

EVENING TIME ECONOMY FOR TALLAGHT



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Foreword

As the county town of South Dublin, Tallaght is a place of immense potential, shaped by a growing population, diversity, and deep cultural and civic assets. Yet, for all its strengths, Tallaght's evening time offering has long remained underdeveloped. When the working day ends, the heart of Tallaght too often becomes quiet, with public spaces underused, and opportunities unrealised. This plan seeks to change that.

The Evening Time Economy Plan for Tallaght is a shared commitment to reimagining what our town centre can become between 5pm and 9pm, a time of day that should feel welcoming, vibrant, safe, and full of possibility for everyone. Evolving from extensive research, community insights, stakeholder engagement, and best practice case studies here and abroad, this is a strategy with a clear and compelling roadmap for transformation.

Three themes emerged consistently in our consultations: the need for high quality public realm, a greater sense of safety, and stronger support for businesses and community groups. People told us they want spaces where families can gather, where teenagers feel welcome, where older people feel comfortable, and where young adults can enjoy new experiences. They expressed a desire for cultural programming, accessible events, improved walking routes, better lighting, and a broader mix of things to do that feel authentic to Tallaght. This plan responds with 13 targeted actions, six of them flagship projects, that will reshape how people experience Tallaght after five. From creating a major new multi use plaza, to animating Parthalán Place with cultural activity and food offerings, to enabling large scale concerts at Tallaght Stadium, to supporting artists, traders, community groups and businesses, the strategy sets out an ambitious but achievable vision for change.

Tallaght is home to more than 80,000 residents, a thriving student community, and significant cultural, sporting and civic institutions. A local combination of distinct identity, remarkable energy, and rich mix of people deserves a town centre that can meet the needs and ambition of everyone here. By strengthening connections, investing in placemaking, enhancing safety, encouraging creativity and enterprise, and bring greater opportunity for residents, businesses and visitors alike to be part of the town centre, we can create an evening time experience that is accessible, inclusive, enjoyable, and unmistakably Tallaght.

I want to thank everyone who contributed to this plan: community members, local businesses, youth groups, cultural organisations, public sector partners, and the many people who shared their insights and hopes for the future of their town. This input has shaped a strategy rooted in collaboration and grounded in reality, and, most importantly, guided by imagination and belief in what Tallaght can become.

The work ahead will require continued partnership and sustained commitment. But the prize is worth it: a lively, welcoming town centre where people of all ages choose to spend time; where creativity and enterprise flourish; and where the evenings bring life, colour and connection to the heart of Tallaght.

As we move toward implementation, this plan sets a clear direction. Now, together, we can bring it to life.



Executive Summary

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. This strategy focuses solely on developing Tallaght's evening time economy (i.e. 5pm-9pm).

As the county town of South Dublin County, Tallaght hosts over 25% of all residents (c.80k) within the local authority area. It is also the county's flagship town, being home to County Hall, the Civic Theatre, Rua Red Arts Centre, The Square Shopping Centre and Tallaght Stadium. However, although Tallaght is economically, politically and socially important, its evening time economic offering has significant potential to be enhanced as it is relatively underdeveloped.

The approximate study area for this report is essentially a triangle joining Tallaght Village to County Hall/ Parthalán Place and Tallaght Stadium. This relatively small area contains a set of attractions and activities from which a viable evening time economy can be developed (see section 1).

From the various strands of research undertaken (i.e. interviews, youth focus group, site visits, questionnaires, and comparison case study reviews) - several key findings were uncovered, which includes the following:

1. More people want a better public realm to spend their time in, rather than more bars, restaurants, cafés or later opening hours for shops. The public realm should be a place of vibrancy and vitality.
2. Perceived safety issues in the evening have emerged as a recurring concern in the research. This report will outline specific actions to help address these perceptions and support the identification of suitable spaces for children and teenagers.
3. Getting to Tallaght by car, bus or LUAS is easy, but traveling within Tallaght on foot can be a significant challenge.
4. Businesses within Tallaght are eager to have support from South Dublin County Council (SDCC) outside of grants and funding (e.g. event management, streamlined evening time related regulation).

After reflecting on the research findings, the following value proposition is proposed:

Tallaght – an accessible, inclusive, safe, enjoyable and high-value evening time experience.

Executive Summary

The primary audience for Tallaght's evening time proposition will be the c.80k people living in close proximity. A secondary audience are those who work in Tallaght but live elsewhere. In time, from this solid base, a more ambitious offering for a wider audience can emerge.

To create a compelling evening-time offering, 13 actions across three themes have been proposed (see section 6):

Theme A: Actions to create an excellent public realm

- Action 1.** Create an enlarged, multi-use plaza that is Tallaght's focal point (high priority)
- Action 2.** Create better physical connections from Tallaght Stadium to the Innovation Quarter via the proposed mobility hub and Parthalán Place (medium priority)
- Action 3.** Make it easier and safer to walk from surrounding residential areas to Parthalán Place (medium priority)
- Action 4.** Improve orientation signage (low priority)

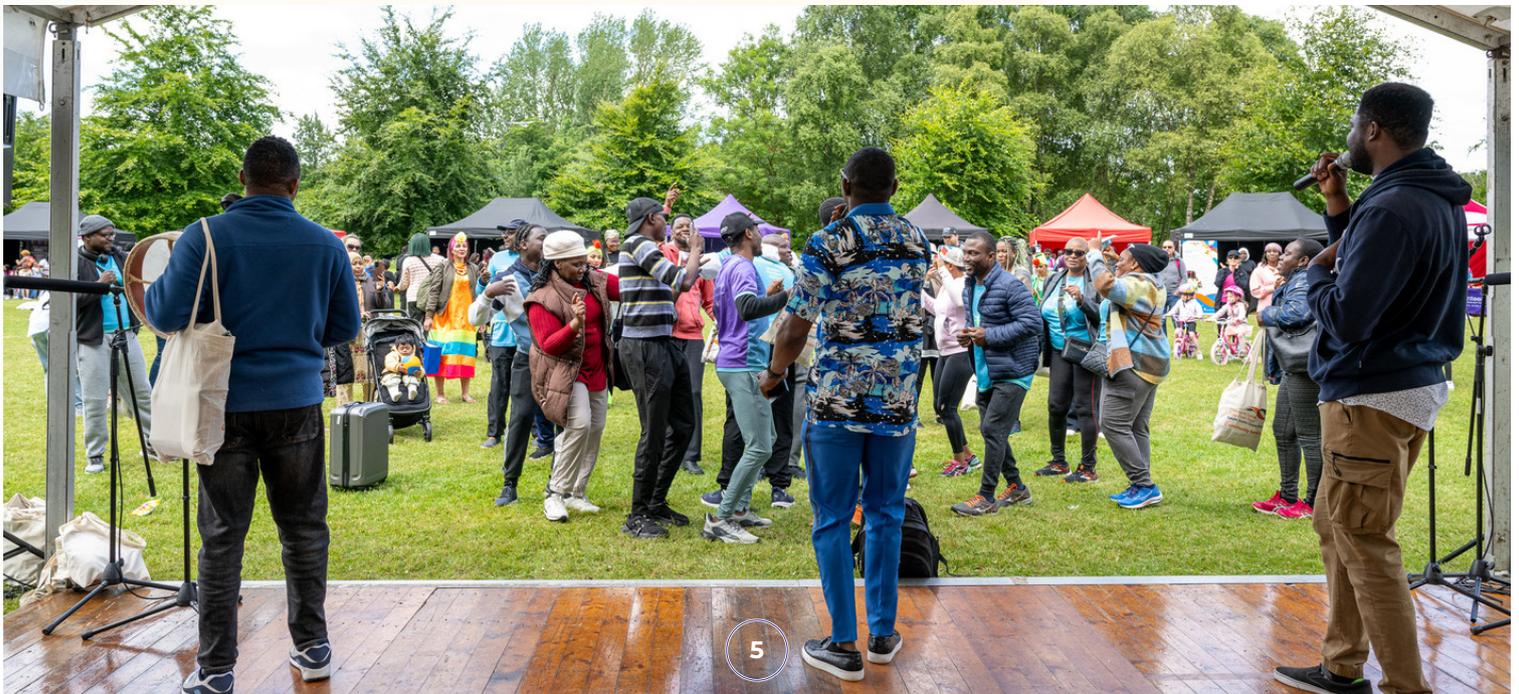
Theme B: Actions to support businesses and community groups

- Action 5.** Create an evening time economy grant support scheme for businesses, venues and community groups (high priority)
- Action 6.** Work with property owners to address commercial vacancy (medium priority)
- Action 7.** Enable high quality casual trading and food stalls (medium priority)
- Action 8.** Develop and implement an effective communications and marketing strategy for the evening time economy (medium priority)
- Action 9.** Explore the development of a new cultural hub in Parthalán Place that will include an evening time food offering to complement Priory Market (high priority)



Theme C: Actions to support culture

- Action 10.** Establish a new dedicated events team and hold a landmark festival in Tallaght (high priority)
- Action 11.** Develop more artist studios associated with Rua Red (medium priority)
- Action 12** Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year (high priority)
- Action 13** Develop the Tallaght Heritage Centre which can host evening time cultural events (high priority)



Executive Summary

South Dublin County Council is anticipated to take the lead role in driving these actions (see section 7).

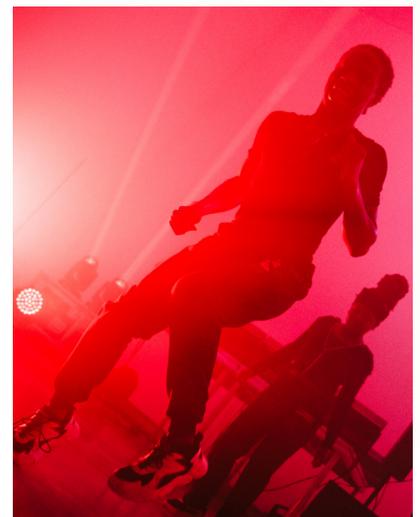
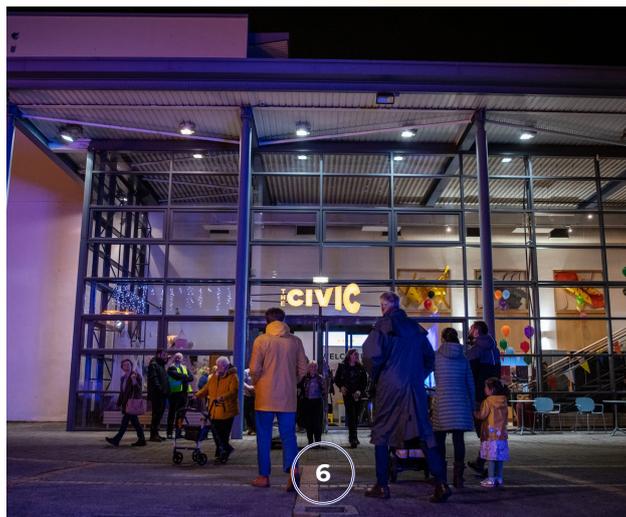
Delivery would be coordinated through relevant Council sections, with oversight from the Economic Development SPC.

There are six high priority actions, six medium priority actions, and one low priority actions.

Six of the high priority actions have been designated as being flagship projects. These are high impact actions, chosen to make a statement and instigate a sustainable transformation of Tallaght's evening time economy. The six actions are supported by the seven other actions.

Flagship Projects:

- Action 1.** Create an enlarged, multi-use plaza, that is Tallaght's focal point
- Action 5.** Create an evening time economy grant support scheme for businesses, venues and community groups
- Action 9.** Explore the development of a new cultural hub in Parthalán Place that will include an evening time food offering to complement Priors Market
- Action 10.** Establish a new dedicated events team and hold a landmark festival in Tallaght
- Action 12.** Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year
- Action 13.** Develop the Tallaght Heritage Centre which can host evening time cultural events



1

Introduction

1.1 Why the Evening Time Economy

An evening or night-time economy refers to the diverse social, cultural and economic activity occurring during specified evening and night-time hours. For the purposes of this report, the evening time economy refers to activity between **5pm and 9pm**. The night-time economy is between 9pm and midnight. Anything beyond midnight is considered late-night activity. This strategy focuses solely on developing Tallaght's evening time economy (i.e. 5pm-9pm).

As the county town of South Dublin, Tallaght hosts over **25% of all residents (c.80,000)** within the local authority area. It is also the county's flagship town, being home to County Hall, the Civic Theatre, Rua Red Arts Centre, Parthalán Place, The Square Shopping Centre and Tallaght Stadium. The importance of Tallaght is projected to grow. The current Local Area Plan for Tallaght (2020-2026) lays out 20 year targets of 11,000 additional homes and 15,000 more jobs. However, despite its economic, political and social importance, Tallaght's evening time economic offering is relatively undeveloped. After 5pm each day, as the workers leave, footfall reduces significantly. There is little social or retail activity from 6pm onwards. If people do wish to go out for a sit-down dinner or meet friends in a bar, they mostly go to one of the town's hotels. The public realm is quiet and mostly dominated by cars and car parks. This leaves the public spaces underutilised and open to anti-social behaviour. All this happens despite Tallaght's large residential population.

