

Sligo

EVENING & NIGHT TIME ECONOMY ACTION PLAN



An Roinn Turasóiríochta, Cúlúlaí,
Ealaíon, Gaeilíochta, Spóirt agus Meia
Department of Tourism, Culture,
Arts, Gaeilíochta, Sport and Media



Sligo County Council
Comhairle Chontae Shligigh

Sligo.



CITIES@HEART
TOWARDS A BALANCED CITY CENTRE

Sligo

EVENING & NIGHT TIME ECONOMY ACTION PLAN



An Roinn Turasóiríochta, Cultúir,
Ealaíon, Gastrachta, Spóirt agus Meia
Department of Tourism, Culture,
Arts, Gastrach, Sport and Media

SLIGO
BID



Sligo County Council
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CITIES@HEART
TOWARDS A BALANCED CITY CENTRE



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INTRODUCTION

The Night-Time Economy (NTE) is a hugely important sector as a contributor to the economic, cultural and creative sectors. Catherine Martin TD, Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media established the Night-Time Economy Taskforce on 30 July 2020, with a related report published in September 2021. It contains 36 actions across a broad range of issues associated with the Night-Time Economy, with the aim of increasing the diversity of events, increasing cultural opportunities and encouraging innovation and creativity in the NTE. Action 19 calls for a pilot initiative to establish new “Night-Time Advisors” in the successful towns and cities in developing NTE opportunities. Sligo was selected as one of the pilot towns and cities.

Sligo Town has long had a focus and dedication to the evening and night time economy. Formally recognised at the first Irish Awards Ceremony in Dublin on 10th February 2015, Sligo joined four other newly accredited Irish towns (Galway, Mullingar, Waterford and Westport) to be awarded the Purple Flag, the first initiative with a focus upon this area.

A Purple Flag is an award for reaching a standard of excellence in the evening and night time economy (ENTE), with a diverse cultural offering – non-alcohol dependent and is family friendly, safe and vibrant. The town was particularly commended for its diversity of venues that could compete with larger urban areas, the strength of the partnership that worked on the project and support given from Sligo County Council. Since the award, the town has continued to develop their evening and night time economy.

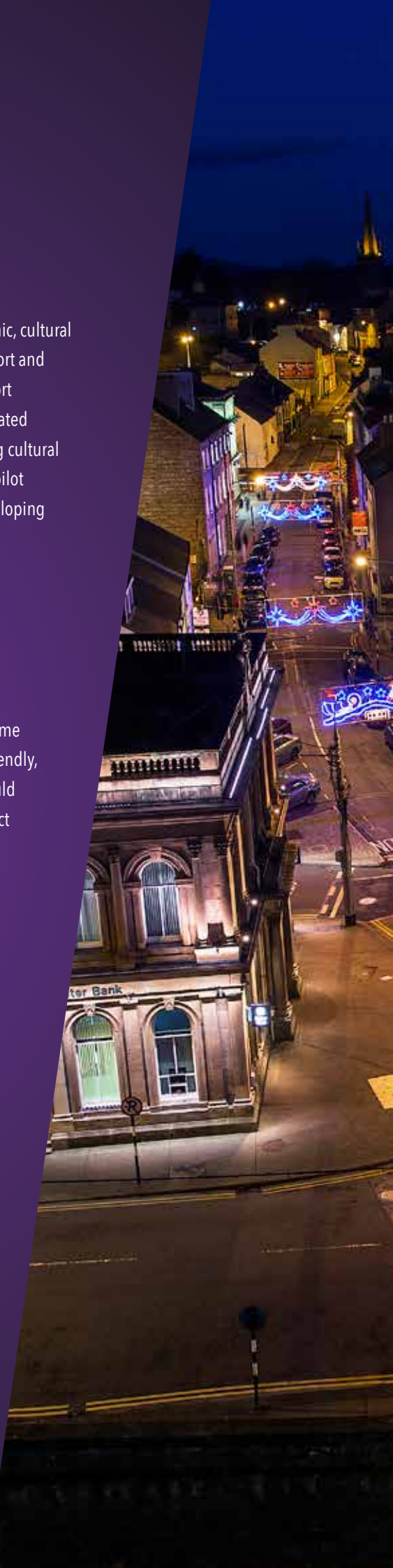
Sligo was delighted to be selected as one of the pilot towns and cities across the country.

A BID is a geographically defined collection of businesses within an urban centre who pay a levy to attract footfall to the geographic zone of the BID.

The project commenced in October 2023 and will end in October 2025.

The ultimate goal is to realise more of the great potential that’s within Sligo for the night time economy that benefits the residents, visitors and local businesses and community groups.

The following document details the framework and partnership that has been identified as key to the success of the pilot, the actions identified and action task timeline.



The Sligo Town Night Time Economy Advisor

ROLE & REPONSIBILTIES

The following roles and responsibility were identified for the Night Time Economy Advisor of Sligo Town to focus on during this pilot project.

- Liaise and build a close working relationship with NTE businesses in the town;
- Assess, build upon and update the existing research and knowledge available on the needs for Sligo's night-time economy;
- Generate a cohesive NTE action plan specifically for Sligo – including a range of interventions geared towards activities for different cohorts and time of day/night;
- Build greater awareness and drive interest and footfall to the activities currently available/coming as it relates to non-alcohol dependant activities, such as cultural spaces, physical activities and places of historic interest;
- Evaluate the existing issues and related to the NTE through consultation with the 150+ businesses in Sligo that operate in the night-time economy, existing and prospective clients and the many related local community groups and stakeholders;
- Establish and build on relationships and work done by key stakeholders for the further development of the night-time economy and explore innovative ideas and proposals. Example stakeholders include local authority officers, the Purple Flag Working Group, Sligo Welcome Street Ambassadors, Festivals and Events Coordinator and Tourism Officer, along with relevant organisations such as Fáilte Ireland;
- Work in partnership with the Council and other stakeholders to contribute to a programme of appropriate performances and cultural events through such projects as Queen Maeve Square, Hazelwood House and the Cleveragh Outdoor Performance Space;
- Work closely with the Council's Creative Team to promote and drive footfall to events such as the Library Services' "The Word" events (involving readings), art exhibitions, plays, concerts, meanwhile use events, etc;
- Work to capitalise on opportunities with groups such as Sligo Tidy Towns, Sligo St Patrick's Day Committee, Yeats Society, the Model Niland Gallery, the Hawks Well Theatre, Cinema, Vintners' representatives, live music venues, sporting venues, traditional and other music genres, etc;
- Establish a Night-Time Economy Committee that is diverse, inclusive and dynamic. Efforts should also be made to establish links with the Town Regeneration Officer as part of the Town Centre First Policy within the local authority structure. Representation for artists, cultural facilities, event promoters, festival organisers, hospitality interests, local champions, public bodies, retailers and other businesses, residents, venue owners/operators, etc. is recommended.
- Work with owners of vacant commercial properties, the Council, Sligo BID, Chamber of Commerce, etc. to identify suitable uses for such properties;
- Pursue relevant funding streams for appropriate projects;

The Sligo Town Night Time Economy Advisor

ROLE & REPONSIBILTIES

- Work with representatives of disability and minority communities;
- Provide feedback to the Joint Policing Committee on public safety;
- Work with the Students Union and staff in the Atlantic Technological University on identifying/adding new activities for students or signposting them to existing ones;
- Consult with town centre users and business owners to develop ideas for the NTE. This can be done through workshops, town hall style meetings, surveys or a mixture of different methods.
- Identify methods and projects to increase footfall to the town centre and local historic attractions;
- Monitor footfall data for developing and reporting on NTE strategy and activities, with a focus on developing KPIs that benchmark NTE performance;
- Continually work to identify potential opportunities to further develop the night-time economy and formulate proposals to capitalise on same;
- Responsibility for the annual renewal of the Purple Flag Award;
- Delivering (in consultation with the Council and Sligo BID) on the programme as set out in the application

From September 2023- April 2024, Brendan Tierney served as the Night Time Economy Advisor.

From May 2024- Present, Edel Doran is serving as the Night Time Economy Advisor.

PREFACE

The Night-Time Economy is hugely important to Sligo Town which has a vibrant night life with a tradition of live music, festivals and excellent venues all contributing to bringing the town centre to life. Not only does it contribute to economic activity, but it also provides the local community with shared social and cultural spaces.

Sligo is one of a select number of towns and cities across Ireland that has been awarded a Purple Flag. The award recognises excellence and positions Sligo as a location for evening and night-time activities that are enjoyable, entertaining, and diverse. Being selected one of the nine pilot towns under the Night-Time Economy initiative will serve to further strengthen this offering.

Sligo County Council plays an important part in the development of the Night-Time Economy through its support of numerous festivals and events and recently launched Queen Maeve Square, a cultural plaza and events space in the town centre. There are challenges in ensuring that night time activities are safe, inclusive, and accessible to all members of the community, but there are significant opportunities for economic development, cultural enrichment and strengthened community engagement.

I would like to pay tribute to Sligo BID and the Night-Time Economy Advisor for their work in preparing of this plan. The set of actions highlighted in this report were compiled as a result of intensive consultations with local business and the public. They will undoubtedly bring us closer to exploiting the full potential of Sligo town as a key night-time destination. Consumers of urban centres have an ever-increasing set of tools available to them in deciding to pick one destination over another and therefore there is now a greater emphasis amongst destinations in achieving competitive advantage and product differentiation.



MARTIN LYDON

Sligo County Council Chief Executive

As destinations are complex, evolving multidimensional entities, Sligo Business Improvement District (BID) was invited to present to the Irish Government's Night Time Economy Taskforce in 2021 and appreciate that the NTE Taskforce journeyed through the issues, concerns, challenges, opportunities and potential of the unique offering of an Irish town/city evening and night time economy (ENTE).

Place managers globally had recognised that the pandemic had accelerated changes already underway pre Covid 19 in urban centres and therefore the creation of a dedicated role for NTE Advisors for 9 pilots was welcomed by industry practitioners as a progressive and timely intervention.

