



Digital HQ

Digital Growth Hub

2020 Annual Impact Report

This past year has completely changed the way we live and work. **DigitalHQ has guided Dún Laoghaire businesses through these unprecedented changes, working with many businesses old and new to adapt and grow.** We now have many of our local shops available online and it's amazing to see businesses overcome the challenges presented by Covid-19, turning them into opportunities. Staying local has never been more important and I look forward to continuing my work with DigitalHQ in 2021 to promote Dún Laoghaire and our fantastic businesses.



Jennifer Carroll MacNeill T.D.

HONORARY PATRON

Digital HQ

Digital Growth Hub

SUPPORTED BY



Digital has never been as important now as we have seen a huge rise in businesses getting online, with COVID-19 being the catalyst that has accelerated the pace of take up. An exciting goal for DigitalHQ in 2021 will be to help businesses realise the benefits of going online but at the same time ensure that what businesses and retailers do online can be supported with high-quality promotion and support, that will drive more traffic and ultimately more revenue, in these difficult times. In 2021 we are still focused and driven to create awareness of Dun Laoghaire as digital centre of excellence and to promote Dun Laoghaire as work destination for Dublin as Palo Alto is to San Francisco or Brighton is to London. I am excited and confident that 2021 will bring us closer to that vision.

Chad Gilmer

CHAIRMAN

DigitalHQ's MISSION

To help small businesses grow through digital



Outward focused enterprise centre in listed buildings with few alternative uses

Repurpose unoccupied space

Build digital capabilities of traditional businesses

Attract & grow digital companies

Bring digital jobs into the heart of the town

Digital Promotion Campaigns, Networking and Training



“What’s the collective noun for a cluster of small businesses?
- A town!”

Eoin Costello

Digital Champion for Small Businesses at DigitalHQ

Small businesses provide most of the jobs in Ireland. When I was CEO of Startup Ireland a key part of my role was to encourage communities to provide the rich web of supports that growing businesses need.

Arising from the pandemic our towns have a unique opportunity to become providers of hyper local ecosystems of support to grow and sustain both traditional local businesses and innovation driven businesses keeping jobs local.

We believe the fuel for this transformation is digital.

Our model is straightforward. Repurpose empty buildings in the heart of our towns to remote working hubs for digital businesses and upskill our traditional businesses in what we term the digital growth mindset.

We believe this will enable our small businesses, and the communities they support, to thrive.

BUSINESS COMMUNITIES | NETWORKS | INCUBATION

Where we focus our efforts

Incubate digital businesses



Grow businesses through digital



Grow communities of businesses through digital

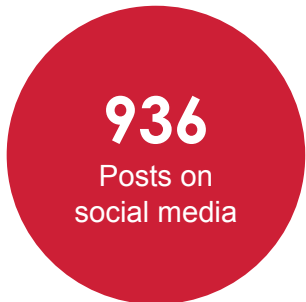


What We Delivered In 2020

Grow Communities of Businesses

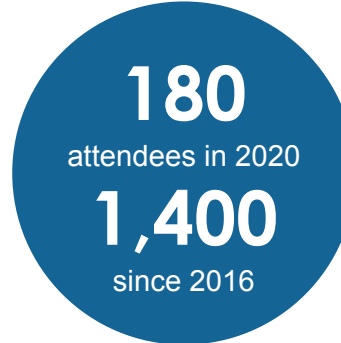
Grow business networks

INCUBATION



+632 vs. 2019

+23,460 vs. 2019





Dún Laoghaire Town

BUSINESS COMMUNITIES

DigitalHQ operates the “Love Dun Laoghaire” and “Buy Local” business area promotion campaigns with funding support from DLR County Council and Bank of Ireland. Each campaign **promotes a different business sector in the town** thereby promoting the business offerings of the town.

