



Comhairle Cathrach
& Contae Luimnigh

Limerick City
& County Council

Seirbhísí Oibríochtaí agus Cuthabhálaí,
Comhairle Cathrach agus Contae Luimnigh,
Tuar an Daill, Luimneach

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Limerick City and County Council,
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**MEETING OF THE MUNICIPAL DISTRICT OF ADARE-RATHKEALE TO BE HELD ON
WEDNESDAY 11TH FEBRUARY 2020**

Notice of Motion submitted by Councillor A. Teskey

I move that this district council work in conjunction with relevant partners to restore / fix or replace the two lights at Colaise na Trócaire Rathkeale.

REPLY:

The public lighting section will assess the current lighting levels at Colaise na Trócaire Rathkeale., arrange to meet on site with Councillor A.Teskey.

Trevor McKechnie Senior Executive Engineer

29.01.2020



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Limerick City
& County Council

Forbairt Gheilleagrach,
Ceanncheathrú Chorpáraideach,
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Friday, February 7th 2020

Notice of Motion from Cllr Adam Teskey:

I move that this district requests a full break down and analysis of how in which the calculated cost of €70,000 was spent on the recent so called Limerick brand? How was this funded and where exactly did the monies come from to support same?

Answer:

In May 2018, Limerick City and County Council sought to develop and deliver a compelling and coherent brand identity for Limerick to enhance the competitiveness and attractiveness of the region.

The purpose of developing a competitive brand identity is to support the development of Limerick as a vibrant economic and visitor destination, as well as a unifying stimulus for all city and county stakeholders. It will communicate Limerick as a contemporary international location to live, work, invest, study and visit.

The tender to design and create a new Brand identity for Limerick was awarded to M&C Saatchi following a competitive process. A sum of €70,000 was allocated to the project and noted in the tender.

The actual spend for the creation of the new Limerick Brand identity came in at €73,968.68 when VAT is included.

The spend was budgeted for in the 2018 Marketing and Communications revenue code and allocated accordingly.

Laura Ryan

Head of Marketing and Communications, Limerick City and County Council