

Invitation to Tender
Tidy Towns Animator
By way of application for LEADER RDP grant aid

Tender Instructions

Written tenders are invited from competent organisations/persons with experience in the National Tidy Towns initiative (Ireland) and community environmental planning and development, who would be interested in undertaking work to implement a programme that will promote the National Tidy Towns initiative and good practice in Co. Clare.

This programme must include the following:

- To stimulate and encourage Clare communities to participate in the National Tidy Towns Initiative.
- To assist existing Tidy Towns groups to improve their local environment through developing a strategic three year plan for their area.
- To identify gaps in the various assessment categories and encourage groups to participate in the 'spirit' of the Tidy Towns initiative.
- To raise the profile of the Tidy Towns initiative and the benefit it has in the County.
- To foster a productive working relationship between community groups and relevant CLDC staff and with Clare County Council.

Some proposed projects that tidy town groups will identify may be submitted to CLDC for consideration for LEADER funding. These projects should be eligible under the following measures:¹

- Village Renewal and Development.
- Conservation and Upgrading of Rural Heritage.
- Encouragement of Tourism Activities.

Background on Clare Local Development Company (CLDC)

Clare Local Development Company (CLDC) was established in 2008. The company is responsible for the delivery of a range of rural and enterprise development projects, social inclusion, community development and environmental initiatives in Co. Clare.

CLDC administers a number of major programmes along with other smaller schemes and initiatives i.e. LEADER Rural Development Programme 2007-2013, The Local and Community Development Programme (L&CDP), Rural Social Scheme (RSS), Tus, Clare Warmer Homes, Rural Recreation & Walks, Wood Energy Project and Community Employment Scheme. Further information is available from www.cldc.ie.

Tender Brief

CLDC in association with Clare County Council wish to invite interested parties to submit a tender to deliver a programme that will stimulate and encourage communities to participate in the National Tidy Towns initiative.

¹ Please see Appendix 1

The programme of work must also include assisting tidy towns groups to improve their local environment through developing a strategic three year plan for their area; identifying gaps in the various categories and encourage groups to participate in the 'spirit' of the Tidy Town initiative. Also to raise the profile of the Tidy Town initiative and the benefit it has in the County. The programme must also foster a productive working relationship between community groups and relevant staff within Clare Local Development Company and Clare County Council.

Where a Tidy Towns Plan is developed, it should include a series of projects that could be funded under the LEADER Rural Development Programme 2007-2013, and in the identification of these, the consultant(s) will assist groups. This assistance will involve liaising with the staff of CLDC and two specific existing LEADER animation projects, that are developing applications from community groups in heritage, tourism and environment. The emerging community projects would need to be eligible under the following measures:²

- Village Renewal and Development.
- Conservation and Upgrading of Rural Heritage.
- Encouragement of Tourism Activities.

The programme will be delivered over a twelve month period. This will involve working closely with community and voluntary groups throughout Co. Clare excluding Ennis Town which is not eligible for LEADER Rural Development Programme funding, with particular emphasis on areas where there is a low level of activity around tidy towns. The programme **must** include an evaluation process so that CLDC receives feedback from groups about their experience in the programme.

Tender proposals must be submitted by a lead consultant, but may include a consortium of contractors for various elements/ tasks to be covered.

Overall aim: To promote the National Tidy Towns Initiative in order to enhance the local environmental, physical and infrastructural development in Co. Clare, excluding Ennis Town.

Target: The consultants will be expected to work with 9 tidy towns groups around Co. Clare, excluding Ennis Town. This will include:

- villages/towns that never entered the National Tidy Towns competition
- villages /towns that have lapsed in their entry to the competition
- villages and towns that are regular and recent entrants but not realising their 'potential'.

Outcome: An increase in the number of Tidy Town applicants to the National Tidy Town Competition in 2012, achieving higher results and deeper engagement by communities in the competition and process.

