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## 1. Economic Development Office



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

**Progress Report**  
**Economic Development Office**  
2023

### Pillars of Economic Development



Event	Date	Location	EDO	Pillar	Status
SPC	31/01/2023 25/04/2023 12/09/2023 28/11/2023	Zoom & City Hall	Lead	All	Completed Planning
So Circular Event (MODOS) LEW	09/03/2023	Wood Quay Venue	Lead	Innovation & Transform.	Completed
DCU Social Innovation Hackathon	27-30/03/2023	DCU	Sponsor & Support	Innovation & Transform.	Completed
One Zero	29-30/03/2023	William Fry, Aviva Stadium	Sponsor & Support	Placemaking & Clusters	Completed
The African Professional Network Ireland (APNI) Lion's Den 3 <sup>rd</sup> Event	18/05/2023	Wood Quay Venue	Sponsor & Support	Placemaking & Clusters	Planning
Dublin Circular	29/05 – 01/06 2023	Various	Sponsor & Support. Lead 1 deep dive /	Innovation &	Planning

Economy Hotspot 2023 (Rediscover Centre)			workshop on social enterprise	Transform.	
Dublin Economic Monitor Annual Launch	TBC/06/2023	Grant Thornton	Lead	Promotion & Investment	Planning
Dublin City Social Enterprise Awards 2023	TBC/09/2023	Wood Quay Venue	Sponsor & Support	Placemaking & Clusters	Planning

**Local Economic & Community Plan (LECP) 2022 – 2027 - Development – Innovation & Transformation**

Last meeting 22/02/2023  
Next meeting TBC

Development of the new LECP is ongoing. It follows a six stage development process which is led by the Community Development section of DCC and supported by the EDO.

A joint workshop of the Local Community Development Committee and EDE SPC was held on the 22/02/2023 to consider the draft high level goals. The EDO / EDE SPC representatives provided feedback and insights regarding all of the draft goals and in particular provided a revised draft economic development high level goal and associated objectives which align more closely with the EDO Strategy. The high level goals are being re-drafted and will be presented for review to the joint committees.

**Night Time Economy (NTE) - Placemaking & Clustering**

Last meeting 08/02/23  
Next meeting TBC

Catherine Martin T.D., Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media established the Night-Time Economy Taskforce on 30 July 2020 and the Report of this Taskforce was published in September 2021. It is a Cross-Government Report containing 36 actions across a broad range of issues associated with the Night-Time Economy, all with the aim of increasing the diversity of events, increasing cultural opportunities and encouraging innovation and creativity in the Night-Time Economy.

Action 19 of this report calls for a pilot initiative to establish new "Night-Time Advisors" in the successful cities and towns to develop new Night-Time Economy opportunities. Dublin City Council has been successful in the pilot application made in June 2022. All cities and towns selected will help drive and support a safe, sustainable night-time economy in specific areas.

On the 07/09/2022 a meeting of the national implementation group was held at the Wood Quay Venue – a presentation on the Draft City Development Plan with focus on how it will support the NTE was provided by Deirdre Scully.

9/11/2022 Meeting with presentation on Safety in the City – Capel Street case study.

Next Steps:

- 1) Appoint a Night Time Economy Advisor. It is expected to appoint an advisor on a 2 year contract in Qtr. 2 / 3 this year. The post is scheduled to be advertised by DCC on May 5<sup>th</sup>.
- 2) YDYV Night Time Economy

It is proposed by the EDO that this year's Dublin City Summit Series will focus on the Night Time Economy and will take place in Qtr. 4. In advance, a YDYV survey will be conducted on this topic.

### **Dublin Belfast Economic Corridor (DBEC) – Placemaking & Clustering**

Last meeting/Briefing 27/03/2023

Next meeting July/August 2023

The work of the Dublin Belfast Economic Corridor involving eight local authorities and two universities is on-going. KPMG has been commissioned by Belfast City Council on behalf of the corridor members to produce a development plan, vision and strategy.

To date, a Development Plan an extensive website with profiles of each of the local authority members and other key information is available at: <https://www.dbec.info/>

The secretariat of DBEC has transferred to Newry Mourne and Down District Council, who will work with the partners to support the next phase of development of the corridor.

A request has been made to invite EMRA to engage with the political Advisor Group and present to the DBEC Political Advisory Group at the next meeting which will be hosted by Dublin City University.

The recruitment process for two DBEC support positions has been completed with shortlisting and interviews complete and offers made to successful applicants.

### **Dublin Belfast Connected Circular Economy - Capital Expenditure Feasibility Shared Island Funding**

The Government in the Programme for Government and revised National Development Plan (2021-2030) set out a significantly-enhanced level of ambition for collaborative all-island investment. The goal is a more connected, sustainable and prosperous island for all communities. This is backed by a total all-island investment commitment of more than €3.5billion out to 2030, through the Government's Shared Island Fund; Project Ireland 2040 funds; resourcing for North/South cooperation; and the PEACEPLUS programme, delivered with the European Union, UK Government and Northern Ireland Executive.

Through a joint application between DCC and Belfast City Council €250,000 of Shared Island funding was awarded in a joint bid to support start up and scaling businesses who will create solutions to circular economy challenges.

The tendering process to appoint a consultant to lead the initial stage is now complete. This process was run with the assistance and guidance of the Office of Government Procurement (OGP).

### **ENFUSE- Placemaking & Clustering**

ENFUSE is a programme initiated by the EDO office that matches local enterprises / social enterprises with teams of MSc. university / college students.

Key milestones so far:

22/01/2023 Call for enterprises to apply closed  
57 Enterprises and student teams matched

25/05/2023 ENFUSE Finals will be held on this date. The top student teams will pitch to industry judges on the plan they produced to assist their allocated enterprise.

A LEO mentor is currently conducting an evaluation exercise of the programme to date. The mentor will submit his report featuring insights, evaluation and recommendations regarding the programme and the ENFUSE Finals in Qtr 2.

### **Economic Development & Enterprise Strategic Policy Committee: SPC - Strategic Approach**

Last meeting 31/01/23  
Next meeting 25/04/23

Last meeting held on 31/1/23 on Zoom and in person at Council Chambers, City Hall..

The agenda covered

- 1) Welcome to new member Mr. Martin Harte, Temple Bar Company & Ms Lisa McKenna, Dublin Chamber
- 2) Presentation – European Programme Support Office & International Relations
- 3) Update – Dublin Belfast Economic Corridor
- 4) Update – Dublin City Local Economic and Community Plan
- 5) Presentation – Economic Development Office 2023 Action Plan
- 6) Presentation - Spade

The next meeting of the SPC is scheduled for 25/04/23 in hybrid format. Agenda was sent on 20/04/2023.

For more information

<https://councilmeetings.dublincity.ie/ieListMeetings.aspx?CommitteId=150>

### **Dublin Economic Monitor – Promotion & Investment**

The Dublin Economic Monitor is a publication for the 4 Dublin Local Authorities, led by Dublin City Council's Economic Development Office in conjunction with Grant Thornton and Packed House.

Completed since last meeting

06/03/2023 Q1 DEM  
April 2023 Q1 PMI  
April 2023 Q1 Spending Pulse

Current status

Q2 DEM and annual event is in planning with a publication date TBC in June 2023

Further details: [www.dublineconomy.ie](http://www.dublineconomy.ie)

### **Your Dublin Your Voice**

13/03/2023 Q1 Survey on Culture closed  
13/04/2023 Q1 Results presentation

Planning for Q2 on Tourism is underway

Q3 survey has been allotted to Nighttime economy  
Q4 survey has been allotted to Waste Management for survey on recycling

Tender underway for provision of consultancy services to the Your Dublin Your Voice Platform

10/03/2023 Tender live with the OGP  
11/04/2023 Deadline for Tender responses  
20/04/2023 Tender Evaluation

[www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice](http://www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice)

### **Events/Events Sponsorship**

The Economic Development Office engages with a limited number of new and innovative groups/events that have the potential to support economic development across Dublin City. The Economic Development Office provides support to such groups/events which integrate with the pillars and work streams of the EDO Strategy.

Recent and upcoming events supported by EDO include:

- DCU Social Innovation Hackathon – Hack4Change Circular Economy. 27-30/03/2023. Supported by EDO via presentation on how DCC is supporting Social and Circular Economy, EDO sponsorship of catering and student prizes.
- One Zero. Global sports and sports technology conference. 29-30/03/2023. Hosted at William Frys Offices an Aviva Stadium.
- Dublin Circular Economy Hotspot 29/05-01/06/2023  
Dublin City Council is supporting the Circular Economy Hotspot – Dublin 2023 29/05-01/06 2023. The Rediscovery Centre is leading the event with support from the EDO on the steering committee and a financial package of €90,000. The EDO is leading a deep dive / workshop as part of the event on social enterprise which will integrate with the SoCircular initiative. Further information is available here:  
<https://www.dublincirculareconomyhotspot.com/>

### **Tourism Unit Update**

The ECO is collaborating with the Tourism Unit on the following:

#### 1) Spotlight Report

The spotlight report is produced by Dublin City Tourism Unit and monitors Dublin's tourism industry performance and recovery.

