



This document sets out the table of work intended to be undertaken on behalf of the Economic Development & Enterprise Strategic Policy Committee of Dublin City Council during the course of 2019. The work is broadly divided into 4 categories of Policy, Projects, Events & Research and each of the work identified under these categories will be aligned with the 4 “Pillars of Economic Development” which have already been established. Alignment of work flow with the Economic Pillars ensures an even distribution of resources across our functional areas.



Economic Development & Enterprise SPC programme of work 2019	
Policy	Projects
Local Economic & Community Plan 2019-2021	Dublin Economic Monitor – future design
Regional Spatial & Economic Strategy	MODOS – Sustainability for Business
Dublin Regional Enterprise Action Plan 2019-2021	Start-up Dublin
Events	Research
MODOS – Launch Event	Social Entrepreneurship
Start-up Week Dublin 2019	Talent Attraction & Retention
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 overseeing, implementing, managing or reporting on. This work forms the bulk of the statutory and regulator obligations for which EDO had responsibility. In general terms the content of the Policy section has an effect on the entire Economic Development landscape and for this reason they are not assigned to the pillars of economic development and rather the outputs developed as a public policy responses during implementation are instead assigned under the pillars. While a number of deadlines will exist for reporting and updating documents they generally will run through this programme of work. Where deadlines do exist these will be captured and incorporated into our workflow for 2019

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

The LECP has been in existence since 2016 and is currently in the 4<sup>th</sup> year of developing an annual “Action Plan”. To date Action Plans have been developed for 2016, 2017 & 2018 with an outcomes report having been prepared for 2016 & 2017. Given the severe pressures on Local Government in terms of resources and available staffing to discharge this work, it is highly likely that a more streamlined version of the annual action plan will be developed to see out the remainder of the LECP. This evolving response to the challenges faced by the LECP and its process is likely to include a multiyear plan to bring us out to 2021, developed in conjunction with the relevant key stakeholders in order to develop more impactful and meaningful action whose benefits assist a wider group of people. Following stakeholder engagement, this plan will be developed during the course of 2019 in conjunction with the Community Development team with a view to publishing it in Q2/Q3 2019.

### 2. Dublin Regional Enterprise Action Plan 2019-2021

During the course of 2018 it was decided to shift the focus of the Regional Action Plan for Jobs (RAPJ) most likely as a result of the economy approaching full employment. The new iteration would instead focus on a Regional Enterprise development strategy following a review of the 2015 National Enterprise Strategy – Enterprise 2025 Renewed with the objective of having 2.3m people employed nationally by 2020 and an unemployment rate of no more than 5.5%. The new Regional Enterprise Action Plan to 2020 Dublin, will incorporate a range of activities currently being undertaken by Local Government, LEO’s, EI, IDA and other key stakeholders and report on their development over the period to 2020. The EDO will play a key role in delivering on this strategy for DCC.

### 3. Regional Spatial & Economic Strategy

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 emerging National Planning Framework (NPF) and will also set the framework for local economic development and spatial planning in each of the 12 local authorities in the region. The process for making the new Regional Spatial and Economic Strategy has now begun with the publication of the Issues Paper to inform the initial consultation period which will end on January 23<sup>rd</sup> 2019. The completion of the RSES is likely to have a significant impact on both the development of the next iteration of the LECP.

## Projects

Projects is the term used to describe a large portion of the development work of EDO and usually involve work undertaken to deliver responses on either research or policy which require a significant amount of prototyping, development and evolution to be done before they can be delivered. Projects will be divided according to the pillars of economic development.

### 4. MODOS – Sustainability for Business

#### Innovation & Transformation

MODOS is a circular Economy and sustainability training programme for micro and small enterprise. Developed by the EDO in conjunction with the EMWRO the programme will launch to the first cohort of c15 business in April 2019 and run for 6 consecutive half day workshops until June 2019. A soft launch will take place in January 2019 with a main Launch event taking place in late February. Key stakeholders such as IBEC, SFA and Dublin Chamber will be critical in raising awareness of this programme. To the best of our knowledge this is the first programme of its kind and fits in well with the UN Sustainable Development goals and national climate change action responses.

