



## APPLICATION FORM GUIDELINES INTERREG IVA

### PRIORITY 1: Cooperation for a prosperous cross-border region

#### THEME 1: Enterprise: Creative Industries

SECTION	TITLE	WHAT THIS SECTION IS ABOUT
INTRODUCTION		
SECTION 1	About You	This section captures Lead Partner information and includes questions on governance and financial capacity.
SECTION 2	Who Will Drive the Project?	This section examines the project partnership and the skills and ability of the Lead Partner and other partners to deliver on the project outcomes.
SECTION 3	Link with Programme and Priority objectives	This section finds out how the project will contribute to the Programme, Priority and Theme objectives.
SECTION 4	Cross Cutting Themes	This section finds out why your project is needed and how it will contribute to the Cross Cutting Themes.
SECTION 5	About Your Project	This section poses questions on the aims, objectives and outcomes and asks why your project is needed.
SECTION 6	Putting The Project to Work	This section contains your work plan demonstrating what you would like to achieve and how you are going to achieve it.
SECTION 7	Your Project Budget	This section is concerned with the finances required to implement the project.
SECTION 7	Checking It's All There	The last section lists all of the supplementary documentation required in order to ensure you have submitted a complete application.

## INTRODUCTION

The Operational Programme and the project selection criteria should form the basis of your project planning. Both are downloadable from our web site [www.seupb.eu](http://www.seupb.eu)

These application guidelines have been prepared to help potential project applicants to make the necessary project preparations and in completing the application form. It is designed to be practical information that can be used at a project level to help you submit the best application possible. The guidelines are designed to assist you in completing the application form and in steering you towards providing responses that will give you an opportunity to present your project as comprehensively as possible. Always remember to present the detail on your application simply and precisely.

This document should be used in conjunction with a range of specific guidance notes which are available on our website [www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm)

For both the INTERREG IVA and PEACE III Programmes a standard application form has been designed. The only sections that will change are sections 3.1 and 3.2 where we would like you to outline the links with the programme, priority and theme specific objectives. Therefore, the questions in Sections 3.1 and 3.2 will be different depending upon which programme, priority and theme you are applying to.

## UNIQUE REFERENCE NUMBER

**Applications can only be made by visiting** the official EU grants site [www.eugrants.org](http://www.eugrants.org). The application forms (Part A and Part B) cannot be obtained without first registering on the [www.eugrants.org](http://www.eugrants.org) website. This site provides information on all Structural Funds including PEACE III and INTERREG IVA.

For each individual project application the applicant must complete and submit an on line Part A application form. Once saved this will generate a unique **application reference number** on the database which must be included on the Part B downloadable application form (available as a word document).

Any application which does not complete and submit a Part A form with the Part B form will not be seen as a full application and will thus be deemed ineligible.

The way to go about is through a three-step process

A new applicant must complete a simple on-line registration process in order to make an application. Once completed, this will allocate you with a **username** and a **password**, which you can use again for future applications.

## **2. Save your project application**

The Part A application form is a short on-line form which captures basic information (such as the programme, priority, theme you are applying to; applicant organisation, project details, additional information). It is not possible to move forward through the form until all the mandatory fields are completed.

Once your basic details have been filled in, the system will automatically save the information online. At this stage a unique application reference number will also be automatically allocated.

Continue filling in the mandatory fields and download the Part B application form (available as a word document). Do not forget to include the unique application reference number onto the word application form.

You can edit an application that has not yet been submitted. Whenever you make changes, you need to save the application.

## **3. Submit your project application**

Once you have completed your on-line project application, you must not forget to submit your application by hitting the submit button. Do not forget to include the Unique Application Reference Number onto the Part B application form when you submit your application in hard copy. The Part B application can be submitted by post, hand delivered, via e-mail or by uploading it onto the database.

Note: make sure you submit your completed Part B application form on time when you send it in as a hard copy, via e-mail or as an upload.

