

# LET'S GET DUBLIN WORKING

**Proposals to save and create almost  
100,000 jobs in Dublin in 2011**





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## **INTRODUCTION**

# **UNEMPLOYMENT CRISIS**

**103,573 Dublin people are unemployed. These people are not lazy. They are not scroungers. They are unemployed because there are no jobs. There are no jobs because Fianna Fáil and the Greens have caused a recession and refused to develop a jobs strategy to either save people's jobs or create new ones.**

**They are part of a much larger group of unemployed people across Ireland. There are almost half a million people in this state out of work. 100,000 people will emigrate over the next two years. The Government's strategy, instead of saving and creating jobs, has been to focus its energy on cutting dole payments and penalising people who've paid PRSI all their lives.**

**In the wider economy, the Government has concentrated policy and funding on a failed banking strategy and is pursuing a deficit reduction timeline which is driving up borrowing and the debt-to-GDP ratio, and further contracting the economy.**

**This Government is sabotaging the economy of the state, and Dublin, where the bulk of the state's economy is focused, has felt the resulting job losses the most.**

**Of the 103,573 people unemployed in Dublin 19,531 of them are young people under the age of 25.**

**Dubliners have been particularly hard hit by the refusal of the Government to intervene in situations in the city where jobs could have been saved. From Jacobs biscuit factory in Tallaght, to SR Technics in Swords and Dell in Cherrywood, thousands of jobs have gone because nobody has stepped in and either listened to the employees' innovative proposals to keep companies open, or come up with their own ideas to keep these people in employment. Thousands of jobs in construction, manufacturing and retail have gone across the county. Apprenticeships remain unfinished. Early school leavers are now stuck on a dole system that is not providing them with the training they need to move into alternative employment – if there was any alternative employment out there.**

**The bad policies of central government have been replicated on local authorities dominated by Fine Gael and Labour. On Dublin City Council, the Labour-led authority has abolished waivers on bin taxes for low earners limiting the spending power of thousands of families. The central and local government squeeze on people's incomes, via stealth charge hikes and spending cuts, is only serving to curtail the spending ability of those people who have up to now helped Dublin businesses flourish. You only have to walk through Blanchardstown, Liffey Valley or the Ilac shopping centres, or in areas like Thomas Street or Moore Street and see the multiple vacancies where retail units and cafes used to be, to see the evidence of this.**

# HISTORY OF EMPLOYMENT IN DUBLIN

In the course of the nineties and early part of this century, Dublin saw a rapid expansion of jobs in construction, manufacturing and retail. Fewer jobs, though the industries did develop, were created in areas like research and development/patenting, green sciences, and digital technologies. These areas have already been identified as potential growth areas for the city. Ironically, given the large numbers employed in construction and undertaking apprenticeships, the county's infrastructure remains largely under-developed. 'Flat'-lands, like those in Belmayne beside Coolock, or Waterville in Blanchardstown, sprung up at an astonishing rate, usually without the community or social infrastructure needed to service them, like schools, bus links, health care, etc. Little attention was paid to employment in these areas, the vain hope of bad city planners being that they would cater for people working in the city centre. This meant those residents became part of an already congested commuter belt. The idea of local co-operatives or facilities, and the jobs they would provide, was not entertained.

In Sinn Féin's 2009 jobs proposals document, 'Getting Ireland Back to Work', we explored the vital areas of sustainable employment growth, like IT and the sciences. All of these areas have to be examined when looking at Dublin, but what we must not ignore is the fact that Dublin is a capital city lacking in infrastructure and with a large consumer base. By that we mean there is an opportunity, while providing people with the retraining and upskilling needed for the new industries, to avail of their expertise in creating the infrastructure and regeneration the city's needs. This will create jobs now – while simultaneous retraining and upskilling will take cognisance of the fact that construction jobs cannot continue to provide boundless employment in the county. In addition, retail outlets in the city should be able to thrive with a population base of 1.2 million dependent on them, as well as the numbers of tourists which our policies would hope to see increase. These businesses just need support, whether it be through ensuring they have access to credit, making sure local authority rates aren't crippling them, or protecting people's incomes so they have disposable wages, to get them through this recession.