An evening time economy includes more than just food and beverage offerings. Family-friendly events, concerts, sporting events, gyms, plays, exhibitions, and shopping are all important components of a vibrant evening time economy.

Having a strong evening time economy in Tallaght would have multiple benefits. It would increase the attractiveness of spending time in the town during the evening. This means more people on the street after 5pm, increasing passive surveillance and people's sense of safety. In turn, this would improve residents' overall wellbeing and quality of life. A vibrant evening time economy also improves the commercial viability of the town centre's businesses. This in turn would encourage shops and restaurants to open later, and new businesses to become established. Ultimately, a virtuous cycle would be created that benefits the economy and society.

The approximate study area for this report is essentially a triangle connecting Tallaght Village to County Hall/Parthalán Place and Tallaght Stadium. This relatively small area contains a set of attractions and activities from which a viable evening time economy can be developed.



1.2 Introducing the Project

South Dublin County Council is preparing an Evening Time Economy Plan for Tallaght. With other key pipeline projects underway or completed within or close to the town centre, such as Parthalán Place, Tallaght Stadium, the mobility hub, the Innovation Quarter, and the planned Tallaght Heritage Centre, as well as private initiatives such as Priory Market, there is a significant opportunity to build on these developments and create a vibrant evening time economy in Tallaght.

The evening time economy (i.e. 5pm-9pm) was selected as the focus of this report due to the:

- Relatively poor performance currently of the existing evening time economy.
- Existing lack of bars and restaurants.
- Perceived greater risk of anti-social behaviour later in the night-time.

Given the town's currently weak evening time proposition, the objective of this report is to establish a viable path that would create a good quality evening time economy which improves the quality of life of both residents and local workers.

The preparation of the plan was conducted across three distinct phases:

Phase 1 – Research and Analysis

- Conducted a literature review and assessed relevant datasets concerning the current performance of Tallaght's evening time economy.
- Through site visits identified challenges, including vacancy rates, perceived safety concerns, and accessibility issues which need addressing to enable the successful delivery of evening time economy interventions.
- Conducted research on four comparable locations that are actively developing their evening time economies (i.e. Drogheda, Kilkenny, Blackburn in the UK, Parramatta in Australia).



1.2 Introducing the Project

Phase 2 – Stakeholder Engagement

- Engaged directly with various departments in South Dublin County Council, local businesses, South Dublin Chamber, Rua Red, Civic Theatre, Shamrock Rovers Football Club, South Dublin Volunteer Centre, An Garda Síochána and others. A focus group was held with teenagers who participate in Citywise Education activities.
- Community survey with 845 responses (see appendix A).

Phase 3 – Recommendations

- Provide actionable recommendations based on research and stakeholder input. These recommendations have been carefully assessed to ensure their suitability and relevance.
- Develop a delivery roadmap with responsible parties, prioritisation and outcomes for implementing the recommended actions.



1.3 What is winning for Tallaght?

At present, Tallaght's evening time economy is not performing to the level that would be expected given its population. However, improving the town's evening time economy can only be achieved through a focused, collaborative effort by South Dublin County Council, the community, and local businesses. It is therefore important to understand what winning looks like in the context of an evening time economy in Tallaght. From conversations with various stakeholders, the following definitions of winning have been arrived at:

"Tallaght After Five"

Igniting a vibrant, self sustaining evening economy that transforms the town centre in the evening.

In addition to funding key actions, support will also be given to initiatives that help bring Tallaght's evening-time economy to life for all parts of the community. Tallaght After Five envisions vacant spaces evolving into thriving cafés and cultural venues. South Dublin County Council will help spark this change, with the community fuelling the momentum.

We will also draw inspiration from landmark festivals and evening-time initiatives across the country, learning from best practice in how to attract diverse audiences and sustain engagement. Festivals such as the Spirit of Brigid in Kildare, Galway International Arts Festival, and the Lú Festival of Light in Drogheda showcase how cultural programming can animate towns and cities, bringing people together in creative and memorable ways. By applying these lessons, we will explore how South Dublin can develop and support a landmark festival of its own, with the right ancillary services in place to cater for families, young people, older residents, and visitors alike – creating a signature event that celebrates local culture and drives lasting economic impact.



Spirit of Brigid- Kildare



Spirit of Brigid- Kildare

1.3 What is winning for Tallaght?

The following examples show how different groups can be engaged to create a more inclusive and vibrant evening offer.

Families

From pop-up play zones to storytelling trails and interactive light installations, families can enjoy memorable, cost-free evenings. Children should have room to explore and play, while parents soak up the atmosphere without financial stress.

Teenagers

Dedicated chill zones with music, gaming pods, urban art walls, and teen-only open mic nights create a safe, inclusive space for young people to connect, express themselves, and build lasting memories, free from judgement or over-surveillance.

Young Adults (18–34)

Whether it's street comedy, paint & prosecco pop-ups, retro games nights, yoga, or themed pub quizzes, the evening flows naturally into local eateries and late-night spots. Ideal for spontaneous outings or meaningful catch-ups.

Older People

Early evening concerts, book café gatherings, historic walking tours, and accessible venues offering quality food and conversation. Designed with warmth, ease of access, and sociability at its core.

Local Businesses

A thriving evening economy drives footfall, boosts spending, and turns empty seats into full tables. Vacant shopfronts become illuminated showcases of local enterprise, creating a ripple effect of economic vitality.





1.4 Introducing the Study Area

The study area which the Plan will focus on is primarily centred around Tallaght's town centre. The approximate study area for this report is essentially a triangle connecting Tallaght Village to County Hall/Parthalán Place and Tallaght Stadium. This study area is indicated in the image below:



This area will provide the 'epicentre' from which other evening time economy interventions can subsequently take place in other parts of Tallaght. From research, it emerged that a strong evening time offering is frequently one where it is easy to walk from place to place. Hence, a tight geographical focus was deemed necessary for the initial Tallaght offering. Dispersing the focus, is unlikely to be conducive to creating a compelling proposition. The importance of a good public realm also emerged during appraisals of locations with a strong evening time offering. As seen within the study area, while there is a large number of businesses, community groups, civic amenities, hospitality and retail offerings, the spatial layout is not currently as accommodating as it could be for an evening time economy. Key issues include the busy N81 road, the high proportion of space allocated to surface car parking, and the presence of vacant units.

1.5 Existing Planning Policy

Within existing planning policy for South Dublin County and Tallaght, the following policy documents provide existing support for pursuing evening time economy initiatives.

Tallaght Local Area Plan 2020 – 2026

An overarching objective of the Tallaght Local Area Plan 2020 – 2026 is to create a high quality built environment within the town centre. Through best practice urban design and a consolidated urban structure (particularly within the town centre), the plan aims to enhance the retail, civic and town centre quality of Tallaght. The village is also outlined for its potential to support the evening time economy by promoting a mix of uses including residential, appropriate retail, cultural, civic, recreational and community.

South Dublin County Development Plan 2022 – 2028

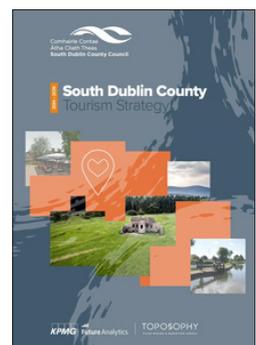
Throughout the County Development Plan, the benefits of developing an evening time economy in Tallaght are identified. These benefits are recognised within urban centres, transportation and connectivity, and permitted uses within land zonings.

South Dublin County Local Economic and Community Plan 2024 – 2030

The plan has an action specifically focused on developing South Dublin's evening time economy. Indeed, a key performance indicator of the implementation section is to complete and implement an evening time economy plan for Tallaght.

South Dublin County Tourism Strategy 2024 – 2029

While tourism is traditionally focused on the experience of visitors to an area, the new South Dublin Tourism Strategy understands the importance of experiences which are equally as attractive to residents. The strategy highlights the importance of organising a programme of evening-time events and festivals to help support evening time vibrancy within town centres across South Dublin County. Given Tallaght hosts major event venues such as Tallaght Stadium, Rua Red and the Civic Theatre, expanding the programmes of these venues in tandem with linkages between these venues and Tallaght's wider offering can provide the quality needed to attract more residents to spend time and socialise in Tallaght town centre during the evening.





2

**Tallaght's
Current
Offering**

2.1 Product

Tallaght's evening-time economy already offers a strong mix of attractions for both residents and visitors. From sporting fixtures and cultural exhibitions to concerts, plays, and musicals, there's a solid foundation of quality entertainment across the area. The summary below outlines some of the existing offerings that contribute to Tallaght's evening economy. It includes key cultural attractions and highlights the main shopping destination. A small selection of hospitality options, such as hotels and cafés is also included to give a general sense of what's currently available. While this reflects what's already happening, it also points to the potential for even more growth and development in the future.

Tallaght Stadium

The stadium is owned and operated by South Dublin County Council. The new North Stand brings the seated capacity of the grounds for sporting events to over 10,000. It also enables the hosting of concerts and other large non-sporting events for up to 20,000 patrons. This additional stand also brings the Stadium to a UEFA Category 4 venue standard, putting it alongside some of world's most elite sport stadia. The conference facilities of the stadium have also recently been enhanced.

The presence of Shamrock Rovers F.C. as the primary tenant provides Tallaght with some of the highest quality national and international club football matches in the country. The stadium also serves as the regular home venue for the national women's football team. Other sporting events held at the ground include American Football, Rugby League and Rugby Union, with Leinster Rugby fixtures and the Leinster Schools Final among recent highlights.

Since the Stadium opened in 2009, it has established itself as an integral part of Tallaght, both for its sporting community and Tallaght's identity as a whole. The venue is well positioned to attract concerts and other large-scale events, further enhancing its role as a landmark destination.



The Civic Theatre

Established in 1999, The Civic can be described as a cultural beacon in South Dublin County. Located in Parthalán Place, it houses two performance spaces which host a range of contemporary and traditional Irish plays and dramas. Additionally, The Civic can cater for both large and small-scale music productions. Since 2015, The Civic has welcomed an average of 170,000 patrons a year from across Tallaght and the country. It is worth noting that The Civic currently operates at capacity throughout the year, and experiences excess demand from local, national and international production companies wanting to host productions in the theatre. The Civic has previously partnered with the Maldron Hotel for a theatre and dinner package which was met by a positive uptake and reviews from patrons.



Rua Red



Rua Red is another important cultural institution in South Dublin County. It is located adjacent to Parthalán Place and The Civic. Rua Red is a high quality contemporary arts space that is home to two galleries, a theatre/cinema, a dance studio, a conference room, a digital media suite, recording facilities, music rooms, workshop areas, artist's studios, office space and a café. As a space that showcases artwork which focuses on socio-political themes, their programme focuses on community interests such as place, politics and people. It runs a broad and dense programme of events, exhibitions, workshops, screenings and performances. Like The Civic, Rua Red currently operates at full capacity across its suite of programmes and art spaces, seeing an average of 143,000 visitors per year.

South Dublin County Library

The County Library in Tallaght provides the town centre with a vibrant educational and cultural space. Its function as the County Library extends across traditional and digital library services. It also provides additional services such as The Loft, a teen space equipped with a pool table and games consoles. The library has two exhibition spaces, a tech room containing music equipment, computers and a 3D printer, a Local Studies Research Library, and study spaces. Many of the programmes which take place in the library occur during the evening hours. Regarding attendances at cultural institutions, South Dublin's libraries welcome the highest number of visitors, with a cumulative average of 945,238 visitors per year across all seven of its libraries.



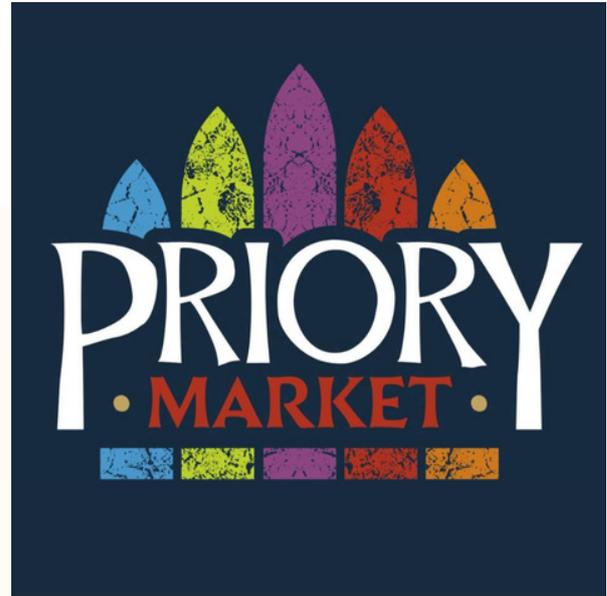
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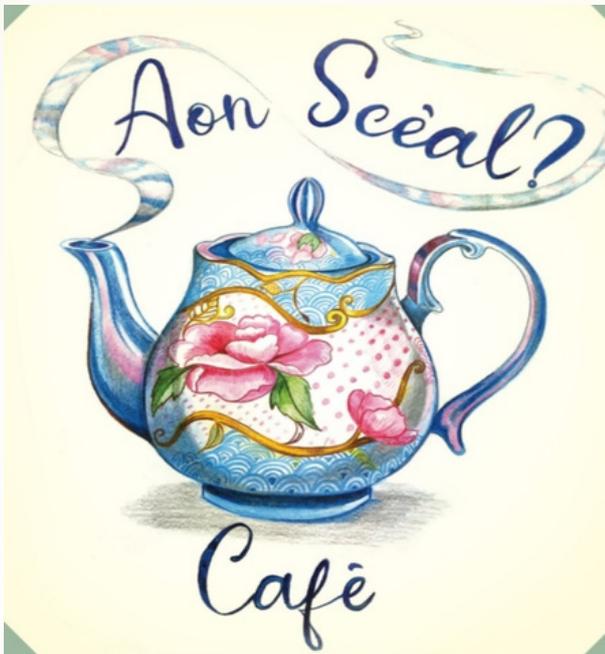
The Square Town centre opened in 1990 and is a shopping centre located in the heart of Tallaght. Adjacent to The Civic, Rua Red and South Dublin County Council, it is a major anchor within Tallaght, hosting over 120 retail units across 53,000 sq. metres of retail space. Key tenants include Penneys, Dunnes Stores and Tesco. Additionally, Movies @ The Square has 13 screens and typically shows over 60 films per day. The Square is also open to shoppers until 9pm on Wednesdays, Thursdays and Fridays. Currently, there is significant car parking provision for The Square, with over 2,500 surface and multi-storey spaces operated by the shopping centre. The Square was recently acquired by new owners, and the Tallaght Local Area Plan makes provision for the regeneration of this site. This affords a significant opportunity for The Square to play an increasingly active role in supporting the evening-time economy.

