



WEXFORD ENTERPRISE ASSOCIATION STAKEHOLDERS' REPORT

2019-2020



Wexford Enterprise Association
FROM LITTLE ACORNS, OAK TREES GROW



Wexford

Historically Wexford was shaped by people with a new way of thinking – from the Vikings to the Normans, to the Irish Rebels of 1798. By its nature, Wexford's pioneering spirit has made it what it is today.

“

The quintessential Wexford person has no idea that they belong to a small town. We were born into this world daring to dream.

”

Billy Roche

Internationally acclaimed Wexford writer

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THE UNKNOWN OPENS
OPPORTUNITIES
YOU DIDN'T KNOW
EXIST!

B. Ennis



Chairman & CEO Statements

2019 - 2020



Éamonn Murphy
Chairman Statement

I take great pleasure in presenting our new Stakeholders' Report for the Wexford Enterprise Association (WEA), formally known as Wexford Community Development Association Society Ltd. WEA is not a State Body or Agency, but we work closely with many of them. We are an independent, not-for-profit organisation recognised for our pioneering approach to the development of sustainable models of Social Enterprise.

Since our establishment in 1986, WEA has supported over 200 companies in the creation of approximately 2000 jobs in Co Wexford. Throughout our history we have conceived various forward-thinking initiatives that have gone on to achieve great success. 2019 marked the 30-year anniversary of the official opening of our first Social Enterprise - Wexford Enterprise Centre, one of the first established in Ireland. We are proud that in those 30 years our Centre has developed into one of Ireland's largest and most successful enterprise and innovation hubs, based in Wexford, for the betterment of Wexford.

Our journey has presented many challenges along the way. 2019 was particularly difficult and brought several new challenges which were not of our making. During 2020, Covid-19 tested us in ways we never thought possible. But adversity forces new thinking, change, and a determination to succeed. With guidance from our dedicated voluntary Board, our Chief Executive Brendan Ennis and his team, we embraced change, developed new strategies, and delivered for those we serve while remaining true to our core values of integrity, inclusiveness, and innovation. We believe our strategic plans going forward are well researched, sustainable and, with continued support and guidance from our partner organisations, can make a real difference locally, nationally, and internationally.

I hope this publication gives you a sense of who we are, what we do, and why we do it. We sincerely thank our valued Stakeholders and the community of Wexford for their continued support and guidance over the years. WEA remains committed to doing everything we can to work towards the betterment of Wexford and its people.



Brendan Ennis
CEO Statement

It is my privilege to have served our Board of Management, Stakeholders, Clients, and Staff of Wexford Enterprise Association (WEA) over the past 25 years. Together we have brought WEA from very humble beginnings, to an Organisation that is now recognised locally, nationally and internationally for our work within Social Enterprise, Social Advancement and Entrepreneurial Development. We could not have achieved this without the tireless dedication and support of all of those who believed in our vision during both good and bad times. A special word of gratitude goes to our Chairpersons and Board Members, both current and past, and to our Operations Officer, Liz Breen.

2019, and particularly 2020, due to Covid-19, tested our resolve, ability and determination countless times over. However, these years also gave us an even greater appreciation of our amazing staff, our resilient tenant and client companies, and Wexford's frontline workers who gave of themselves without compromise to serve the community in which they live. A strong and vibrant economy is fundamental to the success of any society, and a strong economy enables the provision of much needed services, products and supports. Social Enterprise not only understands this, but at its core fuses economic activity with social good in a real and meaningful way.

WEA, through our group divisions of Wexford Enterprise Centre, Datagroup, Recycling 2000 and TradeBridge has pushed the boundaries of Social Enterprise by creating diverse economic and social initiatives that create employment and supports for individuals combating marginalisation, disability and disadvantage. While WEA services are diverse, they all follow our model of Social Enterprise, Social Advancement or Entrepreneurial Development.

Finally I wish to thank Enterprise Ireland, Pobal, Wexford County Council, Wexford Local Enterprise Office, Wexford Local Development, Savannah Economic Development Authority (SEDA) and EmployAbility Service Wexford for their guidance, encouragement and continued support over the years.



Our Story

1986 - 2020



Chairpersons



Fr Jackie McCabe



Fr Hugh Byrne



Niall McConnell



Tom Williams



Philip Scallan



Éamonn Murphy

In 1986, Ireland was in the depth of its worst economic crisis in generations. The unemployment rate stood at 17% nationally, tens of thousands of young people were emigrating and the debt to GDP ratio was above 100 per cent. In Wexford, the closure of the National Aluminium Manufacturing company with the loss of 400 local jobs, spurred a community into action.

This action resulted in the formation of the Wexford Community Development Association Society Limited, now known as Wexford Enterprise Association or WEA. This independent, not-for-profit organisation began as a voluntary committee of local community, diocesan, local authority and business individuals, whose initial aim was to put supports in place to combat the high levels of unemployment, social exclusion and marginalisation in Co. Wexford. The formation of a committee with diverse experience was critical to ensure that the economic, entrepreneurial and social agendas were



“Creating social enterprise initiatives to generate social & entrepreneurial advancement.”

Evening at Wexford Enterprise Centre

advanced, as all three elements were necessary to build a robust and stable society.

Wexford Enterprise Centre was conceived in 1986 and officially opened its doors in 1989 on the former National Aluminium Manufacturing site. One of the first Enterprise Centres of its kind in Ireland, it was created to meet the needs of individual, small and medium-sized businesses. The premises were leased initially but subsequently purchased in 1998.

The facilities were modest and practical in the beginning, however in 31 short years, together with its strategic partners, Wexford Enterprise Centre has developed into a leading, purpose-built and professional business hub. It has assisted in the creation of over 2,000 jobs within 200-plus companies by providing hands-on business advice and mentoring by the organisation's CEO and Board.

However, the provision of workspace was just the beginning. Believing firmly in its ambitious mission statement and core values, WEA would go on to create a nationally recognised model comprising economic social enterprise, entrepreneurial development and social advancement programmes. It also successfully created direct employment and business expansion opportunities within its Datagroup and Recycling 2000 sections.

Working in close collaboration with key State Agencies, Public Bodies, and Stakeholder groups, WEA developed and rolled-out several innovative, regional initiatives, some of which would be adapted and replicated nationally and internationally. WEA has stayed true to its social and job creation ethos and is a leader in commercialising social enterprise through its various local, national and international initiatives, all to the betterment of Wexford's society and economy.

Our Story WEA Timeline



1

1989



2

1993



3

2012

1986 – 1987 Wexford Community Development Association Society Limited founded
Now known as Wexford Enterprise Association or WEA. Premises were identified, General Manager appointed, and lease agreed for the creation of an 'Enterprise Centre'. Initial renovation programme begins.

1989 – Wexford Enterprise Centre officially opens
with 12 Resident Companies.

1993 - Recycling 2000 is launched
An environmental and jobs creation initiative to redirect waste paper from landfills to create animal bedding products.

1994 - Student Enterprise Awards / Celtic Enterprises project
Designed to give secondary students the experience of setting up and running their own businesses. Subsequently a joint Irish/Welsh collaboration was set up to design a European model, which was cited by the EU as 'best practice in Entrepreneurship secondary level education'.

1996 – First organisational review conducted
The need to advance the management structure was identified and subsequently Brendan Ennis was appointed as the organisation's first Chief Executive.

1998 – Wexford Enterprise Centre premises purchased
Succeeded in purchasing the Centre from the landlord, marking a major milestone in the organisation's history.

2000 - 2004 Phase Two Development begins
Building refurbishment programme commenced which included the reroofing of the entire Centre, the construction of The McConnell Business Hall and an additional 9000 sq. ft. of premium office space and conference rooms.

2004 - 2006 - Major fire destroys 1/3 of all the industrial units
9 out of 24 businesses forced to temporarily relocate, but all remained in operation. Damaged area rebuilt and upgraded.

2008 - South East Enterprise Centre Association (SEECA) established
WEA also assisted in the formation of the National Association of Community Enterprise Centres (NACEC).



2014



2018



2020

2008 - 2009 - Phase Three Development begins
Office, food and commercial space expanded to 45,000 sq. ft., including a new café and meeting rooms.

2010 - Datagroup
A document and data management section of WEA was conceived and created. The business was specifically designed to provide direct employment for those combating marginalisation and disadvantage.

2011 - The FUSE Initiative
An entrepreneurial-led organisation created to foster networking, collaboration, funding opportunities, and peer-learning opportunities amongst enterprises based in the Southeast region.

2012 - Techovate
A two-day unique business and technology conference which brought together senior global business and IT leaders, including Microsoft, Google, Facebook, LinkedIn, Cisco and IBM to share their expertise with Irish SMEs and entrepreneurs.

2014 - The Williams Innovation Room opens
This purpose built, state-of-the-art, innovation space was designed to facilitate idea generation and develop strategic plans for start-ups, SMEs and larger companies.

2018 - TradeBridge
An international pilot trade initiative in conjunction with Wexford County Council, Enterprise Ireland and Savannah Economic Development Authority (SEDA), USA, which resulted in export trade between both regions for the first time.

2018 - The Cube
A unique co-working space for concept and early-stage start-ups was designed, developed and launched.

2019 - New Social Advancement Initiatives launched
Supported the expansion of youth mental health services offered by FDYS and the 'WorkAbility' programme which encourages WEC resident companies to make an integrated workforce by employing people with disabilities.

2020 - TradeBridge Expansion
European funding secured through Enterprise Ireland to deliver a regional development export programme for the Southeast.

What We Believe

OUR MODEL

What we do

- Social Enterprise
- Entrepreneurial Development
- Social Advancement

IDENTIFY the need



OUR CORE VALUES

How we do what we do

- Integrity
 - Inclusiveness
 - Equality
 - Innovation
 - Persistence
- 

OUR MISSION

UNDERSTAND the need

Why we do what we do

To support the creation of sustainable employment through the encouragement and stimulation of private and co-operative enterprises in County Wexford and to enhance the social fabric of the community in which we live

FIND creative solutions
in collaboration with others

- Dream
- Create
- Deliver

Lead.

