



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project Code:	31LDRWAT105437
Project Name:	Legacy Irish Cider
Promoters Name:	Liam Mc Donnell
Address:	85, Springfield, Dungarvan, Co. Waterford
Description:	Legacy Irish Cider is a new business commenced in 2015. The Company brews Craft Cider, and has moved to an industrial facility in Dungarvan Business Park. The application by the business to LEADER is to obtain Capital Investment to facilitate an increase in production from 40,000 litres per annum to 90,000 litres per annum.
Theme:	Local Objective 2
Sub-theme:	Strategic Action 2.2
Link to LDS	Local Objective 2 Strategic Action 2.2

Total Project Costs	€82,519.00		
Eligible Project Costs	€82,519.00		
Funding sought by promoter:	€41,259.50		
Funding recommended by Evaluation Committee:	A maximum of €36,422.50 or 50 % of eligible expenditure, whichever is the lesser.		
Details of private funding:	€40,000 Term Loan/€30,000 Credit Line BB €36,073.56		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	Funding will go towards purchasing new steel tanks and equipment to increase production.		
Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 50 %
	1)Pallet Racking	€ 1,800	€ 900
	2)Forklift	€ 6,300	€ 3,150
	3)Cooler Unit	€ 3,800	€ 1,900
	4)Stainless Steel Tanks	€27,246	€13,623
	5)Stainless Steel Tanks	€19,084	€ 9,542
	6)Brand Development	€ 1,920	€ 960
	7)Consumer Marketing	€ 5,000	€ 2,500

Total Funding	Activation		
	8)External Branding	€ 7,695	€ 3,847.50
	9)Website	€ 4,880	€0.00
	10)Bottle Label	€ 4,794	€0.00
		€82,519.00	€36,422.50
Was an assessment completed?: Date: <u>02/10/2017</u>	The Evaluation Committee agreed that the project assessment was completed on the 2 nd October 2017.		
Are detailed costings provided for the project? Were the costs for the project considered reasonable and how was this measured?	The Evaluation Committee agreed that the costs are reasonable as the promoter obtained the required number of quotations and in most cases chose the cheapest option.		
Where the procurement process resulted in less than 3 quotes, the EC must show the additional steps taken to ensure the reasonableness of costs:	The Evaluation Committee agreed that the costs are reasonable as the promoter obtained the required number of quotations and in most cases chose the cheapest option.		
Innovative Element of the project:	It was agreed that the project is innovative it is taking a local primary product apples and transforming them into Cider.		
Consideration of Deadweight:	The Evaluation Committee agreed that deadweight is not an issue as without funding this project will not proceed at the same scale.		
Consideration of Displacement:	The Evaluation Committee agreed that funding this project will not cause displacement as it is a growing market.		
Economic justification for project:	The project fits in with the Co Waterford LCDC Plan for supporting enterprise development.		
Average Score for Project:	After achieving an overall score of 78 out of 100, the Evaluation Committee agreed that they are happy to recommend this project for approval to the Board of Waterford LCDC		
% level of aid & ceiling:	A maximum of €36,422.50 or 50 % of eligible expenditure, whichever is the lesser.		
E. C. Executive Summary/Rationale for Funding	The Evaluation Committee agreed to recommend funding this project for the following reasons:- 1. The project fits the Co Waterford Local Community Development Plan Local Objective 2: Strategic Action 2.2 Capital Investment in the development of Rural Food Enterprises 2. The promoter has a number of years of direct sales and industry experience and has spent a number of years working in the sector. 3. The project scored 78/100. 4. The Evaluation Committee agreed that funding this project is a good use of Rural Development funds as the business will use local produce and will create employment but agreed to recommend the project subject to receipt of correspondence from the Local Authority confirming 'change of use' regarding the new premises.		

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
	1 FT 3 PT	€40,000 Term Loan/€30,000 Credit Line BB €36,073.56	None

Confirmation that agencies / communities are supportive of the proposed project.	Date of Confirmation	Signed By
LEO		
Failte Ireland		

Detail of Discussion: This project was deferred at the previous meeting for the following reasons:-

- Prior to approval the Evaluation Committee wished to view the conditions attached to the change of use of the new premises.

Mr Jimmy Taaffe advised that Jim O'Mahony (WC&CC) has advised, verbally, that 'change of use' will be allowed but the letter has not yet been sent out to Mr McDonnell.

The Evaluation Committee agreed to approve the project subject to the letter being received from WC&CC.

Detail of Discussion at Previous Meeting: The following were the main points raised in the discussion of the project:-

- Mr Jimmy Taaffe WLP Project Officer outlined the project in detail to the Evaluation Committee advising them of the promoter's background and experience to date.
- The relocation of the project to the Dungarvan Business Park was discussed with the Committee agreeing that funding would be subject to any conditions or requirements of the planning authority with regards to change of use for the premises.
- The Evaluation Committee noted that the promoter provided a very detailed list of the competitors in the market noting that he is confident it is a growing market with room of all.
- The Committee discussed the relevance of the promoters experience as he has over ten years selling experience in the drinks industry.
- Mr Jimmy Taaffe noted that he will have to confirm the eligibility of some of the items i.e. bottle labelling, website and the forklift. Bottle labelling may be considered working capital and the website might be funded by the Local Enterprise Office. The Forklift may be eligible subject to clarification from the Department.
- The Evaluation Committee noted that the project is totally dependent on the promoter and is only projecting one additional job. Mr Jimmy Taaffe clarified that WLP advise all promoters to be prudent when projecting potential employment figures rather than overstating and in time there will probably be future job creation. He employees 3 people part-time to market his product in shops, bars and off licenses. Currently the bottling is done in Carlow but as the company grows this will not be sustainable and will have to be processed here.

Amount Recommended: A maximum of **€36,422.50** or 50 % of eligible expenditure, whichever is the lesser

% of Eligible Project Funding: A maximum of **€36,422.50** or 50 % of eligible expenditure, whichever is the lesser

Signed: _____

Chairperson of Evaluation Committee

Signed: _____

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: _____

Dated: _____

WLP Project Officer