



DFBA Community Enterprises Ltd.

An integrated approach to community regeneration



Dunhill Rural Enterprises Ltd.



Copper Coast
Geopark



Communities
Creating Jobs

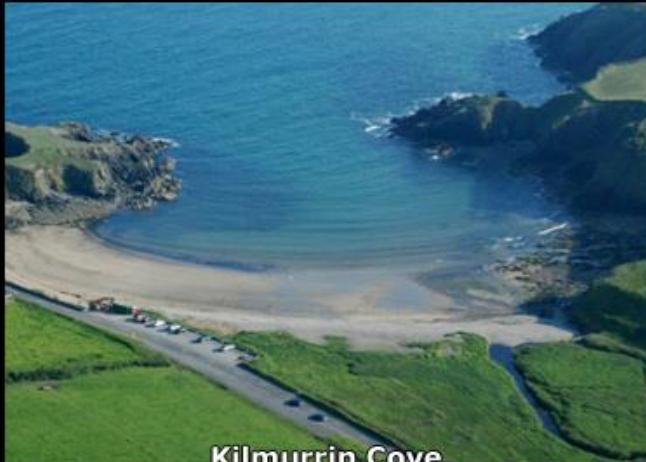


**DFBA, DREL & Copper Coast
Visitor Information Brochure
2015**

Copper-Coast Geopark (Coast-Line)



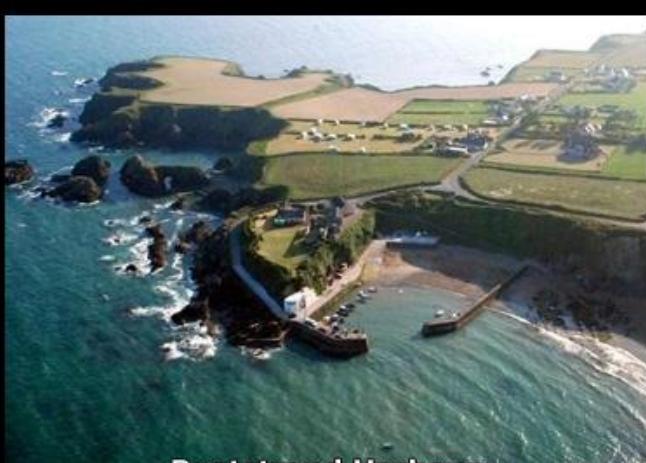
Killfarnassey



Kilmurruin Cove



Annestown Beach



Boatstrand Harbour



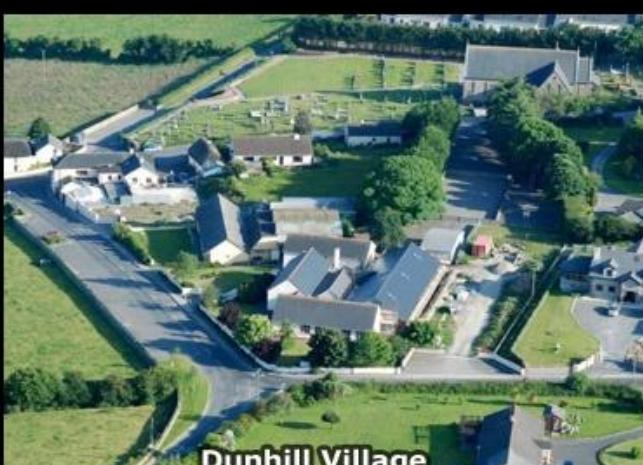
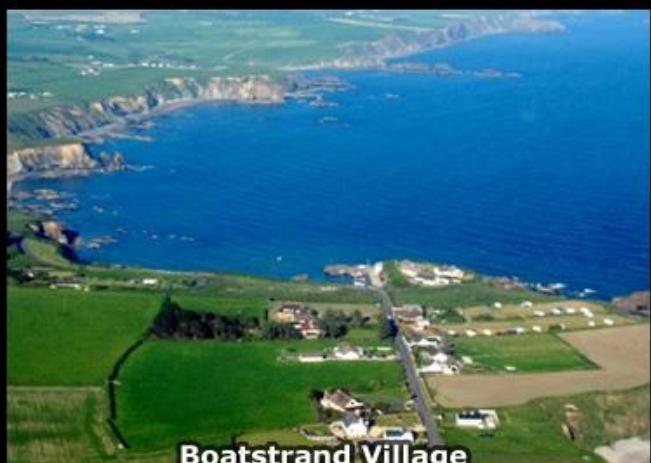
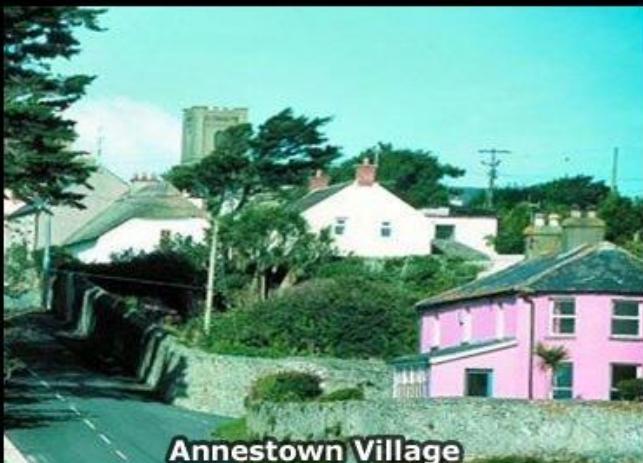
Benvoy Bay



