

Chapter 9 The Arts, Culture, Creativity & Tourism

Introduction

The aim of this chapter is to create a collective approach to Arts, Culture, Creativity and Tourism development in Limerick, provide appropriate infrastructure to support this aim and in turn support the economic and social development of the City of Limerick

This chapter, specifically in relation to Arts and Culture is the continuation of a journey which Limerick City Council embarked upon when it developed the first policy approach to Culture and Arts for the City. In that time, the Council has achieved much in terms of the development of the City, and in particular, has influenced the shift of Culture and Arts to a more central position on the urban regeneration agenda. It is now time to take this a stage further, by aligning and integrating this work with the other main players to ensure that not just Culture and Arts make an optimum impact on the further development of this City, but Creativity and Tourism also.

Cities are hugely important assets to the modern economy and social wellbeing. They are the powerhouses of their regions and generate much of the wealth of a nation. It is only in the heart of our cities that the physical, intellectual and cultural assets are gathered together in a critical mass that provide the conditions for successful growth and it is therefore clear that those engaged in urban development need to embrace the opportunities offered by cultural activity alongside more traditional economic and infrastructure development. Arts, Culture and Creativity also contribute to education, development of skills, competitiveness, Tourism and social inclusion. The importance of a vibrant urban Cultural, Creative and Arts Sector in building and sustaining a unique and competitive 21st Century Limerick cannot be over-stated.

This chapter promotes a strong individual identity for the City and strengthens our ability to achieve a wide range of social and economic goals. It requires us to aspire to the best practice approaches we have seen in other cities, but also to be aware of the very specific context here in Limerick. Realizing the true potential of Culture, Creativity, Arts and Tourism to the development of Limerick will require a joining up of the plans and activities of the main players in this sector and also the development of an evolving skill set for leaders and practitioners to drive this ambitious policy approach.

The purpose of this chapter is to set out the policies and objectives for the development of high quality, sustainable, Arts, Culture, Creativity and Tourism supports for the City up to 2016 **and beyond**. Arts, Culture and Creativity support the quality of life for individuals and communities in addition to forming part of urban value systems. Arts, Culture and Creativity facilities also act as tourist attractions. Limerick City has a strong and vibrant cultural heritage. This is highlighted by several events and festivals of national and international distinction and by its well established local Arts community and educational facilities. Limerick City Council aims to reinforce the City as a place which visitors enjoy, where they are welcomed, enjoy positive experiences, receive good service and contribute to the local life, character and economy of the historic City. The protection of these assets is of major importance to the future social and economic development of the City, as is the delivery of essential supporting infrastructure and services. This Chapter aims to aid in the joined-up delivery of supporting infrastructure and services relevant to the proper planning and sustainable development of the City of Limerick as the Gateway of the Mid-Western Region.

Part I The Arts

It is the aim of Limerick City Council to provide a range of Arts and Cultural Services through its combined support for the Arts Service, Limerick City Gallery of Art, the Library Service and the Museum Service. Together these services provide a programme of activities that create an 'access for all' approach to service provision while supporting the continued advancement, participation and collaboration of Arts and Cultural Services in the City. It is the aim of Limerick City Council, through its services, to ensure that this support for the Arts and associated services is part of the planned development of the City and the wider Mid-Western Region. With such a high concentration of Arts in Limerick City it will be the continued aim of the City Council to promote Limerick City as a centre for the Arts in all its forms.

Arts Service

The Arts Service at Limerick City Council represents the new status of Arts provision. The service comprises the facilitation and support for the long-term development of the Arts sector as a whole. The aim of the service is to understand and work to meet the needs of the artists, participants in Arts activities, audiences, and the general public. The day to day service provides information and advice, it supports and develops Arts infrastructure, it provides support for individual artists, independent cultural organisations and activities, it provides Arts programming and Art form development, specific groupings, and aids in the advancement of Arts and education.

Policy ACT.1 Arts Service

It is the policy of Limerick City Council to integrate and support the continued advancement, participation and collaboration of Arts services in the City.

Limerick Integrated Arts Strategy, 2002

The Arts, in all forms, underpin quality of life in an urban area in addition to enhancing the attractiveness of the City. The *Limerick Integrated Arts Strategy* was published in 2002 and outlined six strategic action areas to support further development of Limerick as a centre for 'Creativity'. These six action areas have been put in place to achieve an inclusive and coordinated approach to Arts provision in the City of Limerick and are outlined as follows; public planning and support for the Arts, the Creative City, public access and participation, the individual artist, Infrastructure and facilities for the Arts, collaboration and partnership.

