

Meeting of Limerick City and County Council to be held on Monday, 13th July, 2026

Notice of Motion submitted by Councillor O. O'Sullivan

I will move at the next Meeting of Limerick City and County Council that this Council will recognise the value of strategic continuity and the need to maximise previous public investment in promoting Limerick nationally and internationally and provide a report to the July Plenary Meeting of Limerick City and County Council on the current status, governance, ownership, delivery and future direction of the Limerick Place Brand Strategy – Atlantic Edge, European Embrace, launched in 2020.

REPLY:

Current Status of the Limerick Place Brand

The Limerick Place Brand remains active as Limerick city and county's overarching place marketing and destination positioning framework. Since its launch in 2020, the brand has evolved from a standalone identity project into a strategic platform used to support tourism promotion, investment attraction, talent recruitment, cultural programming and civic promotion. The brand continues to underpin a growing portfolio of destination and sector-specific initiatives including Riverfest Limerick, Christmas in Limerick, Halloween in Limerick, Golf Limerick, Limerick Student City, Limerick on Foot and Brand Adare, all of which operate under the wider Brand Limerick umbrella. The brand has also become increasingly visible within the public realm through signage, visitor infrastructure, transport gateways and key civic locations, creating a more consistent sense of place across the city and county. Following stakeholder engagement undertaken in 2024, the brand was refreshed through the development of an updated creative platform and new promotional assets that continue to guide national and international promotion activity today.

Governance and Ownership

Overall stewardship of the Limerick Place Brand rests with Limerick City and County Council through the Marketing and Communications Department, working collaboratively with Economic Development, Tourism, Culture and Arts, Property and Place-Making and the

Council's Senior Management Team.

The brand was established as a shared strategic asset for the county rather than a departmental initiative and is intended to support the promotion of Limerick by a broad range of public, private and community stakeholders. Governance of the brand is exercised through established Council management structures, with the Marketing and Communications team responsible for brand management, development, implementation, compliance with brand guidelines and stakeholder engagement.

The Brand Toolkit remains publicly available to encourage consistent adoption and application of the brand identity by external partners and stakeholders.

Reflected in Current Council Strategies, Events, Publications and External Promotion

The place brand continues to be embedded across a wide range of Council activities and communications. It is reflected in tourism marketing campaigns, investment promotion materials, Council publications, presentations, websites, social media activity, conference participation and international engagement programmes.

The brand informs how Limerick presents itself in relation to quality of life, innovation, sustainability, education, culture, sport and economic opportunity. It also provides a consistent visual identity and messaging framework across major civic festivals and events. More recently, physical expressions of the brand have become increasingly prominent through wayfinding, gateway signage and landmark installations such as the LK Icon on Clancy Strand, reinforcing the visibility of the brand in the public realm.

Future Direction and Recommendations

Maintaining strategic continuity in the application of the Limerick Place Brand will maximise the value of previous public investment and ensure consistency in how Limerick is presented nationally and internationally. It is recommended that the brand continue to serve as the overarching framework for tourism, investment, talent attraction, culture, sport and civic promotion activities.

Particular opportunities exist to:

- Continue strengthening stakeholder adoption and use of the brand across public, private and community sectors.
- Ensure consistent application of the brand across major events, campaigns and strategic projects.
- Leverage major opportunities such as Ryder Cup 2027 and other international events to further enhance Limerick's profile.
- Continue developing targeted sub-brands and promotional platforms that support specific sectors while remaining aligned to the master brand.
- Embed the brand within future economic, cultural, tourism and placemaking strategies of the Council.
- Strengthen Limerick's reputation as an attractive location to live, work, study, visit and invest.

The Place Brand remains an important strategic asset for Limerick, providing a recognised and consistent platform through which the city and county can articulate its ambitions, strengths and opportunities to domestic and international audiences. Continued investment in governance, stakeholder engagement and consistent brand application will help ensure that the benefits of the strategy continue to be realised in the years ahead.

Signed: 

Date: 09 July 2026



Comhairle Cathrach
& Contae Luimnigh

Limerick City
& County Council

An Comhshaoil, Uisce Tuaithe agus Gníomhú ar son na hAeráide
Comhairle Cathrach agus Contae Luimnigh
Bóthar Thuar an Dail
Tuar an Dail
Luimneach. V94 WV78

Environment, Rural Water and Climate Action
Limerick City and County Council
Dooradoyle Road
Dooradoyle
Limerick. V94 WV78

t: +353 (0) 61 556 000

**Meeting of Limerick City and County Council
to be held on Monday, 13th July, 2026**

Notice of Motion submitted by Councillors P. Doyle, U. Gavan, S. Hartigan, J. Pond and E. Secas

We will move at the next Meeting of Limerick City and County Council that from Budget 2027 all net income generated from burial grounds across the city and county is ringfenced specifically for graveyard maintenance and improvement works.

Response:

The delivery and operation of the 219 non-denominational burial grounds in Limerick is funded through the resources of the Council.