A capital city will always have manufacturing-based employment, due to close proximity of ports, population numbers and so on. It is an industry that should not be written off but developed. Our policies advocate less dependence on international manufacturing firms setting up here and instead a focus on indigenous industry. For example, there are numerous products that we import to Ireland which could be made at home. Pharmaceutical products are part of our largest exports, thanks to all the pharmaceutical Multi-National Corporations (MNCs) based here (9 of the top 10 in the world are based in Ireland. Several have plants in Dublin, like Pfizer in Dun Laoghaire and Merck Ltd in Leopardstown), but almost all of the parts used in the production of this kind of product are imported by these MNCs from America.

In addition, we have closed useful plants like the Irish Glass Bottle plant at Ringsend, which at its peak employed thousands of people. Short-sightedness and greed was the reason behind the closure of this and other successful industries across Dublin and the state.

Dublin can be a city of full employment. From being a leader in technologies and sciences, to a must-see destination and a shoppers' paradise, the city has great potential. Investment, training and vision is all that is needed to get this great county back on its feet.

## **Sinn Féin leading the way**

Last year, just before unemployment numbers began to hit record highs, Sinn Féin produced a series of proposals designed to keep people in their jobs and create thousands more for those already out of work. If our proposals had been implemented, the heartbreak and worry

**that has hit so many families across the country could have been avoided. Instead of hearing announcements about billions going into banks every night on the news while thousands are put out of work, we would have had jobs announcements and news that the economy was starting to recover.**

**Here in the city, Dublin Sinn Féin has formulated its own proposals to save people's jobs and create new ones to get Dublin back on track. We won't take Government failure lying down.**

**It's time to fight back. It's time to make a stand.**

***For a full list of all of Sinn Féin's jobs proposals across Ireland visit <http://www.sinnfein.ie/contents/16424>***

# PROFILE OF DUBLIN'S ECONOMY

(sourced from Dublin Chamber of Commerce)

- Dublin County is home to 1,187,176 million people, 28% of the State's population (4,239,848 million – 2009).
- The county includes the administrative areas of Dublin City, South Dublin, Dún Laoghaire-Rathdown and Fingal, and is the economic, cultural and administrative capital of the 26 Counties.
- Decades of underinvestment in infrastructure, as well as corrupt and uncoordinated planning in Dublin County has seen the county borders expand, with commuters and businesses locating in the surrounding counties of Kildare, Meath and Wicklow.
- By 2030, it is anticipated that anything up to half of the state's population could be based in Dublin.
- The Dublin City Region accounts for over four out of every ten jobs in the state, just under half of all goods and services produced and nearly half of all the 26 Counties' tax revenue (2009)
- In 2009, Dublin employed 615,000 workers, with over 200,000 people working within the canals in the IFSC, the growing legal district south of the Liffey, the retail and tourism sectors, and in 'new economy' companies such as Google. This type of work has both contracted (job losses in banks and financial firms) and expanded (jobs gains in eBay, Google, Yahoo and Paypal).
- The Dublin City Region is the centre for learning in Ireland and is home to, among others; University College Dublin; Trinity College; Dublin City University; St. Patrick's Teacher Training College, Drumcondra; the National College of Art & Design; the Dublin Institute of Technology; Dún Laoghaire Institute of Art, Design and Technology, IT Tallaght and IT Blanchardstown.
- It has the highest proportion of people with a 3rd level qualification in the country.
- Three out of four Irish Ph.D.s come from Dublin County.

# SIX STEPS TO GET DUBLIN WORKING

Proposals to create over 50,000 jobs in 2011 and save 45,000 jobs in Dublin.

## Support Dublin businesses

- Urgently reform the local authority rating system. This would help relieve the pressure on hard-pressed Dublin businesses. Do this by examining local government expenditure and increase local government funding at central government level.
- Freeze all utility charges for 2011 and ensure that profits made in state companies are used to reduce costs for consumers the following year. Reverse the lost bin waiver. Allow the ESB to reduce electricity charges.
- Oblige landlords to allow tenants to re-negotiate rents to lower rates.
- Maintain social welfare rates and keep taxes on smaller incomes low to ensure that Dubliners have a disposable income for use in the local economy.
- Examine insurance costs and ensure greater regulation of the insurance industry.
- Overhaul Dublin local authorities, beginning with an examination of local government authorities across the island. Sinn Féin has detailed proposals in its previous election manifestoes for the county on how the four local authorities in Dublin can be improved to eradicate waste and duplication. Local authorities should be there to serve communities and local businesses, not act as a drain on Dublin's finances.
- Establish a 'Jobs Not Welfare' fund to subsidise workers in struggling but viable Small and Medium Enterprises (SMEs). Cost €300 million, with the potential to save 45,000 jobs in the county.
- Ensure banks are following the new lending criteria to business as they are obliged by their participation in the Guarantee scheme, NAMA and recapitalisation, to enable business to avail of funding and credit roll-over.
- Develop a 'shop local campaign' to encourage residents of Dublin's many communities to shop within their communities, in smaller retailers, and not always go to the big brand outlets, the internet etc. Do this by providing incentives such as discount voucher books for villages/towns like Lucan, Balbriggan, Phibsboro etc.
- Examine the introduction of tax credits for MNCs based here who source goods from Irish SMEs as opposed to importing such goods.

