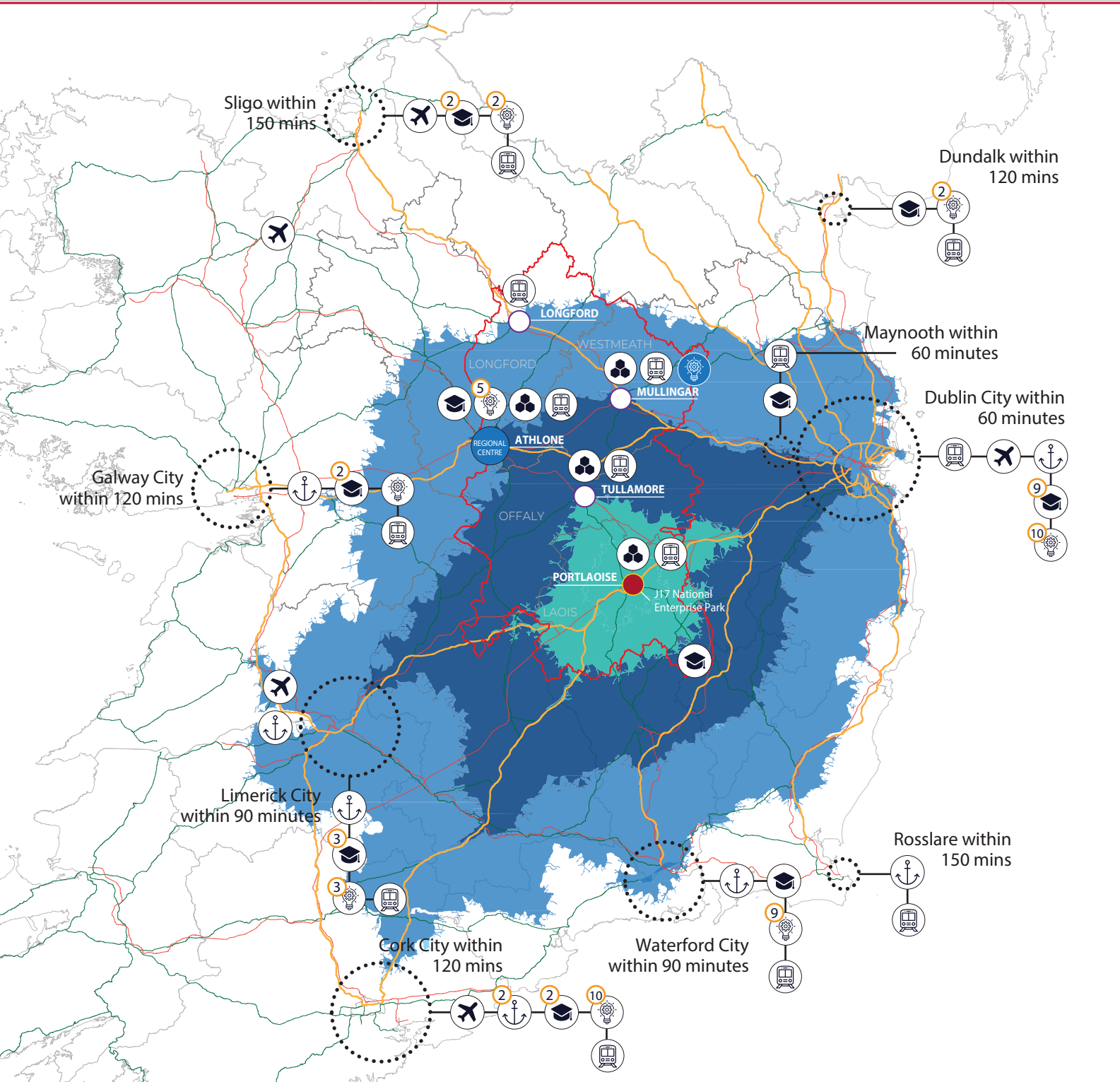


# PORTLAOISE

COUNTY LAOIS, MIDLANDS REGION



MidlandsIreland.ie  
gateway to enterprise



## WHO'S WITHIN REACH\*

	30 MIN	60 MIN	90 MIN
Population	137,354	991,767	2,841,271
Labour Force	64,151	478,985	1,401,068
3rd Level Qualified	17,518	159,051	556,817
Students	10,525	84,553	257,448

## LEGEND

- Portlaoise
- Key Town
- National Roads
- Motorways
- Railroad
- Railway Station
- International Airport
- International Sea Port
- Research & Innovation Centre
- IDA Business & Tech Park
- 3rd Level Institutions
- Midlands Region
- Drive time catchment
- Athlone Regional Centre
- Irish Manufacturing Research

\*Based on Resident Population of underlying Census 2016 Electoral Division data and assessed travel-time catchments by car from Portlaoise Settlement.



