

Economic Development and Enterprise SPC

Date: Wednesday 21st February 2018

Time: 2.30pm

Location: Council Chamber, Wexford County Council

Committee Members Present: Cllr Michael Sheehan, Chairman; Cllr Kathleen Codd Nolan; Cllr Johnny Mythen; Cllr Martin Murphy; Mr Karl Fitzpatrick; Mr Ernest Levingstone; Ms Clair Walsh; Ms Mary B O'Leary; Mr Dan Kennedy

In Attendance: Mr Diarmuid Heuston, WCC; Mr Tom Banville, WCC; Mr Brian Galvin, WCC; Ms Sinead Casey, WCC; Ms Liz Hore, WCC; Ms Siobhan Gethings, WCC; Ms Edwina Colfer, WCC

Apologies: Cllr George Lawlor; Cllr John Hegarty; Cllr Barbara Anne Murphy; Cllr Keith Doyle; Cllr Frank Staples; Mr Senan O'Reilly Mr Tony Larkin, WCC; Ms Carolyne Godkin, WCC;

Cllr Michael Sheehan was delayed so Cllr Martin Murphy took the Chair until his arrival.

Cllr Martin Murphy welcomed the new Social Inclusion Representative from the PPN to the group, Ms Mary B O'Leary.

1. Minutes & Matters Arising

The minutes of the meeting which was held on the 28th November 2017 were proposed by Cllr Johnny Mythen and seconded by Dan Kennedy.

2. Correspondence

There was no correspondence to note.

3. Special Projects Update

Brian Galvin, Head of Special Projects circulated an informative report to the group on the projects currently being undertaken.

Projects include:

- **Wexford Quays**
- **Trinity Wharf**
- **Templeshannon Regeneration** (copy of plans circulated)
- **Enniscorthy Technology Park** (copy of plans circulated)
- **New Ross Business**
- **Gorey Market House** (copy of plans circulated)
- **Carrigfoyle Activity Centre**
- **Enniscorthy Tourism Project**
- **Greenways:**
 - Rosslare to Waterford City Greenway
 - New Ross Red Bridge Greenway and Walking Trail
 - Greenway Regional Strategy

A discussion took place on whether it could be possible to keep ensure that construction workers on the various projects could be kept local. Brian Galvin informed the group that Wexford County Council are bound by EU procurement requirements but that a lot of the main contractors sub contract to local people. Potential job numbers that will be created on a project by project basis are to be circulated at the next meeting.

4. Bypass Strategy – New Ross & Enniscorthy

Sinead Casey, New Ross Municipal District Manager and Liz Hore, Enniscorthy Municipal District Manager gave presentations to the group on what is going on at present and what is planned for each of the districts.

Plans for New Ross include:

- Flood Relief Scheme
- Public Realm Plan for the Town
- Signage along the new bypass
- Broadband
- Natural Gas
- New Primary School
- New Ross Port being taken over by Wexford County Council in 2018
- Oil Tanks to be demolished and new amenity to be introduced
- Advance Factory Units
- Greenway/Blueway (Unlocking the Barrow)

A discussion took place around New Ross and what else could be done in the town. It was suggested looked at more Marine Tourism along the Barrow.

Plans for Enniscorthy include:

- Enniscorthy Flood Relief Scheme
- Templeshannon Regeneration Plan to include pedestrian bridge linking both sides of the town
- Technology Park
- Tourism Project
- Building on the Festivals already taking place
- County Wexford Food Tourism Strategy
- New Park under construction
- Phase 2 of the Sports Hub

A discussion took place around Enniscorthy and what else could be done in the town. It was agreed that the rail line is an important factor to the growing of the town.

5. Economic Development & Enterprise Unit Update

Economic Development

No Update

Local Enterprise Office

Tom Banville circulated the Key Performance Metrics 2017 for the Local Enterprise Office for information. Tom informed the group that the Student Enterprise Awards will be taking place on Thursday 22nd March in the National Opera House.

Tourism

- Norma Quinsey has moved on from her position as Destination Marketing Manager.
- A new Visit Wexford website is being developed and it is hoped to go live with it before the start of the season.

- Wexford County Council commissioned drone footage of various attractions etc around the county. A plan is being put together on how to get this footage out to the wider public. It was suggested using some of the footage in the cinemas.
- County Wexford Tourism Strategy – A number of consultation workshops will be taking place in the coming weeks. It is hoped to have the launch of the strategy in May/June and it will be for duration of 5 years.

