

Galway City Night-Time Economy Action Plan 2024-2025

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Message from the Mayor



I welcome the introduction of this pilot Night-Time Economy Action Plan for Galway City. It provides us with an opportunity to further strengthen Galway City's night-time economy.

The action plan offers a framework to continue nurturing the city's vibrant night-time economy, which is an integral aspect of Galway's identity. Built upon three strategic pillars—Infrastructure, Experiences and Communications - this plan sets out recommendations, objectives and actions aimed at collectively strengthening Galway's night-time economy.

This collaborative effort has led to a plan that seeks to balance the needs of the interconnected communities that animate our city's nightscape. We can continue to foster a more accessible and sustainable urban environment while enhancing Galway's vibrancy and hospitality for residents, workers, and visitors alike.

An extensive process of engagement has been instrumental in shaping the ambition and priorities outlined within the action plan. I extend our sincere appreciation to all the stakeholders involved in developing this plan, alongside the council staff.

I look forward to working with you and witnessing the positive impacts of this action plan..

Cllr. Peter Keane
Mayor of the City of Galway

Foreword

Galway City's Night-Time Economy: A Collaborative Action Plan

I am pleased to introduce Galway City's first Night-Time Economy (NTE) Action Plan. This plan is a result of our pilot initiative as one of the areas selected for the appointment of a dedicated Night-Time Economy Advisor. This plan builds upon the framework established by the Night-Time Economy Taskforce Report and other key strategic initiatives, aiming to cultivate a city that thrives as a home, a destination, and a place of work.



This action plan is a testament to the city's commitment to fostering a diverse and inclusive night-time economy. We have engaged with a wide range of stakeholders, including local businesses, residents, and community organisations, to ensure that our plan reflects the unique character and needs of Galway City. Throughout these consultations, key themes emerged, highlighting the desire for enhanced infrastructure, communication, and expanded cultural offerings.

Our vision is to build on the city's engaging night-time experience one that caters to all ages and interests. Central to this vision are the principles of diversity and inclusivity. Diversity means offering a wide range of choices and experiences in the NTE, reflecting the varied needs of our community and visitors. As our society becomes more diverse, so too must our cultural and night-time offerings. This includes expanding beyond the traditional focus on alcohol-centric activities, embracing a wider array of cultural events, late-night dining options, and alcohol-free activities that cater to diverse interests and age groups. We recognise the value of our local arts organisations and practitioners and aim to support them in offering later-night programming and activities.

Inclusivity means creating an environment where this diverse NTE appeals to all sectors of society, ensuring that everyone has the opportunity to enjoy and access aspects of the NTE that resonate with them. This involves creating safe and accessible spaces that welcome people of all ages, backgrounds, and interests. We believe that a more diverse NTE fosters a richer, more vibrant nighttime culture that benefits everyone.

We recognise the importance of reimagining our public spaces to accommodate a more diverse NTE. The COVID-19 pandemic has highlighted the value of outdoor areas for socialising and gathering. We are committed to enhancing the public realm, creating inviting spaces for outdoor events, cultural activities, and late-night hospitality. We will leverage funding programs to support these initiatives, further enriching the night-time experience and supporting local businesses.

This plan is a starting point for ongoing dialogue and collaboration. We are committed to working with stakeholders across the city, including businesses, safety partners, residents, artists, and community groups, to ensure that our NTE reflects the unique character of Galway and is embracing of all. We also acknowledge the need to remain adaptable, responding to evolving societal trends and preferences to maintain a thriving and sustainable NTE.

Together, we can enhance our thriving night-time economy that is vibrant, welcoming, and inclusive. We invite you to join us in this exciting journey as we work towards a brighter future for Galway's Night-Time economy.

Leonard Cleary
Chief Executive, Galway City Council

Background





Background

The Night-Time Economy refers to the diverse social, cultural, and economic activity occurring during evening and night-time hours from 6 pm onwards. A vibrant Night-Time Economy is enabled by a well-designed public realm, effective transport solutions, and different activities occurring at different stages of the Night-Time Economy timeframe.

The focused development of the Night-Time Economy in Ireland has emerged from a post COVID-19 response to support the sectors badly affected by the pandemic. Following on from a commitment under the Programme for Government, the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (D/TCAGSM) established a multi-agency task force to examine the challenges facing the development of a vibrant night-time culture and economy.

