



IRELAND SOUTH EAST: ECONOMY AT A GLANCE

Ireland South East Development Office
February 2019

IRELAND
SOUTH
EAST



CLOSER THAN YOU THINK

IRELAND SOUTH EAST: ECONOMY AT A GLANCE

HEADLINE FIGURES

581,615

Population of South East,
Ireland's fourth most populous region

+32,400

Jobs created in South East
(excluding Tipperary) since Q4 2012,
an increase of 21%

+6%

Average increase in employment in
Enterprise Ireland/ IDA/ LEO Companies
in the South East between 2017 and 2018

89%

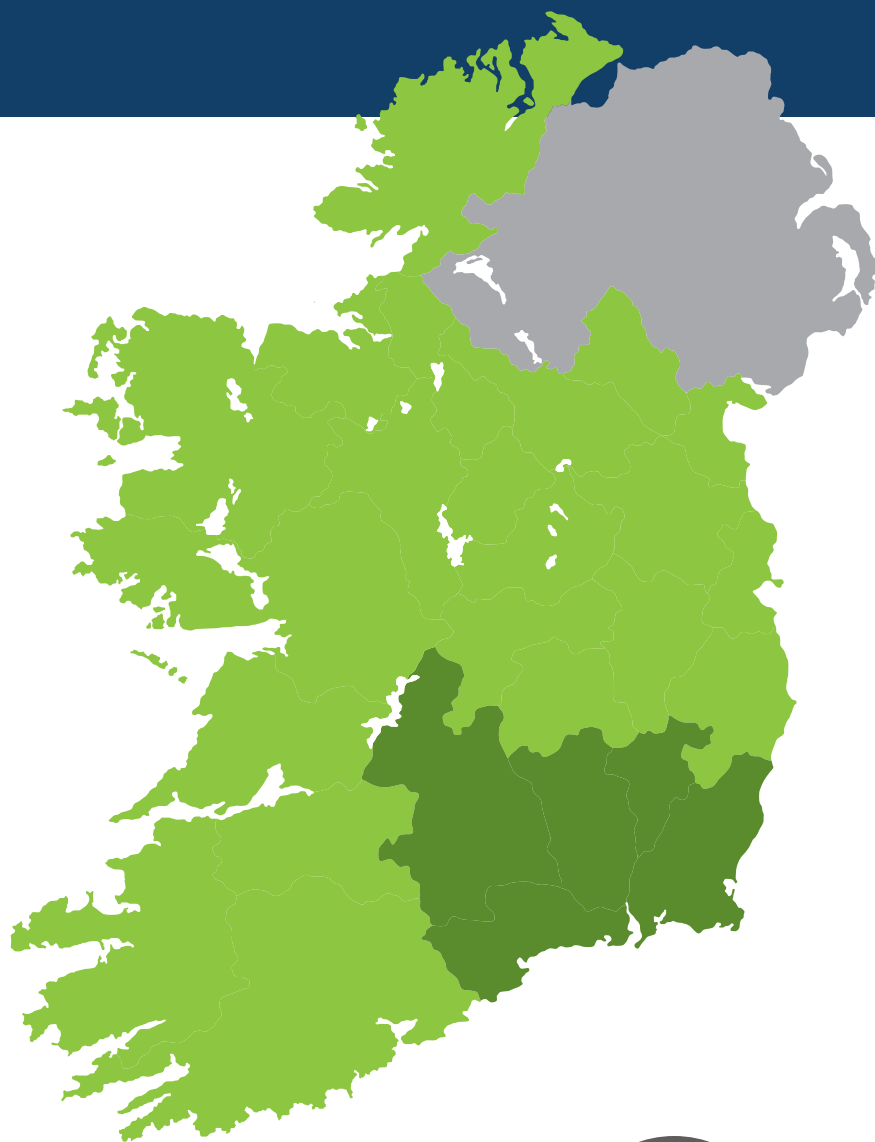
People satisfied or very satisfied with
moving to South East to work

67%+

Cheaper cost of houses in
South East compared
to Dublin

€500m

Estimate of company investment
announcements in South East
in last 6 months



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Economy



1.1 Population

Ireland's South East has a population of over 580,000 and is comprised of 5 Counties - Carlow, Kilkenny, Tipperary, Waterford and Wexford – over 12% of the population of Ireland.

