

# Evening Time Economy for Tallaght

**An evening or night-time economy refers to the diverse social, cultural and economic activity occurring during specified evening and night-time hours.**

**It includes more than just food and beverage offerings. A thriving economy should encourage vibrant and welcoming plazas, good transportation and a well-connected community.**

# CONTEXT AND OPPORTUNITIES

- Tallaght Town Centre Local Area Plan (11,000 homes/15,000 jobs)
- Significant Investment in Public Infrastructure
- Vacancy Rates
- Multi-Cultural Society
- Vibrancy & Vitality of Town Centre
- Greater Collaboration Between Relevant Agencies
- Local Economy & Job Creation
- Parthalán Place



# STUDY AREA



# PROJECT SCOPE & INITIAL STEPS

- Research & Analysis
- Stakeholder Engagement: Local Businesses & Community Groups
- Community Survey
- Tallaght's Current Offering
- Case Studies: Benchmark for Success
- Analysis of Tallaght
- Recommendations & Implementation Roadmap



# CONSULTATION & ENGAGEMENT

**Qualitative Engagement: Local Businesses, South Dublin Chamber, Rua Red, Civic Theatre, Shamrock Rovers, South Dublin Volunteer Centre, An Garda Síochána, Citywise, SDCC Depts & Others.**

**Community survey with 845 responses:**

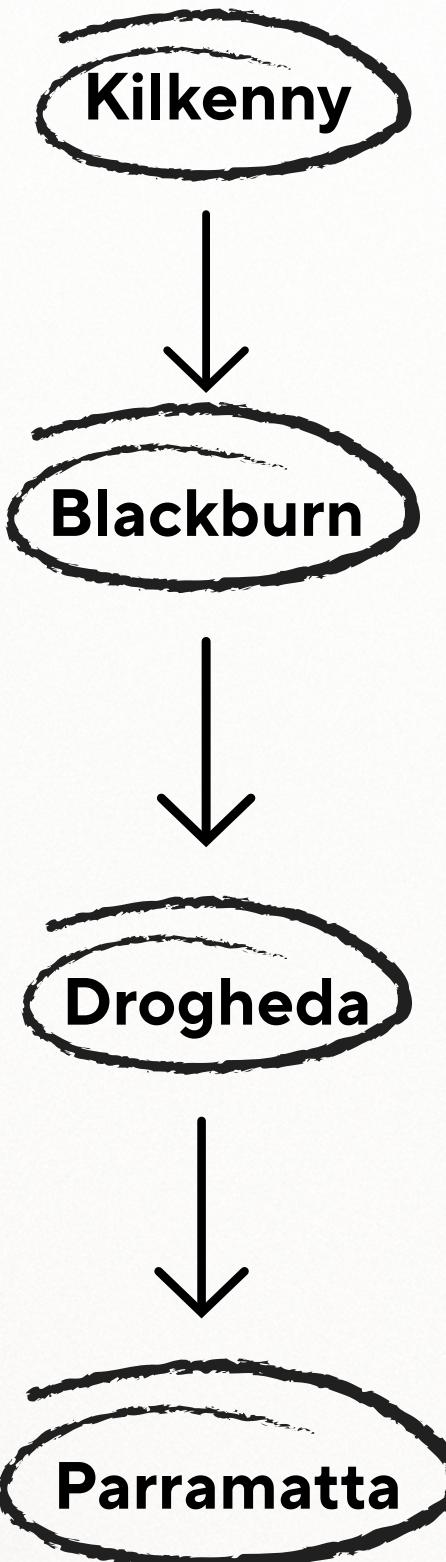
- **82.4% of those surveyed were residents of Tallaght**
- **Over 50% of respondents highlighted the importance of safety and passive surveillance in Tallaght Town Centre during the evening**
- **Over 60% of respondents noted that enhancing the overall atmosphere of Tallaght Town Centre should be a focus area**
- **Almost 70% of respondents expressed interest in a broader range of attractions and activities in Tallaght**

**Key Takeaways:**

- **Importance of Safety**
- **Atmosphere & Vibrancy**
- **Targeted Improvements to Enhance Town Centre's Appeal & Visitor Experience**

# BEST PRACTICE CASE STUDIES

- **Target Audiences: Tailored offerings**
- **Transport Connectivity: Leverage Transport Links**
- **Promotion & Marketing**
- **Cultural & Public Realm Investment**
- **Landmark Festivals**
- **Reducing Vacancy: Revitalise Underused Spaces**
- **Supporting Local Creativity & SMEs: Encouraging Evening Economy Activity**
- **Coordinated Approach: Key Stakeholder Collaboration**



