



# Dublin City Night-Time Economy Strategy



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



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

## A Message from the Chief Executive of Dublin City Council

I am delighted to publish this night time economy strategy and formally announce the appointment of Dublin City's Night-Time Economy Advisor. This is a significant milestone following the publication of the Night-Time Economy Task Force's findings. Dublin City Council (DCC) played an active role in this process, and I extend my gratitude to the Department of Tourism, Culture, Arts, Gaeltacht, Sport, and Media for their exceptional leadership in working with a range of stakeholders in implementing these crucial recommendations.

This appointment of a dedicated night-time advisor marks a pivotal step in advancing the potential of Dublin's evening and night-time economy. It aligns seamlessly with our mission to enhance and enrich the city's vibrant, diverse, and inclusive communities, ensuring that Dublin continues to thrive and offer exceptional experiences for both residents and visitors.

The night-time economy is a vital component of Dublin's social, cultural, and economic fabric. Despite existing challenges, we see significant opportunities to expand and improve our offerings. By collaborating with the City Coordination Office and all departments within the City Council, we will harness our collective resources to create a safer, more inclusive, and culturally dynamic night-time environment for everyone. This strategy reflects DCC's core values and commitment to equality and human rights.

We will continue to work closely with local businesses, cultural organisations, and diverse community groups to develop policies and initiatives that address the needs of our city. Under the guidance of our Night-Time Economy Advisor, we are dedicated to implementing the



Richard Shakespeare  
Chief Executive  
Dublin City Council

actions outlined by the Night-Time Economy Task Force and ensuring that the significance of the night-time economy is integrated into our Corporate Plan. Through effective leadership and policy-making, we aim to set new standards of excellence for Dublin's night-time economy.

I extend my thanks to the Night-Time Economy Stakeholder Forum for their invaluable input and look forward to working together to cultivate a night-time economy that celebrates Dublin's unique cultural offering that fosters engagement and prosperity for all.

## Background & Context:

The Night-Time Economy Taskforce was established to leverage the economic, social, and cultural potential of Dublin's night-time activities. Created under the Programme for Government by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM), the taskforce's goal is to foster a vibrant night-time culture and economy.

In September 2021, the Night-Time Economy Taskforce Report was published, offering 36 practical recommendations covering regulation, licensing, planning, transport, safety, and diversification of night-time activities. This collaborative initiative has committed to implementing actions that support sector recovery and developing a more diverse and sustainable nightlife. Notably, Action 19 launched Night-Time Economy pilots and appointed Night-Time Economy Advisors in selected towns and cities across Ireland.

Operating from 6 PM to 6 AM, the Night-Time Economy (NTE) is vital to Dublin's economy, enhancing its cultural and creative sectors. It encompasses cultural events, entertainment, hospitality, festivals, sports, and retail.

A thriving NTE depends on well-designed public spaces, effective transport solutions, and a variety of activities for all ages. It should create a welcoming environment for businesses, foster cultural creativity, and promote inclusivity.

This document details the current strategy for Dublin City's Night-Time Economy.

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*DCC is fully compliant with the Public Sector Equality and Human Rights Duty. The "Address" step of this Duty was integral to the development of this strategy, informed by an evidence-based assessment of equality and human rights issues. This approach will continue to be upheld throughout the implementation of the strategy. For further details, please refer to Appendix 6.*

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## Meet the Night-Time Economy Advisor for Dublin City:

Dublin City Council (DCC) proudly announces Ray O'Donoghue as the new Night-Time Economy Advisor. With extensive experience in events, festivals, and the entertainment industry, Mr. O'Donoghue alongside the Dublin City Council team aims to elevate Dublin's night-time economy for residents and visitors.



Ray O'Donoghue

### Transformative Vision

Informed by global best practices, Dublin City Council envisions a safer, more inclusive, and culturally vibrant nightlife. Their ambitious goals include making Dublin a global exemplar of night-time innovation.

### Strategic Collaboration

Effective communication among all Dublin City stakeholders is key. The Night-Time Advisor and the broader Dublin City Council team are dedicated to fostering strong partnerships with businesses, cultural institutions, communities, and government bodies to unlock Dublin's night-time potential.

### Commitment to Excellence

DCC is committed to enriching the city's nightlife and will develop a forward-looking strategy to position Dublin as one of Europe's premier night-time destinations. This will be progressed by promoting:

- **Innovative Events and Festivals:** Offering diverse cultural and entertainment experiences.
- **Enhanced Public Spaces:** Creating safe, vibrant and welcoming nighttime hubs.
- **Efficient Transport Solutions:** Ensuring seamless, accessible, and reliable transport options.
- **Inclusive Activities:** Providing a wide range of activities that cater to all demographics and communities.

