

Doing business in Ireland's West

Information on setting up a
business in Ireland's West

Donegal – a creative county
Ian Brannigan
4th October 2011



LookWest.ie

www.wdc.ie

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What is the WDC ?



A Natural asset – Creativity

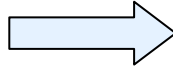


The **Irish**, British and South African **surfers** who ventured out on the new wave for the first time on *Monday refuse* to disclose its **location**...after **waiting five years** for the right conditions to surf it, who can blame them.'Prowler' **breaks** on an undersea reef about 2km **off the west coast of IRELAND.**

www.raslres.eu

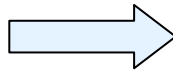
EU perspective - Creative industries matter...

...for smart growth



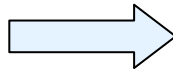
software consultancy
&
publishing

...for
sustainable
growth



architecture
&
design

...for inclusive
growth



music, games
&
video

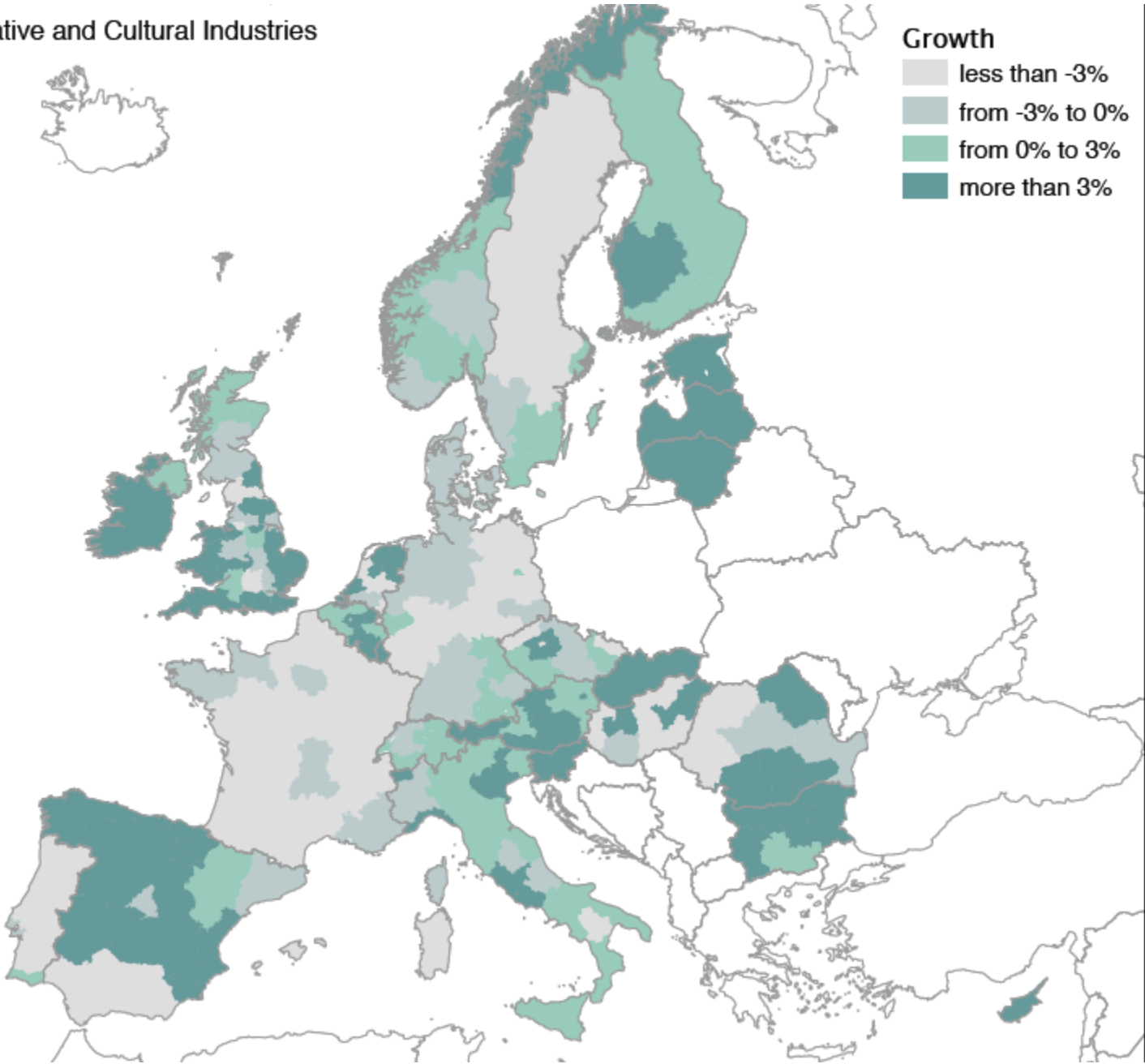
In EU-27 creative industries offer 6,1 million jobs
and represent 2,7% of GDP (2007)