### 5. Start-up Dublin

#### Promotion & Investment

Start-up Dublin is the working title for the next iteration of the Dublin Commissioner for Start-ups project. It is intended that this office will act as an eco-system development agent for the Dublin start-up community and deliver a range of functions which complement the operational goals of the Local Enterprise Office. The primary purpose of this office will be Promotion of Dublin as a city to start a business (domestically and internationally) signposting of all Start-up and enterprise support, Hosting networking and briefing events, representation Dublin City on an international stage at event. Final plans for this office and the resources and currently being reviewed and a presentation will be made to the senior management team in late 2018/early 2019

### 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 and a key platform to monitor the progress of the Dublin economy is now approaching the publication of its 16<sup>th</sup> edition. However, it is becoming apparent that the publication is becoming tired in its format and not leveraging the potential of additional dynamic content which can be driven through digital channels. A new/updated tender will need to be completed in Q2 2019 and identify the core work to be developed and delivered by potential partners. The intentions is that the next iteration of the DEM will have live up to date data published as available through the website (may potentially sit on the Dublin.ie platform) and a managed social media presence while the physical publication will be used to commission op-ed pieces of analysis, commentary and insights to bring to life the key metrics for each edition. Each publication will also minimise the amount of uninteresting data and metrics in favour of those that tell the most interesting stories. The EDO will play a key role in developing out this publication.

## Events

**Events** represent one of our primary eco-system engagement and support mechanisms where we either deliver an in its entirety as a public policy response or we support a third party to deliver an event which has positive benefits. Where a 3<sup>rd</sup> part is involved an event sponsorship form will be completed by the promoted and reviewed by the senior management team for EDO. On completion of this review and identification of suitable resources for the event, the promoter will then be informed of the terms and conditions attached to the sponsorship. This will include the branding and logos to be used and the terms for the successful drawdown of funds. Up to 70% of funds approved may be drawdown in advance of the event with the balance being release following delivery of a post event report.

### 7. MODOS – Launch Event (EDO)

### Innovation & Transformation

As part of the delivery of the MODOS training programme we will need to deliver a visible and effective launch event in February 2019 in order to pitch the program to small and micro business. This event should attract about 100 interested business and be used as part of a wider initiative to promote the Circular economy in the Dublin region.

### 8. Local Enterprise Week 2019 (EDO/LEO)

### Human Development

LEW19 is one of the key events for our colleagues in LEO and as ever we will provide a range of support to assist as well as delivering a number of key event such as a Social Enterprise day and a Talent attraction event. This will be coordinated with the LEO team and we will identify additional areas where we can support the delivery of this week of events to support the start-up community.

### 9. FutureScope 2019 (EDO)

### Innovation & Transformation

Futurescope is one of our key calendar event highlights taking place in the Convention Centre Dublin in March of 2019 and attracting c1200 attended. The EDO will be coordinating the involvement of Dublin.ie, Smart Docklands, SmartDublin, EDO and the DEM. We are likely to incorporate the project Start-up Dublin also. Details are to be confirmed but it will include a thematic vision for promoting Dublin as a city of the future... now.

### 10. DEM – Launch Event (EDO)

### Promotion & Investment

The next launch event of the DEM will take place in Dublin City Hall on February 7<sup>th</sup>. The focus of the event will be on the future of retail and we hope the event will be held in partnership with Mastercard's City Possible project and add fresh insights into the retail landscape. We anticipate attracting between 150 – 200 attendees to the morning event and will engage an external PR company to assist in amplifying the message.

## 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.

### 11. Social Entrepreneurship

#### Human Development

The existing social entrepreneurship eco-system is somewhat confused with many participants and it is unclear if the resources being applied are having a positive net benefit. This piece of research seeks to analysis this policy space, identify the key sectoral groups and stakeholders and collect the existing policy responses at local and national level. This research will form the basis for a proposed DCC Social Enterprise Policy.

### 12. Talent Attraction & Retention

#### Human Development

Talent attraction & retention represent one of the key challenges facing Dublin. It is critical to the ongoing economic success of the city that we are able to attract and retain enough workers to satisfy the demands of the MNC investing in the city. It is proposed to commission a piece of research to deep-dive into this topic and try to identify key responses within the remit of local government which can assist with this issue.

### 13. DCC Research Framework

#### Innovation & Transformation

The DCC research framework is intended to offer a structured and managed system for delivering validated and structured research for the EDO team. The idea is that by collaborating, firstly with a third level institution our researchers would get the academic guidance necessary to ask the right question while assisting in guiding research as it develops and secondly, with a private sector institution in order to validate and verify the findings. This is based on the triple-helix model and offers a range of options to support collaboration and insights.

### 14. Your Dublin Your Voice

#### Human Development

Your Dublin Your Voice is a quarterly survey platform that allows DCC to engage with specialist panels of citizens across a range of topics. Since the re-activation of the platform EDO have commissioned 2 surveys, 1 around culture and a 2<sup>nd</sup> around Retail sentiment. The intention is to commission 1 further survey each quarter.