The Night-Time Economy Taskforce Report was published in September 2021 and contains 36 practical recommendations around regulation, licensing, planning, transport, safety, and increasing the diversity of activities as part of the night-time offering. This cross-departmental and agency response led to the publication of the Taskforce Report and a commitment to implement several actions that supported the recovery of the sector but also considered how best to develop a more diverse and sustainable nightlife.

Action 19 in the report committed to the establishment of Night-Time Economy pilots and the appointment of Night-Time Economy Advisors in nine towns and cities across the country. Following a successful application by Galway City Council, Galway City has been designated as a pilot city from October 2023 to December 2025. The other 8 towns and cities participating in the pilot are Dublin City, Cork City, Galway City, Limerick City, Drogheda, Sligo, Buncrana and Longford Town.

In October 2023 a Night-Time Economy Advisor was appointed for Galway City to support the development of enhanced collaborative structures at a local level.

The proposed outcomes of the pilot are:

- » **the establishment of a night-time economy forum that is diverse and inclusive of all aspects of the night-time economy.**
- » **the preparation and implementation of a cohesive action plan for Galway City to provide a range of proven interventions for different age groups and different periods.**
- » **the development of a sustainable structure within GCC for longer-term/ongoing work in the area of the NTE including the establishment of a stakeholder forum and consultation process.**

Timeline for development and implementation

October 2023:

Appointment of the NTE Advisor for Galway City



November - December 2023

Data collection, desk-based research, one-to-one NTE stakeholder meetings.



January 2024

Launch of the NTE Public Consultation Survey, three surveys - residents, businesses, and an 'ideas map' (open for 6 weeks).



February - March 2024

Workshops with NTE Consultative Stakeholder Working Group.

Night-Walk with elected representatives, council staff, community and business representatives.
Presentations to the business community, Economic Development, Culture and Community SPC, Joint Policy Committee.



April – June 2024

Continued engagement and focus groups.

Youth consultation on safe spaces led by Comhairle na nÓg.

Drafting of action plan and report.



July 2024-December 2025

Implementation period for the Galway City Night-Time Economy Action Plan.

A cross-sectoral interagency approach is coordinated by the Night-Time Economy Advisor with the support of Galway City Council (GCC), the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (D/TCAGSM), and the Galway City Night-Time Economy Advisory Forum. This plan builds upon the principle of stakeholder collaboration to establish a vision and actions aimed at realising the full potential of the night-time economy. As a pilot project, it presents Galway City with an exciting opportunity to implement initiatives, collaborations, and ideas, contributing to the long-term sustainability of the night-time economy. By achieving this, we can continue to develop a more accessible and sustainable city whilst creating an even more vibrant and welcoming city for our residents, workers, and visitors. Some of the initiatives that have been developed and progressed to date include:

- » **Cruinniú Lates**
- » **Summer Evenings at Tiny Traders Market**
- » **Café Lates**



Photographer Dr Chaosheng Zhang

Policy Context

With an area of 54 km², Galway City is the fourth biggest city in Ireland and the only city in Connacht. Galway City experienced most of its population growth between 1996 and 2006, stabilising thereafter and maintaining a rate slightly higher than the state average. Census 2022 states that the population of Galway city was 84,414 in April 2022, representing an increase of 7.3% since 2016. Galway’s 2023 population is estimated at 85,258 based on growth patterns. Under the National Planning Framework, the population of Galway City is proposed to increase to at least 120,000 by 2040. This growth not only reflects a national and international trend of increased urbanisation but more specifically reflects the attractiveness of Galway as a city in which to study, work, visit, and live. A further c.70,000 people live within a 30-minute drive of the city centre.

84,414

population 2022

7.3%

increase since 2016

c.70,000

live within a 30-minute drive

54 km²

area in square km

4th

biggest city in Ireland

Over 20%

identify as non-Irish origin

40%

aged between 20 & 40

11%

over 65

21.1%

people with a disability

The city’s population is predominantly younger, with 40% of the population between the age of 20 and 40, and older people over 65 comprising 11% of the population. Galway City has the lowest average age in the Western Region (37.4 years).

Galway City has internationally recognised universities, the University of Galway and the Atlantic Technological University (ATU). Galway Technical Institute also provides further and higher education courses in the city. There are approximately 8,000 full-time students in the ATU campuses in the city, while the University of Galway has a student population of more than 21,000. This contributes to the vibrant and youthful profile within the city.

