

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:

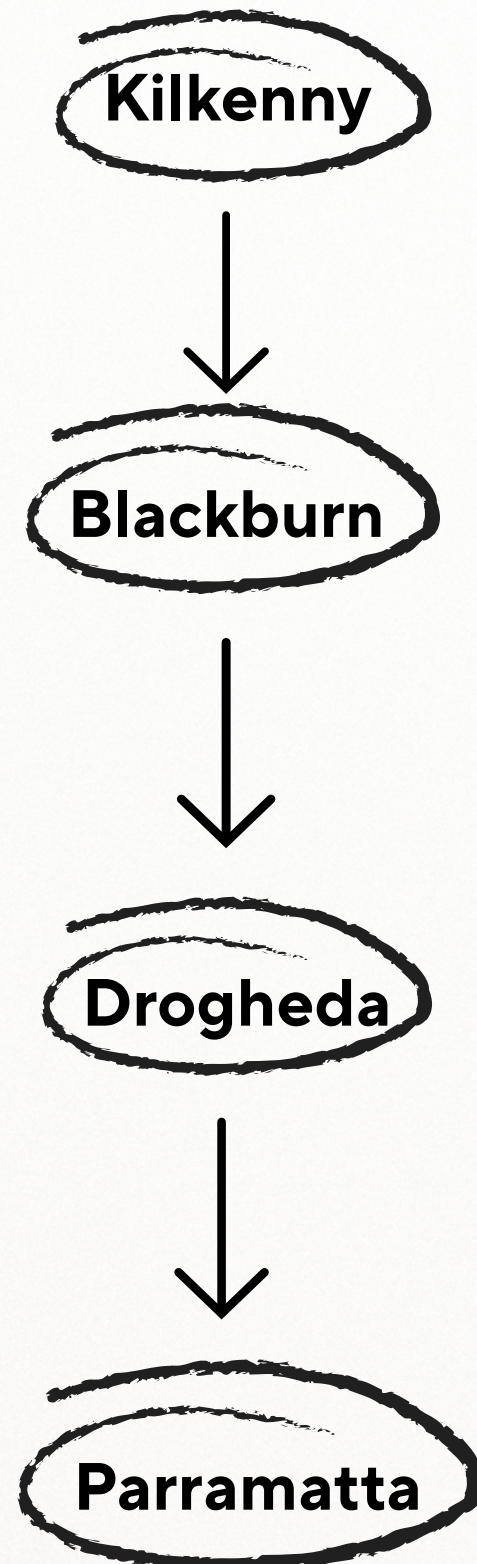
- **82.4% of those surveyed were residents of Tallaght**
- **Over 50% of respondents highlighted the importance of safety and passive surveillance in Tallaght Town Centre during the evening**
- **Over 60% of respondents noted that enhancing the overall atmosphere of Tallaght Town Centre should be a focus 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**



NEXT STEPS

Targeted Work Programme

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





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Thank you

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