

TUAM CHRISTMAS LIGHTING PROPOSAL

BACKGROUND:

Christmas lighting is often seen as one of the greatest challenges for Chambers of Commerce throughout Ireland and despite the financial commitment can often be badly done. Indeed the street lighting display over the Christmas period in Tuam 2007 left a lot to be desired, with insufficient coverage on the main thoroughfares and many bulbs broken or missing.

It is the ambition of Tuam Chamber of Commerce to create a Christmas lighting scheme that will delight both locals and visitors to our town by installing a state-of-the-art energy efficient LED system that is becoming of a county town.

To achieve such a vision, a significant capital investment will be required.

DRIVERS:

1. Obsolete Equipment:

The current Christmas lighting hardware was purchased over 15 years ago at a capital cost of 25,000 punts with an expected lifetime of 10 years. The lighting scheme has served Tuam well but maintenance costs are increasing as are replacement parts due to the fact the lights are past their useful life.

2. Changing Legislation:

John Gormley, Minister for the Department of the Environment announced plans to ban the sale of incandescent light-bulbs. All old incandescent light bulbs will be phased out of the Irish market starting in January 2009.

BENEFITS OF NEW L.E.D. INSTALLATION:

1. Reduced Running Costs:

5% of the energy that a traditional light bulb uses is translated into light. The remaining 95% of the energy is converted into heat and thereby wasted. LEDs use a fraction of the wattage of incandescent bulbs. Replacement of incandescent lights with LED arrays reduce the electricity costs by 80% or more.

2. Reduced Maintenance:

LED bulbs last 133 times longer than typical incandescents. Since LEDs do not have a filament, they are not damaged under circumstances when a regular incandescent bulb would be broken and because they are solid, LED bulbs hold up well to jarring and bumping.

3. Ease of erection & dismantling:

Strands are thicker and tougher and can be rolled up and kept in a container until the following year. There is no tangling, and no lights that can become loose from the rest of the strand.

4. Safety:

LED bulbs do not cause heat build-up; LEDs produce 3.4 btu's/hour, compared to 85btu's/hour for incandescent bulbs. There is no chance of combustion regardless of how long they are left on.

COST:

To be determined by the Chamber sub-group (Sarah Roarty, Mick O'Rourke, Anthony Glynn). Quotes in progress.

POTENTIAL FUNDING SOURCES:

1. IRISH LANGUAGE BUSINESS FUND 2006
2. FORAS NA GAEILGE – EXTERNAL BILINGUAL SIGNAGE
3. CREDIT UNION LOAN

(see details below)

1. IRISH LANGUAGE BUSINESS FUND 2006

The Minister for Community Rural and Gaeltacht Affairs Éamon Ó Cuív TD has established a €1m Business Fund to provide funding for groups and organisations, enabling them to promote the Irish Language among the business community in cities and counties throughout Ireland. The Department of Community, Rural and Gaeltacht Affairs are now inviting applications for funding under this scheme.

There will be €1m available through this fund over a three year period. This is a sub-fund of Ciste na Gaeilge. Ciste na Gaeilge grants are typically directed at groups or organisations which function principally outside the Gaeltacht.

In order to apply, a group or organisation must first arrange joint funding and partnership with Local Government and /or with the Chamber of Commerce.

Departmental funding will be based on a 3:1 ratio, that is, three Euro provided by the Department and one Euro from Local Government or the Chamber of Commerce, or indeed one Euro jointly by Local Government and the Chamber of Commerce. A maximum funding of €500,000 may be made available to any one organisation over a three year period. A group must provide a business plan to include specific targets relating to the promotion of Irish and a clear exposition as to how these targets will be met.

Ciste na Gaeilge

Purpose of Scheme

To support the promotion and development of the Irish language in areas outside of Gaeltacht regions.

Who can benefit

Irish-language projects and organisations that are involved with the promotion of the language in their local communities

How to apply

Direct applications can be made to Rannóg na Gaeilge for grants from Ciste na Gaeilge.

Criteria for allocation of Funds

Projects and groups who apply for funding from Ciste na Gaeilge must have the promotion of the Irish language as a main objective. (Also proof of expenditure and progress reports is required from the recipients of the grants each time they request a payment from funds that have been allocated.)

Further Information

Written applications should be submitted by E-Mail to sflood@pobail.ie or mocuinn@pobail.ie

"An impressive €45,000 grant has been sanctioned for the town of Claremorris to enable Claremorris Chamber of Commerce to hang 'Irish Language' Christmas lights over the streets of the town this Christmas.

The grant was made available by the Minister for Community, Rural and Gaeltacht Affairs, Mr Éamon O' Cuív, under the Business Sub-Fund - a fund established in 2006 and as a sub-fund of Ciste na Gaeilge. The Business Sub-Fund aims to provide groups or organisations with funding to promote the Irish language in the business sector in cities and counties throughout the country.

The grant was welcomed with open arms by both the Chamber of Commerce and the people of Claremorris. According to Minister O' Cuív, these lights are an excellent way of showcasing the Irish language in front of the people of the town and all of the people who will visit Claremorris during the Christmas period. "The whole of Claremorris will be covered in lights that have an Irish language message this Christmas," he said. "

2. FORAS NA GAEILGE – EXTERNAL BILINGUAL SIGNAGE

Foras na Gaeilge is offering match-funding to all Small & Medium Business (SMEs) through the scheme outlined below. To avail of this assistance, simply forward the details of your company on the appropriate form along with the costing quote to aseoighe@forasnagaeilge.ie or via post to:

Áine Seoighe, Foras na Gaeilge, 7 Cearnóg Mhuirfean, Baile Átha Cliath 2

External Bilingual /Irish Signage Scheme - A Quick Guide

- Includes new and replacement signage
- Sample signage includes Shop-Front Signs; Signage on Business Vehicles; External Directional Signs, etc
- Ensure that use of English and Irish are on one single sign (as opposed to two separate signs). This is best practice, more cost-effective, and does not require any further planning permission.
- There is no need to translate the business brand name. The aim of this assistance is to enhance your current service / product brand through complementary use of Irish.
- Ensure that all other text of the sign is translated to Irish. This is important in maximising the effectiveness of bilingualism in making the sign stand out.
- Both text in English and Irish should be the same size. Using different font styles and colours can enhance effectiveness of text.
- Your designer / sign writer can contact Foras na Gaeilge for free help with Irish language text / translations.

3. CREDIT UNION LOAN:

Apply for a loan that the business community would collectively commit to paying off over a 5year term.

EXAMPLES OF LED CHRISTMAS LIGHTING IN IRISH TOWNS

