



Laois County Council

Áras an Chontae, Portlaoise, Co. Laois

Midlands Network of Co-working Facilities

Business Development Manager MRTT -081-MNCF

*Supported by the Just Transition Fund &
the Carbon Tax Fund*



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Project Partners



Laois County Council

Áras an Chontae, Portlaoise, Co. Laois

- Laois County Council – Lead
- Longford County Council
- Offaly County Council
- Westmeath County Council
- Working with regional stakeholders – MREP Steering Committee, Midlands Network of Co-Working

Facilities

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Opportunity identified



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- Progress Report of JTC April 2020
- 24,000 Commuters
- Value proposition - second site location
- Expand the offering – keeping commuters closer to where they live – local spend – local impacted communities – up-skilling – reskilling - blended learning – ecosystem for start-ups – reduced emissions



MNCF

- Laois
 - • Heritage House Abbeyleix
 - • The Kitchens
 - • Webmill
 - • Portarlinton Enterprise Centre & Innovation Hub @ PEC
 - • Portlaoise Enterprise Centre
 - • Vision 85 Hub
 - • BloomHQ
 - • Erkina Digital Hub
 - • Midland Venue Events Hub
 - • The Cube (coming on stream in 2021)
 -
- Longford
 - • Co:Worx Edgeworthstown
 - • The Yard, Abbeyshrule

Offaly

- Stream BIRR
- e-Hive Edenderry
- tcube Edenderry
- Creative 65
- Ferbane Food Campus
- The Junction Business Innovation Centre

Westmeath

- Athlone Community Development Association T/A ACT
- Midlands Innovation and Research Centre (MIRC)
- Castlepollard Enterprise Centre
- Midland Business Hub
- e-Working Centre Mullingar
- Mullingar Enterprise Centre
- Mullingar Enterprise, Technology & Innovation Centre
- Ballinahown, Kilbeggan, Killucan – planned 2021-2023

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To realise the opportunity



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- Dedicated Business Development Manager
- Based in Laois County Council
- Supporting existing MNCF members
- Assisting planned remote working facilities – supported through JTF
- Regeneration Teams
 - Landing space of scale
 - Vacant properties
- Network with other JTF projects

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Alignment with policy



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- Midlands Regional Enterprise Plan – CDPs - LECPs
- Future Jobs - National Enterprise Policy - EI – Powering the Regions - IDA Strategy
- National Skills Strategy
- NACEC
- PfG
- Remote working strategy
- Our Rural Future 2021-2025

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Dividends to communities



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- Reduced emissions
- Increased labour force participation
- Skills within the community – learning gates – empowering JT communities
- Retrofitting of buildings
- Eco-system

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In the Midlands....

- 24,000 commute out of the Midlands each day.
- Taking into account the different sectors in which these people work the percentage of those who have office based occupations or who are attending 3rd level institutions equates to approx 50% or 12,000.
- To achieve the target of 620 people working in Coworking hubs only 5.1% of these 12,000 office based commuters are required to change their work location.

Project Plan

- Recruitment of BDM
- Appointment of BDM
- Development of Work programme
- Report to MREP Working Group



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Governance and Oversight

- Reporting on KPIs as identified in an agreed work programme:
 - Quarterly meetings of MNCF
 - MREP – twice yearly
 - MREP – working group – up to 4 times a year
 - MRTT & WG as necessary
 - LAs Strategic Policy Committees





Indicative KPIs

- Number of networking events hosted, and participated in, including trade fairs and Chamber of Commerce events
- Training undertaken by facility managers
- Development of online booking system
- Development of 24 hour access system
- Training programmes accessed from facilities
- Number of funding applications lodged
- Number of additional co-working facilities provided on a county basis
- Number of training courses participated in by MNCF clients
- Number of business supports offered to clients of the MNCF
- Number of start-ups from clients of MNCF
- Number of MNCF that have become learning gates/ outreach facilities for AIT and its Springboard courses.
- Number of enterprise agency client visits facilitated



Promotional Costs... Indicative Activities

- Considerable investment in the development of promotional material / collateral including the development of a Central Website and associated Social Media platforms to Promote the Facilities including the use of Search Engine Optimisation tools.
- Promotion of MNCF facilities in both regional print and radio media
- Participate in regional expos that take place in the region & beyond.
- Host potential second site location visits and possible consultation in relation to the development of new facilities of scale, which will incur costs e.g. hospitality costs/ room hire etc.
- Build capacity and knowledge base of members with ‘lunch & learn’ events
- Facilitate e-learning – promoting hubs in association with AIT and other education providers
- Promote the facilities to employers/employees as sustainable alternatives to WFH – even post Covid.
- Promote energy efficient buildings, promote retrofit measures through SEAI schemes – creating employment opportunity within the local community.
- Promotion of hubs locally, countywide & regionally to show how they can revitalise and sustain rural communities - Increase spend in local communities, Increase in Employment opportunities locally and Facilitate & Enhance social Inclusion.