

COMHAIRLE CHONTAE LIATROMA

LEITRIM COUNTY COUNCIL



Tourism Supports Scheme 2019

A scheme to support 'Actions by Collectives' of Tourism Providers

Guidelines for Applicants

1. Aims & Objectives of the Scheme

The aim of the scheme is to encourage and support **local tourism groups/clusters/networks** to develop tourism in their area or sector – by providing financial support to actions which both compliment and are additional to the work of Leitrim County Council or other statutory tourism related bodies.

2. Eligibility

Tourism groups/clusters/networks who are tourism providers in the administrative area of Leitrim County Council are eligible to apply for funding under this Scheme.

Proposals from individuals will not qualify. Applicants must be representative of a collective of tourism providers with an identified lead partner if necessary.

Who can apply: Tourism Groups/Clusters and Networks

- Tourism groups/clusters and networks are defined as a collective of tourism providers coming together to deliver joined up tourism related actions for the benefit of their local area/sector.

3. Levels of Assistance

Subject to the availability of finance and compliance with the conditions of the scheme, funding will be made available to projects, which would contribute to the achievement of the aims and objectives set out at No. 1 above.

- Funding will be considered for projects such as

	Level of Funding
○ Marketing	
▪ Product specific marketing campaigns i.e. angling/walking	90%
▪ Attendance at Product specific trade shows	80%
▪ Event marketing campaigns	90%
○ Capacity building	
▪ Best Practice Trips, local or national	80%
▪ Conference attendance at relevant events	80%
▪ Provision for theme based speaker workshops	80%

The level of grant assistance will depend on the degree to which the proposed project will contribute to the achievement of the aims and objectives set out at No 1 above and on a range of factors including

- Type of Project
 - Innovation
 - Additionality
 - Availability of other sources of funding
 - The overall number of applications seeking funding under the scheme.
 - Strength and track record of the applicant grouping
- Expenditure on the proposed project must be incurred in the year of approval before 1st November 2019.
 - All claims must be submitted within 4 weeks of the initiative (end date)
 - Where the Group is not registered for VAT, grant aid can be paid on costs inclusive of VAT.

- The process for grant payment will be detailed in a letter of offer that will issue to all successful applicants.

The Scheme will not fund:-

Non eligible expenditure

- Operational costs i.e. Salaries, rent, running costs
- Training
- Websites
- Servicing of debt repayments
- Projects where adequate statutory funding or other funding is clearly available;
- Match funding towards other grant programmes
- Arts, Environmental and Heritage Activities supported by other Local Authority funding sources;
- Any initiatives promoting unapproved or non Failte Ireland registered accommodation
- Projects where the activities of the group/organisation fall under the remit of another government department, e.g. health.

4. General Conditions

- Any Organisation assisted under the Scheme must submit evidence of public liability and other relevant insurances held and indemnify and continue to indemnify Leitrim County Council against any claim, which may arise as a result of the activities of the organisation, which are being assisted by a Grant from Leitrim County Council. The Organisation may be required to produce evidence on request to Leitrim County Council of such indemnification.
- The grant should be used for the specific event/project/activity applied for and must comply with the objectives of the programme as outlined above. Leitrim County Council reserves the right to revise or withdraw the grant offer if it appears that this is not the case.
- Allocation by this Council of a grant for any particular project will not and should not be construed as authorising the provision of the project, or the carrying out of works.
- Any accommodation providers applying as part of an initiative or are included in any promotion or event material must be Failte Ireland approved
- It will be a requirement that all conditions of the Letter of Offer are complied with; therefore any works commenced prior to acceptance of the Letter of Offer are done so at the sole risk of the project promoter.

- In regard to funded events, project plans must be in place and the evidence of same must be made available to Leitrim County Council if requested
- A clear call to action in all initiatives must link to the county tourism website (enjoyleitrim.com) website.
- All tourism logos as detailed in the letter of offer must be placed on all promotional material and acknowledgement of support given.
- Any participation at product specific shows must go under the Leitrim Tourism brand.
- Further specific conditions will be set out in the Letter of Offer of grant aid to each successful applicant.
- All applicants must clearly indicate how the match funds will be provided for.
- Successful applicants must agree to acknowledge the assistance of Leitrim County Council on all printed material associated with the project, and specific reference must be made to the County Council's support in press, plaques and other publicity.

5. Selection Criteria

Leitrim County Council will establish an independent assessment panel to assist the project selection. In determining the amount of grant to be allocated to any particular organisation/event Leitrim County Council shall have regard to availability of funds and to the following –

- The extent to which the proposed project will address an identified need and to provide additionally to the current tourism offering for the county.
- Projects undertaken must have local involvement and local voluntary input, must be effectively planned, budgeted and have clear aims and objectives.
- Proposals to maintain the project or activity when completed. (define an exit strategy)
- The extent to which the project will contribute to the achievement of the aims and objectives of this Scheme (as set out at No.1. above).
- The extent to which the proposed expenditure is complimentary and additional to current statutory support (i.e. that this grant will not become a substitute for existing funding).
- That the project represents overall value for money.
- Displacement: Projects must not compete with privately run projects of similar type and/or serving the same catchment/market.

- The capacity of applicants to implement the proposal.
- The following marketing scheme will be used to assess the application received and to determine the recommended funding allocation through the scheme:

Selection Criteria	Available Marks	Minimum Marks to Qualify (60%)
Project compatibility with the scheme	50	30
Project need and additionality	100	60
Project Plan and exit strategy	100	60
Project Value for money	50	30
Applicants track record of collective actions and capacity to deliver	100	60
Total	400	240

Once a project receives the minimum mark to qualify the project will be considered for funding as follows:

Projects receiving a mark	Maximum Grant of
Up to 75%	€2000
Between 76% - 100%	€3000

6. Application, Approval and Payment Process

- Only organisations that complete and submit the attached Application Form will be considered for Grant Aid under this Scheme. Details of the availability of this Scheme will be advertised in the local media. The submission of incomplete data or absence of information might cause a delay in the consideration of the application and therefore applicants are urged to provide as much detail as possible when applying.

***Closing date for receipt of completed Application Forms is
4.00 pm on Friday 29th March 2019***

- All Application Forms should be clearly marked on an envelope 'Tourism Supports Scheme 2019' and be submitted in hard copy to

Phyl Foley
Tourism Department
Leitrim County Council,
Áras an Chontae,
Carrick-on-Shannon,
Co. Leitrim.

To be received no later than **4.00pm on Friday 29th March 2019.**

A second call for projects may follow if the total available fund is not allocated on this call.

- Applications must be received by the closing date.
- All applications will be acknowledged.
- Successful applicants will be informed by Letter of Offer.
- Payments will only be made after the event upon receipt of claim form and relevant bank statements showing where expenditure has taken place. No advance payments will be permitted.
- Expenditure on the proposed project must be incurred in the year of approval before 1st November 2019
- **All Grants must be claimed by the Organisation within a period of 4 weeks from the completion of the Project which is being grant aided.**
- A list of successful applicants will be published or circulated to other funding bodies where relevant.
- A current tax clearance cert if applicable will be required in advance of payment