



# Straitéis Chultúrtha Luimnigh

Creat

# Limerick Cultural Strategy

A Framework

2016-2030



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THIS PAGE: FUSION SHOOTERS. COVER: FUSION SHOOTERS. MAURICE GUNNING

EVA International, Michael Joo "This beautiful striped wreckage (which we interrogate)"

## Foreword

**“Limerick values its cultural achievements and recognises and embraces the potential for major international success.”**



**Liam Galvin,  
Mayor of the City and County of Limerick**

Limerick has a proud and rich history and heritage that has informed our culture. Our cultural life helps us to shape our understandings of the world and our identities.

This is the first Cultural Strategy Framework 2016-2030 for Limerick City and County Council. It was adopted by the Elected Members on 23/05/2016. It sets out a clear vision and ambitions.

We have seen the successful delivery of Limerick National City of Culture 2014 and building on that Limerick’s Bid for European Capital of Culture 2020 continues the process of embedding culture into our Local Authority strategies. Limerick values its cultural achievements and recognises and embraces the potential for major international success. This Cultural Strategy Framework allows us to strategically plan and look to the future to ensure culture continues to contribute to a vibrant Limerick, in developing the city and region.

This is an exciting opportunity to invest in culture, to bring new energy, synergies and excitement

to all of Limerick’s citizens. Culture contributes to the quality of living and we are fortunate that in implementing this cultural strategy we are working with, and building on, the achievements of a network of organisations, practitioners, projects, partnerships with communities and an approach to nurturing creative opportunities for all.

I invite you all to work together to build a better Limerick, that reflects our aspirations, identities and ideas. The level of feedback from the public consultations, which were delivered to the whole of Limerick City and County, indicates the interest in and dedication to culture that already exists. Thank you for your engagement in the process and I look forward to working with you on delivering this strategy.

**“The perceptual change since hosting the first National City of Culture in 2014 has given voice to the power of culture to transform.”**



**Sheila Deegan,  
Deputy Director, Limerick 2020 Bid Team**

The development of a new Cultural Strategy for Limerick presents an opportunity to re imagine Limerick, draw together its indigenous creativity, reach out to citizens as collaborators and realise a new dynamism for building and enriching our future.

Limerick has always been a place of culture but we have been slow to shout about it. However, the perceptual change since hosting the first National City of Culture in 2014 has given voice to the power of culture to transform.

The new Cultural Strategy for Limerick celebrates and recognises the multiplicities that make Limerick unique, colourful and diverse. It is a chance to collectively tell a powerful story about the valuable impact this strategy can make. The Limerick Cultural Strategy is an integrated set of choices that will pave the way for effective planning to achieve change through cultural engagement.

We would like to thank our partners in this process, Limerick Arts and Culture Exchange (L.A.C.E.) and Professional Limerick Artists Network (PLAN) for

giving of their time and expertise to ensure cohesive voice and vision has been created.

On behalf of the team in the Limerick Arts Office and Limerick 2020, we look forward with confidence to delivering this vision.

## 1 Definition of Culture

“A set of distinctive spiritual, material, intellectual, and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”

*UNESCO, Universal Declaration on Cultural Diversity*

The document uses the term culture in a broad sense to include a range of activities which is not limited to the traditional components such as the live arts, heritage, fine art, or literature, but follows the definition of culture formulated at UNESCO's World Conference on cultural policies.

## 2 Introduction

Limerick is entering an important phase in the history of its cultural development with the preparation of the Limerick Cultural Strategy A Framework 2016-2030. Limerick National City of Culture 2014 and the bid for European Capital of Culture 2020, have supported culture as a catalyst for a re-imagining of Limerick.

Limerick's time as National City of Culture, 2014 has provided a powerful legacy. Due to its significant economic and social impact, it has demonstrated that nurturing culture can create great places, change perceptions, and engage communities through greater public participation and engagement in cultural activity, the development of skills and talents, the opportunity to collaborate, create and promote new programmes. It has unleashed a real desire from within the citizens of Limerick to harness this potential and develop vibrant cultural resources, skills and talents to drive further physical, economic and social renewal.

It has also provided the platform for Limerick's bid for European Capital of Culture 2020 which lies at the heart of the 2030 Cultural Strategy and infuses it with a drive and ambition not seen before in Limerick.

The 2030 Cultural Strategy recognises that culture is not an optional extra, but an inherent element in physical, social and economic revitalisation and in the quality of life and personal well-being of individuals. That is why this 2030 Cultural Strategy is central to our strategic vision for Limerick for the next 15-20 years.

Realising a viable and vibrant cultural place can only be achieved through an integrated approach. The 2030 Cultural Strategy is developed based on this approach emphasising the strong links

and inter-dependencies across city and county to create vibrant communities. It will guide change and investment, and inform a new perspective on Limerick locally, regionally, nationally and internationally.

