



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

**Strategic Policy Committee
Economic Development & Enterprise
Minutes of Meeting
12th April 2022 (3.30pm – 5.30pm)
Delivered Remotely via Zoom**

Members Present:

Cllr. Claire O'Connor (Chair), Dublin City Council
Cllr. Niall Ring, Dublin City Council
Cllr. Donna Cooney, Dublin City Council
Cllr. Mary Freehill, Dublin City Council
Cllr. Michael MacDonncha, Dublin City Council
Cllr. Cat O'Driscoll, Dublin City Council
Cllr. Tara Deacy, Dublin City Council
Cllr. Danny Byrne, Dublin City Council
Cllr. Terence Flanagan, Dublin City Council
Evanne Kilmurray, Inner City Enterprise (ICE), Sectoral Member (PPN Rep)
Natalie McGuinness, Dublin Chamber of Commerce; Sectoral Member (Business Rep)
Odran Reid, Northside Homecare Service; Sectoral Member (PPN Rep)

Officials Present:

Richard Shakespeare, Assistant Chief Executive
Anthony Flynn, Executive Manager
Greg Swift, Head of Enterprise & Economic Development
Mary MacSweeney, Deputy Head of Enterprise & Economic Development
Ross Curley, Senior Economic Development Officer
Jamie Cudden, Smart City Manager
Grainne Kelly, Interim Head of EPSO and International Relations

Apologies:

Aidan Sweeney, IBEC; Sectoral Member (Business Rep)

Absent:

Cllr. Rachael Batten, Dublin City Council

Guest:

Lord Mayor Councillor Alison Gilliland
Cllr. Deirdre Heney, Dublin City Council

External Presenter:

William Hynes & Daragh McGreal, KPMG
Caroline Power, Programme Manager, Fingal County Council
Judith O'Doherty, Eutopia Strategy & Mark O'Connell, OCO Global

1. Minutes

Minutes of the previous meeting, which took place on 24th January 2022, were agreed by Members.

2. Matters Arising

None.

3. Motion of Notice

- a. Odran Reid

Copy of motion and management response were provided in the Modgov pack.

Motion was heard, debated and DCC Management Response was heard. Motion was agreed. Copy of motion and management response to be included in Breviate for City Council Meeting. Decision whether to include motion in Breviate will be made by Chief Executives.

4. Dublin Belfast Economic Corridor – Update

William Hynes & Daragh McGreal, KPMG

Copy of presentation was provided in advance of the meeting in the ModGov pack

William Hynes & Daragh McGreal presented to Members. The Chair thanked the Presenters and opened the floor to questions and answers.

Cllr. MacDonncha proposed for this Item to be kept on the agenda of future SPC meetings. Cllr MacDonncha requested that this SPC draft a letter to the British Ambassador regarding this issue of EU citizens facing Irish Border Checks. It was agreed that a letter would be drafted and sent to the Chair for agreement.

Discussions arose around:

- length of the process and lack of perceived visible achievements.
- promoting of the Corridor culturally.
- lack of timelines.
- lack of visible achievements and length of time in gestation stage.
- lack of information on who is driving the DBEC.
- lack of involvement of public representatives and under utilisation.

Clarity was provided by Presenters on the structure/timelines. Proposed staff levels for DBEC Office set up of between 1 and 3 in interim, progressing to staffing of 9 by 2030. At present business cases are being developed around the needs of the DBEC. MOU has been signed and legal structures need to be set up. KPMG outlined progress to date and future targets. Mary MacSweeney advised that the DBEC Advisory Group met in Nov 21, the Chair and Deputy Chair were appointed and dates for future meetings are to be set. Cllr. Peter Byrne, Newry and Mourne was selected as Chair and Cllr. Seána O Rodaigh, Fingal County Council selected as Deputy Chair. Request was made by Members to seek a date of the next meeting of the DBEC Advisory Committee and advise members of same. Mary MacSweeney to follow up.

5. Dublin Regional Enterprise Plan 2024

Caroline Power, Programme Manager, Dublin Regional Enterprise Plan

Copy of presentation was provided in advance of the meeting in the ModGov pack

Caroline Power presented to Members. The Chair thanked the Presenter and opened the floor to questions and answers.

The Presenter gave clarity on the link and underpin of the Local Economic and Community Plan to the Regional Enterprise Plan. No further questions.

6. Dublin Place Brand Strategy Development

Judith O'Doherty, Eutopia Strategy & Mark O'Connell, OCO Global

Copy of presentation was provided in advance of the meeting in the ModGov pack

Judith O'Doherty & Mark O'Connell presented to Members. The Chair thanked the Presenters and opened the floor to questions and answers.

The Dublin.ie web page was commended and comments were made on how well presented it was. Suggestions were made that it could possibly be aimed more at citizens of Dublin. It is a tool to attract business and investment to the City and an asset to the City. Discussions arose around the reduction in footfall in the City Centre and the need to attract visitors to the City Centre through promotion of cultural activities and exhibitions through the Dublin.ie page. The growth of digital nomads and the need to find one core message which could be applied across a broader aspect in terms of brand strategy were discussed and commented on. In general the strategy development was welcomed by Members. It was noted by Members that there was however a possible downplaying of the negatives and challenges across the City and the issues facing Members in developing and formulating policy were discussed.

7. Dublin City Local Economic and Community Plan – Update

Mary MacSweeney, Senior Executive Officer/Deputy Head of Enterprise and Economic Development

Copy of progress report was provided in advance of the meeting in the Modgov pack

Mary MacSweeney presented to Members. The Chair thanked the Presenter.

No further questions.

8. **Published Reports for Circulation**

- Dublin City Branding & Placemaking Research Report
- Makerspace Provision in Dublin Research Report
- Enterprise Hubs Research Report

Copy of Reports were provided in advance of the meeting in the ModGov pack

Reports noted. Mary MacSweeney thanked Norman Thompson for producing the research reports.

9. **European Programme Support Office**

Anthony Flynn, Executive Manager, CRES

Copy of Progress Report was provided in advance of the meeting in the ModGov pack

Anthony Flynn presented to Members. The Chair thanked the Presenter.

No further questions.

10. **Economic Development & Enterprise Management Reports**

- a. Economic Development Office
- b. Local Enterprise Office
- c. Dublin.ie
- d. Smart Dublin and Smart Cities
- e. International Relations

Copy of Management Reports were provided in advance of the meeting in the ModGov pack.

Report Noted.

11. **A.O.B.**

Richard Shakespeare provided clarity regarding a query from Natalie McGuinness in relation to the forthcoming possible renewal of the Dublin City Centre Business Improvement Districts (BID) Scheme t/a Dublin Town and Dublin City Council's position in relation to this.

Next SPC Meeting: 6th September 2022 (3.30pm to 5.30pm)

Venue: Council Chamber/Zoom

Action items for Progression:

<i>Agenda Item</i>	<i>Action</i>	<i>Responsibility</i>
4	<u>Dublin Belfast Economic Corridor</u> Draft letter on behalf of EDE SPC to the British Ambassador regarding issue of EU Citizens facing Irish	Mary MacSweeney / Ross Curley

	border checks (issue was raised by Cllr. MacDonncha)	
4	Contact Newry Mourne Council to seek a date for the next meeting of the DBEC Advisory Group and advise SPC Members of date	Mary MacSweeney / Ross Curley
9	Update Cllr. Freehill on current status of appointment of Head of EPSO	Anthony Flynn