It is the fourth most populous region in Ireland. Between 2006 and 2016, the population of the South East expanded by 10.4%.

Source: Census 2016, Census 2006

5

Local Authorities Working Together
(Carlow, Kilkenny, Tipperary,
Waterford, Wexford)



581,615

Population of Region





1.2 Employment

187,700 people were employed in the South East* in Q4 2018. Employment in the region* has expanded by 32,400 or 20.8%, between Q4 2012 and Q4 2018.

Notwithstanding this employment creation, at 7.7% in Q4 2018 the unemployment rate in the South East* - while below the Euro area average of 7.9% - remains stubbornly above the Irish State's average of 5.4%. At the same time, the unemployment rate has maintained a downward trend in the region at each year end since 2012.

Source: CSO, Labour Force Survey

* Denotes that the Labour Force Survey excludes Tipperary from South East figures



+32,400

Jobs created in Carlow,
Kilkenny, Waterford and Wexford
since Q4 2012

187,700

Numbers in employment in
Carlow, Kilkenny, Waterford and Wexford
as at Q4 2018

1.3 Labour Force

In the Q4 2018, there were 203,200 people in the Labour Force in the South East (excluding Tipperary). This is an increase of 18,700 compared to Q4 2012.

An estimate of the total labour force of the region including Tipperary would be 275,000.

Source: CSO, Labour Force Survey

275,000

Estimated Labour Force
in South East

1.4 Number of Businesses

In 2016, there were 26,625 enterprises in the South East, 93% of which employed less than 10 employees.

Source: CSO, Business Demography 2016



26,625

Businesses in South East

1.5 Enterprise Development Agency Activity

Enterprise Ireland, IDA Ireland and Udaras na Gaeltachta supported 39,518 jobs in the South East in 2017. Figures shortly to be released by DBEI are expected to show that employment in these companies in the South East reached record levels in 2018.

Source: DBEI, Annual Employment Survey 2017

39,500

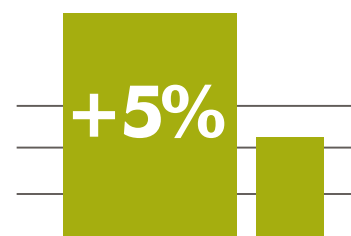
Jobs in companies supported by IDA,
Enterprise Ireland and
Udaras na Gaeltachta in 2017

Enterprise Ireland

In 2018, there were 550 Enterprise Ireland client companies in the South East, employing 25,214 people.

Growth in employment in Enterprise Ireland client companies occurred in all counties between 2017 and 2018 – Carlow (+8%); Kilkenny (+7%); Tipperary (+2%); Waterford (+8%); and Wexford (+4%). According to Enterprise Ireland figures, the South East posted the strongest employment growth of all regions besides Dublin in terms of new jobs created in 2018.

Source: Enterprise Ireland data



Employment in Enterprise Ireland Companies in 2018

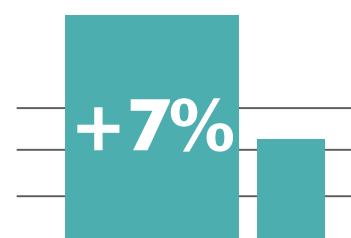
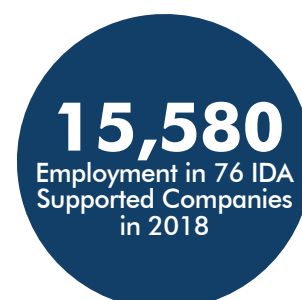
IDA Ireland

The South East Region is home to 76 IDA client companies. In 2018, employment in IDA-assisted foreign owned companies was 15,580, an increase of 7% on 2017. The South East accounts for 6.8% of total employment provided by FDI companies across Ireland.

In terms of FDI employment as a proportion of all employment, FDI accounts for 8.4% of all jobs in the South East*, which is below the national average of 10.1%.

Source: IDA Ireland data; CSO Labour Force Survey.