### A Bold Call to Action

Led by Mr. O'Donoghue, Dublin City Council invites all stakeholders to unite in transforming Dublin's night-time economy. Together, they can create a sustainable and unique night time offering, making Dublin a leading global destination.



## Strategy for Dublin's Night-Time Economy

### Introduction:

Dublin City Council is thrilled to unveil an ambitious and innovative plan designed to revitalise the city's night-time economy, enhancing safety, mobility, and cultural vibrancy. This initiative reflects a steadfast commitment to creating a dynamic and inclusive nightlife that enriches the lives of both residents and visitors.

### Key Objectives of the Night-Time Economy Advisor:

#### 1. Establish a Pioneering Night-Time Economy Steering Group:

- Action: Organise and host regular in-person meetings at key venues with a variety of diverse stakeholders from across Dublin to engage directly, discuss ongoing initiatives, and gather feedback on upcoming plans for the Night-Time Economy Strategy

#### 2. Cultural Events Coordination:

- Action: Oversee the coordination between venues and cultural institutions to ensure diverse evening programming. Facilitate multi-cultural festivals, music events, and performances citywide to enhance cultural vibrancy and offer a varied nightlife experience for all demographics.

#### 3. Propose Innovative Solutions:

- Action: Establish designated safe zones to provide secure, well-monitored areas where people can rest, seek assistance, or wait for transport during late-night hours. Additionally, promote and oversee pilot schemes such as late-night transportation options, extended cultural venue hours, extended retail hours, and temporary street closures for night markets or outdoor performances.

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#### 4. Innovative Evidence-Based Planning:

- Action: Conduct walking tours, night audits, and site visits of existing nightlife hotspots and potential venues to gather first-hand insights and engage with local business owners.

#### 5. Extensive Engagement:

- Action: Host community forums and pop-up events in neighbourhoods during evening hours to collect input and ideas from a wide range of residents, a diversity of communities and stakeholders.

#### 6. Unlock Funding Opportunities:

- Action: Identify and secure local and national funding streams by preparing detailed grant applications and funding proposals.

#### 7. Champion Diversity and Accessibility:

- Action: Host workshops and cultural events celebrating diversity, including inclusive dance nights and accessibility audits, to ensure venues are welcoming and accommodating for all.

