



Comhairle Cathrach
& Contae **Luimnígh**
Limerick City
& County Council

Night Time Economy Action Plan

2025

ATLANTIC EDGE
LIMERICK
EUROPEAN EMBRACE



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Introduction



Introduction from the Mayor of Limerick

Mayor John Moran

A vibrant and inclusive Night-Time Economy (NTE) is a vital part of Limerick's future. As we embark on this journey to create a dynamic, safe, and sustainable NTE, collaboration across sectors and communities will be key. This action plan represents a roadmap to unlocking the potential of our city after dark, ensuring that it thrives economically and socially while fostering cultural enrichment for all.

Limerick has long been recognised for its rich cultural heritage and strong community spirit. However, in recent years, the challenges facing the city's night-time economy have become more apparent. Concerns over safety, transport, and diversity of late-night offerings have hindered growth. This plan seeks to address these challenges through a multi-stakeholder approach that leverages existing assets while introducing innovative solutions to create an inclusive, accessible, and economically beneficial night-time economy.

The night-time economy is not just about entertainment; it's about creating a city that thrives around the clock. It's about fostering a sense of community, supporting local businesses, and ensuring that Limerick is a safe and welcoming place for everyone. This plan outlines clear objectives and actionable steps to achieve these goals, aligning with the broader objectives of the Limerick Mayoral Programme, ensuring synergy and streamlining of resources and efficiencies for delivering on planned actions.

The Mayoral Programme – More for Limerick (2024 – 2029) published in 2024 is guided by key national policies, including the National Planning Framework (NPF), the National Development Plan (NDP) 2021–2030, and the Climate Action Plan 2021. It is designed to contribute to Ireland's Strategic Development Goals ensuring that Limerick's growth is sustainable, equitable, and climate-resilient.

Many of the objectives outlined in the programme refer to aspects of Night-Time Economy development. One of the core objectives for an Improved Quality of life and Place making is the *reimagining of the city centre*, which includes the prioritisation of amenities and outdoor spaces for people living in the city, ensuring that public transport routes crossing the city enhance the public realm and retail offer, increasing the economic activity in the city by developing interventions which will help retailers to recover and thrive; and elements which impact the city at night as well as by day.

It also notes as a priority for development, the enhancement of Cruise's Street and the nearby Milk Market, both noted as nodes in the city where NTE activity is concentrated. In addition, improving public transport options to provide ease of access to education, work or services and the enhancement of active travel in the city and in connecting rural towns to the city.

As Mayor of Limerick, I am delighted to present the Limerick Night-Time Economy (NTE) Action Plan 2025. This plan is a testament to the collaborative efforts of our community, businesses, cultural institutions, and public agencies. It reflects our shared vision to transform Limerick into a vibrant, inclusive, and dynamic city after dark.

I invite you to join us in this exciting journey to unlock the full potential of Limerick's night-time economy.

Introduction from the Priomh Chomhairleoir

Councillor Dan McSweeney

The night-time economy is a vital part of our communities, contributing to cultural vibrancy, economic growth, and social well-being. From hospitality and entertainment to transport and public services, this sector plays a crucial role in shaping the character of our towns and cities after dark. However, to thrive, it requires careful planning, collaboration, and a commitment to safety, inclusivity, and sustainability.

This Action Plan for the Night-Time Economy sets out a clear vision for fostering a dynamic, safe, and resilient nightlife that benefits businesses, residents, and visitors alike. By working in partnership with stakeholders—businesses, an Garda Siochana, and community groups—we aim to create an environment where innovation can flourish, economic opportunities can expand, and people can enjoy vibrant nightlife experiences responsibly.

Key to this plan is a balanced approach that supports businesses while ensuring public safety and addressing challenges such as anti-social behavior, noise management, and transport accessibility. By embracing new technologies, enhancing regulations, and promoting diversity within the sector, we can unlock the full potential of our night-time economy.

We invite all stakeholders to join us in implementing this vision, working together to shape a thriving, inclusive, and well-managed night-time economy that enriches our communities for years to come.

Introduction from the Director General of Limerick City & County Council

Pat Daly

The night-time economy is a vital contributor to the city's vibrancy, resilience, and overall energy. It plays a key role in shaping a lively and thriving urban environment.

Spanning sectors such as hospitality, entertainment, arts, and culture, the night-time economy not only enhances the social fabric of our community but also drives economic growth. It supports local businesses, generates jobs, attracts tourism, and encourages further investment in the city.

Additionally, it provides essential employment opportunities, particularly for young people and those seeking flexible work. Ensuring safe and welcoming night-time spaces is crucial—not only for visitors enjoying the city after dark but also for those working through the night, including healthcare professionals, emergency responders, and night-shift workers in various industries.

As we continue to develop this sector, collaboration with businesses, community leaders, and residents remains at the heart of our approach. Our goal is to nurture a sustainable and thriving night-time economy.

I fully support this strategy and the continued expansion of our night-time economy, recognising its pivotal role in shaping our city's future. Together, we can celebrate the vibrant cultural landscape that makes Limerick a fantastic place to live, work, and explore.

Executive Summary





Executive Summary

Limerick is one of nine pilot locations in Ireland selected for the Government's Night-Time Economy Initiative, aimed at fostering sustainable and inclusive urban nightlife. Through extensive consultation, research, and stakeholder engagement, this plan identifies seven key pillars essential for NTE development.

The findings of our community engagement highlight challenges such as safety concerns, transport options, and a need for diverse late-night offerings while identifying opportunities for growth through policy alignment and investment in public spaces. The plan emphasises the importance of collaboration between businesses, cultural institutions, and local government to create a thriving environment that meets the needs of residents, visitors, and business owners alike.

This report outlines specific actions that will be implemented in 2025 to support the evolution of Limerick's NTE. These include enhanced safety measures, expanded transportation options, and the introduction of new cultural and social experiences to attract a broader demographic.

The plan focuses on seven key pillars:

- **Events, Experiences, and Activities:** Enhancing cultural and social activities to attract diverse audiences.
- **Retail and Hospitality:** Encouraging extended hours and innovative offerings.
- **Place making and Public Realm:** Creating vibrant, safe, and inclusive public spaces.
- **Transport and Access:** Improving connectivity and accessibility for night-time users.
- **Safety and Security:** Ensuring a safe environment for all.
- **Visibility and Communications:** Promoting Limerick as a night-time destination.
- **Governance and Sustainability:** Establishing a collaborative framework for long-term success.

This plan is a starting point for ongoing dialogue and collaboration. We are committed to working with stakeholders across the city, including businesses, safety partners, residents, artists, and community groups, to ensure that our NTE reflects the unique character of Limerick; and that it is adaptable and able to respond to evolving issues and societal trends.



Limerick - Our City at Night



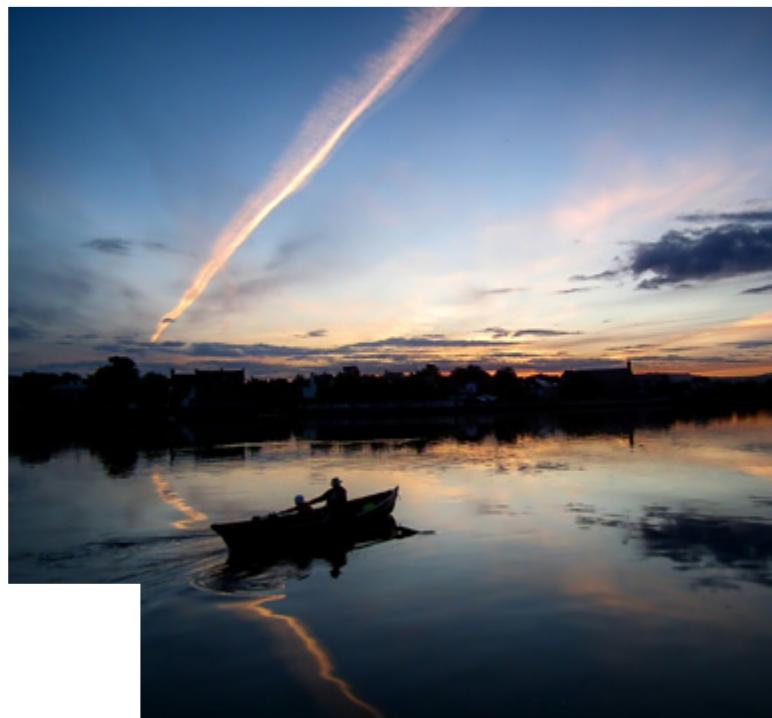
Limerick - Our City at Night

Cities transform after dark as, our sense of place is redefined with the balance of living, working, and socialising in the city centre shifting while people explore entertainment options.

Perched on the banks of the incredible River Shannon, Limerick is the third-largest city in Ireland. The growing population of approximately 120,000 includes a large and evolving ethnic diversity, requiring contemporary approaches to our entertainment and activity offerings. Limerick will soon be host to the prestigious international Ryder Cup in 2027, which will bring thousands of visitors to the area. The opening of the Opera Square will also enhance the city with new retail, business, and residential space. It is therefore essential that we continue to develop our Night Time Economy and support its growth to ensure adequate resources and facilities for the whole community.

The nightlife of Limerick is deeply connected to its cultural and community life. In 2014, Limerick became Ireland's National City of Culture, hosting a variety of artistic and cultural events throughout the year. Tourists are captivated by the medieval quarter, featuring St. Mary's Cathedral and the 13th-century King John's Castle—some of the city's most recognisable landmarks. St. John's Square, lined with Georgian townhouses, the Limerick City Gallery of Art, the Hunt Museum, Ormston House, the Belltable Theatre, and the major contemporary art event EVA International are just a few examples of Limerick's rich cultural arts experiences. The city also boasts a thriving literary scene, supported by various projects and a history of prize-winning authors and poets. The Irish Chamber Orchestra and the Irish World

Music Centre, both based at the University of Limerick, host national and international performers and attract thousands of visitors annually. Limerick has a distinctive local music scene; in addition to being the hometown of the internationally acclaimed Cranberries, it hosts the annual International Marching Band Championship, as well as multiple venues showcasing live traditional music. Dolans Warehouse is a well-known venue featuring a range of performers, while concerts are also frequently held at King John's Castle, the Milk Market, and the Docklands. Limerick is also proud to host the annual grassroots music festival Féile na Gréine, which supports and promotes emerging and experimental music.



Overview of the Night-Time Economy Pilot Programme





Overview of the Night-Time Economy Pilot Programme

The Night-Time Economy Pilot Initiative was launched by the Department of Culture, Communications & Sport following recommendations of the Night Time Economy Taskforce and its associated report published in September 2021. The report contains 36 practical actions across a broad range of issues impacting the Night Time Economy in Ireland. Action 19 called for a pilot initiative to establish Night Time Economy Advisors to explore ways to develop a sustainable NTE in each successful location.

The Night Time Economy refers to the diverse social, cultural and economic activity occurring between the hours of 6pm until 6am. It balances the needs of inter-related communities that co-exist to bring it to life and create a sense of shared space.

A dedicated Night-Time Economy Advisor has been appointed in Limerick, to implement an action plan in collaboration with a range of stakeholders.

This plan aims to:

- Foster economic growth by supporting night-time businesses and cultural institutions.
- Enhance the safety and accessibility of the city at night.
- Support community engagement and inclusivity in night-time offerings.

By leveraging best practices from successful NTE initiatives worldwide, as well as engaging in shared learning across all the pilot locations nationally, Limerick seeks to establish a fresh approach to enhancing vibrancy in the city centre and providing the local community, residents and visitors with shared social and cultural spaces.