The Priory Market

The Priory Market in Tallaght offers a dynamic and inclusive space that brings local culture, creativity, and community enterprise into the heart of the town centre. Set against the backdrop of St. Mary's Priory, the market blends heritage with modern-day commerce, showcasing independent traders, artisan food stalls, crafts, vintage goods, and live performances. The market operates regularly, particularly on weekends and during special events, creating a social and economic hub for the area. Its vibrant atmosphere attracts diverse visitors, from families to young creatives, and supports small businesses in gaining visibility. With growing footfall and strong community engagement, the Priory Market is emerging as a key destination in Tallaght's cultural and economic landscape.



Aon Scéal C  fe



Aon Sc  al C  fe in Tallaght serves as a welcoming social hub that blends great coffee with community connection and creativity. More than just a c  fe, it offers a relaxed, inclusive atmosphere that hosts workshops, storytelling sessions, and cultural events. With a focus on social enterprise and local engagement, Aon Sc  al provides opportunities for people of all ages and backgrounds to gather, reflect, and express themselves. The c  fe's interior is designed to feel homely and inspiring, with cosy seating, local artwork, and regular open mic or spoken word nights. As part of Tallaght's evolving town centre; with the commencement of construction of a theatre next door to the c  fe, Aon Sc  al will contribute to the area's cultural vibrancy and sense of belonging, especially during evening hours when community events come alive.

2.3 Promotion

At present, there are a number local authority departments, companies and community groups promoting evening time activities in Tallaght.

The County Promotion Unit is a specific unit in South Dublin County Council. It is responsible for the promotion and support of events and festivals within South Dublin County. The primary aim of the County Promotion Unit is driving tourism and improving the visitor experience of the county. While this focus is centred on visitors to the county, many of the events and festivals supported by the unit are attractive to and attended by residents. Within the County Council other parts of the organisation such as Libraries and Communities also engage in promotional activities. Libraries took prime responsibility for organising and promoting the newly created Tallaween festival. While over 9,000 people attended a Community Fun Day organised by SDCC, more than 20,000 attended the 2025 St Patrick's Day parade in Tallaght, and over 5,000 people took part in the 2025 Redline Book Festival.

Promotion of Tallaght's evening time economy also comes indirectly from the Dublin's Outdoors website. The website, which is operated by South Dublin County Council, aims to promote the outdoor activities which can be found in South Dublin County. Despite being focused on the outdoor offering in the county, the website also provides information on each of the villages of South Dublin County and the various events and festivals which are hosted by these towns each year, including Tallaght. Since the launch of the website in 2018, Dublin's Outdoors has seen over 440,000 website visits.

It should also be noted that the promotion of Tallaght's evening time events and activities are also undertaken by businesses within the town. With the importance of digital marketing in modern business models, a high proportion of consumer facing businesses operating in Tallaght have an active presence on social media. This social media activity by Tallaght's businesses provides customers and residents with real-time information on events, opening hours and other updates.

Finally, there is the activity of community groups, charities and NGOs promoting their initiatives.

The promotional efforts by the public, private and community sectors have helped create and sustain the existing offering in Tallaght. However, a more coordinated approach is needed. The current South Dublin Tourism Strategy has a strategic priority specifically focused on refreshing partnership working (Priority 5). The strategy calls for a new tourism network for South Dublin that would enable greater collaboration and engagement. Such a body could champion tourism development and promotion in the County, and work with the County Council to represent tourism businesses and coordinate between them. The partnership initiative would clearly be of benefit to developing Tallaght's evening time economy.

2.4 Place/Positioning

When considering Tallaght as a place, there are both advantages and disadvantages to its spatial layout and its location within the wider Dublin region. These advantages and disadvantages are included below through a SCOT (Strengths, Challenges, Opportunities, Threats) analysis. A popular model used in various sectors and businesses, the model is a useful tool when considering how Tallaght functions as a place and is an accurate method of reviewing the position of its evening time proposition.

Strengths

- **County town:** Tallaght's identity as the county town of South Dublin is a key strength of the town. The presence of South Dublin County Council, the County Library and other civic functions has enabled it to develop as a hub of commercial, industrial, educational, cultural and community activity.
- **Large population base:** As of 2022, the population of Tallaght was over 80,000. This makes it the largest town in South Dublin County and one of the largest towns in Ireland. Additionally, the demographic profile of Tallaght is extremely diverse, with over 20% of all Tallaght residents born outside of Ireland.
- **Continued growth in population and jobs:** The current Local Area Plan for Tallaght (2020-2026) lays out 20 year targets of 11,000 additional homes and 15,000 more jobs. This will lead to an increased demand for evening time activities.
- **Culturally and ethnically diverse:** As stated previously, Tallaght is a culturally and ethnically rich town, seeing over 20% of its residents born overseas. Cultural diversity is an important measure to account for when considering Tallaght as a place. A culturally diverse population creates a diverse catchment for events, festivals, sports, retail, food and beverage. This diversity in population can result in a diversity in the offering of a place.
- **Concentration of key culture, commercial and retail:** Within the town centre is a strong cluster of culture, commerce and retail. The presence of key products such as The Square, The Civic, Rua Red, County Library, Parthalán Place and Tallaght Stadium creates this concentrated cluster of activity.
- **Access by road, tram and bus:** Given its location within the Dublin region, Tallaght is well connected by road, tram and bus. The M50 and N81 connects Tallaght by road regionally. There is plentiful parking available. For public transport, the LUAS Red Line serves Tallaght to the city centre along with several Dublin Bus routes which connect Tallaght to other towns in South County Dublin and wider Dublin region. A major mobility hub incorporating bus and Luas is being developed beside the Tallaght Luas stop.

2.4 Place/Positioning

- **Strategic location:** While being located in South Dublin County, Tallaght's position in the wider Dublin region creates a large catchment area for potential visitors. Given the presence of Rua Red, The Civic Theatre, The Square and Tallaght Stadium, the town's catchment area extends into Kildare, Meath and Wicklow.
- **Strong business network:** The South Dublin Chamber has helped create a strong business network within Tallaght. The Chamber is one of the largest business networks in Ireland, with many of its member businesses being located in Tallaght.
- **Continued investment:** Considerable investment has been made in Cookstown and central Tallaght in developing the public realm, an innovation centre, housing, mobility hub and road links. This will create demand for additional products and services.
- **Presence of TU Dublin campus:** There are over 5,000 students based on the 18 hectare campus, at the northern edge of the study area.
- **Tallaght Hospital:** The hospital has over 4,000 staff from 63 different nationalities. The hospital is located to the immediate north of the study area.

Constraints

- **Heavy roads infrastructure:** While the roads infrastructure of Tallaght is a strength for connectivity, it also creates disconnection between neighbourhoods in Tallaght and the town centre.
- **Disconnected town centre and village:** The growth of the town centre over the past 40 years has created a disconnect between the town centre and the original historic village of Tallaght.
- **High vacancy rates:** There are certain hotspots of vacancy within the town centre, in particular large commercial/retail units within the plaza area of Library Square.
- **Poor legibility:** In part due to large roads infrastructure within Tallaght, there is poor legibility between key areas and products of the town centre for those walking or cycling.
- **Large surface area given over to car parking:** The town centre is largely covered by surface and multi-storey car parking, reducing the attractiveness of the town centre's public realm.
- **Poor retail offering outside of The Square:** While The Square provides a competitive retail offering for the town, outside of this Tallaght is lacking a high-quality retail offering.
- **Poor public realm:** the lack of street furniture within the town centre, such as street lighting, sheltered seating and recreation areas, detracts from the attractiveness of spending time there. However, the latest public realm improvements delivered around Tallaght demonstrate the potential for high-quality design to transform perceptions and can serve as a benchmark for future success.



Opportunities

- Tallaght as a testbed: Given Tallaght's designation as the county town of South Dublin, it has the potential to serve as a testbed for new evening time economy initiatives and ideas. If successful, these initiatives could be scaled to benefit other towns in the county, such as Lucan, Clondalkin and others.
- Capitalise on Tallaght's diversity: With the large and diverse population of Tallaght comes opportunities for enterprise and economic growth. The different cultural backgrounds of Tallaght residents has the potential to create different types of businesses within Tallaght, each with their own customer segments.
- Cultural, commercial and retail connections: The concentration of businesses and institutions within Tallaght town centre provides opportunities to foster greater connections between business and culture in the town.
- New owners of The Square: New owners offer the opportunity to work together with the Council for the benefit of Tallaght, enhancing the public realm and bringing greater vibrancy and vitality to the area.
- Parthálan Place: The creation of a new public space presents greater opportunities to run markets and evening time events.
- Physically connecting Tallaght evening time offerings: Connecting Tallaght's evening time offerings through walking and cycling connections in tandem with public realm improvements can help physically galvanise Tallaght's evening time economy.
- Engaging with South Dublin Chamber members: As South Dublin Chamber's membership base is comprised of many Tallaght-based businesses, engaging with the Chamber can help understand the needs of current businesses in Tallaght and support more evening time activity and vibrancy.
- Creating an artist-friendly Tallaght: Changing the perceptions of Tallaght's safety and security image can be realised by both attracting and retaining artistic talent in the town. The social impact of artists taking up residence in Tallaght can help improve perceptions. This has been seen in various other areas of Dublin, such as Phibsborough, North Strand and The Liberties.
- Re-introducing vacant units to Tallaght's retail and evening time offering: Engaging with significant landowners and property developers can help bring vacant units back into Tallaght's retail and evening time environment. The aim of this is to understand what is holding back the reintroduction of these units into active use.



2.4 Place/Positioning

- Create a people-first town: The spatial layout of Tallaght is more accommodating to vehicular movement than pedestrian movement. The repurposing of some car parking spaces for public realm projects can help shift Tallaght towards becoming a people-first town centre. Such a town would present more opportunities to develop family friendly activities.
- Embracing the village more actively in town centre development: As the village remains an integral part of Tallaght's heritage and identity, creating and sustaining more vibrancy there is vital to Tallaght's overall evening time proposition. Improved physical connections between the town and village would help realise this opportunity.
- Tallaght Stadium: The new North Stand brings the seated capacity of the grounds for sporting events to over 10,000. It also enables the hosting of concerts and other large non-sporting events for up to 20,000 patrons. There is an opportunity to run several annual large-scale events in the stadium.
- Priory Market: The large indoor food offering presents commercial possibilities that will enhance Tallaght's evening-time proposition. It has significantly improved Tallaght's food offering.

Threats

- The perceived isolation of the village: The degradation of the village by further isolation from the town centre can lead to a decline in the village's vibrancy and evening time activity.
- Increased vacancy rates in the town centre: The threat of increased vacancy rates in the town can have the potential to further reduce footfall in the town centre, leading to the town centre becoming less attractive to businesses for investment and for residents to visit.
- Provision of more car parking in the town centre: there is already considerable provision of parking in the study area, which more than meets current demand. A greater focus on car parking provision could reduce the quality of the town centre's public realm. Instead, priority should be given to active travel measures, such as improved walking and cycling infrastructure, to enhance accessibility while supporting a more vibrant and attractive town centre.
- Pressure on existing infrastructure: With Tallaght's population continuing to grow, this will cause increased pressure on the existing public realm, recreation and leisure infrastructure within the town centre.
- Decline of retail offering: The stagnation or decline of retail quality within the town centre has the potential to both reduce footfall in Tallaght and increase vacancy rates.

2.5 Capabilities & Management

The capabilities and management of Tallaght can be looked at through the capabilities of both the private and public sectors in developing an evening time economy and the management structures needed to sustain it. Both appropriate capabilities and management must be in place for a vibrant and successful evening time economy to develop in Tallaght.

