



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31LDRWAT118466
Project Type:	Capital
Project Name:	EURI Lismore Music Festival Enhancement
Promoters Name:	Lismore Music Festival CLG
Address:	8 Main St, Lismore, Co. Waterford
Description:	The Lismore Music Festival run their annual opera performance in the marquee in the stable yard of Lismore Castle with the first half performed in daylight. Many of the performances are dramatic and the use of black out lining on the inside of the marquee heightens the experience. The promoter hired this in 2023 at a cost of €5,000 so having their own is a long-term saving. Funding is sought for this element. This is a highly specialized item with only one supplier in the market. The promoter is also seeking funding towards a PR campaign to run from October '23 to February '24 to help grow the event and attract new visitors whilst at the same time retain and attract the local audience.
Theme:	LO1
Sub-theme:	SA1.2
Link to LDS	Promotion of cultural tourism initiatives to attract visitors to the area

Total Project Costs	€27,263.85
Eligible Project Costs	€27,263.85
Funding sought by promoter:	€20,447.00
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review
Funding recommended by Evaluation Committee:	€6,715.32
Details of private funding:	€6,815.97
Voluntary Labour: YES / NO (If yes provide detail)	No
Synopsis of project:	The funding towards black out lining to cover the inside of the marquee for dramatic operatic performances particularly held during the day light hours

Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 43.99493%
Total Funding	PR	12,000	0
	Blackout lining	15,263.85	6,715.32
		€15,263.85	€6,715.32
Was an assessment completed?: Date:	Yes Dated 13 th July 2023		
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 the most economic advantageous tender process used to select the successful tenderer. There was only one supplier available to quote for the blackout lining element due to the specialist market however the promoter previously hired the item at a cost of €5,000 in 2023 which gives an idea as to the reasonableness of the cost to buy outright		
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 previously hired the black out lining for €5,000 in 2023 so gives an indication as to the long term investment value of buying the item at its current price		
Innovative Element of the project:	The promoter will have their own black out lining for delivering dramatic effects for their opera performances particularly run during day light hours. The PR services will help increase visitor numbers and target more diverse audiences		
Consideration of Deadweight:	The promoter could only proceed on a reduced basis and would have to reduce their budget for PR/marketing services if necessary		
Consideration of Displacement:	Wexford Opera Festival is the only opera festival in the region and is approximately 127km from Lismore and takes place in September so only compliments this event		
Economic justification for project:	The investment in the blackout lining will create a long-term saving then the cost of having to hire it in and will enhance the visitor experience. The PR campaign will increase the number of visitors and bring added value to the town and surrounding area		
Average Score for Project:	72/100 (3)		
% level of aid & ceiling:	A maximum of €6,715.32 or 43.99493% 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 fits the LCDC Local Development Plan to support County Waterford's cultural tourism activities. 2. The project scored 72/100 A maximum of €6,715.32 or 43.99493% of eligible expenditure, whichever is the lesser, with the following condition:-		

	A Balance Sheet for the financial year ended 2022 must be provided to the Evaluation Committee for review before Letter of Offer is issued to the promoter.
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Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
0	1	€8,548.53	€34,054.60 WLP 2022

Confirmation on the applicant's position re De-Minus and double from the relevant agencies.	Date of Confirmation	Signed By
Failte Ireland	17 th July '23	Ivona Carr
LEO, Waterford	12 th July '23	Brid Kirby