The 2030 Cultural Strategy has evolved through extensive engagement with the cultural sector, public, community and voluntary sector stakeholders, and allowed a clear vision for Limerick to be defined, drawing on Limerick's strengths and addressing the challenges facing into the future. The objectives set out in the 2030 Cultural Strategy define the priorities identified by Limerick City and County Council and how it hopes to see cultural activity supported and developed in Limerick. They are high level statements of intent and the detail of how they are to be achieved will be outlined in action plans arising from this strategy.



Dance Limerick Launch

### 3 Limerick – Culture

The cultural profile of Limerick is as multiple and diverse as its citizens and landscape. The historic origins of Limerick as a Viking settlement, its role as a significant place of power throughout the medieval period, and the growth spurt in the 18th and 19th centuries, which gave us the most westerly Georgian City in Europe, provides the backdrop against which Limerick’s rich heritage and contemporary culture has evolved since the establishment of Limerick in 812, and its charter in 1197.

Limerick’s rich history, culture and strong heritage remain ever present in its structures, streets and people, from the historic towns of Kilmallock and medieval village of Askeaton, to the archaeological site at Lough Gur and Limerick’s churches which contain a rich cultural heritage of the work of such craftspeople as Wilhemina Geddes and Harry Clarke, a legacy of Ireland’s position as a centre for excellence in the design and manufacture of the highest quality of stained glass.

There is a unique blend of first class contemporary facilities across the city and county such as - Limerick City Gallery of Art, the Hunt Museum, Dance Limerick, the Lime Tree Theatre, RTE Lyric FM, Irish Aerial Creation Centre, the recently re-opened Belltable, Friars’ Gate Theatre and the Honey Fitz Theatre. There is a vibrant alternative and independent live cultural scene in Limerick, led by individuals, and communities of interest and a myriad of innovative cultural organisations such as Limerick Printmakers, Ormston House Cultural Resource Centre, Fidget Feet, Amalgamation, Limerick Youth Theatre, County Limerick Youth Theatre, CallBack Theatre Company, Sidhe, Bottom Dog and Honest Arts among many others.

Limerick has produced an array of stars across the cultural spectrum from Oscar nominated Richard Harris to broadcaster Terry Wogan and Pulitzer prize winner Frank McCourt. Limerick’s musical credentials include the Cranberries, Bill Whelan, composer of Riverdance, independent music artists like Hermitage Green and Rubberbandits, a vibrant band scene as well as the hugely successful Music Generation programme and the Irish Chamber Orchestra. Artists like John Shinnors and Sean Keating along with EVA International have also put Limerick on the world stage for visual art and created a profile for the wealth of working artists, art collectives and galleries including the Made in Limerick design hub. Limerick is also home to a flourishing film sector that is steadily gaining international recognition and accolades.

There is a dynamic and active festival and events scene which includes the Limerick Literary Festival in honour of Kate O’Brien, Éigse Michael Hartnett Literary and Arts Festival, the Fresh Film Festival, St. Patrick’s Day Festival, HearSay International Audio Arts Festival, Bualadh Bos Children’s Festival and Ireland’s only visual art biennial, EVA International among many others. Limerick’s stadiums also host large-scale cultural activities all year round.



Belltable Relaunch

Limerick has distinguished world-class creative education facilities in the Limerick School of Art and Design at LIT which is one of the world's top 50 fashion colleges; the Irish World Academy of Music and Dance; SAUL School of Architecture; Product Design at University of Limerick; Mary Immaculate College (University of Limerick) arts programmes and the creative technologies programme at Limerick Institute of Technology. Between them these education facilities host a vibrant community of over 3,700 students studying a wide range of creative disciplines.

Within the region there are also significant cultural and heritage attractions that include museums, interpretative centres and heritage sites like Bunratty Castle and Folk Park, the Foynes Flying Boat Museum, the Cliffs of Moher Interpretive Centre, (which receives more than one million visitors a year) The Burren Centre, Adare Heritage Centre, the Ailwee Caves and King John's Castle on King's Island which is currently being developed into a major tourist attraction.

However there are challenges. There is a need to strengthen and develop the way culture is delivered in Limerick and increase its visibility. Limerick's outstanding third-level based arts and cultural activity has the potential to deepen its connections with the wider cultural sector to support the emergence of new talent and innovation. It is necessary to foster greater connectivity and networking across Limerick city and county to ensure that the cultural sector in its totality works in a unified and integrated manner. It is also critical to continue to invest in the physical and human capital and resources required to sustain and develop Limerick as a region of international standing that is rooted in its community.



