



A Jobs Strategy for South Dublin County **2014**



ROLE OF SOUTH DUBLIN COUNTY COUNCIL

The overarching role of local government in integrated public service delivery is fundamental to economic development, enterprise support and job creation. Local authorities play a significant supporting role in the delivery and implementation of national objectives, in conjunction with their primary role of effective local delivery of public services and balanced economic development.

Direct intervention and influence through forward planning in the shape of the County Development Plan, local area and town centre improvement plans is the starting point for major ongoing investment in infrastructural provision in such areas as water services, transportation and traffic management, broadband, recreation and amenity provision and visual improvement

projects. These planned enhancements in infrastructural capacity are fundamental to sustaining existing employment, while supporting indigenous and inward investment in existing and new industries.

In addition to infrastructural planning, local authorities deliver quality of life improvements in social and recreation infrastructure, tourism supports in the context of facilities provision, aesthetic improvements and landscape protection. All these activities make a significant contribution to the development of local communities, promotion of business, commercial and enterprise interests supporting job creation and retention in the local economy.

SOUTH DUBLIN COUNTY – IN PROFILE

South Dublin County lies 16 kilometres south west of Dublin city centre and has an administrative footprint of 223sq. kilometres. It is an integral part of the Dublin Metropolitan area and has a recorded population of 265,205. Its diverse economy is home to 6713 business entities including several blue chip national and international corporations e.g. Microsoft, Google, Takeda, Pfizer, Johnson & Johnson, SAP and Independent News and Media. Key economic sectors in the county include bio-pharma, information technology, communications,

electronics, hospitality, retail, transport, internationally traded services and prepared food. In addition to being an employment base for its indigenous population some 30,000 people travel to work in the county daily. The highly accessible edge of city location of the county in the context of road and rail networks together with the availability of quality Brownfield and Greenfield sites makes it an obvious location for future investment and job creation.





Supporting Jobs in the Local Economy

Supporting Enterprise and Innovation
Tourism Promotion
Supporting Safe, Sustainable Communities
Children and Young People's Services
Community Learning and Adult Education
Environmental Health and Quality Standards
Planning and Building Standards
Forward Planning
Parks, Playgrounds and Recreational Facilities
Libraries, Arts and Community Facilities
Community Development Grants
Supporting Local Democracy
Sport Events, Facilities and Programmes
Public Realm and Aesthetic Improvements
Landscape Protection
Events and Festivals
Culture, Heritage and Conservation
Payments and Procurement
Housing Social Work Services
Social Housing Construction and Estate Management
Libraries and Information Services
Roads and Transportation Services
Asset Management
Fire & Emergency Services
Services for Older Persons
Accessibility Services
Animal Welfare
Open Data
Broadband and Wi-Fi
Climate Change and Adaptation
Social Participation and Inclusion
Energy Initiatives
Water and Waste Water Services
Development and Regeneration
Foreign Direct Investment
Business Advisory Service

COLLABORATION AND PARTNERSHIPS

The implementation of the various initiatives in this strategy can only be successfully implemented in collaboration with our many partners including: enterprise, tourism and other state support agencies, the education/health sectors including Institute of Technology Tallaght, The Ryan Institute, Tallaght Hospital and the retail and business sector including South Dublin Chamber, the local development companies, our adjoining local authorities and the myriad of community and voluntary groups working for the betterment of the county.

THE CONSTRUCTION SECTOR

There is a direct relationship between our level of unemployed and job opportunities in the construction sector; for example, it is estimated by industry that for every 100 residential units built per year 160 jobs are supported. During 2014 the following will be undertaken in an effort to support a return to sustainable levels of construction activity:

- A review will be completed of the Adamstown Strategic Development Zone (SDZ), Ballycullen/Old Court local area plan and the review of the Clonburris SDZ and the commencement of the County Development Plan.
- We will actively pursue the designation and acquisition of school sites.
- Progress through planning and advance to construction all funded aspects of the public capital programme in relation to roads and water services.
- Continue to provide a proactive pre-planning advisory service.
- Implement the new building control management regime from 1st March 2014.
- Advance through planning designs for 100 local authority houses and seek funding for their construction.
- Provide €1m towards a pre-planned housing maintenance programme in addition to extending the energy retrofit programme.
- Highlight the strategic development opportunities in the county at an economic development showcase seminar.
- Exploit opportunities in the green economy including energy efficiency projects.
- Continue to invest in social infrastructure in the interests of improved quality of life. In particular plans for a new library in north Clondalkin and a county wide playground programme will be progressed during 2014.
- Assist in promotion and management of Built Heritage Jobs Leverage Scheme 2014.
- We will actively work with Tallaght Hospital to promote a Medical Quarter in Tallaght.



