



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31LDRWAT111374
Project Type:	Marketing
Project Name:	Legacy Irish Cider Marketing Activity 2020
Promoters Name:	Legacy Irish Cider
Address:	85 Springfield, Dungarvan, Co. Waterford. X35XE37
Description:	The project is pursuing a strong marketing campaign targeting current and prospective consumers and trade customers incorporating new brand and promotional material that will help sustain the business in the long term using innovative marketing methods and tools.
Theme:	LO2 Enterprise Development
Sub-theme:	Leader Food Initiative
Link to LDS	Supporting the role of rural artisan food and beverage producers

Total Project Costs	€43,040		
Eligible Project Costs	€43,040		
Funding sought by promoter:	€21,520		
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review		
Funding recommended by Evaluation Committee:	€21,520		
Details of private funding:	€21,520 loan		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	Marketing support to further develop this beverage business by growing the number of trade customers and consumers		
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 campaign	€43,040	€21,520
Total Funding		€43,040	€21,520
Was an assessment completed?: Date: 8/11/19 _____	Yes		

Are detailed costings provided for the project? Were the costs for the project considered reasonable and how was this measured?	Yes, direct tendering was used and a scoring matrix used to select the chosen tenderer
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 promoter sought 5 quotations but could only get 4 quotes which is sufficient as the effort was made to obtain the required number
Innovative Element of the project:	The promoter is growing his business through contract work having taken on two customers for the outsourcing of their production given the consumer market is quite localized. He is also looking at new product development and this new branding will portray a consistent and fresh look to the consumer
Consideration of Deadweight:	The promoter is dependent on this funding to develop further and without will remain at the same level
Consideration of Displacement:	There are no other local craft cideries apart from those listed in the application form under Q11. The nearest being in Cork.
Economic justification for project:	This marketing campaign will help to grow his business by increasing trade customers and general consumers and potentially increase employment opportunities
Average Score for Project:	82/100 (2)
% level of aid & ceiling:	€21,520.00 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 scored 82/100 2. Funding this project will assist the promoter to further develop his business and help make it more sustainable. A maximum of €21,520.00 or 50% of eligible expenditure whichever is the lesser

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
.5	3	€21,520 loan	€34,223

Confirmation that agencies / communities are supportive of the proposed project.	Date of Confirmation	Signed By
Local Enterprise Office	11/11/19	Brid Kirby

Detail of Discussion on the 6.12.19: The following were the main points raised in the discussion of the project: - - Ms Claire Connors advised that the promoter was funded previously but could not draw down the marketing element as he wanted to change what was originally proposed. The marketplace is much more competitive than originally thought and they are finding that the market for craft beers is getting quite saturated. They have changed their strategy accordingly and will now be concentrating on more local markets.

- They have subcontracted out the marketing element and will target current and prospective consumers and trade customers through a digital marketing strategy, trade marketing, product extension cohesive branding and consumer display marketing.
- The promoter successfully delivered all other aspects of the previous project which was mainly capital investment.
- The Evaluation Committee noted that it is a very well-presented marketing plan.
- It was noted that the accounts provided were in draft format. Ms Claire Connors circulated a copy of the approved 2018 accounts for review.
- A discussion ensued on the level of debts and Ms Connors advised that the promoter has agreed a 10-year loan with the AIB to consolidate all short-term loans.
- The Evaluation Committee agreed that the promoter has secured some very good contracts.
- It was agreed that the promoter is adapting to change and has the capability and track record to successfully implement the project.

The Evaluation Committee recommended a maximum of €21,520.00 or 50% of eligible expenditure whichever is the lesser.

Amount Recommended: €21,520

50% of Eligible Project Funding: €43,040

Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Claire Connors

Dated: 12/12/19

WLP Project Officer

Please insert photos below of reference purposes:

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

Denise Walsh

From: John Harnedy <johnjharnedy@gmail.com>
Sent: Wednesday 11 December 2019 17:28
To: Denise Walsh
Cc: Paul Clerkin
Subject: Re: WLP Evaluation Meeting 6th December 2019

Hi Denise,
I agree with the minutes of the meeting of 6th December 2019 as circulated this afternoon
Thanks
John

On Wed 11 Dec 2019, 16:15 Denise Walsh, <Denise.Walsh@wlp.ie> wrote:
Hi John,

Thank you for spotting omission. Attached please find corrected one.

Thanks & Regards,

Denise Walsh
Administrator / Riarthóir
Waterford Leader Partnership CLG
Lismore Business Park,
Mayfield,
Lismore,
Co. Waterford.

Charities Regulatory Authority No.20070748

F: <https://www.facebook.com/WaterfordLeaderPartnership>
T: <https://twitter.com/wlpleader>
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Ph: 058-54646

Email : denise.walsh@wlp.ie<<mailto:denise.walsh@wlp.ie>>

PLEASE LIKE US ON [cid:image001.gif@01CDC7FB.232C0AA0] <<https://www.facebook.com/#!/pages/Waterford-Leader-Partnership-Ltd/314110866284?fref=ts>>

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[Description: P:\Logos\RD 2014_2020\leader.jpg] [Description: P:\Logos\RD 2014_2020\Dept of Rural & Community Development.png]

Tá an ríomhphost seo agus aon iatán a ghabhann leis rúnda agus is d' úsáid an té/na ndaoine a bhfuil sé seolta chuige/chucu, amháin é. D'fhéadfadh an t-ábhar a bheith faoi réir ag pribhléid dhlíthúil agus ghairmiúil. Mura seolaí ainmnithe nó ceaptha an ríomhphost seo tú, níor chóir duit an teachtaireacht seo, nó aon mhír de, a úsáid, a scaoileadh, a chóipeáil, a scaipeadh nó a choimeád. Más amhlaidh go bhfuair tú an ríomhphost seo trí earráid nó trí dhearmad, iarrtar ort sin a chur in iúl don seoltóir láithreach bonn, le do thoil agus aon chóip den ríomhphost seo a scriosadh ó do chóra(i)s ríomhaireachta.

Seiceáladh gach iatán le scanóir aimsithe víreas agus ceaptar iad a bheith saor ó víreas. Iarrtar ort áfach, a

