

South East Relocation Survey

Collins McNicholas
Recruitment & HR Services Group





Introduction

“The South East of Ireland is a popular and increasingly sought after relocation choice for people seeking a better quality of life, standard of living and increased disposable income.”

In IDA client companies alone, there was a 9.2% increase in employment in the South East Region during 2017 - the highest growth rate of any region in Ireland, including Dublin.

Growth is attributed to a number of factors including favourable employment opportunities across all sectors. The South East Region is particularly strong in life sciences as well as engineering, financial services and customer services. Companies including Valeant (Bausch & Lomb), Nypro, Integer, Abbott Vascular and Boston Scientific are integral to and rooted in the region in the medtech sector as well as Sanofi, Teva, GSK, MSD and EirGen/Opko within the pharma and biopharma sectors.

The region's tech sector is growing and expanding year on year particularly in the areas of fintech, animation, software development and technical support and is home to names such as RedHat,



Rory Walsh

**Collins McNicholas,
Regional Manager**

Sunlife, SE2, Routematch, Bluefin Payment Systems, Crystal Valley Tech and Lighthouse Studios. Future growth is predicted in areas such as augmented reality, virtual reality, travel tech and agri-tech. The South East is now beginning to position itself as a hub of tech activity with more to come in this space.

The reason Collins McNicholas carried out the relocation survey was to gain an insight into the specific motivations of the numbers of professionals who have relocated and to gain a better understanding of the quality of life and career impact since making this transition.

We surveyed 288 people who have relocated to the region and are currently working in the South East area. The results showed that 33% of those surveyed relocated to the South East from outside of Ireland highlighting the increasing attractiveness of the region. 76% of professionals have seen an increase in their disposable income and 95% reported having an improved work/life balance since relocating. 86% of respondents reported their commute to be under 40 minutes and 75% considered rental prices to be lower in the South East than those lived in prior to relocation.

The results are showing that a much improved quality of life, increased spending power and progressive career opportunities are reasons why many highly-educated professionals have been making the move to the sunny South East.



The South East Region, which we at the IDA are actively promoting for Foreign Direct Investment (FDI), has a strong value proposition which includes improved infrastructure, a talented workforce and an unrivalled quality of life.



These attributes are absolutely vital when it comes to the decision-making process that companies go through when choosing a location for FDI.

There is a significant eco-system of pharmaceutical, medical, technical engineering, tech and internationally-traded services businesses in the South East - with scope to grow and to act as a catalyst for further clustering of these sectors. The region also has a proven track record of attracting investment from start-ups and expanding business.

The South East offers a young, well-educated workforce and is easily accessible for international visitors. Quality of life and work life balance for employees is exceptional as it blends elements of rich cultural heritage with a new and vibrant lifestyle.

The South East Relocation Survey, carried out by Collins McNicholas, shows that 95% of people say they have a better work/life balance since moving to the South East with 64% saying they now commute to work in less than 20 minutes.

Having moved back to the region last year after three years in the Midlands and two years in the West, I am delighted to be based back here. The region is home to 75 FDI companies employing circa 15,000 people and my role as IDA South East Regional Manager can take me from one end of the region to the other in any working day, a commute of less than 60 minutes, making the region very accessible.

It's no wonder we are seeing continued investment by IDA Ireland client companies across the South East as well as healthy employment growth. Companies in the region have a positive, innovative and can-do outlook and they are producing world-class goods and services.

The region is well positioned to continue to attract new investment and this will be achieved by all parties collaborating and working together.

Brendan McDonald

Regional Manager, South East, IDA Ireland



There are many benefits to living and working in the South East but, as a parent of small children, two key benefits are the lack of long commutes and the substantially lower cost of childcare compared to some of the major cities.



Short commutes and low childcare costs result in a much better quality of life than people might expect to experience elsewhere. This, coupled with significantly lower house prices means that Carlow and the South East, is a great choice particularly for young families who want to enjoy a good standard of living.

The South East Relocation Survey, carried out by Collins McNicholas, shows that 64% of people in the region commute to work in under 20 minutes with 86% commuting in under 40 minutes. More and more people are realising that long commutes are just not worth the impact on quality of life. Many of my own friends have come to this realisation and have swapped long commutes for alternative roles and in some cases complete changes in career path.

In recent years, the number of career opportunities across the South East – and in Carlow alone – for professional and skilled employees has increased considerably. The presence of high-quality education and its associated employment is set to continue in the region with the forthcoming merger between Carlow and Waterford Institutes of Technology, which will result in the formation of the long awaited University of the South East.

The quality of life on offer in Carlow – and the South East – is second to none with beautiful scenery and countryside on the doorstep coupled with a great sense of community spirit.

Yvonne Jones

President, County Carlow Chamber



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In the South East Region, we are proud of the fact that many well-known international companies have chosen Wexford as their base and find it is an excellent place for their businesses to operate, prosper and grow.



