
Investing in Wexford: Economic Priorities



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National & Regional Policy Context

Local Government Role

Profile County Wexford

Generating Growth: People, Place, Property & Profile

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National & Regional Policy Context (main documents)



Local Economic Research Commissioned by



01

Wexford Socio-Economic Baseline Report, 2015 ([Link](#))

- AIRO, Maynooth University
- Detailed Analysis based upon 2011 Census
- Mapped Information and establishes baseline

02

Vacant Industrial & Commercial Land Study, 2015 ([Link](#))

- Lisney & Future Analytics Consulting
- To inform economic strategy within LECP
- Detailed Analysis of Commercial Availability and Market Leasing Rates

Key Challenges: South East Region & Wexford

SE Region Lower Job Quality with GVA per job @ 71% National Average.
Higher dependence on employment in lower-paid sectors: Agriculture, Construction, Wholesale & Retail Trade

Wexford has 3rd lowest rate of third level attainment in Country.
Lack of 3rd level options, including university, in region having generational socio-economic impact. Lower than average work force (24-44yrs)

2016, SE region represents 10.8% of Irish citizens @ 511,070 (NUTS III)

County Wexford population of 149,605 (+2.9% since 2011)

Higher rates of dependents - elderly and school-going age

Unemployment peaked at 20.1% for the region in 2012. Q3 2016 currently at 10.4%

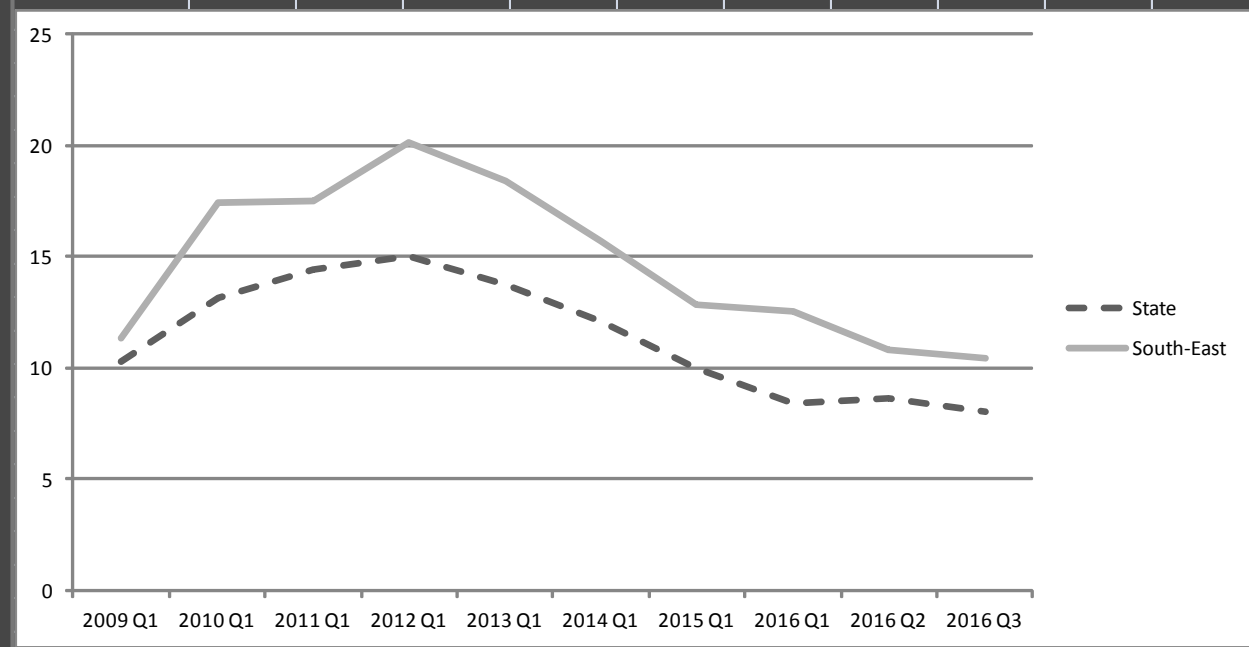
Unemployment Rate (%)

Source: CSO QNHS

Table Credit:

South East Economic Monitor, WIT 2016

	2009 Q1	2010 Q1	2011 Q1	2012 Q1	2013 Q1	2014 Q1	2015 Q1	2016 Q1	2016 Q2	2016 Q3
State	10.3	13.1	14.4	15	13.7	12.1	10	8.4	8.6	8
South-East	11.3	17.4	17.5	20.1	18.4	15.7	12.8	12.5	10.8	10.4
Border	12	11.3	13.1	15.5	15.6	13.2	10.2	8.6	9.2	9.2
Dublin	9	11.2	12.7	13.3	11.4	10.4	8.8	6.9	8.1	7.5
Mid-East	9.3	13.3	13	12.7	14.3	11.7	7.8	5.9	6.9	6.9
Midland	12.1	15.2	17.2	18.9	17.1	14.5	12.5	11.6	10.7	10.1
Mid-West	11.6	15.3	15.8	16	15.6	13.3	10.2	7.9	8.5	7.4
South-West	10	12.3	13.9	13.6	11.2	11.4	9.7	7.7	7.4	6.4
West	11.2	13.7	16.7	16.2	12.9	11	11.7	10.2	9.5	9.1



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Wexford County Council

Deliver 190 different services on a daily basis, across 45 locations with close to 1,000 employees and an operating budget in 2016 of €100 million



Comhairle Contae
Loch Garman
Wexford
County Council

Role of Local Government in Economic & Enterprise Development

The Local Government Reform Act 2014 provides a stronger and clearer role for local government in economic and community development.

The vision for this role was set out in the 2012 Action Programme for Effective Local Government, *Putting People First*.

“that local government will be the main vehicle of governance and public service at local level, leading economic, social and community development”.

Core Operational Functions within Section:

- Local Enterprise Office: entrepreneurship, micro & small business
- Tourism: Visit Wexford Tourism Ltd
- Economic Development Unit: Large business, Inward Investment, Infrastructure, Marketing

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Profile of County Wexford



18
Foreign Owned
Multinationals
(~2,500 Employees)



- 50%
Commercial property
Savings Vs Dublin



65%
Of the Population
Are Working Age



40%
Cost of Residential
Housing
*Compared to
Dublin City*



67,000
Labour Force
*149,605 Citizens
In Co Wexford*



21%
3rd Level Qualification
*IT Carlow has
A Wexford Campus*

Additional Benefits of Doing Business in Wexford, Ireland

- High quality of life on offer
- Corner stone of *Ireland's Ancient East*
- Home to National Opera House
- Vibrant Arts and Culture scene, including world famous Wexford Festival Opera
- High quality agriculture produce, rich harvest of fresh fish and numerous artisan food producers
- >270km of coastline, 5 Blue Flag Beaches and 2 Blue Flag Marinas, 8 Green Coasts & 6 Championship Golf Courses



28 Multinational operations, employing 3,000 people



16 IDA supported companies, employing 2,500 people



Sectoral Strengths: County and Regional

- Internationally Traded Financial Services
- Health & Life Sciences
- Agri-Food
- Information Communication Technology
- Tourism & Retail



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People

Local Structures

- Municipal Districts
- Public Participation Network
- LCDC

Education

- Technological University for South East
- 3rd level campus for Wexford

Supporting employment

- Closer working relationships with IDA, Enterprise Ireland & Department of Social Protection to encourage jobs

Place – Creating Engines of Growth

4 acre Urban Park at Orchard Field

Upgrading Market Square

Flood Prevention Scheme

Adjacent Market House

CPO lands for Urban
Investment

Enniscorthy

New Ross

Wexford

Major renewal of Quays

16 acre Min Ryan Public Park

Public Realm Enhancements

Greenway New Ross to Waterford

This is a grayscale map of the Dublin region in Ireland. The map shows a network of roads, with the N30 and M11 highlighted. The N30 runs from the northwest towards the center, while the M11 runs from the center towards the southeast. Various towns and landmarks are labeled, including Templeogue, Clonsilla, and the Dublin Mountains. A compass rose is located in the top right corner.