Policy ACT.2 Arts Support

It is the policy of Limerick City Council to support the further development of Limerick as a Centre for Arts, in all its forms, and to support the continued advancement of the Arts in Limerick (as outlined in the Limerick Integrated Arts Strategy).

Future policy

A further strategy will be needed to guide the next period of Arts development. This additional Integrated Arts Strategy affirms the City Council's belief in the importance of the Arts to individuals and communities and as an important aspect of local government service to the community.

Policy ACT.3 Arts Strategy

It is the policy of Limerick City Council to support and facilitate the aims of the current Limerick Integrated Arts Strategy, 2002, and any subsequent Arts Strategy.

Policy ACT.4 Action Areas

It is the policy of Limerick City Council to review and update the action areas set out by the Integrated Arts Strategy [where necessary](#).

Facilities for the Arts

Limerick City Council recognises the contribution made by artists, in all their forms, to the City's artistic and cultural life. The Arts Service supports artists and continues to deliver and encourage artistic development in the City by providing studio space. Due to the fact that living space can also be problematic for artists, a number of live-work studio apartments are being funded by Limerick City Council through *ACCESS II* funds to aid in this difficulty. Limerick City Council will continue to examine the feasibility of providing infrastructure to meet artists' needs. The provision of studio and exhibition space in addition to rehearsal and performance space shall be considered by Limerick City Council. The Council shall also investigate the feasibility of establishing further live-work units and work spaces throughout the City.

Policy ACT.5 Work Spaces

It is the policy of Limerick City Council to investigate the possibility of the provision of spaces for artists in suitable buildings to live, work & exhibit.

Policy ACT.6 Formal Funding Application Process

It is the policy of Limerick City Council to establish a formal funding application process, through the Arts Service, to support the work of individual artists and artist organisations operating in Limerick City.

Infrastructure for the Arts

The existing Arts infrastructure in Limerick includes theatres, performance spaces, galleries, museums, libraries, and outdoor venues. Despite the range of existing facilities, the Council recognises that there is a deficit of Culture and Arts infrastructure in the City as well as a growing list of Arts infrastructures in need of renovation. The full list of Arts amenities and infrastructure is set out in the '*Limerick Integrated Arts Strategy*'. International research reinforces the significance of the Arts and outlines that in order to enhance the Culture of the City the infrastructural needs must be properly maintained and expanded. The *Limerick Integrated Arts Strategy* recognises the Council's role in the promotion and encouragement of the Arts. The maintenance of Arts and Cultural identity is essential for the well being of the City and to this end the Council shall liaise with the relevant organisations working in this area.

Policy ACT.7 Arts Infrastructure

It is the policy of Limerick City Council to work with the relevant organisations to promote, maintain and expand high quality Arts Infrastructure in Limerick City.

Policy ACT.8 Requirement for Arts & Cultural Infrastructure

It is the policy of Limerick City Council to require Arts and Culture Infrastructure to be integrated into large scale re/development of key sites in the City Centre area which include lands in the Georgian Quarter, the Medieval Quarter, the Riverside Area, in or near John's Square, the Railway Area and the Docklands.

Policy ACT.9 Provision of Arts Infrastructure

It is the policy of Limerick City Council to facilitate and encourage the provision of new and improved Arts and Culture facilities in the City with consideration given to district or neighbourhood centres where deemed more appropriate.

Public Art

Public pieces of art greatly contribute to the overall appearance of a City and improve the quality of life through the visual enhancement of the area. Public art can be of any form and can work within or across many art forms, such as visual art, dance, film, literature, music, opera, theatre

and architecture, including all aspects of contemporary Arts practice such as performance, live art, multimedia, video art, sound art, etc.

The '*Per Cent for Arts*' scheme is a scheme that allows for the inclusion in the budgets for all capital construction projects of up to 1% as funding for an art project, subject to conditions. Works under the scheme can be of any duration, temporary or permanent. It provides a challenge and an opportunity to a wide range of artists to create work for public engagement and response. Further to this, proposed residential schemes also provide opportunities for community-focused art projects at the pre-planning stage of the planning process.

Policy ACT.10 Public Art

It is the Policy of Limerick City Council to encourage large-scale development schemes throughout the City to incorporate works of public art as detailed in the 'Per Cent for Art' Scheme.

