



Economic Development & Enterprise

Thursday 26th April 2018 at 3.30pm
Council Chamber - City Hall

Agenda Item 5: Management Report

Dates for your diary April – June 2018

Date	Event	Area	Sector
24th April	Dublin Food Chain – Financing Your Food Business	Dublin Region	Food Entrepreneurship
24th April	Hiventures – International Start Up Delegation from Hungary	National	Entrepreneurship
28 th April	Digital Citizenship Summit Dublin	Dublin region	Human development & well being
2 nd May	Dublin Economic Monitor 13 th Edition	Dublin Region (South Dublin)	Public Policy & Data
2nd May	National Student Enterprise Awards	National	Entrepreneurship
24th May	National Enterprise Awards	National	Fintech - Entrepreneurship
26 th May	Coolest Projects	National Region	Youth coding and Entrepreneurship
31 st May	FutureScope	Dublin Region	Technology, Innovation and collaboration
11th – 13th June	Money Conf 2018 - World's largest Fintec Event	International	Entrepreneurship

Economic Development & Enterprise SPC: Management Update:

1. Dublin.ie

Promotional Campaign

One of the main objectives of the Dublin.ie website is to inspire those living and working in Dublin to make the most of their Dublin experience. To this end, we have updated our brand, featuring new designs with the tagline “Make it Yours” and “Is Leatsa Í”.

An extensive advert campaign designed to promote the Dublin brand to a wider audience is underway. The campaign will be displayed across the city on the following advert mediums and will run during the April to May period. Irish language signs are part of the campaign:

- 50 Lamp Post banners
- 20 MetroPanels locations
- 16 MetroPanels locations
- Large Banner – Front Civic Offices
- Large Banner – Front Palace Street
- Various Bus Shelters (to be confirmed)



Articles

Dublin.ie continues to publish newly commissioned articles under the categories of living, working and learning. The aim of these articles is to highlight the people, places and things that make Dublin special. Over the last number of months we published articles on various issues including the cultural centre for children, “The Ark”, the “Leopardstown Farmer’s Market” and “Life on campus for the international student”.

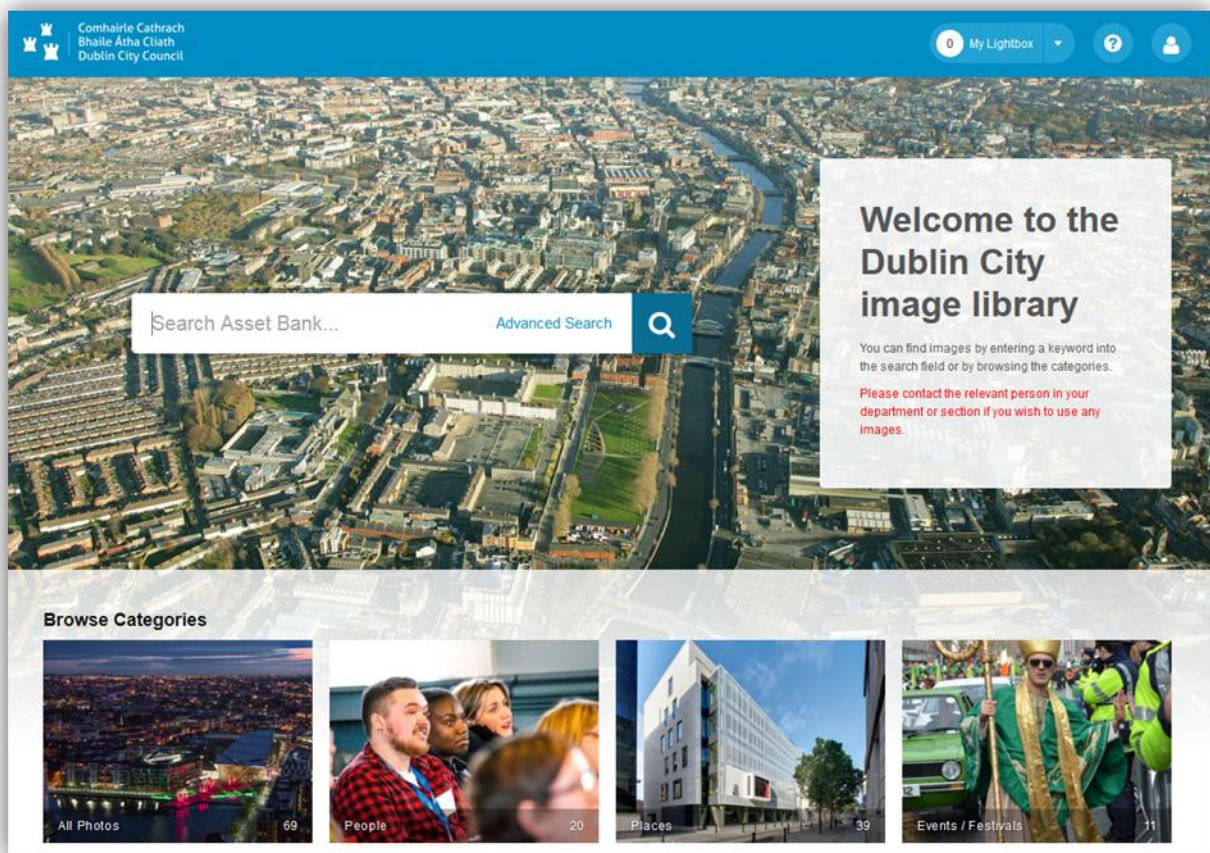
Over the coming weeks, we will feature articles on the various exciting events held in parks across the city, the Top 10 artworks to see in Dublin and a feature on an initiative between Dublin City Council and UPS to cut down on congestion in the city.

