



**Members Present:**

Cllr. Rachael Batten (Acting Chair),  
Cllr. Danny Byrne,  
Cllr. Donna Cooney,  
Cllr. Tara Deacy,  
Cllr. Mary Freehill,  
Cllr. Míchéal MacDonncha,  
Evanne Kilmurray, Inner City Enterprise,  
Natalie McGuinness, Dublin Chamber of Commerce,  
Dr Sarah Ingle, Assoc. of Consulting Engineers in Ireland,  
Aiden Sweeney, Ibec

**Officials Present:**

Greg Swift, Head of Enterprise & Economic Development, Dublin City Council  
Mary MacSweeney, Deputy Head of Enterprise & Economic Development, Dublin City Council,  
Norman Thompson, Economic Researcher, Dublin City Council  
Anthony McGuinness, Web Technician, Dublin.ie, Dublin City Council  
Tim Graham, Stakeholder Engagement Officer, Dublin.ie, Dublin City Council

**1 Dublin's Place making Brand: Dublin.ie**

Mr Tim Graham and Mr Anthony McGuinness presented on Dublin's Place making Brand, Dublin.ie and its plan for 2020. Cllr. Cooney had some questions around user sensors and brand testing in local areas and also regards events in Dublin City rather than Dublin as a whole. Mr McGuinness advised that there has been website testing and will be completed more in depth brand research when the new site is in place and that they work with the events section in DCC and are including a new page on the site for exhibitions as they are longer term events and they would heavily support all events in the City. Dr. Ingle complemented the team and the work completed on Dublin.ie and enquired if a wiki element would be something they would look at for the site. Mr McGuinness said they will look into user generated data next year and analyse the options for moderation before a decision is made. Dr. Ingle spoke also about infrastructure, cycling issues etc and asked how it was going to be portrayed on the site. Mr Guinness confirmed that the brand will be honest in all areas where content is concerned regarding the city. Dr. Ingle also mentioned if the personas could be opened out and Mr Guinness advised that the locals interviewed would be more diverse and social inclusiveness was at the forefront. Mr. Sweeney asked who owned the brand and who was regulating it, and to ensure the multi stakeholder relationships that have already been developed are consistent. Mr McGuinness advised that the brand is Dublin City Council and they fund it, and advised the aim is to amplify the wonderful work already done. Ms Natalie McGuinness asked in what way you can measure the success or growth of the brand in 2020. Both Mr McGuinness and Mr Graham advised that stakeholder engagement and particular add campaigns as well as

engagement by views will help scope out the metrics. Ms Kilmurray advised that a social enterprise story may be useful to use on the site and there are 24 active social enterprises within the city. Mr McGuinness advised he will get further details on that. Cllr. Flynn advised that the brand should be on all Dublin City Council items, vans, venues etc as this will bring brand recognition from all areas. Mr. Graham advised internal engagement is a large element of the stakeholder engagement strategy for 2020.

## **2 Enterprise and Co-Working Space in Dublin**

Mr Thompson presented on the enterprise sector and co working spaces in Dublin. He advised on the Research Report for Enterprise & Co-Working Space Providers in Dublin which was published recently.

Cllr. MacDonncha thanked Mr Thompson for his presentation and stated that it would be worthwhile to look at other areas where the spaces could be made available in the suburbs and it would be something that the SPC could work on. Mr Thompson agreed with the suggestion. Cllr. Cooney mentioned pursuing other areas also to develop enterprise space particularly in the northern fringe and looking at creative hubs. Cllr. Freehill enquired if there is any engagement with European programmes for entrepreneurs? Mr Sweeney indicated looking at clusters and potentially add a summary of the particular sectors businesses using these spaces are in and also a piece on where they go after these spaces, when they are looking to scale. Ms Kilmurray was in agreement with the lack of spaces on the north side. Mr Thompson thanked everyone for the comments and feedback, he outlined to Cllr. Freehill that there are schools programmes through the LEO for young entrepreneurs and also the young social innovators. Ms Kilmurray advised that ICE are involved in Youth Business International –which is a city foundation funded programme through Europe and they are looking to have the awards in Dublin in May so there is a strong link to Europe. Mr Swift advised there is involvement from LEO in European Programmes – Dublin Food Chain and Creative Industries are programmes that were adapted from Europe, there would be scope to look into other areas that would add value.