We are in a very attractive part of the country where people experience an unrivalled quality of life enhanced by wonderful natural scenery, a vibrant artistic community, a unique history and culture – and we are proud of the warm welcome we always give to strangers.

Our proximity – and improving connectivity – to Dublin and its international airport as well as to Cork and the South of the country is a huge advantage for the region. Yet the cost of living – and the cost of commercial property – is so much less than Dublin or Cork, helping businesses who locate here to be extremely competitive.

The South East Region has a population of 500,000 and both Waterford IT and IT Carlow are located in the region.

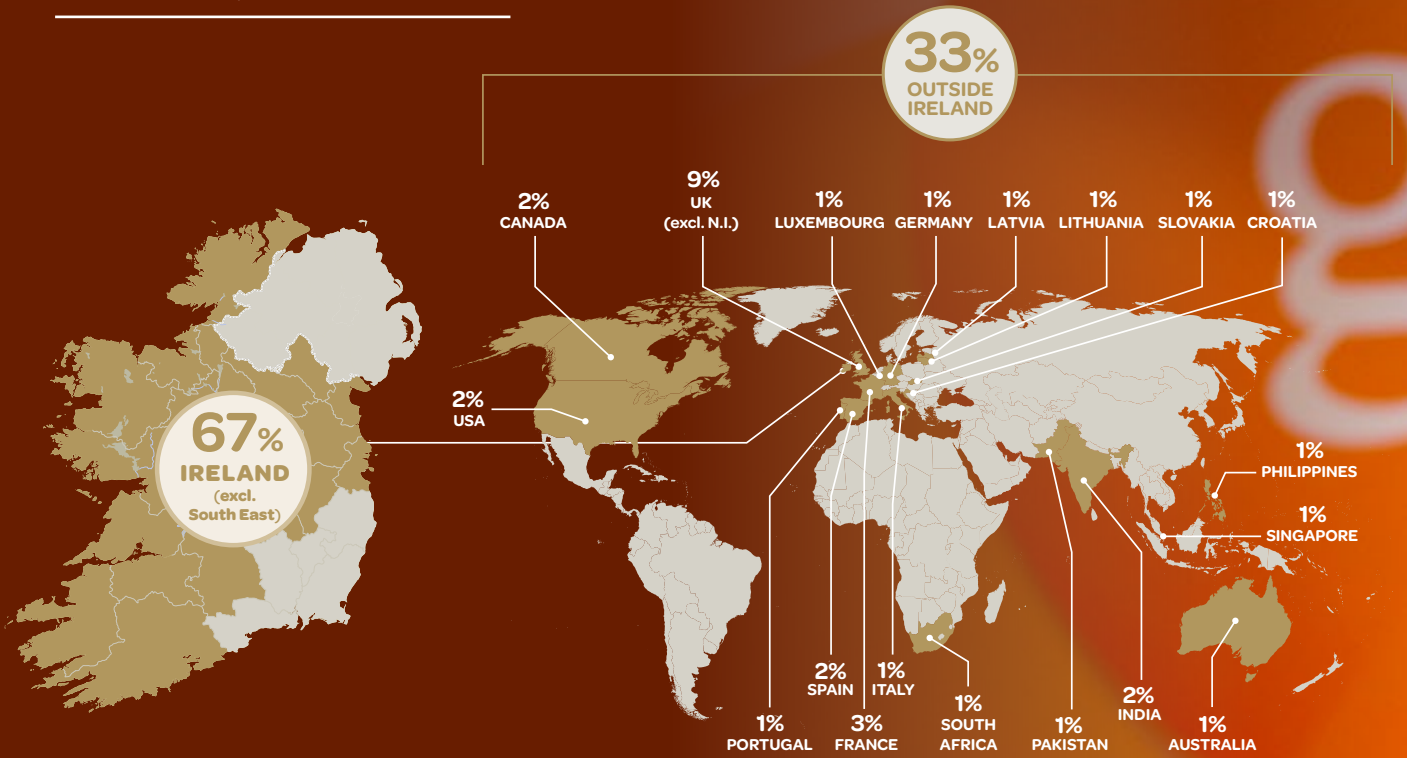
Indeed, the South East Relocation Survey, carried out by Collins McNicholas, shows that 90% of those who have relocated here have a minimum of a Level 7 Ordinary Degree. And more than half said they had progressed their careers and moved to a more senior role when they relocated to the South East.

The work/life balance in the South East is easy to achieve thanks to short commuting distances and times, affordable housing, stunning beaches and natural amenities as well as a region steeped in heritage – and (as the sunniest place in Ireland) sunshine.

