



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31LDRWAT109880
Project Type:	Marketing
Project Name:	Rebranding Waterford & Suir Valley Railway
Promoters Name:	Waterford & Suir Valley Railway Company CLG
Address:	Kilmeaden Station, Kileaden, Co. Waterford
Description:	Funding is sought for a marketing initiative that will include training, brand story development, website, photography and videography, brochures, road signage, Greenway signage, stationary, pop up banners, story boards, advertising and a mascot.
Theme:	LO 1 Rural Tourism
Sub-theme:	SA1.2 Culture and Heritage Product Development
Link to LDS	Investment in preserving rural heritage and culture

Total Project Costs	€59,245		
Eligible Project Costs	€59,245		
Funding sought by promoter:	€29,622.50		
Funding recommended by Evaluation Committee:	€29,622.50		
Details of private funding:	€29,622.50 Funds inhouse		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	The project is now celebrating 20 years in existence, from its humble beginning to preserving and promoting Waterford's rich railway heritage to incorporating the Greenway that passes through the station. The Board wants to invest in a completely new brand and image for the project to make it more attractive to an international audience and in line with the Ancient East's market segmentation		
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 %
	Marketing	€59,245	€29,622.50
Total Funding		€59,245	€29,622.50

Was an assessment completed?: Date:	Yes, 13 th May '19
Are detailed costings provided for the project? Were the costs for the project considered reasonable and how was this measured?	Yes, direct tendering used and the most economic advantageous tender process used to select the winning supplier
Where the procurement process resulted in less than 3 quotes, the EC must show the additional steps taken to ensure the reasonableness of costs:	Not applicable
Innovative Element of the project:	A highly professional marketing company will design and build the new brand for the project to bring it in line with current developments with the Greenway and Ireland Ancients East market segmentation. The results of which will strengthen other tourism products and lengthen the time a visitor will stay in the area
Consideration of Deadweight:	The promoter would not be in a position to carry out this project without Leader funding as confirmed in their application
Consideration of Displacement:	This project is unique in that there is no other similar project of this kind in the South East and supporting this initiative will add value to the existing tourism offering
Economic justification for project:	The rebranding of the Waterford & Suir Valley Railway will portray the company in a more professional way so that it can attract national and international visitors to Waterford and the wider South East. It will also provide a unique rest point on the Greenway, adding value to same
Average Score for Project:	71/100 (1)
% level of aid & ceiling:	A maximum of €29,622.50 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 links to the Co Waterford Local Community Development Plan Local Objective 1 for Rural Tourism. 2. The project scored 71/100. 3. The Evaluation Committee agreed that funding this project is a good use of Rural Development funds as it will add and complement the existing tourism activities in Co Waterford Recommendation: A maximum of €29,622.50 or 50% of eligible expenditure, whichever is the lesser

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
1	6	€29,622.50 Funds inhouse	Not in the last 3 years

Confirmation that agencies / communities are supportive of the proposed project.	Date of Confirmation	Signed By
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Failte Ireland	8/5/19	Emer Whittle
LEO	9/5/19	Brid Kirby

The following were the main points raised in the discussion of the project: -

- Ms Claire Connors briefly outlined the project noting that the Waterford & Suir Valley Railway has been funded several times over previous programmes and is an excellent example of a social enterprise project.
- The rebranding of the WSVR will portray the company in a more professional way to attract more visitors and capitalise on the popularity of the Greenway. All current signage is old fashioned and use out of date logos.
- It was confirmed that there is a CE scheme in place along with 3 core staff members. Volunteers still play a huge role in the running of the project.
- Currently they are also carrying out the development of the coffee shop with funding from the Dormant Accounts fund.
- The Evaluation Committee noted the skills and expertise of Ms Marie Kyte noting that she has an excellent track record in implementing projects successfully. She is excellent at marketing and this project is a real passion.
- The Committee noted that as the company is in existence now over 20 years that it is time for a rebranding. The expertise of Totem who were awarded the contract was also discussed.
- It was advised that it is planned to have the stop at Mt Congreve opened in the future.
- The Evaluation Committee all agreed that this is a good use of Rural Development funds and fits the LDS for Activity Tourism.

The Evaluation Committee agreed to recommend funding this project as presented.

A maximum of €29,622.50 or 50% of eligible expenditure, whichever is the lesser.

Amount Recommended: €29,622.50	50 % of Eligible Project Funding: €59,245
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Signed: _____ Signed: _____

Chairperson of Evaluation Committee Committee Member

Date: _____ Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Claire Connors

Dated: 7th June '19

WLP Project Officer

Please insert photos below of reference purposes:

(for example a photo of the building to be renovated/machinery being purchased, etc)

Overall Evaluation Committee Scoring Record

Date: 27th May 2019

Time: 11am to 3pm

Project Title: Rebranding Waterford & Suir Valley Railway

Project Reference Number: 31LDRWAT109880

Assessment Criteria	Objective	Issues raised by Evaluation Committee	Weighting	Score
Compatibility with Local Development Strategy	Do the project proposals meet the criteria set out in the LAG business plan for the relevant measure?		Yes No	
Innovation	Is the product innovative in its nature and does it displace existing enterprises? - Product / Service 9/19 <u>4</u> - Displacement 5/19 <u>3</u> - Job Creation 5/19 <u>3</u>		19	15
Promoters experience	Does the promoter have the training/skills, track record or experience to deliver? - Standards of Operation 6/25 <u>5</u> - Track Record 6/25 <u>5</u> - Structure of Business 6/25 <u>5</u> - Necessary skills base 7/25 <u>5</u>		25	20
Financial Viability	Are the project costs justifiable (reasonableness of costs) and / is funding available to co-fund the project? - Overall Costs 7/25 <u>7</u> - Co Funding 6/25 <u>5</u> - Financial Plan 6/25 <u>5</u>		25	22

	Deadweight	6/25	5		
Sustainability	Is the project viable and will the service continue to be delivered?			13	16
Requirement	Does the proposal target a specific need or address a specific gap in the market?			18	14
Total				100	81

N.B. Project must receive a minimum score of 65% prior to being recommended for approval.

- Has the potential level of deadweight been assessed for this project? YES / ~~NO~~
- i.e. would the project proceed without LEADER funding? YES / NO

Recommendations of the Evaluation Committee: Approved

Signature: [Signature]

Signature of Evaluation Committee Chair

Date: 27/04/2019

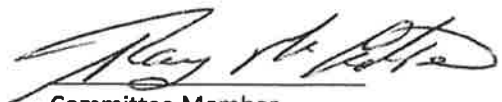
A.O.B.

The Chairperson thanked everyone of attending the meeting.



Mr. Paul Clerkin (Chairperson)
10th June 2011

Date



Committee Member
10th June 2011

Date

