## 

## DAMIEN CAFFNEY CHOOSES

DAMIEN GAFFNEY CHOOSES
WATERFORD FOR BETTER QUALITY OF LIFE

### **DEVELOPMENT PLAN**

DAWN OF A NEW ERA FOR WATERFORD

THE ART OF

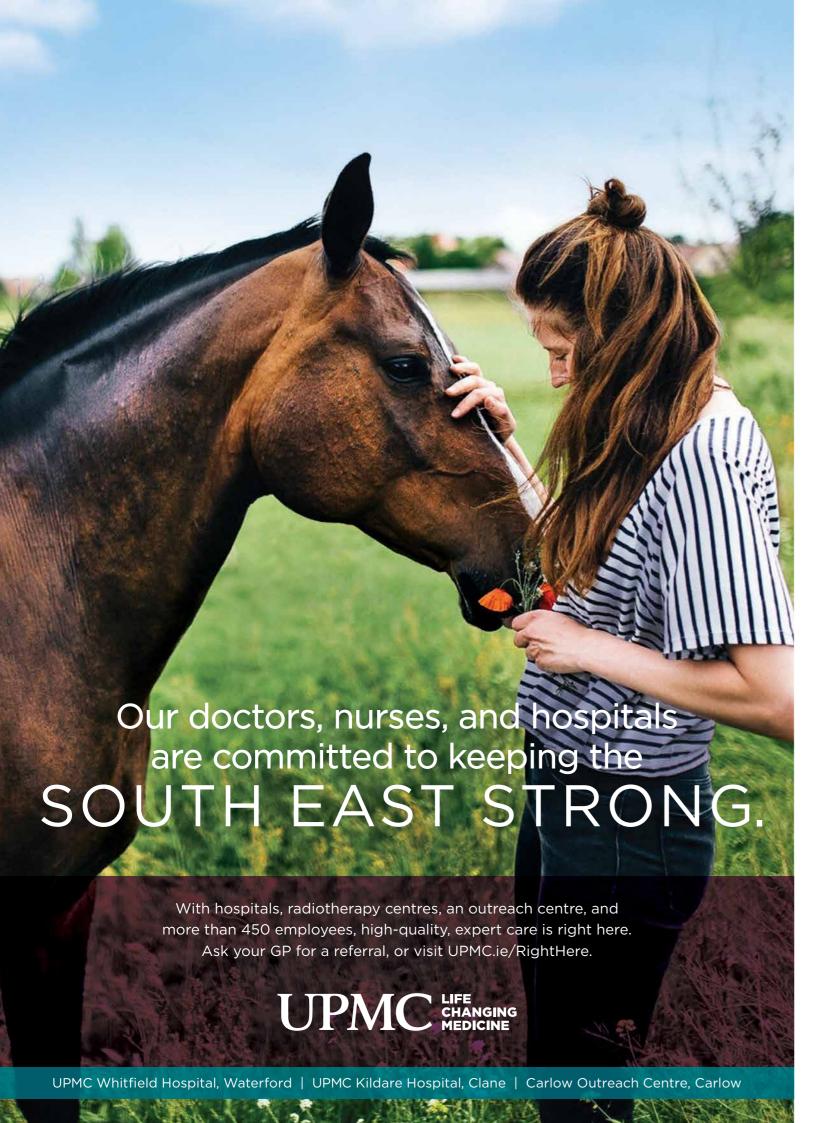
**EFFECTIVE MEETINGS** 

ENTRIES SOUGHT FOR

**BUSINESS AWARDS** 



**Waterford** Chamber





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Kevin Doolin, TSSG



Keep Waterford Safe

#KEEPWATERFORDSAFE

WASH YOUR HANDS often with soap and water for at least 20 seconds

WEAR A MASK when you're going out and put it on PROPERLY

MINIMISE your contacts





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#### OF COMMERCE 2020

is most encouraging. Our efforts will continue as we face into the Christmas period. In addition, our lobbying activity

has been very strong. We have met

individually with our local TDs and I have also had the opportunity to address a number of Government Ministers in relation to issues pertaining to Waterford.

Unlocking our potential

By GERALD HURLEY, CEO, Waterford Chamber

hat a busy few months

we have had! We have

taken the time to take

a deep dive into our own offering

relevant for our members and are

working on new and innovative

approaches to our membership

I am delighted to say that the Toys4Engineers and the Waterford

Business Awards have now been

re-designed and will go ahead on

Programme is again proving popu-

lar and the digital orientation has

allowed us to bring in national and

vested interest in the future success

We have been proud to do our

bit for the Shop Waterford Support

Local campaign, by increasing our

marketing of the Waterford Shop

showcasing redemption partners

through social media videos and

the results are evident in the levels

of engagement and the increase in

vouchers being redeemed, which

Local Vouchers. We have been

international leaders who have a

Our Regional Leaders

services.

digital platforms.

of Waterford.

and how we can make it more

We recently made an extensive submission to Waterford City & County Council in relation to the Waterford City & County Development Plan, which you will see covered in the following pages. While we seem to be in the eye of the storm right now, there are endless opportunities ahead of us and this Development Plan is the key to unlocking them.

Earlier this year, we launched our Big Little Ideas campaign and we have been able to act on a number of the recommendations we received. In collaboration with Waterford City & County Council, we have introduced Happy to Chat Benches in the city and plans are moving ahead in re-energising and repurposing the Plaza.

Our commitment to Tramore was reflected in our entry, alongside Waterford City & County Council, to Bank of Ireland Begin Together Awards. We were delighted to see Tramore shortlisted for their community efforts during Covid-19 and we co-ordinated a digital presentation which showed the extraordinary efforts by

community groups and businesses who worked together during the pandemic. As we go to press, we await the outcome, which could result in €20,000 in prize money being awarded to the town.

We also continue to collaborate with various stakeholders, having active positions on industry taskforces with Fáilte Ireland, Chambers Ireland, Waterford City & County Council, Winterval and many more.

Former Chamber President Paul Nolan has just been elected to the **Board of Directors of Chambers** Ireland and I know Paul will certainly be a vocal contributor in highlighting Waterford.

Finally, I would like to wish Danette every success in her year ahead as President. It may be a shorter term than normal, but I have no doubt Danette will achieve many things and work tirelessly on behalf of the business community.

In the run up to Christmas, can I please press on everybody to be compliant to guidelines, protect vourselves, your employees and your families. We need to flatten the curve here in Waterford as another lockdown would just be unthinkable.

**NETWORK • Q3 2020 NETWORK • Q3 2020** 



■ By DANETTE CONNOLLY, President, Waterford Chamber

"Fight for the things that you care about, but do it in a way that will lead others to join you." -Ruth Bader Ginsburg

ever a truer word spoken in these times by the late, great Supreme Court Judge. It is now over six months since we were all thrown into a place we could not have imagined, and everyone has experienced so much change.

Like everyone else, Waterford Chamber has had to adapt too but we continue on in earnest to fight for Waterford, be it through our recent Development Plan submission or ongoing lobbying activity.

In light of Covid-19 we were forced to postpone our AGM, which saw Jonathan Earl extend his tenure as President and subsequently my delayed election in

I am deeply honoured to have been elected as President of Waterford Chamber, and while

times have changed significantly, the mission of Chamber has not changed. We will continue to work on behalf of our members for a better future for Waterford.

We say it all the time, but cannot emphasise it enough, collaboration is key to our success as we work together as a business community to provide essential services and strategise together as we look to the future.

As we outline clearly in our Development Plan submission, the ideal scenario is the coming together of public and private to deliver on key projects. We have seen how successful this can be when you consider the joint efforts of the HSE and private health services during these difficult times.

While there are too many to name, it would be remiss of me not to mention the call centre for the HSE based in Waterford, the development of the Covid tracker app by NearForm, and of course the coming together of UHW and

Whitfield in terms of patient care.

Through all the challenges in Waterford we have seen individuals and businesses really step up and provide solutions, many of which are referenced in the following pages.

The weeks and months ahead hold uncertainty but when we hear talk of curves, one thing is for sure and that is we have had a steep learning curve. Whatever is ahead we are going into it with much more knowledge and understanding and that can only be a positive thing. It has been a tremendously trying time for everyone but we have strength in unity and we will face and surmount this together.

Please continue to support local businesses whenever possible, be kind to others and most of all look after yourself.













## 'Happy to Chat' benches offer company in the city centre

aterford Chamber, Waterford City & County Council and other stakeholders, have been actively promoting the *Big Little Ideas* campaign, calling on the public to be part of Waterford's recovery.

One of the ideas, 'Happy to Chat Benches' which was submitted by Deirdre Phelan of Property Partners Phelan Herterich, will be officially launched on 1st October as part of the citywide celebrations to recognise the *Day of the Older Persons*.

Mayor of Waterford City & County, Cllr Damien Geoghegan, Mary Butler TD, Minister of State Department of Health with responsibility for Mental Health and Older People and Danette Connolly, Waterford Chamber President and National Clinical Lead of Home Instead Senior Care Ireland visited William Vincent Wallace Plaza, one of the five sites where a 'Happy to Chat' bench has been identified.

According to Minister Butler, "Loneliness and social isolation represent significant public health risks in our communities. They are non-discriminatory, affecting people from all walks of life, regardless of their age, social circumstances or whether they are urban or rurally based. Initiatives like the 'Happy to Chat' benches will offer people an opportunity to reach out to others.

"Happy to Chat Benches', which can be already found across Europe, help tackle loneliness and isolation in the community, by breaking down the invisible wall between strangers who might be sitting side by side but uncertain about starting a conversation. The underlying belief was by simply stopping to say "hello" to someone



Cllr Damien Geoghegan, Mayor of Waterford City & County; Mary Butler TD, Minister of State, Department of Health; Deirdre Phelan, Property Partners Phelan Heretich; Danette Connolly, Waterford Chamber President; Sgt Dave Butler, Age Friendly Liaison Officer, An Garda Síochána Waterford.

at the 'Chat Bench' could make a huge difference to the vulnerable people in communities and help to make life a little better for them."

Mayor Geoghegan outlined where the benches will be located. "Five city centre benches will be dedicated to the 'Happy to Chat' initiative, one on The Quay, one on the Plaza, one in John Roberts Square, one in Michael Street, and one in Hanover Street.

"These are difficult times for everyone and it is okay not to be okay. We are asking people to take time out, use the clearly identifiable benches if you are happy to lend an ear to someone or if you need to someone to listen. These benches are for everyone, for those with life experience and words of wisdom to share, or young people who just need an open ear. Above all, we ask people to be kind and support each other."

"We have seen wonderful creativity through the *Big Little Ideas* campaign", said Chamber President Danette Connolly. "These benches are just the one of many initiatives to come to fruition and if they will make life that little bit easier for just one person, particularly in these difficult times, then they can only be a good thing. We must remind people to respect the initiative, use it appropriately and of course maintain social distancing and HSE guidelines."













#### **SPRINGBOARD COURSES** 2020

**UPDATED:** Newly Funded Courses & Remaining Places

Subject	Level	Credits	Fee	Start
Business				
Certificate in Business in Economics & Finance (Postgraduate)	9	30	€270	Sept 2020
Postgraduate Diploma in Digital Marketing Practice	9	60	€510	Jan 2021
Certificate in Business in Business Analytics (Postgraduate)	9	30	€300	Jan 2021
Postgraduate Diploma in Finance & Business Analytics	9	60	€575	Sept 2020
Computing				
Higher Diploma in Computer Science [2 Yr Online]	8	90	€900	Jan 2021
Higher Diploma in Science in Data Analytics [2 Yr Online]	8	60	€600	Jan 2021
Engineering				
Certificate in Introduction to Automation	7	15	€150	Sept 2020
Certificate in Engineering in Biomedical Engineering (Postgraduate)	9	30	€350	Sept 2020
Hospitality				
Certificate in Culinary Skills	6	60	<i>€7</i> 50	Sept 2020
Certificate in Food & Beverage Operations	6	60	€575	Sept 2020
Science				
Certificate in Science in Advanced Drug Formulation Science (Postgraduate)	9	10	€120	Sept 2020
Certificate in Science in Quality Management & Quantitative Data Analysis (Postgraduate)	9	20	€170	Sept 2020

#### Cost

Courses are **fully-funded** the unemployed, previously self-employed and people returning to the workplace.

