or out and about, affording each of them increased freedom and quality of life?'

After the workshop a stakeholder working group was established with representatives from: DCC; ASI; Dementia Carers; Local Business. A series of meetings took place during Qtr. 1, 2018 at which shortlisted action areas and ideas from the workshop were discussed and investigated. The 3 main shortlisted action areas were:

1. Retail Experience	2. Technology	3. Café Initiative
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It was ultimately agreed to focus on retail experience in a pilot scheme and to support local businesses to become more inclusive and better equipped to serve those with dementia and their carers. The scheme thus involved developing supports for local businesses such as:

- Staff training (Led by The Alzheimer Society of Ireland, HSE & Dementia: Understand Together)
- Awareness & resources (Led by The Alzheimer Society of Ireland & Dublin City Council)
- Marketing material (Led by Dublin City Council)



Getting the Messages Dementia Inclusive Shopping

Graphic Designer Una Healy⁴ was commissioned by DCC to create a name, logo and other marketing materials for the initiative. The initiative was called 'Getting the Messages' (GTM) in reference to the expression used to do some shopping. The logo is comprised of two hands joined together to form a shopping basket. The fingers are interwoven reminiscent of the weave of an old shopping basket with one hand portrayed as that of a person with dementia and the other as the hand of the wider community. The hands are joined together to create a unified, assisted and enjoyable shopping experience. The logo colours are high contrast and based on the colours of the Forget-me-not flower using strong saturation.

In recognition of the innovative GTM design work, Una Healy was awarded the IDI Universal Design Award 2018⁵.

⁴ Una Healy Design <https://www.unahealydesign.com/>

⁵ IDI Universal Design Awards 2018 Winner <http://universaldesign.ie/Awards/IDI-Design-Awards/>

GETTING THE MESSAGES - LAUNCH EVENT



Raheny was selected as a pilot village and SuperValu Raheny was invited as a local business to participate and pilot a dementia inclusive retail initiative. The initiative was launched during Alzheimer Awareness Month, an international campaign to raise awareness and challenge the stigma surrounding dementia. A special launch event was hosted at SuperValu Raheny on the 26th September 2019. At the event: The Forget Me Nots Choir⁶ (an inclusive community choir for older people, family, friends and those affected by dementia) performed and Cllr. Heney spoke about the Getting the Messages initiative before officially launching it with representatives from SuperValu Raheny. Local community stakeholders and individuals attended along with representatives from The Alzheimer Society of Ireland and Dublin City Council.

The launch event was reported on in local newspapers including The Northside People; The Irish Catholic and was featured as a press release on the DCC and the Alzheimer Society of Ireland websites. The event also attracted significant attention on social media with accounts from SuperValu; DCC; The Alzheimer Society of Ireland and local stakeholders posting about the launch event. (Examples can be seen below in Appendix 2).



⁶ The Forget Me Nots Choir <http://forgetmenots.ie/>



Getting the Messages
Dementia Inclusive Shopping

Come along and shop in our safe and supported environment

Starting Wednesday 26th September 2pm - 4.30pm
Raheny SuperValu Store



This initiative is brought to you by



SuperValu
Real Food, Real People



Need help?

Ask a member of our staff.
They will be wearing this badge.

They can advise on:

-  Finding Products
-  Seating Locations
-  Toilet Facilities
-  First Aid

This initiative is brought to you by



SuperValu
Real Food, Real People

As part of the pilot initiative at SuperValu, the following supports & activities were implemented / conducted:

- Marketing. Banners and posters such as those above were placed around the SuperValu to create and build awareness. Staff were also given 'Getting the Messages' badges and T-shirts to wear during the initiative.
- Training. Eight core staff and management were trained by a representative from ASI/HSE at one of two sessions. Training involved a 2 hour session on supporting someone with dementia and was presented in a train-the-trainer format equipping those trained to be project champions and train other staff.
- Resources. Staff were given dementia resources highlighting tips on how to interact with a person who has dementia. These resources and posters were displayed and made available in the staff room.
- Facilities. Various facilities such as additional seating, first aid, toilet and customer service were enhanced or made available during the allotted times each week.
- Signage. Additional signage was placed in the SuperValu to guide shoppers regarding the facilities and assistance needed. Examples of the signs can be seen below.