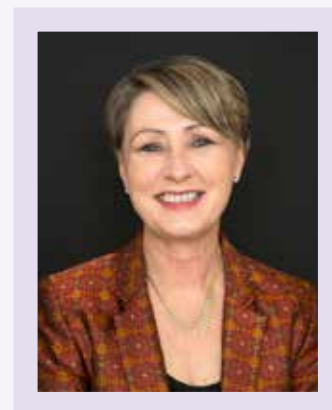
PREFACE

Purple Flag is an internationally accredited trade marked award recognizing a standard of excellence in a family friendly, safe, culturally diverse and non-alcohol dependent destination. There are now over 110 towns and cities across the world who have won and retained the award. Ireland has 13 Purple Flag award winners.

As a Purple Flag award winning town since 2015, Sligo has won several awards internationally recognising the strength of the Purple Flag team, the partnership with its anchor partner Sligo County Council and Sligo's approach to place management.

As members of the Association of Town and City Management (ATCM UK and Ireland) and the Institute of Place Management (IPM, UK and Ireland), Sligo has earned a reputation of a destination that is both innovative and progressive. With the many projects underway in the core of the town centre, the asset base of the product offering of Sligo is on an upward trajectory offering the perfect opportunity to pilot and test new initiatives, strengthen the knowledge base with research completed on both NTE businesses and consumers, animate the new €4 million civic space – Queen Maeve Square. At the end of day, towns and cities are dependent on footfall, that mindset of 'going to town' to shop, eat, drink, socialise and be entertained and the night time economy is a central and critical economic value to the overall performance of the economy of a destination.

Sligo BID would like to thank the Purple Flag team members, Sligo County Council, Minister Catherine Martin and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media and the Night Time Economy team within the Department for their continuing support.



GAIL MCGIBBON
Sligo BID CEO

EVENING AND NIGHT TIME ECONOMY TASKFORCE

The members of the Taskforce include representation from the retail, food, hospitality, service, festival, events, community, residential, youth, age friendly, Garda and council sectors.

MAY MCCONNELL ACTIVE RETIREMENT	ALAN COMMONS AN GARDA SÍOCHÁNA	FERGAL QUINN BELFRY/LOLA'S	BRIAN O'SULLIVAN THE GARAVOGUE BAR SLIGO SUMMER FESTIVAL
ODILON HUNT AVA.IE	ALLEN BANKS THE SNUG BAR SLIGO SUMMER FESTIVAL	CHRISTINE DOLAN QUAYSIDE SHOPPING CENTRE	JAMES KENNEDY TK MAXX
SHEBA JONES DILLON ARTIST	FINBAR FILAN SLIGO BID & TIDY TOWNS	CONNOR O'NEILL FORÓIGE	GERARD O CONNOR PENNEYS
BRIAN FLYNN SLIGO COUNTY COUNCIL	SEAN CUNNINGHAM SLIGO WELCOME AMBASSADORS	MICHAEL BARRETT ATU AND SLIGO TIDY TOWNS	DÓNAL TINNEY SLIGO COUNTY COUNCIL/ LIBRARY SERVICES/CREATIVE IRELAND
AIDAN MCCORMACK SLIGO TOURISM OFFICER/ SLIGO COUNTY COUNCIL	GAIL MCGIBBON SLIGO BID	CARA HIGGINS SLIGO BID	EDEL DORAN NIGHTTIME ECONOMY ADVISOR- SLIGO TOWN



SLIGO TOWN PROFILE

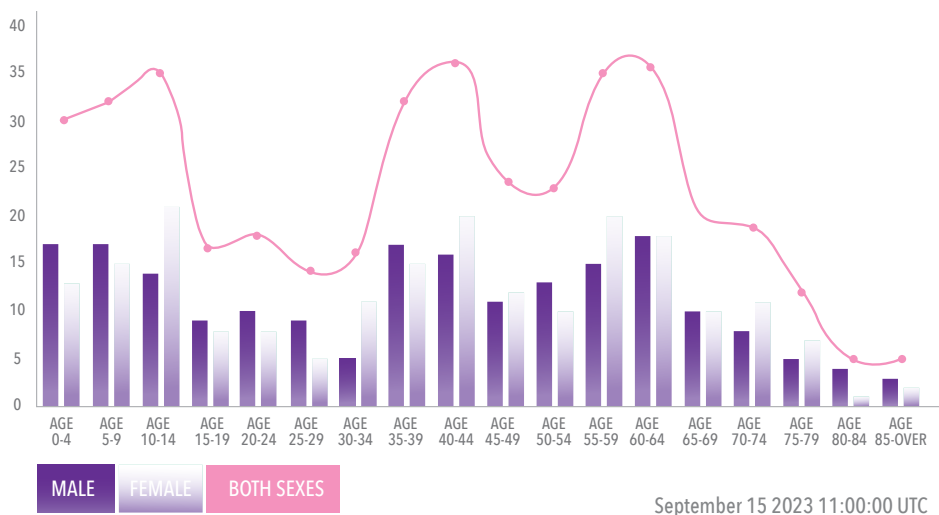
SLIGO POPULATION

Sligo town had a population of 20,608 in April 2022 according to the Census.

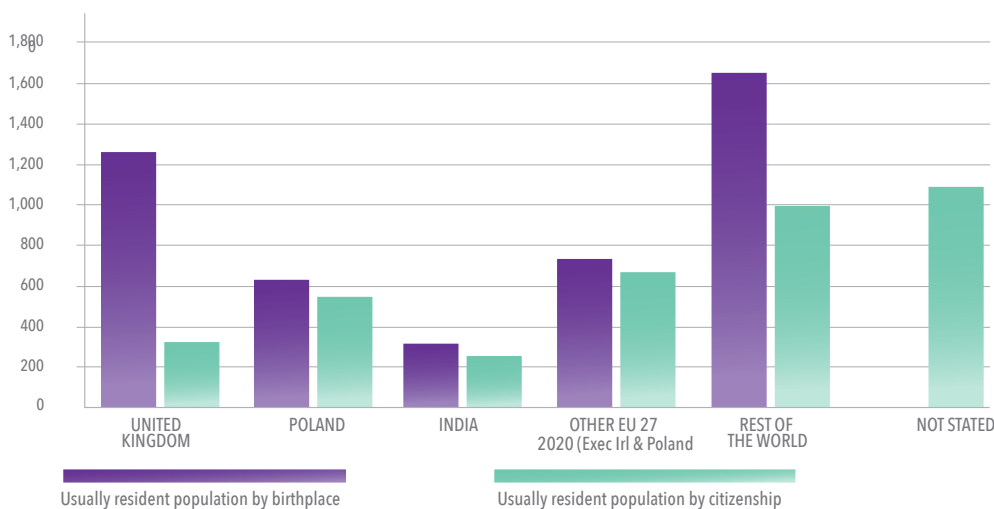
Across the 70,000 population of Sligo County, 30,360 are employed. You can see below the range across age and gender in Sligo Town and the multicultural composition of the town residents (Note this is based on 2022 data.).

Atlantic Technological University Sligo is a home to over 8,600 students across its undergraduate, postgraduate and apprenticeship programmes. There are also 10 primary schools and 10 secondary schools in the town and surrounding areas. So there is a strong family and student population within Sligo.

SLIGO AGE & GENDER RANGE (Via CSO.ie)



SLIGO MIGRATION & ETHNICITY (VIA CSO.IE 2022)



The town has a strong, mixed offering in the evening time across a wide range of categories to meet the needs of the above town population and surrounding areas*

ALCOHOL-BASED VENUES	FOOD VENUES	CULTURE & ENTERTAINMENT	RETAILS & PUBLIC BUILDINGS
TRADITIONAL PUBS	FAMILY RESTAURANTS & GLOBAL CUISINE	THEATRE, CONCERT & DANCE	LATE-OPENING SHOPS & MARKETS
Blue Lagoon Donaghy's Earley's Fiddlers Creek Foley's Bar Gracies Bar Hargardons The Harp Tavern Caheny's Bar Jenny's Bar Kennedys Bourbon Bar McLynn's Mooney's O'Neills The Rendezvous Shoot the Crows The Belfry The Railway Bar The Snug Maeve's Bar The Swagman Thomas Connolly's The Troubadour Walkers 1781 The Village Inn Lillies Furey's Garavogue Bar McLaughlins	Tuco's Taqueria Lincoln's You and Me (Asian Fusion) The Panda Shake Dog Mandarin Court Bistro Bianconi China City Classic Indian Restaurant Embassy Stakehouse Hooked Inspire Bia Bao Mandarin Court Poppadom Rooftop Restaurant Rugantino Camile Thai Anderson's Grill Flipside Bridgefoot House The Glasshouse Coach Lane Eála Bhán Montmarte Fiddlers Creek Miss Suzy Otto Yummy Asian Street Food Funké	Hawk's Well Theatre The Factory Theatre Knocknarea Arena The Model (gallery, performance space and cinema) The Southern Hotel	Quayside Shopping Centre Penneys Tesco Dunnes Stores Centra Castle Street Centra Maugeraboy Centra Caltragh Cannings Spar Applegreen MCR Applegreen Pearse Road Eason's Lidl Finisklin Lidl Cranmore Aldi Innisfree Service Station LMS Xpress Sligo Fuels Tara Petrol Station Ejs Menswear Christie's Off Licence 20 No.
	CAFÉS / COFFEE SHOPS/ ICE-CREAM PARLOURS		
	Osta Oak Moon Café	 	

ALCOHOL-BASED VENUES	FOOD VENUES	CULTURE & ENTERTAINMENT	RETAILS & PUBLIC BUILDINGS
<p>FOOD-LED BARS, CAFÉ BARS & BRANDED FOOD PUBS</p>	<p>FAST FOOD & TAKE-AWAYS</p>	<p>CINEMA, BINGO & CASINOS</p>	<p>LATE-OPENING MUSEUM, ART GALLERY, LIBRARY, EDUCATION & COMMUNITY VENUES</p>
<p>Donaghy's Fiddlers Creek Hargardons The Harp Tavern The Belfry The Railway Bar Maeve's The Swagman Walkers 1781 The Village Inn Molly Fultons</p>	<p>Apache Best's Domino's Pizza Four Lanterns Ho Wan Chinese Peking House Roberto's Zam Zam Happy Eater Sligo Kebabish Top Taste Sub-Way Si Pizza & Chicken Great Bistro Bianconi Takeaway KFC McDonalds Supermacs Pizza Max Sligo Park Kitchen Great Chinese Takeaway Sligo Fish & Chips The Swagman Panda Chinese Kebab Hut Classic India Poppadom Sligo Shake Dog You & Me The Little Chip Taste of India Camile Thai The Turk Grill Papa Johns Hardieez Smash & Tac</p>	<p>The Adelaide Casino Omniplex Cinema Sligo The Avalon Centre The Model</p>	<p>The Model The Hawkswell Atlantic Tech University St. Anne's Youth Centre Yeats Society Sligo</p>
		<p>LIVE PERFORMANCE MUSIC & COMEDY</p>	<p>SPORTS, LEISURE & FITNESS VENUES</p>
<p>ALCOHOL-BASED VENUES</p>		<p>Lillies Osta Connolly's Hargadons McLynn's Gracies Fiddlers Creek Foley's Furey's The Model Knocknarea Arena Oak Moon Café</p>	<p>The Showgrounds Markievicz Park Cleveragh Reg Sports Centre ATU ROM TNT Fitness Crossfit Sligo Sligo Park Hotel Sligo Southern Hotel Sligo Tennis Club The Fitness Club @ Radisson Storm Sasta Sport Specific Performance Fitness Studio Knocknarea Arena Proform Personal Training Discover Fitness Club Vitae @ Clayton</p>
<p>NIGHTCLUBS & LATE VENUES TARGETING UNDER-25S</p>			
<p>Burbon Bar Lola Montez Garavogue Bar Gracies Bar</p>			

*Provisional listing of businesses active in the night time economy in September 2024.