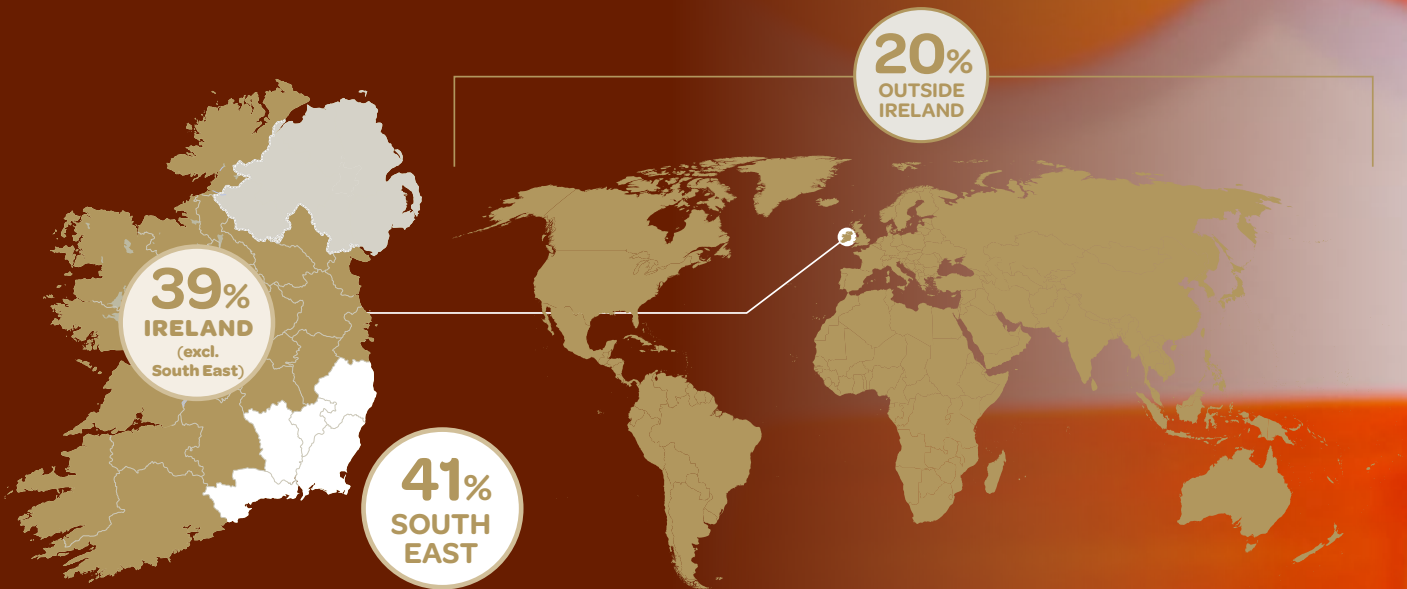
Tom Enright

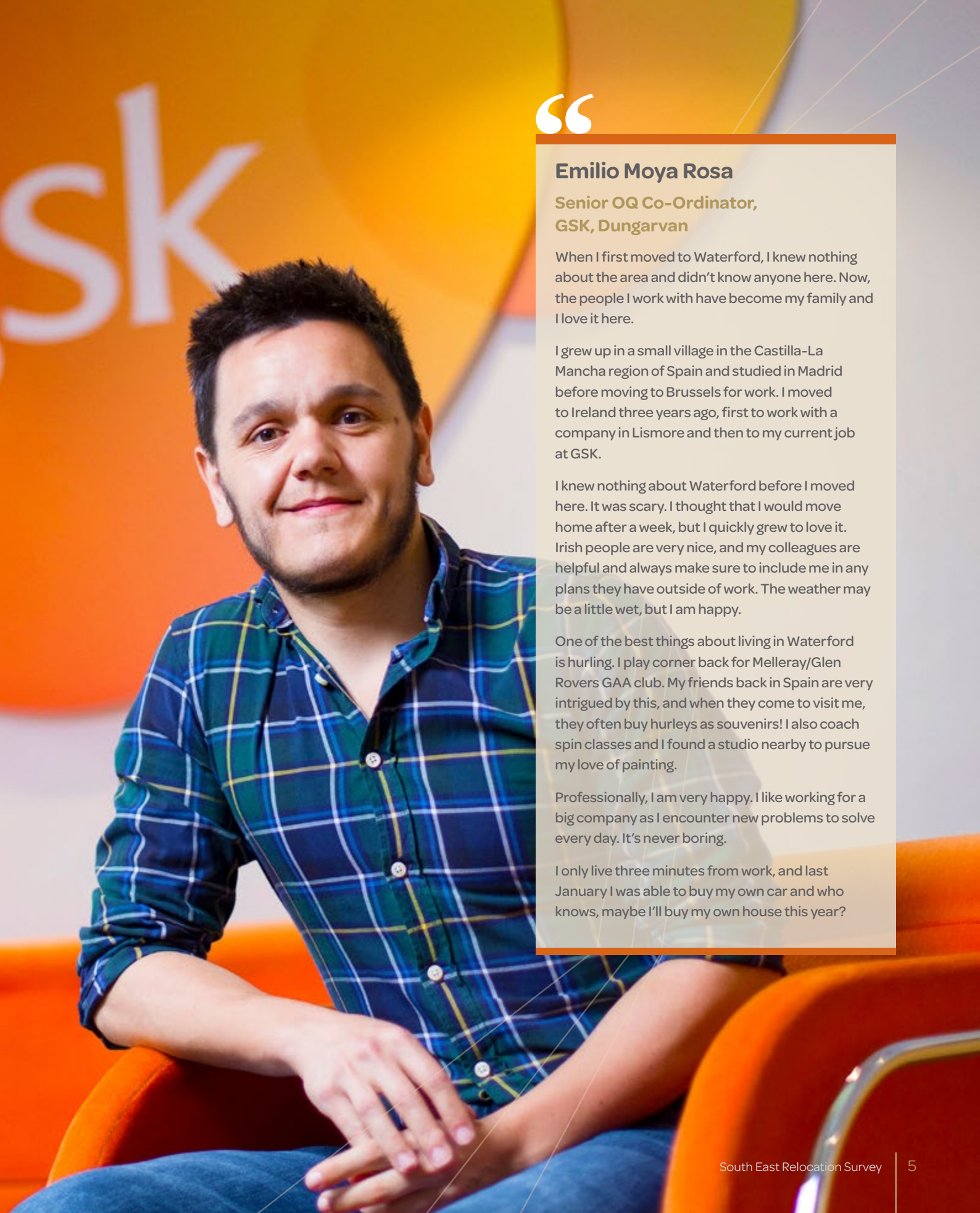
**Chief Executive,
Wexford County Council**

