

The image is an architectural rendering of a modern residential building. The building features a mix of materials, including light-colored stone or brick on the upper floors and darker, textured stone on the ground floor. Large windows with dark frames are prominent. The ground floor has large glass-fronted entrances. In the foreground, there are young trees, a paved walkway, and a few stylized human figures. A central white rectangular box with a halftone pattern contains the text. A dark blue vertical bar is on the left side of the image.

ELEMENT 78 | Glenveagh Living

ENTERPRISE SPACE  
EAST ROAD

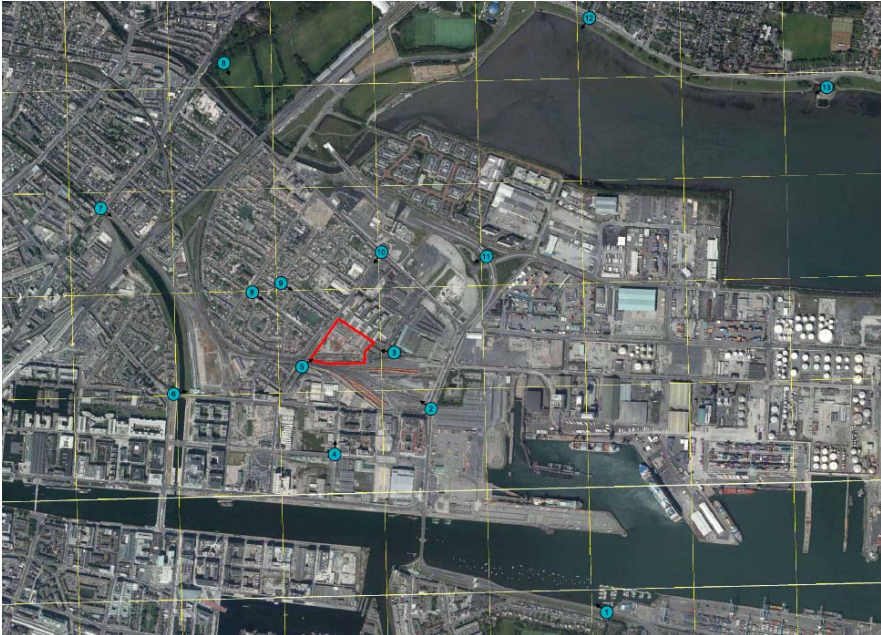
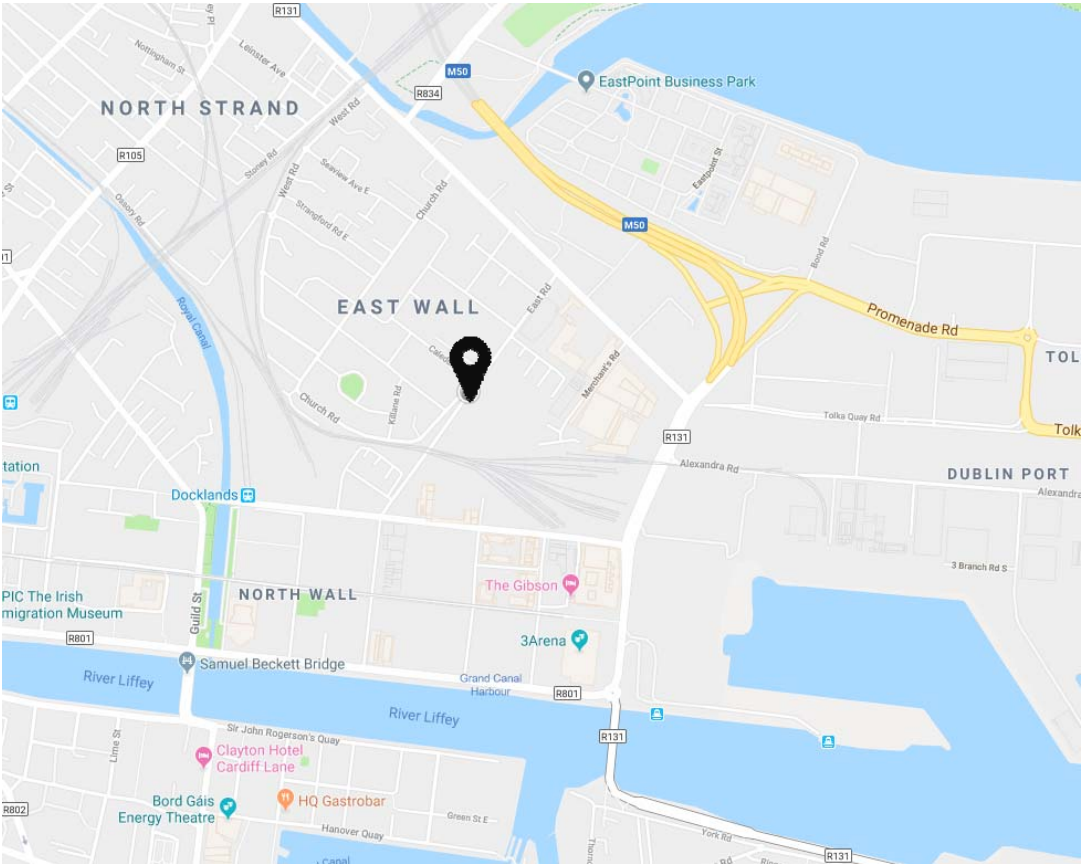
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Enterprise Management Plan