BUSINESS AND RETAIL SECTORS

Small to Medium Enterprises and the retail sector have been particularly affected by the economic downturn. The following supports will be implemented during 2014 in the interests of sustaining existing and creating new jobs in these sectors:

- A fund of €1.2m will be set aside to ease the rates burden on small business.
- An annual village improvement fund of €1m will be established for public realm and environmental improvements.
- A capital investment fund of €5m will be created to assist the funding of showcase projects in all villages with plans to be published by mid year.
- €250,000 is provided to underwrite the introduction of a more favourable car parking regime.
- A new county wide signage programme focused on tourism heritage and business will be designed and incrementally rolled out.
- A shop front grant scheme will be introduced.
- In conjunction with the South Dublin Chamber 16 retail support fora will be established to examine such areas as ICT skills needs, procurement awareness, online trading and new business opportunities.
- A shop local campaign will be devised and rolled out.
- In conjunction with the local Chamber an economic profiling exercise will be undertaken to explore opportunities for clustering and shared intelligence.
- A business advisory service with a dedicated freephone number will be established.
- Free Wi-Fi will be offered as a service to all villages in the county.
- A local business promotion brochure will be developed and launched.
- An annual budget of €250,000 will be dedicated to improve the aesthetic appearance of the approaches to our towns and villages.
- Carry out on a pilot basis a study of the decline of our older business parks with a view to informing future planning of these areas.





FOREIGN DIRECT INVESTMENT AND EXPORTS

South Dublin County is now competing as a globally competitive business location with recent announcements by Microsoft, Google and Grifols lending testament to its continuing potential for inward investment. During 2014 we will:

- Continue in conjunction with the IDA to promote Grange Castle International Business Park as a location of choice for FDI. In particular, all marketing materials will be refreshed with the development of new print and digital marketing material.
- Planning will be completed and funding sought for road and accessibility improvements in the vicinity of Grange Castle.
- Work with the potential exporters division of Enterprise Ireland in identifying new export opportunities for local business.
- Work with local business and the Chamber in promoting an overseas trade expo in late 2014.
- Through an economic profiling exercise identify and exploit international connections of a cultural and business nature.

TOURISM AND HERITAGE

The rich heritage and natural amenity offered by South Dublin County provides real opportunities for tourism development and associated employment opportunities. In 2014 we will:

- Seek to maximise opportunities arising from the Greater Dublin Tourism taskforce report and in particular the "Dublin Doorstep" opportunities.
- Following the review of tourism structures and policies by the Minister, review our own tourism support structures.
- Continue to work with our partners in the development of the Dublin Mountains trails and activities.
- As part of the villages programme, exploit opportunities for product development with particular emphasis on heritage e.g. Clondalkin Round Tower and Rathfarnham Castle.
- Develop a county wide heritage trail and tourism signage programme.
- Explore opportunities for the development of greenways, particularly in the Dodder and Slade valleys.
- Explore opportunities in aviation related activities in the vicinity of the Baldonnell and Weston aerodromes.
- Explore with the hotel industry opportunities to improve occupancy.
- Develop an annual festivals programme.
- Prepare a county tourism strategy with appropriate marketing supports.

ENTERPRISE SUPPORT AND PROMOTION

Entrepreneurship, innovation and the support of micro enterprise must be to the forefront of any job creation strategy. The following initiatives apply to this area:

- Establish a Local Enterprise Office (LEO), as a one stop shop for all business supports.
- Develop a sustained promotion and awareness campaign regarding enterprise supports and opportunities.
- Prepare a county enterprise promotion strategy which will deal with infrastructural supports, education and training, access to services and the promotion of entrepreneurship.
- Examine opportunities for the promotion of social enterprise.
- Facilitate socio economic data capture and analysis to support business decision making.
- Examine and put in place an appropriate awards / bursary programme to encourage and promote entrepreneurship.



Oifig Fiontair Áitiúil Local Enterprise Office

Oifig Fiontair Áitiúil Átha Cliath Theas

Local Enterprise Office South Dublin



*...Is spéis linn do ghnó
...Let's talk business*

localenterprise.ie





LABOUR ACTIVATION MEASURES

The Government as part of the National Jobs Strategy has initiated a number of labour activation programmes. For its part South Dublin County Council will:

- Actively participate in national labour activation measures such as Job Bridge, Gateway and further apprenticeship or graduate programmes.
- Prepare a sustainable workforce plan for the council workforce.
- Work with the community sector in the development and promotion of social enterprise opportunities.
- Actively support the inclusion of social clauses in public contracts in support of the long term unemployed.

IMPLEMENTATION

In order to support the delivery of this strategy traditional supporting mechanisms will be enhanced. In particular, the establishment of a dedicated Economic Development Directorate and associated Strategic Policy Committee together with the new Local Enterprise Office and supporting budgets and staff resources will support implementation. Progress on implementation will given to the full council at regular intervals via the Economic Development SPC. In addition, the Economic Development Directorate will examine further metrics for job creation as part of the reporting process.



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