Policy ACT.11

It is the policy of Limerick City Council to ensure that all construction projects undertaken by the City Council, which are supported by government funding, will be considered for the 'Per Cent for Art' Scheme.

Part II Culture

Culture Aim

It is the aim of Limerick City Council to provide a range of cultural services through support for Cultural Infrastructure both physical and social. Culture is often defined by attitude and behavior that are characteristic of a particular social group. In the case of Limerick City our **culture** continues to support the Arts, the Creative Sector, sport, tourism, heritage, and education in all their forms.

Cultural Heritage

The cultural heritage of Limerick City is rich, diverse and unique and therefore it is necessary for the City Council to set out a clear policy approach to protecting and continually enhancing the existing Cultural Heritage for generations to come. When reference is made to Cultural Heritage, this does not just mean museums, archives and libraries, but encompasses all aspects of the City's heritage such as place-names, heritage objects and buildings, local history and river-based traditions. It is this Cultural Heritage which makes Limerick City an attractive vibrant place for both local people and tourists to live, work, study and visit. Limerick City Council will aim to promote Cultural Heritage through policies on naming new places (including streets and estates), heritage objects and buildings, and the promotion of river-based heritage throughout the City, as well as continuing to support Cultural Heritage services.

Policy ACT.12 Promotion of Local Heritage

It is the policy of Limerick City Council to promote local heritage by encouraging the use of local place-names or geographical, historical or cultural names in the naming of new building developments citywide and continuing to support sustainable/appropriate river-based heritage throughout the City.

Policy ACT.13 Protection of Heritage Buildings

It is the policy of Limerick City Council to protect heritage buildings through the proper planning and sustainable development of City of Limerick.

Heritage Objects

Limerick City Council values heritage objects in all their forms and will seek to ensure their protection as appropriate. The Heritage Act, 1995, defined heritage objects as '*Objects over 25 years old which are works of art or of industry (including books, documents and other records, including genealogical records) of cultural importance*'. Using this definition, Limerick City Council will seek to ensure heritage objects are protected as appropriate.

Policy ACT.14 Protection of Heritage Objects

It is the policy of Limerick City Council to ensure the protection of heritage objects and respect their settings as appropriate.

Museums & Archives

The museums in Limerick City are an important resource for both the people of the City and its many tourists and visitors. The museums house collections including important archaeological material, artifacts, collections and documents.

Policy ACT.15 - Museum Functions

It is the policy of Limerick City Council through its museums to collect, record, and preserve objects and associated information relating to the City's and surrounding areas past. Such information is for the public's benefit and enjoyment now and into the future. Therefore Limerick City Council will continue to support Museum/Archive facilities in the City which allow us to provide the highest standards of genealogical research, client service and genealogical records management.

Galleries

Limerick City Gallery of Art is an important resource for both the people of Limerick and the Mid-Western Region and its many tourists and visitors. Limerick City Gallery of Art houses quality contemporary art through its exhibition programme and houses an extensive collection of important Irish Art. LCGA is the largest contemporary art gallery in the Mid-Western Region, annually exhibiting national and international artists in a diverse exhibition programme.

Policy ACT.16 City Gallery

It is the policy of Limerick City Council through its Art Gallery, to display, extend and maintain the gallery's permanent collection, provide artists with opportunities to experiment, develop and display their work, and to provide local, national and international audiences with a wide range of quality contemporary visual art practice.

Theatres & Cinemas

Theatre and Cinema has always been an important cultural asset and attraction to the people of, and visitors to the City. The Belltable Arts Centre has an artistic policy to provide space for Arts development, Arts provision and social engagement in Limerick and beyond. They aim to achieve this by; presenting work of caliber across the art forms: visual art, live performance, film and literature; fostering, developing and nurturing local, national and international Arts practitioners and encouraging innovation in their practice; making space and resources available to create new work across the art forms; fostering partnerships, networks and create debate and dialogues with Arts practitioners, local communities and audiences; being a focal point, a vital resource and social space for the Arts in Limerick and beyond. The live performances include but are not restricted to: theatre, poetry, circus, music, comedy, dance, opera, and traditional Arts.

Policy ACT.17 Theatre Facilities

It is the policy of Limerick City Council to continue to support and to expand theatre facilities in the City.

Limerick has a great tradition with Cinema. Over the years there have been eleven cinemas in existence at different times and varied locations around the City. Attendance has always been high, highlighting the cultural demand for this type of entertainment. Currently there are no cinemas in the City Centre forcing the community to commute to out of City locations in order to avail of this service.

