

## Chapter 2: Economic Development Strategy

### Strategic Aim

To promote a strong, resilient, competitive, sustainable, low carbon, digital, inclusive and diverse economic base supported by enterprise, innovation and skills to enable people to live, create, study, visit, invest and work in Edenderry.

### 2.1 Context

Project Ireland 2040, The National Planning Framework sets out that the development of a strong economy supported by enterprise, innovation and skills as a National Strategic Outcome which will depend on creating places that foster enterprise and innovation and attract investment and talent. The Regional Spatial and Economic Strategy (RSES) encourages an asset-based approach to spatial development.

It is noted that Edenderry is designated a 'Self Sustaining Town' in Table 2.5, Settlement Hierarchy of the Offaly County Development Plan 2021-27:

*'These towns support the regional driver role of Tullamore, and act as important local drivers providing a range of functions for their resident population and their surrounding catchments including housing, employment, services, retail and leisure opportunities. These towns have experienced rapid population growth with high levels of commuter focused residential expansion without equivalent increase in jobs and services. They require consolidation and targeted 'catch up' investment in services, infrastructure, suitable transport options, amenities and local employment whilst balancing housing delivery and focusing on consolidation to become more self-sustaining.'*

Edenderry has experienced rapid population growth of 25% in the 10 years between 2006 and 2016 census (regional average is 15% according to RSES) with high levels of commuter focused residential expansion without equivalent increase in jobs and services. It has a jobs: resident workers ratio of 0.637 which indicates a poor economic function (above 0.7 is a strong economic function according to RSES). It is located within the area mapped as the 'Core Region' by EMRA where catch-up investment is required to become more self-sustaining.

The key employers in Edenderry are the Rosderra meat factory, primary and national schools, retail and commercial services and industrial employment from the smaller scale industrial units throughout the town.

Industry	Edenderry Census 2016 % share	Offaly Census 2016 % share	State Census 2016 % share
Agriculture, forestry and fishing	3.6%	7.3%	4.4%
Building and Construction	8%	6.1%	5.1%
Manufacturing industries	22.5%	16.9%	11.5%
Commerce and trade	22.7%	19.7%	23.9%
Transport and communications	4.9%	4.9%	8.6%
Public administration	3.9%	6.1%	5.3%
Professional services	16.8%	22.5%	23.5%
Other	17.6%	16.4%	17.8%

**Figure 2.1 Industries in Edenderry (CSO, 2016)**

Principle Economic Status	Edenderry Census 2016 % share	Offaly Census 2016 % share	State Census 2016 % share
At work	50.4%	50.3%	53.4%
Looking for first regular job	1.2%	0.9%	0.8%
Unemployed having lost or given up previous job	12.8%	8.6%	7.1%
Student	9.3%	10.7%	11.4%
Looking after home/family	9.5%	9.9%	8.1%
Retired	10.9%	14.3%	14.5%
Unable to work due to permanent sickness or disability	5.6%	5.0%	4.2%
Other	0.3%	0.3%	0.4%

**Figure 2.2 Principle Economic Status (CSO, 2016)**

One of the key enablers in attracting potential investment and employment to Edenderry is the availability of appropriately zoned lands. This Plan takes an asset based approach in establishing an overall economic growth strategy for Edenderry, identifying and building on a combination of economic, natural and built assets and opportunities, guiding enterprise and employment development to appropriate locations with the necessary infrastructure in place.

Based on the priorities of the Midlands Regional Enterprise Plan to 2024 (published 2022), this Local Area Plan intends for the future economic development of Edenderry to be future focused and centred around the following priorities;

- Transition to a zero carbon town; and
- The continued development through smart specialisation in existing areas of regional strength; tourism, manufacturing, scientific research and data analytics.

## 2.2 Tourism

Tourism can play a key role as an economic driver for Edenderry with the town offering a range of attractions to both overseas and domestic visitors. County Offaly is fully located within 'Ireland's Hidden Heartlands', while Edenderry has the benefit of also being located adjacent to 'Ireland's Ancient East'. Edenderry is situated in close proximity to a number of nationally and regionally important tourist attractions such as The Grand Canal Greenway and it's links onwards to Lough Boora Discovery Park and the River Shannon, Mount Lucas Cycle and Walkways, Derrycastle Lakes, Croghan Hill, the Irish Parachute Club in Clonbollogue, Durrow High Cross, Tullamore D.E.W. Distillery Visitor Centre, and Lullymore Heritage and Discovery Park in County Kildare.