Blindboy Boatclub at Limerick City Gallery of Art



Irish Chamber Orchestra

Riverfest



OpenHouse Limerick



Adventure: Capital, Sean Lynch, Limerick City Gallery of Art



Irish Chamber Orchestra - Sing Out With Strings



Irish Chamber Orchestra



County Limerick Youth Theatre



MA in Festive Arts, UL students at Limerick City Gallery of Art



Brother Anthony at Gandelow Launch

IRISH CHAMBER ORCHESTRA - COURTESY IRISH CHAMBER ORCHESTRA; OPENHOUSE LIMERICK - DEIRDRE POWER, SEAN LYNCH - STUDIO VOIRNS PHOTOGRAPHY; IRISH CHAMBER ORCHESTRA; COUNTY LIMERICK YOUTH THEATRE - COURTESY COUNTY LIMERICK YOUTH THEATRE; GANDELOW - FUSION SHOOTERS, LIMERICK CITY GALLERY OF ART - COURTESY LIMERICK CITY GALLERY OF ART



Askeaton Contemporary Arts



Belltable re-launch



Belltable re-launch

Dance Limerick



Éigse Michael Hartnett  
Literary and Arts Festival



SHANE SERRANO

EVA International, Sarah Pierce, "The Question Would Be the Answer to the Question, Are You Happy?"

ASKEATON CONTEMPORARY ARTS - MATTHEW GIDNEY, BELLTABLE RE-LAUNCH - EMMA MCNAMARA, DANCE LIMERICK - CONOR BUCKLEY, BELLTABLE RE-LAUNCH - EMMA MCNAMARA, ÉIGSE MICHAEL HARTNETT LITERARY AND ARTS FESTIVAL - DERMOT DUNN, EVA INTERNATIONAL

## 4 Towards a vision for European Capital of Culture: Belonging

The concept which underpins Limerick's European Capital of Culture programme for 2020 is **Belonging**.

Limerick's bid for European Capital of Culture (ECoC) 2020 is the catalyst at the heart of this 2030 Cultural Strategy. In line with the European Parliament and the Council of Europe objectives for ECoC, our plan for ECoC 2020 and our Limerick 2030 Cultural Strategy are inextricably linked and mutually reinforcing. The key objective underpinning both, is to strengthen and develop the links between the cultural and creative sectors and the links between education, research, environment, physical, social and economic development as the basis for the long term sustainability of culture for Limerick.

Our first phase bid application described our concept of Multiplicity. It formed part of a thoughtful cultural mapping which has laid a foundation for our progress to become European Capital of Culture in 2020. Multiplicity opened up new ways to look at Limerick. Based on an innovative model of cultural mapping developed by Limerick's Intelligence Unit (IU) it allowed us to talk and think about Limerick in a different, more inclusive and generous way.

Limerick is full of potential and possibility. We know this because of a strengthened amalgamated Local Authority and the visions that have been created as a result.

Multiplicity highlights the potential for an interconnected Limerick. Citizens are the curators of their own lived experience, navigating the daily realities of life in a way which is both unique and familiar to them. They may connect with others' lived experiences or a renewed sense of civic pride or choose not to! But of itself it does not intervene. Or activate.

So as Limerick moves from recovery to rebuilding we wanted to find a way of capturing and harnessing the Multiplicity, the spirit and the atmosphere of Limerick and the yearning and hopes of our citizens. And we realised that our vision, our strategy, the future of Europe can be summed up in one word. **Belonging**. Our plan for Limerick 2020 and beyond is that people in Limerick are actively encouraged to find their own individual or multiple ways of Belonging; to their families, their real and virtual communities, their schools, university, and workplace, Limerick, Europe. And to find new ways of belonging and share that sense of belonging.

In 2030, Limerick will be a much more inclusive and engaged place. Our people will feel connected to Limerick, to each other and to Europe. They will understand that belonging comes in many forms and that they can find it here on their terms. In that way **Belonging** is our concept, our action and our concrete legacy. And, we hope, in a little way, for Europe too.

## 5 Context

The 2030 Cultural Strategy must fit with and contribute to the implementation of a range of public policies and programmes, from EU through to national, regional and local level. These include:

**Limerick National City of Culture 2014:** a tipping point for culture in Limerick. It allowed for new cultural opportunities and ways of working to be developed and a new sense of cultural pride to be established. This 2030 Cultural Strategy will build a legacy on this great year.

**Limerick 2020:** the opportunity and the process to become European Capital of Culture (ECoC) is central to the strategy and embedded in it. To bid, to plan and to deliver will provide an opportunity to grow the cultural sector and its role. Regardless of the outcome, the ambitions for culture remain the same, and will inspire and drive the momentum for sustaining the cultural activities beyond the year of the title. Through this process, Limerick is forming a new relationship with Europe through new residents, who originate from across Europe and the world, and how they influence the way Limerick works. Our 2030 Cultural Strategy will offer a way to embrace this and build greater understanding.

### **The Arts Council, Making Great Art Work, Leading the Development of the Arts in Ireland, Arts Council Strategy (2016-2025):**

this new strategy will be implemented through three three-year plans starting in 2017 with an emphasis on the inextricable role of the arts in social and cultural development and change. Within it "A Framework for Collaboration", a new agreement between the Arts Council and Local Government is a ten year agreement as the guiding framework for individual conversations, about local arts development, between the Arts Council and each Local Authority.