Within South Dublin County Council, there is currently no dedicated management role solely responsible for developing and promoting the evening-time economy. Case study research in Section 3 highlights that evening-time economies tend to be most effective when supported by a dedicated team or taskforce. As part of this strategy, the potential provision of a dedicated role will be explored, with consideration given to how such a position could act as a central point of contact for stakeholders and help drive identified initiatives. Regardless of whether such a role is created, the newly established Events Section within the Council could provide ongoing support in progressing evening-time economy initiatives.

South Dublin County Council and An Garda Síochána have a strong working relationship which they are seeking to deepen. Gardaí will need to be at the core of key decision making concerning the development of an evening time economy.

While most evening time operators in Tallaght currently have good offerings, many of these operators are working at capacity. As seen within the community survey findings, there is a demand for an expanded program of cultural events, activities and festivals within Tallaght. However, cultural institutions such as Rua Red and the Civic Theatre are operating at capacity.

For businesses within Tallaght which have the potential to operate into the evening time, there are certain constraints which can inhibit their expansion. With extended working hours, there is added financial pressures on businesses, such as an increase in operating costs due to additional staffing and utilities. There is also a risk of failing to generate revenue from extending opening hours into the evening time. This is particularly significant for businesses such as cafés, bars and restaurants. Although there are exceptions, little coordination appears evident between businesses concerning evening time activities.







Case Studies Benchmark For Success

3.1 Parramatta, Australia

Parramatta is a major suburb and commercial district in Greater Western Sydney, located approximately 24 kilometres (15 miles) west of the Sydney Central Business District (CBD). Sitting on the banks of the Parramatta River, it is often known as the secondary central business district of the Sydney metropolitan area. Parramatta shares spatial and social similarities to Tallaght. Being a large urban centre to the west of Sydney and having a diverse demographic profile, it serves as a valuable case study for drawing inspiration for Tallaght's evening time economy development.

Product

Parramatta was the first settlement in Western Sydney to earn international Purple Flag accreditation for its vibrant, safe and diverse nightlife. Being home to over 30,000 residents, the city has a wide breadth of activities (there is a much larger population located immediately outside the city's legal boundary). From music to sport and from food to nightlife, Parramatta's offerings cater to various consumer segments which either live, work or visit the city. This is understood by the City of Parramatta, whose 2017 Night Time Economy Report highlights the most important aspects of Parramatta's evening and night time economy offerings by age group. These offerings are also mapped spatially according to each age group, providing a clearer perception of what offerings are in demand and where in the city they can be best implemented. The future offering of Parramatta is expected to grow significantly through to the end of the decade. The City of Parramatta has recently approved new Late Night Trading development controls, enabling businesses in the CBD to operate 24 hours. Complementing this, major initiatives such as the transformation of the former Westpac bank building into a jazz lounge, rooftop bar and restaurant, the upcoming Powerhouse Parramatta cultural precinct, and the Parramatta Up Late program of evening cultural events, are all set to enhance the city's night-time economy and cultural vibrancy. The aim of these new controls is to create a 24/7 city; through fast-tracking the approval process for current and future businesses in Parramatta's CBD to operate 24 hours a day. The feasibility of an expanded evening and night time economy in the city will be supported by proposals for a new 11km light rail line to further connect Parramatta to Sydney's CBD and surrounding suburbs.

Price

The diversity of offerings within Parramatta results in the city's offerings being set across a wide range of price points. This diversity in food and retail offering is largely a result of the demographic profile of the city. Over 50% of all residents in Parramatta were born overseas. The average house price in Parramatta is \$1.5 million, which is in-line with average house prices in Sydney. Similar figures for apartment units in Parramatta (\$706K) are also in-line with averages in Sydney. Significant residential development has been undertaken in Parramatta since the turn of the previous decade, with the population increasing by over 50% since 2011. This intensification of residential density has resulted in a wider distribution of footfall within Parramatta CBD, providing a larger consumer base for evening and night time economic activity.

Place

Due to Parramatta's strong public and green transport infrastructure, the city is easily accessed and experienced by both residents and visitors. This is galvanised by the density of Parramatta, with the majority of the city's offerings being within 10-minutes of Parramatta Train Station. Social analytics company Neighbourlytics ranked Parramatta within the top-10 highest scoring suburbs of Sydney by quality of life in 2021. As outlined in the 2021 Australian Liveability Census, the city scored highest in areas such as 'Arts and entertainment', 'Healthcare', 'Hospitality' and 'Community'.

Promotion

The City of Parramatta has put a heavy focus on promoting Parramatta as a night time destination within its Night City Framework 2020 – 2024. A key action within this framework is the development and launch of the AT Parramatta website. The site serves as the primary digital platform to promote evening and night time events, activities, businesses and offerings within Parramatta. The site also contains redirect links to its social media pages on Instagram, X, LinkedIn and Facebook. Other promotional and marketing actions within the framework are leveraged by collaboration with external state and private partners, such as Sydney Olympic Park Authority, Destination NSW, Venues NSW and Live Music Office.

Management/Governance

The City of Parramatta has a dedicated Night Time Economy Officer. This officer works within the Community and Cultural Services department. The officer has the role of progressing the initiatives which are outlined within the Parramatta Night City Framework 2020-2024.

Insights for Tallaght

- The need to think about the requirements of various target audiences and create products accordingly.
- The benefits from having good transport connections and the need to utilise this advantage.
- The potential benefit of having an evening time development officer to oversee the implementation of the Evening Time Economy Plan.
- Strong promotion of activities.
- Possible usefulness of Purple Flag membership.



3.2 Kilkenny, Ireland

Kilkenny is a city in south-east Ireland. With a population of over 27,000 and deep roots in medieval history, the city is renowned as a popular tourism destination in Ireland; hosting an attractive city centre, historical attractions and cultural events which run throughout the calendar year. In response to central government policy, Kilkenny County Council appointed a Night Time Economy Advisor in 2023. The role of this advisor is to support the development of enhanced collaborative structures at a local level in Kilkenny to develop the night time economy.

Product

Kilkenny benefits from having an existing abundance of activities and assets which directly support its evening and night time economy. These assets include: Kilkenny Castle, St. Canice's Cathedral, St. Mary's Medieval Mile Museum, Butler Gallery, Smithwick's Experience and Rothe House & Garden. Evening and night time activities are well-catered for due to an abundance of bars and restaurants clustered within the city's core. A key enabler is the use of the city's daytime attractions as venues for evening and night time events. St. Mary's Medieval Mile Museum acts as an events venue for hire, being able to accommodate up to 250 people. The Museum operates a partnership with Rothe House & Garden to provide food and beverage services for events. Given the scale of Kilkenny Castle, it is well equipped to host day time and evening time events, most notably during Kilkenny Arts Festival and Culture Night each year. There is a near year round programme of festivals that attract residents and visitors to the city core (e.g. Kilkenomics, Savour Kilkenny, Kilkenny Cat Laughs, Kilkenny Roots Festival, Yulefest). All of these have strong evening time offerings. The overall product is very much focused on higher earning individuals.

Price

Kilkenny is comparatively cheaper when compared against Ireland's larger cities such as Dublin and Galway. This is particularly apparent with regards to consumer prices, hotel prices and dining. The city is well serviced by four and five star hotels. Its budget hotel offering is limited. An initiative which has helped support local businesses in the evening and night time economy is the Night-Time Economy Support Scheme. The first round of applications in 2022 saw 11 businesses in Kilkenny receiving funding for projects that will support the growth and diversity of the night time economy. In 2024, the scheme provided successful applicants grants of between €500 and €3,000 for events or initiatives that took place after 6pm, between Sunday and Thursday, during September, October and November.

Place

Kilkenny benefits from having both a reasonably prosperous resident population and strong visitor numbers throughout the calendar year. The city welcomed over 1.57 million visitors to its attractions in 2022. The city's development has been largely concentrated within its medieval and pre-industrial period boundaries. This has provided Kilkenny with a spatial layout that caters for a dense clustering of attractions and offerings (such as heritage sites, restaurants, bars, cafés and shops) within the city. This density has provided Kilkenny County Council with opportunities to pedestrianise several streets within the city centre to enable better connectivity between separate parts of the city and between attractions. The Council has identified several additional areas suitable for pedestrianisation, with funding for the scheme to be drawn from URDF grants and the NTA's Active Travel grant.

Promotion

Kilkenny County Council published its first Night Time Economy Action Plan in 2024. Within the Plan, promotion and marketing efforts are noted as being instrumental in the success of the city's evening and night time economy into the future. Key actions such as social media campaigns, engaging content and a centralised night time events platform are identified as enablers of greater footfall, higher activity participation rates and increased consumer spend in the city during the evening.

Management/Governance

Kilkenny's management structure is historically centred around local government administration. While this has traditionally involved multiple departments within local government, a newly appointed Night Time Economy Advisor has been tasked with consolidating the efforts made by these local government departments with the activities of businesses and community groups in Kilkenny which operate in the evening and night time economy. This has combined the efforts of various stakeholders to create a more defined approach which is then assisted by the Night Time Economy Advisor.

Insights for Tallaght

- The importance of having cultural attractions and a strong public realm.
- A programme of compelling events that are attractive to locals and other target markets.
- The importance of social media campaigns, engaging content and a centralised night time events platform.
- The potential benefit of having an evening time development officer to oversee the implementation of the Evening Time Economy Plan.



3.3 Drogheda, Ireland

Drogheda is a port town located in Co. Louth. Situated 42km from Dublin, it is positioned along the Dublin-Belfast economic corridor. The town has a population of over 44,000, making it the second-largest settlement in Co. Louth. Despite the decline in its nightlife offering during the COVID-19 pandemic and subsequent public health restrictions, the town has benefitted from the appointment of a Night Time Economy Advisor. Similar to Kilkenny, the role of this advisor is to consolidate the efforts of businesses and groups currently operating within the night time economy in order to create a comprehensive offering in Drogheda.

Product

With Drogheda having a strong history as a port town between Dublin and Belfast, and its origins as a medieval settlement, the built heritage and spatial layout of the town is conducive to an attractive public realm and night time economy. The town's core is compact, with many of its retail, food and beverage and cultural products being located along Shop Street, Peter Street, West Street and St. Laurence Street. Started in 2022, the now annual Lú Festival of Light turns the historic town into an exterior theatre of light. In 2023, over 70,000 visitors were estimated to have attended the festival. Drogheda is well known for its pub and bar offering, being a top destination on the east coast for nightlife. Despite an increase in retail business closures since the COVID-19 pandemic, Drogheda is benefitted by two shopping centres within the boundaries of the town centre, Drogheda Town Centre on West Street and Laurence Shopping Centre on St. Laurence Street.

Price

Average prices in Drogheda are generally cheaper than that of Ireland's other large towns and cities. The average hotel price in Drogheda is €128 per night, which is significantly lower than prices in Dublin (€209), Kilkenny (€170), Cork (€155) and Galway (€150). The cost of living in Drogheda is significantly cheaper than other large towns and cities in Ireland, with rental accommodation, property prices and dining out being less than that in Dublin. Drogheda is well-served with regards to transport and resident population. Being home to over 44,000 people, its population provides a large existing customer base for local businesses. Despite the outwardly impressive population figure, there are large areas of disadvantage within the town. This section of the population have less disposable income. Outside of this, the town's transport infrastructure is a key enabler for accommodating day trips and weekend visitors, with the M1 motorway, Dublin-Dundalk Commuter and Dublin-Belfast rail services. The planned expansion of the DART to Drogheda will significantly increase its connectivity with Dublin.

Promotion

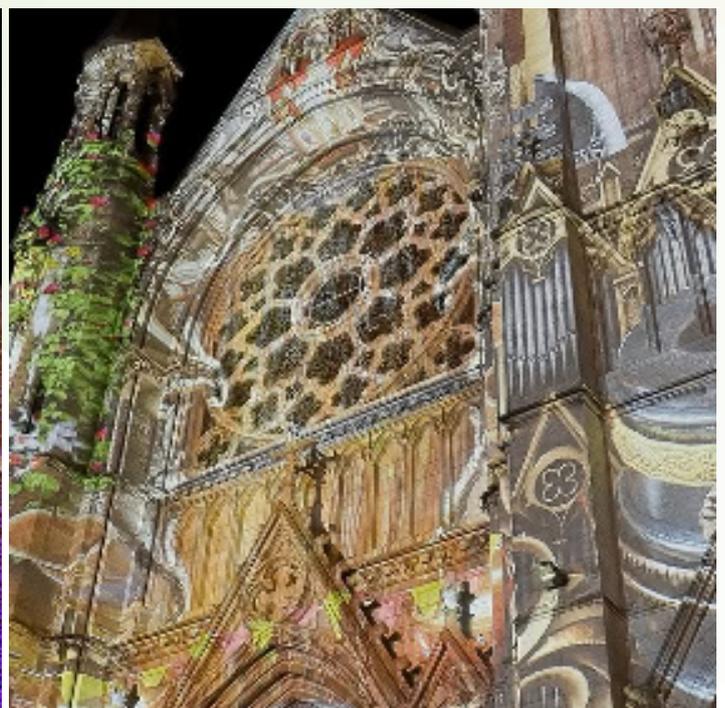
Drogheda has its own well designed website promoting attractions, activities, accommodation and events (drogheda.ie).

