

Enterprise Development Plan 2013

Galway County & City Enterprise
Board
April 2013



Contents

Context	5
1. Business Information and Advisory Services	7
General business advice and information provision:	7
Business Planning, Financial Advice, Management and Accounting, How-to Guides etc.....	7
Advice and information on rates, planning, licensing etc. including cost reductions e.g. water conservation and waste minimisation to be developed as 2013 progresses with LA's	7
Continue to provide information and access to other government services such as:	7
Advice and information for local businesses on accessing public procurement processes including training and workshop delivery	8
Advice on energy efficiency, sustainable development and alternative renewable energy sources to be developed as 2013 progresses	8
2. Enterprise Support Services.....	9
Provide financial support for start-up and business development.	9
Financial Assistance to eligible Start Ups.....	9
Financial Assistance to Existing clients	9
Fund for Seed Funding/Mentoring from Maureen O'Connell Fund (MOFC).....	9
Provide training supports e.g. Start Your Own Business Programmes, Management Development support etc.....	9
Start Your Own Business Training Programme.....	9
Acquisition of IT/Internet skills for start-ups who are setting up a business which is based in ecommerce	10
Enterprise and Capability Training Development Programme	10
Foster relationships with existing clients to support development efforts	10
Management development for arts/crafts sector.....	11
Showcase Ireland - 22nd-25th January 2013/Prepare for Showcase 2014	11
Special Trade Fairs and Forums	11
Specialist Seminars for existing clients	11
Access to commercial/enterprise space.....	11
Mentoring	11
1 to 1 Mentoring / Mentoring Advice Clinics.....	11
Strategic Mentoring for next phase of growth	11
Marketing.....	11
PR in local media/radio for all events/activities and to champion local Entrepreneurs	11

Other marketing supports support for clients are manifested through financial supports and training and 1 to 1 mentoring	12
Access to dedicated business networks	12
Facilitating Opportunity Identification and Peer to Peer Supports in Key Sectors.....	12
Product and Service Development	12
Development of web-enabled services with a focus on trading online	12
Assist clients to utilise web technologies	12
SME Week.....	12
Maximising the impact of Community Enterprise Centres in local areas.....	12
Access to Microfinance Ireland Loan Fund.....	12
Progression pathway for high potential start-ups and high growth companies to Enterprise Ireland including access to Business Angels, New Frontiers Programme etc.....	13
Transfer of client companies to Enterprise Ireland	13
Workshop to help clients who wish to prepare to enter export markets	13
Information session/nomination for Enterprise Ireland First Flight Programme.....	13
Participation on Trade Missions	13
Identify businesses which are not current clients for the CEB and appear to have potential to gain support from the CEB	13
3. Entrepreneurship Support Services.....	14
Female entrepreneurship	14
Education – Primary & Second & Third level Programmes	14
(Primary and Secondary)	14
(Secondary)	14
(3rd Level)	14
Enterprise Awards.....	15
50+ Entrepreneurs	15
Development of Clusters	15
Enterprise Promotional Activities	16
Enterprise [SME] Week (Autumn)	16
Enterprise Clinics/Seminars	16
Information workshops for filling out/completion of CEB application forms/business plans	16
Local Food and Craft Fair to showcase clients products.....	16

4. Local Enterprise Development Services.....	17
Development & implementation of local enterprise plan.....	17
Input into County Development Plan	17
Development of partnerships with relevant agencies e.g. North/South development	17
Promotion and marketing of local areas as location for investment in conjunction with the appropriate national body e.g. IDA	17
Identifying & developing projects & programmes including leveraging resources to implement these programmes and those funded from non-core resources	17
Development of appropriate enterprise infrastructure at county/city level	17
Management of local authority enterprise infrastructure or assets e.g. enterprise parks.....	17
Acting as an enhanced resource for Government to undertake one-off initiatives.....	17
Assisting in development of County/City Economic Strategies as proposed in the Local Government Reform Programme	17
Direct engagement with businesses in difficulty in order to develop payment plans e.g. commercial rates	17
5. Partnerships	18

Context

Mission: To strengthen and support the environment for business and employment by stimulating and supporting entrepreneurs and new businesses and continuing to support and grow existing businesses in the city and county.