60% of the population of the city commute by car or van, 23% commute to work on foot, 5% by bicycle, 8% by bus/coach, and less than 1% commute by train.¹

Having effective transport and sustainable mobility infrastructure is vital to a well-functioning community and economy and will be crucial to our efforts to reduce greenhouse gas emissions and air pollution. The Galway Transport Strategy proposes an approach that places walking, cycling, and public transport at the forefront of mobility around the city. Galway City is a significant rail destination with direct intercity services to Dublin via Athlone and Limerick via Ennis. Irish Citylink is a key provider of express bus services linking Galway to major Irish cities and airports. The company operates frequent services to Clifden, Dublin City & Airport, Limerick, and Cork. The company also facilitates an express service between Galway and Dublin City & Airport. These routes offer crucial connectivity for residents and visitors, contributing to the region’s accessibility and transport infrastructure. Galway’s public bus network is set for a major overhaul in the coming years. The redesign, led by the National Transport Authority (NTA) in collaboration with Galway City Council and local stakeholders, promises a 50% increase in services, extended routes, enhanced weekend timetables, and a new 24-hour route. This revamped network will improve access to employment, education, and healthcare, with 67% of residents living within 400 meters of a high-frequency route. The NTA aims to encourage sustainable travel and support Galway’s growth through this significant transformation of the city’s public transport infrastructure.

1. Local Economic and Community Development Plan, 2024 – 2029, Galway City – A Changing Place.

Galway's night-time economy thrives due to its renowned cultural and hospitality sectors, with the food industry also playing a key role. This vibrant atmosphere earned Galway the title of Europe's Friendliest City in the Condé Nast Traveller Reader Travel Awards 2020 and a place among the top ten European cities for raising children according to Preply. The city's commitment to safety and family-friendliness is evident in its continuous Purple Flag accreditation since 2015, extended to Salthill in 2023. Furthermore, Galway's cleanliness was recognised in the 2023 Irish Business Against Litter (IBAL) report, where it was named one of the two cleanest cities in Ireland.

The Galway City Night-Time Economy Pilot Action Plan 2024-2025 is an initiative led by Galway City Council supported by the Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media, and the Galway City Night-Time Economy Stakeholder Advisory Forum.

The plan aims to build on the full potential of Galway's night-time economy by establishing pilot initiatives, fostering collaborations, and implementing evidence-based strategies.

This pilot project is informed by research and stakeholder engagement, recognising the limited availability of data on the contribution of the night-time economy at both local and national levels. To address this challenge, the project will prioritise data collection throughout the two-year pilot period. Data collection will focus on:

- » **Footfall surveys**
- » **Night-time transport statistics**
- » **Post-event surveys**
- » **Closing hours audit**
- » **Consumer sentiment surveys**
- » **Attendance figures at NTE-supported events and activities**
- » **Marketing and social media reporting**
- » **Economic data (where available)**

This data-driven approach will inform the development of practical recommendations to enhance the NTE, aligning with local, regional, and national policies and programmes, such as the Galway City Development Plan 2023-2029 and the Galway Metropolitan Area Strategic Plan (MASP) 2020-2032.

The Night-Time Economy's role in Galway's success is underscored in multiple strategies and plans from Galway City Council. This demonstrates a cross-departmental commitment to fostering a nightlife that benefits the entire community. Our NTE Action Plan will leverage this momentum to drive positive, sustainable change.

“The plan aims to build on the full potential of Galway's night-time economy by establishing pilot initiatives, fostering collaborations, and implementing evidence-based strategies.”



Plans include:

- » Galway City Development Plan, 2023 - 2029
- » Galway Metropolitan Area Strategic Plan (MASP), 2020 - 2032
- » Galway City Climate Action Plan, 2024 - 2029
- » Galway City Green Spaces Strategy, 2024 - 2034
- » Galway City Local Economic and Community Plan (LECP), 2024 - 2029
- » Galway City Transport Strategy (GTS), 2016 - 2036
- » Galway City Destination Experience Development Plan, 2025 - 2030
- » Galway City Creative Ireland Culture & Creativity Strategy, 2023 - 2027
- » Galway City Strategic Plan for the Arts, New Directions, 2021 - 2026
- » Galway City Tourism Strategy, 2020 - 2025
- » Healthy Ireland Strategic Action Plan, 2021 - 2025
- » Galway City Public Realm Strategy, 2019
- » Everybody Matters. A Cultural Sustainability Strategy Framework For Galway, 2016 - 2025

Key objectives of the action plan for Galway City include:

- » Delivering Pilot Actions for enhancing the city's Night-Time Economy.
- » Establishing a dedicated Galway City Night-Time Economy Stakeholder Advisory Forum.
- » Identifying appropriate funding streams and developing partnerships.
- » Measuring the success of the pilot through increased footfall, positive sentiment, improved transportation, enhanced infrastructure, economic growth, and online visibility.