Management/Governance

As with Kilkenny, the management of Drogheda's evening and night-time economy initiatives is supported by the appointment of a Night Time Economy Advisor. This is further strengthened by the recent reopening of the newly renovated Civic Building, which provides improved facilities for cultural and community events, enhances the town centre's vibrancy, and acts as a focal point for evening activity, helping to attract visitors and support surrounding businesses.

Insights for Tallaght

- How a landmark festival can help instigate wider change.
- The importance of having a well designed promotional website.
- The potential benefit of having an evening time development officer to oversee the implementation of the Evening Time Economy Plan.



3.4 Blackburn, UK

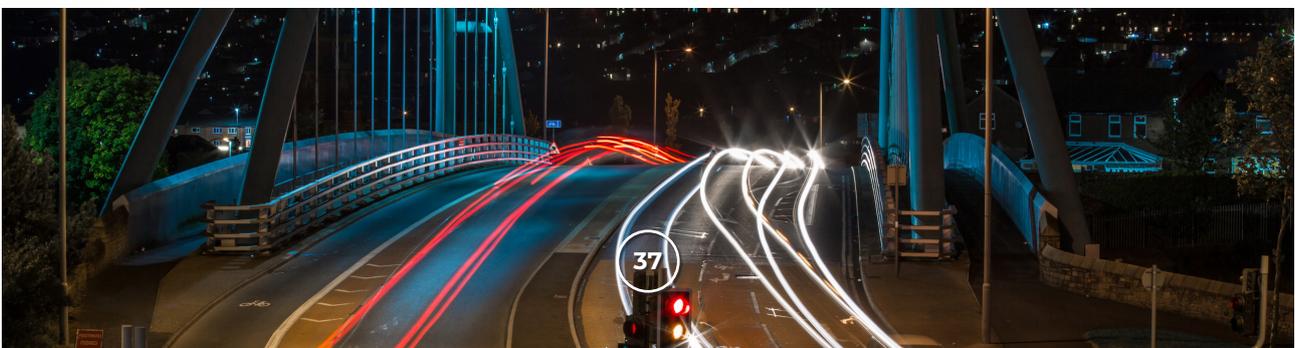
Blackburn is an industrial town located in Lancashire, England. In 2018, it had c.115,500 residents. The town saw exponential economic growth and decline as a result of the Industrial Revolution and the subsequent national move towards a services dominated economy. Since 2010, Blackburn has experienced an influx of both public and private sector investment. In the past, negative media attention had resulted in poor perceptions of safety within the town centre, particularly at night. However, the recent decade has seen several actions taken by community groups and Blackburn with Darwen Council to improve these perceptions, and to increase the quality of its evening and night time economy.

Product

Since 2010, the offering of Blackburn's town centre has improved year-on-year. These improvements range from infrastructure expansion (e.g. the extension of Blackburn Bus Company route operating times), public realm enhancements and growing Blackburn's events programme (with a specific focus on enhancing the events programme at King George's Hall) and cultural infrastructure. Particularly noteworthy are the supports made available for community groups, SMEs and cultural organisations in helping to create a better evening time offering. To date, these have included reduced rents, property improvement grants, business rates relief and support with planning procedures by Blackburn with Darwen Council. This has help lead to the opening of numerous bars and cafés. The "Blackburn Is Open" initiative, which ran from 2012 to 2017, has become widely accepted as a best practice model for engaging local creative people to support the prosperity of their town centre. "Blackburn is Open" provided discount spaces for designermakers and craftspeople, and a programme of events. Other specific actions by the Council have included the acquisition of key vacant sites within the town centre core, leading to the expansion of Council-supported cultural events and the creation of economic clusters within the Cathedral and Northgate areas of the town centre.

Price

Blackburn is well-priced in comparison to larger towns and cities in the wider northwest, such as Blackpool, Leeds and Manchester. Given the financial supports offered to local businesses by Blackburn with Darwen Council as outlined previously, the town is affordable for a larger proportion of businesses and consumers than would otherwise be the case. Cost of living is also lower than in these larger towns and cities. House prices in Blackburn are roughly £160,000, significantly lower than average housing prices in Leeds (£230,000), Manchester, Blackpool and Liverpool (all average at c.£217,000).



Place

Historically, Blackburn has strong ties to the textile industry. The town therefore had associations with the fashion industry. From this, it has developed and nurtured a reputation for creativity. This coupled with the town's roots in northern soul and rave music culture has instilled a strong sense of place and identity within the communities of Blackburn. Blackburn is home to several iconic music and performance venues (such as King George's Hall, Blackburn Empire Theatre and Electric Church Club) as well as Blackburn Rovers F.C., a founding member of the Football League and one of the oldest Association Football clubs in England. Similar to Tallaght, Ewood Park Stadium, plays a large part in the town's identity, by bringing vibrancy to the town.

Promotion

Marketing efforts have been made by both Blackburn with Darwen Council and Blackburn Business Improvement District (Blackburn BID) to promote Blackburn's town centre offering to both residents and visitors. This has resulted in the growth of Blackburn's visitor economy since 2010. In 2015, Blackburn welcomed over 4 million visitors, generating £160 million value to the local economy, an increase of 7.5% from 2014.

Management/Governance

A significant enabler of these town centre improvements was the investment programme developed by Blackburn BID. This 5-year investment programme was aimed at supporting a professional marketing campaign, coordinating town centre stakeholders' efforts, the delivery of a strong events programme, and environmental and safety initiatives to support the town's retail offer.

Insights for Tallaght

- Taking an assertive role in reducing vacancy.
- Innovative supports for local creatives, SMEs, community groups and cultural attractions that encourage the development of an evening time economy.
- Use the place's cultural character as a strength and springboard to create a unique offering.
- Importance of promotion and a compelling events programme to promote.
- Consistent investment from both the public and private sectors.



Analysis Of Tallaght

4.1 Introduction

While there are already some strong foundations in place, there is clear untapped potential in Tallaght's evening-time economy. As the county town of South Dublin and with a catchment population of approximately 80,000 people, Tallaght is well-positioned to support a more vibrant and diverse evening offering. Currently, however, the range of activities and experiences available in the evening remains relatively limited.

This section provides an analysis of the current evening-time offering in the study area, highlighting areas of strength as well as opportunities for enhancement and strategic investment.

4.2 Sports and Culture

Two of Tallaght's cultural landmarks, Rua Red and the Civic Theatre, are currently operating at full capacity across their programme of events and projects. This illustrates a strong appetite for cultural experiences among residents of Tallaght. Furthermore, it also shows an appetite for creative expression among residents: Rua Red's artist-in-residence studios are all at capacity, with a high number of artists and creators from Tallaght occupying these studios. These creative outputs add significantly to the cultural and artistic landscape of the town.

The desire for more cultural experiences is supported by findings from the community survey. Over 90% of survey respondents felt that more live music, entertainment and cultural events/activities was vital for creating an attractive evening time offering in the town centre.

St. Maelruain's Church is a site of national heritage significance. Although some concerts take place at the church, there is capacity to host more. For Tradfest 2025, the church was used as a concert venue. The heritage importance and beauty of both St. Maelruain's grounds and the church's interior means that it has significant untapped potential to be a venue like no other in South County Dublin. The church has a capacity for roughly 150 people.



4.2 Sports and Culture

Tallaght Stadium is the most significant sporting attraction in Tallaght and wider county, being one of the country's only UEFA Category 4 stadia. The stadium hosts up to 40 sporting events per year, including Shamrock Rovers F.C. matches, Ireland Senior Women's National Team and U21 games, as well as Leinster Rugby fixtures. However, due to the town's spatial layout and the N81 dual carriageway, access to the stadium by any mode of transport other than private vehicle is currently somewhat constrained. Excluding the Square/Whitestown Bridge, there is no consistent pedestrian route between the stadium, nearby bus routes and the town centre. In looking to the future and supporting the provision of large-scale concerts at the stadium, as well as improving the overall visitor experience, the Council will seek to enhance permeability and connections to the stadium, most notably from the town centre, Luas, Parthalán Place and the Innovation Quarter.

Tallaght Leisure Centre is located 1km west of the study area. TU Dublin's Tallaght Campus lies immediately to the north, offering a variety of sports facilities for use by students and staff. In addition, the area includes the new Tallaght All-Weather Pitch, located adjacent to the stadium, and the Tallaght Athletics Track, providing further opportunities for sports and recreational activity.

4.3 Public Realm

As seen in survey findings and the case studies reviewed, later opening hours for cafés, bars and restaurants, although important, is not sufficient to create a thriving evening time economy. It became obvious from reviewing successful night-time economies that each destination had correspondingly strong public realm areas (e.g. Galway City with Eyre Square and Shop Street, Kilkenny City with the Castle Parade, Kieran Street and High Street). In effect, each successful evening time offering is a successful ecosystem incorporating attractions, retail and hospitality, all of which are bound together with a high quality public realm.

A more welcoming public realm was seen by survey respondents as the single most important improvement needed to make Tallaght a more attractive place in the evening time. Up to the present, there have been several projects completed by South Dublin County Council to improve the public realm of the town centre. While these projects have been successful, land ownership in the town centre has influenced the spatial layout of Tallaght requiring further measures to enhance its permeability and legibility. Recent public realm enhancements in the Parthalán Plan and Innovation Square are helping to address this issue.

4.3 Public Realm

Parthalán Place is regarded as a successful public realm project; its design features – including functional spaces, active use, and carefully selected building materials – help it enhance and integrate seamlessly into the town centre. Nearby, Library Square holds strong potential to become a more vibrant and welcoming space.

Similarly, The Square Town Centre serves as the anchor retail offering in Tallaght and plays a central role in the local economy. However, the intensity and scale of car parking provision surrounding The Square, over 2,500 spaces, equating to at least 30,000 sq. m., much of which is surface parking, has a significant impact on the overall town centre environment. This presents an opportunity to explore alternative approaches that could enhance the quality and attractiveness of the surrounding public realm. The result is a disconnect between the various parts of the town centre’s public realm. The disconnect also reduces how easily the town centre can be navigated, particularly for those on foot. Physical connections between the town centre and the village of Tallaght are also limited. Despite this disconnect, the village maintains an attractive public realm with a ‘village’ atmosphere. This village atmosphere is supported by recent public realm works, which has seen the installation of public seating, lighting and street planting within the village centre. In creating a high-quality public realm, this strategy will enhance connectivity between the village and town centre and deliver people-focused streetscape improvements that add vibrancy to Tallaght. It supports any Village Enhancement Scheme by encouraging people to spend time in the village, socialise, support local businesses, and contribute to the evening-time economy.



4.4 Bars, Cafés and Restaurants

Despite being the County town, the food and beverage offering in Tallaght town centre is limited. With the exception of several food outlets within The Square Town Centre, the most significant provision comes from takeaways, hotels, and several gastropubs. A welcome recent addition has been the opening of Priory Market, which brings a new dimension to the local food scene. However, when considering temporary food offerings, there are currently no designated casual trading areas in the Tallaght study area, and this lack of provision has further constrained the overall food offering in the town centre.

In addition to this, many of the current food and beverage operators in the town centre and the village do not operate during the evening time. While there is a selection of cafés in both the town centre and the village, these do not open after 5pm. This is also apparent among many of the food and drink operators within The Square, particularly cafés and light confectionary vendors. When considering the pubs and bars in the town centre and village, their offering can be seen as limited, as not all provide food, entertainment, or a broader mix of experiences. The Abberley, which is one of the most popular pubs in Tallaght, does not currently have a food offering. Molloy's Bar and Grill can be seen as having the largest offering within the town centre area. This is due to a food offering at The Station and a traditional beverage offering at Molloy's Bar. Like The Abberley, The Dragon Inn is limited to its traditional beverage offering.

Although the food and beverage offering in the town centre and village is limited, survey results can provide an alternative perspective. Overall, less than 50% of survey respondents believed that having more bars and pubs in Tallaght was important for creating an evening time economy. This can be seen as a result of behavioural changes among consumers, particularly those aged 34 years and under. A more health-conscious and financially focused young population has seen many bars and pubs fail to recover to pre-COVID-19 levels of business. The current set of 18-34 year olds consume less alcohol less than Gen X or older Millennials when they were that age. They have a stronger focus on new and unique experiences. Pubs are competing with cafés, cultural events, and the gym for their attention. Aside from that, 18-34 year olds are also the demographic most likely to travel abroad at least every few months.

Parramatta is one of the case studies for this report. Its 2017 Night Time Economy Report highlights the most important aspects of Parramatta's evening and night time economy offerings by age group. Parramatta's approach offers a valuable template for Tallaght in attracting the 18-34 demographic. By diversifying evening offerings, strengthening digital promotion, ensuring good transport access, and exploring the potential for a dedicated Evening Time Economy Officer, Tallaght can position itself as a safe, vibrant and engaging destination that resonates strongly with younger audiences.

