



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31LDRWAT112556
Project Type:	Capital
Project Name:	Ardmore Open Farm & Glamping Pods
Promoters Name:	Ardmore Open Farm Ltd
Address:	Ballykilmurry, Ardmore, Co. Waterford
Description:	The project will provide much needed additional overnight accommodation in the Ardmore area. The promoters believe that the addition of three large extra glamping pods will go some way towards satisfying this need with the potential to offer accommodation for an additional 18 persons per night. The promoters experience first hand through dealings with the visitors to the open farm, the lack of overnight accommodation for visitors to the area, particularly in the peak summer months and that's affordable for families.
Theme:	LO1 Rural Tourism
Sub-theme:	SA1.4 RV Parks/Camping/Glamping
Link to LDS	Support of rural enterprise and adding value to same to enable visitors to overnight in the area

Total Project Costs	€395,484.42
Eligible Project Costs	€395,484.42
Funding sought by promoter:	€188,122.21
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review
Funding recommended by Evaluation Committee:	A maximum of €98,871.10 or 25% of eligible expenditure, whichever is the lesser
Details of private funding:	€296,613.32 Own funds
Voluntary Labour: YES / NO (If yes provide detail)	No
Synopsis of project:	Support of enhancing the existing facilities at Ardmore Open Farm to incorporate additional zoo animals and fencing to accommodate same. Upgrading and resurfacing of walkways and addition of new walkways to new enclosures. Addition of three new large pods to accommodate families on site and a large log cabin for a communal space as well as upgrading of the wastewater treatment system

Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 25%
	Shopfit UK	82,451	20,612.75
	Ecohouse Developments Ltd	66,887	16,721.75
	JCR Engineering Ltd	37,300	9,325
	Barry Hogan	46,854.26	11,713.56
	Caherclough Tarmacadam Ltd	71,000	17,750
	Mike Flynn	3,200	800
	B & C Services	46,442.16	11,610.54
	David Hennessy & John Higgins	13,100	3,275
	Eoghan Parker Electrical Services	4,750	1,187.50
	James Leahy	23,500	5,875
		€395,484.42	€98,871.10
	Total Funding		
Was an assessment completed?: Date: <u>Yes</u>	28 th Aug 2020		
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 all cost elements and a scoring matrix used to select the chosen supplier to ensure reasonable costs		
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. Comparison quotations for all items		
Innovative Element of the project:	Investment in three family sized pods due to popular demand where visitors enjoy staying over night surrounded by the animals. The promoters have also acquired a zoo license and are now investing in three new types of animals which meets the visitor demands of more exotic, non domestic animals.		
Consideration of Deadweight:	As deadweight was considered a factor in the support of this project, the Evaluation committee recommended a lower funding rate		
Consideration of Displacement:	The Ardmore Open Farm offers a unique proposition of accommodation and domestic and zoo animals on site which no other open farm offers		
Economic justification for project:	The project addresses the lack of accommodation in the coastal village of Ardmore particularly in the summer months and adds value to their existing offering particularly in bad weather and off season.		
Average Score for Project:	88/100		
% level of aid & ceiling:	A maximum of €98,871.10 or 25% 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 88/100 2. The project fits the Local Development Plan (LDS) Local Objective for Rural Tourism 3. The promoters have the skills and expertise to successfully		

	implement the project
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Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
3pt, 5S	4ft, 9pt, 5S	€296,613.32	€9,720 SEAI 2019 €143,247 LEADER Ardmore Glamping Pods 2017 €181,860.80 LEADER Ardmore Open Farm 2014

Confirmation on the applicant's position re De-Minimus and double from the relevant agencies.	Date of Confirmation	Signed By
Local Enterprise Office	15 th July 2020	Richie Walsh
Faillte Ireland	31 st Aug 2020	Ivonna Carr
SEAI	3 Sept 2020	John Flemming

