



Comhairle Cathrach
& Contae Luimnigh

Limerick City
& County Council

Forbairt Gheilleagrach,
Ceanncheathrú Chorpáraideach,
Cé na gCeannaithe,
Luimneach

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To the Mayor and Each Member of Limerick City & County Council

9th January 2019

**Chairpersons Report for the Economic Development, Enterprise and Planning
Strategic Policy Committee Meeting of 3rd December 2018**

A Chomhairleoir, a chara,

Item 1 - Point of Information

P. Daly informed meeting that Innovate Limerick had received €2.2m under the Rural Development Enterprise Fund. Limerick received the largest award in the country under the Urban and Rural Regeneration and Development Fund and the Rural Regeneration Development Fund.

Item 2 - To consider Notice of Motion (Cllr A Teskey) referred from full Council meeting on 23rd July, 2018:

'I will move at the next meeting that Limerick City and County Council review its schedule of development levies so as to ensure that such charges apply exclusively to new build scenarios'

In reply to queries regarding payment of contributions M. Woods, clarified what the development contribution scheme states in relation to change of use applications i.e. "where a contribution was paid previously for the existing use, the development shall be exempt from paying a contribution" and in relation to replacement applications it states the "contribution will be charged on any additional floor area".

Charging contributions for retention applications is in line with the Department's Section 28 guidelines that state no exemption or waiver should apply to applications for retention of development. She also indicated that if the contribution scheme applied exclusively to new build that the cost of new build would have to increase to offset for the loss as over 19% of the planning permissions in 2017 and 2018 were either change of use, retention or replacement developments.

Members were advised to contact the executive in individual cases as appropriate. The Director of Service, Economic Development stated that the matter would be kept under review.

Item 3 - Presentation by Fáilte Ireland on Limerick Initiatives

The Chairperson welcomed Miriam Kennedy, Head of Wild Atlantic Way, Fáilte Ireland along with her colleagues Siobhan King and Margaret Jenkins.

The Wild Atlantic Way was launched in 2014 stretching 2,500km from the Inishowen Peninsula in Co. Donegal to Kinsale in West Cork. Earlier this year, all of Limerick was designated as part of the WAW region. The WAW has been described as the

economic engine for the west of Ireland. 2018 has been a record year for the WAW in terms of both tourist numbers and tourist spend.

In 2017, there was an estimated 68,000 overseas and 284,000 domestic trips made to Limerick with a combined spend of €300 million. The main tourist attractions for Limerick included:

- King John's Castle
- Limerick City Gallery of Art
- Foynes Flying Boat Museum
- Frank McCourt Museum,

resulting in a spend of €300m (4th highest in the WAW region)

Members were informed that both Limerick and Killarney were included in a pilot project over the next three years and were being designated as WAW Gateway towns, whereby tourists would base themselves to explore the WAW and encourage growing tourism in the area.

The Shannon Estuary Drive was the first of 10 Looped Drives to be included in the WAW. It is a Looped Route of approx. 207km. Fáilte Ireland works closely with West Limerick Resources and the Clare Development Company assisting businesses in promoting the visitor attractions on route.

Faillte Ireland Plans for 2019 include:

- 3 Small Grants Schemes
- 4 Looped Drives
- 9 VEDPs
- 1,000 Business Supports
- 500 Key account meetings
- 3 Master Plans for Signature Points.

Members were informed that the next call for Capital Grants would be Q2 in 2019 and a framework would be drawn up regarding same.

While members welcomed the presentation, they queried why the Hunt Museum was not included in the visitor attractions and, were informed that numbers were not made available for this venue.

A number of members expressed concern that Limerick City and County Council had invested a large sum in the promotion of Limerick over the last 4/5 years and queried how Limerick was promoted by Fáilte Ireland. They were informed that Limerick was being promoted as a business tourism destination and that the designation of Gateway City will also encourage leisure visitors. Limerick is at a very early stage of development process and a lot of work needs to be carried out and Fáilte Ireland are willing to continue working with the Local Authority in promoting Limerick as a tourist destination and to assist in funding such developments.

In response to queries regarding the tourist potential of Adare, it was confirmed that Failte Ireland was working with the Council and the local business interests to promote the Adare area.

Further investment and support for Shannon Airport was sought by the members. Members also urged for greater support for the development and marketing of Limerick's Greenways.

Item 4 - To receive a presentation on the final draft Limerick Tourism Development Strategy

Director of Services, Gordan Daly informed members that the main amendment to the Final Draft of Limerick Tourism Development Strategy was the inclusion of an

Action Plan as part of the document. He stated that the sixteen actions as outlined will be the main reference point to measure against.

Members were informed promotional material for Limerick City and County were currently being reviewed and that would take into consideration the use of a Tourist App.

On the proposition of Cllr. O'Dea, seconded by Stephen Keary, it was recommended that Limerick Tourism Development Strategy Action Plan 2019-2023 will partner and collaborate with the Sporting Limerick website and include content from the Sporting Limerick website on the Limerick.ie platform in order to achieve the objective 3.0 (unlocking the potential) of the above mentioned Action Plan.

On the proposition of Cllr. O'Dea, seconded by Cllr. Eleanora Hogan it was unanimously agreed that the SPC recommend the adoption of the Final Draft Limerick Tourism Development Strategy at the Full Council meeting in January, 2019.

Recommendations

1. On the proposition of Cllr. O'Dea, seconded by Stephen Keary, it was recommended that Limerick Tourism Development Strategy Action Plan 2019-2023 will partner and collaborate with the Sporting Limerick website and include content from the Sporting Limerick website on the Limerick.ie platform in order to achieve the objective 3.0 (unlocking the potential) of the above mentioned Action Plan.
2. On the proposition of Cllr. O'Dea, seconded by Cllr. Eleanora Hogan it was agreed that the SPC recommend the adoption of the Final Draft Limerick Tourism Development Strategy at the Full Council meeting in January 2019.

Mise le meas

Councillor Vivienne Crowley

Chairperson

Economic Development, Enterprise and Planning SPC