## **3 Dublin Regional Enterprise Plan to 2020**

Mr McCulloch presented and advised on the Dublin Regional Enterprise Plan to 2020. Cllr. Freehill enquired whether the department had any input with planning regarding sites and re-zoning. Cllr. Cooney had a similar enquiry around space available and more information on the creative spaces for the city. Cllr. Byrne thanked Mr McCulloch for the presentation and agreed with the points on inclusion. Mr McCulloch thanked everyone for their comments and referred to Cllr. Freehill's comments, he advised there was no consultation but that it is a continuing evolving plan and open to amendments and collaborating in the future. Cllr. Freehill made a point that consultation between planning and economic department should take place for recommendations to review the development plan in advance of public consultation. Mr. Swift advised economic development will be meeting with planning on this critical area. Mr McCulloch advised that he is hoping to have a report in December on the creative spaces at the present time in Dublin. He also advised that a workshop would hope to be run to establish a blueprint for companies to achieve more inclusivity when employing.

## **4 SPC Programme 2020**

Ms MacSweeney advised on the work plan for 2020 and also briefed on the International Relations overview in Ms Grainne Kelly's absence. The Chair asked if everyone was in favour of the possibility of a working group and to include tourism and markets etc. All agreed. The chair advised at the February meeting that it can be decided who sits on these and also a separate working group for International relations/European affairs.

## **5 Economic Development & Enterprise Management Reports**

Ms MacSweeney provided an update on the work programme on Economic Development and the work programme on International Affairs. Ms. Kilmurray noted the level of work carried out by the LEO and Economic Development teams. Cllr. Freehill noted the level of work being done, and wanted to know what exactly the involvement is and work in the Euro cities and also the Economic Corridor. Ms Mac Sweeney stated that the Economic Corridor is at an early stage and academic institutions and the local authorities along the corridor are working together on shaping a plan and will get an update on the political involvement for the next meeting. Cllr Cooney commended the level of work being completed and raised concerns on climate and carbon footprint in enterprises, climate impact and data centres. Ms MacSweeney spoke about a number of climate initiatives the team are involved in, including the Modos programme and collaboration with the Dublin Bay Biosphere. Ms McGuinness thanked everyone for their presentation. She spoke regarding events and leveraging attendance at certain events and also the sustainability factor. Ms MacSweeney indicated she is aware of those points and there is a sponsorship application which will be reviewed and ensure it's up to date.

Mr Swift advised on the statistics and measurements of the LEO office in 2019. Year to date there have been 576 Business Advice clinics, 53% of which were male entrepreneurs. On LEO Training programmes, there have been 2351 participants having taken part in training programmes, year to date. An overview of all the grant aid provided to LEO clients, year to date was provided, with grant levels and variety of businesses who received same. Cllr. Cooney asked if there is a gender balance taken into consideration when grants are approved. Mr Swift detailed the system is built on criteria and qualification and it would be decided on the type of business and not the person setting it up. If it's not an eligible business it won't qualify for a grant. Cllr. Cooney wanted criteria revisited to have more opportunities for female entrepreneurs. Cllr. Freehill indicated that it may need to be looked at why more females are completing training course but more males receiving grants. Mr Swift detailed that the LEO works under an SLA with Enterprise Ireland and the Department of Business, Enterprise and Innovation and they follow the guidelines under this agreement.

## **6 Getting the Messages Pilot Programme Report**

Mr Swift explained the Dementia Inclusive Programme and partnership with Super Valu in Raheny which took place in 2019. Cllr Freehill thanked Mr Swift and Mr Thompson for their work on this, she also acknowledged Cllr. Heney who spearheaded it. Cllr. Freehill also stated that when the report is finalised to forward it to the community department as it would be valuable for community workers to be aware of report and results.

## **7 AOB-SPC Agenda & Meeting Dates**

The chair specified that going forward that if the agenda had four to five items going forward that it would leave more room for discussion. All agreed.

A briefing on the social economic profile for the Local Economic Community Plan will take place on 21st November (5pm – 7pm).

**Next SPC Meeting: Tuesday 11th February 2020 (3.30pm – 5.30pm)**