Where they relocated from



Where they are from originally





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Emilio Moya Rosa

**Senior OQ Co-Ordinator,
GSK, Dungarvan**

When I first moved to Waterford, I knew nothing about the area and didn't know anyone here. Now, the people I work with have become my family and I love it here.

I grew up in a small village in the Castilla-La Mancha region of Spain and studied in Madrid before moving to Brussels for work. I moved to Ireland three years ago, first to work with a company in Lismore and then to my current job at GSK.

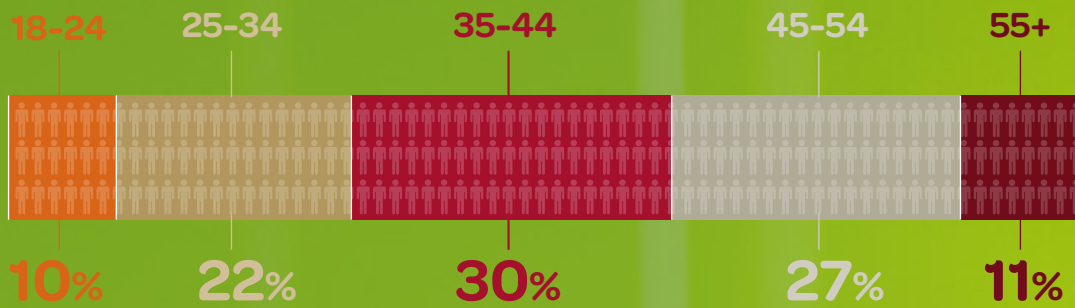
I knew nothing about Waterford before I moved here. It was scary. I thought that I would move home after a week, but I quickly grew to love it. Irish people are very nice, and my colleagues are helpful and always make sure to include me in any plans they have outside of work. The weather may be a little wet, but I am happy.

One of the best things about living in Waterford is hurling. I play corner back for Melleray/Glen Rovers GAA club. My friends back in Spain are very intrigued by this, and when they come to visit me, they often buy hurleys as souvenirs! I also coach spin classes and I found a studio nearby to pursue my love of painting.