For employed people level 6 Courses are 100% - funded and Level 7 - 9 courses are 90% - funded.

#### Virtual Open Day

Come along to our Virtual Open Days on:

#### Weds 9th September

Weds 18th November

and talk through your options with our experts.

#### Talk to Us

Visit **www.wit.ie/springboard** and talk though your options with us:

Virtual Drop-in: book-in for a one-toone call with the Springboard team Email: springboard@wit.ie















As Damien Gaffney, Director at Tetrarch Capital, joins the Regional Leaders Programme to offer his advice and support to the business community, here he speaks to Lynda Lawton about his family's decision to return to his beloved Waterford and the opportunities he sees for the city he loves so well.

hen Damien Gaffney crossed the River Suir in 1996 bound for UCD to study a Bachelor of Commerce, the world was his oyster. Almost 25 years later, having worked all over the world and now at the pinnacle of his career, he is coming home.

"It's a lifestyle choice", says Damien, who is now married to Julie and a dad to three beautiful children.

"We bought an old cottage between Passage and Woodstown three summers ago and spent as much time as we could there with the kids. We began to notice how much happier they were in Waterford and at the end of last summer when we were driving back to our home in Rathmines, Dublin, Julie asked me would we consider making it a more permanent move and live beside the beach.

"I had never suggested it because Julie is originally from Dublin but once she did, I was all over it. She has a nice group of friends here, the kids just love it and all the outdoor activities. We've since gutted the cottage and we're so excited about moving in and making our long-term family home here."

As a Director of Tetrarch Capital, Damien is responsible for overseeing all of the company's hospitality assets, and so spends quite a bit of time on the road. As a result, the move certainly won't have an impact on his career, particularly as their hotel portfolio includes Mount Juliet Estate down here in the South East.

"I spend a couple of days in Dublin as part of overseeing our broader business with my business partners, but the rest of the week I am based in Waterford and launch myself to the various hotels from here, so it works very well. A lot of friends have moved back home in recent years and I've a huge family network so settling in has been easy for us.

"I'm still discovering parts of Waterford that really are incredible and the potential all around the county is really obvious to me. Despite this, it certainly isn't the view held nationally in my experience, which is disappointing and, quite frankly, I find it irritating as I know how much effort goes into promoting the county by so many brilliant and committed people. It's a pride thing really and despite my frustration (and I am sure this is shared by everyone) I do think we need to understand the 'why?'

"The irony from my perspective is that the 'Waterford' message is somehow less impactful or diluted and therefore less effective, partly because there seems to be so many sources of the same message! The product, the intention and the energy are all there in abundance but I can't help but feel that it needs to be pulled together a bit and harnessed so that the impact of the whole is greater than the sum of the parts. It's easier said than done and labouring over strategy can be unnecessarily complex so keeping it simple is critical. All of the material to create a very powerful and attractive story is certainly there."

Leaving Waterford for Dublin in 1996 to go to University is also a topic that Damien is passionate about.

"Like everyone else I'm sure, I believe that the University status is critically important for Waterford but also for the South East. Notwithstanding the mammoth effort that has gone and continues to go into this initiative, it's taking too long to get it over the line and something needs to happen now. While it would be great to achieve exclusive University status for Waterford, I believe confirming a University campus across counties in the South East would also be very significant for Waterford if that's where it lands. It needs to move on now as notwithstanding the educational platform and promise that it would provide, it also means that the prospect of new and regenerative investments across Waterford would be overwhelmingly positive. It's very obvious. It would present a very clear opportunity for Waterford

to take some brave steps towards repositioning the city centre, which is absolutely necessary, particularly when you consider the systemic and irreversible changes that are happening in towns and cities all across the country."

Damien's passion for strategic planning, roadmaps, mergers and acquisitions stem from his formathe Celtic Tiger, I was exceptionally busy working 14–16 hour days on numerous transactions, acquisitions, raising equity and debt, restructuring balance sheets and so on – all for Irish entrepreneurs and Irish SMEs. What I most loved, and still do, is the real engagement with people, people who desperately wanted to grow and develop their

## "I'm still discovering parts of Waterford that really are incredible and the potential all around the county is really obvious to me.

tive days in PwC, where he went to work following his Masters in Business with Smurfit Business School

"Early on in my PwC career

after I had just qualified, I was sent on secondment to the PwC Atlanta office for a year to work for Jack Warner, one of America's most successful business men and philanthropists. Working across his conglomeration of companies in Alabama, Georgia and Florida, I was exposed to a lot of corporate finance and financial engineering work and that opened up a new avenue for me. I was a recently qualified chartered accountant but I had never fully appreciated the importance of different types of capital and their relationship to one another and how important that ultimately is to business. The experience opened my eyes. The exposure to understanding how important capital management was to business' success was very formative for me and there was no going back - I knew then that I had no interest in chartered practice after that.

"When I came home, Julie had just qualified also and we decided to take a year out and travel to Australia. After that, I joined Merrion Capital, a boutique corporate finance firm. It was the peak of businesses. Being able to contribute in these processes in order to help move the dial – that was and still is the hook for me."

But then the recession took hold and the world of finance changed dramatically. "There was no corporate finance work, markets were in limbo and institutional and private investor appetite had dried up. Out of the blue an opportunity came up to lead the corporate finance team at Fyffes plc so I took it. With responsibility for international acquisitions and the support of a strong balance sheet, it meant a lot of travel, fire power and PLC experience. It was a great time and a very good learning experience for me in a publicly listed environment, which was very different to the private one I'd known.

"However, I really missed the variety of corporate transactions, so in 2010 I had the opportunity to work for FL Partners, led by two guys I had known since my Merrion Capital days. It was a step into private equity and working closely with a variety of different businesses we owned and/ or controlled such as the Racing Post, ATA and Sunseeker Yachts. We were hands on managing those businesses, all very different, as well as managing investors, recapitalising balance sheets and

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financing new acquisitions and opportunties. It was very challenging and quite intense as the country and asset values were still in the very early stages of recovery, but it was an incredible experience and I learned a lot of lessons there.

"It was at FL that I met my current business partners in Tetrarch Capital, Michael McElligott and

## I can honestly say I have my dream job.

James Byrne as we shared the same office building and got to know one another well. Michael and Jim were setting up a new business, there was an opportunity for me to get involved at the start and get some real equity in the company, in an environment where asset values were cheap, so while it was a very tough decision, I made the jump. I was 31, I felt the momentum in Ireland was beginning to change and that the recovery was close. It just felt like an incredible opportunity at exactly the right time.

"Now, nearly a decade later, I can honestly say I have my dream job. I have a fundamental say and influence in the strategy and direction of the company and how it is all financed but also the hands-on responsibilities that come with managing tangible, operational businesses - currently I manage (indirectly and directly) c. 1,400 staff which brings its own responsibilities and challenges! It can be quite a serious job; we source and structure all of our deals, we invest our own money in every deal and bring in suitable capital to match and partner with in some cases, depending on the quantum and risk. Horses for courses.

"Thankfully, with a bit of luck, we've managed to develop a good business over the past ten years and we have developed a very talented and loyal bunch of people, who we trust implicitly around us.

That way you don't feel the heavy burden of responsibility as much when everyone pulls together and the foundation is there. Sounds simple but it's the key really."

As Damien joins the *Regional Leaders Programme* offering one-to-one support to members of the business community, he offers his top three pieces of advice.

"For me the most important thing in business is the people. A yawning cliché I know but it's true. Take your time to find the right person. Personality for me is critical. Academic ability is obviously a factor but having a good personal fit with someone who has a strong sense of emotional intelligence is so important for the success of your business, particularly in this ever-changing world. I can't emphasise enough how important it is to really understand the people you work with and employ,

expensive!) to root out and repair. You cannot underestimate the impact of being transparent with the people you work with and the impact that sharing information with them can have in my view. Tell them and show them what's going on and how the business is doing! It's critical. The sharing of this type of information in the right way creates and develops a trust and a level of goodwill that is very, very valuable.

"Lastly, and in my experience, I see more and more business owners being so busy focusing on sales and across the various operational aspects of their businesses (understandable in the current Covid environment), that they unintentionally ignore the capital structure of their business. Having a lop-sided or fundamentally flawed capital structure underpinning your business can



and trying to really understand what motivates them, not you. Understanding this gives you the best chance of getting the best out of them and in my experience they will run through a concrete wall for you if you get the balance right.

"I see it all the time, but poor communication is simply a slow killer for a business. Goes without saying, it leads to sloppy and poor decisions but more crucially for me it encourages mistrust and this creates a toxic culture over time, which is very, very hard (and and does cause under-performance and unnecessary stress, not only on the business itself but on business owners. I am continually amazed at how little time is given to getting this right and how little attention is given to match the right capital with business needs."

While most faced periods of closure during the Covid-19 pandemic, there was no such downtime for Damien. "It was hard to believe how quickly the situation had accelerated and that we'd actually arrived at a lockdown

it to fade like it had in the past with the SARS pandemic, but it was clear at that point this was far more serious. We worked hard to prepare as best we could – we moved early and in February we had agreed, in conjunction with the HSE, to create the national isolation hub at Citywest. It was 100 miles an hour getting that up and running and then there were also the other hotels to consider in parallel. We had to keep the staff informed and understand what it all meant for them, work the management teams to ensure that the hotels were secure etc., informed banking partners and investors on a daily basis almost, as protecting cashflow when you have no revenues is particularly paramount. No business was prepared for this or had the luxury of excess cash on its balance sheet to deal with it. It

point. In truth, we'd all expected

was full-on, unprecedented stuff and it still is.

"Thankfully, in June we began to bring staff back to the hotels and for the most part trade has been good, but then Killashee House Hotel in Naas was hit with a second lockdown and we are in the middle of constructing three hotels in Dublin city centre – so it's been tricky to say the least. It's been draining – physically, mentally and financially and every business owner will know this. We've been blessed with a very understanding stakeholder base and this has allowed us to flex and adapt to meet the business needs in this environment. The reaction and behaviour of the employees has been equally as important. We had a responsibil ity to the staff and wanted to be transparent with them at all times. I held many, many meetings, told them about the financial situation

and so they would understand what was going on at all times and why we were making the decisions we were making. It was difficult and the emotion of employees on returning to work when we reopened was something I hadn't fully appreciated or anticipated. People were so, so happy just to get back and some tears were shed along the way, particularly by the more long-serving staff members. I was overwhelmed by the reaction and in an odd way, I felt proud that they felt so passionately to get back to work and I really hope that we can keep it that way for the foreseeable future."

Damien Gaffney joins the Regional Leaders Programme as a one-to-one leader. For more information see www.waterfordchamber.ie

kelly.cummins@waterfordchamber.ie

**6** 051 311135

www.waterfordskillnet.ie

VIRTUAL
CLASSROOOM
&
E-LEARNING
ESSENTIALS
PROGRAM

8 x 2-hour Virtual Sessions - 10am-12pm

Dates: 13th, 15th, 20th & 22nd October, 10th & 12th November 2020

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core value for Bausch
+ Lomb since it was
established in 1853 has
been a commitment to continuing
education as the basis for scientific
discovery, technological innovation, quality and the creation of
excellent eye health products for
customers all over the world.

Ireland has, in the decades since the Waterford Bausch + Lomb facility began production in 1980, become the contact lens manufacturing capital of the world – a statistic often quoted is that one third of all contact lenses worn anywhere in the world are made in Ireland. We now have in Waterford the biggest Bausch + Lomb contact lens plant globally with a floor space of a half a million square feet, measuring 1.5 kilometres end

to end.



The continued investment in the newest and best technology, supported by people with a very wide range of skills, abilities and education means that we now have one of the most advanced healthcare manufacturing sites to be found anywhere in the world.