According to the Store Manager John Gaffney: although the pilot project formally ended in June 2019, SuperValu are continuing to provide the service associated with the programme. He stated that it was not clear if the initiative brought about a rise in profits, however he emphasised that being involved was very positive regarding staff, customers and local community engagement. Regarding the initiative, he stated that it presented:

'A great opportunity to provide assistance and give back to the community'

CONCLUSION

The pilot project represents a collaborative community and economic development focused initiative. Although it has ended, SuperValu Raheny are continuing to provide the services associated with the initiative. From the perspective of key stakeholders; the project aligned with their remit & brought about the following key benefits:

- SuperValu Raheny: As part of their commitment to provide unrivalled customer service and serve the local community, the initiative provided an opportunity to engage with and assist local people affected by Dementia as well as providing a Dementia inclusive shopping experience.
Key benefits: Public relations / promotion opportunities; staff training / upskilling; staff motivation; corporate social responsibility profiling and local community engagement.
- Dublin City Council: As part of DCC's role to support local economic and community development and social inclusion at policy and operation levels, the project demonstrates an example and case study of local collaboration and tangible support provided by the Economic Development Office.
Key benefits: Contribution to and achievement of local economic and community development; stakeholder engagement; public relations / promotion opportunities.
- The Alzheimer Society of Ireland: As part of the ASI role to support local communities & provide dementia services & supports, the project represents an example of local dementia training and awareness raising.
Key benefits: Contribution to and achievement of local economic and community development; awareness raising; opportunity for training provision; stakeholder engagement; promotion opportunities.
- Dementia Understand Together: As part of the campaigns role to raise awareness and public support, the project provided a tangible way to increase local awareness and provide staff training.
Key benefits: Campaign & general dementia awareness raising; promotion opportunities; training provision
- Local Dementia Carers: From feedback and consultations after the launch, carer representatives were delighted to see an example of local awareness raising and support for those living with dementia.
Key benefits: Local support; increased awareness.

RECOMMENDATIONS

As part of evaluating the project, an end of pilot project consultation was hosted in Supervalu Raheny with key stakeholders to obtain further feedback, ideas and recommendations to develop the initiative or similar initiatives in future. Ideas and recommendations are provided below:

- Training. Dementia awareness training could take place as part of general induction / staff training when a new member of staff commences their role. Staff training can be provided via group meetings at a business location or online. Specific information about staff training for: transport, retail and financial service staff is available at: <https://www.understandtogether.ie/training-resources/dementia-training-and-education/training-for-business-and-service-providers/>
- Awareness. As part of further enhancing local dementia awareness, an initiative could be developed where local businesses or a business network implements a regular dementia inclusive afternoon / day in their village or area to highlight businesses that are dementia inclusive and dementia awareness trained.

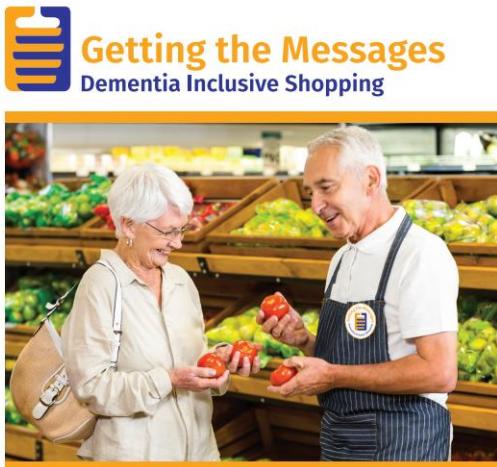
The Getting the Messages – design work, resources and materials can be used by local businesses or networks for events and initiatives and are available from the Economic Development Office, DCC.

Dementia awareness campaign material and resources are also available at: www.Understandtogether.ie

- Operations: Installing dementia awareness campaign signs at trolley bays and / or checkouts could act as effective reminders that the business is dementia inclusive and aware all the time, not just during a specific afternoon or session. Signs, cards etc. could also be used to encourage customers to inform businesses if they or a loved one is living with dementia so businesses can be aware and more supportive.

FURTHER INFORMATION

For local businesses, community groups and others interested in implementing the Getting the Messages initiative or similar initiatives, the below links and information provide various resources:



Getting the Messages
Dementia Inclusive Shopping

A smiling elderly couple stands in a supermarket aisle. The man, wearing a white t-shirt and blue apron with the 'Getting the Messages' logo, holds two red tomatoes and shows them to the woman. She is holding a brown paper bag and looking at the tomatoes. Shelves filled with various fruits and vegetables are visible in the background.

Getting the Messages is an initiative which supports those living with or affected by Dementia by making it easier for them to shop and do business in their local communities. It involves providing additional supports and encouraging staff awareness so that participating businesses can better assist people with Dementia and their carers to shop locally.