More and more competition to be recognized as a
"creative" city or region

Creative and Cultural Industries



- Growth**
- less than -3%
 - from -3% to 0%
 - from 0% to 3%
 - more than 3%



New Global Competition for Talent*

- ❑ Economic success depends on new terms of competition
 - *A nation's ability to mobilize, attract and retain creative human talent* (Richard Florida, *Flight of the Creative Class*)

- ❑ But **REGIONS*** compete for talent, not nations
 - Creative people don't choose countries, they think of cities or regions
 - Silicon Valley, Cambridge, Stockholm, Vancouver, Sydney

- ❑ Equally where people followed jobs – in CE jobs **follow** creative people**



•- David A Wolfe – Centre for international studies University of Toronto

** Robert Huggins University of Cardiff

So why the Creative Sector?

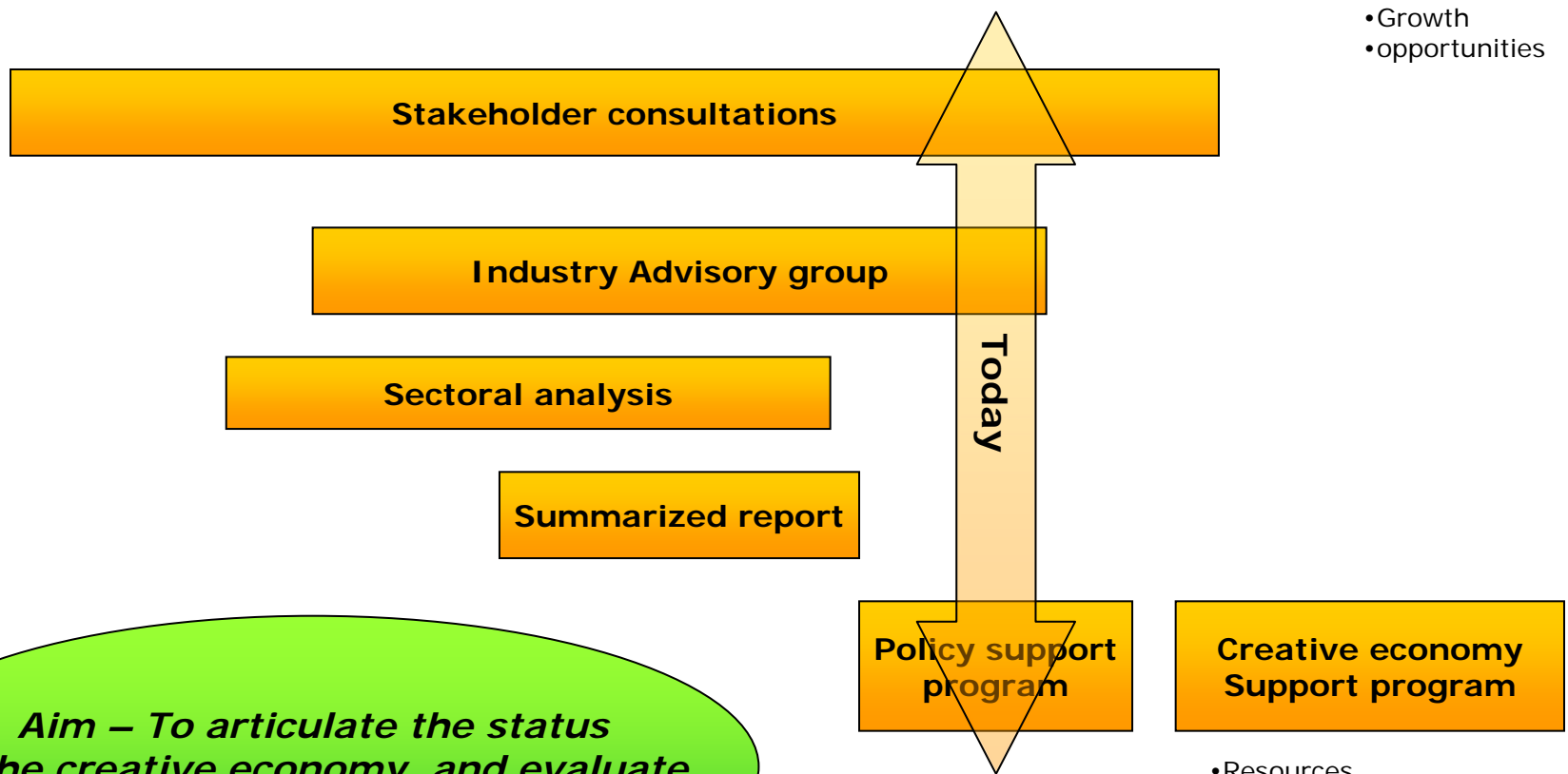
- ❑ Significant, indigenous sector
- ❑ Strong growth potential
- ❑ High quality employment
- ❑ Stimulates innovation in wider economy – strong linkages
- ❑ Important social role
attractiveness of area
- ❑ Promotes rural and regional development



