



## YOUR BUSINESS NETWORK



## Annual Report 2020

## Chairperson's Foreword

I am delighted as Chairperson of Ballymun 4 business (B4b) to present our fourth annual report. I am also very happy that you and your business part of our fantastic business community. It has been one of the most challenging years ever for family, friends, and businesses, but through virtual networking, staying in touch and reaching out we have managed to succeed over the last 12 months. Little did we know when we were holding our event 'Achieve Your Goals' in January 2020 that COVID 19 would change all our lives and challenge us on a day-to-day basis throughout 2020. I would like to take this opportunity to thank and congratulate everyone on your tremendous efforts to get through the year.

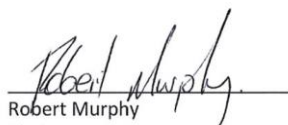
Coming out of 2020 I am delighted to announce we have over 70 members in our network, all of whom have managed to network and stay in touch through a host of virtual gatherings. We did manage to squeeze in 2 events at the start of the year, our networking event as part of enterprise week in 2020 and on a community level we also managed to be part of the Better Ballymun clean up initiative.

Zoom became our platform and allowed us to continue to network and inform ourselves on current business topics; Health and wellness, pandemic unemployment payments, taxation, Local Enterprise Office, mediation, yoga, COVID-19 business supports are just a few of the areas we covered to remain engaged and I would like to thank all our speakers for their time and the energy they have spent.

On a positive note, Decathlon Ballymun opened their store in June to a flying start. Lidl and Aspen student accommodation opened in October and transformed how our Main Street looks. In keeping with our ethos of supporting community initiatives, B4b was again delighted to lend its continued support to several local initiatives including, Ballymun CoderDojo, No Bucks Bus and Ballymun Tidy Towns.

I would like to take this opportunity to thank Liam Barry, Ann Marie Byrne, Shane Callanan, Ed Coleman, Annabelle Conway, Joanne Gallagher Eoin Murray, Brian Staunton, Anthony Whelan, for all their hard work, energy and blue sky thinking and of course not forgetting Catherine Whelan our facilitator for her tremendous effort during 2020.

We look forward with optimism, as we start to see the beginning of the end of COVID 19. Ballymun4business is more important now than ever to help you grow your business and in turn grow our local economy. Like your business, Ballymun is constantly changing and we hope to see more opportunities on the horizon over the next couple of months. On a community level events like Better Ballymun, Weekly Clean-ups, Ballymun Health and Fitness Festival, Setanta 50k Challenge and the Buy and Shop Local campaign are all positioning our businesses and community in a very positive way. Finally, a mention, for our sponsors, Dublin North West Area Partnership, Dublin City Council and AIB Bank. Thank you for all your support.

  
Robert Murphy  
Chairman

## **About B4b**

### **Mission & Vision**

B4b aims to build is a business network that champions economic development, promotes business opportunities and supports local community initiatives in Ballymun. It aims to stimulate economic activity in Ballymun by raising the profile, increasing awareness, generating footfall, addressing local needs and encouraging retail diversity.

The network was set up in 2015 by a group of business owners who were excited by the concept of making a difference to their business and others, whilst having a direct impact on local economic growth by doing business within the immediate area of Ballymun.

The network is supported by an executive committee and a marketing sub-committee. The vision and objectives of B4b were agreed and adopted by its members that include 3 pillars:

- Promote your business
- Network
- Engage with your community

### **Why Join?**

Time and interest in you and your business is all that is required. You will get to learn the value of personal contact with like-minded local business owners and company representatives. Whether your business is large, small, being run from home, a local charity or a social enterprise it can be difficult to stay connected and generate additional business opportunities. The networking group offers the opportunity to mix with others who understand the challenges of running a business and are always happy to listen, share ideas and celebrate successes.

It is a great way to gain insight into the economic environment in Ballymun and learn about other industries, ask questions you may have and learn about plans for the area, which may affect you and your business.

