

SPECIAL SUPPORT PROGRAMME FOR PEACE AND RECONCILIATION

APPLICATION NO : S797

PROJECT TITLE : THE BORDER TOWNS MARKETING SCHEME

ATTN : DFP

I attach an application for consideration under,

SUBPROGRAMME (S)	MEASURE (S)
=====	=====
3	3A

This application has not been passed to any other departments.

If you think that this application should be considered under any other Sub-programme please pass a copy to the relevant Sub-programme leader, and notify DFP.

This application has not been acknowledged by DFP.

*S Campbell*

EUROPEAN DIVISION

04-SEP-96

PP-CPo-7615



## **PEACE AND RECONCILIATION PROGRAMME**

### **Sub-Programme 3: Cross Border Development Measure 3(A) Co-operation Between Public Bodies (ERDF)**

#### **Border Towns Marketing Scheme**

##### **1. Introduction**

Northern Ireland and the border counties of the Republic of Ireland ("the region") have not in the past achieved as high a percentage share of tourism in Ireland as other regions.

In particular, towns in the region have seen their ability to market effectively as tourist destinations severely inhibited by negative media image during 25 years of conflict.

The successful growth of peace and reconciliation is important in urban border environments and this scheme is designed to encourage the accelerated development of tourism and its benefits in border towns through enhanced and additional marketing by the private and public sectors.

##### **2. Proposal**

The aim of this proposal is to secure funding which will allow tourism businesses in or near border towns to develop strategic marketing plans of at least one year's duration. These will be subject to full appraisal by the Northern Ireland Tourist Board/Bord Failte or their agents prior to acceptance.

For the purposes of this programme, eligible border towns are defined as areas which contain accommodation certified by NITB/BFE and which can raise from private, community and district council/local authority sources (other than EU/Central Government) sufficient funds to run an effective marketing campaign. The scheme will be operated on a pilot basis North and South.



### **3. Objectives**

- (i) To create cohesive marketing programmes which will enable the tourism industry to increase the number of visitors to eligible border towns from outside the region.
- (ii) To augment co-operation between the Northern Ireland Tourist Board/Bord Failte, Regional tourism authorities/local authorities and tourism consortia to the benefit of the region.
- (iii) To assist small tourism operators to jointly market their product in order to gain economics of scale.

### **4. Eligible Activity**

The scheme is discretionary and selective and both Tourist Board's will only offer assistance to those projects which, in their opinion, clearly meet scheme objectives and likely to achieve agreed targets.

Eligible activity is likely to include:

- Employment of a suitably qualified part-time marketing consultant.
- Attending relevant promotions, particularly in ROI/GB and outside the region.
- Advertising.
- Primary market research.
- Joint marketing print pieces.

### **5. Selection Criteria**

Based on the information supplied with the Application Form, the Boards will decide whether the project meets the objectives of the scheme and is of sufficient merit to justify assistance. Each case is unique and will be negotiated separately. The following general criteria will be examined:

- Ability of the project to meet objectives of the special support mechanism for Peace and Reconciliation.
- The applicant's initial market research and understanding of the targeted market(s).
- The extent to which the proposed activities are targeted to address the market segment(s).



- The extent of co-operation with the regional marketing consortia.
- The extent of additional visitors likely to be accommodated in the region.
- The extent and nature of marketing with local partners.
- The likelihood of the project being administered in a professional, efficient and timely manner.
- The extent to which the programme represents value for money.
- The extent to which the programme is additional.

## 6. Administration

- (i) Funding to be jointly administered by NITB/BFE is requested as follows:

	1997 £'000	1998 £'000	1999 £'000	Total £'000
<b>NORTH</b>	50	75	50	175
<b>SOUTH</b>	50	75	50	175

- (ii) Assistance to the tourism industry under the scheme will be available in the form of marketing support grants payable at up to the following percentages:

Year 1	50% of eligible expenditure
Year 2	45% of eligible expenditure
Year 3	35% of eligible expenditure

There is, however, no fixed level of assistance and each case will be negotiated separately. The grants are likely to be within the limits of £5,000 - £20,000.