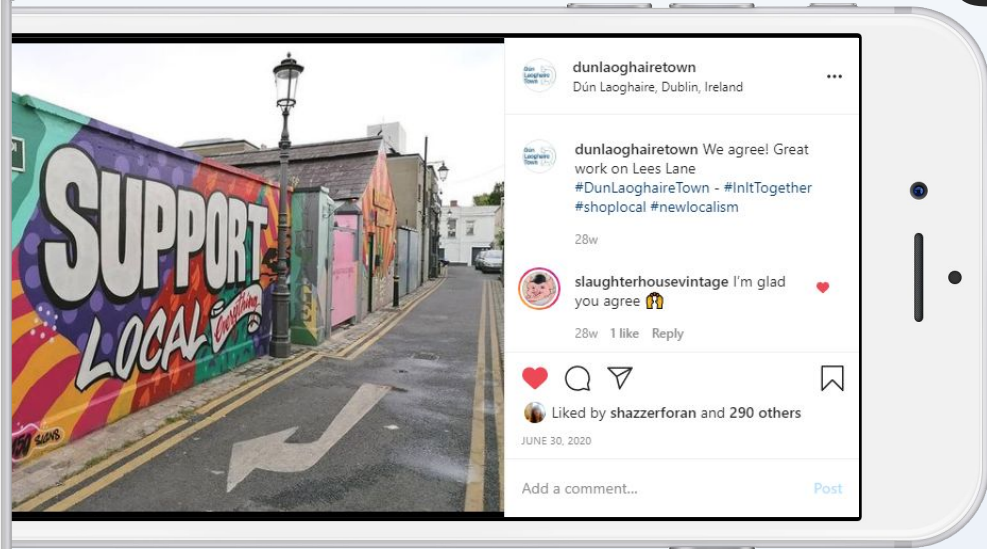


Dún Laoghaire Town

Top 3 posts 2020 by likes



BUSINESS AREA PROMOTION



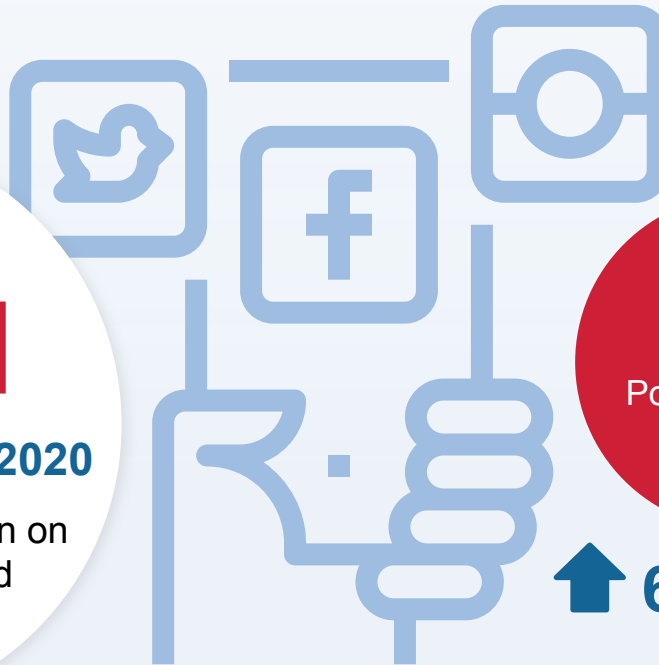
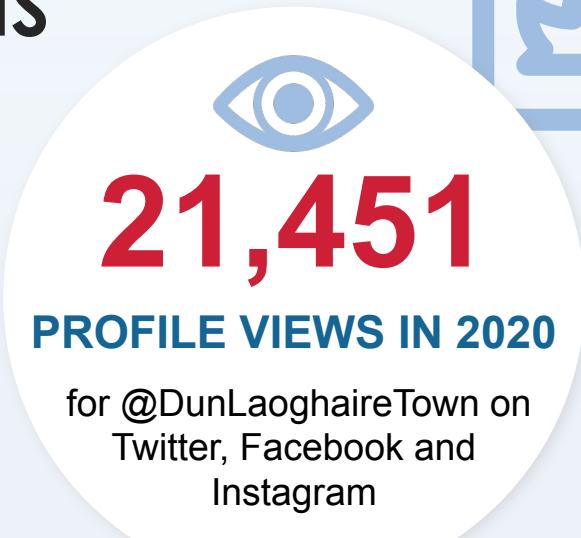


