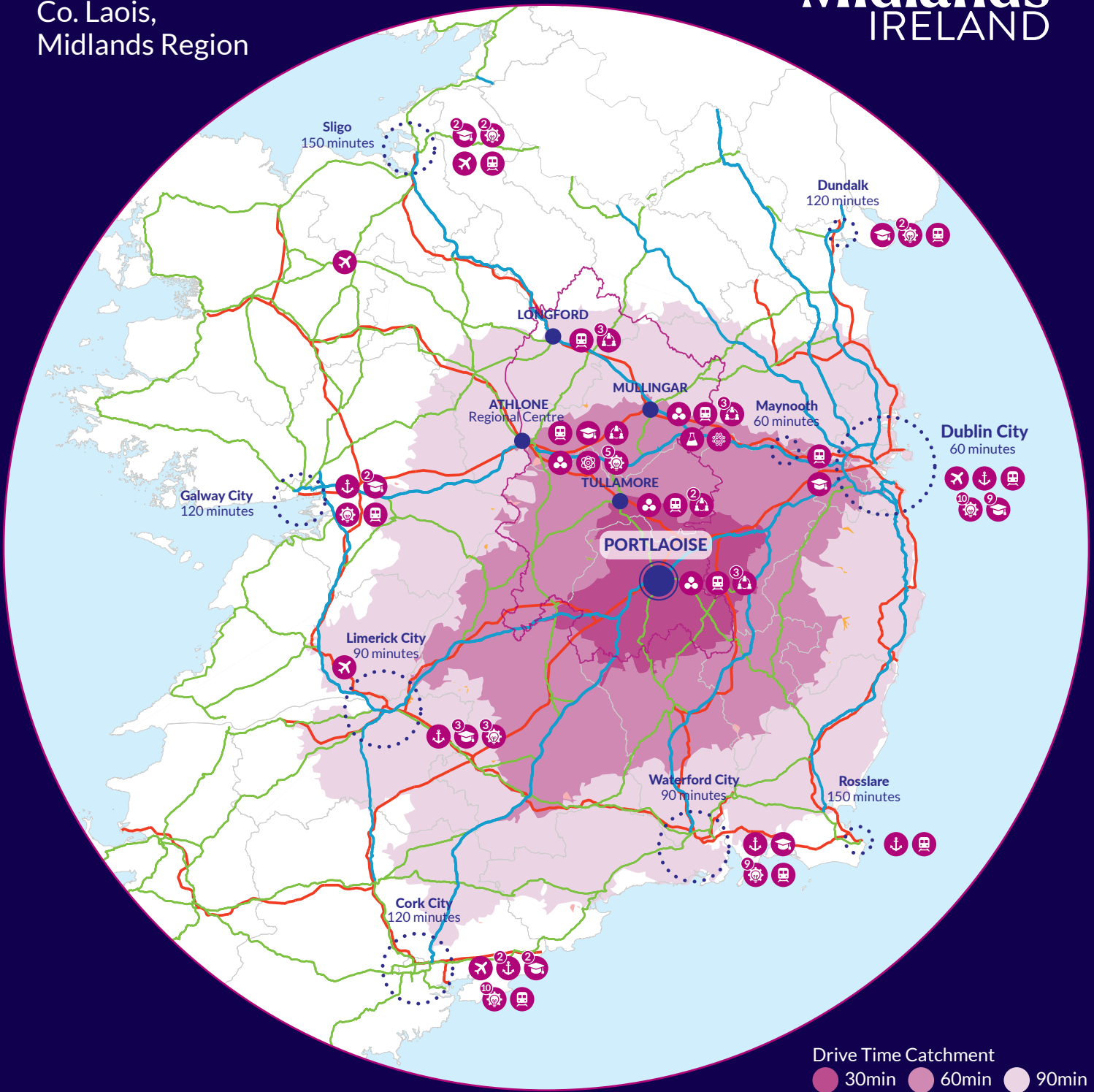


Portlaoise

Co. Laois,
Midlands Region



Drive Time Catchment
● 30min ● 60min ● 90min

Who's within reach*	% Increase 30 mins (2016-2022)	Census 2022		
		30 mins	60 mins	90 mins
Population	+8.6%	196,563	1,311,116	3,308,721
Labour Force	+10.5%	94,127	651,737	1,652,127
Student	+14.0%	15,955	112,874	297,145
3rd Level or Postgraduate	+37.6%	32,661	281,651	755,811

