

IRELAND'S ANCIENT EAST GRANTS SCHEME FOR STORYTELLING INTERPRETATION 2017

**IMPROVING VISITOR
EXPERIENCES AT
OPERATING VISITOR
ATTRACTIONS**

For Capital
Grants from €30,000
up to €200,000



Fáilte Ireland
National Tourism Development Authority



**IRELAND'S
ANCIENT EAST®**
Wander Through Time



IRELAND'S
ANCIENT EAST®
Wander Through Time

B



CONTENTS

1	Introduction	3
	About Fáilte Ireland	3
	About Ireland's Ancient East	3
	Aim of Ireland's Ancient East Grants Scheme for Storytelling Interpretation 2017	4
2	Who can apply?	7
3	What financial support is available?	7
4	Is your project eligible to apply?	9
5	The Application	11
	5.1 How to Apply	11
	5.2 Filling out the Application Form	12
6	Evaluation	15
7	Approval Process	15
8.	Post Approval	17
9	Grant Claiming Process	17
10	Appeals Procedure	19
11	Appendices	21
	Appendix 1: Overview of the Grants Scheme Process	21
	Appendix 2: Eligible / Ineligible Expenditure Geographical Extent of this Scheme	22
	Appendix 3: Geographical Extent of this Scheme	22
	Appendix 4: Post Approval Compliance Documents	23
	Appendix 5: Terms and Conditions	23



1. INTRODUCTION

ABOUT Fáilte IRELAND

Established under the National Tourism Development Authority Act 2003, Fáilte Ireland's role is to guide and support sustainable growth in tourism earnings and employment. It provides consumer and competitor insights, mentoring, investment and trade supports across the business, event and leisure sectors to help secure sales growth from targeted overseas and domestic market segments.

Working in partnership with tourism businesses, Local Government, State Agencies and Government Departments, it also seeks to foster a competitive and innovative enterprise base, a sensitively managed natural and built environment within tourism communities and a public policy environment to meet the needs of visitors.

This Grants Scheme for Storytelling Interpretation 2017 is aligned to the Fáilte Ireland [Tourism Development & Innovation Strategy – A Strategy for Investment 2016 – 2022](#). This grant scheme provides grants between €30,000 and €200,000 for operating visitor attractions in Ireland's Ancient East to enhance their storytelling and interpretation.

ABOUT IRELAND'S ANCIENT EAST

Ireland's Ancient East has been developed by Fáilte Ireland as a branded visitor experience encompassing the rich heritage and cultural assets that Ireland has to offer in the midlands/ eastern half of the country.

Fáilte Ireland's goal is to make Ireland's Ancient East the most personally engaging cultural destination in Europe by harnessing our living culture, lush landscapes and hidden history, opening it up for everyone. When we achieve this, we support sustained economic growth and community wellbeing whilst valuing our heritage, history and environment.

The Ireland's Ancient East visitor experience is based on Ireland's rich built, natural and cultural legacy, made accessible and delivered through storytelling and interpretation at key historical sites throughout the region. A series of themes or Signature Stories have been created and these stories are shaping the experiences we need to develop to meet our visitors' expectations.

THE SIGNATURE STORIES ARE:

- Ancient Ireland
- Castles and Conquests
- High Kings and Heroes
- Tales of Two Worlds
- Maritime Gateway
- Ireland's Mystical Waterway
- Sacred Ireland
- The Sport of Kings
- Vikings

Further details on the Ireland's Ancient East Brand can be found at: www.irelandsancienteast.com and www.failteireland.ie/irelandsancienteast.

AIM OF IRELAND'S ANCIENT EAST GRANTS SCHEME FOR STORYTELLING INTERPRETATION 2017

The overall objective of this grants scheme is to improve the quality of interpretation, animation and storytelling at operating heritage and visitor attractions throughout Ireland's Ancient East, in line with Fáilte Ireland's [Toolkit for Storytelling Interpretation](#).

To develop brilliant visitor experiences, we need to enhance our existing attractions and bring their stories to life. Within Ireland's Ancient East we use storytelling interpretation to do this.

Storytelling interpretation builds meaningful relationships between places, communities and the people who visit them. It does this by focusing on the visitor and being rooted in the authentic first-hand experience of a place. Storytelling interpretation is engaging, entertaining and accessible. It creates powerful encounters and leaves memories that last a lifetime. Fáilte Ireland has identified a number of strategic objectives, as outlined in Figure One, and priorities for Ireland's Ancient East which are specific to using storytelling interpretation to create brilliant experiences and in turn to deliver economic benefits.