BUSINESS COMMUNITY PROMOTION CAMPAIGNS



26,254 ↑ **23,460** vs. 2019

Total Engagement in the Love Dun Laoghaire campaigns



↑ **632** vs. 2019

21,957

↑ **2,239** vs. 2019

DunLaoghaireTown.ie followers on
Twitter, Facebook and Instagram

Love Dún Laoghaire Day



BUSINESS COMMUNITY CAMPAIGNS



"MY BROTHER AND I HAD ALWAYS TALKED ABOUT DOING OUR OWN THING BUT ORIGINALLY NEVER TOGETHER"

Kim and Dave O'Driscoll



A day dedicated to shopping online locally



"The Irish spirit of never giving up is the most inspiring for me"

Graham Mongey



A day dedicated to shopping online locally



I miss your coffee ☹️ . Such a friendly place to meet friends and chat hopefully soon we can do it 🙏



"Some of our loyal staff have been with us since my father ran the business over 40 years ago!"

Michael Tierney TIERNEY & CO



A day dedicated to shopping online locally



"When I returned from travelling the world I was determined to showcase the excellence of local Irish design"

Sinead Buckley Quinn



A day dedicated to shopping online locally



A great place to shop in, very friendly, professional service ❤️ Got our wedding suits from Martin, love his range and variety. My hubby can't wait for you to open again.



Martin O'Byrne



"As a teenager I worked with my dad during school holidays learning the trade"

A day dedicated to shopping online locally



"Growing up locally I spent all my time on the water, I was always a sailor"

Ian O'Meara



A day dedicated to shopping online locally



106
Campaign feature article views

dunlaoghairatown.ie

Michael is and has been a great supporter to #Dunlaoghaireremainstreet arranging the #christmaslights #events etc. Please support #teirmeysgifts . Michael is one of the long-standing core shops in #Dunlaoghairer . Send him a nice message if you love what he does for #local businesses #keepitlocal

Bloomsday

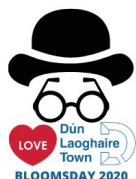


BUSINESS COMMUNITY CAMPAIGNS

CLUE #1

"Now touching a cup of coffee
Mr Bloom ventured"

What's the connection with



Chance to win
1 of 6 €25
vouchers

CLUE #2

"I am trying to get an engagement in the
Kingstown Pavilion. Do you know anyone there?"

What is the connection with



Chance to win
1 of 6 €25
vouchers

CLUE #3

"on the mailboat clearing the
harbour mouth of Kingstown"

What is the connection with



Chance to win
1 of 6 €25
vouchers

CLUE #4

"Mr and Mrs Leopold Bloom have
left Kingstown for England"

What's the connection with



Chance to win
1 of 6 €25
vouchers

CLUE #5

"Trams slowed, shunted, changed trolley,
started for Blackrock, Kingstown and Dalkey"

What is the connection with



Chance to win
1 of 6 €25
vouchers

CLUE #6

"I am singing at a garden fête on Friday
and if you have a decent suit to spare or a
cricket shirt send it on"

What's the connection with



Chance to win
1 of 6 €25
vouchers

Dún Laoghaire Loves Coffee



BUSINESS COMMUNITY CAMPAIGNS



Our favourite little cafe in Dun Laoghaire. Crepes and coffee to die for! 😊 Can't wait to visit again from Wales when we can.



We are the only speciality coffee shop in South County Dublin serving direct traded, fully traceable, single origin coffee. By paying premium prices we enable coffee farmers to create a sustainable business."



