

Minutes of the Meeting of the Economic Development and Enterprise Strategic Policy Committee, Held on 26th June 2018 at 10.00 am in Thurles Municipal District Civic Offices, Castle Avenue, Thurles.

In Attendance:

Members of Council	Sectoral Interests	Staff
Cllr John Crosse - Chairman	Laura Jones - Clonmel Park Hotel	Pat Slattery, Director of Services
Cllr John Fahey	TJ Kinsella – Co. Tipperary Chamber of Commerce	Kathleen Prendergast, Economic Development Officer
Cllr Seamus Hanafin	Imelda Walsh – IFA	Attracta Lyons, Economic Development Officer
Cllr Joe Hannigan		Denise Kearney, Clerical Officer
Cllr Kieran Bourke		Mary Ryan, Local Enterprise Officer
Cllr Siobhan Ambrose		Rita Guinan, Head of LEO
		Marie Phelan, Tourism Officer
		Michael Moroney, Administrative Officer

Apologies: Cllr. Tom Wood, Noel Byrne, Seamus Hoyne, Cllr Martin Browne, Shane O’Sullivan, Mary Spillane.

Absent: Cllr Phyll Bugler, Cllr John Hogan, Edel Grace

1. Welcome

Cllr Crosse opened the meeting and welcomed all concerned and in particular Imelda Walsh who would be representing the Farming Pillar on behalf of the IFA in place of Tim Cullinane. Cllr Crosse noted the contribution of Tim Cullinane in the past.

2. Minutes and Matters Arising

The minutes of the meeting held on the 27th March 2018 were agreed and there were no matters arising. Adoption of the Minutes was proposed by Cllr. Fahey and seconded by L. Jones.

3. Social Enterprise Projects in LIT

This presentation was postponed to a future meeting.

4. Tipperary Tourism Marketing Plan

M Phelan presented the “*Tipperary Tourism Marketing Strategy 2018-2020*”- Copies of which had been previously circulated to the SPC members. The three year marketing Strategy was described as the ‘Roadmap to Marketing the County’. The aim is to improve tourism by establishing strategic partnerships, uniting stakeholders and supporting vibrant communities. The methodology of the plan is to focus on creating an awareness of Tipperary and setting strategic objectives which will create satisfied customers, who will become ambassadors for Tipperary. The key to delivery of the plan is the intention to utilize Tourism Irelands’ Trade Portal and avail of industry opportunities to promote Ireland in the international markets through our brand and close working relationship with Fáilte Ireland.

Year one of the plan will be targeted as follows: 80% Connected families, 10% culturally curious and 10% great escapers. By year two it is hoped to have reached 50% of the overall market with a review in the beginning of year three of actions and outcomes achieved. The tourism brand was launched in March 2017 and six travel journalists had given strong positive

reviews, netting a total PR value of €380,000 for the County. An intensive digital/multi-media campaign is promoting the county through Facebook and twitter. Further to this instagram will be launched over the coming weeks.

Cllr Crosse thanked M Phelan for the excellent presentation and TJ Kinsella raised the question on how can small business connect to the plan. Marie advised that they can become members of Tipperary Tourism, if not already a member. To date 107 businesses in the sector in the county have become members, but there is still over 60% in the target group.

Cllr Hannigan complimented Marie on the presentation and praised this approach as the way forward. He encouraged all present to help to send out the message in the plan and to engage where possible with the new plan.

Cllr Hannafin noted that historically Tipperary did not have a strong tourism industry and he acknowledged the work of the Tourism Company to date in changing this position. In particular he viewed the new marketing plan as a highly professional piece of work.

5. County Tipperary's Preparation for Brexit

M Ryan gave an update on preparation in Tipperary for Brexit. Tipperary LEO hosted a Brexit Seminar on the 15th March in Horse and Jockey and this attracted 48 participants. LEO provides support to the small and medium enterprise sector and the Brexit Scorecard format has identified nine potential areas of exposure from UK market dynamics. These include currency, sourcing tariffs, and the movement of people. Training, mentoring and advice on all aspects are on offer from LEO. Technical assistance is also being offered for Micro Exporters - this scheme enables small firms to explore and develop new export market opportunities with a maximum grant of up to €2,500.

New initiatives 2018 were outlined as follows:

- **Bucanier** - Nine counties will sign up 60 groups in renewable energy, food and drink and life science SME's.
- **Catalyst** – Ireland Wales, Carlow/Tipperary initiative involving 60 businesses. Will support firms to develop new specialist products, access new markets and ensure packaging of products are sustainably sourced and minimized.
- **Design4Growth Programme for South East Region**- Inter agency scheme to encourage micro and small enterprises for goods, works and services.
- **Procurement/ e tendering** – dedicated mentoring to help local firms with government business.
- **One to one Brexit Mentoring** - Ongoing.
- **Cross Boarder Event** – partnering with Intertrade Ireland Event in early December 2018.