Underlining their commitment to education, Bausch + Lomb have a research and development department which employs 45 scientists, engineers and technicians covering a wide range of scientific and engineering skills, including five PhDs working in four laboratories. One outcome of this investment in knowledge and skills is that 95 per cent of the contact lenses manufactured in Waterford were developed here.

Their workforce is multi-skilled with many members of Waterford teams sharing expertise with other manufacturing sites in the Bausch + Lomb global community.

According to Mark Hennessy, Site Lead, "The creation of our new graduate programme in Waterford is evidence of our commitment to becoming the employer of first choice for the brightest and best students leaving our universities and other third level colleges, particularly those located closest to us here in the south and east of Ireland. During our 40 years in operation here, we have always believed that education and continuous professional development of all employees who wanted to further their skill profile was well worth investing in and we continue to hold that belief.

"Now we are looking to the future and embarking on a new graduate programme that will ensure that the very best people in many disciplines will join us as we write another chapter in the long history of innovation and excellence begun by our founders 167 years ago."





#### Waterford Stanley

#### Waterford Stanley announces distribution of premium cooking brand AGA.

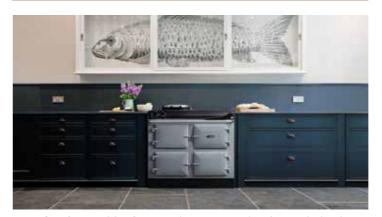
Waterford Stanley, home of premium cooking, heating & renewable brands Stanley, Rangemaster, Rayburn, Falcon and Mercury, is pleased to announce the distribution of their sister brand AGA in the Republic of Ireland from the 1st September.

It's an exciting time for Waterford Stanley to be involved with the AGA brand with all their technological advances in cast-iron cooking and introduction of several new electric product ranges. In the last number of years, AGA have invested heavily in innovative new product design and initiatives to ensure there is an AGA

In the last number of years, AGA have invested heavily in innovative new product design and initiatives to ensure there is an AGA cooker for every cook and every kitchen. It is this commitment to thoughtful design – using honest, hardworking materials to create relevant, distinctive products that stand the test of time – that has led to the launch of four new electric AGA series cookers in a variety of sizes and with exciting and innovative additions.

'We are delighted to be adding this prestigious brand to our product portfolio. With the addition of AGA it further enhances our position as the premium supplier of cooking and heating products'

- Colin Walsh, MD Waterford Stanley



**AGA Electric eR3 100-4 in Dove** gives you a cooker that works hard and looks fantastic. It offers a handy additional built-in storage space that's ideal for roasting tins, baking sheets and other cookware.



**AGA Electric 7 Series 150 in Linen** Heritage, symmetry and pragmatism come together to give you a cooker that works hard and looks fantastic.

#### **AGA and Waterford Stanley reunited**

Stanley, Rayburn and AGA were once part of the same Foundry and came full circle in 2005 when Waterford Stanley Limited became part AGA Rangemaster. Waterford Stanley's plant in Bilberry Waterford was set up in 1936 by Allied Ironfounders, the predecessor company to AGA, as a sister facility to its foundry in Larbert, Scotland. Stanley range cookers were launched alongside Rayburn range cookers in the 1920s - both were companions to the Livingstone cooker.



**The AGA Electric 7 Series 150 in Blush** offers the added convenience of handy built-in storage space for cookware and the flexibility of an induction hob.

#### **Features of new AGA Electric Range Cookers**

#### On when you need it, off when you don't.

The cast-iron ovens can be left on when you want, providing that gentle AGA warmth in the kitchen, or switched off when you don't. Some models have conventional ovens and are perfect for those times when you don't want the cast-iron ovens on, need extra cooking capacity or want to cook a quick weekday meal. Hobs come in cast-iron, ceramic, induction and gas. In the case of Induction this is a first for cast-iron cooking.

#### An AGA Cooker for every cook and every kitchen.

AGA's mix of ovens, hotplates, induction and gas hobs means you have a cooker for all seasons and one that makes it very easy to manage energy usage. All AGA cookers are available in 17 gorgeous colours and come in 60cm, 90cm, 100cm, 150cm, 160cm, 170cm and 220cm sizes.

#### Versatility to cook what you want, when you want.

7 days with AGA: Simplicity, versatility, able to cope with all your cooking needs. AGA cookers are now a flexible part of the modern home. They can include fan ovens and induction hobs for when you need something quick, and still have the traditional roasting, baking and simmering ovens for when you are cooking a big meal.



See our video on **7 days with AGA**, along with recipes for each of the days:

https://www.youtube.com/user/ WaterfordStanley

#### FOR FURTHER INFORMATION CONTACT:

Tel: 051 302300 email: sales@waterfordstanley.com

## Development Plan offers a future of opportunity

In recent weeks, Waterford Chamber CEO Gerald Hurley presented at the Waterford City & County Development Plan public consultation forum. This was followed by a formal submission prepared by Fewer Harrington & Partners and Waterford Chamber in conjunction with the business community. Here we take a look at what the critical issues for Waterford are in the years ahead and which our members have outlined to us as key priorities for them, as detailed in our submission.

aterford Chamber and its members understand of contributing toward the next City & County Development Plan as it will underpin Waterford City & County economic, social and environmental patterns for the next driver of national growth and six years...

To that end, we believe the Development Plan must be a collaborative effort between the Local Authority, the business community and the wider community, who are best placed to help, advise and develop a plan which will facilitate the delivery of a better city for all. This *Development Plan* is an enabler for progress and we must embrace that as a collective.

We have the largest city regional catchment population after Dublin, with a catchment of 604,000 people within an hour's drive time and that's greater than Cork, Limerick and Galway.

"We need to get the message out there that we are a region of scale, we are open for business and that we have a Development Plan which will facilitate and encourage inward investment, relocation and deliver growth," Gerald told the forum audience.

"Strong cities drive strong regions. According to the National *Planning Framework*, Waterford City is to become an important a 'Regional City of Scale'. This requires a development strategy to build Waterford's population by a minimum of 36,000 by 2040 and an employment base which will not only drive growth in the city but also regionally. This plan will afford us the opportunity to set out our stall with confidence and show that we are a strong city with strong ambitions."

There are key elements which will enable the growth that we require. We need to have a vibrant city, a properly funded university, an airport, improved healthcare, better rail and road connections, and suitable housing.

#### CITY CENTRE

Waterford City cannot rely on retail alone to make our city centre vibrant. Waterford City now needs

to look at other uses and retail formats to create this vibrancy.

This plan must outline deliverable objectives which will breathe life back into our city centre and keep our young people here and encourage those who have left to return. This needs to be done in consultation with developers and property owners.

We need to focus on our strengths and expand on outdoor experiences, for example urban renewal, greenways and blueways.

There is an opportunity here through the *Development Plan* to turn Waterford into the most pedestrian and cyclist friendly city in Europe.

Now that the Government has appointed Tom Boland to deliver a University for the South East, hopefully we will see progress. A city centre campus is critical to the vibrancy and future development of Waterford and must be given priority in any future plans in terms of education. In addition, there should be no question as to where

the headquarters for the university should be. Waterford is the capital city of the region and that should be the end of the discussion.

A lot of industry growth in recent vears has been organic - like the expansion of Bausch + Lomb, EirGen and Sanofi among others. But where is the next industrial park or office campus? When an IDA client comes to Waterford, what are they shown? We need to be able to offer a better choice.

Currently, the majority of industrial zone lands are located to the west of the city, while the majority of residential is located to the east. In recent years, we have connected these two zones with an outer ring

Consideration needs to given to the fact that Waterford is no longer a heavy industry location and that co-location of pharma / service and shared office spaces is the way forward, so we need to be less descriptive in what is allowable in industrial zoning. We also need to identify some new large 100-acre-plus sites for light industrial opportunity such as was seen in Carlow with MSD.

We would request WCCC to examine the possibility of locating a new 100-acre light industrial and office innovation park toward the east of the city which then can connect to Waterford Airport and the residential neighbourhood on the Dunmore and Williamstown roads.

#### TOURISM

Why is Galway the tourist capital of Ireland? What do they have that we don't other than €300m more in tourism revenue? We need to make the most of our assets and attractions, and this Development Plan has to identify areas which can be enhanced.

Dunmore East, Tramore, Copper Coast – they are all crying out for additional tourist accommodation. Are there other opportunities that

this Development Plan can facilitate which would encourage more visitors?

We look forward to the Greenway coming into the heart of the city centre, but what if we went further? What if we used it to connect communities? What if people could walk or cycle to work via a Greenway? We must be the envy of cities all over Europe with our river – and yet we are doing nothing with it. We need to develop blueways as well as greenways. The opportunities are endless, so let's be brave, be modern, be bold and above all, let's deliver.

#### HOUSING

The lack of social, affordable and executive housing is one of the biggest challenges we face as a country. In order to deliver the right homes, in the right locations, for the right buyers, further engagement must be had with stakeholders, including estate agents and the business community.

We need to identify lands that will attract executives in large companies to move here and we need homes for young families. Waterford City & County need to identify locations where executive clusters could be developed.

We need students living in the city to add to the vibrancy. We have a lot of vacant and derelict properties, accommodation over shops that are not accessible from the street, vacant buildings that are not suitable for family accommodation. We have to look at pockets of vacant sites that can be redeveloped as suitable housing and repurpose some of the existing buildings that are there. We should also be looking globally for ideas – urban living is not new.

We should be providing more opportunity-zoned lands with a proviso that if it isn't developed within a reasonable timeframe, then it should be taken off them or at the very least severe penalties issued. We need to address the non-alignment with national

planning guidelines which say 35 houses per hectare. We need to ensure suitable densities in suitable areas, while still achieving national guidelines.

#### CONCLUSION

*National Policy Objective 7* states that the strategy for Waterford, Cork and Limerick is 'to accelerate the development of these cities to grow by at least half to 2040'.

"This growth will not happen just because National Policy Objective 7 says it will. We have to make it happen and the Development Plan has to facilitate it," says Gerald.

However, for Waterford City & County to move forward with a clear purpose we recommend developing a 2040 Action Plan for Waterford City & County through public and private stakeholder engagement, which will outline our community's long-term goals that are not limited to a Development *Plan* which is designed for six

The Waterford 2040 Action Plan will be updated every six years in line with the *Development Plan*. This plan will outline what type of city and county we would like to be and will take on board the principles in the above.

The plan should be prepared by both the public and private sectors, and it is suggested to be managed and coordinated by Waterford Chamber and WCCC.

On completion of this action plan and agreement on the strategic investment objectives, it is recommended that public-private partnership companies should be set up to deliver these key strategic investment objectives for the city and county. Ideally the private sector brings the money and the Local Authority brings the covenant that would protect the investor.

■ Let's come together to make this plan - this is our future and it is up to us to design its destiny.

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### Into the WEST

With further expansion due at West Pharma, Lynda Lawton speaks to Director of Operations Brendan Fitzpatrick about how the company has coped with COVID, their incredible support of the community and the need to retain and attract top talent to the region.



**Q:** Brendan, as Head of Operations for Waterford, the past number of months must have been particularly stressful. How have you coped?

**A:** This has been a very unprecedented and challenging time for all of us. I have had to learn new ways of working but, I am very fortunate to have the support of a great team here at West.

At the beginning of the pandemic, Global and Regional pandemic teams were established to work alongside Site Leadership Teams to deal with the crisis. Our first priority was and will always be the health and safety of our team members. We are committed to keeping our operations running to produce the critical components needed for the healthcare industry.

In addition, we worked to ensure that our team members felt safe as they came to work each day in support of the business. The added demands required me to adopt new coping mechanisms to ensure that I have the right energy levels and perspective to cope with new challenges when coming to work.

**Q:** How has West adapted to the new normal?

**A:** The COVID-19 pandemic has made clear the criticality of the role West plays at this time. Our mission to improve patient lives could not be any more meaningful. It has tasked leaders to become even more creative in their ways

of working and leading. West has made many changes to ensure that it can keep meeting patients' needs and producing much-needed critical components for the healthcare industry during this unprecedented period.