Garrarus Beach

Copper-Coast Geopark

(Villages)

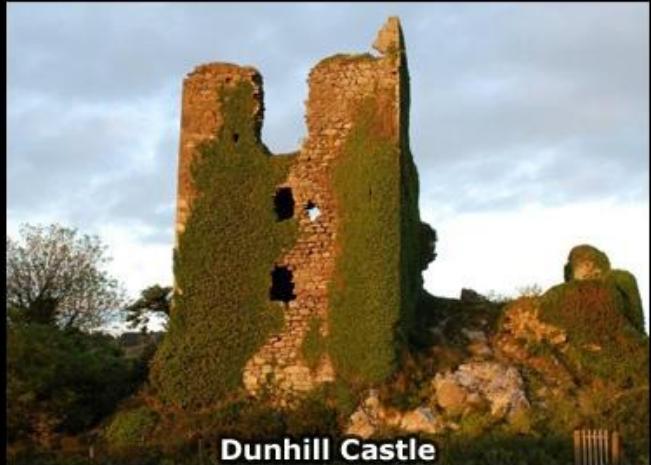


Copper-Coast Geopark

(Tourism and Recreation)



Ballinageeragh Dolmen



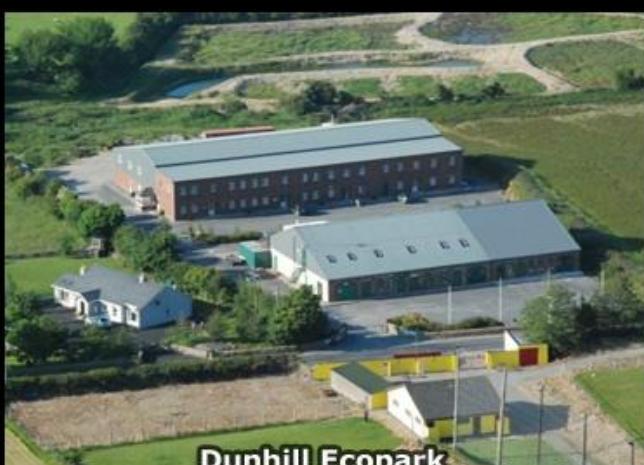
Dunhill Castle



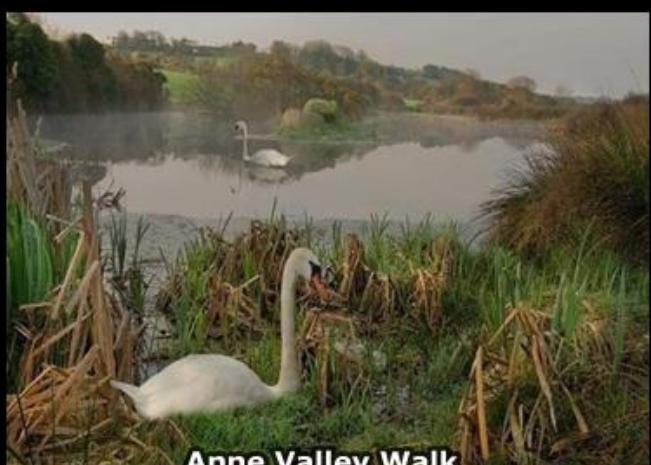
Fenor Playpark



Fenor Bog



Dunhill Ecopark



Anne Valley Walk

Copper-Coast Geopark

(Wetlands)



DFBA Community Enterprises Ltd (1993-2014) a Case Study.

The Beginning

In 1992 with average national unemployment rate at 17.3% the local community was losing young people to urban and overseas in search of work, 9 people came together as an exploratory task group to examine options on how best to create new enterprise and jobs. The initiative was driven by local GAA concern for the future of the community including recent investment in new club infrastructure and increasing pupil teacher ratios in both local national schools. A third consideration was the opportunity provided by bottom up approach sponsored by the social partnership ‘Programme for Economic and Social Progress’ (1991-1993). PESP at the time promoted the ‘bottom up’ approach through the setting up of county enterprise and leader partnership boards which were located in every county and city.

The committee met for nine months and as part of the process visited and consulted with enterprise centre sponsors in Piltown Co Kilkenny and Tallow Co Waterford. The investigatory committee organised a general meeting in parish hall and proposed the formation of a local community enterprise group. The organisation was named DFBA Community Enterprises Ltd which included the four distinct and most populated areas in the parish, Dunhill–Fenor-Boatstrand and Annestown. DFBA is a voluntary community based enterprise company limited by guarantee with charitable status. All profits are re-invested in the organisation to further community development.

