

DUNGARVAN & WEST WATERFORD CHAMBER STRATEGY 2023-2026



**Dungarvan &
West Waterford
Chamber**
Advancing business together



**LET'S GROW - EMPOWERING LOCAL BUSINESS TO SUPPORT
A THRIVING LOCAL ECONOMY & A SUSTAINABLE FUTURE**

AN INDEPENDENT COLLECTIVE OF BUSINESSES IN DUNGARVAN AND
WEST WATERFORD, FOCUSED ON ADVANCING TOGETHER,
COORDINATED BY A THOUGHTFUL TEAM WITH AN AMBITIOUS VISION.

DEVELOPED: 2022



INTRODUCTION

Dear Colleague,

It is with pride that the Dungarvan & West Waterford Chamber is launching our strategy 2023 – 2026. We appreciate what a challenging time the past few years have been for the business community. We've recently weathered significant circumstances from Brexit to Covid and are now enduring a simultaneous housing and energy crisis. Countrywide there is a workforce shortage, and yet tech companies are reducing staff numbers. It's a complicated and uncertain environment.

The D&WW Chamber has successfully evolved in response to a rapidly shifting external environment, this is demonstrated by the growth of membership year on year, our work with stakeholders, engagement with political representatives, and participation by members and colleagues in the activities orchestrated by the Chamber.

Dungarvan & West Waterford businesses are the engine of a local economy which contributes to and propels the national economy - we have a critical role to play to ensure prosperity, success and progression in the years ahead.

The Dungarvan & West Waterford Chamber assembles businesses under a single vision and the 2023 – 2026 Chamber strategy confronts both immediate and long-term challenges and devises a new set of opportunities.

This strategy was compiled over time from member contributions, directors' input, a facilitated session with MCX Training, and a workshop with TOTEM, from which the collective information was distilled and refined into the content, pillars and aims below.

Join us over the next few years on the journey making this vision a reality to ensure Dungarvan & West Waterford is the best place to live, work, play & stay.

