



Report to Economic Development and Enterprise SPC

31st January 2017

Item No. 2

Economic Development and Enterprise Strategic Policy Committee

MANAGEMENT UPDATE

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Economic Development

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

The process of consultation and feedback regarding the LECP's was carried out in quarter 4 2016 and led to the drafting of the 2017 Action Plan. The format of the consultation for the economic goals allowed for group discussion at three workshops, and individual consultations with senior managers of organisations identified as part of the economic community in the city. Members of the Economic Development and Enterprise SPC were also invited to forward actions for inclusion in the Action Plan. Nominees are in place from each Department in the City Council who liaise with Bernie Doherty and Mary Mac Sweeney. The updating of progress on Community and Economic aspects of the LECP for 2016 and the submission of actions for 2017 is now complete. The action plan for 2017 is in draft format. The Advisory Group will meet on the 10th February and review the draft document. The document will be designed and printed in March with a view to having the printed document and an on-line version available in early April.

The Eastern and Midlands Regional Assembly (EMRA) produced a review report on the LECP's following a workshop held in Oct 2016 attended by staff from the four Dublin local authorities. Malachy Bradley from the EMRA will present the findings of this review to the Economic Development and Enterprise SPC on January 31st 2017.

2. Dublin Economic Monitor

The eight edition of the Dublin Economic Monitor will be launched on 25th January 2017. This edition will feature an article on the Dublin Regional Enterprise Strategy, and will be promoted and distributed by Economic Development staff.

3. Pendulum Summit

The Economic Development unit manned a stand at the very successful Pendulum Summit held in the Convention Centre on the 11th and 12th of January 2017. An advert promoting the Dublin economy was included in the brochure with copies distributed to all attendees.

4. Dublin.ie

The award winning Dublin.ie website continues to build its profile and reach new audiences in promoting the benefits of living, working and learning in Dublin. The site also provides up to date information on a wide range of events taking place in the city and across the region.

The Dublin.ie branding has been published on promotional material for events supported by Economic Development. Three new articles are published each week on Monday, Wednesday and Friday. The Dublin.ie team continue to build collaborations with organisations such as Fáilte Ireland and Dublin Town to ensure that the best material on Dublin is captured, and that a joint promotion strategy is agreed for key city events such as New Year's Eve and St Patrick's Day.

5. Dublin Regional Action Plan

The second update report setting out progress on the 25 actions that Dublin City Council are responsible for delivering, under the Dublin Regional Action Plan for jobs, was submitted by this office to the regional co-ordinator. The Minister for Jobs, Enterprise and Innovation attended the first meeting of the evaluation committee established to oversee the implementation of the plan. Greg Swift is a member of the implementation committee. The Dublin Region First Progress report on action was produced in June 2016.

6. Dublin Regional Enterprise Strategy

The ***Dublin Regional Enterprise Strategy*** was commissioned by the four Dublin local authorities with the aim of providing a coherent and coordinated approach to promoting enterprise, employment and entrepreneurial activities in the Dublin Region for the period 2017-2019.

To inform the development of the enterprise strategy, a review of existing and emerging enterprise and employment policies was carried out. The review recognises the wide range of policies that presently exist and the associated flexibility therein, to ensure that the strategy remains responsive to changing economic conditions and technological advances.

Local authorities promote the economic development of their areas including enterprise development across numerous enterprise sectors, through facilitating and assisting indigenous industry, micro-enterprises and Small and Medium Enterprises (SMEs), enhancing innovation and research and development capacity, and in so doing put in place the necessary supports and infrastructure. The work is primarily facilitated through local economic development units and local enterprise offices (LEOs).

The three-year strategy will guide the enterprise growth and development of the region. While being mindful of the distinct characteristics of the local authority areas, there are clear benefits to a combined strategy at a regional level. A collaborative approach to the


development of enterprise policies across the region will lead to the enhanced sharing of best practices in support delivery and programmes, as well as having the potential to support Dublin with a unified voice.

Local Enterprise Office Dublin City


1. Ireland's Best Young Entrepreneur Awards 2017

This national initiative run through the Local Enterprise Offices to encourage and support a culture of entrepreneurship among young people in Ireland, will see the hosting of the Dublin regional finals on 25th January in the Westbury hotel. The regional finals will be hosted by the Lord Mayor and the Minister for Jobs Enterprise and Innovation. A prize fund of €50,000 will be paid out to the six winners in the Dublin City categories for Best Idea, Best Start Up and Best Established Business. The Dublin Regional finalists will go forward to the national finals to be held in Google Foundry on Sunday 5th March 2017, where a prize fund of €100,000 will be paid out to the national finalists. The Dublin City finalists are:

IBYE Best Idea Dublin City Finalist

	Full Name: Brian Henderson
	Company Name: Baon Diagnostics
	LEO: Dublin City
	Proposed company sector or industry: Health
	What does the company do/propose to do? Baon Diagnostics has developed a novel method of Molecular Diagnostics at the Point-of-Care, specifically bringing a platform for accurate diagnosis of viral and bacterial infections to GP clinics in Ireland.
	Website Address: www.baondiagnosics.com

IBYE Best Start Up Dublin City Finalist



Full Name: Samuel Dennigan

Company Name: Strong Roots


LEO: Dublin City

Proposed company sector or industry: Food

What does the company do/propose to do?
Strong Roots intends to revolutionise the frozen food category with their offering of good for you vegetable recipes, available in all major supermarkets and stores nationwide. Our 4 products Oven Baked Sweet Potato, Garlic Roasted Sweet Potato, Kale & Quinoa Burgers and Ripened Avocados are made to taste great, be easy to make, every day affordable and healthy to ensure that there is no compromise in choosing between indulgence and health.

