

# WEST CORK DEVELOPMENT PARTNERSHIP LTD.

West Cork Technology Park, Clonakilty, West Cork

## RURAL DEVELOPMENT PROGRAMME (2007-2013)

### APPLICATION FOR GRANT ASSISTANCE

TEL: 023/8834035

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An Roinn Gnóthaí Pobail, Tuaithe agus Gaeltachta  
Department of Community, Rural and Gaeltacht Affairs

Office Use

**Project Code:**

**Date Stamp:**

#### IMPORTANT – PLEASE READ THIS BEFORE COMPLETING THIS FORM & COMPLETE IN CONJUNCTION WITH THE APPLICATION GUIDELINES

Completion of this form does not constitute an offer of financial assistance and no staff member or representative of this company is in a position to make any commitment to any applicant for funding prior to formal Board approval. **All questions must be answered fully and incomplete applications will not be evaluated.** If a question is not relevant please, mark as N/A. Where there is not sufficient space for an answer, please attach a separate sheet with full information. Please print your information clearly or download and type in your answers.

If, for the purpose of obtaining aid under the Rural Development Programme, a person makes a false or misleading statement or withholds essential information, any grant which may be given will be recouped or withheld.

This application must be accompanied by supporting documentation as per the checklist in Section H. *(Please tick each item which is included with your application).*

Grant aid cannot be given retrospectively - Aid will not be given for works commenced before application has been formally processed, deemed eligible, letter of offer of grant aid & contractual agreement has been sent to the promoter and the promoter has formally accepted this offer.

## APPLICATION GUIDELINES

### VISION STATEMENT

A core principle guiding the work of the West Cork Development Partnership is to demonstrate the importance and value of direct support for local development initiatives and to further develop an environment and culture conducive to and supportive of local community and enterprise development. This is to be achieved through a co-ordinated and integrated approach at local level in identifying, harnessing and supporting the optimal development of local resources.

The vision statement for the West Cork Development Partnership envisages and plans for the development of the West Cork region as:

**“A progressive and vibrant rural region of inclusive and engaged communities, where guided by the principle of sustainability, its social, cultural, natural and economic assets are harnessed to achieve an improved quality of life for all”**

### OBJECTIVES

West Cork Development Partnership has set out seven objectives for rural development under the Programme (RDP) in the period to 2013. It is important to explain how your application will help to meet these objectives. The strategy to achieve these is comprehensively detailed in the business plan submitted for funding in July 2008. For more detail you can download the full document at [www.wcdp.ie](http://www.wcdp.ie)

1. To develop and promote opportunities and employment in the knowledge economy
2. To improve the quality of life for the farming and fishing communities by developing, renewing and diversifying the natural resource base.
3. To develop and promote high quality innovative goods and services reflecting the region's unique resources, identity and character to satisfy specific market opportunities.
4. To achieve balanced community and economic development throughout the region.
5. To build capacity and resources to facilitate community participation in planning and project development.
6. To foster an appreciation of and responsibility for the local social, natural, built and cultural environment.
7. To engage in inter-territorial and trans-national initiatives and develop projects and networks to assist community and enterprise development.

### RATES & LEVELS OF AID

#### Enterprise

	<u>Max Rate</u>	<u>Up to Max</u>
Capital	50%	€150,000
Analysis & Development	75%	€30,000
Training	100%	€150,000

#### Community

	<u>Max Rate</u>	<u>Up to Max</u>
Capital	75%	€150,000
Analysis & Development	90%	€30,000
Training	100%	€150,000

## PROGRAMME CONTENT

To achieve the seven stated objectives for the RDP Programme, financial support can be provided by West Cork Development Partnership under the measures described below. The project examples listed are intended to indicate eligibility, but are not comprehensive. Eligible projects will be evaluated on their merit relative to local conditions and the programme objectives outlined above. More detail on the programme measures and the complete operating rules for the programme nationally are available at <http://www.pobail.ie/en/RuralDevelopment/EURuralDevelopment/>

### 1. DIVERSIFICATION INTO NON-AGRICULTURAL ACTIVITIES

Alternative farm enterprises, such as tourism, food processing, open farms, farm shops, craft production, manufacturing. Business creation and expansion.

### 2. SUPPORT FOR BUSINESS CREATION AND DEVELOPMENT

Assistance for start-up and expansion, collective marketing, local branding, innovative products and services, developing ICT capacity and enterprise space.