* Denotes excluding Tipperary

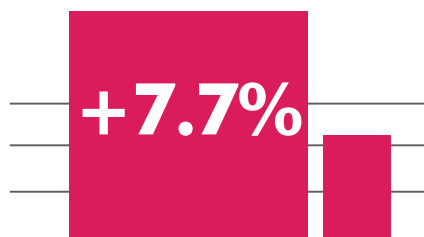


Employment in IDA Companies in 2018

Local Enterprise Offices (LEOs)

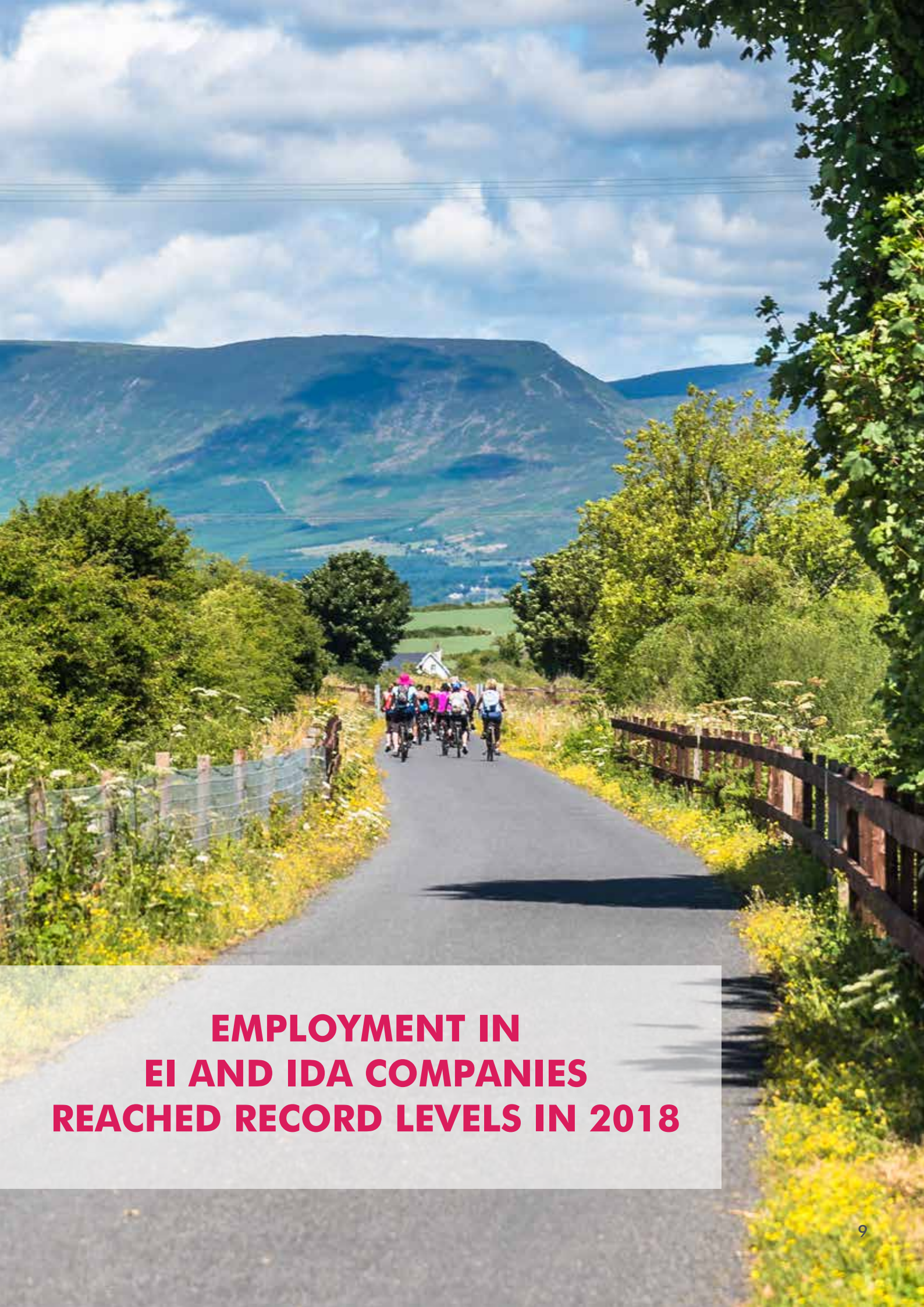
In 2018, the LEOs operating in the South East Region supported 1,214 companies and a total of 6,460 jobs. This figure was an increase of 461 jobs or 7.7% on 2017.

