

A.I.L.G Inaugural Annual Conference

Thursday 30th October 2014

A Leadership Role For Local Authorities in Economic Development ----- The Potential and The Challenges

Padraic White –

- Chairman, Louth Economic Forum**
- Chairman, Leitrim Recreation Strategy Forum**
- Board Member, Waterford Viking Triangle Trust**
- Chairman, Steering Group, Border Development Corridor.**



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New Formal Mandate in Economic Development for Local Authorities

1 Putting People First - Publication, October 2012



2 Local Government Reform Act, 2014



**3 Requirement to Produce & Publish
6 Year Economic & Community Plan
Economic Element to Promote Economic Development
in The Local Authority Area**



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Summary of Economic Mandate

“ Local Authorities will have a pro-active role in promoting Economic Development, focusing particularly, on the strengths and opportunities in their areas and working closely with the Development Agencies, Business and other relevant players.”



Minister Phil Hogan:

31st May 2014 on the eve of Local Government



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Experiences of Local Authority Economic Initiatives Pre 1st June 2014

Without a Formal Legal Mandate



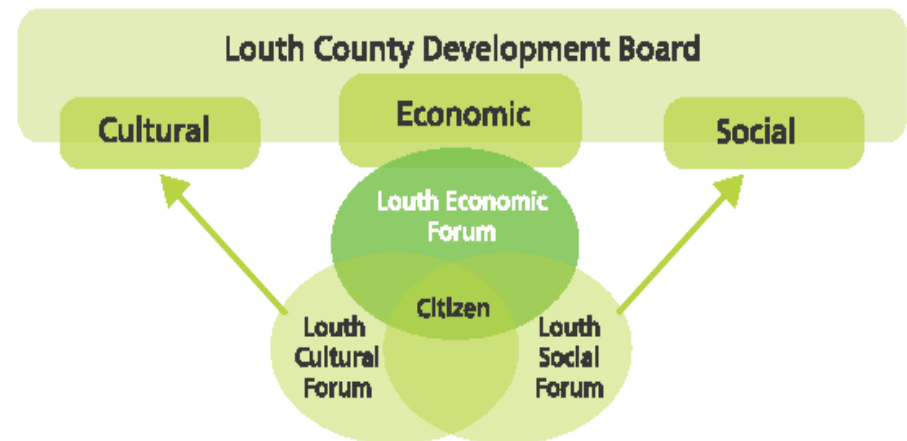
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The County Louth Model

- Establishment of the Louth Economic Forum (April 2009)
- Appointment of an Independent Chair Padraic White
- Initiative of Louth Local Authorities on Proposal of Conn Murray - Then County Manager
- Unique Composition

Louth Economic Forum

Structure & Leadership



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Membership of the Louth Economic forum – October 2014

Business	State/Development Agencies	Local Authority
Drogheda & District Chamber of Commerce: Padraic Kierans, Graham O'Rourke, Simon McCormack, Eddie Phelan	Enterprise Ireland: Paschal McGuire- <i>Regional Director</i>	Louth County Council: Joan Martin – <i>Chief Executive</i> Frank Pentony – <i>Director of Service</i> Mary T Daly – <i>A/ Director of Service</i>
Dundalk Chamber of Commerce: Paddy Malone, Paddy Matthews, Paul Cumiskey	IDA Ireland: Breda O'Toole – <i>Midlands Regional Manager</i>	Miriam Roe – <i>Economic Development Unit.</i>
Ardee Business Community: Jim Malone, John Hennessy	SEAI: Declan Meally – <i>Head of Department, Emerging Sectors</i>	Padraic O'Hora – <i>Europe, Cross Border and Sustainable Energy Unit.</i>
Age Friendly Business Forum: Gavin Duffy	FAS (Solas) – <i>Peter Egan, Regional Director</i>	
Tourism & Heritage Forum: Ray Carroll	TEAGEASC – <i>Niall O'Lamhna, Agriculture Adviser</i>	
Agriculture Food & Fisheries Forum: Jim Mulcahy	Failte Ireland – <i>Grainne Ward –Project Officer</i>	
PayPal – Anne Odgers, <i>Business Performance Lead Manager (Chief of Staff).</i> Emer Higgins, <i>Events and Communications Specialist</i>	DkIT – Denis Cummins – <i>President,</i> Dr Edel Healy, <i>Head of School of Health & Science</i>	
	Department of Social Protection – Anne Keely, <i>Area Manager Dundalk/Monaghan</i>	

The Purpose

- ***To Accelerate Economic Growth & Job Creation in the County***
- Louth County Economic Development Strategy (2009 - 2015), commissioned by the Louth Local Authorities from Indecon International Economic Consultants:
 - *its recommendations have shaped the work of the Forum*
- The Louth Economic Forum sliced economic potential into 10 specific areas to be addressed within its work programme. A Task Group has been established for each of the areas.
- In 2014 the Forum added '*Retail Regeneration*' to its themes.