6. Bucanier Project

Siobhan Gethings the BUCANIER Project Officer gave an informative presentation on BUCANIER. The Project will be officially launched on Friday 23rd March 2018. A discussion took place on the project. It was noted that Social Enterprises won't be specifically targeted under the project but are welcome to make an application.

7. AOB

- Ernest Levingstone queried if there was any update into providing tablets to the non elected members of the SPC. This is still being looked into.
- Cllr Johnny Mythen proposed that that the IDA be requested to submit quarterly reports on job creation in the County. This was seconded by Cllr Michael Sheehan.
- A report outlining vacant commercial properties in the urban areas is to be brought to the next meeting. Included in the report are to be properties used by Charities.

The next meeting of the SPC will take place on Wednesday 23rd May at 2.30pm.

Economic Development and Enterprise SPC

Date: Wednesday 23rd May 2018

Time: 2.30pm

Location: Council Chamber, Wexford County Council

Committee Members Present: Cllr Michael Sheehan, Chairman; Cllr Kathleen Codd Nolan; Cllr John Hegarty; Cllr Johnny Mythen; Cllr Keith Doyle; Cllr Frank Staples; Cllr Paddy Kavanagh; Cllr Martin Murphy; Mr Karl Fitzpatrick; Mr Ernest Levingstone; Mr Dan Kennedy; Mr Senan O'Reilly

In Attendance: Mr Tony Larkin, WCC; Mr Tom Banville, WCC; Ms Carolyne Godkin, WCC; Ms Breege Cosgrave, WCC; Ms Edwina Colfer, WCC

Apologies: Cllr Barbara Anne Murphy; Cllr Keith Doyle; Ms Clair Walsh; Ms Mary B O'Leary

8. Minutes & Matters Arising

The minutes of the meeting which was held on the 21st February 2018 were proposed by Mr Ernest Levingstone and Cllr Martin Murphy.

9. Special Projects – Status Report

Ms Carolyne Godkin gave an update to the group on the project currently being undertaken.

Projects include:

- **Wexford Quays – Economic & Spatial Strategy**
- **Trinity Wharf**
- **Templeshannon Regeneration**
- **Enniscorthy Technology Park, Killagoley**
- **New Ross Business Park**
- **Gorey Market House**
- **Carrigfoyle Activity Centre**
- **Enniscorthy Tourism Project**
- **Greenways:**
 - Rosslare to Waterford City Greenway
 - New Ross Red Bridge Greenway and Walking Trail
 - Greenway Regional Strategy
- A query was raised in relation to the Wexford to Curracloe Greenway, an update is to be brought to the next meeting.
- New Ross Town Centre Project - it is planned to purchase an old grain store and convert it into an Enterprise Centre.
- A query was raised around the Templeshannon Regeneration Project, the plans are currently on display but there doesn't seem to be much movement on the project. Carolyne Godkin is to follow up on the timeframe for this project.
- Trinity Wharf was announced 2 ½ years ago and to date it looks like nothing has been done. The industry is losing faith in the project and would like to see some

updates on the project. A more detailed report will be circulated at the next meeting.

- The Councillors in general feel that the projects should be highlighted more to the public due to the fact that rates and property tax have been raised to fund these projects.

It was proposed that some sort of indicative poster or sign be put in place for each special project where feasible, on the site or building etc. This was proposed by Cllr Frank Staples and seconded by Cllr Johnny Mythen.

10. Economic Development Unit Reports

Economic Development

Carolyne Godkin circulated an update on the recent activity of the Economic Development Unit to include:

- Mobile Phone and Broadband Taskforce: Launch of Implementation Review 2017
- Tradebridge: A Wexford – Savannah Initiative
- Crystal Valley Tech Launch
- Chinese Ambassador & Delegations to County Wexford
- Chinese Delegations from Hubei Province and Zhejiang Province

Local Enterprise Office

Breege Cosgrave circulated an update on the Key Performance Outputs from January to date for the Local Enterprise Office and also gave a general update on the following:

- New Ross Goes Digital
- Student Enterprise Programme – 3 category winners all finished in the top 10 with Ben Handrick receiving a special merit award for his project “Little Elephant” fridge magnet therapy.