Policy ACT.18 City Centre Cinema Development

It is the policy of Limerick City Council to encourage and support the development of a Cinema in Limerick City Centre.

Libraries**Policy ACT.19 Library Service**

It is the policy of Limerick City Council to develop, expand and deliver a quality Library Service to Limerick City and to promote the library as a vibrant service capable of meeting the challenges of change in information, education, recreation and culture.

Stadia & Sports

Limerick recognises the contribution that sport, sport-facilities, sporting-events, sport participants and sports personalities, make to the City of Limerick and the wider region. Limerick has a great and varied history with all types of sport and has continued to develop sport through investment in sports education and the supporting services needed to maintain this cultural interest. Limerick must continue to build upon these efforts and encourage further investment in this area.

The redevelopment of (to name but a few) Thomond Park and the Gaelic Grounds has provided the City with high class national and international sporting facilities, which have the capability to be used for other types of entertainment events. A recent review of the economic impacts of events, at Thomond Park, on the economy of the City, demonstrates that such events are a significant contributor to the City's economy in respect of hotel bed nights and spending within the City.

Policy ACT.20 Sporting Facilities

It is the policy of Limerick City Council to support the expansion and intensification of sporting facilities and events in the City and support the diversification of all sporting venues to allow for the accommodation of all types of sport, entertainment and cultural events.

Policy ACT.21 Support of the Continued Growth of Sporting Facilities

It is the policy of Limerick City Council to support the growing number of sports, sport-facilities, sport-events, sport participants, volunteers and personalities in Limerick through its varied services.

River-Based Heritage

The river-based Heritage is extremely important to Limerick City. The City's relationship with the Shannon River is significant in shaping the development of the City though providing a medium for transport, communication, defense, commerce and recreation.

Policy ACT.22 Maritime Heritage

It is the policy of Limerick City Council to promote the maritime heritage of the City.

Part III Creativity

Creativity Aim

Limerick has the capacity to act as a Gateway to Creativity, not just to the Mid-Western Region, but even further a field. This capacity is partly due to Limerick's location at the lowest crossing point on the river Shannon, it being an intersection point between the major cities of Ireland and its connections to these cities. This historic settlement, based on commerce and connections, is pivotal to the strong base needed to support the foundations of any Creative City.

The City Centre has become the largest employment hub in the region, and boasts strong links to high achieving third level institutions and research centres. The City Centre's close proximity to Shannon International Airport, allows it to attract visitors from elsewhere in Ireland, the U.K, Europe and beyond. With these supports the City Centre has become a hub for creative practice in all its forms allowing Creativity to grow and Innovation to prosper in a supporting environment with all the perks a City has to offer.

Creativity and Innovation are vital components to the future sustainability and competitiveness of Limerick in the global marketplace, grounding its position as a place of commerce, research, development, education, and industry all strategically located on the most western point of Europe with international links by air and the 100km deepwater of the Shannon Estuary.

We can no longer rely on traditional industries to build wealth and supply sustainable jobs for citizens; this is why Limerick should not be put forward on the world stage as a low cost option for large employers. Globalisation has removed most of the barriers to the movement of goods, services, labour and technologies - barriers which traditionally protected many of Limerick's core economic functions. As a City, Limerick must now develop a global competitive advantage with an increasingly sophisticated number of characteristics that cannot easily be replicated by cities elsewhere. Creativity and Innovation, within our unique context, must become our distinctive selling points.

Limerick City Council will aim to encourage a new generation of entrepreneurs who, through clever design, and by adopting the skills of a well trained workforce, can competitively exploit cutting edge research and development. Limerick City Council will also aim provide such people with a modern, well-connected, safe, attractive and exciting place in which to live and work. There is a clear economic reward to be reaped from nurturing this high growth, high value Creative Sector. Playing a strategic role in developing Creative Industries will help to establish a stronger economic base for Limerick as a whole. The initiative of the Creative Industries offers significant scope to generate employment and contribute to the sustainable economic growth of our City and Region.

Creativity & Economic Growth

A study to quantify the number of individuals engaged in creative occupations must be carried out to benchmark the Region's creative workforce against competitor Regions.