Figure 2.3 Regional Tourist Attractions in the vicinity of Edenderry

### 2.2.1 Greenways

Edenderry has a unique asset in the form of the Grand Canal Harbour, the Edenderry Branch of the Grand Canal and its proximity and accessibility to the Grand Canal itself. The value of the Grand Canal is recognised in this plan and it is intended to preserve its attractiveness by carefully controlling development in order to protect its amenity and tourism potential, as set out in the County Development Plan Section 6.5.6 and 6.5.7.

The Grand Canal has considerable potential both waterside and landside to be used as a recreational asset to Edenderry. The development of walking cycling, coarse fishing, cruising, kayaking and rowing will be encouraged, in co-operation with Waterways Ireland. Any development works will be subject to consultation with the National Parks and Wildlife Service.

Events such as the Edenderry Angling Festival have potential to attract large numbers of sport fishing enthusiasts from all over Ireland and overseas and put Edenderry on the map as a coarse fishing destination. The development of the Grand Canal towpath as a walking and cycling route has been a huge success and a welcome amenity for the town. The wider plans to finalise the Grand Canal Greenway from Edenderry west to Shannonharbour in the short to medium term future will add a touristic dimension to the offer of the town, making Edenderry a possible destination or starting point for long distance walkers or cyclists.

The Canal Harbour area of Edenderry needs a positive injection of commercial activity, which may well be stimulated through generation of more tourism and recreational pursuits around the canal itself.

### **2.2.2 Festivals**

The Council recognises the important role that festivals play in developing brilliant visitor experiences that encourage people to visit areas outside of traditional tourism hotspots and outside of peak times. Edenderry is home to a host of annual festivals including the Edenderry Angling Festival (as stated above), Edenderry Festival and Hullabaloo! Offaly's Children's Arts Festival. This plan will support and facilitate the provision of appropriate festivals, to promote cultural activities in the town.

### **2.2.3 Night Time/After Dark Economy**

This Plan recognises the opportunity to build a post-5pm tourism economy in the town embracing food, activity, recreation, and entertainment such as theatre, music, outdoor performances, night time tours and events. In so doing, the Council will facilitate increased bed nights supply in accordance with the 2025 targets set out in 'Tourism: An Industry Strategy for Growth to 2025' by The Irish Tourism Industry Federation.

### **2.2.4 Living History and Storytelling**

The architectural heritage of Edenderry is represented with very strong structures and streetscape making a very distinctive contribution to the town and forms part of the initial identity of the town. From Blundell Castle, to the Town Hall on Market Square, and the fine vista of JKL Street and the Grand Canal Harbour, Edenderry's Architectural Heritage offer is rich and punctuates a rich history for the town, from the 16th century rebellions to the Plantations and on to Ireland's Industrial Revolution. It is crucially important that there is an understanding and an appreciation of the social and economic benefits that conserving the history of the town can bring such as:

- Contributing to a sense of place and creating an identity through a link to the past,
- Forging community capacity engendering civic pride,
- Economic regeneration,
- Environmental quality,
- Distinctive and competitive edge in attracting business, visitors and new residents.

The Edenderry Heritage Trail Audio Guide helps visitors to explore the history of Edenderry. The trail explores the town including sights such as Market Square, The Quaker Meeting House, Blundell Castle and the Grand Canal Harbour. The trail also includes reference to the Monasteroris Franciscan Friary

outside of the town boundary. This could be added to with the provision of tourism information boards at points of interest throughout the town and the use of further technology such as QR codes to provide additional information to visitors.

### **2.2.5 Signage**

In order to effectively communicate the history and heritage of Edenderry to visitors and to create a distinct destination image for the town, this Plan supports the;

- Erection of bespoke signage for tourism attractions throughout the town, including interpretative panels and directional signage along designated tourist trails.
- Development of an Orientation Signage and Street Interpretation Programme including the use of digital technology to provide additional information.

### **2.2.6 Food Tourism**

The Midland Regional Food and Drink Strategy 2021-2024 refers to the food and drink sector having the potential to strengthen the attractiveness of the Midlands as a destination to visit by developing a sense of local pride in the region's produce. This local pride can help support the commercial viability of local food and drink enterprises such that visitors to the region encounter a vibrant and proud food culture. This Plan supports the development of evocative food and drink experiences that will boost tourism and accelerate job creation and enterprise development in Edenderry.