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The 11 Economic Action Areas

1 Foreign Direct Investment

2 Sustainable Energy

3 Indigenous Industry

4 Tourism & Heritage

5 Education & Training

6 Age Friendly Business

7 Agriculture, Food & Fisheries

8 Broadband

9 Making Louth the Best County to do Business

10 Drogheda Dundalk Newry Economic Corridor

11 Retail Regeneration

Published Plans





Pending

To Be
Published



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The Process & Democratic Mandate

- Step 1** Establishment of **Task Group** and appointment of a **Chairperson**
- 
- Step 2** Presentation of draft Action Plan to **Louth Economic Forum**
(amendments made as agreed)
- 
- Step 3** Presentation of draft Action Plan to **relevant CEO of National Agency** to ensure agreed actions are in line with national strategies and to receive endorsement of the Plan
(amendments made as agreed)
- 
- Step 4** Democratic Mandate: Presentation of draft Action Plan to **Louth County Council Members and Louth County Development Board**
(amendments made as agreed)
- 
- Step 5** **Publication and Launch** of Action Plan



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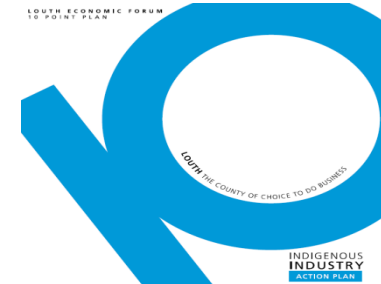
Action Plans Published to Date



F.D.I



Sustainable Energy



Indigenous Industry



Tourism & Heritage



Education & Training



Age Friendly



Agriculture, Food & Fisheries



Broadband – By End 2014

(Example 1)

Foreign Direct Investment Action Plan

Action Examples:

- 1 Co-operate with IDA Ireland in marketing and promotion of the county**
- 2 IDA Ireland commitment to promote 110 acre serviced site (water, Gas etc) for Bio Pharma & Pharmaceutical companies**
- 3 Promote Louth with its huge catchment population for a range of international services**



Progress:

- Warner Chilcott 200 jobs - 2010**
- Prometric – reached 100 jobs in 2013**
- PayPal/Ebay – 1850 jobs by 2018**



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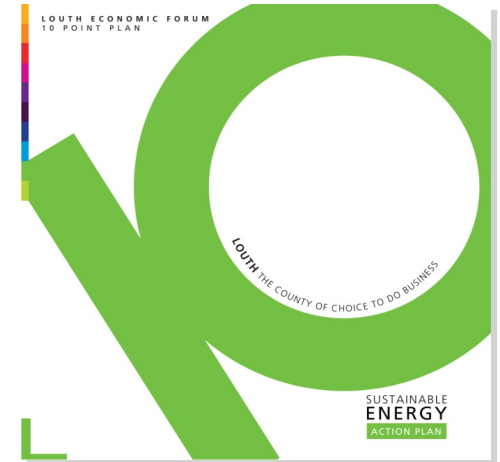
(Example 2)

Sustainable Energy Action Plan

Chaired by Declan Meally, Regional Director, SEAI

Action Examples:

1. Implemented a special energy saving initiative for 60 Louth companies
2. Replicate the Dundalk 2020 Sustainable Energy Saving Zone in Rest of The County
 - ❖ Submitting Bid to SEAI
3. Decision by IDA Ireland to locate Wind Turbine in Dundalk Science & Technology Park to Reflect Green Zone.