FIGURE ONE – IRELAND'S ANCIENT EAST STRATEGIC OBJECTIVES & PRIORITIES – STORYTELLING EXPERIENCES

Objectives	Priorities
Deliver sustainable and engaging world class visitor experiences that make Ireland's living and historical culture accessible through the use of authentic stories as a differentiator.	<ul style="list-style-type: none"> Greatly improved storytelling Revealing hidden gems Cross promoting (linking through the story)
Create and deliver unique visitor experiences based on "living" the history.	<ul style="list-style-type: none"> Animation Immersive experiences Innovation
Provide the visitor with interpretation in the first language of the target audience, i.e. in English, French, German, Spanish and Italian.	<ul style="list-style-type: none"> Foreign language provision
Increase the length of time visitors spend in Ireland's Ancient East and the amount of money they spend here.	<ul style="list-style-type: none"> Increase dwell time Cross selling
Encourage overseas visitors to stay beyond the traditional tourism season and encourage them to visit longer.	<ul style="list-style-type: none"> Season extension Cross selling/promoting

Project proposals under this grants scheme should be aligned to the strategic objectives as per Figure One above and to the Ireland's Ancient East brand promise.

Note : Any offer of financial assistance by Fáilte Ireland is subject to budget availability and prioritisation. The scheme is a discretionary scheme and will offer assistance only to those that will aid Fáilte Ireland in meeting its statutory objectives in line with Government policy. It is possible

that projects that are approved will receive less than their requested amounts or none at all in the event of re-prioritisation and/or budgetary objectives.



2



3

2. WHO CAN APPLY?

The scheme is open to heritage and visitor attractions located within Ireland's Ancient East that have been in operation prior to the 1st January 2017 and the following sectors can apply:

- Private Sector: companies and other legal entities and individuals
- Voluntary Organisations: not-for-profit bodies, including charities, trusts and companies limited by guarantee
- Public Sector bodies: semi-state organisations and local authorities

Note: Fáilte Ireland Strategic Partners including Coillte, Office of Public Works (OPW), National Parks and Wildlife Service (NPWS) and Waterways Ireland are not eligible to apply under this scheme.

3. WHAT FINANCIAL SUPPORT IS AVAILABLE?

GRANT RATES AND GRANT AMOUNTS

- The maximum grant rate will not exceed 75% of eligible capital expenditure
- The grant rate offered may be less than what is requested by the applicant and is at the full discretion of Fáilte Ireland
- Maximum grant amount available to each applicant is €200,000
- Minimum grant amount available to each applicant is €30,000

DE MINIMIS FUNDING

The Storytelling Interpretation Scheme is operated as De Minimis state aid. Grants provided under this Scheme are granted in accordance with the criteria set out below and provided that the applicant qualifies to take the grant on the basis of the De Minimis Regulation (Commission Regulation (EU) No. 1407/2013). 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.

Grant awards made under this Scheme are approved on condition that the grant combined with any other De Minimis aid (from a public source) received during a rolling three year fiscal period does not exceed the ceiling of €200,000 for all De Minimis aid. The period of three fiscal years shall be determined by reference to the fiscal years used by the undertaking. A group of linked enterprises is treated as a single undertaking for the purpose of the De Minimis Regulations.

This Grant Scheme should be read in conjunction with the Fáilte Ireland State Aid Handbook which provides more information on De Minimis funding conditions. If applying for De Minimis funding in the 3 fiscal years following the awarding of funding from Fáilte Ireland or any State Body, grantees are required to disclose all De Minimis funding awarded. Applicants should declare all public support already received, anticipated or that might possibly be received with respect to the project.

Please note that in order for Fáilte Ireland to maintain De Minimis records, all applicants must complete a De Minimis Declaration which is included in Section 2.9 of the Application Form. Separately as a public body, Fáilte Ireland is subject to the rules of the Department of Public Expenditure and Reform Circular 13/2014.

4



4. IS YOUR PROJECT ELIGIBLE TO APPLY?

The following are the minimum eligibility criteria that will apply to this scheme:

- 1 Operating Visitor Attraction:** The project must be an operating heritage or visitor attraction, whose tourism visitor experience has been open to visitors prior to the 1st January 2017.
- 2 Project Costs:** The project costs must relate to the provision / improvement of Interpretation / Animation / Storytelling.
- 3 Location of Project:** The project must be located within the Ireland's Ancient East brand area as outlined in Appendix 3.
- 4 Opening times:** The visitor attraction must be currently open for a minimum 5 days per week, including weekends, and 3 months per year.
- 5 Minimum Visitor Numbers Threshold:** The visitor attraction must have a minimum number of 5,000 visitors per annum with 20% being overseas visitors. This should be clearly demonstrated in the application with figures from one or more of the following years 2014/2015/2016. Fáilte Ireland reserves the right to seek verification of these visitor numbers at any stage in the application process.
- 6 De Minimis Requirement:** The applicant must not be in breach of State Aid rules with regard to de minimis funding, i.e. grants cannot be provided to a project under this Scheme if it has received more than €200,000, inclusive of this grant request, in the last 3 years from public funding sources.
- 7 Requirement for Personal Tour Guide(s)*:** The project must either have a tour guide(s) or plan to have a tour guide or to offer the visitor a personal tour after the project has been completed.
- 8 Multi-Lingual Requirement:** The project must have language provision for at least 2 languages (other than English and Irish) or intend to have this requirement after the project has been completed.
- 9 Site ownership:** Evidence must be provided of site ownership or lease to demonstrate a right to undertake and operate the project on the identified site. Your application will not be processed if this is not clearly demonstrated.
- 10 Match funding:** Evidence must be provided of match-funding. This must be in the form of a financial contribution for 25% of the eligible capital costs. In-kind match funding will not be accepted under the terms of this scheme. This can be provided either by (i) A letter from your accountant/auditor confirming that you have sufficient match funding from own resources or (ii) A Bank Facility Letter i.e. evidence of the availability of borrowings if you are borrowing to provide match-

funding. Your application will not be processed if this is not clearly demonstrated. An overdraft facility cannot be used as match funding.

- 11 Tax Clearance:** Please provide your Tax Reference Number. This number will be checked by Fáilte Ireland before your application is processed. If your Tax Reference Number is invalid, has expired or has been rescinded, your application will not be processed.
- 12 Security:** Private sector applicants seeking a grant in excess of €50,000 will be required to provide adequate security by means of a fixed charge on the project's assets and/or in another form(s) satisfactory to Fáilte Ireland.

Please note that Fáilte Ireland reserves the right to seek verification of information provided.

It is envisaged successful projects must be completed by the 30th June 2019.

This is a focused themed grant scheme to improve interpretation / animation / storytelling at operating visitor attractions, in line with Fáilte Ireland's Toolkit for Storytelling Interpretation for Ireland's Ancient East. The following project types are ineligible under this scheme:

- Any projects that have received a Stage One pass under the Grants Scheme for Large Tourism Projects 2016-2020
- Cafes/tearooms/restaurants/accommodation
- Driving routes
- Events or event centre
- Motorised and non-motorised transport vehicles (including bikes, buses, boats etc)
- Projects located outside of the geographical extent of the Scheme (See Appendix 3)
- Public realm
- Retail
- Theatres and galleries
- Visitor facilities (e.g. toilets, services, car parking, access improvements etc)
- Visitor information provision (i.e. projects whose main focus is providing orientation information for visitors, tourism information points etc.)
- Walks / Trails including greenways, outdoor heritage trails, trail heads, trail furniture and signage (including interpretation signage)
- Websites and Mobile Apps (Exceptions may be made where the app is part of the overall interpretation scheme. General information apps are ineligible).

Please see Appendix 2 for a list of eligible and ineligible expenditure



5

5. THE APPLICATION

5.1 HOW TO APPLY

There are two steps to be taken in making an application for funding under this scheme:

STEP 1: GETTING THE APPLICATION FORM

In order to receive an application form, you will need to register interest in the Scheme by filling out a short questionnaire via the Fáilte Ireland website. See www.failteireland.ie/irelandsancienteast. This questionnaire invites you to submit a 150 word description of your project and this will be reviewed by the Ireland's Ancient East team.

Any applicant or project that is clearly ineligible for funding, will be informed of this and will not receive an application form. Otherwise a link to the application form will be emailed to you. Please note that the receipt of an application form does not in itself confer eligibility on the applicant. Depending on the information provided by you in the application form, you may still be deemed to be ineligible for funding.

The closing date for registration of interest is 7 days before the scheme closing date. Please refer to the Fáilte Ireland website for deadlines.

STEP 2: COMPLETING THE APPLICATION FORM

All applications to this grants scheme must be completed online through the Fáilte Ireland Trade Portal. Only application forms submitted online to Fáilte Ireland will be accepted and evaluated.

The final deadline for receipt of applications will be published on the Fáilte Ireland website <http://www.failteireland.ie/Ireland-s-Ancient-East/Grants-Scheme-for-Storytelling-Interpretation-2017.aspx>.

Before you submit your application you must ensure:

- All sections of the form have been fully completed
- You have uploaded the correct supporting documents required. At this stage in the application process we require the following documents: (i) Evidence of match-funding for the project (financial contribution only) (ii) Evidence of the right to undertake the project at the identified site

Incomplete applications and applications received after the closing date will not be considered for evaluation.