## **2.3 Enterprise**

The Plan supports major employers in the town such as Rosderra, Primary and Secondary National Schools and commercial and retail services through its policies supporting the ongoing development of suitable employment on these lands and zoning sufficient land to allow potential expansions. Significant lands have also been zoned for Enterprise and Employment in order to support the future enterprise and employment function of the town.

Edenderry Business Campus, one of the largest business parks in the midlands, comprising almost 40 acres, allows businesses to avail of an excellent geographical location, only 59 km from Dublin and close to the M4 Motorway.

These lands have the potential to accommodate technology-based industry and advanced manufacturing, compatible office space and research and development based employment within high quality, highly accessible, campus style settings. The Council places an emphasis on attracting high end, high quality, value added businesses and corporate headquarters in these areas in addition to promoting high quality sustainable design and aesthetic quality to enhance its corporate image and identity.

### **2.3.1 Healthy Place-making**

Place-making and quality of life is increasingly recognised as a key factor in attracting investment, skills and talent, enabling enterprise development<sup>1</sup>. Edenderry's public realm has improved significantly in quality over the past decade due to upgrade works to O'Connell Square including retrofit of Town Hall to provide e-hive co-working hub, provision of active travel infrastructure including cycle lanes, bus

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<sup>1</sup> As set out in The Programme for Government – Our Shared Future 2021-2025.

shelters and improved pedestrian paths, upgrade of JKL Street and upgrade and development works to Blundell Park, which have contributed to making the town an attractive place to live, work, visit and invest.

This Plan recognises that Edenderry needs to develop its own distinct impactful and memorable destination image that develops its potential as a destination for residents, visitors and investors and which defines the unique attributes, assets, themes and stories of the town. This requires co-ordination of approach in relation to sign types and styles, street furniture, street tourism information and use of innovative technology related not only to tourist information but also the history and heritage of Edenderry. Providing a range of job opportunities in town centres can also support wider social inclusion programmes and enhance the attractiveness of town centres as places for people to live.<sup>2</sup>

### **2.3.2 Edenderry Library**

Edenderry Town Library is located on JKL Street. The Offaly Library Development Plan 2010 – 2014 acknowledges that the current building, converted for use in 1981, is no longer sufficient to meet the diverse needs or expectations of today's library user. This is in respect of modern public library provision and increased library use arising from the growth in population of the area. Apart from the educational and social benefits, a successful library can transform a town centre area through an increase in footfall and the advent of night- time uses to the town centre.

It is an aim of Offaly County Council to progress the development of a new modern Community Library in Edenderry. At 33/34 JKL Street (the former Tesco site), it is proposed to deliver a state of the art community library with refurbished urban areas opening up access to the Blundell Master Plan area optimising opportunities for future development of community/leisure/cultural facilities, green urban spaces, linkages and recreational amenities. This is further discussed in Chapter 3 Town Centre and Regeneration and Chapter 7 Community.

### **2.3.3 Industry and Manufacturing**

Industry and manufacturing remain core contributors to the local economy. It is therefore important to retain existing established industrial and manufacturing based development and also to expand further industrial activities appropriate to the town.

This plan consolidates and supports the town's significant industrial employment base at Rosderra Meats, Edenderry Business Park and light industrial uses to the north west of the town in the vicinity of Edenderry Business Campus.

This plan allows for expansion of these sectors by zoning lands to the north and north west of the town.

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<sup>2</sup> Section 6.2 Town Economy from Town Centre First – A Policy Approach for Irish Towns (2020).

### **2.3.4 Small and Medium Enterprise (SME)**

The development of small and medium scale projects with longer-term employment potential are essential to the future development of Edenderry. Emphasis is placed on recognised best practice approaches to stimulating SME activity including incubation units, clustering of similar such enterprises and networking. Small and medium enterprises may include manufacturing, food and beverage production, services, repairs, agriculturally related enterprises and logistics.

Incubation units, workshops and business starter units provide small and medium businesses with a base to develop and grow production, research and development and enterprise activities. Offaly County Council will continue to work pro-actively with national, regional and local development bodies and agencies including the Local Enterprise Office and the Offaly Local Community Development Committee to support such start-up enterprises.