The Action Plan for Jobs states that Entrepreneurship will continue to play a crucial role in creating jobs in the Irish economy. Recognizing the crucial role of startups to stimulate job creation, increase competitiveness, innovation and growth in the economy the key action to put in place in 2013 is the alignment of Enterprise Board activities and Local Authority Economic units into new Local Enterprise Offices to support this goal. This document outlines the goals to be achieved in addition to the smooth changeover to the activities of a fully-fledged LEO in order to ensure the activities of the GCCEB/LEO * is aligned to client supports and service delivery with appropriate targets and measures.

We face many difficult challenges in Galway. Whilst the number of people on the live register was slightly lower at the end of 2012 than 2011 (22,081 vs. 22,585) the rate remains unacceptably high and certain areas show rates in excess of the overall rate of 14.2%:

- The city's number of unemployed now stands at 11,096
- Ballinasloe - the number of unemployed 2,545
- Clifden - the number of unemployed 1,291
- Gort - the number of unemployed 1,457
- Loughrea, - the number of unemployed is 2,396
- Tuam - the number of unemployed is 3,296.

Not only are there large numbers of unemployed people looking for work but there are a large amount of businesses struggling to keep overheads and employees paid. With a large geographical spread over 6000 KM² and a population of over 250,000 the GCCEB has a large territory and people to engage with which places a burden on capability of delivery with reduced staff levels and resources. There are a number of contexts in which the GCCEB sees opportunities to assist businesses within Galway city and county.

- Existing businesses struggling due to the economic downturn
- New business which are identifying a demand in the market place for a product or services and seek supports to starting up
- Existing businesses which are looking to diversify, expand their business or change direction
- New startups by those who are unemployed and are utilising their own skills or using the opportunity to work on a nascent idea that they may have been harbouring while in the workforce, with a focus on women returning to the workforce
- A strong focus on assisting existing businesses to look to export markets
- Students who are going through the educational system and are unaware of entrepreneurship and the supports available

We plan to utilise learning from the 2012 strategy to further develop assistance for potential and existing clients.

*GCCEB is the Galway County and City Enterprise Board, LEO – Local Enterprise Office

	Achievements for 2012	Overall Objectives for 2013
No of Jobs	73	80
No of startups supported	15	15
No of existing businesses supported	23	25
Training Programmes – Total/BMP	35/7	40/8
Mentoring- assignments/visits	58	60
Networking	7/96	9/126

Strategic Objectives for 2013	Parties /Agencies involved
Business Information and Advisory Services	GCCEB/EI
Enterprise Support Services	GCCEB/EI/Intertrade
Entrepreneurship Support	GCCEB/LA's/EI
Local Enterprise Development	GCCEB/LA's/EI/Intertrade/Interreg
Partnerships	GCCEB/LA's/EI/NUIG/GMIT

1. Business Information and Advisory Services

Objective: To contribute to a dynamic environment that is supportive of entrepreneurs and their new enterprises and the development and growth of existing businesses in the city and county

2. Enterprise Support Services

Objective: to focus on the needs of existing enterprises, to enhance their competitiveness, innovation and management capability and, where an aspiration for growth exists, to work in partnership with the company to support its growth and development.

3. Entrepreneurship Support Services

Objective: To provide appropriate supports to assist entrepreneurs create new enterprises within Galway city and county, particularly those with the potential to grow and develop.

4. Local Enterprise Development Services

Objective: to focus on the needs of existing enterprises, to enhance their competitiveness, innovation and management capability and, where an aspiration for growth exists, to work in partnership with the company to support its growth and development.

5. Partnerships

We aim to work with other agencies and organisations in a spirit of partnership for the good of enterprise and entrepreneurs in the city and county. GCCEB has a Board that has developed excellent working relations with all of the state and local development bodies operating in Galway city and county. We will focus on developing even stronger strategic partnerships with a range of organisations and agencies in order to maximise the effective delivery of its strategy. These include in particular Enterprise Ireland, FAS(SOLAS), Galway Local Authorities, NUI Galway, and GMIT, Technology groups, food processing groups, the Crafts Council of Ireland, Bord Bia, Failte Ireland, Teagasc, Galway Chamber and other Galway based Chambers, Business Innovation Centres, multinationals. LEADER, WESTBIC and local secondary schools. We will also endeavor to work with Intertrade Ireland and their initiatives as a means of assisting our clients to enter markets in Northern Ireland.