THE ONLINE APPLICATION FORM CONSISTS OF 6 SECTIONS:

Section 1	• Applicant Details
Section 2	• Scheme Eligibility
Section 3	• Description of the Visitor Experience • Gap Analysis of the Visitor Experience • Proposed solution to address the gaps/deficiencies identified • Cross selling/promotion proposals • Current and Projected Increase in Visitor Numbers
Section 4	• Budget • Indicative Costs • Source of match funding (cash contribution only)
Section 5	• Mandatory Supporting documents
Section 6	• Final Declarations

In Section 3 of the application form, you are required to conduct a needs/gap analysis of the current provision of interpretation storytelling and animation at your attraction. An outline solution will then be required to address these gaps in the experience. This is not required to be a fully detailed and designed proposal, but rather an outline of how you propose to address the gaps and deficiencies identified. Sufficient detail will be required, however, to enable you to provide indicative costs for the proposed solution.

Information is required on how the solution will cross-sell and cross-promote the Ireland's Ancient East brand and other sites. The solution must result in an increase in visitor numbers to the attraction and area. These projected visitor numbers are required when completing the application form.

The information provided in Section 3 must underpin the rationale for the project and the impact it will have on the visitor experience at your site, and more broadly, the impact on Ireland's Ancient East.

TIMELINES

Please refer to the Fáilte Ireland [website](#) for details on the closing date for submitting an application under the Fáilte Ireland Grant Scheme for Storytelling Interpretation 2017.

5.2 FILLING OUT THE APPLICATION FORM

This section provides information to guide you in completing Section 3 of the application form.

Fáilte Ireland is looking for projects that will align with the objectives of the Ireland's Ancient East brand and the associated Toolkit for Storytelling Interpretation. We strongly recommend that you read the [Ireland's Ancient East Strategy "Path to Growth"](#) and the [Interpretation Toolkit](#) in conjunction with these guidelines. In addition, the manual [Sharing our Stories: Using interpretation to improve the visitors' experience at heritage sites](#) is an extremely useful guide and the exercises and tips it contains will greatly assist in the planning of your project and the completion of the application form.

As part of the application process, it is not a requirement at this point to engage with professional consultants to assist with the completion of the application form as we are only seeking a broad outline of your project. However, professional consultants/experts in the area of interpretation / animation / storytelling will be required to design the detail of your project if a grant is approved.

The primary requirement in the application form (Section 3) is to conduct a needs/gap analysis to identify gaps and deficiencies in how your visitor attraction currently tells its story to your visitors, and then outline a solution which will address those gaps and deficiencies.

DESCRIBE THE CURRENT VISITOR EXPERIENCE

Begin this process by articulating your central interpretive theme. It should answer in a few short sentences the question, "what is my experience about?", from the visitors perspective.

Next, put yourself in the shoes of your visitors and map out their journey at your site. The visitor journey actually begins when they decide to visit your project and ends at the "post-visit" stage. The stages of the visitor journey to consider when identifying the gaps and deficiencies are:

- 1 Pre-Arrival and Approach
- 2 Welcome and Orientation
- 3 Experience and Interpretation
- 4 Post-Visit

CONDUCTING A GAP ANALYSIS

The identification of gaps and deficiencies should be done with reference to the Toolkit for Storytelling Interpretation. A complete and exhaustive list of all the gaps and deficiencies relating to storytelling interpretation in your attraction is not required, however, we do require the most important ones to be identified – those that if addressed would have the biggest impact on the quality of the visitor experience.

Consider all relevant objects, touch points and experiences along the visitor journey. Below are some key questions to consider when conducting this analysis of your current offering:

- How do you introduce your site, its character, intricacies and complexities to a visitor?
- How is your story revealed?
- How is the story structured?
- How does the story resonate with your targeted visitor segment?
- How are the unique characteristics of the site or project presented?
- Does the visitor connect with the place?
- Do the site infrastructure and facilities reflect the theme of the experience? Do they bring it to life?
- How does your interpretive media inform and motivate?
- Does your media need to be enhanced/updated/replaced?
- How are the themes brought to life through interaction and animation?
- Are the visitors' senses engaged?
- Does the overall visit create a memorable experience?
- Are visits to related sites promoted?
- Are people encouraged to share their story through social media and other mediums?

This should reveal the principal gaps and deficiencies in your story and how it is told. Please ensure that you outline the impact that the identified gaps currently have on the visitor experience both at your site and for Ireland's Ancient East.

The gap analysis as outlined should be supported by evidence in the form of qualitative research conducted with your visitors. Please provide information on how you gathered that research and how you have applied the findings to the gap analysis.

