

LEADER PROGRAMME

2023-2027

Business/Project Proposal Guidelines



Rialtas
na hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040



Ár dTodhchaí
Tualithe
Our Rural
Future



Cómhacairtíse ag an
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SLIGO LEADER
PARTNERSHIP

LEADER Programme 2023-2027

Business/Project Proposal Guidelines

This document is intended to be used as a guide for LEADER Programme applicants to the 2023-2027 LEADER Programme.

Each Promoter/Project will have their own unique project with individual objectives. This document is intended to offer a reference guide only for the development of the Business/Project Proposal required to accompany all LEADER Applications.

The following The Business Plan is useful to:

- Communicate your intentions for the business or project proposal
- Can help raise finance / grants
- Act as a tool against which future performance can be assessed

This is a basic guide for a project proposal, some elements are common to both business and community projects, with some specific elements for each.

PART 1: Executive Summary

What to Include:	TIPS
<p>This should be the last part you write and be a summary of your project proposal to include:</p> <ul style="list-style-type: none">• Introduction• Project Description• Why you are applying for funding and how the grant will support your project development• Conclusion	<ul style="list-style-type: none">• Write this part last!• Be Brief / Concise / Relevant• Tailor to audience• Only include Key messages - Keep to ½ to 1 page maximum

PART 2: Promoter Details

What to Include:	TIPS
Promoter Details:	<ul style="list-style-type: none"> ➔ Treat this part like a CV – this section is help us determine promoters background and experience and their ability to manage and deliver on the project. ➔ Don't underestimate your qualities or experience
<ul style="list-style-type: none"> • Name • Business Name (where relevant) • Contact Details • Education/Training Background • For community groups – list of experience and qualifications of committee members 	
Business/Community Details:	<ul style="list-style-type: none"> ➔ You can outline your previous business and work experience, previous funding applications and projects completed successfully, that will help you deliver and manage this project
<ul style="list-style-type: none"> • History of business/community group – how long you have been established and list of activities or business (Products/Services provided) to date 	
Motivation Objectives and Goals:	<p>BUSINESS</p> <ul style="list-style-type: none"> ➔ Why is this development needed and how will it expand your business?
<ul style="list-style-type: none"> • Why you want to set up or expand this business 	
Specific for community groups	<p>COMMUNITY</p> <ul style="list-style-type: none"> • You can outline what community projects you have been involved with and how the committee members skills have supported this, also outline any previous grants received and how they were utilised.
<ul style="list-style-type: none"> • What is the need for this development & how will this project support your community? 	

PART 3: Project Proposal

What to Include:		TIPS
The Need:		
<p>BUSINESS</p> <ul style="list-style-type: none"> Outline the need for this development and how it fits into your wider activities or business development Why now is the right time for this development What business are you setting up/expanding and what market do you intend servicing? 	<p>COMMUNITY</p> <ul style="list-style-type: none"> What specific community project are you applying for and how will this support your community? What do you want to achieve with this project? 	<ul style="list-style-type: none"> → What is the need? → How does this add value to your existing services you provide? And/or → How does it help you expand your business and increase your revenue? → For tourism projects -what are your visitor number before funding? What are expected numbers after? → Community Groups → How does this project meet a specific community need? → Number of people who avail of service now v's after the project is completed.
The Operational Plan		
<ul style="list-style-type: none"> Describe the product/service to be supplied. Where will you operate the business from, and will it be leased / purchased? Has planning permission for the operation of your business been obtained? What is the cost of producing your product/services? 		<ul style="list-style-type: none"> → This refers to the specific element you are looking for grant assistance for – what forms the basis of your grant application? → What are the specifics of what you need to put this project in place? → Are you ready? Are all ducks in a row?