A key objective in the development of the action plan is the formation of a dedicated Night-Time Economy Steering Committee. The Committee is represented by a range of stakeholders including the various tourism, arts, culture, economic, and community sectors that reflect a diverse night-time economy. The membership will remain in place for the duration of the action plan.

Role & Objectives of the Night Time Economy Advisor



Role & Objectives of the Night Time Economy Advisor

The NTE Advisor plays a crucial role in driving the development of Limerick's night time economy. Their responsibilities include:

- **Developing and implementing the Night-Time Economy Action Plan:** The advisor is responsible for ensuring that the recommendations set forth in this plan are executed effectively, with clear timelines and performance metrics.
- **Coordinating engagement between businesses, local government, and cultural sectors:** A collaborative approach ensures that all stakeholders have a voice in shaping the future of Limerick's NTE.
- **Advocating for funding and policy changes to support NTE growth:** The advisor works with local and national agencies to secure financial and legislative support where possible for night-time economy initiatives.
- **Overseeing pilot initiatives that enhance the city's night-time offerings:** The advisor plays an active role in bringing the plan's recommendations to life.
- **Monitoring Progress:** Tracking the success of initiatives and ensuring alignment with broader city goals, including the Limerick Mayoral Programme.
- **Optimize and collate local data:** Assess, build upon and update existing research and knowledge available to enhance intervention and approaches in an evidence based manner where possible.
- **Engage with and support the Night Time Economy Action Plan Steering Committee:** provide a schedule of meetings, agendas and minutes of Steering Committee meetings, ensuring members have adequate information to assist in the review and consideration of interventions.
- **Securing Funding:** Identifying and leveraging funding opportunities to support NTE projects.



Stakeholder Consultation



Stakeholder Consultation

In preparation for Action Plan development and to gain a view of the current NTE operating environment in Limerick, an extensive data collection and stakeholder engagement project was conducted between June and November 2024; this included:

- **Desk research:** Analysis of existing policies, urban planning initiatives, and cultural strategies to align the NTE plan with broader development goals.
- **Public and business surveys:** More than 1,300 responses from the general public and 37 business responses provided valuable insights into night-time activity trends, barriers, and opportunities.
- **Stakeholder engagement workshop:** A workshop event brought together 45+ industry representatives, business owners, cultural leaders, and residents to discuss challenges and co-develop solutions.
- **Thematic roundtable discussions:** Targeted discussions focused on key areas such as safety, public transport, and cultural programming to refine action points.
- **Formation of an NTE Steering Committee:** This committee will oversee the implementation of recommendations and ensure ongoing community involvement in decision-making.

This inclusive approach has ensured that the plan reflects the needs, aspirations and voice of the entire community and in particular, those who have an interest in ongoing development of the night time economy.

An ongoing data-driven approach is necessary to inform the development of practical solutions to enhance the NTE, aligning with local, regional and national policies and programmes. There is a need to develop further opportunities and ways to capture data in the context of the night time economy.

NTE features in multiple strategies and plans within Limerick City and County Council, including the Mayoral Programme; and this demonstrates a cross-departmental commitment to fostering a holistic approach and development of a NTE that benefits the entire community by driving positive and sustainable change.

Night Time Economy Steering Committee

John Moran
Mayor of Limerick

Craig Power
Night Time Economy
Advisor, LCCC

Brendan Troy
Head of Trade & Investment,
LCCC

Eileen Coleman
Head of Tourism,
LCCC

Donn O'Sullivan
Head of Marketing &
Communications, LCCC

Nuala O'Connell
Planning, LCCC

Karen McDonnell
Travel & Transport,
LCCC

Tracey Hackett
Marketing, LCCC

Michelle Gallagher
CEO, Limerick Chamber
of Commerce

Andrew Lacey
Superintendent,
An Garda Siochana

Pat Quigley
Limerick Sports
Partnership

Neil Dolan
Dolans Pub

Dave Ryan
The Wickham Way

Barry Kennedy
Pigtown Times

Louise Donlon
Lime Tree Theatre
& Belltable

William O'Neill
Limerick Civil Trust

Steve Cunneen
Treaty City Brewery

JJ Mulcahy
Vintners Federation
of Ireland

Liam Dwan
General Manager
Brown Thomas

Parallel Planning

The Night Time Economy Action Plan for Limerick has significant strategic links with a range of other Council planning documents.

[Mayoral Program - More for Limerick 2024 - 2029](#)

[The Cultural Strategy Framework 2016-2030](#)

[Limerick Local Economic and Community Plan 2023-2028](#)

[Retail Strategy for Limerick 2022 - 2028](#)

[Limerick Development Plan 2022-2028](#)

[Limerick Shannon Metropolitan Area Transport Strategy](#)

[Limerick 2030 - An Economic and Spatial Plan for Limerick](#)

[Limerick's Tourism Strategy \(Draft\)](#)

Supporting Data & Key Findings

To inform project planning for Limerick's Night Time Economy Action Plan development, stakeholders were engaged using various methods. Key insights from perception surveys revealed information about the use and access of facilities, the need and desire for various activity types, the barriers and challenges faced by various cohorts of the community and business sector, as well as feedback identifying potential and opportunity. *Further details of the survey responses can be found in Appendix A.*

Public Survey Overview

The survey conducted as part of the Night-Time Economy (NTE) Action Plan collected insights from over 1,300 public respondents. It aimed to assess the current landscape, identify key challenges, and highlight opportunities for enhancing Limerick's night-time economy. The findings provide a comprehensive overview of public perceptions and areas requiring intervention.

Participation in Night-Time Economy Activities

- The majority of respondents engage in night-time activities such as socialising in bars (19%), dining in restaurants (19%), and attending live music events (12%).
- 9% visit the city simply for a walk, highlighting the potential for non-alcohol-related activities.
- Attendance for theatre shows and cultural events stood at 8%, indicating room for growth in cultural offerings.

Barriers to Participation

Respondents identified several factors limiting their engagement with Limerick's night-time economy:

- Safety concerns (29%) remain a major deterrent.
- Limited social or recreational activities (25%) beyond bars and restaurants.
- Early closures of venues (10%) limit opportunities for late-night engagement.
- Public transport issues (7%), including inconvenient schedules and safety concerns.
- Accessibility challenges (4%), highlighting the need for more inclusive venues and transport options.

Desired Improvements

Respondents outlined key areas that would encourage more participation in the night-time economy:

- Increased Garda presence (70%) for enhanced public safety.
- More diverse entertainment options (13%), including cultural and alcohol-free activities.
- Better late-night transport services (9%) to improve accessibility.
- More late-night cafés and retail options (10%) to enhance vibrancy and overall experience.
- Enhanced public spaces and lighting (8%) to create a more welcoming environment.

Business Survey Overview

Business Participation in NTE

- 67% of businesses reported that night-time operations do not currently align with their business model.
- Retail sector engagement remains low (9%), highlighting a need to integrate retail into the NTE strategy.
- 40% of businesses had not considered collaboration with other businesses to enhance the night-time economy.

Challenges Faced by Businesses

- Safety concerns remain a priority for business owners and employees.
- Financial risk and staffing shortages were cited as deterrents to extending business hours.
- Lack of awareness and engagement—many businesses were unaware of the potential benefits of an expanded night-time economy.

Opportunities for Business Growth

- 100% of businesses agreed that NTE development would increase footfall and visitors to Limerick.
- 21% expect increased turnover from a thriving night-time economy.
- 19% believe experiential offerings (events, themed nights, and interactive experiences) would enhance business performance.

Combined Survey Conclusions

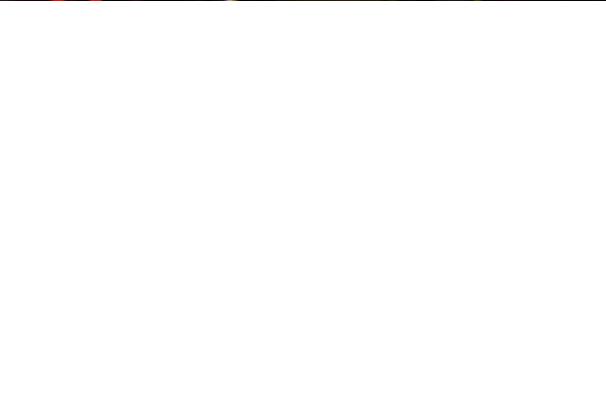
Key Challenges Identified:

- 1. Safety Concerns:** A significant barrier for both the public and businesses.
- 2. Limited Activity Diversity:** Over-reliance on alcohol-related activity.
- 3. Transport & Accessibility Issues:** Public transport availability and safety require improvements.
- 4. Lack of Business Participation:** Many businesses remain disengaged from night-time economy opportunities.

Strategic Recommendations:

- Enhance safety measures through greater Garda presence and improved public lighting.
- Expand non-alcohol-related activities to attract a broader demographic.
- Improve transport options by extending bus and taxi services into later hours.
- Encourage business collaboration by fostering partnerships between hospitality, retail, and cultural institutions.
- Increase promotional efforts to raise awareness of the night-time economy's benefits and opportunities.

These insights serve as a foundational guide for the implementation of the Limerick Night-Time Economy Action Plan, ensuring a more inclusive, vibrant, and economically viable city after dark.



The Night Time Economy Action Plan



The Night Time Economy Action Plan

The following pages outline the Action Plan which will support the development of Limerick's NTE until the completion of the pilot. It is broken down into 7 key pillars and provides the overarching goals and objectives for the initiative. It is underpinned by an Implementation Framework which incorporates potential actions to be taken to achieve each objective, which will be updated and revised as the project progresses. This plan has been derived from all the inputs of the consultation and desk research process, combined with the knowledge and insights of multiple stakeholders, non-governmental organisations and private businesses who took part in the Round Table prioritisation sessions.

NTE development is dependent on collaboration, partnerships and identifying opportunities for funding to support initiatives that will activate the night-time. The extent of ongoing Government funding is unknown, but the Action Plan allows for opportunities to be realised should such funding become available; and in the event other sources of funding are accessible.

Defining Challenges and Key Opportunities

Over the years, the leisure and consumer needs of the city at night have evolved, leading to an expanding creative scene. This diversification has made the city more appealing to a broader demographic and is a trend that should be further encouraged. We recognise that the night-time economy is a vital driver of employment, productivity, and creativity. A well-planned night-time economy is crucial for city centre revitalisation and plays a key role in shaping Limerick's visitor and cultural economies. There is growing recognition of the economic and cultural value of nightlife, alongside an increasing awareness of the risks associated with alcohol-focused socialising. While socialising in licenced venues remains a defining aspect of the night-time economy, it is essential to address the social and economic challenges linked to the supply and consumption of alcohol responsibly.

In response to these challenges, Limerick City and County Council must develop a strategic vision for the city at night—one that promotes a safe, inclusive, and dynamic nightlife. Cities worldwide have trialled interventions to address issues like alcohol-related harm and anti-social behaviour, and Limerick has an opportunity to learn from these experiences while crafting solutions that fit its unique character.

