

Meath Under Pressure - Just Another Dublin Suburb?

Kevin Stewart

Director of Planning and Economic
Development

Meath County Council

Population

1996 - 110,00

2002 - 135,000

2006 - 162,000

48% increase in 10 years.

The Dublin Invasion

Between 1996 and 2002 over 75% of new Meath residents had previously lived in Dublin

Dublin people who moved to Meath in the last 10 years now account for about 22% of our population

Average House Prices - 2005

New House in Dublin - €350,000

Second Hand House in Dublin - €439,000

New House in Meath - €293,000

Planning Policy

Meath is regarded as part of the Greater Dublin Area for Planning purposes.

Regional Planning Guidelines for the G.D.A.
set the parameters for Planning policy in
Meath

Dublin Failed to Deliver

2002 to 2006

Population of Dublin region increased by 63,300 (34%).

Population of Mid East Region (including Meath) increased by 62,500 (65%)

Remember the policy was to grow Dublin and slow the Mid East !!







Where Am I?

 Anecdotal evidence suggests that many new residents don't know where they are living !!



What is the Councillor Supposed to do?

Councillors make policy

Faced with difficult choices

To much zoned land but not enough community facilities

Promote plan lead or accept developer driven solution

Local Need

New development in most of our towns and villages should be restricted to “local need” only.

Are Councillors prepared to adopt that as a policy?

Citizen Participation in Planning

Of over 900 submissions received on the new draft plan very few were from “ordinary citizens”.

Advertising campaign in which every community group, residents association and sports club in the county was contacted.

What's the solution?

Meath's Economic Development Campaign



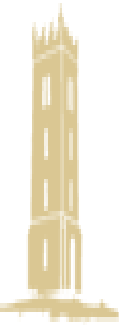
Working to increase supply of business locations



NUI MAYNOOTH

Ollscoil na hÉireann Má Nuad

carton house



**Draft County
Development Plan has
identified further
strategic locations**

A SPECIAL REPORT



The Minister for Enterprise, Trade and Employment, Michael Martin, being presented with *Hidden Resources: The Meath Skills Database* by the Minister of State, Dr. Frank Fitzmaurice.

Peter Sheridan, managing regional business unit, Enterprise Ireland; Hugh Reilly, CEO, Meath County Enterprise Board; County manager East Region, IDA; Mary Wallace, TD; the Minister for Enterprise, Trade and Employment Michael Martin; Frank Fitzmaurice, Minister of State, Enterprise, Trade and Employment; Meath County Council; Tony Dowling, Meath County Manager; the Minister for Communications, Marine and Natural Resources, Noel Dempsey; Donal O'Sullivan, TD; Kevin Stewart, director of planning, Meath County Council.

"I feel after six months of commuting that my life is work, commute, sleep Monday to Friday and try to get some sleep on the weekend. I don't have a life in Maastricht... it's not because I need to start a family and commute..."

Udo: 35 to 36, living in Nieuw, employed as a manager with a financial services company in Dublin

"It is imperative that some policies are adopted to attract businesses outside of Dublin. The concentration of jobs in Dublin, and the consequent increase in house prices has led to a current undesirable situation, to the large commuter belts around Greater Dublin. There is a need to have some policies in place, such as income-concessions, virtual meetings, etc. that would help businesses to be located close to each other. There is a need to have some policies in place, relieving some existing businesses, but certainly not relieving the requirements should be employed as a business..."

Fernando: aged 35 to 40, living in Kells, employed as a consultant with a financial services company in Dublin

"I think that hard administrative business in Dublin is not a good sign for Ireland. There should be legislation to be able to attract them to settling up offices in Maastricht. There are many people are not settling up offices in the core of Ireland. It is not that hard to attract staff to Ireland, etc. companies need to start relocating..."

Udo: 35 to 36, living in Nieuw, employed as an account manager with an ITSC company

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Near the capital
with its jobs
potential, Mea
plans to attract
more jobs to the
county, writes
Barry McCall

Among Merth's prime attractions is a location for businesses in its highly skilled workforce. Merth offers significant advantages and opportunities as a location for business.

Situated to the north of Dublin on Ireland's eastern seaboard, Co. Merth offers industry an ideal location. Access to major transport and communication modes, proximity to Ireland's leading third-level educational institutions, a highly skilled and well-educated workforce, high-quality infrastructure, and freedom from traffic congestion, housing shortages, and high property costs, along with an urban location complement the area's assets.

Four of Ireland's national primary routes (N1, M2, M3 & N6)

[illegible][illegible]

The results of the survey are encouraging for any business considering relocating to, or establishing a new operation in Meath

The database is based on current registered organizations from state and federal websites. Respondents at the websites are asked to provide information in order to enable a comprehensive listing of all health care facilities in Meath to be created. Over 2,200 organizations have been identified and their names recorded, during the period between December 1999 and February 2000. The Meath County Council database receiving 1,200 registered organizations.

"The most significant findings from the analysis of the data are the strength of the anti-smoking sentiment expressed by the respondents. This desire is evidenced by the high proportion of males, gender, age, income, job category, and education level," says the Meath County Council economic development officer Frank Fennell.