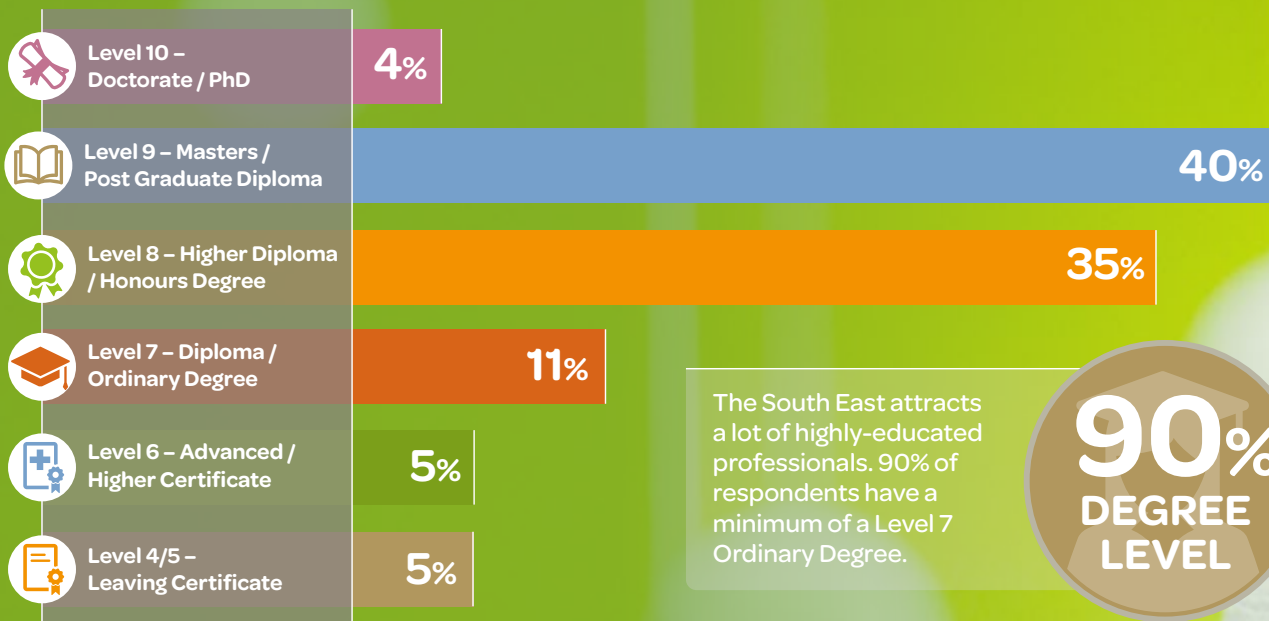
Professionally, I am very happy. I like working for a big company as I encounter new problems to solve every day. It's never boring.

I only live three minutes from work, and last January I was able to buy my own car and who knows, maybe I'll buy my own house this year?

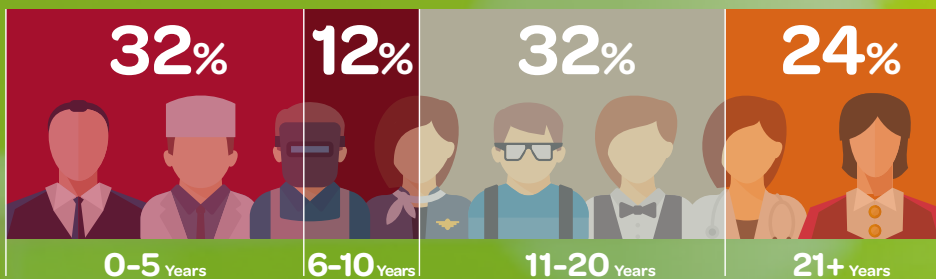
Age of respondents



Their level of education



The amount of experience they have in their current sector of employment





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Kriti Bhargava

PhD Student, TSSG, Waterford IT

When I was a student in Mandi in Northern India, I lived directly on campus, so my entire life took place there.

But here, I have found more independence because I live in my own apartment just a five-minute walk from Waterford town centre. I only need to take a short bus journey to travel to work.

I moved to Waterford from India in October 2014 after securing a scholarship for a PhD in Science at TSSG, a research group with Waterford Institute of Technology.

There are more opportunities here. The work environment is very motivating and there is an immense support system to help us learn and push our limits. We are also encouraged to publish our work in top-tier journals and conferences to give it an international audience. Through my research I've been able to travel to many different places including Boston, France, Dubai and California.

There's a good balance between work and recreation here in Waterford. I have taken more of an interest in my fitness and joined the gym, and the monthly Tech Meetups are a good place to meet people from the industry and see how our work applies there.

Everything is approachable, especially the people. There's a good student community and there are some great places to go out and meet friends – whether it's to the pubs, down to the beach, or to the People's Park, which is great for running.

I've visited other parts of Ireland too since moving here and while there are many great tourist attractions, as a student Waterford is where I want to be.



Ludovic Gavillet

Lighthouse Studios, Kilkenny

I'm originally from Switzerland but moved to Kilkenny in mid-November of last year with my wife and new born son.

Before the move, I was working in Paris where I became very interested in a project by Kilkenny animation company, Cartoon Saloon. It's a feature film that I'll actually be working on later this year but right now I am very excited to be involved in Lighthouse Studios' first ever TV series.

The move involved a lot of planning and took a year to come to fruition. My wife and I visited in April to check the city out and meet people from the Lighthouse Studios. Then my son was born in the summer, which definitely made the move a lot more tricky!