Many of our team members are now either working from home full time or blending coming to the office with working from home. Office occupancy levels are now less than 50% from what it was on 1st March. To ensure the safety of our team members we have implemented strict screening protocols in line with best practices to ensure that everyone entering the facility is checked for symptoms of COVID-19.

We have imposed restrictions on business travel and therefore only business-critical visitors are permitted to visit the site, with strict protocols in place for approving such visits. Other protocols have been implemented on site such as social distancing measures, hand sanitising and surface cleaning procedures. The wearing of face coverings has been mandatory since May and most business meetings are now held online rather than in a face-to-face manner. I am very proud of the team in Waterford as they have adapted to new ways of working that we now call the 'new normal'. One of West's core values is working as 'One West Team'; I can honestly say that this has been at the forefront of our new ways of working as we navigate COVID-19. **Q:** Has Covid affected your output to date?

**A:** West is a leading manufacturer of packaging components and delivery systems for injectable drugs and healthcare products. At Waterford we produce packaging components for insulin injector cartridges and other high-value packaging components, to meet growing demand from pharmaceutical and biotech customers. As a result of COVID-19 our output has increased significantly as the demand for these components has grown. West is also working with customers to offer containment solutions for the development of treatments and vaccines for COVID-19. Productivity has been at an all-time high despite the many changes in the way we work and the extra demand as a result of COVID-19.

**Q:** CSR has kept staff morale up over the past few months. What have you been up to?

A: Philanthropy is a cornerstone of our culture at West. As a result of COVID-19 many charities have suffered a fall in revenue. Waterford Food Bank has struggled throughout the crisis and we were delighted to be able to support them with a donation of €35,000. With this donation, the food bank was able to purchase two refrigerated vehicles to now include cold along with perishable goods in their

food hampers. At the beginning of the pandemic we were very aware of the shortage in PPE equipment at our local hospitals and care homes. We were delighted to be able to make a donation to University Hospital Waterford and Care Choice Home in Dungarvan for the amount of €5,000.

West Without Borders is our global employee-led giving program that empowers West employees to give back to the community through fundraising and volunteering events. BUMBLEance the children's national ambulance service is our WWB charity for 2020. Like so many charities they have also struggled to get much-needed funding to continue to provide safe and comfortable transportation for Ireland's youngest patients as they travel between their homes and hospitals, hospices, treatment centres, and respite centres nationwide. As this year's campaign was delayed due to COVID-19, we made a donation of €5,000 at the beginning of the pandemic. As part of our WWB event which takes place in October our team member Peter Cunningham, Process Engineer, will run 50km 'West to West' from here to West Dungarvan on the Waterford Greenway in aid of BUMBLEance. All funds raised by Peter will then be matched by West.

BUMBLEance had planned this year to set up a depot in Waterford

that would provide a service for children in the Southeast Region, but unfortunately due to COVID this was not possible. As an alternative we will host a BUMBLEance on-site by providing a dedicated parking space equipped with electricity so we can ensure that the journey of a sick child is as safe and comfortable as possible.

Addressing current and future healthcare challenges through innovative containment and delivery of needed medications is a part of who we are, and we are committed to making a difference in the local community.

**Q:** Waterford is home to a number of big players in the pharma industry. What do we need to ensure further growth and development?

A: West has had a presence in Ireland since 2005 with the opening of our contract manufacturing site in Dublin and we officially opened our Waterford site in 2017 To ensure further growth and development we will look to first retaining and attracting top talent to this region. Companies must look to support local schools and Waterford Institute of Technology and continue to encourage and inspire graduates who want to build their careers in Waterford. To foster this type of home-grown development, we are delighted to partner with CALMAST.

CALMAST is WIT's STEM engagement hub, working in partnership with schools, industry and businesses to address issues in STEM and to educate children in primary and secondary schools on what career and learning opportunities are available in STEM. This fantastic initiative is a further step toward encouraging students into STEM education and retaining local talent to work and live in Waterford.

**Q:** What plans are there for West Pharma going forward?

A: West in Waterford is expanding rapidly due to an increase in demand for our product, and it is expected that the workforce will double in size during this calendar year. Capacity is being added to meet the growing needs of our pharma and biotech customers. We are particularly interested in recruiting engineers to play a vital role in expanding our infrastructure and supporting our high-tech processes. We are also building a Development Centre for automated and integrated process for producing high quality components for use in devices used to administer injectable therapies, with cuttingedge technologies being developed and applied. Going forward our strategy will always be guided by our mission which is to provide products that improve patient lives.



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## WATERFORD RESEARCH

leading the future of

## Tech

A cornerstone of ICT Research and Development activity in the South East, the TSSG (Telecommunications Software and Systems Group) has been operating for almost 25 years. Based in the idyllic setting of WIT's West Campus at Carriganore, TSSG undertakes cutting edge research blending fundamental science with real world commercial applications.

irected by Kevin Doolin (Director of Innovation) and Dr. Sasitharan Balasubramaniam (Director of Research) the aim of the research centre is to investigate futuristic next-generation technologies, to verify their capabilities and applicability for today's society, and to work in collaboration with industry to ensure their commercialisation.

Under the guidance of its Directors, coupled with a strong team of research managers, the aim of the centre is to create a unique ecosystem in Ireland that will take multi-disciplinary blue sky research through to industry application. The organisation is self-funded, meaning it lives through the development of competitive research proposals targeting national and international funding programmes. Typically, as the centre proposes new research it strives to include local and national companies,

ing to enable deep collaboration.

The organisation focuses on fundamental ICT domains such as communication infrastructures, artificial intelligence, social network analysis, augmented/virtual reality, data analytics, Internet of Things (IoT), mobile application development and high-performance computing. Within these domains, TSSG produces enabling technologies which can be applied to multiple verticals such as health, agriculture, retail, tourism, finance, transport and entertainment.

#### **BREAKING BOUNDARIES**

While the level of expertise within TSSG is broad, the following is a sample of research that is currently being pursued.

**AGRI-TECH:** TSSG is leading a number of research projects in the area of Agri-Tech. One example

thereby securing the required fund- is the €17.5m "DEMETER" project that is looking at creating full interoperability of equipment, sensors and machinery across the agricultural supply chain. TSSG is also part of the Science Foundation Ireland (SFI) VistaMilk research centre that combines basic and applied research in Agri-Tech. Example research includes the development of bio-computing engineered cells that can be used for animal diagnostics, digital modelling of nutrient flows within the human body, and the integration of lightweight AI into novel wireless devices that can be used on the farm. An example of an end-to-end vision for this research is to realise the use of bio-computing modules in animals transmitting animal health information to DEMETER's dedicated software platforms that can then be utilised by various third parties (farmers, vets, pharma companies, consumers).

**BRAIN NANONETWORKS:** The research in this area includes simulating communication between different neurons within the brain to understand their natural signalling process and changes that may result from diseases, simulation of miniature device implants into the brain that can be used to stimulate very small populations of neurons, as well as modelling and characterising the communication between brain tumour cells and flows of therapeutic molecules through the brain tissue that can be used for

treatment.

**6G:** While the world is witnessing the slow rollout of 5G infrastructure that promises high data rates for future applications, TSSG has started to investigate technologies for the next generation of mobile systems: 6G. Here TSSG is investigating a new frequency spectrum for future wireless systems. This comes in the form of new infrastructures such as management of intelligent reflectors to redirect high frequency beams to mobile devices, as well as intelligent relays that can be used to communicate and process data from low-powered IoT devices. The vision of 6G is ultra-high-speed high-capacity networking (imagine pointing your phone at a billboard and almost instantly downloading a movie).

**FUTURE HEALTH:** In the area of health, TSSG is investigating new types of wearable devices that can be integrated into garments and e-textiles. The aim of this research is to develop personalised garments that contain embedded electronic circuitries and sensors, that can collect physiological data of a person's health and transmit in real-time to the cloud for processing.



Kevin Doolin and Dr. Sasitharan Balasubramaniam

INTERACTIVE TECHNOLOGIES:

Researchers are investigating new types of content that can be developed through augmented and virtual reality. Recent work includes the development of the Corona VRus Trailer which provides information on hygiene guidelines to protect kids from contracting the virus. Future research in this area includes using AR to assist autistic patients and interfacing of VR systems to brain machine interfaces that can adapt dynamic environments depending on the mental state of the user.

**DNA DATA STORAGE: TSSG is** 

investigating technologies for embedding data within DNA stored in biological cells. Storage of data into DNA can theoretically reach very high capacity in a small density of DNA strands. Although still in its infancy, the potential applications of this technology are vast – for example picture a future where you can store your entire family's health history in your bloodstream. TSSG is also investigating new detection techniques for biocyberattacks through hacking information which is encoded into DNA and can hack DNA sequencing facilities.

#### **ASSISTING SOUTHEAST TECH INDUSTRIES**

While the examples above are focused on the mid- to long-term, the Enterprise Ireland-funded Technology Gateway in TSSG provides research & development supports to local and national companies regardless of project size or complexity. The types of projects range from Innovation *Vouchers* that support preliminary studies into new technologies or solutions for companies, as well as *Innovation Partnerships* that focus on larger R&D projects. The aim of the *Innovation Partnership* is to de-risk industries that want to pursue research to enhance their products and solutions. By collaborating with the TSSG, companies are able to access the basic as well as applied research in cutting edge areas that will be difficult to pursue given the cost in infrastructure as well as expertise. Given the success in securing European Union funding by the TSSG, which to date has attracted over €33m, the TSSG can provide opportunities for companies in the South East to participate in EU programs to obtain research funding.

■ Learn more at www.TSSG.org

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Education is the key to success believes Kay O'Shea, Chief Technical Officer at EirGen. Here she speaks to Lynda Lawton about her own career path which spans over 30 years and the importance of sharing the opportunities of STEM with young people.

ay O'Shea is what we term an inspiring woman in business – loving wife and mother, full of personality, caring, educated and at the top of the career ladder. As many young people now begin their college days or face the daunting task of choosing their career, for Kay it was never in doubt.

"I always wanted to work in science. If you can picture that nerdy teenager obsessed with Star Wars, that was me," Kay laughs.

While studying Industrial Chemistry at UL in the early 80s, Kay, originally from Carrick-on-Suir, met Portlaw man Liam and their love story began — only pausing on Munster Final days! Kay was just 21 when she graduated, taking up a position in Clonmel Healthcare, and herself and Liam married the following year.

A move to IVAX, now TEVA, followed where Kay quickly rose to a management position in Research & Development (R&D).

The juggle of being a mother to three daughters and such a demanding role brought Kay to the decision to take up a position

closer to home at Niche Generics, where she met Majella Ryan, and in 2002 they set up IVOWEN, a consultancy services in Regulatory Affairs and R&D.

During that time, Kay collaborated with newly formed EirGen Pharma to develop oncology drugs and she joined the company in 2010 on a permanent capacity as Head of Regulatory and Clinical Affairs. In October 2019, she was appointed to her current position of Chief Technical Officer.

Job satisfaction has always been important to Kay and at EirGen she says she gets it in abundance. "We are proud of the fact that we have created a nice environment to work in. It is strange at the moment with 50% of staff working remotely and on a personal level you miss that human interaction. Any excuse at all and we're celebrating, be it with cupcakes or an ice-cream van outside the door! I definitely miss that."

But for all the fun, there is a very serious side to Kay's role. "I report directly to Corporate in Miami along with CEO Damien Burke. I have direct responsibility for R&D, Scientific Affairs and Quality. Above all else we have to protect our people on-site. Our niche in pharma requires specialist manufacturing and analytics within a contained environment. Because we are developing oncology drugs, which are difficult to make and are highly toxic, we have to have contained units, which are very expensive not just to build but to maintain.

"Since the OPKO takeover in 2015, we have now been introduced to new drug developments and are one of only a handful of companies in Ireland developing our own products in the pharmaceutical space. It has allowed us, as scientists, to be innovative and we also support the US on the technical side of these projects.

"We are currently working on new drugs for renal disease and oncology. We do the R&D right here in Waterford, where most other companies have their R&D capabilities overseas and we are extremely proud of that.