### 3. ENCOURAGEMENT OF TOURISM ACTIVITIES

Tourism infrastructure and amenities, marketing, accommodation, niche tourism service development, internet & e-commerce facilities, forest recreation and walking routes

### 4. BASIC SERVICES FOR THE ECONOMY AND RURAL POPULATION

Cultural heritage, community & recreational infrastructure, youth café development, community social and information networks, community shops, cultural activities.

### 5. VILLAGE AND COUNTRYSIDE RENEWAL AND DEVELOPMENT

Environmental upgrading, access to amenities, village enhancement, farmers markets, community greening, community gardens and allotments.

### 6. CONSERVATION AND UPGRADING OF THE RURAL HERITAGE

Preservation of built heritage & cultural traditions, integrated restoration and development plans, community waste initiatives, community renewable energy

### 7. TRAINING AND INFORMATION

Development training, sectoral training initiatives, particularly for food, craft and tourism, community skills and leadership, flexible learning, distance learning, building ICT capacity, rural development

### 8. IMPLEMENTING CO-OPERATION PROJECTS

Interterritorial (within Ireland) and trans-national (within Europe) co-operation projects to achieve objectives as outlined. Co-operation also aims to achieve critical mass and pool skills and resources.

## GENERAL ELIGIBILITY CRITERIA

1. Grant assistance will only be provided to projects and initiatives that conform with the objectives, strategies and policies of the West Cork Development Partnership.
2. Grant assistance can only be authorised for projects not otherwise eligible for assistance under EU and national operational programmes or in instances where the integrated nature and method of implementation of the project represents a new and locally innovative approach. In general other sources of public funding may not be reckoned as a source of private matching funding. The provision of financial assistance for capital investment and commercial enterprise development is governed by an agreement between the West Cork Development Partnership, the South Cork Enterprise Board Ltd and the West Cork Enterprise Board.
3. Applicants should note that grant assistance is not available to support mainstream agricultural production, conventional retail outlets, distributive services, residential housing, hotel or golf course development. Grant assistance cannot be made available for the purchase of land, buildings, vehicles, or for working capital. Leasing and hire purchase are not accepted for grant purposes. For more refer to Programme Operating Guidelines on [www.pobail.ie](http://www.pobail.ie)
4. In exceptional circumstances and subject to the prior approval of the Department of Community, Rural and Gaeltacht Affairs, grant aid in excess of €150,000 may be granted. The de minimis rule will apply to SME's and all projects involving economic activity receiving grant assistance from public sources. The rule states that aid from all sources shall not exceed €200,000 in any three-year period. In all instances projects must conform to EU and National policies and objectives.
5. Applications are invited, subject to the programme eligibility criteria and compliance with the stated objectives and strategy of the West Cork Development Partnership, from private individuals, companies, co-operatives, community groups, producer groups and collective marketing organisations.
6. All grant beneficiaries will be required to demonstrate evidence of tax compliance including presenting a current tax clearance certificate as appropriate.

Promoters that are VAT registered may not claim VAT as part of the project costs. Non-registered promoters must demonstrate their status with a letter from the Revenue Commissioners in order to claim VAT as part of the project cost.

7. Grant assistance will not be provided for works or projects commenced prior to the formation of a written contract with West Cork Development Partnership, i.e. signed acceptance of a letter of offer.
8. Promoters are required to demonstrate their compliance with regulations and best practice standards relating to their operations/sector – e.g. licenses, permits, registration, quality assurance schemes, etc
9. In conformity with general practice, all contractors employed to carry out any works for which grant assistance is provided must present a valid C2 or tax clearance certificate.
10. Applicants should note that they will be required to demonstrate that any project action does not displace existing business. They will be further asked to prove that the project would not proceed as proposed without grant aid, i.e. deadweight.
11. Applications for grant assistance should be supported by independent quotations of cost as follows: 1 quote for each item <€5000, 3 for each item <€50,000 and 5 for items >€50,000. This information will form the basis of any grant commitments made. Grant assistance can only be paid on the successful completion of a project (including assessment and certification) and must be in full accordance with the express conditions of grant approval. All claims for grant assistance must provide original documentation (paid invoices, cashed cheques, extracts from bank statements, etc). Interim payments on work in progress cannot be facilitated unless by prior approval.
12. Voluntary labour as well as the donation of buildings, equipment and services can be accepted as private matching finance contributions for community or voluntary projects only or as permitted by the Department for Community, Rural and Gaeltacht Affairs. Such a request must form part of the project application and be submitted on the voluntary labour template (available on [www.wcdp.ie](http://www.wcdp.ie)).

