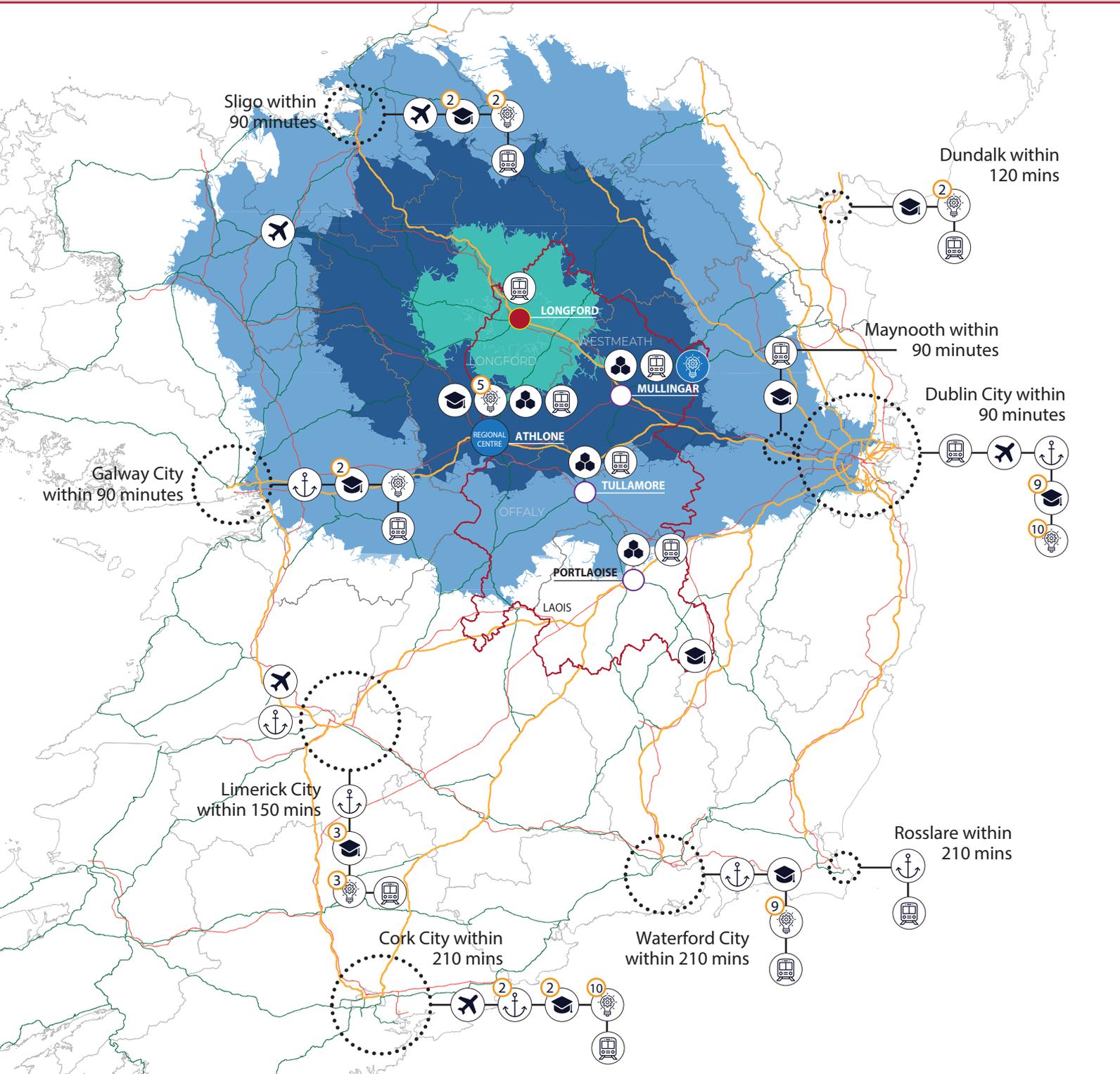


# LONGFORD

COUNTY LONGFORD, MIDLANDS REGION



MidlandsIreland.ie  
gateway to enterprise



## WHO'S WITHIN REACH\*

	30 MIN	60 MIN	90 MIN
Population	69,244	313,727	1,709,556
Labour Force	32,210	146,074	841,264
3rd Level Qualified	9,351	44,981	293,773
Students	5,141	25,277	147,295

## LEGEND

- Longford
- 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 Longford Settlement.