1. Business Information and Advisory Services

Objective: To contribute to a dynamic environment that is supportive of entrepreneurs and their new enterprises and the development and growth of existing businesses in the city and county.

Galway County and City Enterprise Board will continue to develop an extremely positive attitude towards the establishment of a culture of entrepreneurship while creating a supportive environment for owner managers of new and established businesses throughout the city and county.

The ultimate measure of success of initiatives taken to foster a pervasive entrepreneurial climate and the provision of a supportive environment for businesses in Galway City and County will manifest in the number of those inspired and supported to plan, start, and grow sustainable new businesses in the county. At present there is no mechanism available to track the progress of these in their entirety and therefore operational targets will be placed against each of the actions outlined below as indicative measures of their success.

General business advice and information provision:

Business Planning, Financial Advice, Management and Accounting, How-to Guides etc.

Information plays a key role in helping entrepreneurs at each stage of business development from start-up through to the growth of their business. The need for good relevant and timely information is central to the success of any business. The information needs of entrepreneurs cover the full spectrum from the basic mechanics involved in establishing a business through to market and financial information.

The GCCEB will strive to enhance its service offering and will continue to provide a business information, advice and referral service to all those in the county thinking of setting up a new business. The Board will send out the message – “Are you thinking of starting a business – then your first port of call is to contact the City and County Enterprise Board/LEO.”

Information will comprise of the following:

- Basic information and advice over the telephone and from the office, as well as professional advice from experts on the Board’s mentor panel;
- ‘Business advisory session’ provided by GCCEB;
- On-line information and up to date news resource via the Board’s website;
- Printed brochures and leaflets; and
- A signposting and referral service.

Advice and information on rates, planning, licensing etc. including cost reductions e.g. water conservation and waste minimisation to be developed as 2013 progresses with LA’s

Continue to provide information and access to other government services such as:

- Revenue [Seed Capital Scheme, Employment Investment Incentive Scheme (EIS), Revenue Job Assist]

- Social Protection/National Employment & Entitlements Service (NEES) [Back to Work Enterprise Allowance]
- SOLAS [Employer Job Incentive Scheme, Training]
- Companies Registration Office
- Microfinance Ireland
- Credit Review Office
- Business support agencies such as Bord Bia, Teagasc, Crafts council of Ireland and Failte Ireland
- Other services for example, Údarás na Gaeltachta, Western Development Commission, Fáilte Ireland etc

Advice and information for local businesses on accessing public procurement processes including training and workshop delivery

Advice on energy efficiency, sustainable development and alternative renewable energy sources to be developed as 2013 progresses

2. Enterprise Support Services

Objective: to focus on the needs of existing enterprises, to enhance their competitiveness, innovation and management capability and, where an aspiration for growth exists, to work in partnership with the company to support its growth and development.

Provide financial support for start-up and business development.

Financial Assistance to eligible Start Ups

Feasibility Grants to assist entrepreneurs assess the viability of project proposals. The GCCEB will be particularly interested in assisting innovative projects that have the potential to grow and/or enhance the local economy.

Employment Grants: to help offset the costs of going self-employed for the first time and/or of employing new staff.

Capital Grants: towards the cost of purchasing plant and equipment necessary for manufacturing, building and other eligible costs associated with a project.

Financial Assistance to Existing clients

Employment Grants to help offset the costs of employing new staff.

Capital Grants: towards the cost of purchasing plant and equipment necessary for manufacturing, fit-out and other eligible costs associated with a project. Additional support in the form of rent assistance may be provided as part of a package of supports depending on the business plan and needs.