Creative West – the journey

Discover → Analyse → Design & Develop → Deliver

- Growth
- opportunities



Aim – To articulate the status of the creative economy, and evaluate and facilitate sustainable growth therein

- Resources
- Partners – NUIG, EU, etc

What is the creative sector?

For the purposes of this report the creative sector is defined as:

Occupations and industries centred on creativity, for the production and distribution of original goods and services.

In total, 12 individual creative industries are considered to make up the creative sector as outlined in the diagram below:

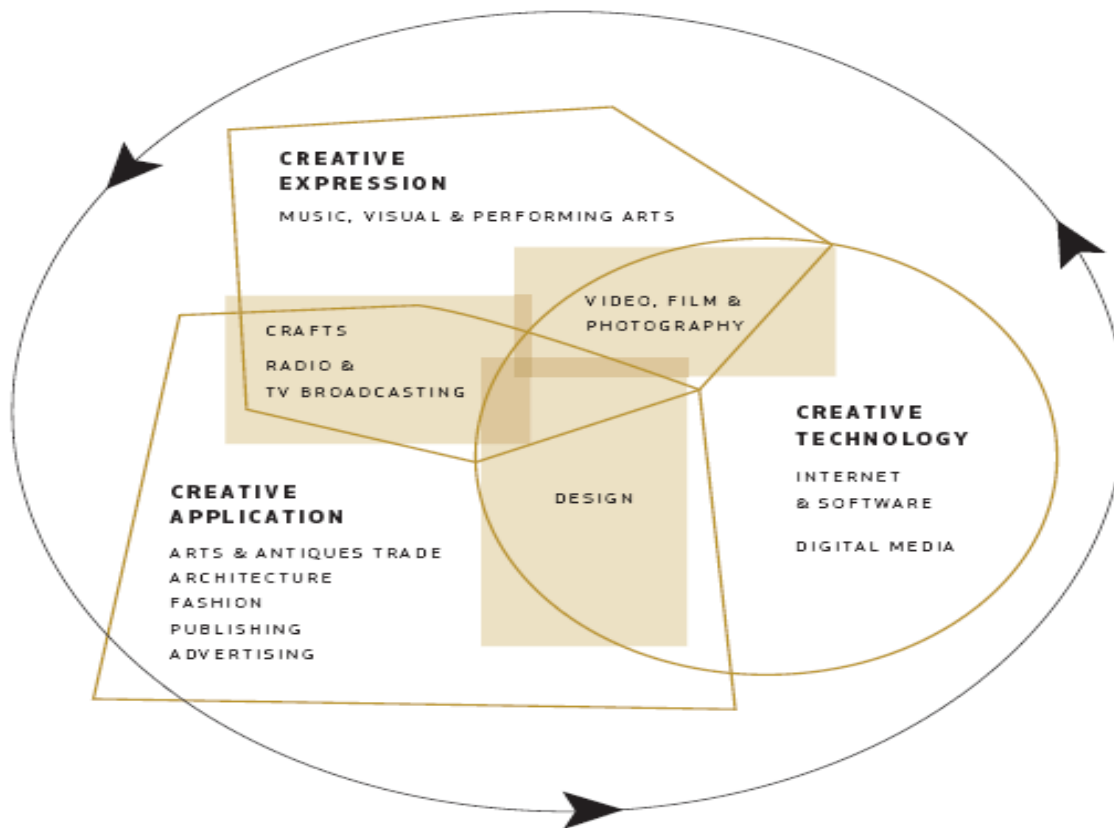


Table 3.1

Estimated **economic contribution** of the creative sector to the Western Region economy, 2008^o

	Businesses	Employment	Turnover	GVA at basic prices
	No.	No.	€m	€m
Direct	4,779	11,000	534	270
Indirect	-	3,800	-	300
Induced	-	3,600	-	190
Western Region (total economy)^P	-	365,200	-	21,000
Direct creative sector as % of Western Region	-	3.0%	-	1.3%

Source

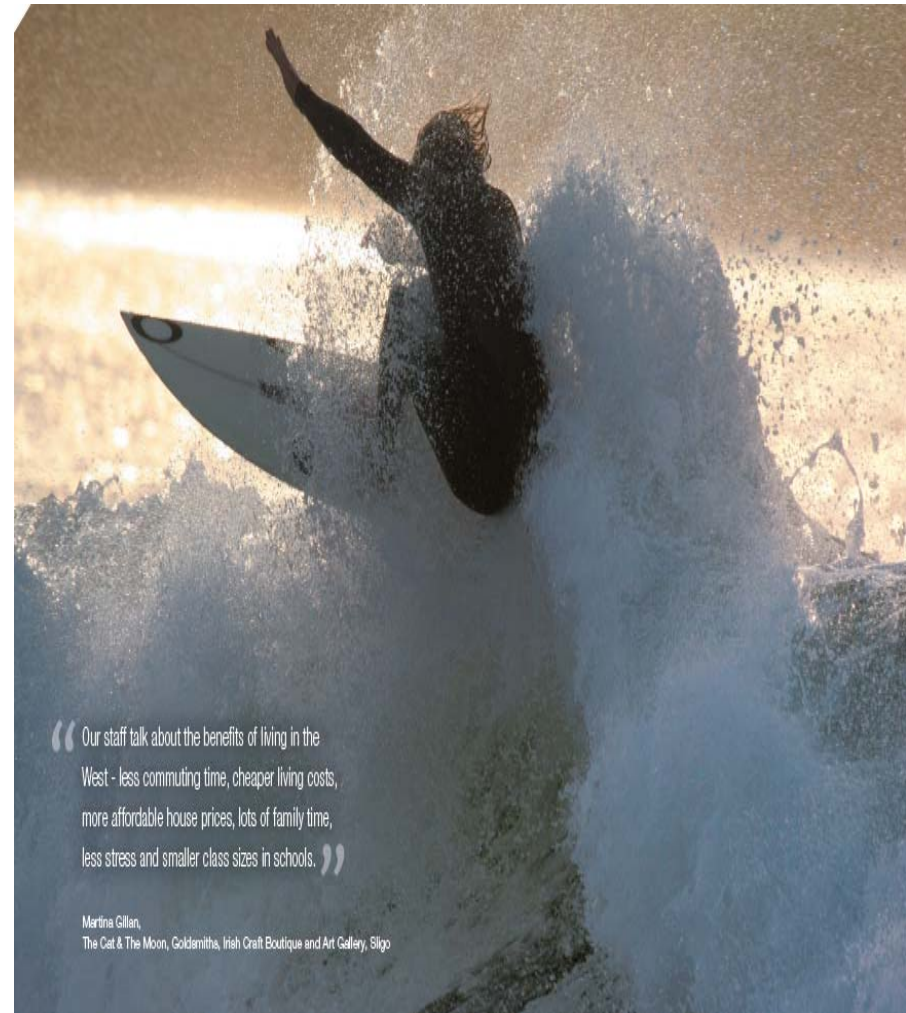
PIMR, Regional Forecasts/ Oxford Economics and CSO

