

21 September, 2015

To: The Mayor and Each Member of Limerick City and County Council

To consider the recommendation of the Community, Leisure and Emergency Services SPC that the Council would endorse and support the Limerick Privilege Card

A Chomhairleoir, a Chara

At a meeting of the Community, Leisure and Emergency Services Strategic Policy Committee, held on Wednesday 16th September, 2015, the Committee received a presentation from Mr Paul Moriarty, Manager, Limerick Volunteer Centre (LVC), on a proposed Volunteer Reward Scheme the Centre wishes to roll out called the "Limerick Privilege". The attached document sets out in more detail the proposal of the Limerick Volunteer Centre.

The initiative proposes the development of a discount-type card which community and voluntary organisations registered with the LVC can apply for and can distribute to volunteers who support their activities as a reward for their volunteerism. In addition, businesses register with the initiative and offer the "Limerick Privilege Card" holders discounts on their goods and services.

The scheme was piloted in 2014 with some success – over 100 organisations applied for the cards, over 7,000 volunteers were given cards, and 85 businesses offered discounts to card holders. Learning from the pilot has informed the LVC's proposals for a 3 year initiative for the period 2015 to 2017.

The LVC is seeking key partners to support the initiative. Both the Limerick Leader and Live 95FM have agreed to support the Limerick Privilege with promotion and advertising. The LVC is seeking the support of Limerick City and County Council for the initiative in its civic leadership role.

The Limerick Volunteer Centre is seeking the endorsement of the "Limerick Privilege" initiative from Limerick City and County Council. Should Council agree to support the initiative the Council's logo will be prominently displayed on the discount cards, and used in all advertising.

As Chair of the Community, Leisure and Emergency Services Strategic Policy Committee I am happy to report that the members of the Committee expressed unanimous support for the proposed initiative, and I therefore seek the support of the members to endorse the "Limerick Privilege" card scheme.

Is mise, le meas

Gfrr Francis Foley

Chair

Community, Leisure and Emergency Services Strategic Policy Committee



volunteer centre

Ionad d'Obair Dheonach Luimneach

LIMERICK

Background Information

The Limerick Volunteer Centre (LVC) was established in 2010 by the three Local Development Companies in Limerick (PAUL Partnership, West Limerick Resources and Ballyhoura Development) as a city and county resource to provide a frontline matching service for volunteers with community and voluntary organisations, based at Tait Business Centre and outreach venues across the county.

LVC provides volunteer management training and Garda Vetting to registered voluntary organisations. LVC also runs an annual Volunteer Management conference. Over last few years the Volunteer Centre has played a central role in The Gathering Ambassadors program and the City of Culture events. Most recently it has provided volunteers for the Elemental Festival, as well as Culture Night. The following figures provide a good account of what the Centre does on a day to day basis:

3,283 – The number of volunteers registered with LVC

421 – The number of community and voluntary organisations registered with LVC

150 – The average number of volunteering opportunities available on www.volunteerlimerick.ie at any given time

1,652 – The number of actual volunteer applications or introductions processed in 2014

334 – The number of actual placements made in 2014 (excluding 75 once off event volunteers)

€120,000 –Funding received from Department of Environment Community and Local Government

23,352 – Hours of Volunteer time donated through LVC in 2014

€449,076 –Value of those hours to local economy

Limerick Privilege Card

In 2014 to mark The Special Olympics and Limerick City of Culture, LVC introduced a discount card scheme for Limerick based volunteers. The Centre approached various business owners across the city and county and asked them if they could offer special offers or discounts to cardholders.

85 businesses were recruited to the scheme, Privilege Cards were developed and registered community and voluntary organisations were invited to apply for these cards. As an example, St. Vincent de Paul asked for 100 cards which they distributed to their volunteers as thanks for work done. 1,500 cards were included as

part of the service packs for Special Olympics Volunteers who then enjoyed discounts around Limerick for the duration of their stay.

The scheme benefited:

- 85 Limerick based businesses whose services were advertised and promoted on feature ads in The Limerick Post and Limerick Leader and on the www.volunteerlimerick.ie website.
- Over 100 participating organisations who were provided with a very tangible way to thank their volunteers
- Over 7,000 volunteers who received cards and could avail of discounts.

The scheme ran from June to December 2014 to varying degrees of success, but there were some very valuable lessons learned.

- Although the scheme was very much appreciated by voluntary organisations and volunteers, it didn't run long enough to positively affect the businesses;
- The marketing wasn't sufficient to have the required impact;
- The card needed a more prestigious image;
- It became clear that if the scheme were to continue LVC would have to find the right partners to endorse and support it in a new direction.

LVC has identified three key partners which it believes would deliver to Limerick a Volunteer Reward Scheme to be proud of namely **The Limerick Leader; 95FM;** and the civic leadership of **Limerick City & County Council**. Both **95FM** and **The Limerick Leader** have agreed comprehensive endorsement and marketing support in a three year project entitled "**The Limerick Privilege**"



Should Limerick City and County Council fully endorse and participate in "The Limerick Privilege"

- We as a county can give back something very tangible to our community based Volunteers.
- We will deliver new customers to participating businesses.
- We will attract more business owners/traders to the scheme.
- We can use **Limerick.ie** to promote the scheme.

- We can commence a marketing campaign to culminate in an official launch of “The Limerick Privilege” at our Conference on 6 November, 2015 in Thomond Park.
- We can raise awareness of Volunteering and send a very powerful message in support of active citizenship.
- Limerick will become the **first** City and County to officially reward its citizens’ voluntary effort.