#### 7. Advance Equality and Human Rights:

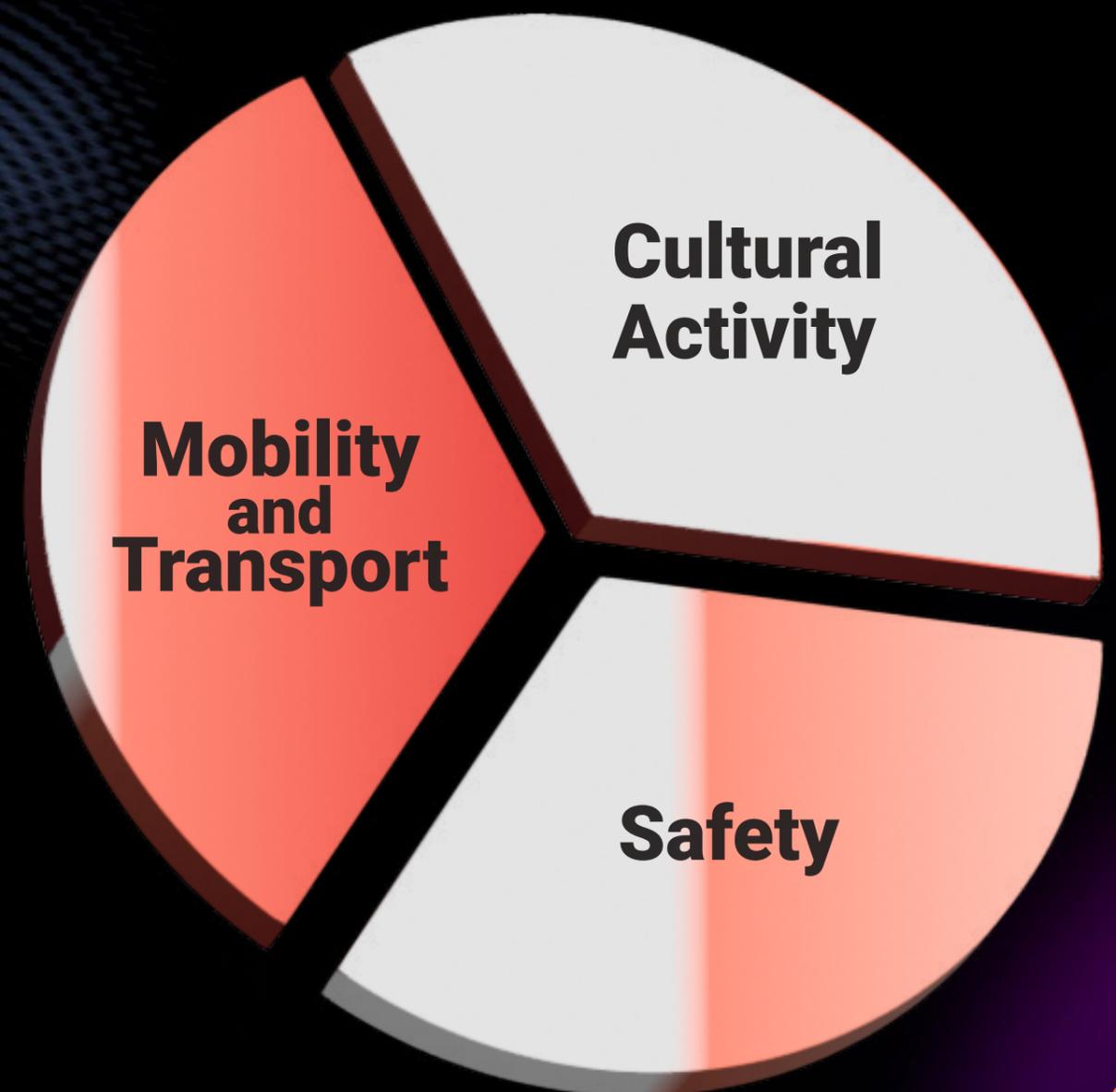
- Action: Promote campaigns, provide training, and support best practices to foster a night-time economy free from discrimination, celebrating diversity, ensuring accessibility for disabled people, and promoting inclusivity.

By incorporating these actionable, on-the-ground initiatives, the Night-Time Economy Advisor can ensure the objectives are dynamic, engaging, and effectively integrated into the community. Dublin's bold, forward-thinking strategy positions the city as a leader in the global night-time economy. This plan calls on all stakeholders to unite in crafting a sustainable, world-class nightlife for Dublin.



## Dublin City Night-Time Economy Strategy

### PILLARS





## Pillar 1: Cultural Activity

1. Events Calendar	2. Public Art Installations	3. Venue Partnerships
<p>Collaborate with local artists, established cultural teams, and venues to pilot new, engaging, and inclusive cultural programming.</p> <p>§</p> <p>Collaborate and support already established cultural events throughout the city to enhance visibility and participation.</p>	<p>Explore the potential to instigate community and artist involvement in the creation and installation of public art installations to foster a sense of ownership and pride across the diversity of communities.</p>	<p>Foster collaboration between nightlife establishments, artists, and cultural organisations to create synergies, progress non-discrimination, diversity, and inclusivity to enhance the overall nightlife experience.</p> <p>§</p> <p>Co-ordinate multi-venue trails and similar initiatives to offer a richer and more diverse range of cultural activities across the city.</p>

These strategies aim to bolster Dublin’s cultural scene, making it more vibrant and accessible, thereby enhancing the night-time economy and overall city experience.

## Pillar 2: Mobility and Transport

1. Extended Operating Hours	2. Increased Frequency	3. Accessible Infrastructure
<p>Advocate for demand responsive public transportation services, such as buses, trams, and trains, to accommodate the growing needs of night-time activities.</p>	<p>Promote the increased frequency of public transport during peak night-time hours to reduce waiting times and overcrowding.</p>	<p>Ensure that public transport and venues are accessible to people with disabilities.</p> <p>§</p> <p>Promote accessibility and a welcoming environment for diversity in venues and other night-time establishments.</p>
4. Public Awareness Campaigns	5. Feedback Mechanisms	6. Collaborations
<p>Promote and advocate, alongside the DCC team, initiatives such as Active Travel and Living City to encourage sustainable and healthy transportation options.</p>	<p>Establish channels for the diversity of communities to provide feedback on night-time mobility and accessibility issues and wider issues of discrimination to continuously improve services.</p>	<p>Work with local businesses, cultural organisations, and community groups to identify and address specific mobility and transport needs to better serve the diversity of communities.</p>

These strategies aim to create a more efficient, accessible, and responsive transport system to support Dublin’s night-time economy, ensuring safe and convenient mobility for all residents and visitors.





