

Frequently Asked Questions

Ireland's Ancient East Grants Scheme for Storytelling Interpretation 2017

What funding is available through the Storytelling Interpretation Grants Scheme 2017?

Funding is available for the improvement of the quality of interpretation, animation and storytelling at operating heritage sites and visitor attractions in Ireland's Ancient East, in line with Fáilte Ireland's *Toolkit for Storytelling Interpretation* (<http://www.failteireland.ie/Ireland-s-Ancient-East/Ireland-s-Ancient-East-Toolkits-for-Tourism-Busine.aspx>)

What do you mean by "Interpretation"?

Interpretation is simply a communication process that translates factual information into a form that's more understandable, meaningful and engaging. For Ireland's Ancient East, we would like to encourage "storytelling interpretation" at visitor attractions. Storytelling interpretation focuses on the visitor and is rooted in the authentic first-hand experience of a place. It creates powerful encounters and leaves memories that last a lifetime.

For many people, the best interpretation is a friendly, well-trained and knowledgeable guide but interpretation can use many other media – print, panels, audio, video, technology etc. See our *Toolkit for Storytelling Interpretation* for lots more information on how to plan and use interpretation effectively.

"Well-planned interpretation makes the experience of 'being there' richer and more relevant. It welcomes modern visitors into the rich heritage of your site and helps them appreciate its treasures. It engages visitors in activities and gives information that provokes their emotions, imagination and understanding. It sheds light on Irish culture, past and present, and provokes questions and dialogue."

Excerpt from: "Sharing our Stories:
Using interpretation to improve the visitors' experience at heritage sites"

What's the total budget available for this Scheme?

Approximately €1 million in total is being made available for the Scheme

What are the opening and closing dates?

Ireland's Ancient East Grants Scheme for Storytelling Interpretation 2017 will open on Thursday, 12th October 2017 and will close at 12:00 noon, on January 17th 2018.

Who can apply for funding?

- Private sector: companies and other legal entities and individuals
- Voluntary Organisations: not-for-profit bodies, including companies limited by guarantee.
- Public sector: semi-state organisations and local authorities (with the exception of those semi-state bodies that are in Strategic Partnership agreements with Fáilte Ireland)

What elements are eligible for assistance within the Scheme

Eligible costs associated with the upgrade of the interpretation at a visitor attraction, which may include provision of interpretation media (e.g. panels, audio guides, interactive technology etc, installation and associated building costs).

What are the maximum and minimum grant amounts under the Scheme?

Minimum grant amount available is €30,000. The maximum grant amount available is €200,000.

What are the grant aid rates?

The maximum grant rate is 75% of eligible capital expenditure.

Note that the grant rate offered may be less than what is requested by the applicant, and is at the full discretion of Fáilte Ireland.

Are there different aid rates for public and private sector applicants?

No.

How much do I need to spend to qualify for grant assistance?

The eligible capital costs must be at least €40,000

Is there a minimum visitor number threshold?

The project must have a minimum of 5,000 visitors per annum with 20% overseas (clearly demonstrated in the application).

My lease expires in one year's time, however I expect to be able to renew my lease at such time, can I still apply?

No, you must have a lease currently in place for a minimum of 10 years.

Do I need to have matching funding?

Yes. Matching funding must be fully in place prior to full approval of the project for grant assistance. You must provide evidence of match funding with your application. Note that in-kind match funding is not acceptable under this Scheme.

If I have received funding under previous Fáilte Ireland capital grants schemes, can I apply for funding under this programme?

Yes – with the exception of those projects who have received a "Stage 1 Pass" under the Grants Scheme for Large Tourism Projects, 2016 – 2020.

Projects that may have applied under the 2015 Ireland's Ancient East scheme, "*New Ideas in Ancient Spaces*", may be eligible to apply.

Note however, that the Storytelling Interpretation Grants Scheme is operated 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.

Grants under this Scheme are made on the understanding that the grant combined with any other De Minimis aid (from a public source) received in the last 3 years does not exceed the ceiling of €200,000 for all De Minimis aid.

How will I know if the grant I previously received is De Minimis?

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.

What counties are included in Ireland's Ancient East?

Applicants may be aware that Fáilte Ireland is developing a fourth ('Ireland's Midlands') Experience Brand, which will be launched during 2018. For the purpose of this scheme, projects located in Ireland's Ancient East as it is currently constituted are eligible to apply: the counties of Carlow, Cavan, Cork City and East County Cork, Kildare, Kilkenny, Laois, Longford, Louth, Meath, Monaghan, Offaly, Tipperary, Waterford, Westmeath, Wexford, Wicklow.

How do I apply?

Any interested applicants can submit an Expression of Interest containing an outline of their proposal via the website www.failteireland.ie/Ireland-s-Ancient-East/Grants-Scheme-for-Storytelling-Interpretation-2017.aspx. This will be reviewed by the Ireland's Ancient East team.

If your proposal passes the initial review you will be invited to formally apply. The main application must be made online through Fáilte Ireland's Trade Portal.

Where do I find the application form on the website?

The online application forms are available through the Failte Ireland Trade Portal at the following link: <https://tradeportal.failteireland.ie/>. The form will only be available to those applicants that have been formally invited to submit an online application.

I received an invitation to apply but I am having problems with the Application Form. Is there help available?

The Scheme Guidelines contains some advice on completing the Application Form. For any technical queries in relation to the Form, please call our Customer Service Team on 1800 242473.

How long will it take for my application to be evaluated and approved?

The length of the evaluation process will be determined by the volume of applications received. The process is a competitive one and all applications are will be fully appraised by Failte Ireland. It is envisaged that the evaluation and approval process will take approximately 3 months from the date the Scheme closes.

Will there be further calls for applications?

Failte Ireland's Tourism Investment Strategy envisages a suite of capital funding programmes over the period 2016-2022. There will be further opportunities to apply for funding, although such further calls for proposals are not scheduled to occur until 2018 or later and are dependent on budget availability.

Where can I get a printed version of the Guidelines?

The Guidelines are available for download only, at the following link: www.failteireland.ie/Ireland-s-Ancient-East/Grants-Scheme-for-Storytelling-Interpretation-2017.aspx

Who can I contact to discuss my proposal?

Please email iae.smallgrants@failteireland.ie and a member of the Irelands' Ancient East team will get back in touch with you.