**The Department of Arts, Heritage and the Gaeltacht's "Culture 2025, Discussion Document":** a new approach to national policy that recognises the role and contribution of culture in addressing social and economic challenges, presenting an opportunity for Limerick to influence national policy based on its experience as National City of Culture in 2014.

**Limerick City and County Development Plans:** the statutory planning documents for the city and county reference culture in relation to policies specifically regarding the built heritage and archaeology.

**Limerick 2030 Economic and Spatial Plan for Limerick:** the long term vision for Limerick provides the impetus for cultural partners to show what they can contribute to the economic and social development of Limerick through job creation, tourism, place-making and improving quality of life and well-being.

**Limerick Local Economic and Community Plan (LECP) 2016-2021:** bringing local government to the citizen, a partnership based approach, provides the incentive to connect the cultural sector with non sector organisations and initiatives, including education and community and to engage communities and citizens.

Other important key plans are:

- Limerick Regeneration Framework Implementation Plan 2014
- Local Area Plans
- Limerick City and County Heritage Plan 2030

This list will continue to be updated.



## 6 Remit

The 2030 Cultural Strategy is aligned to and integrated with other departmental strategies within Limerick City and County Council as part of a new operating model of social, economic and physical development.

Limerick City and County Council (LCCC) has a statutory duty to make adequate local provision for cultural activities, to stimulate public interest in and promote knowledge of the appreciation and practice of cultural activities. But it is for the reasons outlined in the preceding sections of this document that LCCC's support and commitment to cultural activities extends beyond that legal requirement. LCCC's commitment must be seen in the context of a changing environment for local government, with currently declining resources and increasing obligations.

There is a recognition that the role of LCCC is changing, that there is no longer an expectation that it will be in a position to provide all services directly, and that this requires greater collaboration with other organisations. In relation to cultural activities this means that, while LCCC will continue its role as a direct provider, it must also look at new ways of working. This will involve a more enabling role for LCCC. It will build upon existing work with external agencies and develop support through partnership. It will further develop joint working relationships with external organisations and the private sector to maximise external funding opportunities.

The delivery of the 2030 Cultural Strategy will require a combined effort by the public, private and voluntary sectors. However, this process will need to be spearheaded and co-ordinated by Limerick City and County Council.



COURTESY THE ARTIST AND EVA INTERNATIONAL



Fidget Feet  
Launch of Riverfest 2016  
EVA: Luc Deleu's 'Construction X'



## 7 Roles

Limerick has learned many lessons from the successes and challenges during its experience of being awarded Ireland's first National City of Culture 2014. It is now taking that experience to lead the development of a comprehensive and coordinated cultural strategy for Limerick working in partnership with others. We have identified six roles to reflect how we intend to do this. We will undertake these roles working in partnership with other departments within LCCC as well as local, regional and national stakeholders. These will include cultural practitioners, venues, Limerick Arts and Cultural Network (L.A.C.E), Professional Limerick Artists Network (P.L.A.N), government departments such as the *Department of Arts, Heritage and the Gaeltacht*; national delivery agencies such as *The Arts Council*, the *Irish Film Board*, the *Heritage Council* and the *Design and Crafts Council of Ireland* and others. The roles for Limerick City and County Council are as follows:

- **Advocate:** Consolidating and valuing the role of culture in Limerick in a local, national and European context
- **Broker:** Connecting people, organisations and opportunities through culture
- **Innovator:** Successfully developing new ways of working, new business opportunities and supporting growth
- **Supporter:** Continuing to create sustainable support, resources and investment in the cultural sector
- **Promoter:** Finding new and interesting ways to showcase, host or promote culture in Limerick, identifying exciting ways for Limerick's city, towns and villages to "be the venue"
- **Reflector:** Reviewing, monitoring, analysing and critiquing the cultural strategy.

## 8 Ambitions and Objectives

The 2030 Cultural Strategy is designed to effect change in the way things are done in relation to culture in Limerick through the following ambitions and objectives.

### 1. To grow Limerick's cultural capacity by retaining and attracting creative practitioners to live and work in Limerick

The strengths of Limerick's cultural sector lie in its people and organisations. By investing in the development of these, Limerick will grow its capacity to create a stronger cultural community and ensure that the people of Limerick are provided with the opportunity to enjoy cultural performances and activities of the highest national and international standards. We aim to achieve this in the following ways:

- Encourage the highest standards of creativity and excellence in all aspects of cultural activities
- Ensure that funding conditions are clear and monitored to maintain standards and achieve good practice
- Support and develop the creativity of individual artists in Limerick through recognising the need to support the making and development of creative work as well as its presentation and exhibition
- Advocate for increased funding for cultural provision through opportunities presented by external sources such as local, national and European funding agencies
- Support audience development initiatives, in collaboration with other cultural providers
- Support focused sectoral training, up-skilling and investment in creative talents and assets for practitioners and creatives at different stages in their career
- Encourage international mobility and touring opportunities
- Attract international cultural productions and artists to Limerick
- Develop a coherent Public Art policy to capitalise on the Per Cent for Art scheme in all public projects being delivered in the city and county and make public bodies aware of their entitlement to

avail of the scheme in the provision of arts and culture infrastructure

- Develop strategies for the development of individual art forms
- Support good governance and leadership of cultural organisations.