## Pillar 3: Safety

### 1. Safety Campaign

Create safe spaces in key night-time areas to enhance safety for visitors and residents.

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Work in partnership with An Garda Síochána and stakeholders to improve overall safety and security.

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**Collaborate with the Dublin City Coordination team to identify safe waiting spaces for late-night transport hubs.**

### 2. Community Safety

Promote and pilot safety training and awareness programs that include a focus on issues of discrimination, inclusion and diversity for businesses, visitors, and residents.

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Support HSE-led harm-reduction practices and initiatives to ensure a safer night-time environment.

### 3. Improved Lighting and Surveillance

Advocate and collaborate with the Dublin City Coordination team to upgrade lighting in high-traffic areas to improve visibility and deter criminal activity

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Explore additional surveillance measures to enhance security in nightlife districts.

These initiatives aim to create a safer environment for all those participating in Dublin's night-time economy, fostering a sense of security and well-being.

## The Importance of the Night-Time Economy to Dublin's Economy

### Can we put a value on the NTE?

According to a 2024 report by the Mastercard Economics Institute, Dublin is ranked as the fourth top nightlife destination during the summer months in terms of spending, only surpassed by London, Paris, and Barcelona. This ranking underscores Dublin's vibrant nightlife and its growing allure as a premier destination for nightlife enthusiasts.

### Strategic Focus Areas:

This plan emphasizes collaboration with established working groups and agencies to enhance safety, transport, and cultural offerings in Dublin's night-time economy. By prioritizing these areas and fostering stakeholder cooperation, we aim to create a dynamic and inclusive nightlife that highlights Dublin's cultural richness and diversity.

### Call to Action:

Together, we will work towards elevating Dublin's nightlife, showcasing its unique charm, and positioning it as a global leader in the night-time economy.



## SUPPORTING INFORMATION TO GUIDE OUR PILLARS OUTLINED IN THIS STRATEGY

### Appendix 1 - SAFETY



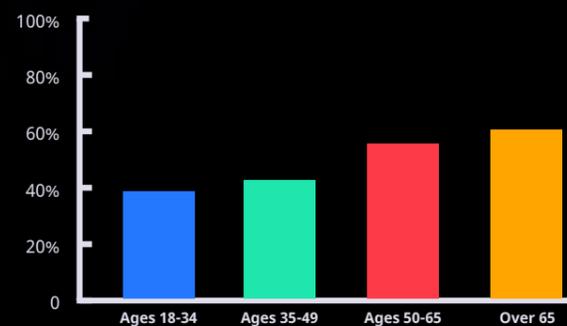
Improving safety at night has become the top priority for Dublin residents, with 64% emphasising its importance, a significant increase from 44% in 2020, as revealed by the **Your Dublin Your Voice Survey**.

An important takeaway from the **Your Dublin Your Voice** survey conducted in late 2023 is that 47% of all residents now feel unsafe in Dublin at night, a substantial increase from 21% in early 2020. This concern is even more pronounced among specific demographics:

- **Females: 50% report feeling unsafe at night**
- **Males: 43% report feeling unsafe at night**

The percentage of residents feeling unsafe in Dublin at night across different age groups are as follows:

- **Ages 18-34: 38%**
- **Ages 35-49: 42%**
- **Ages 50-65: 55%**
- **Over 65: 60%**



These statistics underscore the urgent need to address public safety in Dublin's night-time economy.

### Appendix 2 - TRANSPORT

#### 6pm and Midnight

75% of respondents suggest improving public transport in Dublin between 6pm and midnight. The most mentioned modes for improvement were buses, followed by Luas, trains, and DART.



#### Midnight and 6am

79% of respondents propose improving public transport in Dublin between midnight and 6am



## Appendix 3 - CULTURAL ACTIVITY AND THE NIGHT-TIME ECONOMY

### Night-Time Economy (6pm to 12am):

- 92% of respondents agreed that “The night-time economy is important to the overall Dublin economy.” (93% Male, 91% Female)
- 88% agreed that “The night-time economy makes a positive contribution to Dublin’s cultural life.” (91% Male, 85% Female)

These figures align with the data from February 2020.



