

COMHAIRLE CONTAE FHINE GALL FINGAL COUNTY COUNCIL

Email: Corporate.Services@fingal.ie

County Hall
Swords
Co Dublin

Wednesday, 28th May 2025

**To Each Member of the Economic, Enterprise & Tourism
Development Strategic Policy Committee**

Dear Member

A meeting of the **Economic, Enterprise & Tourism Development Strategic Policy Committee** will be held Hybrid in **Room 3A2 - County Hall, Swords/MS Teams** at **4.30 pm** on **Wednesday, 11th June, 2025** to consider the following Agenda.

Yours faithfully

Ciara O hAodha
Meetings Administrator
Corporate Services

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A G E N D A

- 1 **Confirmation and Re-affirmation of the Minutes of the Economic, Enterprise & Tourism Development Strategic Policy Committee meeting held on the 12th of March 2025**
- 2 **SPC Programme Updates**
- 3 **Events Programme & Programming Costs**
- 4 **Future Fingal: Sustainable Fingal Strategy**
- 5 **Dublin Regional Place Branding**

MOTIONS

- 6 **Councillor S. Shovlin - Inclusive Employment and Opportunity - AI100821**

“That the Chief Executive explore and encourage opportunities for inclusive training and employment, using the Happy Out Café at Dún Laoghaire Baths as an example of what could potentially be done in Fingal.”

- 7 **Councillor J. Humphreys - Report on Aer Lingus College Football Classic - AI102753**

“That the Chief Executive prepare a report on any actions taken or planned by the Council to leverage the two major American football events taking place in Dublin in 2025 — the Aer Lingus College Football Classic and the Pittsburgh Steelers game at Croke Park — in line with the Fingal Tourism Strategy 2024–2029, which commits to strengthening Fingal’s profile as a destination and increasing visibility through coordinated branding and promotion.”

Comhairle Contae Fingal Fingal County Council

Minutes of Economic, Enterprise & Tourism Development Strategic Policy
Committee

Wednesday, 12th March, 2025

PRESENT

Councillor Kieran Dennison;
Councillor James Humphreys;
Councillor Tony Murphy; Councillor
Siobhan Shovlin; Councillor Tom
O'Leary; Councillor Jimmy Guerin;
Councillor Ellen Troy; Mr Anthony
Cooney, Fingal Chamber; Mr
Peader O'Kelly, PPN.

Apologies for inability to attend were received for Mr. Erice Fleming, Trade Union Representative.

The Chairperson, Councillor Kieran Dennison, presided.

OFFICIALS PRESENT

John Quinlivan, Director of Services; Declan Power, Senior Executive Officer; Declan Ryan, Senior Executive Officer; Aoife Sheridan, Senior Executive Officer; Oisín Geoghegan, Head of Enterprise; Aine Donlon Kavanagh, Administrative Officer; Paul Barnes, Events Manager; Toni Hogan, Senior Staff Officer.

EETD/1/25 (Agenda Item No 1)

Confirmation and Re-affirmation of the Minutes of the Economic, Enterprise & Tourism Development Strategic Policy Committee meeting held on the 10th of December 2024

Minutes of the Economic, Enterprise & Tourism Development Strategic Policy Committee Meeting held on 10th December 2024 which had been circulated were considered.

It was **PROPOSED** by Mr. A. Cooney and seconded by Councillor T. Murphy and **RESOLVED:**

"The minutes of the meetings of the 10th of December 2024 be **ADOPTED**."

EETD/2/25 (Agenda Item No 2)
Strategic Policy Committee Policy Programme Update

John Quinlivan, Director of Services, delivered a report on the 2024 policy programme, highlighting key developments under the headings below and noting that many would be covered in the meeting's agenda. He also presented an outline of the proposed 2025 programme, structured under the three headings detailed further below.

2024 Programme Update

Implementation & Updates -	Report
Tourism Strategy	Report on Agenda
Food Policy	Report on Agenda
Local Economic & Community Plan	Report on Agenda
Economic Development Strategy	Report on Agenda
Dublin Belfast Economic Corridor	DBEC Summit Held on 27February with over 500 attendees. Next PAG – 27 th March
Local Development Strategy	Leader Local Development Strategy approved in March 2024. Implementation underway.
Development of Economic Zones	Balbriggan / Eco-Core Economic Zone Planning Frameworks nearing completion Lands at Cherryhound sale process underway.
Industrial Estate Improvement Programme	Implementation Ongoing. Budget adopted in Capital Programme – Programme Update at next SPC
Enterprise Development & Support	Report on Agenda
Policy Development & Review -	
Sustainable Fingal/Circular Cities Strategy	Procurement of Consultancy underway.
Review of Fingal Skills Strategy	Report on Agenda
Review of Events Strategy	Strategy Adopted. Request from Council that SPC conduct a review of Programme & Programming Costs
Review of Heritage Property/Visitor Attraction Strategy	Approaching completion. Report to next SPC.
Fingal Economic & Tourism Development Marketing Strategy	Economic & Tourism Marketing Plans in development.

