

Invest Drogheda Retail

CO. LOUTH, IRELAND

a world class retail investment location

Ireland's Largest Town



Comhairle Contae Lú
Louth County Council



L O U T H
ECONOMIC FORUM

drogheda on the **BOYNE**





Drogheda, Co. Louth, Ireland.

Drogheda (*pronounced: Dro-ha-da*) is Ireland's biggest town with a population of over 78,000 within the immediate centre and environs. Drogheda's close proximity to Dublin and Dundalk increases its population within a 60km (1 hour commute) catchment area to over 1.7m people.

Positioned on the Eastern Seaboard of Ireland, adjacent to Dublin Airport and Dublin Port, Drogheda on the Boyne is just off the M1 Motorway, along the economic corridor equidistant between Dublin and Belfast.

While Drogheda is rich in history, it remains very young at heart. Modern Drogheda has undergone significant growth in the last 10 years, and has emerged as a heritage town with a sensitive, contemporary twist. The town has a relaxed feel, a contentment borne out of its citizen's resilience down through the ages.

Life in Drogheda includes a great tradition of shopping, superb schools, fabulous dining out and leisure activities, stunning sandy beaches, championship golf courses, vibrant art and music movement and so much more.

Excellent access to Dublin and Belfast Airports (20mins and 1 hr respectively), a well-structured motorway route network and highly efficient train and bus services always ensure that getting to and from Drogheda is easy, quick and enjoyable for the shopping public.

We believe that our wealth of history and experience, combined with our energy, vitality, superb infrastructure and location make Drogheda on the Boyne a most exciting prospect for retail investment. We look forward to welcoming you and activating your retail business in our community.



Living in Drogheda

Drogheda is a vibrant town with unrivaled facilities and natural amenities. Drogheda provides a bustling commercial town centre with easy access to the idyllic Louth and Meath countryside. It is the perfect combination of rural and urban living. Located on the east coast - a beach is never far away.

There are over 70 primary schools and 17 post primary schools in the Co. Louth area as well as third level universities in the area. Drogheda has a long history of sports clubs and organisations and a thriving community spirit.

Drogheda is not only a historical town, it is also a modern and exciting destination. The retail scene offers unrivaled choice for shoppers.

West Street and Laurence St, the traditional heart of the town, are comfortable and welcoming places to shop. Three retail centres, The Town Centre, Laurence Town Centre and Scotch Hall are located within the immediate town centre area while the M1 Retail Park at Mell and the Drogheda Retail Park on the Donore Road are located close to the M1 motorway.

Drogheda's night life is centred in the town. There are historical pubs, live music venues and numerous restaurants and contemporary bars.

Drogheda has an extensive arts & culture scene. The town plays host to many festivals each year including The Irish Maritime Festival and The Drogheda Arts Festival, while the galleries and theatres all offer varied and exciting programmes.

Health & Well-Being

Drogheda is home to the largest hospital in the North East region, Our Lady of Lourdes.

High quality private healthcare is affordable for the entire family.

Primary healthcare services are delivered through the private General Practitioner system.

The amazing natural beauty of the area makes you want to get out and get active. Imagine leisurely walks along the historic River Boyne on the Boyne Side Trail from Newgrange to Mornington or a brisk jog or bootcamp on one of the nearby golden strand beaches. Enjoy a round of golf on any of our stunning links courses, a jaunt out on your bicycle along the restored Boyne Canal or simply strolling up and down the hills of the town in your daily life will get your pulse racing and put a smile on your face.



Arts/Heritage/Sports

- Irish Maritime Festival
- Drogheda Arts Festival
- Drogheda Bonanza Festival
- Vantastival
- Highlanes Gallery
- TLT Theatre
- Droichead Arts Centre
- Drogheda International Classical Music Series
- Little Duke Theatre
- Millmount Museum
- United Park home of Drogheda United Football Club
- Boyne 10k Run
- Boyne Rugby FC
- Drogheda & District AC
- Barbican Centre
- Inver Colpa Rowing Club
- Louth GAA County Grounds

Drogheda: A Great Place to Work & to Live

Location: Ireland

The combination of infrastructural assets, developments in transport, improved connectivity and the young highly educated population underpin the opportunities for retail in the Drogheda area.