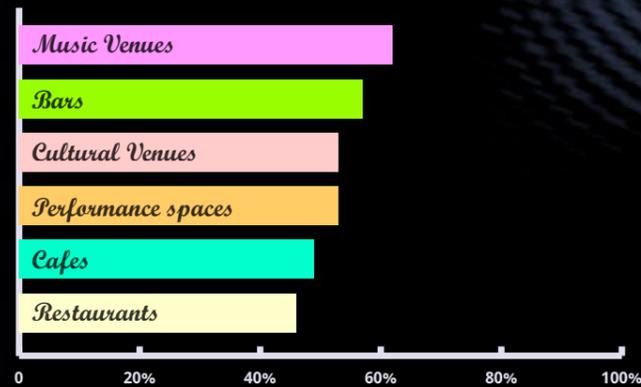
### Night-Time Economy (12am to 6am):

- 79% of respondents agreed that “The night-time economy is important to the overall Dublin economy.” (83% Male, 74% Female)
- 73% agreed that “The night-time economy makes a positive contribution to Dublin’s cultural life.” (77% Male, 69% Female)

These figures are consistent with those from February 2020.

If service was available from 12 midnight to 3am, the percentages of respondents who indicated they would be somewhat or very likely to use each venue are as follows:

- **Music venues:** 62%
- **Bars:** 57%
- **Cultural venues:** 53%
- **Performance spaces:** 53%
- **Cafes:** 49%
- **Restaurants:** 46%



These figures show a general increase from 2020.



## Appendix 4 - LICENSING LAWS AND OPENING HOURS

Under new legislation the opening hours of pubs and nightclubs will be extended.



- 73% of all adult respondents in Dublin City Council Region Support new pub opening hours (79% Male, 67% Female).
- 62% of all adult respondents in Dublin City Council Region Support Night Clubs staying open until 6am (74% Male, 54% Female).

### Support by Age Group:

- 91% of respondents aged 18-34 yrs support new pub opening hours.
- 84% of respondents aged 18-34 yrs support nightclubs remaining open until 6am.
- 79% of respondents under 50 yrs support new pub opening hours.
- 70% of respondents under 50 yrs support nightclubs staying open until 6am.

## Appendix 5 - BARRIERS TO GOING OUT IN DUBLIN

Key barriers identified by residents for not going out at night in Dublin have shifted significantly since 2020. According to the Your Dublin Your Voice survey, the following factors were highlighted:

- **“Too Expensive”:** Cited by 50% of respondents, up from 41% in 2020 (53% Male, 47% Female).
- **“I do not feel safe in Dublin at night”:** Mentioned by 47% of respondents, a notable increase from 21% in 2020 (43% Male, 50% Female).
- **“It’s difficult for me to get home at night”:** Reported by 32% of respondents, up from 26% in 2020 (34% Male, 30% Female).

These barriers reflect growing concerns about affordability, safety, and transportation in Dublin’s night-time economy.

## Appendix 6 - EQUALITY AND HUMAN RIGHTS ISSUES

The equality and human rights issues identified as relevant to this strategy and addressed within its commitments are:

- **Discrimination:** Both individual and institutional, in the provision of services.
- **Hostile or Unwelcoming Environments:** In service provision.
- **Under-Reporting of Discrimination:** High levels of under-reporting of discriminatory incidents.
- **Lack of Adaptation for Diversity:** Insufficient recognition and adaptation for diversity and specific needs arising from diversity, including a lack of flexibility in service provision.
- **Visibility for Diversity:** Limited visibility for diverse groups, including inadequate equality and communications that do not reflect diversity.
- **Awareness and Competence:** Insufficient awareness, knowledge, capacity, and competence among service providers to understand and respond to diversity.
- **Participation in Cultural Activities:** Limited participation in cultural activities.
- **Opportunity to Have a Voice:** Lack of opportunity or processes for individuals to have a say and be heard, and to support and enable people to voice their concerns.
- **Barriers to Autonomy:** Issues such as lack of transport and fears of discrimination and harassment in workplace and service provision settings.

This assessment is derived from the DCC Culture, Recreation and Economic Services Department's implementation plan for the Public Sector Equality and Human Rights Duty. The "Address" step of the Duty, using this assessment, was implemented by those responsible for this strategy with the support of the Duty working group within the Culture, Recreation, and Economic Services Department.

The groups facing these issues include those covered by the grounds of gender (including gender expression, gender identity, and sex characteristics), civil status, family status (including lone parents and carers), age, disability (broadly defined to include all impairment groups), sexual orientation, race, religion, membership of the Traveller community, and socio-economic status (including those at risk of or experiencing poverty and exclusion).

This also includes those at the intersections of these grounds, as well as rights holders under relevant human rights instruments.

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