# STRATEGIC PORTAL TO THE NORTH-WEST

Longford town, capital of the county, has a long history as a market town and is considered a key portal to the north-west of Ireland. Home to 10,008 people, it is situated quite strategically along the Dublin to Sligo rail-line, with strong road links to both Dublin via the N4/M4 and Galway via the N63/M6.

Longford town is a key employment hub for many people in its catchment area. It has a high ratio of jobs to resident workers (1:596), underpinning its role as an important economic driver for the North Midland's economy. The population of Longford town grew by over 4% in the last five years, mirroring the national average. The town is home to a young demographic with those aged under 35 accounting for 52% of the total population. This is higher than the national profile at 47%. Compositionally, this is due to a higher than average proportion of 0-14 and 25-34 year olds, as Longford is home to an increasing number of families.

The town itself is highly diverse, multi-lingual and multi-cultural; with almost 30% of residents being of a non-Irish nationality (20.4% being from the EU).

Longford's employment profile is very evenly split between Commerce & Trade, Manufacturing, Professional Services, and Other Industries; with each holding roughly a quarter of the overall workforce. **Abbott Ireland** is a significant employer in the town employing over 600 employees at its diagnostic facility in Longford town. Its presence and successful growth in Longford has encouraged other high-tech companies to locate here and pursue R&D, ICT and manufacturing opportunities. Other employment sectors offering opportunity include engineering, food processing and public administration.

Longford is a very affordable town to live in, and though the median income is lower than in other areas of the region, so too is the cost of living and accommodation. The town itself has vibrant shopping and services to business sectors and is surrounded by a wide variety of local leisure and sporting amenities. Leisure activities are diverse and could include a stay at Center Parcs Longford Forest Resort, sailing or kayaking on Lough Ree or cycling along the Royal Canal.

The town is part of a vibrant and compact Midlands, with other Key Towns all within a 30-60 minute drive.



## YOUNG, SKILLED & ENGAGED LABOUR FORCE



## CONNECTIVITY & INFRASTRUCTURE



## ENTERPRISE & OPPORTUNITY

- **4%:** Increase in the town's total population between 2011 and 2016; on par with the National avg. (4%)
- **46%:** Of people within 60 mins are **under 35** years of age; slightly below the National avg. (47%)
- **44%:** Of people within 60 mins have **attained** a post-secondary, 3rd level or a post-graduate qualification (National avg.: 48%)
- **22%:** 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%)
- **N4/M4 N63/M6 N55:** **Travel** to Dublin City and Airport via the N4/M4 & Galway City via the N63, connecting to the M6 motorway. North-South connectivity (N55)
- **BUS & TRAIN:** 13 bus and 20 train **connections** daily to Dublin City, and 2 commuter bus **connections** to Galway City
- **FIBRE:** Lightning fast 1,000 Mbps **fibre broadband** speeds & business supports at the nearby Edgeworthstown Enterprise Centre
- **10%:** Increase in the number of active enterprises in Co. Longford since 2008 (totalling 2,280 & employing 8,346 people)
- **INNOVATION & INDUSTRIAL HUBS:** Innovation & Technology Hub coming to Longford Town & **Co-Working Facilities** in nearby Edgeworthstown
- **R&D:** **Strong R&D** investment in Med Tech around Abbott and Avery Dennison. **Growing** Food & Engineering sectors
- **1.596:** The town has a **high ratio** of jobs to resident workers - illustrating how it draws workers in from across the region



## AFFORDABILITY & INCOMES

- **€34.9K:** Gross household income is **77%** of the State median household income (€45.2k)
- **€146.5:** **Cheaper** average weekly fee for full day childcare vs. in Dublin (€196) [Pobal '19]
- **€617:** **Cheaper** average price to rent a 3-bed home vs. in Dublin (€1,690) [RTB Q1 '19]
- **€119K:** **Cheaper** average price to purchase a 3-bed home vs. in Dublin (€441k) [CSO Jun '19]



## COMMUTING & ACCESSIBILITY

- **26.4MIN:** **Average commute time** for people living within 60 mins
- **<60MIN:** **Access** to Athlone Institute of Technology (AIT)
- **21%:** **Of journeys** to work or school by people within 60 mins. are made using public transport or by walking