Collaborate

Our Business Model



From the outset, the core foundation of our voluntary Board was created by independent individuals with diverse knowledge and experience to give voice to the three essential elements thought necessary to fuse the economic and social activities within our community:

- **Economic Social Enterprise** - *The fuel that drives the engine*
- **Entrepreneurial Development** - *Creating new pathways*
- **Social Advancement** - *Our ultimate destination in delivering equality*

Our vision is based on the principles of three equal support elements, similar to a three-legged stool. Each leg needs to be of equal length, strength and importance if stability is to be achieved. This unique mix affords us the ability to deliver business creation and growth, coupled with advanced supports for marginalised individuals within our community.

OUR VISION

To create economic enterprises which generate employment opportunities and revenue streams to fund entrepreneurial development and social advancement programmes.

OUR AMBITION

To create, nurture and deliver an entrepreneurial culture which will leave a lasting imprint locally, nationally and internationally.



OUR CONVICTION

To impact positively on the social fabric of our County with programmes to combat inequality and create opportunities for socially marginalised individuals.





Organisational Structure

Wexford Enterprise Association (WEA), under the guidance of its voluntary Board and Executive Team and led by its CEO, is the umbrella organisation from which all other sections operate.



Executive Summary



“Someone is sitting under a tree today because someone planted a seed a long time ago.”

Wexford Enterprise Association (WEA) employs 30 members of staff within our Economic Social Enterprise section of Wexford Enterprise Centre (WEC), Datagroup, and Recycling 2000. It provides a necessary revenue stream to fund our Entrepreneurial programme of TradeBridge and the Student Enterprise Awards Programme. It also supplies funding to support our current Social Advancement initiatives of Youth Mental Health services and our Disability Employment initiative.

All three of these sections faced operational challenges from the onset of 2019, which continued into 2020 due to Covid-19. Factors outside our control forced us to dig deep to overcome a number of challenges, particularly within Datagroup. These were brought about by structural changes within the operations of some of our most prominent clients. While we made significant progress to make-up the shortfall by increasing our client base, Covid-19 in 2020 curtailed the momentum to recover fully.

Recycling 2000 continued to collect and process used newsprint throughout County Wexford for the manufacturing of its bio-degradable animal bedding products, whilst creating employment for marginalised individuals in our community.

The adverse impact of the Covid-19 outbreak on WEC Resident Companies was lessened by the swift implementation of our 5-STEP COVID-19 Business Continuity Plan. This was drawn-up and distributed to our Resident Companies the day after the first reported case of Covid-19 in Ireland. The plan outlined changes to the Centre's access and health and safety measures. Information on financial support and wellbeing was also distributed. This proactive plan minimised the risk to the Resident Companies and their staff, which is in excess of 150. As a result, the Centre was able to remain open, while adhering to all government health and safety guidelines, though its on-site café, The Centre Point Cafe, closed temporarily.

A main objective at the start of 2019 was to broaden the Social Advancement section of the organisation. This objective carried through to 2020. Examining the needs of our community, the area of mental health was identified as one of our greatest social issues. With this in mind, we partnered with Ferns Diocesan Youth Service (FDYS) to help them improve the efficiency and reach of their mental health

support services for children and teenagers. WEA also launched a new initiative with EmployAbility Services Wexford and the Department of Social Protection, to encourage the Resident Companies at the Centre to employ individuals combating disability, marginalisation and social disadvantage by offering supports and financial incentives. This has proven to be very effective.

The number of schools and students participating in the Student Enterprise Awards through Wexford Local Enterprise Office continued to increase in both 2019 and 2020, as did the standard of entries. 2020 was particularly challenging due to Covid-19 and the subsequent temporary closure of schools and the new social distancing protocols. In addition, the county awards ceremony in March 2020 was unable to go ahead as a public event as in previous years. However, this did not deter these young entrepreneurs, who found new ways to promote and sell their products. A testament to innovation.

Our TradeBridge initiative, launched in 2018, continued to expand and grow international trade between Wexford based companies and new customers in Savannah, Georgia, USA. Together with Wexford County Council, Enterprise Ireland and Savannah Economic Development Authority (SEDA) in the US, WEA pioneered and incubated this pilot trade and export programme to develop a trade corridor between Wexford and Savannah. As a result, export trade is now occurring between companies in both regions for the first time. Due to the substantial success of this pilot programme, TradeBridge was awarded a further three-years funding from Enterprise Ireland to develop TradeBridge into a full-fledged regional development programme which will now extend throughout five counties in the Southeast of Ireland and sixteen counties in the Southeast region of Georgia. Covid-19 delayed the launch of the programme in 2020, but we are hopeful of progressing our plans in 2021.

2020 came to a positive close with the awarding of a substantial grant to Wexford Enterprise Centre (WEC) from the Department of Enterprise, Trade and Employment, via Enterprise Ireland. The grant enables WEC to upgrade its premises and facilities with structural, health and safety measures and business support mechanisms in response to Covid-19.



**RECYCLING
2000**



TRADEBRIDGE
A WEXFORD SAVANNAH INITIATIVE

McConnell Conference Room Wexford Enterprise Centre

Economic
**Social
Enterprise**

2019 – 2020



- > WEXFORD ENTERPRISE CENTRE
- > DATAGROUP
- > RECYCLING 2000

WEXFORD ENTERPRISE CENTRE

Wexford Enterprise Centre (WEC) is a social enterprise division of Wexford Enterprise Association (WEA). What began as a modest and simple venture in the 1980s has now developed into a leading, purpose-built and professional business environment that specialises in nurturing emerging and existing Start-ups and SME companies for sustainable job growth in Co. Wexford. In this time, we have helped to create over 2000 jobs with over 200 companies. We are recognised nationally for our innovative and proactive approach to business development, mentoring and training.

The driving force behind the development of the Centre and our 60-plus workspaces is our unwavering belief that just because a company is small, does not mean that their vision is any less ambitious than that of much larger companies. By creating a collaborative, dynamic and innovative working environment, equal to that of any major organisation, we can inspire and support our Resident Companies to reach their full potential.

The Centre Point Cafe, which opened in 2009, serves as a vital social hub for the staff of Resident Companies and their clients. The general public also frequent the café, adding to its customer base. It is also the venue for the WEC Breakfast Club networking sessions. When Covid-19 began in March 2020, the café was forced to close temporarily and then operate in a limited capacity once it was permitted to re-open. During this time, many modifications were made to bring it up to Covid-19 health and safety standards in preparation for its reopening.

The Centre features two state-of-the-art meeting rooms, The McConnell Training and Conferencing Suite and The Williams Innovation Room. Both rooms cater for internal and external companies who require a modern meeting facility equipped with the latest technology for meetings, training sessions and small conferences. The Williams Innovation Room was specifically designed to inspire and support idea generation for start-ups, SMEs and larger companies.

In 2019, these high-spec conferencing rooms served as the location of professional development training courses. In association with Wexford LEO, WEA facilitated two 'Start You Own Business' courses attended by 38 budding entrepreneurs. It also held another two 'Owner/Manager' courses attended by 40 business owners. Both conference rooms were temporarily closed in 2020 due to the pandemic.

WEC provides a fully serviced reception area which provides administration support to Resident Companies. The reception services remained in operation throughout 2020 in accordance with Covid-19 health and safety guidelines. In addition, we added a fully fitted outside Exercise Zone in 2019 to provide convenient health and well-being opportunities for our Resident Companies.

“The continually evolving measures and plans to mitigate against the spread of Covid-19 in our workplace has been exceptional, ensuring a safe environment for all.”

WEC Resident Company Owner

WEC 2019

2019 marked the 30th anniversary of the official opening of Wexford Enterprise Centre. Overall, the year was centered on improving the visual amenities and working environment of the Centre. The improvement of the meeting and collaborative facilities within the Centre merited special focus, resulting in the addition of a number of new social and meeting communal spaces. Increasing the public awareness of the location and operational role of WEC was also prioritised.

Challenges

- A low-level of public awareness about the physical location of Wexford Enterprise Centre.
- Inadequate public knowledge of the mission, role and operations of Wexford Enterprise Centre and its umbrella organisation, Wexford Enterprise Association (WEA).
- A lack of break-out, meeting and social spaces available for our Resident Companies and their staff to enhance their work practices and functionality.
- The use of outmoded work practices and technologies by our staff affected their ability to manage and drive operational growth efficiently.

Achievements

- Upgraded the entrance and road signage of the Strandfield Business Park to increase the visibility of Wexford Enterprise Centre from the Rosslare Road.
- Improved and enhanced the communications within the organisation, its Resident Companies, stakeholders and the general public, including the appointment of a communications officer to raise the public profile of WEC and WEA.
- The provision of four new break-out, meeting and social facilities, including the addition of new signage, motivational murals and wall imagery.
- Sourced and integrated new work practices and technologies designed to maximise the efficiency of management and operational growth.

WEC 2020

The management of Covid-19 dominated most of 2020. At the core were two essential questions: how do we keep the people working within the building safe and how do we keep the Centre open so that Resident Companies can continue to work? These two questions presented significant challenges, all of which were overcome due to the full and unequivocal cooperation of the Resident Companies and their staff.

Challenges

- To educate ourselves about Covid-19 in order to identify the necessary physical, operational and financial resources that needed to be provided.
- To safeguard the operations of WEC, to ensure all those working on the premises could continue to conduct business with minimal disruption, subject to government restrictions.
- To swiftly and effectively communicate necessary information to our staff and Resident Companies.
- To build confidence in our Resident Companies that WEC could provide a safe working environment.
- To gain the co-operation of the Resident Companies to support the necessary changes to our operations.