Fund for Seed Funding/Mentoring from Maureen O'Connell Fund (MOFC)

As part of its strategic plan the MOCF has a remit to support local enterprises in Galway city and county through the provision of funds to local organisations within Galway city and county. The GCCEB has engaged with the MOCF under this particular heading to secure EUR30,000 which will be matched with EUR30,000 from the GCCEB. This total sum of EUR60,000 will be used to provide start up supports of EUR5,000 maximum for a total of 12 start-up businesses which would not ordinarily qualify for support under the normal GCCEB terms and conditions. The integration with other agencies has proved difficult and the GCCEB will continue to pursue this on a solo basis. It is expected that a jointly funded mentoring programme will be offered in conjunction with financial aid for these start-ups, if the fund progresses.

Not only will this initiative provide support for start-up enterprises which will greatly benefit from the funding and mentoring but will also provide an opportunity for the GCCEB to engage with the community creating awareness and fostering a spirit of entrepreneurship throughout Galway city and county. This initiative will also generate a lot of positive news stories.

Provide training supports e.g. Start Your Own Business Programmes, Management Development support etc.

Start Your Own Business Training Programme

GCCEB will continue to offer Start Your Own Business training Programmes at regular intervals throughout the year for the pre-start-up and start-up entrepreneur. These training programmes give participants an introduction to all of the main issues encountered when starting up and running a business from researching and planning their idea through to preparing financial projections. We will systematically follow up with those who participate in the programme and assign a mentor to them for

a defined period of time following the completion of the programme.

Acquisition of IT/Internet skills for start-ups who are setting up a business which is based in ecommerce

For successful applicants with the GCCEB who will utilise the internet as a core part of their business operations, they will be required to attend workshops to help them build a better business on line. These workshops will be held regularly throughout the year.

Enterprise and Capability Training Development Programme

MIA (Measure, Act, Innovate)

Owning and managing a small business can be a lonely experience. In the course of any one day, the entrepreneur might have to make decisions as an accountant, a marketing person, a sales person, a HR manager, a buyer and many more functions. However, entrepreneurs very often need to acquire the necessary skills to perform these management functions for the effective operation of their business. Developing management capability is also a prerequisite to innovation and growth, as well as ensuring the long-term survival of small business.

The MIA programme was devised and designed by the GCCEB and Padraic O'Maille. It is a practical guide to assessing and analysing their business and increasing profitability. A series of eight workshops followed up with a number of one to one consultancy sessions to analyse our clients business and increase their profitability. The participant will take a snapshot in time, look at their business, analyse and assess it under a number of key areas:

Strategy; Finance; Marketing; Operations

Why is it Important?

Things that get measured get done; You either innovate or stagnate; Vision without action is a daydream; Action without vision is a nightmare; There is wisdom, energy and learning in groups. The group meets for one half day once a month where eight management essentials are examined under the headings of Measurement, Innovation and Action specific to each business. Each session will feature a powerful and practical presentation delivered by Pádraic Ó Máille.

Other Training workshops which are delivered via a half day or full day workshops includes:

GUERRILLA MARKETING FOR SMALL BUSINESSES; PLAN AND DEVELOP A WEBSITE; COSTING, PRICING & CASHFLOW FOR YOUR BUSINESS; FACEBOOK FOR BUSINESS (BEGINNERS); TAX FOR BEGINNERS; BUILDING A BRAND FOR YOUR BUSINESS; BEGINNERS GUIDE TO SOCIAL MEDIA; SETTING UP AN ONLINE SHOP; HOW TO USE YOUTUBE FOR BUSINESS.

Foster relationships with existing clients to support development efforts

We aim to meet with a minimum number of existing clients to assess their needs and to enquire if the GCCEB can further support their development efforts. Businesses that are entering a growth phase may require short intensive management development training combined with one to one on-going mentoring/coaching. Suitable supports of this nature will be provided by the GCCEB as appropriate. The challenge for a growing business is often to make the transition from being operationally focused to being able to manage the business as it grows. Strategic mentoring support is designed to facilitate this type of capacity building in businesses at this stage of development and will continue to be provided.