You will also get the opportunity to:

- Sell, advertise, and promote your business for free
- Meet, network, and engage in new business opportunities
- Attend and participate in talks, training, and events
- Build your business portfolio
- Have a say and support local economic growth in Ballymun

## B4b Membership

Membership of B4b is open to anybody running a business in Ballymun or anybody from Ballymun running a business elsewhere. We will also consider membership from businesses located in the surrounding area who are interested in networking and making new connections. The membership fee is set at €50 per year and can be paid via the website [www.b4b.ie](http://www.b4b.ie).

In 2020 the executive committee, took a decision to freeze membership fees until December 2020 because of the COVID crisis Annual subscription fees are set at €50 per year effective from January 2021. Our membership grew despite COVID- 19 from 50 to 70 members at year ending 2020.



## Facilitation

Running B4b requires a lot of time and effort behind the scenes and once again, we were lucky to have Catherine Whelan on board who coordinated our networking events and steering committee meetings throughout the year. Catherine did a great job in keeping our members informed of dates of meetings, following up with potential new members, liaising with guest speakers, sharing relevant information, and assisting with strategic planning. Catherine's impartiality ensure that diplomacy was maintained at meetings and everybody got an equal say.

## Increasing Awareness in B4b – Ballymun

Our website [www.b4b.ie](http://www.b4b.ie) is accessed regularly, with a steady flow of membership inquiries. The website is a good point of reference for new visitors where information can be found on up-and-coming events as well as previous events. It appears top of the page when searching business in Ballymun Our Twitter @ballymun4biznez and Facebook pages are very useful resource to promote our network meetings, events, relevant news items and our members and services.

## Buy Local, Support Local

In December, B4b decided to launch their Buy Local, Support Local Campaign to support members businesses and the local economy. Members were asked to get behind the campaign and use the commissioned logo across their various social media platforms. B4b engaged the services of Now Media to launch this campaign across its media Twitter and B4b Facebook and a Showcase Video of business. The campaign will continue through January & February 2021.



## December – January

- Showcase Video viewed 2800 views
- Facebook reached 8200 views up 35%
- Twitter Account stats:

| Month         | Impressions | Profile visits | Mentions | New Followers |
|---------------|-------------|----------------|----------|---------------|
| December 2020 | 29,000      | 2924           | 53       | 13            |
| November 2020 | 1,258       | 105            | 9        | 2             |

## B4b Business Networking

Networking is always at the forefront of our meetings and at each meeting we make sure time is set aside for people to network, introduce their business and make new connections.

In January 2020 we launched our first business networking event of the year which took place in Musgrave Market Place, Ballymun on Tuesday 28th January. The theme for the night was

all about setting goals for the year ahead and Des Ryan from Action Coach was on hand with some valuable tips on how to set our goals and moreover achieve them.



There was a great turnout on the night, and we enjoyed some wonderful delicacies and refreshments from the Musgrave Food Court as we were reacquainted after the Christmas break. There was some intense networking going on and we welcomed several new faces, which always adds to the occasion.

Thanks once again to Brian Staunton and his team from Musgraves for been such fantastic hosts.

## March 2020 Local Enterprise Week

The 1st week of March saw a celebration of all things enterprise as the Local Enterprise Offices rolled out Enterprise Week with a series of events nationwide. B4b did bit by hosting a b2b networking event with a Brexit theme in the unique surroundings of the Rediscovery Centre, Ballymun.

We were delighted to welcome Alan Malone & Joanne Gallagher from AIB to speak about Brexit and what it means for Irish businesses. Always a difficult topic given the level of uncertainty that still surrounds Brexit, they delivered a presentation on what businesses should be aware of and how to be best prepared. It was a very enlightening talk with lots of questions at the end.



### **B4b Supporting Businesses through COVID – 19**

Like all businesses around the country, COVID19 has had a negative impact on the local economy with most services closing its doors for many weeks. However, for B4b the difficult period provided a great opportunity to step up and show community spirit now more than ever.