On the East Coast of Ireland, Drogheda is located just 50km from the Irish capital city Dublin. Drogheda is strategically placed on the main M1 motorway linking Belfast with Dublin on the North-South trade corridor. Drogheda has enviable transport links that connect it to Dublin, the North East, Northern Ireland and Europe by road, rail, air and sea. One third of Ireland's population live within a 50 minute drive of Drogheda.

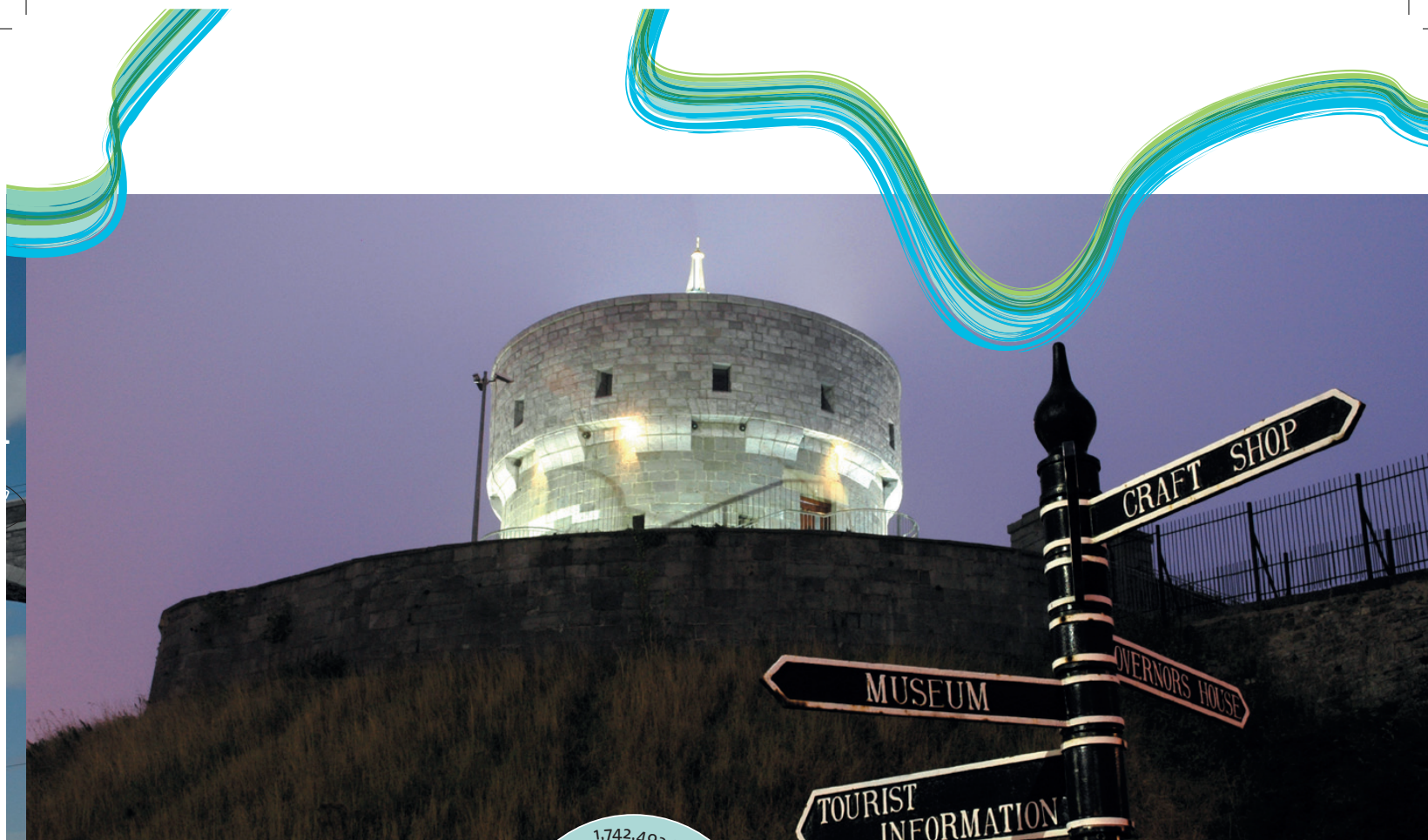
Dublin Airport and Dublin Port via Dublin Port Tunnel are less than a 30 minute drive providing ease of access to international markets. Belfast International Airport is just 60 minutes drive north of Drogheda. The M1 and the upgrading of the Newry/Dundalk dual carriageway have increased road access from North and South. Drogheda railway station has links to all of the major regional destinations including high-speed intercity rail connections to Dundalk, Newry, Belfast and Dublin.