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LOCATION



Element78 is working with Glenveagh Living to develop and deliver an enterprise management plan and on-site management for the proposed East Road mixed-use Development. This report is prepared in support of the Enterprise Space proposed as part of this development at East Road.

Element78 on-site management services uses our in-depth knowledge of enterprise management. Our focus is on maximizing employment on site by creating and implementing design and management methods that encourages on-site community engagement and improves the efficiency of the build environment. Our active management style looks to creatively use all space on site to engage and enhance services and supports for both enterprise, tenants and the existing local community.

As part of our remit we will carry out an ongoing needs assessment of the local environment to identify service gaps that look at identifying real solutions for both existing residents and those that we are trying to attract to the site.



The enterprise space at the East Road site will become a commercially-led Enterprise Hub that will feature inspirational space of varying sizes including retail, office, touchdown zones, flexible breakout areas, digital demonstration, café and exhibition zones.

The focal point of the site will be an Enterprise Hub that will provide a beneficial environment for residents, local community and start-ups.

The enterprise space at the East Road site will be curated and actively managed to allow multiple users access shared multipurpose space. Our strategy will reflect the needs of the site residents, local residents, local business' and will work with complimentary organizations to create valuable local amenities that would benefit all.



The reception area in our Enterprise Hub will centrally manage all enterprise, community, café and exhibition facilities through our on-site team. This allows us to utilise and activate all space for multiple purposes on a 24/7 basis. This active management style attracts more enterprise companies into the facility allowing them to rent space by the hour, day, week or year. It also allows us to host on-site events and activities that directly responds to the needs of the start-ups, local community and businesses.

Element78 manage all interaction with clients on behalf of the landlord. We actively market space, manage all bookings, curate events and target partners or specialist 3<sup>rd</sup> party providers such as training, wellbeing or community supports.

Our organisation is the key point of contact for all on-site enterprise engagement including issuing license agreements for use of space and ensuring on-site regulatory compliance. Element78 look after the facility including maintenance, cleaning, IT, fibre and specialist services. This allows the client to concentrate on their business.



The site will benefit from a 24/7 management strategy, which would include a dedicated management team during the core times of Monday to Friday, 9am to 5pm. Management of out of business hours bookings will be co-ordinated by the team to ensure cover is provided for all out of hours events and activities

Element78 provide an on-site team to include the following roles:

- Full-time Centre Manager
- Two Enterprise Representatives
- Community engagement Co-Ordinator
- Marketing & Events Co-Ordinator
- Weekend/out of hours concierge & security
- Contracted cleaning & maintenance team

Given that the site has multiple entrances into the enterprise space, security will be a key element to the enjoyment of the scheme for its residents and neighbours. As such, staff located in the main reception will be the main point of contact to ensure issues are dealt with efficiently. It will also be the main point for deliveries, post, and visitors.



