



Comhairle Cathrach  
& Contae **Luimnigh**

**Limerick City**  
& County Council

Stiúrthóireacht na Forbartha Pobail,  
Comhairle Cathrach agus Contae Luimnigh  
Ceanncheathrú Chorporáideach,  
Cé na gCeannaithe,  
Luimneach.

Community Development Directorate,  
Limerick City and County Council,  
Corporate Headquarters,  
Merchants Quay,  
Limerick.

EIRCODE: V94 EH90

t: +353 (0) 61 556 000

11<sup>th</sup> September, 2020

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

**Chairperson's Report for the Community, Leisure and Culture Strategic Policy Committee Meeting of the 7<sup>th</sup> September, 2020.**

**A Chomhairleoir, A Chara,**

**Item 1: Adoption of Minutes**

On the proposal of Cllr Kiely, seconded by Cllr McSweeney, the minutes of the previous committee meeting held on the 6<sup>th</sup> July, 2020 were unanimously adopted.

**Item 2: Matters Arising**

There were no matters arising from the minutes of the previous meeting.

**Item 3: Draft Play Policy**

The Draft Play and Recreation Policy was circulated to the members in advance of the meeting. The members were advised to look at the policy and highlight any recommendations and/or queries in advance of the next Community, Leisure and Culture SPC Meeting. The Draft Policy will be presented at the next meeting for consideration by the members.

**Item 4: Limerick 50 days of Summer Programme (Presentation)**

The members received an update on Limerick.ie's Limerick 50 days of Summer programme. The presentation explained that the campaign provided an opportunity to explore and win one of 50 unique ways to spend the most memorable holiday in Limerick. It was an 8 week campaign that ran across social, digital, print, local and national radio advertising. The presentation outlined that this resulted in over 84,000 competition entries and a huge increase in traffic to Limerick social media sites. The Marketing and communications team are currently planning an autumn tourism campaign.

#### **Item 5: Festival & Events Strategy Development Progress Report (Presentation)**

The members received an update on the formulation of a festival and events strategy for Limerick 2020-2030. The presentation outlined the work undertaken to date, key findings, strengths and weaknesses and opportunities. The presentation also outlined the suggested strategic priorities such as Authenticity & Creativity, Tourism and Capacity Building. The presentation highlighted that Limerick's festivals should promote Brand Limerick by showcasing Limerick's unique selling points. The members were advised that further updates and the draft Festival & Events Strategy will be brought before the SPC members at future SPC meetings.

Following the presentations and updates the members thanked the staff and were given the opportunity to ask questions.

#### **Item 6: Notice of Motion submitted by Cllr Sean Hartigan**

The members considered a Motion submitted to the Limerick Metropolitan District Meeting by Cllr Sean Hartigan and forwarded to the SPC for consideration.

Cllr S Hartigan explained that a River Shannon visitor experience would be hugely beneficial for both local and international tourists as well as being an educational centre.

Director of Service, Gordon Daly briefed the SPC on policy/strategy context for the development of new visitor experiences and in particular the recently adopted River Shannon Tourism Masterplan led by Fáilte Ireland/Waterways Ireland. The Director recommended that as a first step that Fáilte Ireland/Waterways Ireland be requested to give a presentation on the plan at the next SPC meeting and this was agreed.

Following a discussion on the motion the members unanimously agreed to the following Motion.

**"I will move at the next meeting that Limerick City and County Council engage with key agencies on the development of a River Shannon visitor experience, to be located on the banks of the river in Limerick City"**

#### **Item 7: Notice of Motion submitted by Cllr Elisa O' Donovan.**

**"I will move at the next meeting that this Council put in place a working group to establish Limerick as an Autism-friendly City"**

As Cllr O' Donovan was unable to attend the meeting it was agreed to defer this notice of motion to the next Community, Leisure and Culture SPC taking place on 9<sup>th</sup> November, 2020.

**Item 8: Meeting Schedule**

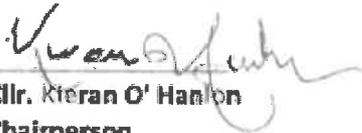
Provisional dates for future meetings of the Community, Leisure and Culture SPC were agreed for 2020 and 2021.

The next meeting is on 9<sup>th</sup> November, 2020 3:00pm

Cllr O' Hanlon thanked all speakers and acknowledged the hard work they had put in to today's presentations.

As there were no other matters for discussion, the meeting was brought to a close.

Is mise, le meas,



**Cllr. Kieran O' Hanlon**

**Chairperson**

**Community, Leisure and Culture SPC.**

**Recommendation:**

That the Council considers the Notice of Motion submitted by Cllr S Hartigan as follows:

"I will move at the next meeting that Limerick City and County Council engage with key agencies on the development of a River Shannon visitor experience, to be located on the banks of the river in Limerick City"