PROPOSING A SOLUTION

Having outlined the gaps and deficiencies in your attraction's storytelling offering, you are then required to set out how those gaps/deficiencies will be addressed. The simplified planning process on pages 54-55 of the *Ireland's Ancient East Toolkit for Storytelling Interpretation* provides an approach on how best to arrive at a solution to address the gaps identified. It is this solution which will be considered for funding.

There are 4 key areas to consider

- People
- Story
- Experience
- Media

This is a sequential process. The type of interpretation media selected to make the experience come to life should be the last part of the process. Before thinking about all the exciting media that can be used to tell your story, take some time to reflect on what you really want people to take away from the experience. Any good storyteller knows that you have to know the point of the story before you can tell it well!

Additional Resources:

In addition to the *Ireland's Ancient East Toolkit for Storytelling Interpretation*, the following resources may also be of benefit:

- [Global Segmentation Toolkit](#) When you are developing the solution you need to think about your target customer, understand their needs and motivations, ensure that your story delivers what they want to hear and that it is aligned to the Ireland's Ancient East brand.
- [Experiences Explained – A Guide to Understanding and Developing Memorable Tourism Experiences](#). This guide provides an introduction to experiential tourism. The sections of the guide relating to Story and Narration are particularly relevant.
- [Sharing our Stories: Using interpretation to improve the visitors' experience at heritage sites](#) Sections 4-8 of this manual are directly applicable.
- [Ireland's Ancient East Brand Toolkit](#) – describes the story-based approach and contains tips on bringing the brand to life and on using the stories in your business.

CROSS-PROMOTION AND CROSS-SELLING

Cross-selling and cross-promotion are core to the strategic development of Ireland's Ancient East. The benefits of these are clear – improved dwell time and increased visitor spend in the area. Stories can link places and by cross-promoting we are supporting a unified and coherent destination. Clustering with nearby tourism businesses and supporting each other, sometimes through packaging and bundling, is another approach to cross-selling.

In this section of the application form you are required to:

- Identify other places/experiences in Ireland's Ancient East that you will cross promote after the project is completed
- Specify how you will cross-sell/cross-promote these linked experiences in the application form.

PROJECTED VISITOR NUMBERS

Projected visitor numbers for the next 5 years will be required in the table provided in the application form. Projections should include the estimated growth figures for both domestic and overseas visitors.

A credible methodology for the projections, in the view of Fáilte Ireland, will also be requested. This may include benchmarking against other relevant sites.

Current visitor numbers, including the percentage of overseas visitors, for a minimum of one calendar year (up to 3 calendar years) will be required. These numbers can be from 2014 – 2016.

Note: It is likely that this process will result in a solution which will require both capital and non-capital expenditure. However, only capital costs can be grant-aided under this scheme. More details on what types of expenditure are deemed eligible and ineligible is provided in Appendix 2.

Remember at this point a consultant is not required to develop your solution.

6



7

6. EVALUATION

Eligible completed applications will be evaluated on a competitive basis, taking into account the aims and requirements of the grants scheme, and Fáilte Ireland's overall strategic priorities.

7. APPROVAL PROCESS

There is no guarantee of funding for applications which achieve the minimum eligibility requirements.

In accordance with Section 25 of the National Tourism Development Authority Act 2003, the National Tourism Development Authority ("Fáilte Ireland") has discretion to provide grants to such projects as it considers appropriate.

At all times during this process, Fáilte Ireland has complete discretion not to award grants.

Fáilte Ireland reserves the right to restrict a funding offer to certain elements of a project proposal only.

The potential impact of the project on existing tourism businesses in the locality will be assessed. Fáilte Ireland reserves the right to exercise its discretion not to award a grant or to withdraw a grant at any stage in the process if, in the opinion of Fáilte Ireland, the project could significantly displace existing tourism businesses or operators.

Fáilte Ireland will notify applicants on the outcome of their submission as soon as possible but this will depend on

the volume of submissions received. Please visit the Fáilte Ireland website for notifications on timelines.

If your project is approved for funding by the National Tourism Development Authority, Fáilte Ireland will issue a confirmation of the proposed grant amount. As outlined in the application process successful applicants (above in Section 4) will have to submit additional documents to be reviewed to the satisfaction of Fáilte Ireland (see Appendix 2 for list of documents) otherwise a Letter of Offer will not be issued.

Upon receipt of this information, 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 related to the offer of funding. In any case where security is required for the grant separate security documentation must be provided before any part of the grant is paid.

All projects not approved for funding will receive a letter advising them of such.

8

9

8. POST APPROVAL

STEP 1: DESIGN TEAM

If your project is approved for grant funding, you will be offered a grant amount based on the indicative eligible costs that you presented in the application form.