Note

The sample upon which these grossed up figures are based was 282 businesses, employing 2,201 persons with turnover of €111m. Grossed up employment figures are rounded to the nearest 100 and GVA figures to the nearest 10.

Creative West: Selected findings

- ❑ Avg productivity of creative sector in WR - €25,000 per employee
- ❑ 39% self-employed/ 12% over 10 employees
- ❑ Low export activity, 2/3 do not export
- ❑ Crafts & music/visual/performing arts highest value of exports



Recommendations for Creative Sector

Recommendations for developing the Western Region's creative sector

'First tier' recommendations

- Enable more effective production and development of creative goods and services through establishing networks of practice.
- Facilitate export growth and domestic sales by effectively promoting the 'Creative West'.
- Facilitate the transfer of creative capabilities into the wider business environment.
- Nurture and develop future creative talent in the region through education.
- Develop creative connectors and hubs in the region to facilitate businesses and operators to work in suitable cost effective environments.
- Accelerate growth of creative businesses through enhanced broadband capacity (particularly the high productivity creative technology sector).
- Establish a national policy for the creative sector as a whole to provide a coherent structure for developing the sector.

'Second tier' recommendations

- Enhance the quality of the built environment.
- Create an information website for the creative sector in the Western Region.
- Try to ensure that funding schemes available to creative businesses meet the needs of the sector.
- Provide training in business skills of relevance to the creative sector.
- Enhance the role of research and development in the creative sector.
- Conduct a skills matching study for the sector.
- Prepare a tourist guide for the 'Creative West'.
- Improve the transport network.



Creative West

The Creative Sector
in the Western Region



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Creative Sector

▶ Practical program based on solid analysis of sector

▶ 4,700 enterprises

▶ 11,000 employed

▶ €540 million Turnover p.a.