# ONE OF IRELAND'S FASTEST GROWING TOWNS

**Portlaoise is Ireland's 16th largest town and is a vibrant, multi-cultural and economic engine for the Midlands region. Its proximity to Dublin, Limerick and Cork, provide ample opportunities for residents and businesses alike.**

Portlaoise is one of the country's fastest growing towns, and has increased in size by nearly 10% in the past five years alone. Compositionally, 54% of the town's residents are aged under 35, with 43% of households having young children; giving Portlaoise a very young demographic profile. Portlaoise's cultural composition is increasingly diverse, with 22.5% of people living there being of non-Irish nationality.

Portlaoise is within 60 minutes drive of Dublin City and Airport, thanks to its direct access to motorway and rail connections. This enables the town to compete and hold its own against closer centres. The local workforce is highly skilled, with over 28% of people having attained a 3rd level qualification, and a further 20% holding vocational and apprenticeship qualifications. Indeed, the proximity of educational centres, both the myriad of institutions in Dublin

but also nearby Institute of Technology Carlow, provide significant choice for residents and fantastic access to talent for industry. The J17 National Enterprise Park at Togher, Portlaoise is located directly on the M7/M8 Motorway making Portlaoise a key economic location within the Midlands Region; easily accessible to Dublin Airport/Port.

Household incomes in Laois are among the highest in the region, and affordability is more sustainable than in Dublin. Enterprise supports such as the IDA Business & Technology Park attract investment with sizable growth in the Global Business Services, ICT and manufacturing sectors. This has bolstered the town's traditional employment profile (in agri-business, public services and commerce).

Portlaoise's town centre has been earmarked for significant regeneration funding under the National Planning Framework, and will become one of Ireland's first 'Low Carbon Town Centres'. The town has a rich historical and cultural heritage, with plans underway to establish a cultural quarter. The Triogue Blueway, People's Park and Slieve Bloom Mountains all provide excellent amenities and the town has excellent shopping, schools and healthcare provision.



## YOUNG, SKILLED & ENGAGED LABOUR FORCE



## CONNECTIVITY & INFRASTRUCTURE



## ENTERPRISE & OPPORTUNITY

- **9.5%:** Increase in the town's total population between 2011 and 2016; more than double the National avg. (4%)
- **49%:** Of people within 60 mins are **under 35** years of age; higher than the National avg. (47%)
- **46%:** Of people within 60 mins have **attained** a post-secondary, 3rd level or a post-graduate qualification (National avg.: 48%)
- **25%:** Of people within 60 mins have **attained** a 3rd level or post-graduate qualification (National avg.: 28%)
- **11%:** Of people within 60 mins are of a **non-Irish nationality**; speaking languages other than English (National avg.: 12%)
- **M7:** **Quick access** to the motorway connecting Dublin City & Airport to Galway, Limerick and Cork
- **BUS & TRAIN:** **24/7 Bus connections** to Dublin City and Airport, and **78 train connections** daily to/from Dublin, Cork & Limerick
- **FIBRE:** **Very fast** 100 Mbps available to all business, commercial and residential, with 1Gbps coming onstream. Business supports provided by Portlaoise Enterprise Centre.
- **28%:** **Increase** in the number of active enterprises in Laois since 2008 (totalling 4,047 & employing 14,628 people)
- **HUB:** A strong network of **co-working hubs** (6 sites)
- **NEW:** **Emerging** employment clusters in Global Business Services, Green Economy, Food & Drink, ICT and FinTech
- **0.997:** The town's **ratio** of jobs to resident workers indicates that there is significant potential to capture the existing labour force, who currently commute to work





## AFFORDABILITY & INCOMES

- **€43.2K:** Gross household income is **96%** of the State median household income (€45.2k)
- **€164:** **Cheaper** average weekly fee for full day childcare vs. in Dublin (€196) [Pobal '19]
- **€840:** **Cheaper** average price to rent a 3-bed home vs. in Dublin (€1,690) [RTB Q1 '19]
- **€178K:** **Cheaper** average price to purchase a 3-bed home vs. in Dublin (€441k) [CSO Jun '19]



## COMMUTING & ACCESSIBILITY

- **29 MIN:** **Average commute time** for people living within 60 mins
- **<60MIN:** **Access** to Institute of Technology Carlow, Institute of Technology Athlone, Maynooth University and further institutions across Dublin City (e.g. UCD, TUD, DCU, etc.)
- **29%:** **Of journeys** to work or school by people within 60 mins. are made



