



DUBLINE DEVELOPMENT FUND

Application Guidelines



Fáilte Ireland
National Tourism Development Authority

Contents

1. Introduction
2. The purpose of the Dublin Development Fund
3. What support is available?
4. Who can apply?
5. Submitting an application
6. How we will assess your application
7. What we need to know about your project
8. Further Information
9. Appendices

1. Introduction

About Fáilte Ireland

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination.

Our role is to guide and support sustainable tourism growth through the development of a vibrant, internationally competitive tourism industry that is informed and inspired by insights and embraces consumer needs and motivations.

A key strategic objective over the coming years is the development and promotion of world class sustainable tourism experiences. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, regional and local levels working together towards a common goal. Further information about Fáilte Ireland, its development plans and supports are available at www.failteireland.ie.

About The Dublin Project

The development of The Dublin (Dublin Discovery Trail) is a major tourism initiative for the City.

From a consumer perspective, The Dublin will be the best way to trace the timeline of the City from its origins to the present day. Simply following the Dublin will also be the easiest way for the visitor to ensure they see the City's most popular attractions while also helping them discover many of the hidden gems along the way. It will present the story of the city in a manner which is coherent, informative and entertaining for the visitor.

From a development perspective, the project is intended to act as a catalyst for engagement between Fáilte Ireland, Dublin City Council, the custodians of visitor attractions and other tourism and hospitality businesses in the City. Through this engagement it is hoped that the overall visitor experience of Dublin on the ground will be greatly improved, especially along a line followed currently by the huge number of tourists travelling between some of city's busiest attractions including The Book of Kells / Trinity College, The Guinness Storehouse and Kilmainham Gaol. The Dublin will also provide an opportunity to spread the economic benefits of Tourism by linking the main busy route with other trails guiding visitors to the less visited attractions in the city.

Three quarters of overseas visitors stay in Dublin at some point during their trip to Ireland and tourism is worth over €1.5 billion per annum to the Dublin economy. Consumer research in our main overseas markets identified that Dublin, as a city holiday destination, needs a stand-out reason to visit. Dublin has much to offer – especially in terms of its built and cultural heritage. However, much of this can remain concealed and hidden from the ordinary tourist. The Dublin project is designed to address this.

For more info on the collaborative project to develop The Dublinne please visit:

<http://www.failteireland.ie/Develop-Your-Business/Key-Projects-Carousels/Dublin-Heritage-Trail.aspx>

<http://viewer.zmags.com/publication/27dbd0e9#/27dbd0e9/1>

2. Purpose of the Dublinne Development Fund

The difference we want to make

Through this fund Fáilte Ireland will support projects which;

- Enhance the visitor experience of The Dublinne overall and of the individual attractions on and around the Dublinne
- Produce new tourism experiences / new tourism products which assist in the overall development of the Dublinne;
- provide new opportunities for visitors to engage with the culture and heritage of the area
- Present the stories associated with the Dublinne in a manner which is coherent, informative and entertaining way for visitors.
- Strengthen the linkages between individual visitor attractions and the overall Dublinne, Dublin Discovery Trail proposition;
- Animate public spaces and improve the general appeal of the area;
- Assist with the promotion of the Dublinne to key tourism markets
- Increase visitor dwell time and associated spend in the area;

Why this area of Dublin?

- The Dublinne currently runs from TCD to Kilmainham village and the War Memorial Gardens.
- The Dublinne follows the line of the Slige Mhór, an ancient highway that ran east-west across the city. This east-west line now connects the City's top visitor attractions and is also the ideal line along which we can trace, for visitors, the timeline of the City's story as there are opportunities to interpret every period in the city's history along this line.
- Visitor attractions along this line between TCD and Kilmainham currently have a combined attendance of 3.4 million per year.

- By focussing on this area we hope to improve the visitor experience of a significant proportion of Dublin's visitors.
- By linking the Dublin with other visitor trails, Fáilte Ireland hopes to help spread the economic benefits of Tourism while also helping visitors to discover the less visited attractions in the city.

3. What support is available?

Capital Expenditure

Only the capital expenditure element of projects achieving the outcomes outlined above can be grant-aided under this programme. More detail on what elements of expenditure are deemed eligible and ineligible is provided in Appendix 1.