Oren Byrne
CHAMBER PRESIDENT

Jenny Beresford
CEO, D&WW CHAMBER

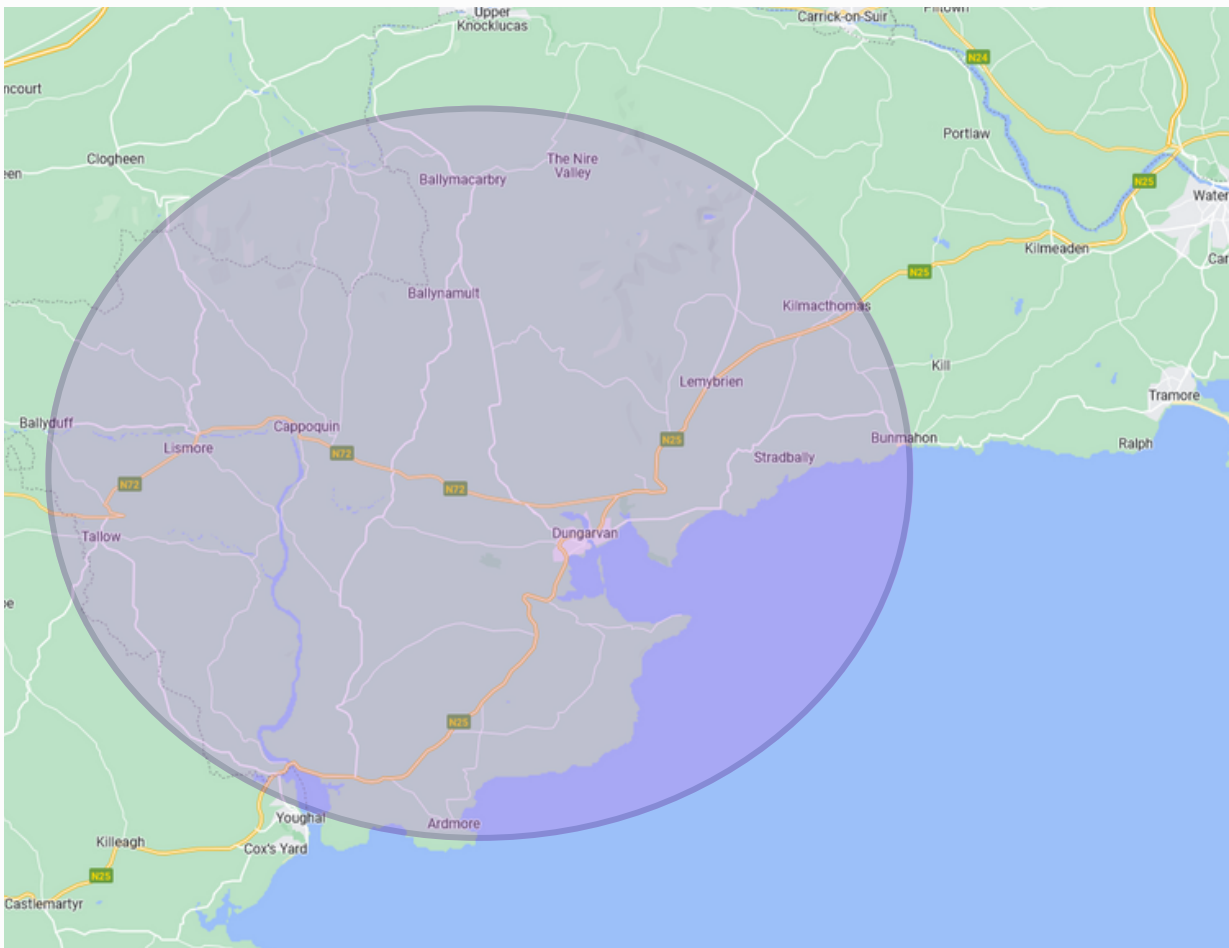




MEMBERSHIP & GEOGRAPHY

The Dungarvan & West Waterford Chamber represents businesses from Kilmacthomas, Ardmore, Cappoquin, Lismore, Dungarvan and surrounding areas in County Waterford.

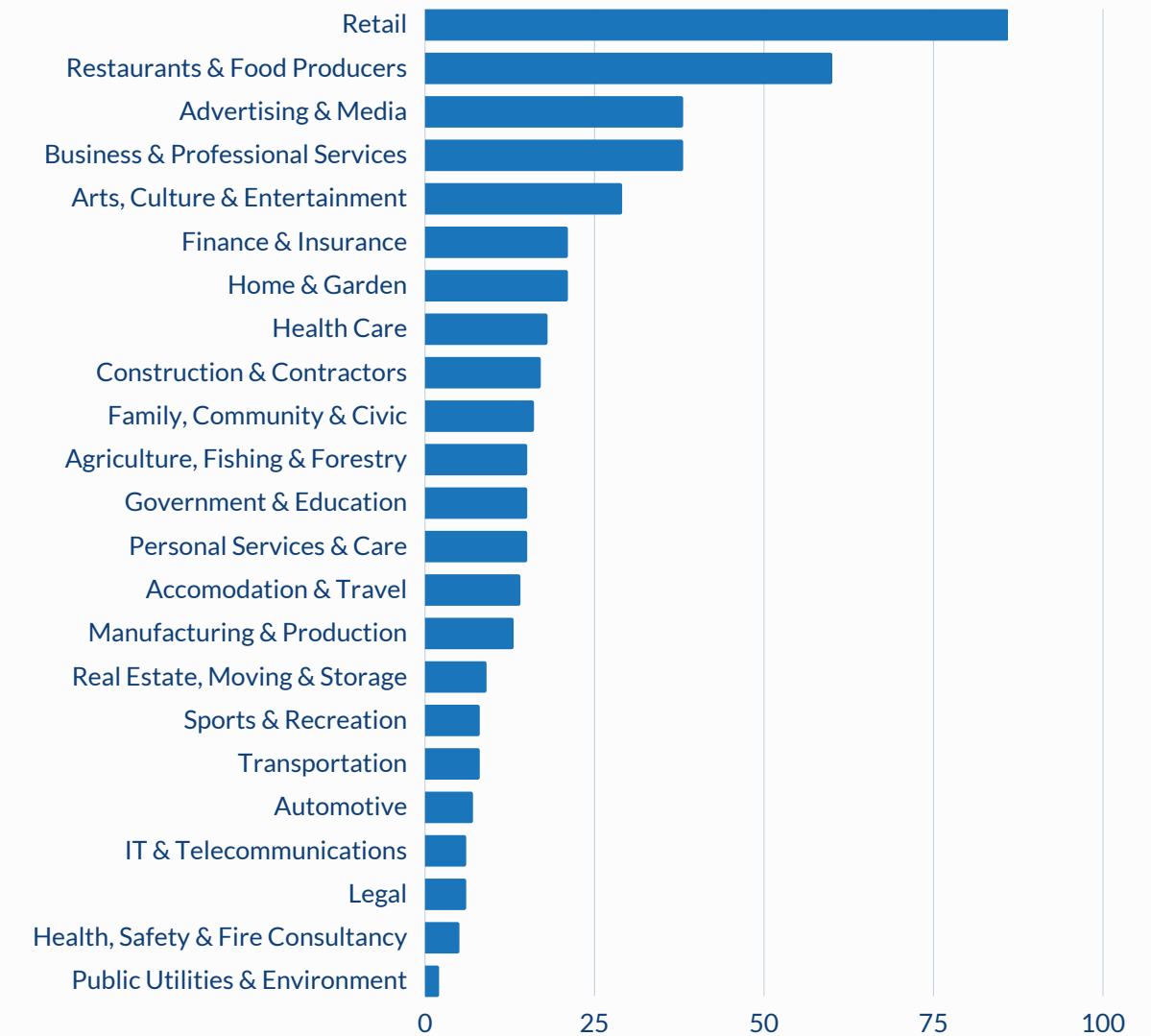
The Dungarvan & West Waterford Chamber represents a membership base of 320+ businesses working on behalf of its 3500 employees. The Dungarvan & West Waterford Chamber is active across a wide range & scale of businesses in the region - from a sole trader in Lismore to a large multinational in Dungarvan.