Among other key findings from the analysis is that there are the largest services on the website, with 100% of the respondents, each with 100% of the respondents. Next in line are two related services, with 95% and 90% of the respondents, each with 90% of the respondents.

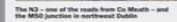
Over 10,000 different job titles are contained in the database, which is divided into 10 broad categories of job role. The largest of these categories are sales, marketing, human resources management roles, administration roles, customer service/support roles, engineering roles, accountants and engineers.

The database contains negative information, such as the fact that a senior manager has left a company, or that a director has been dismissed from his or her position. At the most senior levels, job titles are often held by directors, general managers, operations managers, and heads of departments. Senior and junior levels are extensively represented through a vast range of titles.

Details of qualifications held are recorded in CVT format.

Qualification levels in the database are broken down on average for the whole database suggesting that these sectors contain a high proportion of highly qualified people.

"These findings deliver a clear message to employers across the Republic of Ireland to incorporate Dublin who might be thinking of moving to a region such as the Midlands or the West Midlands in March," says Fitzmaurice.



The N3 - one of the roads from Co Meath - and the M50 junction in northwest Dublin

The availability of third-level courses locally is a major asset

Research has developed strong relationships with its two closest neighbours, the University of Dundee and the Dundee Institute of Technology and NUI Maynooth. Dundee Institute of Technology (DIT) has come a long way since its inception in 1970 as the Dundee Regional Technological College, while at the same time offering educational opportunities in a wide range of disciplines, including nursing and health studies, sports, applied music, hospitality and cultural studies.

The number of full-time undergraduate students on campus stands at almost 4,000.

A section in the modern campus at NUI Maynooth
 Photographed by Frank Auer

DIET is now the leading third-level, higher education provider in the northeast region and is attracting a growing number of students from towns across Co. Monaghan.

There are over 150 students from Meath enrolled in first-year, full-time programmes at the Institute this year. This figure represents 34 per cent of the total current first year enrolment. In addition, DIET is seen as an attractive option for students from all across the northeast, from counties Louth, Monaghan, Carrick, Duffell and Northern Ireland.

DIET's appeal is accounted for by the diversity and balance of programmes it offers, providing education in Engineering and Technologies

while at the same time offering educational opportunities to emerging artists like social care, nursing and health studies, and a range of sports, spirituality and cultural studies.

The number of full-time, undergraduate students on campus stands at almost 4,000, with a further 1,500 students on a wide range of short-term programmes and apprenticeships at the Institute.

One of the new courses is the second highest number of students to SUELT after CAE, and is a very exciting programme from growing commuter towns around Bristol has now become a major focus for the Institute. In September 2004 of a daily train, private bus service to the Institute, serving the towns of Clonmel, Dunbrody, Donaghadee, Rathfriland, Athdown, Elmham, Elmham and Dripick.

Chief Mayoress is also a working closely with South County Council to enhance the skills and personal development of young people and employers in the

A section of the modern campus at NUI Maynooth.
Photo: © Frank Miller

attracting new industry and employment to the county, these graduates will be able to live there, have families and create a new generation of students for the university."

Among the key areas in which Maybrook is assisting is the growth of the skills base in county Meath are finance and engineering. "Each year we graduate over 100 graduates in the finance area," points out Mulligan. "Many of these graduates go on to work in the financial services sector in Dublin, but would be equally happy to work somewhere closer to home if the opportunities were available. In the engineering area we have

DEF, Intel and IBM just down the road from us here, and there is a demand for research in areas such as computing, electronics, and software engineering."

The university is also recognised as a leading centre of research in the areas of information and communications technology and bioelectronics. "The Government is committed to moving the country up the value chain and attracting more R&D operations to Ireland," adds Mulligan. "The research base we have created here will help us make neighbouring countries such as Munich very attractive for such investments."

— *Quality Matters*

MEAL
THE PEOPLE

If recruitment of skilled people in County Meath could use experienced employees with potential. Especially in Financial Customer/Shared Services.

The Proof? Visit our website start-up operation in Meath. Not to mention all the other...

Interested? Contact us tomorrow or visit us at meath.ie/food

MEATV - the county with a taste

WITH:
LE YOU NEED

staff is a top priority for your business to be a very smart move. Finding in the county, Meath offers financial Services, Insurance, IT, Software.

site www.workinmeath.ie to find could be populated from their other valuable business advantages

Development Unit at 010 320 051 323 to find out more.

Capacity for your business

YOU ARE HERE

Business, locating an operation
backed with highly skilled and
a tremendous recruitment
infrastructure and

...but just how easily a
extensive labour pool,
is offered by the county!

800.710.1000 / 800.353.0200 FAX 8114

 **san diego chamber of commerce**
san diego county council

your business  continue change na ni
mau mau mau

National Publicity Campaign









There is another view!

Does it matter where we live?

More houses are needed

Why should public service delivery be determined by old lines on a map?









Meath

Ireland's Heritage Capital



For your free information pack call **1850 300 789**

www.meathtourism.ie

A spiral-bound notebook with a light beige, textured cover. The spiral binding is on the left side. The text is centered on the cover.

Thank You

Kevin Stewart

29/11/06