- Gas pipeline Wexford Anchors connected, extension across town to residential
- Proposal for a New Ross Gas connection under consideration
- National Broadband Plan. 1GB fibre to the door in all main towns and large villages by commercial sector – eg SIRO, Virgin Media, Eir

Property



ICT Cluster

36,000SqFt Office, PPP



Business Park

Science & Technology



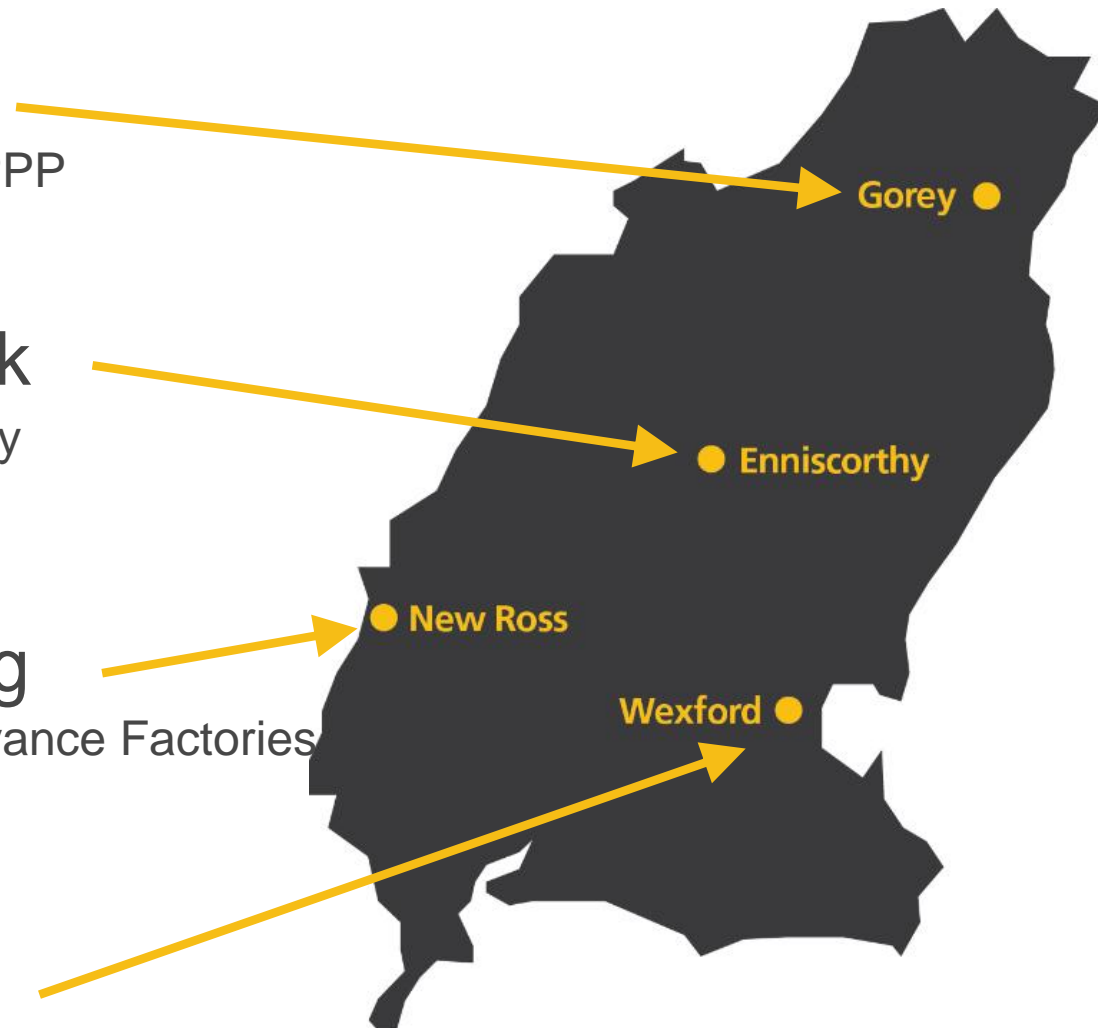
Manufacturing

FPP 35,000SqFt Advance Factories



Trinity Wharf

Corporate HQ, International Financial Services Hub

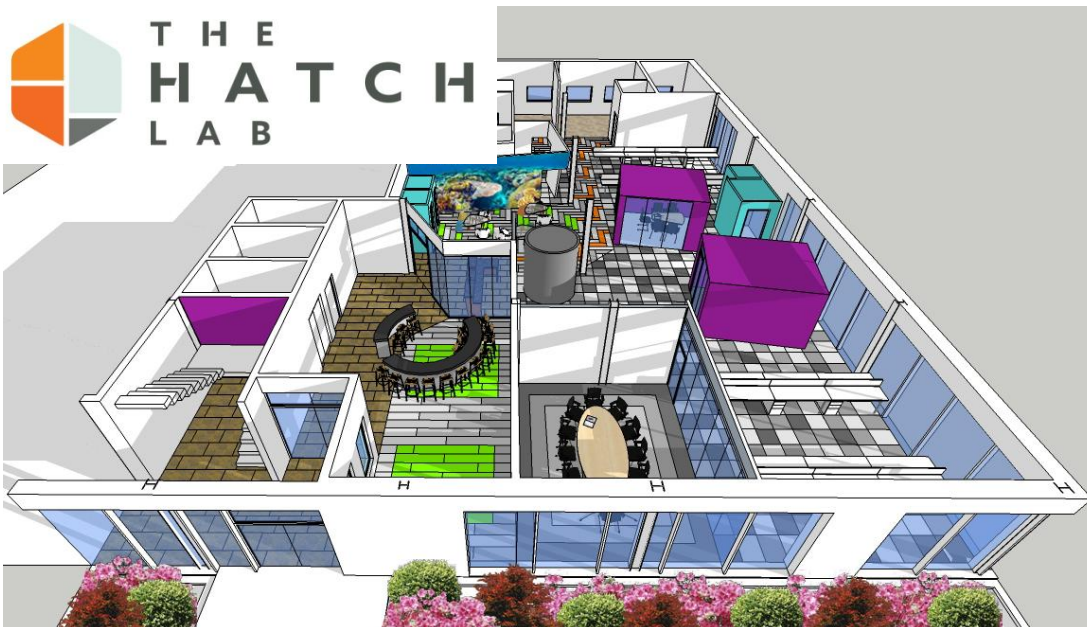


Trinity Wharf Business Park



- Need for New Business Park in Town
- 9-acre Site purchased January 2016
- Preparing Masterplan
- Mixed Uses with Phased Construction
- €35 Million development
- Public-Private Partnership
- Construction to Commence 2017

M11 Business Campus, Gorey



- Located 50 minutes from the M50