"We take existing drugs and find a way to make them more friendly to the patient. Often companies are in a rush to get their innovative drugs to the market and don't take the time to explore all the available avenues and that's where we come in. For example, if we can increase the percentage of the drug that is absorbed into the bloodstream, then we can potentially lower the dose and ultimately have fewer side effects, which is better for the patient who is going through so much with their cancer."

With such important work going on right here in Waterford, which is being sought after around the globe, it is not surprising that EirGen has grown exponentially from one unit in Westside Business Park, to now having three plants and further expansion in the planning.

"We opened a new packaging unit during the summer in Westside and we also have the commercial manufacturing unit there. In the IDA Business Park we have our R&D Centre which is just completing its validation for a new steriles fill & finish line and we anticipate regulatory approval shortly, to begin manufacturing in Q1 of next year.

"Like with everyone else, Covid-19 has slowed things down in terms of further expansion but once the sterile unit goes live, we



would expect we will need to grow even further. Thankfully, in spite of Covid, our output hasn't changed and the foundations of a good work culture is standing to us now. We have split shifts where appropriate as it's hard to keep a 2-metre distance in the labs and while we always had to maintain a sterile environment in many parts of the facility anyway, Covid has brought it to a new level.

"Of course there are challenges and you miss the human contact but we have our Innovation Scrum, where our scientists come together virtually once a week and challenge each other with new ideas on things we should work on.

"We also miss our CSR activity, like the Viking Marathon, but we

"WIT have a fantastic Pharma Science Degree and as Liam lectures in Engineering there, I better mention their department too – graduates from both STEM



do champion a number of charities throughout the year and that's important to all of us as a workforce. This year we are supporting the Women's Centre, which as a woman in business, is close to my heart.

"I am proud to say here in EirGen we have 50/50 men to women in management and I am a huge advocate for encouraging women to pursue STEM subjects. For me it needs to begin in secondary school. We need to instil the passion from there and to do that we need to educate the teachers about the exciting possibilities within industry. If you're good at science, there are many exciting opportunities in biotech, medical device and traditional pharmaceutical industries as well as the more traditional jobs in medicine or teaching. The opportunities are endless. Just look at Regeneron, who specialise in biotech research. It's incredibly exciting work and secondary school students are impressionable at that age. We also need to look at all-girls' schools. Few have the resources to promote physics and engineering and that is a big mistake in my opinion. As a society we have a huge role to play in encouraging women into STEM.

areas are in big demand in industry in the South East and beyond. We have a number of WIT graduates on our team and work with many more through our ties with PMBRC, SEAM and with graduates working in companies like Tegan Innovations here in Waterford.

"The college is crucial to our future success and more importantly, attaining university status. We need the graduates. Back 20 years ago IVAX/TEVA was the only big pharma player in town. Now we have Sanofi, West, GSK, EirGen and expansion of Bausch + Lomb and many more. When you have high profile companies like that in one location, it sends a strong signal to the market to consider locating here. The motorway has made a big difference in opening up the region, but we need more – we need the University, the Airport and stronger political representation. We are getting a critical mass specialising in pharma, as well as medical devices, so let's all work together and get that message out there so we can attract even more high quality companies to Waterford", Kay concluded.

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#### WATERFORD

Waterford Chamber







2020

#### **ENTREPRENEUR OF THE YEAR**

This award will recognise the outstanding achievement by an individual in business who demonstrates vision and a persevering approach to enterprise expansion.

Candidates must demonstrate how they identify opportunity, understand objectives, formulate ideas, make decisions and act as an inspiration to others to achieve greater business success.

#### **MARKETING EXCELLENCE**

Businesses which excel in traditional and/ or digital marketing are welcome to apply for this award. Applications should include examples of online sales and marketing harnessing the latest business thinking, creativity and technology to keep them at the cutting edge and up there in terms of social media and digital engagement, particularly in these difficult times. A proven marketing campaign which has led to increased brand awareness and understanding of the product would be an advantage.

#### **CUSTOMER SERVICE EXCELLENCE**

This category will be awarded to the business who goes above and beyond for their clients/customers every day.
Judges want to hear examples of your commitment to the local community and your commitment in developing your customer experience on an ongoing basis.

#### **TECHNOLOGY & INNOVATION**

The purpose of this award is to highlight innovative technological concepts developed and applied in Waterford City & County that clearly demonstrate a real impact on society and an actual or future contribution to the global economy. Judges are particularly interested in innovation during the Covid-19 pandemic.

#### **NEW BUSINESS OF THE YEAR**

The judges will give this award to the business established since 1st January 2019 that can demonstrate since its inception positive, well-planned leadership.

An outstanding record of growth and profit performance beyond their initial projections is also essential, along with successful exploitation of the sector in which they operate to the satisfaction of their customers and the needs of all stakeholders and developed the foundations upon which growth and success can be sustained.

#### **GREEN EXCELLENCE**

This award is open to all businesses who have committed to improving their environmental practices through ecofriendly measures. Entries should clearly demonstrate how the business embraces the core pillars of sustainability and a greener environment.

## AWARDS OPEN FOR ENTRY ON WWW.WATERFORDCHAMBER.IE UNTIL 26 NOVEMBER 2020

#### **BEST FOOD & BEVERAGE PRODUCER**

This award celebrates the success and outstanding work of Waterford-based food and/or beverage producers and providers, with an exceptional reputation and brand recognition for their goods and services. These awards recognise the superior quality and excellence which is found among food and beverage producers and providers in Ireland, while also looking at exceptional standards of customer service.

#### **MICRO BUSINESS OF THE YEAR**

This category is for sole traders or businesses with one to ten employees who show excellence within their sector. Judges are looking to hear from all sectors on your Covid journey and how you sustained your business during these difficult times. Examples of achievements and success would also be welcome.

#### **SME OF THE YEAR**

This award will recognise businesses across all sectors that have demonstrated significant achievement and success over the past year, whether it is through strategic growth, achieving goals and results or continuous professional development. Judges want to hear about your Covid journey and how you sustained your business during these difficult times.

### TOURISM ACTIVITY/ ATTRACTION OF THE YEAR

This award celebrates the outstanding contribution of local attractions/activities in drawing visitors to the area, delivering excellence in customer service and enhancing the profile of Waterford City & County through their tourism offer. In light of Covid-19, judges would also like to hear about your endeavors during the pandemic to sustain your business activity.

#### **EXCELLENCE IN E-COMMERCE**

This award will recognise those who have adapted to the digital world and offer best practice in terms of e-commerce.





year after opening their initial collaboration with Shaws Department Store in Waterford, which showcased a curated selection of their artisan award-winning artisan food and drink, Ardkeen have now reimagined and considerably expanded their footprint within the quayside location, incorporating a brandnew barista bar, dedicated to offering a meticulously crafted cup of coffee.

Matching Ardkeen's' well established 'Dunmore Road' store menu with a rotating selection of exclusive, single origin guest coffees, the coming weeks will also see the addition of fresh, made to order breakfasts, sandwiches, wraps, and bowls made with the finest seasonal produce devised by Chef Michael Quinn, and geared toward customers who want to grab healthy, tasty meals on the go.

The spacious 1,500 sq. foot, window front location of Ardkeen Artisan Food and Coffee hosts an even broader range of small-batch Irish producers, made instore cakes and Artisan breads together with

quality gourmet ingredients from further afield.
City centre custom-

ers will now have

access to sourdough

breads, Gubbeen
charcuterie, Sheridan's
Cheese, Shines Wild
Irish Tuna, juices and
Jams from The Apple
Farm, Whitfield honey,
Jaybee's Bakery as well
as Rustichella d'Abruzzo pasta,
Prunotto sauces, oils from Honest
Toil and so much more.

Ardkeen has developed this unique format using the creative input some of Waterford's best local crafts people and suppliers including the design agency TrueOutput; the look and feel of the location underscores the quality thread which runs through both Ardkeen and Shaw brands. Careful selection, presentation and merchandising by the talented team at Ardkeen have resulted in a very special retail environment.

Trading since 1967, Ardkeen Quality Food Store is an innovative, independent family run store



which has added a unique element to Waterford's retail landscape for over half a century and in recent years through their ecommerce website ardkeen.com earned a national reputation for championing Ireland's small batch producers and shipping the best of Irish Artisan Food worldwide.

Now Waterford city centre customers can experience and enjoy the high-quality product curation and coffee expertise Ardkeen is renowned for.

■ Ardkeen Artisan Food & Coffee at Shaws Department Store, Meagher Quay open Monday to Saturday 10am-5:30pm



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HOW IT'S DONE

alway 2020's reimagined European Capital of Culture programme reached out nationally to all Local Authorities with an offer to bring a project to fruition with the aim of mapping an existing project, but one which speaks to the Galway 2020 European Capital of Culture themes of Language, Landscape and Migration.

Waterford's Murals for Communities was selected and will now become an integral part of the Capital of Culture's offering.

Murals for Communities is a Creative Europe initiative, co-funded by the Arts Council of Ireland. In this project Waterford City and County Council partners with The Walls Project and two European partner cities to explore, capture and formalise the potentials of mural arts as a tool for community engagement.

For Galway 2020, the initiative foresees the cocreation of two original mural artworks in Galway City, with two local community groups working with two Irish artists. This is done through the facilitation of thematic workshops with the community based on



local language, landscape and migration. The groups will be attending online meetings with the artists and the management team where the artists will gather ideas that will be diverted into the visual language for the creation of the final murals.

The Waterford Walls Project has now been tasked with delivering this for Galway and will no doubt do an incredible job.

The Walls Project works with over 60 artists and has an impressive record for their outreach programme, thus making this proposed project very feasible to deliver. For more, see https://galway2020.ie/en/projects/ murals-for-communities-galway-2020-edition-2/



aterford is leading the way in the Creative Europe Programme. The Murals for Communities Project is one of the few Irish-led projects in the current programme. The project was artistically conceived by Edel Tobin of The Walls Project, and Waterford City and County Council took on the significant administrative and operational challenge of being Lead Partner on this EU project. The overall aim of the project is to use mural art to assist communities to engage with each other with creativity and with funders of public art such as local authorities.

Waterford is partnering with Kaunas in Lithuania and Heerlen in the Netherlands, and the programme has delivered nine murals so far, three in each country in 2019, with the aim of presenting nine more by the end of this year.

Murals for Communities worked with three community groups in Waterford including Aiséirí Aislinn (Addiction Treatment Centre), Vita Community Hub (Rehab care), Killure Nursing Home, and this type of interaction with communities was carried out in Kaunas and Heerlen during their 2020 festivals.

According to Katherine Collins, Project Manager for Waterford City and County Council, "Little

did we know the significant challenges the project would be faced with in 2020 due to the global pandemic. One of the chief aims of *Creative Europe* overall is to improve transnational mobility of artists; that is, to allow artists to work together, to learn from each other and to transfer knowledge and skills.

"As a team we had many meetings and discussions to work out how one artist's vision could be realised by another without that all-important one-to-one interaction. Another huge challenge was to get community groups together in safe ways to interact with artists in other countries.

"Not only did the Covid-19 safety measures have to be considered, so did language differences, technological quirks plus finding ways to gain trust without the physical human interaction that takes place when people gather together. I couldn't be more impressed with the work delivered by the three partners in this project to bring about excellent results in such difficult circumstances."

The business community is also an important aspect of Murals for Communities. An aim of the project is to bring about situations where business owners can learn more about how mural art enhances an



area and they can meet up with mural artists and commission art work to assist with branding. A number of Waterford businesses were given presentations on the nature and value of mural art and some have commissioned artwork for their premises, including Trade Coffee, Altitude, General Paint Group, Momo Restaurant, Red Hat, Tully's Bar and Granville Hotel.

Trade Coffee is one of the businesses who commissioned a piece and for whom the artwork has been already completed. According to proprietor Fintan Stanley, "The Walls Project/ Murals for Communities has been a highlight of being in business. We have found it innovative, forwardthinking, professional, creative, motivating, collaborative, interesting. Great people, great initiative, great talent. Top class all round."

Follow the project www.muralsforcommunities.eu and on social media: Facebook, Twitter and Instagram.

