



1 Establishment of the Working Group

At the November 2019 Economic Development & Enterprise SPC meeting, it was agreed that two working groups would be examined under Tourism, City Markets & Night Time Economy; and International Relations & European Affairs. Membership of both working groups was decided at the February 2020 meeting of the Economic Development and Enterprise SPC. The proposed Tourism, City Markets & Night Time Economy working group were scheduled to hold their initial scoping meeting to discuss proposed work programme on 18th March, but was postponed due to COVID19 restrictions and was rescheduled to 9th June. This meeting reviewed the draft Terms of Reference document, and the proposed work programme in response to the significant impact of COVID19 on Tourism, City Markets & Night Time Economy. The proposed working group was reviewed, approved and established by the Corporate Policy Group on 26th June 2020.

2 Duration & Reporting

The initial timeframe of the working group was agreed at 6 months, with the timeframe commencing on 26th June following the CPG approval. It was also agreed that regular reports would be provided to the SPC to ensure focus and to update on progress on the proposed work programme. An extension by the Corporate Policy Group on 19th February to run to end of March 2021. This extension is based on the change in chair and membership within the group and the completion of the groups agreed work programme. The Working Group met on 27th January, 25th February and 18th March, receiving presentations on the Night Time Economy, Smart Tourism and reviews on the work programme progression.

3 Terms of Reference

The terms of reference has been agreed with the working group members which outlines the objectives, members, work programme, timeframe and secretariat of the working group. The initial timeframe of the working group was agreed at 6 months, which would then be agreed on an as needs basis. The 6 month timeframe would commence following the CPG approval. It was agreed regular reporting to SPC would be provided to ensure focus and progression on the proposed work programme. It was agreed Cllr Rachel Batten would chair the working group, and Anthony Flynn would be the lead administer for the working group. A number of additional memberships were requested to join the group which was heard and approved at the CPG on 25th Sept. A change in membership occurred in November with a new chair appointed by the Chair of the SPC. Current members are outlined under Section 5.

4 Work Programme

The working group proposed a work programme at the initial scoping meeting in June to examine the 3 areas of this working group, Tourism, City Markets and Night Time Economy on a balanced approach. The concept is to examine the fundamental impact of COVID 19 on the 3 sectors and identify the significantly changed pull factors to encourage citizens and visitors back

into the city centre, which will encourage economic spend across the 3 sectors. To initially look at the void created by the vacant international tourists, students and office workers and refocus to the domestic market to encourage people back into the city centre. It is noted the work programme of the group is determined by the 5 Reopening Phases of Ireland (reduced to 4 phases), which is determined by central government and the constant changing environment and regulations in response to COVID19 and its impact on health & safety requirements. The group recognised short term and medium term actions are required. However there are ongoing difficulties of examining short-term measures in light of changing public health restrictions.

As part of the agreed extension of the Working Group to end March 2021; members were requested to submit their proposals in writing for the Q1 Work Programme in late December. The submitted proposals were reviewed and discussed by members at the January meeting. The extension was approved by CPG in February.

5 Membership of the Working Group

The membership of the Tourism, City Markets & Night Time Economy SPC Working Group as at 18th March 2021 is outlined below:

Working Group – Membership

- *Cllr Danny Byrne (Economic Development & Enterprise SPC member)(Chair)*
- *Aidan Sweeney, (IBEC), (Business Sectoral Rep - Economic Development & Enterprise SPC member)*
- *Cllr Donna Cooney, (Economic Development & Enterprise SPC member)*
- *Natalie McGuinness, (Dublin Chamber), (Business Sectoral Rep - EDE SPC member)*
- *Cllr Claire Byrne (Arts & Culture SPC member)*
- *Sunil Sharpe (Arts & Culture SPC member)*
- *Richard Shakespeare, Assistant Chief Executive, Dublin City Council*

A change in membership and chair took place in October 2020, with the working group chair resigning due to time constraints and commitments. New chair appointed, Cllr Danny Byrne and the group met on 9th November to progress the work programme, with the 3 new members and a new chair for the working group.

