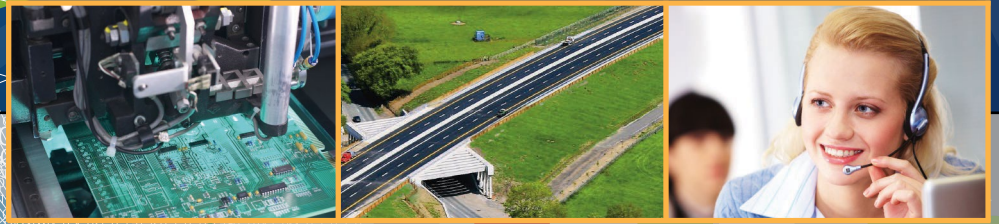


# Economic Development Strategy for **County Meath** 2014-2022



  
Oifig  
Fiontair  
Áitiúil  
Local  
Enterprise  
Office



comhairle chontae na mí  
*meath county council*

# Our Vision

Clear, concise, innovative and evidence-based measures aimed at accelerating the economic transformation, revitalisation and sustainable development of Meath

## Key Outputs of the Strategy

- 1 An evidence-based approach to understanding and transforming the economic performance of the County.
- 2 Providing a roadmap for economic growth and opportunities.
- 3 Merging investment opportunities with land use planning.
- 4 Development of a series of key recommendations to enable the County to realise its economic potential and prosper as a distinct and diverse location to do business.
- 5 Translate key messages to various audiences via a range of marketing channels and actions.

## Our Aims Our Focus Sector

7,500 new jobs\*

**Indigenous**  
Reverse the downward trend in ratio of self employed income per head in Meath versus the State

40% increase in new investments

**Indigenous**  
Maintain or widen the gap in favour of Meath relative to the country as a whole in respect of the proportion of all employment accounted for by agency-assisted Irish-owned enterprises (Meath 12% vs. State 8% in 2011)

Additional client companies (15%)

**FDI**  
Narrow the gap against Meath relative to the State in regard to the proportion of all employment accounted for by FDI firms (recalling that the gap against Meath was 2.9% vs 7.9% in 2011)

\*7,500 jobs = just over 900 jobs per year and 3 jobs per day!

## Seeking Out New Opportunities



# A Strategic Location



## Unique Selling Points

### A Location of Choice for Business and People

ALMOST 80%

Almost 80% of Meath businesses surveyed are 'happy' or 'very happy' with being located in Meath.

37

We have a wide range of nationalities living locally with 37 languages spoken as a first language which offers language skill set to support any global business operating in Meath.

40%

**Critical Mass of Talent**  
1.8m people in the region = 40% of the country.

TOP 10

Tayto Park is one of the top 10 visitor attractions in Ireland.

57%

**Knowledge Economy**  
8 higher education institutes = 57% of all postgraduates.

42%

**Labour Force**  
910,000 people = 42% of the country.

50%

GDA contribution to total GVA

### A Productive Location

Meath forms part of the Greater Dublin Area (GDA) with 50% Gross Value Added (GVA) of Ireland in this region.

(GDA contribution to total GVA)\*

32%  
INDUSTRY

(GDA contribution to total GVA)\*

57%  
SERVICES

13%  
AGRICULTURE

(GDA contribution to total GVA)\*

**Sectoral Strengths to support new investments:**  
ICT, Financial, Professional, Wholesale and Retail, and Human Health.



# Economic Strategy: 8 Point Plan

## INTERNAL ENGAGEMENT

- 1 Create and promote a culture that supports sustainable economic development practices within Meath County Council.

## EXTERNAL ENGAGEMENT

- 2 Engage and work with State Agencies, Regional Agencies, Higher Education Institutions and Local Enterprise Agencies to stimulate and grow economic development in Meath.
- 3 Collaborate with wealth creators and business innovators who have the capacity to assist in job creation and entrepreneurship.

## SPATIAL IMPLEMENTATION

- 4 Promote our towns and strategic employment sites as the economic drivers for employment in Meath while acknowledging the role of the rural economy.
- 5 Identify and support investment in infrastructure and services that enable and deliver economic development.

## FISCAL INCENTIVES

- 6 Examine financial incentives designed to aid the delivery of the employment generation.

## MARKETING

- 7 Develop a marketing plan and initiatives aimed at promoting the economic strategy.

## REVIEW AND MONITORING

- 8 Review and monitor progress and trends in implementing the economic strategy and action plan.

**This  
strategy  
is  
about economic development.  
jobs and investment.  
harnessing the capacity  
and potential of people.**