Kilkenny

Geilleagar na hOíche
Night Time Economy

KILKENNY CITY
NIGHT TIME ECONOMY
ACTION PLAN 2024-2025

Comhairle Chontae Chill Chainnigh
Kilkenny County Council

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

Kilkenny

CONTENTS

APPENDICES:

Kilkenny

We welcome the introduction of this pilot Night Time Economy Action Plan for Kilkenny City. It provides us with an opportunity to establish and hone our vision for Kilkenny City and all its night time users.

The action plan offers a structured framework to continue nurturing our vibrant night time economy, which is an integral aspect of Kilkenny's identity.

Built upon four strategic pillars—placemaking, mobility & accessibility, safety & security, evening & night time activity and marketing and promotion—this plan sets out objectives and actions aimed at collectively strengthening and invigorating Kilkenny's night time economy.

Throughout the development of this action plan, the approach taken by Kilkenny County Council (KCC) and the Night Time Economy Stakeholder Forum has been one of openness and inclusivity. 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 Kilkenny's vibrancy and hospitality for residents, workers, and visitors alike.

We extend our sincere appreciation to the members of the Night Time Economy Stakeholder Forum for their leadership in developing this plan, alongside the council officer leads.

An extensive process of engagement has been instrumental in shaping the ambition and priorities outlined within the action plan. We express gratitude to all those who have participated in this process. We look forward to working with you and witnessing the positive impacts of this action plan.

Cllr. Michael Doyle
Cathaoirleach
Kilkenny County Council

Cllr. Joe Malone
Mayor
Kilkenny City

Geilleagar na hOíche
Night Time Economy

I am pleased to introduce our first Night Time Economy Action Plan for Kilkenny City. Following a successful application by Kilkenny County Council (KCC), Kilkenny City was selected as a pilot area for the appointment of a night time economy advisor from October 2023 to September 2025.

The Night Time Economy Taskforce Report (published in September 2021) and other strategic initiatives such as the Climate Action Plan, Town Centre First and the Kilkenny LECP have provided a framework for this plan. The plan aims to foster a city that we can take pride in - a home, a destination, and a place of work.

The objectives of this pilot initiative include:

• Establishing a diverse and inclusive night time economy forum.

• Crafting and implementing a cohesive action plan tailored to the needs of Kilkenny City, catering to various age groups and timeframes.

• Developing a sustainable framework within KCC for ongoing work in the realm of the Night Time Economy, including the establishment of a stakeholder forum and consultation process.

Kilkenny County Council is wholeheartedly committed to the successful execution of this pilot action. We extend our gratitude to the members of the Night Time Economy Stakeholder Forum for their support and dedication to the development and delivery of this plan.

I would also like to express appreciation to our funders, the departments of the Council, groups, stakeholders and organisations that have taken ownership of specific actions. The realisation of our goals hinges on your continued enthusiasm, hard work, and commitment to the inclusive and sustainable growth of Kilkenny City.

Together, let us embark on this journey to shape a vibrant and thriving night time economy for Kilkenny City.

Lar Power
Chief Executive
Kilkenny County Council

BACKGROUND

1

The Night-Time Economy refers to the diverse social, cultural and economic activity occurring during evening and night-time hours from 6pm 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 originated from a post Covid 19 response to support the sectors that had been so badly affected by the pandemic. Following on from a commitment under the Programme for Government, the DTCAGSM 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 in the area of 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 a number of actions that supported the recovery of the sector but also consider 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 KCC, Kilkenny City has been designated as a pilot city from October 2023 to September 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 Conor Sweeney was appointed the Night Time Economy Advisor for Kilkenny 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 which is diverse and inclusive of all aspects of the night time economy
- the preparation and implementation of a cohesive action plan for Kilkenny City to provide a range of proven interventions for different age-groups and different time spans.
- the development of a sustainable structure within KCC for longer-term/ongoing work in the area of the NTE including the establishment of a stakeholder forum and consultation process.

The timeline for the development and implementation of the action plan is set out below:

Date	Milestone
October 2023:	Appointment of Conor Sweeney as Night Time Economy Advisor for Kilkenny City
November 2023:	Meeting of the KCC Cross Departmental Working Group on the Night Time Economy
December 2023:	First meeting of the Night Time Economy Stakeholder Forum
January 2024-March 2024:	Stakeholder Engagement and workshops with key stakeholders
January 2024	Launch of the Night Time Economy Business and Public Surveys
January 2024:	Night Walk of Kilkenny City with public representatives and forum members
April 2024:	Presentation of the Draft Kilkenny City Night Time Economy Action Plan to KCC Economic Development, Enterprise Support, Tourism and Planning & Development Strategic Policy Committee
April 2024:	Launch of the Kilkenny City Night Time Economy Action Plan
April 2024 -August 2025	Implementation period for the Kilkenny City Night Time Economy Action Plan

The approach to this pilot by KCC and the night time economy stakeholder forum is to facilitate an open and inclusive discussion that develops a pilot action plan that can balance the needs of the inter-related communities that co-exist to bring the night to life. 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

POLICY CONTEXT 2
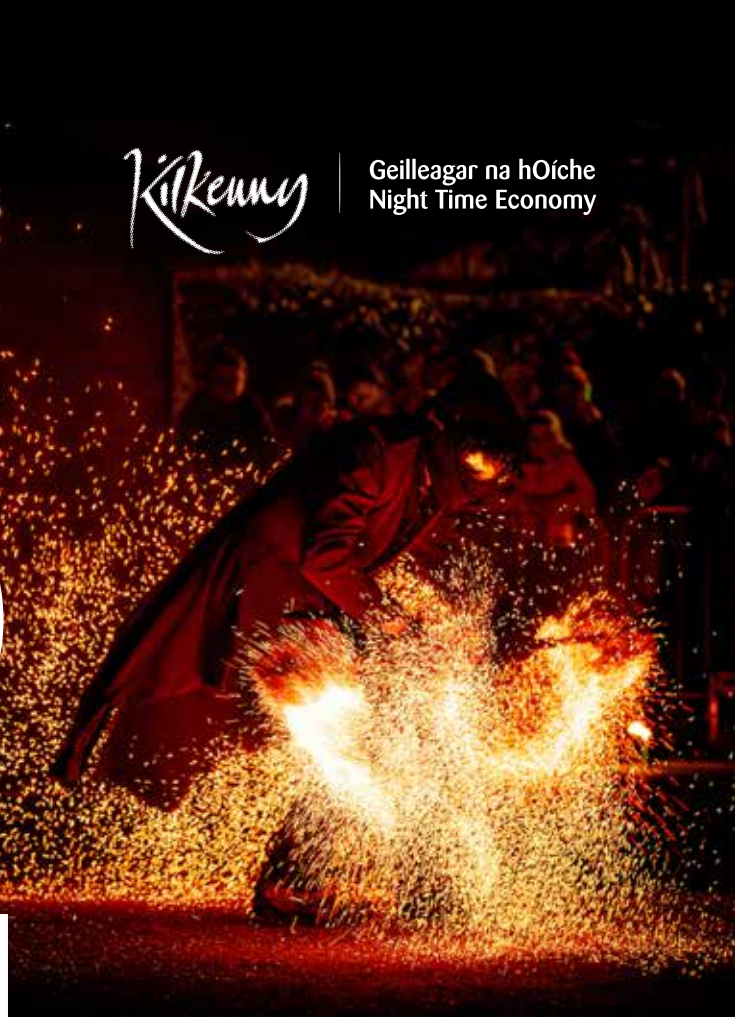
Kilkenny City is the largest settlement in County Kilkenny. The population of Kilkenny City is **27,184**, an increase of 2.5% between 2016 and 2022. It is designated as a significant Key Town in the Regional Spatial and Economic Strategy (RSES) for the Southern Region. Kilkenny City is the 2nd largest settlement in the South-East and 4th largest settlement in the Southern Region. It has a central location within the south east with good road and rail links to Dublin (115km) and other major urban centres including Cork (145km), Limerick (110km) and Waterford (48km). Kilkenny is also close to Shannon International Airport (155km) and Rosslare Europort (105km). Locally, there are two bus routes operating in the city which served over 300,000 passengers in 2023. Both routes operate a late-night service until 11.30pm on a Friday and Saturday night. Kilkenny Local Link also runs a Saturday evening service from South Kilkenny into the city (Route 4774). The final evening and night time train services arrive into Kilkenny City at 7.15pm (from Waterford) and 8.15pm (from Dublin)

Kilkenny is one of Ireland's most cosmopolitan cities with many festivals, events, bars, restaurants and a strong accommodation offering. The city has recently been designated a World Crafts Council Craft City and Region, one of only five regions to achieve this recognition in Europe. It is renowned for being rich in its medieval heritage and is bustling with iconic laneways, tourism landmarks, stunning architecture and a vibrant atmosphere. Kilkenny is a flagship destination ('Hero site') under Ireland's Ancient East and is home to one of the most recognisable landmarks in Ireland, the 12th century Kilkenny Castle which attracted over 1.4 million visitors in 2022. It has a strong and unique retail core, which includes two shopping centres and a mix of well-known retail brands and indigenous businesses.
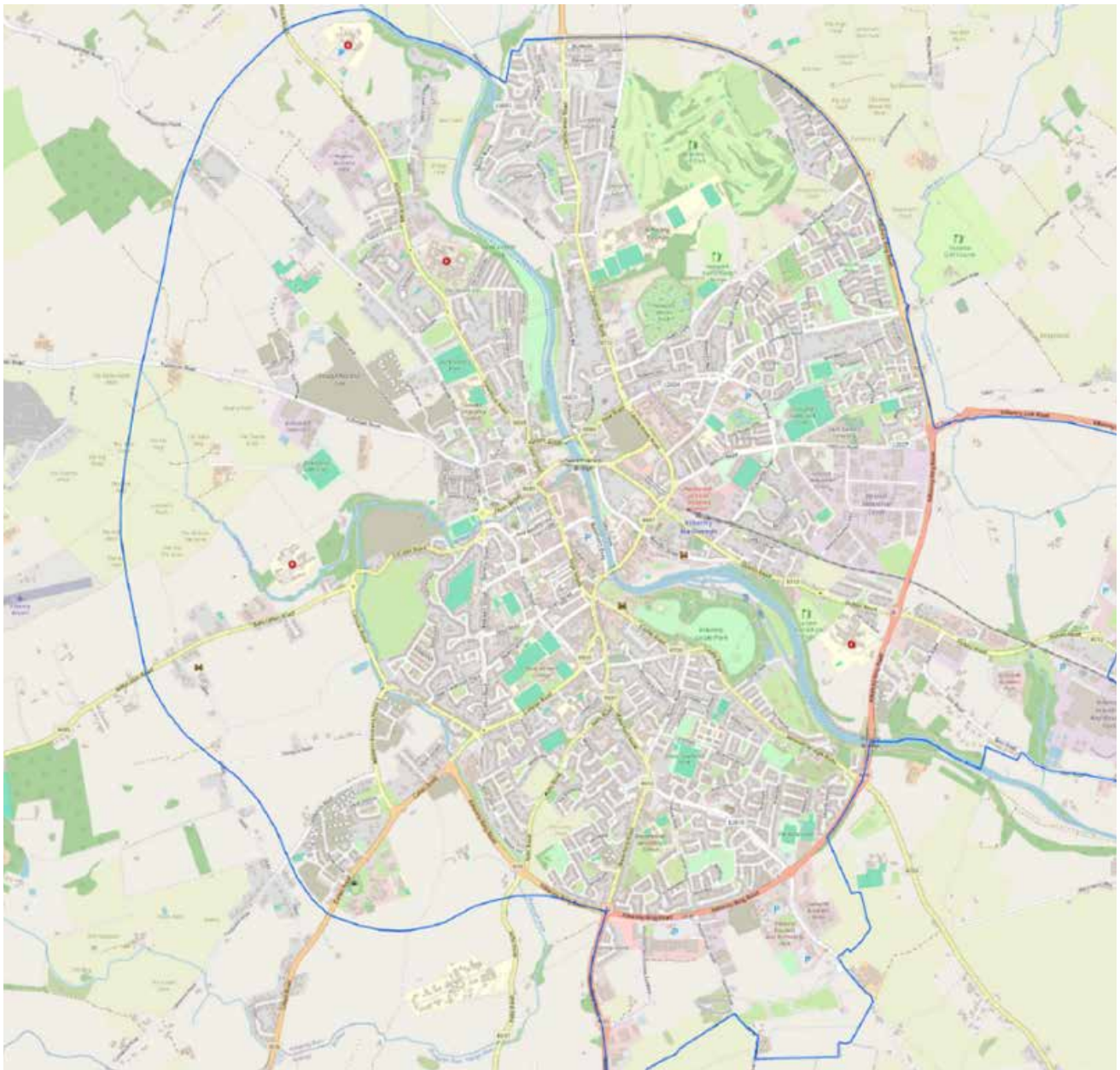
The Kilkenny City Night Time Economy Pilot Action Plan 2024-2025 is being led by the Night Time Economy Advisor with the support of KCC, the DTCAGSM and the Kilkenny City Night Time Economy Stakeholder Forum.

The principle behind the Kilkenny City Night Time Economy Action Plan is a collaboration between the various stakeholders on agreed visions and associated actions that can help to fully realise the potential of the night time economy, adding value to the ongoing work of the stakeholders. As this is a pilot, it is an opportunity for Kilkenny City to establish exciting new pilot initiatives and collaborations and

implement innovative ideas. The learnings from these projects can contribute to the longer-term sustainability of the night time economy.