Newsletter:

The audience for the Dublin.ie newsletter has passed 1300 subscribers and continues to enjoy engagement rates above the industry norms for the sector. Issues are sent on a fortnightly basis featuring upcoming events & festivals and links to our latest articles. You can view previous issues and sign up at: <https://dublin.ie/newsletter>

Digital Asset Management (DAM)

The team continue to upload and catalogue new images to the Digital Asset Management software. The next step is to contact other sections and to identify high quality images that we can include in the asset bank.



New Structure/Content

Following on from recommendations in our recently completed Digital Strategy Review, we are currently adding new material to the various sections, menus and written content of Dublin.ie. The new content will be written to attract overseas students, investors, skilled talent, while still being of value to a local audience. Commencing with our Learning section, we have looked at best practice in content writing in this country and internationally. We are currently drafting content on various study/education issues, e.g 10 Best reasons to Study in Dublin, Student success stories, where you can study in Dublin, Student accommodation, etc. This content will be verified by the relevant education authorities before being published on Dublin.ie

What's On listings:

Dublin.ie continues to work with the Council's Events Unit to ensure all large festivals and events delivered and supported by Dublin City Council are included and promoted on Dublin.ie. These include promoting current and upcoming events such as Musictown, Pets in the City, Dublin Dance Festival, Dublin Kite Festival, etc.

DUBLIN CITY COUNCIL EVENTS

Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Proudly Supporting Events in the City

UPCOMING EVENTS

- MusicTown**
Various Locations
Fri 13th April - Sun 22nd April
MusicTown will be back with a bang this April, with a ten-day musical celebration taking place from April 13th - 22nd, brought to you by Dublin City Council and Aiken Promotions. Setting out to explore and celebrate the diverse constellation of music cultures that exist in Dublin City, MusicTown aims to unify the city, making its music relatable and accessible, instilling a sense of pride in...
[MORE DETAILS >](#)
- BEO Bliain na Gaeilge**
Parnell Square
Sat 14th April
Beidh BEO - Gaelach agus Bródúil ar siúl i mBaile Átha Cliath ar an Satharn 14 Aibreán...
[MORE DETAILS >](#)
- Streets of Dublin 5K**
Dublin Docklands
Sun 20th May
Athletics Ireland in partnership with Dublin City Council will host the SPAR Streets of Dublin 5K on Sunday 20th May 2018 @ 9am. This 5K route will take participants through the Streets of Dublin starting outside the CHQ Building and finishing on City Quay. The SPAR Streets of Dublin 5k is part of the brand new Athletics Ireland Race Series 2018.
[MORE DETAILS >](#)
- Dublin Dance Festival 2018**
Various Locations
Wed 2nd May - Sun 20th May

Dublin.ie Promoting Sustainability

As part of promotional campaigns and associated activities going forward, Dublin.ie is aiming to promote and embed sustainability. Dublin.ie has begun promoting the Conscious Cup Campaign through competitions in the Firstpost staff newsletter and will further promote the campaign through integrated promotional competitions that highlight the campaign. Furthermore going forward, Dublin.ie promotional mugs will be made from sustainable bamboo material instead of plastic and branded drawstring bags will be made from sustainable materials.