A key objective in the development of the action plan is the formation of a dedicated Night-Time Economy Stakeholder Advisory Forum. The forum is represented by organisations and businesses in the various tourism, arts, culture, economic, and community sectors that reflect a diverse night-time economy. The membership will remain in place for the duration of the action plan. Members of the forum have played a pivotal role in the development of the plan, and we wish to thank them for their constructive contributions and positive engagement to date.

There are funding requirements for some of the actions that have been set out within the plan. The Night-Time Economy Advisor will work with Galway City Council the D/TCAGSM and the Stakeholder Advisory Forum to identify appropriate funding streams. There is also an opportunity, through the various actions outlined, to develop new collaborations and partnerships that can provide a platform for the longer-term viability and sustainability of the night-time offering in Galway City.

By addressing data gaps, fostering collaboration, and securing funding, the pilot project seeks to create a thriving, data-driven NTE that contributes to economic growth, cultural enrichment, social activity, community engagement, community engagement, and increased tourism opportunities in Galway City.





Consultation

**Agile Lean Meetup:
Galway**

Learn from Bernie Rush of Lean Ireland
speaking on confessions of a Lean
consultant and Chirs Sims of Agile
Learning Labs speaking on user stories
being too big

GALWAY

Due to limited existing data on Galway City's Night-Time economy, a comprehensive research and engagement strategy was essential in developing this action plan. A primary goal was to ensure the plan's actions directly reflected the diverse perspectives of stakeholders throughout the city.

Galway City Council employed multiple methodologies to gather feedback, which directly shaped our 30 high-level actions aimed at developing Galway's night-time economy.

Research and Engagement Activities

Desk Research: Analysis of existing data, reports, and relevant studies.

Stakeholder Engagement:

1. Night-Time Economy Consultative Stakeholder Working Group:

- » Collaborative input and development of the action plan. An Advisory Forum will provide ongoing consultation and guidance during the implementation phase.

2. Key Stakeholder Meetings:

- » Targeted discussions to gather specific insights.
- » Public Survey: Broad community feedback.
- » Business Survey: Focused input from the business sector.
- » Ideas Map: Feedback on areas in the city.
- » Night Walk: Direct observation of night-time activity and ambiance.
- » Consultation with youth groups led by Comhairle na nÓg.

As part of the consultation and engagement phase, representatives from the business, cultural, tourism, arts, sporting, and community sectors were invited to participate in a stakeholder consultative group. 35 members participated in the workshops. Workshops also included representation from the various sections of Galway City Council including Economic Development, Planning, Environment, Sports, Community, Culture, and Tourism.

The purpose of the NTE Stakeholder Consultative Group was to bring together key NTE stakeholder representatives to shape the vision and action plan for Galway City's Night-Time Economy. To ensure the action plan accurately reflected stakeholder priorities, two in-person workshops were held at PorterShed a Dó on February 15th and March 21st, facilitated by Karan Thompson Consulting Limited with support from the Night-Time Economy Advisor.

The first workshop focused on the survey outputs with engagement and input from each of the stakeholders and a working session to prioritise the pillars for development. This also involved:

- » Environment Analysis – Gaps and Potential (working session)
- » Prioritisation of objectives from environment analysis
- » Action planning – outlining the next steps for the development of key strategic initiatives for activation of the NTE and identification of who needs to be involved for success.

The second workshop's objectives included:

- » Review the key themes and priorities that emerged from the previous workshop.

Vision



Vision

To build upon, broaden and maintain Galway's vibrant, welcoming, and inclusive night-time experience for residents, workers, and visitors.

Galway City envisions a safe, welcoming, and vibrant night-time experience where everyone enjoys diverse and fulfilling opportunities. Building upon our rich cultural heritage, we strive to expand offerings to meet the evolving needs of our community. This will foster a thriving and inclusive night-time economy that supports businesses, enhances Galway's reputation, and enriches the lives of residents and visitors alike.