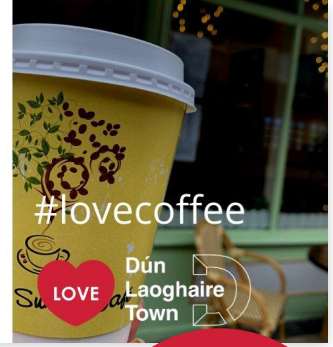
Georges Street Lower DUN LAOGHAIRE



Georges Street Upper DUN LAOGHAIRE



Georges Street Lower DUN LAOGHAIRE



Lower Georges Street DUN LAOGHAIRE



Best coffee in town! 👍😊 We love Shoe Lane Coffee! They serve great Irish blended tea too!

322 Campaign feature article views



Dún Laoghaire Loves Interior Design



BUSINESS COMMUNITY CAMPAIGNS

Yours Personally
Bespoke Interiors

#loveinteriors?
Read Kathrina's expert insights

Georges Street Lower DUN LAOGHAIRE

LOVE Dún Laoghaire Town

Brian Nolan's, the very best for curtains & blinds.

BRIAN S NOLAN

#loveinteriors?

Read Brian's expert insights

Georges Street Upper DUN LAOGHAIRE

LOVE Dún Laoghaire Town

Great! Well done Emily!

LOST WEEKEND

#loveinteriors?
Read Emily's expert insights

Georges Street Lower DUN LAOGHAIRE

LOVE Dún Laoghaire Town

Tj Interiors

#loveinteriors?
Read Tracy's expert insights

Shopping Centre DUN LAOGHAIRE

LOVE Dún Laoghaire Town

HOME FOCUS AT HICKEYS

#loveinteriors?
Read Ursula's expert insights

Georges Street Lower DUN LAOGHAIRE

LOVE Dún Laoghaire Town

316
Campaign feature article views

BESPOKE SOFA CO

#loveinteriors?
Read Vivienne's expert insights

Georges Street Lower DUN LAOGHAIRE

LOVE Dún Laoghaire Town

Just found the perfect table in TJ interiors . My client had moved home to a smaller dwelling but we wanted to incorporate some of her beautiful antique pieces along with the new. Her original dining table was too big for our new space but we loved the chairs . TJ interiors found me a beautiful extendable mahogany table that was perfect. ❤️

dunlaoghairetown.ie

Dún Laoghaire Loves Vintage



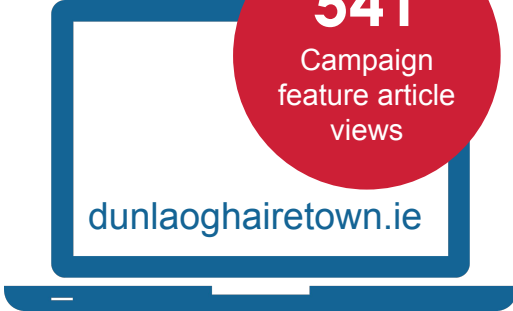
BUSINESS COMMUNITY CAMPAIGNS



Kudos to this man and his work. Giving back to the community, especially the ones who need help most, is something to admire.



541
Campaign
feature article
views



One of my fave shops ❤️ Dean's da man 🥰



I love that shop



Dún Laoghaire Loves Christmas



BUSINESS PROMOTION



Love that shop and go there all the time!! The shop has all sorts of lovely things and the owners are really nice and friendly



Great to see a picture of Dun Laoghaire stalwart Jiawei 'Paddy' Tan. Couldn't meet a nicer, more humble guy who always goes that extra mile to help out. He and his team can fix just about any gadget.



A fantastic, honest business. FACT.



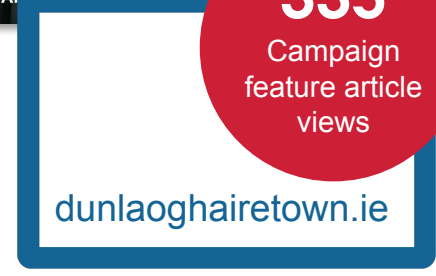
My fave men's shop! Great brands. Love the guys down at Frewen.