Source: LEO data



Employment in LEO companies in South East in 2018





**EMPLOYMENT IN
EI AND IDA COMPANIES
REACHED RECORD LEVELS IN 2018**

1.6 Key Business Sectors

Total Employment in the Region

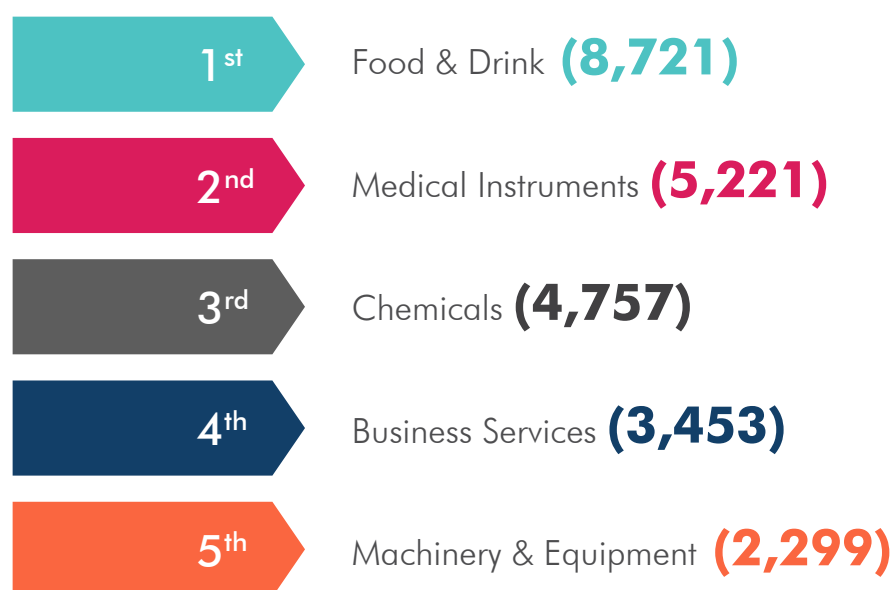
The top 5 sectors of total employment in the South East in Q4 2018 were:



Source: CSO Labour Force Survey

Employment in Companies Supported by Enterprise Ireland, IDA Ireland and Udaras na Gaeltachta

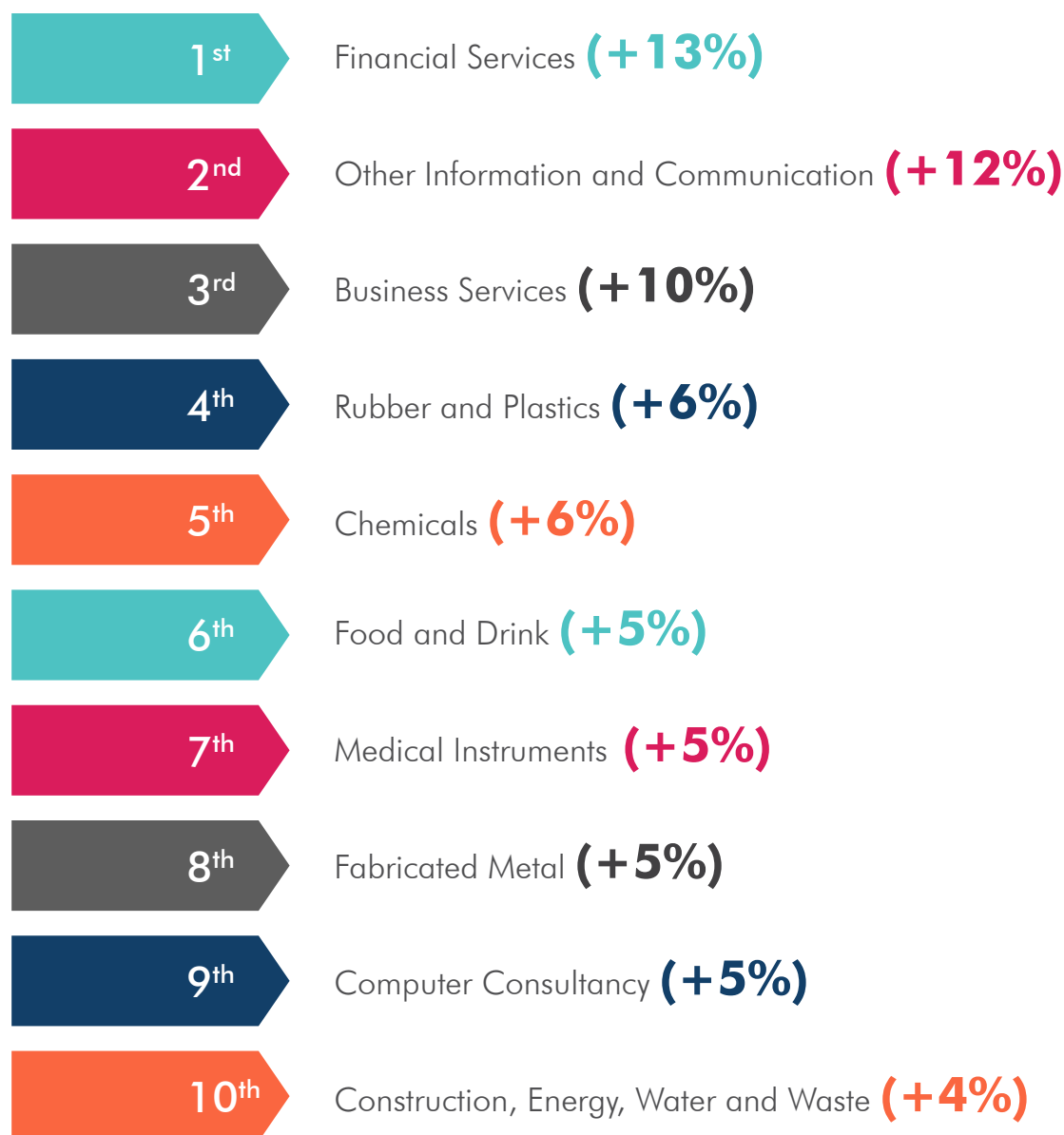
The top 5 sectors of employment in companies supported by Enterprise Ireland, IDA Ireland and Udaras na Gaeltachta in the South East in 2017 were:



Source: DBEI, Annual Employment Survey 2017

Growth in Employment in Companies Supported by Enterprise Ireland, IDA Ireland and Udaras na Gaeltachta

The 10 sectors that experienced the largest growth rates in companies supported by Enterprise Ireland, IDA Ireland and Udaras na Gaeltachta in the South East over the 2013 to 2017 period were:



Source: DBEI, Annual Employment Survey 2017



Life Sciences

The South East region is renowned as a national cluster for life sciences, with a strong record with pharmaceutical and medical device companies such as:



These companies are supported in their research, development and innovation practices by the presence of several centres of excellence:





Information and Communication Technologies (ICT)

The ICT sector is a large and rapidly growing sector in the South East made up of indigenous and multi-national companies such as:



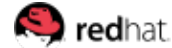
Routematch

StitcherAds



Veri

sedicii



The ICT ecosystem in the South East is populated with a complete support network including research centres of excellence; an industry-led cluster group; venture capitalist fund; tech accelerator; business innovation centres and multiple start-up and co-working spaces.



Suir Valley
Ventures

NDRC
BEST PLACE
TO START



THE
HATCH
LAB

TSSG

DESIGN+





Engineering, Advanced Manufacturing, and Industrial Technologies

South East is a world-leader in engineering and advanced manufacturing technologies and processes, within an ecosystem of support services which is of the highest regulatory and compliance requirements. Internationally recognised companies include:



Supported by a network of centres of excellence in precision engineering, 3D manufacturing, rapid prototyping, and lean and process excellence.





Global Business and Financial Services

The South East region has built a strong cohort of shared services operations, a sizeable portfolio of international financial services (IFS) companies and has strong activity in the future growth sectors of Fintech/Insurtech/Regtech and the global payments sector:



The Insurtech Network Centre based in IT Carlow is an accelerator for tech start ups in the Insurance and Regtech space:





Design

The South East is home to several award winning companies in the broader design sector and is well-positioned to promote and develop Ireland's capabilities in business-related design across all sectors of the economy:



The Design sector is supported by the presence of the Design and Crafts Council of Ireland and academic and commercial research centres of excellence:





Agri Food

The South East region has distinct competitive advantages in the agri-food, drinks and agri-tech sector. It is the largest indigenous industry in the region and is expanding rapidly. This is exemplified by the presence of companies from artisan food producers to large multinational and internationally trading companies:



The region is also home to dynamically innovative companies actively applying advanced ICT technologies, the largest Teagasc college in Ireland, and the national bio-economy campus.