### 2. To grow the physical and human resources, infrastructure and support for staging large scale interventions, performances, festivals and productions

The 2030 Cultural Strategy will seek to maximise the contribution of cultural festivals and events to Limerick's economic regeneration, and to enhance and promote its national and international profile as a creative, cosmopolitan place which appeals to its citizens as well as tourists, businesses and visitors. Festivals and events offer important opportunities for artists, communities and people to interact in a celebratory way through sharing a sense of place, identity and meaning through creativity and imagination. They also provide a powerful mechanism for retaining creative talent and attracting talented workers from overseas which is crucial to the future of Limerick as a vibrant festival and events location. We aim to achieve this in the following ways:

- Host more and larger events and activities, building new audiences and attracting national and international visitors
- Stimulate cultural activity in Limerick's public spaces including greater use of empty premises and outdoor spaces
- Market and promote festival and event activities and position Limerick city as a "venue" and unique tourism offer for audience development
- Bring coherence to the current range of offerings in Limerick and provide a structured and strategic



EVA International, Alfredo Jaar "The Cloud Photo"



FUSION SHOOTERS

- approach for future development through the provision of a festivals and events strategy
- Build capacity around EVA International- Ireland's Biennial of Contemporary Art, and consolidate our reputation as a major international centre for visual art
  - Maximise the use of festivals and events as a platform to promote the work of local, national and international artists
  - Attract major international events to Limerick and recognise that this can bring additional investment opportunities, including tourism, audience development and participation
  - Develop partnerships through working with public agencies, the commercial and private sector and the voluntary and community sector, to ensure a more co-ordinated approach to programming, funding and promotion.

**3. To support and grow innovative and creative collectives in Limerick**

The concentration of cultural and creative practitioners, organisations and networks has already added social and economic value to Limerick and has increased the visibility of culture that in turn has encouraged the growth of audiences, visitors and creative economy. We aim to further achieve this in the following ways:

- Continue to foster dialogue and build strong relationships between LCCC and the cultural

- sector through partnership and collaboration working with Limerick Arts and Culture Exchange (L.A.C.E) and Professional Limerick Artists Network (P.L.A.N)
- Support and grow innovative and creative collectives that will unify and bring the sector together and stimulate productive partnerships and co-operation
- Promote greater urban rural linkages across city and county, increasing social cohesion and extending economic opportunities to benefit the population through projects such as Culture Night
- Build and strengthen networks of cooperation including local partnerships and regional, national, European and other international networks, to develop new cultural opportunities
- Exploit the potential to develop cultural and creative hubs and clusters in renewal programmes such as the revitalisation of the Georgian Quarter and historic towns, to achieve critical mass in specific cultural and creative sectors and promote a strong cultural identity
- Support the role of cultural and creative industries in the creation of initiatives such as the SmartSTEM-Pop-Up Knowledge Centre, to foster a cross-platform creative sector and new digital enterprise as part of the city centre business cluster.

FUSION SHOOTERS



**4. To foster multiple examples of imagination, innovation and integration in Limerick and to use creative approaches to help citizens and visitors re-imagine Limerick**

All of Limerick's citizens should have equality of access to cultural activities which cater to different age groups and interests across the geographic, cultural, generational and socio-economic communities of Limerick. There is significant potential for cultural activity based in the community, working with cultural organisations and other types of community organisations, to co-create new work with local people. We aim to achieve this in the following ways:

- Open up Limerick to all citizens to explore culture, participate and see their lives reflected through volunteering, employment and lifelong learning opportunities
- Nurture a greater sense of "public ownership" of the cultural amenities and facilities of Limerick through a strategy of promoting accessibility and participation in cultural activities, festivals, events and cultural organisations
- Foster the development of greater partnerships with community groups and voluntary sector including organisations involving young people, older persons, women's and men's groups, marginalised groups and disability groups
- Ensure where possible that all venues are accessible in terms of transport, physical access and cost

- Provide information on events throughout the city and county and ensure this is made available in a wide range of formats
- Ensure that events taking place in local areas receive support and encouragement
- Ensure that the LCCC's programme of events, performances and exhibitions reflects the cultural, geographical and ethnic diversity of the citizens of Limerick
- Recognise the role of amateur arts activity in Limerick and its contribution to creating cultural value
- Support the role of local history and its role in fostering pride of place, community and civic engagement through working with departments within LCCC and other stakeholders
- Support the role of culture in stimulating a greater appreciation of and interest in Limerick's natural environment through working with departments within LCCC and other stakeholders
- Work with departments within LCCC and other stakeholders to promote greater awareness of archaeology and access to archaeological excavations and artefacts.

