



Public Participation Network Feedback Form: Economic Development & Enterprise SPC Meeting



PPN Community Representative: **Louise Lovett**

Date: **30.05.2016**

Meeting Agenda

1. Confirmation of Minutes of Economic Development and Enterprise Strategic Policy Committee Meeting held on 19th April 2016.
2. Matters Arising from Minutes.
3. To consider and adopt the economic element of the Draft Longford Local Economic and Community Plan 2016-2022
4. Tourism Update
5. Update on Corporate Branding
7. Update on Regeneration
8. Consideration of formation of Longford Economic Advisory Body
9. Town Theme Project
10. A.O.B.

Present: Seamus Butler, Ray Hogan, Louise Lovett, Colm Murray

Apologies: No apologies

Absent: Pauric Loughrey, Fintan McGill, Mona Considine, Peggy Nolan, Pat O'Toole

In Attendance: Barbara Heslin, Michael Nevin, Terry Rooney, Ciaran Murphy, Mary Cooney

Presentations: ~~Yes~~ / No (details if Yes) *Item's 3 & 9 – presentations not circulated*

Agenda item	Member	Discussion	Actions / Who
1. Confirmation of Minutes of Economic Development and Enterprise Strategic Policy Committee Meeting held on 19th April 2016.	Proposed - Ray Hogan seconded – Louise Lovett		
2. Matters Arising from Minutes	C. Murphy	<ul style="list-style-type: none"> • Leader approval meeting due to be held at end of May has been put out to end of June. Most likely due to delay in formation of new Government and Leader moving to Dept. of Rural Affairs • SEAI Better Energy Communities Scheme referred to the Infrastructure and environment SPC. Funding for 2016 has been allocated but they will consider it in 2017 Separately I want to correct my note of the meeting on 19/4/16 as I said that it was the Town Team that was referred to Environment. You will note that this is discussed here further on 	
3. To consider and adopt the economic element of the Draft Longford Local Economic and Community Plan 2016-2022	Louise Kiernan Barbara Heslin	<ul style="list-style-type: none"> • Presentation and next steps from Louise Kiernan – not circulated • Eastern and Midland Regional Assembly Statement of Consistency on Longford Draft Local Economic and Community Plan dispersed for review (attached) • Joint Municipal Council Statement of Consistency on Longford Draft Local Economic and Community Plan dispersed for review • Draft Economic SPC Statement of Consistency presented and approved by Colm Murray and seconded by Ray Hogan • When plan went to public consultation there were 5 submission from <ul style="list-style-type: none"> ○ Gardaí ○ PPN ○ Des Mooney ○ HSE ○ LWL <p>The majority of the suggestions from these submissions have been Incorporated into the draft plan.</p> <ul style="list-style-type: none"> • Agreed all contributors to the plan would be acknowledged in a separate appendix • Next steps : 	

		<ul style="list-style-type: none"> ○ Bring to LCDC and Longford County Council for approval ○ Write out to agencies to get commitment on what can be delivered in next six months ○ Develop an implementation plan to include these actions and targets. This will be an annual plan from 2017 ○ Implement a monitoring plan and agree schedule of review i.e. quarterly, half yearly etc. 	
4. Tourism Update	Michael Nevin	<ul style="list-style-type: none"> ● Meeting with Failte Ireland – main focus for this region is ‘Ireland’s Ancient East’ targeting the ‘Culturally Curious’ which includes Corleigh Bog. ● €18m to be dispersed nationally for upgrades and tourism support however this can only be allocated to state owned facilities i.e. although the Cathedral forms part of our tourism offering or community projects such as Edgeswortstown Literary trail they will not at present be eligible for this funding. Longford Co Co working with Failte to find creative ways to develop a cohesive tourism product offering with a view to attracting more of this funding to the region ● Longford ‘Cleanest Town’ and ‘Welcome to Ireland’s Ancient East’ signs have been erected 	
5. Update on Corporate Branding	Barbara Heslin	<ul style="list-style-type: none"> ● Corporate Logo is out with 18 Graphic Designers – deadline for return Wednesday week. ● Separately working on a Regeneration logo with will be dropping the word Regeneration with its negative connotations and using the tag ‘Grow’ i.e. Grow Longford, Grow Business , Grow Business etc. 	
6. Update on Regeneration	Terry Rooney	<ul style="list-style-type: none"> ● Planning for the construction of a walkway to link Great Water Street and the Mall – Implementation dependent of funding ● Tidy Town’s Eye Ball sculpture will be erected in the new memorial garden towards the end of the year ● Looking at feasibility of upgrading industrial estates and standardising signage in each ● €6k funding secured to research and analyse needs of Longford Wetland areas ● Funding applied for a pilot project for town centre regeneration – only a small number of towns will be selected ● Temporary closure of walkway between Ardnacassa Estates and Palace Crescent has been made permanent 	

		<ul style="list-style-type: none"> • Colliers Feasibility Study for Longford’s North Quarter almost complete. Next step to meet with Colliers, NAMA, Council Executive, Dept. Executives to agree how to proceed and then revert to all groups who had originally submitted expressions of interest in securing space in the Army Barracks. 	
7. Consideration of formation of Longford Economic Advisory Body	Michael Nevin	LECP Action 1.2.19 – in early exploratory stage – list of potential Longford Diaspora names circulated and committee asked to consider any others in the next week	
8. Town Theme Project	Lorraine ???	<p>Presentation on the concept followed by both positive and negative discussion as to how to implement and get people involved</p> <ul style="list-style-type: none"> • Suggested go for Age Friendly town first as opposed to looking for Purple Flag • Look at success of Black Friday • Consider providing Customer Service and Positive Selling techniques for businesses, taxi drivers etc. get residents ‘Talking Up Longford’ • Ensure that residents from the New Communities are involved 	
<u>9.AOB</u>		Request for update on the Rates Incentive Scheme at next meeting	
<u>Next Meeting</u>		Tuesday June 28 th @ 15:30	