



## **HERITAGE INTERPRETATION 2015 (including Walled Towns Day, small festivals & physical interpretation)**

### **INTRODUCTION**

After reviewing the last few Walled Towns Days it has been decided to broaden the grant stream to incorporate a variety of heritage interpretation actions. The IWTN will continue to support Walled Towns Day Festivals. However, longer term actions such as a pop-up museum/exhibition, signage, walking tours and audio trails are now fundable. Strategic documents supporting the interpretation of a place are also eligible. Likewise, training programmes that enhance the ability of locals to interpret their past are fundable. Each town should apply for items which they think will give the best chance of increasing awareness and enjoyment of their own unique 'heritage product' to visitors and residents. As in previous years, particular emphasis should be put on historic town walls or fortifications.

Towns may apply to run a Walled Towns Festival and carry out longer lasting actions such as a seasonal exhibition or signage. Towns are also permitted to apply for a small amount of funding to run events separate from the Walled Towns Day event and outside of Heritage Week. Applications for this 'Small Scale Festival and Events Fund' are to be made under the Walled Towns Day scheme on the online grants system.

**Each initiative requires its own separate application.**

**Please fill out each grant application as best you can.**

### **APPLICATION CRITERIA & PROCEDURE**

1. This scheme is only open to current members of the Irish Walled Towns Network (IWTN).
2. All programmes for medieval walled towns must be medieval in nature. For plantation towns, all events should be 17<sup>th</sup> century in nature. The only possible exception are workshops based on examining the role of heritage in the local economy.
3. Where applicable, compliance with conditions for towns provided festival grants in 2013 and 2014 may be taken into consideration during the evaluation process.
4. For Walled Towns Day events a comprehensive marketing plan should be provided. This is not compulsory. Alternatively you may complete the IWTN Marketing Checklist and upload it with your application. Its inclusion may significantly improve your prospects of obtaining a grant. A plan is not required for 'Small Scale Festival and Events Fund' applications.
5. For 'Small Scale Festival and Events Fund' applications, the minimum amount you can request is €500 with a maximum request of €1,500.
6. Applications for longer term heritage interpretation actions should be well thought out. Applications should display value for money. They should also note their educational and economic impact on the town.
7. Applications for strategic documents and training programmes should be well thought out. Applications should display the likely educational and economic impact the document or training may have on the town.

8. Applications, and supporting documentation, must be submitted through the Heritage Council's online grants system **by 5pm on Monday 13<sup>th</sup> April 2015**.
9. The process is competitive and applications will be assessed on the basis of information provided.
10. Applications received by post, fax or by email will not be considered.
11. Late applications cannot be accepted.

The IWTN Selection Panel will assess the project list in mid April 2015, and recommendations will be submitted to Council for consideration at its board meeting on 23<sup>rd</sup> April 2015.

The Heritage Council will notify the successful applicants, in writing, following its April meeting and confirmation of the IWTN Budget in 2015.

***Funding is subject to the availability of an allocation to the Heritage Council from the Department of Arts, Heritage and the Gaeltacht in 2014.***

### **Small Scale Festival and Events Fund**

A small amount of funding is available for member towns to run events separate from the Walled Towns Day Event and outside of Heritage Week. The scheme has been devised to facilitate towns in creating a continuous buzz during the tourist season and help relieve some of the financial strain when organizing small scale festivals, concerts, races, etc. The dates which events are permitted are May 15<sup>th</sup> to September 27<sup>th</sup>. Applications for this scheme are to be made through the Walled Towns Day stream of the online system. Member towns may apply for a grant for small event(s) and Walled Towns Day and longer term heritage interpretation actions. The events must be connected with the medieval and plantation periods. For 'Small Scale Festival and Events Fund' applications, the minimum amount you can request is €500 with a maximum request of €1,500 permitted per event. The maximum number of funds that each town can receive is €3,000. Accordingly, a town may request funds to host two events outside of Walled Towns Day of €1,500 each. Alternatively, a town may choose to have three events with grant requests of €500, €1,000 and €1,500. Some towns might only want aid for one event. When making an online application each small event should have its own online submission. Accordingly, if there are three small events there should be three individual submissions. This enables the grants committee to judge each event on its merits. Due to their scale no bespoke marketing plan is required for the small events. However, the usual communications information as requested on the online application is required.

### **Online Application Form - Explanatory Notes**

Applicants must fill in an APPLICATION FORM online through the Heritage Council website before **5.00pm on Monday 13<sup>th</sup> April 2015**.

If you used the Council's online system in a previous year, you can log in on <http://www.heritagecouncil.ie/grants/grants/> with your existing user name and password. If you have not applied before, go to the Council website at <http://www.heritagecouncil.ie/grants/grants/> and you will be guided through the process. You will receive a user name and password, and you can complete your online application in stages before submitting it to the Heritage Council. You can check and amend the application at any stage before you submit it; the system won't accept the application until the form is complete.

The online system will not accept an application unless it is complete. Fields filled only by terms such as "see attached" will not be accepted.