- (iii) If either Board agrees to assist a proposal then this will be communicated through a formal Letter of Offer. Once accepted by the applicant, this becomes a legally binding document which includes specific conditions which must be adhered to. Assistance can become repayable in certain conditions defined in the offer. The terms of payment of assistance will also be defined in the Letter of Offer. Generally, claims can be made quarterly. The applicant's right to claim will be made time bound and particular attention will be paid to these clauses in the offer, as either Board is not in a position to hold open offers beyond the periods defined in the Letter of Offer.

- (iv) The scheme will be managed, monitored and evaluated by marketing appraisal staff within the Northern Ireland Tourist Board and Bord Failte Eireann.

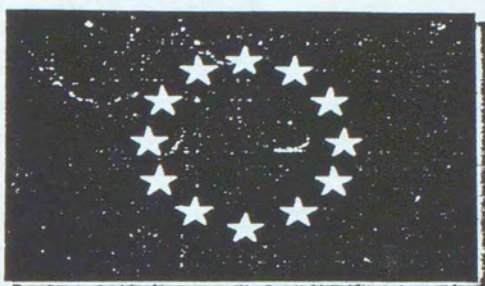
## **7. Targets**

- (i) To create awareness of 6 eligible border towns as tourist destinations.
- (ii) To enhance the marketing capabilities of the tourism industry in 6 eligible border towns and ensure that sustainable and pragmatic activity will be undertaken.
- (iii) To identify additional target markets using primary marketing research.

## **8. Outputs**

- (i) Number of additional visitors to eligible border towns. This will be monitored by the TIC/TIO Networks.
- (ii) Number of additional marketing projects implemented by the tourism industry in eligible border towns.
- (iii) Amount of private sector finance levered (Approx. 50% of cost of total marketing programme).





# **Special Support Programme for Peace and Reconciliation**

**in Northern Ireland and the Border  
Counties of Ireland  
1995 - 1999**



## **Application Form**



### General Points

- Before completing this form all applicants should read the accompanying **Special Support Programme for Peace and Reconciliation Programme Summary** and the **Notes for Guidance** to satisfy themselves that the project meets the relevant selection criteria.
- In some cases, it may be necessary to seek further information about your proposal to assess fully your application.
- A separate application form must be returned for each project application which you wish to make. Additional forms are available from the addresses below but photocopies may also be used.
- Applications in respect of projects in Northern Ireland should be returned for registration to:

*Special Support Programme for Peace and Reconciliation  
European Division  
Department of Finance and Personnel  
Room C1  
The Arches Centre  
11-13 Bloomfield Avenue  
Belfast BT5 5HD  
Telephone (01232) 526950*

- Applications in respect of projects in the Border Counties should be returned to:

*Special Support Programme for Peace and Reconciliation  
Department of Finance  
Upper Merrion Street  
DUBLIN 2  
Telephone (003531) 6767571*

- Applications in respect of cross-border projects must be returned to both Departments.
- This Programme has many innovative aspects including the proposals to deliver a number of the measures through intermediary funding bodies. It will be some time before these bodies are in a position to play their full part in managing the Programme and this may delay the processing of your application. You will, however, receive an initial acknowledgment of your application and be notified if it is to be processed by an intermediary funding body.



**APPLICATION FOR FINANCIAL ASSISTANCE UNDER THE  
SPECIAL SUPPORT PROGRAMME FOR PEACE AND  
RECONCILIATION**

(See Part II of the Notes for Guidance)

1. Sub-programme under which you are applying Sub-Programme 3.
2. Measure under which you are applying Measure 3(A) Co-operation  
between Public Bodies.
3. **DETAILS OF APPLICANTS** See Notes for Guidance Part II Question 3

Name Northern Ireland Tourist Board / Bord Fáilte Éireann  
Address ST. Annes Court Baggot Street Bridge  
59, North Street Dublin 2.  
Belfast BT11NB Postcode —  
Telephone No. 01232 231221 Fax No. 01232 240960  
Name of Contact ↓ Telephone No —  
Legal Status Statutory Agency Operating Under Tourism(NI)order 1992

If applying on behalf of an organisation please summarise its aims and objectives

The NITB Aims to develop and present Northern Ireland  
as a quality, competitive tourist destination within the  
international marketplace, to promote domestic tourism,  
and to maximise the tourism industry's potential  
to become a significant creator of wealth  
and jobs in Northern Ireland.

