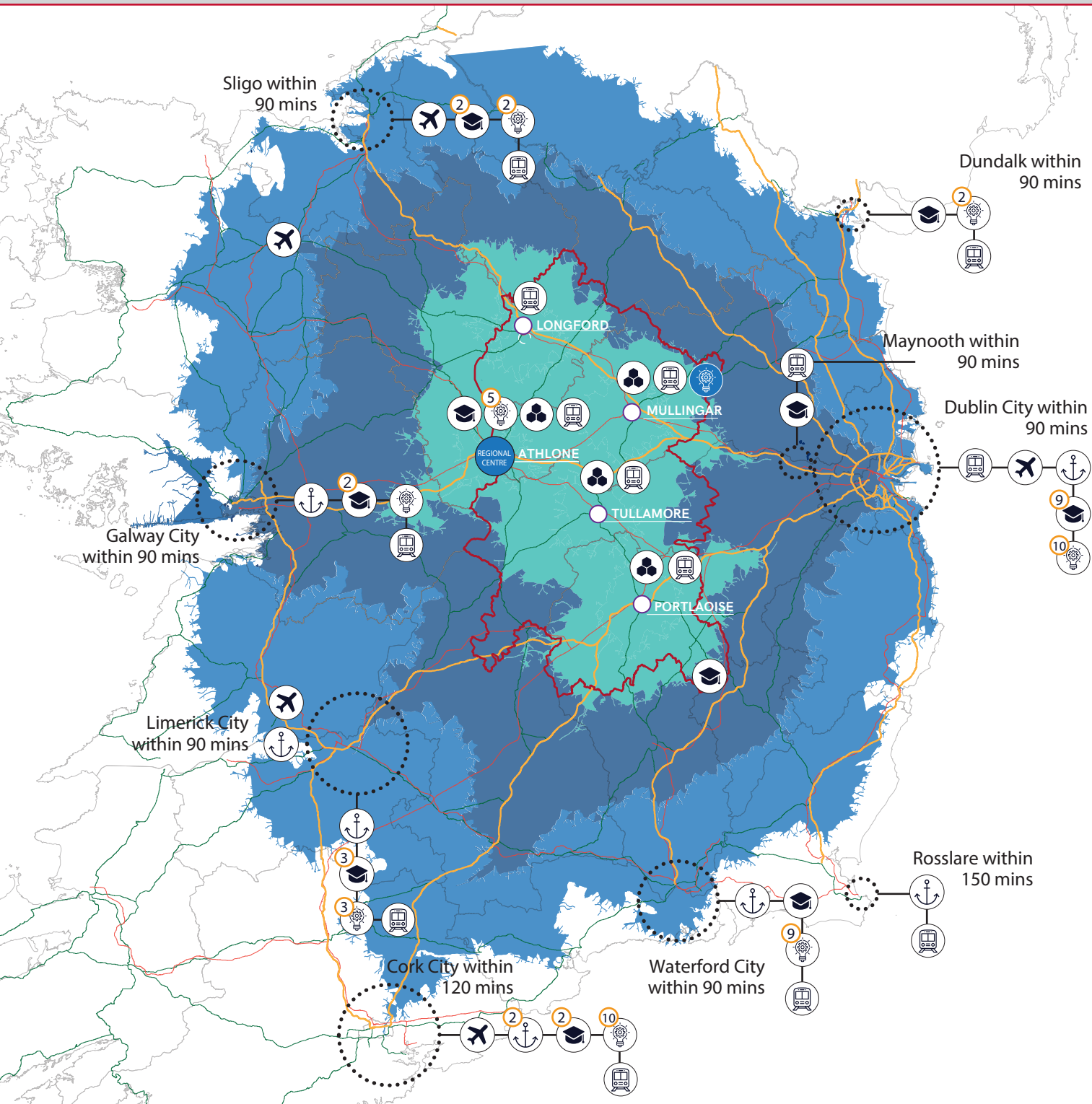


# MIDLANDS



MidlandsIreland.ie  
gateway to enterprise

LONGFORD, WESTMEATH, OFFALY, LAOIS



## WHO'S WITHIN REACH\*

	30 MIN	60 MIN	90 MIN
Population	472,610	2,106,011	3,725,208
Labour Force	187,414	896,883	1,585,133
3rd Level Qualified	66,081	370,194	706,603
Students	37,952	186,953	335,702