Providing space for community, small and start-up businesses is challenging, it changes rapidly and requires constant engagement. It is essential to have an ongoing active management response to ensure the space is optimised, local gaps are identified, and partnerships are built to create a sustainable environment.

We have carried out a high-level review of existing enterprise infrastructure in the area and looked at the wider enterprise gaps within the City to inform our mix of use for this site.

Existing & new developments in the area have delivered cafes, retail and community space with a significant number of units remaining vacant. Our approach is to cluster the community and enterprise space so that the sum of all the parts have a greater impact.





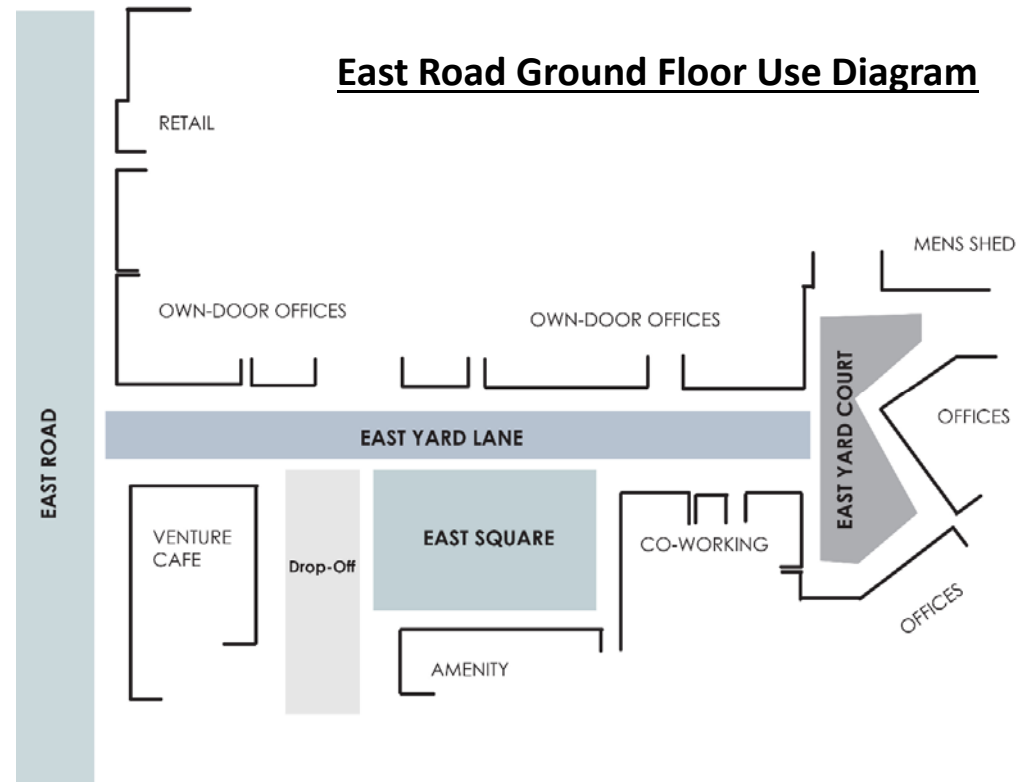


We have set out what Element78 consider to be the best mix and use of the space that is flexible enough to respond to enterprise gaps that exist today whilst being flexible enough to adapt to the needs of the area when the project is complete.

We have identified the following opportunities where we can create or add value to existing:

- Entertainment & Media Cluster (building upon business that exists)
- Catering kitchens & support
- Proximity Dublin Port – Brexit (logistics cluster)
- E-Commerce Cluster
- DCC – Smart Cities

The proposed managed enterprise zone will be an environment that will target start-ups, scaling companies, new and market entrants with supporting services and events.