Bord Fáilte, as the Tourism Agency of the  
Irish Government, have similar objectives  
for their area of operation.

4. **DETAILS OF PROJECT** - See Notes for Guidance Part II Question 4

Title " The Border Towns Marketing Scheme "  
Location This will be administered from + by  
NITB Belfast / Bord Fáilte Dublin (addresses  
as above). Postcode —  
District Council/Local Authority Area N/A.



- 4(a) **Project description** - please describe the project referring in particular to the background to and need for the project, its aims and objectives, potential benefits and timescales. For proposals which concentrate on the provision of vocational training, details should be given of the anticipated numbers of trainees/participants by year and the expected outcomes of the project eg numbers into employment, further/higher education, qualifications gained.

The Conflict of the last 25 years has severely inhibited the development of the tourism industry in Northern Ireland and has particularly affected natural tourism links across the border where many previously established links have languished and others which may have developed and have not done so.

This has had a markedly adverse effect in the border areas. This Border Towns Marketing Scheme will help to reestablish links in the border region and improve tourism infrastructure within the region.

The Aims and Objectives of the scheme are as follows:

(1) To secure funding which will allow tourism businesses in or near border towns to develop Strategic marketing plans.

(2) To implement these plans to enable the tourism industry to increase the number of visitors to eligible border towns from outside the region.

(3) To augment co-operation between NITB/BPE, regional tourism authorities/local authorities and tourism consortia to the benefit of the region.

(4) To assist small tourism operators to jointly market their product in order



to gain economies of scale & also encourage private sector contributions.

(5) To increase off peak/shoulder season business to the region.

(6) To encourage the tourism industry to package their products.

(7) To increase the contribution made by the tourism industry to the economy of the region.

Timescale : Jan 1997 — Dec 1999.

\*\*\* (Please consult attached paper for more information regarding aims/objectives/targets and outputs).

4(b) How would the project meet the objectives and selection criteria of the relevant measure of the Special Peace and Reconciliation Programme? You should also comment on the relevance of the project to the overall strategic aims of the Programme and relevant Sub-programme.

This project is demonstrably joint and co-operative between public bodies including NITB, BFE, Local Authorities, & Regional Tourism Authorities. It will lead to an improvement of the region's economy through increased visitor spend. The programme's strategic objective to "Boost Economic Growth and Regeneration by exploiting the opportunities arising from the peace process" will be well served by this scheme as tourism has already shown that it can significantly contribute to the region's economy and can grow rapidly during the post ceasefire situation.



4(c) Estimated start date

January 1997

4(d) Estimated end date

December 1999

4(e) Estimate how many jobs will be created ( if appropriate ). N/A.

(i) Permanent Full-time

Permanent Part-time

(ii) Temporary Full-time

Temporary Part-time

4(f) Give details of the relevant functions/activities currently provided in the area that are similar to those offered by the project. How will your project complement these activities?

This project will seek to further extend and augment the existing level of tourism promotion for the region and to ensure synergies complementary to all promotional activity currently being carried out.

4(g) In the case of projects which offer a service give details of the expected level of use.

N/A.

4(h) Give details of those groups (eg community, women, youth) which the project will target and say how they will benefit.

The scheme will benefit all sections of the community as the tourism industry is one in which the entire community can participate.

Experience has shown that from the private + public sectors - down to community group level, everyone can become effectively involved in tourism.

Tourism can also generate employment in disadvantaged areas within the region, in addition to cross-border opportunities.



4(i) Will the project have any effect on the environment?

Yes ☐

No ☒

**Note:** Planning permission is required for infrastructure projects. An environmental impact assessment will also be carried out on projects as appropriate.

If 'Yes' please give details

N/A

4(j) Is this application

(i) Relevant to Northern Ireland only?

Yes ☐

No ☒

(ii) Relevant to the Border Counties of Ireland only?

Yes ☐

No ☒

(iii) A joint cross-border project?