Website Address: www.strongroots.ie

IBYE Best Established Business Dublin City Finalist



Full Name: Paul McDonald

Company Name: Sonitus System

LEO: Dublin City

Proposed company sector or industry: Security

What does the company do/propose to do?
Sonitus Systems build automated noise monitoring instrumentation which is supported by a cloud based platform allowing users remote access.

Website Address: www.sonitussystems.com

2. Design4Growth

Following the evaluation of the pilot Design4Growth project the 6 businesses that completed Stage 3 of the project, are in the process of commissioning work identified in their design briefs, and applying for the Design Voucher valued at €2,500. A workshop is planned for the 16th February 2017 to invite the participants to review the learning from the pilot and to discuss issues for a further roll out of the programme



3. LEAN Business Programme Dublin

An introductory session was held in December 2016 to outline the benefits to businesses of participating in the LEAN programme. Applications for the programme from the four Dublin LEO areas are currently being assessed. Participants who are selected will be invited to attend a site visit, at a company that has implemented LEAN principles, to commence the programme at the end of January 2017. The programme consist of three half days of workshops to introduce LEAN concepts, with mentoring support in undertaking a short in-company LEAN assignment. The programme has the potential to deliver cost savings and benefits to participants, which will be identified and finalised during the workshops.

4. Showcase 2017

An Enterprise Zone supported by the Local Enterprise Offices will see five Dublin city businesses promoting their produce at Showcase 2017 in the RDS which opens on the 22nd January. Dublin City Local Enterprise Office is supporting the following five businesses through subsidised stands at Showcase, each business is currently completing the craft and design business programme.

www.adellehickey.com.

“I am currently selling high end hand bound linen note books, prints and writing sets in ten retail outlets in Dublin with repeat orders. Having my collection of products present at *Showcase* is an essential opportunity to gain access to national and international buyers. This is a crucial step and time in my business to show new products and increase both sales and production to move the business forward”.

www.heybulldogdesign.com

“Having a stand at *Showcase* will be invaluable to us at the moment – whilst we’ve had great success selling our range of concrete homeware products at markets in Dublin, selling through retail is our next step in growth. The crossover of selling our new concrete range in shops as well as on stands at the markets will be a great tool for building trust and credibility in our already established brand”.

www.loinnirjewellery@gmail.com

“Showcase would offer me a considerable platform to expand my brand to a wider national market, having succeeded this year in getting my pieces stocked in two established stores in Dublin. It would provide an opportunity to promote my award winning jewellery pieces to important individuals in the fashion and jewellery industries, as well as gain crucial media attention for my product, with the intention to strengthen the brand name and attracting further distributors in Dublin as well as across Ireland and abroad.”

www.book-ears.com

“A place in Showcase 2017 will really assist me in developing my business. I have a book-mark produce that is ready to go. I am already in Dealz and Easons and I want to expand sales globally. Showcase 2017 will assist me with this.”

www.cairenfooy.com

I would hope Showcase will open my brand up to a much wider International base of buyers. I am launching my Brand “Cairenn Fooy” in Feb 2017 online and it will be sold in 7 stores from March 2017. Having buyers

from all over the world under one roof means I could potentially expand my footprint abroad and increase my volume of production.



Minister Bruton T.D. at Showcase 2016, RDS, Enterprise Hub (25th Jan 2016) with LEO Dublin City clients and Greg Swift, Head of Enterprise Dublin City.

5. Local Enterprise Week – Sunday 5th to Friday 10th March 2017

Enterprise week will kick off on Sunday 5th March with the national IBYE final, followed by a programme packed with events from early morning to late evening and culminating in a Saturday Start Your Own Business Bootcamp on 11th March. Over 300 people attended the week of events in 2016. 2017 will focus on sustainable business models, finance, networking, mentoring, enterprise space, social media and getting your business started.

6. Employment Survey 2016

The annual employment survey of companies funded by the Local Enterprise Office (formerly by the Enterprise Board) has been finalised. Confirmation is awaited regarding the number of new jobs that have been created by these companies who received financial assistance from Dublin City LEO/Enterprise Board. The final figure will be reported to Enterprise Ireland and will be used as the Economic Indicator submitted under the National Service Indicators for Local Government.