The aim from the start was to promote inclusion and collaboration and form an integrated approach to development. It was considered that the best possible results could be achieved at most competitive cost. There were two churches, two schools, two GAA clubs playing out an age old rivalry at every opportunity in Dunhill and Fenor, Annestown a Church of Ireland village and Boatstrand a small fishing harbour involved in the one organisation it was important to recognise differences in cultures, traditions, aspirations. It was understood across the board that if the dynamics and differences could be mobilised properly significant results could be achieved. If it was allowed disintegrate into negative rivalries and disagreements a lot less would be achieved and many new job opportunities would be lost. The urgent and immediate need was to develop a mission statement and set of objectives. This was followed by a robust organisation structure which would best deliver on the objective and embrace the diversity involved in the four distinct areas. Cohesion and integration of vision and practice with full backing of united community would best develop the undoubted potential of the combined area.

Mission

‘Develop our community economically, socially and culturally by harnessing the talents of our people and the resources and assets available within the community’.

Motto

‘There is no limit to what can be agreed by a community working together’



Logo

The ‘Ballinageeragh Dolmen’ located near Dunhill village and represents 5,000 years of heritage, resilience and sustainability representing timeless and enduring values.

Threading with caution

In the early years a number of social and environmental projects were established with varying degrees of success. From the late 1990s to 2014 a range of outstanding projects were developed in all four village areas involving enterprise, environment, education, heritage, tourism, social, cultural and geological under the DFBA banner. A subsidiary Dunhill Rural Enterprises Ltd was set up in 1999 to promote and develop enterprise and jobs in the area.

DFBA over the years established a set of operating principles that have stood the test of time.