I love this shop. Inspiration galore inside.



335 Campaign feature article views



JAN 2021

Dún Laoghaire Loves New Year Sales

380 Campaign feature article views

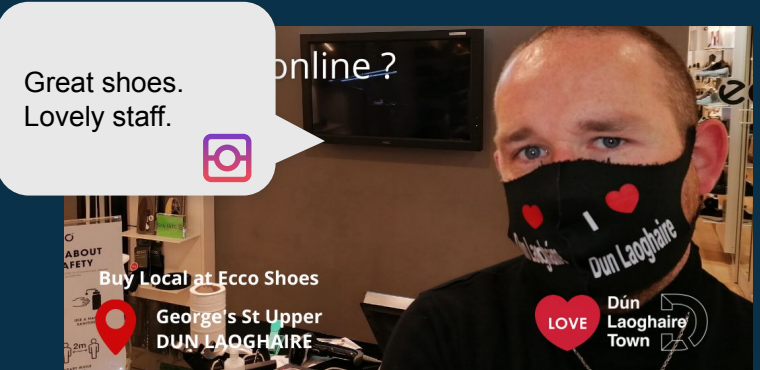
dunlaoghairetown.ie



BUSINESS COMMUNITY CAMPAIGNS

Great bike shop..always so helpful. Got a fab bike for a 5yr old. Great shop and great service Excellent people to deal with.

A great family business always happy to help the customer.





BUSINESS PROMOTION



Need a beauty expert?
Emma can help!
BLUSH BEAUTY, Beauty Salon

See all your local providers



Need an accountant?
John can help!
ROGERS & CO, Chartered Accountants

See all your local providers



Need an interior designer?
Brian can help!
BRIAN S NOLAN, Interior Designers

See all your local providers



Need to eat?
Ciara can help!
STRUDEL, Artisan Bakery

See all your local providers



Need something vintage?
Francis can help!
SLAUGHTERHOUSE VINTAGE, Clothes Shop

See all your local providers



Need a furniture maker?
John can help!
JOHN SMYTH STUDIOS, Cabinet Makers

See all your local providers



Need a gift?
Patrick can help!
PATRICK'S CURIOSITY SHOP, Pre-owner Shop

See all your local providers



Need a lunch?
Steve & Lorraine can help!
CALI KITCHEN, Cafe

See all your local providers



Need a coffee?
Dylan can help!
JJ DARBOVEN, Coffee Shop

See all your local providers

Businesses featured in our monthly **BUY LOCAL** campaigns

As a bricks and mortar retailer of exclusive high-end menswear, **Digital HQ has helped bring our story to life via social media.** This has resulted in new customers to our store and their work has helped create a sense of community amongst retailers and residents. Digital HQ has ensured Dún Laoghaire is not left behind in the online world we currently live in. Keep up the good work.

Martin O'Byrne

Owner, Frewen & Aylward

Just wanted to say thanks for the Love Dun Laoghaire write up posted on @DunLaoghaireTown social media - **we had a few drop in that commented on the article!**

Steve Roberts

The Cali Kitchen

At Brian S Nolan interiors it is all about the touch, the feel and the colour but with covid restrictions we needed to show our loyal customers and new clients what we could do online. **Digital HQ has helped bring our customer along** to show them what we and DunLaoghaire has to offer both in the town and online.

Brian Nolan

Brian S Nolan Interiors

The thing I liked most about the Love Dun Laoghaire campaign was the fact that it was so inclusive. **A large number of local businesses were mentioned which helps to demonstrate the number of wonderful businesses in our locality.** Sometimes I feel there is a perception that there are no nice shops in Dun Laoghaire and this is simply not true. I feel the Love Dun Laoghaire campaign raised the profile of the town as a whole, which benefits all of us.