Achievements

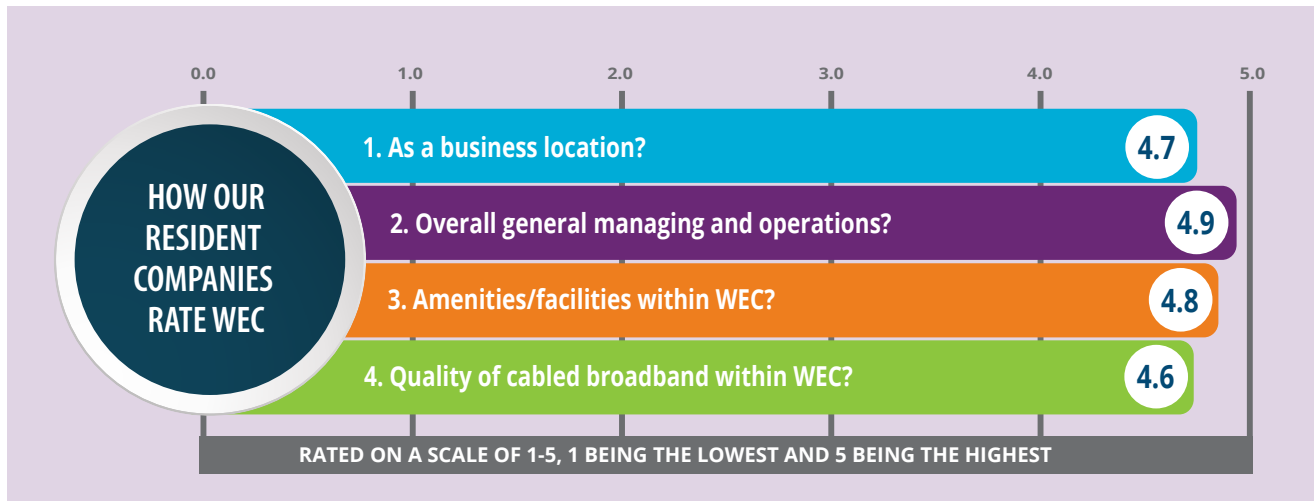
- A 5-Step Business Continuity Plan was prepared. On March 2, 2020, 10-days before the government restrictions came into effect, all Resident Companies were issued with the following:
- A health and safety template detailing basic protective and procedural measures, as advised by the WHO, for companies to help protect their staff, including the provision of face masks.
- A Business Continuity template detailing newly required policy and procedural measures, as suggested by the Business Continuity Institute, to support and protect businesses from the potential economic impact of Covid-19.
- Implemented new temperature access control, sanitisation, social distancing and security procedures within the Centre.

Wexford Enterprise Centre

An anonymous survey was conducted at the close of 2020 to gain insight into the opinions of our Resident Companies regarding the general running of WEC, as well as our management of Covid-19 and its effects on their businesses. Full results of the survey can be found at www.wec.ie/survey-results



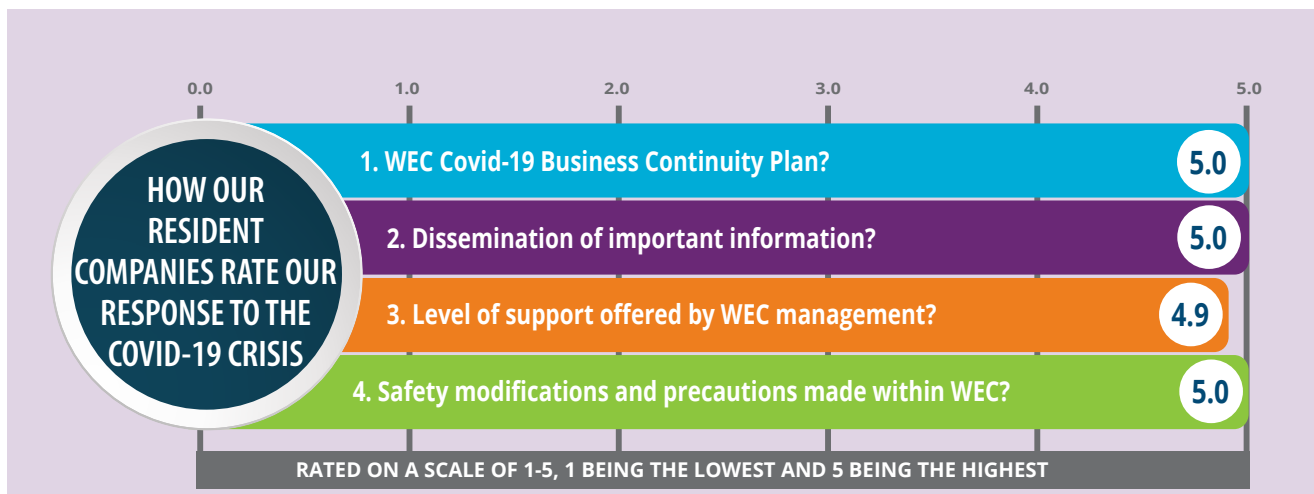
Opinions on the management and facilities of WEC



QUICK FACTS:



Opinions of our response to and the management of Covid-19

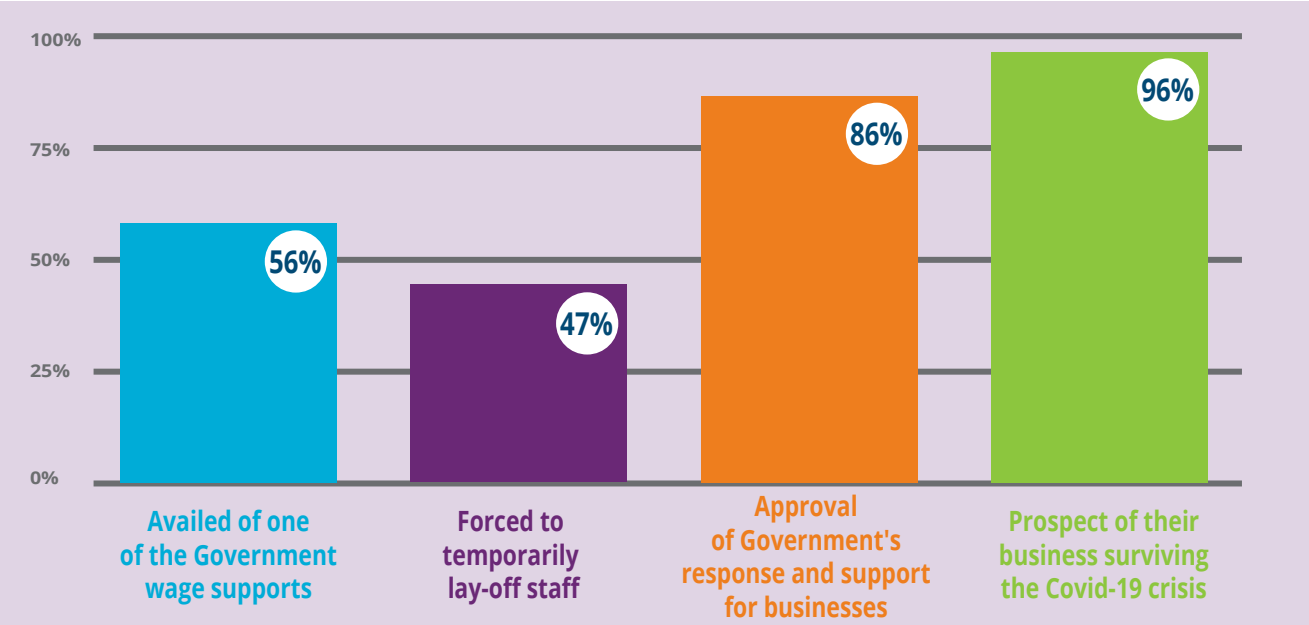


2019 – 2020 Resident Companies

- 3Tek
- Advanced Laboratory Testing
- Blacknight Internet Solutions Ltd
- Bord Iascaigh Mhara IBM
- Brett Asset Finance
- Byrne IT Consulting Ltd
- Captiva Cay Platforms
- Cathal Cremen
- Coolhull Farm Ltd
- Cryterion Medical Ireland Ltd
- Datagroup
- Dulann.com
- Energlaize Ltd
- Ennis & Co
- Gemma Hayes Recruitment Ltd
- Good Food Ireland
- Grownalchemist
- Heroic Foods
- IPS Ltd
- Mark Peters
- McLean Fine Arts
- Menapia Software
- Natural Ice cream Wholesale Ltd
- Niall M Byrne Architect
- O’Leary Sluuds Architects Ltd
- Optimise Marketing
- Oven Door Catering
- Pat Roche Cleaning
- Profit Expert Ltd
- Ray Moran Transport
- Recycling 2000
- Skytel Networks Ltd
- Sovereign Security Ltd
- Staples Owley Ltd
- Steam ESCO
- Stella Maris Foods Ltd
- Tradebridge
- Two Heads Graphic & Web Design
- United Chemical Technologies Ltd
- Uisce Beo na hÉireann
- Wex Information Systems Engineering Ltd