### SECTION A: PROMOTER'S DETAILS

<b>1.</b>	<b>Organisation/Promoter:</b> <b>Mizen Tourism Co-operative Society Ltd</b> <b>R4724R (Registry of Friendly Societies)</b>			<b>Contact: Sue Hill</b>  <b>Title/position: Development Officer Member of Mizen Tourism Co-operative Society Ltd. Board of Management</b>																																									
	<b>Address:</b> <b>Harbour Road, Goleen , West Cork</b>			<b>Contact Address:</b> <b>The Heron's Cove, Goleen , West Cork</b>																																									
	<b>Telephone</b> <b>028 35225</b>	<b>Mobile:</b> <b>086 8073072</b>	<b>Fax</b> <b>028 35422</b>	<b>Email/Website Address</b> <a href="mailto:info@mizenhead.ie">info@mizenhead.ie</a> <a href="http://www.mizenhead.ie">www.mizenhead.ie</a>																																									
<b>2.</b>	<b>District Electoral Division: Bantry</b>																																												
<b>3.</b>	<b>Classification of Promoter (Please tick appropriate box):</b>																																												
	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Private individual:</td> <td colspan="4"></td> </tr> <tr> <td>Farmer:</td> <td></td> <td style="width: 15%;">Herd No.:</td> <td colspan="2"></td> </tr> <tr> <td>Limited Company:</td> <td></td> <td>CRO No.:</td> <td colspan="2"></td> </tr> <tr> <td>Co. Limited by Guarantee:</td> <td></td> <td>CHY No.:</td> <td colspan="2"></td> </tr> <tr> <td>Community Group:</td> <td colspan="4"></td> </tr> <tr> <td>Public Body:</td> <td colspan="4"></td> </tr> <tr> <td>Co-Op./Other:</td> <td colspan="4" style="text-align: center;"><b>X</b></td> </tr> <tr> <td>Other. (Please Specify)</td> <td colspan="4"></td> </tr> </table>					Private individual:					Farmer:		Herd No.:			Limited Company:		CRO No.:			Co. Limited by Guarantee:		CHY No.:			Community Group:					Public Body:					Co-Op./Other:	<b>X</b>				Other. (Please Specify)				
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<b>4.</b>	<b>Promoter's occupation, background and experience (including details of all relevant qualifications)</b> <p>Mizen Tourism Co-op was registered in 1992 and was granted a lease by the Commissioners of Irish Lights for the pathway, bridge and signal station buildings to develop a visitor attraction as a rural employment initiative. Over the next twenty years three phases of development have been completed with the aid of European, National and County Council funding. The Co-op has contributed matching funding from sale of shares, sponsorship, income and a loan. The first phase was to make the site safe with fencing and to create interpretive displays in the buildings, with funding from West Cork Leader (completed 1993). The second phase developed a visitor centre with facilities and displays near the car park, with funding from Bord Fáilte, West Cork Leader, National Millennium Fund, and Cork County Council (completed 2001). The third phase developed an extension to the visitor centre with displays with funding from Fáilte Ireland and Cork County Council (completed 2006). The AIB sub office in Goleen was purchased by the Co-op in 1993. It was developed as a Telecottage with funding from West Cork Enterprise Board. It operated successfully for over ten years. It had to be closed as it was not possible to make it conform to accessibility regulations and due to structural inadequacies it needed to be redeveloped. Sue Hill and Stephen O'Sullivan have managed this work from start to completion, on budget on time. Sue Hill has operated a B&amp;B and Restaurant at The Heron's Cove, Goleen since 1986. Stephen O'Sullivan was made redundant by CIL from the Lights Service in 1993 and joined Mizen Tourism Co-op in 1994. He is the manager of Mizen Head Signal Station and Treasurer of Mizen Tourism Co-op Board of Management.</p>																																												
<b>+ 5.</b>	<b>Please detail involvement in networks and/or linkages to other local businesses/organisations</b> <p>West Cork Fuchsia Brands, Goleen &amp; District Community Council, Heritage Island, Fáilte Ireland, West Cork Tourism, US Lights Society, Irish Whales &amp; Dolphin Group, Bird Watch Ireland, Commissioners of ,Irish Lights and Cork County Council.</p>																																												
<b>6.</b>	<b>Names of Directors, Board members, Trustees, Committee Members and Officers.</b>		<b>Voluntary Board of Management:</b> <b>Dr Brian O'Connell ( Chairman), William Buckley (Vice Chairman), Dermot Sheehan MCC (Secretary), Stephen O'Sullivan (Treasurer), Maureen Newman (Assistant Treasurer), Diarmuid Kenneally, Sue Hill, Michael Barnett, Michael McCarthy.</b>																																										
<b>7.</b>	<b>Name and Address of any o other parties involved in project:</b>																																												
<b>8.</b>	<b>Name and Address of Accountant:</b>		<b>PricewaterhouseCoopers 1, South Mall Cork.</b>																																										
<b>9.</b>	<b>Name and Address of Bank:</b>		<b>AIB Main Street Schull, West Cork.</b>																																										