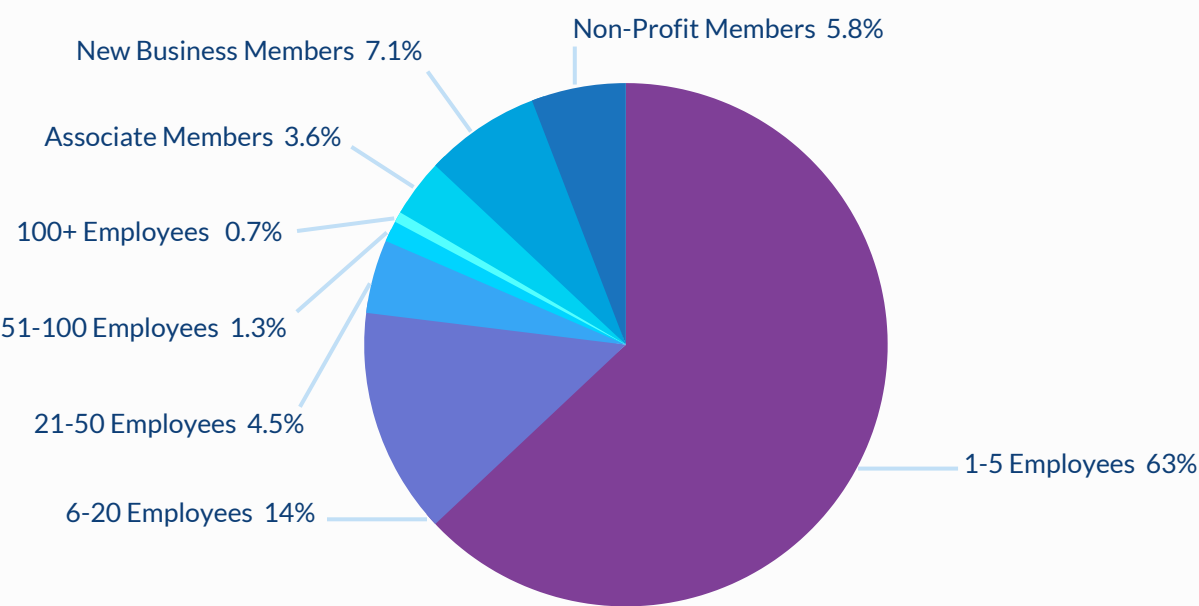
Established in 1994, the Dungarvan & West Waterford Chamber champions rural growth and is proud to promote Dungarvan & West Waterford as the best place to Live, Work, Stay & Play.



MEMBERSHIP - BREAKDOWN BY INDUSTRY



MEMBERSHIP - BREAKDOWN BY SIZE





WHAT THE CHAMBER DOES

Connecting. Informing. Supporting. Promoting. And Selling. You.

HOW CHAMBER HELPS

Collaborating. Sharing. Developing. Attracting. And Improving. For All.

OUR VISION

To grow a co-operative, highly competitive business community in Dungarvan & West Waterford, with a wide base of future-proofed skills and industries contributing to a high quality of life and an environment of innovation.