Supported by Officials:

Anthony Flynn, Executive Manager CRES, Dublin City Council;

Greg Swift, Head of Enterprise & Economic Development, Dublin City Council;

Mary MacSweeney, Deputy Head of Enterprise & Economic Development, Dublin City Council;

Ciara O hAodha, Senior Economic Development Officer, Dublin City Council;

6 Meetings held to date:

| Date: | Meeting Type: |
|---------------|-------------------------|
| 9th June 2020 | Initial Scoping Meeting |
| 8th July | Progress Meeting |
| 17th August | Progress Meeting |
| 9th November | Progress Meeting |
| 17th December | Progress Meeting |
| 27th January | Progress Meeting |
| 25th February | Progress Meeting |
| 18th March | Final Meeting |

7 Progress on Work Programme

June – Sept 2020:

The Tourism & City Markets, including Night Time Economy Working group met on 9th June and 8th July to discuss recovery options for the sectors. At the initial scoping meeting on 9th June the group agreed Terms of Reference, timeframes and potential work programme and received a presentation on the Your Dublin Your Voice Night Time Economy survey which took place pre-COVID in Q1. The members attended the Night Time Economy Forum meeting on 26th June, organised by EDO and the Arts Office of Dublin City Council, where 24 stakeholders participated with representatives from the Department of Media, Tourism, Arts, Culture, Sport and the Gaeltacht (previously Department of Culture, Heritage and the Gaeltacht), the Department of Justice, and representing the Culture Sector, Tourism, Transportation, and Business. The Night-time Economy Adviser from the Greater Manchester Area participated in the forum and provided an international perspective. From this an outcomes report was made public and circulated to the participants and wider stakeholders including the Department of Media, Tourism, Arts, Culture, Sport and the Gaeltacht (previously Department of Culture, Heritage and the Gaeltacht). At the initial working group meeting on 8th July, the group received a presentation on Dublin Place Branding reopening campaigns - #InThisTogether, #ShopLocal and #MakeaDayofIt campaigns and the Events section Words of Our Time campaign on animating the city and encouraging people back into the city centre. Further discussion on the proposed work programme took place. Additional nominations for this working group had been received from the Arts, Culture, Leisure and Recreation SPC, which had been directed to the SPC chair for review and approval. The proposed new members to the working group will be Cllr Danny Byrne, Economic Development & Enterprise SPC; along with members of the Arts, Culture, Leisure and Recreation SPC, Cllr Claire Byrne and Sunil Sharpe, Give us the Night. The chair of the Economic Development & Enterprise SPC has reviewed and is in agreement with this and this will now progress to the next meeting of the Economic Development & Enterprise SPC on 15th September for discussion. If our members agree at that stage, procedurally we can amend our Terms of Reference with the new membership, which would then go to the CPG for agreement when they next meet on 25th September. At the progress meeting on 17th August, the working group received updates on developments on the Tourism, City Markets and Night Time Economy with a presentation on the Make a Day of it campaign which is now live and is being led by the Dublin Place Brand. It was noted a national Task Force on the Night Time Economy has now been established by the Minister with the Lord Mayor of Dublin as a member, along with the Lord Mayor of Cork city and other high level stakeholders. The first meeting of this task force will take place in September. The working group agreed to issue a letter to the national task force requesting the evening economy be incorporated into the work programme of the national task force.

Sept – Dec 2020:

The SPC chair reviewed and approved the three new members to join the Tourism, City Markets & Night Time Economy Working Group on 15th Sept. This development was also approved by the Corporate Policy Committee on 25th September. The working group chair resigned in October, due to time constraints and commitments. New chair appointed, Cllr Danny Byrne and the group met on 9th November to progress the work programme, with the 3 new members and a new chair for the working group. The group received presentations from Dublin Town on the COVID impact on businesses in the city and also an update on the National Task Force on Night Time Economy and developments in City Markets. The Tourism, City Markets & Night Time Economy Working Group met on 17th December with presentations on Economic Statistics relating to the COVID 19 Impact on the Tourism, Hospitality and Night Time Economy sectors. Fáilte Ireland provided an overview of the depth & breadth of work completed by Fáilte Ireland for the Dublin Region tourism sector in response to COVID19 impacts. The working group requested future meetings would extend to 1.5 hours with further presentations and discussions. The members were requested to submit work programme proposals in writing in preparation of their extension to end March 2021.

