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From: Gabby Mallon <[REDACTED]>
Sent: 23 January 2019 10:15
To: RSES
Subject: Dún Laoghaire - Rathdown Chamber of Commerce submission on Draft Regional Spatial and Economic Strategy for the Eastern and Midland Region Public Consultation
Attachments: SUBMISSION DLR CHAMBER. 23012019docx.docx
Follow Up Flag: Follow up
Flag Status: Flagged

Hello,

Please find attached the Dún Laoghaire-Rathdown Chamber of Commerce **SUBMISSION** to the Eastern & Midland Regional Assembly

On **DRAFT** Regional Spatial and Economic Strategy for the Eastern and Midland Region Public Consultation.

Please acknowledge receipt.

Kind regards,

Gabby Mallon,
CEO.
DLR Chamber of Commerce.





Dún Laoghaire- Rathdown Chamber

Advancing business together

SUBMISSION

TO

Eastern & Midland Regional Assembly, 3rd Floor North, Ballymun Civic
Centre, Main Street, Ballymun, Dublin, D09 C8P5

Email: rses@emra.ie

On

Draft Regional Spatial and Economic Strategy

for the Eastern and Midland Region

Public Consultation

From: Dún Laoghaire Rathdown Chamber of Commerce, Dr Josephine Browne,
SPC (Economic and Planning) Representative

