



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	IE31WAT100012
Project Type:	Promotion
Project Name:	Munster Vales Marketing Campaign
Promoters Name:	Munster Vales
Address:	Ballingarrane House, Cahir Road, Clonmel, Tipperary.
Description:	Provide description of project: 1. A targeted marketing campaign called "Adventure Your Way in Munster Vales" to promote outdoor recreational experiences such as hiking, cycling, kayaking, horse riding etc. and to highlight the small rural tourism businesses that operate within the Munster Vales region. 2. Munster Vales Slow Adventure Campaign concept is to update the existing immersive brochure and map to highlight the abundance of outdoor activity within the wild open and rural places within our five mountain ranges in Waterford, Tipperary, Cork and Limerick. The brochure and map will be available in PDF format and available to view and download on the website www.munstervales.com
Theme:	Theme 1: Economic Development & Job Creation
Sub-theme:	Sub-theme 1c: Rural Tourism and Recreation
Link to LDS	Strategic Action 1.3 1c: Support and develop activity tourism products in the county to entice visitors to overnight. Local objective 3-Goal 3.6: Develop Waterford as a sustainable and accessible place that is attractive to both domestic and international visitors with a sense of place and connected tourist amenities to enhance and support local communities and realise additional economic growth for Waterford.

Total Project Costs	€32,594.84
Eligible Project Costs	€32,594.84
Funding sought by promoter:	A maximum of €24,446.13 or 75% of eligible expenditure, whichever is the lesser.
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review
Funding recommended by Evaluation Committee:	A maximum of €24,446.13 or 75% of eligible expenditure, whichever is the lesser.

Details of private funding:	Bank accounts €8,148.71 25%		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	As above		
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%
	Digital marketing campaign	€27,992.43	€20,994.32
	Brochure and map reprint	€4,602.41	€3,451.81
		€32,594.84	€24,446.13
Total Funding			
Was an assessment completed?: Date: <u>10.07.2024</u>	Yes. 10.07.2024		
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 to score tenders. Munster Vales sent out five requests for quotes for each part of the project. Two comparable quotes were received for the maps but only one quote was received for the marketing campaign. Two other suppliers responded but they were not able to deliver the full package of services. The reasonableness for the maps was measured against the other quote provided. The reasonableness of cost for the digital marketing campaign could not be measured against other quotes. This is a bespoke service and it is difficult to determine reasonableness of cost, but the monthly cost (which includes expenses) seemed reasonable considering the time and expertise required.		
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 reasonableness for the maps was measured against the other quote provided. The cost for the booklet is 0.52c per copy and the map is €6.58/copy. The reasonableness of cost for the digital marketing campaign could not be measured against other quotes. This is a bespoke service and it is difficult to determine the reasonableness, but the monthly cost (which includes expenses) seemed reasonable considering the expertise and time that will be involved.		
Innovative Element of the project:	Munster Vales brings together parts of four counties into one geographical area based around the mountains and valleys. The cross-county approach creates opportunities for a wider variety of tourism activities, accommodation and services sharing the same territory. This provides a more comprehensive overview of facilities which benefits the visitor who can then design an itinerary around it. The digital marketing campaign will bring the experience to the visitors' screens through various online platforms, capitalizing on the concept of "Adventure Your Way in Munster Vales". This will be particularly attractive to a younger audience.		

	The booklet and map will also be available online, and the printed versions will be distributed to the various tourism offices, hotels, heritage centres, local businesses, etc. The project is an example of the benefits of cross-county collaboration.
Added Value – How will the added value of LEADER funding be demonstrated in the delivery of this project?	The LEADER funding will contribute to the ongoing marketing and promotion of Munster Vales as an activity tourism destination. This will bring more visitors and locals to the offerings which will benefit accommodation and other service providers. More visitors could also contribute to the creation of additional jobs in the activity tourism and related sectors.
Consideration of Deadweight:	Without LEADER funding this project will not go ahead. There is no budget for it within Munster Vales and there are no other grants available that would meet this need.
Consideration of Displacement:	This project will not cause displacement as it is a tourism promotion product and compliments the work of the other tourism promotion agencies in the counties it promotes. Munster Vales is in partnership with the tourism officers in each region and collaborates closely with Visit Waterford and Waterford City and County Council, Tipperary Tourism, Knockmealdown Active, Ballyhoura Failte, Limerick tourism officers and Pure Cork. Munster Vales complements the work of the various tourism bodies and offers another vehicle in which to promote their tourism products.
Economic justification for project:	The promotion of tourism and tourism businesses in the Munster Vales directly contributes to more visitors spending time in the area with the resultant economic benefits to accommodation providers and other services which could contribute to the creation of additional jobs.
Average Score for Project:	The project scored 82/100 (1)
% level of aid & ceiling:	A maximum of €24,446.13 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 fits the LCDC Local Development Plan to support and develop activity tourism products under Theme 1 Rural Tourism & Recreation Support type projects. 2. The project scored 82/100. A maximum of €24,446.13 or 75% of eligible expenditure, whichever is the lesser.