## Rebuild Dublin

- Develop a labour intensive essential infrastructure programme to extend hospitals, build schools and provide a proper public transport network in the city. Consult with local communities regarding transport and infrastructure needs; Initiate a comprehensive Bus Rapid Transit (BRT) network, overlaid onto a greatly extended QBC network for Dublin, and push for comprehensive, high frequency orbital bus routes for the city. Complete Dart/Luas/Metro/Bus inter-connectors and underground facilities. Break down service and procurement contracts to create a level pitch for small Irish businesses to tender for jobs. Add €2 billion to current capital expenditure for the city, potential for 15,000 jobs.

- **Overhaul local authority estates around the county. Complete the regeneration schemes in St. Michael's Estate, O'Devaney Gardens, Dominick Street, St Teresa's Gardens and Dolphin House. Ensure immediate turnaround of empty council houses and retrofitting and insulation of existing local authority housing estates. Cost €2 billion, potential for 20,000 jobs.**
- **Invest in community facilities to create jobs that in turn would benefit communities socially. Add resources to swimming pools in the likes of Sean McDermott St, Coolock and Crumlin and increase these types of amenities; swimming pools, skate parks, playgrounds and libraries, around Dublin. Cost €200 million, potential to create 2,000 jobs.**
- **Protect and increase investment in the community sector in order to maintain the hugely significant work being achieved in the areas of drugs rehabilitation, children and elderly care, early intervention for vulnerable young people, educational courses dealing with illiteracy and community sports provision. Cost €100 million, potential to create 200 jobs. On top of this savings will be made by diverting people away from prison and the health system.**

### **Build Brand Dublin**

- **Develop Dublin as a destination of historical importance, as well as the retail and food capital of Europe.**

**Develop two new city 'cultural quarters'.**

#### **1916 Quarter**

**Start organising towards the 2016 centenary of the 1916 Easter Rising, by developing and maintaining a new cultural quarter encompassing the GPO and the historic buildings of Moore Street, including the National Monument (14-17 Moore Street. This quarter to be a base for historical and cultural tourism in the city.**

#### **Ceathrú Galtachta**

**Develop an Irish language quarter in the city. Currently the Irish language community is scattered and lacks a central city focus, while the nation's capital has no clearly identifiable Gaeltacht area. Services for Irish speakers and learners could be concentrated to create a critical mass and a new hub for economic activity and employment.**

**Cost €50 million, potential to create 500 tourism related jobs.**

- **Promote Dublin in a similar way to the big campaign run by Fáilte Ireland in the West in summer 2010. Organise tourism festivals to promote the city and all it has to offer, such as 'Taste of Dublin' festivals. Cost €10 million, potential to create 100 tourism related jobs.**
- **Create a Sales Dublin strategy to help Dublin companies access export markets and help Dublin firms looking to set up manufacturing businesses with the potential to compete with our largest imports, including R&D funding. The Dublin brand, long associated with successful products like Guinness (now**

owned by multinational company Diageo) has to be reclaimed for current indigenous Irish products. To be achieved through improved Enterprise Ireland funding.