An application may be completed by a professional or other advisor on behalf of a client, but the client is deemed to be the Applicant. An application must be registered in the name of the Applicant. All communication will be with the Applicant. The advisor must provide the Applicant with the log-in details for using the Council's online grants system.

Additional information is to be uploaded in PDF/JPEG format and less than 5mb per document (further information below).

Compiling an application is a time-consuming process: planning the project, completing the application form and providing supporting documentation will all require time and effort. Please read this whole booklet before you begin completing your application. There are seven sections on the Online application to be completed and some of these are outlined in greater detail below. Depending on the type of project you are planning not all sections on the online application may be applicable. Nonetheless, please try your best to fill in as many sections as possible.

### **Budget**

You are required to submit the cost plan for the proposed project; the application form includes suggested headings. However, if they do not suit your project, you may use your own headings. If you also upload an annotated cost plan, this should complement the information given in answer to the questions in Section 3 of the online application form.

You are not expected to list every individual item but, if the cost of any item or heading comes to more than 10% of total project value, you should supply copies of quotations, estimates or other evidence to support the figures given. The Council may require successful applicants to seek revised estimates for certain items of expenditure.

The Council will not cover expenditure in relation to local authority staff costs, travel abroad, subsistence and accommodation, office equipment and overheads.

Council may not be able to make an offer for the total amount requested by the applicant. Itemised costs for various portions of the works will help the assessors to establish if partial funding is (a) feasible and (b) represents good value for money.

The Council is particularly concerned to ensure that all projects apply good conservation practice. That should be reflected in your budget.

### **Valuing work – voluntary & other**

You are encouraged to put a value on the work contributed to the project by members of your organisation, by your project team or by other volunteers. Here are some maximum rates to guide you in costing voluntary time:

- €300 a day for professional fees (e.g. project management, specialist)
- €150 a day for skilled labour (e.g. stone mason, cabinet maker, blacksmith)
- €80 a day for unskilled labour.

The Council cannot fund projects retrospectively. Its funding cannot be used to pay for any activities undertaken before the acceptance of a letter of offer in late April 2015.

### **Communicating and engaging the public**

Your application must show that your project will include activities that reach out beyond the members of the project team. Section 5 of the application form asks you about your plans for engaging the public.

As the Council is keen to promote active engagement with and raise public appreciation of heritage, a good strategy for communicating with and engaging the public will help your project's chances.

### **Uploading Documents**

You must provide additional information by uploading documents under Section 6 of the online form:

- quotations, estimates or other evidence for any budget heading that accounts for more than 10% of the total project expenditure.
- your programme outline, venue, proposed speakers, heritage entertainers

- for leaflets, a draft text, proposed illustrations, layout, graphic design
- approvals, permissions, licences or consents

This list is not definitive and you may wish to include other supporting information which should be comprehensive but brief.

The number and type of documents will depend on the nature of your project. Uploaded documents must be in PDF or JPEG format and not more than 5mb each.

### **Records & Audit**

Before making either interim or final payments of grants, the Council will seek documentary evidence of expenditure. Furthermore, all grant payments, interim and final, are subject to audit by the Heritage Council or its appointee. The auditors will look for proof of all payments, so they will need access to all financial records relating to the grant, including your bank statements and original invoices. Accordingly, you must keep full financial records for each grant for three years from the date of the first payment you receive under that grant.

### **Database and data protection**

The Heritage Council maintains a computerised database of people and organisations interested in heritage matters. This database is used to communicate with such people about the Council, its activities and its interests; information on the database will not be made available to anyone else save in accordance with the law. If you are not already on it, we would like you to consent to having your details added to this database. However, you are free to refuse consent.

Be aware that all information submitted to the Heritage Council is subject to the **Freedom of Information Act, 1997**, so you should not assume that information in your application will remain confidential.

### **Accuracy of Information**

We accept your application and make our decisions in good faith based on the information you give us. So any misleading statements included (whether deliberate or accidental) in your application, or any information knowingly withheld, could mean your organisation's application is not valid. In that case, the Council will stop assessment and reject the application.

### **Canvassing**

The Heritage Council has always stated that canvassing on behalf of any Applicant will automatically disqualify an application. This is indicated clearly on the application form and in previous years a very small number of applications have been rejected for this reason.

The canvassing rule does not preclude TDs or county councilors from distributing application forms to their constituents.

### **THE APPROVAL STAGE**

The Heritage Council will inform you of the outcome of your application by letter in late April 2015.

Approval of applications is subject to the Council's **Conditions of offer**. You should read the Conditions to make sure that you will be able to comply with them. The Council may also attach specific conditions to an offer of grant assistance for your project.

### **General Conditions**

1. If you do not comply with the grant conditions, the Council will withdraw its grant; you must repay any money you have received under that grant. Acceptance of an offer must be confirmed through the Heritage Council's online grants system within 1 month of the offer date.

