



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL



Rural Working Hubs

Opportunities for changing how and where we work

PAT DOWLING
CHIEF EXECUTIVE
CLARE COUNTY COUNCIL

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What's Happening Now?


Work opportunities


have been increasingly shifting
from Rural Areas to Major Cities
and Large Urban Centres.


That's an Issue and a Challenge for Ireland




We recognised 5 Years Ago - a Strategic Overhaul Needed

 We saw the **need for a strategic overhaul** of the Council's approach to rural Clare, given the on-coming structural shifts. If not addressed, these would result in further rural dis-investment, depopulation, reduced economic opportunity, loss of income generation, and the capacity to sustain rural communities across the County.

 We recognised that **climate change would be a major driver**, moving energy use from long-term fossil fuel usage across all sectors of the economy - not just in Clare but at the national level.

 We began to move to a strategy that would enable rural **Clare to transition from a fossil-dependant economy and society** towards greater economic opportunity through the use of new technologies and enhanced digitisation.

 For the past five years, **climate has been a central theme in Clare**, using the many opportunities of a changing national policy context to resource rural investment while also looking to other economic opportunities to place Clare at the forefront of economic transition.



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Opening up Work Opportunities in Rural Areas Brings Big Benefits for Ireland



Economic
Benefits

Social
Benefits

Environmental
Benefits

Productivity
Benefits

Lifestyle
Benefits



Travel Time to Work and the Environment

Average commute time **to work** in Ireland increasing



28.2 minutes to get to work in 2016

- up from 26.6 mins in 2011. That's close to a **one hour** 'two way' commute for most.



Almost 200,000 commuters have close to a **2.5 hours** 'to and from work' journey.

IMPACT

Air Pollution



Carbon Footprint



Infrastructure



Productivity



Lifestyle





Two Significant Barriers to Opening Up Work Opportunities in Rural Areas



- **High-Speed Broadband**



- **Rural Support Facilities**

We asked - how can we help solve?



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Our Objectives in Creating Digital Hubs



1. Provide **top-class** hub facilities with high-speed broadband strategically located throughout Clare.
2. Enhance the ability of people to **live, work and visit** Clare.
3. Improve the quality of life of communities, by providing **flexible** facilities and services
4. Enable users to exploit the potential of high-speed broadband to **connect, communicate, and trade.**



Who do we wish to Support?



**Local
Community
Members**



**Entrepreneurs
and
Start-Ups**



**Project
Researchers**



**Project
Teams**



Freelancers



Commuters

Sometimes
working nearer
to home



E-Workers

Who can work
from anywhere



Visitors

Who need to stay
connected with
work/clients



Students

Seeking to Excel



**Community &
Business
Meetings**



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Our Roll-Out Strategy 2018 to 2023



Locations

YEAR	DIGICLARE HUB
2018	Kilrush
2018	Miltown Malbay
2018	Feakle
2019	Ennistymon
2020	Kilkee
2020	Corofin
2021	Cross
2021	Ennis
2021	Sixmilebridge

* Meeting rooms: Please note that hubs without dedicated meeting rooms may be able to facilitate meetings at certain times, by request.

All DigiClare Hubs feature enhanced health and safety standards, including increased sanitisation and modified shared spaces to facilitate distancing.



DigiClare Hub Photos





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DigiClare Hub Features



Underpinned by Hi-Speed Broadband

Multi-Locations



Hot Desks



Co-Working Desks



Workspace Units



Meeting Rooms



Kitchens / Tea Rooms



Toilets - Lockers - Video Conferencing - Privacy Booths - Light & Heat - Copiers - Cleaning & Sanitisation

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Wish you
worked
from Clare?

Whether you live in
Ireland or overseas,
DigiClare Hubs can
help you make it
happen.



Clare is a vibrant
and welcoming County
offering exceptional
quality of life.



In contrast to congested development in major cities worldwide, County Clare offers wide open spaces and amazing places. It provides a perfect work and lifestyle environment for individuals and families. Plus, Shannon International Airport is located in the heart of the county, making it easy for mobile workers from anywhere in the world to 'touch down' and work from Clare.



Average Utilisation

80%



- ✓ 98 Hot Desks
- ✓ Average 80% Utilisation
- ✓ Up to 100% some summer dates
- ✓ October bookings looking good