10/03/2023 January Spotlight published

03/04/2023 February Spotlight published

#### 2) National Data Framework Procurement

DCC are leading on a National procurement process for Local Economic Data and Insights

05/04/2023 PIN closed

13/04/2023    Review of Submissions completed

Shortlisting/Meetings to be arranged in May

### **Dublin Region Enterprise Plan (DREP) 2024 – Innovation & Transformation**

The Dublin Regional Enterprise Plan to 2024 seeks to complement and translate national enterprise policy into a regional context, facilitate collaboration regionally to address prioritised ecosystem gaps and opportunities, and help achieve investment and employment targets. There are six strategic objectives in the plan and Dublin City Council is supporting delivery of 20 of the 26 key actions. Work to complete these actions is ongoing. The plan may be amended or have additional actions added that support the strategic objectives.

The 6 strategic objectives are as follows:

- Strengthen resilience and the potential for scaling amongst Dublin's SME's and start-Ups
- Promote context specific, attractive and adaptive place-making for an evolving world of work & diverse lifestyles, enabling resilience, business recovery and new opportunities for Dublin
- Facilitate every individual to realise their full potential through engagement in economic activity
- Enable and position business as leaders in Dublin's low-carbon transition
- Ensure the availability of skills and talent to realise Dublin's future economic potential
- Strengthen Dublin's Ecosystem

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A full copy of the plan is available at: <https://enterprise.gov.ie/en/publications/publication-files/dublin-regional-enterprise-plan-to-2024.pdf>

### **MODOS - Climate & Innovation**

The SoCircular event which took place on 09/03/2023 was also hosted as a Modos networking event. The Modos training programme was promoted at the event. The development of a new and extensive Modos website will be completed in Qtr 2, 2023. The website will enable increased promotion and efficiency regarding further developing the programme. Plans are being made regarding Modos events and training programmes to take place during 2023.

## 2. Management Update : Local Enterprise Office Update April 2023

### Environment

We continue to see a move back to pre-pandemic levels of engagement across our suite of products. Clients have become very accustomed to online services, however we are starting to see more walk in / client appointments in Dublin City Council however nothing in comparison to pre pandemic levels i.e. approximately 18 to date in person enquires since returning to the office being fully manned daily during service hours.

We are achieving targets agreed with Enterprise Ireland however numbers across all products are going back to pre-pandemic levels i.e. slightly above what was achieved in 2019 but below the bumper achievements of 2020 & 2021 due to service demands in response to the pandemic. Other LEO's & organisations are also seeing a shrinkage year on year e.g. Microfinance Ireland.

We continue to monitor, analyse & take corrective measures i.e. research on training, further advertising/communications work to sustain & boost numbers.

The war in Ukraine, the corresponding energy crisis and the cost of living crisis pose further challenge for business and again we are reviewing and modifying service offerings to offer bespoke solutions to those affected where possible.

Ukraine Enterprise Crisis Scheme was launched for clients who are currently viable but financially vulnerable as a result of additional energy costs due to the impact of the Ukraine Crisis.

<https://www.enterprise-ireland.com/en/funding-supports/company/establish-sme-funding/ukraine-enterprise-crisis-scheme.html>

### Department of Enterprise Trade & Employment Supports

We continue to actively promote all ongoing supports by the Department of Enterprise Trade & Employment to SME's in our monthly newsletter and via social media channels. New grant schemes are advertised via the newsletter and news items relevant to SME's via social media. In this way, we ensure that entrepreneurs have the latest information on any scheme that maybe suitable to assist their business.

<https://enterprise.gov.ie/en/what-we-do/supports-for-smes/>

<https://enterprise.gov.ie/en/news-and-events/department-news/>

### Communications

[A monthly newsletter is disseminated to all subscribers, with reminder mailings also taking place.](#)

Average recipients of newsletters monthly is 4.5k.

- January newsletter issued 10<sup>th</sup> January
- March Newsletter issued 1<sup>st</sup> March
- April Newsletter issued 5<sup>th</sup> April

[In addition to the regular monthly e-zine,](#) bespoke Newsletters are disseminated. We are mailing attendees of the Business Advice Clinic post attendance to connect them with follow on services such as the Start Your Own Business programme. This is happening monthly.

## LEO Network Communications Meeting, Tullamore 31<sup>st</sup> March 2023

There was an overview of activities undertaken in Q1. Plans for Q2 were discussed. There was a review of Local Enterprise Week '23 and plans for Local Enterprise Week '24 were discussed. A monthly meeting for all LEO staff with communication responsibility is to be implemented via teams to facilitate knowledge sharing.

### [Case Studies](#)

[Case studies bring the companies and the supports and services provide by LEO to life:](#)

[All case studies https://www.localenterprise.ie/DublinCity/Case-Studies/](https://www.localenterprise.ie/DublinCity/Case-Studies/)

Posting a new case study monthly. Case studies completed and promoted from end of January 23 to April 23:

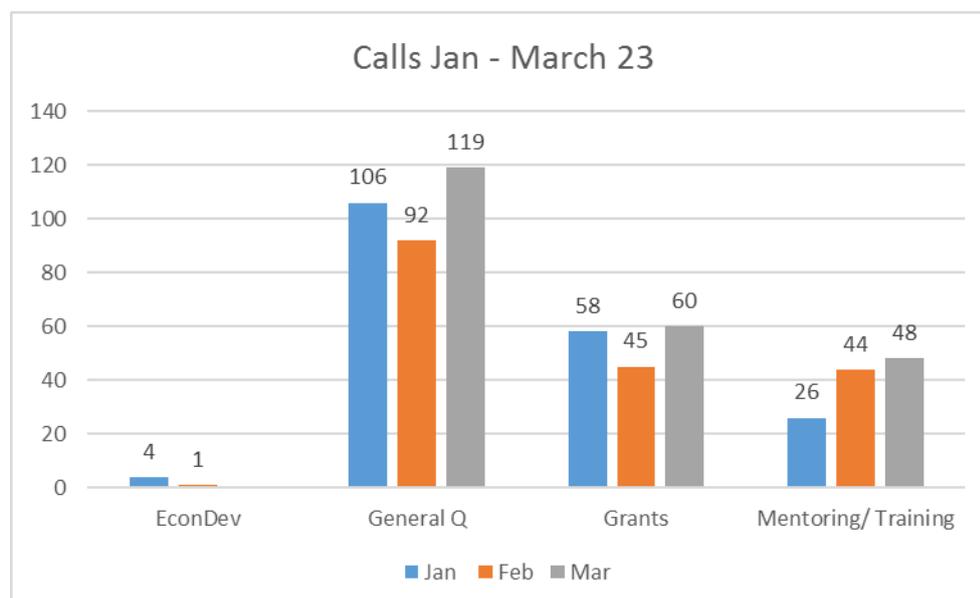
- Nutty Delights <https://www.localenterprise.ie/DublinCity/Case-Studies/Nutty-Delights.html>
- Hearts Of Ireland – Adelle Hickey <https://www.localenterprise.ie/DublinCity/Case-Studies/Hearts-of-Ireland-Adelle-Hickey.html>
- ProMotion Rewards <https://www.localenterprise.ie/DublinCity/Case-Studies/ProMotion-Rewards.html>
- The Nightingale Agency <https://www.localenterprise.ie/DublinCity/Case-Studies/The-Nightingale-Agency.html>

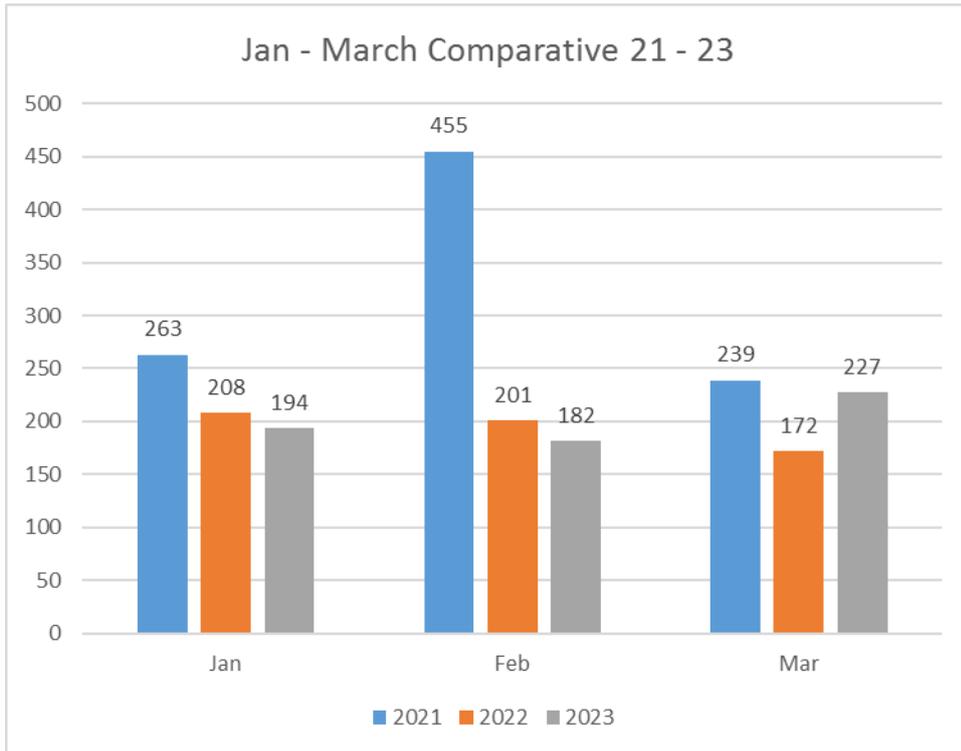
Cross promotion in newsletter and social media.

**Dublin City FM:** We have gotten back to a quarterly activity plan and scheduling is currently in progress. LEO DC is benefitting from sustained coverage, Dublin City FM have enhanced content.