Resident Companies on the repercussions of Covid-19 on their businesses





Resident Companies at Wexford Enterprise Centre

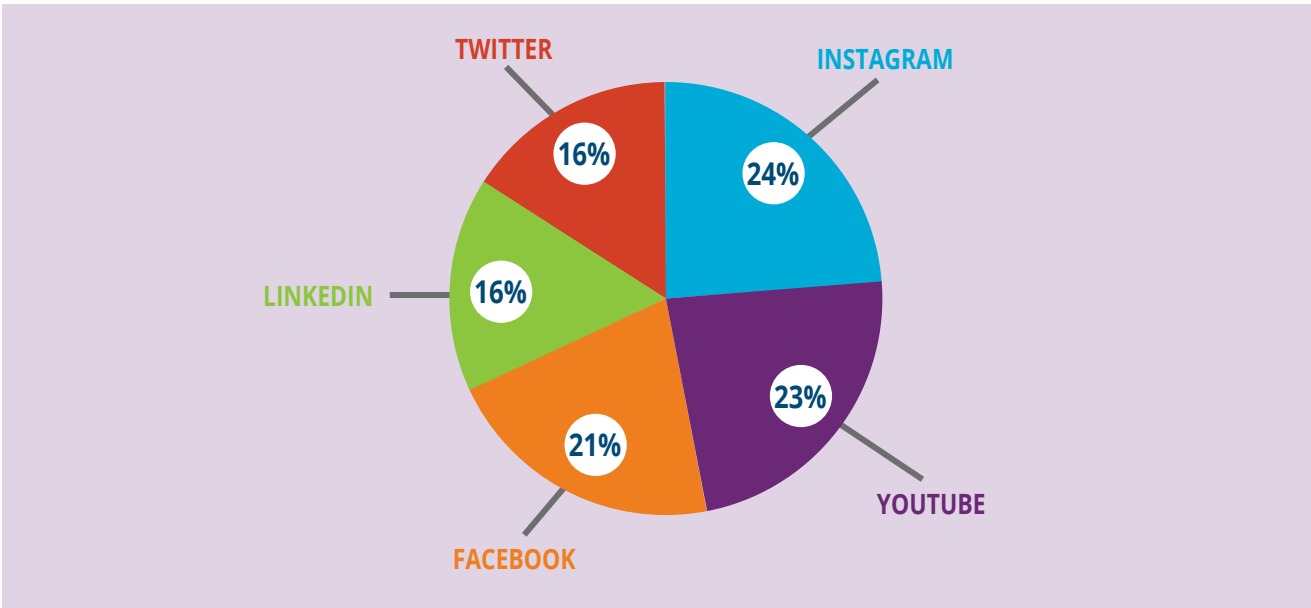
The Cube

The Cube is a unique 10-unit co-working space which opened in 2018. It was specially designed to meet the needs of concept and early-stage start-ups, while offering new entrepreneurs the opportunity to work from a professional and dynamic co-working facility. A number of spaces are available for remote workers. Individuals are also provided with start-up training and mentoring support from organisations such as Wexford LEO and Wexford Local Development as part of the package. The design features of The Cube co-working space meet the standards of the current Covid-19 health and safety requirements.



In a recent survey, WEC Resident Companies rated the importance of having an online social media presence for their businesses to be 2.7 out of 5 during 2019, rising to 3.1 out of 5 in 2020. The chart below demonstrates their online platform preference.

Preferred Social Media Platform



Between 2019 and 2020 there were 42 companies resident in Wexford Enterprise Centre varying in size and representing a variety of sectors. The following three enterprises represent a cross-section of businesses operating from within WEC.

Resident
Company

1



Willie Devereux - Managing Director

Scúp Gelato

Natural Ice Cream Wholesale Limited is a family run business operating as Scúp Gelato. We began in 2014 with the vision to make a range of world-class premium quality Gelato and Sorbet products, using the highest quality ingredients, many sourced locally.

We developed our recipes from a Gelato Master and our products have already won several prestigious industry awards: 2 star in *Great Taste Awards 2016*, silver in *Blas na hÉireann 2016*, silver & gold in *Blas na hÉireann 2020*, and *Blas na hÉireann- Best in Wexford award 2019 & 2020*. We also won designation under the Origin Green initiative of an Bord Bia.

In 2017 we entered the export market in Dubai and Singapore with assistance from an Bord Bia, then expanded into South Korea in 2019. With year-on-year growth and an ever-expanding customer base, the future of the company looked bright and secure. But the Covid-19 pandemic crisis impacted heavily on our operations and sales with the closure of the hospitality sector. However we pivoted to deliver new income streams though consumer retail sales in the home market. This is an exciting new venture and will deliver increased brand-awareness to the general public.

Resident

Company

2



Sharon Ginnetty -
Founder and Marketing Consultant

Optimise Marketing

I have worked in marketing for over 20 years and whilst 2020 has been a huge challenge for almost everyone, one positive aspect is that it has resulted in a much faster pace of adopting digital routes to market. In some ways the complete upheaval threw the rulebook out and businesses tried and tested techniques that they may have been more cautious about in the past. However, marketing is not a once off activity. It should be an integral part of your business and consistency is key. 2020 was also the year my client list grew beyond compare. I am so proud of the businesses that I worked with who made tough decisions early on, protected their businesses, “pivoted” and made strong market offerings for the times ahead. Running your own business is a constant learning process. It is important to join networks, ask for help and build a support network for yourself. Peer-to-peer learning is superb. 2020 has taught us the importance of being flexible and embracing change is crucial to survival and success. Being able to adapt to changing market conditions is vital.

Resident

Company

3



dulann.com

Efficient Compliant Safer Workplaces



Damian Donlon - CEO

dulann.com

dulann.com was founded during the recession of 2010 and has since succeeded in radically transforming the compliance sector by applying advances in technology to an existing compliance sector that has been over reliant on traditional paperwork and processes. Our technology solutions assist our clients to build efficient, compliant, safer workplaces, giving them competitive advantages and helping them to reduce their carbon footprint.

10 years on, dulann.com now has offices throughout Ireland. The key to our success is largely due to our team who all have a great attitude and a desire to succeed. Our motto in dulann.com is that we must look after our colleagues first, as it is they who look after our customers, and it is our customers who allow us to be the company that we are.

With Brexit, we have seen a significant increase in competition from the UK market as they try to realign themselves. The biggest impact of the Covid-19 pandemic for us has been the recruitment, motivation and retention of staff, though we have come through both challenges pretty well by adapting to the new climate.



Datagroup scanning room Wexford Enterprise Centre

DATAGROUP INFORMATION MANAGEMENT

Following a research programme conducted in 2008-2009 into the creation of employment for individuals combating disability, social exclusion and marginalisation, Wexford Enterprise Association (WEA) in collaboration with Pobal, launched a new social enterprise in 2010 called Datagroup. At the core of this initiative was the concept of matching ability to task. This ensured that every member of staff, regardless of their physical ability or disability, could work together as equal members of a team. Collectively this team would focus on delivering a professional, cost-effective and quality-driven service to many of Ireland's leading indigenous, multinational and State organisations.

Datagroup specialises in the delivery of GDPR compliant document management services

including document scanning, document storage, and confidential shredding services. All client information is processed at the highest level of European Security Standards through our ISO 27001:2013 certified Security System and supported by our ISO 9001:2015 Certified Quality Management System. Clients who publicly acknowledge our services include Eir, HSE, DAA, Taxback, RedC, Aer Lingus and Coillte, to name but a few.

Impacting positively on our environment is an important element of our Corporate Social Responsibility (CSR) policy. This is achieved by reducing our carbon footprint through our 'scan on demand' services and our online viewing platforms and recycling.



KEY STATISTICS TO DATE

100m

Pages of information managed

400

Local, national and international clients

70,000

File boxes stored

100

Percent of paper we shred is recycled

3000

Tonnes of office paper recycled

20

Employees

11

Years of ISO 9001:2015 and 27001:2013 standards

0

Customer non-compliance issues raised or breaches reported

Our
Clients
Include



2019

Following a very productive 2018, Datagroup faced several operational challenges throughout 2019, which led to a revenue decline of over 20%, brought about by circumstances beyond our control. In response, a new targeted online marketing strategy was formulated, which specifically targeted key national companies with a view to securing their business. This proved to be successful and led to securing new contracts, recouping 70% of the shortfall. It also greatly improved our online marketing presence.

Quick Facts:



Employed
25 people



Customer satisfaction
remained at 100%



Stored and managed
over 700,000 files



Securely shredded
350 tonnes of
confidential documents

Challenges:

- A key client was acquired by an international organisation which resulted in changes to their internal and external processes and procedures. The knock-on effect of their changes amounted to a loss of over 20% of our total turnover.
- Separately, another key client transferred their full archive of storage boxes to their newly acquired building, amounting to a 15% loss to Datagroup's file storage business.
- To better utilise and increase the existing workspace within all areas of Datagroup.



Achievements:

- **Warehouse Expansion Project:** Expanded from a total capacity of 32,000 to 65,000 file boxes.
- **New Online Records Management System:** Co-designed and developed an online records management system in association with a Wexford-based software company to better track and trace the movement of each individual box within the new warehouse facility.
- **Integrated with Salesforce:** Deployed Salesforce as our main sales management platform.
- **Re-branding, Marketing and New Sales Strategy:** Including website re-design, new logo, introduction of Google Ad Word campaign, identifying and profiling key target markets, creation of new Value Proposition, and targeted telecommunications campaign to key markets.
- **Framework Agreement:** Secured inclusion on the Government National Supplier Framework for the provision of records management services nationwide.
- **Compliance:** Retention of our ISO 9001:2015 and ISO 27001:2013 standards.

2020

Covid-19 curtailed our ability to fully recover from the effects of the challenges presented in 2019 as it became necessary to prioritise the health and safety of our staff, implement changes to work practices to enable us to continue operating, and adapt to the sudden changing needs of our clients. However, we continued to advance our online marketing and social media campaigns and successfully secured a number of new clients which generated additional revenues and future opportunities for engagement.

Quick Facts:



Employed
22 people



Customer satisfaction
remained at **100%**



Stored and managed
over **650,000 files**



Securely shredded
300 tonnes of
confidential documents

Challenges:

As an essential service provider, delivering services to hospitals and telecommunications, we remained open throughout Covid-19. However, the knock-on effects of the pandemic included:

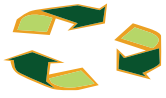
- A 40% reduction in scanning contracts.
- A 30% reduction in shredding contracts.
- 30% of staff placed on temporary layoff from 30th March 2020.
- The necessity to adapt our physical working environment and work practices to include the creation of new working group 'bubbles' to comply with new health and safety requirements.



