



# NIGHT TIME ECONOMY ADVISOR UPDATE

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## BACKGROUND & CONTEXT

The Night-Time Economy (NTE) is a hugely important sector, contributing to our economy and our cultural and creative sectors and it is important that we protect, support and sustain it

Catherine Martin T.D., Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media established the Night-Time Economy Taskforce on 30 July 2020 and the Report of this Taskforce was published in September 2021

It is a Cross-Government Report containing 36 actions across a broad range of issues associated with the Night-Time Economy, all with the aim of increasing the diversity of events, increasing cultural opportunities and encouraging innovation and creativity in the Night-Time Economy

# WHAT IS THE NIGHT TIME ECONOMY?

The Night-Time Economy is multi-layered, covering a range of sectors and stakeholders with a diverse offering including cultural activity, entertainment, hospitality, festivals, sport and retail activity, with the aim of providing a safe and secure space to work and/or socialise

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 6pm to 6am Night-Time Economy timeframe. A good Night-Time Economy should include a range of activities to suit all ages and interests and be a welcoming and flexible environment to do business and be creative

# THE NIGHT TIME ADVISOR



**Action 19** of this report calls for a pilot initiative to establish new "Night-Time Advisors" in the successful cities and towns to develop new Night-Time Economy opportunities

The aim of this initiative is to stimulate NTE activity in a particular area through the development of enhanced collaborative structures at local level supported by a Night-Time Economy Advisor.

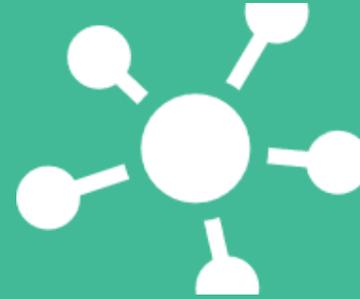
# OBJECTIVES



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the development of a sustainable structure within the local authority for longer-term/ongoing work in the area of the NTE to include a new Committee and consultation process

A cohesive action plan for the specific town/city including a range of proven interventions in this regard to include activities for different age-groups and different time spans



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Review and analysis of the best practice both at home and abroad

Plan for the future sustainability of the structure



# THE NIGHT TIME ADVISOR ROLE

Establish/ enhance a NTE Committee

Gather and review local, national & international data

Conduct an extensive consultation Process



Review funding options within the sector to support and drive an action plan

Highlight challenges and opportunities and present potential solutions

Develop a comprehensive action plan to Drive the NTE and support the implementation of the plan

# DUBLIN CITY COUNCIL SUPPORT ACTIONS

- A tailored Your Dublin Your Voice survey to gauge public sentiment on the night time economy scheduled for July 2023
- Delivery of the Annual Summit Series focusing on the Night Time Economy in Q3
- Recruitment of a Night Time Advisor