CATEGORY	YEAR	NO.	% OF TOTAL
ALCOHOL BASED VENUES			
Traditional pubs	2024	30	16%
Food-led bars, café bars & branded food pubs	2024	11	6%
Nightclubs & late venues targeting under 25s	2024	4	2%
Food Venues			
Family restaurants	2024	30	16%
Fine dining	2024	3	2%
Fast food & take-aways	2024	36	20%
Cafés / Coffee Shops / Ice-cream Parlours	2024	10	5%
Culture & Entertainment			
Theatre, concert & dance	2024	5	3%
Cinema, bingo & casinos	2024	3	2%
Live performance: music & comedy	2024	5	3%
Retail & Public Buildings			
Late-opening shops & markets	2024	22	12%
Late-opening museum, art gallery, library, education & community venues	2024	4	2%
Sports, leisure & fitness venue	2024	19	10%
TOTAL	2024	182	

(Note: *Number may not add to 100% due to decimal round ups)

NTE BUSINESS COMPOSITION



ANNUAL FESTIVAL OFFERINGS INCLUDE

CAIRDE FESTIVAL



CULTURE NIGHT SLIGO



QUEEN MAEVE FESTIVAL



SLIGO BAROQUE FESTIVAL

SLIGO JAZZ FESTIVAL



SLIGO LIVE



**SO
FUNNY
SLIGO
COMEDY
FESTIVAL**



**SPILT
MILK
FESTIVAL**



**ST
PATRICK'S
DAY
FESTIVAL**



**YEATS
INTER
NATIONAL
SUMMER
SCHOOL**



**A TASTE
OF SLIGO
FOOD
FESTIVAL**



**SLIGO
SUMMER
FESTIVAL**



**SLIGO
YOUTH
CHORAL
FESTIVAL**

SLIGO ACTION PLAN PILLARS

The four pillars the Sligo Evening and Night Time Economy Taskforce were centred around are as follows:

<h3>1. WELLBEING</h3> <p>Successful destinations are all safe and welcoming with all sectors playing their part in delivering high standards of customer care.</p> 	<h3>2. MOVEMENT</h3> <p>Getting home safely after an evening out is crucial, as is the ability to move around the centre on foot with ease.</p> 	<h3>3. APPEAL</h3> <p>Successful destinations offer a vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures.</p> 	<h3>4. PLACE</h3> <p>Successful areas are alive during the day, as well as in the evening. They contain a blend of overlapping activities that encourage people to mingle and enjoy the place. They reinforce the character and identity of the area as well as flair and imagination in urban design for the night..</p>
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These pillars are based on best practice modelled off the Purple Flag.

SLIGO TOWN EVENING & NIGHT TIME RESEARCH & OUTCOMES

To inform project planning for the Sligo Night Time Economy Project, the Night Time Economy Advisor engaged with a variety of stakeholders across a multitude of methods with a focus upon the 4 pillars identified as the framework for this Night Time Economy project.

ONE ON ONE MEETINGS

One on one meetings were held with representatives from the pub, festival, retail, restaurant, educational, sport and arts and culture groups. This allowed the Night Time Economy Advisor to identify the different priorities, concerns and opportunities Sligo groups and businesses held.

TASKFORCE MEETING

The Night Time Economy Taskforce met in late May 2023 to get input across the 4 pillars of the night time economy. The wide representation across the public, private and community groups ensured multiple perspectives were heard.



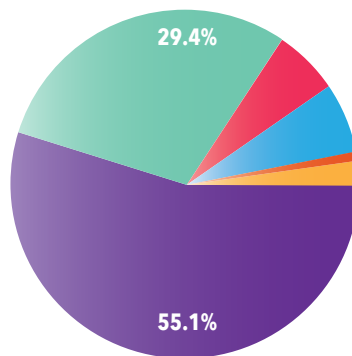
PUBLIC SURVEY

A public survey was held online with a sample size of 272

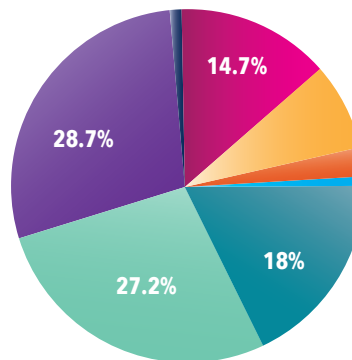
Over half of respondents were Sligo town residents ranging from 26-45 in age.



PUBLIC SURVEY

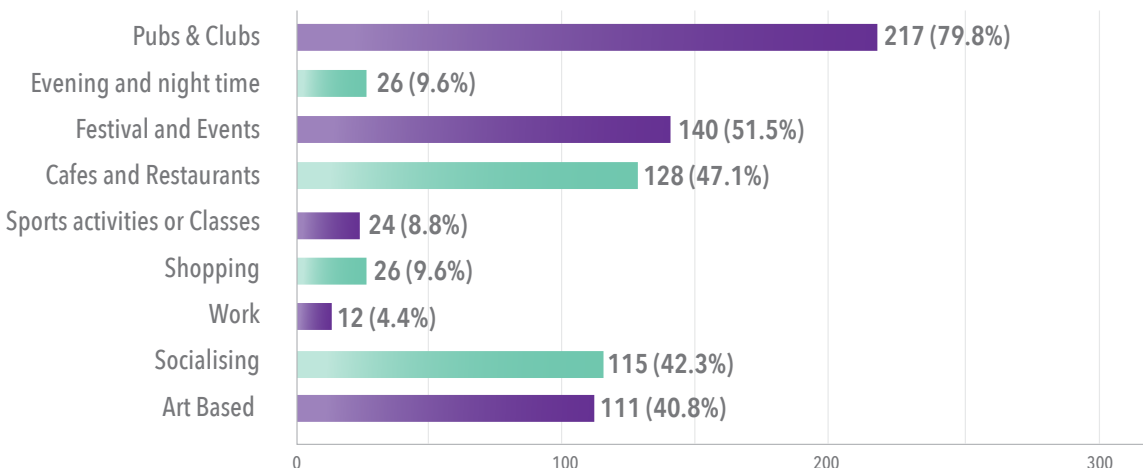


- Sligo Town Resident
- Sligo County Resident
- Business Owner / Employee
- Domestic Visitor
- International Visitor
- Other



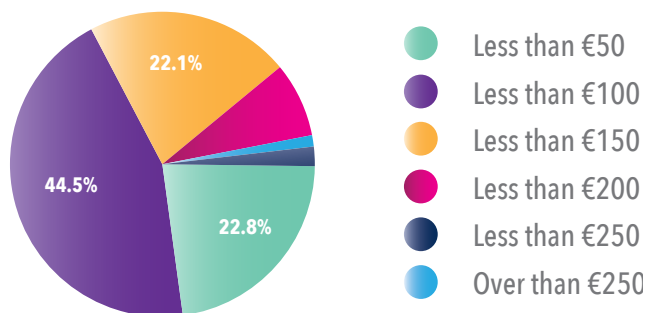
- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 75+

Part of the survey worked to ascertain how people view the night time and what is it composed of to them. We asked people to select the top 3 answers to them. It was clear that pubs and clubs were the dominating answer, followed by festivals and events and then cafes and restaurants. Other aspects of the evening and night time aren't represented as high such as sports, shopping and cultural events.



PUBLIC SURVEY

On average people would spend an evening in Sligo once a month on average (39.4% of respondents), followed by once a fortnight (23.5%). The highest activity participated in was restaurant dining (73.5%), followed by socialising in a pub (71.3%) and art based event (45.2%). On average they would spend less than €100 while in the town.



The survey asked people to rank their level of satisfaction or dissatisfaction with different aspects of the evening and night time in Sligo town.

Note for every entry, the highest ranking given by respondents was always awarded to the neutral position where people were neither satisfied nor dissatisfied. The only two instances where this did not occur were for Transportation and Activities in the evening or night time, where the dissatisfaction levels were higher. The below percentages only focus on the outliers of satisfied/very satisfied and dissatisfied/very dissatisfied.

ACCOMMODATION	40% of respondents were dissatisfied/very dissatisfied in relation to accommodation in Sligo. 22% of respondents were satisfied/very satisfied in relation to accommodation.
AWARENESS OF ACTIVITIES GOING ON	45% of respondents were dissatisfied/very dissatisfied 23% of respondents were satisfied/very satisfied.
LIGHTING	35% of respondents were satisfied/very satisfied 27% of respondents were dissatisfied/very dissatisfied.
TRANSPORTATION	51% of respondents were dissatisfied/very dissatisfied 19% of respondents were satisfied/very satisfied.
ACCESSIBILITY	31% of respondents were dissatisfied/very dissatisfied 31% of respondents were satisfied/very satisfied. The highest ranking was the neutral position which could suggest that majority of respondents might not be affected directly by the issue of accessibility.
VENUES	43% of respondents were dissatisfied/very dissatisfied 31% of respondents were satisfied/very satisfied.
ACTIVITIES IN EVENING OR NIGHTTIME	54% of respondents were dissatisfied/very dissatisfied 17% of respondents were satisfied/very satisfied.
FEELING OF SAFETY	38% of respondents were dissatisfied/very dissatisfied 31% of respondents were satisfied/very satisfied. 29% of respondents selected the neutral central position.
FAMILY EVENTS	47% of respondents were dissatisfied/very dissatisfied 13% of respondents were satisfied/very satisfied.