Jan – March 2021:

The SPC Working Group on Tourism and City Markets including Night Time Economy received endorsement from the chair of the Economic Development & Enterprise SPC to extend the working group to end March 2021. This extension is based on the change in chair and membership within the group and the completion of the groups agreed work programme. This submission will progress to the Corporate Policy Group for their next meeting on 19th February for approval. The working group met on 27th January and received a presentation on Night Time Economy from Joanne Cox-Brown. Discussions took place on various options and opportunities for developing and supporting the Night Time Economy, including night time markets, amongst other suggestions and the need that outdoor activity could help revitalise the city sooner than indoor activity until we are post pandemic. The Working Group met on 25th February receiving presentations on the Night Time Economy, Smart Tourism and reviews on the work programme progression. At the final meeting of the working group on 18th March, the members received a review of the Work Programme completed during the duration of the working group and discussions on the final progress report to the SPC.

Presentations Received from External Experts:

- Fáilte Ireland
- Dublin Economic Monitor
- Dublin Place Branding
- Dublin Town
- National Task Force on Night Time Economy
- Night Time Economy Solutions Ltd
- Smart Tourism

Outputs -

- Completed 8 meetings during the duration of the working group
- Involvement in the Night Time Economy Forum on 26th June.
- Letter issued to Fáilte Ireland in June to invite participation and collaboration on the working group.
- The working group issued a letter to the National Task Force on Night Time Economy, in advance of their initial meeting, requesting the evening economy be incorporated into the work programme of the national task force.
- Two members of the working group participated on the National Task Force for Night Time Economy Working groups.
- Proposals of Night Time Economy Strategy developed by working group members to be considered during the intensive strategy development (as outlined under Appendix 1 attached).

It is noted the outputs of the group is determined by the Reopening Phases of Ireland and Level 5 restrictions, which are determined by central government and the constant changing environment and regulations required in response to COVID19 and its impact on health & safety requirements. The group recognised short term and medium term actions and targeted outputs are required. However there are ongoing difficulties of examining short-term measures in light of changing public health restrictions.

Appendix 1: Proposals of Night Time Economy Strategy & Implementation:

| No. | Proposal | Clarification |
|-----|---|---|
| 1 | Submission to the City Development Plan for a vibrant night time economy, “that it’s an objective of the Dublin City development plan to provide for a vibrant night time economy, that Dublin City should be a place that is welcoming for all citizens and visitors in the evenings, with places to dance, to socialise, to enjoy arts and culture and evening markets and any planning application should be accessed as to its effect on this objective | Planning Dept have confirmed internal working groups of DCC are not in a position to submit submission on the DCC CDP. However Individuals or external groups can submit submissions |
| 2 | That we conduct an audit of venues in Dublin City that post Covid restrictions will be open for evening entertainment, evaluating potential risks and areas that are lacking in venues, cultural and market places and explore incentives and means to revitalise the nighttime economy | Dublin City Cultural Company have completed and launched the Cultural Audit & Map project which includes 2747 Cultural Locations. |
| 3 | That we prepare a report for the ministers night time working group with our recommendations | Wrkg Grp wrote to Minister Martin in September 2020 outlining a broader view of the NT Economy for the National Task Force. 2 members of the Working Group sit on the Working Groups of the National Task Force |
| 4 | Commission murals with the view to illuminate buildings at night and entice people into the city in general. Let the short-term message be focussed on 'hope'. | Can be examined as part of NTE Strategy Process |
| 5 | Devise a new plan for street food and pop up food & beverage operators in the city at night. | Can be examined as part of NTE Strategy Process |
| 6 | Encourage the steady growth of coffee shops in the city to extend into the night. | Outside of Remit of Working Group |
| 7 | Widen footpaths. | Outside of Remit of Working Group |
| 8 | Adjust lighting in later hours, and increase lighting in general (to improve safety in quieter areas, where individuals are more vulnerable to crime). | Can be examined as part of NTE Strategy Process |
| 9 | Organise more events in parks, squares, heritage sites, as well as on the streets. | Can be examined as part of NTE Strategy Process |
| 10 | In the short-term, program and space out events in the city to help to avoid overconcentration on Dame Lane, South William Street etc. | Can be examined as part of NTE Strategy Process |
| 11 | Also, to learn from last summer, and coordinate an organised reopening plan with Gardai, pubs, restaurants and any other relevant stakeholders in the city. | Can be examined as part of NTE Strategy Process |
| 12 | Allow more access to council-owned/managed buildings and cultural venues in the evening and at night. | Can be examined as part of NTE Strategy Process |
| 13 | Develop a new policy for music in the city, and work with groups like Give Us The Night to achieve this. Represent the full spectrum of music - traditional, established and emerging music forms. Also, highlight specialist music cultures like jazz, blues, reggae, punk etc. | Can be examined as part of NTE Strategy Process |