Following your receipt of a Letter of Offer, you will be required to commission a detailed design of your proposed solution. This will most likely involve engaging professional consultants. These may be tendered, via www.etenders.gov.ie, for just design or for both design and build. You will be required to consult with Fáilte Ireland when you are drafting this 'request for tender' documentation. All consultation with Fáilte Ireland will either be with a member of the Ireland's Ancient East team, or with an interpretation expert operating on behalf of Fáilte Ireland.

STEP 2: DESIGN OF SOLUTION

You will also be required to consult closely with Fáilte Ireland during the design of your solution to ensure that it is in line with the Ireland's Ancient East Storytelling Interpretation Toolkit. This may be directly through a Fáilte

Ireland representative. Once the solution is fully designed and costed, you will be required to present it to Fáilte Ireland for approval.

STEP 3: PROJECT DELIVERY TEAM

When your solution is developed and agreed with Fáilte Ireland, you will need to procure your interpretation implementation team under the Public Procurement Guidelines - Competitive Process", available at www.etenders.gov.ie

STEP 4: PROJECT IMPLEMENTATION

Fáilte Ireland will monitor the implementation of the project in accordance with the finalised design.

If you already have an interpretation plan developed for your project, Fáilte Ireland will need to review this plan before you commence the public procurement process, please refer to Step 3. This might be done as part of the evaluation process. It is envisaged projects will be completed by the 30th June 2019.

17

9. GRANT CLAIMING PROCESS

Grant payments will only be made to the body specified as the grantee and will be based on eligible expenditure incurred and paid by the grantee. Expenditure paid by a third party, unless reimbursed by the Grantee, will not be grant-aided. Grantees must have current tax clearance from Revenue at the time of any claim and payment. Fáilte Ireland will carry out verification checks on the claim and on the project delivery before passing the claim for payment.

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

The timing of grant payments is subject to Fáilte Ireland being in receipt of sufficient Exchequer funding to meet the payments. 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 experienced.



10

10. APPEALS PROCEDURE

In accordance with Section 25 of the National Tourism Development Authority Act 2003 the National Tourism Development Authority (“NTDA”) has discretion to provide grants to such persons as it considers appropriate.

SUBMITTING AN APPEAL

If having discussed the outcome of an unsuccessful application with a member of Fáilte Ireland staff and an applicant still wishes to appeal the decision, the applicant must write to the Appeals Officer at Fáilte Ireland within 20 working days from the date of the letter notifying the applicant that the application was unsuccessful. The letter of appeal must state:

- The grounds on which the applicant believes the application was not properly dealt with or assessed;
- Specific reasons or evidence the applicant may have to support the appeal.

Letters of appeal must be sent to the Appeals Officer, National Tourism Development Authority, Aras Fáilte, 88-95 Amiens Street, Dublin 1.

VALIDITY OF APPEAL

On receipt, the appeal will be checked to ensure it falls within the scope of this appeals process and that sufficient grounds for the appeal have been provided. The applicant will receive an acknowledgement from the Appeals officer or from a person delegated to represent him/her in his/her absence noting the outcome of the validity check within 10 working days. Invalid appeals will be rejected at this stage of the process.