Management development for arts/crafts sector

Specialist seminars for the crafts sector will be delivered by experts in their fields and will be held on an occasional basis and all craft businesses within the Galway region would be invited to attend. Specific issues for owner-managers of existing craft businesses such as accessing finance, becoming an employer, marketing and promotion will be covered.

Showcase Ireland - 22nd-25th January 2013/Prepare for Showcase 2014

The GCCEB provides support and training for clients to successfully exhibit at Showcase.

Special Trade Fairs and Forums

The GCCEB provides support for various trade fairs and festivals to help promote client produce and introduce clients to an increased market base – including Food Festival, Woodquay Country Market, Local Food and Craft Fair. The GCCEB also supports developing the infrastructure of these events by working with key stakeholders including residents, business owners and local authorities.

Specialist Seminars for existing clients

These seminars will be delivered by experts in their fields and will be held on an occasional basis and all businesses within the Galway region would be invited to attend. A joint initiative with Bord Bia for the food industry will be rolled out in 2013. In addition specific workshops to help clients prepare for market opportunities such as the Food Festival/Craft Fair, will be held (see also Network supports).

Access to commercial/enterprise space

Mentoring

1 to 1 Mentoring / Mentoring Advice Clinics

GCCEB will continue to operate a Mentor Programme. The aim of this service is to provide entrepreneurs with a specialist business advisor to help them identify and overcome obstacles in their development. The Board has access to an extensive panel of experienced business advisors who act as a confidential sounding board by listening, advising and suggesting solutions to problems encountered by entrepreneurs.

Strategic Mentoring for next phase of growth

The panel of mentors will also continue to be made available to assist owner-managers of existing businesses. The Board will also organise Mentor Advice Clinics at regular intervals throughout the year. The focus in these mentor clinics will be on relevant specific issues for owner-managers of existing businesses such as accessing finance, becoming an employer, marketing and promotion, among other topics. In addition the GCCEB has access to specialists on the EI mentor panel.

Marketing

PR in local media/radio for all events/activities and to champion local Entrepreneurs

GCCEB issues regular press releases about events [past and present] to promote the activities of the GCCEB as well as the activities of clients to local and national media. In addition to press releases we often promote clients and profile those in local papers and on Galway Bay FM. These local success stories can raise awareness of enterprise, as well as encourage and inspire potential entrepreneurs (particularly young people), when they see that success can be achieved by people in their own communities. GCCEB has established a strong relationship with Galway Bay FM and has availed of regular opportunities to update on Enterprise and positive news stories from GCCEB clients.

Other marketing supports support for clients are manifested through financial supports and training and 1 to 1 mentoring.

Access to dedicated business networks

Facilitating Opportunity Identification and Peer to Peer Supports in Key Sectors

Networks present an ideal mechanism to help entrepreneurs with peer to peer learning; sharing of experiences; discuss issues of common concern; redress the isolation that many may experience and provide a forum for advice and on-going support. GCCEB will facilitate and encourage the establishment of a network of entrepreneurs who have recently started a business (or who plan to start a business) within the city and county.

The targeted sectors:

- Food Processing [some sessions have included] - challenges associated with the supply and logistics of food for small, local food producers and a discussion around solid solutions to bridge the gap between producer and consumer; Supports from Bord Bia; Communicating on a shoe string - for the small food business
- Crafts [some sessions have included] - Brand Galway; Supports from the Crafts Council of Ireland;
- IT – Supports from Enterprise Ireland and the Competitive Start Up Fund.

Product and Service Development

The GCCEB supports clients with Product and Service Development through the following ways:

- 1 to 1 mentoring
- Training - to be run in conjunction with other support agencies
- Financial Supports
- Networking supports

Development of web-enabled services with a focus on trading online

Assist clients to utilise web technologies

GCCEB will assist clients to exploit ebusiness opportunities as a means of winning customers in overseas markets. GCCEB will run workshops targeted at businesses which have potential to use ecommerce to sell their products or services on a global basis. GCCEB provide specific workshops to assist export potential within business and enlists support of sister agencies with specialists in this area. The GCCEB also provide expert mentors for clients knowledgeable in specific markets.

SME Week

GCCEB provides specific programme to support clients on various topics including:

- Exporting to USA
- Online shopping capability
- Preparation for trade fairs – Showcase, Food Festivals, and Exhibitions etc.