During this period B4b facilitated various participants to come forward and offer advice and guidance to its members in a series of virtual meetings, seminars, and presentations. The business networking group covered such areas as:

- Covid 19 Temporary Wage Subsidy Scheme presented by Eoin Murray of Murray & Co Chartered Accountants.
- Accessing Financial Supports and Cashflow Management presented by Eimear Fitzgerald of AIB.
- Local Enterprise Office Business Supports Available presented by Dave Connolly from LEO.
- Adapting to Working from Home presented by Aoife O'Brien of Empowerment Coaching.
- Returning to Work Post Covid presented by Bernie McNeel of Eco Online.
- How to Increase your Digital Presence presented by Marie Claire Byard of Now Media.
- Virtual Meditation Session presented by Babs Leonard of HeartSpace Meditation.

### **B4b Supporting Community**

In keeping with our ethos of supporting community initiatives, B4b was again delighted to lend its continued support to several local initiatives including, Ballymun CoderDojo, No Bucks Bus, Better Ballymun and Ballymun Tidy Towns.



## **Christmas Event**

Our annual Christmas event took place online on 15<sup>th</sup> December 2020. The key speaker was Des Ryan Action Coach who was back to check in on who had achieved their goals and objectives following his workshop in January. We were also delighted to welcome Colm Dawson Magic who performed an online magic show for our members bringing some much needed festive fun at the end of a tumultuous year. Com kindly waived his fee in favour of a donation to the Jack & Jill Foundation which greatly appreciated. There were spot prizes and hampers on the night kindly donated by Robert Murphy, Nan's Supervalu and Brian Staunton General Manager of Musgrave Market Place.

## **Concluding comments from the Chairperson**

B4b Chairperson and owner of Nans Super Valu, Robert Murphy said: "I'm very proud of Ballymun. It has some fantastic businesses and amazing people with a wide array of talent and expertise. When the impacts of COVID hit us, we felt it was important not to go quiet but in fact shout louder than ever on behalf of our members to help navigate them through these difficult times. I am delighted to be able to say we have a great sense of community among the businesses in Ballymun and I feel we were able to help each other out at a time when we all needed a little help from each other."

## B4b Event Summary 2020

In 2020, B4b ran a series of networking events covering a number of topical issues. In total nearly 228 people attended these events.

| Month    | Topic  | Presented by                                       | Attendance |
|----------|--|--|------------|
| January  | Goal Setting   | Des Ryan Action<br>Coach Ireland                   | 45         |
| March    | Local Enterprise Week –<br>Brexit Impact for Irish<br>businesses | Alan Malone &<br>Joanne Gallagher AIB              | 31         |
| April    | Finance & Supports in COVID<br>-19                               | Eoin Murray<br>Murry & Co Chartered<br>Accountants | 15         |
| May      | Motivation & Resilience  | Aoife O'Brien<br>Empowerment Coach                 | 12         |
| May      | Accessing Finance Supports<br>& Cash Flow Management             | Eimear Fitzgerald of<br>AIB                        | 18         |
| May      | Local Enterprise Supports  | David Connolly LEO                                 | 15         |
| June     | Virtual Meditation Session                                       | Barbara Leonard<br>HeartSpace<br>Meditation        | 10         |
| June     | Returning to Work Post Covid                                     | Bernie McNeel o Eco<br>Online.                     | 15         |
| June     | How to Increase your Digital<br>Presence                         | Marie Claire Byard<br>Now Media                    | 17         |
| July     | Nutrition & Minding<br>Your health in the workplace              | Conor Kerley<br>phytaphix                          |            |
| October  | Lunch & Learn  | Eoin Murray<br>Murray Chartered<br>Accountant      | 11         |
| October  | Economic Outlook   | Andrew Webb Grant<br>Thoron                        | 15         |
| December | B4b Buy Local Support Local                                      | Des Ryan Action<br>Coach Ireland                   | 24         |