2. International Relations:

March: Visit to Belfast City Council

On 28th March, Ardmheara Michael MacDonncha, city officials, the CEO and Head of Operations from Dublin Chamber of Commerce travelled to Belfast to meet with the Belfast Lord Mayor Cllr. Nuala McAllister, their CEO, city officials and the Head of Business Services Northern Ireland Chamber of Commerce. The Chair and Deputy Chair of their Economic Committee were also present. A working lunch was held to explore practical ways for both cities to co-operate going forward and to maintain momentum and develop short term joint activities between the two cities.

During the visit, a **Joint Statement** was signed by both Lord Mayor's agreeing to closer co-operation between the two cities and along the economic corridor between them, which is now more important than ever in the context of Brexit. A follow up planning meeting will take place in the near future between the two cities, to identify project areas to collaborate on under our Memorandum of Understanding.

Ardmheara was also invited to visit **SHIP** (Shared History Interpretive Project) in Belfast and met with the voluntary group who carry out community based projects with an all-island focus. The work they focus on shares with others, the social, industrial and trade union activities carried out over the last 150. It is proposed to explore the possibility of working towards a shared exhibition between Belfast & Dublin, in collaboration with the Dublin Docker's Preservation Society and other interested parties.



May: Delegation from Beijing

A delegation from Beijing Municipal Bureau of Culture will visit Dublin 9 - 11 May. A meeting with the Ardmheara, Chief Executive, Assistant Chief Executives and city officials will take place on 11 May to discuss city management and the protection of historical sites and cultural relics. The delegation will hold a concert **“Night of Beijing”** on the evening of May 10 in Dublin City Hall, which will showcase the unique Chinese culture.

153rd Annual Walk to the Stone in Montreal

Ardmheara Michael MacDonncha has been invited to walk in the 153rd Annual Walk to the Stone in Montreal on Sunday 27th May. This walk is organised by the Ancient Order of Hibernians and the Irish Community to the Black Rock which is a Memorial to where 6,000 Irish people were buried following an outbreak of typhus after their journey to Canada from Ireland and the Great Hunger of 1847.

June: Delegation from Dublin, Ohio

Dublin, Ohio Mayor Greg Peterson, City Manager Dana McDaniel and Chief Information Officer Doug McCollough and officials will visit Dublin 6 – 10 June to meet with the Ardmheara Michael MacDonncha and city officials to discuss future exchanges that would be mutually beneficial for our two Dublins’. Meetings will be arranged with the LEO and Smart Cities with site visits included.

Visit to Dublin by the Mayor of Nicosia

The Mayor of Nicosia, Constantinos Yiorkadjis, will visit Dublin (date tbc) to meet with the Ardmheara Michael MacDonncha and city officials. Topics for discussion to include Start-Ups and Youth and Social Entrepreneurship.

3. Local Enterprise Office Dublin City:

Trading Online Voucher, Hugh Lane Gallery, 6th March 2018:

58 people attended the Trading Online Voucher information session. This very popular voucher provides financial assistance of up to €2,500 to qualifying small businesses, to develop their e-commerce strategies and sites, by creating or enhancing their online presence.

Local Enterprise Week – Monday 5th March to Saturday 10th March 2018:

Local Enterprise Week took place from Monday 5th March. The Enterprise Week programme, was packed with events from early morning to late evening, and culminating in a Saturday Start Your Own Business Bootcamp on 11th March. The range of events was broadened this year to include workshops on ethical entrepreneurship, social enterprise and building a craft business from concept to commercialisation. While very niche these events were well received and attended. The Local Enterprise Week is nationally co-ordinated and is one of the commitments made in the Action Plan for Jobs. Over 15,000 people attend the 400 events hosted nationally by each of the LEO offices.