Date: 21st January, 2019

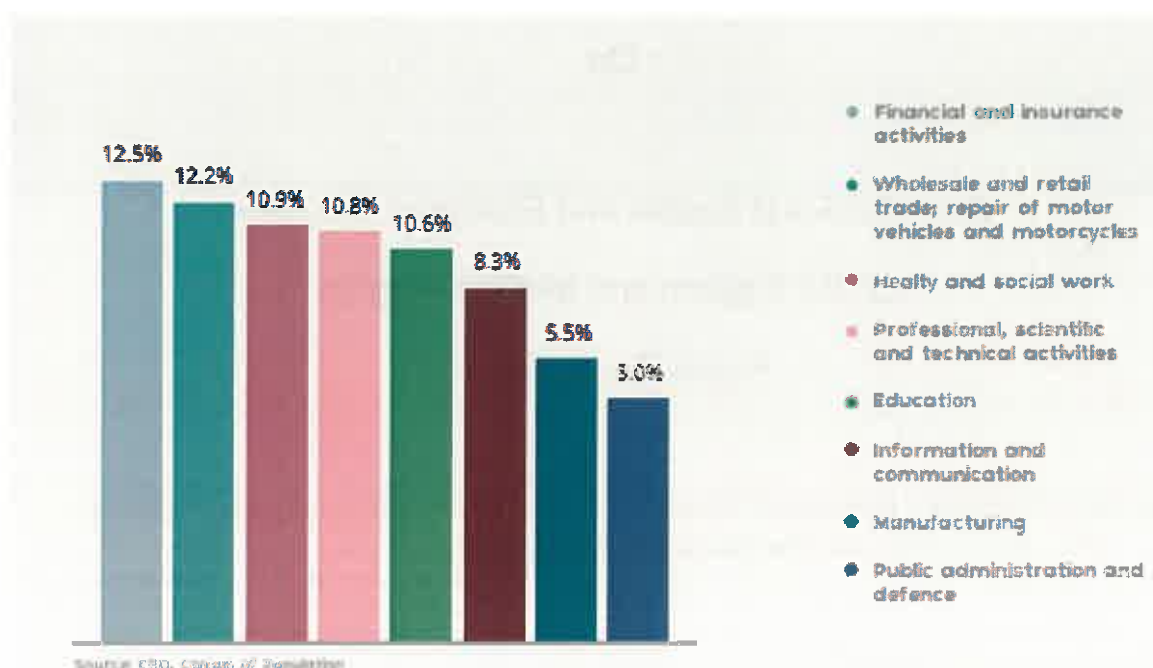
Introduction and Context

Dún Laoghaire Rathdown County is located between the outer suburbs of Dublin City and the Dublin/Wicklow Mountains on the East Coast of Ireland. The County has a population of 206,261 (2011 Census), which represents a 6.3% increase over the 2006 Census. The County covers the electoral areas of Blackrock, Dundrum, Dún Laoghaire, Glencullen / Sandyford, Killiney / Shankill and Stillorgan. While this rate of population growth is lower than other counties of the Greater Dublin Area (GDA), it nevertheless puts increasing demand on provisions and services within the County, for example on education, transport, health and housing provisions. The County possesses a highly educated population, as determined by the high proportion of the population aged 15 years and over with a third level education qualification. It is noted that just 0.5% of the population have no formal education, while 13.4% have honours bachelor degree.

CSO data suggests that Dún Laoghaire Rathdown represents 2-2.5% of total industrial output in Ireland. 2% of all industrial units in Ireland are located in DLR.

Table 1 below shows the employment profile Dún Laoghaire Rathdown in terms of concentrations of employment on a sectoral basis. The table shows particular concentrations of employment in the areas of financial services, wholesale/retail trade, professional, scientific and technical activities, and education – each of which represent over 10% of overall employment in Dún Laoghaire Rathdown. Other important employment sectors include information & communication (8.3%), manufacturing (5.5%) and public administration (5%).

Table 1: DLR Employment Profile by Sector



An important aspect of DLR's economic strategy is to build on existing sectoral strengths and enterprise clusters. Over 60% of DLR Chamber membership comprise of professional services – financial, ICT, retail and tourism.

The industrial profile of Dún Laoghaire-Rathdown shows that it hosts nearly 400 Enterprise Ireland supported companies which in turn provide approximately 7,500 jobs. The majority of these companies operate in the retail, business and consumer services, enterprise software solutions and life sciences and clean tech sectors. It is worth noting that Dún Laoghaire Rathdown represents 5% of total national employment in Enterprise Ireland supported companies. In addition Dún Laoghaire-Rathdown contains has over 40 IDA client companies which represent significant foreign direct investment in Dún Laoghaire-Rathdown. These IDA companies mainly operate in the financial services, software, ICT and medical devices sectors.

Dún Laoghaire Rathdown Chamber of Commerce is the largest business network in Dún Laoghaire Rathdown and is the voice of business in the county, offering an environment where business can grow and develop in a dynamic supportive and nurturing community and aims to be the most dynamic, supportive and trustworthy advocate of business on the island of Ireland. The mission of the Chamber is to promote Dún Laoghaire Rathdown as the premier location for business in Ireland, by influencing key external stakeholders in sharing and implementing this vision. We provide a platform for business to grow and develop by representing and supporting business interests and responding to business needs through submissions to Government (local and national) and key external stakeholders on issues affecting business.

The Chamber is a business network that directly serves not only its member businesses but the wider business community. With members across almost every geographic area and economic sector in Dún Laoghaire Rathdown, the Chamber is ideally positioned to understand the concerns of business owners and represent their views. The Chamber is the umbrella body for business interests in Dún Laoghaire Rathdown, representing in excess of 400 businesses of varying sizes from all sectors of industry in Dún Laoghaire Rathdown.

Dun Laoghaire Rathdown has a thriving digital technology and retail sector. The European Headquarters for Microsoft is located in the Leopardstown Campus, Dun Laoghaire Rathdown, employing 2,000 people and 1 different nationalities. Other developments in DLR include:

- **Sandyford Business District.** The SBD is a pioneering district which nurtures open innovation, technical agility, and creativity. There are currently 20,000 people employed in Sandyford Business District. It has the capacity to double that number and is growing quickly as an increasing number of multinationals and indigenous companies make the decision to locate in SBD.
- **Dundrum Town Centre** is located in DLR. The retail sector represents Ireland's largest indigenous industry employing almost 280,000 and accounts for almost 14% of Irish jobs and 23% of the State's tax revenue. The digital

economy presents significant opportunities for the retail sector. In a 2017 Retail Excellence survey, Dundrum Town Centre was identified as the highest performing shopping centre in Ireland, with 18 million visits per annum. Currently the centre employs 5,500 people and this figure is projected to increase with phase 2 of Dundrum Town Centre.