10.	Please list current regulatory/statutory approvals (please attach evidence of compliance as referred to in the guidance notes)	Planning permission from Cork County Council.
SECTION B: PROPOSED PROJECT		
1.	<p>Brief Description of Proposed project (Attach plans/Specifications/Tenders etc. as appropriate)</p> <p><b>Demolition of existing commercial premises and construct a two storey building to contain a visitor information centre, associated storage and toilet facilities and associated offices at first floor level at Main Street, Goleen Td, Goleen, Co. Cork.</b></p> <p>The services offered by Mizen Information Centre will be:</p> <ol style="list-style-type: none"> <li><b>1. Advance Ticket Office</b> Mizen Information Centre will act as an advance ticket office for Mizen Head Signal Station linking the village with the visitor attraction. At the moment well over 50,000 people go through the village, but there is little incentive to stop. By bringing the Mizen to the village we will change this dynamic.</li> <li><b>2. Visitor information</b></li> <li><b>3. Souvenirs</b> serviced by Mizen Gift Shop</li> <li><b>4. Accommodation bureau</b> B&amp;B and Self-catering</li> <li><b>5. Shuttle bus</b> There is an expressway bus to Goleen from Cork, but no public transport out to the Mizen. A minibus will be purchased and the drivers trained by Goleen &amp; District Community Council will be employed. The bus will be for the community use as well. The Rural Transport scheme is very vulnerable to government cuts in the near future. As that bus is housed in Bantry (33kms away), it will be more flexible and cost-efficient to have a local bus.</li> <li><b>6. Bicycle Hire</b> – A bicycle shed will offer a business opportunity for a local unemployed person.</li> <li><b>7. Coffee Dock</b> serviced by Mizen Cafe</li> <li><b>8. Public Toilets.</b> There are no public toilets in Goleen.</li> <li><b>9. Citizens Information</b></li> <li><b>10. Free WiFi</b></li> <li><b>11. e-centre</b> The e-centre will offer an office facility to local home workers. One local resident who is working for a UK company has asked for this. The desks will be rented on a monthly, daily or hourly basis depending on demand. It will also offer an opportunity for business start ups. Business coaching, mentoring and training will be offered in conjunction with GDCC facilities. It will be developed in conjunction with Cork County Council and WCEB with hot desks, which offer a business the best possible start by eliminating expensive overheads or costly long-term contracts. A hot desk is the ideal launch pad for a new business and offers: <ul style="list-style-type: none"> <li>• High speed broadband internet</li> <li>• Facilities providing the opportunity to meet other businesses</li> <li>• Printing/copying/scanning/laminating/binding facilities</li> <li>• A chance to share ideas, opportunities and problems with fellow entrepreneurs</li> <li>• Meeting room facility</li> <li>• Networking</li> <li>• 24/7 access</li> </ul> The e-centre also will offer <ul style="list-style-type: none"> <li>• Business training</li> <li>• Business coaching</li> <li>• Business mentoring</li> <li>• Linkages to support bodies that can assist companies to grow their idea, from concept to marketplace</li> <li>• Business start up facilities</li> <li>• Business classes</li> </ul> </li> </ol> <p>Mizen Tourism Co-operative is not able to build Mizen Information Centre without funding, but it is capable of supporting it.</p> <p><b>Please see accompanying information</b></p>	
2.	What is the nature of assistance sought?	