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“ What our Hub Users Say

Excellent
Training &
Meeting
Facilities

High-Speed
Broadband
and Peace
of Mind

Space to
Grow our
Team

Perfect for
3rd Level
Study

Saves
Hours on
Commute
Time

The Hub
improves
our quality
of life

We can
Holiday and
Work in
Clare

A Revolution is well Underway



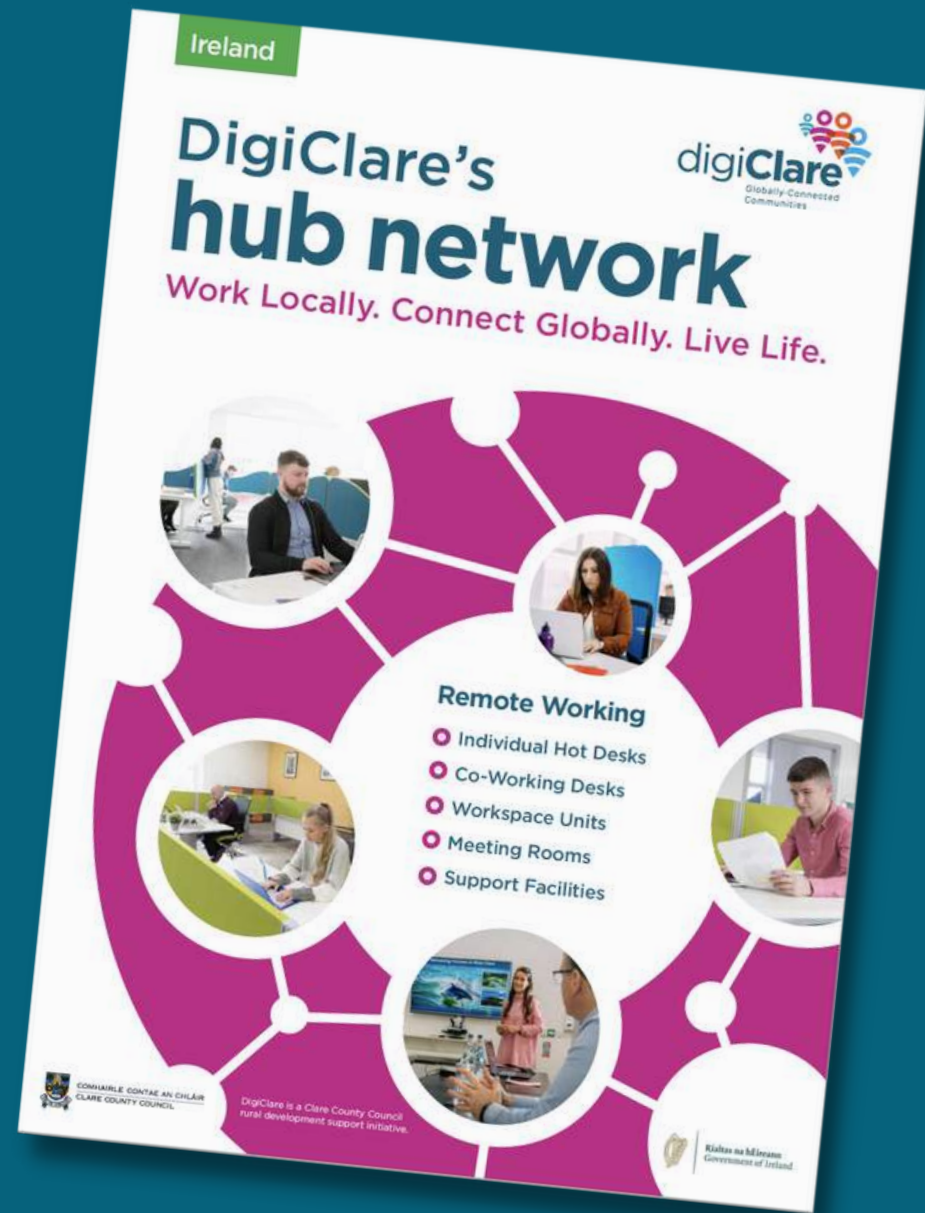
**This is big
and Now!**



1. Pandemic has put a **spotlight** on the opportunity and value of remote working.
2. Demand for facilities will accelerate
 - People are reflecting on urban v rural living and lifestyle choices
 - Communities see benefits
 - Workers see benefits
 - Employers see benefits
3. Online Tools like Zoom, Teams and cloud file storage making more possible and seamless.
4. Nomadic workers on the rise.
5. Extended Holidays and Working Away from Home to Blend and Blur.

Our Promotional Message...

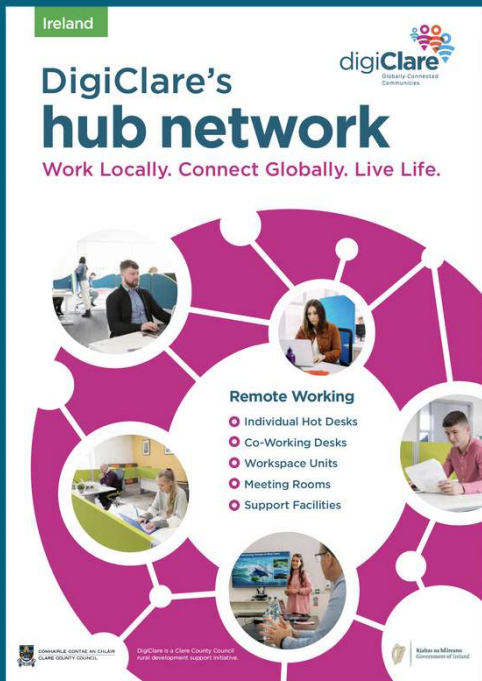
- ✓ **Work Locally**
- ✓ **Connect Globally**
- ✓ **Live Life**



View and Download our Guide



Online
Flipbook



www.Clare.ie/digiclare