OUR PURPOSE

The Dungarvan & West Waterford Chamber exists to develop & maintain a supportive business environment that promotes growth and facilitates effective communication between all stakeholders.

OUR MISSION

To maintain a financially viable organisation that can represent the interests of the local business community at all levels while effectively and efficiently executing its core purpose.

OUR CORE VALUES

Leadership - Straight talking & progressive - identifying issues and addressing them with a strategic vision.

Communication - Customer-centric communication - openly engaging with stakeholders & facilitating dialog between members.

Service - Providing support, information, skills and advice - bringing value to our members.

Integrity - A commitment to always do the right thing for our members and the wider community.



RECENT ACHIEVEMENTS

GROWTH

A 200% growth in membership to over 320 members since the engagement of a business development professional in 2008. Increased revenue generation via membership subscriptions, development of sponsorship opportunities, strategic partnerships, sales of events, activities, and advertising.

WINS

Shortlisted for 8 Chambers Ireland Awards (2019 – 2022). The D&WW Chamber has won national awards including 'Virtual Event of The Year' in the 2021 Chambers Ireland Awards, and 'Best Membership Initiative' in 2022.

INFLUENCE

The D&WW Chamber is the voice for business. It is important members are represented at the highest level and the Chamber has facilitated face to face sessions with An Taoiseach, Tánaiste, Ministers, MEPs and Heads of Agencies.

'SUPPORT LOCAL' THROUGH CHAMBER VOUCHERS

The Chamber has been driving the growth of the Dungarvan Chamber Shopping Voucher Scheme, overseeing the sales of vouchers through 4 physical outlets and via our Chamber online platform. More than tripling sales between 2015 and 2022. Growing Voucher Sales year on year. Selling over €1million in 2022, and over €6 million since 2010.

COMMUNICATIONS

Developing and growing online communications via multi channels for both Dungarvan & West Waterford Chamber and the Dungarvan Tourist Office on all social media and websites. The installation of a Voucher accounting system in 2020 and a Client Management System in 2021 have also facilitated this advancement.



LEADERSHIP

- Founded **Dungarvan Aglow**, a festival based around unique illuminations at Christmas, generating national publicity and footfall. This resulted in 60% of businesses increasing their turnover. Over €200,000 secured in funding, this festival opened each year with an event seeing footfall of 5000+ people.
- **Welcome Pack** attracting innovative, skilled people to West Waterford is essential to our economic development. The Chamber developed a 'Welcome Pack' to support people moving to Dungarvan. Local companies recruiting professionals use this pack to sell the quality of life.
- **Tailored Employment Initiative**, the D&WW Chamber actively collaborates with the Department of Social Protection, local and regional education, apprenticeship & training bodies to develop a viable pathway to recruitment, training, and careers in the region. In addition, it organised 2 **Career Expos** to demonstrate the pathway from school to limitless career opportunities in local industry, through education. The Career Expo was a great success with over 1000 people in attendance.
- **Weekly Guides Creation & Publication** – the chamber developed a suite of publications such as the Dining In/Out Guides and the Car/ Bike Parking Guide. It also developed and implemented a social media plan to communicate the diverse offering around what is available in the areas of hospitality & access.
- Leading the “**Delivery of Waterford Greenway Economic Impact**” presentations throughout Ireland





SHORT TERM STRATEGY (1 - 2 years)

Strategic Pillar 1	Strategic Aim	Objective
Lets Rent (Housing/ Accommodation)	Unlock Existing Housing Supply	Assist with identifying solutions for the housing shortage in D&WW to facilitate an increase in housing stock for employees and ensure housing supply meets demand.
Strategic Pillar 2	Strategic Aim	Objective
Sustainable Development Goals (Energy/ Sustainability)	Promote The Green Agenda	Through communication and facilitation, assist members to adopt sustainability practices and green their business.
Strategic Pillar 3	Strategic Aim	Objective
Growth & Visibilty	<p>Grow Chamber Revenue</p> <p>Support Stakeholder Management</p> <p>Heighten Presence & Expand Visibility On & Offline</p> <p>Amplify Persuasive Influence</p> <p>Increase Shop Local Practices</p>	<p>Maintain strong membership numbers and continued growth of member engagement and activities.</p> <p>Ensure membership is representative of the geographical and business sectors in the area.</p> <p>Prioritise membership engagement, through surveys, interface , telephone & e-communication.</p> <p>Support Local by growing Chamber Voucher sales to over one million € per year.</p> <p>Run and attend impactful and relevant Chamber networking, representative, lobbying & information events.</p> <p>Identify sponsorship opportunities that will promote D&WW Chamber, its members, and activities that will assist and inspire business growth, promotion & sustainability (Jobs Post, Shop Local, Dining Guides, Boasting Dungarvan).</p> <p>Run and support campaigns and initiatives that will help with the promotion of D&WW as a great place to live, work, stay and play (in line with Chamber policies).</p>



