



Oifig Fiontair Áitiúil  
Local Enterprise Office

# Local Enterprise Office Dublin City Development Plan 2021-2024

Economic Development and Enterprise SPC

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LocalEnterprise.ie  
#MakingItHappen



*Pre-Start*

*Start*

*Grow*



Rialtas na hÉireann  
Government of Ireland

In partnership with



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# 1 Context

- LEDP is for 2021-2024 a 4 year Plan.
- DRAFT approval from LEO Unit / Department of Trade Enterprise and Employment
- 2018 CSO GVA Dublin is a Services' based economy c.82%
- Manufacturing and Construction combined accounting for c.19%
- Employed expected to have fallen by 32,000 with COVID
- Retail & Wholesale (+15% YoY) due to online activity.
- Professional Services and ICT also saw the numbers of employees grow by 4% YoY in Q4 2020

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## LOCAL ENTERPRISE OFFICE DUBLIN CITY DEVELOPMENT PLAN 2021-2024



## 2 Vision/Mission & Objectives

### **LEO Vision:**

To develop and sustain a positive enterprise ecosystem throughout Dublin City that will in particular drive new added-value start-ups, the further growth of small and micro enterprises and enhance local economies.

### **Mission Statement:**

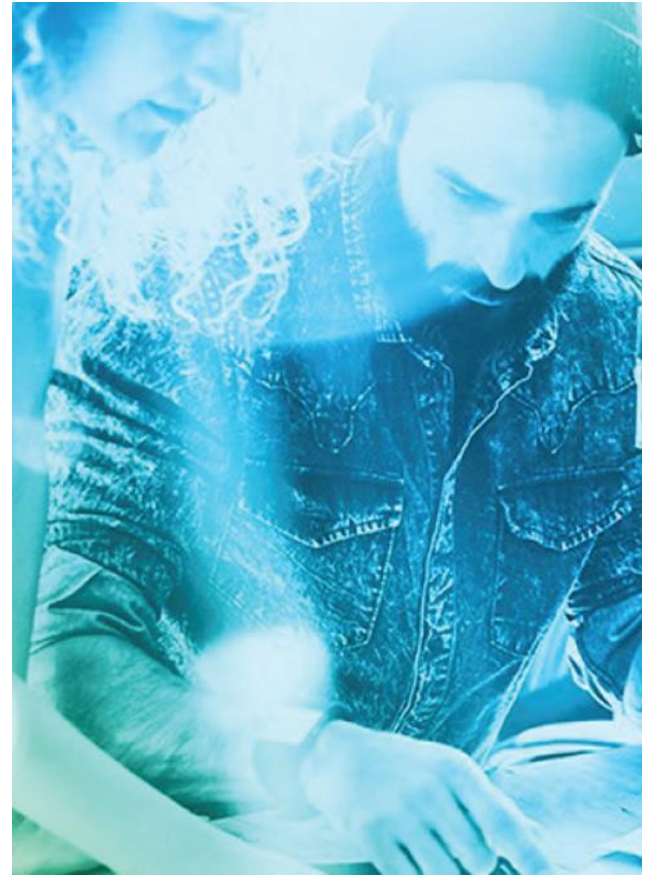
We aim to promote entrepreneurship, foster sustainable business start-ups and develop existing micro and small businesses to drive job creation and to provide accessible high-quality supports for your Business ideas.



## 2 Objectives

Entrepreneurs and Businesses are supported to:

- **Increase exports**
- **Build resilience**
- **Increase productivity**
- **Prepare for the Low carbon economy**
- **Embrace the Digital economy**
- **Innovate**
- **Be managed by ambitious & capable individuals**
- **Fuel regional growth**



# 3 Strategic Priorities

The LEO Dublin City Business Advisors will use the LEO support services, Dublin City Enterprise ECO system to encourage and advise client companies to become:

- **More Competitive,**
- **Digitised,**
- **Green and Sustainable,**
- **Innovative,**
- **Increased Exporting and Internationalisation,**
- **Improve their Management Skills and Leadership**
- **Engage in more Networking.**

A new Consultancy Panel of Experts in these areas is being formed.





# 4 Actions & Activities

The following protocols govern dissemination of information, information signposting and inter-organisation referrals. Local Enterprise Office Dublin City will continue to implement these protocols on an on-going basis and review locally as required.

- **Department of Social Protection**
- **Credit Review Office**
- **Fáilte Ireland**
- **Microfinance Ireland**
- **Skillnets**
- **Education and Training Boards (ETBs)**
- **Revenue**
- **National Association of Community Enterprise Centres (NACEC)**



# 6 Delivering the Strategy

- LEO Dublin City is funded annually by Government through Enterprise Ireland from the Department of Enterprise, Trade and Employment (DETE).
- LEO Dublin City commits to the 2021-2024 Learning and Development plan for LEO staff for business development skillset to support our clients in the ever-changing business environment.
- A collaborative approach between Enterprise Ireland and the LEO's to address the strategic priorities across Entrepreneurship, Competitiveness and Digitalisation, Green/Sustainability, Exporting/Internationalisation and Innovation.
- A Best Practice approach will be adopted to deliver programmes such as the Professional Business Advisor programme, Green for Micro, Finance, Social Media and other business pillar programmes accordingly.
- Annual Metrics will be agreed on an annual basis during each of the 4 years

## LOCAL ENTERPRISE OFFICE DUBLIN CITY DEVELOPMENT PLAN 2021-2024



# Thank You

# Q&A

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