Graham Mongey

Managing Director, JJ Darboven Coffee

What local businesses say

**BUSINESS
COMMUNITY
CAMPAIGNS**

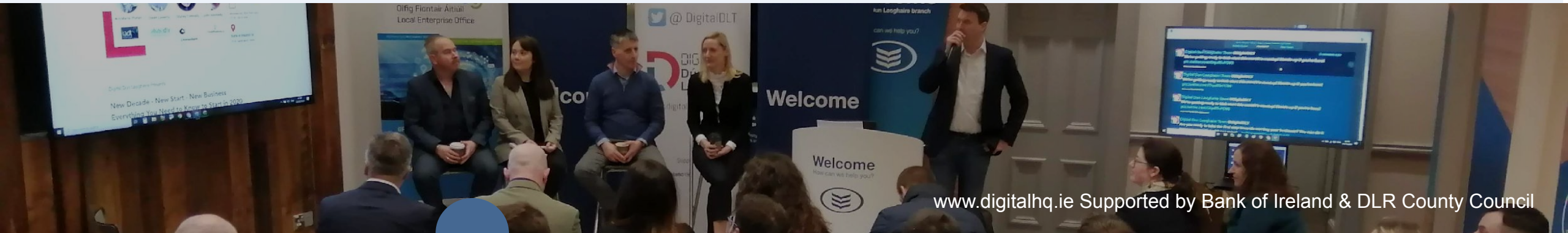
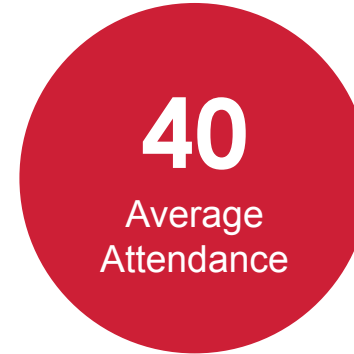


BUSINESS NETWORKING & TRAINING

DigitalHQ operates the **@DigitalDunLaoghaire** events and training programme with sponsorship support from DLR LEO and Bank of Ireland.



Since **@DigitalDunLaoghaire** was established in 2016





BUSINESS NETWORKING & TRAINING EVENTS

DIGITAL Dún Laoghaire

HOW TO INCREASE YOUR ONLINE SALES

LUNCHTIME BRIEFING

1pm Thursday 30th January

Bank of Ireland Dun Laoghaire

Speakers: Oonagh McCutcheon (IE Domain Registry), Eric Greene (THE GAS COMPANY.IE), Paul Montwill (magico)

DIGITAL Dún Laoghaire

Managing Your Cash Flow & Raising Finance

Your COVID 19 Business Recovery Plan

LUNCHTIME WEBINAR

Thursday 10 December 2020 13:00-14:00

Bank of Ireland

Speakers: Morgan O'Regan, Ursula O'Connor, John Rogers, Mariea Mullally

In association with Bank of Ireland

DIGITAL Dún Laoghaire

NEW DECADE - NEW START - NEW BUSINESS

Everything You Need to Know to Start in 2020

MORNING MEETUP

Wednesday 26th February 07:30 - 08:45 AM

Bank of Ireland Dun Laoghaire Town

Speakers: AnnMarie Phelan, Owen Laverty, Stacey Connolly, John Kennedy

Partners: iadt MEDIA CUBE, dlr, BEACHHUT, ThinkBusiness.ie, startupdigest

DIGITAL Dún Laoghaire

Going Green for Business Growth in 2021

Your COVID 19 Business Recovery Plan

LUNCHTIME WEBINAR

Thursday January 21, 2021 13:00-14:00

Bank of Ireland

Speakers: Cathaoirleach Una Power, Dr. Joanne Rourke, Phil Walker, Roisin O'Shea

In association with Bank of Ireland

Partners: dlr, Comhairle Cathrach Shíolais Átha Cliath, EcoMerit, Bank of Ireland, zoom

Being part of the community in Dún Laoghaire is extremely important for many reasons, but mainly it gives you the **ability to network with like minded entrepreneurs in the area** and it helps the regeneration of business. The work that the DigitalHQ is doing is priceless and will ensure that Dún Laoghaire thrives once again like it has done for many years.