Therefore, the payroll and operation of burial grounds is reliant upon the annual revenue budget allocation to this service. Long term investment in burial grounds is a capital expense which is required to be funded from the capital account.

Planning Development contributions may be set aside for the provision and improvement of burial grounds.

While revenue income is achieved through the sale of Right of Burial in burial plots, Columbarium Wall Niches, monument permits, etc., funding is sourced through the annual budget allocation from this income.

In 2026 revenue expenditure on Burial Grounds is budgeted to exceed income by c. €900,000.

Kieran Lehane

Director of Service for the Metropolitan District of Limerick

July 7th, 2026



Planning, Heritage and Ryder Cup
Limerick City and County Council
Merchant's Quay
Limerick

July Municipal of the Council to be held on Monday 13th July, 2026

Notice of Motion submitted by Municipal District of Newcastle West - Councillors L. Galvin (Proposer), M. Collins, F. Foley, T. Ruddle, J. Scanlan, J. Sheahan

I will move at the next Meeting that Limerick City and County Council calls on the Mayor to initiate proceedings to vary the County Development Plan to facilitate/zone retail sites on the Killarney Road, Abbeyfeale and that this Motion if passed be forwarded to the Mayor's Office and also placed on the next full Council agenda.

REPLY:

The enactment of Part 3 of the new Planning and Development Act, 2024 has required the Council to examine the options to incorporate all current local area plans by way of variation processes into the Limerick Development Plan. The Forward Planning Team, to put this into effect, are currently preparing a work programme for a series of Variations for all Local Area Plan zoned settlements across the county. It is intended to arrange a briefing with the Elected Members in early September, to inform the members of this full programming.

The Forward Planning Team, as part of this work programme, intends to prioritise the review of the zoned Town Settlement of Abbeyfeale, with a view to commencing a formal Variation process of the Limerick Development Plan by the end of 2026. The Members are advised that the background research and analysis required to inform this Variation and the next Abbeyfeale town settlement plan, including retail, economic and environmental appraisals have already been initiated.

In relation to the site on the Killarney Road, Abbeyfeale, in accordance with legislative requirements, this site will be examined as part of the full review of all zoned lands in the town, having regard to compliance with national and regional policy and guidelines and to the proper planning and sustainable development of the area.

The new Settlement Plan for Abbeyfeale, which will form part of the proposed Variation will be presented for consideration by the Elected Members as part of this legislative process.

Maria Woods
Senior Planner
09.07.2026

MEETING OF LIMERICK CITY AND COUNTY COUNCIL TO BE HELD ON 13TH JULY, 2025

Notice of Motion submitted by Councillor S. Beasley

I will move at the next Meeting of Limerick City and County Council that the Council will allocate vacant Council owned properties that are deemed structurally safe and habitable to people from the housing waiting list without delay, with minor refurbishment and upgrade works to be carried out whilst the tenant is in-situ.

REPLY:

Housing Maintenance

The Council's policy is to return vacant properties to a lettable standard prior to allocation. While the objective of minimising vacancy periods and accelerating allocations is fully supported, there are several practical considerations that must be addressed before a property can be occupied.

These include:

- **Health & Safety Requirements:** The Council has a duty of care to ensure that all properties are safe for occupation. Essential works may be required to address electrical, gas, fire safety, structural, asbestos, dampness, mould, or other health and safety-related issues before a tenancy can commence.
- **Access to the Property:** Once a property is allocated and occupied, access for Council staff and contractors can become more restricted. Completing works prior to occupation generally allows for safer, more efficient and less disruptive delivery of refurbishment and upgrade works.
- **Contractor and Resource Availability:** The scheduling of works is dependent on the availability of direct labour crews, specialist contractors and materials. Some works must be completed in a specific sequence and cannot be readily undertaken with tenants in residence.
- **Tenant Welfare and Disruption:** Carrying out refurbishment works in occupied homes can create inconvenience, noise, dust, and potential safety risks for tenants, particularly where vulnerable households, children, older persons, or people with disabilities are involved.

Notwithstanding these considerations, the Council continually reviews its void management processes to identify opportunities for the earlier allocation of properties where it is safe, practical, and in the best interests of both the incoming tenant and the Council.

Housing Allocations

The Council works closely to ensure suitable applicants are identified for properties before refurbishment works are completed, thereby minimising vacancy periods. The introduction of Choice Based Letting later this year, on a pilot basis, will further reduce turnaround times, particularly in harder-to-let areas of Limerick City and County.

The proposal is worthy of further consideration, and the Council will examine whether such an approach could be feasible and, if so, how it might operate in practice. This review will need to consider the legal, health and safety, operational, resource and tenant welfare implications involved. The outcome of that examination may determine that the proposed approach is not possible to operationalise; however, the Council is committed to giving the matter proper consideration before reaching a conclusion.

John Moran,
Mayor of Limerick,

10th July 2026.