Datagroup data processing room
Wexford Enterprise Centre

Achievements:

- **The successful protection of the health, safety and well-being of our staff**, by adapting the physical working environment and work practices included:
 - Restricting the access in/out of the building.
 - Non-invasive temperature checks upon entry.
 - Staggered start and finishing times.
 - Creation of new working group 'bubbles' and workspaces.
 - Implementing sanitisation schedules.
 - Wearing of face masks at all times.
 - Providing Covid-19 awareness training for all staff.
- **No disruption in operations.** Datagroup remained operational throughout the Covid-19 crisis.
- **Adapted to the changing work practices of our clients:** Quickly developed new processes with our clients to support their changed business requirements, which also attracted new clients.
- **Compliance:** Retention of our ISO 9001:2015 and ISO 27001:2013 standards.



RECYCLING
2000

“ Our goal is to improve the environment in which we live, and to reduce the amount of waste entering landfill whilst providing a professional and essential service. ”

Agribed

Paper Bedding for Horses

RECYCLING 2000

Recycling 2000 commenced operations in 1993 with the aim of developing a range of Animal Bedding products for the equine and dairy markets by using old newspapers collected from various locations around Co. Wexford and the Southeast. The main objectives of the project are to create employment within our local community for individuals combating social disadvantage and marginalisation, improve the environment in which we live, and reduce the amount of waste entering landfill. This project operates in collaboration with Pobal and Wexford County Council.

Newspapers are sourced from 95 recycling collection points throughout Co. Wexford and the Southeast then manufactured into safe, environmentally friendly and biodegradable animal bedding products, marketed as **Agribed**. This innovative product offers many distinct advantages to that of traditional animal bedding products such as straw, sawdust and shavings.

Advantages of our Agri-bed paper bedding:

- Absorbent
- Disease Free
- Dust Free
- Bio-Degradable
- Environmentally Friendly
- Easily Stored
- Economical
- Reduces Manual Labour Time
- Suitable for Dairy Cows, Horses, Dogs, Poultry and Pigs

Due to the growing trend towards online news and the decline in the volume of newsprint, new production methods, collection and work schedules were introduced in 2019 to address the impact this would have on Recycling 2000.

2019 KEY STATISTICS

Diverted
360 tonnes of
newspaper from Wexford
and Southeast landfills

22,000 bales
of animal bedding were
manufactured

Served
95 collection points
around Wexford and
Southeast

Newspaper recycling
initiative saved:



5950
trees



1050
cubic
yards
of landfill
space



2.5
million
gallons
of water



20,000 bales
of animal bedding were
manufactured

Served
95 collection points
around the Southeast

Newspaper recycling
initiative saved:

Diverted
320 tonnes
of newspaper
from Southeast landfills



5100
trees



900
cubic
yards
of landfill
space



2.1
million
gallons
of water

2020 KEY STATISTICS

Social Advancement

Programmes



- > YOUTH MENTAL HEALTH SUPPORT
- > DISABILITY EMPLOYMENT OPPORTUNITIES



Social Ethos

Wexford Enterprise Association values nothing more than to impact positively on the social fabric of our community. Social advancement is at the core of everything we do. Thus, everything we involve ourselves in must deliver a social dividend. In our opinion, an economy's main function is to support the development of a fair and just society.

Supporting employment opportunities for those combating disability, marginalisation and social exclusion in the Wexford region has been the ethos of WEA since the beginning. We embrace social advancement directly within our own Social Enterprise and Entrepreneurial Development programmes by ensuring that each programme tackles social agendas within its core operations.

Over the years, WEA has also collaborated with outside organisations whose remit is specifically to advance their own social projects and objectives. WEA, where appropriate, may offer financial resources, together with the benefit of our 30 years' experience, to support our fellow community-based organisations to maximise the full potential of their own social advancement programmes.

Our success to date in providing employment opportunities for marginalised individuals would not have been possible, or as effective, without the collaboration of key social agencies and organisations. Since WEA was established in 1986, we have collaborated with organisations such as Pobal, Department of Social Protection, EmployAbility Service Wexford, Ferns Diocesan Youth Service (FDYS), St Vincent De Paul, Rehab and many local community groups to help address the social needs of our community as much as possible.

While we are proud of the role WEA has played over the years in working to improve social issues within our community, we recognise that progress in the area of social responsibility requires further advancement. WEA is committed to continue to do everything we can in this regard.

“An economy's main function is to support the development of a fair and just society.”

YOUTH MENTAL HEALTH SUPPORT



Since 1965, Ferns Diocesan Youth Service (FDYS) has worked with young people in County Wexford to support them in realising their full potential, and to encourage them to take control of their own lives. Their non-formal education process is delivered through youth work programmes, youth and community support services, childcare and supports for volunteers.

Recognising the ever-increasing demand for youth mental health support, in 2019 WEA partnered with FDYS by providing €30,000 over a three-year period. Our contribution enabled FDYS to secure matching funding, bringing the total project funding to €60,000. This allowed FDYS to embark on a programme to reduce its waiting lists for Youth Counselling Services and to help those young people determined to be in need of mental health intervention to access the services more effectively.



Kieran Donohue – CEO, FDYS

"In examining the structure, it was evident that not every challenge faced by young people requires formalised counselling. Under the Youth Mental Health programme, an initial screening assessment takes place and it is then determined if the young person requires professional counselling. In many cases, traditional methods of youth work is a more appropriate space to work through a young person's challenges and in many cases, many positive outcomes are achieved through good youth work alone. This also 'freed-up' critical youth counselling spaces for those who were identified as needing professional counselling."

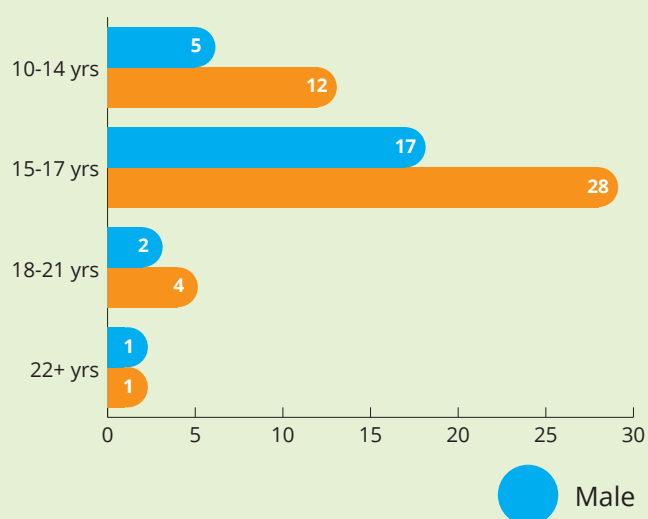
Following a service review, assessments were

conducted on existing and waiting-list clients and, where appropriate, referrals were made into a variety of FDYS Youth Groups for follow-up support. This allowed the counselling service to reduce its contact hours with these clients on a phased basis; to fortnightly, three-weekly or monthly check-ins.

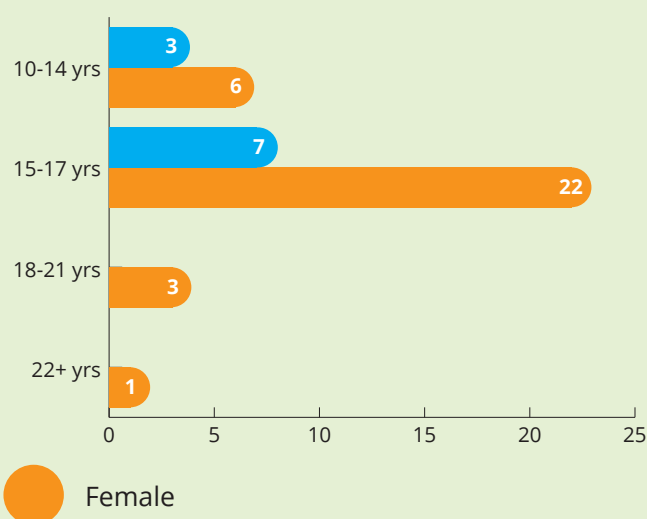
Those who engaged with the counselling service were also linked with FDYS projects and services for additional support. In 2019, a total of 70 children aged 10–24 years availed of the FDYS counselling service. Between January and June 2020, a total of 42 young people aged 10–22 years of age accessed counselling services, either face-to-face and/or by telephone call, if face-to-face was prohibited due to Covid-19 restrictions."

Age and Gender of young people who engaged with formal counselling

2019 Stats:



2020 Stats:



Objectives:

- To develop an assessment process to better identify children actively requiring counselling services.
- To increase access to counselling services for those in need.
- To create alternative youth programmes for young people not requiring counselling, but in need of outreach and support.
- To put structures in place to ensure that a child-centred approach continues on a long-term basis.

Outcomes:

- Better able to reach the most vulnerable young people in rural areas.
- Better able to respond to and support young people and their families experiencing crisis situations, which do not routinely require counselling.
- Connected young people to alternative youth services upon completion of counselling interventions.
- Provided follow-up and ongoing support after counselling intervention.
- Those receiving intervention were able to make new friends and had long-term positive outcomes that were sustainable and empowering.



DISABILITY EMPLOYMENT OPPORTUNITIES

According to the National Disability Authority in a report issued in 2017, 31 per cent of working people with disability were in permanent employment, compared to 71 per cent of non-disabled individuals. Wexford Enterprise Association (WEA) has worked with EmployAbility Service Wexford and the Department of Social Protection for more than a decade to challenge this by developing initiatives to encourage the employment of individuals combating disability, marginalisation and social disadvantage. Together our aim is to empower individuals with physical disability to find sustainable employment within our community.



We have designed an integrated working environment that creates a level playing field for individuals of all abilities, where a person's skills are matched to task, and where physical ability or disability is therefore not a factor. 50% of our staff live with a physical disability, but because our work practices and working environment has been adjusted to meet their physical needs, they now have the resources and facilities they require to deliver a professional, competent and essential service to our valued clients.