The Council through its zoning of land in the LAP for compatible land uses and implementation of Development Management Standards from the Offaly County Development Plan is facilitating and supporting the creation of favourable business ecosystems for innovation and entrepreneurship in which new players can emerge and thus support the development of new industrial value chains and emerging industries. This Plan recognises the potential to further strengthen collaboration and clustering activities between foreign and Irish owned enterprises, and between enterprises, Higher Education Institutions (HEIs), and the research base.

### **2.3.5 Smart Specialisation**

Smart Specialisation is one of the key economic principles adopted in the Regional Spatial and Economic Strategy for the Eastern and Midland Region.

Smart specialisation is an innovation policy concept that aims to boost enterprise innovation, contributing to growth and prosperity by helping areas to focus on their strengths. The approach involves assessing economic, higher education and other innovation assets to identify and select a limited number of priority areas for knowledge-based investments, focusing on an area's strengths and comparative advantages. This Plan with its policies and objectives adheres to broad, high level, current priorities for national enterprise-focussed RD&I investment as set out in the National Smart Specialisation Strategy for Innovation 2022-2027:

- Enhancing the R&D capacity of SMEs
- Driving industry-academic collaboration and clustering to support an internationally competitive enterprise base
- Encouraging new technology adoption in Irish businesses
- Funding state-of-the-art research infrastructure including for the benefit of enterprise
- International connectedness in the area of enterprise research and innovation
- Supporting excellence in strategically important research areas.

Programmes for the delivery of these priorities include the Disruptive Technologies Innovation Fund, the SFI Research Centres Programme, Enterprise Ireland/IDA Ireland Technology Centres and Gateways, Knowledge Transfer Ireland and various RD&I funding supports from Enterprise Ireland, IDA Ireland and Science Foundation Ireland.

### **2.3.6 E-denderry**

‘E-denderry’ is an Internet of Things (IoT)/ low-power wide-area (LoRaWAN) Connectivity/Smart Town Technology project between Offaly County Council and Cellnex. Edenderry is embracing smart technology to help manage parking, litter, air quality and building energy use. This project aims to provide a model for how other towns can use IoT technology in the delivery of public services demonstrating benefits, costs savings and opportunities for service improvements. Cellnex has deployed sensors and monitoring devices around the town using IoT/LoRaWAN technology.

E-denderry shows the potential for the internet of things to measure and manage our built and natural environment.

- Cellnex provided the technology to support the IoT project, which comprised the evaluation of appropriate sensor use; two LoRaWAN gateways in the town, access to the Cellnex Smartbrain, ideas development, and ongoing support to project rollout.
- Offaly County Council provided the town and community spaces for the project; ideas development, council access and project introduction to partners in the public service network.

Sensors are being used for parking space monitoring, to ensure appropriate use of loading bays, wheelchair spaces and EV charging points. Sensors are also being used to measure how full public litter bins are and when they need emptying.

Sensors throughout the town will provide real-time monitoring of air quality and pollution levels, assisted by the EPA. New building management systems will be used to remotely monitor energy use, access, lighting and smoke alarms at Edenderry Municipal District offices and at the town’s Community Cabin.

This LAP supports and facilitates further innovations in the smart-town technology sphere, including provision of mechanisms that can be transferred to other areas associated with the functionality of the town including tourism, public spaces, economic function and transport.

### **2.3.7 Smart Cities Technologies**

Encouraging the greater adoption of digital technologies and broadband usage by enterprises of all sizes and from all sectors is a critical component of the Offaly Digital Strategy 2019-2022. This Plan will facilitate the necessary growth in Edenderry’s Information Communication Technology (ICT) infrastructure by;

- Supporting the upgrade of communications infrastructure and growing digitisation of ICT assets in the town;
- Facilitating broadband, Smart Technology and IoT services to enable deployment of integrated systems in appropriate locations in the town; and
- Enabling as many public spaces and buildings as possible with High Speed Broadband and public WiFi to enhance towns and villages and public realm spaces and enterprise development.