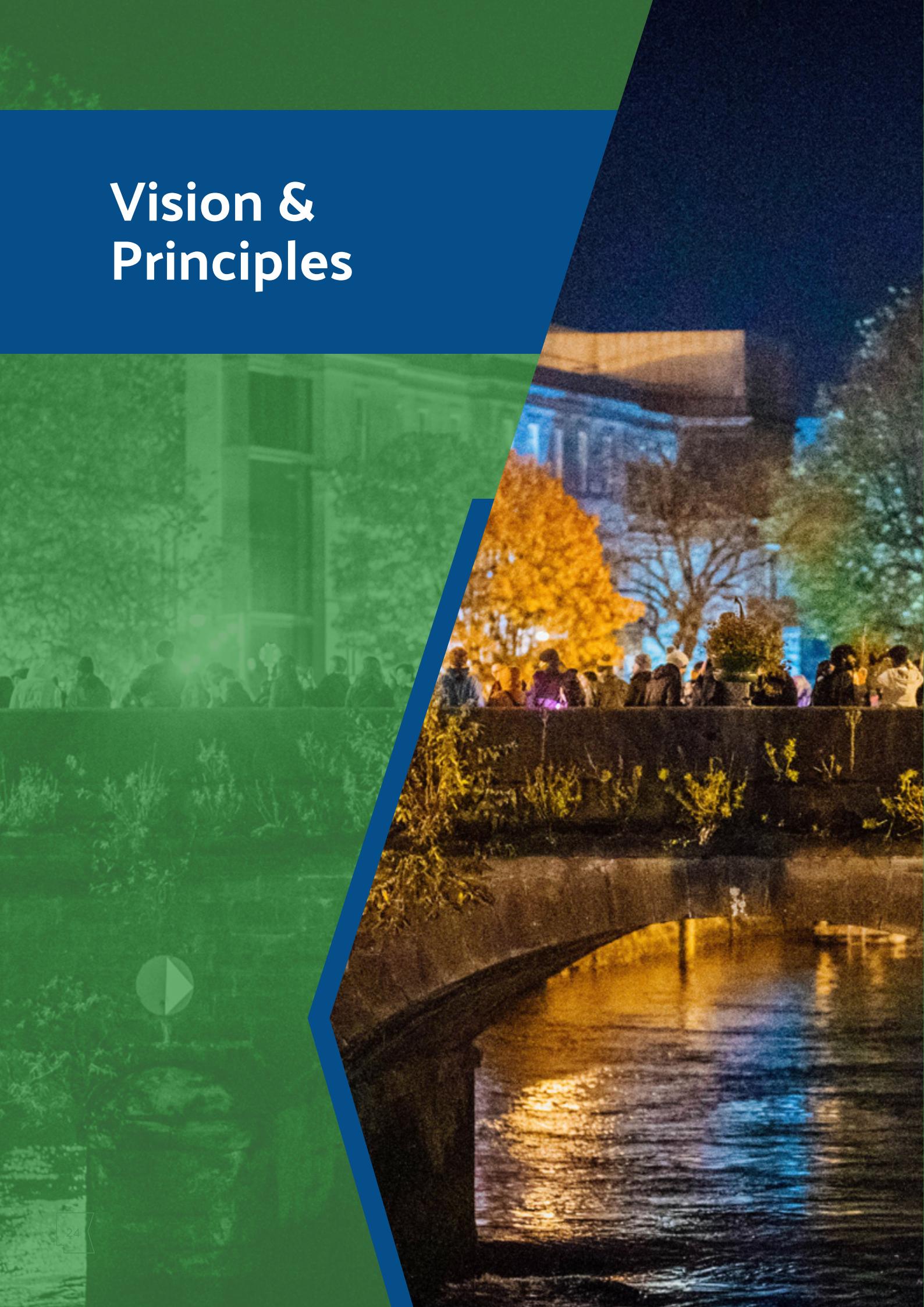
The city centre's residential population is growing as more people choose to live in the heart of the city. This brings new challenges, such as balancing the needs of residents with those who visit the city centre for entertainment. The expanding presence of three major universities in Limerick is also contributing to increased demand for a varied and dynamic nightlife. Public realm improvements, from enhanced streetscapes to better transport options, provide an opportunity to create a safe, accessible, and engaging night-time culture.

The development of a comprehensive strategy for Limerick at night is essential to ensuring a vibrant, diverse, and sustainable night-time economy—one that balances entertainment with safety, culture with commerce, and residents' needs with the city's evolving identity.

The Night Time Economy Action Plan for Limerick will serve as our initial roadmap to achieving this vision, with opportunities to adjust and respond to emerging needs, trends, and evaluations.



Vision & Principles



Vision

A city night time economy which is defined by its creative, vibrant and safe nightlife; and contributes significantly to the cultural and economic revitalisation of Limerick city centre.

Principles

To achieve this vision the following principles were identified through the community engagement process as necessary to guide the framework and implementation of the Action Plan..

Limerick Night Time Economy Principles	
Safe	A safe Limerick city at night is one in which people are confident they will not experience threat or harm
Diverse	A diverse Limerick night time has a wide range of options and offerings available
Accessible	An accessible Limerick city at night is inclusive and enables all kinds of people to participate
Vibrant	A vibrant Limerick at night time is renowned for a lively and energetic atmosphere or ambience
Creative	A creative Limerick at night is a source of innovation and cultural production enhancing city life and experiences



Pillar 1 | Events, Experiences & Activities



Objective

Develop innovative and compelling activities, events, and experiences which enrich the City's evening and night-time culture, and increase engagement with Limerick city as a night-time destination.

Actions

1.1	Launch "Twilight Thursday", a monthly night time event where businesses, cultural venues, and hospitality businesses stay open late, offering special events like performances, talks, or pop-up markets to enhance activity in the city centre. "Twilight Thursday" will be an event running on the last Thursday of each month. Each month will feature a different mix of unique events that cater for a wide variety of audiences. An adaptation of "The Three Bridges Walk" will be the anchor event that will feature each month and will provide varying forms of entertainment and animation along the walking route from 6-8pm each Twilight Thursday".
1.2	Examine opportunity for expansion of successful initiatives trialled by the NTE Innovation Grant Scheme in 2024 and examine ways in which such an initiative could be sustained as a core element of the NTE
1.3	Work with multi agency stakeholders to encourage NTE related activity in their programming

Partners

NTE Advisor	Retail and Trade Associations
Vintners - Limerick	Hospitality & Entertainment Venues
LCCC Trade & Investment Department	Limerick Arts and Cultural Network
An Garda Siochana	Residents representatives
Chamber of Commerce	LCCC Festivals and Events Department



Pillar 2 | Retail & Hospitality

Objective

Encourage increased participation of the retail and hospitality sector in the development of a vibrant and sustainable NTE for Limerick City, providing support to those businesses and identifying funding, where available.

Actions

2.1	Work with the Chamber of Commerce, retail and hospitality associations, and Vintners to drive and support engagement with NTE development planning - including the marketing and use of the Limerick Gift Card with a particular focus on driving the “Have a night out on the limerick gift card” campaign to highlight participating businesses that operate after 6pm. Participating businesses outlined in Appendix B
2.2	Support extension of retail and cafe hours to provide a ‘desk to dinner’ offer in the city
2.3	Investigate opportunities to incentivise businesses to operate in the NTE and to provide innovative activities and experiences that cater to the needs of the whole community

Partners

NTE Advisor	Retail and Trade Associations
Vintners - Limerick	Hospitality & Entertainment Venues
LCCC Trade & Investment Department	Limerick Arts and Cultural Network





**HAVE A NIGHT OUT ON THE
LIMERICK GIFT CARD!**

limerickgiftcard.ie

TOWN & CITY GIFT CARDS



Pillar 3 | Place Making & Public Realm

Objective

Create vibrant, safe, and inclusive night-time spaces that celebrate local culture, attract diverse audiences, and drive sustainable economic growth to foster a lively and resilient community.

Actions

3.1	Identify and pursue opportunities to embed NTE into the LCCC public realm strategy and development planning, to ensure functionality of design accommodates and supports NTE objectives.
3.2	Explore opportunities to activate key public spaces and council-owned venues for NTE pop-up and meanwhile events and activities.
3.3	Explore opportunities to support and promote a “Leave a Light On” (or similar) campaign in NTE zones to illuminate the city centre with impacts on safety and visual enhancement.

Partners

NTE Advisor	LCCC Vacant Premises Team
LCCC Planning Department	LCCC Trade & Investment Team
LCEP representatives	LCCC Arts Office
Limerick Chamber of Commerce	Retail and Trade Associations



Pillar 4 | Transport & Access



Objective

Improve and enhance transport options to provide safe, reliable and accessible connections for all NTE users, making it easier to enjoy and participate in the night-time economy across Limerick city.

Actions

4.1	Support the delivery of new and improved public transport options for NTE users through engagement with relevant transport partners
4.2	Identify opportunities to enhance transport and accessibility for NTE users through audits of existing options and promotion to enhance awareness
4.3	Launch night-time walking routes / events for local residents and visitors, to highlight accessibility and awareness; and provide mechanisms for feedback to LCCC

Partners

NTE Advisor	Local university representatives
NTA representatives / Local Link	Limerick Sports Partnership
LCCC Transportation & Mobility Directorate	Local private transport providers
Local resident associations / groups	Local Councillors



Pillar 5 | Safety & Security



Objective

Ensure development of a safe, secure, and welcoming night-time environment, through proactive inter-agency measures and community collaboration.

Actions

5.1	Build upon and strengthen cooperation between An Garda Síochána, local venues, and Limerick City and County Council to ensure rapid response to safety concerns.
5.2	Launch the national “Safe and Sound” campaign designed by NTE Advisors’ nationally, to develop behavioral awareness; and highlight citywide safety measures and improved night-time infrastructure as they are established.
5.3	Explore the potential to create a promotional campaign highlighting the steps taken to enhance public safety for Limerick’s NTE, and to deliver positive messaging about Limerick at night.

Partners

NTE Advisor	LCCC Communications Team
An Garda Síochána	Representatives of organisations for vulnerable people, youth, women etc.
LCCC Local Community Safety Partnership	Local Councillors



Pillar 6 | Visibility & Communications



Objective

Develop and deliver clear, engaging and positive messaging that showcases Limerick's vibrant evening and night-time offer, positioning the city as a safe, inclusive and exciting destination for all to enjoy.

Action

6.1	Create a cohesive identity and message for Limerick at Night and consider a relevant channel strategy to improve visibility of the NTE in Limerick.
6.2	Maximise opportunities to leverage visibility of Limerick's NTE through collaborative marketing efforts with key strategic partners.
6.3	Investigate opportunities for internships for students to assist with NTE communications, social media, and event marketing

Partners

NTE Advisor	LCCC Communications Team
Fáilte Ireland & Gateway Group members	LCCC Tourism Team & Ryder Cup project
University communications teams	Limerick Chamber of Commerce
External communications stakeholders & media partners	Event promoters & NTE venues



Pillar 7 | Governance & Sustainability



Objective

Create a NTE governance framework and funding supports to foster collaboration and sustainability for Limerick's Night Time Economy.

Actions

7.1	Establish a permanent NTE Steering Group comprising representatives from the business community, resident community, cultural institutions, hospitality, transport, and public agencies; to oversee the implementation of NTE initiatives, track progress, and ensure integration with Limerick's overall city strategies.
7.2	Facilitate active partnerships between LCCC, private businesses, and cultural institutions to share resources and expertise for NTE enhancement; ensuring to include the voice of all communities in development plans for NTE.
7.3	Identify opportunities for data collection to support NTE evaluation and development, and feed into national data collection projects to enhance overall knowledge of NTE issues, challenges and emerging best practice approaches.