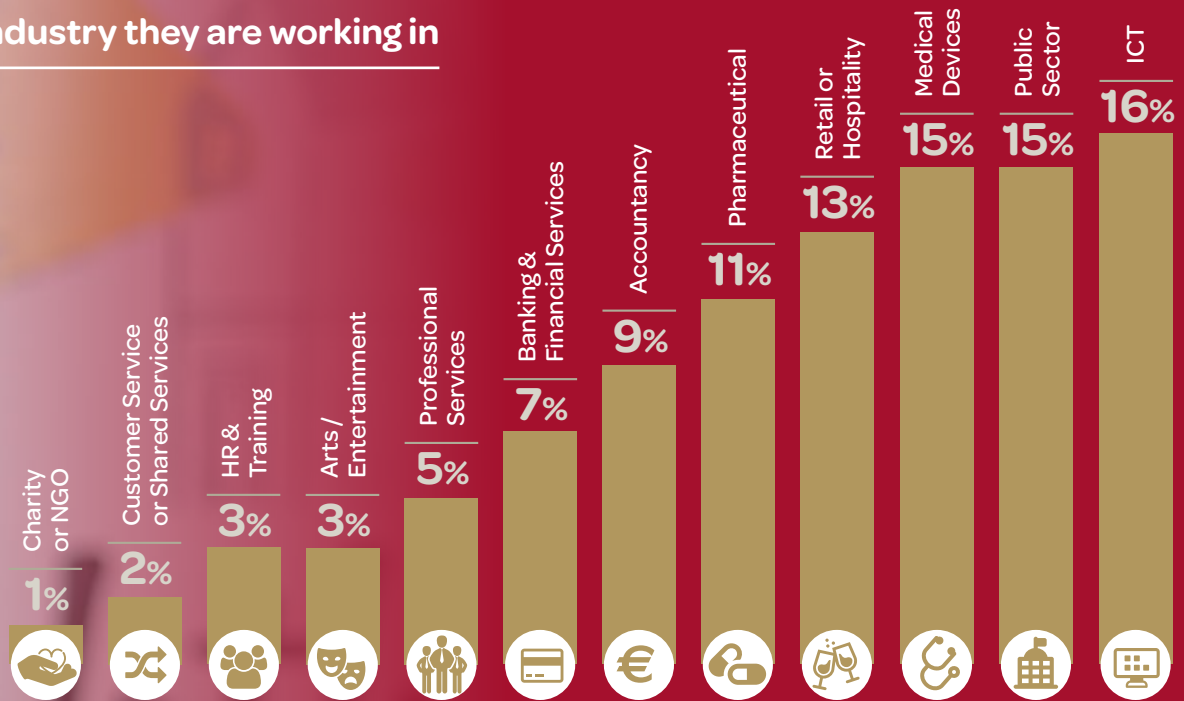
It was the perfect decision for our family. Kilkenny is a lot smaller than Paris and more family-friendly. Like any move, it took a little while to settle in, but we love it here already. We love walking around the city and visiting the castle, as well as exploring more of what Ireland has to offer.

One of the great things about living in Kilkenny is that we're not that far from our families in France and Switzerland. It's only a few hours on an airplane, which means they can come visit us or we can go see them. I was offered other jobs in Canada and the US, but Kilkenny was much more appealing to my family.

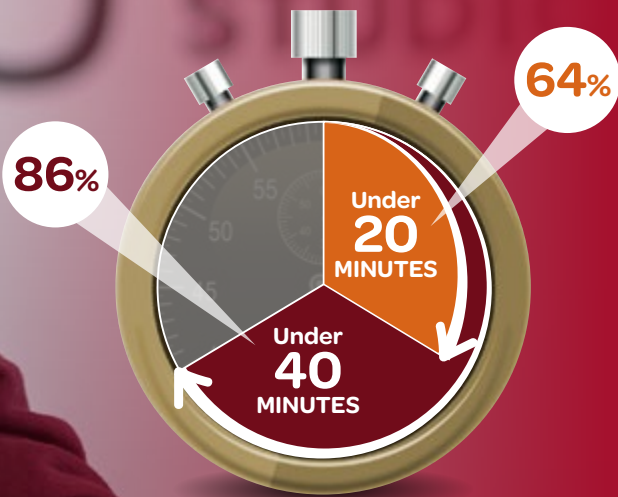
It's magnificent to have two animation studios in this small city, and they are both incredibly talented. It's a very exciting time in my family's life.



