**Draft Local Implementation Plan for Dublin Regional Enterprise Strategy 2017**

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| **Key Upgrade Goal**  **2017-2020** | **Collaborate to develop a unified vision and enterprise proposition for the Dublin Region, with an international focus to attract FDI and a highly skilled and talented workforce.**  **(Key Strategic Area: Local Enterprise Development Services)** | |
| **Recommendations** | **Enterprise Actions** | **LEO Implementation Actions 2017** |
| Develop a ‘Dublin Regional Enterprise Brand’ and proposition for national & international promotion. | Using the dublin.ie website as a medium, create and develop an agreed 'enterprise brand' for the Dublin Region to be promoted nationally and internationally. | Ongoing enhanced promotional campaigns to extend the reach of LEO within both the microenterprise sector & the broader business community to embed the first stop shop for business concept.  Working with IDA, Enterprise Ireland & other Dublin Local Authorities collaboratively to shape the Dublin enterprise vision; |
| Apply to the *European Entrepreneurial Awards*. | Coordinate and collaborate to lodge an application to the EU Committee of the Regions for the *European Entrepreneurial Region* (EER) awards by the end of the Strategy’s lifetime. | Ongoing promotion and development by LEOs in Dublin of entrepreneurial culture and start up supports in 2017 (and over each of the next three years) to allow an application to be made for regional recognition.  Delivery of Local Enterprise Week 2017;  Support ongoing youth enterprise programmes; local enterprise awards & Ireland's Best Young Entrepreneur competition; |
| **Key Upgrade Goal**  **2017-2020** | **Through work with other bodies, agencies and businesses, deliver a high-quality, efficient, responsive and supportive enterprise environment for all businesses in the Dublin region.**  **(Key Strategic Areas: Business Information & Advisory Services / Enterprise Support Services)** | |
| **Recommendations** | **Enterprise Actions** | **LEO Implementation Actions 2017** |
| Develop a coordinated approach to promoting and supporting models of enterprise space across the Region. | Create an Action Plan to promote, facilitate and incentivise the uptake of vacant and underutilised enterprise space (retail, commercial, industrial, etc.), and to identify and address key infrastructural barriers and increase progression from supported enterprise space. | Continue promotion of business support fund initiatives including:  • Business Support Grant 2017.  • Area Improvement Schemes  • Microenterprise Development Fund & Start-up Supports  • Individual Unit Supports;  Additional Business Support Fund specific actions to be developed in conjunction with SPC.  Pursue RAPJ commitment to develop integrated Dublin-wide offering on enterprise space for start-ups “StartupSpace Dublin”;  Explore potential local application of collaborative models e.g.Belfast Innovation Centre, Boxworks Waterford, The Mill, Drogheda. |
| Further enhance the effectiveness and targeted nature of the LEO business support system. | Enhance the interrogation of the DJEI's Annual Employment Survey to determine the success of LEO supports in the creation of jobs and the promotion of enterprise, with the aim of being able to more appropriately and effectively assign funds and support.  LEOs to increase involvement in conferences and showcases, including those related to venture funding, innovation and emerging enterprise areas. | Ongoing delivery of Measure 1 supports including Feasibility, Priming, Business Expansion & Technical Assistance grants;  Client portfolio management used to target supports best suited to client needs including for EI progression pathways;  Continuing to improve standards within LEO South Dublin though improved governance, financial management, procurement, staff development and customer engagement.  Identification of sectoral clusters with network potential Maximising the potential of local businesses/sectors through collaborative initiatives with key strategic local, regional and national partners (e.g. Food Start-up Online Portal, LEAN, Accelerate, Plato etc.)  Ensuring pathways to and from Enterprise Ireland for appropriate clients;  Development of Brexit supports in conjunction with national LEO Network;  A dedicated programme of supports for local exporters based on findings of local Exporters Survey 2016;  Delivery of LEAN 4 Micro and LEAN business supports;  Increase promotion of Trading Online Voucher Scheme including hosting an information seminar for the Greater Dublin Region in South Dublin in partnership with the Department of Communications, Climate Action & Environment; |
| Create a Business Opportunities Register to provide better access to enterprise related information and to develop enterprise development. | Develop an online 'Business Opportunities Register' under the 'Working' section of the Dublin.ie website, to be the first place where enterprises and entrepreneurs go to avail of key information and other resources. | Develop (in partnership with LEO Dublin City/ DCC) www.dublin.ie as a key information point signposting to LEOs and providing a dashboard of enterprise related information; Improved signposting and provision of information relating to protocol partners support including Revenue, Department of Social Protection, Credit Review Office, Employment Training Boards, Skillnets, Microfinance Ireland, Failte Ireland and the National Association of Community Enterprise Centres; |
| Assess the amount, availability and type of land and business space. | Conduct a 'census of enterprise space' / 'land availability study' with the purpose of determining the total quantum and type (industrial, retail, office, other niche sectors) of business space available to enterprises and the potential capacity for zoned lands to deliver business space. | Detailed assessment of enterprise space – including progressing options for the collaborative development of appropriate innovation centres with key partners under the Council’s Business Support Fund to improve innovation, cluster development and job creation; |
| **Key Upgrade Goal**  **2017-2020** | **The Dublin local authorities will work collectively to promote and foster enterprise in the identified ‘growth opportunity areas’**  **(Key Strategic Areas: Enterprise Support Services / Local Enterprise Development Services)** | |
| **Recommendations** | **Enterprise Actions** | **LEO Implementation Actions 2017** |