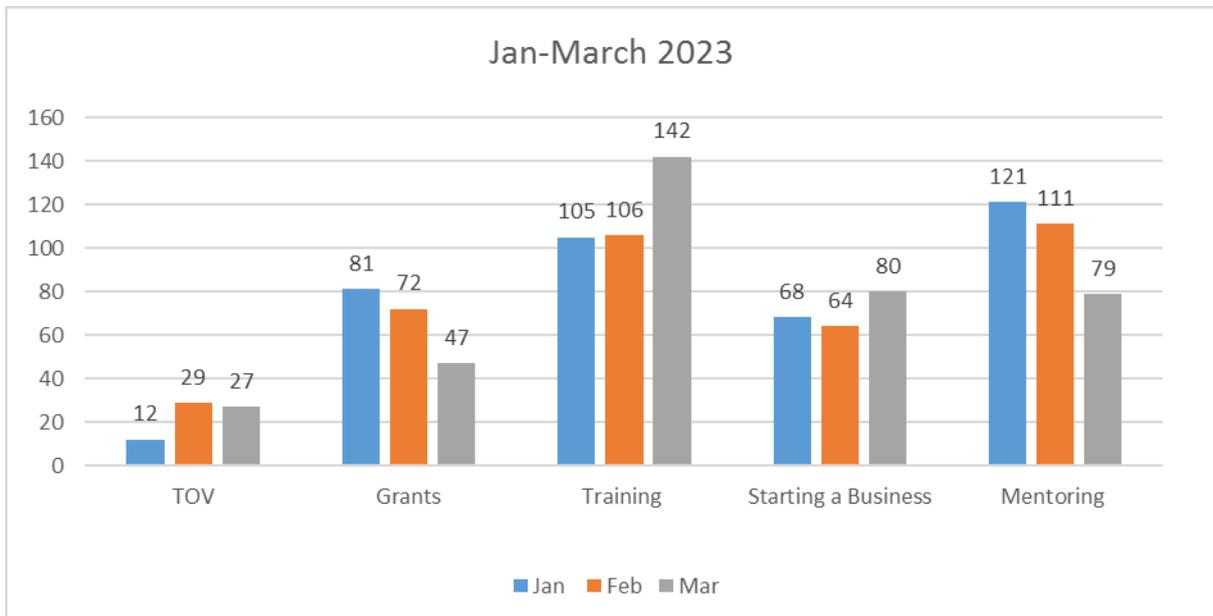
### **First Stop Shop**

**Calls during 1st Jan to 30th Mar:** 603 calls / 581 for the same period in 2022 / -22 – comparable numbers year on year. Breakdown of calls year to date: 1% EDO, 52.3% general enquiries, 27.1% grants, 19.6% mentoring & training.





**Emails during January – March 2023:** 1144 emails received and processed vs 993 for the same period in 2022.



Breakdown by category of activity:

- M1 supports: trading online voucher 5.58% & grants 17.30% = 22.88%
- M2 supports: Training 31.29%, Mentoring 27.25% & Start Your Own Business 18.62% = 77.16%

**In Person Interactions:** Extremely low demand for appointment or walk in service. 14 year to end of March 2023.

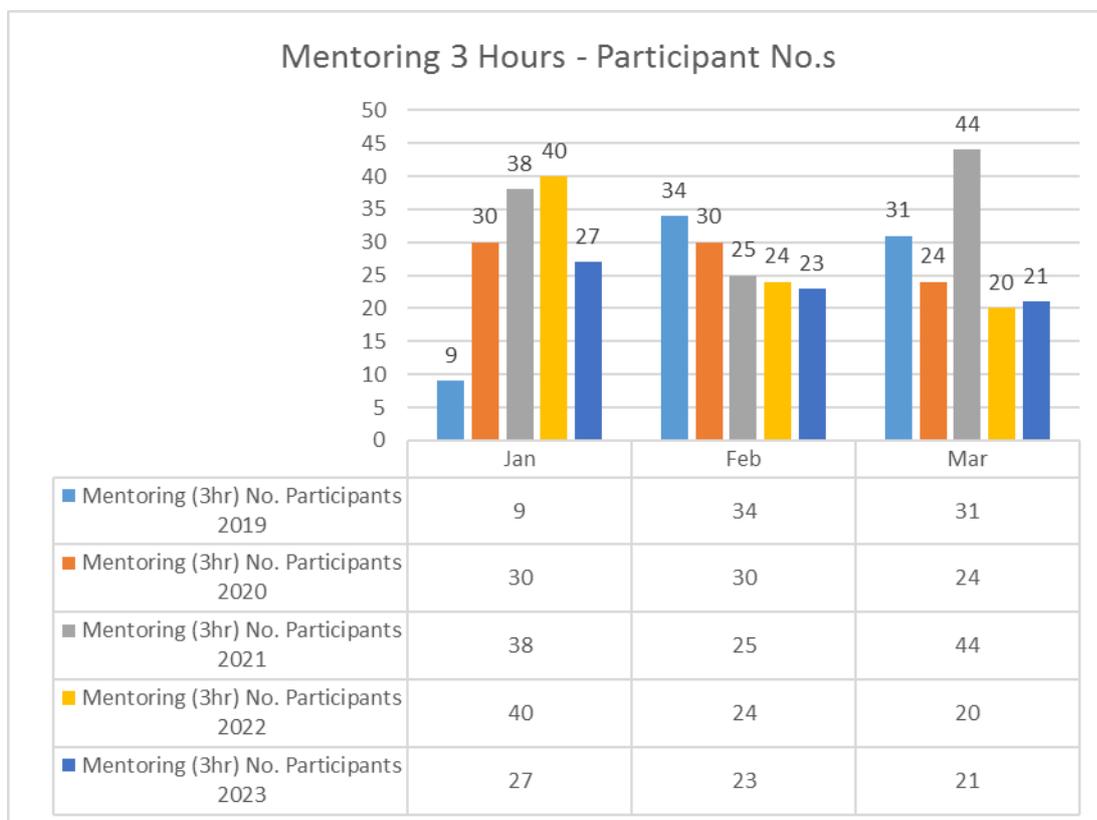
**Mentoring**

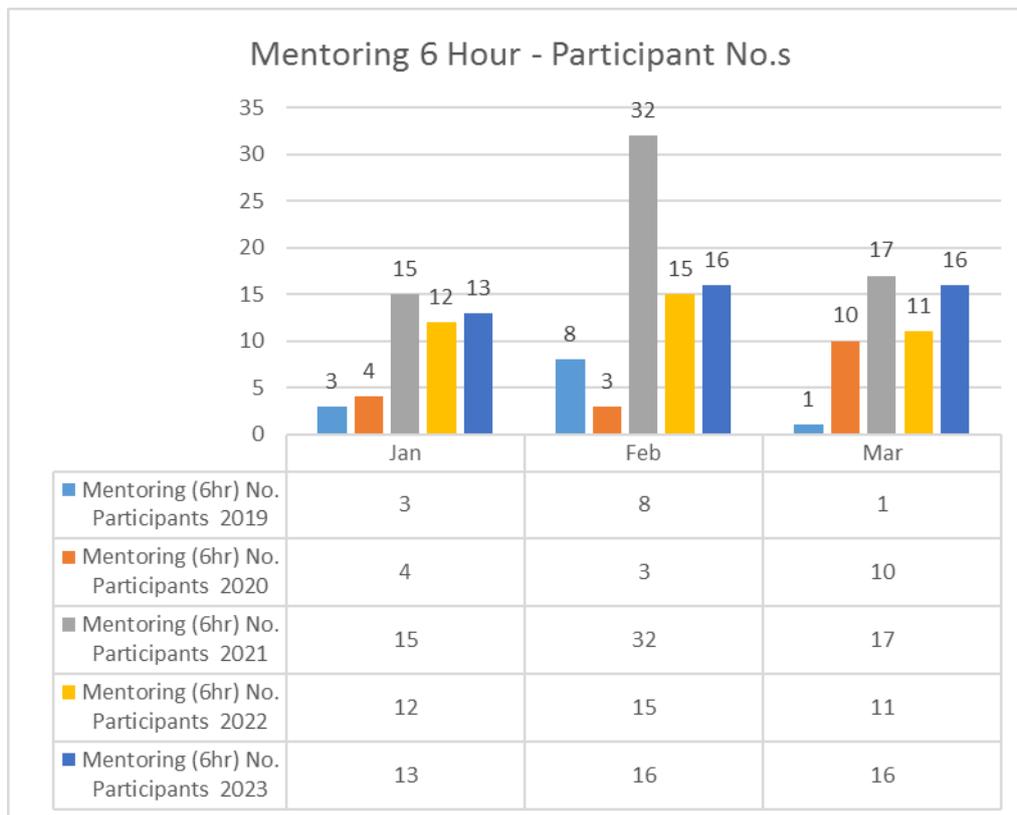
**Annual Target 2022:** 1,000 hours

1<sup>st</sup> Jan – 31<sup>st</sup> March 2023: 345 hours achieved

**Achieved vs annual target**

- 3 Hour Product: At 24.7%
- 6 Hour Product: at 15%
- Business Advice Clinics delivered 44.4%





**Mentor Meetings:** continuing monthly. Opportunity to gain feedback from the panel and also to update them on emerging products. Last meeting took place 29<sup>th</sup> November. Mentors enjoy the 30 minute meeting monthly as its frequent enough and not a large time commitment. Dublin regional mentor quarterly in person meeting chaired by DLR possible.