4.5 Vacancy, Commerce and Trade

More generally, vibrancy within the town centre can be partly measured through analysis of commercial vacancy rates within Tallaght. As of 2023, a total of 87 units were identified as vacant in Tallaght. Of these 87 units, 18 were located within the town centre. These vacant units were all located within Belgard Square area or The Square Town Centre. When put into perspective, over 20% of all vacancy within Tallaght is situated within these two locations. Both are within the study area. It can be said that these two locations represent two vacancy 'black spots' within the town centre. However, given the scale of the retail and commercial offering in The Square, vacancy within Belgard Square is more intense than seen in The Square. As of 2023, there were five vacant units in the village. This equates to 6% of all vacancy in Tallaght.

Additionally, there are currently no casual trading areas in Tallaght town centre. Casual trading areas are defined as areas which contain public access or rights of way that can be used to sell goods from a temporary structure. This includes food trucks and stalls which trade casually in public parks, car parks or plazas. Casual Trading Bye Laws for South Dublin County outline an average annual fee of €7,000 for an ice cream/confectionary stall within the car parks of the county's public parks. These average annual fees are higher than those seen in Dublin City, with night-time trading fees of €6,000 along ten of the city's main thoroughfares. For Sandymount Promenade, which includes car parking facilities, there is an annual fee of €4,000 for daytime confectionary traders.

As discussed earlier, Blackburn in the UK is a good example of the ability of the evening time economy to help address commercial vacancy. The Blackburn Is Open initiative, which ran from 2012 to 2017, has become widely accepted as a best practice model for engaging local creative people to support the prosperity of their town centre. Other specific actions by the Council have included the acquisition of key vacant sites within the town centre core, leading to the expansion of Council-supported cultural events, and the creation of economic clusters.



4.6 TU Dublin

TU Dublin's Tallaght campus plays a significant role in the social and economic landscape of the town centre. With approximately 5,300 students enrolled across full-time, part-time, and evening courses, the campus contributes to a steady and youthful daytime and early evening population. This number includes a growing international student cohort, adding cultural diversity and demand for varied social experiences.

The campus is home to over 30 active student-led clubs and societies, ranging from sports teams and gaming groups to cultural collectives, enterprise networks, and performance societies. These groups organise regular events such as open mic nights, cultural festivals, film screenings, and informal gatherings, many of which extend into the evening and often seek off-campus venues.

Despite this active student base, the surrounding evening economy does not currently reflect the potential demand generated by such a population. Opportunities exist to better harness student activity through improved public realm connections, extended trading hours, casual food vendors, and culturally relevant programming. Universities in similar urban settings across Europe have demonstrated the positive impact of student-led vibrancy when matched with targeted investment and night-time infrastructure. As such, TU Dublin represents not only an educational anchor institution but a key catalyst for developing a more diverse, youth-friendly and sustainable evening-time economy in Tallaght.

In parallel, South Dublin County Council will be exploring the development of new student accommodation through the Tallaght Local Area Plan. The provision of modern student housing, along with associated ancillary services such as cafés, leisure facilities, and study spaces, will support the needs of the growing student population. This investment will not only enhance the quality of life for students but also bring year-round vitality to the town centre, reinforcing Tallaght's role as a vibrant and inclusive hub for education, culture, and evening-time activity.



5

Analysis Of Tallaght

5.1 Key Stakeholder Insights

As part of the research programme, various stakeholder engagement activities were undertaken. This included meeting various departments in South Dublin County Council, local businesses, South Dublin Chamber, Rua Red, Civic Theatre, Shamrock Rovers, South Dublin Volunteer Centre, An Garda Síochána and others. A focus group was held with teenagers who participate in City Wise activities. Finally, there were 845 responses to a community survey. From the various strands of research undertaken for this report, several key findings were uncovered. These findings represent the most important issues and opportunities which will help create an attractive and sustainable evening time economy in Tallaght.

PUBLIC REALM

More people want a better public realm to spend time in rather than more bars, restaurants, cafés or later opening hours for shops.

SAFETY

Perceived safety issues in the evening have emerged as a recurring concern in the research. This report will outline specific actions to help address these perceptions and support the identification of suitable spaces for children and teenagers.

WALKABILITY

Getting to Tallaght by car, bus or LUAS is easy, but traveling within Tallaght on foot is a significant challenge.

SUPPORTING BUSINESS

Businesses within Tallaght are eager to have support from SDCC outside of grants and funding (e.g. event management, more streamlined evening time associated regulation).

5.2 Competitive Advantages

For the purposes of this report, a competitive advantage is a factor that allows a place to outperform other places by providing a better, more affordable and/or more convenient evening-time experience. For Tallaght, we uncovered several current primary and secondary competitive advantages.

Primary:

- LUAS connections west to Saggart and east to Dublin City Centre (11 stops west of the M50)
- Presence of Tallaght Stadium (UEFA Category 4 Stadium)
- Emergence of Parthalán Place (i.e. Civic Theatre, Rua Red, Library, Heritage Centre) adjacent to LUAS and Bus Connects services
- Central location of The Square Town centre
- High-density, centrally located destinations such as Tallaght University Hospital (TUH) and TU Dublin Tallaght

Secondary:

- High level of cultural diversity in population
- High population in immediate environs (c.80k) which is set to grow
- Bus Connects being rolled out, with the area around Belgard Square being the hub for the wider area. Combined with the LUAS, this location will become a mobility hub
- Accessibility to the motorway and national road network (i.e. M50, N7, N81) with plentiful parking available



5.3 Value Proposition

For the purposes of this report, a value proposition is a statement as to why someone should choose to spend their time and money during the evening time in Tallaght. During stakeholder engagement, it became apparent that the primary audience that Tallaght's evening time economy was to serve were the roughly 80k people living in the area. A secondary audience, are those working but not living in Tallaght. The need to clearly focus on locals first was reinforced during the analysis on the current offering in Tallaght and other evening time offerings. After reflecting on the research findings, the following value proposition is proposed:

Tallaght – an accessible, inclusive, safe, enjoyable and high-value evening-time experience.

Convenient:

Tallaght is easily accessible by LUAS or bus. It also has a large number of carparking spaces that are accessible from a good road network. Over time, Tallaght is to become more easily accessible via bicycle and on foot. It will also become easy to walk across.

Safe:

When people spend their evening in Tallaght, they will feel safe and secure – whether with friends, family, or by themselves.

Enjoyable:

The evening activities and events that take place in Tallaght leave lasting positive memories and experiences, wanting people to come back again and again.

High-value:

The evening activities and events that take place in Tallaght are consistently high quality and offer very good value.

Due to the state of the existing offering and large local population, the primary audience for Tallaght's evening time proposition are the c.80k people living in close proximity, especially: families, older people, teenagers and 18-34 year olds. A secondary audience are those who work in Tallaght but live elsewhere. In time, from this base, a more ambitious offering may become possible for a wider audience.



6

Actions For Success

6.1 Actions to create an excellent public realm

Action 1. Create an enlarged, multi-use plaza that is Tallaght's focal point

- South Dublin County Council are to work in partnership with the new owners of The Square Shopping Centre to create an extended public realm space. The enlarged public realm would provide family-friendly uses that support evening-time activity and bring life into the heart of Tallaght Town Centre, while complementing the cultural uses in Parthalán Place. This will create a dynamic central public open space that introduces social and physical diversity to the area, further enlivening evening-time activity.
- Much of the area should be given over to events and weekly and / or seasonal markets (e.g. weekly farmers markets with high quality food offerings, Christmas Market).
- A large proportion of the public space should be designed to create space for children and teenagers. The space could include a basketball court, Muga, Teenspace playground, playground for children, skatepark, outdoor gym, etc. The exact configuration should be derived via a process of co-design with local children and teenagers. The space should be designed to function well and look attractive during the evening time. Such a space would drive constant foot traffic to Tallaght, encourage families to visit, give teenagers something to do and somewhere to go, whilst bringing vibrancy to the area.
- All public realm should be designed to be physically attractive, universally accessible, and encourage community activity. They are to be places where people can be confident that they're in a safe place, where everyone is welcome.



6.1 Actions to create an excellent public realm

Action 2. Create better physical connections from Tallaght Stadium to the Innovation Quarter via the proposed mobility hub and Parthalán Place

- The public domain from the LUAS terminus/proposed mobility hub to Tallaght Stadium is inadequate. Where and when opportunities arise, actions should be taken to substantially widen the footpath from the LUAS terminus/mobility hub to the stadium. Particular attention will need to be put on ensuring that patrons of the stadium can cross the N81 safely. The connectivity from the proposed mobility hub to the Innovation Quarter via Parthalán Place also needs to be improved. The enhanced connectivity spine will serve as an attractive visitor corridor, linking public transport with cultural uses, work, evening time uses, and strategic event spaces and venues within Tallaght Town Centre.
- South Dublin County Council is actively pursuing improvements to the N81 through the N81 Enhancement Scheme, which aims to address existing issues and deliver enhanced walking and cycling facilities to better serve the community. These improvements will also strengthen connectivity to key destinations such as Tallaght Stadium, making it easier and safer for supporters and visitors to access events on foot or by bike.
- In seeking to create an excellent public realm, this strategy will also seek to enhance connectivity between the village and the town centre, as well as public realm upgrades, which collectively will deliver a high-quality, people-focused streetscape that bring vibrancy and vitality to the streets of Tallaght. This strategy is supportive of any Village Enhancement Scheme for Tallaght, which will entice and encourage people into the village to spend time, socialise and support local businesses, as well as making an active contribution to the development of Tallaght's evening time economy.

Action 3. Make it easier and safer to walk from surrounding residential areas to Parthalán Place

- Conduct an audit of pedestrian accessibility from Library Square and Parthalán Place to surrounding residential areas, the Village, the Hospital, and TU Dublin's Tallaght Campus. Where gaps in pedestrian accessibility exist, resolve with appropriate pedestrian crossings. As part of the audit, map the quality of public lighting and improve as needed. Take opportunities to be innovative in lighting areas of Tallaght (i.e. night-time placemaking). For example, there is public lighting in the small but highly successful city of Pontevedra, Spain, that changes depending on the time of night.

Action 4. Improve orientation signage

- A network of high quality, contemporary orientation signage across the Tallaght study area is needed directing people to places of interest and indicating walking and cycling times.

6.2 Actions to support businesses and community groups

Action 5. Create an evening time economy grant support scheme for businesses, venues and community groups

- Create a version of the Government's Night Time Economy Support Scheme for local licenced and unlicenced businesses, community groups, CLGs, and venues. The scheme will need to be supported by staff to facilitate applications and assist possible applicants in creating quality events, attractive to the target audiences.
- As per the scheme operated by the Department of Culture, Communications and Sport, the support could be used to facilitate the following cultural events:
 - live music
 - comedy nights
 - dance either performed or a participative event
 - literature or poetry nights
 - theatrical productions or plays
 - craft events
 - art/photographic exhibitions

The Department's scheme provides 75% of the required funding, with applicants required to fund the remaining 25%. A maximum allowable grant of €10,000 is funded per series of events. The 2024 fund of €2.6m was distributed across nine towns and cities (i.e. an average of €289k per town or city). South Dublin County Council has allocated €100,000 in 2025 for exterior events in Parthalán Place. Given the current low level of evening-time activity, it would be appropriate to allocate additional resources specifically for evening events. Project management and organisation could be supported through this funding, with the Council's new events team well placed to assist in delivery. Key objectives of the scheme should be addressing vacancy and acting as a stimulus for innovative new evening time uses to emerge.

- South Dublin County Council should consider applying to joining the government's pilot Night Time Economy scheme, in the event it is continued and expanded.

Action 6. Work with property owners to address commercial vacancy

- Evaluate with commercial property owners the effectiveness of current business supports in reducing commercial vacancy. Stronger promotion may be required, as well as reconfiguring supports to encourage the active use of buildings. Blackburn offers a useful model, where reduced rents, property improvement grants, business rates relief, and planning support have been provided to community groups, SMEs and cultural organisations, helping to activate vacant properties and strengthen the evening-time offering.
- The Council will work with the Strategic Policy Committee (SPC) to identify and undertake a review of suitable activities that could be supported to encourage the active use of vacant properties. This process will ensure that any future measures are aligned with the needs of Tallaght and complement existing businesses in the area.

6.2 Actions to support businesses and community groups

Action 7. Enable high quality casual trading and food stalls

- Currently, there is no designated casual trading site in the Tallaght study area. Opportunities will be explored to identify suitable locations where markets and mobile food stalls could operate.
- Potential examples include areas near Tallaght Stadium, which could support a fan village, and around cultural and civic hubs such as Parthalán Place, Rua Red, County Hall, and the Civic Theatre, to help animate these spaces.
- Casual trading fees should be priced to allow entrepreneurs to minimise the financial risk. For instance, in Dun Laoghaire Rathdown, the annual fee is €380 per year. The fee for Tallaght should be as competitive as possible.
- Review the application process to minimise application time and barriers to gaining a licence.
- The application process for casual trading and food stalls should favour high quality products and food offerings.
- The application process for casual trading and food stalls should encourage partnerships with existing cultural and sporting offerings.

