

# €7.7M NETTED FOR TALLAGHT STADIUM UPGRADE

South Dublin County Council has invested €7.7m to upgrade Tallaght Stadium that includes the building of a new North Stand and the development of the West Stand to a high-quality corporate area. The plans were agreed by elected members at the council's meeting in June.



to provide an analysis of advertising and branding opportunities for Tallaght Stadium. The analysis will inform future marketing plans for the stadium.

Tallaght Stadium is a Municipal Stadium, wholly owned by South Dublin County Council. Classified as a UEFA Category 4 Stadium, it has hosted Champions League and Europa League fixtures. It is the home venue for Shamrock Rovers FC who has a licence arrangement with South Dublin County Council, to play a maximum of 40 soccer games during the League of Ireland season.

In addition to Shamrock Rovers, Tallaght Stadium is the home venue for the Irish Women's Senior and Men's U21 international football teams and regularly hosts international fixtures, including the recent UEFA European U17 Championships.

It has also seen American Football, international rugby and Leinster Schools' rugby matches and it has hosted many prestigious events, such as the Special Olympics' Opening Ceremony in 2018 and Cristiano Ronaldo's Real Madrid debut. In an average year, 100,000 people attend live events at Tallaght Stadium.

**F**ollowing the addition of the South Stand last year, which brought seating capacity to 8,000, the new 2,000-seater North Stand will see the capacity of the South Dublin County Council-owned Tallaght Stadium increase to 10,000.

The stand will face onto the N81 and will be further developed to include an active area that will be home to Shamrock Rovers' official store and offices.

The Council also plans to develop the existing West Stand to incorporate a medical area, mixed media zone, a match official's area, in addition to new kitchen and dining facilities.

The completion of this work will see Tallaght Stadium meet UEFA Category 4 requirements to host any European competition, including Champions League matches.

Daniel McLoughlin, Chief Executive of South Dublin County Council, said: "The ongoing investment being made in

the development of Tallaght Stadium is evidence of our Council's commitment to sport, community infrastructure, the civic pride and reputation of the Tallaght area."

## EVENT VENUE IN THE FUTURE

In conjunction with these plans, South Dublin County Council intends to promote Tallaght Stadium as a venue to include music festivals and all aspects of community events. With stadium seating and temporary on-field seating, the venue will accommodate up to 20,000 people.

In advance of the building of the North Stand, South Dublin County Council contracted Core

