

# Impact Report LEO Dublin City 2014-2020

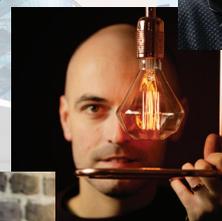
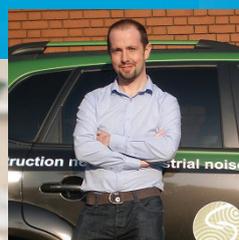


Oifig  
Fiontair  
Áitiúil

Local  
Enterprise  
Office

Making It Happen

Measuring the impact of seven years of  
Local Enterprise Office Dublin City  
2014-2020



Grow

Start

Plan

[LocalEnterprise.ie/Dublin City](http://LocalEnterprise.ie/DublinCity)



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## Who are We

Small businesses are the heart of the Irish economy. Tasked with enterprise development and job creation, the Local Enterprise Office Network is the most important resource for small businesses in Ireland. Located in Dublin City Council, the Local Enterprise Office Dublin City is the first stop shop for those looking to plan, start, or grow their business.

In April 2014 the existing 35 County Enterprise Boards were dissolved and 31 Local Enterprise Offices were established within the Local Authority structure.

The Department of Jobs, Enterprise and Innovation (DJEI) now The Department of Enterprise Trade and Employment (DETE) re-structured the delivery of supports for micro-enterprise to enhance the national enterprise support model for small and micro businesses. This adjustment resulted in a coordinated and cohesive approach to the development of micro-enterprise in Ireland and has the potential to contribute significantly to future economic growth and job creation across the regions. The LEO model ensures that micro-enterprise and small business service delivery continues with significant **local input, within a national micro-enterprise policy framework.**



On a daily basis, **LEO Dublin City** provides the right supports at the right time to new and existing small businesses, including:

- financial assistance and access to microfinance loans
- training and development
- mentoring and advice
- signposting to relevant bodies and agencies
- networking opportunities

### Enterprise Ireland

A Framework Service Level Agreement (SLA) sets the context for the operation of the LEOs by the Local Authorities, on behalf of Enterprise Ireland (EI). Under this SLA, EI plays a significant oversight role in the activities of the LEOs and, through its Centre of Excellence (CoE), ensures the appropriate matching and linking of national policy and programmes with local policies and programmes.

### Dublin City Council

The City and County Management Association (CCMA) is a representative body for the Chief Executives of City and County Local Authorities throughout Ireland and has a key role in ensuring the successful implementation of the LEO initiative. The LEO and its sister office, The Economic Development Office now work side by side to strengthen the enterprise ecosystem in Dublin City.

{The funding for the LEOs comes from the Irish Exchequer and the EU Structural and Investment Funds.}





## Welcome from Owen Keegan

The Local Enterprise Office (LEO) Dublin City is the 'first stop shop' for anyone thinking about starting or growing a business in Dublin City. While the enterprise environment has been radically altered since the establishment of the LEOs in 2014, LEO Dublin City continues its commitment to a single mission: to provide new and existing small businesses with the expert advice, tailored training and financial supports they need to help them thrive.

This report looks back at the impact LEO Dublin City has had in the enterprise ecosystem of our capital city from 2014 to 2020.

One of the fundamental principles behind the design and operation of the LEOs is that they are uniquely placed to be both key stakeholders in national enterprise strategy to create jobs in Ireland and at the same time remain closely connected to the local enterprise ecosystem. LEO Dublin City engages with its diverse range of businesses every day to deliver valuable supports and actively stays connected so that it can innovate to meet the ever-changing needs of its clients.

LEO Dublin City works closely with the other LEOs in the region - Fingal, South Dublin and Dun Laoghaire Rathdown. Some of the areas of cooperation include: IBYE; Plato; LEAN; Accelerate; Breakthrough; Local Enterprise Week; NEWD; Dublin Food Chain; National Awards; Digital School of Food, Dublin Regional Enterprise Plan. The Dublin LEOs also work closely to ensure a smooth transfer of clients between the regions over time.