6.2 Actions to support businesses and community groups

Action 8. Develop and implement an effective communications and marketing strategy for the evening time economy

- A pro-active, unified approach from relevant stakeholders to communications and marketing is needed to showcase Tallaght as a vibrant evening time destination. Either within the context of improved coordination as part of developing South Dublin's tourism offering or separately, a comprehensive communications and marketing strategy is to be developed for the evening time economy. This will enable greater collaboration on programming and promotion from traders, venues, promoters, SDCC, and community groups. Implementation of the strategy is to be adequately resourced.
- The usefulness and feasibility of creating an evening time economy app should be assessed. The app could be modelled on the successful app for Kilkenny. In Kilkenny, the app was energetically promoted to ensure a high level of adoption.

Action 9. Explore the development of a new cultural café in Parthalán Place that will include an evening time food offering to complement Priory Market

- Identify opportunities within Parthalán Place for a cultural hub that can operate as a hybrid social and cultural space, with a focus on evening-time food and drink to complement Priory Market.
- Explore models that combine café facilities with space for small-scale performances, exhibitions, talks, and workshops to help animate the area in the evenings.
- Consider partnerships with local cultural organisations, artists, and food entrepreneurs to shape the hub's programming and ensure it reflects Tallaght's diverse community.
- Ensure the hub concept aligns with wider public realm improvements and enhanced connectivity planned for Parthalán Place, strengthening its role as a hub for evening activity.
- Assess feasibility through engagement with property owners and potential operators, ensuring that the project complements, rather than competes with, existing businesses.

6.3 Actions to support culture

Action 10. Establish a new dedicated events team and hold a landmark festival in Tallaght

- Tallaght does not currently have a landmark festival. Examples elsewhere, such as the Lú Festival of Lights in Drogheda (70,000 attendees in 2023) and the Winterval Christmas Festival in Waterford (600,000 attendees in 2022), demonstrate how events strongly connected with the attributes of a place can achieve rapid success and significant impact.
- A feasibility study, led by the newly established events team, should be prepared to assess the potential for a landmark festival with a strong evening-time dimension in Tallaght. The festival should be rooted in the area's distinct character and identity, while showcasing its cultural diversity and creativity.
- Parthalán Place and other key public spaces should be central to the festival design, helping animate the town centre and reinforcing recent public realm investments.
- The events team should also develop an annual programme of events for Parthalán Place and surrounding venues, ensuring that a landmark festival forms part of a broader, sustained effort to position Tallaght as a thriving outdoor event destination within the Dublin region.

Action 11. Develop more artist studios associated with Rua Red

- Explore the demand for additional artist studio space in Tallaght, with a focus on supporting artists as they scale from small studios to medium-sized spaces.
- Expand Rua Red facilities to attract and retain artists locally, ensuring they remain part of Tallaght's cultural landscape beyond their initial residencies.



6.3 Actions to support culture

Action 12. Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year

- Create and implement an annual programme of large-scale concerts and major events that maximise the use of Tallaght Stadium beyond sporting fixtures.
- Strengthen partnerships with promoters, local businesses, and community stakeholders to ensure events deliver economic, cultural, and social benefits for Tallaght.

Action 13. Develop the Tallaght Heritage Centre which can host evening time cultural events

- Progress the development of the Tallaght Heritage Centre as a key cultural asset for the town, with facilities designed to host evening-time events.
- Use the centre to showcase local history and heritage while providing a flexible venue for cultural programming that attracts diverse audiences.







7

Implementation

7.1 Capabilities and Management

Additional capabilities

The staff needed by South Dublin County Council to support the implementation of this plan are largely in place. The Council has the necessary skills and resources in planning, urban realm design, stakeholder engagement, and events promotion. The newly established Events Section could also provide additional capacity to support initiatives aimed at developing the evening-time economy. This approach allows for consideration of potential new roles or functions in the future, as opportunities to enhance Tallaght's evening-time activity are identified.

Management system

A management system is proposed to support the following:

- To coordinate and oversee initiatives related to evening-time economy development, including the activities of the Events Section and any associated roles.
- To improve collaboration across public, private, and community sectors, ensuring efforts are aligned and complementary.
- To foster community engagement and buy-in, supporting a resilient evening-time economy that is not overly reliant on the Council.

The management system would operate through relevant Council sections and the newly established Events Section, with overall oversight provided by the Strategic Policy Committee (SPC). The SPC would monitor progress, review initiatives, and ensure alignment with broader Council priorities and community objectives.

7.2 Priority, Ownership, Outcomes

Theme A: Actions to Create an Excellent Public Realm

Action	Priority	Lead(s) and Possible Partners	Deliverables and Outcomes
1. Create an enlarged, multi-use plaza that is Tallaght's focal point	High	SDCC, owners of The Square, South Dublin Chamber, Rua Red, Civic Theatre, Heritage Centre, An Garda Síochána, local youth groups	Additional land allocated for public realm; multifunctional activity spaces created; greater footfall; enhanced activity and passive surveillance
2. Create better physical connections from Tallaght Stadium to the Innovation Quarter via the proposed mobility hub and Parthálán Place	Medium	SDCC, TII, An Garda Síochána, relevant property owners, Shamrock Rovers	Significantly improved pedestrian connection between LUAS/ mobility hub, Innovation Quarter, Parthálán Place and Tallaght Stadium
3. Make it easier and safer to walk from surrounding residential areas to Parthálán Place	Medium	SDCC, PPN, An Garda Síochána	Additional pedestrian crossings; greater footfall
4. Improve orientation signage	Low	SDCC, South Dublin Chamber, local community groups	Comprehensive signage installed; higher footfall

7.2 Priority, Ownership, Outcomes

Theme B: Actions to Support Businesses and Community Groups

Action	Priority	Lead(s) and Possible Partners	Deliverables and Outcomes
5. Create an evening time economy grant support scheme for businesses, venues and community groups	High	SDCC, South Dublin Chamber, PPN	Grants scheme launched, high application level, significant footfall at events, higher footfall, new businesses, more public realm used, less anti-social behaviour
6. Work with property owners to address commercial vacancy	Medium	SDCC, South Dublin Chamber, commercial property owners	Suitability of current supports evaluated and changed as necessary; lower commercial vacancy, new businesses, more employment, less anti-social behaviour
7. Enable high quality casual trading and food stalls	Medium	SDCC, An Garda Síochána, Shamrock Rovers, Rua Red, The Civic Theatre, Heritage Centre	Two new casual trading areas created; successful and high-quality markets held; increase in footfall
8. Develop and implement an effective communications and marketing strategy for the evening time economy	Medium	Proposed tourism coordinating body, SDCC, South Dublin Chamber, local businesses and community groups	Events effectively promoted, events are seen as safe and are well attended
9. Explore the development of a new cultural hub in Parthalán Place that will include an evening time food offering to complement Priory Market	High	SDCC, South Dublin Chamber, commercial property owners	Exploration of a new cultural hub in Parthalán Place with an evening-time food offering to complement Priory Market, supporting night-time activity and local vibrancy

7.2 Priority, Ownership, Outcomes

Theme C: Actions to Support Culture

Action	Priority	Lead(s) and Possible Partners	Deliverables and Outcomes
10. Establish a new dedicated events team and hold a landmark festival in Tallaght	High	SDCC, Fáilte Ireland, South Dublin Chamber	Creation of new events team and feasibility of creating new landmark festival assessed; new festival created if deemed feasible; improved footfall; change in perception about Tallaght
11. Develop more artist studios associated with Rua Red	Medium	SDCC, Rua Red	Feasibility of creating additional arts spaces assessed; new spaces created to retain artists in Tallaght if deemed feasible; greater artistic activity
12. Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year	High	SDCC, Fáilte Ireland, South Dublin Chamber	An annual programme of large-scale events at Tallaght Stadium to boost evening-time activity, town centre footfall, and community engagement
13. Develop the Tallaght Heritage Centre which can host evening time cultural events	High	SDCC, Fáilte Ireland, South Dublin Chamber	Development of the Tallaght Heritage Centre as a venue for evening-time cultural events, enhancing local cultural offerings and community engagement

7.3 Flagship projects

Overall, there are eight high priority actions, four medium priority actions and 1 low priority action. Six of the high priority actions have been designated as being flagship projects. These are high impact actions, chosen to make a statement and instigate a sustainable transformation of Tallaght's evening time economy. The six actions are supported by the other actions.

Flagship Projects:

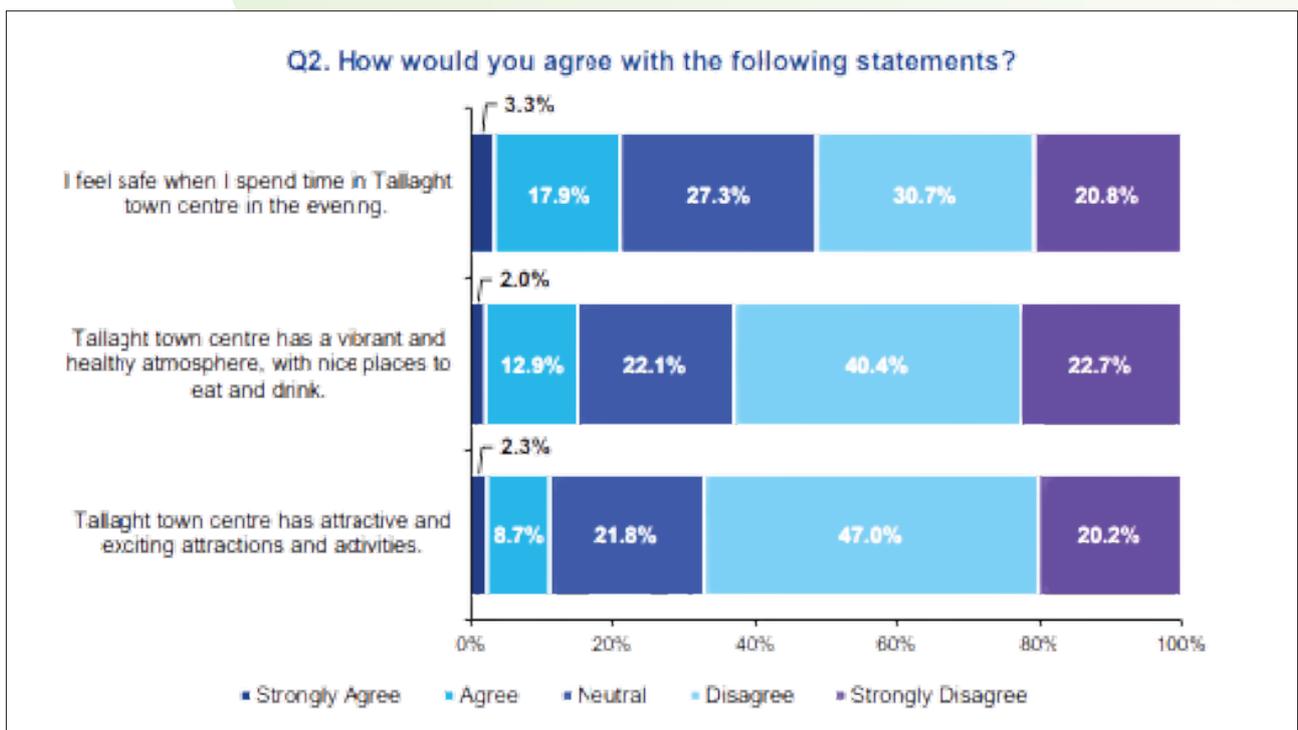
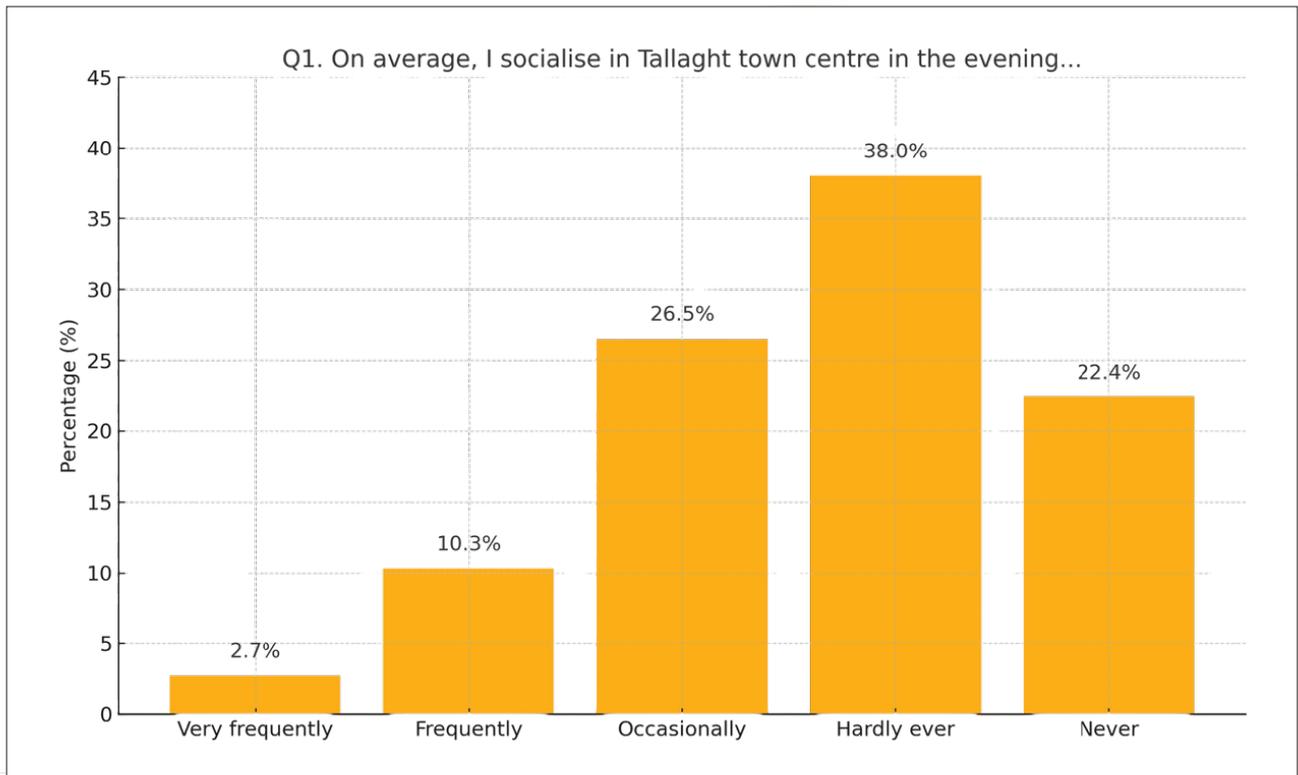
- **Action 1.** Create an enlarged, multi-use plaza, that is Tallaght's focal point supported by Actions: 2, 3, 4
- **Action 6.** Create an evening time economy grant support scheme for businesses, venues and community groups supported by Actions: 5, 6, 7
- **Action 9.** Explore the development of a new cultural hub in Parthalán Place that will include an evening time food offering to complement Priory Market supported by Actions: 1, 2, 3, 4, 6, 8
- **Action 10.** Establish a new dedicated events team and hold a landmark festival in Tallaght supported by Actions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13
- **Action 12.** Develop an annual activation programme for Tallaght Stadium, including hosting large-scale concerts and other major events each year supported by Actions: 2, 4, 5, 7, 8, 10
- **Action 13.** Develop the Tallaght Heritage Centre which can host evening time cultural events supported by Actions: 1, 2, 3, 4, 5, 6, 7, 8