The Marketing Plan	
<p>BUSINESS</p> <ul style="list-style-type: none"> • Outline any market research (either formal or informal) that shows that there is a demand for your business or that it meets a niche in the market • Who will your customers be? • What potential customers you approached, and the feedback attained. Did you get any Pre-orders/bookings? • What geographical area will your business cover? • How large is your target market? • Who are your competitors and where are they based? • What can you do to improve your product/service/business to be better than your competitors? • What is unique about your product / services? Why will customers purchase it? 	<p>COMMUNITY</p> <ul style="list-style-type: none"> • Outline any market research (either formal or informal) that shows that there is a demand for your business or that it meets a niche in the market • Who will your target/service users be? • Have you approached any potential service users and what was their feedback? • What geographical area will you cover with the service/project? • Who are your competitors and where are they based? • What can you do to improve your service to be better than your competitors? • How will you promote your service in the community? • What would stress as the best features of your service/project when selling to the community?

- ➔ Be specific.
- ➔ This is all about who is going to buy or use your service/product and how much work and thought you have put into this at this stage
- ➔ Are there any statistics or feedback available to support you
- ➔ Competition - If you have competitors- what is different or innovative about your project?
- ➔ Is that market big enough?
- ➔ Are you displacing any business or community service?
- ➔ How will you get your product to the marketplace. How will you deliver it? How will customers access your service?
- ➔ For **community groups** – how will you advertise to the wider community, how will you attract new members and users for your facility/amenity?

<p>What is your Customer Base?</p> <ul style="list-style-type: none"> • Can you identify your potential customers or a typical profile of them? • How much are you going to sell to your top 6 customers in the first year? • How do you expect sales to grow in years 2 and 3? 	
<p>Location</p> <ul style="list-style-type: none"> • Explain your choice of location (with reference to potential customers & location of competition) 	
<p>Staffing/Personnel</p> <ul style="list-style-type: none"> • Day to Day management - Detail the staffing strategy for the first three years of your business • Will this project create or sustain jobs? • For Community Groups - who will run/manage your project once complete, how will it be maintained and by whom? 	<ul style="list-style-type: none"> → Who will run the business? What will their roles be? Will staff numbers be growing from year 1 to year 3? Will you be working part time, full time in the business? → Current staff numbers (FTE/PT) and projected future numbers
<p>Legal Requirements</p> <ul style="list-style-type: none"> • What legal status will your business take? (sole trader/ partnership/ limited company) • What is the registered name of the business? • Do you or your group have Tax Clearance Certificate in name of Promoter/Tax Clearance Access Number (TCAN)? • Does Promoter have CRO number? • Are you or your group VAT registered? • Have you got the correct planning permission or exemption for this project and evidence of same? 	<p>TIPS</p> <ul style="list-style-type: none"> → It is worth taking the time to make sure <u>all</u> of these are in order, before filling in application form. → Evidence of all legal requirements for the project must be provided at application stage → Give yourself time, start in plenty of time as some things may take longer than expected.

<ul style="list-style-type: none">• Do you need any special qualifications or licences before starting up the business?• Are you insured against the normal risks? (fire/ burglary/ public liability/ employers' liability) and evidence of same• Does your project involve Heritage/Protected Structures/Species in key habitats?• Where a project involves construction, and therefore a Contractor, the Contractor's name and their VAT number will be required prior to commencement of works (subject to Project approval).	
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PART 4: Financial Viability

What to Include:	TIPS
<p>Finance Required?</p> <ul style="list-style-type: none"> ➔ What investment is required to develop this project? ➔ Itemise costs that grant application is based on? ➔ How much of your own funds are you investing in the project? How much will you need to borrow? ➔ What amount of grant can you realistically seek? ➔ Are your matching funds and bridging finance in place? <p>Financial Projections:</p> <ul style="list-style-type: none"> • Include a cash flow forecast for three years of operation of all projects and include historical financial statements for existing projects 	<ul style="list-style-type: none"> ➔ Are the figures realistic and manageable? ➔ Copy of Full Audited Accounts/Financial Statements/Management Accounts/Income and Expenditure Accounts for 3 years required ➔ Copy of Current Bank Statements (3 months minimum) for all accounts held ➔ Evidence of matching funds/bridging finance