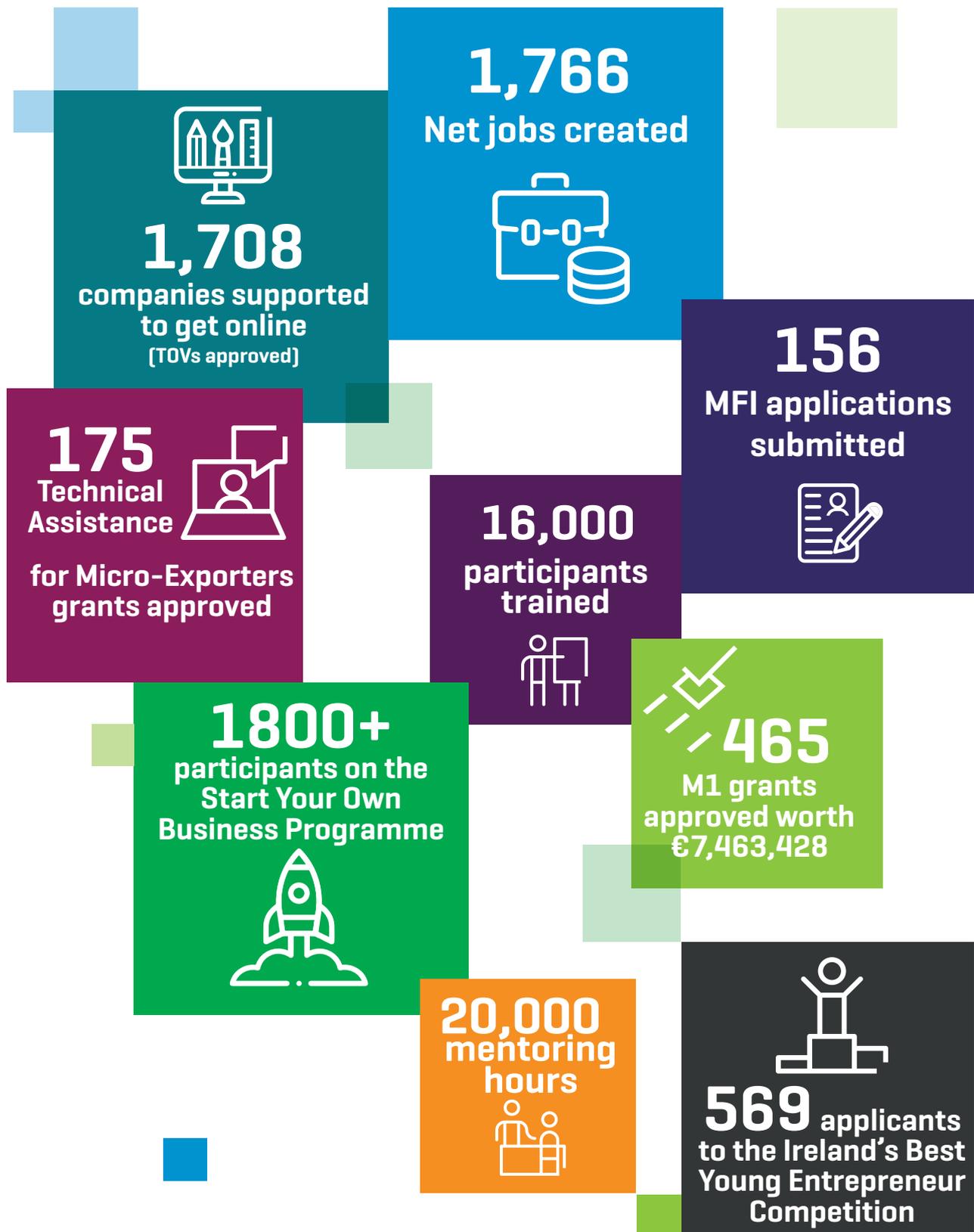
Covid-19 has undoubtedly forced the world to adjust, adapt, and pivot. The LEO reworked how it delivered key services almost overnight and shifted training programmes and mentoring supports online. New training events were created to support businesses through the pandemic like the online Lunch & Learn sessions, and Covid-specific training courses. 868 Business Continuity vouchers, part of a national initiative, were delivered through the LEOs and 1,097 Trading Online Vouchers were approved in 2020 to help Dublin City businesses sell online.

I am confident that LEO Dublin City will continue to support ambitious entrepreneurs in Dublin City to plan, start, and grow their businesses in 2021 and beyond.

**Owen Keegan,**  
*Chief Executive Officer, Dublin City Council*



## Output Highlights 2014 - 2020





## First Stop Shop

**The Local Enterprise Office is the first stop for Dublin City’s aspiring entrepreneurs. The physical or virtual door is always open. Every day, the LEO helps business owners find out more about the supports available to help plan, start, or grow a business.**

### **Diarmuid McSweeney, Gym+Coffee**

“We got in touch with Local Enterprise Office Dublin City. They were really helpful. They outlined all the supports they could offer us and told us how they could help.” If Diarmuid McSweeney could do one thing differently it would be to approach the Local Enterprise Office even earlier than he did. “Starting a business is the hard part - it’s easier to keep the ball rolling than it is to start it,” he says. “LEOs partner with you so my advice to anyone with an idea is to engage with them early so they can tell you what’s available to you and how they can help.”



**The Business Advice Group Clinic** is a weekly information session for those with a business idea they want to develop, or who are looking at self-employment as a realistic career option, or who have recently started a business.