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ince 2001, Waterford Chamber Skillnet has been collaborating successfully with member companies and providers to deliver best practice training and development in the South East. The network has managed to navigate its way successfully through many obstacles over the years, from a worldwide recession and now a worldwide pandemic.

Member companies approached the network in 2018 to design a graduate offering for the South East. An advisory group was invited by Waterford Chamber Skillnet to take part in the design process, and with representatives from Bausch & Lomb, Sanofi, Dawn Meats, Ernst & Young Waterford, Sun Life Financial, and SE2 in attendance, a pilot programme was born.

The first pilot programme ran from October 2018 to March 2019 with five companies placing 33 graduates. While the programme was a big success, Waterford Chamber Skillnet was fully aware

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that the needs of industry, and the needs of learners are constantly changing, so extensive feedback was sourced from all stakeholders involved – graduates, companies and trainers. Taking all feedback into consideration, year 2 of the programme became the Waterford Chamber Skillnet Graduate Accelerator Programme, running from October 2019 to June 2020, with eight companies placing 60 graduates.

Year 2 of the Graduate Accelerator Programme had the added complication of Covid-19, when in March 2020 Waterford Chamber Skillnet had to rapidly respond overnight by moving all training, which was face-to-face, to online. Moving the programme online and with full commitment and support from the companies, trainers and graduates meant the programme finished on time and successfully in June 2020.

Network Manager Sara Mullally and Programme Coordinator Kelly Cummins designed the third vear of the Graduate Accelerator *Programme*, starting on 7th October 2020, to be delivered 100% online, making it more accessible to graduates based nationwide.

Delivered once a month from October to June in line with the academic year, the Graduate Accelerator Programme assists companies in developing a workforce of talent that is fully equipped to understand the core values of a company. The purpose of the programme is to ultimately empower graduates to become more confident and self aware, by offering both practical and soft skills-based training to ease graduates into the world of work, by instilling them with the skills, knowledge and attitudes necessary to navigate the business world.

Amy Murphy, Quality Validation Engineer Graduate at Jabil Healthcare explains: "I have really enjoyed my time during the programme and it has exceeded all my expectations. I think it is an

excellent opportunity for graduates and makes the transition from college into the working life easier, as the courses delivered allowed me to develop skills that were not taught in college. There was a great selection of courses and it was lovely to meet other graduates from different companies in the same boat as you."

Sarah Howard, Organisation Capability Manager at Sanofi adds: "13 of our graduates have benefited from attending the various modules and from having the opportunity to apply the learnings in their site roles. The programme has been carefully thought out to meet the needs of a graduate and is now an integral part of the Sanofi graduate programme. Having such a readymade peer network at the start of your career is invaluable and friendships forged on this programme will hopefully support the graduates in the years ahead. The support afforded by Waterford Chamber Skillnet to

the participants and their sponsor companies has been exemplary."

As Covid-19 restrictions continue, this year's programme will include bite-sized 'Learn at Lunch' sessions which will provide a platform for graduates to connect with each other and their trainers, while sharing how they have applied their learning experiences to real world scenarios and network with each other to grow their personal and professional networks.

The flagship *Graduate* Accelerator Programme has gone from strength to strength since it launched in 2018, and was this year shortlisted for an IITD Learning and Development Award for "Best Consultancy Partnership" – winner to be announced on 25th September 2020.

If you are interested in placing your new hire graduate on this programme, bookings can be made by emailing kelly.cummins@waterfordchamber.ie

#### TRAINING DATES

**EMOTIONAL INTELLIGENCE WORKSHOP** 7th & 8th October 2020

PROJECT MANAGEMENT TECHNIQUES 11th & 12th November 2020

**COMMUNICATING IN A VUCA WORLD** 20th & 21st January 2021

**LEAN WHITE BELT** 

24th & 2th February 2021

**UNDERSTANDING YOUR STRENGTHS** 24th & 25th March 2021

PROBLEM SOLVING (WITH ROOT CAUSE ANALYSIS) 21st & 22nd April 2021

**EFFECTIVE PRESENTATIONS** 19th & 20th May 2021

**RESILIENCE SKILLS** - NAVIGATING UNCERTAINTY 23rd & 24th June 2021

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WWW.TSSG.ORG

















# BITE-SIZE NEWS



## NETWORK WATERFORD BUSINESS WOMEN OF THE YEAR

The most recent government restrictions saw the Network Ireland Waterford branch having to turn around their beautifully planned, Covid compliant awards lunch in Waterford Castle to a virtual awards in the space of 48 hours. However, there was no way this determined bunch were going to allow Covid-19 get in the way of honouring the Network Ireland Waterford Businesswomen of the Year 2020!

The event was hosted by Zoomparty.ie with addresses from President of Network Ireland, Louisa Meehan and the keynote delivered by Louise Grubb of TriviumVet.

The Network Waterford Businesswomen of the Year 2020 are Suzanne Parker from Parker Law in the Emerging New Business category, MJ Jacob from Mad Jessie in the Solo Business Woman category and Martina Avery from Inside Out Yoga & Wellbeing is the Power Within Champion of the Network Ireland Waterford branch.

Amy O'Sullivan, President of Network Waterford, praised the judges for their work. "We have an amazing community of innovative businesswomen in Waterford and I was so delighted, but not one bit surprised, to see so many finalists in the challenging times we are living in. I'm impressed by these women and the resilience they have shown."

Network Ireland transformed its annual awards programme this year and has also set out plans to stage the event online, and stream live to hundreds of delegates on 2nd October 2020. The Network Waterford *Businesswomen of the Year* will represent the branch in the National Awards, with the winners announced at the virtual conference.



#### NEARFORM APP GOES GLOBAL

After rolling out its app in Ireland and parts of the UK, Tramore-based NearForm is launching the Covid Alert DE app in the US state of Delaware, in partnership with local authorities, to help track the spread of the coronavirus. The app is similar to the company's Covid Tracker Ireland app, which was launched at the beginning of July.

Cian Ó Maidín, CEO of NearForm, said the technology has been peer-reviewed and rolled out successfully in Ireland and parts of the UK. "The Covid Alert DE mobile app puts power in citizens' hands to protect each other in the fight against Covid-19," he added. "The open-source technology was built with privacy and data protection at its core."



#### JULIE SMYTH APPOINTED NEWS AND SPORT EDITOR AT WLR FM

The Tramore woman who began her career with the BBC has recently take over the position with the award-winning station.

Julie will be responsible for day to day management of the station's news and sports output, implementing the station's strategy, and identifying and training new talent. She will also be in charge of evolving the news and sport offering to maximise listenership growth in news and current affairs programming.

Hear Julie and the team at the top of every hour on WI R

## WIT AND TSSG LEADING THE WAY IN RESEARCH FUNDING

Recent EU Commission data shows that Waterford Institute of Technology (WIT) has attracted more research funding from the EU in the area of ICT than all the other institutes of technology combined and more than many Irish universities and technology companies. To date WIT has competitively secured over €16.6 million during the course of the H2020 funding programme, with €14.8 million competitively won by the Telecommunications Software & Systems Group (TSSG) research centre.

Since the beginning of the H2020 programme in 2014, TSSG have secured funding for 28 ICT projects in the areas of healthcare, intelligent transport, agri-tech and smart energy all with the overarching goal of improving our society of the future as directed by the EU Commission. Of the 28 projects secured by TSSG, having a total project value of €168m, 12 of these were co-ordinated by TSSG. Of this total value, €14.8million goes directly to TSSG and the remainder is allocated to each partner on the project positioned throughout Europe.

TSSG welcome organisations who are interested in partnering in proposals in the upcoming Horizon Europe Programme by contacting info@tssg.org.



## WATERFORD CITY WELCOMES THE ICE CREAM PLACE

The Ice Cream Place Waterford has opened on George's Street, making homemade gelato on-site with local seasonal and Italian ingredients and more. Sample the delicious treats and meet their fab team Elaine Dunphy, Erica Murphy, Ellen Kearney and Maria O'Herlihy, Tara Whelan and Brian Tuohy.

Local Business owner Lisa Fitzgerald from Carters and No.9 said, "It's great to be back on George's Street where we were raised in Motherneeds in the 70's and then I opened my first shop Seesaw there in the 90's. George's Street is the heart of Waterford City and we know the people of Waterford are great to support local as they have supported us over the years. We are delighted to open a new business in such difficult times but sure everyone loves an ice-cream!"





#### DOOLEY'S HOTEL AND LOCAL RETAILERS COLLABORATE TO OFFER GREAT VALUE AUTUMN DEALS

Dooley's Hotel, a family-owned independent hotel, has recently launched an initiative to encourage visitor spend in the local retail outlets in Waterford City. The offer is for mid-week bookings where guests can avail of a 10% discount from a large selection of independent stores in the city. Tina Darrer, co-owner of Dooley's Hotel explained that the premise of the *Book, Stay, Shop & Safe* voucher was to combine a city stay with a broad, good value retail experience.

"Dooley's Hotel has partnered with twenty five local retailers to give visitors to Waterford a value experience by availing of a discount on their purchases in these stores. Our guests simply have to present their key card in any of the participating stores to avail of 10% off their purchase price."

Some of the participating businesses include T-R-M, Harlow Fine Jewellery, The Ice Cream Place, Jenny Shoo, Bebhinn, Alfie Hale Sports, Finders Keepers, Foxy Chopper, MC's Outdoor Store, The Hanger and The Vintage Factory. The voucher applies to participating businesses and is valid for guests availing of a midweek break in Dooley's Hotel until the end of October.

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#### MARK BURKE APPOINTED NEW VW SALES MANAGER AT TOM MURPHY CAR SALES

Mark Burke, new VW Sales Manager, promoted after four years in a sales position at Tom Murphy Car Sales. Mark is taking to the role fantastically and can be seen photographed with the newly released all-electric VW



#### **WATERFORD PUTTING** INNOVATION ON THE MAP IN WIT'S WEST CAMPUS

Close to the N25/M9 motorway exit is Waterford's answer to a Hollywood sign.

The new installation of the 6ft letters spelling out the word 'INNOVATION' is located in WIT's West Campus just above the Waterford Greenway carpark. The initiative was led by Dr. Aisling O'Neill, Manager of Arclabs Research and Innovation Centre, situated just over the brow of the hill in the picturesque Carriganore, overlooking the river Suir.

week and we wanted to encourage these visitors to consider what was over the research breakthroughs," Aisling explains.



#### **WELCOME TO OUR NEWEST MEMBERS**

- · Blackfriars Coffee
- Germar Electrical & Security
- Invictus Sons of Alchemy Ltd T/A T&H Doolan's
- · Kelly Refrigeration & Air Conditioning
- Mattress Shop Ireland
- · Neal Byrne Photography
- · Sinéad O'Neill Life Coach

"WIT Arena and the Waterford Greenway welcomes hundreds of visitors each hill. The innovative nature of WIT's West Campus is inspiring and we hope this new focal point piques peoples interest into our homegrown companies and



Life & Business Coach Sinéad O'Neill qualified through the ILI, an accredited ACSTH programme with the International Coach Federation, the longest established and most respected Coach and Coaching Accrediting Body in the world in 2015.

Since then, she has continued to add to her professional qualifications while also working in a senior management role in a busy marketing department of a leading retail company.

Sinéad has extensive business experience, including being Associate Vice President with AIG Private Bank in Zurich, Switzerland for six years and having led the team behind Waterford's Winterval Festival from its beginning in 2012 to

In her personal life, Sinéad has been on a self-confessed



rollercoaster, but enjoys taking time to read, keep fit and spend time with her two teenage daughters.

Sinéad understands and is empathetic to the challenges faced by us all in trying to navigate through life, career, parenting and relationships. Life coaching offers a number of mechanisms to help deal with the obstacles that are holding us back or getting in the way of our success. Coaching can help to plan and build strategies to create a better future.

Contact Sinéad at 086 3866065 or sineadonh@gmail.com



#### VIKING HOTEL WATERFORD **WELCOMES NEW GENERAL** MANAGER, KAREN DOLLERY

Viking Hotel Waterford would like to welcome new General Manager, Karen Dollery, who recently joined our wonderful team.Karen comes into the role with a wealth of experience in the hospitality industry. Throughout her time in the industry, Karen took up a variety of roles across front of house, including Deputy GM and finally GM. Karen has always been known as a 'people person', and likes to treat those she meets as part of the family.