One of the key objectives in the development of the action plan was the formation of a dedicated night time economy stakeholder forum. The forum is represented by organisations and businesses in the various tourism, arts, culture, economic, sporting and community sectors that reflects a diverse night time economy. The membership will remain in place for the duration of the action plan. The forum members 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. A full list of stakeholders involved is contained in Appendix 2.

The purpose of this document is to identify and implement practical recommendations for enhancing our night time economy that can be achieved within the two-year pilot period. The development of the action plan has been informed by research through dedicated business and public surveys, meetings and workshops with our key stakeholders, the formation of a night time economy cross departmental working group within Kilkenny County Council and regular engagement with our dedicated night time economy stakeholder forum. A separate research and consultation report has been prepared as an addendum to this action plan (Appendix 1)

Shaped from the 'bottom-up' by local and national stakeholders, and overseen by KCC and the DTCAGSM, this new plan complements national level policies and programmes emanating from the 'top-down' whilst ensuring there is strong alignment with strategies developed at a local and regional level for Kilkenny City.

These include:

- Full Forward Kilkenny 2030
- Kilkenny Local Economic and Community Plan (LECP) 2023-2028
- KCC Tourism Development Strategy and Action Plan 2023-2028
- Kilkenny City Sustainable Urban Mobility Plan
- Kilkenny Destination Experience Development Plan (Fáilte Ireland)
- KCC Climate Action Plan 2024-2029
- Kilkenny Disability Inclusion Strategy 2023-26
- Town Centre First Plan

The availability of data specifically relating to the contribution of the night time economy at a local and national level remains a challenge however as part of the pilot project, we will seek to collect data that can support informed decisions on its future development and offering. This will include data such as

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

A well-developed evening and night time economy can have multiple benefits including economic growth, cultural enrichment, enhanced community engagement, increased opportunities for tourism and the development of additional experiential events and festivals. In order to achieve these benefits, we need to measure the success of the pilot action plan so we can ensure that the aspirations set out under our vision statement are realised.

Positive survey findings, enhanced visitor and resident sentiments, increased footfall and attendance at a broader range of events in the city, improved night time transport availability, infrastructural enhancements for the night time user, greater economic benefits for businesses and a larger online share of voice for Kilkenny City's night time economy are all key metrics for success.

There are funding requirements for some of the actions that have been set out within the plan and the Night Time Economy Advisor will work closely with KCC, the DTCAGSM and the stakeholder 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 Kilkenny City.

VISION

3

"Develop Kilkenny City as the foremost evening and night time destination in Ireland for residents and visitors which offers a sustainable, vibrant, cultural and diverse experience"

In order to engage with and promote our night time economy in Kilkenny, we need to reimagine and redefine what the night time economy means to us and consider how we can further develop a night time offering that is both inclusive and engaging. The night time economy can draw number of negative connotations with regards to the night life in our city. Some of this relates to increased alcohol consumption, anti-social behaviour and late-night closing for bars or venues. This vision has been drafted to consider a more balanced night time which is reflective of societal and cultural changes within our city. It can be achieved by creating an environment whereby positive social, economic, recreational and cultural activities can occur for residents, workers and visitors alike.

In order to achieve that, the stakeholder forum carefully considered and agreed the aspirations for the night time economy in Kilkenny City.

Our ambition for the night-time economy

An accessible city for all at night time

Enhanced Resident & visitor Experience

Positive perception of safety & wellbeing in the city

Our Night Time Economy

Recognised & marketed as the top night time destination in Ireland

Increased participation in greater number of diverse NTE events

Increase in visitor dwell time and consumer spending in the city

KEY PILLARS & STRATEGIC OBJECTIVES:

4

During our consultation phase, it became evident to us that there were a number of similar themes emerging that related to the night time economy. In identifying four key pillar areas under the Night Time Economy for Kilkenny City, we can focus on a number of deliverable actions that can be impactful within the timeframe of the pilot. The four key pillars and their aligned objectives are outlined below:

Pillar 1:
Placemaking, Mobility & Accessibility:

Develop Kilkenny as a sustainable night city supported by its infrastructure

This pillar focuses on how residents and visitors can enjoy improved infrastructure, transport and accessibility at night in Kilkenny City. This includes transportation links into and around the city at night, the availability of public facilities and amenities, closing times for venues, the accessibility of the city for all and the various infrastructural improvements that can make

the city feel more engaging and vibrant which, if addressed collectively, can lead to a more positive experience at night.

Pillar 2:
Safety & Security:

Deliver a greater experience of the city at night time for all ages

In order to increase engagement levels with the city at night time, we want to ensure that a person's experience of the night time in Kilkenny feels safe and secure as possible. A key barrier to participation in any city at night can be the perception that the city, or areas within the city, are unsafe, particularly for women, younger people and older people. The design and layout of public spaces including improved lighting, safe cycling and pedestrian routes along with public information campaigns and the provision of training for night time staff can assist to address this.

Pillar 3:
Evening & Night Time Activity:

Enhance the excellent year-round events calendar with additional evening and night time activity to support the post 6pm economy

Kilkenny City hosts a wonderful array of events which attract tens of thousands of visitors each year. We need to continue to ensure that we provide this offering whilst remaining cognisant of the ever-changing requirements of our residents and visitors. The ability to innovate will allow our city to respond to these demands. By offering a more diverse range of events and activities in the evening and night time, we can connect with a whole new audience but also reconnect with a cohort of people who want to engage with the night time economy but have not done so for a variety of reasons.

Pillar 4:
Marketing and Promotion:

Promote Kilkenny City as the destination of choice for a night time experience

In a competitive marketing environment that is heavily focused on audience engagement via social media platforms, it is important that there is clear and consistent messaging on the night time experience in Kilkenny City. Positive social media campaigns, engaging content and a centralised night time events platform can all contribute to greater footfall, higher activity participation rates and increased consumer spend in the city at night time. A key element of any marketing and promotional initiatives will be ensuring that visitors and residents know "Whats On in Kilkenny Tonight"

ACTION PLAN & IMPLEMENTATION

5

Kilkenny | Geilleagar na hOíche
Night Time Economy

Pillar 1 - Placemaking Mobility & Accessibility

Objective 1- Develop Kilkenny as a sustainable night city supported by its infrastructure

	Action	Purpose and Impact	Deliverables and Outcomes	Lead(s)/Partner(s)	Timeline for delivery
1.1	Trial extended evening opening hours for public spaces and cultural venues in the city	Encourage greater use of facilities in the evening Provide additional opportunities for venues to host events	Carry out an audit of existing opening hours Identify suitable and interested space (s) Agree suitable trial periods i.e. Summer, during festivals etc Agree schedule of opening hours Agree marketing campaign Seek an increase of opening hours for the evening and night time economy and increase the number of events hosted after 6pm in selected public spaces	Night Time Economy Advisor/ KCC/OPW/Visitor attractions	2024-2025

| 1.2 | Carry out an audit on the availability of late-night transport to/from rural areas and trial a night time service to/from Kilkenny city | To determine the need for and to develop more transport options from urban and rural areas into the city at night time | Carry out the audit of existing services

Determine a rural location to trial a night time service to and from Kilkenny

Deliver and fund pilot of this service to determine demand, willingness to pay etc

If successful, investigate funding options or commercial providers to regularise service

Achieve increase in Evening and Night Time services provided from baseline services in Jan 2024 | Night Time Economy Advisor/ KCC/National Transport Authority/TFI Local Link Kilkenny/ Kilkenny Leader Partnership | 2024-2025 |
| 1.3 | Conduct an audit of e-bike stands to assess if they are located in well-lit areas and closer to later opening venues | Greater transport options for visitors and residents | Deliver Assessment report of suitability of locations as it serves the NTE

If possible, determine pattern of usage after 6pm

Development of additional bike stands in areas closes to venues that host night time activity

Increased number of Bolt e-bike users after 6pm. | Night Time Economy Advisor/ KCC Active Travel Team/Bolt Ireland | 2024 |

1.4	Investigate the availability of, and explore options to enable more public toilets/ changing places open at night	Ensuring infrastructure is in place to ensure the city is welcoming for all users	Identify locations where additional toilet facilities and changing places are required Delivery of additional toilet facilities close to public space and night time venues	Kilkenny City Municipal District Office	2024
1.5	Develop a partnership with appropriate service provider/ agency partner to roll out Disability & Equality training for visitor attractions and the hospitality sector	To increase awareness for more accessible public infrastructure and venues	Promote a national survey to understand challenges and opportunities in Kilkenny City Deliver one training workshop per annum to NTE businesses Increased awareness that will support the development of more accessible and inclusive venues	DTCAGSM/ Night Time Economy Advisor/Kilkenny Access Group	2024
1.6	Work with Fáilte Ireland to ensure delivery of Champions Programme for Kilkenny NTE businesses	To increase the understanding of the story of the city at night and the information being provided to NTE user in the city	Deliver 2 workshops per annum with a focus on the night time businesses	Night Time Economy Advisor/ Fáilte Ireland/ Kilkenny Tourism/ VFI/Hospitality partners	2024 & 2025

Pillar 2 Safety & Security

Objective - Deliver a greater experience of the city at night time for all ages

	Action	Purpose and Impact	Deliverables and Outcomes	Lead(s)/Partner(s)	Timeline for delivery
2.1	Encourage increased shopfront and building illumination	To improve feeling of safety and security on streetscape and enhance street presence and ambiance.	Develop a pilot scheme to encourage businesses to light up their external walls and shopfront in specified locations Encourage the development of a window display programme for storytelling to coincide with a season or festival Number of premises that participate	KCC/City Centre Task Force/Cultural Providers/Kilkenny Chamber of Commerce	2024
2.2	Make improvements to public lighting, enhance animation of the public realm and visitor attractions Deliver wayfinding signage that is visible at night	To encourage greater numbers of people to visit the city at night Promote safe pedestrian & cycling routes around the city To assist visitors and tourists to locate key attractions and points of interest around the city	Identify areas in the city that require improved lighting or wayfinding solutions Deliver improvements in the identified areas	Kilkenny City Municipal District Office	2024-2025

2.3	Partner with local businesses and agencies to roll out safety campaigns e.g. bystander training, night time charter	To increase public safety during NTE hours and support businesses and the agencies to deliver a safe city	Work with national agencies and the department to pilot local training Support the implementation of a night time charter Deliver 1 training workshop to the industry per annum Numbers that have participated in training	DTCAGSM/ KCC/Night Time Economy Advisor/ VFI/Gardai/HSE/ Kilkenny Chamber of Commerce	2024
2.4	Encourage use of active travel at night (e.g. bike use)	Promotion of sustainable and active travel in the city at night	Deliver two seminars on night time confidence for bike users Increased awareness and education on bike safety at night Number of course participants	Night Time Economy Advisor/ KCC Active Travel Team	2024 & 2025

Pillar 3 Evening & Night Time Activity

Objective - Enhance the excellent year-round events calendar with additional evening and night time activity to support the post 6pm economy

	Action	Purpose and Impact	Deliverables and Outcomes	Lead (s) / Partner (s)	Timeline for delivery
3.1	Develop and Implement a Night Time Economy Diversification Grants Scheme	To incentivise and to support local businesses, community groups, event organisers and individuals to trial pilot events that will support a diverse and inclusive night time offering	Develop the draft scheme based on national good practice with a focus on incentivising pilot events Agree focus of scheme and budget Communicate information and guidelines around application process and open applications for inclusion in scheme Increase the number of night time events that take place during Kilkenny City festivals and events Increase in number of events being held during the shoulder season and off peak periods (Sunday-Thursday)	Night Time Economy Advisor/ KCC	2024 & 2025

3.2	Encourage and support cross sectoral collaborations on national grant funding applications	Ensure maximum funding can be received by Kilkenny businesses and organisations to support additional NTE activities and events	Support and facilitate collaborations that will encourage events such as: Night Market Festival of Lighting Pilot NTE Youth Initiative Age Friendly at Night Event Cruinniu na nOg Late An increase in the number of successful funding applications that incentivise applicants to support and host activities and events for the evening and night time	Night Time Economy Advisor/KCC/ DTCAGSM/Festival Organisers/Youth groups/Age Friendly Kilkenny/ Venues/ Kilkenny Chamber of Commerce	2024 & 2025
3.3	Support NTE pilot activity that will enhance future programming for public realm at Abbey Quarter and Market Yard	Support additional NTE activity that which will lead to increased footfall and dwell time and utilises the newly developed spaces	Identify future activities for the spaces that have been supported through the NTE Diversification Grants Scheme Diverse programme of events at both spaces that have been originally supported through NTE Action Plan and Diversification Fund	Night Time Economy Advisor/ KCC	2025

3.4	Collaborate with KCC and associated agencies to introduce additional night time activities into their annual programme of events	To integrate Night Time Activity into local authority and agency led events and programming	Include NTE activity in initiatives such as: Bookville, Bike Week, Age Friendly Events, Culture Night, Healthy Kilkenny Increased number of social, cultural and sporting events, experiences and activities that include night time activities	Night Time Economy Advisor/ KCC/Agency partners/ Kilkenny Chamber of Commerce	2024 & 2025
3.5	Encourage increased retail accessibility and activity after 6:00pm	To provide later retail opening hours for residents and visitors Collate data that assesses the impact of later night retail activity To support businesses to establish or grow their operations and communicate their night time offering To highlight the availability of late-night shopping and hospitality and increase footfall in the city during busy trading periods (e.g. Christmas)	Co-ordinate the pilot through City Centre Task force Identify the main barriers to later opening hours for retail Work with local retailers to establish a co-ordinated pilot for late night opening for a trial period Support the delivery of two events that increase footfall in the city during the trial period Deliver a marketing campaign that increases the visibility of the night time offering and includes initiatives that will drive an increase footfall and dwell time in the city	Night Time Economy Advisor/ KCC/City Centre Task Force/ MacDonagh Junction/Market Cross Shopping Centre/Kilkenny Chamber of Commerce	2024 & 2025