In order to retain and gain creative minds, perceptions of Limerick City matter. Focus must be given to young professionals and industry leaders in disciplines fundamental to an innovation economy to identify what they expect from a metropolitan area and where they choose to locate. The availability of a broad range of Arts and Cultural experiences and amenities will play a major role in people's choices. It may be necessary to carry out a study to this effect.

The findings from such a study should then be used to make the business case which could be supported through European and Government funded programmes for a vibrant, sustainable creative community in Limerick City.

Policy ACT.23 Creativity Industries

It is the policy of Limerick City Council to support the expansion and intensification of the Creative Industries in Limerick through the use of appropriate guiding documents and studies.

Georgian Creative Quarter

Within the compact City of Limerick, there is an emerging Creative/Cultural Quarter within the Georgian Area of our City Centre. This quarter currently has the potential to create a critical mass of culturally rich environments and interesting, distinctive and memorable creative and cultural experiences. Developing and promoting the unique identities of this Creative/Cultural Quarter will allow the City Council to communicate the value placed on this Creative Economy and cultural heritage; to develop creative and cultural products in an inclusive way; to increase use of cultural space; to target investment; and, to increase the visibility and accessibility of Creativity and Culture in the City. Limerick City Council will encourage the City's creative and cultural organisations, hospitality industry and private sector to work more closely in these areas. Working in co-ordination with all facilitators to develop and market creative and cultural infrastructure and the programming of events and activities, will facilitate greater community and economic benefit, and create environments which are more people-friendly and welcoming.

Policy ACT.24 Georgian Creative Quarter

It is the policy of Limerick City Council to support the expansion and intensification of the Creativity and Cultural Industries in the Georgian area of the City Centre.

Creative Industry Spaces, Initiatives & Supports

Creative Spaces are places where the creative industries design and develop their products. Currently there is no dedicated suitable space for creative business start ups within the City.

Policy ACT.25 Creative Spaces

It is the policy of Limerick City Council to facilitate the establishment of incubators for start up creative businesses within the City in conjunction with all interested bodies.

Policy ACT.26 Creative Initiatives & Supports

It is the policy of Limerick City Council to support and develop the creative industries in the City through the use of initiatives to promote and support their work.

Part IV

Tourism

Introduction

Tourism as an economic driver is of huge importance in Limerick City and the potential that exists for the Tourism Industry to expand further must be harnessed through appropriate development policies which will enhance the visitor experience of Limerick by capitalising on its qualities as a cultural destination and area of local distinctiveness.

Limerick City functions as a gateway and base for Regional tourism, tourism which has been attracted in from all over the world. These visitors are traveling to the region for a particular experience. It is this experience that we need to clearly identify, understand, and develop in order to maximise the tourism potential and economic benefit to our Region including the City of Limerick. Limerick City Council acknowledges the importance of a quality visitor experience. The Council aims to encourage Tourism that is sustainable and environmentally friendly. Further developing the potential that exists offers a significant opportunity for increased expenditure, economic development and job creation throughout the City.

Policy Context

Tourism Product Development Strategy 2007-2013 - Fáilte Ireland

Overall recommendations in the strategy cover the following areas:

- Capital investment in the hard tourism product.
- Infrastructure and services relevant to tourists.
- The physical environment.
- Packaging and presentation.
- Expanding the skills and capability of people working in the industry.

Shannon Development Regional Strategy 2008-2010

Shannon Development is responsible for the development and promotion of Tourism in Ireland's Mid-Western Region. Its mission is to initiate, participate in and support integrated Tourism Development that will achieve sustained economic growth in and throughout the Shannon region. The area covered by this includes Limerick City, Co. Limerick, Co. Clare, Northern Tipperary and South and West Offaly.

Tourism product development is pro-actively pursued by Shannon Development by means of;

- Supports including project identification.
- A tourism advisory service for prospective developers.
- And grant aid support for certain categories of tourism projects.
- Through a network of Tourist Offices

Tourism and the Environment: Fáilte Ireland's Environmental Action Plan

The five areas of the plan are as follows:

- To place environmental issues at the core of sustainable tourism policy at national, regional and local levels.
- To advocate for the protection of key environmental and tourism assets.
- To undertake research leading to a clearer understanding of the relationship between tourism and the environment.
- To promote good environmental practice within the Tourism Sector and to advise on the development of ecotourism.
- To establish a number of strategic partnerships in implementing this plan.