| No. | Proposal | Clarification |
|-----|--|--|
| 14 | Work closely with stakeholder groups - venues, clubs, pubs, restaurants, as well as creative collectives, promoters etc. | Can be examined as part of NTE Strategy Process |
| 15 | Continue NTE working group, but with more actions occurring from meeting to meeting. | Working Group has been in existence for 9 months |
| 16 | Identify city 'dead zones' such as large office buildings for temporary cultural use. | Outside of Remit of Working Group |
| 17 | Revise and improve policies on soundproofing/noise management. | Outside of Remit of Working Group |
| 18 | Create a specific focus on night-time events within the DCC Events section. | Can be examined as part of NTE Strategy Process |
| 19 | Work more on the concept of self-sustainable creative cooperatives for local creative communities and small businesses. | Outside of Remit of Working Group |
| 20 | Swift change of use of buildings to be a feature of council operations, and faster granting of fire certs. | Outside of Remit of Working Group |
| 21 | Street cleaners (increase work plan if needed). | Outside of Remit of Working Group |
| 22 | Enable cultural activity that expands on the traditional pub/club/cinema/theatre offering. | Can be examined as part of NTE Strategy Process |
| 23 | Affordable/free access to NTE, cultural events etc. | Can be examined as part of NTE Strategy Process |
| 24 | Permit more use of outdoor spaces attached to entertainment and hospitality establishments, preferably without charge. | Outside of Remit of Working Group |
| 25 | Explore the use of outdoor heating and temporary roofing for these businesses, and to help to subsidise in certain cases. | Outside of Remit of Working Group |
| 26 | Employ a team connected to NTE to regularly walk around and observe the city. | Can be examined as part of NTE Strategy Process |
| 27 | Encourage more businesses to open later into the night, from newsagents to department stores. | Outside of Remit of Working Grp |
| 28 | Bring alive Dublin's historic dance culture by using more spaces in Parnell Square, even for one-off events. | Can be examined as part of NTE Strategy Process |
| 29 | Pedestrianise selected areas entirely at night, e.g. South William Street, Parliament Street, College Green, Capel Street. | Can be examined as part of NTE Strategy Process |
| 30 | Establish dedicated transport hubs. | Outside of Remit of Working Group |
| 31 | Investigate the potential for NTE within each new major residential development. | Outside of Remit of Working Group |
| 32 | More public toilets, that open further into the night (consider a €1 charge if necessary). | Can be examined as part of NTE Strategy Process |

| No. | Proposal | Clarification |
|------------|---|---|
| 33 | Identify new outdoor social spaces, to promote public street art, music and skating. | Can be examined as part of NTE Strategy Process |
| 34 | Incentivize new investment into the night-time industry. | Outside of Remit of Working Group |
| 35 | Ask local residents what events they would like to see or organise. Give some of them special access to attend cultural events or venues of their choice within the city. | Can be examined as part of NTE Strategy Process |