**3590** people have attended these sessions between 2014 – 2020.



**At the heart of Ireland’s entrepreneurial ecosystem,** the LEO team help their clients navigate the organisations that can help their business grow, including:

- Local authorities
- Enterprise Ireland
- Education and Training Boards
- Microfinance Ireland
- Fáilte Ireland
- Enterprise Europe Network
- The Revenue Commissioners
- InterTrade Ireland
- Bord Bia
- Skillnet Ireland
- Credit Review Office
- National Association of Community Enterprise Centres
- Dept of Communications, Climate Action and Environment
- Dept of Employment Affairs and Social Protection
- Strategic Banking Corporation of Ireland

### **Mary McSweeney,** *Deputy Head of Enterprise & Economic Development*

“With so much on offer to entrepreneurs from banks, state agencies and others right now, it can be overwhelming for entrepreneurs to identify the supports suited to their stage of business development. The First Stop Shop operated by the LEO is a place to help you navigate the enterprise eco-system and identify the supports you want to examine and avail of in the short or longer term”

## Financial Assistance

**Local Enterprise Offices provide a range of grant assistance to eligible businesses. Known as Measure 1 Supports, these are designed to help fund start-up costs, expansion plans, and jobs growth.**

**Feasibility grants** are designed to assist with researching market demand for a product or service and examining its sustainability.

**Rosanne Longmore, Coroflo**

“The very first port of call was our Local Enterprise Office [on Wood Quay], and they paid for our very first prototype, that prototype unlocked the first tranche of funding. We couldn’t be any more positive about the support that is there for start-ups, particularly on the government side. It’s just phenomenal in this country.”

A business start-up grant, the **Priming Grant**, is available to micro enterprises, within 18 months of start-up.

**Brendan Courtney & Sonya Lennon,  
Lennon Courtney**

“LEO Dublin City gave us our first taste of business building for Lennon Courtney. By receiving the Priming Grant, we came out of the traps, firing on all cylinders. It wasn’t easy finding the money to match funding but being clear about our objectives and milestones set up a system of best practice in the company.”

The **Business Expansion grant** is designed to assist the business in its growth phase after the initial 18 month start-up period.

**Paul McDonald, Sonitus Systems**

The business expansion grant “allowed us to build on the success we had. I’d absolutely recommend it, there were two aspects to it, not just the financial support but also the requirement from the LEO for us to have a good plan so from our point of view it was beneficial to sit down and have a real think about what we were going to do with the business, where we were going to target our investment, our time, and our energy.”



### Summary of Grants Approved 2014-2020

Type of Grant	Number of Grants Approved	Approved Amount €
Business Expansion	127	2,873,000.00
Feasibility/Innovation	184	1,372,978.28
Priming	154	3,275,450.00
<b>Total</b>	<b>465</b>	<b>7,521,428.28</b>

**The Evaluation and Approvals Committee**, the powerhouse behind all the grant approvals, is the volunteer committee that meets to review and approve grant funding. The committee is made up by several members including: a Chair [City Assistant Chief Executive Officer delegated by the City or County CEO]; an Enterprise Ireland representative; and five individuals with specific areas of business expertise [i.e. proven entrepreneurship, accountancy experience, knowledge of markets/sectors/technology, and banking/financial expertise]. The LEO recognises the significant commitment the committee makes to supporting the work of the office and Dublin City’s entrepreneurs, often reading business plans and financial information after their day jobs or over their weekends.

**Progression Pathway to Enterprise Ireland**

LEOs work with small companies looking to export or trade internationally, helping them to grow to a point where they can avail of Enterprise Ireland supports.



## Financial Assistance

**The Local Enterprise Office supports businesses as they investigate expanding to new markets to grow the business.**

**The Technical Assistance for Micro Exporters' grants** part-funds the cost of investigating and researching export markets e.g., exhibiting at trade fairs, preparing marketing material, and developing websites specifically targeting overseas markets.

LEO Dublin City invested  
**€354,272.36** in  
**175 companies**  
to research and develop  
their overseas markets  
from 2014-2020.



**Niamh Herrity, Pink Kong Studios**  
“The export grants have been really helpful for us when we’re pitching in international market places.”





**The Trading Online Voucher Scheme (TOV)** is designed to get small firms trading online, opening up markets at home and abroad. The initiative involves training, advice, and financial assistance. Designed under the National Digital Strategy to assist small businesses to increase their online trade, the scheme is funded by the Department of the Environment, Climate, and Communications, and delivered by Local Enterprise Offices. LEO Dublin City saw an unprecedented level of demand for TOVs during the COVID-19 pandemic and supported almost 10 times the number of companies to start selling online. A total of **1,705** vouchers were approved between 2014 – 2020 to the value **€4,111,578**. Of this, 1,097 vouchers collectively worth €2,698,572 were approved in 2020 in response to the pandemic.

**Aisling Grimley, The Silk Pillowcase**  
“When I wanted to pivot ... the Trading Online Vouchers (TOV) was instrumental in getting my eCommerce site and social media in place.”