Operating principles adopted:

1. Enterprise and innovation
2. Letting the thousand flowers bloom
3. Inclusion and respect for difference
4. Added value activity only
5. Self-reliance and sustainability
6. Outward looking and collaborative
7. Continuous learning and improvement
8. Good governance practices

In adopting added value as a principle it was possible to befriend every other organisation in the community and win their co-operation on projects where required. The aim of DFBA was to identify niche areas for improvement which added value to the integrated whole. Equally the principle of encouraging the 1000 flowers to bloom attracted diversity and depth of expertise and interest that successfully completed 30 community based projects across enterprise, education, environment, heritage, tourism, social and recreation areas. This wide interest range of activities attracted over 200 volunteers to the DFBA project network in 2013.

Key outcomes:

1. Creation of 150 jobs through Dunhill Rural Enterprises Ltd
2. Over 2,000 students completed education and training programmes in the FETAC accredited education centre
3. DFBA and Copper Coast area attract a few thousand visitors each year
4. There is currently in place a platform for growth that with right incentives can establish new enterprises and jobs in the 2014-2020 period.
5. In November 2011 Dunhill Rural Enterprises Ltd joined Carbery Enterprise, Skibbereen and founded Communities Creating Jobs Ltd for the purpose of sharing ideas and solutions free of charge to progress current and start up projects countrywide.

Dunhill Rural Enterprises Ltd (1999)

A Laboratory of Enterprise and Innovation

A Case Study

Background

In 1999 a small group of volunteers with GAA inspired commitment to people and place established Dunhill Rural Enterprises Ltd (DREL) as an associate company of DFBA Community Enterprises Ltd to focus on job creation, education, training and research. Dunhill Rural Enterprises Limited (DREL) was established as a voluntary community enterprise company limited by guarantee with charitable status. It is located about one kilometre from Dunhill village in Co Waterford, 14 km from Waterford City and 6 km from Tramore.

Two acres was purchased from the Diocese of Waterford and Lismore at Ballyphilip, Dunhill for a nominal sum. In 2003 9.5 additional acres was purchased from the diocese increasing the site to its current size of 11.5 acres. On 3rd March 2000, President Mary McAleese opened phase 1 and on 13th October of same year An Tánaiste, Mary Harney T.D. opened phase 2 involving a total of 35,000 sq feet of unit space which included space for an education centre.

Creating an accommodating environment for enterprise

The aim of the founders was to mobilize all the resources available to them and attract entrepreneurs to start up new businesses in the ecopark and provide a wide choice of employment opportunities for local people. Many enquiries came from local entrepreneurs interested in renting and in some cases purchasing units. Since 2000, 150 jobs have been created /accommodated. An 80% plus occupancy rate was quickly achieved. The peak in job numbers in ecopark was reached in December 2012 with 108 jobs. Since then several businesses relocated to Waterford city, Tramore and Kilmacthomas and others closed due to trading difficulties. Today the ecopark hosts 25 small businesses employing 60 people with future looking brighter. It is expected that DREL will create/accommodate 12 new commercial jobs in 2014.

Unique competitive advantage

Outline planning was granted for small clean industries given the sensitivities of its Copper Coast Geopark location. The geopark which was also developed by volunteer action was accredited by the EU and endorsed by UNESCO in 2004. This newly won status encouraged Dunhill Rural Enterprises Ltd to set aside 2.5 acres in the ecopark for integrated constructed wetlands which proved a far sighted decision. The wetlands are a natural, cost effective way of treating sewerage and food waste from client businesses. This facility provides the ecopark with a unique competitive advantage in particular for artisan food businesses.

Dunhill Ecopark Food Hub

Waterford City & Council are currently carrying out a feasibility study on developing an artisan food hub in the ecopark. Plans submitted by DREL to the council include a target of 200 jobs by December 2017 which is very achievable if the necessary capital investment can be sourced. Waterford Institute of Technology has shown strong interest in forming a partnership with Council and DREL providing research on new product development, branding and marketing. The Brothers of Charity -Tory Enterprises have indicated interest in managing 6 acres of garden beside the ecopark providing raw materials for the artisan food producers. Special funding for artisan food development has been included in new Leader Programme (2014-2020).

The aim is that a successful application can be made for capital grants. If we can build the new units we will fill them.