## AMENITY & QUALITY OF LIFE

- **RELAX:** **Over 74 recreation & sports facilities** within 30 min. (incl. gyms, swimming, golf, heritage and arts, walk/cycle trails, equestrian facilities, AIT International Arena)
- **SHOP:** **Over 700 retail options** within 30 min. providing every product and service (incl. chain stores)
- **EXPLORE:** Center Parcs Longford Forest, Royal Canal Greenway, Canoeing on Lough Forbes, Corlea Bog Trackway, St. Mel's Cathedral, 'Rebel' & 'Literary' Trails, Water-based activities on Lough Ree & Shannon River
- **SCHOOLS:** **68 primary** and **15 secondary** schools within 30 mins.
- **CARE:** Approx. **88 childcare facilities** within 30 mins.
- **HEALTHY:** **87%** of people within 60 mins are in 'good health'

# HEALTH DIAGNOSTICS & MANUFACTURE

**Abbott is a global healthcare company employing over 600 highly skilled professionals in their Longford facility; manufacturing innovative medical technologies. Abbott serves the Global market with a diverse range of health care products including diagnostics, medical devices and nutritional products.**

In Ireland, Abbott employs over 4,000 people across nine sites. They have six manufacturing facilities located in Clonmel, Cootehill, Donegal, Longford and Sligo and a third-party manufacturing management operation in Sligo. Abbott has commercial, support operations and shared services in Dublin and Galway. We have been operating in Ireland since 1946.

The Longford facility specialises in diagnostic tool

manufacture and was established in 2004. The developed tools help test for infectious diseases, cancer, and cardiovascular issues. The facility was recognised for its operational excellence in 2016 by Utah State University's Shingo Institute, renowned in this field for defining standards.

**4,000+** Employees in Ireland

**1946** In Ireland over 70 years

**600+** Employed in Longford

**2004** In Longford for 15 years

"Avery Dennison Industrial and Healthcare Materials is deeply committed to its medical businesses, to the continued development of its outstanding medical manufacturing capabilities, and to the vibrant professional community here at Longford that has generated this remarkable success story. We believe that focusing our medical converting manufacturing operations in Longford and investing to build capabilities will open up an exciting array of opportunities, for our company, our customers and our employees."



- Michael Johansen  
Vice President & General Manager  
Avery Dennison Industrial

"Center Parcs is a huge tourism development and has the potential to be a game changer for the Midlands. It will bring unprecedented numbers of tourists to this beautiful part of the country and the €233 million investment which has been made by the company in Longford is almost certainly the largest in the county's history."



- Taoiseach Leo Varadkar  
Center Parcs Official Opening July 2019

## BUSINESS ACTIVITY & CLUSTERING

There are approximately 970 active businesses within 5km of Longford town, employing over 5,050 people from the town itself and from the wider region.

25% of these businesses are in less conventional sectors, where emerging business clusters can often be found. These include Med-Tech, R&D and Manufacturing industries.

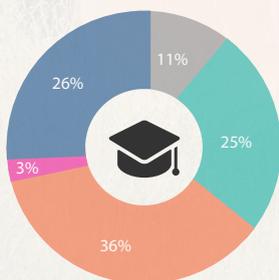
Major organisations such as **Centre Parcs** and International firms **Abbott** and **Avery Dennison** are its key employers, but it also has a strong engineering sector and a rapidly growing food processing sector with a specialism in baked consumer products for the multiples.

Professional services, Public Administration and ICT, comprise the town's broad commercial base of activity.



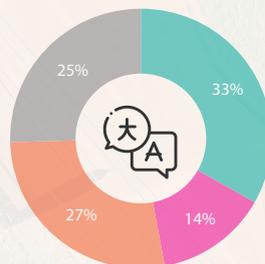
### WITHIN 60 MINS:

#### GRADUATE FIELDS



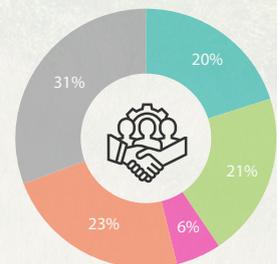
- Health & Welfare
- Arts, Humanities & Education
- Business, Admin. & Law
- Science, Technology, Maths, Manufacturing & Construction
- Other Subjects

#### NATIONALITIES\*



- Rest of World
  - Poland
  - Lithuania
  - Other EU 28
- \* 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