PUBLIC SURVEY

The three highest barriers identified by respondents to participating in evening and night time activities in Sligo were as followed:

- | | | |
|----|-----------------------------------|---------|
| 1) | Lack of awareness of what's on | (47.8%) |
| 2) | Transport out of Sligo challenges | (47.1%) |
| 3) | Too expensive to participate | (32%) |

The public identified the following three actions as priorities for the evening and night time in Sligo:

- | | | |
|----|---|---------|
| 1) | Queen Maeve Square being utilised | (72.4%) |
| 2) | Increased events and activities | (57.4%) |
| 3) | Better promotion of events and activities to know what's on | (54.8%) |

Additional feedback included comments and suggestions such as:

- More family and sober alternative events
- More venues open late such as the Model, the Library and coffee shops
- More live music and other events in Queen Maeve's Square would be great for the town
- Sligo is improving and getting a great name for itself but lacking in public transport and knowledge of events taking place
- More town toilets
- The alternative utilisation of empty premises
- More street entertainment
- More variety of offerings in the evening and late night venues. Suggestion of "If they build it, they will come."
- Create a page like John the Map music sessions which lists all Arts and community events in County.
- Challenges of sourcing taxi in evening/night time
- Additional late bus services e.g. Carraroe and Ballygawley

A copy of the survey can be found in the appendix section.

Key findings

The above findings highlight key priorities for enhancing the evening and nighttime in Sligo. Focus needs to be given to increasing event offerings, increasing marketing of events and activities, auditing late night transport options, exploring free, sober and family event offerings.

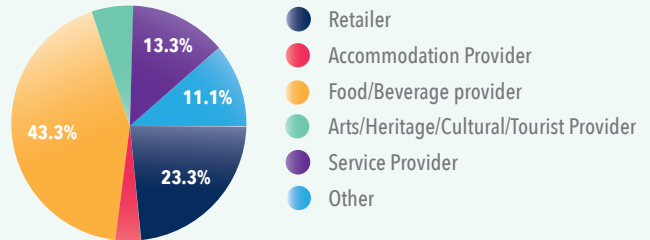
A particular focus on Queen Maeve Square is needed.

SLIGO NIGHT TIME ECONOMY BUSINESS SURVEY

A business survey was conducted with drop ins into businesses with printed surveys.
A digital survey was also made available.

The sample size was 85+ and included contributions from both those operating during 6pm-6am (55.6%) and those who currently aren't operating during those hours (44.4%).

We felt it was important to be engaging with and getting input from both.



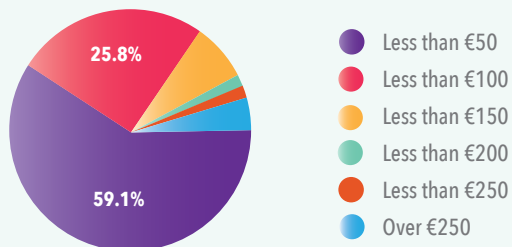
The strongest sector represented was the Food and Beverage Providers. On average, businesses employ 3-5 staff members between 6pm-6am.

The main challenges identified as barrier to businesses to operating between 6pm and 6am were:

**LOW DEMAND, LOW FOOTFALL, STAFF COSTS
NOT ENOUGH POTENTIAL PROFIT TO JUSTIFY
EXTENDING HOURS**

On average, a customer would spend during an evening or night time activity in businesses less than **€50 (59.1%)** or Less than **€100 (25.8%)**.

On average what would a customer typically spend during an evening or night time activity in your business?



The businesses showed a strong understanding of their customer base by identifying the same primary challenges or barriers to participating in evening and night time activities in Sligo town.

They were as follows:

- TRANSPORT OUT OF SLIGO (51.8%)**
- LACK OF AWARENESS OF WHAT IS GOING ON IN SLIGO TOWN (34.9%)**
- TRANSPORT INTO SLIGO (31.3%)**
- LACK OF FAMILY EVENTS (21.7%)**

A copy can be found in the Appendix section.

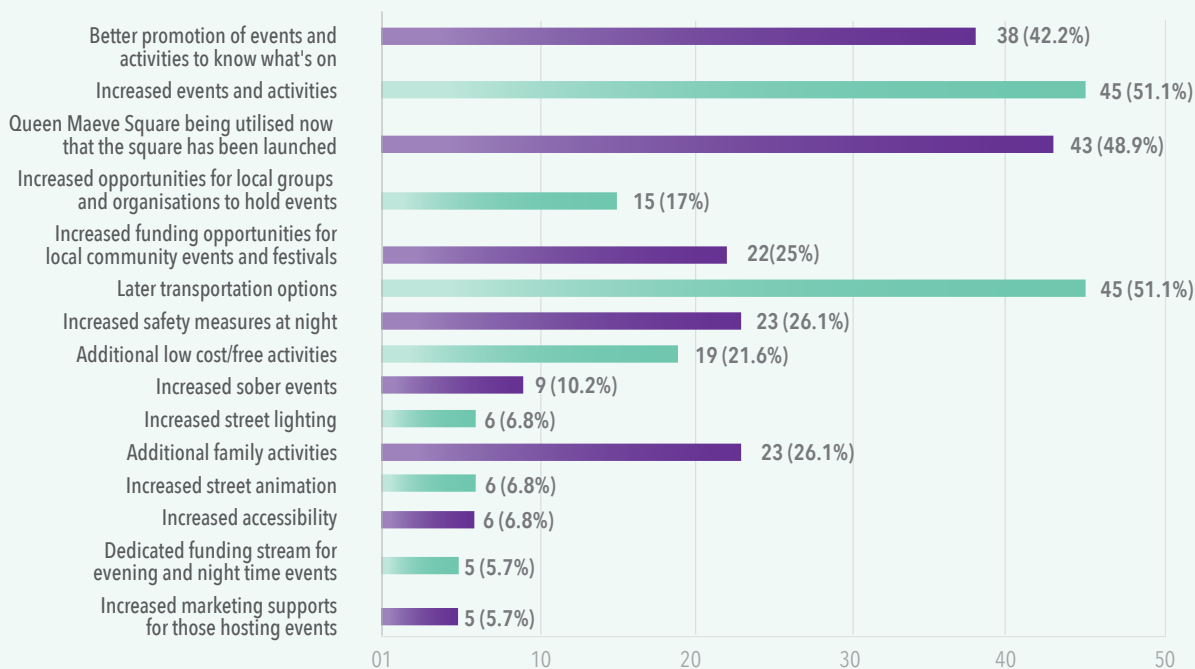
SLIGO NIGHT TIME ECONOMY BUSINESS SURVEY

Similarly the priorities identified by the public were echoed by the business community of Sligo town in relation to evening and night time activities.

This included:

- INCREASED EVENTS & ACTIVITIES (51.1%)**
- LATER TRANSPORTATION OPTIONS (51.1%)**
- QUEEN MAEVE SQUARE BEING UTILISED MORE NOW THAT IT HAS LAUNCHED (48.9%)**
- BETTER PROMOTION OF EVENTS AND ACTIVITIES TO KNOW WHAT'S ON (43.2%)**

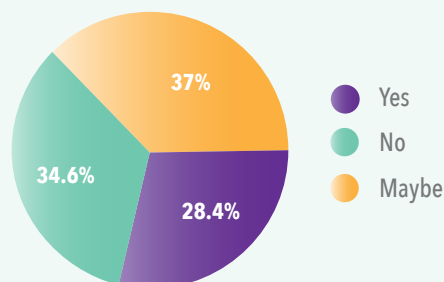
What would you like to see made a priority for Sligo town in relation to evening and night activities?



Evening markets have been a popular topic for animating a town and for driving footfall. The response showed a mixed response.

Would participation in an evening market in the future be of interest to you?

Businesses were interested in supports such as social media training, Ask For Angela training, festival and event training, grant funding training, a Garda presence in the evening, specific programmes for those operating on the outskirts of the town and a cohesive inter marketing between businesses to support each other's activities.



WALK SHOPS

Two walk shops were held in late June. A varied group were invited to attend. The focus was to walk the streets of Sligo in the evening time and look at aspects related to the 4 pillars from the perspective of being a local or visitor to the town.

1. The first started from the Sligo bus and train station and ended in Queen Maeve Square.
2. The second started from the Atlantic Technological University Sligo campus entrance and ended in Queen Maeve Square.
3. These two walks helped cover routes commonly used by Students, Visitors and Locals.



Feedback included:

Recognition of the excellent hanging baskets and floral and greenery enhancements in the town.

The suggestion of stronger signposting between the bus and train station and town centre.

Age friendly seating provided but it was noted there are a lack of seats en route between ATU main entrance and Queen Maeve Square.

Parking availability was noted positively.

Taxis were available at the time of the walks but there was a recognition that this isn't the same experience on a late Saturday night.

The public toilet scheme is located across the town but the locations aren't easy to identify e.g. the Glasshouse isn't obvious unless you walk down to the main entrance and see the sticker.

No anti social behaviour was observed.

There were some buildings and areas that looked derelict within the town centre that can impact the feeling of activity within the town and impact the look of what are otherwise beautiful streetscapes

There were clear use of public spaces with Queen Maeve Square addition being welcomed.

Ask for Angela participating venues weren't always clear.

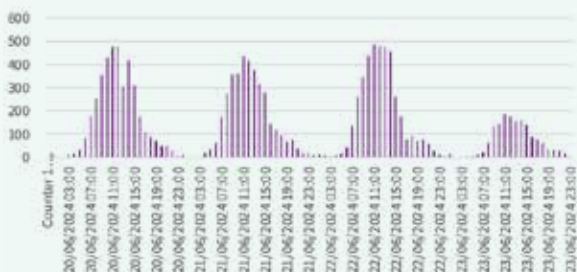
Additional walk shops will be held in late Autumn/Winter during the darker months.

