



THE DIGITAL HUB

INTERNATIONAL DIGITAL ENTERPRISE AREA | DUBLIN

CLIENT CHARTER

January 2008

INTRODUCTION

The Digital Hub will drive the creation of a centre of excellence for research enterprise and learning focused on digital media that will connect people and facilitate collaboration to deliver the world's first integrated knowledge community and a new digital quarter for Dublin.

We envisage the creation of a knowledge community where the online and offline are seamlessly connected, where creative and technological capabilities complement each other and where the unique heritage of the Liberties shapes the identity of a new 21st century digital quarter for Dublin from Heuston Gate to College Green and Smithfield to Cork Street and the Coombe.

PURPOSE

The Digital Hub Development Agency will back a value proposition to attract creative and technology people and entities involved in the creation, management, delivery and consumption of digital media content and applications.

It will provide infrastructure facilities to support, develop and grow individual and collaborative enterprise, research and key activities based in digital media

FUNCTIONS

The functions of the agency are to:

- Procure, secure the provision of and to promote and facilitate the development, including the carrying out of construction or maintenance works, of The Digital Hub as a location for digital enterprises and related activities;
- Formulate strategies to encourage individuals and enterprises engaged in digital content and related activities to locate in The Digital Hub;
- Promote and facilitate the procurement of technical and communications infrastructure to attract digital enterprises to The Digital Hub;
- Prepare a development plan in accordance with section 9 of The Digital Hub Development Agency Act 2003; prepare estimates of the costs of implementation of the development plan and propose possible funding options; oversee and manage implementation of the development plan;
- Consult with local community interests in or adjacent to The Digital Hub as part of the implementation of the development plan;
- Enter into agreements with other persons in order to secure the development of The Digital Hub whether by means of a concession, joint venture, public private partnership or any other means;
- Enter, where appropriate, into an agreement with a person who has arranged or provided funding for the carrying out of any part of the development of The Digital Hub.

VISION

The Digital Hub will become a connected and integrated knowledge community dedicated to being the leading international centre for digital media enterprise, research and learning.

MISSION STATEMENT

The Digital Hub will be a centre of excellence for innovation, creativity, research and learning, focused on developing new and existing digital media enterprises.

As the national focal point for the development of the emerging digital media industry in Ireland, The Digital Hub will be an international centre of excellence leading the growth of research, development, commercialisation and enterprise development in this sector.

This international centre will be developed in parallel with:

- Urban regeneration of an historic city centre district
- Ensuring that the vibrant community around The Digital Hub has the opportunity to acquire the skills needed to live in the digital age and work in the digital media industry located on their doorstep.

- Fostering a knowledge community within The Digital Hub to create an open and vibrant community.
- Developing a range of digital literacy programmes with the schools of the Liberties/ Coombe area aimed at addressing the digital divide.

CORE VALUES

- The Digital Hub is a holistic project with enterprise at its core. Its success is contingent on the interdependencies between enterprise, community and learning. We are committed to working through strong partnerships with both public and private sector stakeholders. We will apply best practice in consulting, sharing information and engaging meaningfully with our partners and stakeholders.
- We are committed to effectively introducing and maximising the use and potential of new and innovative digital media technologies in our own workplace and to showcasing and promoting the benefits of digital media technologies in enterprise, in the arts and throughout the community.

CLIENT CHARTER

The Digital Hub Development Agency is committed to providing our clients with an excellent service. This charter sets out the standard of service you can expect when dealing with us. These standards apply to all our stakeholders, including clients, other Government Departments, key partners and media.

RESPONDING TO CLIENTS

Any person who contacts the Digital Hub Development Agency will be provided with a quality service, which is helpful, courteous and effective.

All queries will be dealt with quickly and efficiently and responses to queries will be appropriate, thorough and substantive.

TELEPHONE ENQUIRES

Our team at the Digital Hub Development Agency will be available to answer your calls during normal office hours (9.30am – 5.30pm) Monday to Friday. We will identify ourselves by name, be courteous, helpful and where possible, provide you with clear and accurate information. If we cannot provide an immediate response to your query we will take your details and call you back at a convenient time.

WRITTEN CORRESPONDENCE

We will acknowledge all written correspondence within two working days of receipt and send you a response to your query within 10 working days.

In the event a full response cannot be provided to you within these timeframes, we will send you an interim reply explaining the delay and indicating when you will receive a full response.

PROVISION OF INFORMATION

The Digital Hub Development Agency provides information to our stakeholders on a regular basis through press releases, news updates, eZines, our website and intranet (Client Net).

We will ensure that all our publications are available in either electronic or printed format. We will provide accurate information, using clear and simple language, which is relevant to your enquiry. Accurate and timely information will be provided in relation to any queries on our services.

WEBSITE

We will ensure that our website and intranet (Client Net) are kept up to date and contains information relevant to our client base. Our public website address is www.thedigitalhub.com and Client Net can be accessed via <http://client.thedigitalhub.com/>

MEDIA QUERIES

Our objective is to deal with the media in an effective, efficient, professional and punctual manner. Our public affairs team will ensure that journalists are kept informed of development within The Digital Hub.