	Capital Expenditure <input checked="" type="checkbox"/>	Marketing <input type="checkbox"/>	Analysis & Development <input type="checkbox"/>	Training <input type="checkbox"/>
	Other (Please specify)			
3.	Project Location: Main Street, Goleen, West Cork.			
4.	<b>Project Schedule:</b> Has any of the expenditure for which assistance is sought been incurred to date? <b>Yes: Architect, Quantity Surveyor, Engineer, Planning Application fees</b> If Yes, please detail. When is it proposed to start? 2012 No. of Phases? Three Duration of each Phase? 6-8 weeks When will the project be completed? 2012			
<b>SECTION C: PROJECT RATIONALE &amp; IMPACT</b>				
1.	What specific need/requirement will the project meet? Please outline any novel or innovative aspects of this project. 1. Linking Goleen village to Mizen Head Signal Station. 2. Local Information, tourist information, accommodation, etc 3. Public Toilets 4. Job creation 5. E-centre and office facilities 6. Visitor facilities 7. Shuttle Bus 8. Bicycle Hire ( Business opportunity) 9. Business Courses 10. Catering facilities in non licensed premises. 11. Free WiFi			
2.	How might the proposed project support the RDP Programme strategy? Please refer to stated WCDP objectives for the Rural Development Programme 2007-2013 (see www.wcdp.ie) 1. To achieve balanced community throughout the region.  2. To build capacity and resources to facilitate community participation in planning and project development.  3. To develop and promote opportunities and employment in the knowledge economy.			
3.	The outcome of the project will be the agreed completion of the works as set out in a letter of offer. Please identify anticipated impacts arising from the project and identify how these impacts can be measured under the different aspects outlined below. Please refer to Application Guidelines for assistance.			
	<b>FINANCIAL IMPACTS</b>		<b>EXAMPLES</b>	
	1. Employment 2. Impact on Local Economy with more people stopping in the village. The Information and e centres will give year round financial benefit to the village 3. Efficiency of Resource uses The building is derelict now and will be replaced with sustainable building with low running costs 4. Extends impact of financial advantage from one local area to another 5. Financial /Opportunities for entrepreneurs 6. Business services for residents, second home owners and visitors will be available without having to go out of the area. 7. Local accommodation bureau will capture the visitors who have no pre-booked accommodation and assist advance bookings all year round.		Turnover, profitability, gross margin, cost efficiency/control, cash flow, pricing, cost of/access to capital, efficiency of resource use, risk management, working capital, employment, impact on local economy etc	

	<p>8. The Shuttle bus will attract people, who are using public transport, to the Mizen peninsula.</p>	
	<p><b>IMPACT ON INNOVATION &amp; COMPETITIVENESS</b></p> <ol style="list-style-type: none"> <li>1. Opportunity for new business</li> <li>2. Use of new business model</li> <li>3. Linkages to business opportunities</li> <li>4. Training for new skills. Business skills courses</li> </ol>	<p>New product/service development, new marketing or distribution methodologies, new market development, technology, operational efficiency, linkages, distinctiveness &amp; differentiation, knowledge transfer, skills, standards &amp; accreditation, etc</p>
	<p><b>ENVIRONMENTAL IMPACT</b></p> <ol style="list-style-type: none"> <li>1. Replacing an existing derelict inefficient structure with a sustainable energy efficient building.</li> <li>2. Providing services locally saves fuel. (Schull is the nearest place for business services 15kms away; the Rural Transport bus is kept in Bantry 33kms away)</li> </ol>	<p>Use of resources, local sourcing, energy efficiency, biodiversity, environmental management, carbon footprint, awareness &amp; responsibility, environmental quality, etc</p>
	<p><b>IMPACT ON SOCIAL COHESION &amp; COMMUNITY ENGAGEMENT</b></p> <ol style="list-style-type: none"> <li>1. Linking of local community bodies.</li> <li>2. Mizen Tourism Co-op and Goleen &amp; District Community Council will work closely to maximise the use of both Mizen Information Centre and Goleen Community Centre for business classes.</li> <li>3. Mizen Tourism Co-op will operate the mini bus as a shuttle for the Visitor Attraction and it will be shared with GDCC for local transport needs.</li> <li>4. Providing a social meeting place in the village</li> </ol>	<p>Networking, catalyst for further projects, leadership/ownership, volunteering, retention of population, identity/local pride, philanthropy &amp; social responsibility, morale, structures for participation and action, social inclusion &amp; diversity, family structures, etc</p>
	<p><b>IMPACT ON QUALITY OF LIFE</b></p> <ol style="list-style-type: none"> <li>1. Connecting the community with state of the art business facilities; giving the community a way into mainstream business</li> <li>2. Improvement of local facilities</li> <li>3. Social inclusion &amp; Relief of isolation providing a meeting place that is not a pub. In the summer it will be busy with visitors, but in the winter it will be open for refreshments and information on pension day, the days the butcher is open - any day when people gather in the village as well as the weekends when Mizen Head Signal Station is open.</li> <li>4. Provision of employment opportunities in the e centre, bicycle shed and the shuttle bus.</li> <li>5. Mizen Information Centre on Main Street will give a focal point to the community for business and social purposes.</li> <li>6. Mizen Information Centre coffee dock will be a place where the community can meet the visitors</li> <li>7. Community development providing a facility for use by the local population as well as visitors.</li> <li>7 Provision of Public Toilets and baby changing facilities in the village</li> </ol>	<p>Improvement of and access to local services, connectedness, working &amp; social conditions, quality and range of employment, health &amp; welfare, work/life balance, access to local cultural, natural and social environment, offsetting peripherality/isolation, etc</p>