APPEAL REVIEW PROCESS

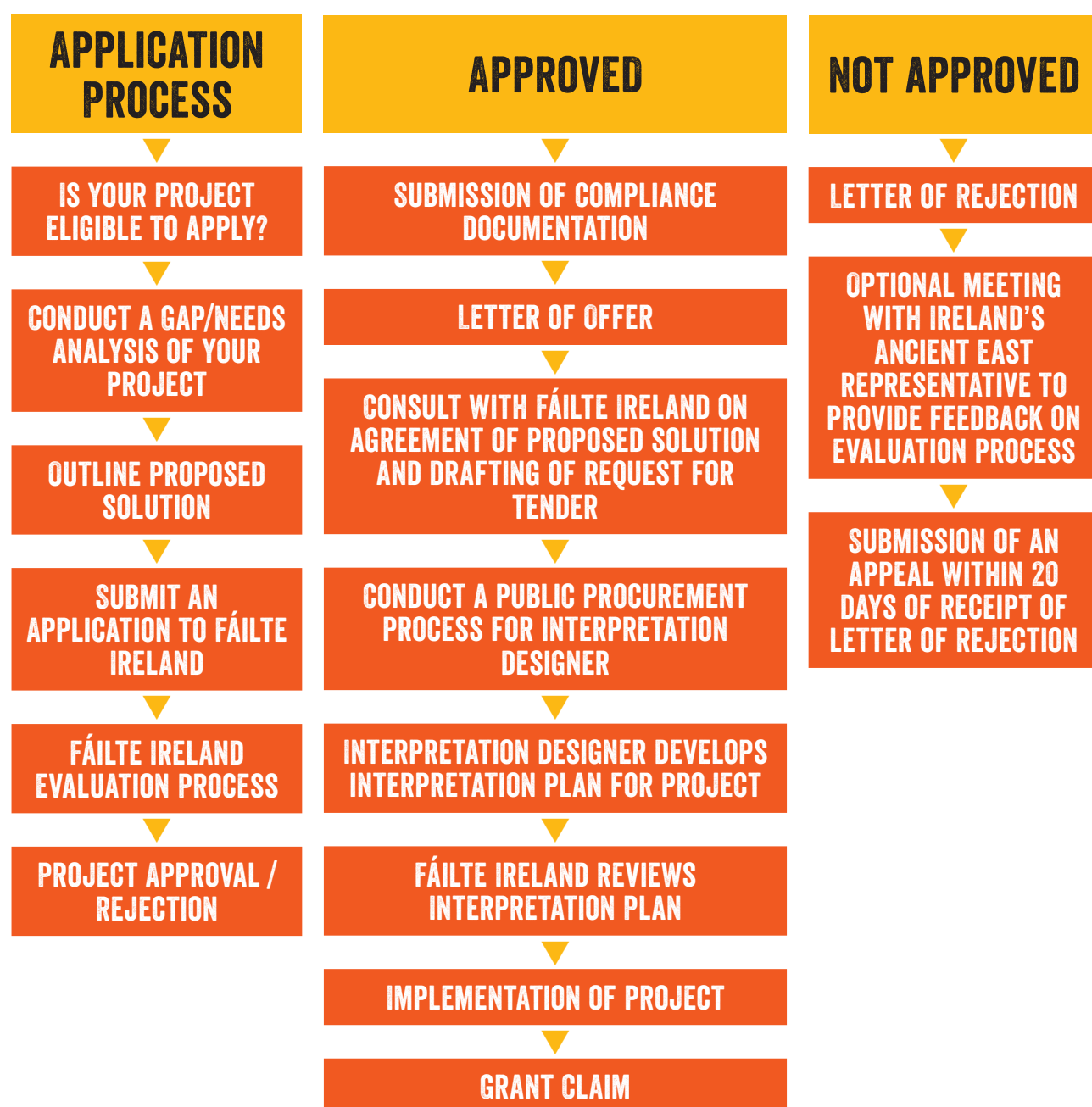
Within 20 working days of receiving a valid letter of appeal, the appeal will be considered by the Appeals Officer of Fáilte Ireland. Their decision will be binding and will not be subject to any further appeals. Their conclusions and recommendations will be communicated to the applicant within 7 working days of their decision. Where any delay is anticipated the applicant will be informed in writing of the extended timescale.



11

11. APPENDICES

APPENDIX 1: OVERVIEW OF THE GRANTS SCHEME FOR STORYTELLING INTERPRETATION 2017



APPENDIX 2: ELIGIBLE/INELIGIBLE EXPENDITURE

CAPITAL EXPENDITURE

Only eligible capital expenditure elements of projects can be grant-aided under this programme. Eligible costs associated with the upgrade of the interpretation at a visitor attraction may include provision of interpretation media (e.g. panels, audio guides, interactive technology etc, installation and associated building costs). Note that costs associated with improving visitor facilities/services (e.g. toilets, parking etc) are not eligible under this scheme. A list of ineligible project types is provided in Section 4.

ELIGIBLE / INELIGIBLE EXPENDITURE

Expenditure, to be eligible for grant assistance, must have the following general characteristics:

- It must be relevant and appropriate 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

Ineligible Expenditure

The following expenditure is ineligible in all cases:

- Accommodation facilities
- Depreciation
- Expenditure derived from estimates or valuations and

not supported by actual payment documentation

- Expenditure incurred and / or paid before date of approval of the project
- Expenditure incurred after the completion date
- Expenditure on food and beverage facilities e.g. cafes/ tearooms, restaurants
- Financing costs (including bank interest and charges)
- Fines, penalty payments, legal costs, audit fees, insurances
- Loose fittings, furniture, road vehicles, boats, bikes and movable assets
- Marketing, including start-up marketing
- Motorised and non-motorised transport vehicles (including bikes, buses, boats etc.)
- Purchase of land and buildings
- Recoverable Value Added Tax (VAT)
- Repairs, maintenance and replacement expenses
- Retail facilities
- Tour guide wages & salaries / operational cost / training etc
- Trails costs
- Unpaid expenditure
- Visitor information provision e.g. leaflet stands
- Visitor services facilities e.g. toilets
- Websites and Mobile Apps (Exceptions may be made where the app is part of the overall interpretation scheme. General information apps are ineligible)

APPENDIX 3: GEOGRAPHICAL EXTENT OF THIS SCHEME

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.