SPACE DESCRIPTION – OFFICE & VIRTUAL OFFICE

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Fully serviced office space of varying sizes that fully fitted to include data, power and furniture. This space will be housed and managed through our central reception area and will range from a 4 person up to a 10 person space.

Plus our self-contained units that have direct access to the plaza (not furnished); allows us to offer individual space that can be tailored by the end user. We see the space being suitable for a mix of end uses including gallery space, media, TV, gaming or animation studios.

Our virtual office membership offers clients the opportunity to have a prominent address, access to co-working space and other services without the high costs that come with renting a traditional office space.

Companies can license office space through Element78 from 3 months up to 4 years. This space works well for start-ups and emerging business. This provides them with a plug & play environment with access to shared on-site services. This is the ultimate solution for scaling companies that require more privacy.



SPACE DESCRIPTION – CO-WORKING & SHARED SPACE

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Our co-working space offers shared desks in an open plan environment where business work alongside one another. It provides access to meeting rooms that can be booked by the hour, use of shared facilities and other on-site services. Our co-working package allows individuals or companies the flexibility to sign up to monthly memberships that provides them with access to a professional business environment.

Our audio visual room will allow companies to do presentation, launch products, live stream, live broadcast or connect globally via video conference.



SPACE DESCRIPTION – CAFÉ

Our on-site café will be managed by Element78 and licensed to a new café operator on flexible terms. This allows them to kick start their business with the opportunity to use the crossover venue or commercial kitchen by reserving the space for time required. We will seek to attract, support and enable the operator to provide a unique café + Cross Over Venue experience. The café will have a hot desk zone that allows individuals to work by the hour in an comfortable environment.



Our multi-purpose Crossover & Exhibition space allows us to offer different uses to multiple organisations looking to host an event. We are able to provide a unique solution to the customer, flexibility for event organisers, and more than a standard conference space for delegates.

It offers a blank canvas to bring something fresh and new to any event. With our on-site team we match events to enhance and support the multifunctionality of the whole site; allowing temporary use for exhibitions, art displays, craft, digital & design workshops, to pop up shops. Our crossover venue will be connected to the café but can operate independently.



- Kraak in Berlin: a venue that mixes Art + Exhibition Space + Rehearsal Rooms + Dance Studios
- Edinburgh's "The Forest": has a vegetarian café, art gallery, radical theatre, music venue, rehearsal studios, artists workshops & yoga classes
- London "Drink, Shop & Do": is a café and cocktail bar, a forum for creative play and a design store. Bar + Café + craft workshops
- Cardiff's "Milgi": is a café + bar + exhibition space + offers art lessons and runs a craft vintage-market every 1<sup>st</sup> Sunday

These on the fringe venues can activate the street frontage out of business hours.



## COMMERCIAL KITCHEN ZONE

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Our managed kitchen space includes prep space, appliances & equipment, walk-in fridge & freezers, dry pantry & storage space.

This space can be rented by the day as overflow space or by start-up food companies. It can be used to deliver HACCP training courses, for demonstration purposes with full broadcasting capabilities for YouTube uploads, cooking classes & cookbook tasting launches.

The Commercial Kitchen will be next to the Multi-Purpose Exhibition Space and therefore offers much more than just a kitchen for start-ups.





## ELEMENT 78 | CASE STUDIES





Client : Green REIT PLC

Location : Georges Quay, Dublin 2

Vision: Manage space on behalf of landlord to help them attract fast-growth companies, thus funnelling their future occupation pipelines for bigger spaces. Demonstrating a modern co-working and serviced office model as part of their growing property portfolio

In 2015, Element78 partnered with Property Investor Green REIT to set up their first fully serviced co-working and private office space in the iconic One Georges Quay Plaza building in Dublin docklands.