# FLAGSHIP INITIATIVES

- 1. Create an enlarged, multi-use plaza, that is Tallaght's focal point**
- 2. Create an evening time economy grant support scheme for businesses, venues and community groups**
- 3. Explore the development of a new cultural hub in Parthalán Place that will include an evening time food offering to complement Priory Market**
- 4. Establish a new dedicated events team and hold a landmark festival in Tallaght**
- 5. Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year**
- 6. Develop the Tallaght Heritage Centre which can host evening time cultural events**



# OTHER ACTIONS

- Potential Rates Grant Scheme for ETE use
- High Quality Casual Trading
- Communications & Marketing Strategy
- Annual Programme of Events
- Proactive Approach to Addressing Commercial Vacancy
- Artist Studios Development
- Enhanced Connections to Parthalán Place & Tallaght Village

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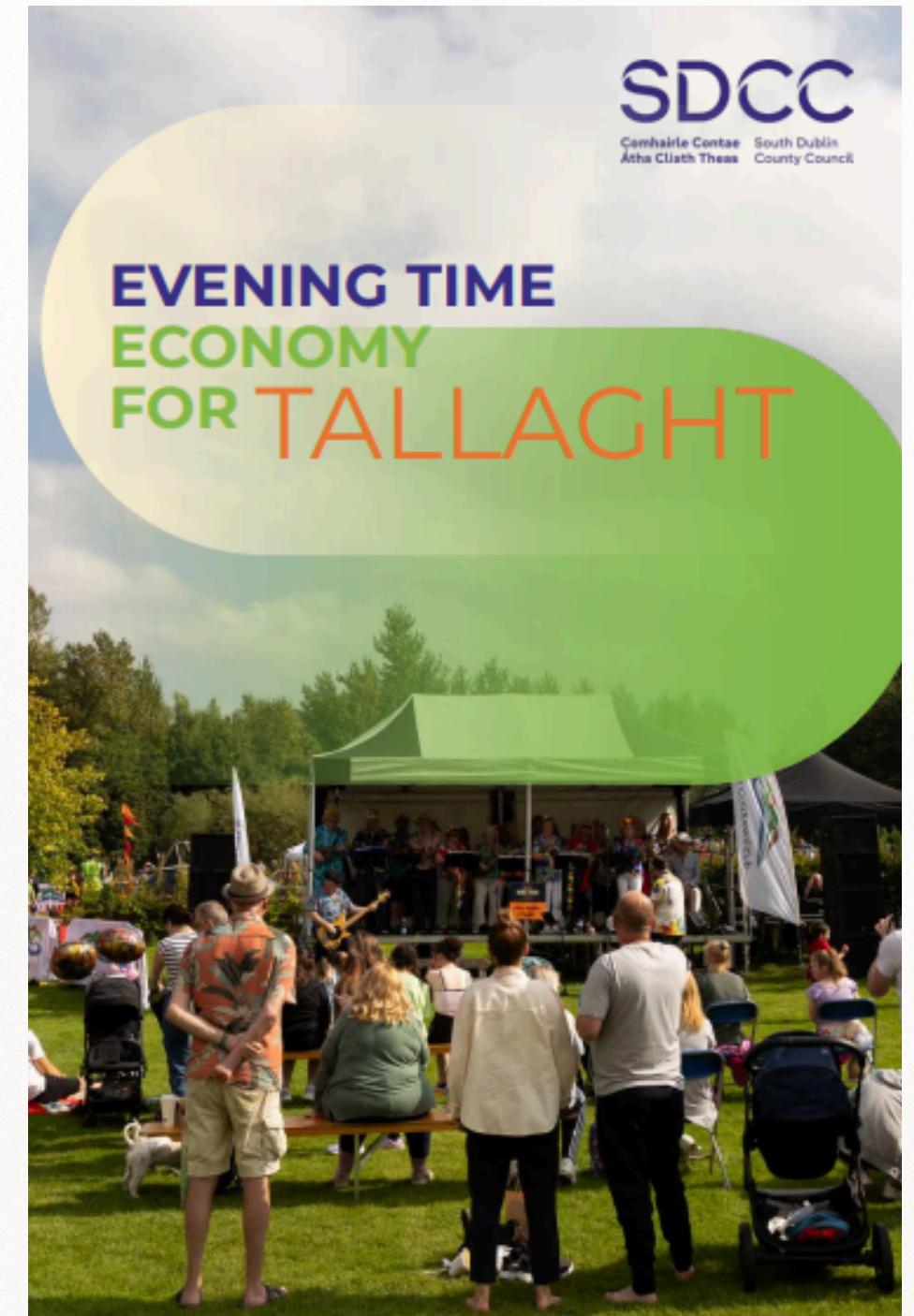
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# NEXT STEPS

## ***Targeted Work Programme***

- ***Potential Rates Grant Scheme***
- ***Collaborative Cultural Programming***
- ***Mixed Use Cultural Hub***
- ***Marketing & Communication***



# Thank you