## LEGEND

- 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

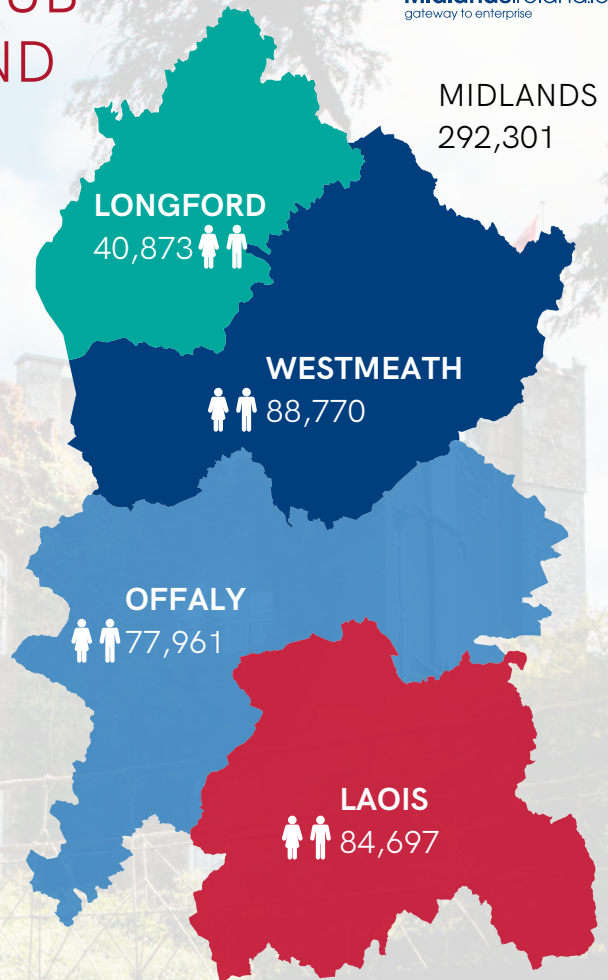
\*Based on Resident Population of underlying Census 2016 Electoral Division data and assessed travel-time catchments by car from 5 major settlements.

# GATEWAY CONNECTIVITY HUB IN THE NATIONAL HEARTLAND

MIDLANDS  
292,301

Home to 292,301 people covering over 6,500 square kilometres, the Midlands is centrally located in the heartland of the country, creating a dynamic and connected core. The Midlands is a key employment region containing many working hubs in key towns; Longford, Athlone, Mullingar, Portlaoise and Tullamore. With Athlone town being the regional driver there is also a distribution of employment centres throughout the neighbouring counties.

With strong infrastructure connections on the M4, M6, M7, M8 and M9 motorways, as well as a network of railway lines and bus services, the Midlands Region is a gateway for connectivity in Ireland with links to major urban hubs such as the Greater Dublin Area, Cork, Galway, and Limerick. The Midlands has over 5 major railroad routes running through each of the 4 counties, with major interchanges at urban hubs in Athlone, Mullingar and Portarlington enhancing accessibility. The Midlands Region provides an ideal location to service the indigenous market given the region's centrality and connectivity, and the international market given it's accessibility to Dublin international airport and ports.



## YOUNG, SKILLED & ENGAGED LABOUR FORCE



## CONNECTIVITY & INFRASTRUCTURE



## ENTERPRISE & OPPORTUNITY

- **4%:** Increase in the region's total population between 2011 and 2016; on par with the National avg. (4%) (9,891 people)
- **49%:** Of people within 60 mins are **under 35** years of age (1,027,272); slightly above the National avg. (47%)
- **28%:** Of people within 60 mins have **attained** a 3rd level or post-graduate qualification (370,194); in line with the National avg. (28%)
- **10%:** Of people within 60 mins are of a **non-Irish nationality**; speaking languages other than English (214,868) (National avg.: 12%)
- **N4/M4  
N63/M6  
M7/M8:** **Travel** to Dublin City and Airport via the N4/M4 & Galway City via the N63, connecting to the M6 motorway. The M7 and M8 to Cork by extension
- **BUS &  
TRAIN:** Over 5 major railroad routes with major interchanges at urban hubs in Athlone, Mullingar and Portarlington. Over 250 bus stations inter-linking urban centres such as Dublin, Cork, Galway, Limerick and Sligo
- **PORTS:** Access to Ports in Dublin, Drogheda, Dundalk, Rosslare, Waterford, Galway, Limerick, Cork and Sligo.
- **FIBRE:** **Lightning fast** 1,000 Mbps fibre broadband speeds in urban centres with 3 SIRO gigabit hubs rolled out in Westmeath and Laois
- **18%:** Increase in the number of active enterprises in the Midlands since 2008 (totalling 16,093 & employing 62,642 people)
- **HUB** An expanding network of Innovation, Technology and Co-Working Hubs distributed throughout the region (20+)
- **R&D:** **Emerging** Research clusters in Life Sciences, Technology, Engineering, Advanced Manufacturing, Robotics, Low Carbon/Green Enterprise.
- **JOBS** Urban Centres in the region have a positive jobs:employment ratio - illustrating a net inflow of workers with a wide employment area