Partners

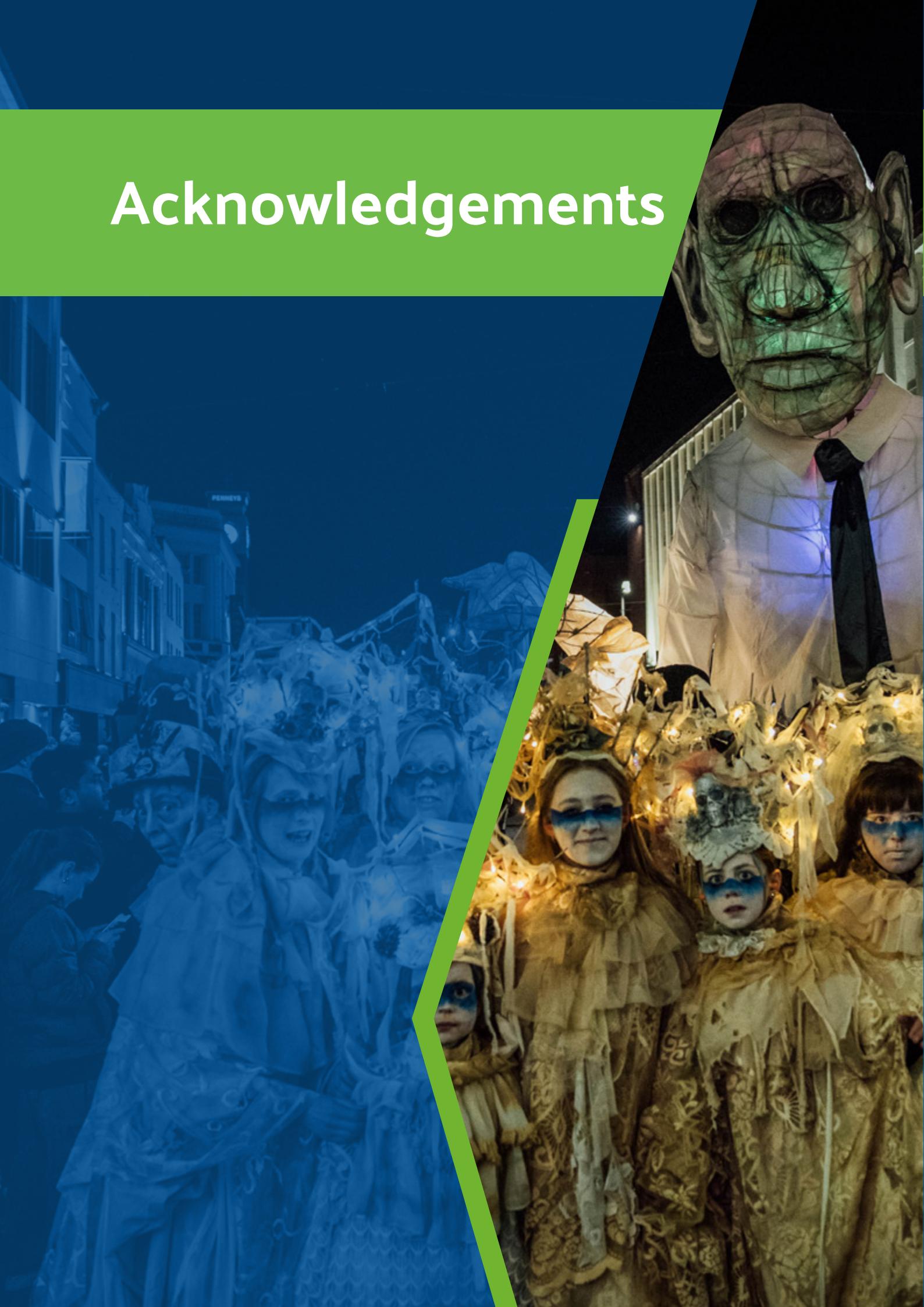
NTE Advisor Limerick Chamber of Commerce

Cultural institutions representatives Residents & community representatives

LCCC Business Improvement Team NTE Steering Group members



Acknowledgements



A Word of Thanks

Many Limerick people, businesses and organisations have contributed to the development of this Night Time Economy Action Plan. In particular we would like to thank all participants who engaged in the various consultations. The ideas and knowledge shared by a vast range of Limerick stakeholders from all walks of life have contributed to an ambitious but focused NTE Action Plan that aims to redirect our approach to activity in the city centre at night.

We look forward to working with you to deliver the NTE Action Plan for the duration of the Night Time Economy pilot initiative, made possible by the **Department of Culture Communications & Sport**.



Appendix A



Public Survey Responses & Overview

Respondent Demographics

The age range of respondents for the survey is shown below:

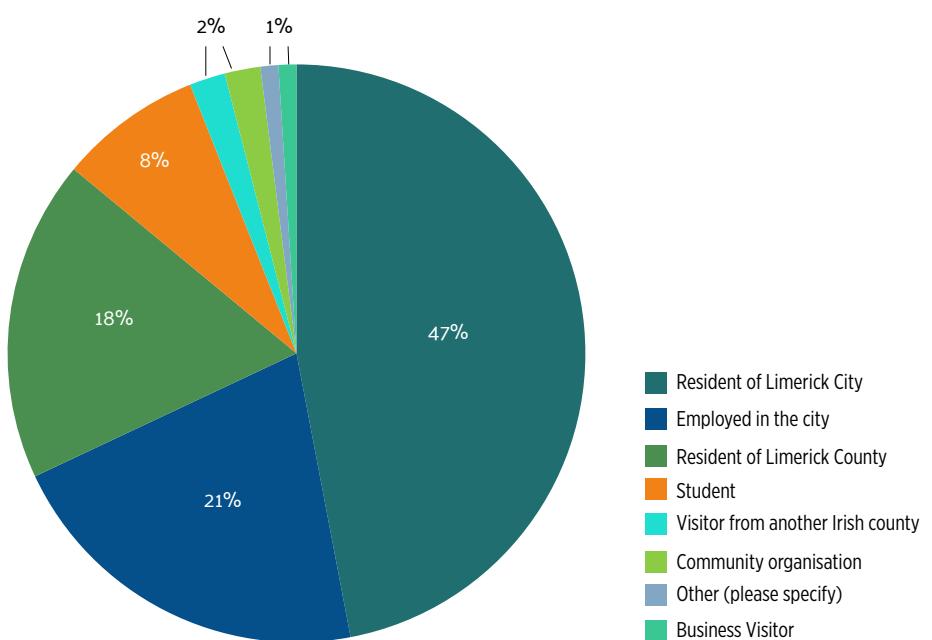
Under 18 years	1%
18 – 25 years	18%
26 – 34 years	29%
35 – 44 years	26%
45 – 54 years	17%
55 – 64 years	7%
65+ years	2%

The ethnic profile of those responding to the survey where 80% white Irish, 7% European 2% Asian, 2% South American, 1% African and 1% mixture most multiple ethnic groups. Two percent of respondents did not wish to provide information on their ethnicity.

Other demographic indicators:

- 5% have a disability
- 79% were employed
- 14% were students
- 2% were retired
- 2% were not working

Regarding their relationship to Limerick city (respondents were able to choose more than one option) 47% of respondents indicated that they were residents of the city, 21% employed in the city, 18% residents of Limerick County, 8% students.

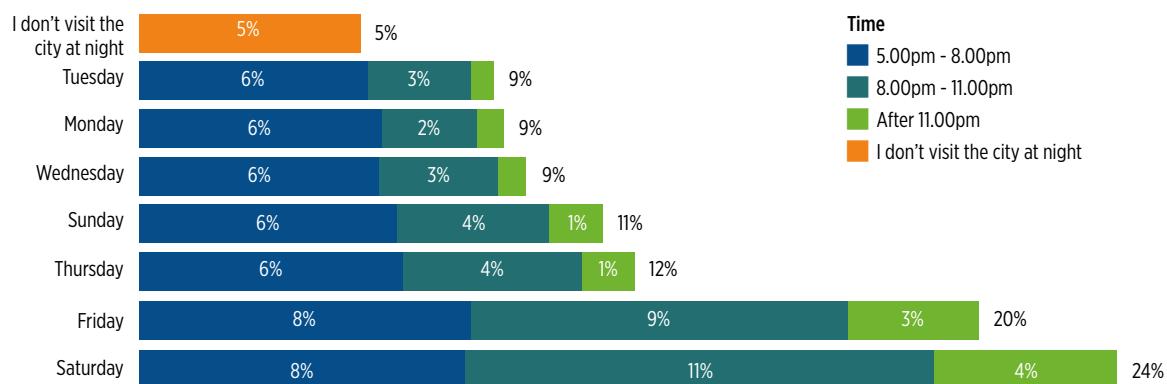


Patterns of Behavior

We asked whether people come into Limerick city after 6:00 pm, and if so which days of the week, and their time of arrival. Friday and Saturday are the days that larger numbers of people visit the city centre after 6:00 pm, with 20% visiting on a Friday evening and 24% coming into the city on Saturday evenings. Thursday has 12% of respondents visiting the city after 6:00 pm.

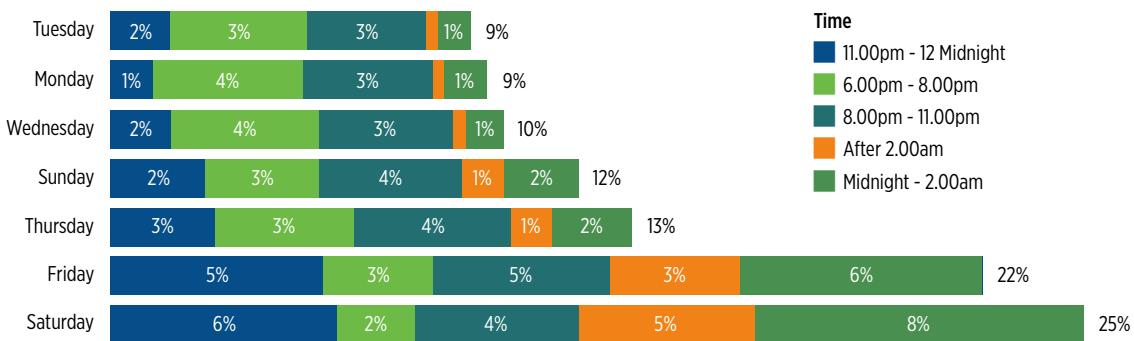
Most people come into the city after 5.00pm and only 5% do not visit the city at night. On both Friday and Saturday 8% of people arrive in the city between 5:00 pm and 8:00 pm with 9% arriving between 8:00 pm and 11:00 pm on a Friday and 11% arriving between 8:00 pm and 11:00 pm on a Saturday. A small percentage of people also come into the city after 11:00 pm.