The development of a new port access road at Drogheda Port and the construction of a new deep-water port at Bremore between Drogheda and Balbriggan will further enhance the reasons why national and global retail enterprises will want to locate in Drogheda.

Travel Times from Drogheda To:

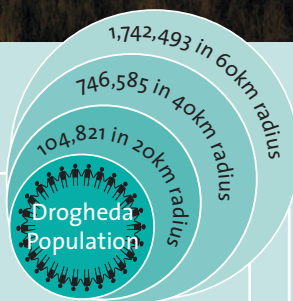
DUBLIN CITY CENTRE	40 mins
Belfast City Centre	70 mins
Dublin Airport	25 mins
Belfast Intl. Airport	75 mins
Dublin Port	30 mins
Larne Ferry Port	120 mins
Dundalk	20 mins
Derry	140 mins
Rosslare Port	150 mins
Waterford	160 mins
Sligo	160 mins
Galway	120 mins
Limerick	120 mins
Donegal	190 mins
Cork	180 mins





Demographics

- County Population: 122,897
- 43% of population is under 30
- 18% of population with degree or higher (overall population)
- 24% of population with degree or higher (excluding 0-14)
- 66% of population of County is of working age.
- 69% of population within 20km of Drogheda is of working age
- Drogheda has population of 104,822 (20kms)
- Louth Disposable Household Income = €2.17billion



Economic



23 IDA client companies

- 23 IDA client companies in County Louth employing over 3,000 persons (doubled between 2011 and 2014)
- Strong clusters of international companies including eBay, Coca-Cola, National Pen, International Fund Services, Cargotec, Yapstone and Becton Dickinson
- Strong indigenous industries with circa 5,000 persons employed including Glen Dimplex, Horseware, Fyffes, Hilton Foods, AIBP and Digiweb

Location

- Easy/Direct access to M1 Motorway
- Drogheda port is Level 3 Port of Regional Significance
- Enterprise service on the Dublin-Belfast rail line

4 deep sea ports
within 1.5 hr drive

20mins from Dublin airport

60mins from Belfast International Airport

Education

- Excluding Dublin, DKIT is the 4th Ranking Institute of Technology in the Country
- DKIT has a total of 5,500 students with 1,400 graduates per annum
- 4,084 students from Louth studying in colleges, IT's & universities. 1,655 study in DKIT & therefore circa 2,429 returning to the county most weekends





Local Heroes Retail Initiative



The community of Drogheda on the Boyne sought to combat the decline in its Retail Offering caused by the economic downturn, and work to support a Town Centre Revival in 2011. This caught national attention and RTE developed a 6 part TV Series following the town's inhabitants and businesses, throughout this inspiring process. 'Local Heroes Drogheda' was a cross media regeneration campaign which sought to identify the practical ways in which the people of Drogheda could take the future into their own hands, through actions in their local economy to create and sustain Irish Jobs. The hope being that many other towns and cities across Ireland would take up the challenge based on the success of Drogheda's story. The outcome was phenomenal with Superquinn Maestro and Retail legend Fergal Quinn stating ...