Legend

-  Portlaoise
-  Key town
-  Motorways
-  National Roads
-  Railroad
-  Midlands Region
-  Railway Station
-  International Airport
-  International Sea Port
-  3rd Level Institutions
-  Midlands Network Co-Working Hubs
-  Irish Manufacturing Research
-  Research & Innovation Centres
-  IDA Business & Technology Park
-  National Science Park
-  Enterprise Ireland Technology Gateway

* Based on Resident Population of underlying Census 2022 Electoral Division data and assessed travel-time catchments by car from Portlaoise settlement.

Portlaoise – Love Where You Live

Portlaoise is a large and vibrant market town developed and designed around a historic 16th Century Fort. Now Ireland's first low carbon town, Portlaoise is a progressive and desirable destination for both businesses and residents who share a vision for a green future and who have come to recognise all that Portlaoise has to offer as a town for the future. With 23,494 people, and 48% of residents under 35 years old, Portlaoise is the Midlands' most populous town and boasts a young, skilled, engaged workforce profile.

Recognised as a key town in the Regional Spatial & Economic Strategy, the town is prioritised for investment with a focus on residential and economic development. Positioned on both the rail line and the motorway that connects Dublin to Cork and Limerick, it is both well served and well connected. Within just an hour of Dublin, Kilkenny, and Limerick and within two hours of Galway and Cork, the town is recognised as an ideal hub for business and commuters. Portlaoise also has several settled industry clusters, with global players in the food & drink, engineering, advanced manufacturing, tourism, business services and green economy sectors all having important operations in the locale.

Situated in Ireland's Ancient East, Portlaoise further offers a rich cultural experience for those seeking leisure and entertainment. The town routinely hosts internationally acclaimed arts, culture, and music festivals, and offers a wide range of amenities and activities with multiple shopping centres, the NZEB Portlaoise library and an array of sports and social activities and facilities.

Portlaoise – Town Amenities



Business Activity & Clustering

Key Clusters - Food & Drink, Life Sciences, Advanced Manufacturing, Engineering, ICT, Tourism.

Portlaoise has several important industry sectors that support it as a centre of economic activity. The food & drink sector is the largest, with major producers and global exporters such as Tirlán, Leprino Foods, Odlums and First Ireland Spirits. The Laois Taste Network, drawing on strong connections with land and farming, is another example in this sector. A further important industry in Portlaoise is advanced manufacturing, particularly in life sciences, with major employers such as Greenfield Global and ALS Life Sciences. ICT and business services are also an important emerging sector with companies such as Ortus and N'Ware Technologies. Engineering is also a key sector in Portlaoise with Aubren and Midland Steel both operating in the area. Laois has also developed a significant events and tourism industry as the host for numerous annual events, successfully hosting international-scale events with up to 300,000 attendees.

With the support of the Local Enterprise Office (LEO), Laois Chamber Alliance, Portlaoise Enterprise Centre, and the CUBE Low Carbon Centre of Excellence, businesses flourish in Portlaoise. There are 288.58 hectares of land zoned for economic purposes in Portlaoise. In particular, the IDA Business and Technology Park has a site area of c. 36 hectares zoned for innovation and technology. The J17 National Enterprise Park is also located in Portlaoise and has attracted businesses in the food and drink, engineering, logistics and distribution sectors.

“We selected the Laois region due to its central location in the country with good connectivity, as well as the fact that it provides us with the opportunity to offer the type of work/life balance to our employees which is part of the core set of values of N'ware Technologies.”