Schools Enterprise Awards:

Local Enterprise Office Dublin city “Student Enterprise Awards” will be held in Croke Park, on the 8th March 2018. The Student Enterprise Programme attracts over 2,000 teenage entrepreneurs from secondary schools in Dublin City. <http://www.sealeodublin.com/>

Ireland’s Best Young Entrepreneur (IBYE) Awards 2018:

IBYE is an enterprise initiative run by the 31 LEO’s and funded by the Department of Jobs, Enterprise and Innovation and Enterprise Ireland with a fund of €2M available to winners at local, regional and national level along with supports to develop business planning, strategy and pitching skills. The Dublin Regional finals will be held on 24th January, when the three finalists will be selected to go forward to the national finals, which will be held in Google Foundry on Sunday 5th March 2018. A prize fund of €100,000 will be shared among the national finalists.



Promotion and Communication of LEO Dublin City Services

LEO E-newsletters:

The LEO e-zine promoting events and providing information on supports offered by the LEO office, is circulated to approximately 9,000 people by e-mail each month. E-zines were issued in February, March and April with an additional 12 bespoke newsletters, designed and developed to promote specific networks/events/grants/ and management development training. The e-zine is a valuable communication and promotional tool for the range of events and supports available to micro enterprises and businesses across the city.

Mentoring:

In 2018, a new 3 hour mentoring programme has been added to the choice of the 1 hour and 6 hours mentoring programmes currently offered. A mentoring programme that assists businesses to identify and address risks and opportunities relating to Brexit has also been developed and is available. Results from Q1 as follows:

2018			
Mentoring	Target	YTD	2017
1 Hour	200	50	54
3 Hour		28	new product
6 Hour	300	81	90
Brexit		0	new product
Clinics	50	12	No change
Participants	500	179	12

LEO Training:

A wide range of Training Courses can be booked through the LEO website. There has been a strong response to the variety of courses provided to date. The courses are structured to assist individuals who want to set up a business, and build skills and knowledge that is critical for start up and scaling enterprises.

Training 2018

In addition to the Start Your Own Business training programme, a schedule of training is underway. Details of courses undertaken in Q1:

TRAINING 2018 – COMPLETED

Jan				
Date	Course title	Attended	Places	%
09/01/2018	Business Advice Clinic	14	18	77.80%
09/01/2018	Start Your Own Business	17	18	94.40%
17/01/2018	Fit for Success: Managing your time while achieving work life balance	2	20	10.00%
17/01/2018	Social Media Strategy	14	20	70.00%
17/01/2018	Business Advice Clinic	18	18	100.00%
26/01/2018	Trading Online Voucher Information Session	90	100	90.00%
26/01/2018	Business Advice Clinic	16	18	88.90%
	Participants	171	212	
	Courses	7		

Feb				
Date	Course title	Attended	Places	%
03/02/2018	Start Your Own Business	16	17	94.12%
06/02/2018	Business Advice Clinic	18	18	100%
07/02/2018	Create a free website with wordpress	5	20	25%
07/02/2018	Presenting your business – the elevator pitch	6	20	30%
13/02/2018	Start Your Own Business	18	18	100%
14/02/2018	Business Advice Clinic	11	18	61.11%
22/02/2018	Online Marketing & Social Media Courses	12	20	60%
23/02/2018	Business Advice Clinic	15	18	83.33%
24/02/2018	Idea Generation & Lean Start Up	9	20	45%
28/02/2018	Business Advice Clinic	13	18	72.22%
	Participants	123	187	
	Courses	10		