3.6	Host Culture Night Late events in Kilkenny City	To provide a post 9pm offering to encourage more-inclusive and innovative flagship late-night arts events suitable for a range of audience types	Successful funding application to the Arts Council Hosting of brand new post 9pm events for Culture Night	Night Time Economy Advisor/ Kilkenny Arts Office/Arts Council/Venues	2024 & 2025
3.7	Pilot the development of a night time market	Offer a diverse and inclusive concept that will encourage more people to visit the city at night Increased footfall and economic activity for the city	Work with local festivals and events promoters to identify opportunities to embed a pilot night market into their programme Use the feedback from market traders and attendees to inform the development of more sustainable and regular night markets in the city Pilot two-night time markets in Kilkenny City per annum	Night Time Economy Advisor/ KCC/Festival Promoters	2024 & 2025
3.8	Support a pilot heritage and night walk that tell stories of the city at night	Provides an additional night time tourism offering for visitors to the city and identify if there is a demand for the tour	Work with local guides and heritage partners to develop and deliver pilot initiative Promote Night Walk pilot to local tour operators Increased participation in the night walks. Number of night walks delivered	Night Time Economy Advisor/ Visitor attractions/ Local tour guides	2024

3.9	Encourage local community and sporting organisations to host and promote night time social and recreational activities in the city that promote key exercise routes	Increase the diverse range of activities available to residents and visitors in Kilkenny City Encourage participants in the events to increase their dwell time in the city	Determine and promote key night exercise routes of different length etc Identify existing sporting and recreational events that take place in the city and support the organisers to deliver a night time activity in tandem with their event	Night Time Economy Advisor/ KCC/Kilkenny City Community and Sporting Organisations	2024 & 2025
3.10	Develop a Business at Night Time toolkit	To support businesses to be effective in the NTE	One toolkit for businesses listing key information and supports available	Night Time Economy Advisor/ KCC/Kilkenny Local Enterprise Office/Kilkenny Chamber of Commerce	2024

Pillar 4 Marketing and Promotion:

- *Objective - Promote Kilkenny City as the destination of choice for a night time experience*

	Action	Purpose and Impact	Deliverable and Outcomes	Lead (s)/Partner (s)	Timeline for delivery
4.1	Develop a marketing campaign for Kilkenny City's night time economy	Increases the visibility of the night time offering and increases footfall and dwell time in the city	Promote night time experiences through communication channels Market Kilkenny City as a vibrant and diverse night-time destination Creation of an identifiable night time economy branding that supports night time activity Increased awareness and enhanced visitor perception of the Kilkenny City Night Time Economy Coherent messaging about NTE in Kilkenny for citizens and visitors alike but with local focus for increased use of the city by residents	Night Time Economy Advisor/ KCC/Kilkenny Tourism/Fáilte Ireland/Kilkenny Chamber of Commerce	2024

4.2	Identify and support a central communication channel that promotes nightly events and activities ie the whats on guide	To create greater awareness of events and activities that take place in the city	Assess available options Agree work programme, budget and trial period Clear metrics that show an increase in communication and social media engagement leading to an increase in attendance at night time events	Night Time Economy Advisor/ KCC/Kilkenny Tourism/Fáilte Ireland/Kilkenny Chamber of Commerce	2024
4.3	Develop and promote an information campaign highlighting the availability of safe parking and transportation options coming into and leaving the city at night	To create greater awareness and usage of night time transportation in the city	Develop and communicate safe cycling maps on best and safest routes to use to access the city (e.g. on bikes) Work with local transport providers to list and promote available services after 6pm Highlight availability of overnight car parking options in the city at night time	Night Time Economy Advisor/ KCC/Active Travel team/ TFI Local Link Kilkenny/ Taxi Operators/ Kilkenny Chamber of Commerce	2024
4.4	Host a communications & marketing seminar for night time businesses	Highlight the benefits of a marketing campaign by each night time business that promotes a positive messaging for the night time economy in Kilkenny	Deliver one workshop per annum	Night Time Economy Advisor/ Kilkenny LEO/ Kilkenny Tourism/ Fáilte Ireland/ Kilkenny Chamber of Commerce	2024 & 2025

MONITORING & EVALUATION

6

Geilleagar na hOíche
Night Time Economy

The Kilkenny City Night Time Economy Pilot Action Plan will be implemented between April 2024 and September 2025.

Priority actions have been identified within the action plan which will commence in 2024. Given the pilot nature of this project, the monitoring of the progress of the various actions will be a key element in ensuring that they are sufficiently responsive to change over the course of the implementation period. This may include newly developed local or national funding schemes or initiatives that emerge that can support the pillars and objectives set out within the plan. Through ongoing engagement with the DTCAGSM and the Night Time Economy Stakeholder forum, the plan will be continuously assessed to identify and review the actions which will allow us to determine the impact of the implementation of the strategy.

Responsibilities:

The plan has been formally approved by the members of the Economic Development, Enterprise Support, Tourism and Planning & Development Strategic Policy Committee. KCC and the DTCAGSM has overall responsibility for the plan with the support of the Night Time Economy Stakeholder Forum. The Stakeholder Forum construct has been agreed and ensures a broad representation of night time economy stakeholders from Kilkenny City and the relevant agencies.

This will include, inter alia, the overall supervision of the implementation process, organisation of meetings and communication.

A Night Time Economy Advisor resource has been provided by the agreement between the local authority and the Department. The DTCAGSM will provide on-going advice, guidance, funding and support to the Night Time Economy Advisor in relation to the process as required.

Specifically, the Night Time Economy Advisor's role will involve the following tasks:

- Overall day to day management of the action plan's implementation and delivery.

- Organise Stakeholder Forum meetings and preparation of an agenda.

- Administration and maintenance of forum membership details

- Manage and coordinate the preparation of Progress Reports for sign off by the Stakeholder Forum and presented to KCC and DTCAGSM

There will be a minimum of three stakeholder forum meetings convened annually for the period of the Plan during which actions will be reviewed and progress updates provided. Specific KPI's have been identified for a number of the actions and will also be reported upon in the progress reports which will be agreed by the stakeholder forum and subsequently provided to the Department. In circumstances where outcomes do not have a quantifiable measurement, a concise summary of performance to date will be provided.

Monitoring outputs:

The Stakeholder Forum will present two written Progress Reports to KCC and the DTCAGSM Tourism, Culture, Arts Gaeltacht, Sport and Media on behalf of the forum that will document:

- progress on the actions to the end of 2024;

- A final progress report documenting implementation overall to September 2025 and providing recommendations for the future sustainability of the night time economy for Kilkenny City.

They may also contain

- Updated Statistical snapshot where data is available and has been measured

- Additional Strategic Objectives or actions that have been agreed by the Stakeholder Forum and an update on same.

KILKENNY CITY
NIGHT TIME ECONOMY
PUBLIC AND STAKEHOLDER
CONSULTATION REPORT

Introduction

Given the relatively limited data available in relation to the night time economy in Kilkenny City, an important element of the development of the action plan was to carry out extensive research and broad stakeholder engagement across the city. A comprehensive engagement strategy has formed a key part of the pilot process to ensure that the actions set out within the plan reflect the feedback received.

We used a number of different methodologies to capture the views and this feedback greatly assisted in informing approach to drafting 24 high level actions for Kilkenny City to develop the night time economy.

The summary of activities carried out as part of the research and engagement phase is listed below:

1. **Desk research**

2. **Stakeholder Engagement**

    A. **Kilkenny City Night Time Economy Stakeholder Forum**
    B. **Meetings with key stakeholders**
    C. **Public Survey**
    D. **Business Survey**
    E. **Night Walks**

(1) Desk Research

As part of our research, international guidance on best practice in relation to the development of the night time economy was studied and a number of night time economy strategies and reports were reviewed to understand the approach that is currently being taken by local authorities and Governments globally. The appointment of night time economy advisors and the development of Night Time Economy strategies is still in its infancy globally. It is also important to consider that each town or city will take their own approach depending on its demographics and requirements from the night time users.

Internationally, there are a number of initiatives and best practice examples of Governments, public officials and the night time industry working together to improve their night time offering. These include:

LONDON:	
2016:	Appointment of **Amy Lamé** as London Night Czar
2017:	The Mayor of London appointed the London Night Time Commission to help realise the Mayor's vision for London as a 24-hour city
2019:	*THINK NIGHT: London's neighbourhoods from 6pm to 6am* was published providing nine recommendations of how London can become a more vibrant, accessible and inclusive hub of activity at night.
2021:	A three-part Night Time strategy, was commissioned by the Greater London Authority, The Mayor of London and the city's Night Czar Amy Lamé which offers guidance to local authorities on how they can play a role in managing night time.
2023:	The launch of London's first ever night time strategy: *Night Time, Our Time, A Night Time Strategy for Wandsworth.* Similar strategies are under development for the boroughs of Camden, Westminster and Richmond

MANCHESTER:	
2018:	Appointment of Sacha Lord as Greater Manchester's first-ever Night Time Economy Adviser by Mayor Andy Burnham
2022:	Publication of the Greater Manchester Night Time Economy Strategy

BRISTOL:	
2021:	Carly Heath appointed as Bristol's First Night Time Economy Advisor. Bristol Nights has launched the UK's first city-wide Harm Reduction strategy; a Drink Spiking scheme focussed on perpetrators; a Women's Safety Charter, including free anti-harassment training for the whole sector; and Thrive-At-Night, prioritising the mental health and wellbeing of the workforce.

Review of International Night Time Strategies and Reports

- Newcastle (Australia) After Dark 2018-2022
- New York City Night time Economic Impact Study (2019)
- Sydney 24 Hour Economy Strategy (2020)
- Parramatta Night City Framework 2020-2024
- Montréal Night time Economic Impact Study (2022)
- Night Time Economy in Philadelphia (2023)
- Night Time Economy Report 2023 & 2024 (UK Night Time Industries Association)
- City of Toronto Night Economy Review (2023)
- London Night Time Enterprise Zones Evaluation Report (2024)

In order to fully understand the approach taken by other local authorities, we scheduled meetings with a number of our counterparts in the UK including

- Amy Lame (London Night Czar) and the 24 Hour London Team at the Greater London Authority
- Blanka Hay- Local Growth Manager at Richmond and Wandsworth Councils
- Culture and Night Time Economy Team at Greater Manchester Combined Authority

The Night Time Economy Advisors and a representative from the Night Time Economy Unit in the DTCAGSM attended the Night Time Economy Summit in Manchester in February 2024 where over 200 speakers focused on the important role that the night time economy can play in economic and cultural recovery and shared best practice in relation to building a safer and successful night time economy

These engagements helped us to understand approaches to the development of their strategies and how they are using them to develop a longer-term vision for the night and proactively plan the local authority's approach to the night time. These strategies also act as a central document to support the stakeholders to work together on actions that can be monitored for impact.

(2) Stakeholder Engagement:

(A)   Kilkenny City Night Time Economy Stakeholder Forum

As part of the consultation and engagement phase, representatives of the business, cultural, tourism, arts, sporting and community sector were invited to become members of forum. Over 20 members confirmed their interest in participating. The forum also includes representation from the various sections in KCC including Corporate & Infrastructure, Planning, Local Enterprise Office, Economic Development & Tourism, Community & Library.

The role of the forum is to:

■ Explore and propagate new ideas and opportunities for collaborative projects and funding for the night time economy

■ Agree on the actions to be delivered for the Kilkenny as a pilot destination

■ Bring forward the draft plan to Economic Development, Enterprise Support, Tourism and Planning & Development Strategic Policy Committee

■ Ensure that each action in the plan has an owner(s) and a funding pathway (if required)

■ Take responsibility for driving the delivery of specific Strategic Objectives/Actions

■ Provide a forum for the sharing of updates and information by members on key development initiatives including those set out by the various agencies and aligned strategies

■ Oversee and monitor the delivery of the plan at a strategic level.

■ Oversee, contribute to and sign off on annual Progress Reports to KCC and the Department

A pre-forum survey was conducted with the members in advance of the first workshop. The outputs of the survey assisted in the development of forum workshops for the action plan and ensure a focus on the key themes and topics that would be central to the development of the night time economy in Kilkenny. The members were asked 20 questions (See Appendix 3). There were 24 responses in total to the survey. Organisations represented range in length of time established in Kilkenny, from over 125 years with the newest business that responded being seven years in existence.

We asked respondents opinions and how they considered a vibrant night time economy could benefit Kilkenny city. We offered a range of responses and asked respondents to advise and select all that applied to them.