7. LEO e-zine

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. The e-zine is a valuable promotional tool for the range of events provided by to businesses in the city. A survey has been conducted with e-zine recipients and other LEO clients to establish how we could improve our digital communication. A Digital Marketing Strategy has been developed with recommendations based on survey findings and an implementation plan is being drawn up to ensure that we continue to improve the manner in which we communicate with our clients..

8. Training Programme 2016

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

9. IWish Conference

LEO Dublin City is supporting the IWish Conference taking place in **the RDS on February 13th & 14th February 2017**. IWish (Inspiring Women in STEM) is an initiative to inspire, encourage and motivate young secondary school female students to pursue careers in STEM.



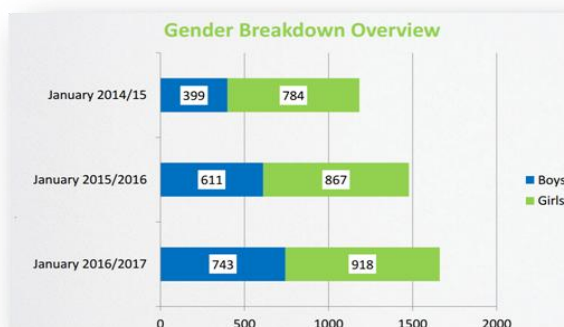
The conference combines talks and interaction with female role models with interactive exhibition spaces where companies engage with the students directly with experiments and demonstrations of what they actually do.

One element of the conference is the Enterprise Zone and LEO Dublin City in association with Enterprise Ireland are sponsoring this zone. Visitors can meet and interact with Entrepreneurs who are currently in the process of setting up a new business and learn from their experiences. In addition, entrants to the Build IT by girls competition will be asked to make a pitch on an idea for a new product or service to our Entrepreneurs at the IWish event.

10. Scholl Enterprise Awards

Local Enterprise Office, Dublin City Student Enterprise Awards which will be held in Croke Park, **on 8th March 2017**. This programme attracts over 2,000 teenage entrepreneurs from secondary schools in Dublin City.

<http://www.sealeodublin.com/>



Programme Registrations Overview

Programme Participation Breakdown by Gender

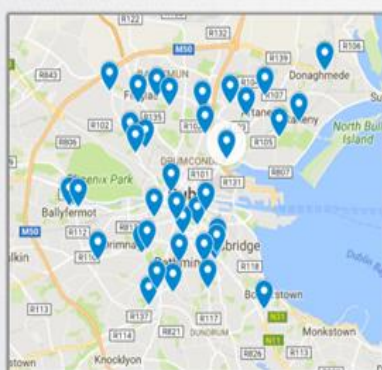
- There are currently 1661 (+12%) students participating in the programme. Of these:
 - 918 (+6%) are female
 - 743 (+22%) are male

Programme Participation Breakdown by Gender & Category

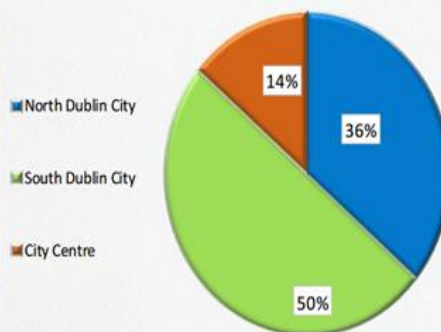
- There are **32** (+7%) **Senior** teams to date. Of these:
 - 733 male and 547 female students
- There are **4** (+100%) **Intermediate** teams to date. Of these:
 - 4 male and 151 female students
- There are **5** (+25%) **Junior** teams to date. Of these:
 - 226 female students

Programme Registrations Overview

Geographical Spread



Area % Breakdown



International Relations

San Jose, March 2017

Preparations are being made for the Dublin Civic Delegation to San Jose from 25th to 30th March 2017. The Lord Mayor and Chair of the Economic SPC have met with the Executive of the International Relations Office, Social inclusion, Arts, Community, Parks and Economic Development Departments to discuss themes and approaches to the visit in order to gain maximum benefit and learning. Dublin Chamber are also involved.

Nice, February 2017

The Lord Mayor has accepted an invitation to the launch of the Nice Carnival on 11th February. Discussions are taking place with the French Ambassador regarding an economic visit to Nice later in the year to visit their Eco-Vallée, a hub for climate change and to look at collaborating, in conjunction with 3rd level institutions, in the areas of health research, diagnostics and medical devices, big data and cloud computing.

Moscow delegation to Dublin, February

A delegation led by Minister Sergei Cheryomin from Moscow City Government will visit Dublin on 25th and 26th February for the Maslenitsa Festival. The delegation will be led by Minister Sergei Cheryomin and will consist of Ilya Kuzman as well as two representatives of the 'Compatriot Division'. The agreed enhanced Memorandum of Understanding may be signed during their visit.

London Trade Mission to Dublin, March

Members of the International Relations Unit met representatives of the Greater London Authority for preliminary discussions on a Trade Mission to Dublin in March. The focus will be on medium sized, accelerator companies in the fintech and education technologies sectors.