Tourism Development

In order to fully exploit the tourism potential of the City, investment will be required in marketing, product development and the provision of facilities such as quality accommodation and infrastructure. A vibrant tourism industry can only develop where a multitude of attractions exist to suit varied tastes and needs. Diversification within the tourism industry is essential in order to ensure continued competitiveness and growth of Limerick as the Gateway to the Mid-Western Region. The City Council shall therefore help promote other forms of tourism such as festival based, themed trails, business and culinary diversifications.

Policy ACT.27 Sustainable Tourism

It is the policy of Limerick City Council to facilitate and encourage sustainable tourism development which is based on and reflects the City's distinctive history and environment and it will promote diversification and innovation in the Tourism sector e.g. supporting business and culinary tourism.

Policy ACT.28 Themed Trails

It is the policy of Limerick City Council to seek to provide a series of themed trails, in particular walking trails that focus on historic parts of the City or other themes to guide and facilitate visitors.

Tourist Accommodation & Facilities

Along with a range of attractions and visitor services, the provision of a diverse range of high quality accommodation is essential for successful City wide tourism. The City Council will support the upgrading of existing accommodation and new proposals at suitable locations while ensuring a high standard of design.

Policy ACT.29 Tourism Facilities

It is the policy of Limerick City Council to encourage the continual provision of and improvements to the quality of a range of accommodation, attractions, and visitor services available Citywide.

Policy ACT.30 Tourist Attraction Opening Hours

It is the policy of Limerick City Council to support increased access to visitor attractions by supporting extended opening hours of tourist facilities where deemed appropriate.

Policy ACT.31 King John's Castle

It is the policy of Limerick City Council to facilitate the redevelopment of King John's Castle and Nicholas Street as a tourist destination.

Tourist Signage

The Riverside Legibility Initiative is aimed at increasing people's awareness, understanding and appreciation of the waterfront experience. Legibility has been developed in various ways from simple way-finding signage to more subtle interventions such as distinctive street furniture, lighting and public art. The integrated programme includes map boards as can be seen on O'Callaghan Strand, interactive information points, interpretative plaques, directional signs, public art and monuments (existing and new), all aimed at more effectively portraying the unique natural and built heritage of the river linking back to the City Centre.

Policy ACT.32 Tourism Signage

It is the policy of Limerick City Council to promote integrated and well informed tourist signage throughout the City in an attractive and well designed manner.

Festivals & Events

Festivals in Limerick create memorable opportunities for audiences to engage in a wealth of unique and often new experiences in a celebratory atmosphere. While some programmes focus purely on local communities, others have proven their power to draw international visitors to the City. A number of festivals within the City offer international and multi cultural programming, attracting both performers and audiences from around the world.

Policy ACT.33 Festivals & Events

It is the policy of Limerick City Council to support and develop existing festivals and encourage the establishment of new festivals and events on a yearly basis.

Markets

The success of the existing casual trading area and the Milk Market demonstrates that there is a demand to broaden the location and mix of casual trading within the City. In particular there is a need to facilitate special events and festivals. In this regard the existing bye-laws need to be reviewed.

Policy ACT.34 Market Bye-Laws

It is the policy of Limerick City Council to review the existing casual trading bye-laws in relation to Markets and events.

Cultural Tourism

Cultural Tourism is the fastest growing and most sustainable aspect of the Tourism Industry and is an important growth area for the Limerick economy. Defined as the movement of people for essentially cultural motivations, cultural tourists travel extensively to see a broad range of attractions, including museums and galleries, performing Arts, cultural tours, festivals, study tours, historic sites, monuments and folklore. Cultural tourists look for the things that are indigenous to a specific destination and mark it out from others. They spend more than regular tourists and currently account for 37% of all world travel.

Policy ACT.35 Cultural Heritage

It is the policy of Limerick City Council through land use zoning, policies and objectives, to protect and enhance the Tourism and Cultural amenities of the City including the conservation, protection and enhancement of Limerick City's natural, built and cultural heritage. Limerick City Council will seek to protect the natural and built environment which forms the basis of the City's attractiveness for tourists.

Cultural Quarters

A key focus in the development of cultural quarters, around Europe, has been the expansion of the evening economy. Recent studies demonstrate that the evening economy can generate between 5 -15% of a City's gross domestic product and is a crucial aspect of developing short break Tourism destinations.

Policy ACT.36 Cultural Quarters

It is the policy of Limerick City Council to promote and develop cultural quarters in the City and in particular, John's Square, the Georgian Quarter, the Commercial Core, the Medieval Quarter and the Docklands.