ANSWER CHOICES	RESPONSES
Economic Growth	83.3%
Cultural Enrichment	83.3%
Enhanced Community Engagement	83.3%
Increased Tourism	79.2%
Experimental Elements (Festivals, Events)	75.0%
Boost in Retail Activity	54.2%
Improved City Accessibility	50.0%
Other (please specify)	29.2%

Other responses included

> *Solidifying Kilkenny's reputation as the destination for night time economy experiences*
>
> *Improving health and wellbeing for the citizens of Kilkenny, particularly social connection mental health and participation in society*

When asked what the main challenges or potential barriers to developing or participating in the night time economy are:

Staffing/resources	56.5%
Safety concerns	47.8%
Limited awareness and promotion	43.5%
Economic Constraints	30.4%
Transportation	30.4%
Venue availability	30.4%
Lack of Collaboration	26.1%
Other / please specify	26.1%
Funding	21.7%
Regulatory Restrictions	17.4%
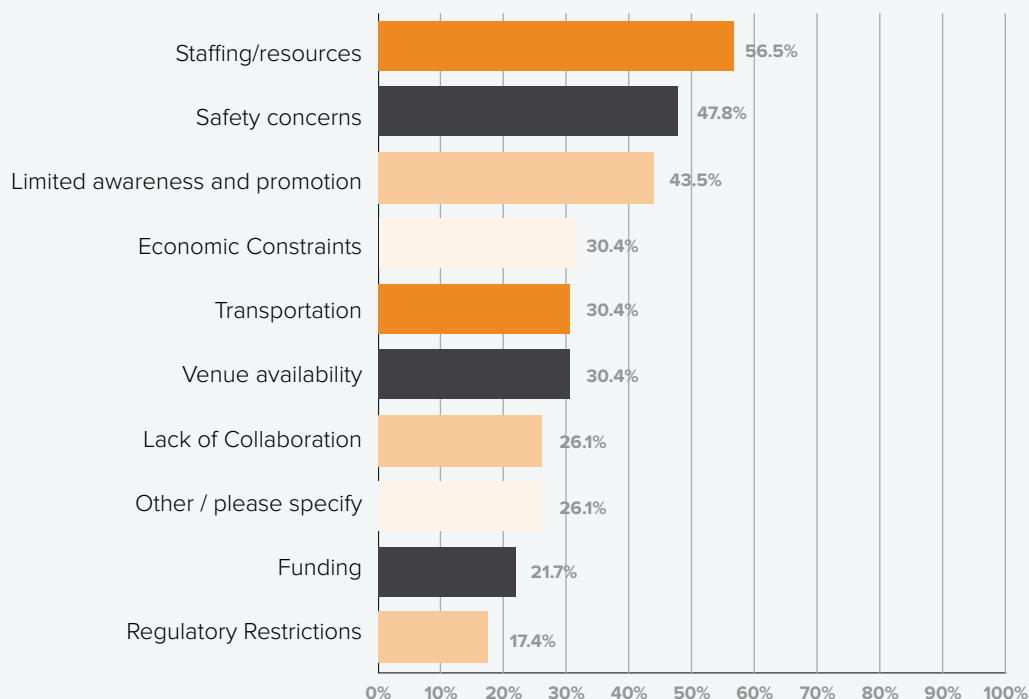
We asked respondents to advise us of the opportunities that they see for business development, as it pertains to the night time economy. This request was made with specific reference to retail activity, city accessibility, and experiential elements. Responses included:

"A thriving night time economy will help boost the local economy by extending business hours, creating job opportunities, and increasing consumer spending. It will help attract tourists seeking diverse entertainment options, leading to higher hotel occupancy rates, increased restaurant patronage, and a positive impact on local retail.

"Opportunities to provide services and events for the public outside the hours of 9am-5pm thereby bringing life and vitality to the city centre"

"Development of selected experiential events e.g. historical house tour, graveyard tour, evening craft workshops"

"It gives people access to our space later in the evening, where it normally wouldn't be open to them. See the space in a different light and time."

"To engage in a healthy late-night culture that can cover multiple interests

"Foster inclusiveness and social harmony"

"With more people out and about, the city could become more accessible, with public transportation potentially running later into the night. This would benefit young people, especially from rural areas to be more integrated and less isolated. Also more job opportunities for young people

Promotion of themed events on different nights of the week.
Creating a social space for different target markets

We also asked respondents to advise if they had already explored collaboration opportunities with other businesses or organisations in Kilkenny in relation to the night time economy. 35% of organisations indicated that they had already explored collaboration opportunities, with a further 22% stating that they had somewhat explored opportunities and the remaining 44% indicating that they had not commenced any collaboration potential as yet. Respondents believed increased collaboration between businesses could positively impact Kilkenny's night time economy

> *Our experience is that collaboration is a natural way of working which allows partners to achieve more together than would be possible individually. We are strongly invested in Kilkenny being a culturally rich and vibrant place to live and work and developing the night time economy is part of that ecology.*

In terms of the forum and its purpose in the development of the night time economy, we asked respondents to rate in order of their preference specific topics they would like to see addressed (See Appendix 3)

> *31% of respondents indicated that they would like infrastructure arrangements safety security and accessibility to be considered in the forum - and rated it as their first priority.*
>
> ---
>
> *26% rated an enhanced understanding of the night an economy and its value to Kilkenny as their first priority*
>
> ---
>
> *21% of respondents rated the development of an action plan for continued night time economy activation and a clear strategic direction for the NTE as their first priority, with a further 31% rating it as their 2nd priority.*

> *The NTE forum can help drive the direction by stakeholders contributing their knowledge of what has worked in the past, what is practical from their operational and resourcing perspective and their understanding of what the market responds to. The forum can also help ensure success of the roll out by giving the 'lead' - promoting the benefit of shared approach through collective commitment and buy-in to event concepts and co-operative promotion.*

Following on from feedback received from the members, the forum then held two in person workshops in KCC Chamber on the 16th January and in the Ormonde Hotel on the 12th of February. Both of these forums were independently facilitated by Karan Thompson Consulting Limited with the support of the Night Time Economy Advisor. The first forum was an Environment Prioritisation Workshop which discussed the survey outputs and engagement with input from each of the stakeholders and a working session to prioritise the pillars for development. The second workshop was a Night-Time Economy Activation Session, which provided the forum members with some draft actions (based on the feedback received and engagements to date) for their discussion and agreement. The engagements and outputs from the forums have played a key role in developing tangible actions for inclusion in the plan.

(B) Meetings with key stakeholders

The night time economy advisor also held a number of in person meetings with key stakeholders around the night time economy. These included:

Kilkenny Access Group
A meeting was arranged with Fiona O'Neill and John Doyle, members of the Kilkenny Access Group, to discuss the night time economy. A number of issues were discussed including the barriers that currently exist for their members and other people with disabilities to participate and feel included in the night time economy. John noted that a key barrier to engagement with the night time economy was the amount of planning that was required to come into the city. The availability of suitable transport, an accessible venue to visit and the busy nature of the city can act as impediments to their enjoyment of a night out. There was also a discussion around how to facilitate more artists with disabilities and what type of initiatives can be implemented to create greater awareness within the hospitality industry and visitor attractions around these key issues.

Kilkenny Tourism CLG
The night time economy advisor met with the members of Kilkenny Tourism and presented the background and approach for the night time economy pilot to their board meeting on the 10th of January. The members were encouraged to take part in the upcoming surveys and relay any feedback or initiatives on the night time economy for inclusion in the plan

Kilkenny Businesses and Organisations
As part of the engagement and to encourage participation in the surveys, the night time economy advisor visited over twenty businesses in Kilkenny City to discuss the night time economy. The feedback provided was reflective of the key themes identified from the outputs of the survey including barriers such as staffing, increased businesses costs, the importance of marketing our offering and maintaining a positive perception of Kilkenny City at night. There was some discussion about the definition of the night time economy and how it can be perceived negatively. From the engagements with the business community, there is a clear understanding of the value of the night time economy and the importance of ensuring that the positive image of Kilkenny City at night is maintained.

Residents Associations:
The night time economy advisor wrote to the committees of seven residents associations in the city advising them of the public survey and also providing them with the opportunity to engage directly with him on the night time economy.

(C) Public Survey

A key element of the data gathering process was the publication of an online public survey. The survey provided an opportunity for residents of County Kilkenny and visitors to the city to provide their feedback on the challenges and opportunities that exist which can assist the stakeholder forum in realising the ambition to develop the vision of Kilkenny City at night. The survey (Appendix 3), containing 15 questions relevant to the night time economy in Kilkenny City, was hosted on the consult.kilkenny.ie platform and widely advertised through social media and local newspapers. The online survey opened on Wednesday 10th January and closed to the public on Monday 5th February. 333 people participated in the survey during this period.

333 Repondents

Respondents Profile:

169 females, 156 males and one non-binary person responded to the survey. 7 people did not answer. The majority of respondents live in the city with the next largest group responding being those who live in the county. 67% of respondents were aged between 25 and 54 at the time of the survey. 24.5% of respondents were over 55 and 8.5% were aged under 24. 30% of respondents visit the city once a week with 21% visiting the city once a month. 18.5% visit the city 3-5 times a week and 13% are in the city on a daily basis.

Gender:

169 females

156 males

1 non-binary

Respondent Profile

Profile	Count
City Resident	188
County Resident	90
Employee or business owner	28
Visitor	11
Other	10

Age Group

Age Group	Count
Under 18	21
18-24	7
25-34	72
35-44	76
45-54	71
55-64	51
65+	29

Visits to the City

Category	Percentage
Once a week	30%
Once a month	21%
3-5 nights a week	18.5%
Daily	13%
Once every 2 months	10%
Once every 6 months	7.5%
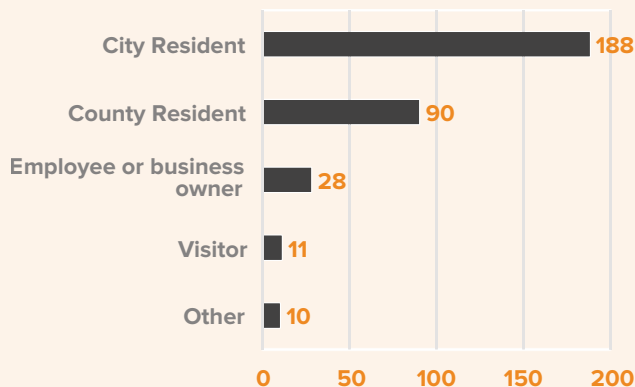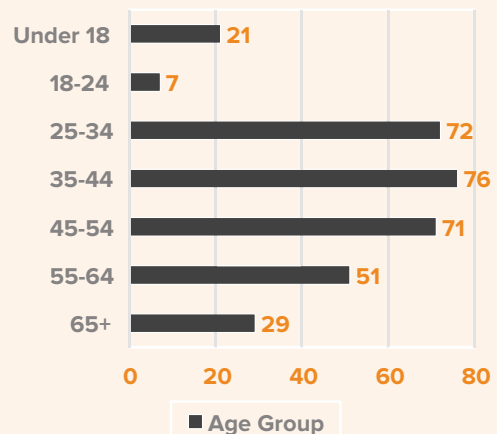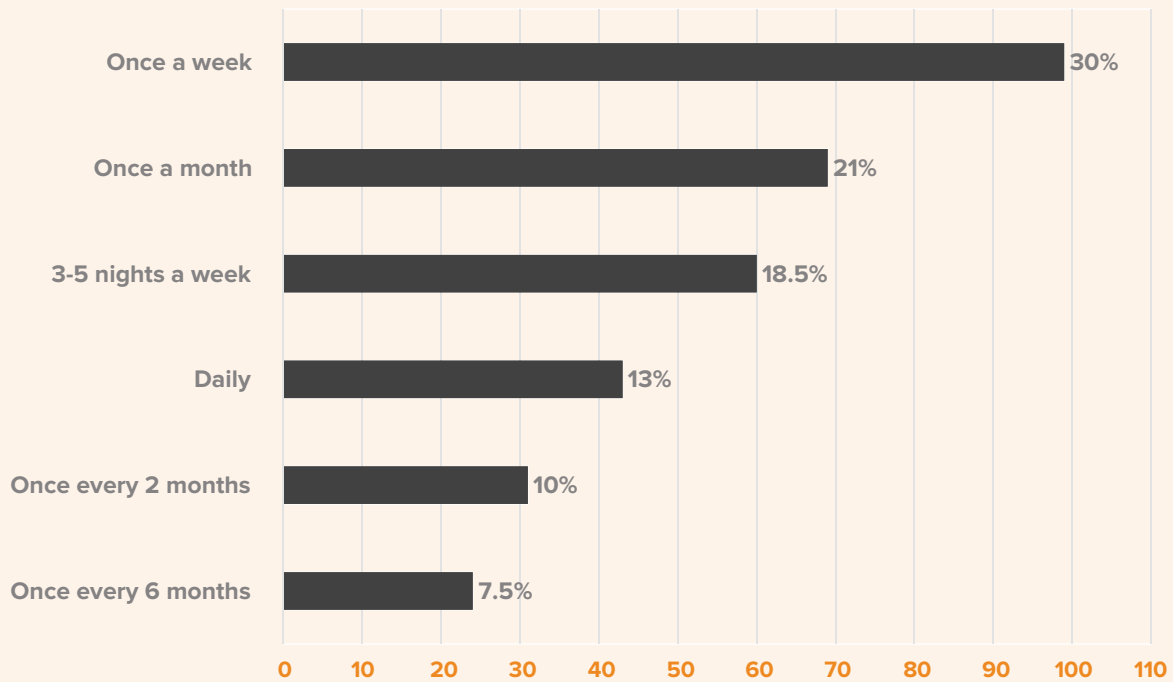
Base: 326

Summary of Public Survey:

Satisfaction with Kilkenny City at night time

Participants were asked to rate their experience of Kilkenny City at night on a scale of 0-100. From the 279 responses received, the average response was 60 out of 100.

279
Respondents

Night Time Activity:

In terms of preferred nights for a night time activity, 27% of people stated Friday as their preferred night out followed closely by Saturday night 25% and Thursday on 15%. 14% of people prefer to carry out a night time activity on either a Monday or Tuesday night.