**IMPORTANT – Applicants are expected to acquaint themselves with the Programme Guidance Notes set out below prior to submitting an application:**

- Guidance Note 1 - Project Selection
- Guidance Note 2 - Project Review
- Guidance Note 3 - Fraud
- Guidance Note 4 - Procurement and Tendering
- Guidance Note 5 - Information and Publicity
- Guidance Note 6 - Eligibility of Expenditure
- Guidance Note 7 - Payments
- Guidance Note 8 - Exchange rate usage (not yet available)
- Guidance Note 9 - Monitoring Expenditure Outside the Eligible Area
- Guidance Note 10 - First Level of Control (not yet available)
- Guidance Note 11 - Pre-contract Checks
- Guidance Note 12 - Monitoring Reporting and Evaluation
- Guidance Note 13 - Treatment of Irregularities
- Guidance Note 14 – Asset Management (not yet available)
- Guidance Note 15 – Income Generation (not yet available)

These Guidance Notes are electronically available on the SEUPB website –

<http://www.seupb.eu/programmes20072013/interregivaprogramme/INTERREGIVAreportsanddocuments/guidancenotes/seupbguidancenotes.aspx>

## SECTION 1 ABOUT YOU

**In this section we ask about the financial capacity and organisational capacity of the Lead Partner who will bear responsibility for ensuring the project's implementation. We need evidence of the ability of the Lead Partner to take on the role of managing a large scale project(s). Given the enhanced focus on good corporate governance, the Lead Partner should, be a Public Sector Body or equivalent. A full guidance note on the Lead Partner Principle is available on [www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm)**

The first page of questions in the application form gather basic contact information for the Lead Partners and contact details for the designated project contacts.

### **1.1 Staffing**

This section of the application collects information on the number of staff and volunteers in your organisation.

### **1.2 Board of Management**

- 1.2.1 Here you should provide the names of your Board members, the positions they hold on the Board and their area of expertise.
- 1.2.2 The role of the Board should be meaningful. They should meet regularly and attendance should be monitored to ensure that meeting quotas are fulfilled.
- 1.2.3 Tell us about any sub-committee(s) to the Board. These might include, for example, a finance subcommittee, staffing subcommittee, or audit subcommittee.
- 1.2.4 Some of the duties your Board members are tasked with may include the approval of annual budgets or business plans. They may be involved in tracking the progress of these. Tell us about the level of duties your Board members hold.

### **1.3 Corporate Governance**

1.3.1 Good corporate governance is the key to a strong, successful organisation. We need to know how effective your Board is, and how leadership within the organisation is shared so that any management / governance divide is bridged. We should be assured that your project will be carried out competently, and with integrity and due regard of the interests of all stakeholders.

1.3.2 In order to best illustrate the segregation of duties between staff and Board members we have requested an organisation chart. This is an organisational diagram which shows the roles and responsibilities, reporting structures and how staff and Board members communicate. This should help you demonstrate clear lines of accountability.

### **1.4 Audited Accounts**

Detailed information on your audited accounts will assist us in assessing the financial capacity of your organisation. Questions completed in this section will be cross checked against the copies of audited accounts supplied. It may also be necessary to provide details of your financial policies and procedures as an annex to the application form.

### **1.5 Financial Procedures**

This section asks you to outline the current financial procedures in place within your organisation.

1.5.1 You should provide information on the financial checks and balances you have in place and the competencies of the staff that are charged with managing the finances.

1.5.2 Please provide an outline of what is included in your internal financial procedures manual. Should you be successful in your application for funding a full financial procedures and processes check will be applied to the Lead Partner.

1.5.3 Financial reporting is an important element in making sure that the project runs smoothly. In answering this question, you should demonstrate that the relevant staff are financially competent and that ongoing training is on offer to them.

## **1.6 Experience of Managing Funding**

Tell us about any previous EU funding you have managed, or been involved in managing through a partnership, in the last five years. This will give us an indication of the experience that you have developed in managing large projects with associated complex budgets and reporting on them. Please provide the same information for any grants you have received from public funds in the past five years.

**In this section, you are asked to describe your project partnership in detail. In order to reflect a fully functioning partnership, please ensure that an agreement has been negotiated between project partners and tailored to the project's needs.**

**A detailed Guidance Note on how to develop your partnership and how you might develop a formal agreement between the Lead Partner and other project partners is available on our website.**

**[www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm)**

### **2.1 Project Management Experience**

State why your organisation has been deemed to be the most suitable to act a Lead Partner for this project. We need to know if the lead partner has the relevant experience and ability to make the project work and to deliver on the outcomes. Tell us about the personnel you have and how they can make the project happen. You could tell us about the skills, ability and involvement of your Board and key expertise by staff. Demonstrate this by including the staff profiles of the people who you (will) expect to take on key roles in the project - for example, people working on communication, financial management, technical elements of the project.

### **2.2 Project Partners**

List here your project partners and provide us with the basic contact details.