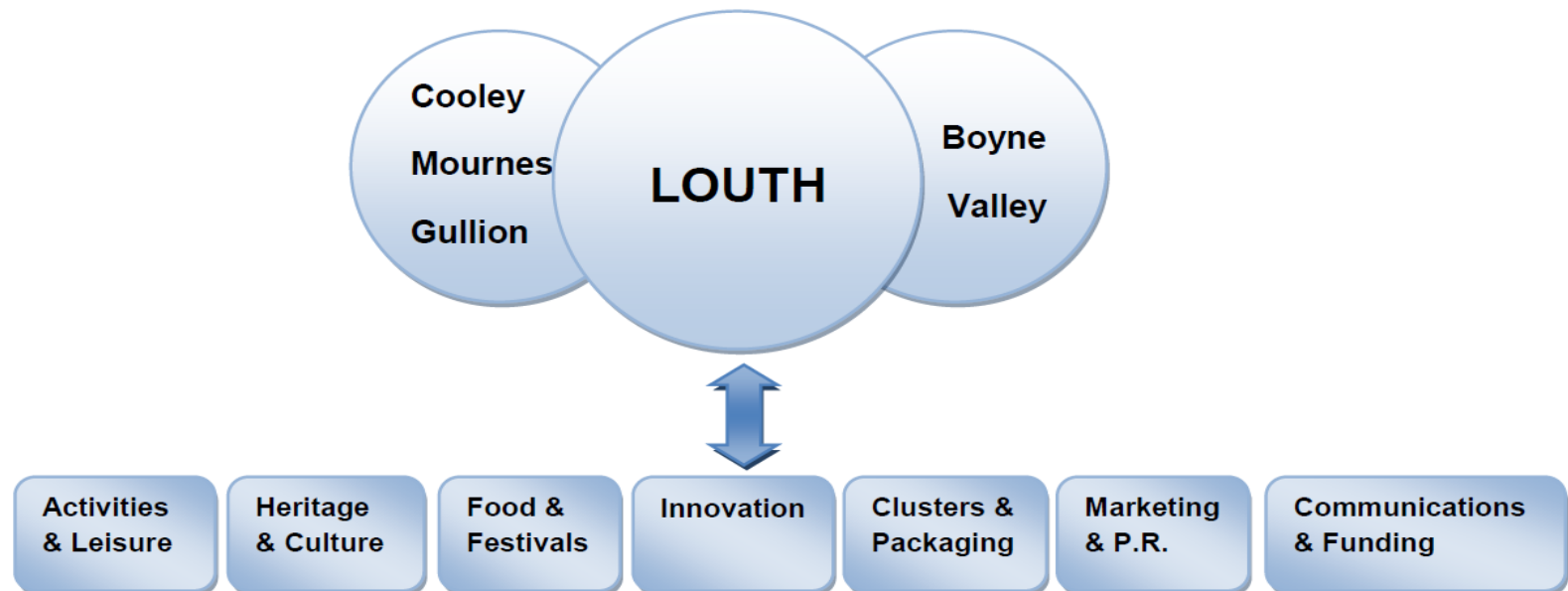
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(Example 3)

Tourism & Heritage Action Plan

Chaired by Ray Carroll, Former CEO K Club

Destination Development



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(Example 4)

Age Friendly Action Plan

Chaired by Gavin Duffy, Entrepreneur & Media Coach

Action Examples:

1. Annual Age Friendly Business-Consumer Fair – held since 2011
2. Development of an “Age Friendly Toolkit” for Businesses who wish to become more age friendly
3. Plan to hold a seminar on Age Friendly Business Opportunities for Older People.
4. Developing the concept of ‘Senior Enterprise’
5. Recognition/Rewards for Age Friendly Businesses.



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(Example 5)

Making Louth the Best County to do Business

Aspirations Followed by Action.

- ❖ Introduction, in 2010, of **Business Incentive Schemes** (Drogheda & Dundalk) , to encourage use of vacant commercial town centre property. Grant of 50% reduction in 1st Year and 25% reduction in 2nd Year.
- ❖ Amended Development Contribution Scheme 2010-2014 which saw the introduction of a 50% reduction for businesses who were : Manufacturing / Internationally Tradable / Financial Services Supported & Certified by IDA and or Enterprise Ireland.