Yes ☒

No ☐

If (iii) give the identity of the lead parties on both sides of the border

Northern Ireland Tourist Board / Bord Fáilte Éireann



5. (See Part II Notes for Guidance Question 5)

Have you received, applied for, or intend to apply for financing for this project from another sub-programme/measure under this Programme, any other European Programme or other funding source (eg IFI)?

Yes ☐

No ☒

If 'Yes', please state

(i) Received/applied for/intend to apply (delete as applicable)

(ii) Programme/Initiative/Sub-programme/Measure under which the application was made:

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(iii) To whom the application was made

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(iv) Date of application

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(v) Was the application approved?

Yes ☐

No ☐

Decision Awaited ☐

(vi) Details (amount approved, date paid, etc)

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6. FINANCIAL DETAILS - See Notes for Guidance Part II Question 6

6(a) What is the estimated total cost of the project?

NITB/BFE Are Seeking £350,000 to administer + manage this Scheme targeted at Border Towns in the region.

6(b) How much Structural Funds grant are you seeking under the Special Support Programme for Peace and Reconciliation? For what will these funds be used?

75% of total programme costs will be sought from Peace + Reconciliation. The other 25% from central Government.  
(i.e. £262,500 from P+R; £87,500 from Central Govt.)

Please consult attached paper for further details regarding usage. However, grants will be administered

6(c) Please provide details of all sources of funding. by NITB/BFE on a reducing scale basis - to encourage self-sufficiency

Possible sources of funding	Amount £000's			% of total amount		
	Capital	Recurrent	Total	Capital	Recurrent	Total
Special Support Programme	262.5		262.5	75%		75%
Central Government	87.5		87.5	25 %		25%
Local Government						
Other European Programmes						
* Own Resources*						
Other eg IFI (please specify)						
<b>Total</b>	<b>350.0</b>		<b>350.0</b>	<b>100%</b>		<b>100%</b>

\* Applicants must be able to demonstrate that these resources are available.

\* Please note NITB/BFE will administer/manage/evaluate + monitor the success of this Scheme to the benefit of border towns.

6(d) Please provide details of the anticipated phasing of the expenditure.

Year	EC Grant	Central Govt	Local Authority	Own Resources	Other	Total
<del>1995</del> 1997	75.0	25.0				100.0
<del>1996</del> 1998	112.0	37.0				150.0
<del>1997</del> 1999	75.0	25.0				100.0
Residual expenditure						

\* Please see attached paper for further details

6(e) Please provide a detailed breakdown of the total cost of the project (eg administrative costs, premises, salaries, consultancy fees, land costs etc).

N/A.




7. **OTHER INFORMATION:**

Please provide any other information which you consider relevant to your application and list any reports etc relating to your organisation and/or the project which you have enclosed with this application.

Although co-operation between NITB/BPE is already very strong, this project will increase the underlying cooperation and will extend that co-operation to regional level, the tourism industry and local partners.

8. **DECLARATION** - See Notes for Guidance Part II Question 9

- I declare that all the information provided is true and correct.

Signed 

Date 2 Sept 96

*on behalf of the organisation*

Name in capitals ROBERT TRAVERS

Position held MARKETING DEVELOPMENT MANAGER

Signed \_\_\_\_\_

Date \_\_\_\_\_

*on behalf of the organisation*

Name in capitals \_\_\_\_\_

Position held \_\_\_\_\_



7. **OTHER INFORMATION:**

Please provide any other information which you consider relevant to your application and list any reports etc relating to your organisation and/or the project which you have enclosed with this application.

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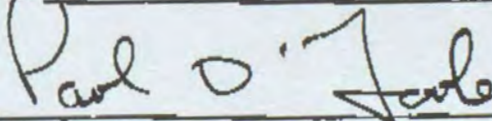
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8. **DECLARATION** - See Notes for Guidance Part II Question 9

- I declare that all the information provided is true and correct.

Signed Date 2 Sept 96*on behalf of the organisation*Name in capitals ROBERT TRAVERSPosition held MARKETING DEVELOPMENT MANAGERSigned Date 3 Sept 1996*on behalf of the organisation*Name in capitals PAUL O'TOOLEPosition held MANAGER : MARKETING FUNDS



DEPARTMENT OF  
ECONOMIC DEVELOPMENT  
RECEIVED  
05 SEP 1996  
ECIBRANCH