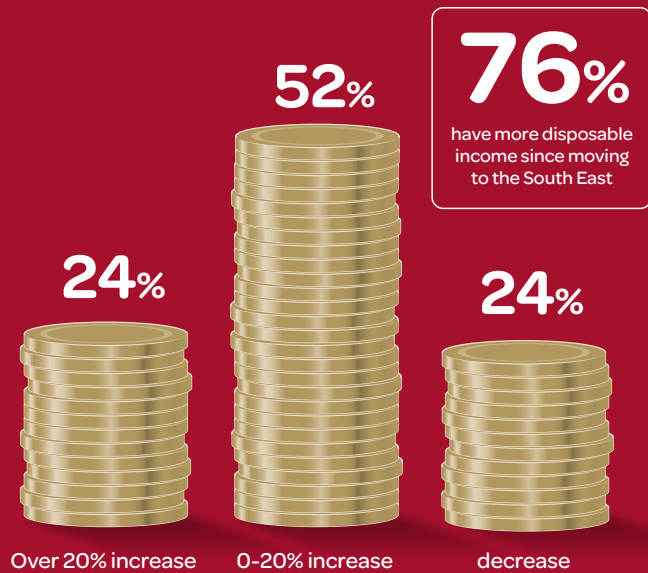
The industry they are working in



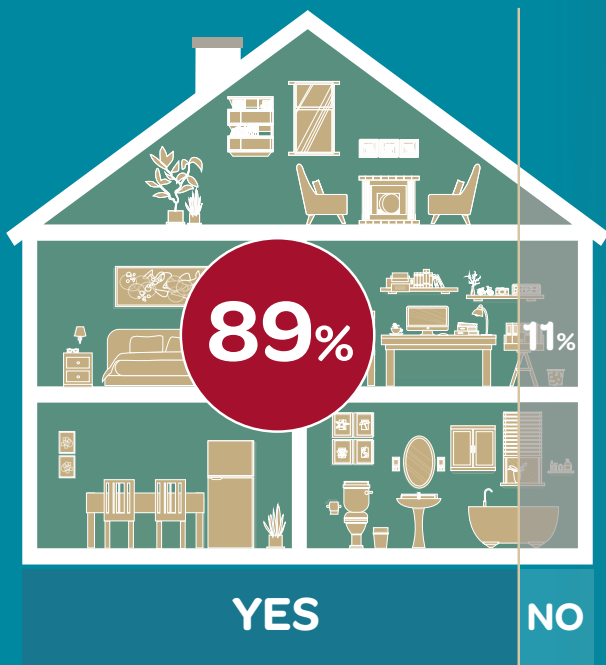
Length of commute time in their current role



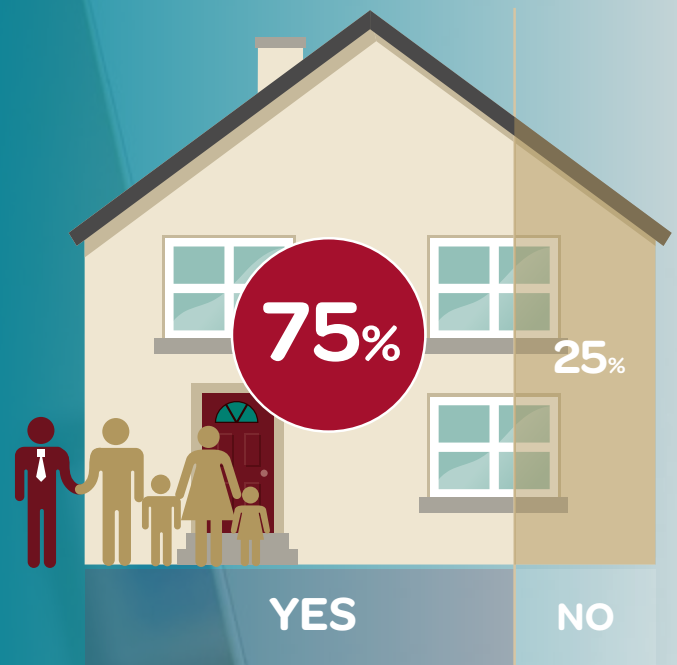
Has your disposable income changed since relocating to the South East?



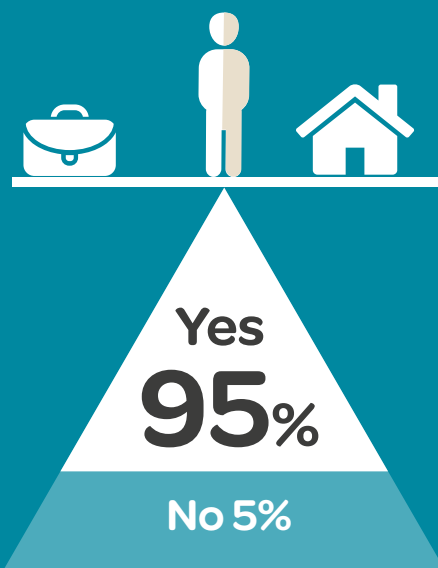
Have they bought property in the South East, or are they considering it?



Did they find rental prices reasonable?



Has their work/life balance improved since moving to the South East?



Their level of satisfaction with their move to the South East

89% are either satisfied or very satisfied with their move to the South East





Paul McGrath

Senior Microbiologist, EirGen, Waterford

The best thing about relocating to Waterford is being closer to my family and friends; it's great that I now get to see them more often than when I lived in Dublin. I'm originally from Cappoquin so when the opportunity came up to take a job so close to home, I went for it.

I was living in Dublin for four years before moving back. Before, I would have seen my family at least once a month, but now I get to see them whenever I want.

