



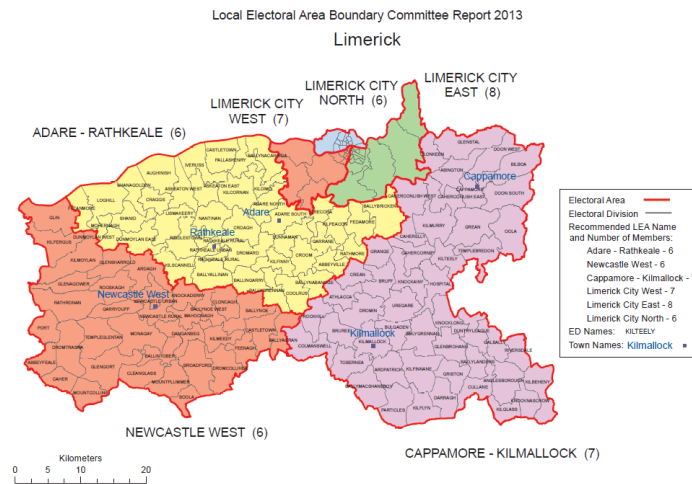
Limerick
CHAMBER
IN BUSINESS FOR BUSINESS

LOCAL ELECTION BUSINESS MANIFESTO 2014

The business community are the largest single source of funding for Limerick's Local Authorities.

Limerick Chamber, incorporating LCBA@TheChamber, Limerick Chamber Skillnet and the National Franchise Centre, call on all local election candidates to commit to being **pro-active business representatives**. On behalf of our members, the business community of the Limerick region, we urge all candidates to commit to adopting policies that enhance business viability thereby supporting employment sustainability and creation for constituents.

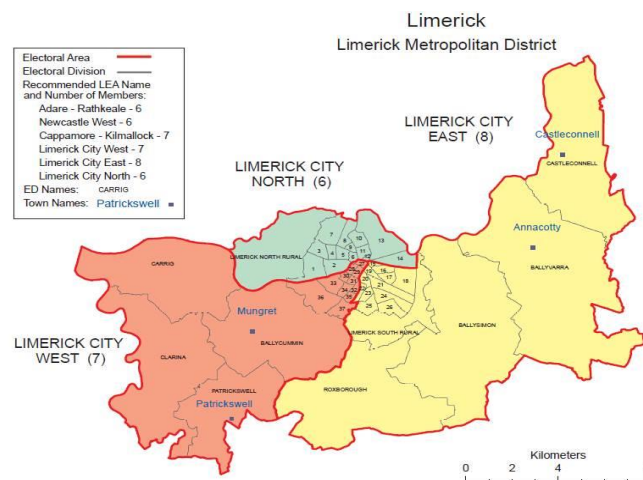
NEW BEGINNINGS

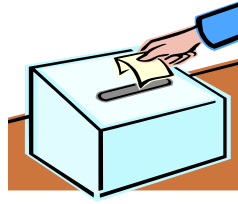


Limerick Chamber actively supported local government reform, calling for the amalgamation of the local authorities to enable the delivery of a more effective and efficient model of local government. The local elections in May 2014 will cement this unity, where new geographic boundaries can drive policy cohesion supporting economic growth for the entire region.

Despite many changes in the delivery and funding models of local government, particularly the introduction of the local property tax, the business community still remains the primary source of revenue for local government. To contextualise this, in 2014 through the payment of commercial rates, businesses in Limerick will fund 30% total expenditure for both authorities, equivalent to almost €54 million.

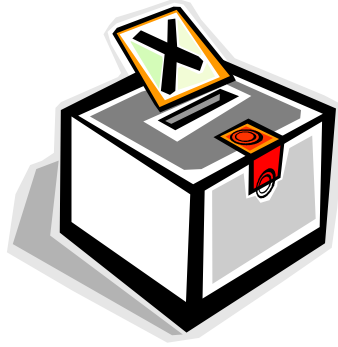
As funders of local government the business community's priorities must become the drivers for policy to ensure that Limerick remains a competitive pro-business environment where enterprise can flourish and job security and expansion is protected.





THE BUSINESS COMMUNITY CALL ON CANDIDATES TO COMMIT TO:

- Being positive **ambassadors** and **champions** for Limerick in all public fora – supporting Limerick Marketing Company in **promoting Limerick** as a key business, tourism and cultural destination;
- Promote **locally based job support and creation programmes**, such as the Limerick Chamber Skillnet and the National Franchise Centre;
- Enact **policies** that enhance Limerick as an attractive place to visit, live, work and do business;
- Work in **partnership with businesses**;
- Promote policies and budgets that **support business growth**, sustaining existing jobs and promoting employment creation;
- Adopt policies that **align with regional** guidelines;
- Campaign for **improved broadband speeds**, connectivity and wi-fi provision across the region;
- Ensure that our city and towns are **pedestrian and customer friendly**, safe, easily navigated with ease of parking;
- Support the timely delivery of projects contained within **Limerick 2030** Economic and Spatial Masterplan;
- Sanction necessary budgets to fully achieve sustainable national and international festivals throughout the calendar year;
- Enhance the provision of social, leisure and arts offerings;
- Place **urban renewal** and **reinvigoration** at the heart of all policy adaptations;
- Engage with, promote and **support smart** and **sustainable transport**.



THE BUSINESS COMMUNITY PRIORITY ELECTION ASKS ARE:

- **No increase** in local authority charges for business – including water rates;
- Reinststate **Roxboro interchange** access to the city from the N20 and M7;
- Deliver **public realm improvements**, particularly the necessary upgrade works to O’Connell Street;
- Support infrastructural upgrades connecting the **N69** to the national grid;
- Lobby for the **M20**; improving travel times and inter-urban connectivity between Limerick and Cork;
- Promote the introduction of an **economic development fund**, utilised to reinvest back into businesses, supporting job creation for the region;
- Roll-out **Local Enterprise Offices** as a one-stop shop for business support services;
- Work with the Limerick ‘Town Team’ developing effective initiatives to support city retail;
- Respond to the realities of economic circumstances by adopting the Local Government Bill provision to strike a balance on **commercial rate rebates on vacant premises**;
- Put in place adequate **flood protection** measures to protect our residents and businesses;
- Ensure our city achieves and sustains ‘Cleaner than European Norms’ status.