**Mentor Tender:** Current tender active until October 2023. Planning has commenced for new tender. Current panel are operating effectively. Our intention was to roll the panel over and also invite new participants. Further to consultation with DCC procurement, they have advised as the tender was established as a multiparty framework vs panel, we cannot roll it over. A multiparty framework was selected as the most suitable type in 2019 as it mentoring allocation is more transparent. Revised course of action to be planned. It is envisaged details of first draft will issue in June 2023

**Brexit Mentoring:**

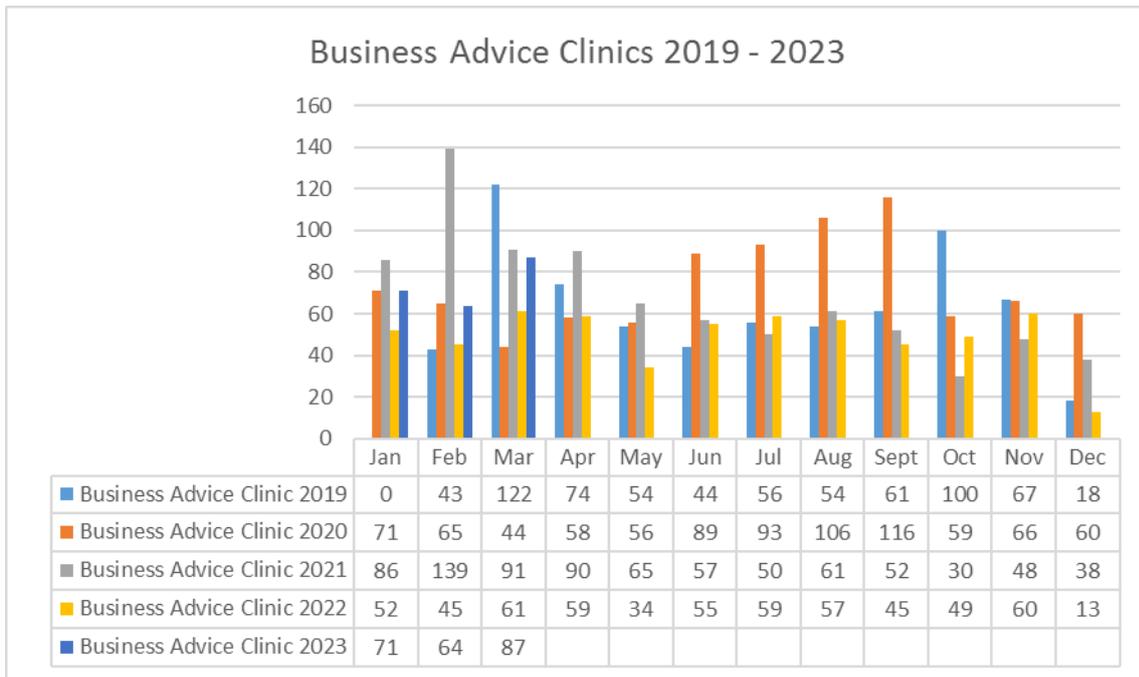
8 brexit specific mentoring sessions requested Jan – March vs 9 in 2022.

**Business Advice Clinics (BAC)**

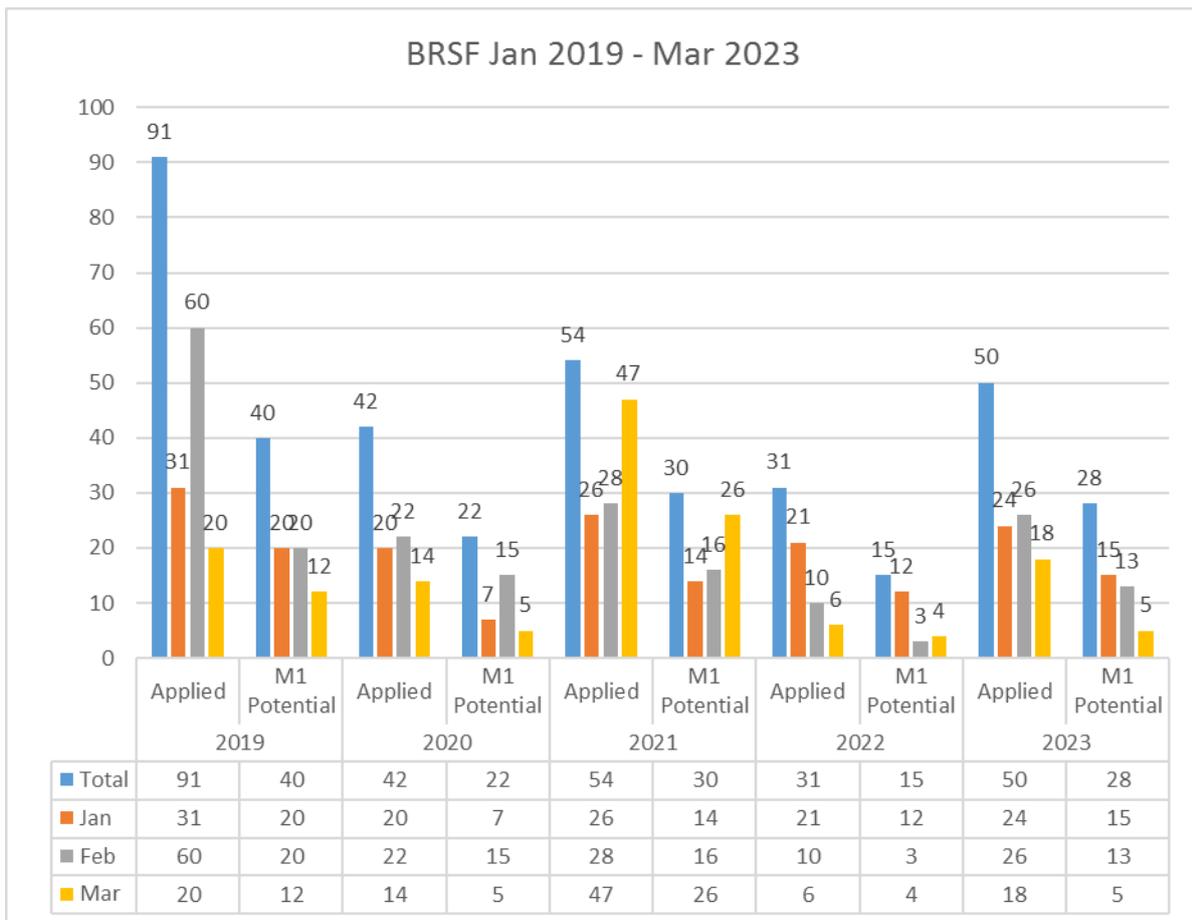
Annual target 2023 : 500 participants, 48 clinics

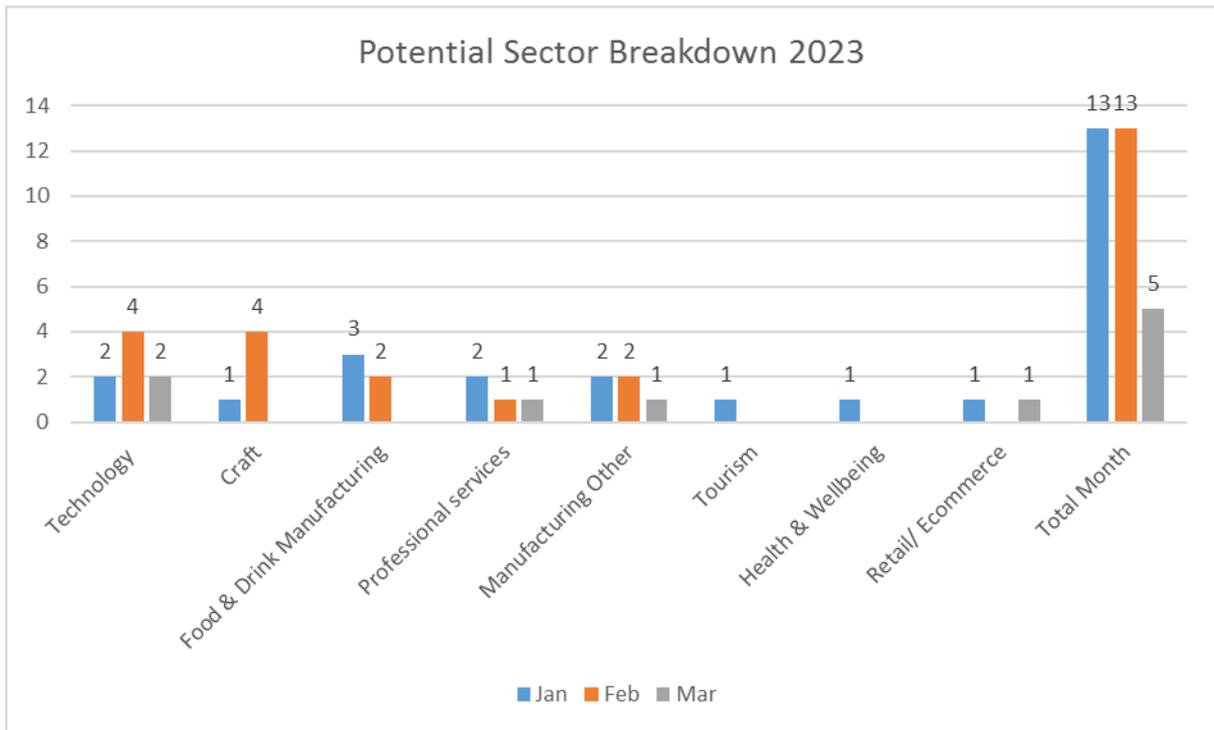
1<sup>st</sup> Jan – 31<sup>st</sup> March 2023

- 13 clinics delivered vs 13 in 2022.
- Participants: 222 participants Jan – March 23 inclusive vs 158 for same period in 2022, currently ahead YOY by 64 participants & on target to exceed annual target.
- Performance vs annual target: 27% of annual clinics delivered. 44.4% of annual participants delivered.