- **Develop Dublin mountains, rivers, canals and Dublin Bay as a tourist attraction through clean-up operations, city boat rides, guided mountain tours. Cost €15 million, potential to create 200 tourism related jobs.**

### **Supporting entrepreneurs**

- **Provide a one-stop-shop virtual helpdesk for business start-ups with legal, HR, patents, accountancy and funding advice. Cost €50 million, potential to create 50 jobs in set-up.**
- **Create a Dublin innovation website where budding city entrepreneurs can pitch their business and invention ideas to investors at home and abroad. Cost €2 million, potential to create 20 jobs in administration.**
- **Have local authorities use land going to waste to set up allotment schemes and local co-op/farmer markets. €50 million in start-up costs, potential for 200 jobs.**
- **Put resources into aiding employees of companies that closed, like Jacobs and SR Technics, or companies about to close, to establish competing, similar enterprises with their valuable skill sets. Allocation of €300 million for establishment of assistance task force and start-up funding, potential to create 500 jobs.**

### **Available to work**

- **Tackle the childcare trap which keeps so many people out of work and provide jobs at the same time by building more crèches and increasing training of qualified child carers. Cost €150 million, potential for 1,000 jobs**
- **Ensure that any existing poverty traps in the social welfare system are dealt with, so those who want to work are encouraged to do so without immediately losing their benefits if they go beyond ridiculously low numbers of hours or need a transition period to help them into employment.**

### **Add to the jobs pool and tackle youth unemployment**

- **Initiate a 'Front line services aides scheme,' where people are employed to take on specific work from overworked front-line workers (e.g. civilianising administrative work that is currently done by Gardaí). Cost €250 million, potential for 10,000 jobs.**
- **Legislate to allow redundant workers and those signing on to have fees waived and to keep social welfare benefits while studying.**
- **Launch a drive to get early school leavers back into second-level education. The August 2010 Live Register figures showed almost 25,000 people under 25 signing on in Dublin. FÁS, the VECs and third-level institutions have a combined budget of almost €4 billion.**

**They need to have a joined-up approach to ensure that we are training and re-training young people for sectors that will provide jobs in the coming decade, such as green technology and sciences. Cutting the dole for under 25s will not tackle youth unemployment if there are no jobs for the young to enter, so ensure there are schemes such as including a social clause in all local authority and public sector construction, service and procurement contracts requiring the hiring of a set number of apprentices and young unemployed (similar to the criteria introduced by the Sinn Féin Minister for Regional Development, Conor Murphy MLA, in the Six Counties).**

- **Create a scheme to get the 'saturated professions' back into third-level education (i.e. architecture, conveyancing, solicitors etc) – look at the issue of waiving university fees for those undertaking a second degree course where they have a degree in an area with an over-supply of people with the same qualification.**
- **Lift the recruitment embargo in the civil service in the areas of education, health, gardaí and social welfare. With a population boom expected in Dublin, and even in its current state, the county does not have enough schools or health care facilities to cater for the population. This year's Budget has to cater for the lifting of the embargo and the full staffing of schools and hospitals in particular. Sinn Féin will put forward a complete set of proposals in our pre-Budget submission 2011 to deal with the shortfall in public funding to tackle such an initiative.**

# **COSTING SUMMARY**

**The Government says it does not have money for a jobs stimulus. It does have billions to bail out toxic banks. Sinn Féin has shown in our pre-budget submission how money can be raised for a stimulus by overhauling the tax system to make it fair and make the wealthy pay more, and by eradicating wasteful spending. We have also advocated investing funds from the National Pension Reserve Fund in a stimulus package.**

**Some of our proposals are cost-neutral, they just entail a change in policy direction. Those we have costed amount to approximately €5.477 billion.**

**Costings are based on previous local authority and Government spend for similar projects and jobs costings are based on an average wage of €28,000 per annum with the exception of CE schemes and where there are Employment Regulation Orders in place. This is still a fraction of what is being spent on the banks. And unlike the banks, a stimulus investment package would make a return through income tax, corporation tax, VAT and saved social welfare payments. You don't have to be an experienced gambler to know what the better bet is.**

**These proposals have the potential to get almost half (up to 50,000 approx) of those on the dole in Dublin back into work and to keep another 45,000 secure in their jobs.**

**Allowing the bondholders in Anglo-Irish bank to take a hit, as advocated by several economists of senior standing, would provide almost €17 billion in savings for the Irish taxpayer alone. This investment in Dublin would see not only a multiplier effect on GDP, but almost €500 million in assured income tax take alone in 2011 and potential savings of €1.5 billion in social welfare spending. Thousands of jobs would continue to be created in the newly rebuilt and regenerated city and it would see Dublin established as a world leader in tourism, enterprise and quality of life.**