SHORT TERM STRATEGY (1 - 2 years)

Strategic Pillar 3	Strategic Aim	Objective
(Continued)	Collaboration with National & Local Agencies, Authorities and Government Departments	<p>Promote Shop Local with Chamber Vouchers throughout the year, expand on the shop local culture built to date.</p> <p>Influence business, community and social enterprise development opportunities through engagement with key partnerships in government, relevant agencies and council departments.</p> <p>Represent members interests on a wide array of forums at the highest levels with Local, Regional, National & European assemblies/ groups/ decision makers.</p> <p>Be the representative group for Business in West Waterford. Lobby business needs and opportunities for the future sustainability of Dungarvan & West Waterford as the best place to Live, Work Stay & Play.</p> <p>Proactively develop and execute initiatives and PR that is beneficial to the organisation for media (on & off line).</p> <p>Through management of the Dungarvan Tourist Office, optimize opportunities for growth, collaboration and partnering for the tourism and hospitality sector. Work with Waterford Council, Failte Ireland and relevant stakeholders.</p>
Strategic Pillar 4	Strategic Aim	Objective
Governance & Succession	Succession Planning & Corporate Governance to success and sustainability	<p>Ensure the Board of Directors has a succession plan.</p> <p>Adopt best practice in governance around responsibility, accountability, awareness, impartiality and transparency pertaining to all activities including HR, finance, effective Board management and communications</p>



MEDIUM TERM STRATEGY (5 years)

Strategic Pillar 1	Strategic Aim	Objective
Chamber Premises	Secure Permanent Office	Locate a permanent home for the Chamber Office.
Strategic Pillar 2	Strategic Aim	Objective
Workforce	Identify Career & Employment Pathways & Reduce The Workforce Shortage	<p>Support pathways to recruitment, training, and careers in the region by collaborating with the Department of Social Protection, local and regional education, apprenticeship & training bodies under the Chamber Tailored Employment Initiative.</p> <p>Work with DESP, WWETB, SETU, SERSF, WLP & Waterford Council</p>
Strategic Pillar 3	Strategic Aim	Objective
Digital Transformational Hub	Future-proof Businesses & Inspire Innovation Through Digital Development	Work with Waterford Council and other stakeholders to open a Digital Transformational Hub in Dungarvan which will enable digital growth, development and efficiencies in business, future proofing business and employment.
Strategic Pillar 4	Strategic Aim	Objective
Communications	Upgrade Website & Email Templates	<p>Increase traffic to the Chamber website by updating the email templates.</p> <p>Build a new Chamber website utilising the positioning workshop feedback, member feedback and current analytics</p>



LONG TERM STRATEGY (10 years)

Strategic Pillar 1	Strategic Aim	Objective
Renewable Energy & Sustainable Development Goals	Champion UN Sustainable Development Goals	<p>Champion UN Sustainable Development Goals in line with Chambers Ireland</p> <p># 5 Gender Equality # 8 Decent Work and Economic Growth # 9 Industry, Innovation and Infrastructure #11 Sustainable Cities and Communities #13 Climate Action</p>
Strategic Pillar 2	Strategic Aim	Objective
Local Development	Support Local Development Plans in line with Chamber Policies and Goals	<p>Actively embrace Town Center First Policies appropriate to the areas the D&WWC represents.</p> <p>In line with the Waterford Council County Development Plans, work to ensure D&WW is anticipating demands for good, services, and infrastructure</p> <p>Balance the need for tourism capacity with demand for domestic dwellings, ensuring Dungarvan & West Waterford has a varied supply of tourism, short- and long-term accommodation options</p>

DUNGARVAN & WEST WATERFORD CHAMBER DIRECTORS 2022 - 2024

- Oren Byrne
- Eugene Tobin
- David Walsh
- David Connors
- Shane Connors
- Marie Duffy
- Patrick Haughey
- John Nugent
- Paul O'Connor
- Diarmuid Ryan
- Stephen Walsh
- Emilene Stafford
- Jack Walshe