### 5. To place culture at the heart of the economic growth and regeneration of Limerick

Investment in culture is a proven catalyst for wider economic development. Culture has a crucial role to play in the development of an authentic sense of place by contributing to the vitality and quality of urban spaces and strengthening Limerick's national and international profile. We aim to achieve this in the following ways:

- Build on the legacy of Limerick National City of Culture 2014 to make better use of Limerick's existing high quality historic and physical assets for cultural use
- Develop high quality recreational and cultural amenities for citizens through maximising the use of libraries, museums and arts infrastructure to promote a welcoming and dynamic Limerick which values its culture and heritage
- Support the development of new physical cultural infrastructure and facilities for the production, exhibition, presentation and consumption of cultural activity
- Encourage greater use of unoccupied spaces throughout Limerick for temporary, "pop-up", cultural purposes and to animate the streetscape to support the day-time and night-time economy such as "Creative Limerick"
- Make submissions to plans which shape the policies for economic growth and statutory land use as they come up for renewal to ensure that proposed developments support cultural development
- Seek the achievement of architectural excellence in all Limerick's development projects and encourage the best possible standards of contemporary architecture while respecting the historic streetscape
- Recognise the unique qualities of Limerick's heritage - historic and contemporary - and incorporate these into development plans and creative place-making strategies as a force for revitalising urban space and communities
- Establish an inter departmental cultural working group that meets a minimum of twice a year made up of relevant experts from the different departments.

### 6. To engage citizens through involvement in culture

Cultural organisations in Limerick have demonstrated a distinct expertise in their participatory approaches to creative and artistic work. Active engagement and participation in cultural activity has the potential to bring about transformative change to individuals and communities. We aim to achieve this in the following ways:

- Recognise and support the contribution of cultural activities to the lifelong learning process
- Place a strong focus on social inclusion including providing opportunities for participation by marginalised communities and social groups at risk of exclusion
- Develop opportunities for young people as they move from school into adult cultural activities
- Expand the open learning facilities in libraries, community centres and non-traditional spaces to create increased opportunity for cultural participation and engagement
- Explore new modes of cultural engagement through utilising and strengthening existing networks of engagement such as the Public Participation Network (PPN) across the city and county
- Recognise the relationship between participation and engagement for active cultural citizenship.

### 7. To become a centre for active research and problem-solving in culture that will have local, national and European significance

Limerick has a unique and distinguished academic and artistic research practise in the areas of the arts, culture and creative technologies and is a centre of expertise and excellence on the island of Ireland.

The opportunity exists to maximise the potential of the research community in a national and European context and to engage in collaborative and innovative cultural research projects. We aim to achieve this in the following ways:

- Strengthen Limerick's research community through the creation of a network of research bodies and provide a forum for exchange
- Build on research that has been commissioned and undertaken to date to capture the social



Irish Chamber Orchestra, Sing Out With Strings

and economic value of the cultural sector in partnership with others

- Support initiatives that encourage citizens to work together to share ideas, troubleshoot problems and continuously evaluate how well Limerick's cultural aims and ambitions are being met
- Seek out European and international best practice to ensure that Limerick is a "thought leader" and influencer in cultural development
- Connect the research talent within the universities and higher education sector to opportunities for the emergence of new creative enterprises and innovations
- Host conferences, debates and networks in pursuit of exchange of experience at a Europe wide level
- Seek out opportunities to access EU funding programmes such as Horizon 2020, to support pan-European research projects.

### 8. To increase and support the role of the creative industries in Limerick

The creative industries are a significant driver of economic activity and job creation and in Europe amounting to €654 billion, representing 2.6% of Europe's GDP. They are the fastest growing sector of the economy and present opportunities for Limerick to harness its strengths in fashion, design, and digital

enterprise to maximise the contribution that the creative industries make to the economy. We aim to achieve this in the following ways:

- Explore the creation of a programme of civic and economic interventions to attract, support and grow micro and community enterprise in the creative industries
- Develop links between Sciences, Technology, Engineering, Arts and Maths (STEAM)
- Support the role of new technology and recognise the opportunities for using this as part of the teaching and enjoyment of creative industries
- Recognise the role new technologies play in contributing to the energy and excitement of youth culture
- Recognise the need to provide graduation space for fledgling enterprise and creatives to kick-start new ideas
- Support new and imaginative uses for retail space in the areas of fashion, furniture, textiles, craft, design, artisan food to strengthen Limerick's position as a cultural and creative hub
- Foster partnerships with organisations throughout Limerick who are involved in working within, or supporting, cultural and creative activities, such as public bodies, higher and further educational establishments, national institutions, museums and galleries, the commercial and private sector.