### **2.3 Project Partnership**

**2.3.1 Partnership History.** If some or all of the partners previously have worked together, outline the history and nature of relations between the Lead Partner and the other Project Partners. In the case of a recently established partnership, explain why this newly formed partnership is deemed most suitable to deliver the stated objectives and project results.

**2.3.2 Partnership Composition.** Describe the composition of the Partnership behind the project. Tell us about the project implementation and decision making

structure – for example, decision making processes / responsibilities / number of project meetings.

Also, describe the systems you will put in place to make sure the project runs smoothly. You may wish to tell us about the financial and / or accounting systems you will be using, and the IT systems and monitoring systems that will help to ensure the smooth running of your project. Having these systems in place at the outset and project planning stage is essential to ensure that your project can report back to us in a timely, accurate and efficient manner.

#### **2.4 Board / Steering Committee Composition**

It may be useful to establish a new Board or a specific Steering Committee to oversee the development and implementation of the project. Tell us about the composition of this Board / Committee and how it is going to make a positive contribution to the project implementation. Illustrate the way you are planning to set up the project management structure by enclosing an organisational chart.

## **SECTION 3: LINK WITH PROGRAMME AND PRIORITY OBJECTIVES**

### **3.1 Link with Programme Objective: Supporting Strategic Cross-Border Co-operation for a more Prosperous and Sustainable Region**

**All questions in this section are designed to help you demonstrate how your project links with the programme specific objectives. Projects must demonstrate adherence to the overall programme strategy.**

**This is an important element of the application as it enables you to show us how your project is a best fit with the INTERREG IVA Programme objectives. Be clear about the eligible area for the Programmes and ensure that you have told us the geographical area of coverage for your project.**

- 3.1.1 This question asks you to demonstrate how your proposal meets the overall objective of the programme in supporting strategic cross-border cooperation for a more prosperous and sustainable region.
- 3.1.2 You should focus on how the project addresses an 'infrastructural gap' and how it contributes to broader economic development and combats social disadvantage in the eligible region.
- 3.1.3 State how your project will promote integrated development and delivery which creates synergies and leads to a more diverse economy.

### 3.2 Link with Priority and Theme Specific Objectives

**The Operational Programme includes priorities and themes. Each project must demonstrate how it addresses a priority and associated theme.**

**All questions in this section are designed to help you demonstrate how your project links with the Priority and Theme specific objectives.**

**This is a key section in the application form. Applicants are expected to complete all the questions in this section. In answering each of these questions, it is important to take note of the following important pieces of information.**

The factors for consideration in meeting the programme, priority and theme specific objectives are also available in annex format per priority / theme – visit our website [www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm) for further details.

#### **Definition of Creative Industry for the purposes of this call for applications:**

***“Those industries and sectors that contribute to the creation, development, distribution and commercialisation of digital content, specifically in the areas of film and broadcast, animation, computer games, music technologies and interactive media.”***

The strategic context should be considered when putting together your application form.

Applicants must demonstrate that their proposal is in line with current national strategies such as:

#### **IRELAND**

- Strategy for Economic Renewal (Dec 2009)
- Building Ireland’s Smart Economy (Dec 2008)- identifies the fundamental importance of returning to export-led growth
- The Expert Group on Future Skills Needs (section on Skills in Creativity, Design & Innovation)
- Skills in Creativity, Design and Innovation (Nov 2009)

- Regional Competitiveness Agenda – Border Region (July 09)
- Skills Requirements of the Digital Content Industry in Ireland (Feb 2005)

## **SCOTLAND**

- Scottish Creative Industries Partnership Report (June 2009)  
<http://www.scotland.gov.uk/Topics/ArtsCultureSport/arts/creative-industries/creative-industries>
- Digital Inspiration <http://www.digitalinspiration.org.uk/content/default.asp>
- Business Growth and Innovation (Oct 2009)  
[http://www.nesta.org.uk/publications/reports/assets/features/business\\_growthand\\_innovation](http://www.nesta.org.uk/publications/reports/assets/features/business_growthand_innovation)
- Scottish Economic Recovery Plan  
<http://www.scotland.gov.uk/Topics/Economy/economic-situation>
- Creative Industries Key Sector Report (Dec 2009)  
<http://www.scotland.gov.uk/Publications/2009/11/24133819/0>
- Creative Industries, Creative Workers and the Creative Economy: a Review of Selected Recent Literature.  
<http://www.scotland.gov.uk/Publications/2009/10/29154630/0>