In 2019, WEA and EmployAbility Service Wexford launched a new programme for Resident Companies based in Wexford Enterprise Centre. This programme, known as *WorkAbility*, offers financial incentives and guidance to encourage employers to build an integrated workforce by hiring individuals from the disabled community and therefore help them to secure sustainable employment. This programme has been well received by the participating Resident Companies and the feedback from EmployAbility Service Wexford on behalf of their clients has also been positive. Our plan to expand the programme in 2020 was stalled due to the fall-out of the pandemic, but there is every intention to grow the programme once some sort of normality is resumed.



Mary O'Dowd
EmployAbility Service Wexford



EmployAbility Service

Supporting people with a disability to secure and maintain employment

EmployAbility Service Wexford is part of a countywide employment and recruitment service set up by the Government to assist with the integration of persons with disabilities into the open labour market, which in turn, leads to independence and prosperity. WEA has worked with EmployAbility Service Wexford since 2009 with the aim of creating an integrated workforce within our social enterprise initiatives.

Mary O'Dowd - EmployAbility Service Wexford

"The relationship with WEA began in 2009 when I approached them with a potential candidate for a position advertised within their organisation. This was to be the beginning of what I consider to be a very strong and mutually positive relationship."

In Wexford we do not have many companies who prioritise the employment of people with disability. WEA do this and it is this type of company that needs to be replicated and supported throughout Ireland if we are serious about the Comprehensive Employment Strategy for People with Disability."

A number of their long-term employees have come through our service. In our opinion, WEA are demonstrating best practice in promoting the employment of people with disabilities. Resident Companies of Wexford Enterprise Centre (WEC), through their Rental Rebate Scheme, have become enthusiastically involved in employing people with

disability. This also helps break down the barriers and challenges that impact on the employment of people with disability."

To date, employees placed with WEA and WEC Resident Companies are very happy with the employment opportunities and positions that became available. The feedback from employers is that they are also very happy and encouraged by the WorkAbility Rental Rebate Scheme offered by Wexford Enterprise Centre, coupled with the Wage Subsidy Scheme."

This programme works very well, but continued promotion is essential. Unfortunately, COVID-19 arrived which scuppered working opportunities for potential employees and employers. Hopefully when things change, this programme will be availed of by more Resident Companies in the Centre."

Entrepreneurial Development



- > **TRADEBRIDGE (PILOT PROGRAMME)**
- > **STUDENTS ENTERPRISE AWARDS**



TRADEBRIDGE

2017 - Wexford Enterprise Association through Wexford Enterprise Centre and in conjunction with our partners at Wexford County Council, Enterprise Ireland, Savannah Economic Development Authority (SEDA) and the World Trade Center Savannah, conceived and incubated the pilot TradeBridge initiative. The programme is based on historical ties that span 170 years from when immigrants from Wexford fled the famine and settled in Savannah. This shared history and culture has laid a strong foundation from which TradeBridge was built.

2018 - TradeBridge was launched with the key aim to create a trade corridor into the US for Wexford companies, as well as creating a new gateway for Savannah based businesses to export into Europe. Tony Larkin, Director of Services led the Wexford County Council team and Brian Fives represented Enterprise Ireland. Project Managers were also appointed in Wexford and Savannah. Alison Stone was appointed Project Manager in Wexford under the guidance of the CEO of Wexford Enterprise Association, while Trey Rossiter was appointed Project Manager in Savannah and reported to the team at SEDA and the World Trade Center Savannah.

TradeBridge met with key influencers within State agencies and Wexford's business community to identify prospective businesses to participate in this initiative. This resulted in five Savannah based companies visiting Wexford, as well as five companies participating in our first trade mission to Savannah.

2019 - Seven companies from Wexford and the Southeast attended Savannah's annual trade showcase. Liz Hore and her team at Wexford County Council played a fundamental role in organising the visit of two delegations from Savannah later in the year. Georgia Southern University also agreed to establish their very first International Learning Center outside the US in Wexford town.

The TradeBridge pilot phase concluded in 2019. A comprehensive review and subsequent report found that TradeBridge had surpassed all expectations and had the potential to further build on its success by expanding into the five counties in the Southeast and the sixteen counties in the Southeast region of Georgia. A funding application was drafted and submitted to Enterprise Ireland under their Regional Enterprise Development Fund, which, if successful, would secure three years funding to develop TradeBridge into a fully-fledged Regional Development Programme.

2020 - This year began positively with the TradeBridge securing funding from Enterprise Ireland. Unfortunately, plans to launch the new programme were postponed due to the onset of the pandemic. However, through the unrelenting commitment of our team in Savannah including Jesse Jenkins, Leigh Ryan, Craig Lesser, Trip Tollison and Howard Keeley, we continued to nurture our relations with Savannah on a regular basis in anticipation of the lifting of restrictions including travel.

"For the 17 years I have been at SEDA, we have no more committed international economic development partners than those in Wexford." - Brynn Grant, Chief Operating Officer for SEDA and Vice President for World Trade Center Savannah, 2019.





Wexford and Savannah delegation meet President of Ireland Michael D. Higgins at Áras an Uachtaráin in October 2019.

Testimonials

35 companies from Wexford and the Southeast engaged with the TradeBridge pilot programme, representing the Engineering and Advanced Manufacturing, Agritech, Education and Information, Communications & Technology (ICT) sectors.



We have taken part in trade missions before where a volume of meetings like this means perhaps 2-3 of the meetings would be relevant, but all 8 in this case were relevant. This was a highly efficient use of our time and was extremely effective in getting face to face time with exactly the right people from our target market. The professionalism demonstrated by the organising parties mark this out as a template for future trade missions. Having evaluated our first business trip to the USA we can see now that Savannah is probably the right size to begin our business development there. We will certainly be participating again, and we recommend other companies to use Savannah as a springboard for their entry to the USA.

*Kent Stainless - Shane Curtin,
Sales & Marketing Director*



The professionalism and enthusiasm of all the those working and supporting TradeBridge both on the Irish and Savannah side has been truly impressive. The strategic level of the contracts and the meetings that were arranged were all extremely significant and most importantly, relevant to us in terms of direct business approach and in the building of further strategic partnerships. The actual trip to Savannah was so well organised and seamlessly executed. The trip, we believe, has opened up some excellent new opportunities which are very relevant for our business model. TradeBridge has become an extremely important initiative for the Southeast region of Ireland and it is an initiative which TransferMate are delighted to be a part of. We look forward to supporting TradeBridge in the future and continuing what has become to us a very valued relationship.

*TransferMate Global Payments –
Jan Lorenc, Senior Vice-President*



Raceix is a relatively new technology start-up based in Wexford. Our business is focused on the marine-leisure sector and is export-driven with a specific target of America. We first engaged with TradeBridge when we went along to an event held in Wexford Enterprise Centre. We were extremely impressed by what we heard, so much so that when we needed to quickly find an American office, we reached out to TradeBridge and within 10 days had a lease for an office in the Savannah World Trade Center. Our experience with TradeBridge has surpassed what we could have hoped for. The USA market is a monster and it would be impossible to penetrate it if not for the support, insight and guidance provided by TradeBridge. For us, TradeBridge is a unique, appropriate, highly professional and deeply rewarding channel for supporting and growing our business.

Raceix – Aidan Foley, CEO

Key statistics - Pilot Initiative

100+

business to
business
meetings

35

trade
development
opportunities

8

regional
networking
events

5

official
trade
missions

John Coleman,
Chairman SEDA

Wexford and Southeast
Trade Mission to
Savannah, 2019

Tom Enright, CEO
Wexford County Council

Alison Stone

Future Goals

- To establish TradeBridge as a Dedicated Activity Company (DAC).
- To appoint a CEO to develop and deliver TradeBridge as a Regional Development Programme.
- To expand export opportunities into the US through the Southeast of Georgia.
- To develop a Student Intern programme between Georgia Southern University and TradeBridge client companies.
- To create information sharing opportunities between the ports of Rosslare, Waterford and New Ross with the ports of Savannah and Brunswick.
- To support Enterprise Ireland USA in developing opportunities for Southeast companies.
- To create alternative markets outside the UK to offset some of the effects of Brexit.
- To act as a base for US companies to use the Southeast of Ireland as their gateway into Europe.



TRADEBRIDGE
A WEXFORD SAVANNAH INITIATIVE



Ramsgrange Community School

STUDENT ENTERPRISE AWARD

The Student Enterprise Awards Programme was established in 1994 by Wexford Enterprise Association and Wexford County Enterprise Board, now known as Wexford Local Enterprise Office. Our aim was to give secondary school students the experience of setting up and running their own business. What began as a Wexford-only initiative is now a successful national and European programme. Working with our partners, Wexford LEO, WEA developed a European Enterprise Education model in a joint project with Career Wales West, which was supported through Interreg. This model was successfully adopted and is cited by the EU as best practice in Entrepreneurship Secondary Level Education.

This enterprise education initiative is now funded by the Government of Ireland through Enterprise Ireland and administered by the 31 individual Local Enterprise Offices in local authorities throughout the country. The programme lays the foundation for early-stage entrepreneurship and gives participants the skills necessary to run a small business, treating self-employment as a real career option. The entrepreneurial skills that the students learn while completing the Student Enterprise Programme enhance their confidence, creativity, problem-solving and team-working abilities.

2019/2020 Academic Year



- 1,155 students participated
- 52 teachers facilitated
- 18 secondary schools involved
- 480 mini companies created



- 25,000+ students participated
- 500 schools involved
- 31 Local Enterprise Offices coordinated

The 2019/2020 winner of the overall Senior Category in Co. Wexford was *Sticker Your Club*, a customised sticker business run by St Mary's CBS Enniscorthy student, Harry Nolan.

“

“The idea for Sticker Your Club came from a necessity to provide customised products at low cost to individuals and small businesses. Before Sticker Your Club, many small businesses, clubs, and individuals were unable to get personalised products due to prohibitive minimum order quantities. Sticker Your Club fills this gap in the market and allows smaller organisations and individuals to get these personalised products at a bulk price with a low quantity.”

