



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31LDRWAT111375
Project Type:	Capital
Project Name:	West Waterford Festival of Food II
Promoters Name:	Waterford County Festival of Food CLG
Address:	The Courthouse, Dungarvan
Description:	West Waterford Festival of Food CLG presents one of the foremost community festivals in Ireland, celebrating the best of Irish food with an emphasis on local artisan producers. The festival highlight is its farmers markets with 100 plus artisan food producers, attended in 2019 by an audience of 37,000 over two days in April. Specific pop up events and trails also highlight individual producers and suppliers. A year round programme of support is also provided to Waterford artisan producers in a series of producer led events and promotional activity through food: The Waterford Way. Funding is sought based on last years learnings towards the presentation and production costs for the 100 plus artisan food producers who attend the festival. This includes equipment hire, PR and marketing and services associated with the festival. In 2019, all stallholders details were put online. In 2020, additional print material is required to promote their produce and activities and attract new sponsorship. Branded merchandise is also required for those who take part in the various activities and events to bring home and spread the word.
Theme:	Enterprise Development
Sub-theme:	LEADER Food Initiative
Link to LDS	Supporting rural artisan food producers

Total Project Costs	€118,841.75
Eligible Project Costs	€102,703
Funding sought by promoter:	€89,131.31
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review
Funding recommended by Evaluation Committee:	€64,945.50
Details of private funding:	€21,648.50 in house funds
Voluntary Labour: YES / NO (If yes provide detail)	No

Synopsis of project:	Support the festival costs associated with running the West Waterford Festival of Food in April 2020 including supporting the role of artisan food producers exhibiting at the festival		
Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 75%
	Bus services	€5,950	€4,462.50
	Cater Hire	€10,787	€8,090.25
	Design Services	€10,000	€7,500
	Marquee & equipment hire	€8,455	€6,341.25
	Photographic services	€2,200	€1,650
	Temporary toilet services	€800	€600
	Print Services	€10,000	€7,500
	Radio Advertising	€6,072	€4,554
	Sound and equipment hire	€2,330	€1,747.50
	Public Relations	€28,000	€21,000
	Videographer	€2,000	€1,500
	Merchandise	€16,138.75	€0
Total Funding		€86,594	€64,945.50
Was an assessment completed?: Date: 11/11/19	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 scoring criteria and weighting used to select the chosen 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:	Merchandising was removed as an element of the project costs as only one valid quotation was received which does not meet the National Public Procurement guidelines.		
Innovative Element of the project:	West Waterford Festival of Food CLG presents one of the foremost community festivals in Ireland and one of the only festivals in Ireland run on a voluntary basis with only limited staffing.		
Consideration of Deadweight:	The project would proceed on a much-reduced basis. The work proposed on a year-round basis to support artisan food and drink producers in Waterford and raise the profile of the region as a destination would not proceed.		
Consideration of Displacement:	The only other food festival of similar scale is the Harvest Festival which takes place in Waterford City six months after West Waterford Festival of Food. The Wexford Food and Wine Festival takes place in May each year and the East Cork Food and Drink Festival in September but both are at a smaller scale		
Economic justification for project:	Based on the increase in visitor numbers to the festival with last year totalling 37,000 visitors over the weekend, there is a huge knock on effect benefiting local eateries, accommodation providers etc. The festival has also contributed to Waterford being awarded the Food Destination for 2019 which will mean repeat visitors to the area		
Average Score for Project:	84/100 (1)		

75% level of aid & ceiling:	A maximum of €64,945.50 or 75% 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 84/100 2. The project fits the LEADER Food Initiative for supporting artisan food producers in Co Waterford. A maximum of €64,945.50 or 75% of eligible expenditure whichever is the lesser

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
0	0	€21,648.50	€196,045

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

The following were the main points raised in the discussion of the project on the 6.12.19: -