Do you come into Limerick City Centre after 6pm on any of the following days? If so, please indicate the time you would be likely to arrive in the city



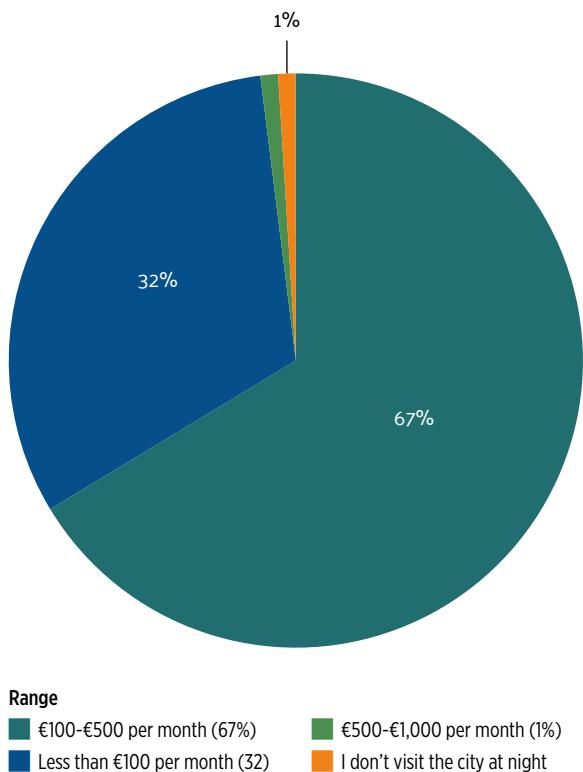
We wanted to better understand what time people leave the city and whilst there are not a large number of people leaving at any specific time, it was noted larger numbers of people leave after midnight; 6% on Fridays and 8% on Saturdays correlating with the days people are mostly visiting the city at night.

What time do you generally return home?



Economic Opportunity

In terms of the economic opportunity provided by the Night-Time Economy, we asked about the average monthly spend on services, products, food and drink etc. by those visiting after 6:00 pm. 67% of respondents indicated that they spend between €100 and €500 per month, with a further 32% stating that they spend less than €100 per month. These figures indicate the current value of the NTE to Limerick City.

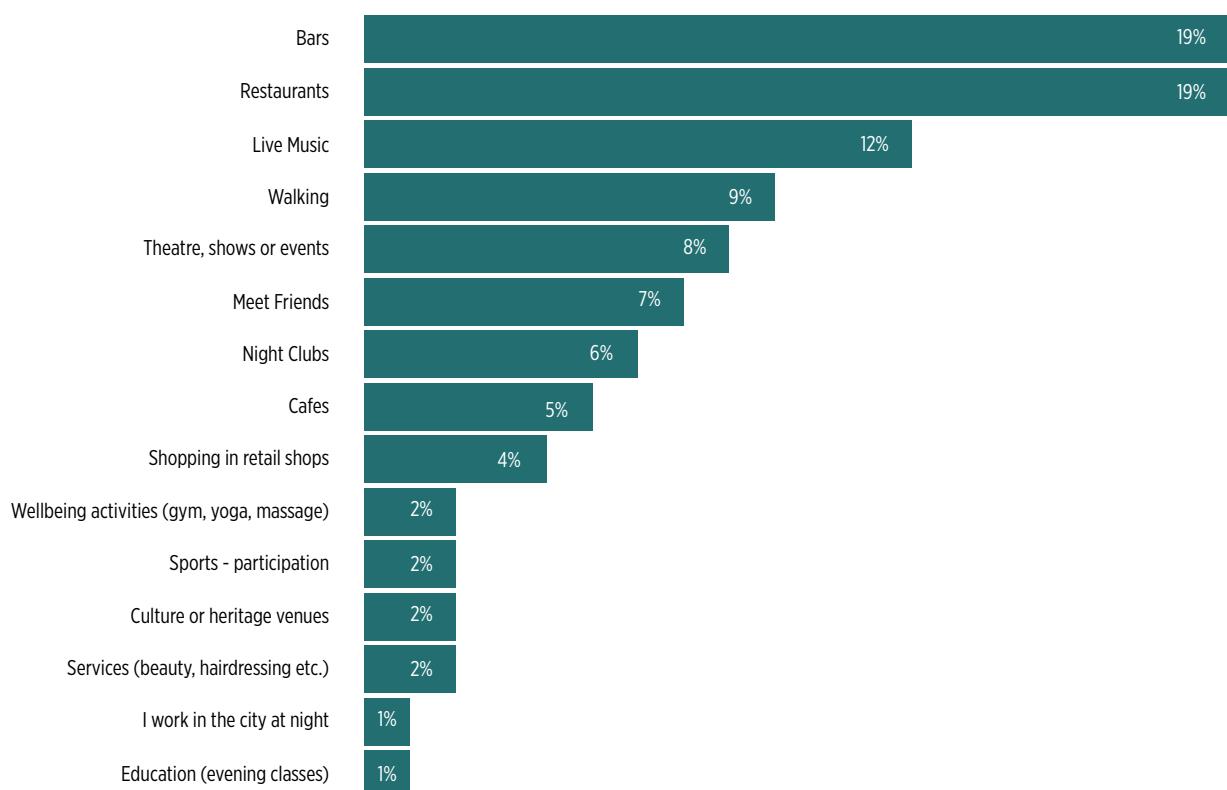


Existing Activity

We asked respondents to tell us about the types of things they do when they come to the city at night.

- 19% of people visit bars and the same number of visiting restaurants
- 12% attend live music events
- 9% come into the city to walk
- 8% attend theatre shows or events in the city

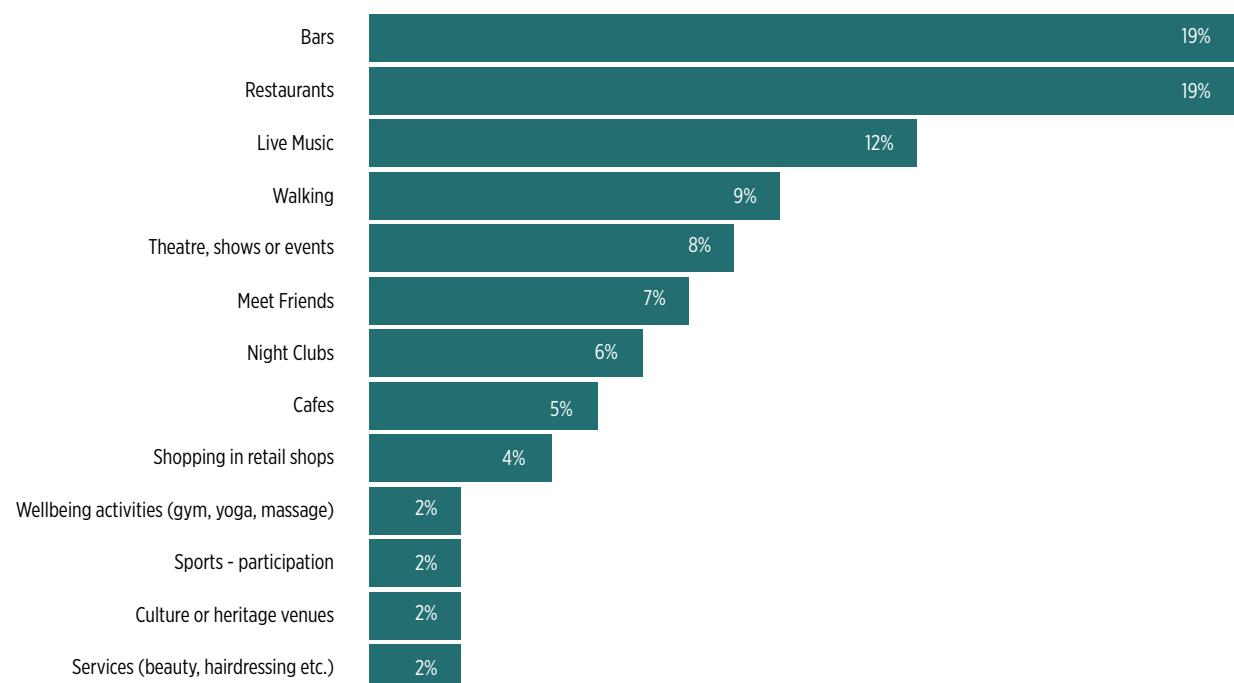
What type of activities do you do, or places do you visit when you come to the City at night?



Preferred Activity

We asked people to select the top three things they most like about Limerick city in the evening and at night. The first preference response was the bar culture in the city, the second preference was meeting friends, and the third preference the variety of food offerings available. Further, 11% of people indicated Limerick city as being a good place for a walk.

What are the top three things you most like about Limerick City in the evenings and at night?

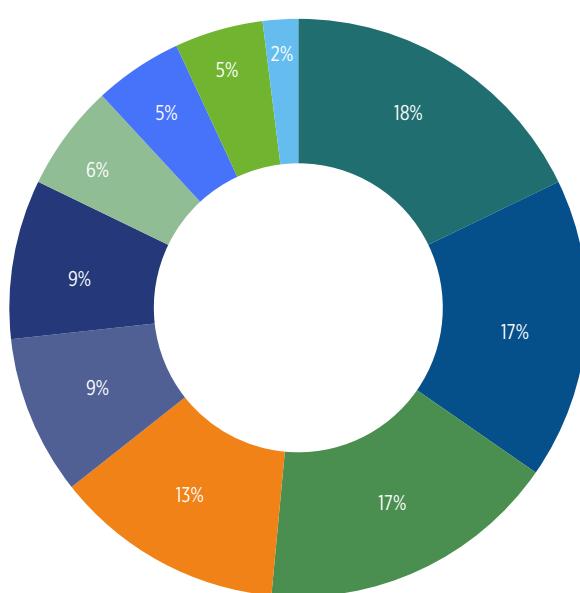


Concerns about the City Centre

We also asked people what aspects they do not like about the city in the evening and at night. The results were:

- 18% indicated seeing homelessness and begging
- 17% consider that the city feels unsafe
- 17% are concerned about the levels of antisocial behaviour
- 13% indicated that there's not enough to do in the city in the evening
- 9% stating that the places they would like to visit are not open late enough
- 9% stating that there are not enough people around during the evening and night-time hours
- 6% said it is not appealing
- 5% stated not enough activities for families
- 5% stated not enough public lighting
- 2% Other - please specify

What are the main things you do not like about Limerick City in the evenings and at night?