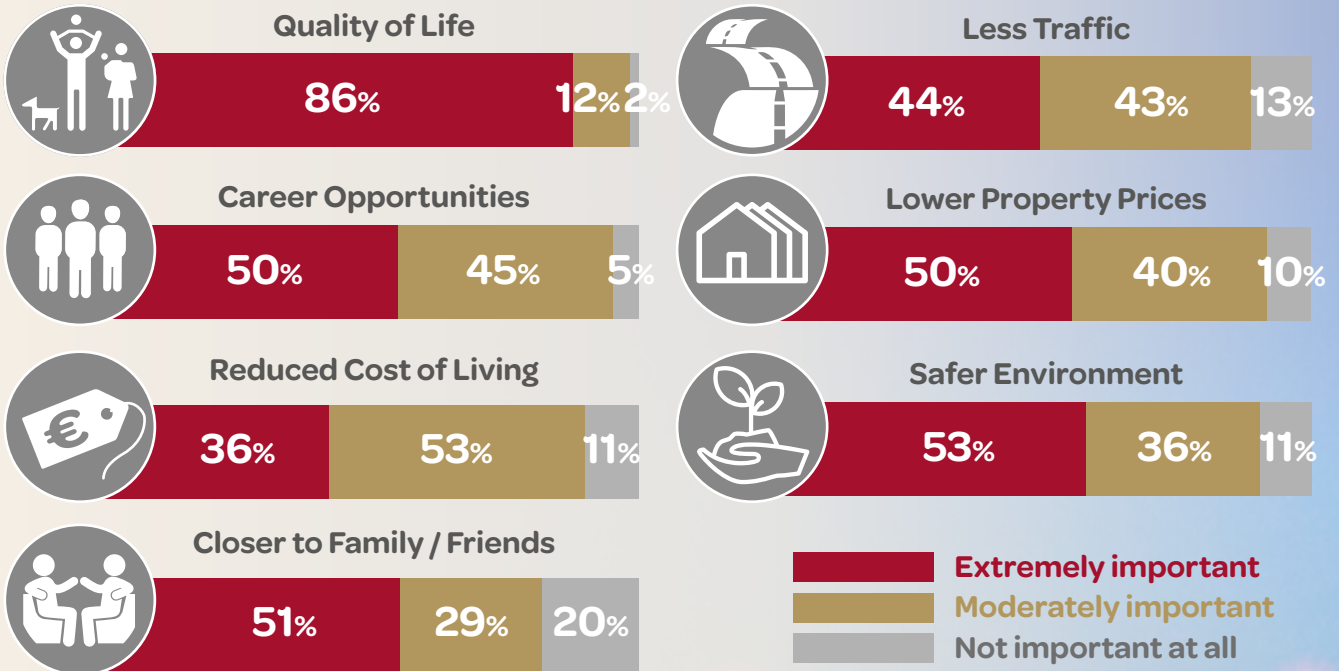
The great thing about living in Waterford is that it's not too far from anywhere. It is only an hour and a half to Dublin so it's not too far to travel when I want to go back and visit friends, or my brother who's living there.

I started working in EirGen in February 2018 and the culture is really nice. Everyone is very friendly and they all work well with each other.

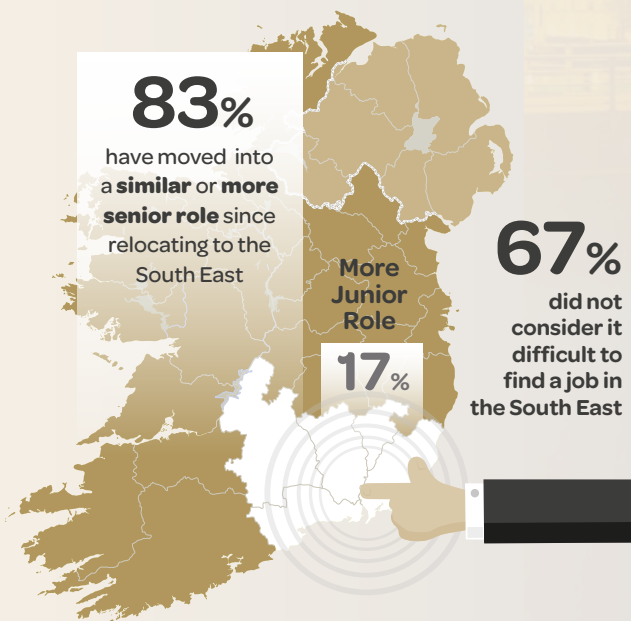
My commute – from Cappoquin to Waterford Industrial Estate on Old Kilmeaden Road – now takes me about 40 minutes each way but traffic is less congested compared to Dublin, so the journey is much smoother, and I still get home pretty early.

It's great having more free time. Now I can hit the gym, head to the cinema or play six-a-side football on AstroTurf whenever I feel like it.

Benefits of moving to the South East

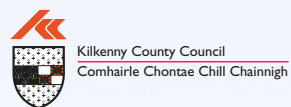


Their job level since relocating



Would they recommend relocating to the South East?







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