1.7 Tourism

With Accommodation and Food Services accounting for 8% of overall regional* employment in Q4 2018, Tourism is a key economic sector for the South East. However, the region faces challenges to increase:

- **Total Visitor Numbers:** In 2017, the region only ranked mid-table of all 8 Irish regions in terms of total tourist visitors.
- **Proportion of Overseas Visitors:** In 2017, the South East attracted almost 1 million out of State visitors (6.7% of all out of State visitors to Ireland).
- **Tourism Revenues:** In 2017, the South East accounted for €271 million or 5.5 % of total out of State tourism revenue.

8.5%

Proportion of all workers in
Accommodation and Food Services



954,000

Visitors in 2017

Source: Fáilte Ireland, CSO Labour Force Survey (*excluding Tipperary)





1.8 Disposable Income and Economic Activity

Disposable income per person in the South East was €19,503 in 2015 (most recent data available). This is 4.1% lower than the national average. However, this figure is an increase of 8% since 2013 which puts the South East in the top 3 fastest growing regions over this time period.

Gross Value Added (GVA) per person in the South East was €33,039 in 2015 (most recent data available). This was 37% less than the national average but was 11.5% higher than the EU average. GVA is often used as a metric for economic activity as it measures the value of the final goods and services produced in a region, less the materials and services used in production which come from outside the region.

Source: CSO County Incomes and Regional Accounts

Economic growth is often the key driver of tax revenues. To this end, figures from the Revenue Commissioners show that between 2012 and 2017 (most recent data available), the exchequer take in the South East from income taxes rose 25%; from the self-employed rose 66%; and from corporations rose 75%.

Source: Revenue Commissioners



+8%

Growth in Disposable Incomes
between 2013 and 2015



+11.5%

Gross Value Added in South East
compared to EU average

Business Environment



2.1 Costs

Housing

The average house price in the South East in 2018 was €197,926. This is:

- 28% cheaper than the national average
- 67% cheaper than the average house price in Dublin City Centre
- 198% cheaper than the average house price in South County Dublin

Source: Daft 2018 Housing Report



200%

How much cheaper average house in South East is compared to South County Dublin

Childcare Costs

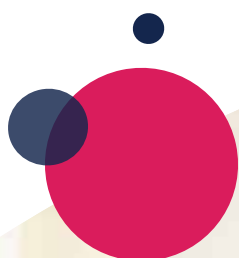
At an average of just over €4 per hour for primary school children and €3.50 per hour for pre-school children, Ireland's South East is the most affordable region in Ireland for childcare for both pre-school and primary school children. Childcare costs in the South East are over 50% cheaper than in Dublin.

Source: CSO, QNHS Childcare Q3 2016



50%

How much cheaper childcare costs in South East are compared to Dublin





General Costs of Living

The cost of living in the South East is significantly lower than in Dublin. For example, in Waterford you would need around €3,433 to maintain the same standard of life that you can have with €4,700 in Dublin. That is a difference of 37%.

- Rent in Waterford is 55% lower than Dublin.
- Restaurant prices are 8% lower in Waterford than Dublin.
- Consumer prices are 7% lower in Waterford than Dublin.

Source: Numbeo.com



37%

Estimate of cheaper costs of living in Waterford compared to Dublin

Labour Costs

Data from recruitment companies shows that costs for professionals in key sectors such as life sciences and pharmaceuticals; accountancy and finance; and information technology are at least 20% cheaper in the South East than Dublin. A key component of these lower labour costs is the significantly lower cost of living for employees.

Source: CPL Salary Guide



20%+

Cheaper costs for businesses and employees

2.2 Education and Skills

Qualifications

38% of the population of the South East have a third level qualification compared to the national average of 45%. Almost one in ten of these has a Postgraduate diploma/degree or Doctorate.

Source: Census 2016

3rd Level Institutes

The South East has a broad base of third level education institutions and disciplinary expertise, with providers including Institute of Technology, Carlow (ITC) with facilities in Carlow and Wexford, Waterford Institute of Technology (WIT) with four campuses in Waterford city and county, Limerick Institute of Technology (LIT) with two campuses in Tipperary, and Carlow College, St. Patrick's in Carlow.

The South East Regional Skills Forum provides a cohesive education-led structure for employers and the further and higher education system to work together in building responses to the skills needs of the region.