## Microfinance Ireland

**Microfinance Ireland (MFI)** is a not-for-profit lender established to deliver the Government’s Microenterprise Loan Fund. It provides loans of between €2,000 and €25,000 to commercially viable businesses that employ fewer than 10 people, with an annual turnover of less than €2 million.

Local Enterprise Offices assist client companies with their MFI loan applications, which attract a discount on standard loan rates. 156 LEO Dublin City clients have been supported via mentoring to work through the application process.



**Microfinance Ireland**  
Small Business Loans

# Training & Mentoring

**Over 16,000 participants have attended training programmes offered by Local Enterprise Office Dublin City between 2014 – 2020. The LEO offers a diverse range of training programmes aimed at micro/small business and entrepreneurs looking to acquire new skills or develop existing ones. The aim is to enable and equip participants to start or grow their own businesses.**

LEO's flagship programme for those starting to consider everything involved in establishing a business is the **Start Your Own Business Programme**. The office runs several programmes throughout the year with options to attend either midweek or weekend courses. Over 1800 participants have enjoyed the benefits of this programme.

### Saturday SYOB Participants November 2017

"It provides a great overview of starting up a business"  
"very thorough approach, good trainers"  
"excellent forms and explanation on key financial principles"

Other short training courses include: social media, taxation, marketing, sales and more.

### Jenny Huston, Edge Only

"the first thing I did was go to the LEO, I signed up for an SYOB and that was great to get an overview of what I should be doing and also to quickly realise where my weak spots were. I took advantage, I took every course that they had going - taxation, digital marketing, websites for SMEs, selling to the US - and what I loved about it was that you could sign up to loads of them at a really inexpensive rate."



## Training for Food Businesses

### Food Starter

The Food Starter programme is an online 4 x 1/2 day programme designed to help those with a food idea, or those at a very early stage of starting up a food business.

### Food Academy etc

Food Academy is a training programme aimed at supporting and nurturing start-up food businesses. The Local Enterprise Offices have joined forces with Bord Bia and SuperValu on this initiative to provide a consistent level of food marketing knowledge to new and early-stage food business owners. At the final workshop, participants get the opportunity to present their product to a panel from SuperValu and if successful, can participate in a trial based in local shops, which in the right circumstances, could progress over time to a national listing with SuperValu.

### Digital School of Food

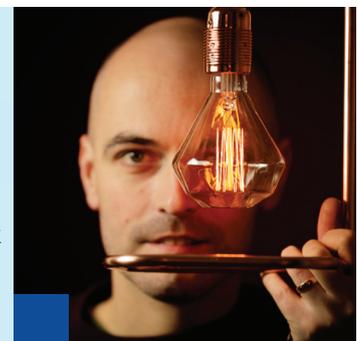
An e-learning hub designed to support food producers in developing their food manufacturing businesses from start-up to the growth phase

## Training for Craft Businesses

140 ambitious city based enterprises have attended the Building Craft and Design Enterprise Programme to inject new ideas and approaches to product development into their practice. This course runs over several months and includes 1 to 1 mentoring sessions and a research mission to a London trade show. A select number of companies from each LEO are supported with a stand/virtual stand in the Enterprise Zone of Showcase Ireland in January every year. Showcase is one of the biggest trade shows of the year with buyers attending from around the world.

### Emmet Bosonnet, Kopper Kreation

"I feel that the standard in the Local Enterprise Showcase at the RDS is rising each year and it is a real testament to the work of the Local Enterprise Offices countrywide in terms of their support of small businesses. A lot of people would not be here without the financial support that they offer. Then there is the range of support that they provide - many of the people here have participated alongside me at the course the Local Enterprise Office ran throughout the course of the year."



## Training & Mentoring

**LEO Dublin City works collectively with other partners to deliver quality management development programmes for our clients. Partners include the other Dublin LEOs, Enterprise Ireland and more.**

**The Accelerate Programme** provides the owners/managers of small businesses in the Dublin City Area who have been up and running for a minimum of 18 months the management leadership skills and business knowledge to achieve sustainability and growth in their business. LEO Dublin City teams up with the other Dublin LEOs to offer this programme and has trained over 80 companies in the region over the last 7 years.

**The Lean for Micro programme** helps small businesses become more competitive and productive by adopting 'lean' business principles. A Lean expert works with the small business to undertake a specific cost reduction project and assists the company in benchmarking its performance.

**David Doyle, M.D. of B2B Sell**

"Many programmes claim to help you increase performance and competitiveness but are either impractical or plain 'snake oil'. However, the LEO Lean Programme enables you to build a roadmap of how to transform your business for the better. If you're genuinely interested in moving your business up to the next level, you'll need to do so from a solid foundation, a foundation built on LEAN principals. I couldn't recommend the programme highly enough."

The objective of the **Green for Micro programme** - a new initiative from the Local Enterprise Offices - is to help prepare small businesses for the low carbon, more resource efficient economy of the future. This is a free programme, available to companies with up to ten employees.

