



Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership

Decision of Evaluation Committee

Project ID	31WAT100041
Project Type:	Capital
Project Name:	Dunmore Seaweed Baths and Holistic Centre
Promoters Name:	Craig Sinnott and Adrienne Lea Sinnott
Address:	Dunmore East Golf Club and Resort, Nymphall, Dunmore East
Description:	The promoters are looking to set up seaweed baths at the golf club house in Dunmore East under a lease agreement. The service will include a destination offering a circuit of hot and cold therapies to include Finnish Sauna, cold plunge, therapeutic hot seaweed baths, meditation, yoga, professional massage, aromatherapy, reiki and wellness programs, set against the backdrop of the serene coastal landscape to compliment the activity products in Dunmore.
Theme:	Theme 1 Economic development and job creation
Sub-theme:	Sub theme 1.3 Support & develop activity tourism
Link to LDS	Support and develop activity tourism products in the county to entice visitors to overnight

Total Project Costs	€252,760		
Eligible Project Costs	€252,760		
Funding sought by promoter:	€189,570		
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review		
Funding recommended by Evaluation Committee:	A maximum of €126,380 or 50% of eligible expenditure, whichever is the lesser		
Details of private funding:	€37,650 own funds & €25,540 loan		
Voluntary Labour: YES / NO (If yes provide detail)	No		
Synopsis of project:	Investment in a wellness centre offering hot and cold treatments beside the sea in Dunmore East		
Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 50 %
	Supply & install wooden pergola &	€158,200	€79,100

	geodesic domes		
	Building refurbishment and installation of spa equipment	€94,560	€47,280
		€252,760	€126,380
Total Funding			
Was an assessment completed?: Date: 23.05.2024	Yes		
Are detailed costings provided for the project? Were the costs for the project considered reasonable and how was this measured?	The project was etendered and the most economic advantageous tender process used to select the chosen suppliers/contractors		
Where the procurement process resulted in less than 3 quotes, the EC must show the additional steps taken to ensure the reasonableness of costs:	NA		
Innovative Element of the project:	The escapes of sea swimming fever hit all age groups over the last 3 years as people came to realise the benefits of cold and hot water immersion. The promoters seek to create this health benefit using more specialised offerings such as sauna, cold plunge and seaweed baths which will be the first of its kind in Dunmore.		
Consideration of Deadweight:	The project would proceed on a reduced basis but would not have the same level of products in a much-reduced capacity. The promoter is dependent on grant support to provide the quality of product that is expected in this market.		
Consideration of Displacement:	The proposed project is very similar to Solas na Mara in Ring which is located 75km from Dunmore. The Cliff House Hotel also offers a similar package in Ardmore but again is located 83km's away.		
Economic justification for project:	LEADER funding will enhance and compliment the activity tourism market in Dunmore and attract more visitors to the village to consume, catering for those who seek more adrenaline filled products versus thus that wish to wind down and relax.		
Average Score for Project:	80/100 (2)		
% level of aid & ceiling:	A maximum of €126,380 or 50% 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 80/100.		

	A maximum of €126,380 or 50% of eligible expenditure, whichever is the lesser with the following conditions:- • Funding is at 50% of eligible cost up to a maximum of €126,380 whichever is the lesser. • A signed lease must be in place
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Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
10	11	€37,650 own funds, loan €25,540	€0

Confirmation on the applicant's position re De-Minimus and double from the relevant agencies.	Date of Confirmation	Signed By
Faillte Ireland	Ivona Carr	17.05.2024
Local Employment Office	Brid Kirby	20.05.2024

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

- Ms Connors (Project Officer) advised that the promoter Ms Adrienne Lea Sinnott and her husband Craig are the owners of the successful Bay Spa in Tramore where they offer a range of holistic treatments. They now wish to expand and open an adult-only facility in Dunmore East.
- They have planning permission to change the use of part of the Club House ground floor to a holistic health centre and to construct 4 geodesic domes to contain six seaweed baths and two saunas together with a plunge pool, outdoor shower, sensory garden, and all associated site works and services at Dunmore East Golf Club.
- The promoters have a lease in place with the owners of the property subject to funding being awarded.
- The project was advertised on eTenders as two separate lots, and one contractor won both.
- A discussion ensued on the location of the project, and it was agreed that the situation was perfect with wonderful views and ample room.
- Ms Connors noted that the domes will be strategically positioned to maximise the views. They will be designed so that users can see out while maintaining privacy by preventing others from seeing in.
- The rising popularity and benefits of sea swimming were also noted.
- It was queried if the project is too ambitious as people from Waterford City would be more likely to go to Tramore rather than Dunmore East. A discussion arose regarding the population of Dunmore East and the realism of the projections. It was noted that there is only one hotel.

However, it was mentioned that there are numerous Airbnb options in the vicinity and surrounding areas.

- The Evaluation Committee discussed potential competition, including hotels that provide spa packages. Ms Connors noted that the project's novelty factor, highlighted by the unique domes, distinguishes it from any nearby offerings.
- The nearest similar competition is Solas na Mara in Ring which is over seventy-three km away. The Evaluation Committee discussed how that project was successful even though there were similar concerns regarding its location and projections at the time it applied for LEADER funding.
- It was noted that Solas na Mara while providing seawater & seaweed baths, treatments, etc, specialises in physical therapy for sports injuries.
- The growth in the beauty wellness industry over the past ten years was noted as phenomenal.
- It was advised that the promoter is hoping to tap into the hen party and cruise ship market while also offering its service to the Gold Club members and visitors to Dunmore East.
- A discussion was held regarding the proposed salaries, which were deemed quite low and appeared to be decreasing over time. It was explained that this was because initially, more senior staff would be employed or transferred over to train junior staff. As the junior staff upskill, they will gradually take over. The Committee still thought it appeared quite odd noting that the junior staff, as they upskill, will require salaries to reflect their upskilling.
- It was clarified that the promoter is contributing €50,000 of their own money to the project.
- During the financial discussion, the Evaluation Committee concluded that the business owner could continue with the project on a reduced level of funding. They also agreed that the promoter should contribute more to the project given the profits earned in 2023 of €160,000. It was agreed to fund at 50% of eligible costs.
- The Evaluation Committee agreed that it is a good project and funding will create employment.

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 80/100.

A maximum of €126,380 or 50% of eligible expenditure, whichever is the lesser with the following conditions:-

- Funding is at 50% of eligible cost up to a maximum of €126,380 whichever is the lesser.
- A signed lease must be in place.

Amount Recommended: €252,760	50% of Eligible Project Funding: €126,380
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Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response
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Signed: Chari Guss Dated: 10th of July '24

WLP Project Officer





Overall Evaluation Committee Scoring Record

Project Title: Dunmore East Seaside Bath & Holistic Centre	Project Reference no: 1E31WAT100041	Date: 10.7.2024	Time: 11am
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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	Fail
2	Displacement	Does the project comply with displacement requirements?		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?			15	
4	Innovation	Is the project innovative in its nature?			12	
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?			12	
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.B. Prior to being recommended for approval, projects must: - pass question 1 and 2 - answer no to question 9 - receive a minimum score of 55%.			Total:	80	
Recommendation of the Evaluation Committee:				Approved		

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%.

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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An tÚdarás Rialála Carthanas /Charities Regulatory Authority No.20070748



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 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 dheimhniú go ndéanfar gach teachtaireacht a scanadh ar fhaitíos víris, mar nach féidir aon dlíteanas a ghlacadh maidir le haon ionfhabhtú nó damáiste a dhéantar do do chóras ríomhaireachta tríd an ríomhphost seo a fháil.

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