Town & Village Regeneration	
Review / Development of Town Centre First	Progress Report Update on the new Town Regeneration Office will be brought to the next SPC.
Regeneration Plans for Towns & Villages	Town Centre First Plans – Lusk adopted, Rush in development Health Checks underway – Balrothery, Ballyboughal, Donabate Health Check Planned – Skerries

2025 Programme Proposed

Implementation & Updates	Tourism Strategy
	Food Policy
	Local Economic & Community Plan
	Economic Development Strategy
	Dublin Belfast Economic Corridor
	Local Development Strategy
	Development of Economic Zones
	Industrial Estate Improvement Programme
	Enterprise Development & Support
	Fingal Skills Strategy
	Events Strategy
Policy Development & Review	Sustainable Fingal/Circular Cities Strategy
	Review of Heritage Property/Visitor Attraction Strategy
	Fingal Economic & Tourism Development Marketing Strategy
	Local Enterprise Plan
Town Regeneration	Review / Development of Town Centre First
	Regeneration Plans for Towns & Villages

It was agreed that the above information be circulated to all Councillors, and that any suggestions or questions be emailed to the Chair, with Mr. Quinlivan copied in.

EETD/3/25 (Agenda Item No 3)**LEO Fingal: Review 2021-2024; and Local Enterprise Development Plan 2025-2028**

Oisín Geoghegan, Head of Enterprise, delivered a presentation on the activities of the Local Enterprise Offices (LEO) for 2024. The presentation covered both recent and upcoming initiatives, highlighting key programmes currently being implemented. It also showcased the highlights of Local Enterprise Week 2025 through a series of engaging visuals. Members were presented with a detailed breakdown of the targets and outputs set for 2024, as well as an overview of the Local Enterprise Development Plan for 2025–2028.

Councillor Dennison enquired whether, given the high demand, charges were being applied to these services and if those charges were under review?

Mr. Geoghegan responded that most services are either free or carry a nominal charge, and that all services are heavily subsidised.

Councillor Humphries enquired about low uptake of the Energy Efficiency Grant and asked whether this was due to similar support already being provided by the SSI?

Mr. Geoghegan responded that the grant was only introduced last year and has not yet been widely adopted across all Local Enterprise Offices. The scheme is still very new and that it is taking time for businesses to fully understand and engage with it.

Councillor Dennison suggested that Mr. Geoghegan might meet with the new members to provide an overview of the Local Enterprise Development Plan. Mr. Geoghegan agreed he would be happy to do so.

EETD/4/25 (Agenda Item No 4)**Future Fingal: Skills Strategy 2024 – 2029 - Out-turn and Update**

Aoife Sheridan gave a presentation on the Fingal Skills Strategy 2024–2029, officially launched on 26th February at the Baldoyle Training Centre. The presentation outlined the development process of the strategy, and highlighted Fingal's current skills landscape, key trends, survey findings, and projected annual sectoral skills needs through 2029.

Mrs. Sheridan also presented an overview of Fingal's roadmap for enhancing its skills profile.

A summary out-turn report was presented on the work of the Fingal Skills Strategy Implementation Group (SSIG) in 2024.

The report also highlighted Fingal's active participation in the Interreg SKYLA project.

The report also presented the successful TY Xplore Your Future event held in October, and details of the associated competition focused on the Construction and Transport & Logistics sectors.

Upcoming 2025 events include a Transport & Logistics Skills and Training Information Event in April and the Fingal Skills Summit in September.

The presentation was very well received, with Councillor Murphy describing it as one of the most exciting and innovative initiatives undertaken by the Council.

Councillor Murphy asked what Fingal County Council is doing at the highest level to attract businesses, particularly in relation to DBEC and FDI, and who is being targeted to help grow the local economy.

Aoife responded that the Council is working closely with the Fingal Chamber and the IDA, learning from European partners, and developing a targeted marketing strategy to attract high-level talent and investment.

Councillor Humphries enquired as to whether the initiative might be better placed within the libraries service, positioning libraries as educational hubs and easing the workload on EETCD.

Mrs. Sheridan responded that the focus is on engaging with businesses, making it less suited to Libraries. She added that the goal is to build Fingal's reputation over time as a go-to destination for business support.

Councillor Guerin asked if there are opportunities for the LEO to collaborate more closely with this initiative, exploring potential synergies.

Mrs. Sheridan confirmed that synergies already exist, with Mr. Geoghegan contributing his expertise to the skills groups. She highlighted strong collaboration with LEO and the Fingal Chamber.

Councillor Dennison asked about the prospects of having an overarching Dublin Skills Strategy.

Mrs. Sheridan responded that Fingal remains the only council with a skills strategy, and while the Dublin Regional Skills Forum has extensive representation across Dublin, there has not been significant appetite for a regional strategy at this time. Currently, all efforts are routed through the DSF, though this may change in the future.

Mr. Quinlivan added that Natasha Kinsella, Manager of the Dublin Regional Skills Forum, recognises the potential for a regional strategy and has been in discussions with Fingal County Council about other local authorities buying into the concept.

EETD/5/25 (Agenda Item No 5)

Economic Strategy / LECP Update

Aoife Sheridan, Senior Executive Officer, delivered a presentation on Fingal's Economic Development Strategy, outlining six key opportunity areas and progress to date.