March				
Date	Course title	Attended	Places	%
05/03/2018	Age Friendly Business	27	50	54.00%
06/03/2018	Ethical Entrepreneurship	33	70	47.14%
06/03/2018	Trading Online Voucher	58	90	64.44%
06/03/2018	Business Advice Clinic	17	18	94.44%
06/03/2018	One Million Insights: Local Enterprise Week	92	100	92.00%
07/03/2018	Accessing Finance to Sustain & Grow Your Business	39	40	97.50%
07/03/2018	Book Keeping for Small Business	12	20	60.00%
07/03/2018	Search Engine Optimisation (SEO) & Web Analytics	19	20	95.00%
08/03/2018	Financial Planning	18	18	100.00%
08/03/2018	SWOT my social media account	18	18	100.00%
08/03/2018	Social Media Strategy & Community Networking	17	24	70.83%
08/03/2018	Social Enterprise	85	85	100.00%
09/03/2018	Crafting a Business: from concept to commercialisation	86	86	100.00%
10/03/2018	Start Your Own Business Boot Camp	115	120	95.83%
14/03/2018	Business Advice Clinic	16	18	88.89%
20/03/2018	Selling for Profit	1	20	5.00%
20/03/2018	Start Your Own Business	13	16	81.25%
21/03/2018	Smartphone Video & Photography for the web	20	20	100.00%
21/03/2018	Negotiating for Win Win	2	20	10.00%
23/03/2018	Business Advice Clinic	16	18	88.89%
28/03/2018	Business Advice Clinic	15	18	83.33%
31/03/2018	Start Your Own Business Music Course	17	18	94.44%
	Participants	736	907	
	Courses	22		

Details of courses scheduled for Q2

Course	Date
How to brief your Web Designer and manage your website	11-Apr
Facebook & Twitter	16-May
Budgeting & Costing - Pricing is key for the success of your business	16-May
Taxation issues & requirements for SME's & self employed	23-May
Finance for business - 1 day workshop	06-Jun
Instagram & Snapchat	13-Jun

Courses have been adapted and new courses added to reflect client's feedback via a training survey conducted in 2017. Smart phone video and photography for the web, and how to use instagram & snapchat to promote your business are examples of some of the new course content provided. The mentoring and training programmes are subsidised to provide them at affordable rates to those who are starting and scaling a business. Recruitment for the Start Your Own Business May course is currently underway. It commences 1st May in Buswells Hotel.

Start Your Own Business Music Programme:

A Start Your Own Music Business Programme has been piloted with First Music Contact and coordinated by Optimum Training. It commenced 12th February, with 5 modules run over 10 nights. Modules included Business Planning, Law, Digital Marketing, Finance and Live Performance, with experienced panellists from the music industry. This exciting addition to the programme of training came out of a successful collaboration between the Economic and Enterprise office and First Music Contact who held the Hard Working Class Hero's Festival in 2017. This programme specifically targeted artists and music industry professionals, as part of our commitment in supporting those working in the creative industries. 49 people expressed interest in attendance. This was shortlisted to 19 participants. The course received a rating of 94% by participants.



Kick Start Your Food Business – 13th & 27th April 2018

This two day course provides participants with the fundamentals of running their own food business. It also provides the route to the more intensive and very popular Food Academy Programme that offers producers an opportunity to pitch their product to Supervalu. 15 participants have started full capacity. LEO Dublin City are leading on this regional programme.

Prior course took place on 12th & 26th January 2018: 15 attendees, full capacity. Both workshops were recorded for training and quality purposes.

Start Up Ballymun, 26th April 2018

Aimed at owners of early stage and established businesses this event offers a unique flavour of practical advice and shared experience, featuring mentoring, a business owner's panel and advice from enterprise partners, including the Local Enterprise Office Dublin City, Enterprise Ireland and the North Dublin Chamber of Commerce. Local Enterprise Office Dublin City will man an information stand.

Women in Business Network, 9th April 2018

This network is an initiative of Local Enterprise Office to encourage and support women who are starting business or are already up and running and to provide easy access to a supportive network, expert speakers, etc., to maximise their success and growth potential. On 9th April Aoife Mollen of AMA Results presented to participants on how to improve motivation and results as a business owner.

Employment Survey results 2017:

2017 No of LEO Clients	2017 All net jobs(FT+PT)	2017 FT	2017 PT	2017 TOTAL (FT+PT)	2017 FT gains	2017 FT loss	2017 PT gains	2017 PT loss
397	248	1484	463	1947	348	-131	97	-66

National Enterprise Awards 2018:

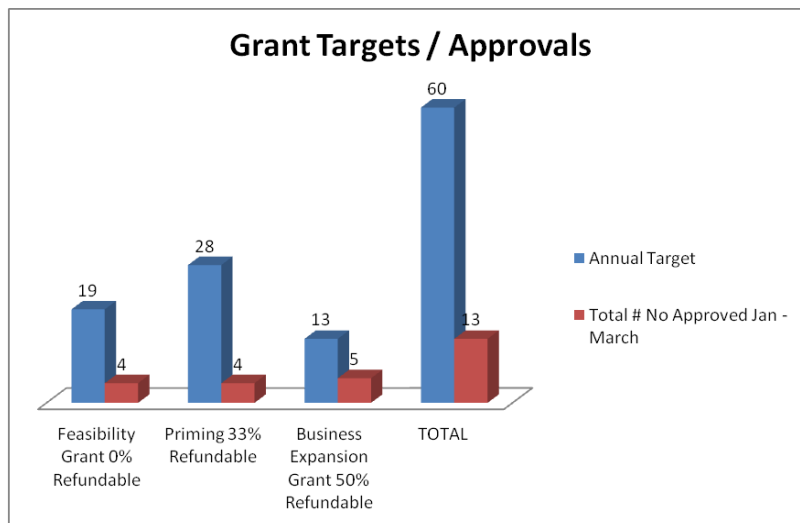
Usheru, a tech company from Dublin has won the Dublin City Enterprise Award 2018. Usheru powers direct ticketing and marketing data insights for film distributors. The company connects a film website to the existing point of sale systems of cinemas and allows a consumer to book tickets really simply. It connects film marketing to the box office and is creating a 'direct-to-consumer future' for film distributors. Usheru employs four people at its Dublin 7 base, with plans to employ seven more staff within the next 12 months.

The top prize of €5,000 was presented to Catherine Downes, Founder, Operational & Marketing lead of Usheru and they will now go forward to represent Local Enterprise Office Dublin City at the National Enterprise Awards, which celebrates its 20th anniversary on May 24th.

Measure 1 Financial Assistance:

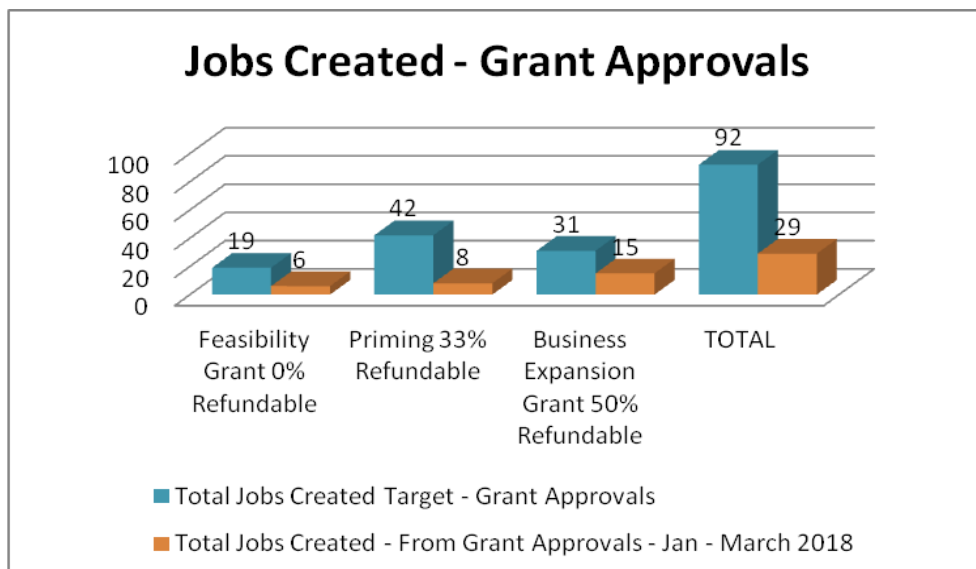
M! Grants approves metrics: January – March Q1 2018

Type of Grant	#No of M1 Grant Applications		
	Annual Target	Total # No Approved Jan - March	Variance
Feasibility Grant 0% Refundable	19	4	15
Priming 33% Refundable	28	4	24
Business Expansion Grant 50% Refundable	13	5	8
TOTAL	60	13	47



Job creation through measure 1 (M1) Grants Approved January – March Q1 2018

Type of Grant	Jobs			
	Total Jobs Created Target - Grant Approvals	Total Jobs Created - From Grant Approvals - Jan - March 2018	Total Existing Jobs Full Time Jan - March 2018	Total Projected Jobs Yr 3
Feasibility Grant 0% Refundable	19	6	1	6
Priming 33% Refundable	42	8	4	19
Business Expansion Grant 50% Refundable	31	15	13	38
TOTAL	92	29	18	63
Target for Jobs	92			271
Variance	63			208



4. Economic Development:

Dublin Economic Monitor: Launch 1st February 2018.