Preferred Nights Out (select all that applies)

Night	Percentage
Friday	27%
Saturday	25%
Thursday	15%
Sunday	11%
Wednesday	8%
Monday	7%
Tuesday	7%

Base: 868
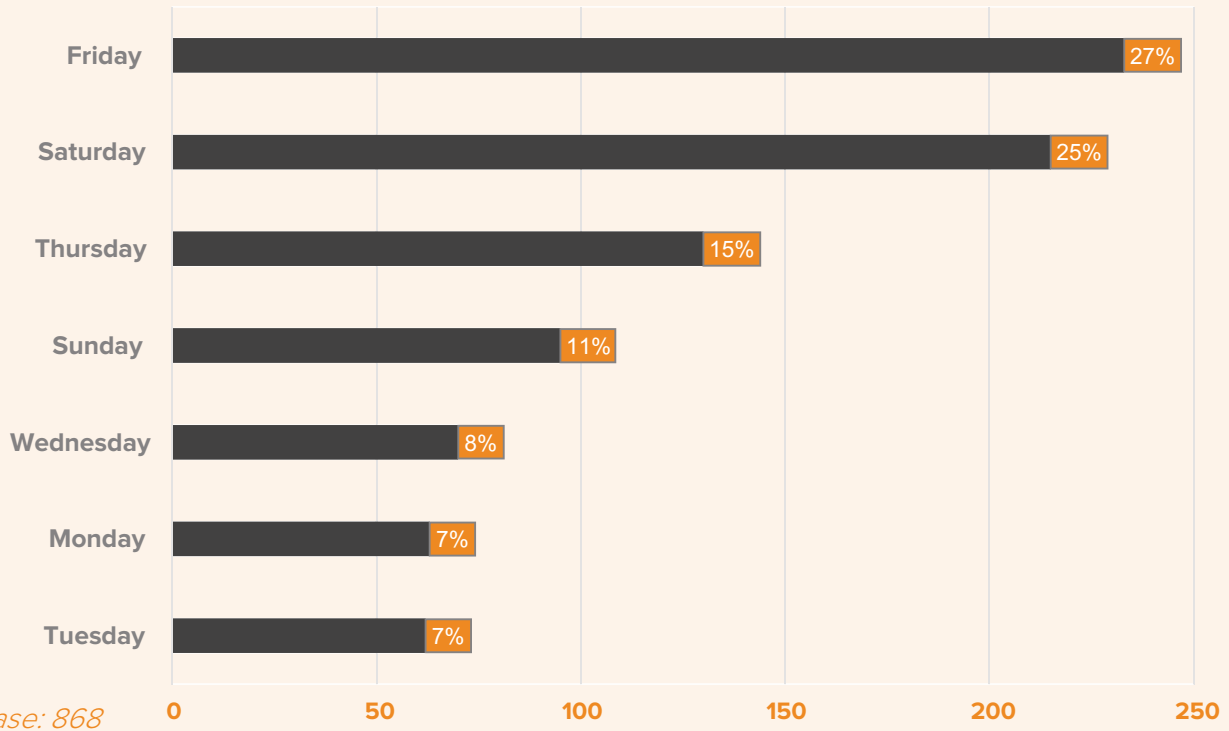
The most popular activities that people like to engage in at least once a week at night are:

What activities do you engage in at least once a week in Kilkenny City between 6pm and 6am?

Activity	Percentage
Attend a restaurant	23%
Socialising in a pub/bar	22%
Musical events/concerts	13%
Shopping (non grocery)	12%
Exercise	12%
Other cultural activities such as theatre or art	10%
Socialising somewhere other than a bar/restaurant	7%
Sporting Event	6%
Work	6%
Other	5%

Base: 1103
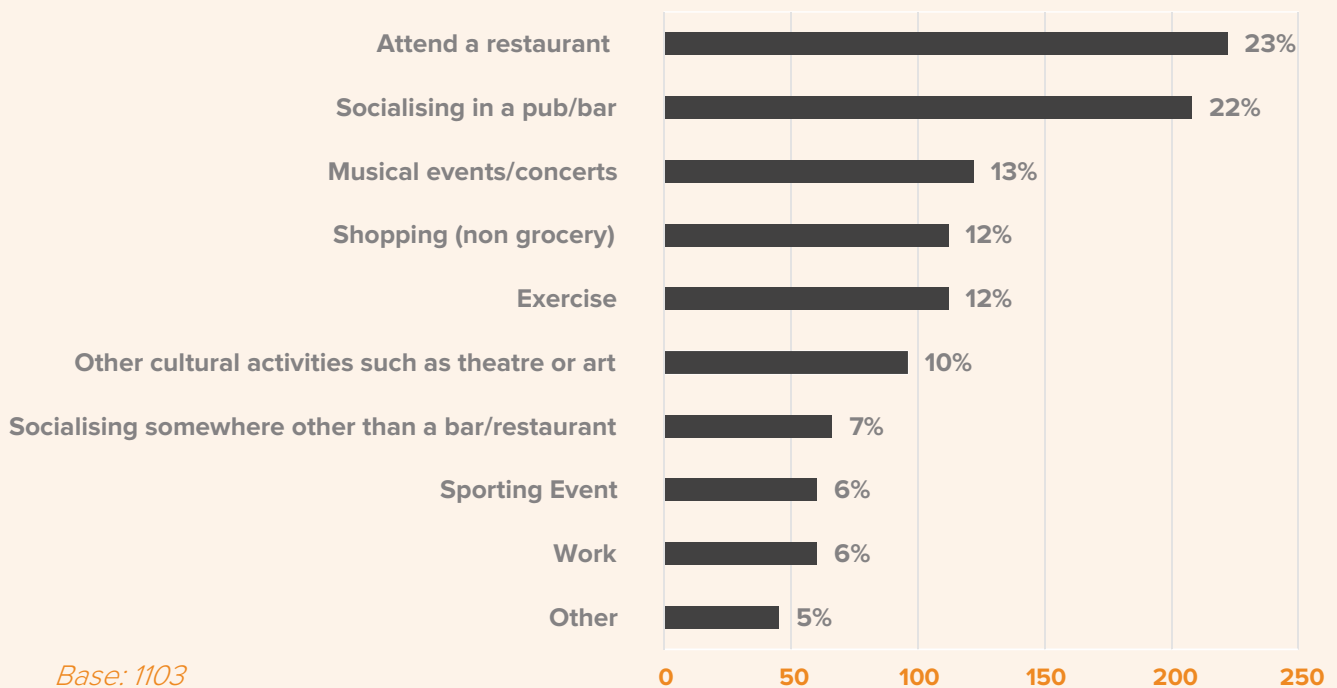
Main Barriers to engaging in night time activity in Kilkenny City

The participants were asked to select a maximum of 3 key barriers to them utilising the city at night. The % of people selecting these barriers in their top 3 is listed as:

Barriers to visiting the city at night (% selecting in top 3)

Barrier	%
There are not enough recreational or social activities on offer	20%
It is difficult to get transport into or out of the city	20%
Its too expensive to go out in Kilkenny City at night	16%
I do not feel safe in Kilkenny City at night	12%
The availability of Accessible places and venues or Accessible Transport	7%
There are no barriers	6%
I don't have enough free time	5.8%
Other	5.6%
I am not interested in going out at night	4%
I am working at night	3.6%

Base: 788

Participants were also offered the opportunity to expand upon their own responses. Feedback included

Cost of taxis as there are no other rural transport options other than to drive

Although there are plenty of pubs, there are **not sufficient interesting alternative events** available in **KK city at night.**

Things other than pubs close too early. I work until 6 in the evening and by then most other places are closed

Lack of life in the city during the week. **Kilkenny needs people in their 20s and without a university we don't have them**

It can be thronged with **hen parties, stags, loud, drunken folk.** Alcohol /drugs can override recreational and social activities

Priorities for the night time economy in Kilkenny City

The participants were asked to select a maximum of 3 key priorities for the city. The % of people selecting these barriers in their top 3 is listed as:

Priorities for Kilkenny City at Night (% selecting in Top 3)

Priority	%
A Night Market	12%
More live music/entertainment/cultural activities	12%
Greater public transport availability	11%
Increased safety at night	10.2%
Additional low cost/free activities	10.2%
Longer opening hours for restaurants/cafes/bars	9%
Later retail opening hours	7.9%
More alcohol free events	7.5%
Additional services available at night: Banks, GP services, public facilities such as libraries	7.5%
Improved street lighting	6.3%
More sporting or fitness activities	4.1%
Other	2.5%

Base: 1431

"

Participants were also offered the opportunity to provide their own ideas for priorities to focus on at night. Feedback include::

A **night market** would be amazing!

Late night cafes as an alternative to pubs

More **late venues** and **places to see live music**

Night train and **bus**

Open the castle later and put some **lights** up around the **walk**. Have some **coffee** and **food stalls** (reasonably priced) dotted around

"

How does Kilkenny compare nationally and internationally?

Survey participants were asked how Kilkenny's nightlife offering compares with other towns and cities they have visited within Ireland and abroad.

How Kilkenny compares to other towns & cities in Ireland

Much better 11%

Much poorer 12%

About the Same 36%

Somewhat Poorer 20%

Somewhat Better 21%

Legend:
- About the Same
- Somewhat Better
- Somewhat Poorer
- Much poorer
- Much better
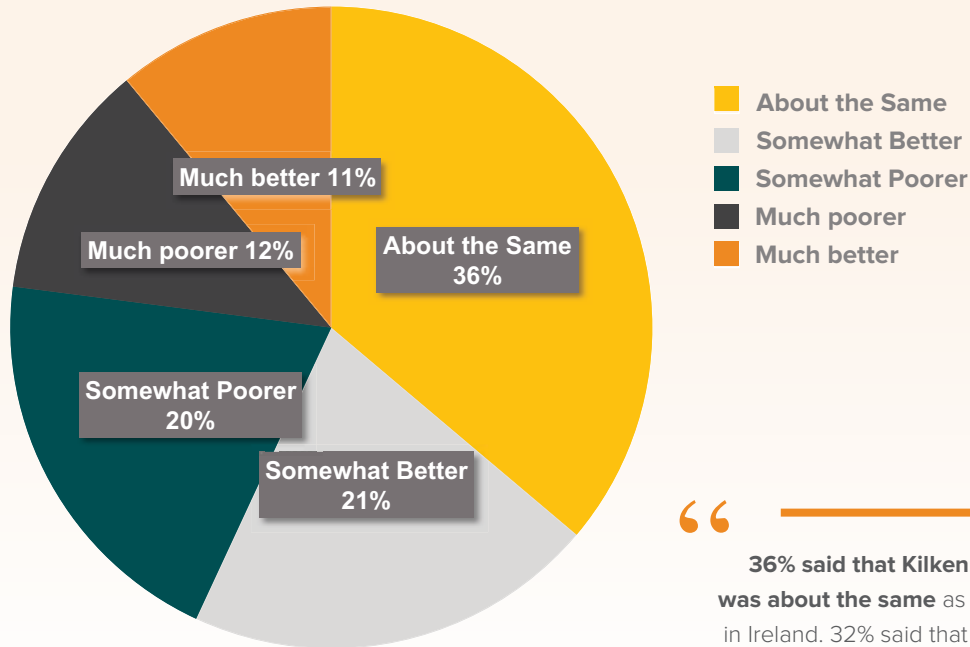
Base: 318

> **36% said that Kilkenny's nightlife offering was about the same** as other towns and cities in Ireland. 32% said that it was much poorer or somewhat poorer than other towns or cities whilst 32% said it was somewhat or much better.

How Kilkenny compares to other towns & cities outside Ireland

2%

19%

33%

7%

39%

Legend:
- About the Same
- Somewhat Better
- Somewhat Poorer
- Much poorer
- Much better
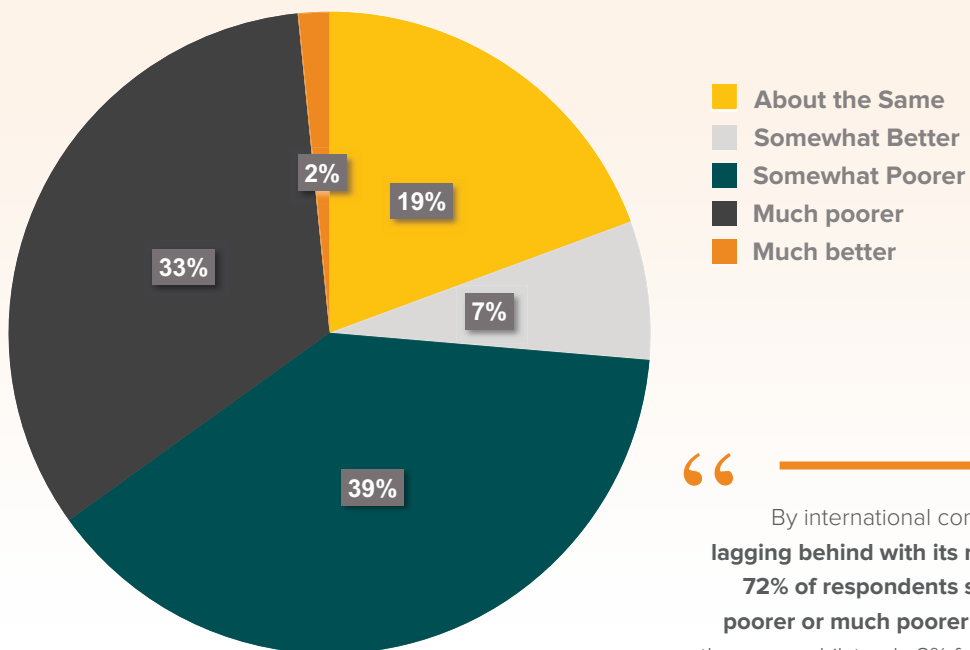
Base: 315

> By international comparisons, **Kilkenny is lagging behind with its nightlife offering with 72% of respondents saying it is somewhat poorer or much poorer**. 19% said it was about the same whilst only 8% felt it was better than its international counterparts.

Additional night time activity:

Interestingly, 70% of people said that they would participate in additional night time activities in the earlier part of the week (Mon-Wed) if they were provided. Respondents were asked what would incentivise or would encourage them to attend more outdoor events at night if they were provided during the week. The following contains a sample of extensive feedback from the public on what they would like to see happen to encourage greater engagement with the city at night.