To fully engage with and promote our night-time economy, we must reimagine what it means to us. Moving beyond limited perceptions, we embrace a more balanced vision that reflects the changing social and cultural landscape of our city. Our vision is holistic, recognising that a vibrant NTE offers a wide range of options. We strive for balance, providing services that appeal to everyone. This means creating an environment where positive social, economic, recreational, and cultural activities thrive for residents, workers, and visitors.

Goals & Objectives

Building upon our consultation and recurring themes identified during this process, the Galway City Night-Time Economy Pilot Action Plan establishes three strategic goals to guide targeted actions within the pilot timeframe. These pillars represent key areas of focus, aligned with the vision of fostering a thriving, diverse, safe, accessible, and sustainable night-time economy in Galway City:



The Galway City Night-Time Economy Pilot Action Plan is structured around three interconnected strategic goals: Infrastructure, Experiences, and Communications. These goals aim to address the key areas identified during the consultation process and drive the development of a thriving night-time economy.

Strategic Goals:

Goal 1: Infrastructure

Enhancing the city's physical and supportive environment to ensure it is welcoming, safe, and equipped to foster a diverse and vibrant night-time economy.

Goal 2: Experiences

Building upon Galway City's existing vibrant events calendar to further enhance the evening and night-time offering for both residents and visitors, catering to a wide range of interests.

Goal 3: Communications

Developing a clear and consistent message about Galway's unique night-time experience, utilising effective communication and marketing strategies to reach a broad audience and drive engagement.

Underpinning these strategic goals are three core principles:

Core Principles:

Safety

Build on the city's safe and welcoming environment for everyone is paramount to the success of the night-time economy.

Sustainability

The plan seeks to promote sustainable practices that minimise environmental impact and ensure the long-term viability of the night-time economy.

Inclusion

The plan aims to be inclusive, ensuring that everyone can participate in and benefit from the night-time economy.

This holistic approach, driven by clear strategic goals and guiding principles, provides a framework for developing a vibrant, diverse, safe, accessible, and sustainable night-time economy in Galway City.

Actions

Infrastructure

	Actions	Purpose and Impact
1.1	Ensure GCC future public realm projects support and enhance the Evening and Night-Time Economy and its long-term development including the Woodquay regeneration project; Fishmarket rejuvenation project; Eyre Square (north) project and city centre streets project. The GCC Green Spaces Strategy implementation plan will support actions to improve capacity in civic parks for NTE programming. And support the provision of Teen Spaces.	Optimise the use of public spaces to benefit both daytime and night-time activities. GCC public realm projects actively consider the needs and potential of the NTE. Improved accessibility to public parks to make them universally accessible and age-friendly.
1.2	Continue to monitor the level and extent of derelict sites across the city in line with legislation.	Address vacancy in the city. Enhance the presentation of places and buildings. To leverage ‘meanwhile use’ strategies for activating vacant spaces, enhancing the city’s vibrancy, and providing flexible options for Night-Time Economy (NTE) activities.
1.3	Examine the practicalities and potential of ‘meanwhile use’ in line with action 4 of the Night-Time Economy Taskforce Report. *A “meanwhile use” describes a situation where a site is utilised for a duration of time before it is turned into a more permanent end state, taking advantage of a mid to short window of opportunity.	Understand the legal and regulatory implications of using vacant spaces for temporary NTE activities.
1.4	Streamline NTE-related policies and procedures for outdoor dining permits.	Increase and diverse outdoor dining, lively streetscapes.

Outcome	Lead(s) / Partner(s)	Timeline
Vibrant and attractive destination for daytime and night-time activities, contributing to the growth and success of Galway’s Night-Time Economy.	GCC / Failte Ireland	2024 +
An audit and register of derelict sites across the city.	GCC	2024 - 2025
Identification of possible spaces available and their potential for use. Proposal for the development of a meanwhile-use portal.	GCC / D / Housing D/TCAGSM	2024 - 2025
Streamlined policy document, clear application process.	GCC/PB	2024 - 2025

Infrastructure

	Actions	Purpose and Impact
1.5	Make improvements to public lighting.	Enhanced animation of the public realm and visitor attractions. Promote visibility for safe, confident movement at night.
1.6	Develop a city-wide approach to wayfinding.	Make the city easy to navigate. Improved user experience, and greater footfall.
1.7	Pilot smart benches across three city locations.	Increase the availability of public seating options. Provide convenient charging points for electronic devices, enhancing the utility of public spaces for residents and visitors. Contribute to the overall aesthetics of the urban environment through the installation of visually appealing smart benches. Data collection: on usage patterns and other metrics, which can inform future urban planning decisions.
1.8	Implement a Litter Management Plan for Galway, engaging businesses and residents to enhance the city's overall appearance.	Continue to improve the overall appearance of the city. A clean attractive city.
1.9	Explore the “Nette Toilette” or “Nice Toilet” concept - based on a collaborative approach between the public and private sector, whereby local businesses permit the general public to use their toilet facilities.	A survey of local businesses to gauge their interest and willingness to participate in the scheme.