**Business Support Forms (Those who seek to consult with a business advisor pre loan application)**





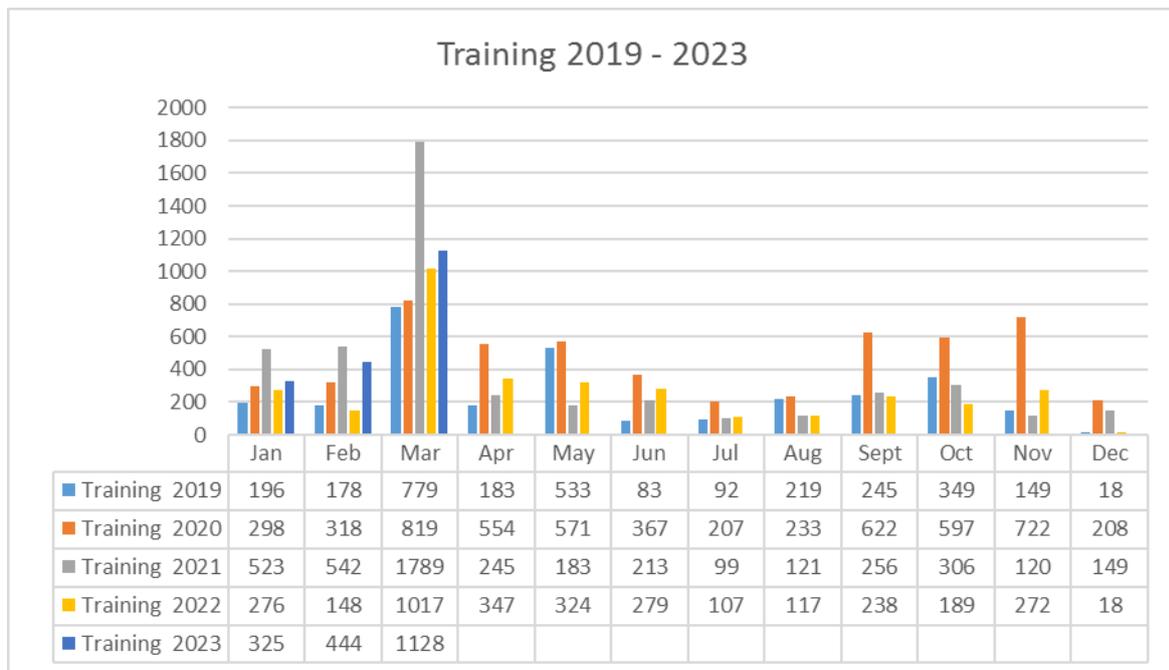
**As at 31/03/2023. Comment:**

Both application & our conversion rate is up/down year on year. Follow on contact continues to be made with companies who were not deemed eligible by a mentor to meet with a business advisor at this time. The transfer of information from assessing mentor to business advisor has been reviewed for efficiency. M2 continue to maintain the business support request form weekly to ensure pipeline to the M1 Business Advisors for EVAC purposes.

**Training Schedule '23** <https://www.localenterprise.ie/DublinCity/Training-Events/Online-Bookings/>

**Annual Target:** 3000 participants

**1<sup>st</sup> Jan – 31<sup>st</sup> March '23:** 1897 participants, 62 courses for the quarter.



We continue to monitor market trends, environmental factors and have regular meetings with training providers for feedback to ensure the courses are offering real value to the entrepreneurs and are relevant to their needs. We are also liaising with other LEO offices in the Dublin region and nationally to gain feedback on their outcomes / market trends. The 2023 training plan is an agile document and will be under regular review. Training courses are presently advertised to end of May 2023 and are effectively booking.

### Training courses completed Jan - March 2023

#### January

05/01/2023	Business Advice Clinic
11/01/2023	Create a WordPress Website
11/01/2023	Business Advice Clinic
12/01/2023	Sell Food and Craft products at markets and Pop-Ups
13/01/2023	Trading Online Voucher Information Session
16/01/2023	Your journey to your business plan
17/01/2023	Selling online with Esty & Shopify
17/01/2023	Start your own business programme
19/01/2023	Business Advice Clinic
19/01/2023	Grant application workshop
24/01/2023	Facebook for Business
24/01/2023	Business Advice Clinic

28/01/2023	Start your own business programme
31/01/2023	Fundamentals in Business Accounting

## February

02/02/2023	Business Advice Clinic
02/02/2023	Online Marketing & Social Media Programme
02/02/2023	Grant Application Workshop
03/02/2023	Lean into Going Green in Business
07/02/2023	Tik toc for business
08/02/2023	Creating your business plan
09/02/2023	Business Advice Clinic
14/02/2023	Business Advice Clinic
15/02/2023	How to maximise your new website
16/02/2023	Managing performance & productivity of remote teams
16/02/2023	Road to starting a business - challenges & successes - panel discussion
21/02/2023	Start your own business
22/02/2023	Business Advice Clinic
23/02/2023	Linkedin for business
28/02/2023	Pricing your Products & Services to make Profit
28/02/2023	Trading online voucher information session

## March

02/03/2023	Learn about tax and vat
02/03/2023	Business Advice Clinic
06/03/2023	LEW - instgram for business
06/03/2023	LEW - Breaking down the innovation barriers in established business
07/03/2023	LEW - The 3 Gettings
07/03/2023	LEW - Intellectual Property Briefing
07/03/2023	Pitch perfect battle of the startups
07/03/2023	LEW - Unlocking business opportunities

07/03/2023	LEW - Skills & Talent Development for SME's
07/03/2023	LEW - Knowing your numbers
08/03/2023	Start your own business
08/03/2023	LEW - Twitter for business
08/03/2023	LEW - Intro to the fundamentals of accounting
08/03/2023	LEW - Business Advice Clinic
09/03/2023	LEW - drive cost savings with Lean
09/03/2023	LEW - Branding conveying your story
09/03/2023	LEW - Grant application workshop
09/03/2023	LEW - Prepare your business for customs
09/03/2023	LEW - Trends that will impact your business
09/03/2023	LEW - SoCircular
09/03/2023	LEW - Making connections & cocktails
10/03/2023	Networking & Pitching for business
11/03/2023	Start your own business bootcamp
14/03/2023	Business Advice Clinic
20/03/2023	Food starter March/April 23
21/03/2023	Discover the benefits of digitalisation for micro enterprises
21/03/2023	Are you ready to export
23/03/2023	Social media content
23/03/2023	Business Advice Clinic
27/03/2023	Website Security & GDPR compliance
28/03/2023	Start your own business
30/03/2023	Business Advice Clinic

### **Training courses booking April 2023**

04/04/2023	Creating Marketing Videos on your Smartphone
04/04/2023	Fundamentals of Business Accounting starts Tue April 4th 2023
05/04/2023	Business Advice Clinic
05/04/2023	Management & Development for SMEs starts Wed April 5th 2023

06/04/2023	Presentations - Pitching your Business to Investors Thurs April 6th 2023
11/04/2023	Selling Online-Setting up Online Shop - 2 pt series April 11&13 2023
12/04/2023	Business Advice Clinic
12/04/2023	How to advertise online with Impact - Wed 12th April
13/04/2023	Grant Application Workshop Thur 13th April 2023
18/04/2023	Leadership for Growth Management Development Programme 2023
19/04/2023	Start Your Own Business Course 6 start Wed 19th April & Saturday
20/04/2023	Search Engine Optimisation (SEO) & beyond
20/04/2023	Lean for Micro
26/04/2023	Trading Online Voucher Info Session April 2023
27/04/2023	Linkedin for Business Tues 27th April 2023