This initiative is brought to you by

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

THE ALZHEIMER SOCIETY OF IRELAND

As well as the resources created specifically for SuperValu, generic GTM resources were created and are available from the Economic Development Office DCC for use by local businesses or networks. Signage, leaflets, resources and other design work are available. Contact the office via:

Economic Development Office, Dublin City Council,
3 Palace Street, Dublin 2, D02 T277
(Ph): 01 222 5611 (Web): www.dublincity.ie
(E): economicdevelopment@dublincity.ie



Dementia: www.UnderstandTogether.ie is a public support, awareness and stigma reduction campaign, led by the HSE in partnership with the ASI, Genio and a coalition of 40+ business, academic, health and voluntary & community sector partners. The campaign aims to raise dementia awareness to inspire people to take actions to create dementia inclusive communities and provides extensive resources, information and training for businesses & community groups.

For information on the campaign or organising a local initiative, contact Fiona Foley (E): Fiona.Foley1@hse.ie



The 6 Tips you can use when interacting with a person with Dementia



1.

Speak Clearly



Use short simple sentences allowing the person time to understand and respond.

2.

Body Language



Smile warmly, make eye contact, use a friendly tone and respect their personal space.

3.

Listen Carefully



Listen carefully to what the person is saying, giving plenty of reassurance that you understand what it is they need.

4.

Limit Choices



While choice is good, for a person with dementia, too much choice can be confusing. Keep choices to a minimum and if necessary describe the options available to them.

5.

Handling Money



For a person with dementia counting money, recognising and knowing the value of money may be difficult. Give them extra time to complete the transaction and always provide a receipt.

6.

The Environment



A noisy environment in stores can cause a person with dementia unnecessary confusion. If you notice someone looking lost or distressed, offer to give them assistance.

Dementia-friendly shopping project is launched in Raheny

A PILOT project designed to support those living with dementia and their carers by making it easier for them to shop and do business in their local community has been launched in Raheny.

The 'Getting the Messages' initiative involves staff training and additional supports such as signage, appropriate displays and seating to create a dementia-inclusive environment.



Pictured at the launch of 'Getting the Messages' at SuperValu Raheny were Cllr Deirdre Heney and store manager David Brennan.

Launching the scheme in SuperValu Raheny last week, Cllr Deirdre Heney (FF) said: "Through my work engaging with my local community, I became very aware of carers of loved ones living with dementia and how day-to-day tasks such as shopping and doing business present serious challenges.

We then held a workshop to learn more about these challenges and explore how local businesses could create dementia-inclusive experiences and environments."

SuperValu Raheny was the business chosen for the pilot project. Every Wednesday, they will have supports and appropriate facilities available to enable shoppers living with dementia and their carers to have a positive and inclusive experience.

Tina Leonard, Head of Advocacy and Public Affairs at the Alzheimer Society of Ireland, commented: "We are delighted to support Dublin City Council and SuperValu Raheny with this initiative. Creating awareness and improving inclusion are vital to overcome the daily challenges facing those living with dementia and their carers in local communities.

"The project involves local businesses implementing simple yet effective practices which



Pictured at the launch are Forget Me Not Choir members Mary and Loretto O'Leary, Audrey Carney and Cllr Deirdre Heney. PHOTOS: FENNELL PHOTOGRAPHY

benefit both those living with dementia and local businesses in that they can better serve this important

segment of consumers."

The project is sponsored by Dublin City Council in collaboration with

the Alzheimer Society of Ireland.

The Alzheimer Society of Ireland helpline is open six days a week, Monday to Friday, 10am-5pm and Saturday, 10am-4pm, on 1800 341 341.



Caroline Cullen from @SuperValuRaheny puts the dementia inclusive sticker on the door. Spot those posters in store too. @DeirdreHeney @DubCityCouncil @unahealydesign Thanks and good luck!



Getting the messages - Dementia Inclusive Shopping is now officially launched @SuperValuIRL Raheny by @DeirdreHeney Fantastic to have Forget Me Not choir here today @SuperValuRaheny providing beautiful singing. #Dementia #Alzheimers #AlzheimersAwarenessMonth



Thank you @SuperValuRaheny for being the first shop in Dublin to host a dementia-inclusive shopping event! Well done @DeirdreHeney and @DubCityCouncil @SuperValuIRL @FMNchoir @alzheimersocirl @RahenyBusiness @letstalkdement1 @EngagingDemIrl @unahealydesign



Sunshine and community spirit as @DeirdreHeney launches Dementia Inclusive Shopping @SuperValuRaheny today #UnderstandTogether



SPC meetings for 2020;

Tuesday 11th February -3.30-5.30pm
Tuesday 14th April -3.30-5.30pm
Tuesday 14th July-3.30-5.30pm
Tuesday 10th November -3.30-5.30pm