Grant Rates

- The maximum grant rate will be 80% of eligible capital expenditure.
- The grant rate offered may be less and is at the discretion of the assessment committee.
- Grant levels will be generally reduced where a property/owner is separately the beneficiary of tax-based support under Section 482 Taxes Consolidation Act 1997.

De Minimis Funding

The Dublin Development Fund grants are classed as de minimis state aid. There is a ceiling of €200,000 for all de minimis aid, regardless of the source, given to any one enterprise (including groups) over a 3 year period.

The Dublin Development Fund grants are made on the understanding that the grant combined with any other de minimis aid received in the last 3 years does not exceed the ceiling of €200,000 for all de minimis aid.

If an applicant is unsure whether they have previously received any de minimis funding they should check the letter received when the other funding was awarded as all funding bodies are required to highlight this.

Please note that in order for Fáilte Ireland to maintain de minimis records; all applicants must complete a de minimis declaration which is included within the Application Form.

4. Who can apply?

The scheme is open to prospective applicants from the following sectors:

- Private Sector: companies and other legal entities and individuals, examples may include commercial companies delivering guided tours, theatre or entertainment companies and visitor attractions or other venues operated by private companies.
- Voluntary Organisations: not-for-profit bodies, including charities, trusts and companies limited by guarantee.
- Public Sector bodies directly responsible for the operation of Visitor Attractions or relevant public spaces

5. Submitting an application

- This scheme will open on October 18th 2013.
- Application forms may be requested from dubline@failteireland.ie
- Prospective applicants are encouraged to discuss their proposal with Fáilte Ireland at the earliest possible stage of development before submitting an application.
- Completed applications must be submitted in soft copy format to dubline@failteireland.ie by midnight on December 18th 2013
- Incomplete applications and applications received after the closing date will not be considered for grant assistance;
- Eligible applications will be evaluated on a competitive basis against the assessment criteria outlined below;
- The eligible applications which score best against the assessment criteria will be funded first and so on until the available funding has been fully allocated;
- Following the decision of the Assessment Committee correspondence will issue from Fáilte Ireland;
- Successful applicants will receive a letter of offer. This letter will form the basis of the contract between Fáilte Ireland and the project promoter. The letter of offer will contain all terms and conditions of the offer of funding. The standard terms and conditions of Fáilte Ireland capital funding are outlined in Appendix 2 below:

6. How we will assess your application

Before you apply please ensure your project will meet the minimum eligibility criteria listed below. Applications which do not meet these conditions will not be considered for funding.

Applicants should note that there is no guarantee of funding. The fund is limited and eligible applications which pass the minimum eligibility criteria will be evaluated on a competitive basis against the assessment criteria below.

The eligible applications which score best against the assessment criteria will be funded first and so on until the available funding has been fully allocated;

Minimum Project Eligibility Criteria

- The scheme is open only to projects designed to achieve some or all of the outcomes outlined in section 2 above.
- The scheme is open only to projects taking place on or in close proximity to The Dublinne
- The scheme is open only to projects with eligible capital expenditure in excess of €10,000.
- The proposed development must be promoted to tourists, and the application must demonstrate that the promotional activity undertaken will be effective in engaging tourists.
- The proposed development (or new visitor experience) must engage (be experienced by) a minimum of 5,000 domestic or international tourists per year. In your application you will need to demonstrate how.
- You must demonstrate, in your application, the intention and ability to measure the impact of the proposed development in terms of visitor numbers and the quality of their experience.
- Detailed budgets must be provided for the proposed activity and the application must demonstrate that the activity is cost effective and financially viable as outlined.
- All proposed activity must be consistent with national and regional tourism policy. Interpretation projects must be consistent with the 'Sharing Our Stories' Interpretation Guidelines, which may be downloaded from www.failteireland.ie.
- Expenditure must take place in 2014.
- All projects must have a benign or beneficial impact only on the environment and historic fabric.

Evaluation Criteria

Applications which meet the minimum eligible criteria will be evaluated on a competitive basis against the following evaluation criteria.


- **Impact on the quality of the visitor experience;** will the proposed development enhance the experience of a visitor travelling along and around The Dublinne?
 - Will it increase or improve the visitor's interaction with Culture and Heritage? Will it bring the heritage of the area to life for visitors?;
 - Will it improve the accessibility and presentation of contemporary culture to visitors in the area?
 - Will it help to animate public spaces and improve the general appeal of the area?
 - Will it produce new tourism experiences / new tourism products which assist in the overall development of the Dublinne?
 - Will it increase visitor dwell time and associated spend in the area?