Mark Rijke,
Managing Director N'ware Technologies

“Greenfield's manufacturing headquarters in Portlaoise has become a critical part of the Life Science ecosystem in Europe and beyond, improving our global supply chains and enabling us to serve existing and new customers, including pharmaceutical companies from Europe and beyond.”

Ken Finnegan,
Managing Director, Greenfield Global Ireland



INVEST – Discover a connected region to build your business

- Youthful Population: 43 % of people within 30 mins are under 35.
- Labour Expansion: 10.5% increase in Labour Force within 30 mins from 2016 to 2022.
- Managerial Boost: 22.7% increase in Professional and Managerial population within 30 mins 2016 to 2022.
- Skill Surge: 11.6% increase in Skilled workforce within 30 mins 2016 to 2022.
- Educational Excellence: 31.1% (25-64 yrs) within 30 mins hold a Degree or Postgraduate qualification.
- Qualification Strength: 55.9% (25-64 yrs) within 30 mins hold a Postsecondary qualification.
- R&D Clusters: Notable in Food & Drink, Green Economy, Manufacturing, Engineering and ICT.

STUDY – Discover your future, wherever you want to go

- Graduate Growth: 14% increase in student population within 30 minutes from 2016 to 2022, ahead of national average.
- University Access: 3 Universities within 60 minutes – TUS, SETU and Maynooth, with a further 6 within 90 minutes - DCU, TUD, UCD, Trinity College Dublin, UL, and IADT.
- Specialised Studies: Portlaoise College and SETU offering 3rd level qualifications in industry-focused fields. LOETB with Laois County Council investing in primary and post-primary STEAM programmes with a focus on coding and engineering.

LIVE – Discover a new pace & more space

- Green Commutes: 11.9% increase in walking and cycling commutes from 2016 to 2022.
- Healthy Living: 86.1% of residents within 30 mins are in 'good or very good health', above the national average.
- Schools: 60 Primary Schools and 9 Secondary Schools within 30 mins.
- Activity Options: Over 50 recreation and sports facilities (including gyms, swimming, golf clubs) within 30 mins.
- Retail Range: Over 400 retail options within 30 mins for every product and service.
- Family First: Over 35 childcare facilities within 30 mins, supporting families with quality care.
- Motorway Gateway: Instant motorway access unites Dublin & Dublin Airport with, Limerick, and Cork—your route to everywhere.
- On the Move: With 167 daily train connections any many bus services – travel made easy.

VISIT – Discover open spaces & thrilling activities

- Cultural Journey: Discover the Dunamase Arts Centre, the Laois Garden Trail, historic Emo Court and Gardens and the Rock of Dunamase.
- Mountain Escape: Hike the breathtaking Slieve Bloom Mountains, or take the MTB Mountain Bike Trails, the longest in Ireland and UK.
- Stay in Style: 6 hotels within 30 mins offer a warm welcome.
- Explore More: Over 70 Failte Ireland attractions within 30 mins invite you to discover walks, wildlife, and tours.
- Taste the Town: Savour the local flavour with the Laois Taste network, with food attractions to tempt every palate.

WORK – Discover opportunities to grow & develop

- Speed Unleashed: Blazing 2 Gbps connectivity for all business, commercial and residential.
- Hub Network: A thriving ecosystem of 8 co-working spaces within 30 mins.
- Remote Rise: 100% increase in remote working from 2016 to 2022.
- Commute Efficiency: 57.9% of people enjoy a sub-30-minute commutes.

Quality of Life

Portlaoise is a vibrant cultural hub with a rich tapestry of arts and history. The Old Fort of Maryborough, built in c. 1560, is the earliest surviving historic structure in Portlaoise and forms the centre of the new Cultural Quarter. The Dunamase Arts Centre plays host to a wide range of national and international performing and visual arts.