“ The entire Local Heroes project was absolutely dependent on reaching out to and appealing to the entire local and civic society and this is exactly what this movement has done and continues to do. Drogheda and its people have shown a voracious appetite for supporting its retail offering ”



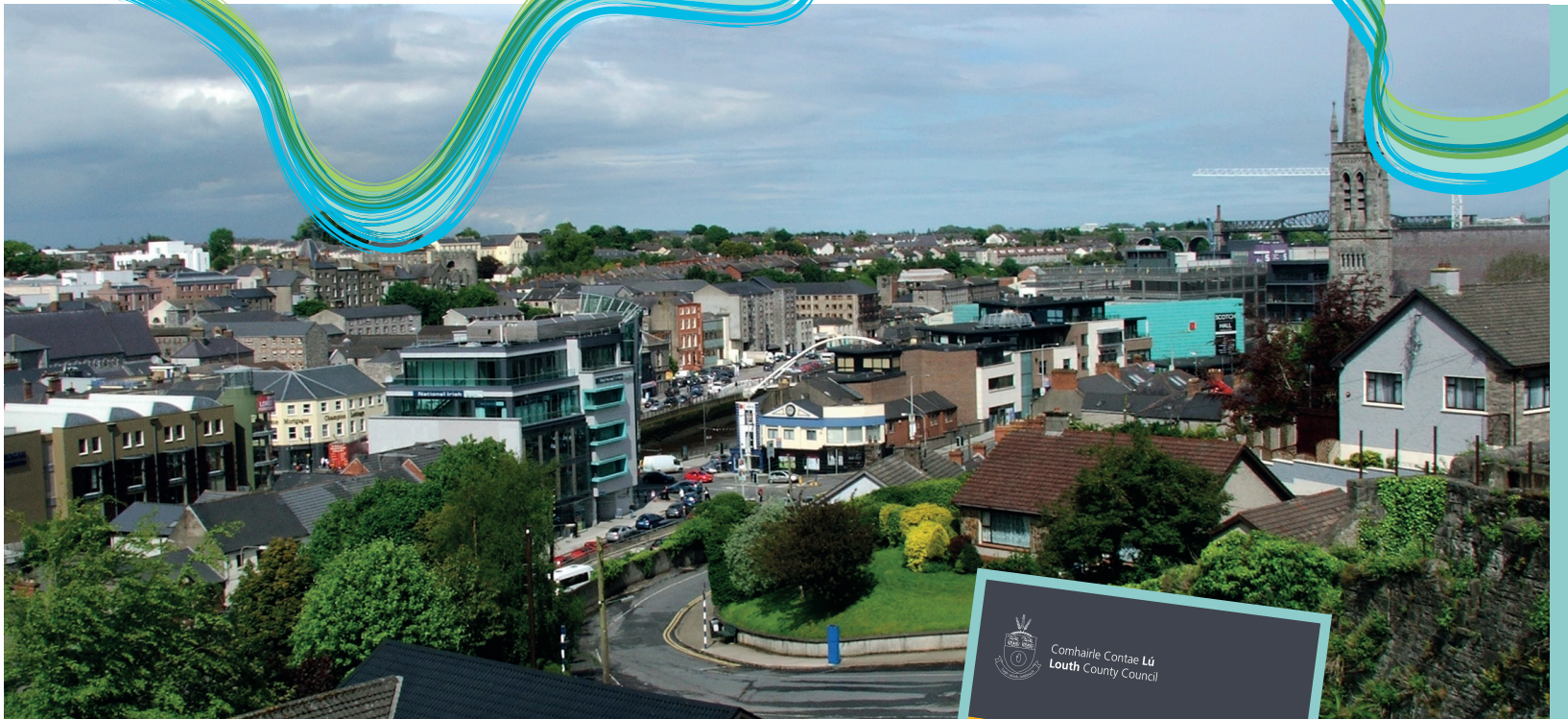
Local Heroes Wins

- Provide Resources and Manpower to open fully functioning Hub in 5 days
- Launch and secure Local Heroes Hub long term
- Sense of Place Workshops
- Local Heroes Volunteers
- Business Mentoring & Coaching
- Enterprise Incubation & Support Services
- Droghedajobs.ie website with over 120 jobs live
- Schools Entrepreneur Programme
- Tourism Brand Drogheda
- Drogheda Visitor Guide
- Designated Bus Coach Parking
- Tourism Fam Trips
- Drogheda App for Iphone
- Drogheda Christmas Bonanza Festival x 4 days
- 20,000 people take to the streets for festivities over weekend, €2m boost to local Economy, retailers reporting increase in sales of 25% up to 75% on last year
- Light Up Drogheda Retail Spectacular
- Boyne Buskers Creation and Busking Activation
- Free Municipal Wi-Fi across Town Centre

drogheda on the **BOYNE**

Tourism Stats

- Oversees Visitors to Louth 101,000 persons
- Oversees Visitors Revenue €39 million
- Domestic Visitors circa 100,000 persons
- Domestic Visitor Expenditure circa €15 million
- Louth has a total of 17 5* and 4* hotels providing 1138 rooms and 2680 beds
- Louth has a total of 17 3* hotels providing 908 rooms and 2699 beds
- 89% occupancy of hotel rooms
- 120 km clean coastlines