- 36,000 SqFt building under construction, completion Q2 2017. 2nd building FPP
- Innovate Technology (Anchor Tenants) & The Hatch Lab (Wexford County Council)
- Currently marketed through Lisney
www.m11businesscampus.com

Enniscorthy Science & Technology Park



- Purchase of 15 acre site in Enniscorthy 2016
- Located less than 70 minutes from M50
- Excellent Motorway access
- Focus on innovation, R&D
- Design and Build options available

Advance Factories, New Ross



- Located 15 minutes from Belview Port
- 36,000 SqFt Advance Factories with Full Planning Permission
- PPP being pursued early 2017
- Opportunity to influence design

Ready-to-go-Property Database & Vacant Property Scheme

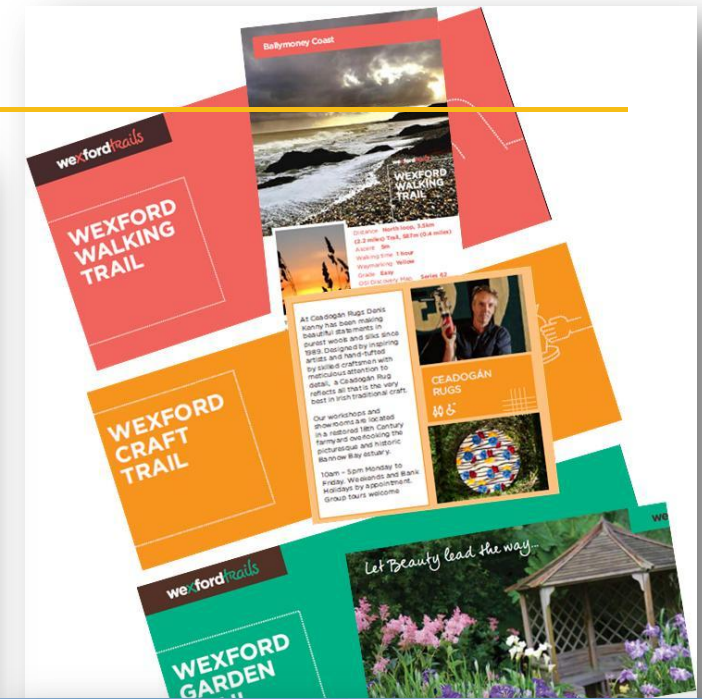
- Maintain a database of good quality ready-to-go-property
- 10,000SqFt Industrial, 2,500SqFt Office
- Work with existing Wexford based business seeking expansion along with outside county & overseas IDA inward investment