Budgets: €30,000 inclusive of VAT, travel and subsistence plus a €5,000 resource budget.

Activities:

1. One seminar will be organised in the county, which will receive extensive promotion and advertising in local media, including the preparation of press releases, organised by the Animator. Successful projects highlighting the various categories of the Tidy Town National Initiative from different parts of the country will present case studies on their Tidy Towns group and activities at this seminar. Relevant agencies, bodies and groups will be identified and invited to attend and will have an opportunity to promote their work. Opportunities for questions and networking will be an integral part of this seminar. LEADER funding will be acknowledged at all opportunities.

² Please see Appendix 1

CLDC staff will be available to attend this seminar to discuss project ideas, eligibility and potential funding and support for qualifying projects.

Clare County Council staff from a range of departments will also participate in events and support the work of the Animator/s.

2. A series of small workshops/information evenings, covering various aspects associated with enhancing the local environment and Tidy Towns will be held throughout the county, excluding Ennis Town. This will involve presentations from speakers who will deal with a range of relevant issues. The Animator will be required to work with individual Tidy Towns groups to develop a written three year strategic plan.

These will lead to the identification through a competitive process of 9 communities who will receive more intensive support.

It is intended that the consultant(s) will develop and implement three streams of work as follows:

1: This programme of work must target a minimum of 3 villages/towns that have never entered into the National Tidy Town Competition. (There may, or may not, be active individuals/ groups within these communities who could be targeted; a new group may have to be established with the support from the consultants.)

2: This programme of work must target a minimum of 3 villages /towns that have lapsed in their entry to the National Tidy Town Competition. (There is likely to be an active community group in these communities; the group may have to re-engage with the National Tidy Town Competition.)

3: This programme of work must target a minimum of 3 groups in villages and towns that are regular and recent entrants to the National Tidy Town Competition, but not achieving the results they expect.

Minimum Standards and Qualifications Required;

- ✓ Consultants must have experience in the National Tidy Towns Initiative.
- ✓ Consultants must have experience in village enhancement, community development, landscape architecture, village design and/or urban and rural planning.
- ✓ Good organisational management skills.
- ✓ Experience in event management.
- ✓ Report writing expertise.
- ✓ Excellent communication and presentation skills.
- ✓ Knowledge of relevant statutory agencies and their roles.
- ✓ Experience in strategic planning.

The consultant(s) will be expected to;

- Work closely with the staff of Clare Local Development Company and Clare County Council to achieve the desired outcomes.
- Liaise with a number of key agencies, organisation and bodies e.g. Clare County Council, the Heritage Council, Clare Tourist Council, Clare Tourism Forum and Shannon Development.
- Deal with all issues regarding the running and promotion of the workshops and seminars.
- Work closely with Tidy Towns groups to develop a three year strategic plan and assist them with their application to the National Tidy Town Competition.
- Complete a short report mid-way on the activity and work carried out.
- Complete an evaluation report.

- Complete a final report which will document the steps taken, the activities pursued and the outcome of the animation project covering the 12 month period.
- Report to and seek guidance from the Social Inclusion and Community Development Manager within CLDC and appointed staff.

Resources:

- ✓ An additional €5,000 will be made available to cover costs such as guest speakers, room rental and promotion.
- ✓ A steering committee of no more than 4 representing Clare Local Development Company and Clare County Council will support the Animator/s in their work.
- ✓ Office space and administrative resources will be provided by Clare County Council.

Timeline and Tender cost:

It is anticipated that the project will commence in early March 2012 and will be completed by March 2013. Flexibility will be required from the consultant(s) regarding the timescale.

The budget for the animation programme is €30,000. An additional budget of €5,000 will be made available to cover costs such as guest speakers, promotional, room rental etc.

A payment schedule will be agreed with the selected consultant(s) and it is likely to be made in a number of phases (i.e. 2 or 3).