FOOTFALL COUNTER DATA ANALYSIS

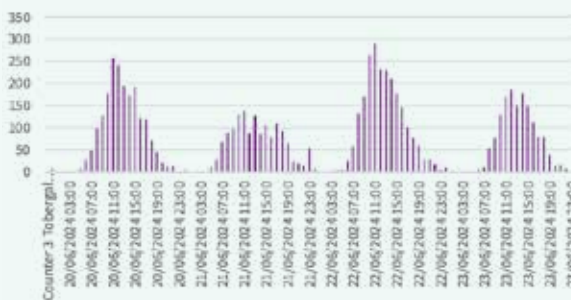
FOOTFALL COUNTER DATA

Sligo has approximately 10 operational footfall counters which gather data. The below gives sample data across a number of locations. Additional data and data points are required for further analysis to be able to track the impact of Sligo events and festivals on town footfall.

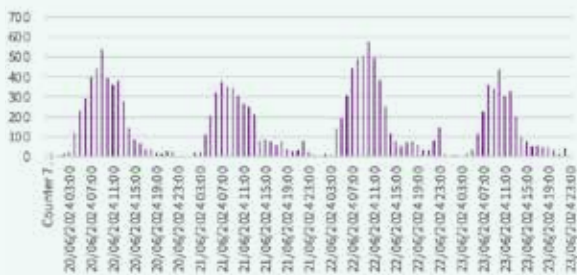
Counter 1- O Connell St Brodricks June 20th-23rd 2024



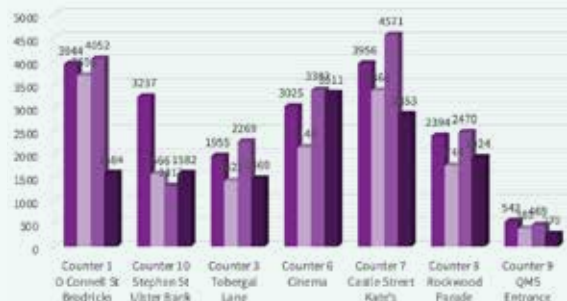
Counter 3- Tobergal Lane June 20th-23rd 2024



Counter 7- Castle Street Kate's Kitchen June 20th-23rd 2024



Daily Footfall Totals June 20th-June 23rd 2024



SLIGO TOURIST OFFICE

The Sligo Tourist Office has seen an increase in visitors with 33% increase for June 2024 compared to June 2023.

The high demand has seen an additional pop up tent set up outside the tourist office operated by the Sligo Welcome Ambassadors to assist queries.

The Sligo Tourist Officer reported a Sligo website visitor traffic increase year on year of 269%.

PUBLIC TRANSPORT USE



BOLT BIKES

Bolt Bikes have seen over a quarter of a million kilometres of use since installation in June 2022.

Bike parking areas - 60+ Bike Stands with approximately 2 bicycles per stand



LOCATION IN SLIGO 	BIKE STANDS
Lady Erin Station Market Cross	5 x Stands
Queen Maeve Square	? x Stands
Wine St Car Park	2 x Stands
Wine St Car Park	1 x Stands
Outside Quay St Shopping Centre Wine St	2 x Stands
Quay St Car Park (One each in two separate locations in car park)	2 x Stands
City Hall, Quay Street	2 x Stands
City Hall, Quay Street (separate location to the above)	4 x Stands
Stephen Street	4 x Stands
Rockwood Parade	4 x Stands
Rockwood Parade	4 x Stands
Lake Isle Road	2 x Stands
The Mall	2 x Stands
Abbey St Car Park	3 x Stands
St Anne's Car Park	1 x Stand
St Anne's Car Park	1 x Stand
Burton St. Junction	2 x Stand
Market Yard	2x stand
Market Yard	2x stand
West Gardens	4 x stands
Old Tourist Office, Temple St	2 x stands
Cranmore road, Outside tax office	3x Stands
County Hall, Riverside	3x Stands
Old Gaol Buildings, Sligo County Council	3x stands
Old Gaol Buildings, Sligo County Council	5 x Stands
Fire Station	1 x Stands
Top of Castle St nr Fehilly's Pub	1 x Stand
Garda Station	2x Stands
Junction Old Market Street and Teeling St (Near Garda Station)	2 x Stands
Sligo Library: Several stands but not Sheffield stands	

PUBLIC TRANSPORT USE



BUS & TRAIN

Local public bus and train services in and out of Sligo between 6pm and 6am



COLLOONEY TO SLIGO

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 977	17:25	17:25	17:25	17:25	17:25	17:25	
FEDA	17:45	17:45	17:45	17:45	17:45	17:45	
TRAIN	17:57	17:57	17:57	17:57	17:57	17:57	17:57
LL 981	18:00	18:00	18:00	18:00	18:00	18:00	18:00
LL 977							18:05
BÉ 64	18:30	18:30	18:30	18:30	18:30	18:30	18:30
TRAIN	18:59	18:59	18:59	18:59	18:59	18:58	18:55
LL 981	19:01	19:01	19:01	19:01	19:01	19:01	19:01
LL 977	19:30	19:30	19:30	19:30	19:30	19:30	
TRAIN	20:10	20:10	20:10	20:10	20:10	20:10	20:07
BÉ 64	20:16	20:16	20:16	20:16	20:16	20:16	20:16
LL 981	21:16	21:16	21:16	21:16	21:16	21:16	21:16
LL 977	22:00	22:00	22:00	22:00	22:00	22:00	
TRAIN	22:20	22:20	22:20	22:20	22:20	22:20	21:55

SLIGO TO COLLOONEY

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 981	17:20	17:20	17:20	17:20	17:20	17:20	17:20
FEDA							17:30
BÉ 23	18:27	18:27	18:27	18:27	18:27	18:27	
FEDA	18:30	18:30	18:30	18:30	18:30	18:30	
LL 977	18:35	18:35	18:35	18:35	18:35	18:35	18:35
LL 981	19:00	19:00	19:00	19:00	19:00	19:00	19:00
BÉ 23							19:00
TRAIN	19:05	19:05	19:05	19:05	19:05	19:05	19:00
LL 981	20:00	20:00	20:00	20:00	20:00	20:00	20:00
LL 977	20:05	20:05	20:05	20:05	20:05	20:05	
LL 981	23:00	23:00	23:00	23:00	23:00	23:00	23:00
LL 977	23:10	23:10	23:10	23:10	23:10	23:10	
BÉ 23	01:00	01:00	01:00	01:00	01:00	01:00	01:00

COLLOONEY TO SLIGO

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 981	17:45	17:45	17:45	17:45	17:45	17:45	17:45
LL 981	18:45	18:45	18:45	18:45	18:45	18:45	18:45
LL 981	21:00	21:00	21:00	21:00	21:00	21:00	21:00

PUBLIC TRANSPORT USE



COLLOONEY TO SLIGO

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 981	17:20	17:20	17:20	17:20	17:20	17:20	17:20
LL 981	19:00	19:00	19:00	19:00	19:00	19:00	19:00
LL 981	20:00	20:00	20:00	20:00	20:00	20:00	20:00
LL 981	23:00	23:00	23:00	23:00	23:00	23:00	23:00

BALLYMOTE TO SLIGO

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 977	17:10	17:10	17:10	17:10	17:10	17:10	
TRAIN	17:47	17:47	17:47	17:47	17:47	17:47	17:47
LL 977							17:50
TRAIN	18:49	18:49	18:49	18:49	18:49	18:48	18:45
LL 977	19:15	19:15	19:15	19:15	19:15	19:15	
TRAIN	20:01	20:01	20:01	20:01	20:01	20:01	19:57
TRAIN	22:11	22:11	22:11	22:11	22:11	22:11	21:45
LL 977	21:45	21:45	21:45	21:45	21:45	21:45	

SLIGO TO BALLYMOTE

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
LL 977	18:35	18:35	18:35	18:35	18:35	18:35	18:35
TRAIN	19:05	19:05	19:05	19:05	19:05	19:05	19:00
LL 977	20:05	20:05	20:05	20:05	20:05	20:05	
LL 977	23:10	23:10	23:10	23:10	23:10	23:10	

EASKEY TO SLIGO

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
BÉ 458	18:33	18:33	18:33	18:33	18:33	18:33	19:00
BÉ 458	20:31	20:31	20:31	20:31	20:31	20:31	20:30
BÉ 458	23:01	23:01	23:01	23:01	23:01	23:01	23:30

SLIGO TO EASKEY

	MON	TUES	WED	THURS	FRIDAY	SAT	SUN
BÉ 458	17:19	17:19	17:19	17:19	17:19	17:19	17:09
BÉ 458	19:17	19:17	19:17	19:17	19:17	19:17	19:39
BÉ 458	20:47	20:47	20:47	20:47	20:47	20:47	21:09



Providers of public transport services will be contacted to establish service use and uptake.

CAR PARKS



CAR PARKS

Sligo offers 4330 private and public on street and off-street parking. Patrons can leave their cars in town on Saturday nights with free parking all day Sunday. All public car parks are free after 6pm in the evening. Sligo's car park offering for its population is above average compared to similarly sized towns.



PUBLIC CAR PARKS IN SLIGO TOWN

Market Yard	93
Cathedral	115
Wine St Car Park	244
Quay Side	375
Parkes Yard	37
Quay Street Car Park	57
Glass House	60
Connaughton Road	215
John F Kennedy	48
Abbey Street	92
St Annes Car Park	66
The Mall Car Park	113
Molloy's	58

TOTAL 1573

HEALTH & SECURITY

PUBLIC TOILETS

Sligo County Council are running an alternative scheme to public toilets, the WC Sligo scheme. WC Sligo, a public and private sector collaboration was rolled out in March 2024.

This pilot scheme saw the Council and the BID partner with businesses around the core town centre streets to create a network of toilets which will be accessible to the general public from early morning until late evening. The current scheme includes 8 venues.