## SECTION D: FINANCIAL DATA

Comprehensive financial data must accompany all applications seeking grant assistance. As no facility exists to revise any such commitments, applicants should ensure that all costs outlined are sufficient to allow the full development of the proposed project.

Financial data must be presented in the following format:

### **Project Development Costs**

All project costs must be supported by quotations for supply/sale from credible suppliers. Please refer to Application Guidelines for procurement requirements—multiple quotations etc. You are asked to present a schedule of cost by detailing the quotations received on the attached template (or download from [www.wcdp.ie](http://www.wcdp.ie)). Where the preferred quote is not the lowest, please explain the reasons for your choice.

### **Income and Expenditure & Cash Flow Projections**

A financial statement outlining the expected financial results of the proposed project (i.e. turnover, gross profit, relevant expenses and overheads, net profit before interest, depreciation). All key costs and revenues should be outlined as well as clarification for any assumptions made regarding same. Figures submitted should reflect a normal year's operation. All projected revenues should be exclusive of V.A.T., where promoter is VAT registered. This financial statement should outline where cash deficiencies and surpluses will occur in the operation of the business. Such a statement should also establish the precise relationship between all revenue earned and all commitments for the repayment of capital borrowings.

### **Previous Financial Accounts**

Applicants are asked to submit historical financial data in the form of audited accounts for the previous 3 years, evidence of previous commitments from financial institutions or any further documentation which may serve to demonstrate the viability of the proposed project.

## SECTION E: PROMOTER AND SOURCES OF FINANCE

<b>1.</b>	<b>Please confirm:</b>	Yes	No	n/a
	a) Are you the owner of the property proposed for development? If no, then please detail your entitlement to develop the site. If yes, then please provide certified folio reference and supporting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	b) Planning permission for development proposed? Please attach permission together with conditions.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	c) Are you registered for VAT? If not, you are required to provide a letter from the Revenue Commissioners confirming that you are not registered. TICKETS SALES ARE EXEMPT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	d) Tax Clearance Certificate/Income Tax Declaration?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	e) Other Statutory approvals required?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<p><i>Where you have answered No above state what indications exist that these requirements will be met. Where you have answered n/a, please outline the basis for any exemptions applying and provide supporting documentation.</i></p> <p><b>Fire and Disabled Access Certificates applied for</b></p>			
<b>2.</b>	<b>What is the total cost of the project and how is it being financed?</b> <b>Could the maximum funding be made available for this project please?</b>	<b>Euro</b>	<b>%</b>	
	Promoters Funds	<b>62,159</b>		
	Borrowing	<b>50,000</b>		
	Voluntary Labour & Donations			
	Funding Sought	<b>150,000</b>		
	Total	<b>262,159</b>		
<b>3.</b>	<b>Have you attached written evidence of the availability of matching and bridging finance (own funds and borrowing) as detailed above? This should take form of a letter to this effect from your financial institution.</b>	<b>Yes</b>		
<b>4.</b>	<b>Have the promoters sought/received grant aid from other sources in respect of this project? Please provide details below and attach evidence.</b>		<b>No</b>	

