



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	IE31WAT100003
Project Type:	Marketing/Promotion
Project Name:	Waterford Festival of Food
Promoters Name:	Waterford County Festival of Food CLG
Address:	The Courthouse, Dungarvan, Co. Waterford
Description:	Waterford Festival of Food is a community festival based in Dungarvan, Co. Waterford but reaching across the county. The festival has grown significantly in recent years and in 2023 attracted around 70,000 people to Dungarvan and its surrounds over the course of the three-day event. The purpose of the annual festival is to further develop food tourism in Waterford and showcase our food culture, in turn launching our tourism season and drawing visitors to the area.
Theme:	Theme 1 Economic Development and Job Creation
Sub-theme:	Sub theme 1.5 Culture and Heritage
Link to LDS	Funding of local festivals to promote culture and food of the County

Total Project Costs	€73,227		
Eligible Project Costs	€73,227		
Funding sought by promoter:	€54,920.25		
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review		
Funding recommended by Evaluation Committee:	€47,555.90		
Details of private funding:	€20,381.10		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	Funding of a community county festival celebrating and promoting the food that the county has to offer		
Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 70%
	Public Relations	€21,000	€14,700
	Marquees & equipment hire	€17,520	€12,264
	Temporary toilet services	€3,100	€2,170

	Photography services	€5,100	€3,570
	Cater Hire	€13,117	€9,181.90
	Bus Services	€8,100	€5,670
Total Funding		€67,937	€47,555.90
Was an assessment completed?: Date:	Yes 26 th of March '24		
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 meat process used to score tenders.		
Where the procurement process resulted in less than 3 quotes, the EC must show the additional steps taken to ensure the reasonableness of costs:	Evidence of the effort taken to obtain the required number of quotations is on file.		
Innovative Element of the project:	The festival strives to create a welcoming and accessible environment for all members of the community and for 2024 has a full programme of children's events, a mobile ASD unit to provide a quiet zone and sensory friendly space and activities supporting intellectual disabilities. Sustainability is a central theme this year and have banned the use of single use coffee cups at the market stalls.		
Added Value – How will the added value of LEADER funding be demonstrated in the delivery of this project?	Bed night occupancy and local produce sold in the market.		
Consideration of Deadweight:	As the festival takes place in April, the promoter has advised that the project would have to proceed but would considerably impact on next year's festival. Without grant assistance, the festival would certainly not be able to offer the range of activities currently included.		
Consideration of Displacement:	The only other two festivals nearby are the Harvest Festival taking place in Waterford city in September and Savour Kilkenny towards the end of October. The timing of these events do not cause any issue.		
Economic justification for project:	The festival is a huge contributor to the local economy and kick starts the tourist season attracting visitors to the area who tend to become repeat visitors.		
Average Score for Project:	82/100		
% level of aid & ceiling:	A maximum of €47,555.90 or 70% 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 rural enterprises under Theme 1 Economic Development and Job Creation. 2. The project scored 82/100. A maximum of €47,555.90 or 70% of eligible expenditure, whichever is the lesser, with the following condition; - Any future applications must include a breakdown of operational costs and ticketed events income & expenditure.		

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
0	.6	€20,381.10	€226,653

Confirmation on the applicant's position re De-Minibus and double from the relevant agencies.	Date of Confirmation	Signed By
Local Enterprise Office	19/3/2024	Brid Kirby
Faillte Ireland	19/3/2024	Ivona Carr

Detail of Discussion:

- Ms Connors advised that there's more highlights to this year's festival. The name has been changed. There are more free events, especially for children and some inclusive events. There has been an effort to reduce printed material, but they can't go fully digital. Last year they did particularly well with ticketed events. She confirmed that the funding application is for 2024.
- Evaluation Committee members commented that they are hoping to attract bigger numbers this year. The application states that they would proceed without funding approval, but it would curtail next year's events. They will always require grant aid. They haven't secured any big new sponsors. They really need a main sponsor.
- An Evaluation Committee member asked what is the profit from the ticketed events?
- Ms Connors advised that it's approximately 46%. The festival is dependent on sponsorship and grants. Some of the events just cover the costs. It's supporting the hospitality sector.
- The committee members commented that having ticketed events and not making a profit is ridiculous. Somebody is making money from them. Some of the events are elitist, ex. Lismore Castle. A full breakdown of operating costs and ticketed events is required for any future applications.
- An Evaluation Committee member commented that last year it was agreed that the festival would only be provided with limited funding, in the future, to a maximum of €50,000.
- The Evaluation Committee agreed that the print element of the application would not be funded.

Amount Recommended: €47,555.90

70% of Eligible Project Funding: €67,937

Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response
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Signed: Chait Gumb

Dated: 27th of March '24

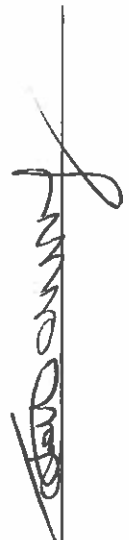
Project Officer

Please insert photos below of reference purposes: =

Overall Evaluation Committee Scoring Record

Project Title: WATERFORD FESTIVAL OF FOOD	Project Reference no: 12-31WAT100003	Date: 24.03.2024	Time:
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Q	Assessment Criteria	Objective	Evaluation Committee comments	Weighting	Score	
1	Has project development officer report indicated that any documentation / information requested has not been provided by the project promoter(s)	Ensure that the project promoter has provided all the required information / documentation requested by project development officer to progress this project.	NO	N/A	Pass	Fail
2	Displacement	Does the project comply with displacement requirements?	YES	N/A	Pass	Fail
3	Compatibility with Local Development Strategy (LDS)	Do the project proposals meet the criteria set out in the LAG's LDS for the relevant measure?	YES	15	13	
4	Innovation	Is the project innovative in its nature?	YES	15	11	
5	Project Promoter experience	Does the promoter have the training/skills, track record or experience to deliver?	YES	15	14	
6	Financial Viability	Do the proposed actions and associated costs appear reasonable and represent value for money, and is adequate funding available to co-fund the project?	YES	25	21	
7	Sustainability	Is the project viable and will the service continue to be delivered?	YES	15	12	
8	Requirement	Does the proposal target a specific need or address a specific gap in the market?	YES	15	11	
9	Deadweight	Would the project proceed without LEADER funding?	YES NO	N/A	N/A	
N.B. Prior to being recommended for approval, projects must: - pass question 1 and 2 - answer no to question 9 - receive a minimum score of 65%.				Total:	100	
Recommendation of the Evaluation Committee:				Fund at 70% & Take out Park		

Signature of Committee Chair:  Date: 27/03/24

Angeline Drennan

From: John Harnedy <johnjharnedy@gmail.com>
Sent: Wednesday 3 April 2024 13:49
To: Angeline Drennan
Subject: Re: Draft Evaluation Minutes 27.03.2024
Attachments: image001.gif

Hi Angeline
I've reviewed the attached minutes and all seems in order.
I will talk to you later regarding dates for deferred Projects.
Thanks, John

On Wed 3 Apr 2024, 09:44 Angeline Drennan, <Angeline.Drennan@wlp.ie> wrote:

Hi John,

Attached are the draft minutes for last week's meeting.

Could you please have a read through them and confirm if you are happy that they are correct or advise if you believe there are any errors or omissions?

I will give you a call this afternoon to confirm.

Thanks & regards,

Angeline

Angeline Drennan CPA

Rialaitheoir Airgeadais/Financial Controller

Cúntóir Príomhfheidhmeannach/Assistant CEO

Comhpháirtíocht Leader Phort Láirge / Waterford Leader Partnership CLG