

# Wexford Case Study

“With Abodoo’s help, we’re estimating +150 new jobs in Gorey and have paved the way for future development and investment.”

## THE NEED FOR A SOLUTION

Wexford County Council were looking to support their property solutions by attracting new businesses and inward investment. Gorey was chosen as an ideal location for offering a ‘second site’ to companies already located in Dublin or elsewhere. To gain a better understanding of the region and the talent it contained, hard data on people who expressed interest in working nearby was needed. This data would also need to assure investors that sufficient manpower was available. Abodoo was identified as the best partner by which to capture this data and LEO Wexford retained their services to pilot the campaign.



### THE SOLUTION

Abodoo launched a multichannel and community-driven marketing campaign encouraging Gorey’s surrounding diaspora, unemployed and daily commuters to register their skills on Abodoo.com.

#### MARKETING ACTIVITIES INCLUDED:

- ✓ Targeted social media
- ✓ Google advertising
- ✓ Key messaging to +50,000
- ✓ LinkedIn members
- ✓ Email campaigns
- ✓ Back of bus advertisements
- ✓ Paid advertising
- ✓ Flyers
- ✓ Radio interviews
- ✓ Press
- ✓ Word of mouth

#### CONNECTIVITY

On registering with Abodoo, users were required to take an internet speed test to ensure they had adequate connectivity to smart work.

The Hatch Lab in Gorey also took part in the pilot and were identified as being an alternative workspace offering high speed internet and the benefits of engaging with other companies.

## Ed Murphy | CEO Home Instead Senior Care

“Home Instead Senior Care invested in its Californian technology partner and as part of this investment, we assisted GrandPad in locating its European HQ in Gorey, Co. Wexford.

Fundamental to the investment decision as to where to open a new operation was the assurance of a building for SmartWorking scalability, the connectivity in order to do the work but most importantly that the talent and skills are readily available in the region.

The CSO census and survey data did not give enough visibility or indeed confidence to C Level and HR. However, the Abodoo Talent Heat Map for Wexford gave us fantastic insight to the available talent, skills and earning expectations really de-risked our investment decision in the Gorey region.

Grandpad decided not to locate in any larger Irish city because of congestion levels, premium office rental costs and higher salary expectations. Having live data on available talent with salary expectations across the country and mapping of this with available co-working space and connectivity will be a huge help to Gandpad’s roll out of its remote workforce”.

## THE RESULTS

Talent Heat Map After 1000 registrations, Abodoo ran surveys to capture additional information which was analysed and used to create a Talent Heat Map of the region. This map was then shared with government agencies and Key decision makers in companies looking for top talent.

## Key Findings from Data Collection

- There were 950 registrations between 22 December 2017 and 31 January 2018.
- Of the 950 registrations, 444 (45%) were in IT or IT related roles.
- Of the 444, 138 (31%) lived within one hour commute.
- Of the 444, 151 (34%) would relocate if they secured a role within .

## Key Results from the Talent Heat Mapping

- Two new companies located to Gorey and set up headquarters there.
- These companies took desks in the Gorey coworking hub, The Hatch Lab, M11 Campus, Gorey.
- Over 160 new positions in the town and surrounding areas are estimated over the coming year.

“We’re delighted with the results of the Talent Heat Map. Not only did we discover a wealth of untapped talent, we also gained valuable insights into the professionals living in our area.”

Tony Larkin, Director of Services Economic Development & Planning – Wexford County Council.