The Student Enterprise Programme has been a brilliant initiative. It allowed me to develop a vast range of real-world life skills and develop as a person, student, and businessman. I would encourage all transition-year students to engage and give their all to the program, as they will get double out of what they put into their projects.”

”



Colum Kavanagh,
Student Enterprise
Coordinator



Harry Nolan, 2020 Sr Award Winner
with Breege Cosgrave, Senior Enterprise
Development Officer, Wexford LEO.

The Intermediate Category was awarded to Rachel Kelly from Ramsgrange Community School with her mini company Snazzy. 'Snazzies' are handmade soft toys made from socks; a brilliant example of adapting an existing item to make something completely different.

The Junior category winners were Decoration Sensation from Bunclody Vocational College. Leah Hayes and Katherine McGlynn Green made and sold Christmas decorations. All three winners went on to (virtually) represent County Wexford at the online National Student Enterprise Awards May 2020.

Where are they now?



Emer Doyle
Past Student Enterprise Award Programme participant
Former Student Enterprise Award Programme
coordinator
Business owner

“

If I was asked to name the most significant moment of my teenage years which shaped the entrepreneur I would later become, it would be deciding to engage in the Wexford Student Enterprise Programme. It provided me with the opportunity to see firstly myself as an enterprise; how to identify my own personal strengths and weaknesses while developing the most important skill of all, life-skills. The experience enabled me tap into the innate traits of resilience and resourcefulness I didn't realise I had at the time. Combine that with the gaining of confidence which was a by-product of completing the requirements of the programme, I completed it with something that was worth much more than any trophy, a broadened perspective on what it truly meant to be an entrepreneur.

”

Governance & Finance



- > BOARD & EXECUTIVE**
- > ESG**
- > FINANCIAL INFORMATION
SUMMARY**



Éamonn Murphy
Chairman / Board Member

Éamonn not only has a long history in business development but also in community advancement. He is a past President of Wexford Chamber, past Director and Interim CEO of Wexford Art Centre, and has served on many Wexford based voluntary organisations. Initially working in the area of food science, he later joined his family business, Wexford Glass Company and grew it and its workforce substantially to establish Wexford Viking Glass, where in 2007 he successfully exited as Managing Director.



Eleanor White
Vice Chair / Board Member

Eleanor has been involved with WEA from the beginning and has been at the fore of the expansive development of the organisation ever since. Her dedicated work in the community development of Wexford began initially through her involvement with the Wexford branch of Junior Chamber, Wexford Festival Opera and the National Opera House.



Colin Browne
Treasurer / Board Member

Colin is currently Microsoft's Senior Director of Global Customer Lifecycle Operations responsible for leading the implementation of the company's Tele Sales Operations and Commercial Cloud transformation. This includes managing the sales operations, customer retention, customer lifecycle management and recurring revenue business.



Ann Hensman
Secretary / Board Member

With an international banking career in the UK and South Africa for twenty years, Ann brings to the WEA board her solid experience of senior roles across the disciplines of governance, risk, and global client relationship management, coupled with extensive multicultural and multi-market exposure.



Philip Scallan
Past Chair / Board Member

Philip is the current chairman of the Freight Transport Association Ireland and is also founder and director of PDBS Solutions, which focuses on advising family-run businesses and independent companies to plan, optimise and develop their companies. Previously he acted as Operational Manager for Berendsen, UK after serving as CEO of Celtic Linen, Wexford for 27 years.



Brendan Wallace
Board Member

Brendan is a consultant engineer in international manufacturing with over thirty years' experience. With California Pellet Mill, an Iowa based machinery manufacturer, he was manager of the European manufacturing division in Wexford. Brendan lectures extensively in the area of physics.



David Dempsey
Board Member

Dr. David Dempsey is an original co-founder of Salesforce Europe bringing Salesforce into Europe in 2000. As well as Country Leader and General Manager at Salesforce Ireland, David is Salesforce's Senior Vice President for EMEA Corporate Relations and sits on the Salesforce European Leadership Team.



Dr Grainne Pinaqui
Board Member

Senior Partner in The Faythe Medical Centre in Wexford town. Grainne plays an active role in local Continuing Medical Education (CME) and has been a past treasurer of the local faculty of the Irish College of General Practitioners. Previously she has also served as secretary to Co. Wexford Clinical Society.



Brendan Ennis
Group Chief Executive

In his position as Chief Executive, Brendan nurtured and supported the creation of over 100 SME companies employing over 1500 staff throughout Co. Wexford. Alongside a number of semi-state organisations and local authorities, he is currently involved in the regional economic development for the Southeast. He is recognised nationally for his pioneering work in social enterprise development.



Liz Breen
Group Operations Officer

With over 20 years' experience specialising in Operational and Project Management, Liz Breen is Operations Officer. With an extensive background in Information Management and Data Protection, Liz has been responsible for the assessment, implementation and delivery of some of Ireland's largest and most complex Data Management contracts.

Wexford Enterprise Association Chairpersons

Fr. John McCabe	1986-1989	Niall McConnell	1994-1998	Philip Scallan	2012-2017
Fr. Hugh O'Brien	1989-1994	Tom Williams	1998-2012	Éamonn Murphy	2017-present

ESG



ESG stands for **E**nvironmental, **S**ocial and **G**overnance, and refers to the three key factors used when measuring the sustainability and ethical impact of a business.

Wexford Enterprise Association and all of our divisions have demonstrated our commitment to these three areas. We are currently in the process of developing a holistic ESG strategy so overall progress can be better measured in accordance with the targets we set out for ourselves. However throughout our history, WEA has focused on these three central areas of ESG, though in a less formal approach.

Environmental

The Environment component examines how a business performs to curb the negative impact of our environment, focusing on waste, resource depletion, deforestation and climate change. In addition to the positive effects on the environment as a result of our Datagroup and Recycling 2000 divisions outlined earlier in this report, Wexford Enterprise Centre has waste recycling support for its Resident Companies and has installed energy efficient lighting, heating and solar energy systems throughout the Centre. With the support of the Sustainability Energy Authority of Ireland (SEAI), we have achieved a 90% reduction in lighting energy usage throughout the common areas of the Centre.

Social

The Social component focuses on how people are treated within an organisation with special attention given to employee relations, diversity in the workplace, working conditions and the funding of local community projects or organisations that serve the marginalised. Wexford Enterprise Association has actively worked to improve the social fabric of our community and this ethos is an integral part of our mission statement. Our initiatives such as Recycling 2000, Datagroup, Youth Mental Health Services and Disability Employment Opportunities reflect this. However, this remains a work-in-progress as we strive to improve the social fabric of our community.

Governance

The Governance component concentrates on how an organisation regulates itself, focusing on a number of criteria including executive remuneration and board diversity and structure, among other things. From the beginning, our Board of Management has represented a cross-section of the community to ensure that the social, community and economic issues are represented. As a not-for-profit organisation with charitable status, Wexford Enterprise Association complies with all statutory regulations regarding financial disclosures, but in addition, is working to make the operations of the organisation as transparent and accessible as possible and to further strengthen its internal structures and policies.

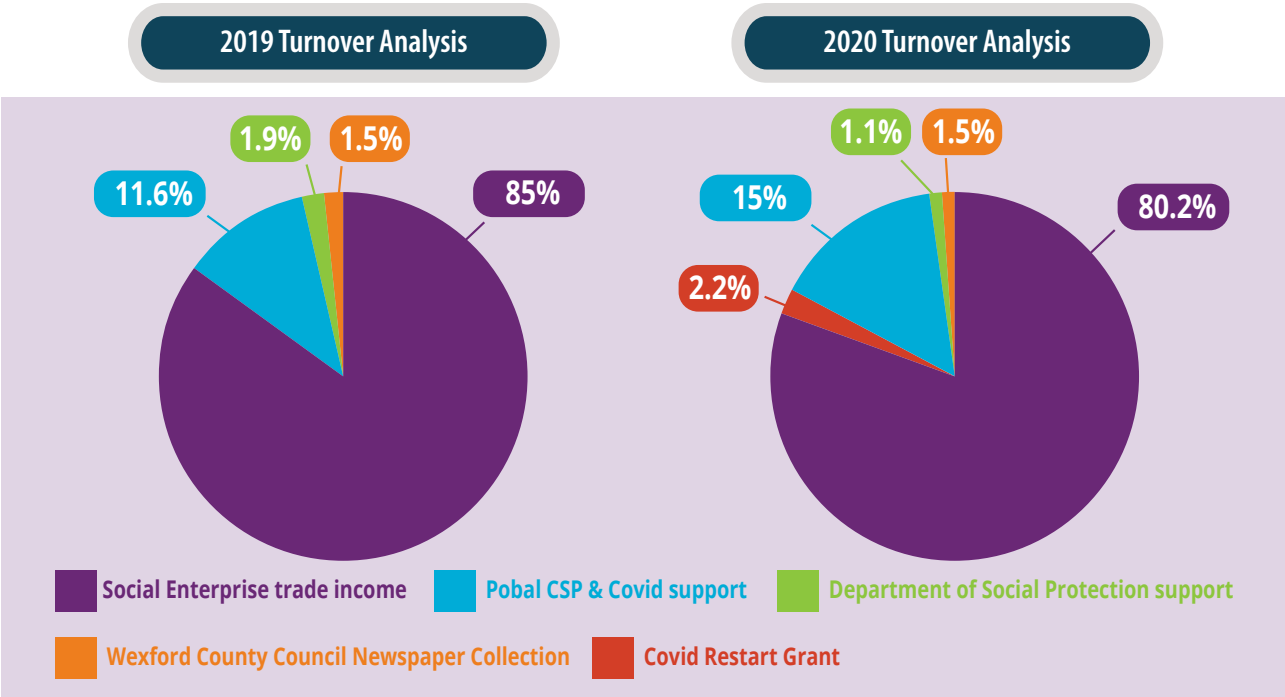
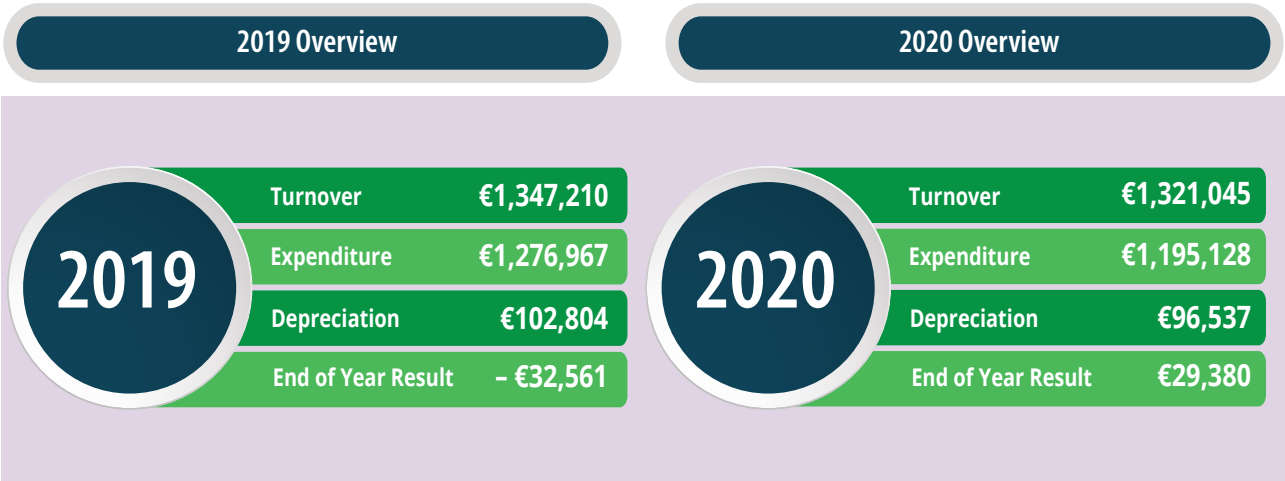