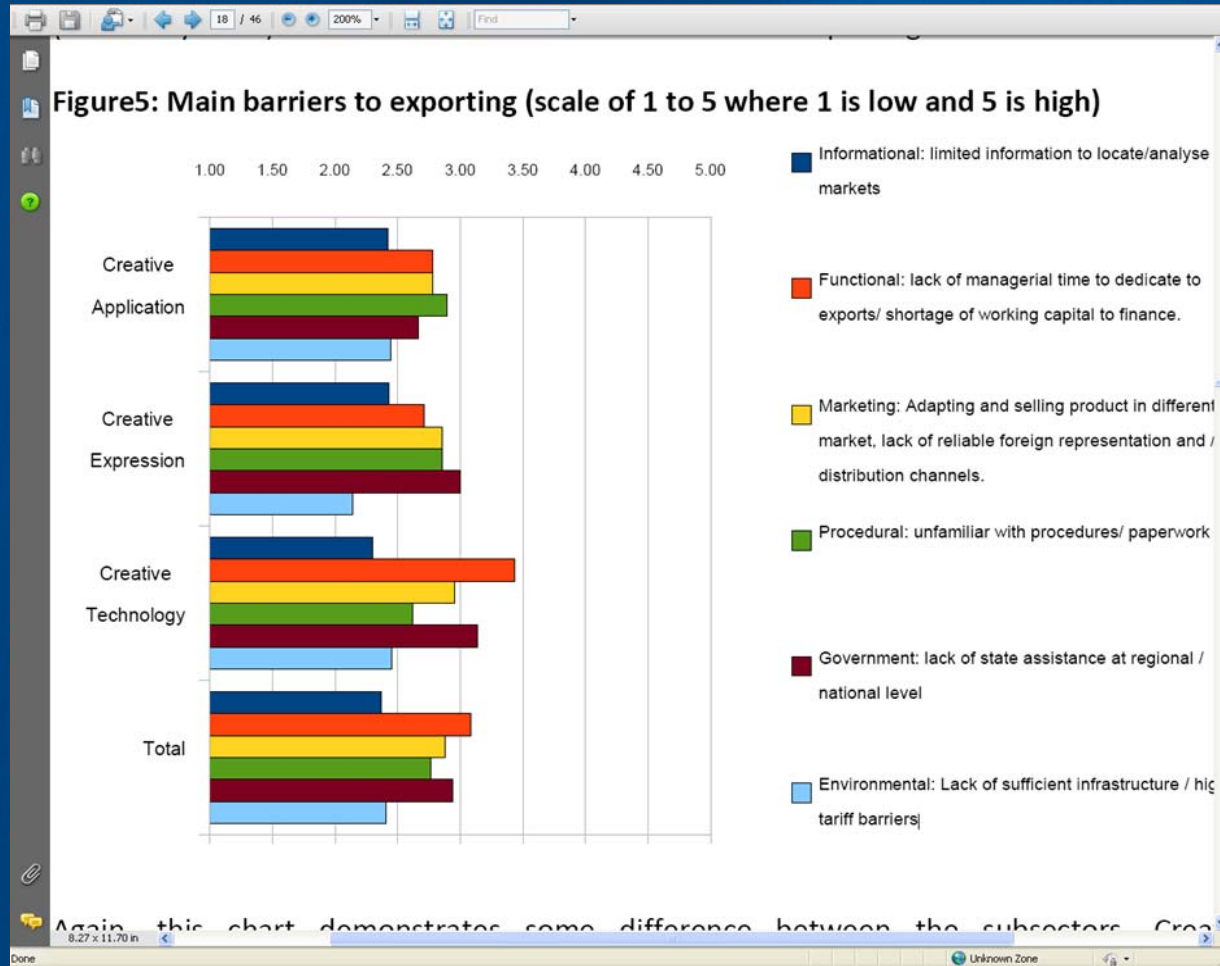
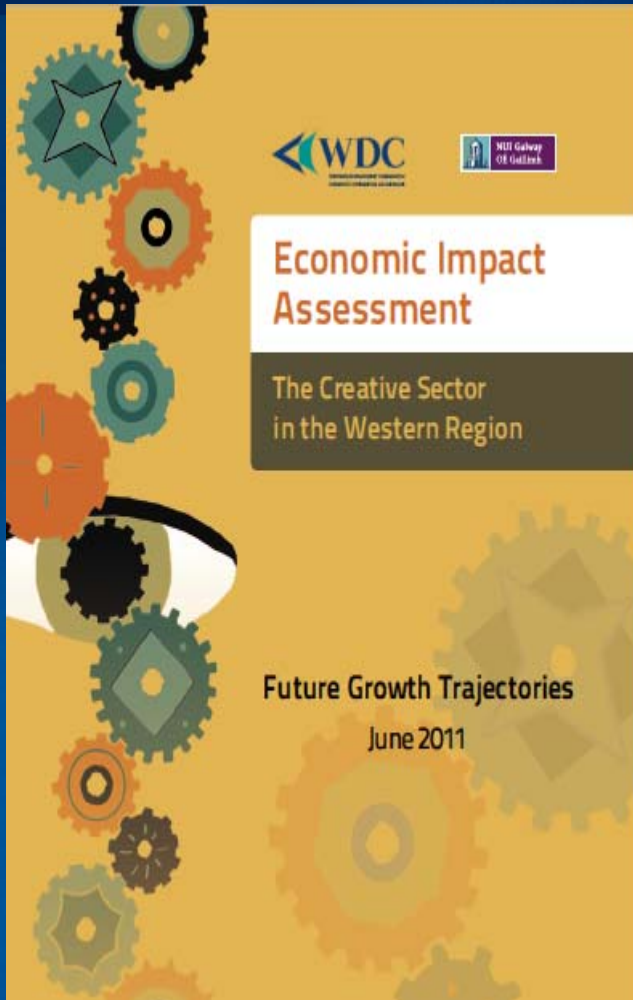
▶ Wider role in driving creativity and innovation in overall economy