Barriers to Participation

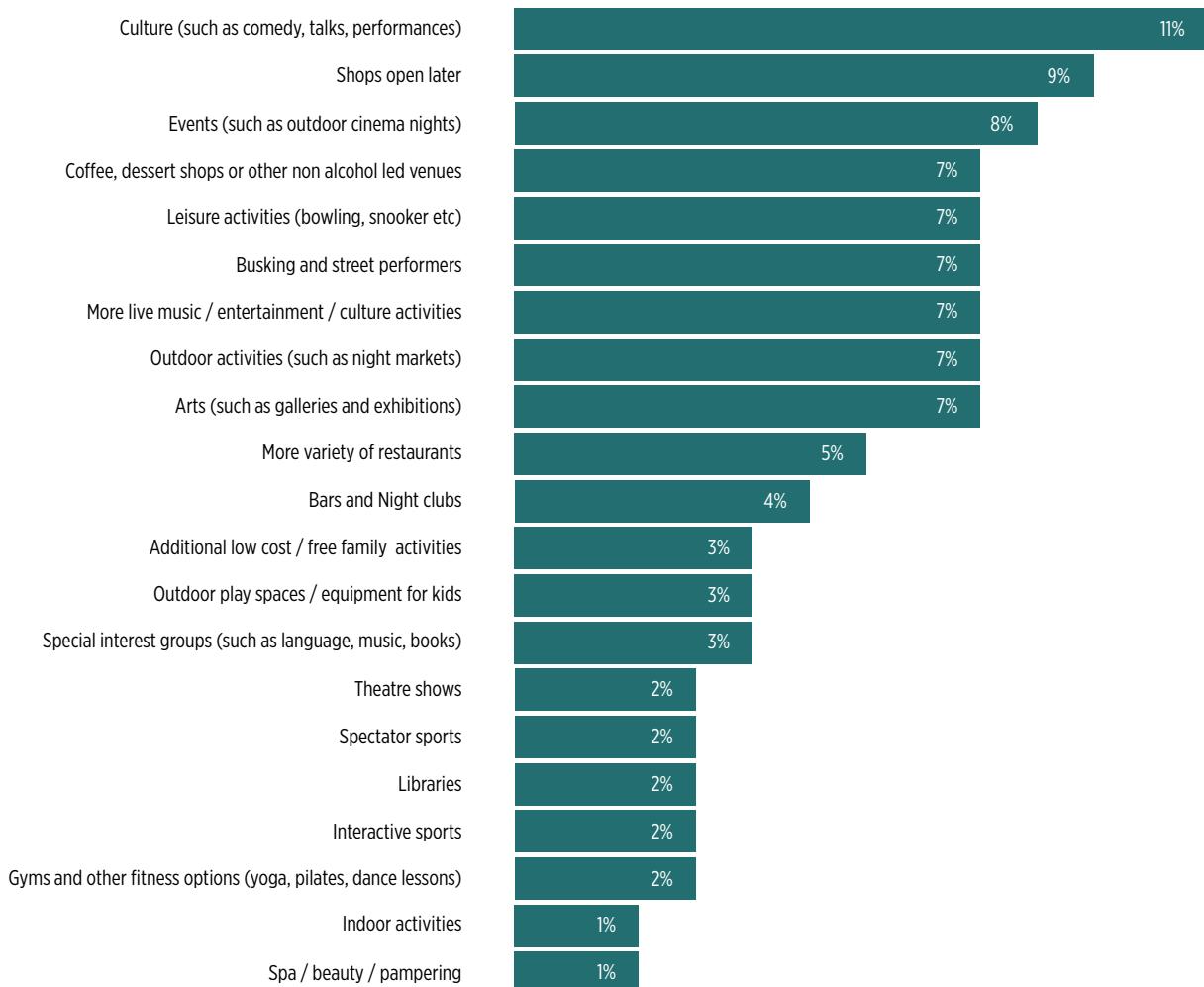
We asked respondents to indicate the reasons why they would not come into the city at night.

- **29% have safety concerns**
- **25% feel that there are not enough recreational or social activities available**
- **10% note that the places that they would like to visit are not open late enough**
- **7% state that public transport doesn't run late enough, the same number indicating public transport is not convenient for them**
- **5% feel that public transport is not safe**

A concerning statistic is that 4% of responses indicated the availability of accessible places, venues and transport as being a barrier to them coming to the city.

What does a vibrant NTE look like?

We asked respondents to consider the current offer in Limerick city and indicate the types of businesses and experiences they would like to see more of in the evening and night-time. The following graph shows the range of activities that respondents would like to have available to them as part of the Night-Time Economy offering in the city.



Opportunities to increase footfall

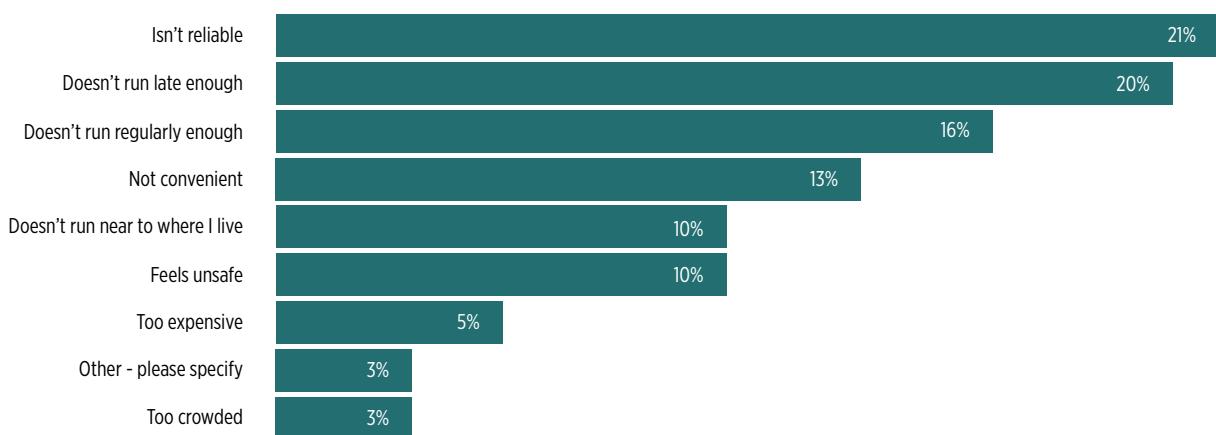
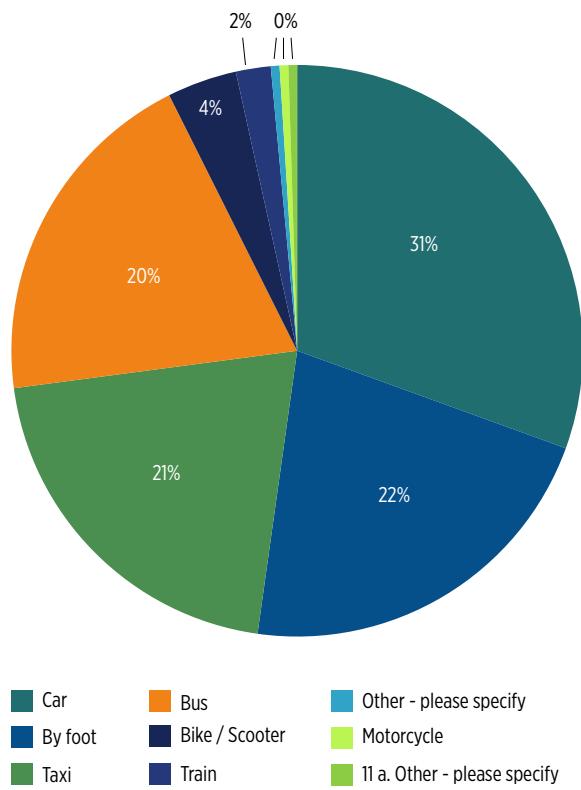
Factors that would encourage respondents to come into the city in the evening or night-time:

- 70% indicated that increased Garda visibility would be a benefit
- 16% are seeking increased safety at night in the city
- 13% would like to see more or better events and activities available to them
- 10% would like to see a greater number of options for things to do without an alcohol focus
- 9% are seeking convenient public transport
- 8% consider that better public spaces/facilities are important to them

Transport & Access

We asked respondents to tell us how they travel into the city in the evening and at night. Currently 31% of people travel to the city by car. A further 22% coming in by foot, followed by 21% using taxi services and 20% using bus services.

The following graph highlights the reasons why people do not use public transport to access the city in the evening and at night.

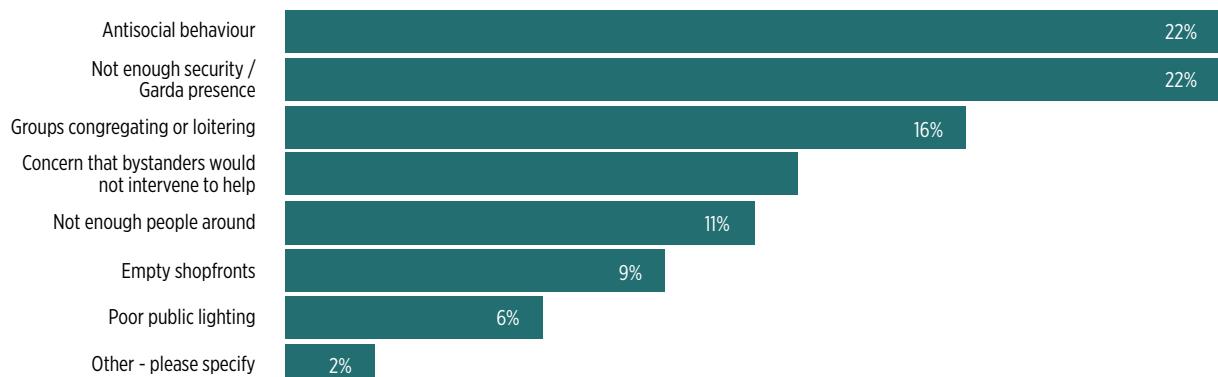


Safety & Security

To gain insight into public perceptions of safety and security in the city, we asked people to choose how safe they feel in the city at night. The following responses were received:

- **16% consider the city to be very unsafe**
- **A further 50% of people consider the city to be unsafe.**
- **Only 1% of respondents feeling very safe in the city at night.**

To deepen our understanding, we asked what specifically makes people feel unsafe in the city, the bar chart below indicates people's concerns:



We appreciate that safety can sometimes be a perception rather than reality and we wanted to determine whether there was a particular time of night that people feel less safe in the city. The following feedback was received:

- **9% feel unsafe from the hours of 6:00 to 8:00 pm**
- **21% between the hours of 8:00 pm and 11:00 pm**
- **25% of people feel unsafe during the hours of 11pm and midnight**
- **24% between the hours of midnight and 2:00 AM**
- **20% after 2:00 AM**



The top three elements / interventions that would make people feel safer in the city at night include increased Garda security or presence at 24%, increased vibrancy of the city at night with more people being around at 20%, and less instances of people being approached by strangers at 18%.

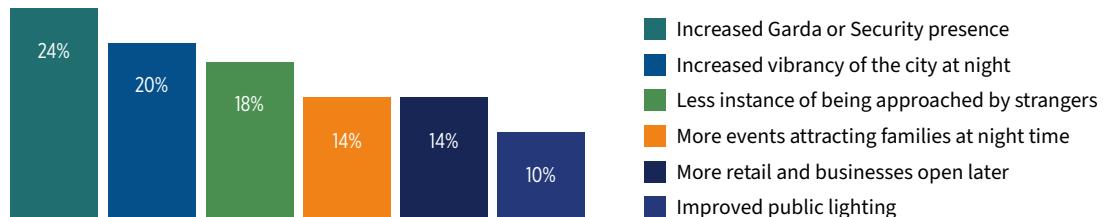


Business Survey Responses & Overview

A business survey was developed to gain insights from businesses across Limerick city regarding their attitudes and understanding of the Night-Time Economy, the barriers to operating in the NTE and what they consider

important for its development. The survey was made available via QR code and online through Limerick City and County Council's engagement portal as well as distribution through various communication networks.

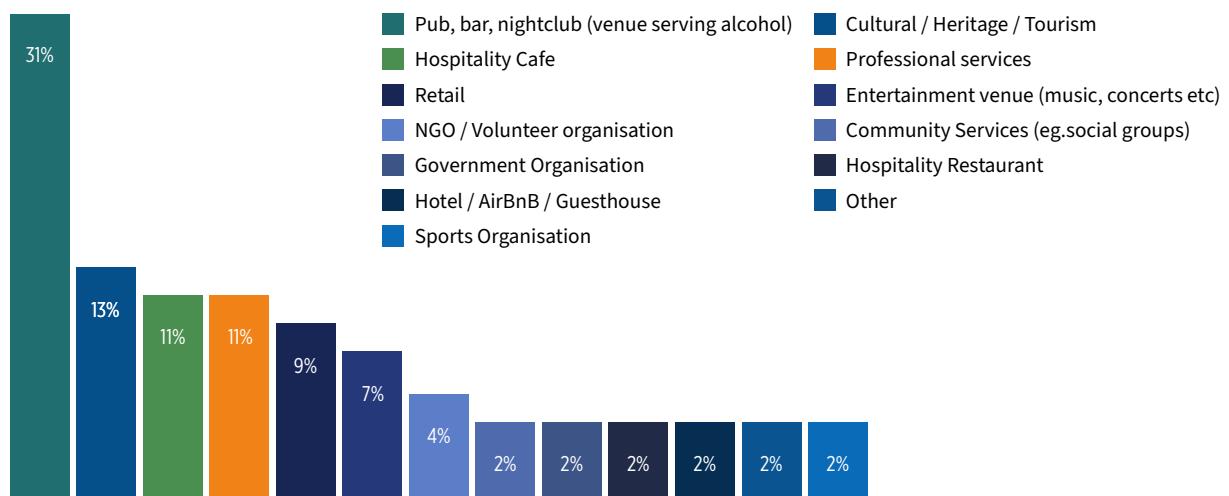
What is important for NTE Development?