The Council recognises that Smart Cities Technologies, which integrate multiple technologies and internet of things (IoT) solutions, offer the potential to reduce the town’s carbon footprint through emerging technologies such as green/cool roofs, smart grids/smart meters, waste robotics and the development of a digital infrastructure supporting the roll out and convenient use of electric vehicle charging points. In addition, the use of smart city technologies can lead to tech-inspired innovation



and entrepreneurship that in turn will attract businesses and jobs, create efficiencies allowing services and infrastructure to be managed more sustainably and efficiently. The Council supports the continued use of a Smart Services 'Internet of Things' programme in Edenderry during the lifetime of this Plan.

### **2.3.8 Remote Working, Co-working and Business Workspaces**

#### **2.3.8.1 Co-working Hubs**

Offaly Local Enterprise Office (LEO) in partnership with Offaly Innovation and Design Centre and Offaly County Council has established a state of the art remote working hub at Edenderry Town Hall, O'Connell Square. The Council recognises that managed co-working hubs provide much more than a physical centre for start-ups and expanding enterprises, allowing important interaction between early stage entrepreneurs, remote workers, more experienced business owners and Local Enterprise staff. Increased investment in remote working hubs that are in locations that suit commuters and are close to childcare facilities will also potentially attract people to live in towns. <sup>3</sup>

#### **2.3.8.2 Live-Work Units**

Traditionally office based activities have tended to have a high density of employment and whilst the impacts of the COVID 19 pandemic on the density of employees per office space is not yet clear, it is anticipated that employers will require lower densities and in some cases, offer a blended solution of office and remote working. The potential increase in working from home/e-working as a result of COVID-19 provides new opportunities for people who would like to live in Edenderry and also to increase the vibrancy of the town centre through the concept of a live-work unit.

A live-work unit can be defined as a single commercial unit designed to accommodate a residential element e.g. commercial ground floor with living accommodation over. Live-work units are used for business/enterprise to provide for uses such as office, medical and related consultations, data processing, software development, media associated uses, publishing and film production, artists and crafts studios, home-based economic activity and creative industries.

While this Plan supports the concept of home working, it is important that such activity is not injurious to the amenities of a predominantly residential area and therefore employment use in a dwelling should be restricted to the occupier(s) of the dwelling and such use should be subordinate to the main use of the dwelling as a residence.

### **2.3.9 Green Energy**

With the wind down of traditional fossil fuel powered energy providers in the County, the diversification of energy production towards green energy such as wind, solar and bioenergy is further emphasised. There are specific synergies possible with the Rhode Green Energy Park (GEP), as well as other future GEP's on the sites of former fossil fuel energy providers in the surrounding area that come forward in the lifetime of the plan. There is potential for Edenderry Town to be promoted as a Green Tech Hub linked to the large pipeline of renewable energy projects in the vicinity.

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<sup>3</sup> Section 2.2 Digital Transformation and New Ways of Working and Living; Town Centre First – A Policy Approach for Irish Towns (2020)

## 2.4 Economic Development Policies

It is the policy of the Council to:

### Enterprise

**EDP-01** Support and promote the development of economic and enterprise development and activity in a manner which contributes to the transition to a low carbon, climate resilient and environmentally sustainable county.

**EDP-02** Support the development and expansion of enterprise and employment within Edenderry, and to co-operate with all stakeholders, land owners and relevant agencies to attract investment.

**EDP-03** Promote Edenderry as a competitive and attractive location for economic development including Foreign Direct Investment.

**EDP-04** Support IDA Ireland in the attraction of high value added manufacturing sectors and internationally traded sectors to Edenderry.

**EDP-05** Promote the provision of incubation/start up units suitable for small businesses and start-up companies in general on appropriately zoned land.

**EDP-06** Support the development of a 'Business and Technology Park' in the northern part of the town.

**EDP-07** Ensure that sufficient industrial land is available when required, and to encourage and facilitate the expansion of existing industry, manufacturing and warehousing where it conforms to the proper planning and development of the areas involved.

**EDP-08** Support the development of evocative food and drink experiences that will boost tourism and accelerate job creation and enterprise development in Edenderry.

**EDP-09** Promote and facilitate the development of light industry, manufacturing, warehousing and logistics on appropriately zoned lands. Developments must achieve a high standard of layout and design including landscaping and screening and the delivery of a high quality working environment.

**EDP-10** Improve the cluster-specific business environment by putting in place a favourable business ecosystem for innovation and entrepreneurship that supports the development of new industrial value chains and emerging industries.