Student Enrolments

There were 26,091 third level students from the South East enrolled in the higher education system in 2017. 28% of these students are enrolled in Science, Technology, Engineering and Maths (STEM) courses.

Figures from the HEA show that in 2017/2018, there were 16,407 students enrolled in IT Carlow and Waterford IT. As of 1st March 2018, WIT and IT Carlow had 7.4% of the national population of fulltime new undergraduate entrants across the fields of study in Higher Education.

Source: HEA Enrolments 2017/2018

Further Education and Training

38,905 people received further education and training from the 3 Education and Training Boards (ETBs) of the South East in 2018. €100.6 million was provided in funding to deliver this training in 2018.

Source: Solas



38%

Amount of population with third level qualification



16,407

Number of students enrolled in IT Carlow and Waterford IT

39,000

People who received education and training from ETBs in South East in 2018

Pool of Skills

The South East is home to a wide range of skills and talent.

TOP 5 SKILLS AVAILABLE PER COUNTY

Carlow	Kilkenny	Tipperary	Waterford	Wexford
Admin – 17.4%	Computer and IT – 12.6%	Customer Service – 15.8%	Customer Service – 14.7%	Computer Services – 15.2%
Computer and IT – 12.2%	Administration – 9.5%	Computer and IT – 13.2%	Administration – 14.6%	Administration – 14.5%
Customer Service – 11%	Marketing and Advertising – 8.5%	Administration – 14.6%	Computer and IT – 13.2%	Computer and IT – 13.4%
Marketing and Advertising – 10.5%	Customer Service – 8.2%	Marketing and Advertising – 8.9%	Marketing and Advertising – 7.1%	Marketing and Advertising – 6.9%
Accounting – 4.1%	Financial Services – 7.8%	Other – 6.3%	Education – 5.7%	Financial Services – 6.0%

Source: Abodoo, Skills Heat Map 2019



2.3 Quality of Life

70% of workers in the South East have a commute time of less than 30 minutes.

Source: CSO Census 2016

In a 2018 survey of people who have returned to work in the South East – 89% were either satisfied or very satisfied with their move. Productivity improved through lower commute times and 95% felt their work/ life balance improved since making the move.

Source: Census 2016, Collins McNicholas South East Relocation Survey 2018

The South East lives up to its name of the “Sunny South East” by receiving the most sunshine of any region in Ireland, with the extreme South East getting on average 0.5 to 2 more hours per day than the rest of the country in summer. Air quality in the region is consistently ranked either 1 or 2 out of ten by the EPA. In terms of leisure, the South East is in the top 2 regions in Ireland for the proportion of people who participate in sport or other activities.

Source: EPA, Air Quality Index; Met Eireann, Sunshine and Solar Radiation; CSO, QNHS Sport and Physical Exercise

**Less Than
30 mins**

Commute time for
70% of workers
in South East

+ 89%

People satisfied or very
satisfied with moving to
South East to work



0.5 – 2 Hours

More sun received in extreme South East compared
to rest of country in summer

2.4 Ongoing Investments

Announcements in Last 6 Months

In January 2019, Glanbia announced plans to build a new €140 million cheese manufacturing facility in Belview, Waterford which will create 80 new jobs.

In November 2018, Bausch Health announced the expansion of its contact lens manufacturing its site in Waterford. This will create 100 new jobs on the two sites which currently employ approximately 1,350 people in Waterford.

In October 2018, MSD announced its plans to construct a second manufacturing facility at its existing site in Carlow. This new investment will create 170 new jobs.



Ongoing Infrastructure Investments

The South East is home to two of the largest current road infrastructure projects in the State. The M11 Enniscorthy By Pass is a €400m project with 27km of motorway and 8 km single carriageway. The New Ross By Pass is a €250m project with 14km dual carriageway road and will include the construction of the longest bridge in Ireland. Both projects are due for completion by Q3 2019.

41 km

New motorway/ dual
carriageway to be completed
by Q3 2019





AUTHORS

Ireland South East Development Office works with leaders of the major regional industries as well as the chief executives of the councils of the five counties in the South East (Carlow, Kilkenny, Tipperary, Waterford and Wexford). Its priority is to make the South East the first choice for business, careers, inward investment and tourists.

FOR FURTHER INFORMATION

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