### **Start Your Own Business (SYOB) Training Courses**

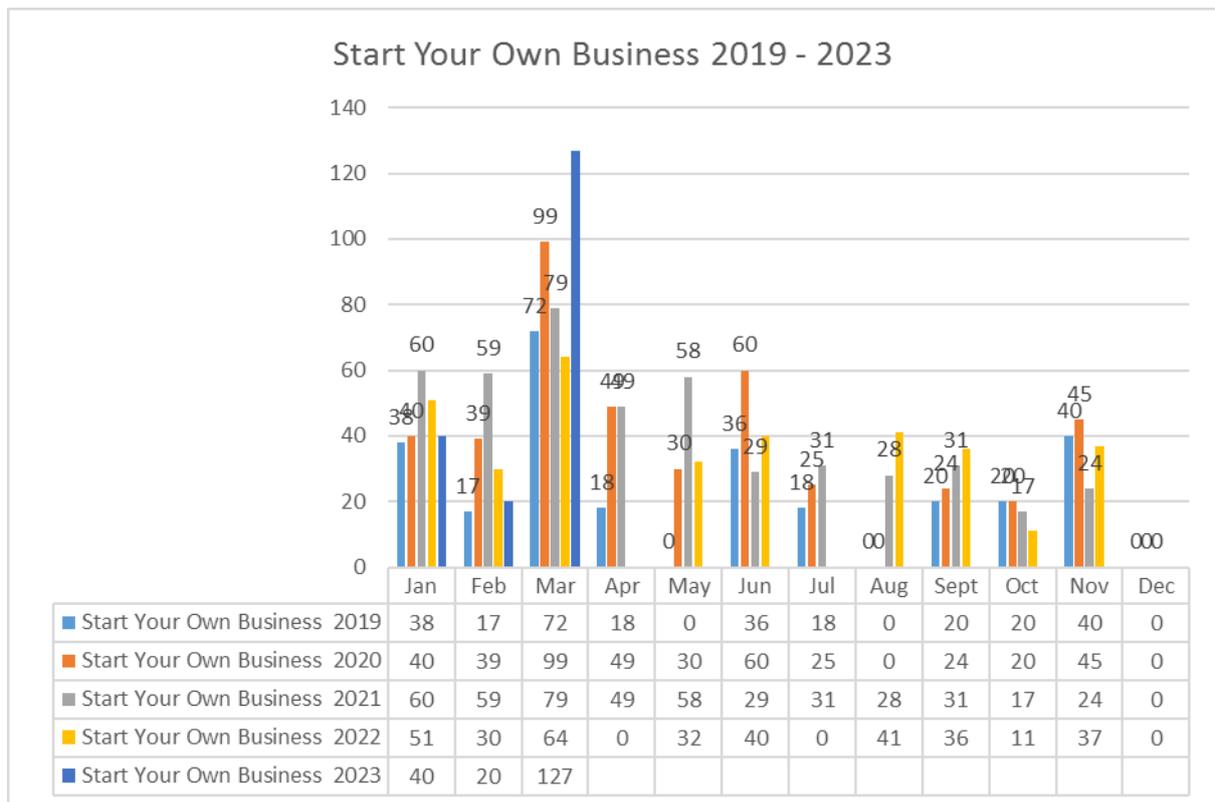
This programme provides individuals who are seeking to start their own business with the skills, management tools and expertise in making the right decisions, planning and organising effectively. It helps individuals gauge what will be required in order to keep their new venture running effectively and efficiently.

**Annual Target:** 13 courses & 221 participants

**Jan to March 2023:** 6 courses, 1 boot camp delivered & 187 participants. All courses were fully booked.

Jan to March 23 Performance vs annual target: 47% of courses delivered. 85% of annual participants delivered.

**Comment:** Participant numbers are well on track to exceed annual target.



#### Start Your Own Business Programme for Refugees and people in direct provision

Being sponsored by LEO DC and coordinated by Inner City Enterprise (ICE). It is anticipated that 110 potential start up businesses will benefit from the programme Dec '22 – Nov '23.

#### Financial Training (targeted at pre-EVAC and post EVAC clients)

Our Training partner is scheduled to deliver three fundamentals in finance programmes in 2023. Courses are booking fully.

Date	Bookings
31/01/2023	25
08/03/2023	40
04/04/2023	24

#### Micro Finance Ireland Pre loan application advice

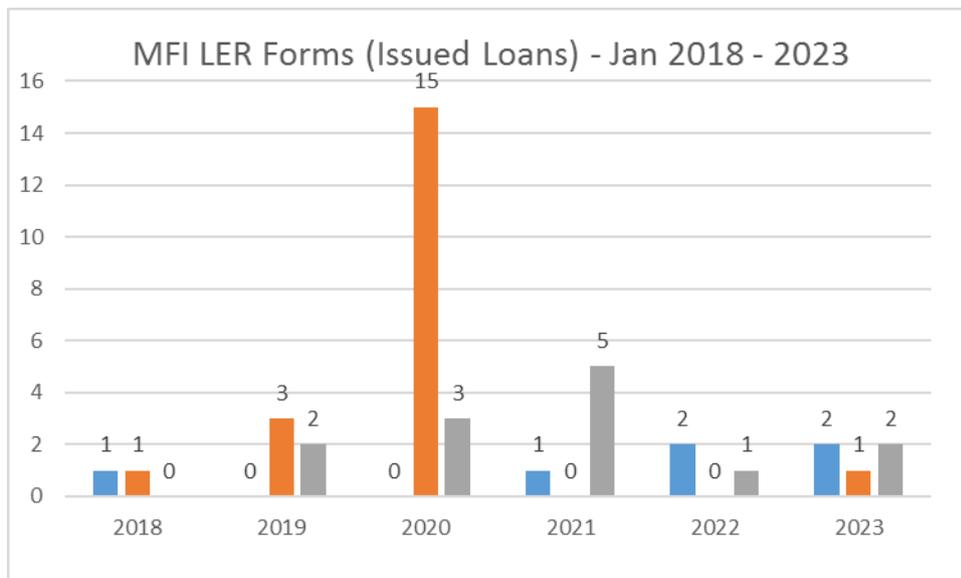
**1<sup>st</sup> Jan – 31<sup>st</sup> March 2023:** 19 pre loan applications year to date.

**Comment:** Application rate is similar to 2018 & 2021.

5 loans approved year to date.

Some reluctance by entrepreneurs to take loans presently.

Liaising with MFI to receive additional marketing materials and promoting via newsletter & social media posts. MFI continue to radio advert airplay.



## Events

### Local Enterprise Week 6<sup>TH</sup> – 11<sup>TH</sup> March 2023

Successfully delivered +30 events in person and online format. Events can be viewed back on [www.localenterprise.ie/week](http://www.localenterprise.ie/week)

Of particular noting was:

- Dublin regional event organised in partnership with TU Dublin which had 345 registrations
- International Womens Day event run with the Dublin Chamber of Commerce with 275 attendees
- LEO Dublin Cities National online event delivered from Wood Quay Venue 'Drive cost savings with Lean.
- Start your own business bootcamp from Richmond Barracks on Saturday 11th March attended by 86 participants

### Lovin' from the Oven Dublin City Enterprise Award Winner '23

<https://www.localenterprise.ie/DublinCity/News/Press-Releases/LOVIN%E2%80%99-FROM-THE-OVEN-IS-THE-WINNER-OF-DUBLIN-CITY-ENTERPRISE-AWARD-2023.html>

Photoshoot took place at the Mansion House with photos successfully picked up by the Irish Independent (p11 15/3/23)

**Digital & export information and pipeline events** for consultancy products took place 21st March at Wood Quay Venue. Digital event delivered by Lean BPI. Export Event delivered by Full Circle. Leads from the event being targeted.

<https://techfoundher.com/> : an event supporting female founders from non tech background creating a tech product/platform on 2nd may. Sponsored by EDO.

Meeting held on Fri 24th March & marketing for this event is currently being undertaken presently. It was also agreed to reach out to other LEO offices to see if they can aid in the event promotion. Endeavouring to generate audience of approximately 80 – 100 in the Mansion House

## Management Development Training Courses

LEO Dublin City has engaged with LEO Fingal regarding a new Management Development programme. Further to a procurement process via LEO Fingal, this new management development programme will be available on April 18<sup>th</sup> with our training partner Optimum Results delivering.

Simultaneously we are also devising a pilot scheme 'One 360' where a plan is created for each business to channel them via LEO supports over 12 months. The project is highly client centric and we envisage the pilot commencing in Q2.

## Business Matters at the Library

A research workshop is took place on 9<sup>th</sup> March supported by Mintel 'Trends that will impact your business'. This was attended by 12 people including client from previous clinic at the GEC.

A planning meeting was held with the libraries on 30<sup>th</sup> March to plan and implement activity in Q2.

## Consultancy Products

**Digital Start Voucher:** <https://www.localenterprise.ie/Portal/Digital/Digital-Start.html>

Digital audit

**Target '23** 10

**Applications** 2

**Green for Micro** <https://www.localenterprise.ie/Green/Green-for-Micro.html> Sustainability audit

**Target '23** 28

**Applications** 7

**Greenstart** <https://www.enterprise-ireland.com/en/Productivity/Build-a-green-sustainableBusiness/GreenStart/>

An enterprise Ireland product designed for companies +10 employees

1 application received.

**Lean** [www.leanformicro.ie](http://www.leanformicro.ie)

Increasing competitiveness & profitability

**Target '23** 28

**Applications** 5

**Export**

Internationalisation planning

**Target '23** 5

**Applications** 1

Diagnostic tool with Full Circle to assess companies potential within ½ day pre providing deeper consultancy. Enhanced use of resources and removes weaker prospects at an earlier stage.

### **Export Development Programme**

As an outcome of the information workshop with client targeting and assessment of suitability, it is envisaged to run an export development programme in June '23.

### **Networks**

#### **Women In Business Network**

The network presently has 140 members and continues to be vibrant with a series of in person events taking place at lunchtime and evenings, as well as coffee zooms for networking purposes and accountability groups.

#### **Recent events:**

##### **22nd March webinar: Lets bust some myths (about tech)**

<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/22nd-March-Webinar-Let-s-bust-some-myths-about-tech-.html>

#### **Forthcoming event**

##### **17th April: Is it time to shake it up? (big picture focus)**

<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Networking/Women-in-Business/Network-Events/17th-April-2023-Event-Is-It-Time-to-Shake-It-Up-Speaker-Michelle-Lestas.html>

#### **LEO Dublin City Network – new initiative**

There is an interest in establishing a new network that is not gender specific. Briefing document being devised. Tender for coordinator required. A similar model to the Women in Business Network.

### **Eco-System Development**

Back for business conference on 30th March presentation made by Paul Berry.

Bank of Ireland area manager scheduled presentation with bank of Ireland docklands cluster business advisors.

Meeting scheduled for 05/4/23 in the Grand Canal.

Attendance at Retail Excellence Ireland annual event May 2023 is being planned

Design Craft Council of Ireland; we are liaising with the intent of setting up a start your own business programme for design/maker businesses.