Cllr Crosse thanked M Ryan on an excellent presentation.

TJ Kinsella asked how businesses can be linked into this information. M Ryan advised that businesses can be referred to either the Clonmel or Nenagh LEO Offices.

Cllr Hannigan stated that all business may not be aware of the ramifications of Brexit as they tend to be very busy with running their existing businesses and he queried if they are engaging with LEO on this. M Ryan noted that it will also affect those who are importing raw materials

and whilst it is a challenge to get engagement from businesses the efforts of LEO will continue as it was vital to nurture the ecosystem of supply to FDI in the County.

Cllr Hanafin noted that the Chamber were well placed to collaborate with businesses on this. R Guinan outlined the importance of collaboration and stated the LEO can support the Chambers by funding the roll-out of information sessions to their Members if the chambers are interested.

Cllr Hannigan felt that the promotion of Tipperary as a location for new FDI and other large businesses must continue. Cllr Crosse affirmed this and stated that we must continue to attract regional investment to Tipperary.

6. "Consider report on public consultation for the Green & Blue Infrastructure Roadmap Master Plan for Tipperary Waterways."

Cllr Crosse welcomed M Moroney who presented the previously circulated report outlining that the draft report on Public Consultation was approved by the members in September 2017. The Consultation process was published on the 26th September and closed on the 10th November 2017, two submissions were received. The Council is a partner in the EU funded project. Adoption of the project proposal was proposed by Cllr Bourke and seconded by Cllr Hannigan.

Cllr Bourke raised the matter of the upkeep and maintenance of such greenways and the importance of the provision of funds in the roads budget annually for this.

Cllr Hannigan queried the level of costing and research entered into regarding the impact and value of these projects to the county.

M Moroney advised that this proposal was to investigate the feasibility of such a green-way/blue-way and all aspects of costing, impact and future considerations would be examined.

7. Update on LECP 2015 -2020 Review

A Lyons gave an update on the proposed Review of the LECP '2015 -2020' Plan. As the plan is in mid-term, a review is proposed in order to establish what has been achieved, establish how effective the Plan has been to date, and examine if the appropriated partners are involved. A critical element of the review will be to explore the performance measured against the Key Performance Indicators in the Plan.

The adoption of the proposal to carry out a review was proposed by Cllr Ambrose and seconded by Cllr Hannigan.

8. Consideration of the County Tipperary Digital Strategy

K Prendergast presented the Digital Strategy for County Tipperary. The Digital Strategy report is the result of comprehensive programme of research and consultation. This research has allowed identification of the next steps in regard to the Digital sector in the County. To our knowledge Tipperary is the first county in Ireland to have a digital strategy in place for 2018-2022.

The Strategy presents the national, regional and county profile and sets out actions under four key areas: Infrastructure, Enterprise, Citizens and Training & Education. K Prendergast outlined each area and the key actions to be delivered by Tipperary County Council over the coming period in collaboration with partners including South Tipperary Development Company, North Tipperary Leader Partnership, Education & Training Board, Tipperary County Council and the Local Community Development Committee. It was noted that many of the actions are dependent on the rollout of the National Broadband Plan.

Cllr Crosse thanked K Prendergast on her informative presentation. Adoption was proposed by Cllr Fahey and seconded by Cllr Hannigan.

Cllr Hannigan and I Walsh congratulated K Prendergast and the members of the Digital Strategy Sub-Group on an excellent report.

Laura Jones noted that the buy local campaign was a very successful promotion and should be continued. Kathleen Prendergast advised that she envisaged a repeat of the promotion at a future date subject to budget availability.

9. Tipperary LEO update - BuzzQuarter

R Guinan advised the meeting on the launch of BuzzQuarter which was financed under Enterprise Ireland's LEO competitive fund whereby €50,000 was invested in the project. The seat ready digital studio is based in Questum in Clonmel for digital creative entrepreneurs and startups - targeting graduates from both LIT campuses in Tipperary. It is equipped with four desk spaces kitted out with ready to go PC's loaded with Creative Cloud, Windows, Office and each are served by a dual monitor array. The studio also has its own print facility.

Buzzquarter clients will have access to business mentoring, technical support and skills development. Studio clients will have the use of the Questum Conference Room to hold meetings and the shared coffee dock/café area along with extensive parking facilities. Tipperary is the first county in Ireland to have piloted such a project.

Cllr Hannigan congratulated R Guinan and her staff for their successful delivery of the project.

10. A.O.B

Cllr Ambrose thanked S Carr for her work as the outgoing director and welcomed P Slattery as the new Director for Community & Enterprise.

11. Date for next meeting

A new date of Tuesday 4th September in Templemore Thurles Municipal District Civic Offices, Castle Avenue, Thurles, at 10.00am was agreed.

The meeting then concluded.

Signed: John Crosse Date: 4 - 09 - 18.

Chairperson