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

- Ms Claire Connors advised that the Evaluation Committee are familiar with the promoters who have successfully implemented two previous projects, the Ardmore Open Farm, and the Glamping Pods. The promoters are proposing to add 3 larger pods to accommodate bigger families and a log cabin where all weather type activities can be held. They are now classed as a mini zoo and wish to expand and add more animals and are looking for funding for three new enclosures and groundworks.
- A revised Project Assessment report was circulated as the grant aid from SEI for the solar panels was removed.
- Ms Connors advised that she also circulated the draft 2019 accounts for the parent company FBA for review.
- The Evaluation Committee queried if some of the groundwork could be view as renewing, but Ms Connors clarified that it was upgrading to tarmacadam as the soft core used was not weather suitable.
- After reviewing the accounts, the Evaluation Committee had major concerns regarding funding the project as it appears as if the promoters have sufficient funds to fund the project themselves.
- Ms Connors advised that the Parent company of which both promoters are directors is transitioning from being a farm business advisory service to a property development company. The accounts reflect the recent sale of three properties, but they are constantly buying, renovating, and selling so the balance sheet can change quite quickly.
- A Committee Member noted that the pods are very expensive querying if that is the type of accommodation we should be encouraging as it is not very luxurious. It was noted that beyond Covid the popularity will decline as people return to holidaying abroad.
- Ms Connors pointed out that for families it is an affordable option as it can be booked for a night or two whereas other family accommodation options nearby can only be booked weekly. It is more a unique offering with a mini zoo for the children versus a luxurious option.
- A Committee Member noted that these pods had bathroom facilities versus shared facilities which is a plus.
- The majority of the Evaluation Committee felt the project was a great benefit to the area noting that it has a proven demand.
- The Evaluation Committee discussed if they should fund the project or not. Most felt that the project is a valuable infrastructure and an asset in the area noting that they would like to see it grow. Without funding the promoters have indicated that they will not proceed.
- One Member strongly felt that the promoters should not be funded due to deadweight, but the majority

agreed that funding it as a lesser extent ensured the project proceeded.

- The promoters as business people will have to weigh up the options and a little funding may help encourage the continued growth and expansion of the business.
- The majority of the Evaluation Committee agreed to recommend funding at a reduced rate of 25%. They consider it an excellent project and would like to ensure it went ahead.

A maximum of **€98,871.10** or 25 % of eligible expenditure, whichever is the lesser.

Amount Recommended: €98,871.10

25% of Eligible Project Funding: €395,484.42

Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Claire Connors

Dated: 21st September '20

WLP Project Officer

Please insert photos below of reference purposes:

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

Evaluation Committee Scoring Record

Date: 2/15/2020

Time: 11:00

Project Title: Ardmore Open Farm & Community Hub

Project Reference Number: 31 LORWAT 112556

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>6</u> - Displacement 5/19 <u>5</u> - Job Creation 5/19 <u>5</u>		19	16
Promoters experience	Does the promoter have the training/skills, track record or experience to deliver? - Standards of Operation 6/25 <u>6</u> - Track Record 6/25 <u>6</u> - Structure of Business 6/25 <u>5</u> - Necessary skills base 7/25 <u>5</u>		25	22
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>6</u>		25	23

	- Financial Plan	6/25 <u>6</u>			
	- Deadweight	6/25 <u>34</u>			
Sustainability	Is the project viable and will the service continue to be delivered?			13	11
Requirement	Does the proposal target a specific need or address a specific gap in the market?			18	16
Total				100	88

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 at a reduced rate due to deadweight issue.

Signature: 

Signature of Evaluation Committee Chair

Date: 27.08.2020

Denise Walsh

From: pclerkin@cablesurf.com
Sent: Monday 21 September 2020 20:36
To: Denise Walsh
Subject: Re: draft minutes for review

Thanks Denise - I'm in agreement.

Paul

On 2020-09-21 17:05, Denise Walsh wrote:

> Hi Paul,
>
> Attached please find the draft 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 / Mobile: 086 823 6664
> Email : denise.walsh@wlp.ie
>
> PLEASE LIKE US ON [cid:image001.gif@01D69039.5C68DC80]
> <<https://www.facebook.com/#!/pages/Waterford-Leader-Partnership-Ltd/314110866284?fref=ts>>
>
> Unsubscribe - Reply and state Unsubscribe
>
>
> [Description: P:\Logos\RD 2014_2020\WLP_Logo_hires.jpg]
> [Description: eu-agricultural] [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 scríosadh 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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