## Corporate Governance

Due to COVID 19 restrictions, the Annual General Meeting was held on Zoom in early March where the following steering committee members were elected:

### B4b Steering Committee Members 2020

| <b>Position</b>                  | <b>Name</b>      | <b>Position</b>                | <b>Organisation</b>          |
|----------------------------------|------------------|--------------------------------|------------------------------|
| <b>Chairperson</b>               | Robert Murphy    | Owner Manager                  | Super valu                   |
| <b>Vice Chairperson</b>          | Brian Staunton   | General Manager                | Musgrave Market Place        |
| <b>Secretary</b>                 | Shane Callanan   | Enterprise Development Officer | Dublin Northwest Partnership |
| <b>Treasurer</b>                 | Eoin Murray      | Chartered Accountant           | Murray Chartered Accountants |
| <b>Facilitator</b>               | Catherine Whelan | Facilitator                    | Consultant & Mentor          |
| <b>Steering Committee Member</b> | Annabelle Conway | Social Innovation Manager      | Innovate Dublin              |
| <b>Steering Committee Member</b> | Anthony Whelan   | Chief Creative Officer         | Shadowhawk Entertainment     |
| <b>Steering Committee Member</b> | Annamarie Byrne  | Training Consultant            | Evergreen Training           |
| <b>Steering Committee Member</b> | Liam Barry       | Economic Development Officer   | Dublin City Council          |
| <b>Steering Committee Member</b> | Joanne Gallagher | AIB Branch Manager             | AIB Finglas                  |
| <b>Steering Committee Member</b> | Ed Coleman       | Centre Director                | Rediscovery Centre           |

A special word of thanks to Brian Staunton who retires from Musgraves Market Place and as Vice Chairperson of B4b in early 2021. We wish Brian a long and happy retirement.

## Funding & Finance

### Business for Ballymun

#### Income and Expenditure Account

For the year ended 31st December 2020

| Income:                   | 2020            | 2020     | 2019             | 2019      |
|---------------------------|-----------------|----------|------------------|-----------|
| Expo Sponsorship          | -               |          | 7,000.00         |           |
| Subscriptions             | 1,100.00        |          | 2,300.00         |           |
| Research Contribution     | -               |          | 5,000.00         |           |
| Sponsorship/Contributions | <u>8,500.00</u> | 9,600.00 | <u>10,700.00</u> | 25,000.00 |

#### Expenses:

|                                   |              |            |              |           |
|-----------------------------------|--------------|------------|--------------|-----------|
| Expo - Event Management           | -            |            | 10,939.62    |           |
| Website and hosting costs         | 1,166.81     |            |              |           |
| Social Media costs                | 2,400.00     |            | 3,350.00     |           |
| Catering                          | 520.00       |            | 1,202.16     |           |
| Support for Community Initiatives | -            |            | 2,450.00     |           |
| Subscriptions                     |              |            |              |           |
| Event costs Non expo              | 100.00       |            | 687.48       |           |
| Photography                       | -            |            | 200.00       |           |
| Research costs                    | 6,150.00     |            |              |           |
| Print & Stat                      | -            |            | 296.02       |           |
| Design Work                       | 968.00       |            | 369.00       |           |
| Charitable donations              | 250.00       |            |              |           |
| Stripe fees                       | 23.30        |            | 50.79        |           |
| Bank Fees                         | <u>26.15</u> | 11,604.26  | <u>31.56</u> | 19,576.63 |
| Surplus                           |              | - 2,004.26 |              | 5,423.37  |

| Bank Account       | Balance  | I&E Account | Running total |
|--------------------|----------|-------------|---------------|
| Balance 31/12/2017 | 350.61   | 350.61      | 350.61        |
| Balance 31/12/2018 | 918.95   | 568.34      | 918.95        |
| Balance 31/12/2019 | 6,342.32 | 5,423.37    | 6,342.32      |
| Balance 31/12/2020 | 4,338.06 | - 2,004.26  | 4,338.06      |