	Sources	Date	Outcome
5.	Please provide details of grant assistance/public funding received from all sources in the last 5 years (LEADER, County Enterprise Board, Enterprise Ireland, Fáilte Ireland, Bord Bia, Teagasc, Cork County Council etc.)		
	Sources	Date	Outcome
	West Cork Leader	10/3/2006	Brochure produced. 50% grant aid (€737) provided for re-printing. Matching funding from Mizen Tourism and West Lodge Hotel
6.	<p>Where the project outcome is not materially enhanced by development support, the issue of deadweight arises. In the event of the project not receiving grant aid, will it proceed:</p> <p>As envisaged <input type="checkbox"/> On a lesser scale <input type="checkbox"/> Not at all <input type="checkbox"/> Other (please comment below) <input type="checkbox"/></p> <p>Longer timeframe <input checked="" type="checkbox"/> To a lesser quality <input type="checkbox"/></p>		
SECTION F: ASSESSMENT OF DEMAND/VIABILITY			
1.	<p>Have the promoters undertaken market research to date (formal or informal)? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, outline methodology used and research findings:</p> <ol style="list-style-type: none"> <li>1. Formal market research has been ongoing at Mizen Head Signal Station to identify the numbers and nationalities of visitors who pay to go down to the bridge.</li> <li>2. Informal The lack of public transport from Goleen to Mizen Head is a deterrent to many people from visiting the area is evidenced by email requests on the Mizen websites about how to get to the Mizen from Goleen. This is a major disadvantage primarily to the young, the old and visitors who don't want the responsibility of a rental car.</li> <li>3. Informal The lack of information office for tourist and accommodation is also evidenced by the number of requests for help on the Mizen websites.</li> <li>4. A request has been made for a local e-centre</li> </ol>		
2.	<p>What are your principal target markets/service user groups? Please describe these with reference to demographics, geography and seasonality?</p> <ol style="list-style-type: none"> <li>1. <b>Visitors to Mizen Head Signal Station:</b> Advance ticket office and information centre, accommodation bookings, shuttle bus, WiFi, souvenirs. All year round, but mainly March - October</li> <li>2. <b>Local home workers working remotely:</b> e centre and WiFi to provide a physical office outside their homes All year round</li> <li>3. <b>Second home owners:</b> e centre and WiFi can extend the length of time houses are used, accommodation booking bureau, All year round, but mainly May – September, school and bank holidays</li> <li>4. <b>Holiday makers:</b> Use of WiFi, local information, souvenirs, bicycle hire, shuttle bus, and accommodation bookings. Mainly March - October</li> <li>5. <b>Local residents all ages:</b> employment, citizens information, WiFi, shuttle bus, accommodation booking bureau, e-centre facilities, facilities for business start-ups in conjunction with GDCC. All year round</li> <li>6. <b>All groups</b> will use the coffee dock and public toilets</li> </ol> <p><b>Year round:</b> local home workers, local residents, business start ups.  <b>During the summer:</b> visitors, second home owners.</p>		
3.	<p>Please outline any assumptions you have made about your target market/user group in terms of emerging trends, influences or opportunities.</p> <p>The assumption is that there will be a demand for all the facilities offered by the Information Centre by all the target groups. Which of the facilities offered becomes viable will evolve when the centre is a reality. Our primary requirement is that Mizen Head Signal Station has an advance presence in Goleen to share the benefits of the visitor attraction with the village. All the other advantages and facilities are derived from this.</p>		



4.	<p>Outline the marketing programme proposed to attain your suggested level of demand. What costs will be incurred? How will it be financed? Where indicated by Development Officer please attach a 3 year marketing plan.</p> <ul style="list-style-type: none"> <li><b>Mizen Information Centre</b> will be included in marketing for Mizen Head Signal Station with Fáilte Ireland, Tourism Ireland, Heritage Island, incoming tour operators (ITOA), incoming transport providers, word of mouth, new Mizen website, App, email shots, social media</li> <li><b>Mizen e-centre</b> will be marketed by Mizen Tourism Co-operative through WCDP, WCEB, Enterprise Ireland, word of mouth, GDCC Newsletter, networking, familiarisation visits, social Media, online advertising and Mizen Head Signal Station.</li> </ul> <p>The marketing programme for Mizen Head Signal Station and Mizen Information Centre will be managed and financed by Mizen Tourism Co-operative. Mizen Tourism Co-op is a member of the Heritage Island marketing group for attractions. Advertisements have been placed in all 10 of the Tourism Ireland brochures for 13 markets this winter.</p>									
5.	<p>Provide details of prices that will be charged for the proposed product/service. Prices will be competitive with similar products and services in other similar facilities taking into consideration the size and requirements of the community and the ability to pay.</p>									
6.	<p>Will the proposed project:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Generate a new demand</td> <td>Yes</td> <td></td> </tr> <tr> <td>Displace demand from an existing facility</td> <td></td> <td>No</td> </tr> <tr> <td>Add value to other local projects</td> <td>Yes</td> <td></td> </tr> </table> <p>Comment: Mizen Information Centre will complement Goleen Community Centre.</p>	Generate a new demand	Yes		Displace demand from an existing facility		No	Add value to other local projects	Yes	
Generate a new demand	Yes									
Displace demand from an existing facility		No								
Add value to other local projects	Yes									
7.	<p>Please give the name and location of the nearest facility/service of a similar type? How does your proposed project differ from this facility/service?</p> <p><b>Mizen Information Centre is similar to Alice West Visitor Centre, Kilcrohane 37kms</b>  <b>Nearest e-centre Bantry, 33 kms</b></p> <p>Mizen Information Centre is unique in that its everyday expenses will be managed and funded by the financially successful Mizen Head Signal Station. Although Mizen Tourism Co-operative is not in a position to build the Centre, it will be able to sustain and nurture the centre through the first years when it is finding its feet financially. It is a mechanism for using the income from the Co-operative for the community.</p>									
8.	<p>What is the expected life of the project?</p> <p><b>Long term</b></p>									

