

An aerial photograph of Limerick, Ireland, showing the city's dense urban landscape and the River Liffey. The river flows through the center of the city, with several bridges crossing it. The city is characterized by a mix of historic brick buildings and modern architecture. The text is overlaid on a semi-transparent blue banner across the middle of the image.

Public Private Partnerships for Tourism Development in Limerick: Progress and Issues

Presentation to the 8th Annual Tourism Policy Workshop
17-18th November 2018, Dromoland Castle

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Deputy Chief Executive
Limerick City & County Council

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- An aerial photograph of Limerick, Ireland, showing the River Liffey flowing through the city. The river is crossed by several bridges, including the Limerick Railway Bridge and the Limerick Road Bridge. The city is densely packed with buildings, mostly brick and stone, with some modern high-rise structures. The riverbank is lined with greenery and walkways. The image is split vertically, with the left side showing a more detailed view of the city and the right side showing a wider view of the river and bridges.
- Limerick's Strategic Context
 - Tourism Profile & PPPs in Action
 - Perspectives
 - Policy Recommendations

Limerick 2030
An Economic and
Spatial Plan for Limerick
June 2013



- €1b Investment
- 12,000 jobs – 5,000 City Centre
- 1.4M sq.ft of enterprise space
- 4,000 new homes
- Transformational activity

Progress:

- Over 11,500 jobs created in Limerick since 2013
- €1.6 billion in investments



LIMERICK TWENTY THIRTY DAC



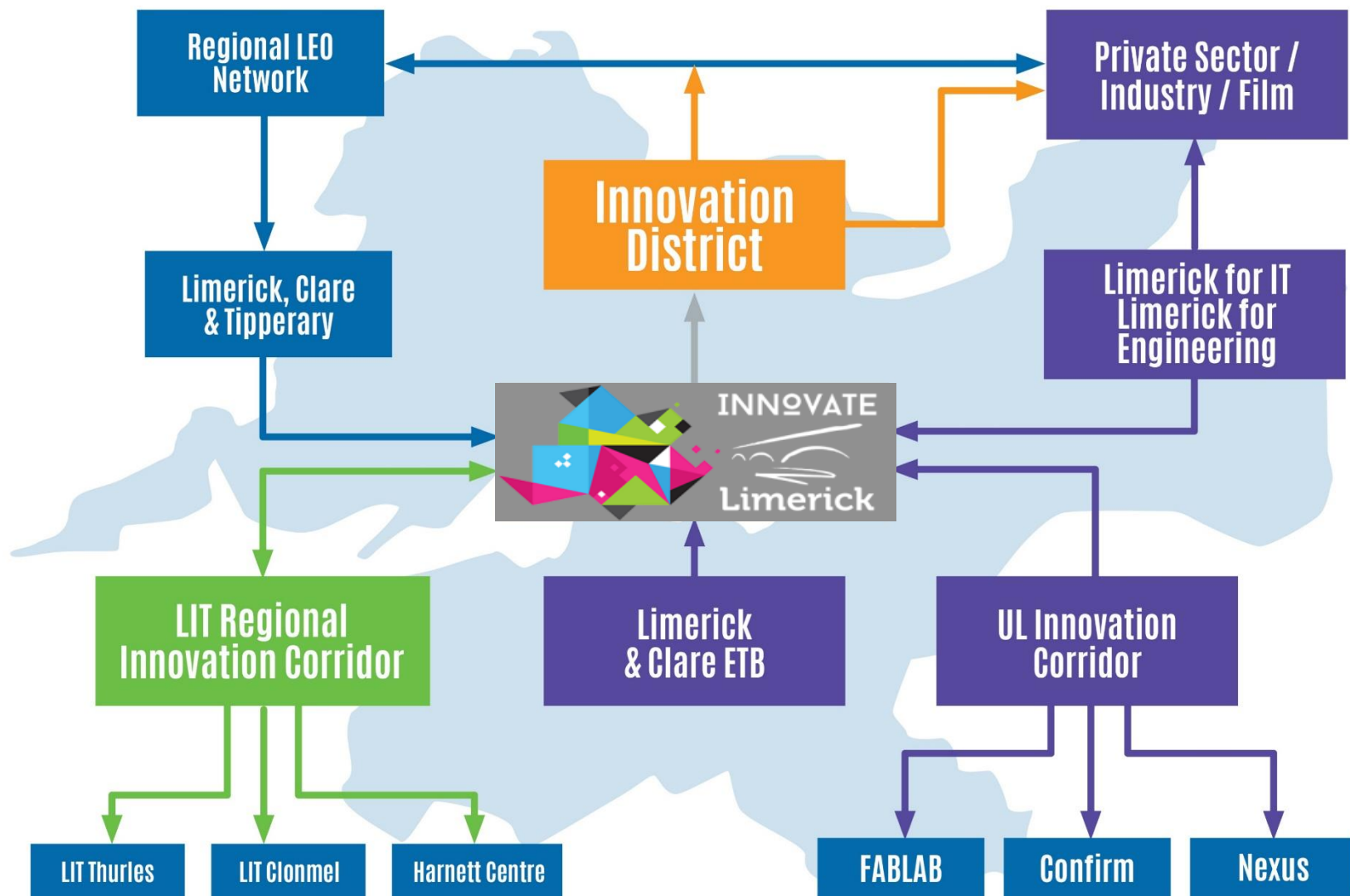
Limerick Twenty Thirty

Cleeves Riverside Campus, 8 acres
and 100,000 sq ft of existing space

112,000 sq ft Gardens International
Office on Henry Street

550,000sq ft Opera
Site, Rutland Street

340,000 sq ft Troy
Studios Film Hub





LIMERICK'S TOURISM ECONOMY



800,000

Total Visitors 2015



€224m

Total Visitor Revenue 2015



8,000

Employed



850

Enterprises



€200m+

Current Investments



NEW TOURISM INVESTMENTS



Adare Manor
€200m



Engage Rugby
Museum €10m



International
Conference Centre



World BBQ
Championships



Food Truck
Festival



Cannonball
Festival



National City of Culture 2014

€10m investment in 2014

€44m generated for the local economy

3000 events with 156 Made in Limerick projects

2500 Limerick artists involved

European Capital of Culture Bid City 2020





Shannon Region Conference & Sports Bureau

Free one Stop Shop

Official event planning resource for Ireland's Midwest Region, which offers a completely free service to help you plan your next conference, incentive or sports event in our inspiring region. Supported over 30 events in 2016.



Limerick Marketing Company

- Established similar to a private sector model
- Unsuccessful PPP
- Key learnings: how to successfully develop future PPPs
- Outcome: Communications/Marketing Unit within the Economic Development Directorate established
- Limerick.ie website: Recently named as one of the Top 25 Tourism Websites in the World

Recreation & Culture Joint Ventures

- Adare Heritage Centre
- Grove Island Leisure Centre
- Askeaton Swimming Pool
- Rathbane Golf Club
- NCW Swimming Pool
- Belltable/Friars Gate/LimeTree
- Great Southern Greenway
- Sports grounds – Murroe
- Athletics Track, Newcastle West



LIMERICK TOURISM DEVELOPMENT AND MARKETING STRATEGY

2017-2023

Prepared by

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Business • Entertainment • Communications

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Key Themes and Ambition

01
WATERWAYS

THEME 1
INTO THE BLUE

02
ACTIVITIES

THEME 2
ENERGY UNLEASHED

03
HERITAGE

THEME 3
**MEDIEVAL
STRONGHOLDS**
FOUR NETWORKED CLUSTERS

04
ARTS &
CULTURE

THEME 4
ALIVE AND KICKING

1.1 million,

generating €360.6 million in revenue
and creating in the region of
3,378 new jobs

Perspectives & Policy Recommendations





Innovate Limerick & Limerick Twenty Thirty

- Examples of successful PPPs & good template for future PPPs
- Innovative around how LCCC interacts with private enterprise
- Boards consist of public and private partners
- Key Innovate Limerick projects include: Limerick Innovation Hub, The Engine, Troy Studios, Rathkeale & Kantoher Enterprise Centres.
- Key Twenty Thirty projects include: Gardens International Office Development, Cleaves Riverside Campus and the Opera Site.