Karen says, "I moved to the PREM Group in 2020 after working in Waterford for over 15 years. I am looking forward to working with the team in the Viking Hotel Waterford, aiming to enhance our already excellent guest relations, make new friends in this particularly difficult time, and face these challenges together."





atalie Cooke is an award-winning business consultant and the founder of ncco.ie. (NC Consulting & Co). She is one of eland's foremost business consultants supporting both SMEs and larger enterprises to improve business processes, systems and protocols across a wide range of functions such as internal communications, including CRM/ERP, digital transformation, business development, digital marketing retainers, sales strategies, integrated systems and international scaling.

She had operated alone as Natalie Cooke Consulting since 2016 but rebranded to ncco amid the lockdown in response to her growth unsurprising given the current climate and the inevitability of change it has brought about for Irish businesses.

With her focus being on improving efficiencies and processes, Natalie's 20+ years' experience will guide her team as they support new and current clients such as Universal Robots, Unitec, Wordwell Publishing, TPIG, Expat Taxes and Cobots.ie.



#### JAN O'DWYER APPOINTED BUSINESS DEVELOPMENT AND MARKETING OFFICER AT ST. DOMINIC CREDIT UNION

Jan O'Dwyer is a recent Marketing and Digital Media Graduate of Waterford Institute of Technology where she was awarded WIT Marketing Student of the Year 2020. Her last three summers were spent in AIB Ardkeen as a Summer Intern. College placement saw Jan undertake her first marketing role with Waterford Castle Hotel Resort. Jan recently joined St. Dominic Credit Union as their Business Development and Marketing Officer.



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■ By DR FEARGAL O'NEILL, ATPO

**FEATURE STORY** 

Do you leave meetings feeling utterly exhausted yet with no sense of having made any real decisions or having achieved any actual conclusions? Do you feel unappreciated at meetings and uninvolved? Do they frustrate you?

n a study conducted by *Muse* on unproductive meetings, it was noted that executives feel that over 67% of their meetings are failures. Wolf Management Consultants suggest that a large proportion of professionals daydream and multitask at meetings and nearly 40% admit to dozing at meetings. So let's see what can be done to make your meetings more focussed, inclusive, productive and energising.

#### STICK TO A TIMETABLE

If there is no clearly defined limit to the time a proposed meeting is going to take place it will generally take a lot longer than it should to get the business done. So meetings need to be reined in to get the best results. Here are three tips to do just that.

#### 1. TIMED TOPIC AGENDA

A timed topic agenda ensures that each participant will get an adequate amount of time to present their topic and each topic will get a fair amount of time for discussion etc. If maintained this method avoids the elongated first topic exhausting everybody and the

last topics being raced through by exhausted attendees.

#### 2.55 MINUTES

We recommend 55 minutes for a standard meeting, particularly if more than one meeting per day is part of the normal work plan. This ensures full focussed participation by attendees. If the business can be done in a shorter time period than all the better.

#### 3. TIMED BREAKS

What about day-long meetings? Regular timed short breaks throughout the day are preferable to long coffee and lunch breaks. This can ensure that topics are moved on more readily, that focus can be maintained. Short breaks can also release tension that might be created by emotive or difficult to resolve topics. They can often allow the chair to reset a faltering meeting into a more productive mode.

#### HOW CAN YOU KEEP MEETINGS ON TRACK?

There is nothing worse than attending meetings where it is not clear to all (a) what topics they are expected to address and (b) what outcomes are expected for the topics. Here are a few guidelines on what you need to do to avoid such a scenario

#### CLEAR GOALS

Have a clear goal for each item on the agenda so that all attendees are aware of what is expected, and the chair will know when the topic goal has been achieved and when the next item can be raised. Goals for agenda items can be divided into the following

- For Information:
- · For Discussion:
- · For Decision:

In order to support the intended goals, all relevant documentation needs to be forwarded to all attendees in advance of meetings. Attendees should read the documentation forwarded and seek clarifications before the meetings.

Clear roles can really help meeting management. Here are some simple role descriptions that can add to the success of a meeting. A recognised secretary could fulfill

a number of the roles below but some roles are best shared out to attendees to increase a sense of collegiality and involvement.

- The *chair* presents the agenda, facilitates discussion, and 'directs traffic'. Ideally, the chair does not dominate discussions or try to ensure her/his own point of view is agreed upon by all.
- The *note-taker* (secretary) makes clear, non-judgemental, easy to read notes of a meeting.
- The *agenda collater* (secretary) contacts all attendees in advance of a meeting and collates the agenda and relevant documentation for the chair. These are forwarded to all in advance of the meeting.
- The *timekeeper* notifies the chair when the allotted time for a topic is coming to an end. A simple role but a vital one.
- The *focus keeper* flags to the chair when the discussion is gone or going 'off-topic'. This role is especially useful for unwieldy groups that can be difficult to chair.

#### WHAT IS THE BEST WAY TO RECORD A MEETING?

How many of us have attended meetings full of energy and pep only to be driven to despair by the need to clarify and correct the detailed minutes from the previous meetings? There has to be another way. There is...

#### **MEMOS NOT MINUTES**

For standard meetings and to ensure that each meeting is as productive as possible we recommend memos that include:

- Topics covered
- Decisions and actions agreed
- Who is to complete the actions

We highly recommend that the memos of meetings are emailed to all attendees within 24 hours. This gives the best chance for the agreed outcomes to be acted upon promptly.

Minutes that include each element of a discussion and 'who said what' can often lead to a significant part of the opening section of the following meeting dedicated to conversations about the accuracy

of statements made. These opening requires planning and some agreed conversations can cause a significant drain on attendee energy. Not a great start to a meeting. So if minutes of discussion must be recorded do so without naming the contributors.

#### **HOW CAN YOU GUARANTEE THAT EVERYONE GETS A CHANCE TO** SPEAK?

I have met so many people who attend meetings with lots to contribute but who feel they never get a chance to be heard because of constant interruptions despite the best efforts of the chair. They often feel alienated, underappreciated and no longer make the effort to contribute. For organisations these can often be the people who actually have the best ideas that can resolve serious issues. You need to hear them! Here's how.

#### **TALKING TAGS**

Talking tags are a variation of the Native American 'talking stick' and are especially useful for larger meetings that can become vociferous. They are also effective with meeting groups that have a problem listening to each other's points without interrupting.

A talking tag is an object (e.g. a plastic name tag or a block of lego) that, when raised, indicates that an attendee wishes to speak. The chair notes who has raised their 'tag' and in what order and allows attendees to speak accordingly. When the attendee has spoken they lower their tag. If they wish to speak again they raise their tag and wait their turn.

This method ensures that everybody who wants to speak knows their chance will come and they do not have to barge in whenever they get a chance. Sounds ponderous and childishly simple but from personal experience, it is a remarkably effective method to ensure very productive meetings.

#### **HOW CAN YOU ENSURE THAT MEETINGS ARE ENERGISING FOR ALL ATTENDEES?**

Meetings that are energising? Does that sound like expecting a lot? It

conditions. But if achieved the results for any organisation will be well worth the effort.

- FLOW: Have a wave-like flow to agendas for extended meetings. This includes spacing heavier topics (that might include ethical dilemmas or multiple considerations) through the day with less cumbersome topics to start, just before lunch and particularly in the drowsier part of the afternoon.
- SITTING AND STANDING: Do people in your organisation sit in the same seat for regular meetings? Are your meetings fairly predictable and stultifying? A simple rearranging of the seating can have a very positive effect on meeting participation. And what about standing? Have short (20 mins) meetings standing up.
- LOCK UP THE PHONES: There is nothing more disheartening when presenting at a meeting than to see some of your colleagues (a) peeking at their phones (b) typing messages on their phones or (c) leaving the meeting to answer 'important phone calls'. For the 55-minute meeting, I recommend people just turning off their phones. For longer meetings, they can be set aside (locked up) and retrieved at regular intervals.
- **SPARKLE:** There is really no need for meetings to be dry and stultifying. Long meetings that include short interludes of role-play, mindfulness, and even comic video can refocus tiring participants or spark them into life prior to an important topic.

In summary, in order to guarantee productive and even uplifting meetings, you need to:

- 1. Stick to a timetable
- 2. Use clear goals and roles
- 3. Keep records brief
- 4. Use talking tags
- 5. Plan to be energised

■ Dr Feargal O'Neill joins the Regional Leaders Programme as a one-to-one leader. For more information see www.waterfordchamber.ie

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Thile the majority of Waterford Chamber's events have fallen victim to Covid-19, CEO Gerald Hurley says they refused to give up on Toys4Enginners, one of their most popular events.

"Toys4Engineers is now in its fourth year and has become the perfect platform to connect likeminded people from across Ireland and beyond in the area of engineering, be it in pharma, research, ICT, tech and so on.

"Ultimately the aim of the event is to showcase companies and encourage them to do business and the success of that has been noted with various contracts that were done over the past number of years.

"To date, the event has been held in WIT Arena, but in light of Covid-19, it has now moved to a digital platform and instead of one single day, it will run from October 6th to 8th via www.tovs4engineers. ie. There was just no way we could let it go and we are delighted to have the full backing of Waterford City & County Council as our event partners. We enjoy putting it together too much and the ethos

of the event is around innovation, so we challenged ourselves to embrace that and come up with a new format that would appeal to everyone. We have gathered some of the brightest minds in the country for our panel discussions and they will cover a broad spectrum of topics, from robotics and automation to pharma and agri-tech".

There are four key elements to this year's event; a digital expo, which is designed to showcase products and services through video. Then we have the conferences, which will be held daily and moderated by industry professionals and these are kindly supported by IDA Ireland, Cobotics Skillnet and Waterford Local Enterprise Office.

"Running concurrently and in association with IDA Ireland and Enterprise Ireland, there's *Meet the* Buyer. This will be done in a private capacity and aims to connect indigenous companies and multinationals. Finally, we have our recruitment element, in partnership with Crystal Valley Tech, which is designed to promote Waterford and the South East as a great place to live, work and do business,

with hundreds of live roles being advertised and private meetings being held between candidates and recruiters."

All elements, except for the digital expo, are completely free. To showcase your products or services, we are offering you a digital platform to a target audience. This includes the filming and editing of your own video, which you can keep for further use and which will also feature on www.toys4engineers.ie for the year ahead, as well as social media promotion. It will also be shown each day of our online event.

- If you would like to take place in our digital expo please contact lynda. lawton@waterfordchamber.ie
- Toys4Engineers is kindly supported by Waterford City & County Council, IDA Ireland, Enterprise Ireland, **Engineering South East, Waterford** Institute of Technology, Waterford Chamber Skillnet, Cobotics Skillnet, **Waterford Local Enterprise Office and** Metalman Engineering.



6th to 8th October 2020

#### **DIGITAL EXPO**

Showcase your products and services with a professionally created video. We'll do the recording, all you have to do is sell and we'll even let you keep the video. Email angela@ waterfordchamber.ie to book.

#### CONFERENCE

Join us each day at 12pm as we introduce new topics for discussion. Each day will be facilitated by a professional moderator who will explore new innovations and ideas with our panel of industry professionals. This is a **FREE** event but booking in advance is essential.

#### **MEET THE BUYER**

Run in conjunction with IDA Ireland and Enterprise Ireland, we will be matching indigenous companies with multi-nationals to generate sales leads.

Are you from outside Waterford and looking for a new career? Join us as we work with Crystal Valley Tech to promote the top jobs in the region. Meet with recruiters directly and start your new life here in the sunny South East.

RECRUITMENT

To book your conference place and for more info visit www.toys4engineers.ie





















nerpower are delighted to have secured €1 million contract with Lidl for the installation of Solar Panels on a further 10 stores in Ireland over the next 12 months. Last year Enerpower worked with Lidl on installing Ireland's largest roof top solar array at their National distribution centre in Newbridge, Co. Kildare.