Mrs. Sheridan also provided an update on the Local Economic and Community Plan (LECP), covering its six core themes: Sustainability & Climate Action, Prosperous Economy, Skills for Life & Work, Healthy Inclusive Communities, Arts & Heritage, and Vibrant Places.

The presentation included updates on key programmes such as Healthy Ireland, the Dublin Rural LEADER Programme 2023–2027, and SICAP.

Mrs. Sheridan also outlined the Local Enhancement Programmes for 2024–2025, the Community Recognition Programme 2024, and the proposed Outdoor Recreation Infrastructure Scheme (ORIS) 2024.

EETD/6/25 (Agenda Item No 6)
Tourism Strategy Implementation

Declan Power, Senior Executive Officer, presented an overview of Fingal's Tourism Strategy and Policy Development from Q1 2024 to Q1 2025, highlighting its alignment with the Food and Drink Policy. He also outlined the 2025 deliverables and implementation projects, emphasising the Council's role in their delivery.

The presentation was well received by SPC members. Councillor Humphries thanked Mr. Power and acknowledged the significant work involved.

EETD/7/25 (Agenda Item No 7)
Food & Drink Policy Implementation

Declan Power, Senior Executive Officer, gave an overview of the Fingal Food and Drink Policy and its alignment with the Tourism Strategy, noting areas of overlap where food and drink enhance the tourism offering. He also outlined the 2025 deliverables and implementation projects, highlighting the Council's role in their delivery.

MOTIONS

EETD/8/25 (Agenda Item No 8)
Councillor J. Humphreys - Outdoor Dining Strategy - AI100576

The attached motion, in the name of Councillor J. Humphries was proposed by Councillor J. Humphreys and Seconded by Councillor J. Guerin.

"That this Committee recommends that the Council explore the development of an Outdoor Dining Strategy, in line with the objectives of the Fingal Food & Drink Policy 2024-2029 and the Fingal Tourism Strategy 2024-2029, to support the hospitality sector, enhance public spaces and promote food tourism."

Report provided by Declan Power, Senior Executive Officer.

Cllr J. Guerin suggested that it may be beneficial to liaise with the Operations department on the above matter.

The Motion was **NOTED**.

A.O.B

Chairperson Councillor K. Dennison thanked all the members of the SPC for attending. It was noted that efforts would be made to have all information circulated to members one to two weeks in advance of the next meeting scheduled for Wednesday June 11th.

The Meeting concluded at 18.30hrs.

CHAIRPERSON

DATED

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COMHAIRLE CONTAE FHINE GALL FINGAL COUNTY COUNCIL

EETCD STRATEGIC POLICY COMMITTEE MEETING

WEDNESDAY 11th JUNE 2025

ITEM NO. 06

INCLUSIVE EMPLOYMENT AND OPPORTUNITY - AI100821

Motion: Councillor S. Shovlin

"That the Chief Executive explore and encourage opportunities for inclusive training and employment, using the Happy Out Café at Dún Laoghaire Baths as an example of what could potentially be done in Fingal."

Report:

The Council has made enquiries to learn more about the Happy Out Café. The Happy Out Café is an initiative of a social enterprise called The Together Academy which was established by parents of children with Down Syndrome to address the statistic that 90% of adults with Down Syndrome are unemployed in Ireland. The Together Academy is a training & employment initiative which provides young adults with Down Syndrome with training, practical work experience, employment opportunities and a social & support network. Further information on the social enterprise is available at the following link: <https://togetheracademy.ie/together-academy/>

The Together Academy has a partnership with Dublin City Council for a Café at the Bull Wall, Clontarf with Dublin City Council and Pobal providing funding for training programmes and staff respectively. The initiative has expanded with a partnership with Dun Laoghaire Rathdown County Council for the operation of a Café at Dun Laoghaire Baths.

The Council is currently engaging with Not So Different, a social enterprise based in Blanchardstown, which promotes equality, inclusion and diversity to improve education and employment outcomes for neuro-atypicals and neuro-typicals, to explore the potential for collaboration for inclusive training and employment in the context of the Future Fingal: Fingal Skills Strategy.

The Council is open to engagement with The Together Academy to explore the potential for a collaboration for inclusive training and employment in Fingal to address the following actions:

Future Fingal: Economic Development Strategy - Opportunity 2 Skills

2.2.2 Deliver employability programme for economically inactive people

Local Economic & Community Plan - Theme 2 Prosperous Economy

Goal 2.3 Remove barriers to labour market participation

SCO1 To understand & address key barriers to work & identify & support affected population cohorts

SCO2 To provide supports to enable under-represented groups to (re) enter the workforce.

The Council will proceed to engage with The Together Academy to determine their interest and capacity to expand their activities in the Fingal area and continue its engagement with Not So Different on potential collaborations in Fingal. An update on these engagements will be provided at a future meeting of the Strategic Policy Committee.

Source of Report:

Aoife Sheridan, Senior Executive Officer, Economic, Enterprise, Tourism, Cultural Development.