Review of the Capital Plan 2016 - 2021

Building on Recovery

Progress Report & Update on Public Investment Priorities

August 2017

3 Phases of PPPs:



8.8 Examination of PPP and EIB Options to Increase Public Investment

The exploration of these options discussed in Chapter 7 to secure increased investment in public infrastructure and a higher level of capital expenditure in priority areas is ongoing to ascertain the extent to which they could be accommodated within existing fiscal parameters and would not require the provision of increased funding resources from General Government or impact on the achievement of current fiscal targets.

Public Private Partnerships in Tourism

The Irish Tourist Industry Confederation has called on increased levels of state support for the sector in the Government's capital expenditure plan. Building on Recovery: Infrastructure and Capital Investment 2016-2021 provides €106 million for tourism over the 6 year period (just 0.4% of State's Capital Investment spend)

Table 2.3: Distribution of Funding Under the Tourism Capital Grant Programme, 2016-2022

Delivery Channel	Total (€m)
Grants Scheme for Large Tourism Projects	€66m
Strategic Partnerships (with OPW, NPWS and Coillte)	TBC
Experience Development Plans*	TBC
Direct Investment (initiatives led by Fáilte Ireland)	TBC
Total	€126m

*** Area-based tourism development strategies and small grants.*

According to ITIC: Capital allocation for tourism development should be in the order of €350 million over a 6 year period → generate €7billion annually in overseas earnings by 2025 and provide a 50,000 jobs. *PPPs & Strategic Finance Options to Bridge Gap??*

ITIC Recommendations for a Sustainable Tourism Sector

Recommendation 1

Increase capital expenditure for tourism to circa. €350 million over the next 6 years, from only €106 million currently.

Recommendation 2

Assign multi-annual capital funds to the sector reflecting timelines and planning cycles.

Recommendation 3

Use of Public - Private - Partnership to leverage and maximise exchequer funds.

Recommendation 4

Improve Ireland's comparison to other nations in terms of tourism capital investment.

Recommendation 5

Review and improve the grant scheme dispersed by Fáilte Ireland, to enable it to deliver more targeted capital supports.

Recommendation 6

Increase resources and evaluation techniques within the dispensing body, Fáilte Ireland.

Recommendation 7

Prioritise enabling tourism infrastructure such as airport rail link, town renewal and broadband.

Recommendation 8

A Tourism Product Development Forum to be put in place operating under the strategic direction of Fáilte Ireland, and including the tourism industry and key stakeholders.

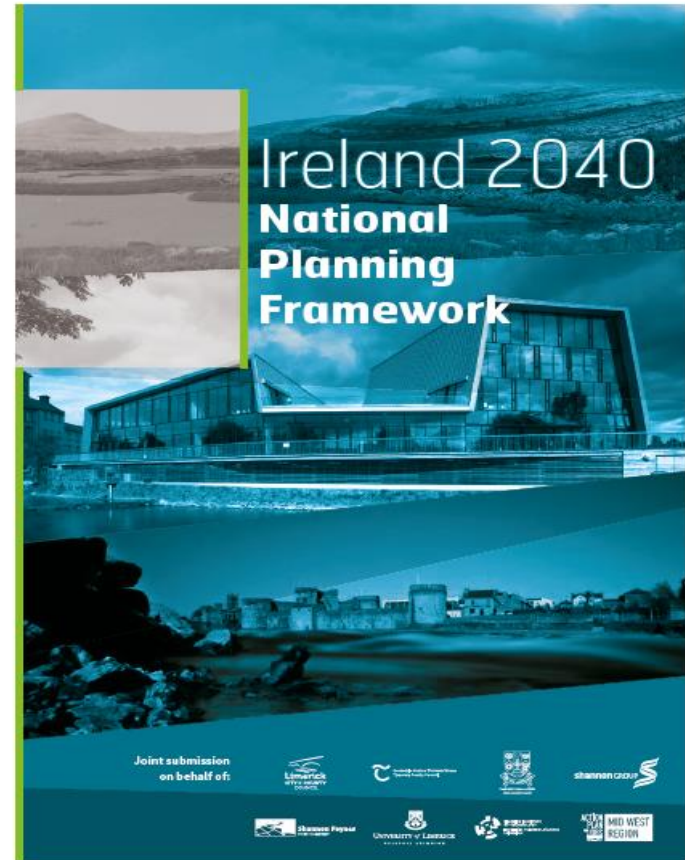
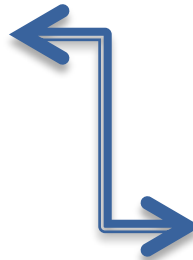
Creative solutions required to facilitate PPPs in tourism capital investment for the development and operation of new tourism assets