## AMENITY & QUALITY OF LIFE

- **RELAX:** **Over 180 recreation & sports facilities** within 30 min. (including gyms, swimming, golf, heritage and arts)
- **SHOP:** **Over 850 retail options** within 30 min. providing every product and service (including chain stores)
- **EXPLORE:** Dunamaise Arts Centre, Emo House, Triogue Blueway, People's Park, and hike the Slieve Bloom Mountains
- **SCHOOLS:** **96 primary** and **17 secondary** schools within 30 mins.
- **CARE:** Approx. **157 childcare facilities** within 30 mins.
- **HEALTHY:** 87% of people within 60 mins are in **'good health'**; the town is also home to Portlaoise Hospital and is within 30 mins. of the Midlands Regional Hospital

## FUTURE AMBITION

Published by Laois County Council, '2040 and Beyond: A Vision for Portlaoise' is a strategy that re-examines and re-purposes the town centre to improve public spaces, buildings and walkways to the benefit of residents, tourists and businesses alike.

Among the outcomes will be a Low Carbon Town Centre, improved walkability and better connectivity between the town's main retail and heritage areas. Adjusted layouts will see reductions in carbon emissions, re-balanced parking provision, the planting of hundreds of trees and the inclusion of bicycle lanes. The town will become an exemplar where business thrives and the pride of the population is reflected in public spaces.

## ACCESS TO TALENT

Situated within 60 minutes of a vast array of 3rd Level institutions, Portlaoise commands excellent access to talent, both students and an existing high-skilled labour force.

Most graduates within range of the town attain qualifications in STEM subjects (26%), or in Business, Administration or Law (24%).

Institute of Technology Carlow is just 30 minutes away and offers both full, part-time courses in various Science, Engineering, Business and Humanities topics. IT Carlow work closely with local businesses to drive innovation and ensure industry needs are reflected in course content.



"Our commitment to building a world-class GMP manufacturing facility in Portlaoise is our first foray into manufacturing outside of North America. "This facility will ensure we have the capacity to meet increased demand from our life science customers throughout Europe and the region."

- Howard Field  
President & CEO  
Greenfield Global

"We are excited to announce the opening of our new EMEA HQ in Portlaoise. We have ambitious expansion and hiring plans for our business in the EMEA region. As our operations run 24/7, we view Ireland as a critical digital hub that allows us to service our clients across the EMEA region. We believe that there are a lot of talented people who are looking to have a great career in cyber security and we are looking to meet people who share our ambition."

- JP Kehoe  
Senior Director EMEA  
SkOUT Secure Intelligence

## BUSINESS ACTIVITY & CLUSTERING

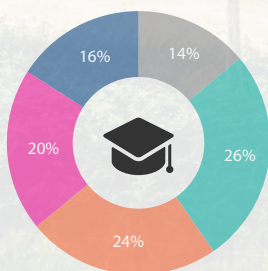
There are over 1,190 active businesses within 5km of Portlaoise, employing nearly 8,410 people each day from the town and the wider region.

21% of these businesses are in less conventional sectors, where emerging business clusters can often be found. These include the Food & Drink as well as the Green Economy, with Glanbia and Greenfield Global respectively being two of the largest companies in the world producing dairy goods and biofuels in Portlaoise for dispatch to the European and global markets. Portlaoise is also home to ICT companies such as SkOUT - a leader in cybersecurity intelligence and protection. Professional services, FinTech and medical R&D, comprise the town's other key industrial sectors and supplement the town's broad commercial and public service base of activity.



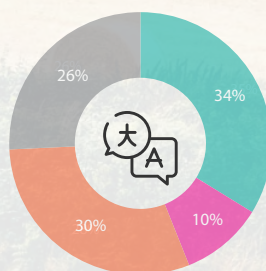
### WITHIN 60 MINS:

#### GRADUATE FIELDS



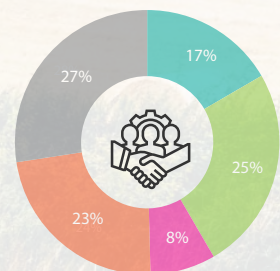
- Health & Welfare
- Arts, Humanities & Education
- Business, Admin. & Law
- Science, Technology, Maths, Manufacturing & Construction
- Other Subjects

#### NATIONALITIES\*



- Rest of World
  - Lithuania
  - Other EU 28
  - Poland
- \* excl. Irish/British

#### INDUSTRY OF EMPLOYMENT



- Manufacturing, Engineering, Building & Construction
- Transport & Communications
- Commerce & Trade
- Professional Services
- Other Industries

### BUSINESS SUPPORTS: WE'RE HERE TO HELP