Outcome	Lead(s) / Partner(s)	Timeline
Identify areas in the city that require improved lighting solutions. Deliver improvements in the identified areas.	GCC	2024-2025
A city wayfinding plan/strategy.	GCC / Failte Ireland	2024 - 2025
Smart benches installed across three city locations. Track usage, monitor and inspect benches for functionality and maintenance needs. Report on recommendations.	GCC	2024 - 2025
Successful results on IBAL surveys. Engagement and campaigns to raise awareness.	GCC	2024 - 2025
Feasibility of implementing the “Nette Toilette” concept in Galway City, considering factors such as cost, resources, and potential challenges. Recommendations for marketing and communication strategies to raise awareness among the public and encourage participation.	GCC / PB	2024 2024 - 2025

Infrastructure

	Actions	Purpose and Impact
2	Develop a partnership with the appropriate service provider/agency partner to roll out Disability & Equality training for the cultural and hospitality sector.	To increase awareness of more accessible public infrastructure and venues.
2.1	Work with Fáilte Ireland to deliver their Wild Atlantic Way Champions Programme for Galway City NTE businesses.	A combination of Local Experts and Service Excellence programmes, with specialised training in accessible tourism. Relevant business skills to provide an exceptional visitor experience.
2.2	Support initiatives to support Shop Local. Ensure consideration of the evening and night-time economy in the upcoming Joint Retail Strategy for Galway City and Metropolitan Area.	Work in partnership with local businesses and the Galway Chamber of Commerce to support NTE initiatives. Support further economic growth in the city. Retail to enhance vitality and vibrancy in the evening and night-time economy through improvements to the retail experience including extended opening hours, night markets, outdoor dining and enhanced public realm.
2.3	Implement the Galway Transport Strategy.	Address the transport issues experienced in the city and environs, particularly reducing congestion and car dependency through increased capacity and reliability of public transport and promoting and facilitation of cycling and walking. Further development of an integrated cycle network for the city and development of a core primary cycle network combining good segregation from traffic where practical Reallocate road space for pedestrian, cycle and public transport use and further development of the Cross City Link, an east/ west bus priority route through the city centre.

Outcome	Lead(s) / Partner(s)	Timeline
Promote the D/TCAGMS national survey to understand challenges and opportunities. Deliver training workshop per annum to NTE businesses. Increased awareness that will support the development of more accessible and inclusive venues.	GCC / D/TCAGSM	2024 - 2025
Deliver 1 workshop per annum with a focus on the night-time businesses.	Faillte Ireland / GCC	2024 - 2025
Implement initiatives to support Local Retail. A policy approach and identification of measures to ensure a greater role for retailing in the evening and night-time economy.	GCC / Chamber of Commerce / PB GCC	2024 - 2025
A modal shift to sustainable and active travel.	GCC / NTA	2024+

Infrastructure

2.4	Review data on the availability of evening and late-night public transport within the city and to outlying towns and suburbs.	To determine the need for and to develop more transport options from the city.
2.5	Continue to secure Purple Flag accreditation.	Purple Flag accreditation and actions implemented.
2.6	Partner with businesses and agencies to roll out safety training programmes for NTE workers.	Equip businesses, workers, and the public for safe, proactive NTE participation. Reduced incidents, empowered staff and patrons, and a positive NTE reputation.
2.7	Support the structures and partnerships that underpin safety in the city.	Maintain low crime levels across key metrics including theft, property crime, public order incidents, and assault. Establishment of a Community Safety Partnership for Galway City in partnership with the Policing Authority. Improved responses to domestic violence, discrimination, harassment, and violence at a local level. Collaborate on safety solutions and initiatives regarding the night-time, including event licensing processes were applicable.