## AFFORDABILITY & INCOMES



## COMMUTING & ACCESSIBILITY



## AMENITY & QUALITY OF LIFE

- **€45,610:** Gross household income is **1%** higher than the State median household income (€45.2k) [CSO 2016]
- **€163.3:** **Cheaper** average weekly fee for full day childcare vs. in Dublin (€196) [Pobal '19]
- **€745:** **Cheaper** average price to rent a 3-bed home vs. in Dublin (€1,690) [RTB Q1-Q3 '19]
- **€142K:** **Cheaper** average price to purchase a 3-bed home vs. in Dublin (€441k) [CSO M1 2019-M1 2020]
- **29 MIN:** **Average commute time** for people living within 60 mins
- **<60MIN:** **Access** to Athlone Institute of Technology, Maynooth University and Carlow Institute of Technology, with Universities and Institutes in Dublin, Galway, Sligo and Limerick nearby.
- **30.7%:** **Of journeys** to work or school by people within 60 mins. are made using public transport or by walking
- **TALENT** 370,194 Third level qualified workers within 60 mins
- **RELAX:** **Over 600 recreation & sports facilities** in the region. (incl. gyms, swimming, golf, heritage and arts, walk/cycle trails)
- **RETAIL:** **Over 2,757 retail options** within the region. providing every product and service (incl. chain stores)
- **EXPLORE:** Lough Ree & the Shannon Blueway, Grand Canal Greenway, Dunamais Arts Centre, Belvedere House and Gardens, the Corlea Trackway, Emo Court, Tullamore Dew Distillery, Clonmacnoise and more
- **SCHOOLS:** **252 primary** and **44 secondary** schools within the region
- **CARE:** **342 childcare facilities** with 880 available spaces (Pobal '19)
- **HEALTHY:** Majority of residents consider themselves as healthy (87%)

# A DYNAMIC, GROWING REGION...

## DEMOGRAPHIC PROFILE

The population of the region grew by 12% between 2006-2011 and a further 4% from 2011-2016. The Midlands centrality provides access to significant population proportions via arterial road networks such as the N4, M4 and M6 with 44% (2,106,011) of the national population within a 60-minute drive of the 5 key towns, and 78% (3,725,208) within 90 minutes. The Midlands has a younger demographic than the national average with almost 50% of people under 35 years of age, leading to lower compositional age dependency on the young (0-14) and old (65+). The Midlands has education attainment aligning with the national average with 28% of people having 3rd level education. It is home to 197,682 3rd level students attending the 21 3rd level Universities and Institutes within 90 minutes. There are a high proportion of foreign nationals speaking many diverse languages.

## AMENITY AND QUALITY OF LIFE

The Midlands supports a high quality of life for families, with strong growth in younger age cohorts and family numbers as well as good income levels with affordable living. There are many amenities supporting the health of the region with access to the River Shannon, recreation facilities for every 500 of the population and further public greenspaces available.

There is a large retail provision for trade with 1 retail store for every 106 people allowing easy access to goods and strong economic trade. There is a high density of education facilities with 1 primary school for every 167 children aged 4-12, and 1 post-primary school for every child aged 13-18 aiming to increase education rates sustainably into the future.

## ENTERPRISE

The region is supported by a highly engaged workforce with nearly 900,000 members of the labour force within 60-minutes' drive. There is a high growth rate of active enterprises (18%) amounting to 2,405 more businesses since 2008. The Midlands also supports innovation and industrial hubs with 20 Co-working hubs scattered throughout the region in both urban and peripheral areas.

There is a number of emerging research clusters in modern STEM related fields specialising in research and development at locations such as the Mullingar IMR (Irish Manufacturing Research) Organisation and the new Robotic/Cobotic Training Centre in Mullingar. With a high ratio of jobs to resident workers, the Midlands has a positive net inflow of workers to urban centres which can further grow given the neighbouring access to talent and labour force.