2. The Council's decision to offer you a grant will have been made in good faith, based on the information you supplied. If any of that information was misleading, whether deliberately or accidentally, the Council reserves the right to withdraw its grant; you must repay any money you have received under that grant.

3. Once awarded, grant amounts cannot be increased.

4. In accepting the offer of a grant for your project, you undertake to ensure that:

- if your project involves children, you will comply with the child protection guidelines that are available on [www.heritagecouncil.ie/education](http://www.heritagecouncil.ie/education)
- all your activities will be carried out in accordance with the law
- you have obtained all necessary approvals, permissions, licences or consents
- proper procurement procedures are adhered to
- all your work will be carried out in accordance with the principles of good heritage practice
- you will submit full drafts of all the project's text outputs (for example the text of a book, website or sign) to the Council for approval before publication
- all published material (publicity material, progress reports, etc) that is issued in to the public domain must acknowledge the funding provided by the Irish Walled Towns Network and include the IWTN's logo. Towns that already have a banner/signage that acknowledges the funding from the IWTN but which has the Heritage Council logo do not have to get a new one.
- for open air festival events a large banner (min 4m long) is to be prominently displayed to acknowledge the funding provided by the Irish Walled Towns Network. It is to include the IWTN's logo and show that the IWTN is on Facebook and Twitter.
- the number of attendees for IWTN supported events is quantified using a method sanctioned in Fáilte Ireland's *2009 festivals and cultural events initiative – research guidance and template* (available [http://www.failteireland.ie/festivals#Festivals\\_Research\\_Template](http://www.failteireland.ie/festivals#Festivals_Research_Template))
- you will license the Heritage Council to use project reports and photographs for educational or promotional purposes (with appropriate credits to the authors and photographers)
- only expenditure on the agreed work will be funded by the Council's grant
- contributions from sources other than the Council will be secured and expended as provided in the project budget.

5. You must make a detailed final report and claim for payment by 30<sup>th</sup> September 2015, through the online grants system. The detailed report should state what happened, the numbers in attendance (if applicable), images, issues encountered, etc. Copies of all publicity material, with appropriate acknowledgement to IWTN funding, must also be uploaded.

6. To make a claim for payment, **copies of invoices** (not Purchase Orders) that equal 10% or more of the grant award must be uploaded. Invoices must include a detailed breakdown of nature of expenditure.

**Please note the following funding restrictions:**

- travel abroad
- mileage rate is set at .53c per mile.
- in-house costs for existing staff
- office equipment & overheads
- accommodation & subsistence

Please note all documents uploaded must be in PDF or JPEG format and cannot exceed 5mb each.

7. You must provide a Tax Number of your organisation as we are obliged to make a return of all grant payments to Revenue and that Tax Numbers provided form part of this data. If the payment exceeds €10,000, you must supply a copy of a current Tax Clearance Certificate unless the Revenue have issued you with a CHY (charity) number or your organization is a Public Body. This requirement applies to applicants from both outside and inside the state. See [www.revenue.ie](http://www.revenue.ie) for details of Tax Clearance Certificates: search the site for "tax clearance certificate".

8. In consideration of the payment of the grant by the Council, you will covenant with and undertake to the Council to indemnify and keep fully indemnified the Council, the IWTN, the IWTN Steering Committee and the IWTN Project Manager from and against any claims, actions, proceedings, judgments, decrees, orders, directions, liabilities, damages, losses (including but not limited to consequential losses and loss of profits, revenue and/or goodwill) costs and expenses (together with any amount in respect of value added tax thereon arising) suffered or incurred as a direct or indirect consequence of the publication of statements in connection with the project (to include, without limitation, statements in any books, publications, reports or other outputs funded by the grant issued by the Council) which are alleged to be libellous or defamatory (including, without limitation, any professional fees, charges or expenses (together with value added tax thereon as aforesaid) incurred in investigating, obtaining advice with respect to or resisting or appealing any such fines, penalties, awards, claims, actions, proceedings, judgments, decrees, orders, directions, liabilities, damages, losses, costs or expenses).

9. As the Council cannot fund projects retrospectively, the work to be funded by the Council must begin after the Council's offer is accepted in April 2015. And, as the Council cannot roll over funding from one year to the next, all projects must be completed by 27<sup>th</sup> September 2014. If the work is not completed on time, the Council cannot release funding and reserves the right to withdraw the offer of a grant.

10. You must keep all your records, including your bank statements and original invoices, for each grant for three years from the date of the first payment you receive under that grant. You must submit them for inspection and make them available for audit, on demand, by the Heritage Council or its nominee.

11. You will also be expected to provide the Council with a copy of all reports or other informational outputs from your project.

12. You will receive the balance of your grant after the Council has assessed the project work and found it to be satisfactory. That decision will be based upon your detailed final report and upon any inspection of the work that the Council may have carried out at any stage during the lifetime of the project.

13. For grantees who produce financial statements, details of your grant award must be recorded - the name of the grant making agency i.e. The Heritage Council, the title of the relevant grants programme, the amount and term of the total grant as per Department of Finance Circular No. 17/2010.