- 3 Blue Flag beaches, a wide range of water activities and inland and sea fishing
- 6 Championship Golf Courses within 30 mins drive
- Award winning restaurants & food festivals
- Linkage to Battle of Boyne site via River Boyne/Boyne Navigation walkway
- Located in Irelands Ancient East

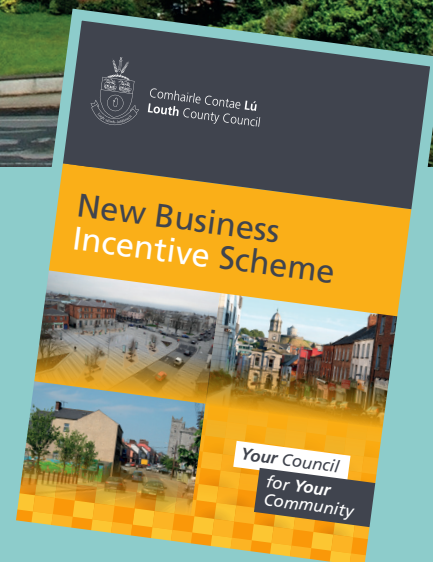


Retail Investment Scheme

Louth County Council's Business Incentive Scheme provides grants for new businesses to locate in premises that have been vacant for a period of over 2 years.

Eligibility criteria are applicable but the Business Incentive Scheme provides (1) Year 1 - premises which have been vacant for more than 2 years would be eligible for a grant of 50% of rates (2) Year 2 - 25% . A further Shopfront Improvement Grant is also available for replacement of existing shop fronts, painting, illumination and signage.

To discuss these incentives or for further information contact:
Mary T. Daly,
Economic Development
Louth County Council
T. 042 9392961



Retail Opportunity Sites

- North of Narrow West Street
- Narrow West Street/Scholes Lane/Fair Street
- Former Eason's Building, West Street
- Boyne Tower
- West Street Arcade*
- Abbey Shopping Centre*

**Indicates additional sites not included in the Louth County Retail Strategy*

22%

vacancy on shopping streets



Your Partners in Drogheda

We recognise that relocating or expanding into other cities/countries can be a complex matter. By partnering with your business we believe that we can use our local knowledge, influence and contacts to smooth the process for your retail business. So who are your partners in Ireland?