Determine a location to trial a night-time service from Galway City. Partner with key stakeholders to pilot a service for a defined period to evaluate customer demand, willingness to pay, and potential for long-term success.	GCC / NTA	2024 - 2025
Secure Purple Flag status for Galway City and Salthill.	GCC	2024 - 2025
Work with national agencies and the D/TCAGSM on local training initiatives. Support the implementation of a national night-time charter. Deliver training workshops to the industry.	GCC / PB / D/TCAGSM	2024 - 2025
Community Safety Partnership Strategic Plan with a renewed focus on community policing and enhancing community safety responses.	An Garda Síochána / GCC / LCSP	2024 - 2025

Experiences

	Actions	Purpose and Impact
3	Maximise the use of Galway City Council managed cultural buildings for the NTE.	Increased utilisation of Galway City Council managed cultural infrastructure for night-time activities, adding to a vibrant and engaging night-time economy, particularly during shoulder months and mid-week periods.
3.1	Support the development of night-time activations across city neighbourhoods aligning with neighborhood's unique identity and character.	Enhance the uniqueness of a specific neighbourhood. Support local networks and a collective focus. To demonstrate the feasibility and impact of a targeted night-time activation initiative in a specific neighbourhood, serving as a model for future projects.
3.2	Work with existing markets to pilot extended trading hours into the evening and assess the feasibility of extended hours and increased frequency. Support the development of an indoor night-time market featuring a diverse range of vendors to extend nightlife options and stimulate economic activity.	Test the viability of expanded market operations to inform long-term strategies for supporting local businesses and enhancing the city's vibrancy. More options for people to gather. Increased revenue for creatives, market vendors and surrounding businesses. Attracting more visitors to the city, boosting foot traffic and overall economic activity. To ascertain the viability of a late-night market that expands the city's nightlife offerings and attracts locals and visitors, stimulating economic activity and adding to the city's cultural appeal.
3.3	Develop a system for easy access to GCC owned assets for NTE events (mobile stages, etc.)	To host additional events in the public realm, greater diversity of NTE.

Outcome	Lead(s) / Partner(s)	Timeline
An enhanced calendar of diverse night-time events and activities hosted in Galway City Council managed cultural buildings.	GCC	2024 - 2025
Delivery of a neighbourhood activation project in partnership with local businesses.	GCC / PB / Failte	2024 - 2025
Campaign promoting later open markets. Support a culture programme for a period of time. Gather data from market traders and public surveys on the demand and feasibility.	GCC / PB	2024 - 2025
Booking system, clear processes and procedures, asset usage guidelines.	GCC	2025

	Actions	Purpose and Impact
3.4	Develop clear guidelines for small/mid-scale to large-scale cultural events, streamlining the permit process to encourage a mix of scaled activities and events.	Encourage and support organisations to develop and deliver cultural, community, and sporting activities. An extended range of NTE activities and events. A streamlined process for event organisers.
3.5	Actively support and promote licensed and unlicensed experiences, partnering with late-night venues, cafes, bookstores, and cultural organisations.	Ensure NTE is inclusive. Strengthen participation and engagement in the NTE. Proactively support increased diversity in offering and attendance in the NTE
3.6	Collaborate strategically with Galway City Council and key stakeholders to enrich the annual events programme engaging night-time offerings.	To integrate Night-Time Activity into local authority and agency led events and programming.
3.7	Provide support and guidance for organisations and businesses applying for NTE funding opportunities.	Maximise funding opportunities for Galway City businesses and organisations to expand and enhance Night-Time Economy activities and events.
3.8	Appoint a Festival and Events Coordinator within Galway City Council	Support festivals, events, programmers, producers, production crew and community groups to deliver events and festivals across the city.

Outcome	Lead(s) / Partner(s)	Timeline
Clear guidelines, single application point.	GCC	2025
Partnerships with a number of creatives, cultural organisations & businesses. Campaign promoting events.	GCC / PB / Cultural Organisations	2025
Include NTE activity in initiatives such as Bike Week, Age Friendly Events, Culture Night, Healthy Galway City, Creative Ireland Programme, Galway City Marketing Fund, GCC Climate Festival, Cruinniú na nÓg, GCC St Patricks Day Festival etc. Increased number of social, cultural and sporting events, experiences, and activities that include night-time activities.	GCC	2024 - 2025
Support and facilitate collaborations that will encourage events such as: Night Market, Family Friendly Events, NTE Youth Initiatives & Age Friendly events, Culture Night Late, and later Cafe's. A number of new evening and night-time activities.	GCC / D/TCAGSM	2024 - 2025
A point of contact in GCC that will provide the assistance to support, co-ordinate and develop the festival and events offering in the city.	GCC	2024 - 2025