▶ *“Creative Edge”* – Export boost

▶ *“Creative Challenge”* – Talent boost

Future Sector Growth – NUIG



Next Steps – Creative economy Mission & Vision

Mission - Regionally use the “creative west” findings and capabilities to design and develop a significant regional growth program for the sector. Leading to opportunities, markets and jobs

- **Vision** *Global perception of region as a creative hotbed. Fulfilling endogenous potential and attracting global talent.*

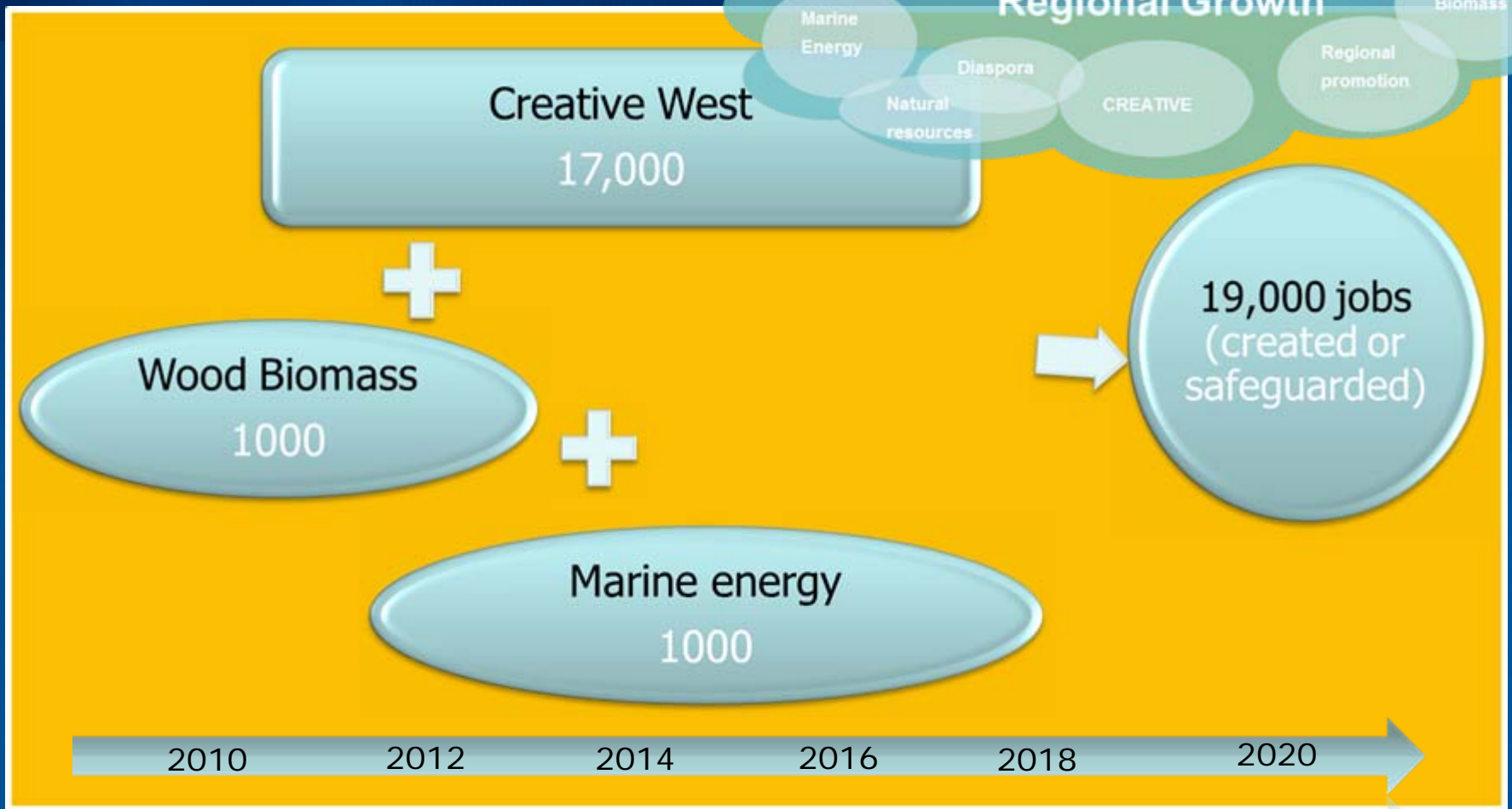
Aims

- ❖ **Value** - To create a platform for sector growth through international market and product opportunities
- ❖ **People** - Functioning networks of practice spreading within and outside of the region to invigorate ideas and develop skills and opportunities
- ❖ **Ecosystem** - Evolve the built and support infrastructure into a sustainable creative ecosystem, which is capable of internal growth and seeding the wider economies innovation

Creative West: on-going today

Theme	Programmes of Job creation	Cost p.a.	Key Partner	Business participation rate (actual/fcst)		Forecasted Jobs impact (Created & safeguarded)		Finance/Resource (already in place)	
				To date	Next 5 yrs	Short term	Medium term	Total	Source
Creative Economy	Creative Edge - initiative to allow existing creative businesses access global markets through Free access online platforms	None	NUIG, SEED (NI), University Kemi Tornio (Fin), <i>Film Ivasterbotten</i> (Swe), Sligo IT	350	1,000	100	17,000 ²	€1,227,000	Interreg EU