- Desire to support an upgrade of property currently available in County
- [Vacant Property Scheme](#)
- In excess of 12 months vacant
- County wide
- Exclusions (eg pubs, casinos)
- 75% yr 1; 50% yr 2; 25% yr 3

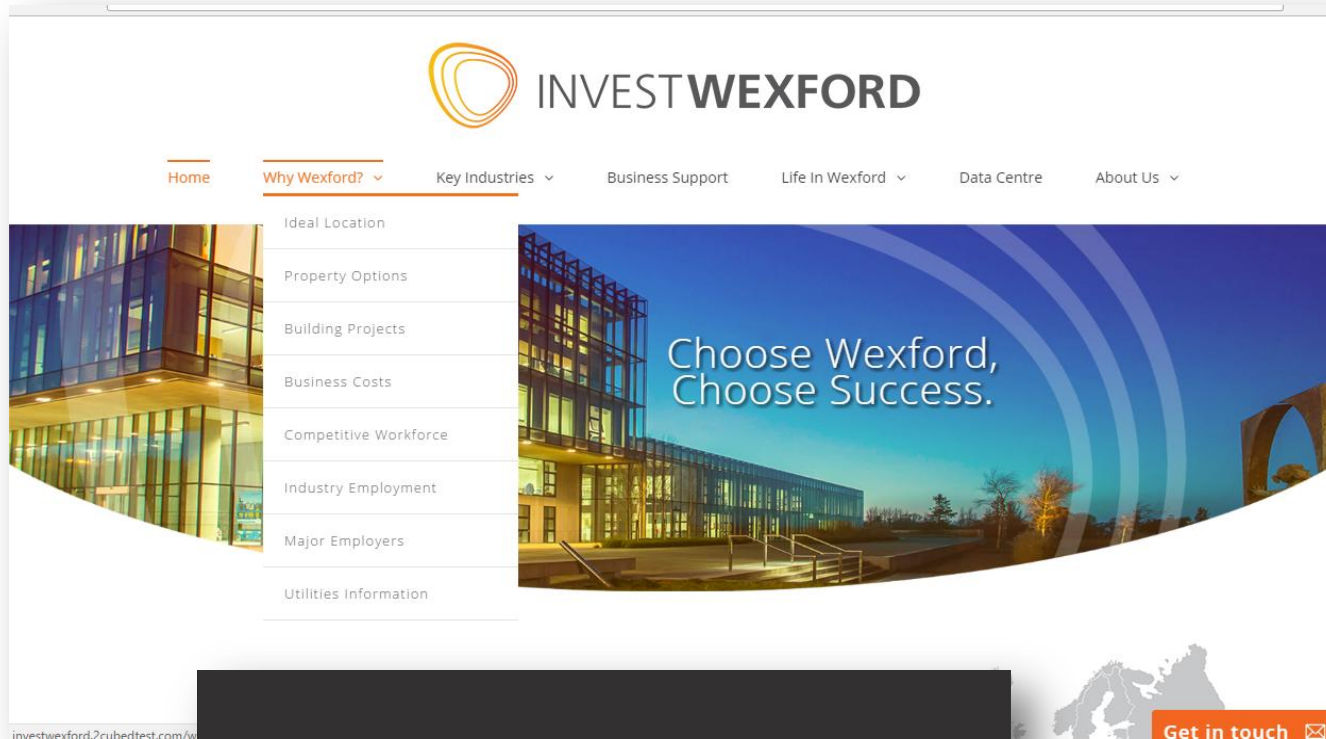
Profile

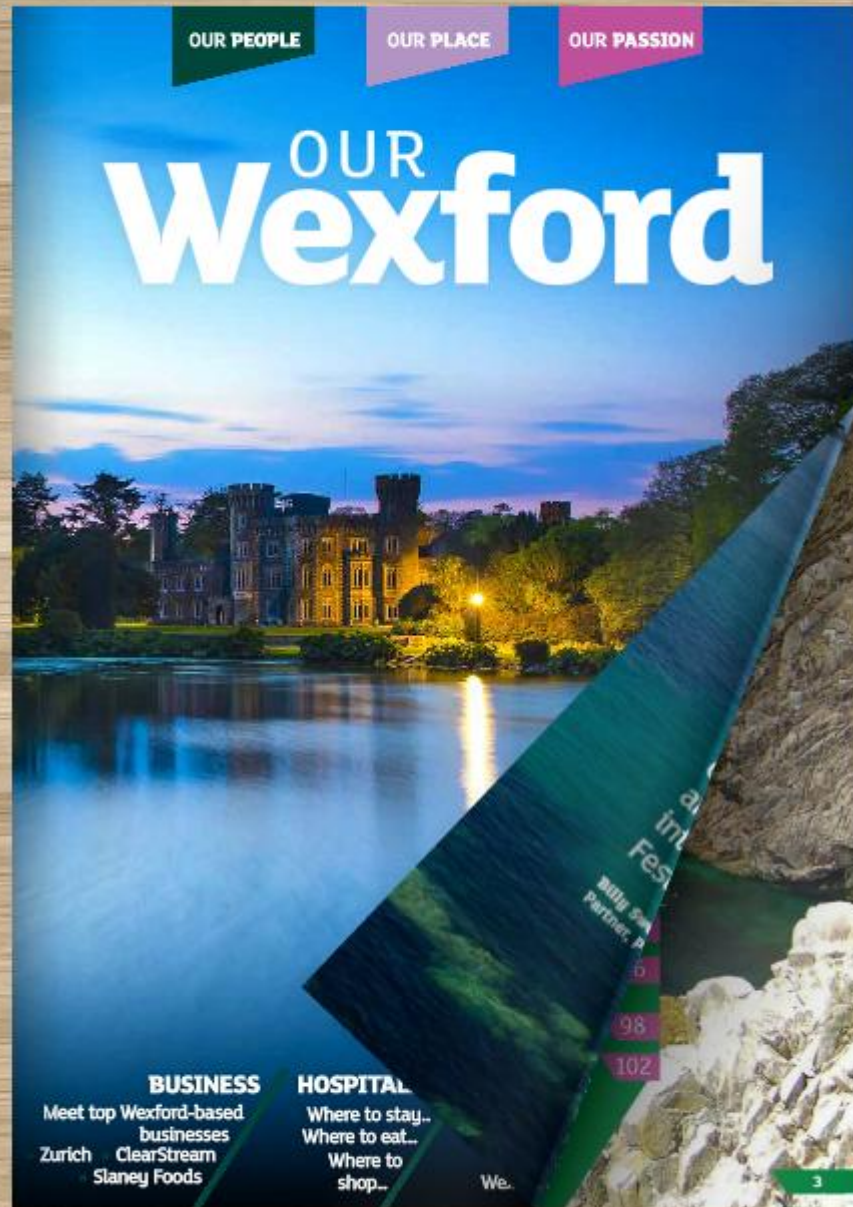
A **positive** online & media message about our County needs to be created and sustained. We have been **successful** in tourism – driving domestic performance **up 26%** by working with private sector, twice the national average growth in 2015! We have now begun on economic and enterprise side - creating a **new brand**, a revamped brochure website **InvestWexford.ie**, plus re-launching social media platforms. We will ramp this activity up in 2017, creating positive online content, highlighting existing Wexford **success** stories. We have created a range of Industry specific brochures ‘*Choose Wexford*’ in collaboration with IDA plus a **high-end profile** magazine, *Our Wexford*. **Word of Mouth** is our greatest asset and we are asking **Wexford Network and Diaspora** to carry this positive message.

Profile



Profile





People Profile

EAMONN SINNOTT



EAMONN SINNOTT
Intel

From relatively low-key beginnings, computer chip and software manufacturer Intel arrived in Ireland over 25 years ago and began operating out of a warehouse in west Dublin while waiting for its headquarters to be realised.