The tender should outline how this budget will be broken down. Please note that all costs must be quoted in Euro, specify if the cost is VAT inclusive or exclusive and indicate the applicable rate. The total estimated costs should be clearly stated and must be a single fixed figure quotation.

The tender should also include the following:

1. A detailed programme of work for a 12 month period as outlined in the above specification.
2. Up to date Curriculum Vitae for all consultants working on the tenders.
3. A cover letter setting out the consultant(s) rationale for applying.
4. Supply a list of previous clients and their contact details and samples of previous projects.
5. Two written references from previous clients.
6. An up to date copy of consultants Tax Clearance Certificate, Professional Indemnity Insurance and a Safety Statement (relevant section) to comply with Health & Safety & Welfare at Work Act 2005 are required to accompany all tenders.

Assessment Criteria

Assessment of persons tendering for the contract will be based on a score of **100** and will be divided as follows:

Demonstration of event management skills: 20	Track record/experience in village/town planning and design: 20	Communication skills & report writing: 20
Programme of work: 20	Value for money* : 20 *Please specify the number of days you are tendering for over the 12 months.	Total: 100

Short listing may take place and if so, interviews will be held.

Tenders will be assessed on value for money demonstrated in the tender, organisation & communication skills, programme of work, track record/experience in village/town planning and event management and overall in the demonstration of creativity and design. The tender with the lowest cost will not necessarily be selected, as all candidates are requested to tender on a fixed tender price contract i.e. €35,000; the Board of CLDC reserves the right not to proceed with any given animation programme.

Please note this Animator programme is contingent on Clare Local Development Company receiving LEADER grant aid. All tenders submitted will be furnished as documentation in support of an application for LEADER grant aid assistance and to demonstrate equity in the tender process.

Please note that failure to comply with the above guidelines may invalidate your tender. All material must be supplied with your initial tender response. No materials will be accepted after the deadline.

A hard and a soft copy of tender are required. A hard copy of the tender document must be sent to Tidy Towns Animator, C/O Sue Targett, Social Inclusion and Community Development Manager, CLDC, Westgate Business Park, Kilrush Rd, Ennis, Co. Clare. A soft copy must be sent through the e-tender mailbox. Disqualification will occur if both soft and hard copy are not received.

Please ensure business name and contact details are on each page of tender documentation.

For further details contact Michelle Lynch, (E) mlynch@cldc.ie / phone - 065-68 66 800

Deadline: 5pm Friday 3rd February 2012



Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government



Appendix 1

Extract from the Operating Rules for Axes 3 & 4 of the Rural Development Programme Ireland 2007-2013

Measure 313 - Encouragement of Tourism Activities

Rationale

- 38.1** In most rural areas tourism is an integral component of wider rural enterprise and both should be developed in an integrated manner whenever possible. Rural tourism is also very closely correlated with agricultural activity. The focus of this measure must also extend to embrace other aspects of rural recreation and demonstrate synergy with the Countryside Recreation Strategy. Due to the cross-cutting nature of this measure, actions at the territorial level must demonstrate an overall coherence with relevant actions concerning agri-tourism, rural enterprise and conservation of natural heritage and culture. Environmental awareness and protection must be an intrinsic feature of this measure.

Objective

- 38.2** To maximise the sustainable, regionally balanced, tourism potential of all rural areas through provision of necessary infrastructure and development of the countryside as a recreational resource for all.

Eligible activities

- 38.3** Eligible activities include:
- Analysis and provision of infrastructural needs for tourism and Countryside Recreation in a defined area
 - Maintenance of vernacular features – in a way that protects the heritage of the features – such as disused railway lines, canal towpaths, bog roads etc.
 - Development of the use of forests for countryside recreation.
 - Development of niche tourism such as crafts, speciality food provision, ecotourism, genealogy, archaeology etc.
 - Development of the use of the internet and ecommerce facilities in general for the provision of booking and information services to tourists.
 - Support for the development of tourism facilities and amenities.
 - Support for tourism marketing.
 - Support for the provision of tourism accommodation.