Would you participate in additional night time activities in the earlier part of the week?

No 30%

Yes 70%

No
Yes
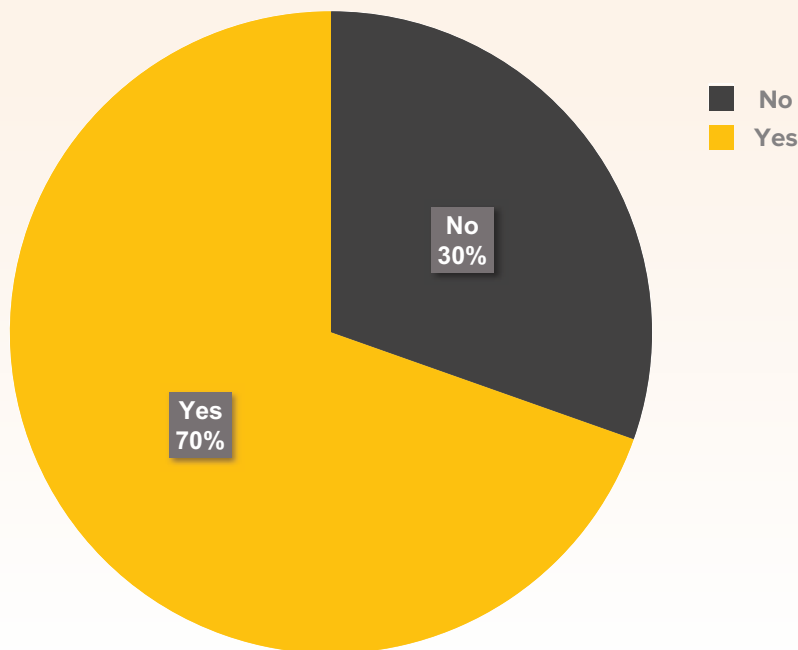
Base: 319

" Cultural events for teenagers. It doesn't need to be big. Just warm and safe place to congregate and meet friends. "

" More and cheaper public transport and more garda present. Close down streets of city for cars except for buses/taxis. I would spend more time and money in Kilkenny city at night if there were later trains running from MacDonagh to Thomastown.

" A culture of more community based activities that are all inclusive for the whole family - all ages appropriate, elderly too

" Non alcohol related activity with better transport for return home "

> Variety, novelty and better lighting. A night market (as above) is a fantastic idea, but unless there is a novelty I do not believe people will go. There needs to be more diversity in the food/music offering at events like this

> Better street lighting. The extra lighting at Christmas time made a huge difference to the vibe and atmosphere around town.

> Increased Garda presence as some areas of Kilkenny are a no go zone for a lone woman after a certain hour. Later bus services would also be great and a more diverse range of offerings culturally.

> Later opening cafes with hot drinks and outdoor heated & sheltered spaces available

> Later opening hours for pubs, restaurants and more diversity of musical entertainment, particularly in terms of electronic music.

Communication:

One of the areas identified for improvement by respondents is how Kilkenny communicates to a local, national and international audience about the night time activities that are taking place in the city. Of those surveyed, only 37% believed that Kilkenny's night time activities are well promoted. 63% of respondents believe that Kilkenny could do much better in this regard.

Do you feel that Kilkenny city's evening and night time activities are well promoted/communicated?

Legend:
- Yes
- No

37%

63%
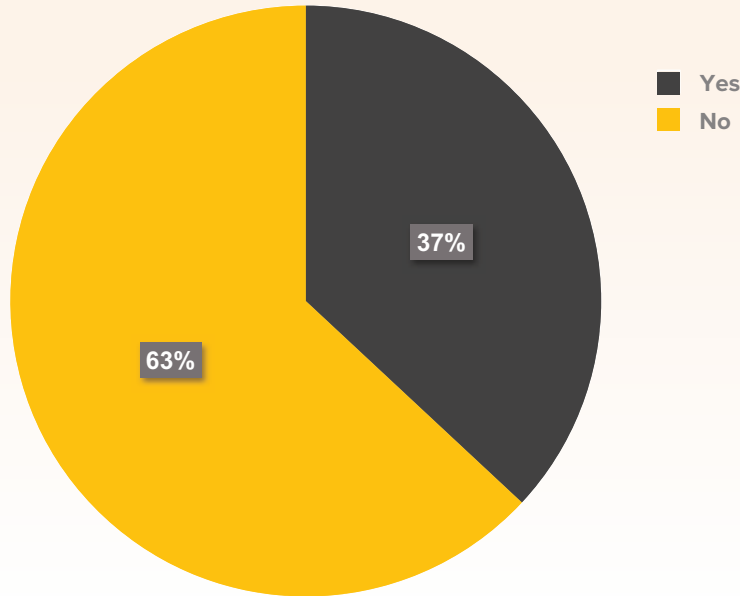
Base: 314

"

Free events which were better advertised. We live here and struggle to find out about events as they are not promoted until very close to the event or only on one platform

An up-to-date, central online guide for exactly what's on in the City and County is much needed.

Better advertisement of events eg posters, events posted on Facebook or even a dedicated Kilkenny website advertising events. I have seen a few events on while I've been out at night.... if I had known they were happening I would have attended

Regarding promotion, I think that a lot of venues do a good job at individually promoting events, but it would be great to have better centralised resources for learning about events around the city and county

"

General feedback:

As part of the survey, the participants were asked if they had any other comments on the night time economy in Kilkenny City. A number of common themes were identified from the general feedback provided. These include:

- Improved communication of activities

- Greater availability of transport

- Increased safety

- The promotion or enablement of a café culture at night

- More retail and public services available at night

- Later opening hours

- Improved lighting

- The addition of a late night market to the events calendar

- Additional events and activities with a focus on family friendly and inclusive events

"I always find it safe in the city, and never feel worried or under threat. I would love to see more events around literature -- writing, poetry, etc -- a night time market sounds amazing and more activities that don't revolve around pubs and bars

"Something I love when travelling are cities with cafe culture, where cafes could be open until 9 or 10 and its common for people to sit out or meet in the evenings and socialize without it being in a pub. I know weather can have a lot to do with this

"Kilkenny is so beautiful but it is the atmosphere of the people and the community feel of inclusiveness that will invite more appropriateness of activities that are open and enjoyable for all.

"I believe public services and free activities intersect - things like libraries and the castle park should be open later. There should be more community activities, arts activities, activities for young people available.

"I think we have fabulous scenic walkways and Kilkenny is a very walkable city, however I would not feel 100% comfortable taking the most scenic routes walking into or out of town, or going for a run, on dark winter mornings and evenings.

"Safety - and the reputation for safety (not the same thing!) is very important. That requires staffing with Guards and street security during the night time period until late.

"For visitors overnighting in the city, there needs to be more activities apart from restaurants and pubs (which are well-regarded by visitors).

"There is very little retail activity after 6pm in Kilkenny. I would like to see more retail outlets open

"Need to look at more social business on high Street to improve night time footfall. Need retention of tourists. Too many coming to town and not moving past the castle and design centre

"Taxi service and public transport is very poor after midnight in the city and surrounding areas

"Transport is key. If I could get a bus in and out easily, especially late-ish, I'd definitely go out more in Kilkenny at night. More music and theatre events would be good also.

(D) Business Survey

The business community have also been consulted in this process and are also represented within the membership of the stakeholder forum. The survey (Appendix 3) included 12 questions and 24 businesses or organisations responded to the survey.

Summary:

The majority of respondents were from the retail and hospitality section. 3 respondents classified themselves as being in the Arts/Cultural/Music/Heritage and Tourism sector. 38% of respondents felt less confident about their business prospects for 2024 compared to 2023. 33% felt more confident whilst 29% felt their business prospects would remain the same.

Which of the following describe how you feel about your business prospects for 2024 in comparison to 2023?

- More confident
- Less confident
- Same

33%

38%

29%
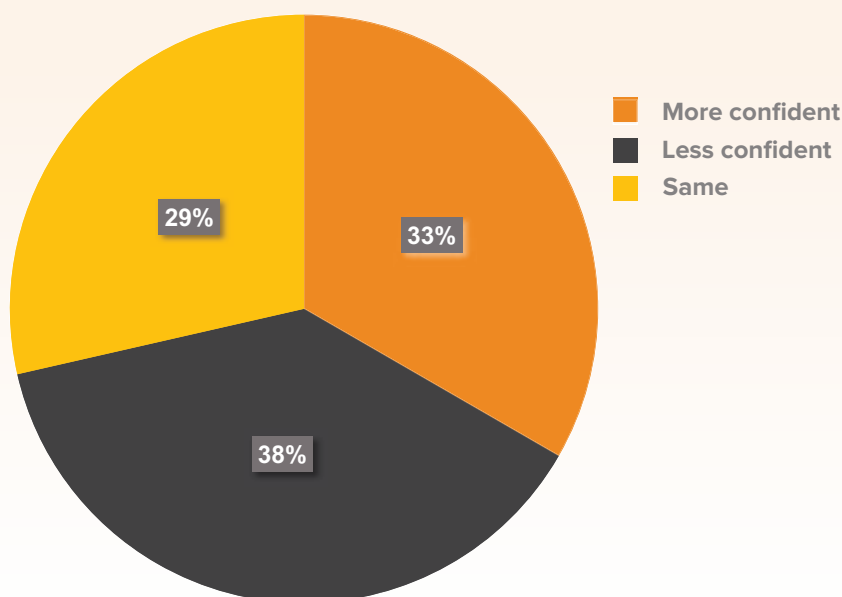
Base: 21

Contribution of a vibrant night time economy:

In terms of its contribution to Kilkenny City, the respondents identified a number of key benefits including:

In your opinion, how can a vibrant night-time economy benefit Kilkenny City specifically (Select all that apply)

Benefit	Value
Increased footfall	15
Enhanced Cultural engagement	14
Increased consumer spend	13
Positive perception of Kilkenny City at night	13
Positive community sentiment	12
Increase in domestic and international visitor numbers	11
Increased participation in night time activities	10
Improved accessibility and mobility in the city	8
Other	6

Base: 24
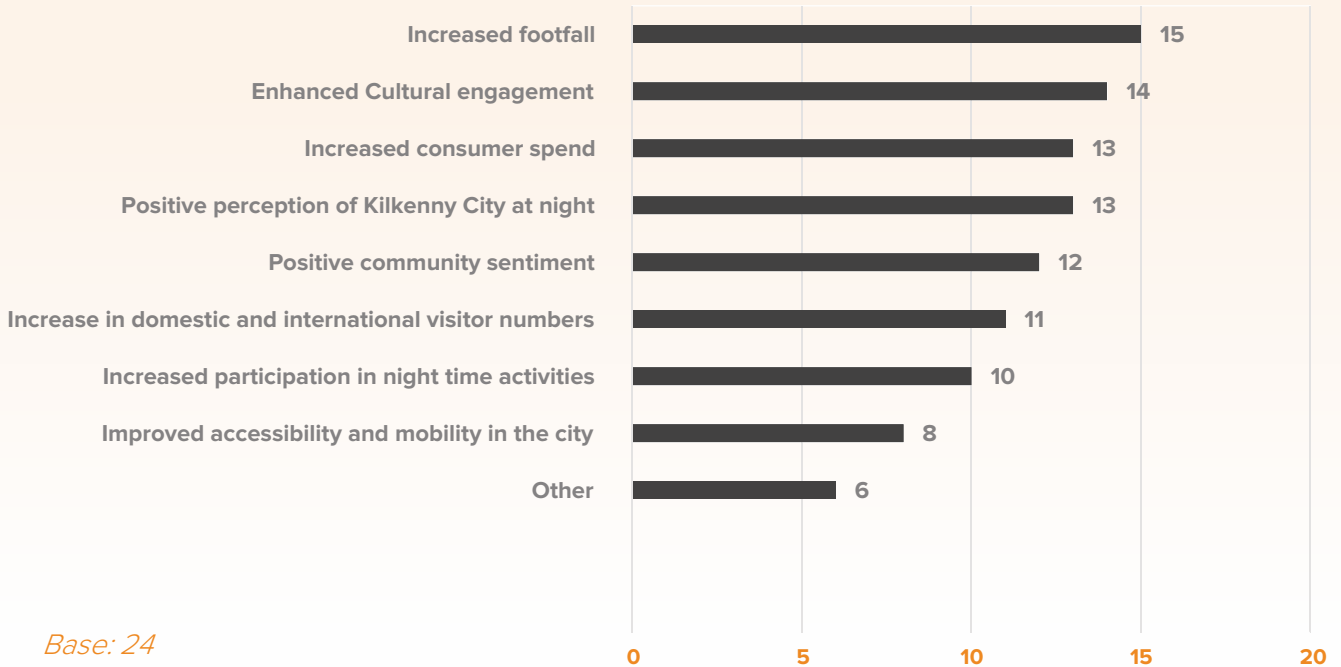
The feedback provided also suggested that it will increase the dwell time for tourists that visit the city and want activities after 6pm. It will also support more teenagers and young adults to engage in cultural activities.

