

**Economic Development, Enterprise, Tourism and Planning SPC meeting to be held on
13th October 2025**

Notice of Motion submitted by Councillor S Beasley

I will move at the next Meeting that Limerick City and County Council adopt a "PAW Policy" for the City and County, promoting dog-friendly businesses by displaying a Council-provided paw print symbol and listing them on Limerick.ie. This policy would support pet owners, boost local business, attract pet-friendly tourists, encourage responsible dog ownership, help owners with their mental wellbeing by facilitating activity, and position Limerick as a more inclusive destination. I urge your support for this beneficial initiative.

Reply:

The Trade and Investment Team will develop and launch a Limerick Pet Friendly Business Brand. Promotional material (e.g. branded window stickers) will be made available to collect at all Council Offices for any pet friendly business that wishes to participate.

Is mise le meas,

Brendan Troy
Head of Trade and Investment
Finance, Economic Development and Digital Services
Dated 3rd October 2025