### **HR**

Grade 4 interview results issued. 1 measure 2 staff member was successful. 3 applied to the process.

## 2. Measure 1 (Grants) Approvals Metrics: April 2023 (January – March Approvals)

Type of Grant	#No of M1 Grant Applications			Jobs		Value of M1 Grants		
	Annual Target	Total No. Approved 2023	Variance	Total Jobs Created Target - Grant Approvals		Annual Target	Total Value M1 Grant Approved 2023	Variance
Feasibility Grant	23	10	13	25	10	€172,500	€69,622.00	€102,878.00
Priming	16	1	15	32	2	€240,000	€34,435.00	€205,565.00
Business Expansion	21	4	17	53	7	€525,000	€108,227.00	€416,773.00
<b>TOTAL</b>	<b>60</b>	<b>15</b>	<b>45</b>	<b>110</b>	<b>19</b>	<b>€937,500</b>	<b>€212,284.00</b>	<b>€725,216.00</b>

### List of M1 Grants approved in 2023

GMIS No.	Company Name	Grant Type	Promoter	Executive Official	Amount Approved	Jobs
9022970	Cairenn Foy LTD	Feasibility	Cairenn Foy	Peter Sheridan	€7,500	1
9036036	Find My Digs	Feasibility	Anne Tucker	Badru Kabiru	€4,700	1
9036043	Hair Health Essentials Ltd	Feasibility	Clare Devereux	Cathy McPadden	€10,550	1
9036044	Gravify Limited	Feasibility	Darragh Donnelly	Badru Kabiru	€7,200	1
9036046	Kinesin Limited	Feasibility	John Travers	Carmel Seery	€11,000	1
9006630-05	MyPlace Media Ltd	Feasibility	Peadar Gormley	Peter Sheridan	€15,000	1
9038048	Ronan McCormack t/a Waxlog	Feasibility	Ronan McCormack	Cathy McPadden	€2,400	1
9028694-05	NovoGrid Ltd	Business Expansion	Paul Manning	Carmel Seery	€45,000	3
9013258	Daniel Cohen t/a VR Team Connect	Feasibility	Daniel Cohen	Carmel Seery	€2,475	1
9036395	Pink Salmon Limited	Feasibility	Meadhbh Quinn	Carmel Seery	€2,597	1
9033848-02	The Elephant Hive Limited	Feasibility	Miriam O'Flynn	Peter Sheridan	€6,200	1
9034614	Jack Ryan Whiskey Co. Ltd	Business Expansion	Eunan Ryan	Peter Sheridan	€15,000	1
9036400	Funky Christmas Jumpers Ltd. t/a Functional Tennis	Business Expansion	Fabio Molle	Peter Sheridan	€17,537	1
9034049-03	VisionGreen Technology Solutions Ltd	Business Expansion	John Pakenham	Cathy McPadden	€30,690	2
9036033	Pet Sláinte	Priming	Roberta Gannon	Cathy McPadden	€34,435	2
				<b>Total:</b>	<b>€212,284.00</b>	<b>19</b>

## Trading Online Vouchers – 2023

Trading Online Metrics 2023 : 1/1/2023 – 11/4/2023

<b>Trading Online Vouchers:</b>	<b>Target 2023</b>	<b>Metrics 2023</b>
<b>No. of Trading Online Vouchers Approved:</b>	<b>200</b>	<b>43</b>
<b>Value of Trading Online Vouchers Approved:</b>		<b>€90,946</b>
<b>No. of TOV Drawdowns Received:</b>		<b>49</b>
<b>No. of TOV Drawdowns Paid:</b>		<b>35</b>
<b>Total Amount Paid:</b>		<b>€67,820.35</b>
<b>Total Amount Decommitted:</b>		<b>€12,347.65</b>

## TAME – 2023

Summary of TAME Metrics: 1/1/2023 to 11/4/2023 – For Noting

As a 11.4.2023	TAME Grants Approved Year 2023	Balances c/f to 2023	Total
No. of TAME Approved	9		
Total TAME Approved	€20,318	€17,532.67	€37,850.67
Total Value Decommit 2023	€4.00	€3,911.67	€3,915.67
Total Value TAME Payments	€7,260	€8,621	€15,881
Balance to Drawdown	€13,054	€5,000	€18,054

### 3. Dublin Place Brand – April 2023

#### Place Brand Strategy Development

- OCO Global and Eutopia working on final version of the strategy development document for the Dublin Place Brand
- Eutopia confirmed a Place Branding conference ‘The Place Race 2023’ supported by DCC and the Dublin Place Brand to take place 20<sup>th</sup> June, Medley, Fleet Street, Dublin. The conference will be an opportunity to highlight the benefits of Place Branding and to showcase our new Always Dublin campaign.

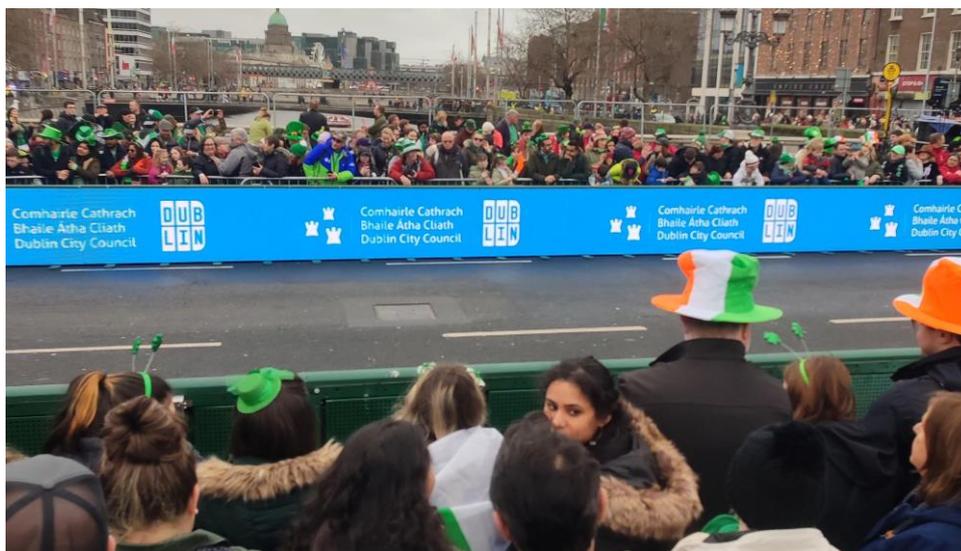
#### Campaigns & Events

##### Always Culture Campaign

- We are in the initial stages of planning a cultural focused campaign for June 2023. The campaign will include the brand driver ‘Always’ and feature Museums & Attractions; Festivals and Live Entertainment.
- The campaign will appear on outdoor media including bus shelters, metropoles, digipanel, lamppost banners, bus T-sides and banners on Palace Street and Liberty Hall.
- Online there will be paid and organic social media along with website content.

##### St Patrick’s Festival

- The joint DCC & Dublin Place Brand featured prominently throughout the 2023 St Patrick’s Festival.
- This included online and printed promotional material such as the brochure, banners and display panels on both the parade route and in Collins Barracks.



## Tender for Journalism, Copywriting and Content Development Services

- Following research on similar tenders, we finalised a Pricing Table to be included in the Tender documents.
- Both RFT and TRD are with a Greenville Director for a final review before being released. Once we receive both documents, they will then be published on eTenders.

### Merchandise

- Provided 14 Goodie Bags for 2 winning teams from DCU Hack4Change.
- Distributed 45 branded notebooks to a delegation of international journalists from around the world attending the St Patrick's Festival. Journalists were attending a breakfast event at the Hugh Lane Gallery.
- Distributed merchandise to a delegation visiting Dublin from Dublin, Ohio. A range of merchandise was also sent to the Economic Development team in Toronto via Ross Curley.
- Provided a range of merchandise including bags, notebooks and pins for a trip by The Lord Mayor and Fanchea Gibson to San Jose, which is twinned with Dublin.

### Dublin.ie

#### Content

- **Page content updates:** Preparing to update page content on the site with a contractor over the next few months.
- **What's On:** 53 new listings published in the month of March.

#### Site Metrics

- **Users:**
  - 49k recorded (approx. 196k real figure)
  - **Average pages viewed:** 1.47
  - **Geo breakdown:** 70% Ireland, 8% UK, 4.6% USA, 2% Germany, 1.2% France, 1.1% Spain

#### Social Media

We have hit a new milestone this month in surpassing 40k overall followers in our social media community. The biggest content piece across socials this month was St Patrick's Festival, and live coverage and video content relating to this performed brilliantly across all of our channels.

- Current Total Followers: 40.3k (+ approx. 300 new followers this month)
- Twitter: 15.9k followers (+100)
- Facebook: 19.2k follows (18.3k likes) (+100)
- Instagram: 4.8k followers (+100)
- TikTok: 373 (+15)

#### Stakeholder Engagement & Meetings

##### LEO Enterprise Week Networking Event

- Attended the LEO Dublin City networking event 'Making Cocktails & Connections', which took place during Local Enterprise Week. An opportunity to meet and network with a

number of SMEs, start-ups and also larger companies including Google, who work with this sector. In addition, a workshop on how to network effectively from Ellen Gunning, Founder of the Irish Academy of Public Relations was very useful.

#### **DCU Hack4Change**

- The Dublin Place Brand along with EDO supported the DCU Hack4Change. The hackathon ran from 12<sup>th</sup> – 16<sup>th</sup> March with over 600 students coming up with new ideas across a number of topics including sustainability and the circular economy. The event proved an opportunity to re-engage with senior lecturers in the DCU Business School and included discussions on potential new projects following on from the DCU / Fáilte Ireland project in 2022.

