

## **LEO RETAIL SUPPORT PROGRAMME – APPLICATION FORM**

1. **Applicant:** \_\_\_\_\_  
**Contact:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
\_\_\_\_\_  
**Tel:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_ **Website:** \_\_\_\_\_  
**CRO or Business Registration No.:** \_\_\_\_\_  
**Tax Ref. No.:** \_\_\_\_\_ **Tax District:** \_\_\_\_\_  
**Affiliations:** \_\_\_\_\_

2. **Number of years in existence:** \_\_\_\_\_ **Years.** **Population Size:** \_\_\_\_\_ **00**  
**Status:** Sole Trader ☐ Limited Company ☐ Cooperative ☐ Community Organisation ☐

3. **Please provide supporting documentation in the case of Questions 3, 4 & 5.**

**Value Proposition (give details of promotional plan for the town/village including budget, resources, action plan, timeline etc):** *A Mentor can be assigned by the LEO to help with this aspect if required.*

4. **Economic Benefits (what are the expected benefits for your town/village in terms of footfall, spend, new services, events, collaboration, jobs, action plan, enhanced profile etc?):**

5. **Budget – investment schedule (please list costs associated with your proposal. A maximum grant of €1,000 will apply to radio, outside broadcasts or advertising initiatives. Additional requirements such as training, mentoring, PR support will be made available as required to supplement the grant).**

**Signature of Applicant:** \_\_\_\_\_ **Date:** \_\_\_\_\_

An offer of **Retail Support** will be subject to the following conditions:-

1. All expenditure incurred prior to the date of application is ineligible for grant assistance. Qualifying expenditure will be net of VAT (unless otherwise agreed where the applicant is unregistered for VAT).
2. Only direct costs associated with PR, Advertising, renting venues, third party fees or consultancy will be eligible for support. Note: Own labour will not qualify for assistance but will be factored in to demonstrate the total project cost and community commitment.
3. The scheme is restricted to a maximum of a 1 year term and no grantee will automatically qualify for assistance on an annual basis for the same initiative.
4. Payment of the approved grant will be discharged after the event on production of vouched expenditure duly receipted. Beneficiaries may agree other arrangements if cashflow is an issue particularly for the smaller settlements. The cost of Mentoring and other interventions will be paid directly by the Local Enterprise Office.
5. All grant claims must be accompanied by a report detailing the impact of the initiative in the town/ village. The report must detail progress made against agreed KPIs such as foot fall, spend, satisfaction rating, employment created/maintained (seasonal, direct and indirect, full-time/part-time), collaboration/ joint initiatives with Municipal Districts, new initiatives/ events introduced, action plans formulated etc.
6. Support of the Local Enterprise Office/ Tipperary County Council should be noted on all promotional material, social media etc.
7. The approved grant must be accepted within one month and drawn down by 19 December 2014 to facilitate payment in the current year.
8. The Grantee shall provide evidence that expenditure does not qualify for assistance elsewhere, i.e. Local Authority, Skillnet, Leader Companies etc.

**Please return completed application form to:**

**Local Enterprise Office,  
Ballingarrane House, Ballingarrane Science and Technology Park, Cahir Road, Clonmel, Co.  
Tipperary Tel: 052-6129466**

**or**

**Civic Offices, Limerick Road, Nenagh, Co. Tipperary Tel 0761-06-5000**

**A closing date of Friday 7<sup>th</sup> November 2014 applies to this call.**

**email: [leo@tipperarycoco.ie](mailto:leo@tipperarycoco.ie)**

**Websites: [www.localenterprise.ie/tipperary](http://www.localenterprise.ie/tipperary)**