Owen Power, Managing Director of Enerpower said: "We are delighted to be working with Lidl again to grow and enhance their solar energy capabilities, reducing their carbon footprint, generating significant cost savings and contributing positively to Ireland's sustainability agenda.'

Enerpower are industry leaders with the installation and maintenance of solar PV, biomass boilers and wind turbines and have worked with some of Ireland's largest and most recognisable brand names such as Flahavans, Ardkeen Quality Food Store, Tesco, Kepak, Charles River and Combilift. Enerpower believe that by focussing on renewable energy resources businesses will save money on heating and energy and reduce its impact on the environment daily.

At present, Lidl's PV solar panel array across 22 stores and their Newbridge Co. Kildare distribution centre generates enough energy to power more than 950 Irish homes each year. Lidl Ireland will now be the largest rooftop solar array owner in the country and will have

more than 3,300,000 kwh provided by solar energy by the end of the vear.

Alan Barry, Director of Property and Central Services for Lidl Ireland, said: "We are committed to moving towards and incorporating a more sustainable store concept into all future expansion and refurbishment projects. With every store and location that we convert to solar energy, we are significantly reducing our carbon footprint and making significant savings on our energy costs. These savings will be passed on in the value that we provide to our customers."

As a turnkey provider, Enerpower has strong track record of building long-term relationships with clients, understanding their structures, objectives and needs and providing expertise and a consistent quality of services,

confidence and trust. Enerpower are committed to making renewable energy more accessible and affordable for all businesses to achieve and believe that by working together we can deliver a more accessible clean energy model that promotes a healthier more sustainable community and business every

Dr. John Carty, Enerpower's Director of Projects says "we are delighted to be working with lidl to reduce their carbon footprint. Solar energy has become one of the cheapest sources of electricity generation and Lidl are setting an example for businesses in this country, demonstrating that they can reduce their carbon emissions while also making significant savings on energy costs and future carbon taxes."







## Focus Ireland and Bord Gáis Energy calls on the people of the South East to sleep-out in the fight against homelessness

ple all over the South East and nationwide to sleep out for one night and raise funds to help Focus Ireland's vital services. Focus Ireland is proud to continue its partnership with Bord Gáis Energy who will again sponsor the charity's flagship fundraising

On the night of 16th October 2020, Focus Ireland wants individuals to sign up and sleep out in their gardens or homes to help raise crucial funds. As always since the event began in 2015, companies around the South East can also sign up to support the initiative by pledging to fundraise and sleep out at their workplace.

Focus Ireland and Bord Gáis Energy are aiming to raise €1.3 million in 2020 to support people experiencing homelessness in the South East and across the

David Niblock, Head of Focus Ireland services for the South East region said: "Focus Ireland works tirelessly with people in the South East experiencing

his year's *Shine A Light Night* is calling on peohomelessness to help them secure their home or to ensure they leave homelessness for good. We also work extensively across the area of prevention to make sure many other families and individuals never become homeless in the first place.

> "In the months ahead, the support of organisations such as Bord Gáis Energy is crucial to make a success of fundraising events like Shine A Light Night which will raise vital funds for our services across the

> To date, Shine A Light Nigh has raised over €5.3m for people experiencing homelessness in Ireland. In 2019, this support enabled Focus Ireland to help over

For further information contact Cathryn O'Leary, South East Area Fundraising and Marketing Executive for Focus Ireland at cathrynoleary@focusireland.ie.

■ To register to participate in Shine A Light Night 2020 visit www.focusireland.ie/shinealight

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## Record numbers visit Waterford Greenway during Summer 2020

ummer of 2020 has been anything but 'normal'. People all over the country have been adapting to a new way of life in a massive effort by all sections of society to beat the Covid-19 pandemic. In the midst of the need to adopt new measures in our personal lives such as physical distancing and reducing our daily contacts, people have found great solace and comfort in getting outdoors and enjoying the very best of what nature has to offer. One could argue that in the wake of the easing of Covid restrictions people have taken to outdoor activity and physical exercise like never before.

We are fortunate here in Waterford that we have some of the best and beautiful of natural outdoor amenities along with well-developed walking and cycling routes which rival any in the country. From Ardmore to Dunmore East and from the Copper Coast to the Comeragh and Knockmealdown Mountains, people of all ages and abilities have flocked to some of our most scenic outdoor locations in order to keep both physically and mentally fit and active during these difficult times.

In findings published by Sport Ireland in late April examining recreational walking during the period of time when Ireland had full Covid restrictions in place, the report noted that more adults were 'physically active than before the restrictions were introduced with a substantial increase in the numbers walking for recreation'. The report entitled 'Impact of

Covid-19 Restrictions on Sport and Recreational Walking' which was commissioned by Sport Ireland and compiled by Ipsos MRBI also noted that 'The numbers running and cycling increased during this period, while the closure of many sports facilities and curtailment of team-based sports caused a decline in personal exercise (gym-based activities), swimming and gaelic football among others'.

One only has to look at the example of Waterford Greenway and its recorded footfall counts that go to highlight that many people have continued with those good exercise habits that they enjoyed back in the spring. As many will be aware, estimated number of unique visits to Waterford Greenway for the nine months of 2017 from



March to December were almost 250,000. The full years' comparative figures for 2018 and 2019 saw totals of over 280,000. This goes to prove that high visitor numbers experienced in 2017 were not just an indication of a 'novelty factor' but signified the engagement of the local community and visitors to Waterford that has been sustained in recent years.

Recent footfall counts have indicated that summer 2020 has seen some incredible numbers at a number of key locations along the Greenway. Figures taken for the full June to August period of 2020 when compared to the exact same period in 2019 show a 19% increase in footfall at the counter near WIT and a 31% and 32% increase at Bilberry and Durrow respectively.

The benefits of high numbers using the Waterford Greenway not only benefits to people's health and well-being, environmental benefits etc, it also has a positive impact on our local economy and so many local businesses which benefit directly and indirectly from the increased footfall. Impacts can be felt directly by businesses such as bike hire operators, cafés, restaurants, shops and accommodation providers. However a broader impact can be noted by suppliers and other services that support these businesses.

Our local communities have also benefitted from the new-found confidence that the 'Greenway effect' has had on Waterford. In recent years (pre-Covid) many clubs and communities have organised festivals and events on the Greenway and hopefully this will return in time. Numerous community groups have also used the success of the Greenway to assist with leveraging further state funding for projects within their own community. All of this community engagement has contributed greatly to the evolution of Waterford Greenway.

The future also looks exciting in terms of Greenway development. Waterford City in particular is well-placed to become a 'hub' of Greenway activity here in *Ireland's Ancient East*, with the

upgrade of the Bilberry to City Centre Greenway extension, the Sustainable Transport Bridge to the North Quays development zone and of course the 24km Waterford to New Ross Greenway which is currently in development. This will eventually lead to a 70km uninterrupted, traffic free cycling and walking route from Dungarvan to New Ross. Feasibility studies are also due to be carried out to explore further potential Greenways including Waterford City to Tramore and west of Dungarvan to the Cork border near Ballyduff Upper.

For now while we continue to encourage people to get out and get active we also ask that Greenway users continue to adhere to public health guidelines at all times while using Waterford Greenway. We also ask that increased numbers means that we all need to be environmentally aware and responsible and practice the principles of *Leave No Trace* at all times while visiting Greenways and other outdoor locations.

■ For more details on exploring all that Waterford has to offer check out www.visitwaterford.com and visitwaterford.com/category/explore/ waterford-greenway



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ookies – something to enjoy with a cuppa or is there more we should know about them? If, like many business owners around the country, you are more inclined to leave the website cookie to the tech professionals, then you need to pay attention!

From 6th October 2020 the Data Protection Commission will be conducting desktop reviews of websites and those that are not in compliance with regulatory cookie requirements could face enforcement action.

#### THE BACKGROUND

It all stems from a court case in Germany in March 2019 whereby a company, Planet 49, ran a promotional lottery on their website.

To enter the lottery, users were presented with two tick boxes. The first was unchecked and was necessary to receive third party advertising (users had to tick the box in order to enter the competition) and the second box was a pre-checked box which allowed Planet 49 to set cookies to track the users online behaviour.

The Federation of German Consumer Organisations objected

to its use of these type of consent boxes and sought an injunction.

#### PRE-TICKED CHECKBOXES ARE INVALID

Fast forward to October 2019 and the Court of Justice of the European Union makes a ruling that pre-ticked checkboxes are invalid and do not constitute valid consent for the use of cookies or similar technologies. This includes "assuming" consent by scrolling.

Following this ruling, the Data Protection Commission (DPC) carried out their own desktop sweep of websites throughout the country and rated their cookie compliance.

Out of 40 websites reviewed, none were found to be fully compliant. As a result of this review the DPC issued guidance based on their findings in March of this year and gave businesses six months to get their cookies in order. That time is nearly upon us.

#### DATA PROTECTION COMMISSION CHECKING WEBSITES

From 6th October, the DPC will be checking websites and have advised that they will begin enforcement action for those that don't comply.

In particular, they have indicated that the type of websites they will be targeting initially are those that the public are attracted to and are compelled to use, particularly where traffic is driven to use the website.

A team within the Special Investigations Unit is actively examining the practices of businesses across every sector on a daily basis and now a deeper technical examination is taking place in relation to tracking cookies.

Enforcement action can be time consuming and costly if it goes too far, with penalties of up to 2% turnover or €10million. The message is don't be that cookie!

■ Margaret Julian is the founder/principal of GDPR Audits (www. gdpraudits.ie). She also likes the cookies with a cuppa sort but will help with the website ones too. Get in touch by emailing margaret@gdpraudits.ie or phone 087 6897789.



# Waterford's Blue Plaque Trail

A Civic Trust Blue Plaque is a permanent sign installed on a building in a public place to commemorate a link between notable figures of the past and the buildings in which they lived or had some connection to. It is a unique way to highlight these special achievements and celebrate those who have helped to shape our heritage and history.

#### ■ By DES GRIFFIN, Waterford Civic Trust

r Mary Somerville Parker Strangman was a doctor, suffragist and elected councillor. Strangman was born on 16 March 1872 at Carriganore, Killotteran, Waterford, the sixth of seven children of Thomas Handcock Strangman and Sarah White Hawkes. She was educated at home with her four brothers and two sisters.

Along with her sister Lucia, Mary became interested in medicine at an early age. In 1891, when she was 19 and Lucia was 21, they both enrolled at the Royal College of Surgeons Ireland (RCSI) in 1891, receiving their licences in 1896. After training and lecturing in Britain, Mary Strangman became the second woman to earn the fellowship of RCSI in 1902. Establishing a practice in Waterford, Strangman also volunteered at various local women's charities and published a number of research articles on alcoholism and morphine addiction.

She was an active suffragist and served on the executive committee of the Irishwomen's Suffrage Federation (1911–1917).

As co-founder of the local branch of the Woman's National Health Association, Strangman worked to combat tuberculosis, the country's principal killer disease. Seeing the authorities' poor investment in sanitation, Strangman stood for election on a public health platform and was elected Waterford's first female councillor in 1912. Retiring from office in 1920, Strangman continued in general practice and as physician at Waterford County and City Infirmary.

She continued to practice medicine almost until her death. She died on 30 January 1943 in her sister's home in Dún Laoghaire.

The Royal College of Surgeons in Ireland along with Accenture and Business to Arts decided to create a series of portraits of historical female leaders in healthcare which was unveiled as part of the *Women On Walls* series.

Also, RCSI recently unveiled eight new portraits of Irish historical female leaders in healthcare. A portrait of Dr Strangman, which was painted by artist Mick O'Dea, was included the collection. The



**RCSI portrait of Dr Mary Strangman** 



portraits are intended to honour pioneering achievements and to inspire future generations.

■ Waterford Civic Trust is a registered charity and is a company limited by guarantee. We have erected Heritage Blue Plaques in many locations in Waterford City and County.

Contact us at Brick Lane, Greyfriars, Waterford.

Tel: +353 (051) 849602 www.waterfordcivictrust.ie















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