DUNGARVAN & WEST WATERFORD CHAMBER MEMBERSHIP - MARCH 2023

- 360 Cookhouse
- AA Fire Safety Group
- Adesco Nutricines
- Aerhaus Ltd
- AHS Tuning
- Aisling Cahill Solicitors
- Aisling Larkin
- Alan Dalton Goldsmith Ltd
- All Task Solutions
- All That Can Be Productions
- Allied Irish Bank
- Amazing Glazing Pottery
- Amy & Siobhan's Hair Salon
- Amy Ellen Beauty
- Anchor Bar
- Anchor Spirits Ireland Ltd
- And Chips
- Ardmore Natural Care Ltd
- Ardmore Open Farm
- Ardmore Pottery & Gallery
- Aspire Physiotherapy
- AudioBrand (Haughey Media)
- Autoboom
- Balloonatics
- Bank of Ireland Co. Waterford
- Barron's Coffee House
- Baumann Jewellers
- BD Agri and Plant
- Beat 102103
- Better Finances
- Biowave Technologies
- Bird Control Ireland Ltd.
- Blackwater Distillery Ltd
- Blackwater Eco Tours
- Blackwater Valley Opera Festival
- Blasta Wholefoods
- Blossom & Berry Ltd
- Bob Troy & Co.
- Born Clothing
- Boutique Katie Fitz
- BrandAble
- Brian Gleeson Property
- By Ballinger
- Cairde Credit Union Ltd
- Capelli
- Capitol Cleaners
- Cappoquin Comm. Dev. Co. CLG
- Cappoquin Health Centre
- Cappoquin Logistics Doc. Storage
- CareChoice Dungarvan Limited
- Career Compass
- Casey's Caravan Park
- Cass & Co
- CC Renewables Ltd
- Ciaran O' Flynn Jewellers
- CIL Precision Ltd
- Cleanzone Technology Ltd
- ClearWave Ltd
- Cliff House Hotel
- Clover Pizza
- Coadys Quay Management Co.
- Coffee House Lane
- Colaiste na Rinne
- Colins Carpets
- Comeragh Landscaping
- Comeragh Pods
- Comeragh Veterinary Group
- Comhlucht Forbartha na nDeise
- Comserv ICM Ltd.
- Connors & Co. Accountants
- Copper Buoy Catering Ltd.
- Copper Coast By Lisa
- Dalton Jewellers
- Dannys Bar & Foodstore
- Dave Barry Plastics
- David Walsh Office Supplies
- Deise College
- Deise Design
- Deise Golf World
- Denis Herlihy - Business Consulting
- Denise Radley Auctioneers
- Devereux Menswear
- DGS Aeroparts LTD
- Discover Travel
- Downey Drains (Jet Clean Services)
- D's Beauty Salon
- Dún Artisan Bakery
- Dungarvan Administration Ltd.
- Dungarvan Audiology
- Dungarvan Brewing Company
- Dungarvan Business Centre
- Dungarvan Enterprise Centre
- Dungarvan Golf Club
- Dungarvan High Street Mgt. Co.
- Dungarvan Leader
- Dungarvan Nissan
- Dungarvan Observer
- Dungarvan Orthodontic Practice
- Dungarvan Paints & DIY Ltd
- Dungarvan Recycling
- Dungarvan Shellfish
- Dungarvan Transport Ltd
- Dungarvan Tyre Centre Ltd
- Dunurtaigh Construction Ltd.
- Dust + Rock
- E Project Chartered Architects Ltd
- E.A. Ryan & Company Solicitors
- Eamo and Ró
- Eason & Son Ltd
- East Cork Oil Company
- EBS Waterford
- Eir
- Elverys Sport
- Encore Stage Academy
- Environet Solutions
- Eunice Power Cooking For You
- Eurofins Biopharma Ireland
- Eurofins Food Testing Ireland
- Farm Relief Services (Waterford)
- FBD Insurance
- Feed Me Mother
- First Choice Tiles
- Fitzgerald Menswear T/A Heroes
- Flahavans
- Flexiwave Ltd.
- Flynn's Hardware
- Forde's Daybreak
- Fraher Media
- Frank Seery Water Services Ltd.
- Freezin Friesian
- Fresh Food Courtyard
- Fuller's Bistro
- Furniture By Penn
- Gadget Man
- GameStop Ltd
- Garage Monkey Design
- Garvey's Centra Coolagh
- Garvey's Supervalu
- GDPR Audits
- German-Irish Chamber
- Glanbia Management Services Ltd
- Glenwood Design
- Gourmet House
- Graphic Print & Signs
- Haleon
- Hallahan Pharmacy
- Hallahans Bus & Coach Hire
- Hanntec Engineering Ltd.
- Harty & Co Auctioneers
- Haven Pharmacy Connolly
- Hayes & Hayes Accountants
- Healy's Daybreak
- Helen's Lingerie Boutique
- High Street Medical Centre
- Hive Education Ireland
- Home Instead Senior Care
- Iasc Seafood Bar
- IFAC Accountants
- Indian Ocean Tandoori Restaurant
- Interlude Restaurant
- Irwin's Megavision (Paltel Ltd)
- Isabel's Place