Maximising the impact of Community Enterprise Centres in local areas

Access to Microfinance Ireland Loan Fund

Microfinance Ireland has been funded by the Irish Government to provide loans to newly established and growing microenterprises across all industry sectors that do not meet the conventional risk criteria applied by banks. In the first instance, clients approach their bank for credit. In the event that credit is declined, they are eligible to apply to Microfinance Ireland for a loan via the GCCEB/LEO.

Microfinance Ireland works in conjunction with the GCCEB who also conduct an initial evaluation of the quality the business proposal for a loan application.

Referrals from Banks/credit unions etc

We have fostered links with local financial institutions here in Galway city to ensure that the GCCEB is continuously on their radar and refer businesses which they deem as being suitable for supports from the GCCEB. It is also in the interest of our clients that we have basic information (such as flyers) about various supports from banks available for clients. In addition the GCCEB have provided support to banks as they reengage with the business community by attending seminars and client events city and countywide.

Progression pathway for high potential start-ups and high growth companies to Enterprise Ireland including access to Business Angels, New Frontiers Programme etc.

Transfer of client companies to Enterprise Ireland

Start-ups deemed to 'fit' the criteria of a High Potential Start Up (HPSU), will be signposted to Enterprise Ireland for support. GCCEB will meet with Enterprise Ireland executives in the region on biannual basis to proactively identify clients with the potential for transfer actively seek to identify existing businesses with growth and/or export potential and will work in partnership with Enterprise Ireland and other agencies as appropriate to assist these businesses to grow and develop as appropriate to their circumstances and needs.

Workshop to help clients who wish to prepare to enter export markets

To further encourage small businesses in the county to develop new markets, small businesses will be identified and supported to develop exports each year, some of which will be exporters for the first time. We have developed workshops for existing clients who plan on exporting or have already made the first steps into the export market to assist them and provide further supports if necessary.

Information session/nomination for Enterprise Ireland First Flight Programme

We aim to arrange an information session for small businesses that plan to export with a representative from Enterprise Ireland who will provide an overview of the First Flight programme and following on from this the GCCEB will work with businesses which are eligible to apply for this programme.

Participation on Trade Missions

We will have a calendar of trade missions organised by Enterprise Ireland and the Irish Exporters Association recommend trips which we feel would be of benefit to clients. GCCEB can subsidise trips for clients and this be decided on a case by case basis. In addition export trade show financial support will be provided during 2013.

Identify businesses which are not current clients for the CEB and appear to have potential to gain support from the CEB

A minimum number of these businesses will be identified each year and followed up to see if GCCEB support would contribute to their development efforts. GCCEB also target unemployment black spots in the City and County to communicate supports available for businesses.

3. Entrepreneurship Support Services

Objective: *To provide appropriate supports to assist entrepreneurs create new enterprises within Galway city and county, particularly those with the potential to grow and develop.*

Female entrepreneurship

The GCCEB supports female entrepreneurs through a variety of ways. This includes financial support of organisations such as Network Galway and BPW and other events which are run through the National Enterprise Boards network such as the National Women's Enterprise Day (NWED).

Education – Primary & Second & Third level Programmes

(Primary and Secondary)

Galway Science and Technology Festival (sponsorship and profile of clients at exhibition)

- We propose to continue this sponsorship as this provides the GCCEB with a number of benefits such as creating awareness of the GCCEB to primary school/secondary schools and among the third level sector. It also helps continue our objective to foster the spirit of creativity among the aforementioned but also among other stakeholders who engage with the Festival.

(Secondary)

Student Enterprise Awards

- The GCCEB will also continue to promote the Student Enterprise Awards Scheme throughout Galway City and County. This is a national enterprise education programme for secondary school students aimed at fostering an entrepreneurial spirit, through the practical experience of setting up and running a mini-business. The final takes place in Croke Park in Spring each year.

Secondary Schools Enterprise Workshops

- To support teachers (especially those involved with transition year students) to participate in the Awards, and to further improve the quality of projects being developed by students, it is intended to make available an 'Idea Generation Workshops' for secondary schools to facilitate the process.