**The Breakthrough Innovation Programme** brings the client through a disciplined framework to discover and analyse where the innovation potential lies in the enterprise and how business owners can capitalise on those opportunities as they strive for growth. Aimed at established businesses (trading on average 3 years+), with between 3 - 50 employees and turnover of approx. €250,000, The Breakthrough Innovation Programme aims to help owner/managers take their business to the next level by delivering sophisticated breakthrough innovations.

The LEO supports the **Hi-Start programme**, in partnership with Enterprise Ireland HPSU Unit, venture funds and angel investors to assist ambitious early stage growth focused companies to identify and build foundations required to secure investment and scale the business in international markets.

## Mentoring

Local Enterprise Office Dublin City's Mentor Programme is designed to match the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners with small business owner/ managers who need practical and strategic one to one advice and guidance. The mentor contributes independent, informed observation and advice.



### Brian Flynn, Nobó

“There is no doubt in my mind that we wouldn't be where we are without the LEO...What's been really important to us is the support the LEO has given us from a mentoring perspective...our background wasn't in food and we're learning as we go but throughout that process we've had the support of the LEO and the experienced professionals they employ [as mentors] to give us guidance.”

Over  
**8,300**  
participants  
have been supported by  
the LEO

with almost  
**20,000**  
hours  
of mentoring sessions  
from 2014 - 2020.



### Brexit Ready

As hubs of expert advice, information and practical supports, dedicated Local Enterprise Office staff have been helping businesses to manage a Brexit response and take simple steps to prepare for Brexit. LEO supports – such as the 'Prepare Your Business for Customs' workshops – proved crucial to small businesses as the UK exited the Single Market and Customs Union as well as one-to-one mentoring sessions for Dublin city business owners.

### Covid-19

Since the start of the Covid-19 pandemic, LEO Dublin City has supported 868 businesses with a Business Continuity Voucher, worth up to €2,500 in third party consultancy costs, in 2020 to help companies and sole traders develop short-term and long-term strategies to respond to the Covid-19 pandemic. A further 17 enterprises were supported through the Micro Enterprise Assistance Fund Grant, a minimum of €500 to a maximum €1,000, which was developed specifically for those not liable for commercial rates.

The LEO has also adapted to growing demand for guidance on navigating the challenge by providing targeted training programmes, networking 'Lunch & Learn' events, and increased mentoring support.



# Enterprise Promotion & Awards

**Local Enterprise Office Dublin City promotes the culture of entrepreneurship through a number of local, regional, and national initiatives.**

## Local Enterprise Week

This high-profile annual initiative showcases the full range of enterprise supports LEOs can offer existing and aspiring entrepreneurs. A week-long programme of mentoring, advice and networking shines a spotlight on the services and supports available to SME's and startups, as well as providing a selection of events and workshops, tailored to inspire and inform. Local Enterprise Week offers a wealth of opportunity to learn, share, inform and contribute to the thriving start-up and micro enterprise community in Dublin City.

## National Enterprise Awards

31 companies are shortlisted by the LEOs for the National Enterprise Awards every year. The series of country-wide competitions culminates in the national final which takes place in Dublin's Mansion House each May. 12 winning companies across a range of categories share a €40,000 prize fund to further support their business to grow and scale.

## Ireland's Best Young Entrepreneur (IBYE)

This €2 million investment competition was established in 2014, soon after the City Enterprise Board became the Local Enterprise Office, to encourage and support a culture of entrepreneurship among young people in Ireland, to promote entrepreneurship as a career choice, and to encourage the establishment and development of new innovative businesses by Ireland's young entrepreneurs.

Open to existing and aspiring entrepreneurs aged between 18 and 35, the competition is run by the LEOs and supported by the Department of Enterprise, Trade and Employment and Enterprise Ireland. From 24 national finalists, three category winners were selected across: Best Business Idea; Best Start-up Business and Best-Established Business, with one overall winner. Previous Dublin City winners include Beats Medical, Buymie, and Strong Roots.



*Samuel Dennigan, Strong Roots*

Previous Dublin City winners include

**Beats Medical,  
Buymie, and  
Strong Roots.**





### National Women's Enterprise Day

This Local Enterprise Office initiative is an annual event designed to celebrate women in business. Events in the programme are free of charge and include workshops, panel discussions, facilitated networking to connect more entrepreneurs with each other and advice and insights from some of Ireland's most successful female entrepreneurs.

**Over 300**

female entrepreneurs attend the event each year.

### Local Enterprise Village

The first inter-county ploughing contest took place in 1931 as a result of an argument between two lifelong friends, Denis Allen of Gorey, County Wexford and JJ Bergin of Athy, County Kildare. Each argued that their respective counties had the best ploughmen. This resulted in a challenge being called for. A record breaking 297,000 visitors attended the Championships in 2019\*. 31 small businesses are supported by their Local Enterprise Office each year to exhibit their products and services at the Local Enterprise Village at the National Ploughing Championships.