DUNGARVAN & WEST WATERFORD CHAMBER MEMBERSHIP - MARCH 2023

- J F Williams & Co
- JB White Accountants
- Jitterbeans Deli
- Joan Clancy Gallery
- Joe Roche Glass & Glazing
- Karen Dempsey Photography
- Kent Consulting
- Kereen Building Services
- KHL
- Kidsize
- Kiersey's Bar & Tearooms
- Kilmacthomas Social Ent. Co. Ltd
- Koi Business Consulting Ltd.
- L & K Furniture
- Lanigan & Curran
- Lavinia's Boutique
- Lawlors Hotel
- Legacy Irish Cider
- Liberty Blue Estate Agents
- Lilypod
- Lismore Business Park Ltd.
- Lismore Heritage Company
- Lizzie Briens
- LloydsPharmacy
- Local Link Waterford
- Lorraine's Nail & Beauty Clinic
- Lynch's Greenhouse
- Macs Townhouse
- Manguard Plus Ltd
- Mary T Ronayne Solicitors
- Mastertech.cloud
- Mattress Mick Dungarvan
- Maurice Kiely
- McCauley's Health & Beauty
- McCullagh Higgins & Co
- McDonalds (Samben Ltd)
- McHugh Accounting
- McKenna Computers
- Meades Cafe
- Mean Bean Coffee
- Merry's Taverns Ltd
- Michael Roche Carpets Ltd
- Minogue Furniture
- Mobiletraining.ie
- Monicas
- Moore Financial Consultants
- Moores Garden Machinery
- The Moorings
- Move Health & Fitness Ltd
- Movies @ Dungarvan
- Mr & Mrs Needle
- Muiri K
- Mulhearnes Foodstore Ltd
- Munster Signs & Print
- Murphy's Toymaster
- Murray's CarePlus Pharmacy
- Nathan Burke Photography
- Natures Alchemy
- Nemeton
- New Images
- Nicola Ferguson
- Norris Bros. Ltd
- Number 21 Off Licence
- O'Briens Sandwich Bar
- O'Dwyer & Co.
- O'Dwyer's Shoes
- Olivere's Health & Beauty Salon
- One Less Robot
- Ormond Kitchens
- Paddy Foley's Bar
- Pat Denn Agriculture Ltd
- Pat Moloney Furniture
- Paul O'Connor Cars Ltd.
- Permanent TSB
- Power Engineering
- Precision Health Performance
- Printmaster
- Professional Beauty
- Quinlans Butchers
- Radley Engineering
- Rainbow Kids
- REA Spratt Estate Agents
- Ready Steady Play South East
- Red Heaven Design
- Red Shoe Productions
- REN Wellness
- Revival Salon
- Rich Rags Boutique
- Right Hand HR
- Sexton Bistro - The Old Bank
- Sexton Bistro - Railway Cottage
- Shalloes Newsagents & Gift Shop
- Shamrock Restaurant
- Shane Curran Home Company
- Shanley Industrial Engineering Ltd.
- Shaws Department Store
- Sherry Fitzgerald Reynolds
- SMB Media Solutions
- Solas Cancer Support Centre
- Sólás na Mara
- Specsavers Opticians
- St. Declan's Way
- Street Fashion AV30
- Sunfleck
- Terra Nua Building Contractors
- The 2 Sisters
- The Catering Company
- The Classroom Bar
- The Country Store
- The Food Safety Company
- The Garden Kitchen Cafe
- The Hot Pod
- The Lady Belle
- The Language People
- The Lismore Food Company
- The Local Bar
- The Market House Arts Centre
- The Office Organiser
- The Park Hotel (Meladon Ltd)
- The Pilates Room
- The Sunflower Shop
- The Tannery
- The TEFL Institute
- The Wine Buff
- The Work Coach
- Thomas Drohan Funeral Directors
- Three Store
- Tinsley Interiors Ltd
- Tom Curran Homestyle Store
- Tony Kirwan Civil Engineering Ltd
- Tony Kirwan Plant Hire Ltd
- Totem
- TQS Integration Limited
- Travel Counsellors
- UMPC
- Venture Clothing
- Veritas Chartered Accountants
- Viecura Medical Ltd
- Virgil Power Forklifts Ltd.
- Waterford County Library Service
- Waterford County Museum
- Waterford Disability Network
- Waterford Greenway Bike Hire
- Waterford Leader Partnership CLG
- Waterford Local Enterprise Office
- Waterford PPN
- Waterford Sports Partnership
- Waterford Wexford Education & Training Board
- West Waterford Festival of Food
- West Waterford Golf Club
- Whelan Fuels
- Whitehorses Restaurant
- Wholesale Electrical Supplies Ltd
- William Scanlan DairyTech
- Willie Bumster
- Willow and Oak
- Wink & Elbow
- WLR FM
- Woodhouse Property Ltd.
- Young Microbrush Ireland Ltd
- Your Hair Salon