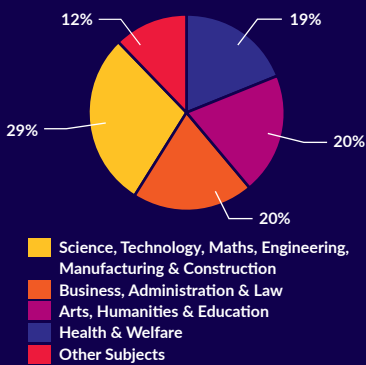
Surrounded by natural amenities, Laois offers ample outdoor recreation facilities, such as access to the 120km Barrow Blueway, 48km South Laois Cycle Trail, and the Slieve Bloom Mountains. Laois is also home to the Rock of Dunamase, an imposing and magnificent example of a Celtic fortification, as well as the Emo Court House, an 18th century estate surrounded by scenic gardens and parklands.

Laois is also a world-renowned location for major events and festivals, home as it is to Ireland's largest music festival, Electric Picnic, attracting 70,000 annually. Laois is also home to the National Ploughing Championships, which draws over 300,000 national and international visitors annually. The event focuses on the agricultural and food & drink sectors and as Europe's largest outdoor event, is a major opportunity for enterprises.

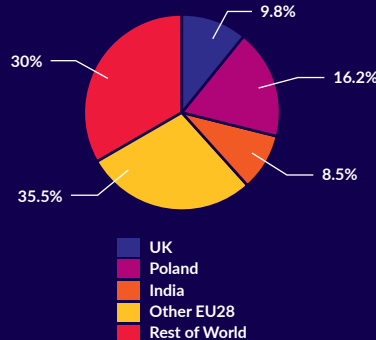
Green Portlaoise

Portlaoise is Ireland's first low carbon town, leading the way in environmental awareness and sustainability, and drawing in businesses and residents who share a vision of a greener future. As a national demonstration project under the Project Ireland 2040 Plan, Portlaoise receives funding to carry out sustainable urban renewal. Selected key initiatives include the removal of heavy traffic, reorganisation of traffic flows, adjustment of parking spaces, promotion of bicycle usage, planting of trees in the town centre, and the reuse of existing buildings. Portlaoise also hosts the CUBE, a 10,000sq foot national low carbon centre of excellence that supports economic growth, innovation and education in the Low Carbon and Renewables industry.

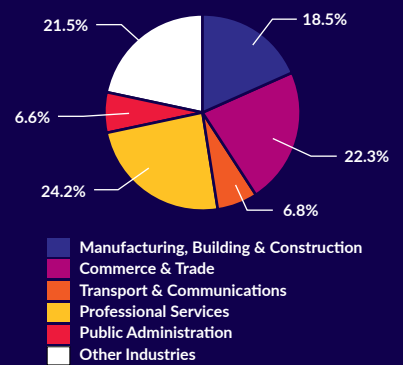
Graduate Fields (HEA) 2022/23



Resident Population by Citizenship (Excluding Ireland)



Industry of Employment



Education, Training & Skills

The main education, training and skills offerings in Portlaoise are Portlaoise Institute, Portlaoise FETC and STEAM Programmes for post-primary students.

Portlaoise offers excellent educational opportunities to meet a diverse range of needs and career goals. Portlaoise Institute delivers courses from basic modules to Level 6 QQI qualifications. The curriculum covers sustainability, digital media, engineering, early learning and childcare, social studies, nursing, and more. Graduates can either join the labour market or continue their higher education through QQI/FET pathways. The institute also has a pathway partnership with SETU where students can complete initial years locally and final years in Carlow. The Portlaoise Further Education and Training Centre provides a variety of programs up to QQI Level 6, with flexible study options such as part-time and full-time courses during both day and evening hours. These courses include various subject areas, offering accessible pathways to further education and employment.

Initiatives from Laois & Offaly Education and Training Board (LOETB) and Laois County Council provide Laois primary and post-primary schools with funding for STEAM equipment and support. The programmes support future skills for students in Robotics, Coding, Design and Podcasting.

The strategic location of Portlaoise also allows access to the third-level institutions of TUS Athlone, SETU Carlow, Maynooth University, and Dublin Universities within 60 minutes. This accessibility increases Portlaoise's attractiveness as an education centre from initial qualifications through to lifelong learning and career progression.