\*source: National Ploughing Association

**31**

small businesses are supported each year



### Student Enterprise Programme

Helping to seed the idea of entrepreneurship in secondary schools, the Student Enterprise Programme encourages young people to research, establish and run their own businesses, with the help of student enterprise coordinators from the Local Enterprise Office.

Across the past 7 academic years (2014/15 to 2020/21), approximately 10,500 students have participated in the Dublin City Student Enterprise Programme.

Approximately  
**10,500**  
students  
have participated



## Networks

**Local Enterprise Office networks are key to provide an opportunity for entrepreneurs to come together and support each other as they grow and develop their businesses**

**Dublin Food Chain** is an innovative marketing and networking platform representing many of the outstanding food and drink producers based throughout Dublin city and county. LEO Dublin City collaborate with the other Dublin LEOs to offer this network which delivers 8 events per year. The network has over 2,000 members in the Dublin region.



**The Women in Business Network** is a Local Enterprise Office Dublin City initiative for women running their own business. Being an entrepreneur can be challenging and the group provides opportunities to share experiences, learn from other women and expand the business network.

Membership of the network by 2020 grew to **154** female entrepreneurs in Dublin City.



**Lorna, L.E.A.F.**

“The network has helped me hugely. I joined when I had just started the business, it was great to get such a wealth of knowledge from women who had just started and women who had been in industry for years. You get so supported and they’re really invested in helping you out in any way.”

Oifig Fiontair Áitiúil  
Local Enterprise Office

Lionra do Mhná i mBun Gnó  
Ag Cur Mná Chun Cinn sa Ghnó

Women in Business Network  
Encouraging Women in Business to Succeed

**The Plato Programme** is an 18-month programme offers owner/manager’s practical training, business counselling and support to acquire the skills necessary to help your business grow. Plato is based on a network principle where large companies, both multinational and indigenous Irish companies, known as parent companies support small companies in their area.

Over **230** businesses have joined the Plato Programme.




**Nik’s Tea**

“Our Plato journey built a solid network between the group and offered practical solutions & business strategies which has improved our financial, employment, branding & future planning. We have come away with access to professionals who were guest speakers & leaders which will be invaluable long after Plato ends. Can’t recommend highly enough.”

The **Enterprise Europe Network** helps business grow through tailored support, new business and technology partnerships, commercial opportunities, licensing deals, and partner searches for EU funded R&D. Services are tailored to SMEs but are also available to all other businesses, universities and research centre’s.



## Ecosystem Development

An ability to collaborate with key partners underpins Local Enterprise Office success. LEO Dublin City works closely with a range of stakeholders - enterprise centres, coworking spaces, enterprise development agencies and other units within Dublin City Council - to build out its enterprise supports and contribute to developing a healthy city-wide ecosystem for Dublin's entrepreneurs.

**Dublin City Libraries** Almost **1,500** Dublin City businesses have attended free business talks in the Central Library from 2014-2020. The Business Information Centre, located in the Central Library in the Ilac Shopping Centre, is a quality support for entrepreneurs. It is a one stop service specialising in business research, consumers' economic activities, market profiling and career information. Resources on offer include free access to consumer and market research databases, books, periodicals and reports on starting and growing a business. An experienced team has built up a reputation of providing quality tailored solutions to users needs. They have assisted start-ups with projects ranging from luxury jewellery to soft toys and have provided information about markets from Ireland to Armenia.

The **Larkin Centre** provides training, mentoring and other support services to long term unemployed people who are considering self-employment or who wish to open up a business. The Larkin Centre currently provides a number of training options and provide a self-employed information and support service. LEO DCC have made an annual contribution towards this important work that sees on **average 200 people** trained by the Larkin Centre each year.

**Dublin Business Innovation Centre (Dublin BIC)** empowers entrepreneurs to start and scale by providing a comprehensive range of programmes specifically designed to advance the ambitions of early-stage companies. Dublin BIC provides programmes across four core areas of expertise: Investor-Ready Preparation - 85% of Dublin BIC investor-ready start-ups receive funding; Access to Finance - 350 start-ups have received funding through Dublin BIC; Incubation Space - managing two of Ireland's leading start-up and co-working hubs; Community & Collaboration - In knowledge-sharing, business opportunities and networking. Dublin BIC aims to help the next generation of Irish entrepreneurs start and scale global businesses



### Phuong Vu BeelInstant

"There are a lot of risks and challenges for a completely new and innovative product/solution. It is important to be part of a highly credited startup ecosystem to learn from your peers, mentors and adjust your business strategy quickly. Dublin BIC Investor Ready programme offers entrepreneurs well-rounded knowledge, network and credibility to help your business take off internationally."