Tourism

Tom Banville gave an update on the recent activity of the Tourism Section to include the following:

- Tourism Officer Vacancy
- New Visit Wexford Website
- Wexford Passport to Fun Campaign
- Tourism Trade Shows – Balmoral, BLOOM, RDS Horse Show, National Ploughing Championship
- Visit Wexford Social Media Overview
 - Facebook – 31320 likes
 - Twitter – 8,105 followers
 - Newsletter – 9,839 subscribers
- A copy of the new Visit Wexford Brochure was circulated to the group for information.
- Work is ongoing on the County Wexford Tourism Strategy with a workshop for industry people taking place on Monday 28th May.

A discussion took place around Tourism. It was suggested having a traditional presence at the Trade Shows in order to help with the Fleadh Ceoil bid.

Concerns were expressed at the closing of the Hotel in Bunclody and it was noted that a motion has been sent to the next County Council meeting from Enniscorthy District in relation to this matter. Other suggested ideas for Tourism were as follows: Shore Angling/fishing; Music River Cruises and Corporate Team Building

11. Taghmon Action Group - Presentation

Seamus Murphy and John Waters from Taghmon Action Group gave an informative presentation on the work of the Group to date and the plans for the future. Taghmon Action Group has grown from being a small idea to a highly productive, local operation which has developed its own premium office space and childcare centre. The building houses a range of services and has a office space, meeting rooms and a fully quipped EHP approved kitchen which are all available for short term or long term lease to small businesses at competitive / negotiable rates. Natural Gas is a great asset to the village.

The supports required for the building going forward are as follows:

- Marketing person/manager to promote the premises and to engage with various agencies
- Support to have the services utilised by those beyond the community

Supports that are required for the general Taghmon Area are as follows:

- Better/faster broadband
- Promotion of Tourism/History
- Consultant to analyse the needs of the Community

A discussion took place around what assistance could be given to the group.

Suggestions included the following:

- Image of the village is a major problem, needs to be addressed
- Marketing mentor to be allocated to the group from LEO
- Community Enterprise Initiative from Enterprise Ireland which includes an employment grant might be worth looking into – Brian Fives is the contact
- Source an anchor business for the building
- Sourcing an intern from IT Carlow to assist with the marketing – Jeanette Davis is the contact
- Contact LECP and WLD re funding and supports – contact John Carley re a Vision Statement

12. Research & Statistics

- It is hoped to have a copy of the Vacant Commercial Property in Urban Centres report available in the next 10 days. It was noted that alot of the urban properties are not big enough for big retail outlets. It was suggested that neighbouring properties could be looked at with a view to knocking them into one to make a bigger premises while protecting the street scape.
- An update AIRO report is being launched on the 11th June at 11.30am.

13. Pilot Shop Front Scheme 2019

A discussion took place around running a pilot shop front scheme similar to the one run in Enniscorthy a few years ago, businesses painted the front of their premises and received up to 75% of their costs back. Feedback from the scheme was very positive and one of the conditions was that the paint and labour had to be sourced locally. It was suggested making sure that the whole front of the building was painted not just the first floor. It was agreed to run the Pilot Scheme in New Ross in 2019 and then in Enniscorthy in 2020 and so on. This was proposed by Cllr Paddy Kavanagh and seconded by Karl Fitzpatrick.

14. AOB

- Ernest Levingstone submitted 3 queries on behalf of the Gorey Chamber Retail Working Group which have been forwarded to Amanda Byrne, Municipal District Manager for a response which will be brought to the next meeting

- Dan Kennedy queried the tablets for the PPN reps – there was still no decision on this issue
- Brian Fives is to be invited to present at the next meeting in September
- The IDA and Enterprise Ireland are to be asked to submit a quarterly report to the group for the next meeting

The next meeting of the SPC will take place on Wednesday 19th September at 2.30pm.

Economic Development and Enterprise SPC

Date: Wednesday 28th November 2018

Time: 2.30pm

Location: Council Chamber, Wexford County Council

Committee Members Present: Cllr Michael Sheehan, Chairman; Cllr Johnny Mythen; Cllr Keith Doyle; Cllr Barbara Anne Murphy; Mr Karl Fitzpatrick; Mr Dan Kennedy; Ms Mary B O'Leary; Mr Senan O'Reilly

In Attendance: Mr Tony Larkin, WCC; Mr Tom Banville, WCC; Ms Martina Furlong, WCC; Mr Billy Byrne, WCC; Mr Brian Galvin, WCC; Ms Siobhan Gethings, WCC; Ms Edwina Colfer, WCC

Apologies: Cllr John Hegarty; Cllr Frank Staples; Mr Ernest Levingstone

On behalf of the Committee Cllr Michael Sheehan expressed his thanks to Ms Carolyne Godkin for her work with the committee over the past few years and wished her well in her new role. He welcomed Ms Martina Furlong, the new Economic Development Officer and Mr Billy Byrne, the new Tourism Officer to the meeting.