Who responded to the Business Survey?

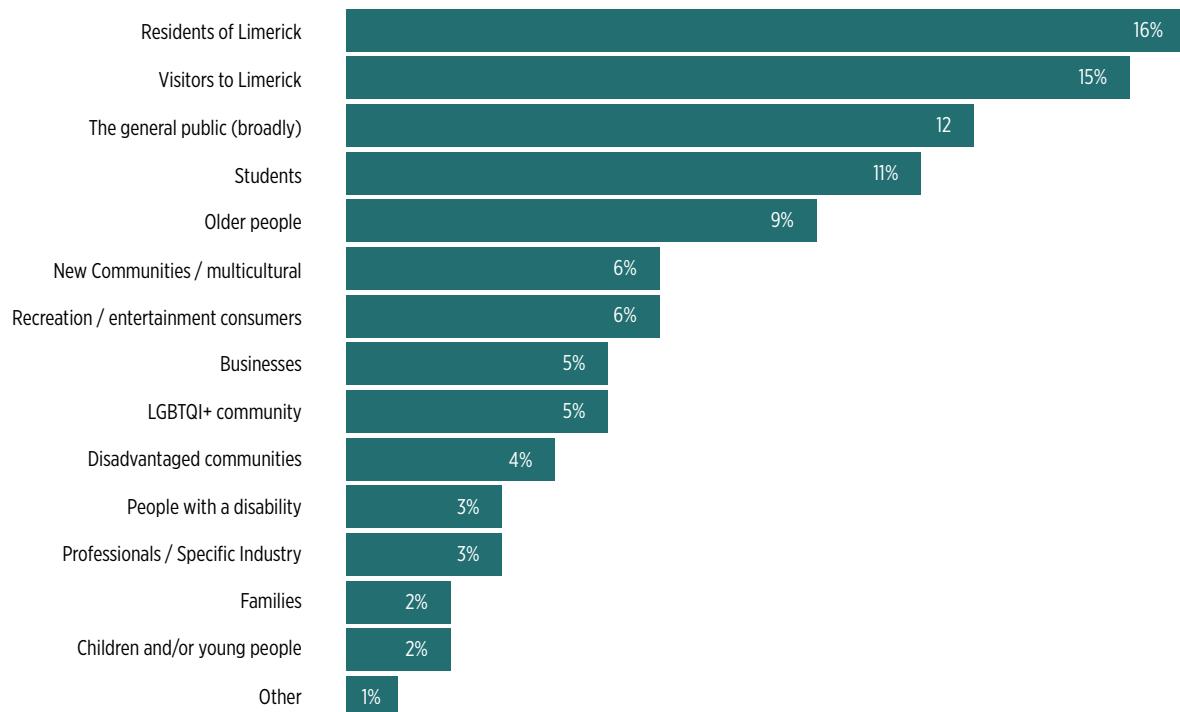
The response from the retail sector is small at 9% but similar to the response rate from surveys developed for other locations in Ireland. It asks the question as to whether there is understanding within the retail sector of the added value that a vibrant night-time economy can offer the sector.

The range of businesses that responded to this survey is presented in the table below.



Core Customers

To understand the types of customers that businesses and organisations are catering for, we asked a question 'Who are your core customers? Businesses were in position to choose more than one option on their response.



On further analysis:

17% are serving a local customer base

17% have a regular customer base

14% cater for customers visiting a specific event

4% operate only on weekdays

13% cater for international tourists

13% cater for domestic tourists

7% have seasonal visitors

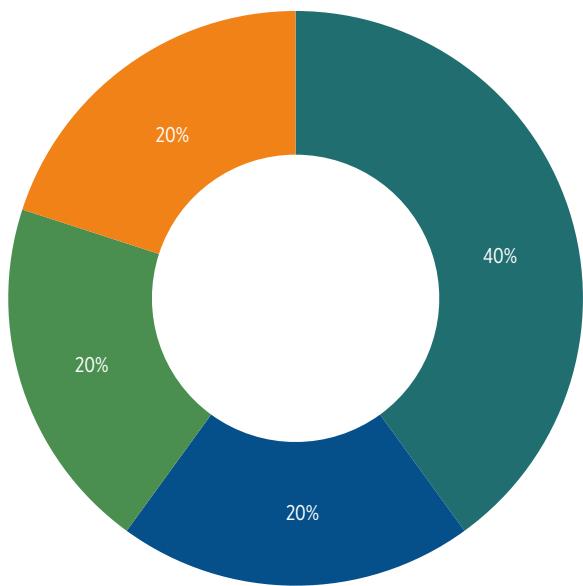
4% operate on weekends only

We asked whether there was a particular reason why businesses and organisations do not operate after 6:00pm, and 67% of respondents indicated that involvement in the NTE did not suit the nature of their business

Accessibility

Businesses were asked about the accessibility options they have for people who are visiting their premises.

- 32% have wheelchair accessible entrances exits and lifts
- 25% have internal layouts that are accessible
- 13% provide accessible parking and pathways
- 13% provide accessible signage
- 4% provide information access through audio digital large format information
- 1% provide assistive technologies hearing loops sign language
- 9% of businesses indicated their premises are not accessible for people with a disability



Collaboration for an Enhanced NTE

The Night-Time Economy works best when people work in partnership, and we asked businesses whether they have considered or explored collaboration initiatives outside of those inside or beyond their sector. It was revealed that 20% consider collaboration would not benefit their business and a further 20% indicated that the nature of their business is not conducive to collaboration. Interestingly 40% of businesses have not considered collaboration with other businesses to date.

- I have never thought about collaboration
- Collaboration would not benefit my business / organisation
- Other
- The nature of my business / organisation is not conducive...



Collaboration and future consideration

To understand the potential for collaboration and development of partnerships we asked businesses to indicate the types of new or collaborative initiatives they might be interested in pursuing to boost Limerick's NTE. Responses included:

- 20%** interested in cross promotion or shared marketing for events
- 20%** considered collaborations around events or festivals
- 15%** interested in pursuing safety and security collaborations 12% interested in working together to support later opening hours under diversification of what is available at night
- 11%** interested in networking events for businesses
- 10%** interested in experiential events, interactive installations themed events
- 6%** indicated their interest in offering their premises or part of their premises as 'meanwhile use' spaces
- 4%** indicates the potential to collaborate around sporting and healthy living events including night walks tours of the city
- 2%** indicated collaboration around shared or scheduled opening nights for instance in the hospitality sector around restaurants and cafes
- 1%** of businesses felt that collaboration was not applicable to their business

Benefit of Night Time Economy to Business

We asked businesses to choose what they consider to be the top three benefits for their business from having a vibrant Night-Time Economy in the city. Respondents were able to choose more than one option.

- 100%** indicated that it would have an impact of increasing the number of visitors to the city
- 21%** consider that it will increase business footfall and turnover
- 19%** feel that the further development of experiential offers in the city would benefit their business
- 13%** believe that a positive impact on safety and those working in the city at night would be a benefit to them

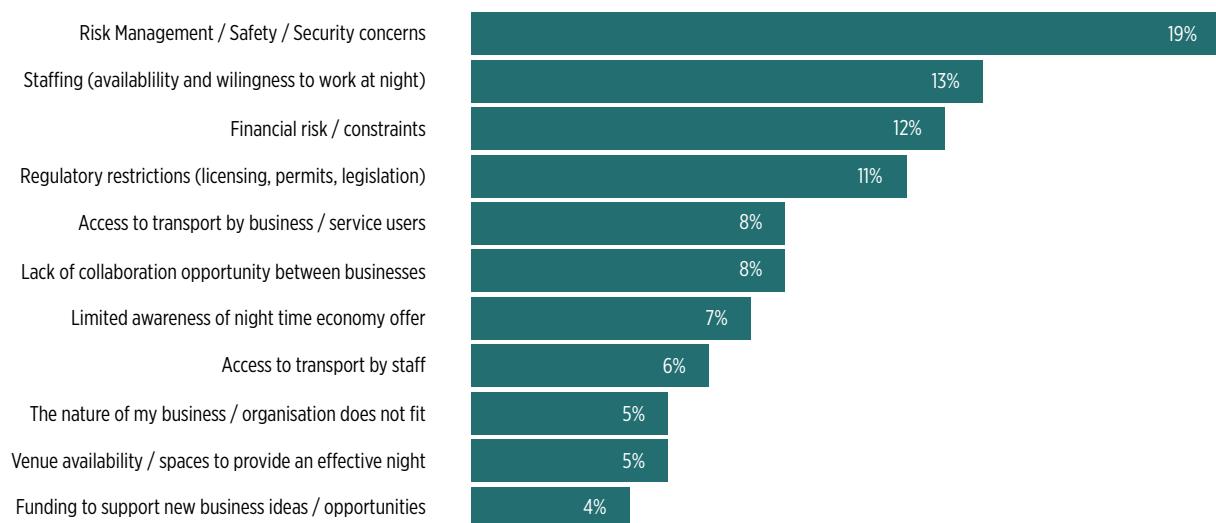


Operating Challenges

We asked businesses to consider the challenges that they face in operating at night time to understand how this impacts engagement with the NTE. Respondents indicated that their primary concern is around risk management, safety and security, their second concern

being staffing and the availability and the willingness of people to work at night, the third concern being the financial risks involved in operating in the NTE. The chart below provides the full responses received for this question

What challenges, if any, do you currently face in participation in the development of Limerick's night-time economy?

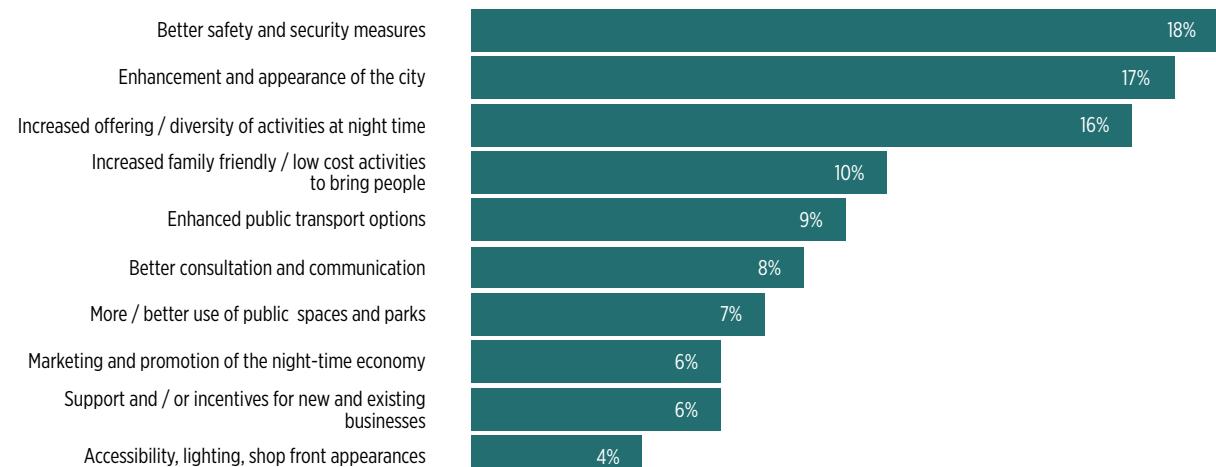


Future Potential for NTE Development

To identify the potential for increasing businesses engagement in the Night-Time Economy we asked them to select the top three priorities that they consider need to be addressed for their participation.