Inner City Enterprise **ICE** is a 'not for profit' charity set up to help unemployed people in Dublin's inner city establish their own businesses or to create their own self-employment. Since 2015, the annual **Dublin City Social Enterprise Awards** have been managed by ICE and co-funded through the Department of Rural and Community Development and Dublin City Council. The competition includes a development programme for the awardee social enterprises, including mentoring, training and funding. Almost **€240,000** in prize funds has been won by social enterprise in Dublin City since the inception of this award programme and used to further drive their work.

LEO has also supported the ICE Young Entrepreneur Training programme, a four week programme that offers an opportunity for young people aged between 18 -30 to learn more about entrepreneurship. Approximately **100** participants attend the programme each year.



### ReCreate

ReCreate is a successful social enterprise which seeks to foster creativity, promote social inclusion and make a positive environmental impact. "We redistribute excess materials from businesses for creative reuse. This award is going to allow us to work with 50 primary schools...and bring creativity directly to these schools."



# Economic Development

**The Economic Development Office (EDO) is the sister office of the LEO and is closely aligned to the operation and the activities of the Local Enterprise Office Dublin City. EDO has responsibility for the promotion of economic development in Dublin City.**

## The mission of the Economic support offices within Dublin City Council is:

- To support initiatives that will improve the quality of people's lives.
- To enhance the ability of the City to attract and retain world-class talent through Placemaking.
- To promote Dublin as an attractive place to live, work, visit and invest.
- To foster a culture of creativity and innovation in a globally connected City.
- To engage with economic stakeholders to maximise the alignment and impact of resources.

Projects are undertaken under the following pillars:

- **Placemaking & Clusters;**
- **Promotion & Investment;**
- **Human Development;**
- **Innovation & Transformation**

## Sample projects under the Placemaking and Cluster pillar are:

**The Dublin Economic Monitor** is a joint initiative on behalf of the four Dublin local authorities to track developments in the capital's economy. While there is significant information available on developments in the national economy, the Monitor is intended to address the absence of a regular bulletin on trends in the Dublin economy. It will be of particular interest to all those doing business in Dublin, work and live in Dublin, or are planning to do so.

A key objective of the Monitor is to develop and publish new data series each quarter to increase our understanding of the performance of the Dublin economy. It involves collaboration with IHS MARKIT to develop a Dublin Purchasing Manager Index [PMI]. The Monitor also includes the Mastercard SpendingPulse to deliver unique insights for consumer and tourism spending in Dublin. [dublincity.ie](http://dublincity.ie).

**Research** projects are regularly conducted by EDO. EDO continues to develop the details for a framework to deliver on a range of research topics into key challenge, sectors and issues directly affecting the citizens of Dublin. The outputs of the research will be disseminated in a manner designed to influencing decision makers within and beyond the Local Government sector. The proposed framework would be based on the triple Helix model of Industry + Academia + Government. This model will assist DCC in using a robust methodology that will allow for the independent verification of research findings. It is intended that this framework will provide the "evidence base" for decision making and policy interventions. Research will be

divided into short sprints, deep dives and full reports. An example of this work is recent research conducted by the Economic Development Office in order to gain a better understanding of enterprise and co-working spaces in Dublin and their impact, Enterprise and co-working spaces provide start-ups, entrepreneurs and freelance workers with much needed space, services, supports or links to supports and access to networks, knowledge and collaboration opportunities. These spaces therefore constitute a vital element of the start-up and enterprise ecosystem.

Dublin City Council's efforts and commitment to support **social enterprise** development has led Dublin's involvement in the European Commission – European Social Economy Regions Project over the last few years. The objective of the project is to build networks of Social Economy and Social Enterprise stakeholders, encourage collaboration and to raise awareness about the Social Economy at regional and local level.

## The Guinness Enterprise Centre (GEC)

The GEC is a global entrepreneurial superhub. Based in Dublin 8 and managed by DBIC, this world class centre home to **160+** start-up companies: **100+** co-working companies, **800+** entrepreneurs & innovators. The GEC has added two new floors to bring the size of the centre to 100,000sq ft of enterprise space. This expansion was supported by Dublin City Council through a loan guarantee and the support of the Enterprise Ireland's Regional Enterprise Development Funds.

# Economic Development

## Sample projects under the Promotion and Investment pillar are:

**The Dublin City Promotion Campaign** provides video, digital and physical marketing material designed to showcase Dublin as a great place to live, work, study, and invest.

**Dublin.ie** launched in March 2016 and has won a Web Award for the best government/local government website. The site acts as a city branding website and promotes living, working, learning and events in Dublin. The site is designed for both national and international audiences. We aim to attract skilled talent, global investment, start-ups and students, whilst promoting sustainability and inspiring those already living here to make the most of their Dublin experience. The site has had **3,381,700** total visits since the site was launched.