## AFFORDABILITY AND INCOMES

Household gross income is in line with the national average at €45,610 but is supported by a lower costs, giving a higher standard of living.

With significantly lower childcare costs, rents and property prices distributed throughout the four counties, living is significantly more affordable than in much of the surrounding country, and particularly the Greater Dublin Area.

With a household gross income in line with the national average, prospective buyers have more purchasing power here than in other major counties.

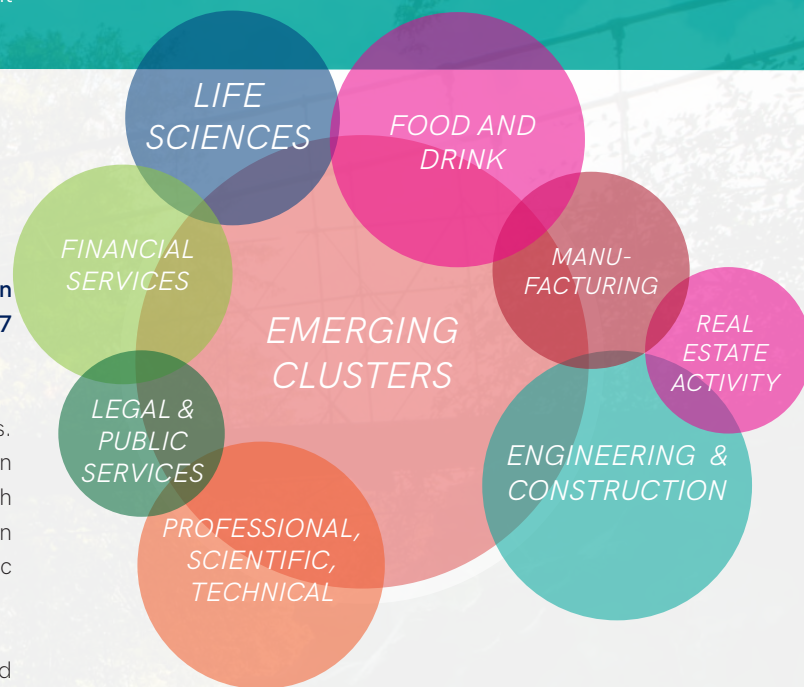
## BUSINESS ACTIVITY & CLUSTERING

There are approximately 18,670 active businesses within Longford, Westmeath, Offaly and Laois, employing over 72,467 people across the region.

15% of these businesses are in modern technical sectors. Long-established clusters in Life Sciences and Technology in Athlone are supported by collaborative research links with academia at AIT. There is also an emerging low carbon / green enterprise sector in the region along with a robotic and cobotic training centre in Mullingar.

The emergence of the Midlands Region in attracting City-based enterprises and new start-ups, as well as indigenous and international investment, is facilitated by cutting-edge technology, lower costs, the availability of talent, and a renewed work-life balance.

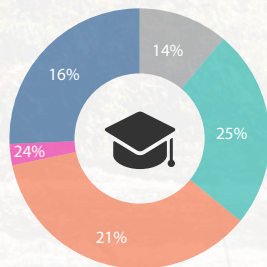
### WITHIN 60 MINS:



### MAJOR EMPLOYERS

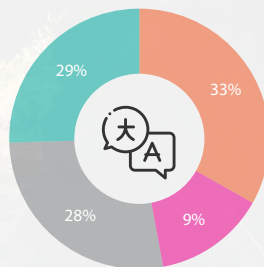
- LONGFORD** Abbott, Avery Dennison Industrial, Tool & Plastic, C&D Foods
- WESTMEATH** Ericsson, Steripack Group, Neueda Technologies, 3M, Teleflex
- OFFALY** Steris, Integra Life Sciences, Spectrum Plastics, Glenisk
- LAOIS** Greenfield Global, Glanbia, Aubren

### GRADUATE FIELDS



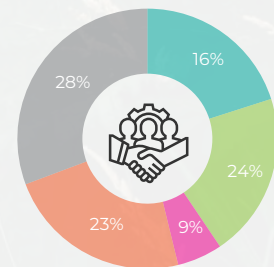
- Health & Welfare
- Arts, Humanities & Education
- Business, Admin. & Law
- Science, Technology, Maths, Manufacturing & Construction
- Other Subjects

### NATIONALITIES\*



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

### INDUSTRY OF EMPLOYMENT



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

## BUSINESS SUPPORTS: WE'RE HERE TO HELP