Better safety and security measures were the primary

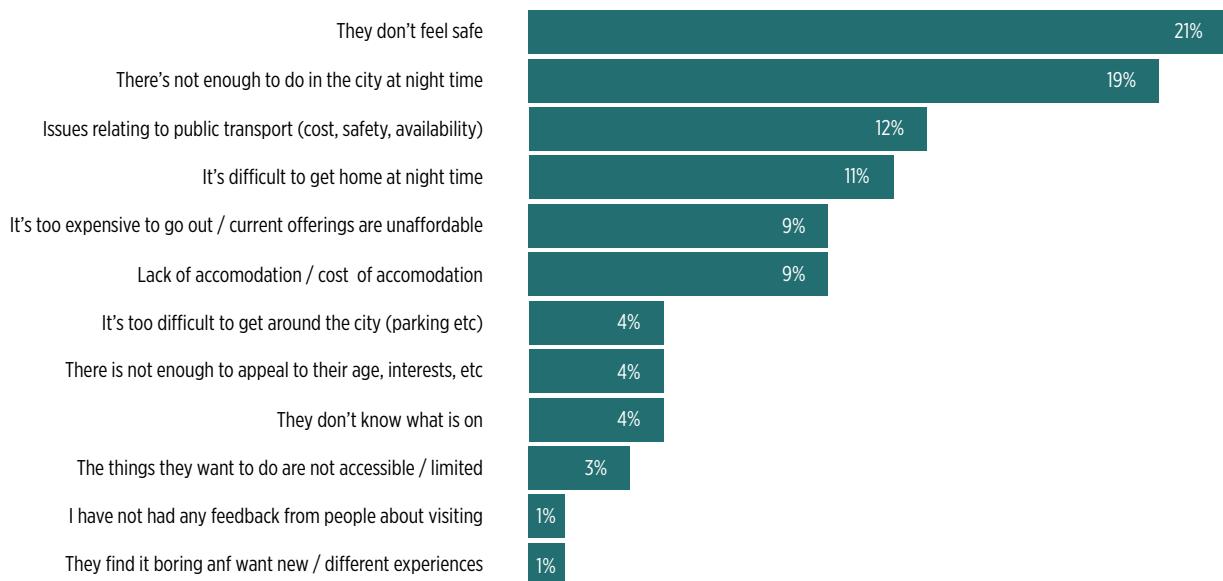
concern, followed closely by the enhancement and appearance of the city at night, followed by the need for an increased and more diverse offer of events, experience, and activities on offer for NTE users.



Customer Feedback

We asked whether businesses have had any feedback from their customers or service users that impact them visiting the city at night. The table below indicates how their customers perceive Limerick city at night.

These responses tally with the responses from the stakeholder engagement process and indeed the outputs of the public survey.





Appendix B



Businesses participating in the Limerick City Gift Card scheme which operate within Limerick's Night Time Economy

101

Abbey Book Shop
Absolute Hotel
Adare Woollen Mills
Adrenalin Sports
Aisling Maher Boutique
All Seasons
Angel Times
Aoife McNamara
Arabica Coffee Co.
Baby Land
Be Fabulous
Bean a Tí
Bellissimo
Belltable Cafe
Bobby Byrne - Gastropub and Foodhall
Boots - Priors Land 1729
Brown Thomas
Canteen
Carews
Cavavin - The Wine Shop
Centra Lower William Street
Centra Upper William St
Central Shoes
Charlie St George Bar
Clayton Hotel
Connolly
Connolly Man
Coqbull

Cornstore
Craghoppers
Daly Jewellers
Dance city
Deebert House Hotel
Delicate lingerie
Diesel
Dolans
Dooleys SuperValu Newcastle West
Ecco Shoes
Ela Maria
Esquire
Fennesys
Fine wines
Fine Wines - Parnell Street
Fitzgerald Electrical
Flannery's bar
Flax in Bloom
Fone Connection
Foot Solutions
Franklin Shoe Repairs
Future Sound and Vision
Gatsby For Men
Ger Robinson Hair Design
Gleeson's Sports Scene
Gleesons Spar
Glen Tavern - Callanan Taverns
Glitzi Bitz
Gloria Jeans Coffee

Green Acupuncture / Acupuncture Therapy & Herbs
Gusso's Café
Hamptons Bar & Grill
Harry's
International Rugby Experience
Irish handcraft ltd
Isobel
Jack & Jones
Jack Fitzgerald Electrical
JC Daly Hardware
John Deignan Menswear
Keane's Jewellers
Kenneally Jewellers
Kimono
Lawless Flowers
Leavys Shoes - O'Connell Street
Leavys Shoes - William Street
Lena's Sewing & Knitting centre
Lidl - Childers Road
Lidl - Dock Road
Lidl - Dublin Road
Lidl - Ennis Road
LiKe Bikes - Abbeyfeale Greenway Hub
Lily Store
Lime Tree Theatre
Limerick Chamber
Limerick Podiatry Centre
Limerick Travel
Lucky Lane
Made-Limerick
Marbles hair and beauty
Marc Cain
Marco Polo
Master Chefs
Matthew Stephen's Jewellers

Melo Yelo
Michael Gleeson Shoes
Mike O Connells Menswear
Modini Shoe Boutique
Mother Macs
Myles breens bar
Nancy Blakes
New Look -1797
No.1 Pery Square Hotel
Noel's menswear
Noel's Menswear
O Donnell Boutique
O Grady's Foodmarket - Spar Ballingarry
O Mahony's booksellers ltd
O'Connells Butchers Victuallers
Old Quarter Town House
Olio and Farina
Pennys
Pressed Flowers by Nell
Raasta foods
Radar stores
Rain Outdoors
Rathbane Golf Course (Mack Trading Ltd)
Re story
Regatta Great Outdoors
Reva Spa
River Bar and Restaurant
Savins Music Centre
Scanlans Menswear
Sea Breeze Sea Food
Sextons for Men
Silke's Art and Office
Singer Sowing
Skin 26
Specsavers

Steamboat music
Subway
Tadhg Kearney jewellers
Tadhg O Connor (Vokes)
Tadhg O Connor Furniture and Electrical
Tadhg O Connor Newcastle West
Tadhg O Connor Rathkeale
Tesco Arthur's Quay- 3521
Texas steakout
The Bedford Townhouse
The Bike Shop
The Commercial
The Flower Studio
The G Boutique
The George Hotel
The Hunt Cafe
The Locke Bar
The Longcourt House Hotel
The Old Quarter
The Outlet Store

The Poppy Cup
The Red Hen
The Savoy Hotel
The Spit Jack
The Strand Hotel
The White Feather Boutique
The White House
The Wine Buff
Tom Collins Bar
Toys o Connor
Vamp Lingerie ltd
Vincenzo - The George Hotel
Visage Hair Limerick
W J Souths - South's Pub
Whelan Cameras
Whelan's Bar
Wokking
Woodfield House Hotel
Woodlands House Hotel
Young Gleeson Shoes



Appendix C



Mayoral Alignments with The Night Time Economy Action Plan

Pillar 1

Events, Experiences and Activities

Work with city centre traders, cultural institutions, hospitality operators and the Night-Time Economy Adviser to develop a plan for Sunday and late-night opening one night a week in the city centre. We will animate streets and align the opening hours of cultural amenities, and if successful, consider extending this model to one or more volunteering county towns (MP88).

Pillar 2

Retail & Hospitality

Work with city centre traders, cultural institutions, hospitality operators and the Night-Time Economy Adviser to develop a plan for Sunday and late night opening one night a week in the city centre. We will animate streets and align the opening hours of cultural amenities, and if successful, consider extending this model to one of more volunteering county towns (MP88).

Develop a Shop Local voucher scheme in conjunction with Limerick Chamber and local businesses (MP92A).

Pillar 3

Place Making & Public Realm

Investigate the feasibility of credits against commercial rates for shops in key pedestrian friendly areas who agree to remove metal shutters and commit to leaving window displays lit up until say midnight (MP48).

Conduct an audit of and encourage temporary uses of underutilized publicly owned spaces which could provide suitable spaces for volunteer theatre groups, especially youth theatre, to rehearse or store props. Consider rates exemptions for private owners of such premises if they allow their property to be leased at lower than market rent for this purpose (minimum 3-year lease agreement) (ML65).

Work with our counselors in the Night-Time Economy Adviser to implement the changes necessary to develop a vibrant and safe night-time economy in our city centre. This should include the changes necessary in the development plan, such as change of use for basement and ground floors of buildings in Limerick's Georgian Quarter. We must also consider public transport options for those not living in the city (ML109).

Conduct a survey of underutilized public spaces and public buildings for potential for temporary uses. This may be rotating pop-up shops, providing vibrancy and continual novelty through shopping districts in towns and the city centre (MP87).

Pillar 4

Transport and Access

Offer a direct Mayoral support for extended hours for public transport to allow people traveling early or late to move more safely, particularly those needing to be in work early in the morning or late in the evening (**ML44**).

Work with our councillors and the Night-Time Economy Adviser to implement the changes necessary to develop a vibrant and safe night time economy in our city centre. This should include the changes necessary in the development plan, such as change of use for basement and ground floors of buildings in Limericks Georgian Quarter. We must also consider public transport options for those not living in the city (**ML109**).

Have secured public transport links from key towns and the city to permit people to travel off business hours to the city and vice versa (**ML116**).

Consulted and agreed to new traffic management plan in time for the next development plan which reduces the use of the core city centre for vehicular traffic transiting the city centre and reflects the increased ambition I have for Limerick's growth and the implementation of LSMATS (Limerick Shannon Metropolitan Area Transport Strategy) (**ML90**).

Pillar 5

Safety and Security

Ensure that safety and security always form part of the standing agenda for the semi-annual Mayors meetings with Government Ministers so that there can be no more hiding from accountability for non-delivery and make sure that there are monthly meetings on safety on our streets with Limerick representatives An Garda Siochana and other stakeholders (**ML49**).

Pillar 6

Visibility & Communications

Develop a plan and related marketing to create a "Welcome to Limerick" office which might be located in Arthur's Quay and act as a single point of focus and contact to make it easier for people to consider and be convinced to make the move to Limerick (and stay here once they have landed). The office and its staff will lead on integration work for all communities and be a single point of contact to make access to Limerick services easier and to identify in advance and solve deficiencies whether arising from the growth of population in a particular area, the differing needs of new cultures are simply existing shortfalls and gaps in our services for all residents (**ML32**).

Pillar 7

Governance & Sustainability

Establish an implementation group, which will be steered by the Mayor, to consider implementing actions arising from the review of Limerick's night-time economy on a countrywide basis (**ML110**).