## Sample projects under the Climate and Transformation pillar are:

**MODOS**, a joint initiative of Dublin City Council and the Waste Management Plan Lead Authority [WMPLA], is a circular economy training programme for micro, small and medium size enterprises. The programme comprises dynamic training and online classes on the topic of circular economy principles, sustainable supply chain, resource efficiency, design thinking and customer engagement, as well as networking events and webinars.



**ENFUSE** is a new initiative developed by the Economic Development Unit and LEO Dublin City. ENFUSE matches LEO clients with master level students in DCU, TU Dublin or NCI who produce a bespoke plan for the enterprise on how to innovate, address challenges, develop opportunities etc. Over the last 3 years 57 LEO clients, including 19 social enterprises have participated in this programme.

Dublin City Council, through the Economic Development Office, is delighted to support **events and initiatives** which align with the mission of innovating, collaborating and growing enterprise in Dublin City. The Economic Development Office supports a number of events for the promotion of city and its entrepreneurial ecosystem.

### Sample events sponsored by EDO are:

Pendulum; The Responsible Innovation Summit; Dublin Tech Summit; Startup Week and...



### FutureScope: 'where business gets done'

Since 2016, **1300+** of those most active in the tech and entrepreneurial ecosystems gather at FutureScope in the Convention Centre Dublin to explore the implications of emerging technologies. FutureScope attracts innovators and innovation seekers. It aims to identify collaboration opportunities between high caliber key ecosystem members including: investors, startups, scaleups, industry, corporates, state supports, research centres, entrepreneurial accelerators / incubators and consultants

Business leaders share insights on the challenges coming down the track, how emerging technologies will impact on business and society, the market opportunities that will arise and the implications of disruption and innovation.

**Over €7 Million** has been invested as a result of connections facilitated at the event, as well as increased awareness raising of key funders in the Irish Ecosystem including: LEOs, Enterprise Ireland, The Halo Business Angel Network, Corporate investors and Venture Capital firms.

## Closing Remarks

On behalf of LEO Dublin City, I would like to thank Dublin City Council for welcoming the LEO into the local authority structure and working to integrate the LEO into the Council over the last 7 years. I also wish to acknowledge the support and guidance received from the LEO Unit – the LEO Centre of Excellence – in Enterprise Ireland as we transitioned from City Enterprise Board to Local Enterprise Office and worked to establish and position the Local Enterprise Office both as part of a national network of offices and an on-the-ground local hub of expertise and enterprise supports.

The environment for small business owners has dramatically changed since the Dublin City Enterprise Board became the Local Enterprise Office Dublin City in 2014. At that time, Ireland’s economy was in recovery mode. Since then, Ireland’s business owners have faced several challenges – a difficulty with attracting and retaining talent as the economy began to flourish again; then the task of learning, planning, and adapting for the uncertainty and change that came with Brexit; and most recently the global Covid-19 pandemic. As the external circumstances changed, so too have Dublin City businesses. Our team has witnessed immense levels of adaptation, innovation, resilience in our client companies. We have and will be right there with these businesses, their back-room support team, as they plan, start, and grow businesses in the city.

Over the next seven year period, LEO Dublin City will continue to strive to provide first class support to the enterprise ecosystem in Dublin City. A key focus will be to maximise opportunities for job creation and retention, attained through:

1. Creating and raising local enterprise awareness and developing an enterprise culture and community-based enterprise activity
2. Providing a single/ first point of contact service to the business community – providing business advice, direction and signposting, business counselling and mentoring
3. Providing support to private sector and community initiatives to secure the establishment and/or expansion of commercially viable micro-enterprise projects

4. Providing comprehensive pre- and post-start-up support to new and expanding micro enterprises
5. Influencing the allocation of resources for micro-enterprise from EU, private and public funding sources
6. Promoting the general economic development of Dublin City



Local Enterprise Office Dublin City and the Economic Development Office will monitor the trends over the next 12 months and beyond to measure the true impact of the pandemic as government payment supports begin to be phased out. Only then will the true impact of the pandemic begin to emerge with businesses in specific sectors such as hospitality and tourism having little or no cash flow over the previous 12-18 months. Already in 2021, we are seeing an increased demand for a range of LEO supports.

Finally, I would like to recognise and thank the staff of LEO Dublin City for their work over the last number of years. We have an amazing team who have gone above and beyond to meet the increasing demand for services, particularly in the last year as we responded to the challenges of Covid-19.

We look forward to continually adapting right alongside new and existing LEO clients to deliver the right LEO supports at the right time to Dublin City businesses as we collectively navigate our way out of the pandemic, and to vigorously promote the economic development of the city.

**Greg Swift,**  
Head of Enterprise & Economic Development  
Dublin City



Oifig  
Fiontair  
Áitiúil

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**Find out more at:**

-  [LocalEnterprise.ie/DublinCity/](https://LocalEnterprise.ie/DublinCity/)
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