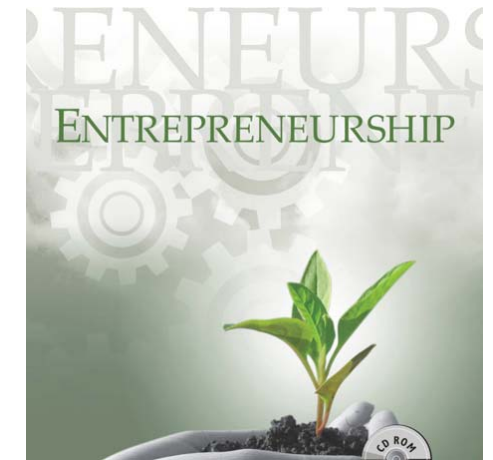


# Panel 2: Enterprise Development

“2020 Vision sees Castlebar as a vibrant commercial and leisure hub that *nurtures business investment and innovation*, is a premier retail and entertainment destination and that has an attractive and revived town centre combining the old and the new”



## Issues

1. Castlebar's enterprise Infrastructure lacks development levels necessary to promote Castlebar as strategic investment location
2. Business Support does not reflect the needs of a dynamic and knowledge based economy
3. Promotion & Marketing lacks leadership and strategy at local level
4. Innovation is a key ingredient for success and competitiveness and needs to be promoted and supported

## Priorities

1. Promote Entrepreneurship & a Culture of Enterprise
2. Investment in key enterprise and industry Infrastructure including access, sites, broadband power etc
3. Business Support services to match the needs of a dynamic and diversifying economy
4. Market Castlebar as investment location
5. Innovation awareness and support

## Enterprise Development Projects

REF	PROJECT TITLE	SUMMARY DETAILS	TIMESCALE	KEY PARTNERS
P2.1	<b>Castlebar Knowledge Park</b>	<ul style="list-style-type: none"> <li>• Chamber to lobby and negotiate with Local Authority and Enterprise partners (IDA and Enterprise Ireland) to designate site(s) for such facilities</li> <li>• Identify size range and layout of facilities - starting at 1,000sq.ft units</li> <li>• Produce development framework for grow-on space for tech &amp; knowledge based sectors</li> <li>• Wide bandwidth broadband infrastructure - Local MAN connection or wireless service</li> <li>• Produce Marketing and promotional materials for Park and target market opportunities - <i>see also project P2.4 below</i></li> </ul>	Long term	<ul style="list-style-type: none"> <li>• Enterprise Ireland</li> <li>• IDA</li> <li>• Mayo County Council</li> <li>• Castlebar Chamber</li> <li>• Sector agencies</li> <li>• Potential Developers</li> <li>• Key Technology Co.s</li> </ul>
P2.2	<b>Castlebar Connected</b>	<ul style="list-style-type: none"> <li>• Clarification of position with infrastructure provision and Metropolitan Area Network (MAN) status</li> <li>• Examination of alternative technologies for delivery of high bandwidth</li> <li>• Consultation with DCENR &amp; ComReg on Broadband strategy</li> <li>• Negotiation with service providers and infrastructure providers</li> <li>• Design, packaging and promotion of service and support offer</li> </ul>	Short to medium term	<ul style="list-style-type: none"> <li>• Castlebar Chamber</li> </ul>
P2.3	<b>Business Lifecycle Service</b>	<ul style="list-style-type: none"> <li>• Central Information point for all business support enquiries with efficient and effective referral service</li> <li>• Support with business planning, access to finance and innovation support and other technical assistance</li> </ul>	Short to medium term	<ul style="list-style-type: none"> <li>• Mayo CEB</li> <li>• Castlebar Chamber</li> <li>• Enterprise Ireland</li> <li>• IIBC</li> </ul>

		<ul style="list-style-type: none"> <li>• Aftercare and follow-up service with each project or client</li> <li>• Mentorship and specialist support for start-up and business growth</li> <li>• Links to GMIT R&amp;D and industry collaboration projects, training and Graduate placement services</li> <li>• Events and networking schedule to help business to identify markets and local opportunities</li> <li>• Export support services including export credits, insurance, certificates and market and tender information service.</li> </ul>		<ul style="list-style-type: none"> <li>• Skillsnet's</li> <li>• VEC</li> <li>• LEADER</li> <li>• WDC</li> </ul>
P2.4	<b>Investment Marketing Strategy</b>	<p>This investment marketing strategy should develop a strong enterprise brand for Castlebar and focus on:</p> <ul style="list-style-type: none"> <li>• Production of promotional material and DVD</li> <li>• Work with WDC on Lookwest promotional campaign</li> <li>• Priority sectors outsourcing and relocation of back-office activity including professional services, education, healthcare etc</li> <li>• Target emerging sectors such as sustainable energy and green technologies, medical research and devices, software and other high valuable activities</li> <li>• Local and regional high growth indigenous enterprises</li> </ul>	Short to medium term	<ul style="list-style-type: none"> <li>• Castlebar Chamber</li> <li>• Mayo CDB</li> </ul>
P2.5	<b>Mayo Innovation</b>	<p>Co-ordination of a range of international, EU and National innovation and technology transfer projects in Mayo:</p> <ul style="list-style-type: none"> <li>• Identify appropriate partner e.g. GMIT, Enterprise Ireland or private sector provider</li> <li>• Promote services such as Enterprise Europe Network, Ideas Lab, Innovation Vouchers</li> <li>• Workshops and Seminars / Technical Assistance</li> <li>• GMIT R&amp;D collaboration.</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• GMIT</li> <li>• Enterprise Ireland</li> <li>• Castlebar Chamber</li> <li>• Mayo CDB</li> </ul>