



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	€101,959
Eligible Project Costs	€86,074
Funding sought by promoter:	€76,469.25 which is 75% of total project costs €101,959
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review
Funding recommended by Evaluation Committee:	€64,555.50 which is 75% of eligible project costs €86,074. The print element was reduced to a maximum of €10,000 from €25,885.
Details of private funding:	€21,518.50 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	€9,480	€7,110
	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	€86,074	€64,555.50
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 for the majority of project elements except the design and print elements which had to be eTendered. Scoring criteria and weighting was used to select the chosen suppliers.		
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		

75% level of aid & ceiling:	€64,945.50 or 75% of eligible expenditure whichever is the lesser
E. C. Executive Summary/Rationale for Funding	The Evaluation Committee recommended a maximum €64,555.50 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. Printing costs for this application are being reduced to a maximum of €7,500 in grant aid 2. Detailed streams of incomes to be provided going forward. 3. Provide balancing statements. 4. Recommend going digital next year wherever possible 5. Income must be increased A maximum of €64,555.50 or 75% of eligible expenditure whichever is the lesser for the following reasons: - - The project scored 84/100 - The project fits the LEADER Food Initiative for supporting artisan food producers in Co Waterford.

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
0	0	€21,518.50	€196,045

Confirmation on the applicant's position re De-Minus and double from the relevant agencies.	Date of Confirmation	Signed By
LEO	11/11/19	Brid Kirby

Detail of Discussion Project being Recommended 6 12 2019 (Project not approved as on review it was discovered some elements should have been procured through etenders):

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

- 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

Detail of Discussion Project being Recommended 10 2 2020:

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

- Ms Claire Connors advised for this project was previously approved at the December meeting but on review it was noted that two elements of the project should have been procured through e-tenders. This has now been completed and the revised project assessment and tender information circulated for review. The PR element was the exact same cost, but the print element changed slightly as a lot more quoted for the work on etenders. The winning tender was Printmaster and the costs were revised slightly.
- The promoters provided a rationale regarding the print costs, but the Evaluation Committee agreed to leave the cap of €10,000 @ 75% in place as they considered the costs excessive. The merchandise element shall be removed as only one quote was obtained.
- The Evaluation Committee agreed that their previous recommendation and scoring shall remain in place. Following the re tendering the eligible costs are €86,074 @ 75% = €64,555.50

The Evaluation Committee recommended a maximum €64,555.50 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. Printing costs for this application will only be funded to a maximum of €7,500 in grant aid
2. Detailed streams of incomes to be provided going forward.
3. Provide balancing statements.
4. Recommend going digital next year wherever possible
5. Income must be increased

Amount Recommended: €64,555.50

75% of Eligible Project Funding: €86,074

Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Claire Connors

Dated: 10th February 2020

WLP Project Officer

Please insert photos below of reference purposes:

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

LEADER Food Initiative – LAG EVALUATION COMMITTEE

This template is designed for use by the LAG Evaluation Committee when considering applications to fund LEADER Food Initiative projects.

Application Reference No.		Working Title of proposed project	
31LDRWAT111375		West Waterford Festival of Food II	
CRITERION		Yes / No	Comments
1	Does the project provide support for artisan, micro and/or small food producers and include a focus on proposals aimed at production quality and market issues?	Yes	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.
2	Does the project provide support for regional product development, including a focus on marketing distinctive local foodstuffs?	Yes	The project supports up to 100 artisan food producers in the promotion of their produce to a national audience who attend the festival including the general public, hospitality and media.
3	Does the project provide support for marketing and processing support for strategically identified sectors, including honey and apple processors?	No	
4	Has the project satisfied the minimum requirements in the LEADER Food Initiative Score Sheet for the Evaluation Committee	Yes	The project was evaluated by the Evaluation Committee and a recommendation for support provided
5	Do the proposed actions and associated costs appear reasonable and represent value for money?	Yes	The project was procured as per the LEADER guidelines for a Category 1 applicant seeking funding of up to 75%

All questions must be answered and in order for the application to be approved for funding. Comments should be recorded alongside each Criterion to justify the decision.

Date of Evaluation Committee meeting:	6 th Dec '19	Application Reference No.	31LDRWAT111375
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The (*LAG name here*) LAG Evaluation Committee has considered this Application and decided that it should be: Accepted / Rejected / Deferred*

*(delete as appropriate)

The rational for this decision must be recorded in the LAG Evaluation Committee minutes and the Chair of the LAG Evaluation Committee must sign below.

Signed: _____

Chair of LAG Evaluation Committee

Name in BLOCK Capitals: JOHN HARNLEY

Date: _____

13/01/20

Appendix 1

LEADER Food Initiative Evaluation Committee Scoresheet

Project Name: West Waterford Festival of Food

Project Code: 31LDRWAT111375

Projects will be evaluated based on the following score criteria and assessment will be based on a maximum score of 100 and will be divided as outlined below (this replaces Appendix 11 of the LEADER 2014 – 2020 Operating Rules Consolidated updated Version 2):

Score Criteria	Weighting	Min Score
Does the project fit with the Local Development Strategy?	Pass/Fail	Pass
Does the project comply with eligibility criteria as set out in the LEADER Operating Rules?	Pass/ Fail	PASS
Deadweight: Does the project actually require LEADER funding to proceed?	Pass/ Fail	PASS
Displacement/Competition: Will the project be in direct competition with an existing local business and could it result in displacement of jobs or activities elsewhere?	Pass/ Fail	PASS
Registered Food Producer: If the project applicant is a food producer, are they a registered food producer with the relevant Competent Authority as per Regulation (EC) No 852/2004	Pass/ Fail	PASS
Innovation and Alignment with the LEADER Food Initiative Areas of funding outlined in Section 3: Has the project applicant demonstrated how the project plans to address emerging challenges through investment in market development/competitiveness and /or innovation?	20	17
Project Impacts: Has the project applicant demonstrated how the project will deliver social, economic and/or environmental added value?	20	18
Sustainability of the project: Does the business/project plan demonstrate that the project is viable and sustainable in to the future?	20	18
Applicant Background, Skills and Experience: Has the project applicant demonstrated that it has the skills and experience necessary to ensure the project is a success?	15	13
Financial Viability: Has the project applicant demonstrated the projects value for money and the projects financial viability from development through to operation?	15	11
Market: What evidence has been provided that the project is filling an identified need, market or demand?	10	7
TOTAL	100	84

Recommendations of the Evaluation Committee:

Approved


Signature of Committee Chairperson

Name of Chairperson in Block Capitals

Date: 06/12/19

Denise Walsh

From: John Harnedy <johnjharnedy@gmail.com>
Sent: Tuesday 11 February 2020 09:07
To: Denise Walsh
Subject: Re: draft minutes for you to review 10th Feb 2020

Hi Denise

I received and reviewed the minutes of our meeting of monday February 10th 2020. and i agree with same and all is in order

Thanks

John.

On Mon 10 Feb 2020, 17:39 Denise Walsh, <Denise.Walsh@wlp.ie> wrote:

Hi John,

Attached please find the draft evaluation minutes for you to review.

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>

P51 XVP6

Ph: 058-54646

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

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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