<p>1. The Glasshouse Hotel (H) (L) (A)</p> <p>Swan Point, Rathfriland, Sligo, F91 NCA4</p>	<p>2. Filans Centre (H)</p> <p>23-24 Castle St, Abbeyquarter South, Sligo, F91 RPT3</p>
<p>3. Maevys Bar (H) (L) (A)</p> <p>16 Stephen St, Rathquarter, Sligo, F91 ADK4</p>	<p>4. Hooked (H) (L) (A)</p> <p>5 Rockwood Parade, Knappagh Beg, Sligo</p>
<p>5. Walker 1781 (H) (L) (A)</p> <p>11/12 O'Connell St, Knappagh Beg, Sligo, F91 KTFR</p>	<p>6. The Canopy (H) (L) (A)</p> <p>Johnson's Court, 18 O'Connell St, Knappagh Beg, Sligo</p>
<p>7. Swagman (H) (L) (A)</p> <p>Unit 6, Wine Street Car Park, Knappagh Beg, Sligo</p>	<p>8. Sligo City Hall (H) (L) (A)</p> <p>1 Upper New St, Rathfriland, Sligo, F91 T26C</p>



SUMMARY

Utilising the information gathered, a series of actions were identified to be implemented across the two years of the project.

SLIGO NIGHT TIME ECONOMY ACTION PLAN

The following action plans were identified as a result of the research gathering phase of the pilot project. The action plans were divided across the 4 pillars. The actions are primarily focused upon 2023 and 2024 due to funding provided for this time period. The actions will be updated as additional research findings are received and as additional funding is secured.

1.1 ACTION

Ask for Angela Programme developed by experts is to be implemented in partnership with evening and night time staff to assist attendees whose safety is at risk.

PURPOSE AND IMPACT

The Ask for Angela programme, developed by experts, will be implemented in partnership with evening and night-time staff to support attendees whose safety may be at risk.

DELIVERABLES AND OUTCOMES

Enhanced Safety Measures: Increased support and improved safety for attendees.

Staff Training: Over 10 businesses in Sligo will benefit from enhanced training and expertise for their evening and night-time staff.

Feedback and Data Collection: Data on programme usage and staff feedback will be collected to inform future iterations of the training.

LEAD PARTNERS

Sligo BID, Sligo Ask For Angela Co-Ordinator, Sligo NTE Businesses

Timeline for Delivery 2023-2024



1.2 ACTION

Develop the "Purple Pulse" app to enable real-time reporting and recording of antisocial incidents in Sligo Town.

PURPOSE AND IMPACT

The Purple Pulse app will empower businesses and staff to report incidents such as antisocial behaviour, potential safety risks, and crime. An Garda Síochána will have access to this data and can also send out alerts, such as warnings about counterfeit currency detected in town.

DELIVERABLES AND OUTCOMES

App Adoption: Over 100 businesses will download and use the app.

Enhanced Incident Reporting: More accurate, real-time recording of incidents across the town, addressing gaps where incidents might not be reported to the local Garda Station or Emergency Services and encouraging the reporting of incidents to the Guards and Emergency Services.

Data-Driven Insights: Increased data capture, including identifying locations with higher incidents, enabling stakeholders to develop targeted responses or plans to mitigate risks and restore safety.

LEAD PARTNER

Sligo BID, An Garda Síochána, Sligo County Council, Local Businesses, Community Champions

Timeline for delivery Q 2024 2025



1.3 ACTION

Create and implement a marketing campaign promoting pro-social behavior, targeting nighttime activities in the town.

PURPOSE AND IMPACT

The campaign will foster a sense of ownership, responsibility, and respect among residents and visitors for the town, specifically during nighttime hours. This will lead to improved social behavior, enhancing the overall atmosphere of safety and respect for nighttime economy (NTE) workers, as well as those enjoying evenings out in Sligo.

DELIVERABLE AND OUTCOMES

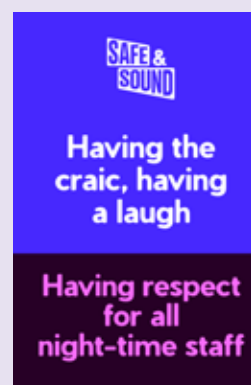
DELIVERABLES: Launch a multi-channel marketing campaign (social media, local press, posters, and digital platforms). Design and distribute clear, engaging messages promoting pro-social behavior.

- Engage local businesses and community groups to support and share campaign materials.
- Outcomes: Increased awareness of the importance of responsible and respectful behavior during nightlife activities.
- Improved public perception of safety in the town at night.
- Positive feedback from NTE workers and local businesses regarding the behavioral shift.

LEAD PARTNER

Sligo BID, the NTE Advisors, the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Sligo County Council, Sligo Media, in partnership with local business associations and NTE representatives.

Timeline for Delivery 2024-2025



1.4 ACTION

Launch campaign to increase awareness of emergency safety supports

PURPOSE AND IMPACT

The campaign aims to enhance both locals' and visitors' awareness of emergency safety resources, improving health and wellbeing during emergencies by informing them of appropriate actions and the locations of critical supports.

DELIVERABLE AND OUTCOMES

Defibrillator Awareness: Increased public knowledge of defibrillator locations throughout Sligo Town.

Emergency Services Access: Greater awareness of how to call emergency services using a mobile phone.

ICE Card Utilization: Enhanced understanding of how to use the In Case of Emergency (ICE) card, enabling emergency services to contact next of kin if necessary.

PARTNERS

Sligo BID

Timeline 2023-2025



1.5 ACTION

Launch Couch to 5K evening training programme

PURPOSE AND IMPACT

The programme aims to boost participation in sports and recreation in Sligo during the evening, encouraging more people to engage in physical activity and improve their overall fitness.

DELIVERABLE AND OUTCOMES

Enhanced Fitness: Improved fitness levels among participants.

Increased Visibility: Greater awareness of and engagement in evening sports and recreation activities.

Targeted Support: The programme will specifically cater to individuals who could benefit from in a safe, supporting and motivating evening running programme.

PARTNER

Sligo BID, Sligo Sports and Recreation Partnership

Timeline Q3 2024



MOVEMENT ACTIONS

2.1 ACTION

Assess the current Public Toilet Scheme

PURPOSE AND IMPACT

Review the public toilet scheme introduced to Sligo Town in 2023

DELIVERABLE AND OUTCOMES

Feedback Summary: Gather and review feedback from businesses and users to gauge the scheme's impact, including the availability of facilities such as changing rooms and wheelchair-accessible toilets.

Needs Insight: Understand how well the scheme is addressing the needs of the community, with potential suggestions for improvements based on the collected feedback.

PARTNERS

Sligo BID, Sligo County Council

Timeline 2024-2025



2.2 ACTION

To evaluate the current demand for late-night public transport services and assess the impact of recent service extensions in Sligo.

PURPOSE AND IMPACT

To determine the current demand for late night public transport services and determine the impact of the recent service extensions in public transport in Sligo

DELIVERABLE AND OUTCOMES

Service Audit: Review and document the availability and usage levels of train and bus services in the area during evening and nighttime hours.

Gap Identification: Identify any significant gaps or unmet needs in the current public transport services.

Pilot Program Feasibility: Assess the possibility of running a pilot program to address identified gaps, and explore funding opportunities to support such a pilot.

PARTNERS

Sligo BID, Sligo County Council, Local Links, Bus Eireann, Irish Rail, National Transport Authority

Timeline 2024-2025



2.3 ACTION

Launch campaign to increase awareness of emergency safety supports

PURPOSE AND IMPACT

To enhance awareness of the available local public transport options and their schedules during nighttime in Sligo, thereby encouraging greater use of these services.

DELIVERABLE AND OUTCOMES

Increased Public Transport Usage: Higher usage of local public transport services during nighttime.

Improved Road Safety: Enhanced safety through reduced reliance on private vehicles.

Sustainability Support: Decreased private car use, supporting the town's sustainability goals.

PARTNERS

Sligo BID, Sligo County Council, Local Links, Bus Eireann, Irish Rail, National Transport Authority, Media

Timeline 2024



2.4 ACTION

Carry out an assessment around the accessibility offerings available in the evening and night time

PURPOSE AND IMPACT

To encourage greater use of facilities by a diverse range of individuals by identifying and promoting accessibility options.

DELIVERABLE AND OUTCOMES

Accessibility Supports Identification: Engage with businesses to determine pre-existing accessibility supports available.

Awareness Campaign: Design a marketing campaign to highlight accessibility-friendly venues in town, increasing visibility and awareness of the services they provide.

PARTNER

Sligo BID, Sligo County Council, Sligo Disabled Persons's Organisation, Sligo PPN, Sligo LEO Office

Timeline 2024-2025



MOVEMENT ACTIONS

2.5 ACTION

Audit the parking and bus shelters in town and nearby locations with connections to town

PURPOSE AND IMPACT

To determine the level of coverage provided and potential gaps in provision

DELIVERABLE AND OUTCOMES

Audit Report: An audit is carried out which will compare Sligo town versus other similar sized towns in relation to parking and bus shelters.

Future Planning Potential: Gaps in coverage can be determined or future planning highlighted.

PARTNERS

Night Time Economy Advisor and Sligo County Council and National Transport Authority

Timeline 2024-2025



2.6 ACTION

Gather data in relation to footfall, movement and dwell time during the evening and night time.

PURPOSE AND IMPACT

Establish the patterns of Sligo locals and visitors in relation to footfall, dwell time and economic spend.

DELIVERABLE AND OUTCOMES

Data Collection: Gather and analyse data on footfall, movement patterns, and dwell time.

Insight Identification: Identify potential threats and opportunities that could impact footfall and dwell time, providing insights for improving local strategies and initiatives.

PARTNERS

Sligo BID, Sligo County Council

Timeline 2024-2025



APPEAL ACTIONS

3.1 ACTION

Trial extended opening hours for sober alternative evening option in the town

PURPOSE AND IMPACT

To determine the demand for sober, late evening alternative in the town

DELIVERABLE AND OUTCOMES

Proof of Concept: Assess whether a late-night café or similar venue can be a sustainable business model in Sligo, potentially encouraging increased footfall and inspiring other businesses to extend their opening hours.

Social Space: Provide an additional space for young people to socialize, showcase their talents, and engage in community activities.

Sober Alternative: Offer a social environment for individuals who wish to socialize without the focus on alcohol.

Meanwhile Use: Provide a strong example for Meanwhile Use potential of unused business spaces.