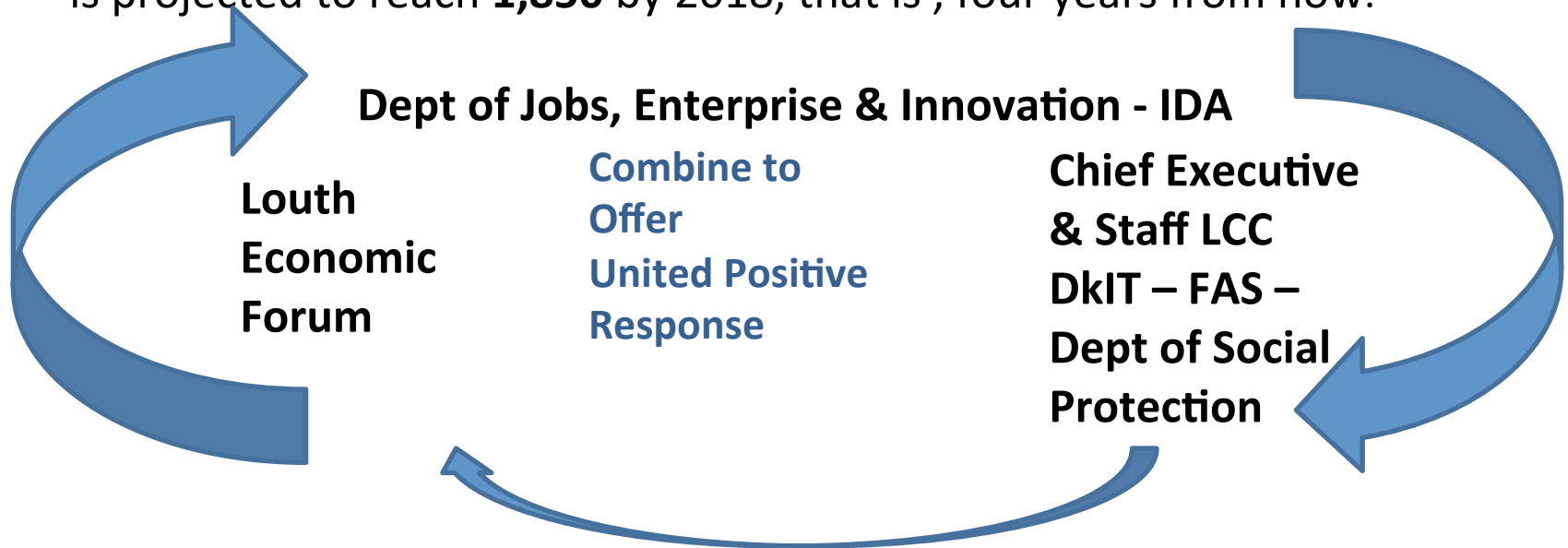


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Examples of the Fruits of Collaboration (1)

Decision of PayPal to Establish in Dundalk:

The recent announcement of an additional **400** jobs will bring the planned workforce at PayPal Dundalk to **1,400**. When combined with the eBay sister company in Dundalk, the combined employee numbers in Dundalk is projected to reach **1,850** by 2018, that is, four years from now.



Examples of Collaboration (2)

climote - Remote Home Heating Management

- **climote** is a Dundalk based company which is a pioneer in home heating and energy monitoring via remote control using mobile phone technology.
- Louth County Council, with the support of age related expertise in DkIT, facilitated trials of this service in Local Authority Housing in Dundalk.
- Installed as pilot scheme in 'Cooley Park' and now being rolled out to 2,200 Local Authority homes throughout the County.
- This project is a striking example of successful collaboration between Louth County Council, SEAI, Electric Ireland, DkIT and Climote.
- **climote** tion of the service in this way, facilitated the company in bidding for export business



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What the Louth Economic Forum Has Shown:

- ❖ The promotion of Economic Development by the Louth Economic Forum has created a new economic momentum for County Louth.
- ❖ Louth County Council has demonstrated that through their leadership, Local Government has a significant role to play in Economic Development.

New Local Economic & Social Plans

The Challenges (1) : Complex and Detailed Process

❖ Extremely Detailed Requirements:

(a) 2014 Act, (b) Regulations (c) Policy Guidelines

❖ Elaborate Process to Reach Publication Day:

Step 1: Draft Plan

Step 2: Public Consultation Process

Step 3: Publish Report on Consultation Process

Step 4: New Draft of Plan Taking Account of Public Consultation

Step 5: Consult with Publicly Funded Bodies who have a Contribution to make.

Step 6: Consult with Municipal District Members

Step 7: Consult with the Regional Assembly

Step 8: Publish the Plan.



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New Local Economic & Social Plans

The Challenges (2) : Will Government Departments & State Agencies be in Position to Make Commitments to Plans of 31 Local Authorities?

- **Staff Resources?** Because of staff reductions, unlikely to be able to participate in each Local Community Development Committee (LCDC)
- **Commitments?** Unlikely to have authority to make binding commitments to plans in 31 areas which will be subsequently monitored.
- **“Brownie Points”?** Will staff & organisations get “Brownie Points” for successful contributions to local Plans?



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New Local Economic & Social Plans

The Challenges (3): Unrealistic Economic Expectations

Examples:

(a) Foreign Direct Investment (FDI):

**Given increasing concentration in cities,
unlikely that each county could have realistic
FDI targets.**

(b) Tourism:

**In many cases, real potential lies in collaboration
with other counties**

**e.g. Cavan – Fermanagh Geo Tourism
Boyne Valley – Louth/Meath**



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New Local Economic & Social Plans

The Challenges (4): Reconciling Planning & Economic Mandates

**Can Local Authorities Reconcile
Traditional Regulatory Planning Role
Based on County Development Plans**

With

**New Pro-Active Economic Development
Role, Based on New Local Economic &
Social Plans ?**



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Thank You



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