- **Impact on the quantity of visits;** will the proposed development increase the total number of domestic and international tourists and locals that can reasonably be expected to engage with / benefit from the new development.
- **Support the Dublinne proposition;** will the proposed development link with other attractions and experiences along the Dublinne and contribute towards an understanding, among visitors, of the overarching Dublinne proposition? Will the proposed development assist with the promotion of the Dublinne to key tourism markets;
- **Related public or private investment;** Failte Ireland will prioritise support for those proposals which are associated with or leverage further public or private sector investment in the area.
- **The personal touch;** Visitors to Ireland expect good interaction with people. Will the proposed activity use human interaction to bring heritage to life (e.g.; tour guides, actors, musicians, demonstrations, costumed tours, re-enactments etc.)?
- **Innovation;** The evaluation process will consider whether the proposed development is innovative, for example; will it provide a new experience, will it create an opportunity for creative companies to engage with the visitor experience, does it propose an innovative use of new technology, will it demonstrate a new, sustainable business model for tourism experience providers to use in future years?
- **Publicity Value;** The potential publicity impact of the proposed activity will be considered.
- **Track record of the project promoters;** the project promoters or their suppliers should have proven ability in managing and delivering the activities outlined in their proposal.
- **Employment Opportunities;** Will the proposed development increase revenue and improve employment opportunities along the Dublinne ;


7. What we need to know about your project

In your application for funding you must outline;

What the proposed development will cost and how you propose to meet these costs.



What outcomes you expect the investment to achieve, for your own business, for visitors and for the tourism economy (see section 2)



How you will ensure that the proposed investment delivers the proposed outcomes (this will include your marketing plan, and your plans for activation of the investment using events etc)

8. Further Information

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Appendix 1: What Expenditure is eligible?

Eligible Expenditure

To be eligible for grant assistance, capital expenditure must have the following general characteristics:

- It must be capital expenditure
- It must be integral to the project being grant-aided;
- It must be additional, i.e. it would not have been incurred without the existence of the grant-aided project;
- It must be actually incurred and paid, and be evidenced by invoices, payment records, bank statements and other appropriate documentation;
- The grant is paid to the body which incurred the expenditure on which the grant is based;
- Expenditure must be incurred and paid between the following dates – date project is fully approved and 31 December 2014, unless otherwise advised by Fáilte Ireland;

Consultancy fees on the project (including architects, quantity surveyors, interpretation planners and designers, IT specialists where appropriate etc,) once they are justified and do not exceed 12.5% of the eligible costs of the grant-aided project.

Ineligible Expenditure

The following expenditure is ineligible in all cases:

- Expenditure which forms or will form part of a claim for tax relief (for example under a Section 482 provision)
- Expenditure on food and beverage facilities.
- Purchase of land and buildings.
- Financing costs (including bank interest and charges).
- Loose fittings, furniture and road vehicles.
- Repairs, maintenance and replacement expenses other than restoration / preservation expenses
- Marketing, including start-up marketing
- Expenditure incurred and/or paid before date of approval of the project
- Expenditure incurred and/or paid after 31 December 2014
- Expenditure figures based on estimates or valuations and not supported by actual payment documentation
- Unpaid expenditure
- Fines, penalty payments, legal costs, audit fees, insurances
- Recoverable Value Added Tax (VAT)

- “In-Kind” contributions
- Expenditure already grant-aided, sub-vented or assisted by this, or any other EU or Government scheme (including employment and training schemes)
- Expenditure paid for by a person other than the grantee
- Costs of public sector administration, unless it can be shown that the costs are additional, and would not have been incurred but for the grant-aided project
- All legal and financial consultancy costs
- All planning and tendering fees
- Costs incurred by the project applicants or their agents in connection with grant application/grant claims
- Salary, wage & overhead costs, unless it can be shown that the costs are additional, and would not have been incurred but for the grant-aided project.

Appendix 2; Conditions attaching to a grant offer

This section outlines the various other requirements that applicants should be aware of.