(3rd Level)

Developing Links with 3rd Level

NUI Galway - Strategy / Business Idea Competition for Postgraduate Students. We will build on the successful annual strategy competition in NUI Galway for postgraduate (masters and PHD) business students to help and create an entrepreneurial mind-set for the students and establish links with 3rd level institutions in the city. The competition will look for entries from teams to develop a viable business idea and will culminate in a 'Dragons Den' style pitch to a panel of judges and audience. The students are presented with real life business challenges from these companies and the winner will be selected on the basis of the most realistic and cost effective business case and is then presented to the company as a workable solution.

GMIT – we plan to run a competition among students who are involved in the programmes in the Catering School. We will look at and assess business ideas which these students/groups have developed for food products or services and provide prizes

Enterprise Awards

GCCEB is inviting clients to enter the National Enterprise Awards competition during 2013. All entries will be evaluated by an independent panel of judges and a winner for the County & City will go forward to the National Final which takes place in November 2013. The competition carries a prize fund of over €2,000 plus awards. In addition cash prizes will be presented locally as follows:

Overall Winner:	€1,000
Best New Business:	€500

Finalists will be judged on areas such as their business plans, marketing strategy, finance, the use of technology and innovation in the business, in addition to the entrepreneurial skills of the business owner. The winners will receive valuable PR in the local media and the overall winner will be profiled in the national event brochure and regional/ national media in the run up to the competition.

The County & City National Enterprise Awards will be held in the Mansion House, Dublin in November with the winner announced at a black-tie gala dinner. The Competition was introduced in 1997 by the network of County & City Enterprise Boards to recognise the contribution made by small firms to the Irish economy.

50+ Entrepreneurs

Around 3,400 people, aged between 50 and 64, started their own business in Ireland last year but that figure could dramatically increase in 2013/4 if more people in that age group from Galway county and city and around the country were encouraged to seek assistance for their business ideas.

The ‘50+ Entrepreneurs’ initiative, which includes the GCCEB and others around the country are encouraging more Irish people aged 50 and over to set up their own businesses and to access enterprise supports.

‘Start Your Own Business’ Residential Workshops have been a feature of this initiative and the GCCEB will support this activity during 2013. The CEO has joined the national subcommittee for this event in 2013.

Development of Clusters

As above [Facilitating Opportunity Identification and Peer to Peer Supports in Key Sectors] we have developed clusters for the Food, Craft sectors and Tech/I.T.

Networks present an ideal mechanism to help entrepreneurs with peer to peer learning; sharing of experiences; discuss issues of common concern; redress the isolation that many may experience and provide a forum for advice and on-going support. GCCEB will facilitate and encourage the establishment of a network of entrepreneurs who have recently started a business (or who plan to start a business) within the city and county.

This was a major success in 2012 and affords clients the opportunity to have direct access to customers in the Galway region. Over 6,000 members of the public visited and bought at the Fair over two days. This year, the fair will run over a weekend in the Blackbox Theatre in November and will once again be heavily promoted.

Enterprise Promotional Activities

Enterprise [SME] Week (Autumn)

It is proposed to build on the successful Enterprise Week which took place in October. GCCEB will run a week of focused business advisory sessions and 1 on 1 mentoring for entrepreneurs with business ideas. We also aim to use this week to find out about the issues affecting entrepreneurs and addressing those through soft supports to be delivered for 2013/14.

Enterprise Clinics/Seminars

The GCCEB will hold seminars in the main towns of Galway County, as a means of increasing awareness of and improving access to the support services of the Board throughout the county. These clinics will be organised in conjunction with at Chambers of Commerce and local community groups to maximise their associated reach and awareness. Depending on resources it would be our aim and as appropriate, to give presentations to agencies, organisations, business networks, local communities and voluntary groups throughout the county on the role and remit of the Board and upon the support services available. This is acknowledged as an effective way to promote the services of the Board.