Marc O'Dwyer
Big Red Cloud



Digital Dun Laoghaire's business network provides **key opportunities for local business owners to promote and sustain their businesses**. Working collectively they can build on their existing strengths and utilize the network supports to upskill and leverage the growing digital economy. The network is an important element of the business support structure in Dun Laoghaire. In the words of the Irish proverb: "Ní neart go cur le chéile"

Ena Coleman
Enterprise Ireland



The biggest value of Digital Dun Laoghaire is the collective power of the network it represents. This forum connects businesses to people and supports that will open doors to help you grow your business. **If you've got a problem to be solved, you'll find someone within the network here** with the knowledge and knowhow to move you forward. Digital Dun Laoghaire is a doorway to unlock the potential of your business. I would encourage any business founder to get involved and make this network work for you

Anne Marie Phelan
IADT MediaCube



Digital Dún Laoghaire's business network is **more relevant and important than ever**, especially during these challenging Covid-19 times. It enables business people to stay connected, stay informed and to learn from very best practice. This network is key to growth and success for our town and is a vital resource for many businesses.

Cllr Lorraine Hall
DLR County Council



What participants say

BUSINESS NETWORKS



10
offices

40
desks

36
occupied

**Dún
Laoghaire
Enterprise
Centre**

INCUBATION SPACE

Thanks to Bank of Ireland DigitalHQ provide **collaborative learning in a serviced office space operating as Dún Laoghaire Enterprise Centre** to attract and grow digital businesses in the heart of the town. Membership fees from the incubation space fund the activities of DigitalHQ clg.

CyberSafelreland operated out of DL Enterprise Centre for two years, we grew from using a couple of hot desks to having our own dedicated room to support our expanding team. The flexibility that the enterprise centre offers, along with a great location and **the opportunity to work alongside lots of talented entrepreneurial individuals, has been perfect for us** during a time of significant growth.

Alex

CYBERSAFEIRELAND



As a Dun Laoghaire-based business since 2007, DriverFocus has found the Dun Laoghaire Enterprise Centre to be a perfect base for meeting clients in our own office or in the well-equipped shared boardroom, often with virtual attendees. The **great location, friendly atmosphere and pro-digital environment** of the Centre complements our own data-driven mission to help businesses build better fleet operations with best-in-class techno

Ron McNamara

Driver Focus



We chose Dun Laoghaire Enterprise Centre because it provided the **vital flexibility that early stage businesses need to grow**. As a digital business, we found synergies and supports onsite as well as easier pathways to banking and other business services.

Philip Doyle

Reverve Energy



We visited several co-working office facilities for startups and entrepreneurs throughout the Dublin region and chose DL Enterprise Centre. The diversity of the businesses within the facility and **the active networking events convinced us it was the right location for Clear Strategy**. Coupled with the close affiliations to local businesses and DLR, members gain a true sense of a working within a vibrant business community. The location is ideal with many options for easy access to Dublin City.

David

Clear Strategy



Dún
Laoghaire
Enterprise
Centre

What our
members say

INCUBATION
SPACE

Digital HQ

#DunLaoghaireTown

Our Honorary Patrons



**Jennifer Carroll
MacNeill**

T.D. for Dún Laoghaire
Rathdown constituency



Jim Power

Respected economist who
authored "Stimulating
Regional Economic
Growth through Smart
Working"



**Mary Mitchell
O'Connor**

As Minister launched "A
Framework for Town
Centre Renewal"