## 9 Conclusion

This document is a road map for cultural development in Limerick. It has been co-created in consultation with the cultural community, LCCC departments, citizens, businesses and voluntary and community organisations across city and county to ensure sustainable long-term cross-sectoral commitment. It has set out LCCC's ambitions for the advancement of cultural development in Limerick.

LCCC recognises that it cannot deliver this cultural strategy alone. It is looking forward to continuing to work in close partnership with all agencies and individuals who have an interest in, or are actively involved in, cultural provision to build relationships of trust, mutual understanding and collaboration. Success will require a co-ordinated response with a unitary vision, organisation and implementation led by Limerick City and County Council to ensure that citizens in Limerick have the opportunity to determine local cultural policies and provision.

LCCC recognises the need to commit to matching the ambitions and objectives of this strategy with a resourcing plan that is specific, measurable, achievable and realistic. Detailed plans will be prepared over the coming months which will provide a description of the work programme that will take place between now and 2030.

In order to enshrine the 2030 Cultural Strategy as a long term plan for successful development in Limerick we will also include measures to monitor and evaluate activity on an on-going basis against the ambitions and objectives laid out in this strategy. These monitoring reports will also examine the local, regional, national and international context to make sure that the 2030 Cultural Strategy remains relevant and fit for purpose.

The 2030 Cultural Strategy will act as a catalyst for a further step-change in Limerick's cultural development, building on the success of National City of Culture in 2014. It is a forward looking strategy that sets out the building blocks for sustaining cultural development in Limerick, strengthening the capacity of the cultural and creative sectors and developing long-term links between the cultural, economic, physical and social sector. It will also generate a greater local, national and international understanding of the transformative power of culture in Limerick, through its citizens, artists, cultural sector and all those who use their creative skills to find new ways of belonging to Limerick and to each other.

SHANE SERRANO

The Wedding



FUSION SHOOTERS

Ormston House

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# 11 Appendix - Public Consultation

As part of the formulation of this 2030 Cultural Strategy, submissions were invited from stakeholders and members of the public on issues of relevance and concern. We also hosted a series of public forums, focus groups and a World Café, in partnership with Friars' Gate Theatre and Arts, the Belltable and Dance Limerick on the following dates:

### Public Meetings

- Limerick City and County Council, Local Area Office, Newcastle West, Tuesday 12th April
- Limerick City and County Council, Local Area Office, Adare Rathkeale, Tuesday 12th April
- Friars' Gate Theatre and Arts, Kilmallock, Thursday 14th April

### Focus Groups

- Belltable, Limerick, Wednesday 13th April - Session 1 & 2

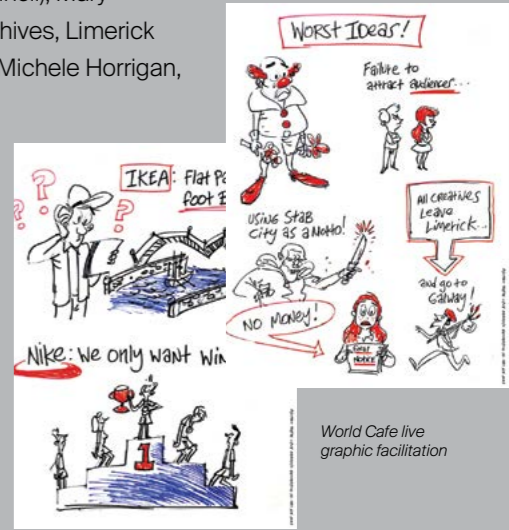
### World Café

- Dance Limerick, Limerick, Friday 22nd April

### Participants and Submissions

Over 60 people attended these consultation forums and we also received written submissions in response to the initial framework document. Limerick City and County Council wishes to thank all those who participated and provided submissions, as listed below.