Rural Research and Innovation Cell

In 2007 DREL funded a team of 4 people to form a ‘Rural Research and Innovation Cell’ to examine the best developments options and produce an integrated development plan for the 11.5 acre ecopark. To assist the process the 4 joined a part-time graduate Diploma in Enterprise in Waterford Institute of Technology. Each participant was assigned a mentor to help develop the business plan to be attached to capital funding applications. Unfortunately the financial crash came in September 2008 and the plans had to be shelved. A very well researched integrated development plan for the ecopark remains on file and ready to be implemented.

Interreg Research Projects

In 2010 DREL was successful with 2 Interreg applications. These were ACTION on development of social enterprise and HERCULES son developing ‘sense of place’ tourism. Both projects were managed in partnership with Waterford Co Council, University of Wales Trinity St David and Carmarthenshire Co Council in Wales. The second project ended in July 2013. Dunhill was the first community to engage as a lead in an Interreg project and the management body stated that both of them were outstanding and achieved top 8 placements in all the projects completed in the 2006-2013 Wales-Ireland programme.

Ireland – South East Experiences (I-SEE)

The board unsuccessfully applied for funding to implement the recommendation of ACTION which was to establish a South East Social Enterprise Brokerage to develop social enterprise in the region. Both project outcomes were linked together and a voluntary task group established to develop a regional tourism initiative chaired by Redmond O'Donoghue former chairman of Failte Ireland, marketing director and CEO of Waterford Crystal. The aim of I-SEE is to expand the tourism product offering in the region and create new job opportunities through both social and private enterprise development. This group is located in the ecopark and has great plans for tourism and jobs in 2015.

Dunhill Global Investment Brief

DREL has developed a global investment brief which is extremely attractive to foreign direct micro investments. It has the support of Waterford Institute of Technology, Dublin City University, GAA and a cohort of international business leaders who have committed to voluntarily promote Dunhill as a preferred location. Success on this front is capable of yielding new jobs in both the short and long term

Communities Creating Jobs

On 17th November 2011 Dunhill with Carbery Enterprise Group Skibbereen in West Cork established Communities Creating Jobs as a national/international community enterprise network. The aim is to establish a shared learning network to develop new ideas, solutions, best practices, enabling tools, site visits, funding sources and other information critical to new start ups and to progressing current projects. The CCJ target is to create 10 jobs in every community countrywide and to pull in all the available resources behind the project. Work is ongoing on this project at this time and GAA has agreed to form an alliance with CCJ to push the project forward over the coming years.

Accredited Multi-Education Centre for upskilling and reskilling

In 2004 the Dunhill Multi-Education Centre was opened and since then has become a FETAC / ECDL accredited centre. It has provided accredited training to over 2,000 people and it also has an interdisciplinary team of 20 highly qualified trainers who deliver accredited contracted programmes in the Munster and South Leinster areas. The ecopark complex is capable of providing training and employment for people in the area.

Dunhill Castle

In 1999 DREL purchased Dunhill Castle and 6.12 acres. Dunhill Castle is an historic site and is the ancestral of the Power clan worldwide. Dunhill is Dun Aill (the fort on the cliff) on a very high site dominates the surrounding landscape. From 31st May to 4th June 2013 a Power Clan Gathering Festival was held and over 100 visitors from overseas joined with a few hundred from the southeast region to celebrate a common heritage. The festival was an overwhelming success following which in 2014 a small group established Ireland's South East Emigrant Trails aimed at organizing genealogy tours in South East for Powers and other family names. They have had a successful year and are now planning for 2015 and interest in the castle is growing among Powers around the world with the added interest representing a significant income stream for local hospitality outlets

The Best Has Yet To Come A word of thanks to Co Council, County Enterprise Board, Leader Partnership Board, Failte Ireland, INTERREG, WIT, DCU, other state agencies and private sector who contributed greatly to the development of the enterprise and education centres over the years. There is no doubt but that the best has yet to come! For further information contact: Dr Senan Cooke at senan@dunhillecopark.com or office tel no 051-396622.