15. Minutes & Matters Arising

The minutes of the previous meeting which was held on the 23rd May were proposed by Cllr Johnny Mythen and seconded by Cllr Keith Doyle.

- On the minutes Cllr Keith Doyle was listed as being both present and absent – Cllr Doyle confirmed that he was present at the meeting.
- Shop Front Scheme – Mr Tom Banville is to follow up with Ms Sinead Casey, New Ross District Manager in relation to rolling out the pilot scheme in New Ross for 2019.
- IDA and Enterprise Ireland reports – no updates received. A formal letter is to be sent to Mr Brendan McDonald, IDA and Mr Brian Fives, Enterprise Ireland inviting them to attend the next meeting.

16. Wexford.ie

Mr Tom Banville and Ms Siobhan Gethings gave an overview of the updated Wexford.ie website. Pixelpod were procured to design the website with guidance from a working group comprising of Mr Tom Banville, Ms Siobhan Gethings, Mr David Minogue and Mr Pat Grassick. The site is an information portal that links to other websites about Wexford. The website is divided into sections as follows: Living in, Investing in and Visiting Wexford. It is targeted towards people living here, people who may wish to relocate here and also visitors to the county. The website is to go live on 30th November. A discussion took place around the website.

- It was noted that the drone footage currently on the website is mostly south Wexford. Cllr Keith Doyle proposed putting together 4 short videos for each of the districts, these videos could be added to the sections on each of the main towns.
- Mr Karl Fitzpatrick suggested using Google ad campaigns to market the website in the future

- Ms Mary B O’Leary proposed adding a transport section to the website to include information on the airports, trains, boats, buses (both national and local). The section could be linked to the National Journey Planner. It was agreed that this is to be done.

17. Special Projects – Status Report

Mr Brian Galvin gave an update on the key timelines for each of the projects.

Technology & Business Infrastructure

- Trinity Wharf – Application to be submitted to An Bord Pleanala in December 2018. €2million funding has been allocated for the project under the Urban Regeneration and Development Fund.
- Creative Hub, John Street, New Ross – Part 8 Planning Application to be submitted in Q3 2019
- Enniscorthy Technology Park – Completion Date February 2019

Town Centre & Public Realm Revitalisation & Regeneration Projects

- Crescent Quay – Part 8 Planning Approved November 2018 – tenders have been received
- Templeshannon Regeneration – Detailed Design and procurement in Q3 2019

Recreational & Amenity Projects

- Greenways
 - Rosslare to Waterford – Planning Application to be submitted Q2 2019
 - Wexford to Curracloe – Under review
 - Wexford to Rosslare – Feasibility stage
 - New Ross (Redbridge) to Waterford – consultant to be appointed November 2018 with works to commence Q4 2019
- Min Ryan Park – Completion date September 2019 - €500,000 secured under the Outdoor Recreation Scheme.
- Carrigfoyle – designs currently being prepared with construction to commence in Q2 2019
- Enniscorthy Tourism Project – plans to develop a landmark infrastructure project in Enniscorthy. A presentation will be made to the Municipal District members in January with an application to be submitted to Fáilte Ireland for Funding in Q2 2019

Public Building & Public Space Development & Enhancement Projects

- Gorey Market House – URDF Application for Funding to be submitted October 2018
- Wexford Arts Centre – Architects to be appointed Q1 2019
- A query was raised in relation to the Advance Factories in New Ross. No tenders have been appointed to date but discussions are ongoing with a formal proposal being awaited on.
- A query was raised in relation to the possibility of putting a glass roof or canopy over the main street in Wexford. A scoping report is currently being compiled with a decision to be made in early 2019.
- A query was raised in relation to Phase II of the Enniscorthy Hub. This is not one of the capital projects and the query is to be reverted to the Enniscorthy Municipal District Manager.