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

- Ms Claire Connors outlined the project to the Evaluation Committee, noting this is her first year dealing with the promoters. There are two elements to the project the PR Campaign & the Blackout Lining for the Marquee.
- Ms Connors pointed out that McKeown Publishing, who assisted with drafting the tender, and whose name was on all the outgoing correspondence, were the chosen contractor. The promoters only received one quote for the blackout lining as this is a very specialised market.
- A discussion ensued on the PR Campaign and how the promoters should discuss breaking into the International Market with Tourism Ireland's Ms Siobhan McManamy. Ms McManamy has extensive international marketing experience, and her knowledge and expertise would greatly benefit the group. The Wexford Opera Festival was also suggested as a source of good information as they have successfully identified their markets internationally.
- Ms Connors pointed out that the Audit Trail of Accommodation referred to in the application is separate and did not form part of the tender. The promoters will conduct it and it isn't included in the application. It is not clear if it will be approved accommodation or not.
- Last year it was commented that the festival would become a fixture of the Arts Council from now on and that this was the final year of funding. WC&CC is also a significant funder.
- A discussion ensued on the accounts and how the promoter should provide a balance sheet for year-end 2022. Ms Connors explained that Ms Breda O'Brien was on annual leave and that Mr Eamon O'Carroll was dealing with all queries in her absence. Ms O'Brien is the Financial Controller responsible for the festival accounts, so there is no way to obtain the balance sheet until her return. The LCDC has agreed to meet on 27th July to facilitate the approval of funding if recommended by the Evaluation Committee, so deferring is not an option.
- The Evaluation Committee discussed how they previously reduced funding to address issues around the number of free tickets the promoters gave for events.

- The Committee noted that the name changed from Lismore Music Festival to Blackwater Valley Opera Festival.
- The Evaluation Committee agreed that purchasing the blackout lining was practicable, provided they have secure storage year-round.
- The Evaluation Committee agreed that adding Mr Eamon O'Carroll as the Festival Director was an excellent choice. He is very experienced, and before becoming Festival Director, he was Membership Relationship Manager at the RDS and was also involved with the Wexford Festival Opera.
- The Evaluation Committee discussed all three projects and the available budget at length. The Evaluation Committee decided, given the amount of support the Opera Festival has received in the past, to maximise the available funding for GDFB Equipment Investment & EURI Equipment Upgrade projects leaving the remaining balance to the Opera Festival to go toward the Blackout Lining. They agreed not to fund the PR element of this project.
- The Evaluation Committee agreed to recommend funding only the Blackout Lining element of this project to a maximum of **€6,715.32 or 43.99493% of €15,263.85 (eligible expenditure), whichever is the lesser.**
- The Evaluation Committee agreed that funding this project is a good use of EURI funds and agreed to recommend funding at the reduced amount to the LCDC.

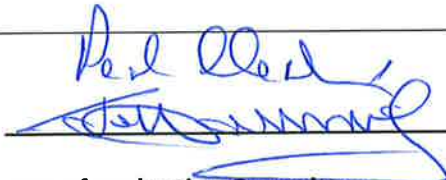
The Evaluation Committee agreed to recommend funding this project for the following reasons:-

3. The project fits the LCDC Local Development Plan to support County Waterford's cultural tourism activities.
4. The project scored 72/100

A maximum of €6,715.32 or 43.99493% of eligible expenditure, whichever is the lesser, with the following condition:-

A Balance Sheet for the financial year ended 2022 must be provided to the Evaluation Committee for review before Letter of Offer is issued to the promoter.

Amount Recommended: €6,715.32	43.99493 % of Eligible Project Funding:
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Signed:  Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: 21-07-2023 Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Chairman Dated: 19th July '23



	Financial Plan	6/25 <u>3</u>			
	Deadweight	6/25 <u>3</u>			
Sustainability	Is the project viable and will the service continue to be delivered?			13	10
Requirement	Does the proposal target a specific need or address a specific gap in the market?			18	12
Total				100	72

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: A max of €6,718.32 or 43% basis for Blackout Wing

Signature: 

Signature of Evaluation Committee Chair

Date: 19-07-2023

Evaluation Committee Scoring Record

Date: 14/7/2023

Time: 11am

Project Title: Euri Wismare Music Festival

Project Reference Number: 31LORWAT118466

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>9</u> - Displacement 5/19 <u>3</u> - Job Creation 5/19 <u>0</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>5</u> - Co Funding 6/25 <u>4</u>		25	15

Denise Walsh

From: pclerkin@cablesurf.com
Sent: Friday 21 July 2023 13:23
To: Denise Walsh
Subject: Minutes of Evaluation Committee Meeting held on 19th July 2023.

Dear Denise,

I have reviewed the draft minutes of the above meeting and I am in agreement with them.

Paul Clerkin.
Chairperson,
WLP Evaluation Committee.