## Members Listing 2020

|                    |                             |  |
|--------------------|-----------------------------|--|
| Jason Murray       | The Jayan Group             | info@thejayangroup.com   |
| Daniel Collins     | CMS                         | daniel@cms-ireland.com   |
| Robert Murphy      | Nan's Super Valu            | nan99@eircom.net   |
|                    | Murray & Co Chartered       |  |
| Eoin Murray        | Accountants                 | murrayeoin8@gmail.com  |
| Barbara Franzoni   | Copped On Digital Media     | barbara@coppedon.com   |
| Jean Berry         | Irish Health & Herbs        | drjeanberry@gmail.com  |
| Joyce Butler       | Aroma Joy Blog              | aromajoyblog@gmail.com   |
| John Rowan         | Biz Expo                    | <a href="mailto:info@bizexpo.ie">info@bizexpo.ie</a>                           |
| Gillian Burke      | Gillian B Virtual Assistant | gillianb.va@gmail.com  |
| John Eniola        | The Compassion Centre       | john@thecompassioncentre.org   |
| Martin Eastwood    | Wide Variety                | martin@widevariety.eu  |
| Paula Mooney       | Infinity Therapy Rooms      | Infinitytherapyrooms@gmail.com   |
| Roger Warburton    | Rediscovery Centre          | <a href="mailto:roger@rediscovery.ie">roger@rediscovery.ie</a>                 |
| Anthony Whelan     | Shadowhawk                  | info@shadowhawkgroup.com   |
| Brian Staunton     | Musgrave Market Place       | brians@musgrave.ie   |
| Marian McCullough  | AOS Training                | <a href="mailto:marian@aostraining.ie">marian@aostraining.ie</a>               |
| Tom Laverty        | Laverty's Pharmacy          | lavertyspharmacy@gmail.com   |
| Annabelle Conway   | Innovate Dublin             | annabelle@innovatedublin.org   |
| Debbie Crowley     | Funky Monkey Foods          | funkymonkeyfoods@gmail.com   |
| Sean Boland        | Be Well Physio              | info@bewellphysio.ie   |
| Marie Clare Byard  | Now Media                   | mcbyard@yahoo.com  |
| kate Michlic       | Plasma Med                  | <a href="mailto:infoplasmamed@gmail.com">infoplasmamed@gmail.com</a>           |
| Patrick Flanagan   | The Academy of Grinds       | Patrick@theacademyofgrinds.com   |
| Gianni Tapinassi   | The Writers Garage          | gianni@writersgarage.net   |
| Brandon Doyle      | Dunbar Doyle & Co.          | <a href="mailto:office@dunbaranddoyle.com">office@dunbaranddoyle.com</a>       |
| Chris Vasvaour     | Centra                      | chrisandson11@gmail.com  |
| Mark Loftus        | The Paddy Box               | <a href="mailto:hi@thepaddybox.com">hi@thepaddybox.com</a>                     |
| Aoife O'Brien      | Empowerment Coaching        | <a href="mailto:aoife@empowermentcoaching.ie">aoife@empowermentcoaching.ie</a> |
| Rob Whelan         | Rob Whelan                  | <a href="mailto:robwhel1981@yahoo.com">robwhel1981@yahoo.com</a>               |
| Paul Clements      | Dolmen Insurance Brokers    | <a href="mailto:pc@dibl.ie">pc@dibl.ie</a>                                     |
| Eimer Duffy        | FIT Social Media            | eimer@fitsocialmedia.ie  |
| Craig Grattan      | Sweet Potato Pizza          | <a href="mailto:info@sweetpotatopizza.ie">info@sweetpotatopizza.ie</a>         |
| Colm Dawson        | Colm Dawson Magician        | <a href="mailto:info@colmdawson.ie">info@colmdawson.ie</a>                     |
| Mathew Madigan     | Decathlon                   | <a href="mailto:mathew.madigan@decathlon.com">mathew.madigan@decathlon.com</a> |
| Conor Kerley       | Kerley Nutrition            | <a href="mailto:conorkerley@gmail.com">conorkerley@gmail.com</a>               |
| Laura Byrne        | Vigorous Business Services  | <a href="mailto:vigorous@eircom.net">vigorous@eircom.net</a>                   |
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| Pamela Doyle       | Job Alert                   | pamela@jobalert.ie   |
| Sabrina Voit       | Digitalwitch                | hello@sabrinathedigitalwitch.com   |
| Anthony Brennan    | Anthony Brennan Fitness     | <a href="mailto:anthony@abfitnessdublin.com">anthony@abfitnessdublin.com</a>   |
| Gerard Prendergast | Gerard Prendergast          | <a href="mailto:gerard.prendergast@gmail.com">gerard.prendergast@gmail.com</a> |
| Neil Dowling       | Event Ease                  | <a href="mailto:info@eventease.ie">info@eventease.ie</a>                       |