The twelfth edition of the Dublin Economic Monitor was launched on 1st February 2018, in Dogpatch Labs, CHQ building, Dublin Docklands. This edition featured updates on all the key metrics along with new data sets on tourism and retail spend in Dublin sourced and produced in partnership with MasterCard. The launch event, managed by staff from the Economic Development Office, working with Jamie Cudden and the three other Dublin Local Authorities, will produce and promote the latest economic data. A panel discussion focussing on tourism and retail has been arranged as part of the launch event.



The Dockland Business Directory:

Following the success of the Dublin Docklands in the National Enterprising Town awards, where the area received 2 major awards and €8k in prize funds, it has been agreed between project stakeholders to commission a business directory to promote business & enterprise in the area. The Docklands business forum have prepared a tender documents to be circulated to suitable business in order to deliver this project,

Meet the buyer Event:

On March 14 a team from LEO & EDO supported Enterprise Ireland in delivering a Meet the buyer event in the round room of the Mansion House. The event was designed to assist small business and sub contractors by allowing them to meet with and explore potential business opportunities with the main contractors involved in the Social Housing PPP bundle 1. The event was opened by DCC Chief executive Owen Keegan and more than 300 small and medium enterprises were present. Officials from Cork County Council were also present as the bundle 2 project will be led by them.



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

The process of consultation and feedback continued during Q1 of 2017 regarding the LECP. Significant progress has been made both in terms of working with stakeholders to deliver the 2018 Action Plan but also in collating the 2017 Action Plan review.

The Advisory steering group has met on 2 occasions during 2018 and it has been agreed that the next iteration of the Action Plan will cover the remaining period, 2019-2021 and that the number of actions will be reduced substantially. This will allow the remaining period of the Plan to be more targeted and impactful.

It is intended to hold a public briefing session in November of this year in order to publish the 2017 Review, the 2018 Action Plan and also to brief stakeholders on the proposed 2019-2021 plan. A draft of the 2018 LECP action Plan will be circulated to the SPC & LCDC members in the coming weeks for review and comment.

Dublin Action Plan for Jobs

The Regional Action Plans for Jobs have reached the end of their current period with each delivering on a wide range of actions supporting job creation in each of the eight regions. A job creation target of 66,000 was set for the Dublin region to be reached by 2020. 48,200 jobs were created from Q1 2015 to Q2 2017 reaching 73% of the target to date. Minister Heather Humphreys has written to all of the Chairs of the Regional Implementation Committee, indicating her desire to refresh and refocus the existing Plans for the final two year period 2018 to 2020.

The Minister held a meeting on Monday 16th April inviting representatives of each of the regional committees. At this meeting the Minister outlined that while significant work has been done to support job creation in each region, her wish is to see a more strategic approach adopted, with fewer, more focused actions for the final two years of the plan, aimed at:

- Elevating and responding to key regional (vertical) sectoral opportunities and challenges;
- Addressing significant regional vulnerabilities; and/or
- Seeking to address particular (horizontal) barriers to entrepreneurship/enterprise growth.

The Minister also announced that the second call for applications is open under the Regional Enterprise Development Fund. Going forward €30M in funding will be made available each year to support projects under this fund.

Caroline Keeling, Chair of the Dublin Regional Committees held a meeting on Wednesday 18th April to commence work to refresh and refocus actions from the Dublin region to take the process through to 2020. The Minister fully intends to have the refreshed plans ready for launch by the end of Q3 this year. Mary Mac Sweeney is representing Dublin City at these meetings.

FutureScope 2018:

Dublin City Council will be a strategic partner in the 2018 Edition of the Dublin Business Innovation Centre (Dublin BIC) event FutureScope. The Economic Development Office will lead and coordinate the involvement of the EDO, LEO, SmartDublin and Dublin.ie with the objective of promoting the innovative, collaborative and enterprising aspects of Dublin City Council. All of these sections of Dublin City Council will be well represented at the event and teams will participate in Panel Discussions, demonstrations and information stands.