



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise

Minutes of Meeting 29th January 2019

Members Present:

Cllr. Deirdre Heney (Chair),
Cllr. Paddy Bourke,
Cllr. Mary Freehill,
Cllr. Anne Feeney,
Denise Brophy, Dublinia Ltd,

Officials Present:

Richard Shakespeare, Assistant Chief Executive, Dublin City Council
Greg Swift, Head of Enterprise & Economic Development, Dublin City Council
Mary MacSweeney, Deputy Head of Enterprise % Economic Development, Dublin City Council,
Steven O'Gara, Senior Economic Development Officer, Economic Development & Enterprise, Dublin City Council
Juliet Passmore, Economic Development Researcher, Dublin City Council.
Anthony McGuinness, Web Technician, Dublin.ie, Dublin City Council

1 Minutes of Meeting held on 23rd October 2018 & Matters Arising

The minutes from the meeting held on the 23rd October were agreed.

2 Dublin.ie: Dublin's Place making brand

The chair welcomed Mr. McGuinness who presented on the Dublin.ie; Dublin's Place making brand.

The chair thanked Mr. McGuinness for his presentation. Cllr. Burke commended the work but was enquiring as to the budget allocated by Dublin City Council. He also enquired if they have a feedback platform with regards to positive and negative comments.

Ms. Brophy enquired about the 140k budget and marketing on the amount. Ms. Brophy enquired as how you would envisage going forward with Failte Ireland in terms of visitors, overseas and day visitor to ensure no duplication. Cllr. Feeney thanked Mr. Guinness for the exciting and great presentation, the arc of cities mentioned if there is a tie in with them with regards to the EU funding? Also Cllr. Feeney enquired with regards to the social media and if ads on these sites for Dublin.ie would be given a more push factor and if DCC manages the site or Failte Ireland? Also with regards to the younger generation in Ireland to ensure they are aware of the free cultural offerings that take place in the city. The chair commended the new digital storage of photography that is available to all Dublin City Council it is a very positive initiative to have. The chair also advised that people aren't as aware about the site as she would like them to be, so market towards indigenous population in the country. Mr McGuinness in terms of feedback we are open to all opinions in respect of the site, we user test with 10 people over various categories. We also have a contact email on the site and we can be contacted on all social media platforms. The 140k is the original drawdown amount from the AT brand project and there is an ongoing commitment in staffing of the core work, hosting, photography and content etc. Mr. McGuinness advised that cities they've chosen are based on their branding and analysing how they develop their websites. In terms of the management of the site it is the core team of four which will be six in the coming months and it is completely Dublin City Council. The promotion locally hopefully will be developed this year and we are looking into this when the additional team members join one of the roles is based on social media so we will be channelling a lot through this. Mr. McGuinness advised that they have some promotional material such as T-shirts, bags pins, cups- sustainable cups if possible trying to get the best possible fit for this. The design company is McCann Blue who work on the design and content effort.

3 "Your Dublin Your Voice" Retail Survey

The chair welcomed Ms. Passmore who presented on the outcomes of the recent retail survey which took place in December 2018 prior to Christmas. The chair thanked Ms. Passmore for her presentation. Cllr Feeney thanked Ms. Passmore for her presentation.

Cllr Feeney asked if any further questions behind some of the initial questions? With proposed new bus routes and data coming out of this will this feed into actions out of the survey. What is impact of online shopping - do we know its impact on shops, how are agencies tackling this. Are there open questions as to how city could be enhanced? What are next steps in relation to all good data, strategies, who can use it. Cllr. Bourke asked thanks for presentation? who they employed to do the survey? and how the people were selected? Can information be backed up? The chair asked how many people responded to the survey, and what is the overall response to questions around safety during day/night. The Chair also spoke about Dublin Economic Monitor and Ms. Passmore will include an article in the launch of the DEM by Lord Mayor on February 7th in City Hall.

Ms. Passmore advised survey carried out in conjunction with delve and platform with quadrics who advise on details. Panel is mad up of people who are signed up to it, it's around since 2010 (3800 people) and only second Economic Development survey using it since we took it over. Online penetration no official figures for Ireland. Next up use of data is to disseminate it to stakeholders starting with SPC, Retail Ireland and also on the website. Many open ended questions but none included on slide deck and can be shared with members if requested. Ms. Passmore can confirm that retailers aware of online shopping.

4 Dublin City Summit Series: Apprenticeship Summit Outcomes Report 2018

Report produced by Juliet Passmore and provided to the Members of SPC. Successful Apprenticeship summit and huge interest from all stakeholders and contributors and Ms. Passmore has produced an outcomes report. Chair explained as result of outcomes report putting it to the committee that a letter should be sent by Committee to Minister for Education with bullet points of recommendations at the summit that committee are advocating should be pursued. Cllr Burke advised a number of significant players not present at the summit either not invited or did not turned up. ETBI, CDETB. Ms. Brophy also advised the same. Ms. Passmore explained ETB was invited. Committee confirmed happy for letter to go to the Minister.

5 Guinness Enterprise Centre: GEC2 Project Update

Mr. Swift advised the committee on the updates on the GEC project. Cllr. Bourke commended the project and the funding.

Cllr. Feeney believed it was a fantastic project and delighted Dublin City Council are supporting with guarantee. The Chair also associated herself with the comments of other members.

6 SPC Programme of Work 2019

Mr. O'Gara advised on the SPC dates. Agreed 5th March next meeting. Topics to be discussed at next SPC, 1) Dublin Economic Monitor – 4 years in circulation. 2) SmartDublin and Smart Docklands were chosen as presentations for next SPC. Cllr Feeney suggested when retail excellence should be invited invite in post elections and invite a number of business community. Cllr. Freehill made a point that international relations appears to be gone. Ms. Freehill notices their absence in Europe and that there is funding opportunities are being lost, run down of unit and loss of staff. Dublin City doesn't have a presence in Europe.

Mr. O'Gara advised on the panel discussion at Dublin Economic Monitor will be retail representatives and a launch of MasterCard heat mapping tool. Mr. Shakespeare commented on International Relations – focus has shifted towards Smart Cities and financed pilot initiatives. A report on activity of International Relations to future SPC. Cllr. Bourke supported Cllr Freehill in her comments to the committee. Chair will have item on next SPC agenda for this. Cllr Freehill would like research to be done in other LA's in Dublin, more to city than docklands.

7 Economic Development & Enterprise Management Reports

Ms. Mac Sweeney advised on the Economic Development work for 2019. Mr Swift advised on the LEO and the training programmes and events.

Ms Brophy commented on Modos Programme and is looking forward to seeing the content of the programme and engaging on it. The chair thanked Michela Ferrando and Steven O'Gara on the work for the Modos programme that she had the pleasure to launch and is a positive step towards circular economy.

8 AOB

Cllr. Freehill submitted a motion re safety in DCC car park. Mr. Shakespeare advised that the Planning & Property SPC would be the appropriate SPC in which to put the motion forward to. Mr. Shakespeare asked the executive manager of that SPC put in on the next meeting. Cllr Bourke support Cllr. Freehill that she wasn't advised that this would be the wrong committee. Mr. Shakespeare advised that Cllr Freehill was advised that the next appropriate SPC would be Planning & Property SPC in February.

Next SPC Meeting: Tuesday 24th September 2019