8

Appendix A: Community Survey Results

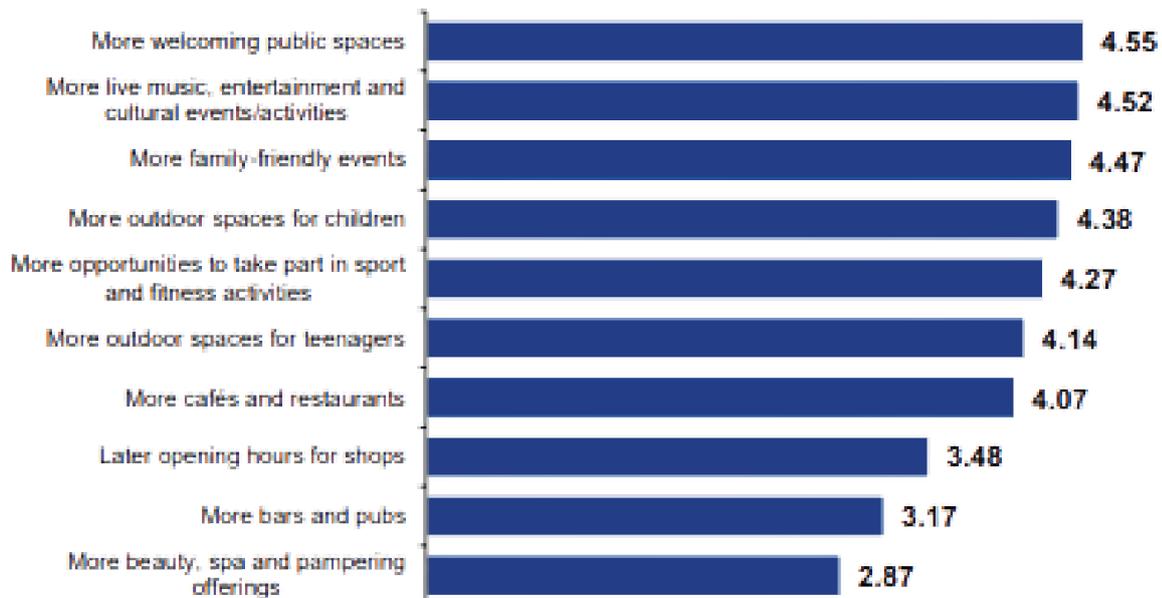
COMMUNITY SURVEY RESULTS

A short six question online community survey was made available for several weeks in July and August 2024. The existence of the survey was advertised. Aside from being made available online, staff from South Dublin County Council used tablets to survey attendees at the annual Community Services Fun Day. There were 845 responses

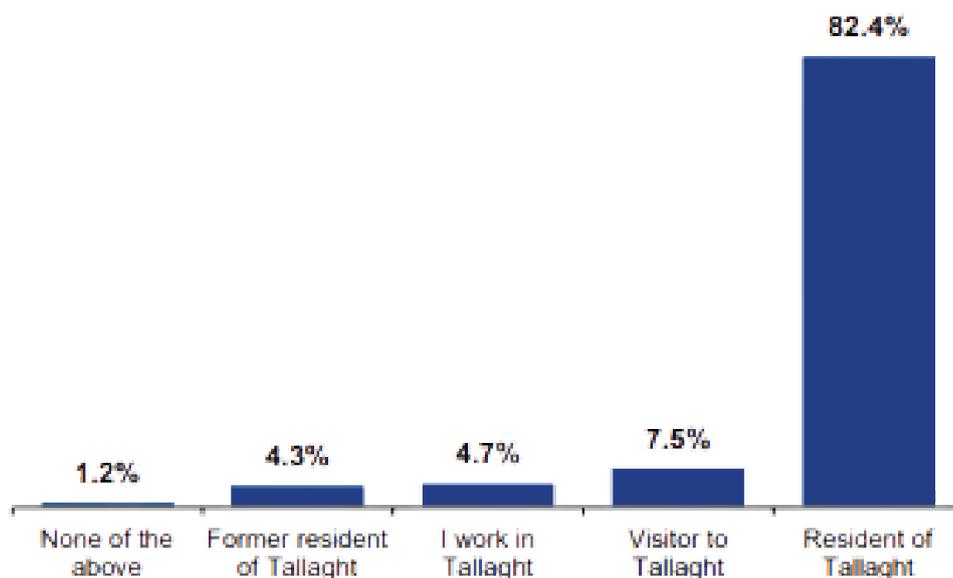


COMMUNITY SURVEY RESULTS

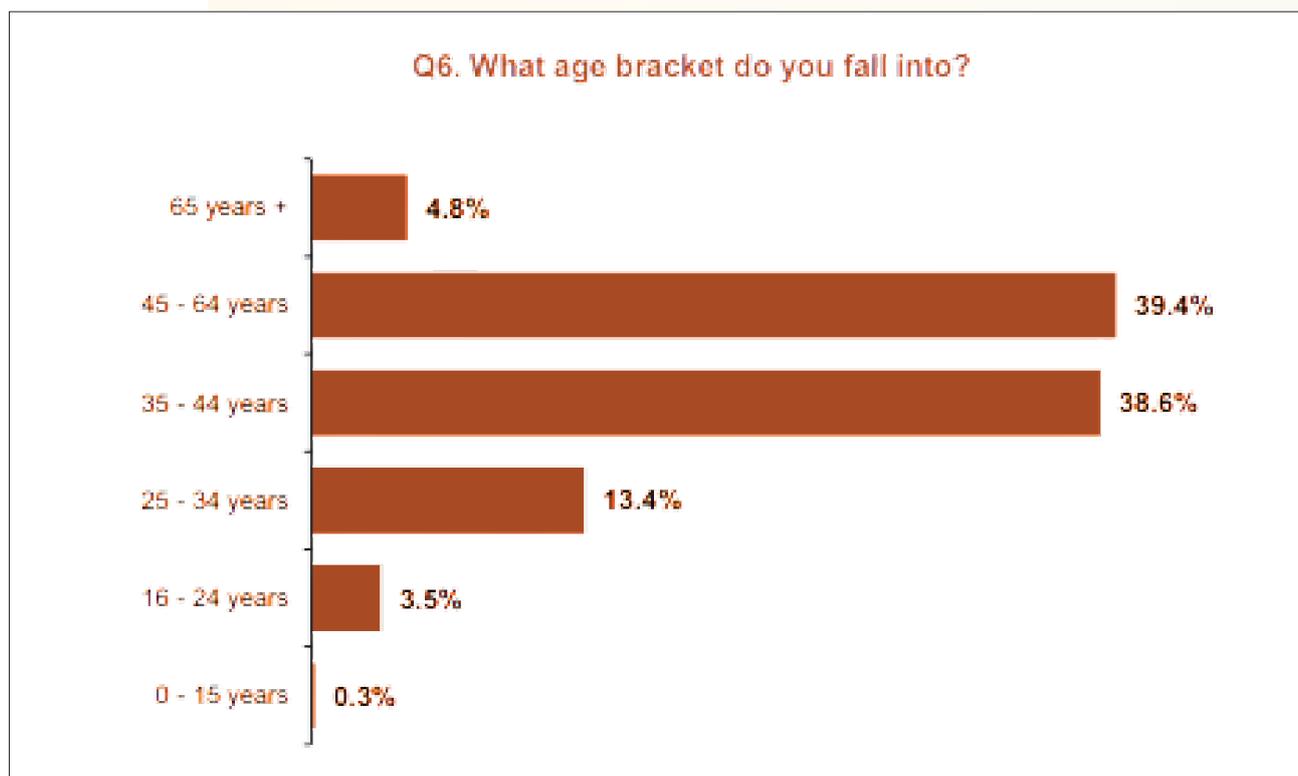
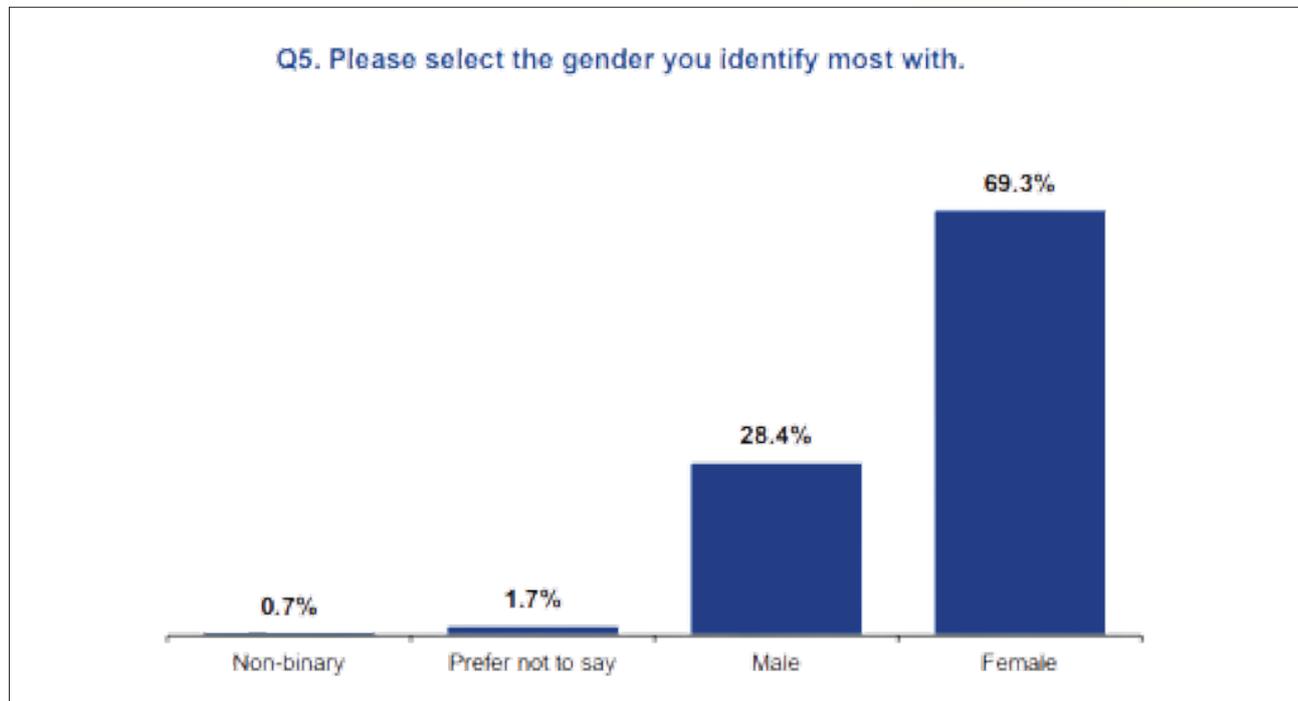
Q3. What do you think is needed to make spending your evening in Tallaght town centre more attractive?



Q4. Which of the following groups would you place yourself in?



COMMUNITY SURVEY RESULTS







SDCC
Comhairle Contae South Dublin
Átha Cliath Theas County Council

SDCC

Comhairle Contae South Dublin
Átha Cliath Theas County Council

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