## **NORTHERN IRELAND**

- Invest NI – Digital Content Strategy (Jan 2008)
- Invest NI – Film & Television Sector – Economic Appraisal of Northern Ireland Screen Strategy 2010-2014 carried out by Deloitte
- DCAL – Creative Industries in Northern Ireland (Jun 2008)
- Creative & Cultural Skills – Creative Blueprint NI (Jun 2008)
- NITB – The Music Tourism Market (Jan 2008)
- DCMS review
- Creative Economy Programme
- Digital Economy Bill
- Digital Britain Report

**3.2.1** In addressing this question you must take account of the strategic context / landscape in which the Creative Industries currently operates.

Applicants should bear in mind that the Creative Industries sector is becoming increasingly important as the eligible region moves further towards establishing a knowledge economy. The understanding of, and the importance of, Creative Industries to regeneration and economic development in the eligible region is becoming increasingly relevant as a driver of change.

At the same time, the Creative Industries sector is a highly fragmented competitive industry with a faster pace of change than the traditional industries.

Some barriers to growth that have been identified within the sector are:

- The Creative Industries is project led (most cases purely domestically focused) which prohibits greater development.
- There needs to be a balanced approach to development of Creative Industry – each sector has its place.
- There needs to be a focus on the entrepreneurial elements of the industry to facilitate growth/scalability.
- The Creative Industries sector needs to be more organised; to build scale; to develop a coherent enterprise strategy, requires more cross fertilization with industry.
- The Creative Industries Sector needs management and leadership skills, business and enterprise skills to harness growth opportunities, to exploit international opportunities and to identify new and emerging business models brought about by changing technologies.
- The Sector needs to internationalise.

Note that this is an non exhaustive list and you may have identified other barriers to growth within the creative industries sector.

*(Please ensure that you take account of the barriers listed above to help you to answer question 3.2.3.)*

**3.2.2** You must demonstrate how your proposal adds value to existing initiatives which support the Creative Industries sector across the eligible area.

Various support mechanisms for the Creative Industries are in place across the three jurisdictions. Examples of those are set out below. Your project proposal must demonstrate how it is additional to these programmes.

## **NORTHERN IRELAND**

### Invest NI:

Growth Accelerator Programme

Selective Financial Assistance

Preference Shares

Northern Ireland Spin Out Fund – [www.NISPOFUNDS.com](http://www.NISPOFUNDS.com)

Trade Support for overseas events

R&D support

### NI Screen:

Screen Fund

Product Development Fund

Markets & festivals Fund

### Arts Council NI:

Creative Industries Innovation Fund

Travel Grant Fund

(other support is available)

### Belfast City Council:

Various skills programmes and trade mission support to events such as South by Southwest

## **IRELAND**

Enterprise Ireland have a remit to support start-ups that employ in excess of 10 people and have a turnover in excess of €1m within a 3 year period. Stimulating the flow of new high potential start-ups and supporting their growth is one of the fundamental building blocks in Enterprise Irelands overall strategy for indigenous industry.

Support is available through the County Enterprise Boards for start up companies although this is not necessarily focused on Creative Industries.

## **SCOTLAND**

Support for companies, including the creative industries, is provided through Scottish Enterprise and Highlands and Islands Enterprise. A number of strands of support to businesses can be provided including one-to-one support services for growth companies, support for innovation, commercialization, investment and Internationalisation. In addition, the Creative Scotland Innovation Fund supports a number of digital media projects in partnership with the Enterprise Networks and others including the Digital Media IP Fund and Starter for Six (S46).

### **3.2.3** Your project must demonstrate how it will address the key barriers to growth within the Creative Industries sector.

Further to the barriers set out in section 3.2.1, the Government Department with the statutory responsibility to support Creative Industries have indicated a number of other key barriers to growth within the sector.

These are set out below and include comments on gaps in provision within the sector:

- Most companies in the industry are very small and have been set-up by creative or technical rather than business people. Management skills in a general sense and more specifically marketing and financial skills are weak in such companies.
- Much of the industry is based on a project model and the development of project management skills is a key driver of efficiency and time-scales as well as the ability to deal with clients (existing and prospective).
- Additional tailored business training for the Creative Industry sector is required.
- Better support required for cross border and cross regional trade and accessing international markets.
- Tran-disciplinary initiatives – application of technologies and skills within creative industries sector to other sectors (i.e.health, education)
- International Dispora: Find a way to harness the creative international dispora.
- Knowledge of international best practice techniques.
- Low level of new product development.