COMPLAINTS

You have a right to complain if the standards of service are not equal to those set out in this charter. Any complaint regarding the services of the Digital Hub Development Agency will be investigated thoroughly and as a priority.

Any complaint, which is not resolved to the satisfaction of the complainant, should be forwarded in writing to:

The Secretary

Digital Hub Development Agency
Digital Exchange
Crane Street
The Digital Hub
Dublin 8

An acknowledgement of receipt of the complaint will be sent within 2 working days with a full response following within 10 working days.

If your complaint is upheld and or we have made a mistake, we will rectify it as quickly as possible and offer an explanation and or an apology, as appropriate.

FEEDBACK

Feedback is the key to understanding the needs and expectations of our clients. We encourage staff to use their day – to – day dealings with clients as a means of gathering feedback on the quality of service provided. You can also provide us with feedback through our website www.thedigitalhub.com or on Client Net <http://client.thedigitalhub.com/>

FREEDOM OF INFORMATION

The Digital Hub Development Agency is subject to The Freedom of Information Acts 1997 and 2003. Should you wish to make a request under FOI you should write to our FOI Executive stating that you are requesting information under the FOI Acts. Please send your FOI request to:

The FOI Executive

Digital Hub Development Agency
Digital Exchange,
Crane Street,
The Digital Hub,
Dublin 8.

CONFIDENTIALITY

The Digital Hub Development Agency (DHDA) operates a code of practice whereby it uses its best endeavours to hold confidential any information provided to DHDA, subject to any obligations under law including the Freedom of Information Acts 1997 and 2003 or in response to questions, debates or other parliamentary procedures in or of the Oireachtas (the Irish Parliament).

CONTACT DETAILS

Digital Hub Development Agency

Digital Exchange,
Crane Street,
The Digital Hub,
Dublin 8
Phone 01 4806200
Fax 01 4806201
Email agency@thedigitalhub.com

THE BOARD

The Board of Digital Hub Development Agency is appointed by the Minister for Communications, Energy and Natural Resources and includes enterprise, education, business, arts, social and urban regeneration interests.

The Board

- Prof Joyce O'Connor - Chair
- Rosemary Gunne – Director, Gunne Residential
- John Tierney – City Manager, Dublin City Council
- Michael Kelly – Chairman, Higher Education Authority
- Frank Ryan – Chief Executive Officer, Enterprise Ireland
- Jackie Harrison – Chief Executive Officer, Philanthropy Ireland
- Ruth MacPartlin – Chief Executive Officer, Fluid Rock
- Jack Fagan – Fagan, Lynch and Donnellan
- Sean Dorgan – Chief Executive Officer, IDA Ireland
- Joe Murphy – Managing Director, Derryshalagh Publications
- Helen Keelan – Director, Sirikit

- Philip Flynn – Chief Executive Officer, Digital Hub Development Agency
- Attracta McMullin – Deputy Principal Post-Primary, Retired
- Alice Davis – Community Representative

The Executive Team

- Philip Flynn – Chief Executive Officer
- Dr. Stephen Brennan – Director of Marketing and Strategy
- Michael McDermott – Director of Finance
- Edel Flynn – Director of Commercial Operations

DEPARTMENT FUNCTIONS

Enterprise

- Create and develop a digital media cluster in The Digital Hub.
- Develop the national media sector.
- Create a “magnet” for digital media foreign direct investment in The Digital Hub.
- Influence government policy to drive the expansion of the digital media sector in Ireland.
- Develop enterprise learning initiatives.
- Develop The Digital Hub as a showcasing venue for the digital media content and research projects.
- Create a virtual campus that is linked to the research centers of Ireland’s Universities, colleges and research led industries.
- “Add value” to existing local economy
- Facilitate benefits to the local community from enterprise developments.

COMMUNITY

- Consulting regularly with the community groups, interests and projects within and adjacent to The Digital Hub through the community, Public and Private Partnership process.
- Ensure that the local community is facilitated to benefit from The Digital Hub, particularly in the areas of Childcare, Youth Services, Education & Learning and Enterprise.
- Facilitate Urban Regeneration of the Liberties/Coombe area.

LEARNING

- Provide a strategy for educational provision, particularly for digital arts and technology, including linkages with first and second level schools, with further education and with third level institutions engaged in digital content projects.
- Implement this strategy through the Digital Hub Learning Programme under four components: Community, Schools, Enterprise Learning and Showcasing.

INFRASTRUCTURE

- Managing the development of the property at The Digital Hub through its various phases of delivery.
- Facilitating the procurement of competitive broadband infrastructure for businesses located in The Digital Hub.
- Develop a competitive advanced communications infrastructure
- Managing the existing and future properties owned and operated directly by The Digital Hub to the highest standards.

ADMINISTRATION / GOVERNANCE

- Managing procurement of goods and services required to operate The Digital Hub, meeting the requirements of local and European Union procedures.
- Responding promptly to requests for information under The Freedom of Information Acts.
- Operating and publishing audited public accounts to the highest standards.



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