FINANCIAL INFORMATION SUMMARY

Wexford Enterprise Association (WEA) is a registered trade name of Wexford Community Development Association Society Ltd., registration no. 4393R. It is an independent, not-for-profit, limited company with charitable status, registered charity no. CHY10268. Wexford Enterprise Centre, Datagroup, Recycling 2000 and TradeBridge are also registered trade names under this company.

The aim of this summary is to provide an overview of our financial activities during 2019 and 2020 for the entire organisation. Fully audited accounts are on file with the Companies Registration Office, under Wexford Community Development Association Society Ltd., and can be accessed through the following link: <https://core.cro.ie/e-commerce/company/search/3804>

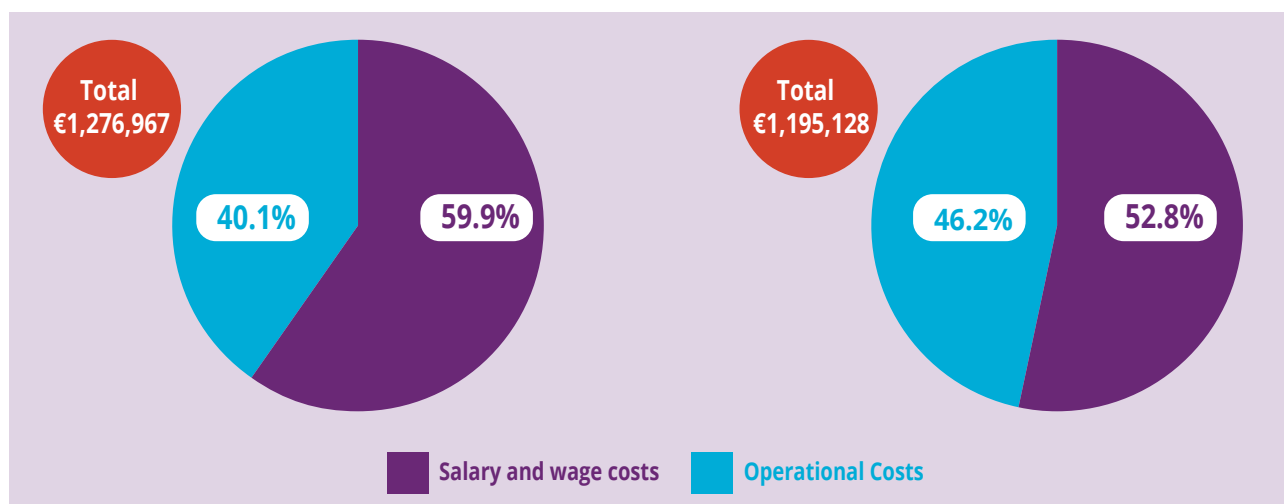
Our banking partners are Bank of Ireland and Allied Irish Bank, Wexford; our auditors are Sheil Kinnear Ltd., and our legal advisors are Eoin O’Gorman Solicitors, Wexford.



2019 Expenditure Analysis

2020 Expenditure Analysis

SECTION 15



2019 Full and Part-time Employment Levels

No. of Employees	Salary/Wage Band	Inclusive Salary/Wage Costs
30	€39,999 & under	€764,956
1	€40,000 - €54,999	
nil	€55,000 - €74,999	
1	€75,000 - €99,999	
nil	€100,000 & over	

2020 Full and Part-time Employment Levels

No. of Employees	Salary/Wage Band	Inclusive Salary/Wage Costs
28	€39,999 & under	€632,016
1	€40,000 - €54,999	
nil	€55,000 - €74,999	
1	€75,000 - €99,999	
nil	€100,000 & over	

NOTES ON ACCOUNTS

- Commercial Rates waiver granted April to December 2020
- Additional Covid Grant from Pobal received €13,099
- Covid Restart Grant received €29,500
- 2019 Capital Expenditure was €117,252
- 2020 Capital Expenditure was €38,064
- During 2019, the TradeBridge Pilot Initiative continued to be funded by Wexford County Council, Wexford Enterprise Centre and Enterprise Ireland.

Going **Forward**



- > **CLOSING MESSAGE FROM
THE VICE-CHAIR**
- > **STRONGER TOGETHER**

CLOSING MESSAGE FROM THE VICE-CHAIR

SECTION
16

Wexford Enterprise Association has grown from a resolve to do something within our community to help ourselves. We share a sense of place and therefore our aspiration is to provide supports and structures for all those who live in our geographical area so that we all have the opportunity to develop and contribute to the growth of our community.

Although Wexford in 2020 is not where it was in 1986 when I first joined the organisation, it is still faced with significant economic challenges, which in turn contributes substantially to the social challenges we face. Wexford's infrastructure has developed radically over the years. Our population has grown too and is more diverse, which in itself brings its own challenges as well as its benefits.

Wexford Enterprise Association started from the ethos of job creation. However, since then we have evolved into an organisation that not only supports entrepreneurial development for others, but one that has also created our own economic enterprises of Wexford Enterprise Centre, Datagroup, Recycling 2000 and TradeBridge. It is these enterprises that provide the funding required to allow us to support our collaborative social initiatives. To date, we have made a modest, but welcome social impact on our community. But there is still much to do.

After 30 years, our journey is still in its infancy. We have laid the foundation blocks of enterprise, social and entrepreneurial development through our pioneering spirit. As a community, we still have a long way to go to make Wexford a place where people feel a true sense of belonging; a place where people can live a balanced lifestyle, earn a fair wage, have access to third-level education and make Wexford a place where everyone has the opportunity to reach their full potential.

This requires pushing the boundaries of social enterprise even further than we have in the past. We intend to grow the economic and entrepreneurial work we do so that we can continue to grow and fund our social agenda in partnership with other organisations who share the same vision.

As we continue to work to combat the pandemic, we must be able to adapt to our changing world and have the vision to support those whose creative ideas can enhance our community. Sometimes it is worth taking some risks. We haven't always got it right, but we are very proud of the successful initiatives we have achieved over the past 30 plus years.

Continuing to listen and respond to the needs of our community was and is still key. We need to care, and we need to be bold.



Ar Aghaidh
Eleanor White, Vice-Chair
Wexford Enterprise Association

Good things happen when good people collaborate. The strategic development of WEA is no exception. Without the support, guidance and belief of a large body of people and organisations, we could not realise our vision. We sincerely thank each and every person and organisation for their valuable contribution over the years. We also express our gratitude to all those who assisted our CEO in delivering this publication and to the local media for helping us to reach out to our community, in particular Southeast Radio and the Wexford People Newspaper.

We are extremely fortunate to have gathered such an amazing, loyal and committed team who have supported us in every way possible:

Our sincere appreciation goes to:

- > **Our Dedicated Staff Members.**
- > **Our Resident Companies, past and present, and external Clients.**
- > **Our Neighbours in Strandfield Business Park and Drinagh.**
- > **Our Voluntary Board of Management and their Families – past and present.**
- > **Diocese of Ferns**
- > **Our External Support Team:**
Fitzharris Engineering, Pat Roche Cleaning & Supplies, Dirr Electrics, P.J. Firman & Co. Ltd, ISS Ireland, Nicky Doyle, Wexford Carpet Centre, The IT Department, Netcom Fire & Security, Wexford Communication Services, Skytel, RWorks, WISE, Graphedia, Two Heads, Oven Door Catering, Larry Browne Fire & Protection, Crimewatch Fire & Security, Staples Owley, Samantha Manning, John Ford, Eoin O’Gorman Solicitors, Sheil Kinnear.
- > **Fred Karlsson, Ger Lawlor, Lee Robinson, Browne’s Photography, Eoin Colfer and Billy Roche.**
- > **The People of Wexford and those Individuals who are always there for us.**

Our Collaborative Partners



“

Wexford exists at a point in space and time where art, diversity and magic intersect, and the typical Wexfordian carries a spark of each in their heart.

”

Eoin Colfer

International best-selling author





Wexford Enterprise Association
FROM LITTLE ACORNS, OAK TREES GROW



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