Peter Barley, (Limerick Pipe Organ Festival/Musical Director, St. Mary's Cathedral), Mary Blackmore, (PAUL Partnership), Fiona Booth, (voice and dance artist), Caleb Brennan, (Stanzas), Lucia Brunetti, (The Gaff/PLAN), Dave Burns, (The Royal Project), Maeve Butler, (Dance Limerick), Fiona Byrne, (Hunt Museum), Bernadine Carroll, (Arts manager and artist), Tom Cassidy, (Planning and Environmental Services, Limerick City and County Council), Jazmin Chiodi, (Limerick Arts and Culture Exchange, L.A.C.E.), Anthony Coleman, (Local Enterprise Office), Bernadette Collins, (Executive Planner, Limerick 2030, Limerick City and County Council), Pauline Collins, John Daly (Limerick Jazz Festival), Eoin Devereux, (Faculty of Arts, Humanities and Social Sciences, University of Limerick), Louise Donlon, (The Lime Tree Theatre), Maria Donoghue, (Social Development, Limerick City and County Council), Marketa Dowling, (Belltable Arts Centre), Ursula Dundon, (Moyross Residents Forum), Charlotte Eglington, (Irish Chamber Orchestra), Michael Finneran, (Limerick Arts and Culture Exchange, L.A.C.E.), Mike Fitzpatrick, (Limerick 2020), Sheila Fitzpatrick O'Donnell, (Poet), John Greenwood, (Limerick Arts and Culture Exchange (Limerick Arts and Culture Exchange, L.A.C.E.)), Marie Hackett, (Limerick Literary Festival), Seamus Hanrahan, (Social Development, Limerick City and County Council), Mary Hartney, (Integrated Dance), Jacqui Hayes, (Museums and Archives, Limerick City and County Council), Eithne Hehir, (Ballyhoura Ceramics), Michele Horrigan, (Askeaton Contemporary), Eileen Humphreys, (Social Strategy Development, Limerick City and County Council), Boris Hunka, (Music Generation Limerick), Cllr. Marian Hurley, (Limerick City and County Council), Matt Kelly, (Matt Kelly Productions), Bernadette Kiely, (Limerick Pipe Organ Festival), John King, (Irish Art), John Liddy, (Poet), Gerry Lombard, (Gerry Lombard Design), Sean Lynch (Askeaton Contemporary), Eleanor McSherry, (Limerick Arts and Culture Exchange, L.A.C.E.), Úna McCarthy, (Limerick City Gallery of Art), Bertha McCullagh, (Cuisle Poetry Festival), Sinead McDonnell, (Environment Awareness Officer, Limerick City and County Council), Diarmuid McIntyre,



SHANE SERRANO

Hidden Pathways

(Grey Heron Media), Paul McLaughlin, (University of Limerick), Liam Meade, Peter Moles, (Filmmaker), Robery Moloney, (Composer/sound designer/lighting designer), Patricia Moriarty, (Arts Office, University of Limerick), Brendan Mulcahy, John Murphy, (Limerick Arts and Culture Exchange, L.A.C.E.), Frank Murray, Hugh Murray, (Hugh Murray Architects), Sarah Newell, (Social Development, Limerick City and County Council), cáit ni cheallacháin, (Conservation Architect), Dr. Niamh NicGhabhann, (Irish World Academy of Music and Dance, UL), Liam O'Brien, (Bottom Dog Theatre Company), Mike O'Brien, (Artist), Joseph O'Connor, (Rathkeale Historical Society), Eadáoin O'Neill, (Limerick Arts and Culture Exchange, L.A.C.E.), Tom O'Neill, (Heritage Officer, Limerick City and County Council), William O'Neill, (Museums and Archives, Limerick City and County Council), Michelle O'Riordan, Paul Patton, (Limerick and Clare Education and Training Board), Matthew Potter, (Museums and Archives, Limerick City and County Council), Deirdre Power (Visual Artist), Sarah Quinlan, Fiona Quinn, (Arts Facilitator, County Limerick Youth Theatre), Caoimhe Reidy, (Friars' Gate Theatre and Arts), Ger Reidy, (The Limerick Chorus), Suzanne Rowley, (West Limerick Resources), Joanne Ryan, (Limerick Arts and Culture Exchange, L.A.C.E.), Theatre Strand), Lise-Ann Sheahan, (Limerick Smarter Travel, Limerick City and County Council), Amanda Slattery, (Ballyhoura Development), Angie Smalis, (Limerick Youth Theatre), Monica Spencer, (Professional Limerick Artists Network (PLAN), Ciarda Tobin, (Limerick Arts and Culture Exchange, L.A.C.E.), Theatre Strand, Jessica Tobin, (Limerick Printmakers), Adrian Wells, (Revelations), Deirdre Wilson, (Limerick Youth Theatre), Nicky Woulfe, (Woulfe Event Management)

**Limerick Cultural Strategy: A Framework 2016-2030**

**Commissioned and co-ordinated by Limerick Arts Office**

Sheila Deegan, Deputy Director, Limerick 2020 Bid Team, Dr. Pippa Little, Assistant Arts Officer, Aoife Potter-Cogan, Assistant Arts Officer, Festivals and Events, Susan Ryan, Lizanne Jackman

**Editorial Panel**

Gráinne Millar, GM INNOVATIONS, in partnership with Limerick Arts and Culture Exchange (L.A.C.E.) and Professional Limerick Artists Network (PLAN) Steering Group; Jazmin Chiodi, Marketa Dowling, Michael Finneran, John Greenwood, Boris Hunka, John Murphy, Ciarda Tobin and Limerick Arts Office.

The Framework for Phase 1 Bid Book European Capital of Culture 2020 and working document draft of this strategy written by BOP Consulting.

**Public Consultation Facilitation**

Public Consultation facilitated by Grainne Millar of GM Innovations and Limerick Arts Office. Facilitation team for World Café: Marie Taylor, Ursula Callaghan, Sharon Slater. Fintan Taite, Live graphic facilitation.



Royal De Luxe Granny, Limerick National City of Culture 2014



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