Our Board



Chad Gilmer

Chairperson



Lisa Cunningham

Board Member



Eoin Costello

Project Director



Ron McNamara

Board Member



Breffni Jackson

Board Member



Wesley Hudson

Board Member

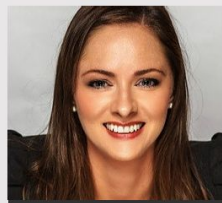


Digital HQ

#DunLaoghaireTown

Our Advisory Panel

TECH



Catherine
Butler Weir

Advisor



David Tighe

Advisor



Josh Hall

Advisor



Daryl Hughes

Advisor



Dermot Casey

Advisor



Hugh Durkin

Advisor

DIGITAL ADVOCATES



Lorraine
Higgins

Advisor



Alan Finneran

Advisor

URBAN REGENERATION



Owen Lavery

Advisor



Wessel
Badenhorst

Advisor



Alison
Harvey

Advisor

COMMUNITY BUILDERS



Angela Tynan

Advisor



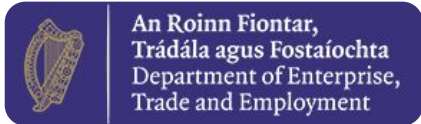
John Kennedy

Advisor



Jan Cooke

Advisor



The work DigitalHQ clg are doing in Dun Laoghaire is absolutely aligned with what we want to do as a Government and a Department, I'm very supportive of what you're doing, it is a model that could be replicated around the country. You're ahead of the game.

Minister of State Damien English

Minister of State for Business, Employment and Retail



At Bank of Ireland Dun Laoghaire, we are proud to be the agents for positive change by repurposing our vacant space and putting it to good use for the local community and economy. Digital HQ facilitates innovation and sharing of ideas, connecting entrepreneurs by providing workspace and playing host to regular high quality events under one roof. Our local businesses are having to adjust and adapt rapidly to the changing environment and customer needs. Bank of Ireland, in partnership with Digital HQ, are delighted to play our part in enabling local businesses and the community of Dun Laoghaire to thrive.

Morgan O'Regan

Head of Dún Laoghaire Rathdown at Bank of Ireland



Digital skills have never been more important, we are proud supporters of DigitalHQ and their efforts to enable the digitalisation of our local businesses.

Owen Laverty

Head of Enterprise & Economics, DLR County Council



Digital HQ

Digital Growth Hub

**WHAT OUR
SUPPORTERS
SAY**



An Chomhairle Oidhreachta
The Heritage Council



Heritage-led regeneration, in parallel with an accelerated Digital Transition, will be vitally important, as we try to deal with unprecedented impacts from Covid-19 on our historic towns and cities, our families, homes and workplaces. Historic Town Centres in the Republic of Ireland need urgent support from the Programme for Government, including innovative structures and programmes for the collaboration, enabling and repurposing of our unique built heritage, as per the requirements of the EU Green Deal. We need to harness the rich 'time-depth' of our unique town centres - with centuries of history and heritage in their town squares, parks, streets, traditional buildings - for the benefit of existing and future generations. DigitalHQ is a great example of what is possible in this regard!

Alison Harvey

Heritage Council



Digital hubs represent the future. They facilitate remote working, and all of the associated benefits such as reduced commuting time, less traffic congestion, **positive environmental impacts, and a much better quality of life.** At the same time, they provide the **opportunity for social interaction.** Digital HQ in Dun Laoghaire should provide a template for what is possible all over Ireland.

Jim Power

Economist, Author of "Stimulating Regional Economic Growth through Smart Working"



The Covid-19 pandemic has prompted mass mobilisation of digital across the economy and society as businesses, services, and community groups move online in greater numbers than ever before. Digital has become a lifeline for many businesses, including our local Dun Laoghaire companies. The range of work undertaken by Digital HQ, from incubation spaces, to the buy local campaign as well as training events has been truly impressive. We are delighted to continue our support for Digital HQ.

Oonagh McCutcheon

Corporate Communications Manager | .IE



Digital HQ

Digital Growth Hub

**WHAT OUR
SUPPORTERS
SAY**

Digital HQ

Digital Growth Hub

BUSINESS COMMUNITIES | NETWORKS | INCUBATION

SUPPORTED BY



2020 Annual Impact Report