- A Committee Member queried the number of years the project is being funded noting that it was a lot. Mr Jimmy Taaffe said that the department realise that festivals require funding noting that this festival is one of the few large festivals being run by a local committee rather than an event organiser. The Department are happy to consider funding it.
- The number of applications under the Department Food Call was discussed with Mr Jimmy Taaffe confirming that only a few were funded including the Waterford Festival of Food last year, Knockanore Cheese and potentially Meadow Fresh Foods may avail of the budget
- Ms Claire Connors said that essentially the promoters are looking for support for similar items to last year's application with the addition of the cost for a PR company. The only element questionable is the merchandising as it may not adhere to public procurement guidelines.
- The Committee noted the jump in funding from last year from €38,000 to €89,000 and queried if this was just to maximise funding. It was noted that possibly the Local Authorities contribution might be less this year.
- A Committee Member queried why did they need a PR company as the Festival CEO should be responsible for that. Ms Connors advised that the festival is really light on the ground in terms of staff. The CEO is employed part time and the only other staff are two part time employees. Ms Caroline Senor was the Festival Manager last year, but this year Ms Gemma Tipton is the CEO. It is hoped that for next year that a Manager for the festival can be employed leaving the development side to the CEO. The Local Authority pays for the staff.
- The Committee discussed the different elements for funding and queried the need for videography. Mr Jimmy Taaffe advised that Camphire found videography very effective.
- The bus hire for some of the areas closer to town was questioned but it was agreed that this was to solve traffic management issues.
- The Committee noted that their concerns in relation to costs, quality and quantity of the brochure voiced last year was not considered. It was noted that there were boxes of brochures left over from last year.
- They expressed the opinion that the map flyer used was more beneficial than the actual brochure.
- To support a green environment the festival should move more towards digital advertising and questioned the need for the brochure at all.

- The Committee queried what the €10,000 was for additional projects during the year was for? Ms Connors replied that it was for working with the food producers during the year supporting their continued development through mentoring, PR, networking, etc.
- The Evaluation Committee noted that there are no clear income streams provided with the application and queried how much of an income do they get from the people that benefit from the festival.
- There are 39 local food producers' part of the festival but over 100 stalls they should maximise the income from the stall holders that benefit by attending the festivals.
- The cost of a having a stall at the festival for the weekend was queried. Ms Connors confirmed that the information was not supplied with the application.
- There are no figures provided to show local contributions to the festival. Ms Connors advised that they are not getting enough business support as it's hard to reconcile the benefit.
- The Evaluation Committee all agreed that the festival organisers need to dramatically decrease costs and increase income.
- Going forward ideally, they would like to see a balancing statement.
- The Evaluation Committee noted that it's a project that they are overall supportive of but that some costs are very concerning. It was queried if the overall % recommended should be reduced or just the elements that cause the greatest concern. They agreed that the print and design element of the project will be capped at 75% of €20,000.00.

The Evaluation Committee recommended a maximum €64,945.50 or 75% of eligible expenditure whichever is the lesser but asked for the following to be clearly documented to the promoters for any future applications: -

1. Detailed streams of incomes to be provided going forward.
2. Provided balancing statements.
3. Recommend going digital next year wherever possible
4. Income must be increased

Amount Recommended: €64,945.50

75% of Eligible Project Funding: €86,594

Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: ____ Claire Connors _____

Dated: ____12th December '19____

WLP Project Officer

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

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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

dheimhniú go ndéanfar gach teachtaireacht a scanadh ar fhaitíos víris, mar nach féidir aon dliteanas a ghlacadh maidir le haon ionfhabhtú nó damáiste a dhéantar do do chóras ríomhaireachta tríd an ríomhphost seo a fháil.

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From: Denise Walsh

Sent: Wednesday 11 December 2019 14:51

To: Paul Clerkin <pclerkin@cablesurf.com>; 'John Harnedy' <johnjharnedy@gmail.com>

Subject: WLP Evaluation Meeting 6th December 2019

Hi Paul / John,

Attached please find the minutes for you to review.

Once checked and when you are happy with them please send email by return saying that you are happy with the draft minutes from the 6th December.

Thanks & Regards,

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

Charities Regulatory Authority No.20070748

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