*"Element78 fulfils a vital role in matching the needs of client companies with the mission of Green REIT to provide a range of 21st century workplaces. Having created a portfolio of high-quality commercial property assets in Ireland, we are focused on driving future growth and delivering risk-adjusted shareholder returns.*

*"Having a pipeline of future tenants who have already experienced our world-class facilities - even for a short space of time - is invaluable for us. Start-ups are an important market segment for Green REIT, and we aim to make it as easy as possible for companies to move in, and then hopefully move up."*

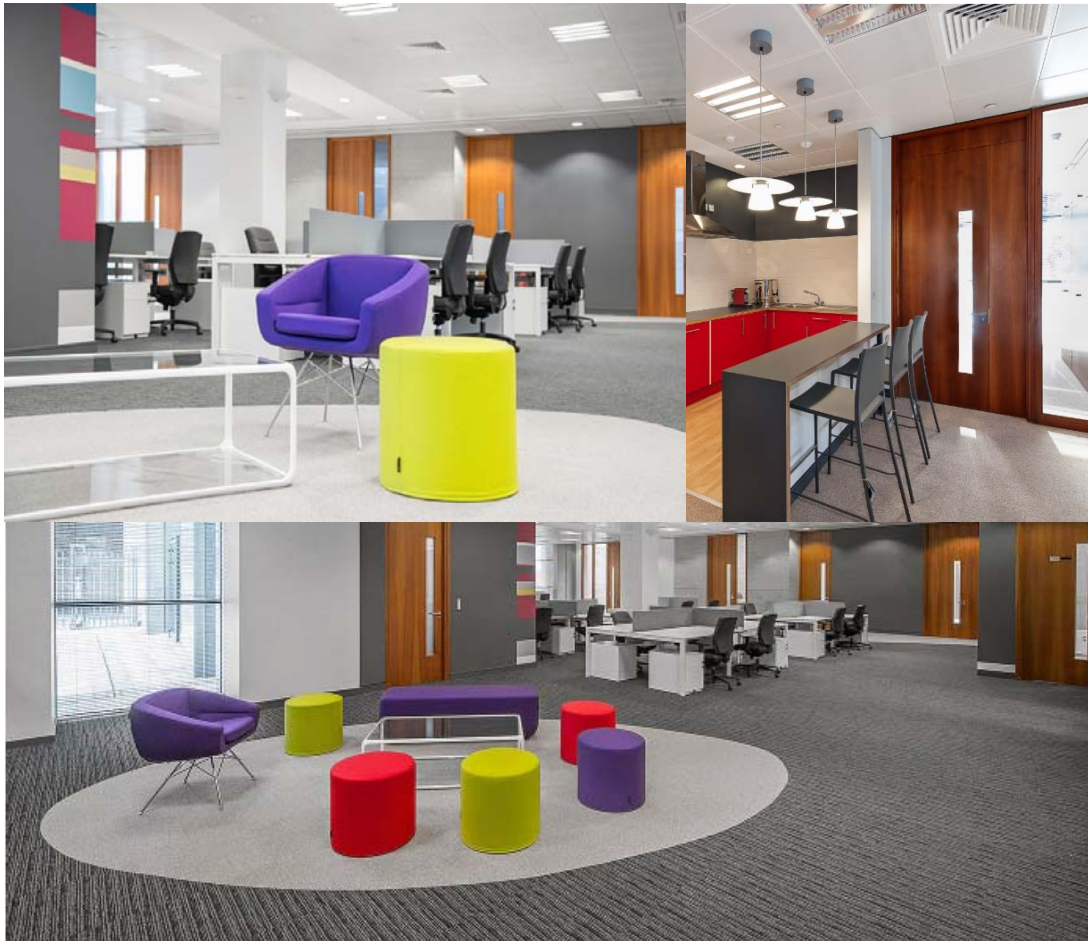
Pat Gunne CEO, Green REIT



We believe this case study is highly relevant as Green REIT is a well-established high performance company which demands equally high performance through the spaces they provide.

Our understanding of client requirements translate this understanding into long term, sustainable solutions to form an all-round partnership approach which is equally beneficial to Green REIT.