Successful applicants will receive a letter of offer. This letter will form the basis of the contract between Fáilte Ireland and the promoter. The letter of offer will cover the various requirements including:

- Purpose
- Completion of work
- Drawdown of grant
- Security
- Monitoring
- Retention of records
- Visitor use
- Repayment / Disposal
- Marketing –
- Public Procurement
- Freedom of Information
- Publicity

Purpose

This section outlines the purpose of the funding including key performance indicators.

Completion of work

The date by which work must be completed, the particular conditions in relation to industry standards and meeting statutory and local authority requirements, will be specified. The schedule of expenditure, and timing of grant claims, will be targeted to correspond to the programme forecasting and cash drawdown arrangements

Drawdown of Grant

A timetable for the development, project milestones, and the timing of grant claims, will be agreed before development commences. Any changes to same during the course of the development must be agreed in advance with Fáilte Ireland.

Payments will be made on receipt of a completed grant claim form in the prescribed format incorporating an independent auditor's certificate and details of vouched expenditure and supporting documentation.

The grant will be released by way of reimbursement of paid eligible expenditure, pro rata with the expenditure of matching moneys, subject to Fáilte Ireland being in receipt of sufficient funds to meet the claim. In the event of any delays in such funds, there will be no liability on the part of Fáilte Ireland or the Exchequer to make good any shortfall. Grantees should note that Fáilte Ireland may itself carry out an audit check, on site, on the component parts of a grant claim before passing it for grant payment.

Grantees will also be required, at time of grant claim, to certify to Fáilte Ireland that the project has not become eligible for additional grant-aid from other sources, or for accelerated capital allowances under any tax scheme (other than as previously notified to Fáilte Ireland).

Grant payments will only be made to the body specified as the grantee. Expenditure incurred/paid by a third party, unless reimbursed by the grantee, will not be grant-aided. The final grant instalment will only be released on satisfactory delivery of the full project, and all statutory requirements, in accordance with the grant contract. Certain expenditure, forming part of the project but ineligible for grant under the criteria, will be required to be satisfactorily completed before the final grant instalment is released, if that expenditure is considered by the agency to be essential to the grant-approved project.

The final date for effecting payment of all TCIP tourism-related grants is 31 December 2014 or as otherwise advised.

Security

The terms of the agreement will be set out in the letter of offer (including the period for which the tourism facilities must be operated - generally 10 years).

Monitoring

During the course of the Grant Period, the grantee will file annual financial statements with Fáilte Ireland and also, if requested, more frequent management accounts, visitor and facility usage details etc. The grantee must also co-operate in monitoring checks and reviews during the Grant Period. The grantee must comply with on-going requirements of Fáilte Ireland during the development of the project and during the Grant Period.

Grantees may also be required to provide evidence that satisfactory management and financial control procedures are in place during the course of development (the agencies reserve the right to appoint a consultant to oversee the project development including representation on the project's Management Team or Board and during the operation phase).

Retention of records

Grantees must comply with all conditions in relation to the retention of records, which extends also to Contractors and Sub-Contractors engaged on the development.

All relevant records must be made available on request for examination by authorised officials of Fáilte Ireland, the Department of Arts, Sport and Tourism, other relevant Government Departments and the Office of the Comptroller and Auditor General.

In addition to the statutory period for retaining records of account under Irish law (generally 6 years), projects will be required to retain records of account related to the funded development, including documentation (as relevant) relating to the tendering procedures, technical specifications, business plans etc., for the full grant period (generally ten years from date of final grant instalment payment) and until notified by Fáilte Ireland that all conditions have been fulfilled.

Visitor use

During the Grant Period the Project must be open to the public at all reasonable times and hours. The times and hours of opening for each element of the project and the fees charged to visitors in respect of the facilities must be agreed with Fáilte Ireland on an annual basis. Fáilte Ireland staff and/or its consultants must have access to the Project at all reasonable times, for the purposes of inspection, during the Grant Period.

Repayment / Disposal

The grant is repayable if the project ceases to be operated as agreed during the Grant Period. Fáilte Ireland will require the immediate repayment of the grant if any of the conditions of the grant offer are not fulfilled.

Marketing

It is essential that the capital investment be complemented by suitable investment in marketing the Project.

Public Procurement

Please note that EU public procurement procedures must be followed where applicable.

Freedom of Information

Fáilte Ireland wishes to advise applicants that, under the Freedom of Information Act (which came into force on 21st April 1998), the information supplied in the application form may be made available on request, subject to Fáilte Ireland's obligations under law.