|                   |                              |  |
|-------------------|------------------------------|--|
| Mary Conway       | Janus Estates                | <a href="mailto:mconway1301@gmail.com">mconway1301@gmail.com</a>                                   |
| Clare Lynch       | Clare Lynch Creative         | <a href="mailto:hello@clarelynchcreative.ie">hello@clarelynchcreative.ie</a>                       |
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| Annemarie Byrne   | Evergreen Training & Design  | <a href="mailto:Tiggybyrne@gmail.com">Tiggybyrne@gmail.com</a>                                     |
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| Niamh O'Connell   | Underfoot Designs            | <a href="mailto:niamh@underfootdesigns.ie">niamh@underfootdesigns.ie</a>                           |
| Lynn Magee        | Driftwood Café Co.           | <a href="mailto:Lynn.magee@hotmail.com">Lynn.magee@hotmail.com</a>                                 |
| Liam Barry        | DCC                          | <a href="mailto:liam.barry@dublincity.ie">liam.barry@dublincity.ie</a>                             |
| Joanne Gallagher  | AIB Finglas                  | <a href="mailto:joanne.m.gallagher@aib.ie">joanne.m.gallagher@aib.ie</a>                           |
| Shane Callanan    | Dublin Northwest Partnership | <a href="mailto:Shane.callanan@dublinnorthwest.ie">Shane.callanan@dublinnorthwest.ie</a>           |
| Robert            | Electrical Whoelsaler        | <a href="mailto:Robert@wew.ie">Robert@wew.ie</a>   |
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| Ciara & Niamh     | Lunasa Yoga                  | <a href="mailto:info@lunasayoga.ie">info@lunasayoga.ie</a>   |
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| Emma Fitzpatrick  | Prandevents                  | <a href="mailto:emma@11prandevents.ie">emma@11prandevents.ie</a>                                   |
| Alex              | Mossdesignart                | <a href="mailto:mossdesignart@gmail.com">mossdesignart@gmail.com</a>                               |
| David Rooney      |                              | <a href="mailto:Davidrooney37@gmail.com">Davidrooney37@gmail.com</a>                               |
| Aoife O'Brien     | Empowering Abilities         | <a href="mailto:info@empoweringabilities.ie">info@empoweringabilities.ie</a>                       |
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| Tracey McCann     |                              | <a href="mailto:Traceymccann11@gmail.com">Traceymccann11@gmail.com</a>                             |
| Alexander Wilson  | Aspen Student Life           | <a href="mailto:Alexandra.wilson@aspensstudentlife.com">Alexandra.wilson@aspensstudentlife.com</a> |
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| James Redmond     | Go Get Fetch                 | <a href="mailto:redmondjames86@gmail.com">redmondjames86@gmail.com</a>                             |
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