APPENDIX 4: MANDATORY DOCUMENTS TO SUBMIT UPON NOTIFICATION OF APPROVAL

If your project is approved for funding, you will need to submit the following documents within three weeks of receiving this notification before a letter of offer can be issued.

REQUIRED:

- Copy of business plan to include:
 - 1 Marketing plan
 - 2 Relevant research undertaken
 - 3 Projected cashflow and profit and loss accounts for the next five years
- Adequate security to the satisfaction of Fáilte Ireland
- Site location map
- Site layout map
- Confirmation as to whether planning permission is required or not.

- Company accounts for the last two years
- Company Constitution and Certificate of Incorporation

ONCE THE DETAILED PROJECT PLANS HAVE BEEN PREPARED, THE FOLLOWING ARE REQUIRED TO BE SUBMITTED TO FÁILTE IRELAND:

- Detailed drawings and plans
- Interpretation Plan
- Evidence that all applicable legislation and any other requirements relevant to the business of the project have been complied with
- Any other additional documents that may be requested by Fáilte Ireland
- Planning permission, if required

23

APPENDIX 5: TERMS AND CONDITIONS

TERMS AND CONDITIONS ATTACHING TO A GRANT OFFER

This section outlines the terms and conditions that a successful applicant will have to adhere to. Successful applicants will receive a letter of offer which will form the basis of the contract between Fáilte Ireland and the grantee. The letter of offer will outline the terms and conditions of the grant and will cover various elements including but not limited to the following requirements:

- Budgets
- Commencement of work
- Drawdown of grant
- Freedom of Information
- Marketing
- Monitoring

- Public Procurement
- Publicity
- Purpose
- Repayment / Disposal
- Retention of records
- Security
- Visitor use

The project must continue to measure visitor numbers including a methodology for recording the country of origin of overseas visitors.

COMPLETION OF WORK

The date by which work must be completed, the particular conditions in relation to industry standards and meeting with statutory and local authority requirements, will be specified in the letter of offer.

SECURITY

For projects in receipt of grant funding of €50,000 and in private ownership the grantee will be required to provide adequate security to the satisfaction of Fáilte Ireland to secure the grant for the duration of the operative period, as outlined below.

This security will be in the form of a fixed charge over an asset(s) to the value of the grant and the applicant must outline the security they propose to offer. This will be requested as one of the mandatory documents to submit upon notification of approval. In the event that a fixed charge is not adequate security by itself, the grantee must provide additional security in a form satisfactory to Fáilte Ireland.

In the case of trusts or voluntary organisations, Fáilte Ireland may require a deed of covenant to be set up between Fáilte Ireland and the Grantee.

DISPLACEMENT

The potential impact of the project on existing tourism businesses in the locality will be assessed. Fáilte Ireland reserves the right to exercise its discretion not to award a grant or to withdraw a grant at any stage in the process if, in the opinion of Fáilte Ireland, the project could significantly displace existing tourism businesses or operators.

OPERATIVE PERIOD

The Operative Period of the grant-aided Project is defined as operating as a visitor attraction until at least 2030. The Operative Period commences from the date of the last Grant instalment paid.

MONITORING AND PROJECT UPDATES

The Grantee will provide monthly update reports on the progress of the project during the course of the development and delivery of the project. 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 with 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.

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 in the development. All

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

VISITOR USE

During the Grant Period the Project must be open to the public a minimum of five days per week and three months annually. 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 Operative Period. Fáilte Ireland will require the immediate repayment of the grant if any of the conditions of the grant offer are not complied with.

MARKETING

It is essential that the capital development be supported by marketing activity for the project. The "Ireland's Ancient East" logo, message and branding must be included on all marketing collateral including any promotional media and literature, any web-sites that the Grantee operates and on any external signage. Brand guidelines will be issued to approved projects prior to completion.

PUBLIC PROCUREMENT

The Grantee must comply with EU and National public procurement law and associated procedures, the core principles of which are that procurement policy and practice should be accountable, competitive, fair and transparent, non-discriminatory, provide for equality of treatment and be conducted with probity and integrity. In particular, the Grantee must comply with the "Public Procurement Guidelines - Competitive Process", available at www.etenders.gov.ie and all other applicable regulations, statutory instruments and EU Directives.

FREEDOM OF INFORMATION

Fáilte Ireland wishes to advise applicants that, under the Freedom of Information Act, 2014 ("the Act"), the information supplied in the application form may be made available to third parties on request, subject to Fáilte Ireland's obligations under the Act as amended or extended.





Contact: iae.smallgrants@failteireland.ie
For further information or visit our website
www.failteireland.ie



Fáilte Ireland
National Tourism Development Authority



**IRELAND'S
ANCIENT EAST®**
Wander Through Time