PARTNERS

Sligo BID, Yeats Society Sligo

Timeline 2024



3.2 ACTION

Support sober and family evening events and activities in Sligo

PURPOSE AND IMPACT

Ensure sober family friendly event/s is/are supported and delivered in Sligo town

DELIVERABLE AND OUTCOMES

Event Creation: Organize and support engaging events for families, such as a Halloween Cycle, Night Time Run, and a nature-themed family event.

Safety and Enjoyment: Create fun, safe, and inclusive environments that encourage families to stay in and explore Sligo Town in the evening.

PARTNER

Sligo BID, Sligo County Council, Sligo Cycling Campaign, Cairde Arts Festival, Sligo Baroque Music Festival and other local festival organisers

2024-2025



3.3 ACTION

Increase footfall into Queen Maeve Square through strategic festival investment.

PURPOSE AND IMPACT

To support the Sligo Summer Festival in delivering a successful event and to highlight Queen Maeve Square as a prime location for future concerts and events by recording an evening concert.

DELIVERABLE AND OUTCOMES

Festival Support: Assist in continuing the high-quality delivery of the Sligo Summer Festival.

Concert Recording: Facilitate the recording of a Nathan Carter concert to showcase Queen Maeve Square and Sligo Town as an ideal venue for future events.

PARTNERS

Sligo BID, Sligo Summer Festival Committee

Timeline Q3 2024-2025



3.4 ACTION

Create a festive draw during the Christmas season to attract shoppers and visitors to Sligo Town.

PURPOSE AND IMPACT

To respond to public demand for increased use of Queen Maeve Square, this pilot project will explore the potential to install a Christmas ice rink from November to early January, animating the space and providing a festival, family-friendly attraction.

DELIVERABLE AND OUTCOMES

Ice Rink Installation: Set up a Christmas ice rink in Queen Maeve Square, offering a fun, festive, and alcohol-free activity that is suitable for families.

Increased Footfall: Attract visitors from nearby towns and cities, encouraging them to experience Sligo's Christmas offerings during both daytime and evening hours.

Marketing Campaign: Promote the Christmas ice rink and the festive experience to surrounding areas to maximize visitor numbers.

Promotion of Love Sligo Gift Card: Highlight and promote the Love Sligo Gift Card, a scheme that can only be used in Sligo Town, encouraging spending at local businesses.

PARTNERS

Sligo BID, Sligo County Council, Love Sligo Card, Sligo town businesses

Timeline November 2024- January 2025



APPEAL ACTIONS

3.5 ACTION

Sligo Tonight- Create a tool to help market events for all local businesses and event organisers

PURPOSE AND IMPACT

To create a comprehensive online platform that helps locals, domestic, and international visitors discover and stay informed about events happening in Sligo on any given date.

DELIVERABLE AND OUTCOMES

Centralized Platform: Launch the "Sligo Tonight" website as a single, comprehensive source for listing events across Sligo.

Promotion: Sligo BID Tourist Office staff will actively promote the website to visitors, and Sligo BID will collaborate with local accommodation providers to increase visibility.

Stakeholder Engagement: Initially, manually input events to build credibility and attract stakeholders. The website will subsequently be managed and updated by local community groups and businesses.

Analytics: Utilize website analytics to gain insights into visitor behaviour and engagement.

PARTNERS

Sligo BID, Sligo Businesses and Event Organisers, Sligo Tourist Organisations

Timeline Q2 2024



3.6 ACTION

Support a pilot festival that could attract a new audience to Sligo

PURPOSE AND IMPACT

Provide a new draw to Sligo via a food festival in Queen Maeve Square in September using the organiser's extensive network in the culinary sector. The anticipated impact is to create a festival similar to the Donegal Food Festival that will draw in foodie lovers and help showcase Sligo's food offerings.

DELIVERABLE AND OUTCOMES

Festival Implementation: Support the launch of a food festival in Queen Maeve Square, similar to the Donegal Food Festival, to animate the space and enhance its appeal.

Increased Visitor Engagement: Combine the food festival with Culture Night to offer a compelling reason for visitors to explore and stay in Sligo, boosting footfall and local engagement.

Promote Sligo as a Foodie Destination: Position Sligo on the map as a "foodie haven" by highlighting its culinary offerings and attracting food enthusiasts from across the region and beyond.

PARTNER

Sligo BID, A Taste of Sligo Food Festival, Sligo County Council

Timeline September 2024



3.7 ACTION

Deliver late editions of national cultural days to increase dwell time and draw to Sligo town during the evening

PURPOSE AND IMPACT

To extend and enhance national celebrations of the arts and culture by incorporating evening and late-night programming. This includes events such as Culture Night and Cruinniú na nÓg. The goal is to create a vibrant cultural atmosphere that extends beyond traditional hours, drawing more people to Sligo and encouraging them to stay longer.

DELIVERABLE AND OUTCOMES

Expanded Evening Programming: Offer diverse late-night activities, including workshops, performances, and art installations for all age groups, including families and older youth.

Increased Engagement: Enhance participation in events such as Cruinniú na nÓg and Culture Night by providing a rich variety of activities that cater to different demographics.

Extended Dwell Time: Implement strategies to encourage longer stays in Sligo town, such as special promotions and extended venue hours, to boost local foot traffic and business.

PARTNERS

Sligo BID, Creative Ireland, Sligo Arts Office, Sligo County Council, and local artists, art venues and organisations

Timeline Q2 & Q3 2024



3.8 ACTION

Provide marketing training supports to nighttime based businesses to promote events and increase appeal

PURPOSE AND IMPACT

Equip businesses with the skills and knowledge to effectively promote their evening and nighttime events, boosting engagement and visibility.

DELIVERABLE AND OUTCOMES

Training Sessions: A half-day free marketing training session for interested businesses.

Advanced Course: Access to a 12-week advanced marketing course with a qualification for further engagement.

Business Capability: Improved ability of businesses to promote nighttime activities.

Increased Visibility: Enhanced visibility and engagement of nighttime events.

PARTNERS

Sligo BID, MSLETB, Sligo NTE Businesses

Timeline for Delivery Q3 2024



3.9 ACTION

To develop a comprehensive marketing strategy for Sligo's evening and nighttime activities, aiming to shift public perception and increase visitor attraction.

PURPOSE AND IMPACT

Create a marketing strategy working with a consultant which will represent comprehensively the evening and nighttime for Sligo which includes the outdoors, sports, pubs, clubs, dining, arts and culture.

DELIVERABLE AND OUTCOMES

Marketing Strategy: A detailed strategy that positively represents Sligo's evening and nighttime scene.

Roadmap: A strong roadmap for future marketing investments and funding requests.

Perception Change: Changed public perception of Sligo's evening and nighttime offerings.

Increased Appeal: Enhanced appeal and draw to Sligo town through improved marketing efforts.

PARTNERS

Sligo BID, Fáilte Ireland, Sligo NTE Businesses

Timeline for Delivery 2025



3.10 ACTION

Support and encourage new and existing sports based events and activities for Sligo Town

PURPOSE AND IMPACT

Support development and increased profile of new and existing evening time sports based events, classes and activities

DELIVERABLE AND OUTCOMES

Event Development: Promote a diverse range of evening sports-based events and activities for locals and visitors.

Health Benefits: Enhance mental health and physical wellbeing through active participation.

Business Support: Support local businesses in the sports, physical activity, and recreation sectors.

Strategic Alignment: Ensure strong alignment with Fáilte Ireland's Destination Development Plan.

PARTNERS

Sligo BID, Sligo Sports and Recreation Group, Fáilte Ireland, Sligo Athletics Club, Sligo Rovers, Healthy Ireland, Sports Event Organisers, Sligo Cycling Campaign, Sligo Kayak Club

Timeline September 2024-2025



PLACE ACTIONS

4.1 ACTION

Establish an Evening and Night Time Economy Taskforce and Network

PURPOSE AND IMPACT

Establish a taskforce consisting of various Sligo stakeholder groups to provide a balanced, representative, and informed voice on evening and nighttime economy issues.

DELIVERABLE AND OUTCOMES

Taskforce Formation: Establish a taskforce that includes representatives from key stakeholder groups.

Communication Channels: Develop strong channels of communication among stakeholders for effective collaboration, research, and planning.

PARTNERS

Various stakeholders- Sligo County Council, Sligo BID, Sligo Businesses, Sligo Community and Voluntary Groups

Timeline Q2 2024



4.2 ACTION

Work with Fáilte Ireland and Sligo County Council in the development of the attraction of Queen Maeve Square

PURPOSE AND IMPACT

Increase awareness, interest and appeal in Queen Maeve Square

DELIVERABLE AND OUTCOMES

Event Support: Offer a range of supports for a series of new and/or adapted events in Queen Maeve Square to boost footfall and dwell time in the town, and increase visits.

Development Plan: Assist in implementing Fáilte Ireland's 5-Year Development Plan with Queen Maeve Square as a key priority in delivering positive economic impact to the Sligo town businesses.

Public Space Enhancement: Create an animated, communal space for local community groups to use for various activities, fostering creative engagement.

PARTNERS

Fáilte Ireland, Sligo County Council, Sligo BID, Local Festivals and Events

Timeline for Delivery 2024 & 2025



4.3 ACTION

Secure continuation of Purple Flag status for Sligo Town

PURPOSE AND IMPACT

Ensure that the high standard of Sligo's vibrant and safe night time is recognised on an international level

DELIVERABLE AND OUTCOMES

Status Secured: Achieve and maintain Purple Flag status for 2024 and 2025.

Community Impact: Strengthen community pride and a sense of accomplishment regarding Sligo's nighttime environment.

Night Time Economy Focus: Enhance focus on nighttime economy priorities in Sligo town through the evaluation and feedback process.

PARTNERS

Sligo BID, Sligo Night Time Economy Taskforce, Sligo Purple Flag Committee, Sligo County Council

Timeline for Delivery 2024 & 2025



4.4 ACTION

Increased investment in street animation and festive lighting

PURPOSE AND IMPACT

Bring colour and creativity to the streets of Sligo through regular themed installations, enhancing the vibrancy and appeal of the town.

DELIVERABLE AND OUTCOMES

Enhanced Atmosphere: Create a unique and fun identity for Sligo town with regular themed street installations and festive lighting, encouraging increased footfall.