Communications

	Actions	Purpose and Impact
4	Identify and support a central communication channel that promotes evening and night-time events and activities ie: whats on guide	To create greater awareness of events and activities that take place in the city by night.
4.1	Develop and promote an information campaign highlighting the availability of public transport options.	To create greater awareness and usage of night-time public transport at night.
4.2	Develop a marketing campaign for Galways NTE.	Increase the visibility and understanding of the night-time economy and the city's offering. Increase footfall and dwell time in the city. Foster a safe and respectful environment during evening and nighttime hours in Galway.
4.3	Develop KPIs to verify progress and effectiveness	To track and evaluate the sucess initiatives, ensuring alignment with strategic goals.

Outcome	Lead(s) / Partner(s)	Timeline
Assess available options. Agree work programme, budget and trial period. Clear metrics that show an increase in communication of the NTE and engagement leading to an increase in attendance at night-time events.	GCC	2024
A successful communications campaign in partnership with the NTA promoting public transport services during the evening and night-time hours. Work with local transport providers to promote available services after 6pm.	GCC / D/TCAGSM	2024
A successful safety-focused communications campaign that promotes respect and positive behaviour in the NTE. Promote Galway City as a vibrant and diverse night-time destination. Creation of an identifiable night-time economy identity. Increased awareness and enhanced visitor perception of Galway City's NTE. Coherent messaging about the NTE in Galway City for residents and visitors alike.	GCC	2024-2025
Data driven insights that inform decision making and continuous improvement.	GCC	2024

Implementation & Monitoring



The Galway City Night-Time Economy Action Plan will be implemented through a collaborative approach, relying on stakeholder commitment to deliver the project within a 19-month operational plan. Building upon existing projects and integrating all related activities, the plan aims to enhance Galway City's night-time economy. It encompasses currently active projects, those outlined in existing plans, and new concepts to foster the city's capacity for growth and innovation.

Monitoring:

To oversee the implementation, a Stakeholder Advisory Group will be established, operating until the plan's conclusion in 2025. The Galway City Night-Time Economy Pilot Action Plan (2024-2025) prioritises continuous monitoring to ensure adaptability and effective implementation. Regular assessments will facilitate adjustments based on new opportunities, funding sources, or emerging initiatives aligning with the plan's pillars and objectives.

Galway City Council and the Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media (D/TCAGSM), hold overall responsibility for the plan, with the support of the Night-Time Economy Stakeholder Advisory Forum, which ensures diverse representation from the city's night-time economy stakeholders and relevant agencies.

The Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media will carry out regular reviews of actions and their impact. A dedicated Night-Time Economy Advisor will manage day-to-day operations, organise stakeholder meetings, maintain engagement with key stakeholders, and prepare progress reports.

Wherever possible, quantifiable KPIs will be used to track progress, supplemented by qualitative summaries when specific metrics are unavailable. The Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media will offer ongoing advice, guidance, funding, and support to the Night-Time Economy Advisor.

The Stakeholder Advisory Forum will provide continued guidance and input for the NTE action plan. The Forum's key roles include:

- » **Sector-Specific Expertise: Offering insights to guide implementation.**
- » **Ensuring stakeholder voices are heard throughout the process.**
- » **Strategic Direction: Providing oversight and long-term vision**

A minimum of four annual meetings will review achievements and provide progress updates. Two written progress reports will be submitted to Galway City Council and the D/TCAGSM:

- » **Mid-term report (end of 2024): This report will assess the progress made in the first year of the pilot program, highlighting key achievements, challenges encountered, and any necessary adjustments to the action plan.**
- » **Final report (December 2025): This report will summarise the overall implementation of the plan, detailing the outcomes achieved, lessons learned, and recommendations for the future sustainability and growth of the night-time economy in Galway City.**

The monitoring process will be transparent and inclusive, involving all relevant stakeholders. The findings from the progress reports will be used to inform future decision-making and ensure the continuous improvement of the night-time economy in Galway City.



Appendix 1: Acronyms

NTE:	Night-Time Economy
GCC:	Galway City Council
D/TCAGSM:	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
D/Housing:	Department of Housing
NTA:	National Transport Authority
PB:	Private Businesses
IBAL:	Irish Business Against Litter





Galway City Night-Time Economy

Action Plan 2024-2025