

**PRESS RELEASE 3rd October 2023**

**NEW CAMPAIGN ENCOURAGES WEXFORD BUSINESSES TO SAVE TIME, MONEY & ENERGY**

A new campaign launched by Neale Richmond, T.D., Minister of State for Business, Employment and Retail is encouraging small businesses in County Wexford to avail of supports that will help them save time, money and energy.

The *“All In A Day’s Work”* campaign by the Local Enterprise Offices is focused on highlighting the supports that will enable small businesses to make significant changes to the way they work that will help them now and in the future. These supports include the Lean, Green and Digital programmes, all of whom enable small businesses to become more competitive and productive in how they work.

Figures from the Local Enterprise Offices show that the Lean for Business programme, running since 2015 with Enterprise Ireland, has helped save businesses an average of €34,000 by helping them work more efficiently and improving their processes.

The programme has saved Irish companies over €28million since it began and is free to all small businesses through their Local Enterprise Office, who are based in the local authorities across the country. The figures also highlighted that the businesses that did avail of these programmes had an average 31% increase in their output or production.

The *“All In A Day’s Work”* campaign aims to encourage small businesses in County Wexford to link in with their Local Enterprise Office to find out what support is best suited to them at their stage of businesses and how it can benefit them.

Minster Neale Richmond T.D.; *“While starting a business is an exciting time, without mentorship and advice, it can also be very hectic. Local Enterprise Offices offer both the financial supports and mentorship programmes that help businesses to save time and money by being more efficient. Local Enterprise Offices can have a significant impact on a business; that businesses are saving an average of €34,000 thanks to the Lean for Business programme is a testament to this. Local Enterprise Offices are a fantastic resource, and I would encourage any small business who has not reached out to them yet, to do so today.”*

The campaign features six Local Enterprise Office clients that have availed from these supports and reaped the benefits including Rascal’s Brewing (supported by LEO Dublin City), Bon Chocolatiers (supported by LEO Westmeath), Hatched Analytics (supported by LEO Dublin City), AIP Thermoform (supported by LEO Clare), Kerrigan’s Butchers (supported by LEO Fingal) and Juspy (supported by LEO Limerick).

***Breege Cosgrave Head of Enterprise and Economic Development*** *acknowledges the recent challenges faced by small businesses. “The ongoing hurdles necessitate a proactive approach, urging businesses to enhance their efficiency, productivity, and sustainability. The tangible results from such improvements are evident in the numbers. This campaign aims to underscore these advantages, motivating small businesses to explore ways to save time, money, and energy. Embracing efficiency and sustainability isn't just a choice; it's an investment that promises positive impacts in the present and future."*

The campaign will be running across a range of national media including a new dedicated website [www.AllInADaysWork.ie](http://www.AllInADaysWork.ie) where businesses can hear from Local Enterprise Offices clients that have availed of these supports and the impacts that they have had for them and register their interest in finding out how it can work for them.

Carol Gibbons, Head of Regions and Local Enterprise, at Enterprise Ireland said; *“A key goal for Enterprise Ireland is to support companies to make the transition to the low-carbon, resource-efficient economy of the future and the ‘All in a Day’s Work’ campaign is a key part of supporting this critical agenda. The campaign aims to place a firm spotlight on the numerous supports available to small businesses to enable them to take the next step on their sustainability journey.  Increasingly, sustainability is seen as a core driver of future growth for small businesses, aligning them to changing consumer demands. The business supports offered by the Local Enterprise offices from Digital to Green for Business are a key enabler for business, and I would encourage all small businesses to reach out to their LEO and start this journey together.*

***An Cathaoirleach, Cllr. John Fleming, ‘****The invaluable Lean, Green, and Digital supports provided by Local Enterprise Office Wexford have the power to significantly impact businesses, with regards to cost savings and enhanced competitiveness. Recognising the time constraints business face, it's often challenging to pause and assess operational strategies for improved efficiency and productivity. This is precisely where The Local Enterprise Office supports play a crucial role. I encourage businesses to engage with their Local Enterprise Office, discover tailored supports, and experience first-hand the positive transformations that can elevate their day-to-day operations."*

The Local Enterprise Offices also run several initiatives to foster entrepreneurship across the country. These include Local Enterprise Week, the National Enterprise Awards, the Student Enterprise Programme, National Women’s Enterprise Day and Local Enterprise Showcase. The Local Enterprise Offices in local authorities are funded by the Government of Ireland through Enterprise Ireland.

**ENDS**

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Notes to editor:

Established in 2014, the Local Enterprise Offices are the essential resource for any entrepreneur looking to start a business or any small business that is looking for support or advice to help them grow. Since their inception eight years ago, the Local Enterprise Offices have helped create over 25,000 jobs across the country. The LEOs work with thousands of client companies across Ireland in a diverse range of sectors offering mentoring, training, expert advice and financial supports to small businesses