Community Engagement: Foster increased creative outputs, including contributions from local schools, and enhance the overall sense of security and well-being in the town.

PARTNER

Sligo BID, Sligo County Council, Creative Ireland, Sligo Schools

Timeline for Delivery 2024 & 2025



PLACE ACTIONS

4.5 ACTION

Pilot a project to support local festivals through Love Sligo gift card sponsorship, enabling immediate financial return to local businesses and boosting evening footfall.

PURPOSE AND IMPACT

Pilot project to provide support to local festival via Love Sligo gift cards sponsorship which can be used to cover festival costs. This will facilitate immediate return to local businesses.

DELIVERABLE AND OUTCOMES

Festival Support: Provide sponsorship through Love Sligo gift cards to cover festival costs, benefiting both the festival and participating businesses.

Increased Footfall: Facilitate increased evening footfall and immediate return to local businesses through the gift card initiative.

PARTNERS

Sligo BID, Love Sligo, local festival

Timeline for Delivery Q3 2024



4.6 ACTION

Creation of a post event survey to assess footfall and economic impact of major Sligo events/festivals on the economy

PURPOSE AND IMPACT

Develop a consistent measurement tool to evaluate the key performance indicators (KPIs) identified by the NTE Taskforce for major events and festivals in Sligo.

DELIVERABLE AND OUTCOMES

Measurement Tool: Implement a standardized survey to assess the impact of major events and festivals on Sligo's economy and footfall.

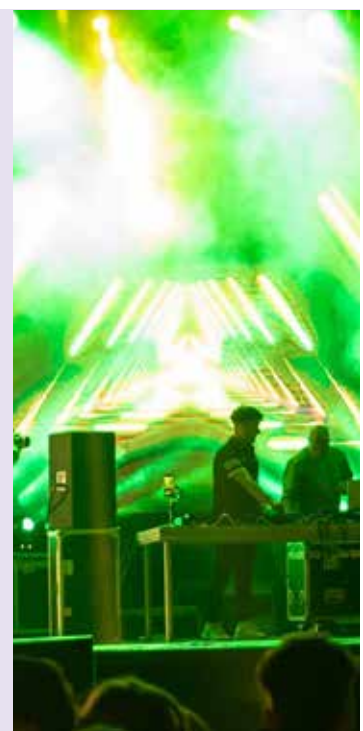
Business Feedback: Provide Sligo businesses with the opportunity to share their experiences, including positives, negatives, and opportunities related to local events and festivals.

Economic Reporting: Develop a selection of economic and footfall indicators post event that can be disseminated to sponsors and funders where appropriate.

PARTNERS

Sligo BID, Sligo NTE, Sligo County Council, Sligo Businesses, Cities@Heart, Cities After Dark

Timeline for Delivery Q4 2024



4.7 ACTION

Research successful national and international projects that have benefited the local Night-time Economy

PURPOSE AND IMPACT

Gain an understanding of best practice for nighttime economy

DELIVERABLE AND OUTCOMES

Best Practices Identification: Identify successful national and international nighttime economy projects and policies that could be adapted or piloted in Sligo.

Insight Development: Increase knowledge of best practices, challenges encountered, and effective problem-solving strategies.

PARTNERS

Sligo Night Time Economy Advisor, Sligo ATU, Cities@Heart, Cities After Dark, ATCM, IPM

Timeline for delivery 2024-2025



4.8 ACTION

Assess the value of the evening and night time economy to Sligo Town.

PURPOSE AND IMPACT

Evaluate and quantify the contribution of the evening and night time economy to Sligo Town via ATU researcher.

DELIVERABLE AND OUTCOMES

Value Assessment: Identify and highlight the economic impact and value of the evening and nighttime economy to Sligo Town.

Increased Appreciation: Utilize findings to enhance recognition of the nighttime economy's importance, aiming to foster greater appreciation and attract additional investment in the town.

PARTNER

Sligo BID, ATU

Timeline 2023-2025



PLACE ACTIONS

4.9 ACTION

Increased visual representation of the Night Time Economy in Sligo

PURPOSE AND IMPACT

Create visual representation of the night time economy in Sligo through the installation of a street mural in a high footfall area to demonstrate the vibrancy of the town

DELIVERABLE AND OUTCOMES

Mural Installation: Animate a blank high-footfall area with a street mural that highlights the vibrancy of Sligo's nighttime economy.

Community Pride: Foster a sense of pride and ownership among Sligo residents regarding their town's nighttime appeal.

Visitor Curiosity: Generate curiosity among visitors about the nighttime activities and experiences available in Sligo.

PARTNERS

Sligo BID, Sligo Tidy Towns

Timeline 2024-2025



APPENDIX



Thank you for participating in our survey.

We want to hear your feedback so we can keep improving your evening and night time experience in Sligo.

Please fill in this quick, tick box survey and let us know your thoughts!

1.

2.

Mark only one oval.

- Retailer
- Accommodation Provider
- Food/Beverage Provider
- Arts/Heritage/Cultural/Tourist Provider
- Service Provider
- Other

3.

Mark only one oval.

- Yes
- No

APPENDIX

4.

Check all that apply.

- 1-2
- 3-5
- 6-10
- 10+
- N/A

5.

Mark only one oval.

- Yes
- No

6.

Mark only one oval.

- Staff Costs
- Low Demand
- Not enough profit potential to justify extending hours
- Low footfall
- Safety Concerns
- Licensing/Regulation/Insurance
- Funding source to incentivise
- Other: _____

APPENDIX

7.

*

1 = Very dissatisfied 5 = Very satisfied

Mark only one oval per row.

	1	2	3	4	5	N/A
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of what activities are going on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lightning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities in the evening and night time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.

Mark only one oval.

- Less than €50
- Less than €100
- Less than €150
- Less than €200
- Less than €250
- Over €250

APPENDIX

9.

Mark only one oval.

- Transport into Sligo
- Transport out of Sligo
- Lack of awareness of what is on in Sligo Town
- Anti social behaviour
- Feeling of a lack of safety
- Lack of accessible venues or transport
- Lack of free time e.g. working night shifts
- Lack of interest
- Too expensive to participate
- No barriers experienced
- Too short opening hours for venues
- Lack of family events
- Competition in offerings from neighbouring towns
- Other: _____

10.

Mark only three ovals.

- Better promotion of events and activities to know what's on
- Increased events and activities
- Queen Maeve Square being utilised now that the square has been launched
- Increased opportunities for local groups and organisations to hold events
- Increased funding opportunities for local community events and festivals
- Later transportation options
- Increased safety measures at night
- Additional low cost/free activities
- Increased sober events
- Increased street lighting
- Additional family activities
- Increased street animation

APPENDIX

- Increased accessibility
- Dedicated funding stream for evening and night time events
- Increased marketing supports for those hosting events

11.

12.

Mark only one oval.

- Yes
- No
- Maybe

13.

APPENDIX

Evening and Night Time Economy Public Survey

Thank you for participating in our survey.

We want to hear your feedback so we can keep improving your evening and night time experience in Sligo.

Please fill in this quick survey and let us know your thoughts (your answers will be anonymous).

Please add your email address at the bottom if you would like to be added into our draw to win a €100 Love Sligo Gift Card.

* Indicates required question

1. How would you classify yourself from the options below? *

Mark only one oval.

- Sligo Town Resident
- Sligo County Resident
- Business Owner/Employee
- Domestic Visitor
- International Visitor
- Other

APPENDIX

2. What is your age group *

Mark only one oval.

- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 75+

3. If someone approached you around the evening and night time economy, what would your initial thought be based around if you had to pick three of the below? *

Check all that apply.

- Pubs and clubs
- Evening and night time classes
- Festival and events
- Cafes and restaurants
- Sports activities or classes
- Shopping
- Work
- Socialising
- Art based activities e.g. comedy, theatre, music

APPENDIX

4. How frequently do you engage in activities in Sligo Town between 6pm and 6am? e.g. theatre, pub, sporting event, gym, work, evening class *

Check all that apply.

- Never
- Once a month on average
- Once a fortnight on average
- Once a week on average
- More than once a week on average

5. What activities do you participate in between 6pm and 6am? *

Check all that apply.

- Restaurant dining
- Cafe dining
- Shopping (Groceries)
- Shopping (Non Groceries)
- Sports evening
- Arts based event e.g. music, cinema, theatre
- Socialising in pub
- Socialising in club
- Evening classes
- Exercise
- Other: _____

APPENDIX

6. How satisfied are you with the following Evening and Night Time aspects in Sligo Town? *

1 = Very dissatisfied 5 = Very satisfied

Mark only one oval per row.

	1	2	3	4	5	N/A
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of what activities are going on in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities in the evening and night time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feelings of safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. On average what would you typically spend during an evening or night time activity in Sligo. *

Mark only one oval.

- Less than €50
- Less than €100
- Less than €150
- Less than €200
- Less than €250
- Over €250

APPENDIX

8. What are the main challenges or barriers you experience to participating in evening and night time activities in Sligo? Please select a maximum of three. *

Check all that apply.

- Transport into Sligo
- Transport out of Sligo
- Lack of awareness of what is on in Sligo Town
- Anti social behaviour
- Feeling of a lack of safety
- Lack of accessible venues or transport
- Lack of free time e.g. working night shifts
- Lack of interest
- Too expensive to participate
- No barriers experienced
- Too short opening hours for venues
- Lack of family events
- Other: _____

9. What would you like to see made a priority for Sligo town in relation to evening and night time activities? *

Check all that apply.

- Better promotion of events and activities to know what's on
- Extended opening hours for businesses
- Increased events and activities
- Queen Maeve Square being utilised
- Increased opportunities for local groups and organisations to hold events
- Increased Funding opportunities for local community events and festivals
- Later transportation options
- Increased safety measures at night
- Additional low cost/free activities
- Increased sober events
- Increased street lighting
- Additional family activities

10. Any additional feedback you would like to include?

APPENDIX

11. Email Address (optional) if you would like to be entered into a draw for a Love Sligo Gift Card.

Sligo

EVENING & NIGHT TIME ECONOMY ACTION PLAN



An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media



Sligo County Council
Comhairle Chontae Shligigh

Sligo

SLIGO
BID



ACM
Purple
Flag™

CITIES@HEART
TOWARDS A BALANCED CITY CENTRE