18. Tourism Strategy

Mr Tom Banville gave a presentation on the Wexford County Tourism Strategy 2019-2023. The strategy is currently at draft 2 stage. The vision of the strategy is “to become one of Ireland’s most compelling tourism destinations and in doing so improve the quality of life of people and communities throughout the county”.

The 5 areas identified to build on are as follows:

- Target Markets and Segments – to diversify the visitor base by growing volume of Us, French and German visitors whilst consolidating share of domestic visitors and volume of GB visitors
- Visitor Experience Development – to strengthen, develop and elevate Wexford’s range of compelling, unique and must do visitor experiences, creating real standout and competitive differentiation
- Capacity Building – to strengthen the capacity of industry to create and promote experiences that will attract priority segments from key markets
- Partnership Development – to increase stakeholder and industry collaboration so that enterprises and experiences are developed around a shared vision and ambition
- Brand & Marketing Communications – to invest in building understanding, capacity and execution capabilities in marketing and communications to support awareness creation, trial and conversion of target consumers.

A discussion took place on the strategy and with the overall consensus being positive. Comments/suggestions were as follows:

- Packages to be put together for the tour operators to encourage them to add a few days in Wexford to their tours.
- The focus should not just be on the international visitor, the domestic visitor is just as important.
- Development of the Coastal areas and sports tourism to be promoted more
- More trains needed to bring people from Dublin to Wexford
- Some very positive meetings have taken place with the Chinese Ambassador and there is a great potential to tap into this market in the coming years. Following on from this it was suggested putting a proposal together around events to celebrate the Chinese New Year 2019, which could be sent to the Ambassador.
- More of a focus on North Wexford – no iconic landmarks in North Wexford but there are a lot of hidden gems which need to be promoted.

The draft strategy is to be brought to the January Council meeting for approval. This was proposed by Cllr Keith Doyle.

19. Economic Development Unit Reports

- Economic Development Unit – Ms Martina Furlong gave a report to the group from Economic Development.

Two delegations from Savannah were hosted in Wexford in November. One group was from Georgia Southern University and the other from the Tradebridge Project. Feedback from both groups has been very positive. A progress report in relation to the Tradebridge Project has been submitted by Ms Alison Stone Thompson, Tradebridge Project Officer and the report will be reviewed in detail prior to agreeing the next steps.

Cllr Johnny Mythen requested that members of the Economic Development & Enterprise SPC be invited to attend any future events for visiting delegations.

- Local Enterprise Office – Tom Banville Head of Enterprise gave a report from the Local Enterprise Office:
 - The Local Enterprise Office is currently conducting an employment survey of its client portfolio (220 clients) with the results available in January 2019.
 - An end of year matrix will be presented in the next report which will outline actual achievement against targets.
 - The first phase of the new brand national communications live campaign (“making It Happen”) is being rolled out across the 31 Local Enterprise Offices.
- Tourism – Billy Byrne, Tourism Officer gave a report on Tourism.
 - Digital & Social Media – figures to date as follows:
 - Visitwexford.ie – 145,972 hits from January 1st to October 31st (increase 11.32% on same period last year)
 - Tourism Newsletter 1198 subscribers
 - Facebook current likes 32,703
 - Twitter Impressions 16,122
 - Instagram followers 4,386
 - Irelands Ancient East – Some of the Visitor Experience Plans for 2019 include the new Viking Fire Festival in Wexford and through the Castles & Conquests experience there are plans to develop new connected experiences between key sites in Wexford, Kilkenny and Tipperary.
 - Celtic Woman – filmed in Johnstown Castle in September and premiered in the US on 24th November with a potential audience of 90million. The DVD now available which showcases Wexford and Johnstown Castle.

20. AOB

- Cllr Michael Sheehan requested that an update from the LECP be brought to the next meeting.
- Broadband Strategy is to be put on the Agenda for the next meeting.
- The Councillors have requested a report from the Local Enterprise Office to be brought to the County Council meeting in January. It was agreed that this report will be circulated to the SPC prior to this meeting for information.
- Natural Gas for New Ross – a meeting is to be scheduled with Fran McFadden in the coming weeks.
- Dan Kennedy enquired if there was any funding to put monuments in place at places of interest e.g. site of the Coolgreany Evictions. Funding could be available from Leader for big projects and for small projects the Amenity Grants might be an option. For projects like this community groups are encouraged to submit proposals to the Community Development Section of Wexford County Council who may be able to assist with funding.

There was no date set for the next meeting.