Conservation and Protection of National Monuments

- 38.4** The conservation and protection of National Monuments is ineligible under the Rules.

The following website may be of assistance:

www.archaeology.ie/en/

In addition, LAGs should be aware that some buildings may not be National Monuments but may be Protected Structures and thus need the consent of the Local Authority to carry out internal/external renovations. In this regard, the following websites may be of assistance:

www.buildingsofireland.ie

Festivals

- 38.5** LAGs may fund festivals where no other source of funding is available. In this regard, LAGs should consult with other agencies, in particular Fáilte Ireland, and receive written confirmation for each project that no other funding is available.

Fáilte Ireland has advised the Department that they do not fund festivals with a marketing budget of less than €10,000. Although there can be no co-funding by different agencies, funding can be allowed for festivals and events where Fáilte Ireland have not provided funding. In cases where Fáilte Ireland has funded an element of a festival/event LAGs must ensure that any aspect funded by them must be stand alone and the private matching must not be from any other public body.

LAGs must apply an enablement and sustainability rationale for funding of new festivals or new aspects of existing festivals, this should provide festival promoters with the means to develop and/or expand the festival/event, and while ensuring that they also become self-sustaining.

In circumstances where the project business plan indicates a need for funding for subsequent years, then the LAG should ensure that there is a sound basis for such need, as LEADER funding should not be seen as an ongoing source of assistance. Where LAGs are in doubt as to such cases, they should refer the specific aspect to the ERG for consideration.

When deciding on funding such projects, preference or weighting should be given to new and emerging festivals and also consideration should be given to the number of existing festivals in a given area.

Support rate for individuals and companies

- 38.6** For capital and other projects, 50 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 75 per cent support with a maximum grant of €30,000. In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

Support rate for community organisations

- 38.7** For capital and other projects, 75 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 90 per cent support with a maximum grant of €30,000. In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

40. Measure 323 - Conservation and Upgrading of the Rural Heritage

Rationale

- 41.1** Rural heritage resources, be they natural, built or cultural in form must be developed and utilised in a sustainable manner by, and for, the good of the community. Under this measure, conservation actions should be extended to

include not just conservation and protection actions for the natural, cultural, social and vernacular heritage but also encompass pro-active initiatives in relation to the utilisation of local resources to provide sustainable and renewable energy options for local communities. Likewise, actions concerning environmental awareness and improvement should be complementary to those, particularly under the Agri-environmental section of the programme. Such actions should have a strong local community aspect and address the protection of the natural environment, particularly in relation to water quality and degradation of natural amenities including local beaches and other coastal areas of high environmental and economic value to local communities. A high degree of complementarity with renewable energy actions under axis 1 and agri-environmental actions under axis 2 will be obligatory under this measure. Actions funded under the Programme to protect local water bodies will focus on the amenity and recreational value of such resources while ERDF supported interventions will assess water treatment and drinking quality standards. Similarly actions at farm level to protect water resources will be supported primarily under Axis 2 and any such actions will be excluded from support under this measure.

Objective

- 41.2** To provide an integrated approach to the protection of the local heritage through a suite of related preservation actions, complemented by a range of initiatives designed to develop the sustainable economic contribution of the natural heritage.

Eligible activities

- 41.3** Eligible activities include:
- Actions to preserve and develop vernacular architecture, crafts, archaeology, cultural traditions etc.
 - Integrated plans for the restoration and development of locally significant natural areas, features and areas of environmental significance.
 - Community environmental actions to protect and restore the amenity value of local water resources and high value nature areas.
 - Other environmental initiatives aimed at waste reduction.
 - Alternative or renewable energy actions addressing suitability of new technologies to meet community energy needs, awareness actions for community groups and under certain conditions, capital assistance to community groups adopting such technology.