| [[1]](#endnote-1)Target the delivery of start-up space/incubation space for the promotion of enterprise in the ‘growth opportunity areas’ | Support the provision of flexible incubation and kitchen space for emerging food start-ups and food training and education courses throughout the Region. | Explore implementation of recommendations of enterprise space assessment when received;;  Promote kitchen time (LEO client) as an opportunity to support food start-ups;  Continued support of Dublin Food Chain network; Promotion and delivery of Kick Start Your Own Food Business & Food Academy programmes; |
| Facilitate the synergistic clustering of enterprises. | Promote Grange Castle and the Dublin Enterprise Zone for large-scale, extensive FDI investment and activity in the Dublin Region using consistent branding, signage and landscaping in each.  Explore collaborative 'Mountains to the Sea' tourism opportunities in the context of the 'A Breath of Fresh Air' tourism marketing campaign to promote the Region's marine and mountain amenities.  Organise a collaborative FinTech event targeted at the Region's IFS and ICT sectors.  Develop a plan to maximise the visibility of local food products as part of the tourism offer of the Region  To pilot a best-practice, collaborative, multi-departmental town/village centre improvement initiatives, involving the relevant departments of the local authority, as well as local representatives and stakeholders (residents, retailers etc.), to enhance local place making and economic vitality. | Targeted growth of local clusters potentially using existing local strengths including the IT Tallaght, the hospital and resources from food, nutrition, biopharma, medical, logistics sectors and “growth opportunity areas” identified in Regional Enterprise Strategy, i.e. Design and Creative Industries, Food, CleanTech & Environment, International Financial Services, Pharma/ BioPharma, Software / Digital, Tourism and Education / Training.  Using the Council’s Business Support Fund to support physical infrastructural improvements to facilitate innovation/clustering.  County Promotion Unit to work with South Dublin Chamber to provide specific South Dublin investment promotional campaign;  Ongoing tourism initiatives to promote South Dublin;  Work with LEO DC as lead on Fin Tech event; Ensure LEO South Dublin presence at event together with strong promotion of event with LEO clients, ITT & Appropriate local businesses.  Tourism marketing material to specifically highlight local food options as part of South Dublin offering;  Support promotion and showcasing of villages in the County through village initiatives, signage programme, tourism initiatives (including opportunities in arts & culture) and explore options for Purple Flag status;  Explore retail support initiatives in conjunction with Retail Excellence Ireland;  Support for new & existing networks including: Business Exporting Network; Network of Enterprising Women in South Dublin; Dublin Food Chain; Plato Management Development Programme; Business Starters Network; Innovation Enterprise Network; |
| Publicise across the Region the opportunities for education, training and upskilling, enterprise and employment growth within the identified ‘growth opportunity areas’. | Promote the principles of CleanTech in all enterprises  Develop a ‘Dublin for STEAM’ event to improve awareness of current & emerging ‘Growth Opportunity Areas’ for the region amongst secondary-level students and entrepreneurs. | Deliver sustainable business information programme for SMEs in partnership with South Dublin Chamber and local Environmental Awareness Office.  Examine potential to develop new STEAM programme in conjunction with ITT/local entrepreneurs. |
| **Key Upgrade Goal**  **2017-2020** | **Through collaboration with other agencies, encourage and facilitate targeted educational and training initiatives to meet the current and emerging future needs of enterprise.**  **(Key Strategic Area: Local Enterprise Development Services)** | |
| **Recommendations** | **Enterprise Actions** | **LEO Implementation Actions 2017** |
| Through collaboration and coordination improve information flows in developing education and training plans and the monitoring of outcomes. | Local Authorities to work with ETBs and other training course providers to coordinate the streamlining of courses with the aim of improving the delivery of targeted courses to meet specific needs and to minimise inefficient duplication of training and certificate-level courses. | Meet with training providers / use Regional Skills Forum to examine areas of overlap and gaps;  Ensuring effective training delivery to meet the developmental and skills requirements to assist strong growth of local enterprises through LEO training programme; Business Support Fund training; Training Needs Survey; |
| **Key Upgrade Goal**  **2017-2020** | **Promote a culture of entrepreneurship and innovation across the wider community through supports, promotion, marketing and branding initiatives.**  **(Key Strategic Area: Entrepreneurship Support Services)** | |
| **Recommendations** | **Enterprise Actions** | **LEO Implementation Actions 2017** |
| Support the provision of enterprise training, including targeting communities with higher levels of unemployment or deprivation and lower levels of educational attainment. | Facilitate a major programme of engagement through seminars, classes, talks, etc. between enterprises and third level institutions that are open to local communities, including in deprived/disadvantaged areas, to make enterprises and the public aware of the innovation taking place in these institutions and the benefits to be garnered through partnership, as well as the opportunities for careers and success. | Enhanced LEO promotional activities including increasing the engagement of students in primary & secondary schools; Streamlining the provision of training programmes to ensure delivery has minimum duplication and maximum effectiveness; Working with South County Partnership and other key agencies including ACE & Partas to target specific demographics; Developing a programme of entrepreneurial promotion and engagement for second level students in specific communities to broaden aspirations. |
| Promote social entrepreneurship as an enterprise area. | Work with the Irish Local Development Network (ILDN) to investigate opportunities for collaboration with the aim of promoting and facilitating social enterprises and innovation. | Establish South Dublin Social Enterprise Committee;  Use ILDN report as potential template to structure Social Enterprise Supports;  Investigate opportunities for collaboration with the aim of promoting and facilitating social enterprises and innovation.; |

1. [↑](#endnote-ref-1)