Challenges to developing a night time economy:

There is some reticence within the business community to open later or to put on additional events or activities. The challenges listed below highlight the barriers they face in supporting an enhanced night time economy

What challenges, if any, do you currently face in developing or participating in Kilkenny's night-time economy (Select all that apply)
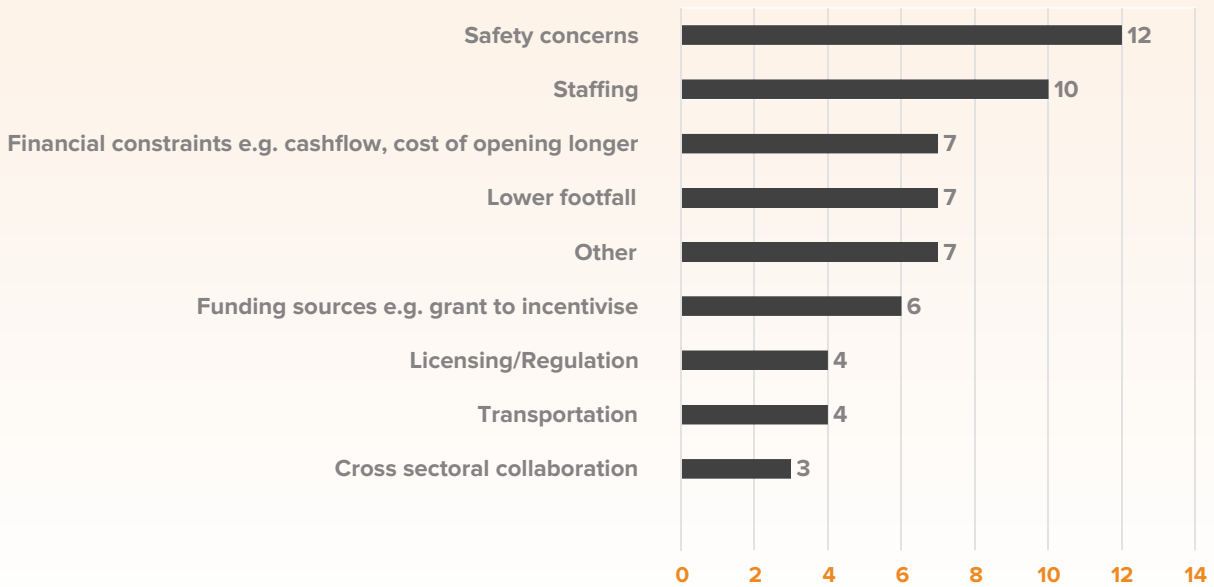
Base: 24

Concerns were also concerned around displacement and the addition of too many operators making it less viable. Public liability insurance costs are also a factor and the neeed for additional Garda presence and cleaner streets were also cited as barriers to pursuing later night opening and opportunities.

Interventions or incentives that encourages businesses or organisations to host additional night time activities

In terms of practical supports that would incentivise businesses and organisations to become more engaged in night time activities, a number of options were listed and the following were deemed a priority:

What intervention/incentives would encourage you to host or engage in additional night time activities? (Select Max 3)

Category	Value
Dedicated grant funding scheme	12
Additional festivals or events in the city that would compliment your activity and increase footfall to your business	11
Increased Promotion/Marketing of activities and events	10
Cross business/organisation collaborations	9
Increased safety/security	8
Greater availability of transport options	6
Access to public realm/outdoor space	6
Other	2

Base: 24

Feedback was also provided on the opportunities that can be created from the night time economy

> " It will be a more attractive City to visit & hopefully it will encourage more visitors to stay

> " Better community feel and acceptability of every walk of life regardless of their preferred time of day! More holistic balance for the whole day/night cycle.

> " More midweek footfall. More sustainable year-round tourism. Kilkenny City Centre becoming a live entertainment venue in public areas.

> " More opportunities for events in more venues with greater advertising and awareness would create greater opportunities to make work, bolster the city's creative reputation and serve audiences.

Key areas of priority for the Night Time Action Plan

The survey respondents were also asked about what the key areas of focus should be for the night time economy action plan within the timeframe set out. The following are the topic or issues that they want addressed within the plan by order of priority

Rate in order of opinion the specific topics or issues would you like to see prioritised in the Action Plan

Topic	Value
Safety & Security (including lighting)	67
Increase in events and activities	66
Dedicated grant funding scheme for NTE Activities	62
Business Supports	61
Marketing & Promotion of Events	54
Transportation	49
Accessibility	48
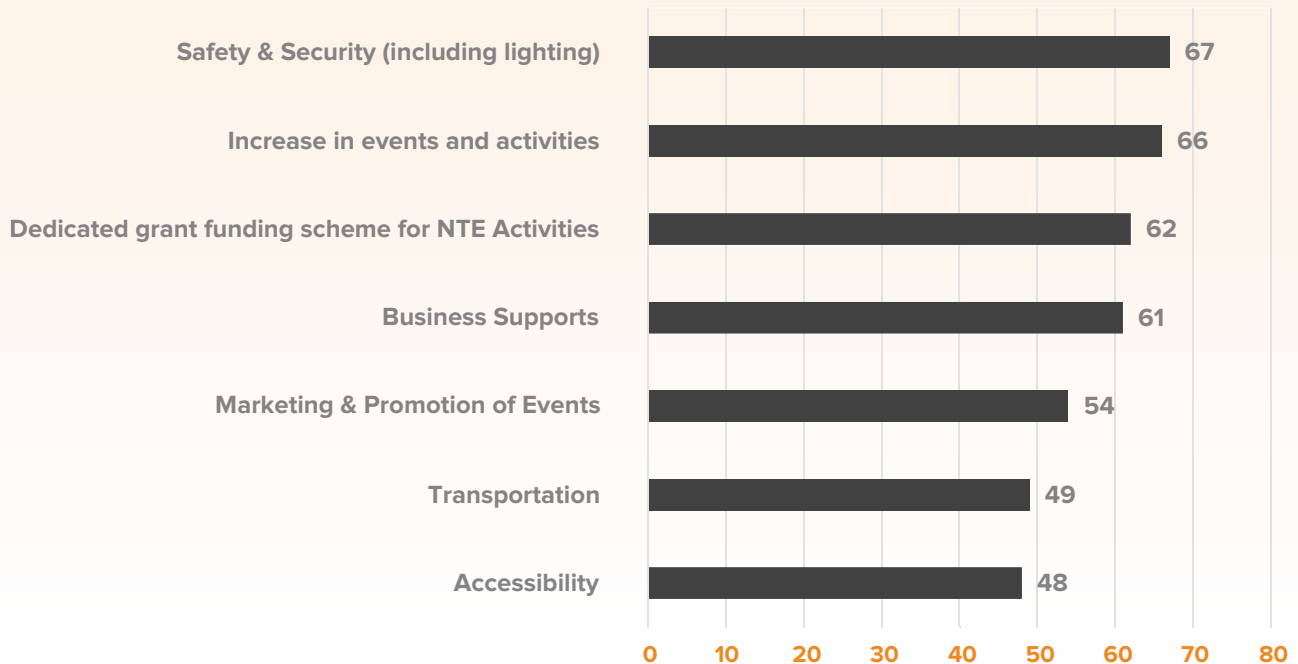
Base: 24

Some of the feedback provided also reflected the priorities and highlighted some of the issues that can arise with the night time economy.

"

Invest in more lighting and projection throughout the city and along the river and canal. Outdoor arts installations, especially ones that people can interact with, are a great way to get people engaged. Street performers, buskers, street venders, and outdoor seating areas make places feel welcoming and safe at night.

If there is more footfall, then there is more opportunity.

I think the night time economy will bring more hen parties and stag parties for longer drinking sessions and turn people who spend money in my business off.

I firmly think by bringing in this NTE you will be bringing excessive drinking, excessive work for under resourced gardai, abusive behaviour to members of the public and business owners.

"

"

Anyone working in the arts or cultural sector in Kilkenny can see the potential for us to become a cultural hotspot once again, whilst complementing our historical attractions, bars and restaurants and make Kilkenny a must visit destination for people of all ages

"

More opportunities for events in more venues with greater advertising and awareness would create greater opportunities to make work, bolster the city's creative reputation and serve audiences.

(E) Night Walks

To ensure that our engagement with the night time was as interactive as possible as part of the consultation process, two night walks were scheduled in Kilkenny City in January and February 2024. The night walks are designed to allow participants observe and experience the city at a particular time and provides them with an opportunity to give their feedback on the city at night under a number of different headings. The areas under which the city was assessed during the night walk were:

- Wellbeing (Welcoming & Safe)

- Movement (Mobility & Accessibility)

- A Broad Appeal (night time experience and activities)

- Place (Public realm)

Night Walk with Stakeholder Forum and Kilkenny City Councillors
(Friday 26th January 8pm-10pm)

Over 20 members of the NTE Stakeholder Forum and Kilkenny City Councillors took part in a two hour night walk. The participants split up into two groups and undertook a night time assessment of the city along two different routes.

Route A included The Parade, High Street, Parliament Street, Irishtown, Green Street and across St Francis Bridge concluding on John St

Key observations:

Wellbeing (Welcoming & Safe)

- Some areas are not very inviting due to poor lighting

- Buildings look very impressive when lit up but could encourage more shopfront lighting that can improve the look and feel of the street

- A number of laneways were well lit up but similarly other areas identified for improvement include Pudding Lane, Ponytz Lane, Evans Lane and Guard Lane.

- Some anti-social behaviour in Irishtown but overall the city had a safe feeling about it.

Movement (Mobility & Accessibility)

- Bollards along the street can cause accessibility issues but they do prevent illegal parking

- Public transport options at the Market Yard operating well in a well lit area

- Plenty of taxi availability at this time

- Cobblelock on some street surfaces can be hard to walk on.

A Broad Appeal (night time experience and activities)

- Footfall along the High Street at this time was low and bars and restaurants were the only businesses open at this time. No late-night café operating in the area.

- Overall along this route, the bars and restaurants were generally busy with some advertising of current and upcoming events but quiet atmosphere and low footfall on the street

Place (Public realm)

- The Parade was identified as having additional potential for more activities which will allow it to be more inviting however there needs to be an improvement on signage and wayfinding

- Outdoor screens highlighted as a great marketing opportunity in the Parade area

- Lighting of The Tholsel is very attractive and inviting

- Outdoor space at The Watergate has huge potential and outdoor area at The Courthouse could be considered for activities. The addition of the new library will be a fantastic asset for the area and later evening activity

- Key buildings, including St Cancies, are well lit up and add to the ambiance in the city.

Route B included Rose Inn Street, John Street Upper, Michael Street, Johns Quay, Bateman Quay, St Marys Lane, Kierans St and Friary Street

Key observations:

Wellbeing (Welcoming & Safe)

- Some opportunities for additional lighting suggested including at the Railway Bridge at John's Green

- Very pleasant walk along John's Quay and it was remarked that there was no anti-social behaviour and the route was very well lit

Movement (Mobility & Accessibility)

- Transport areas not full lit including taxi rank opposite Langtons

- Dunnes Car Park has ample cark parking at night and is a well-lit area

- No night time train services available

- Bin locations impacting accessibility in some places

- Requirement for additional wayfinding signage and tourist information on the route

A Broad Appeal (night time experience and activities)

- Nice atmosphere along Rose Inn Street and John Street with bars and restaurants busy

- Very quiet up around MacDonagh Junction at this time of the evening and limited retail options after 8pm along the route

- Opportunity for a coffee truck or late-night café on Kieran Street after 8pm that could attract more footfall

Place (Public realm)

- Canal square has excellent potential for a performance space and the outdoor cinema is ideally located there during festivals.

- Some landmark buildings not well lit including Shee Alms House and St Johns Priory

- A number of vacant properties identified along the route

- Some littering along the streets and around Market Yard and no public toilets available on this route

- St Mary's Lane has excellent lighting and is beautifully animated

- Very nice planting in some areas.

Summary:

The feedback from the participants was that the night walk is a very valuable exercise in observing the city at night and identifying what works really well for Kilkenny City but also understanding the issues that are preventing it from fully maximizing its offering. Areas such as lighting and wayfinding can be improved but the city generally felt safe during that particular time period. The atmosphere around the bars and restaurants was very nice but the footfall on the streets was low. It was also suggested that a similar night walk could take place during the summer time at a later time period to compare the findings. The areas for improvement for wayfinding and lighting have been mapped and will be considered as part of future works for the city.

Night Time Economy Walk Map

LIGHTING:

1. The Parade
2. Shopfront lighting along High Street
3. Pudding Lane
4. Archway between Tholsel and St. Mary's
5. Pontyz Lane
6. Guard Lane
7. Evans Lane
8. Light required at Abbey Street entrance
9. Laneway to Carnegie Library
10. Taxi rank on Johns St opposite Langtons
11. Railway bridge at Johns Green
12. Area around Kytlers Inn, Market Yard

WAYFINDING:

13. The Parade
14. Goods Lane/ Mary's Lane
15. Signage required at laneway entrance to Abbey Quarter at "The Ring" laneway

Night Walk with Ossory Youth (Friday 16th February)

Ossory Youth is a voluntary, non-profit youth work organisation working with and for young people within the Diocese of Ossory, covering Kilkenny and parts of Laois and Offaly. One of their core values is a strong belief that every young person has a voice and a story.

As part of the consultation phase, the night time economy advisor and Ossory Youth facilitated a night walk around Kilkenny City and a workshop at Desart Hall to capture younger voices and their views and ideas for the night time economy in Kilkenny City. The workshop was organised and hosted by their Youth Worker & Information officer, Jacinta Purcell, and supported by two of her colleagues, Ruth and Aoife. There were two separate age groups who volunteered to take part. Each participant was asked to consider their feedback under the areas of

- Place & Transport

- Safety

- Night Time Activity & Promotion

Group A:

The first group comprised of teenagers between the ages of 13 and 17 who undertook a thirty minute walk of High Street and John Street. In the workshop forum after the walk, the group was asked by the night time economy to share their own positive and negative experiences of Kilkenny City at night. Some of the comments included

> "Cycling can be dangerous due to lack of space"

> "Teenagers that work late have no access to public transport"

> "The streets can be too crowded late at night"

> "Some of my friends have never gone to the skate park as we don't feel its safe"

Some of the activities that they would like to see prioritised include a community youth café, an outdoor cinema, lighting festival and fireworks for young people, gaming tournaments, later retail hours and youth comedy gigs. They all believed that the best way to promote new activities was through various social media channels but that the local radio and papers and the big screen on the Parade also worked well for communicating with teenagers.

