



## CORK CITY CARES

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### Cork City Cares - Aims

- 1 Engage and involve a social partnership with all players and stakeholders in city-centre, night-time operations
- 2 Drive, monitor and acknowledge responsible trading/serving and good practices across all commercial activities in the city centre at night; licenced premises, off-licences, dance and music venues, retail outlets, transport providers, etc.
- 3 Work with health professionals, schools, colleges and youth organisations to develop and promote strong communications strategies and public messaging programmes that urge and support responsible behaviour: local safe clubbing campaigns, local get home safe campaigns, local designated driver campaigns, etc.
- 4 Establish new social norms for how Cork society socialises
- 5 Deliver to the City's citizens and visitors a quality night-time offering within a safe, well-serviced and attractive environment
- 6 Re-invigorate and support a sense of pride in the Cork City, fostering individual responsibility and respect
- 7 Generate a safe, attractive and vibrant environment that stimulates economic growth and inward investment
- 8 Provide a template to inform development of safe city projects in other Irish towns and cities

### Cork City Cares - Objectives

- 1 Reduce alcohol-related crime in Cork City
- 2 Reduce A&E alcohol-related admissions from Cork City Centre
- 3 Implement a communications strategy that underpins new social norms of recreation, especially in the 15-24 age group
- 4 Integrate Cork City Cares objectives into a wider framework of the Cork region; existing family, community and school support organisations
- 5 Deliver a project template that can be adapted for other districts, towns and
- 6 Deliver a range of transport options to facilitate the dispersal of large numbers of people from City Centre streets in the
- 7 Improve City Centre facilities to enable and enhance better access and egress, management and control; public lighting, transport, public toilets, etc.
- 8 Reposition the City Centre as the cultural and social hub of Cork, reflecting the identity of the region and its people, thereby increasing public confidence and expectations in the capacity of Cork City Centre to serve public recreational and security needs in night-time hours
- 9 Increase confidence for investment in the inner city – regeneration and diversity of the night-time offering