## 4. Smart City Update – April 2023



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise  
April 2023

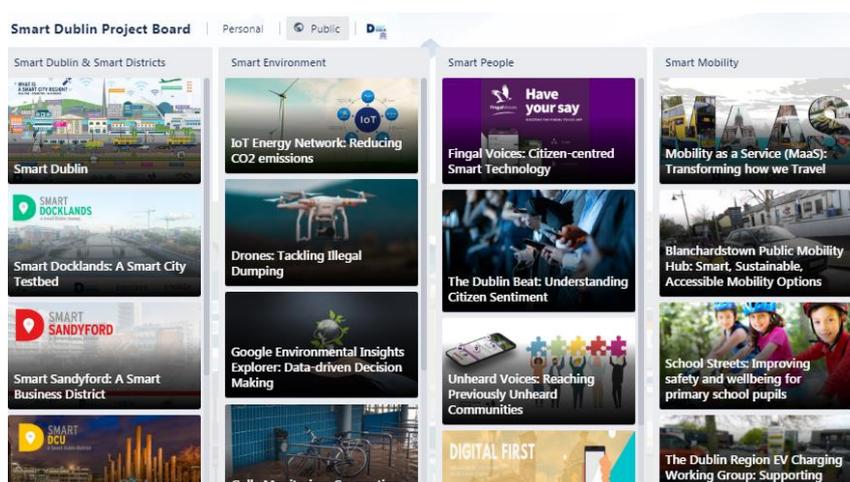
Agenda Item: Smart City Update

**Smart Dublin** is an initiative of the four Dublin Local Authorities to engage with smart technology providers, researchers and citizens to solve challenges and improve city life. It aims to position Dublin as a world leader in the development of new urban solutions, using open data, and with the city region as a test bed.

**DCC Smart City Unit** under the Smart Dublin umbrella has developed a world-leading Smart City programme. It drives forward the use of new technologies to improve our city's operations; improving efficiencies, reducing costs, driving economic growth and future proofing our communities.

**Smart Districts** are strategically selected locations where targeted smart city projects can be fast-tracked to measure impact and potential scalability. Each Smart District is unique, with bespoke programmes developed to meet the specific needs of the district residents and also provide growing businesses with a wider variety of testbed locations.

Dublin City Council supports three out of the five Smart Dublin districts; Smart Docklands, Smart DCU and our latest smart district Smart D8, a smart district focusing on Health and Well Being. It has also recently established a Smart Tourism Programme in partnership with Failte Ireland.



For more information on Smart Dublin Project, see the Public Trello Board: <https://trello.com/b/18809azF/smart-dublin-project-board>

### **1. Smart DCU's Partnership with Cellnex- 'Ireland's first 5G Campus'**

Smart DCU is a collaboration between Dublin City Council and partners Enable, Insight SFI Research Centre for Data Analytics, and DCU Alpha. Continuing with the goal to develop, test and trial cutting edge technology innovation, Cellnex has partnered with the Smart DCU programme to



develop Ireland's first 5G-enabled 'Smart Campus'. The partnership will see Cellnex install telecommunication infrastructure to provide uninterrupted 5G coverage across the main campus, the DCU Alpha Innovation Campus and the DCU sports campus. Rolling out 5G coverage of this scale will allow for the increased adoption of bandwidth heavy applications. Cellnex and Smart DCU are now seeking to collaborate with mobile network operators to develop 5G capabilities across the campuses. See more here: <https://www.rte.ie/news/business/2023/0208/1354431-cellex-dcu-deal/>



### **2. Google Project Air View Launch**

Dublin City Council through the Smart Dublin programme launched the initial results and data from the Google Project Air View initiative, which measured the air quality of Dublin City's streets over a period of 16 months. Over 50 million data points were released. The project was delivered in partnership with Dublin City Council, with data captured by Google's first electric street view car equipped with

Aclima's mobile air sensing platform. This data was made publically available through [Smart Dublin's Open Data Portal](#) on the 14<sup>th</sup> of February and launched by the Lord Mayor of Dublin Caroline Conroy and the Minister of State for Public Expenditure, Ossian Smyth at the Mansion House. The mapped street by street air quality data is a first for an Irish city and is now openly available to support further research and to increase awareness of air quality levels across Dublin. See more here: <https://www.rte.ie/news/dublin/2023/0214/1356577-dublin-air-quality/>

### **3. Google Project Air View- Air Quality Data Hack**

Dublin City Council partnered with Google and Aclima to host an Air Quality Data Hack from the 24th Feb-26th Feb. Over 100 participants with 16 teams; including developers, data scientists, and environmental experts spent the weekend developing insights and solutions using the Google Project Air View data. The data focuses on hyperlocal air quality averages in Dublin and contains 50 million data points. The ideas presented impressed the panel of judges that included Martin Fitzpatrick, Principle Health Officer from Dublin City Council and



representatives from Google. The winning team, 'Phoenix' developed a vulnerability mapping solution highlighting the locations in Dublin with exposure to poorer air quality using machine learning techniques. This solution could be used in future by the City Council for infrastructure planning such as Active Travel Network, Pedestrianisation, etc. The Air Quality Data Hack was a huge success, with participants demonstrating real commitment to use their skills and expertise to help develop new insights that can help improve air quality in Dublin. For more information: <https://smartdublin.ie/7568-2/>



#### **4. DCC Drones Workshop**

As part of 'Developing a strategic framework for drone operations for Dublin City Council' project, the Smart Cities team hosted a workshop in The Digital Hub on 15<sup>th</sup> of March 2023 for Dublin City Council staff. The workshop was led by renowned drone consultants Julie Garland (Avtrain) and Philip Butterworth-Hayes (PMI MEDIA Limited). Over 40

staff participated in the workshop from various DCC departments to discuss current and future drone use cases, challenges and next steps for drones operation in DCC.

#### **5. Design Your Future City Week**

From March 20<sup>th</sup>-24<sup>th</sup>, Academy of the Near Future team hosted a free week-long smart cities programme for Transition Year students called '[Design Your Future City](#)'. Through creative workshops, students explored how smart tech and inclusive design thinking can help solve some of our cities' most pressing challenges. Students also had the opportunity to create their own smart city solution to an urban challenge facing their community and presented their ideas to a judging panel



made up of representatives from local authority, academia, and industry and included Linda Doyle, the provost of Trinity College Dublin. You can find out more information about the programme here: <https://nearfuture.ie/programmes/design-your-future-city/design-your-future-city-info/introduction-2>



#### **6. Dublin City Council Economic Data PIN Notice**

Local Government across Ireland plays an important role in the delivery of public services at a local level, and leads economic, social and community development. Development decisions and plans should be evidence based and data driven, e.g. The Dublin Economic Monitor, uses local level data to track

Dublin's economic performance on a quarterly basis. There is an increasing need for data to

measure, plan and monitor economic impact at a local level. Dublin City Council is leading this [PIN](#) consultation to better understand the current market and data offerings that can enhance our understanding of the performance of local economic development across Ireland. The PIN Notice closed on the 5<sup>th</sup> of April and received seven responses from economic operators. These submissions are currently being reviewed.



### **7. UN Digital Rights Workshop for Local Authority Staff**

A prototype UN Digital Rights workshop for local authority staff was delivered in March as part of Dublin City Council’s work with the Cities Coalition for Digital Rights and is supported by UN-Habitat. It builds upon the work done to date by the Smart Docklands’ Academy of the Near Future team. The pilot workshop aims to educate and upskill local authority staff about preserving digital rights and the Public Sector Duty, as cities increasingly begin to introduce new digital technologies and services and has a particular emphasis on data ethics and privacy in relation to digital rights.

### **8. Smart D8- Call for Pilots 2023**

Smart D8 is an initiative to improve the health and wellbeing of citizens in Dublin 8 through collaboration and innovation. Smart D8 launched a new call for pilot projects in three areas: Population Health, Positive and Healthy Ageing, and Connected Patients in the Community. Smart D8 seek to support the development of impactful, scalable and sustainable pilots involving enterprise, academic and other relevant public and private stakeholders. Pilot proposals must be ready to deploy with end users and should be in a position to measure impacts within a six month timeframe. Read more here: <https://www.thedigitalhub.com/press-releases/smart-d8-opens-new-call-for-pilots-for-health-and-wellbeing-demonstrator/>



[The closing date for applications is the 24<sup>th</sup> of April 2023 @ 23.00. Applications can be made online through this link: Smart D8 Pilot Application 2023 \(google.com\)](#)

### **9. Dublin City Tourism Unit Update**

The Smart City Unit has been a key partner in the success of the Smart Tourism programme for Dublin and the establishment of the new Dublin City Tourism Unit. Along with the Dublin City Council Culture Company, we have helped establish the Unit, which has responsibility for fostering equitable development of tourism in our city.

The Dublin City Tourism Unit provides a key tourism advisory function from within Dublin City Council and now manages the Smart Tourism programme. It advises and supports the city on all aspects of tourism development as well as provide several key functions such as tourism strategy development, data and insights reporting and digital product development. It is also responsible for the development of digital tourism offerings such as the new Dublin Discovery Trails App. This Unit is built on the foundation of supporting the DCC tourism vision, agenda and ultimately to help

achieve its tourism development goals as outlined in the City Development Plan. The Unit is also responsible for the ongoing development of the award winning Smart Tourism Programme for Dublin.