Group B:

The second group that undertook the night walk and participated in the workshop were young adults aged between 18 and 25. This group also walked along High Street, Rose Inn Street and along The Parade. They shared the following reflections of Kilkenny City at night during the workshop

> *"The Parade isn't well lit. Some areas around the city are very well lit with nice colours whilst others have no light"*
>
> *"Murals make the city very inviting"*
>
> *"More social activities needed for young adults in public buildings"*
>
> *"More places to hang out that don't involve alcohol"*
>
> *"The atmosphere at closing time can feel unsafe and crowded sometimes with a lack of transport options also"*

The activities that this group would like to see prioritised include outdoor movies, late night arts & craft spaces to work in and to host events, activities for minority groups including LGBT, free live music and cultural activities and a late-night café to hang out with friends in. This group also agreed that a dedicated Instagram page and Tik Tok advertising for night time activity would increase participation along with traditional mediums such as radio advertising.

Ossory Youth
February 18 at 12:24 PM · 🌐

17 young people aged between 13-23 years old took part in consultations on Friday evening in collaboration with Conor Sweeney, the Night Time Economy Advisor with Kilkenny County Council and Ossory Youth. The group did a walking tour first in the city centre and then offered suggestions around different aspects of the night time economy, including safety, accessibility, facilities, transport etc that would benefit young people

Appendix 2:
Membership of the Kilkenny City Night Time Economy Forum

Name of Member	Kilkenny County Council
Conor Sweeney	Kilkenny City Night Time Economy Advisor
Sean McKeown	Director of Services Planning, Economy & Environment
Aileen McGrath	Acting Head of Enterprise, Kilkenny Local Enterprise Office, Economic Development & Tourism
Tim Butler	Director of Services Corporate & Infrastructure
Martina Comerford	Tourism Officer
Janette Boran	Healthy Kilkenny Co-Ordinator
Ian Gardner	Kilkenny City Municipal District Senior Engineer
Annette Fitzpatrick	Town Regeneration Officer
Josephine Coyne	County Librarian
Ann-Marie Shortall	Senior Executive Officer, Community Section
Denis Malone	Senior Planner, Planning Section

Name of Member	Night Time Economy Sectoral Representation
Rebecca Reynolds	Butler Gallery
Willie Byrne	Kilkenny Vintners Association
Anthony Morrison	Kilkenny Vintners Association
Alma Molloy	An Garda Síochána
John Hurley	Kilkenny Chamber of Commerce
Valerie O'Sullivan	Rothe House & Garden
Ignacio Peregrina	Smithwicks Experience
Anne Marie Hallinan	St Canice's Cathedral
Ann Phelan	Kilkenny Civic Trust
Eimear Whittle	Fáilte Ireland
Naoise Nunn	Schweppe Curtis Nunn
Nevin Cody	Shenanigans Walks
Mary O'Hanlon	Kilkenny Older Persons Counci
Jaki Jordan	Office of Public Works
Declan Gibbons	Public Participation Network/County Kilkenny Community Radio
Ann Mulrooney	Cartoon Saloon
Seamus Nugent	Kilkenny Recreation & Sports Partnership
Lesley Cleere	Market Cross Shopping Centre

Appendix 3: Surveys

Pre-Stakeholder Forum Survey

1.   Name of Organisation/Business

2.   Type of Organisation you represent:

- Local Authority .... ☐
- Retail .... ☐
- Cultural / Heritage Organisation/Tourism .... ☐
- Restaurant .... ☐
- Hotel / AirBnB / Guesthouse .... ☐
- Sporting .... ☐
- Vintner .... ☐
- Other (please specify) .... ☐

3.   How long is your organisation established in Kilkenny?

_____

4.   Location within Kilkenny City

_____

5.   How would you rate your understanding of the concept of a night-time economy in the context of Kilkenny City? (1 = Not at all, 100 = Very well)_____

6.   In your opinion, how can a vibrant night-time economy benefit Kilkenny City specifically? (Select all that apply)

- Economic Growth .... ☐
- Cultural Enrichment .... ☐
- Increased Tourism .... ☐
- Enhanced Community Engagement .... ☐
- Boost in Retail Activity .... ☐
- Improved City Accessibility .... ☐
- Experiential Elements (Festivals, Events) .... ☐
- Other (please specify) .... ☐

7. **What challenges, if any, do you currently face in developing or participating in Kilkenny's night-time economy?** (Select all that apply)

- Regulatory Restrictions ....☐
- Safety Concerns ....☐
- Limited Awareness and Promotion...............................☐
- Lack of Collaboration Among Businesses ....☐
- Economic Constraints ....☐
- Staffing / resources ....☐
- Transportation..☐
- Funding...☐
- Space to run events/Venue availability ....☐
- Other (please specify)...☐

8. **What opportunities do you see for your business/organisation in the development of a vibrant night-time economy in Kilkenny, especially in terms of retail activity, city accessibility and experiential elements?**

_____

9. **Have you explored collaboration opportunities with other businesses or organizations in Kilkenny to enhance the night-time economy?**

- Yes ....☐
- No ....☐
- Somewhat.........☐

10. **Please tell us about the nature of collaborations which you have commenced or completed Night Time Economy Development Survey - Kilkenny City**

11. **What type of collaborative initiatives would you be interested in pursuing to boost Kilkenny's night-time economy, particularly focusing on retail, city access, and experiential elements? (Select all that apply)**

- Joint Events or Festivals ....☐
- Cross-Promotions..☐
- Shared Marketing Campaigns ....☐
- Safety and Security Collaborations..☐
- Networking Events for Businesses..☐
- Infrastructure Improvements...☐
- Experiential Events (Interactive Installations, Themed Nights)..☐
- Other (please specify)...☐

12. **How do you believe increased collaboration between businesses can positively impact Kilkenny's night-time economy?**

_____

13. **How do you envision the night-time economy contributing to the overall sustainability and liveability of Kilkenny City, particularly concerning business development, accessibility, and experiential / cultural / sporting elements etc.?**

_____

14. **How do you consider the NTE stakeholder forum can drive the strategic direction for development of the night-time economy in Kilkenny?**

_____

15. **Rate in order of opinion the specific topics or issues would you like to see addressed in this forum?**

   ◾ Infrastructural arrangements (safety, security, accessibility)................................. ☐

   ◾ increased opportunities for collaboration .... ☐

   ◾ Experience development and city animation .... ☐

   ◾ Funding opportunities and pathways .... ☐

   ◾ Enhanced understanding of NTE and value to Kilkenny......................... ☐

   ◾ Action plan for continued NTE activation and clear strategic direction .... ☐

16. **Are there specific experiential initiatives or events you would like to see implemented through the forum to boost the night-time economy in Kilkenny?**

_____

17. **Who do you believe would benefit most from the development of Kilkenny's night-time economy**? (Select all that apply)

   ◾ Residents of Kilkenny... ☐

   ◾ Local Businesses .... ☐

   ◾ Tourists/Visitors .... ☐

   ◾ Cultural Institutions... ☐

   ◾ Young Professionals .... ☐

   ◾ Young people living in Kilkenny .... ☐

   ◾ Other (please specify)... ☐

18. **Which markets do you envision the night-time economy serving in Kilkenny, especially with experiential elements? (Select all that apply):**

- Families...☐
- Nightlife Enthusiasts ....☐
- Art and Culture Lovers..☐
- Food and Beverage Connoisseurs ....☐
- Retail Shoppers...☐
- Event-Goers (Festival Attendees, Themed Events)..............☐
- Heritage lovers..☐
- Other (please specify)..☐

19. **Our draft vision is to "Develop Kilkenny City as the foremost evening and night time destination in Ireland for residents and visitors which offers a sustainable vibrant, cultural and diverse experience" Do you agree with this vision. If not, please outline your preferred vision for the night time economy in Kilkenny City.**

_____

_____

_____

20. **Do you have any additional comments, suggestions, or insights regarding the development of the night-time economy in Kilkenny City?**

_____

_____

_____

Public Survey

1.   Are you

- Male ....☐
- Female .... ☐

2.   Are you responding as

- someone who lives in Kilkenny City
- an employee or owner of a business located in Kilkenny City
- someone who lives in County Kilkenny
- a visitor to Kilkenny city
- Other

3.   What is your Age Group?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

4.   Please rate your experience of Kilkenny City at Night Time
(0 is very poor and 100 is excellent)

5.   How often, on average do you visit Kilkenny City during the evening or night-time hours?

- Daily
- 3-5 nights a week
- Once a week
- Once a month
- Once very 2 months
- Once every 6 months

6.   What activities do you engage in at least once a week in Kilkenny City between 6pm and 6am? (Select any that apply)

- Attend a restaurant
- Socialising in a pub/bar
- Socialising somewhere other than bar/restaurant
- Shopping (non grocery)

- Sporting event
- Work
- Musical events/concerts
- Other cultural activities (theatre/art)
- Exercise
- Other

7. **What night is your most preferred for a night time activity?**
   - Monday
   - Tuesday
   - Wednesday
   - Thursday
   - Friday
   - Saturday
   - Sunday

8. **Which of the following, if any, are the main barriers to you going out at night in Kilkenny City?** (Select a maximum of 3)
   - Its too expensive to go out in Kilkenny City at night
   - I do not feel safe in Kilkenny City at night
   - It is difficult to get transport into or out of the city
   - There are not enough recreational or social activities on offer
   - I am not interested in going out at night
   - I don't have enough free time
   - I am working at night
   - The availability of Accessible places and venues or Accessible Transport
   - There are no barriers
   - Other

9. **In relation to night time activity, which of the following would you most like to see prioritised in Kilkenny City?** (Select a maximum of 3)
   - Increased safety at night
   - Greater public transport availability
   - Additional low cost/free activities
   - More alcohol free events
   - Additional services available at night: Banks, GP services, public facilities such as libraries
   - Later retail opening hours
   - Improved street lighting

- More sporting or fitness activities
- Longer opening hours for restaurants/cafes/bars
- More live music/entertainment/cultural activities
- Other

10. **How does Kilkenny's nightlife offering compare with other towns or cities in Ireland?**

- Much Poorer
- Somewhat Poorer
- About the same
- Somewhat Better
- Much Better

11. **How does Kilkenny's nightlife offering compare with other cities outside of Ireland?**

- Much Poorer
- Somewhat Poorer
- About the same
- Somewhat Better
- Much Better

12. **If there were additional night time activities in the earlier part of the week (Mon-Wed), would you attend/participate?**

- Yes
- No

13. **Do you feel that Kilkenny city's evening and night time activities are well promoted/communicated?**

- Yes
- No

14. **What would encourage you to attend more outdoor night time activities in Kilkenny City?**

_____

_____

15. **Any other comments on Kilkenny City's night time economy?**

_____

_____

Business Survey

1. **Name of Organisation/Business**

   _____

2. **Type of Business**
   - ■ Retail
   - ■ Arts/Cultural/Music/Heritage
   - ■ Restaurant
   - ■ Bar
   - ■ Accommodation Provider
   - ■ Other

3. **Number of Years in Operation**

   _____

4. **How would you rate the night-time economy in Kilkenny City?**
   (0 is very poor, 100 is excellent)

5. **Does your business currently operate between the hours of 6pm and 6am?**
   - ■ Yes......................☐
   - ■ No.......................☐

6. **Which of the following describe how you feel about your business prospects for 2024 in comparison to 2023?**
   - ■ More Confident............☐
   - ■ Less Confident..............☐
   - ■ Same...............................☐

7. **In your opinion, how can a vibrant night-time economy benefit Kilkenny City specifically?**
   (Select all that apply)
   - ■ Increased footfall
   - ■ Increased consumer spend
   - ■ Enhanced Cultural engagement
   - ■ Positive community sentiment
   - ■ Improved accessibility and mobility in the city
   - ■ Positive perception of Kilkenny City at night
   - ■ Increase in domestic and international visitor numbers
   - ■ Increased participation in night time activities
   - ■ Other

8. **What challenges, if any, do you currently face in developing or participating in Kilkenny's night-time economy? (Select all that apply)**

   ■ Licensing/Regulation

   ■ Safety concerns

   ■ Cross sectoral collaboration

   ■ Financial constraints

   ■ Transportation

   ■ Staffing

   ■ Funding sources

   ■ Other

9. **What opportunities do you see for your business/organisation in the development of a vibrant night-time economy in Kilkenny, especially in terms of retail activity, city accessibility, and experiential element?**

   _____

   _____

10. **What intervention/incentives would encourage you to host or engage in additional night time activities? (Select 3 max)**

    ■ Dedicated grant funding scheme

    ■ Increased Promotion/Marketing of activities and events

    ■ Greater availability of transport options

    ■ Access to public realm/outdoor spaces

    ■ Cross business/organisation collaborations

    ■ Additional festivals or events in the city that would complement your activity and increase footfall to your business

    ■ Increased safety/security

    ■ Other

11. **Rate in order of opinion the specific topics or issues would you like to see prioritised in the Action Plan**

    ■ Transportation

    ■ Increase in events and activities   -

    ■ Dedicated grant funding scheme for NTE Activities

    ■ Accessibility

    ■ Safety & Security (including lighting)

    ■ Marketing & Promotion of Events

    ■ Business Supports

12. **Any other comments on Kilkenny City's night time economy?**

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Appendix 4: Glossary of Acronyms

DTCAGSM: Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

KCC: Kilkenny County Council

Kilkenny