Louth County Council / Drogheda Chamber of Commerce:

Louth County Council is the local government responsible for the planning and delivery of services to business and the community in the Louth region. Drogheda and District Chamber is the business representative organisation that represents the needs of industry, retail, manufacturing, ICT and much more. Both organisations work together to ensure that the conditions for retail businesses wanting to set up and invest in Drogheda are co-ordinated, speedy and efficient.

We demonstrate our commitment to retail investors in the region by:

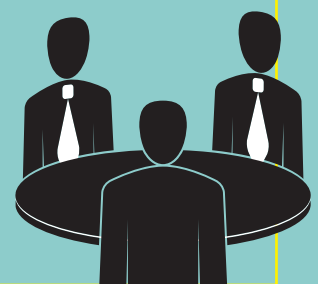
- Providing a quick turnaround - be up and running with your first team in weeks.
- Being a first choice location – less than 30 mins to the International Airport with easy access to Dublin, London and the rest of Europe.
- Introducing you to “Team Ireland” to help your team establish new operations in Ireland. Our team includes access to Government (national and local), Universities and Chambers of Commerce.
- Offering you the best talent from the Legal, Financial, Recruitment, Property and Operational expertise available locally.
- Facilitating easy access to excellent Research and Development (6 Universities), Chambers of Commerce and wide choice in the Supply Chain – doing retail is quick and easy in Drogheda
- Proposing a host of superb facilities in ideal locations with competitive prices and flexible terms.



Did you know?

In 2009, County Louth was the first County in Ireland to introduce an Economic Forum (Louth Economic Forum) which brings together representatives of the business sector, the local authority management and state agencies to stimulate economic activity in the County.

The Forum has developed a 10 Point Plan identifying specific areas of action to be addressed.



Comhairle Contae Lú
Louth County Council



Drogheda & District
CHAMBER
IN BUSINESS FOR BUSINESS



LOUTH
ECONOMIC FORUM


Oifig Fiontair Áitiúil
Local Enterprise Office

Considering locating in Drogheda, we are here to support.

Invest Drogheda Retail



Selection of Current Retailers

Multinational



Local

VICTOR DWYER



Kirwans Fish Cart

Kierans Deli

McAlister Electrical

MAHERS PHARMACY

m^ckenna man

CHRIS CURTIS

THE GOLF BAG

Recent Transformational Projects

- Local Heroes - Community Driven Town Centre Regeneration featured on RTE TV
- West Street Regeneration
- Drogheda's Enterprise Centre - The Mill
- Drogheda Civic Educational Centre
- Drogheda Boyne Valley Interpretative Centre & "Our Town" Exhibition
- New Drogheda Court House & Civic Space
- Highlanes Gallery



2,500

Cark Parking Spaces



“Drogheda on the Boyne has always had a very solid retail base, built over many decades by dedicated shop owners, many of whom were native Drogheda families. This hardcore local offering still remains strong, and is now complimented by a colourful mix of national and international brands, who have broadened and strengthened the alluring retail appeal which Drogheda offers. We at Drogheda Chamber in partnership with Louth Local Authorities will work to make your arrival as a retailer in Drogheda seamless, impactful and successful. We look forward to welcoming you to Drogheda on the Boyne.”

Eddie Phelan
President, Drogheda
Chamber of Commerce

“The historic town of Drogheda is a thriving retail centre in the north east, ideally located on the M1 Corridor between Belfast and Dublin. A combination of national and local independent retailers makes Drogheda an attractive destination for shoppers and visitors. West Street has been Drogheda’s main shopping and commercial heart for over eight hundred years. The Tholsel which houses the town’s Tourist Office, is located on West Street at the junction of Laurence Street, Shop Street and Peter Street, which boast an array of family run businesses. Louth County Council working in conjunction with Drogheda Chamber of Commerce has developed a suite of retail incentives to promote and support existing retailers in the town, and encourage new retailers to locate here. Working together, we can make Drogheda a premier retail destination in the North East and build on our existing attractiveness to both shoppers and visitors.”

Joan Martin, CE,
Louth County Council



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IN BUSINESS FOR BUSINESS

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