WHY CHAMBER MEMBERSHIP IS IMPORTANT

In 2022 the Dungarvan & West Waterford Chamber ran an initiative around why membership is important to members. This project resulted in a National Award.

The businesses involved expressed why they were Chamber members, the value they see in the services offered by the Chamber and what they gain from being a member. The D&WW Chamber understands that businesses communicating to other businesses can be reassuring and so the 'Why We're Members' campaign was created to foster community, encourage engagement and remind people of the resources to hand in the face of difficult times.

Here are some of the responses - see more at www.dungarvanchamber.ie

BIOWAVE TECHNOLOGIES - KEN MCGRATH

"For me, discovering new and established businesses through D&WW chamber has been really useful. There's a really diversified set of members, providing products and services that I might have otherwise only expected to find in the nearby cities."

FREEZIN FRIESIAN - DAVID KIERSEY

"Being new to the Chamber, we didn't realise what a resource it was before we joined. It's like having a business hotline. The D&WW Chamber is our first port of call to help you with all types of topics and challenges."

WATERFORD GREENWAY BIKE HIRE - LIAM KEATING

"The D&WW Chamber does an exceptional job promoting the area, it is important for us to support the Chamber as our business benefits from this positive promotion. We also gain benefit from our membership by way of receiving advice, ideas and assistance."



THE WORKCOACH & COOLNASMEAR COACHING - COLETTE BANNON

"Continuous improvement strategies along with relentless communication with members, has meant the Chamber has remained progressive & relevant and is outstanding at keeping businesses in West Waterford connected. So for me being a member and being part of this community makes complete sense!"

ENCORE STAGE ACADEMY - AILEEN HOGAN

"The Dungarvan and West Waterford Chamber, has been invaluable to our business. We have found it a great support system, especially in the last two years. We receive constant newsletters and updates on events, networking opportunities and online courses. We are always informed and up to date on new regulations and new businesses to support in our locality."

THE LISMORE FOOD COMPANY - KEN MADDEN

"The Chamber offers us an enormous amount as a company and plays a hugely important role in the business community in Waterford and beyond. We're proud to be a member, to engage with the Chamber team to grow our business and the many opportunities membership brings in such an exciting landscape."

NATHAN BURKE PHOTOGRAPHY & DESIGN - NATHAN

"Dungarvan Chamber has been a great support to my business. I have made invaluable contacts through the chamber networking events which have led to some exciting projects. The Chamber team has provided me with a steady stream of business information, upcoming events and grant information which has been very helpful especially over the last couple of years."

VENTURE - CATHAL GLEESON

'To our business, Chamber Membership is like having a 24 hour business resource which offers support and advice on all types of issues impacting businesses; the ones we are prepared for and the ones that come out of the blue. We are first to learn of services, grants, schemes and supports, and that's directly from the team, always ensuring members have advantage.'



CHAMBER PLATFORMS & CONTACTS

Dungarvan & West Waterford Chamber,
Dungarvan Enterprise Centre,
Main Street,
Dungarvan,
Co Waterford



058 45054
086 6043602



Dungarvan & West Waterford
Chamber Of Commerce



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Dungarvan & West
Waterford Chamber



Dungarvan & West
Waterford Chamber