	Creative Challenge - Initiative to facilitate Creative businesses to source new markets in mainstream industry - thus engendering them with innovative capacity. All through a Talent voucher mechanism.	None	Sligo coco, University of west of Scotland, NI	20	400	25	50	€200,000	DG Innovation
	Douglas Hyde conference - In its 22nd year a regional creative sector showcase event which this year will review what makes successful creative economy practice and policy. Underlines regions role in the sector.		Roscommon coco	80		TBD		€10,000	Ros. Coco /WDC and private sector
	Creative Sligo initiative (CSI) A unique approach by the Sligo region to actively grow enterprise and employment in the creative economy . Encompassing 10 key projects and a dedicated steering group.	None	Sligo coco , West of Scotland Univ. WDC	50	100	See Creative challenge	See Creative challenge		
Innovation	REGIOStar - €2.2 M initiative to identify regional innovation best practice and transfer this to Ireland.	None	NUIG,	10	50	20	100	€300,000	IV© Interreg

Vision 2020 -



Appendices

LookWest.ie – Regional Promotion

- Connecting with our communities globally

- ▶ Almost 1 M visits to date
- ▶ E- gov. national award winner 2010
- ▶ Social media channels developed
- ▶ Communities involved
- ▶ Diaspora campaign

LookWest.ie Impact to date