- **The Digital Dun Laoghaire Initiative (2017)** aims to establish a digital initiative in Dun Laoghaire town with 450 technology jobs expected to be created for Dun Laoghaire under new digital transformation plan for the town. This DLR Business Improvement District initiative includes the opening of a co-working space for digital businesses, monthly tech meetups, and a conference on digital transformation. The aim of the digital initiative is to transform Dun Laoghaire town into the digital, creative and technology hub for the region. With 56% of the DL's labour force comprising professional, managerial and technical workers, Dun Laoghaire is an ideal location for this digital cluster, and is supported by DLR County Council, with strong support from IADT and the backing of local businesses. There are over 70 digital companies in the area. Dun Laoghaire Digital initiative aims to attract both high growth SMEs and corporate organisations. The proposed digital initiative will bring employment, innovation and urban renewal. Existing companies have already forecast that they can create in excess of new 450 jobs in the next two years.
- **DLR Cherrywood development** consisting of **2,100,000 square-foot plan includes over 1,250 apartments and key retail – shops, restaurants, cafes and community facilities will also create significant employment.** Cherrywood Town Centre will eventually be home to over 3,200 people, with the potential to accommodate 2,300 office staff and provide employment for more than 2,500 retail workers.

The spatial and economic needs arising from DLR's industrial profile are significant. It is therefore timely for the public consultation of the Draft Regional Spatial and Economic Strategy for the Eastern and Midland Region.

DRAFT Strategic Vision

The Draft Plan makes reference to:

- Healthy placemaking, climate action and economic opportunities.
- Access to quality housing, travel and employment opportunities.
- An increase in population for the Eastern region of 42% by 2031.
- Favoured growth strategy is focussed on Dublin.

Dun Laoghaire Chamber of Commerce welcomes the publication of the draft strategy and will work with key stakeholders to achieve the aims of the draft plan. The DLR Chamber makes the following observations with the aim of enhancing the draft plan and achieving the strategic vision as set out in the draft plan:

- (1) Reference is made to the Marine industry as being a potential key industry for development under the new strategy. How will the marine industry grow? What

plans and funding will be provided to assist this sector achieve the strategic vision of the Draft Regional Spatial and Economic Strategy for the Eastern and Midland Region.

- (2) There is no reference to the Dun Laoghaire Harbour and its potential for development which is a significant asset in DLR.
- (3) It is important that DLR is branded to reflect the economic, digital and cultural ethos as a distinct area with significant natural assets and amenities.
- (4) It is essential that the roll out of broadband is completed to ensure an excellent broadband supply for present and future industries in Dun Laoghaire Rathdown.
- (5) It is important that the Draft Regional Spatial and Economic Strategy for the Eastern and Midland Region does not create or promote a rural – urban divide, including within Dun Laoghaire Rathdown area.
- (6) It is important that a supply of affordable housing is planned, built and will be available for employees working in Dun Laoghaire Rathdown, promoting the concept of “living locally and working locally”. Currently house prices in Dun Laoghaire Rathdown are too high for many employees in the area.
- (7) The implementation of the Draft Regional Spatial and Economic Strategy for the Eastern and Midland Region will require significant energy supplies, which requires articulation and which the plan lacks currently.
- (8) The energy requirements of, for example, Call Centres, in the Cherrywood area etc. is not reflected in the Draft Plan.
- (9) The water requirements for the implementation of the Draft Plan require further articulation. An environmental impact report may be useful in this regard.
- (10) An efficient and sustainable public transport system will be essential throughout the Eastern and Midland region, and especially in Dun Laoghaire Rathdown area, as part of the implementation of the Draft Plan for the region.

The above are indicative points which Dun Laoghaire Rathdown Chamber deem appropriate for the further iteration of the Draft Plan.

We look forward to working with the key stakeholders in refining and implementing the plan for the benefit of the Eastern and Midland region and for Dun Laoghaire Rathdown area.

Dr Josephine Browne

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