

The aim of the Smart Region is to use technology to capture, analyse and manage data to improve economic, social and environmental impact.

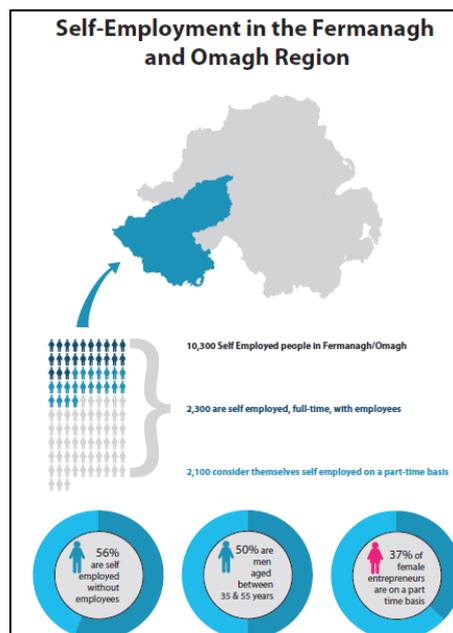
What do we know about business leaders?

November's briefing looked at commuting to work outside the region. Understanding this trend is key to reversing it, and is an important aspect of job creation in the region – as is entrepreneurship. Data on the scale of businesses in the region is well established, but what about the people who run them?

There are 10,300 self employed people in Fermanagh and Omagh.. Agriculture and construction are the largest industries, with 2,770 and 2,150 people respectively. There are cohorts of people working for themselves across all industries for example: info / comms (105), professional services (460) and manufacturing (615).

Over half of those who are self employed do not employ anyone (46% of businesses turn over less than £50k pa). 2,300 people are self-employed with employees in the region and 2,100 people are self-employed on a part time basis.

Those working in the accommodation / food industry are most likely to have employees (64%), as are those in the retail industry (43%). Regional entrepreneurs in info / comms, transport and support services industries are most likely to be 'lone wolves', with over 75% self employed with no



employees. This trend is broadly similar to the NI average.

The majority of those who are self-employed are males; 50% of regional entrepreneurs are males aged between 35 and 55 years. Only 1-in-10 is aged younger than 30 years. Females are more likely to be self-employed on a part time basis: 37% of female entrepreneurs are part time.

Self-employment has been a key feature of the jobs recovery in the UK. Over 650,000 new self employed people have helped the UK record the highest level of people in employment since records began. In tandem, marketing gurus encourage people to consider "their own personal brand" and there is a genuine feeling that the new model for employment is focussed on project-by-project assignments – essentially self-employment.

This new model suits the Fermanagh and Omagh region well; start-up rates are resilient and self-employment has typically been a bigger feature (21% of all people are self employed vs 15% NI average). Research by GEM suggests that only Mid-Ulster has a higher level of per capita entrepreneurship than Fermanagh and Omagh. Self employment promotes flexibility and removes traditional barriers to employment. Promoting an entrepreneurial eco-system should remain a priority.

SmartStats:

The Fermanagh and Omagh region is searched on average 24,600 times per month on Google. The key search terms include:

- Council (4,800)
- Weather (3,000)
- Jobs (2,600)
- Hotels (1,500);
- Houses (1,000)

Australia and Canada were the most popular search location outside of Ireland and the UK. Key news, such as the G8 summit, increased internet searches five-fold.