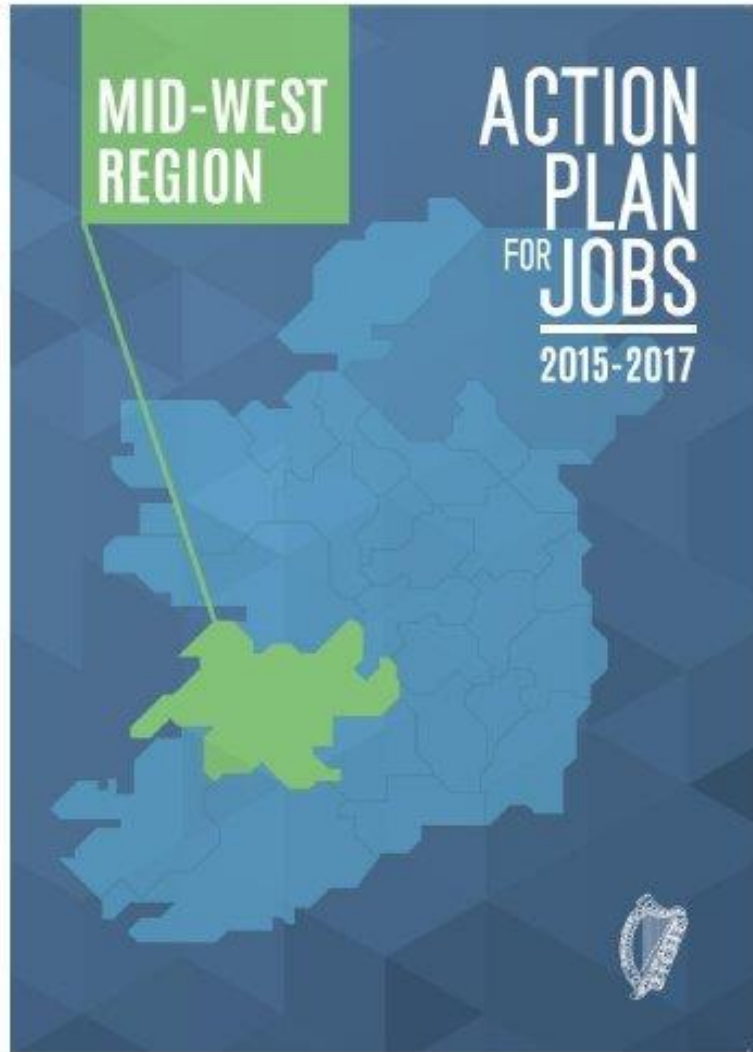
Greater incentives for the private sector - capital grants, marketing grants, employment grants, tax incentives (EIS schemes) ISIF PPPs?

New Form PPP = Public sector initiating projects with a feasibility study and upfront investment with private sector taking on operational phase - DBO/DBM/Finance Lease, etc?

Ireland 2040

Draft National Planning Framework





Contains 12 Tourism Actions (total 159)

PPP not identified as potential model

However, potentially suitable projects include:

- **Route development via RSS @ Shannon Airport**
- **Collective regional branding & marketing**
- **New product developments including Sports Tourism, Agri-Tourism,**
- **Conference & Events facility.**

Some Policy Recommendations

- ▶ Begin to move tourism capital support away from grants to investments.
- ▶ Allow tourism become 'essential infrastructure' in Capital Plan Review to compete & attract PPPs for tourism development (timing is good as 10 Yr Cap Ex Plan will be matched to New NPF).
- ▶ Create opportunities for Tourism Product PPP Bundles /Concessions in National Capital Expenditure Profile as per other sectors.
- ▶ Dept/FI (?) Conduct Options Study into Tourism PPP potential and possibilities.
- ▶ Inject this approach into new Tourism Plans & Action Plan for Jobs Reviews, etc.



Thank You

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