Today it's one of the country's most important private-sector businesses, employing almost 5,000 people at its huge base in Leixlip, Co Kildare, and a

contribution of about €12.5 billion in capital investment to the Irish economy since 1990.

At the helm of Intel's Irish activities is a man who grew up in Wexford town, Eamonn Sinnott, who remains a frequent enough visitor to the streets and countryside of his native locality to know that it has as much, if not more, to offer any multi-national or smaller business, as any other area in Europe.

Educated at the CBS primary school and St Peter's secondary school in Wexford, before going on to graduate from university with maths and physics specialities, Mr Sinnott worked with Digital Equipment Corporation in Galway before joining Intel as a shift manager in 1991, starting off at its base in Albuquerque, New Mexico, where he became familiar with the landscapes and streets made famous on Breaking Bad.

He has held a number of positions with Intel since then, before becoming the corporation's Vice-President for Technology and Manufacturing in 2010, a post he today holds along with that of General Manager for Intel in Ireland.

Among his many responsibilities are oversight of Fab 24, Intel's first 900mm wafer fabrication facility outside of the United States, and home to the latest generation of Moore's Law – the principle outlined by one of Intel's founders, Gordon Moore, many years ago which basically predicted that microprocessor chips would double in capacity every two years for the same cost. It remains the key principle driving the semiconductor industry worldwide today.

"What that has done in our lifetime," Eamonn Sinnott explains, "is transform the entire world as we know it. Who could have imagined the sort of scale, expansion and transformation of the tech sector and the exciting things which it has enabled, and Ireland is at the very heart of this."

Other important activities in Intel in Ireland include chip design, security software, advanced graphics for games, and development work for the "Internet of things".

Mr Sinnott is passionate about using Intel as an inspiration for smaller businesses to create, innovate, grow and thrive and says Wexford is an ideal location for such development.

Intel has enabled the worldwide infrastructure to connect the planet in ways we could only have dreamed about 25 years ago and you could really get excited about the opportunity that presents for expansion and growth for small

businesses, including those located in Wexford, who can look to a global market.

The Intel general manager points out that there are 200,000 small and medium enterprises in Ireland, accounting for about 70pc of the national workforce. "Just imagine if they were all to employ another one or two people, you'd solve the unemployment register."

I HAVE MET A NUMBER OF PEOPLE FROM WEXFORD IN RECENT TIMES TO TALK ABOUT THINGS THEY ARE DOING AND IT REALLY DID GIVE ME AN ADRENALIN RUSH TO HEAR ABOUT THE KINDS OF THINGS WE'RE CAPABLE OF. IRELAND IS A NIMBLE, INNOVATIVE AND CREATIVE PLACE AND WEXFORD HAS THAT SAME LIFELOOD.

Things have been tough for such companies in recent years, he acknowledges, in the area of raising finance for example. "I believe that excellence is something that you can sell on a world stage - if you are the best in what you do, and can capitalise on that then you have a massive opportunity and

I think that is something that Wexford could stand at." Ireland has done well at looking ahead for opportunities over the last few decades, Mr Sinnott says. "We're a small country in the grand scheme of things but we definitely adopt easily a world view and Wexford, for me, is a fantastic cradle for business."

A study by Price Waterhouse Cooper found that Intel is worth almost €900 million to the Irish economy every year, making its way directly and indirectly across the whole country and not just the Leixlip, Kildare and Dublin areas, while internationally its reputation is gold-standard – recently rated by Forbes as one of the 10 most innovative companies in the world.

In his capacity as President of the American Chamber of Commerce Ireland, Mr Sinnott recently made the presentation in a new US-Ireland research innovation awards scheme and says he was hugely impressed by the level of creativity now in existence across the nation. "We had 15 finalists and I was blown away by the calibre of those 15 finalists. The reason we put that event on was to point out the level of talent that exists here in this country. I have met a number of people from Wexford in recent times to talk about things they are doing and it really did give me an adrenalin rush to hear about the kinds of things we're capable of. Ireland is a nimble, innovative and creative place and Wexford has that same lifeblood."

Meanwhile, he is quick to blow the trumpet of his native town as a place to live and work, citing its beauty, heritage, amenities and young, educated population.

"I'm a little biased but I do think Wexford is fantastic."

Thank You

Visit **www.InvestWexford.ie** for further details