### Tourism

**EDP-11** Support the provision of increased tourism and recreational pursuits at the Grand Canal that will result in additional commercial activity around the Canal Harbour area of Edenderry.

**EDP-12** Support the development of arts and cultural activities, new visitor accommodation and the establishment of a network of greenways in the vicinity of Edenderry to support the tourism industry in the town.

**EDP-13** Support the development of the transformational public realm projects that will enhance the aesthetics of the town's built and natural character and improve the overall ambience and visitor experience of the town.

**EDP-14** Support the emerging purple economy (night-time / after dark economy) of Edenderry and to increase the number of visitor overnight stays in the town.

**EDP-15** Support training initiatives for visitor services personnel related to the 'storytelling' of Edenderry's history and heritage.

**EDP-16** Support the development of a viewing platform around Blundell Castle and a Vista Viewer at Blundell Park.

**EDP-17:** Support the provision of recommendations set out in the Offaly Tourism Statement of Strategy 2017-2022 as it relates to Edenderry and subsequent editions.

### **Smart Specialisation**

**EDP-18** Support the development of e-hive Remote Working Hub and its association with Technological University of the Shannon: Midlands Midwest, University of Limerick, Tipperary Institute, Irish Manufacturing Research, Mullingar and regional Business Innovation Hubs to create a formal network of linked e-Hubs to leverage economies of scale in research, advanced manufacturing, collaboration, training and funding applications.

**EDP-19:** Support smart specialisation partnerships in the town and wider region.

### **Smart Cities Technologies**

**EDP-20** Encourage new buildings to provide for installations of shared telco infrastructure (ducting) to future proof services.

**EDP-21** Support the development of Edenderry as a smart town including the provision of new technologies across relevant economic sectors.

**EDP-22** Support the utilisation of digital technology to promote tourism, heritage, cultural and community services in the town.

**EDP-23** Support the surveying of underground duct infrastructure in the town and digitise it to enhance awareness and use by Telecoms Industry.

### **Remote Working, Co-working and Business Workspaces**

#### **EDP-24** Support;

- (a) improved access to digital services and skills to support and grow economic and social activity for citizens, business, community and visitors;
- (b) improved access and use of Edenderry Library as a Community Hub with access to digital technology equipment, in line with 'Our Public Libraries 2022 - Inspiring, Connecting and Empowering Communities'.
- (c) the provision of remote working hubs and co-working spaces within Edenderry in the interests of mitigating long commuting times;
- (d) the provision of live-work units as part of mixed-use developments in appropriate locations; and
- (e) home-working and other innovative forms of blended / location-less working which reduce the need to travel but are subordinate to the main residential use of the dwelling and do not result in a dis-amenity in an area.

### **Climate Action**

**EDP-25** Promote transformative projects with the support of Government funding streams for low-carbon focused projects.

**EDP-26** Promote Edenderry as a Green Tech Hub including synergies with Green Energy Parks at Rhode and other locations within the lifetime of this plan.

## 2.5 Economic Development Objectives

It is an objective of the Council to:

### General Economic Development

**EDO-01** Ensure that an appropriate quantum of land is zoned for employment generating uses in Edenderry.

### Tourism

**EDO-02** Develop an integrated network of greenways, heritage/tourist trails and looped walks where appropriate (including taking into account the findings of the Appropriate Assessment and Flood Risk Assessment), within the town centre and along the Grand Canal, River Boyne and at Blundell Park.

**EDO-03** Investigate the feasibility of a Greenway from Edenderry to Enfield along the disused rail line.

**EDO-04** Facilitate the erection of bespoke signage for tourism attractions throughout the town, including interpretative panels and directional signage along designated tourist trails.

**EDO-05** Develop an Orientation Signage and Street Interpretation Programme that creates a distinct destination image for Edenderry that develops its potential as a destination for residents, visitors and investors.

**EDO-06** Promote festivals and sporting events to increase the tourism, cultural and lifestyle profile of the town.

### Smart Cities Technologies

**EDO-07** Facilitate development of high-speed broadband and digital infrastructure including roll-out of the National Broadband Plan.

**EDO-08** Identify and seek funding at both National and EU level to support the provision of public access to high speed broadband and digital technology.

### Remote Working, Co-working and Business Workspaces

**EDO-09** Continue to promote Smart Services 'Internet of Things' and the 'E-denderry' smart town project during the lifetime of this Plan.