Information workshops for filling out/completion of CEB application forms/business plans

We recognise the fact that many entrepreneurs need a little more support than others. Many entrepreneurs are extremely skilled in their own areas of expertise and often struggle with the basics of preparing / writing a business plan and filling out some of our application forms for their business idea. Quite often this is a barrier to entrepreneurs approaching or making progress with GCCEB. To overcome this barrier we propose to hold a number of workshops to assist with this process.

The workshop overview:

- Be limited to numbers to individual attention can be given to participants
- Require that those attending to bring an overview of their business and plans for the future
- Part 1
 - Provide an overview of a business plan and what entrepreneurs need to think about to develop their plan
 - Provide an overview of the GCCEB application process and what is required as a minimum from applications – specifically the applications forms for: *Priming/Business Development Grant and Feasibility/Innovation Grant*.
- Part 2
 - The workshop facilitator will then spend time with each of the participants to identify which areas they are struggling with and if necessary assign a mentor on a 1 on 1 basis to help those who need additional assistance.

As a spin off from these workshops, we aim to develop an online seminar/animation for the website to help entrepreneurs 'walk through' the process where they can do this in their own time and to incorporate this with the new website to be rolled out during 2013.

Local Food and Craft Fair to showcase clients products

As a result of our networking the Local Food and Craft Fair developed. This was a major success in 2012 and affords clients the opportunity to have direct access to customers in the Galway region. This platform enabled two clients to attend Showcase in January 2012 and as a result became finalists in the Fashion Innovation Awards 2013 which increased exposure from national and international buyers. Over 6,000 members of the public visited and bought at the Fair over two days. This year, the fair will run over a weekend in the Blackbox Theatre in November.

4. Local Enterprise Development Services

Objective: *to focus on the needs of existing enterprises, to enhance their competitiveness, innovation and management capability and, where an aspiration for growth exists, to work in partnership with the company to support its growth and development.*

Development & implementation of local enterprise plan

- The existing GCCEB business plan
- Targets to be measured and reported quarterly

Input into County Development Plan

- To be developed by linking with both city and county managers

Development of partnerships with relevant agencies e.g. North/South development

- Enterprise Europe Network – Enterprise Ireland and Galway Chamber of Commerce. EEN in Northern Ireland
- Interreg
- Invest Northern Ireland
- Intertrade Ireland

Promotion and marketing of local areas as location for investment in conjunction with the appropriate national body e.g. IDA

- IDA - Catherina Blewitt

Identifying & developing projects & programmes including leveraging resources to implement these programmes and those funded from non-core resources

- To be developed by linking with both city and county managers

Development of appropriate enterprise infrastructure at county/city level

- To be developed by linking with both city and county managers

Management of local authority enterprise infrastructure or assets e.g. enterprise parks

- To be developed by linking with both city and county managers

Acting as an enhanced resource for Government to undertake one-off initiatives

- To be developed by linking with both city and county managers

Assisting in development of County/City Economic Strategies as proposed in the Local Government Reform Programme

- To be developed by linking with both city and county managers

Direct engagement with businesses in difficulty in order to develop payment plans e.g. commercial rates

- To be developed by linking with both city and county managers

5. Partnerships

We aim to work with other agencies and organisations in a spirit of partnership for the good of enterprise and entrepreneurs in the city and county. GCCEB has a Board that has developed excellent working relations with all of the state and local development bodies operating in Galway city and county. We will focus on developing even stronger strategic partnerships with a range of organisations and agencies in order to maximise the effective delivery of its strategy. These include in particular Enterprise Ireland, FAS(SOLAS), Galway Local Authorities, NUI Galway, and GMIT, Technology groups, food processing groups, the Crafts Council of Ireland, Galway Chamber and other Galway based Chambers, Business Innovation Centres, multinationals. LEADER, WESTBIC and local secondary schools. We will also endeavor to work with Intertrade Ireland and their initiatives as a means of assisting our clients to enter markets in Northern Ireland.

- FAS [Solas]
- Intertrade Ireland
- INTERREG
- Invest Northern Ireland
- Business Innovation Centres
- Nui Galway
- GMIT
- LEADER
- WESTBIC
- State agencies such as Crafts Council of Ireland, Bord Bia, Teagasc, Failte Ireland