#### SECTION G: EMPLOYMENT

1.	Specify persons employed currently (if facility/service already exists): <b>Mizen Head Signal Station</b>			
		FULL TIME	PART TIME	SEASONAL
	a) Total No.	3	6	4
	b) Females (No.)	2	4	3
	c) Males (No.)	1	1	1
	d) Indicate TOTAL No. of weeks per annum	52	33	10
2.	<p>What impact will this project have on sustaining existing employment?</p> <p><b>As there will be no registered kitchen in the building in Goleen, Mizen Café will stock the Coffee Dock at Mizen Information Centre. Food preparation for the Centre will add hours for the employees in the Café. In time it could add an employee.</b></p>			
3.	To what extent will the proposed project assist job creation? <b>Mizen Information Centre</b>			
		FULL TIME	PART TIME	SEASONAL
	a) Total No.		1	2
	b) Females (No.) Depends on who applies for jobs. No preference			
	c) Males (No.)			
	d) Indicate TOTAL No. of weeks per annum		52	10

4.	<p>What is the nature of any proposed job creation (i.e. job titles, type of employment)?  <b>A person will be employed to operate and generate business for Mizen Information Centre and e centre. Their title will be Supervisor. Might suit job sharing</b></p> <p><b>2 people will be employed for the summer season to assist the supervisor.</b></p> <p><b>Mizen Tourism Co-operative Society Ltd. is an equal opportunities employer.</b></p>
5.	<p>Please clarify the timeframe within which such employment will be created:  <b>As soon as Mizen Information Centre is ready for business</b></p>

#### SECTION H: APPLICATION CHECKLIST & SUPPORTING DOCUMENTATION

All sections have been completed	<input checked="" type="checkbox"/>	3 year marketing plan which outlines the assumptions underlying the financial projections	<input checked="" type="checkbox"/>
Schedule of quotations on template completed & attached with quotations	<input checked="" type="checkbox"/>	Previous financial accounts (3 years)	<input checked="" type="checkbox"/>
Copy of Title Deeds/certified folio reference & Map/Lease Agreement	<input checked="" type="checkbox"/>	Evidence of the non-availability of other sources of grant aid (copies of correspondence with other agencies)	<input checked="" type="checkbox"/>
Letter to evidence matching & bridging finance	<input checked="" type="checkbox"/>	Copies of building plans/drawings where relevant	<input checked="" type="checkbox"/>
Tax clearance certificate in the name of the promoter	<input checked="" type="checkbox"/>	Evidence of regulatory compliance where required	<input checked="" type="checkbox"/>
Projections for 3-5 years	<input checked="" type="checkbox"/>		

#### SECTION G: ACCEPTANCE & SIGNATURE

	<p>I hereby confirm that I have read the eligibility criteria as outlined in the Application Guidelines and declare that the information and documentation supplied in this application is true.</p> <p>I hereby undertake to supply such further information as might be required for evaluation purposes. Information provided will be used only for the purposes registered by the Company under the Data Protection Act 1988. This includes evaluation of applications for grant assistance as well as the appraisal, monitoring and promotion of the Rural Development Programme 2007—2013 by the West Cork Development Partnership Ltd., the Dept. of Community, Rural and Gaeltacht Affairs, the European Commission and/or their agents.</p> <p>I hereby also confirm acceptance of the Equal Employment Act 1998 and the Equal Status Act 2000, with regard to employment policy, procurement and product/service access.</p>	
	<p>Signature of Applicant(s): _____</p> <p style="text-align: center;">_____</p>	<p>Date: _____</p>