## Opportunity

- Element78 take over space management for 1 floor of landlord's building
- Assess and configure the space with the landlord to maximise retention and key market configuration
- Element78 centralise the space management and provide onsite team
- All occupier services incl. contracts, compliance checklists and client services are managed on behalf of the landlord
- Element78 improve retention from 1 to 4 years and demonstrate successful co-working model

## Outcome

- Element78 are currently at year 3 of a successful partnership with Green REIT in Georges Quay
- Co-working space is at 97% occupancy with key tenants identified and renewed license agreements for next 2 years



The Digital Hub is the largest technology and digital media Cluster in Ireland and home to industry organisations such as the Irish Internet Association, NDRC and Silicon Republic. With innovation at its heart, the Digital Hub has received numerous awards and recognition internationally for delivering successful projects across sectors including connected health, education, animation & fintech.

It is a flagship project recognized at European level as a science quarter, URBACT sustainable urban development and successful Tech City.

Fast growth indigenous companies such as Athena Media, Kavaleer, Screentime Shinawil, Software Design and Sonru have scaled their business supported through this vibrant community. Successful FDI companies who have started their journey in EMEA from The Digital Hub include: Amazon, eMaint, Eventbrite, Havok, HMH, Slack and Etsy.

Since the project's inception, over 200 companies have scaled and progressed through the enterprise cluster acting as a feeder to the City during the biggest property crash in Ireland's history.



**THE DIGITAL HUB**





Underutilised or decaying urban areas weaken a city's image, liveability and productivity. Thus the regeneration of city space is imperative to enhancing existing local communities and making cities more attractive for investment.

The Digital Hub is a prime example of Element78's expertise managing cross over, community, education and enterprise space.

Edel Flynn has more than 20 years experience in managing mixed use, serviced environments and specializes in Urban Regeneration particularly during her time as CEO of The Digital Hub Development Agency.

The Digital Hub became an international centre of excellence for growing digital enterprises, community engagement, innovation, technology and education. Edel has consulted on international large-scale smart city projects connecting the built environment with advances in smart technology, renewal energy, operational management, community engagement, living and workplace experience.





In 2015, The Smart City Initiatives commenced their initiatives as the location provided access to world class services Tier 1 Telecoms Companies.

Client : DDDA & DCC

Location : 55 Sir John Rogerson's Quay – (DCC)

Vision: Design, Development and management of the largest multi-operator telecoms network to attract Financial, High Tech and Software Companies to locate their business in the Dublin Docklands. Working with multinationals from across the global. The multi-operator network also provides community, colleges and training companies access to best in class technologies and services. Stimulating growth encouraging enterprise development, community reach and employment.



*"Element78 fulfils a vital role in understanding telecoms requirements which are critical in attracting international business, community and enterprise. The companies ability to understand client requirements and ensure that they have access to competitive telecoms services, diverse routing and resilience.*

*In 2015 The Docklands was selected to launch a number of Smart City initiatives on programs. The telecoms rich environment was the key reason the location was selected."*

John Crawley – CFO - DDDA



Element78 has extensive knowledge of connecting community, enterprise and business working in partnership with DDA and DCC.

There are over 40,000 people working in the Docklands, and it is home to 26,000 residents.

Our relationship with international companies and telecom operators add value to the supports we offer to empower communities and provide real solutions for initiatives on the East Road Site.





### UK Guidelines

Co-Working	10-15 sqm / person
Managed Workspace	12-47 sqm / person
Small Theatre	350 sqm / per FTE
Arts / Conference Venue	260 sqm / per FTE
Mixed Use Venue	125 sqm / per FTE

*Source: Employment Density Guide (2015 – Homes & Communities Agency UK)*

### On-site calculation

Office & Co-working Space	2800 sqm approx / 233 FTE
Food hub /Café/ Exhibition	680 sqm / 6.5 FTE

Total using UK Guidelines: 3,480 sqm / 239.5 FTE

Total using Practical Experience (excludes: café & shared areas) 2,800 sqm / 466 FTE

It is important to note that employment generation is usually significantly higher than a simple density calculation. This is due largely to flexible shared workspaces having zones that offer multi use at different times throughout the week/year.

In reality the employment numbers are closer to 6 sqm / person across all of the above uses if clustered and managed centrally.