Renewable Energy Initiatives in this regard must be community focused and the emphasis is equally on the environmental protection of the rural area involved. Many such sustainable energy initiatives will by their very nature be located in areas of high nature value so there is a natural linkage between them under this heading.

Actions, particularly in the domain of renewable energy and with an environmental aspect, must be agreed with the relevant state agencies and respect all environmental legislation and meet best practice standards.

Ineligible activities

- 41.4** Conservation and protection of National Monuments, so defined under the National Monuments Acts 1930-2004.

Support rate for individuals and companies

- 41.5** For capital and other projects, 50 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 75 per cent support with a maximum grant of €30,000.

In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

Conservation and Protection of National Monuments

The conservation and protection of National Monuments is ineligible under the Rules.

The following website may be of assistance:

www.archaeology.ie/en/

In addition, LAGs should be aware that some buildings may not be National Monuments but may be Protected Structures and thus need the consent of the Local Authority to carry out internal/external renovations. In this regard, the following websites may be of assistance:

www.buildingsofireland.ie

Support rate for community organisations

- 41.6** For capital and other projects 75 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 90 per cent support with a maximum grant of €30,000.

In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

Consultation

- 40.7** The LAG should consult with the relevant Local Authority in respect of all projects of an infrastructural nature.

Support rate for accommodation

- 38.8** The maximum amount of support for the provision of tourist accommodation shall be 50 per cent support to a maximum of €150,000. In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

Off Season letting of accommodation

- 38.9** In order to ensure complementarity with other State funded schemes, LAGs are obliged to consult with Fáilte Ireland in respect of funding applications for festivals and cultural events. Activities in receipt of funding from Fáilte Ireland's Festival and Cultural Events Fund are not eligible for funding under this measure.

Each Regional Tourism Development Board has an agreed regional tourism strategy and the LAG shall consult with the relevant board when evaluating tourism actions.

The LAG shall also give consideration to the inclusion of Fáilte Ireland/Regional Tourism representatives on the Evaluation Committee of the LAG.

29. Measure 322 - Village and Countryside Renewal And Development

Rationale

- 40.1** Villages and small towns are the focal point for a significant section of the rural community and as such are a priority for development. The focus for improvement will extend to the enhancement of villages, small towns and the surrounding countryside. Actions will be aimed at enhancing the environmental, amenity and surface structural aspects of these communities and as such will have complementarity with other axis 3 measures, particularly tourism and conservation of the local heritage. All actions under this measure involving public areas must be agreed with the relevant local authority.

Objective

- 40.2** To provide appropriate supports to enhance the economic and social attractiveness of villages, small towns and the surrounding countryside.

Eligible activities

- 40.3** Eligible activities include:
- Environmental upgrading e.g. upgrading parks, civic areas, river walks etc.
 - Access facilities to amenities
 - Public utilities such as street lighting &c. but excluding water, sewage and major road works
 - General appearance upgrading (such as ornamental paving, street art, ornamental lighting, &c.) and renovation of relevant derelict buildings excluding traditional farm buildings, which will be eligible for support under axis 2.
 - Farmers markets.

Ineligible activities

- 40.4** Traditional farm buildings are excluded from the upgrading and renovation of relevant derelict buildings. Support for such activities is available under axis 2.

Support rate for individuals and companies

- 40.5** For capital and other projects, 50 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 75 per cent support with a maximum grant of €30,000.

In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €200,000 may be awarded to projects.

Support rate for community organisations

- 40.6** For capital and other projects 75 per cent with a maximum grant of up to €150,000 with the exception of Analysis and Development which may receive 90 per cent support with a maximum grant of €30,000.

In exceptional circumstances, and subject to the prior written approval of the Department, grant aid up to €500,000 non-commercial community projects respectively.

Consultation

- 40.7** The LAG should consult with the relevant Local Authority in respect of all projects of an infrastructural nature.
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