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
N/A	N/A	€8,148.71	LEADER = €22,090 (2021) from South Tipperary Development Clg

Confirmation on the applicant's position re De-Minimis and double from the relevant agencies.	Date of Confirmation	Signed By
From South Tipperary Development Company	07.05.2024	Mary Barry Guerin

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

- Ms Rossi (Project Officer) noted that the Committee are most probably aware of the Munster Vales and what is offers. The Munster Vales covers the four counties of Waterford, Tipperary, Cork and Limerick and its purpose is to promote the geographical area as a unique brand. The Munster Vales has one staff member and there is an MOU between all four Local Authorities, and they all contribute towards the cost.
- There are two parts to this project the first is the promotional digital marketing campaign and the second is the updating of the existing digital brochure and map plus printing of some hard copies.
- It was questioned why the promoter didn't apply to Tipperary Leader as it is domiciled in that County. Ms Rossi clarified that they had received funding from Tipperary Leader in 2021. They also recently applied for an ORIS grant which was unsuccessful.
- Ms Rossi circulated a list of businesses within Co Waterford that benefit from the services of the Munster Vales for information purposes.
- It was clarified that the person employed is in the offices of the Local Authority in Co Tipperary but that all the participating Local Authorities contribute to costs.
- The Evaluation Committee observed that the funding increase from the Local Authority, rising from €20,000 to €30,000 in 2024, would scarcely cover the cost of a full-time position.
- A discussion took place about the target market, whose age range was up to 45, and whether physical brochures were necessary compared to digital-only distribution. It was concluded that, given the small print quantity and their likely use in guest houses and hotels, including physical brochures was acceptable.
- The Evaluation Committee were fully supportive of funding this project as presented.

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

1. The project fits the LCDC Local Development Plan to support and develop activity tourism products under Theme 1 Rural Tourism & Recreation Support type projects.
2. The project scored 82/100.

A maximum of €24,446.13 or 75% of eligible expenditure, whichever is the lesser.

Amount Recommended: €24,446.13	75% of Eligible Project Funding: €24,446.13
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Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response
Not applicable	Not applicable

Signed: _____

Dated: _____

WLP Project Officer

Please insert photos below of reference purposes:

Overall Evaluation Committee Scoring Record

Project Title: Munster Vales Marketing Campaign.	Project Reference no: IE31WAT100012 -	Date: 10.7.2024	Time: 11
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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.			N/A	Pass	✓
2	Displacement	Does the project comply with displacement requirements?			N/A	Pass	✓
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?					15
4	Innovation	Is the project innovative in its nature?					15
5	Project Promoter experience	Does the promoter have the training/skills, track record or experience to deliver?					15
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?					15
7	Sustainability	Is the project viable and will the service continue to be delivered?					11
8	Requirement	Does the proposal target a specific need or address a specific gap in the market?					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:	82	
Recommendation of the Evaluation Committee:							

Signature of Committee Chair:  Date: 10/07/24

Denise Walsh

From: John Harnedy <johnjharnedy@gmail.com>
Sent: Friday 12 July 2024 18:50
To: Denise Walsh
Subject: Re: Evaluation Meeting 10 07 2024
Attachments: image002.png

Hi Denise,
Minutes of meeting July 10th reviewed and all OK.
Regards
John

On Fri 12 Jul 2024, 16:23 Denise Walsh, <Denise.Walsh@wlp.ie> wrote:

Hi John,

Attached please find the draft evaluation minutes of the 10 July 2024 for you to review.

Kind Regards,

Denise Walsh

Riarthóir / Administrator

Comhpháirtíocht Leader Phort Láirge / Waterford Leader Partnership CLG

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Láithreán Gréasáin / Website www.wlp.ie

F: <https://www.facebook.com/WaterfordLeaderPartnership>

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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 seolai ainmnithe nó ceaptha an ríomhphoist 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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