- Industry engagement – the diversity of the sector means there is no single structure for engagement.
- Intellectual Property and new business models – changes in the value chain and technology have altered the way in which creative content can be accessed and distributed.

**3.2.4** Demonstrate both quantitatively and qualitatively how the proposed project will improve the competitiveness of companies within the Creative Industries sector and assist the sector to increase market access both within the eligible region and beyond.

In compiling your response, factors you should consider include:

- What are your planned specific activities and supports? (specify quantitative and qualitative outputs);
- What constitutes success and growth in the sub-sector you have identified?
- What would the characteristics of success and growth look like in five years time?
- What are the international opportunities for the sub-sector you have identified?
- What are the key barriers to growth and how they can be addressed?
- What are the key enablers of growth?
- Where are you now?
- Where do you want to be in five years time?
- How do you get there?
- How will you source businesses and self employed creative entrepreneurs to ensure that you are providing the right, targeted support?

**3.2.5** In responding to this question you must demonstrate how the project intends to build links between the Creative Industries sector and other stakeholders across the eligible region.

At present the Creative Industry sector is fragmented and it needs to be better networked. For example the creative elements of the creative industries (music, film, digital content) are intrinsically linked. It is therefore crucial that a holistic approach is promoted to ensure maximisation of resources and impact.

Demonstrate that you are working in partnership **with** relevant public sector organisations and those who represent the Creative Industries sector will be essential to maximise opportunities.

**3.2.6** Explain the specific advantages of inter-regional action. You should set out how this inter-regional nature of your proposal will be of benefit to your target group.

You should demonstrate widespread consultation in having developed the applications. Some of the organizations with whom you may wish to consult are as follows:

- State agencies such as Enterprise Ireland, INI, Scottish Enterprise and Highlands and Islands Enterprise;
- NESTA (National Endowment for Science, Technology and the Arts);
- Northern Ireland Screen;
- Arts Council NI;
- DCAL;
- Business organisations – i.e. Federation of Small Business, Local Chambers of Commerce, CBI;
- The Sector Skills Councils – Skillset and Creative and Cultural Skills;
- Scotland’s Creative Industries Partnership;
- Business Gateway;
- Creative Scotland;
- Scottish Funding Council;
- Skills Development Scotland.

## SECTION 4: CROSS CUTTING THEMES

### 4. Cross Cutting Themes

There are four cross-cutting themes that are common to each Programme. They are: Equality; Sustainable Development; Poverty; and Partnership. PEACE III projects are encouraged to adhere to the cross-border theme, but this is not a formal requirement.

It is essential that you describe if and how your project has considered the cross-cutting themes during the planning and design stages of the project. You must tell us how your project contributes to the cross cutting themes of the Programme. Also, describe how you will continue to ensure these themes are ingrained in your project as it is implemented.

- 4.1 *Equality*: Projects must show due regard for the need to promote equality of opportunity and adherence to the equality legislation in relevant jurisdictions. Additional guidance has been made available
- 4.2 *Sustainable Development*: Projects must illustrate how they will promote sustainable development which is concerned with the integration of environmental, economic and social issue. Projects must not have a detrimental effect on any of these areas.
- 4.3 *Poverty*: Projects must demonstrate adherence to the relevant anti-poverty strategies in Ireland, Northern Ireland and Scotland.
- 4.4 *Partnership*: Projects must demonstrate the development of an active partnership in the preparation, the implementation and mainstreaming of the project.
- 4.5 *Cross Border Cooperation*: Within the theme of cross-border cooperation, there are four areas where joint working may be evident.

The cross border criteria all future projects will have to comply with are:

**Joint development:**

The project must be designed by representatives from both sides of the border. Project proposals must clearly integrate the ideas, priorities and actions of stakeholders on both sides of the border. The Lead Partner is the coordinator of this process but should include other Partners from the start of the design process.

**Joint implementation**

The activities must be carried out and coordinated on both sides of the border. It is not enough that activities run in parallel. There must be clear content based links between what is happening on either side of the border and regular contact between the two sides. The Lead Partner is responsible for ensuring that activities are properly coordinated, that schedules are kept and that the right quality levels are achieved.

**Joint staffing**

The project should not duplicate functions on both sides of the border and staff on both sides of the border should work together on the project. Partners should not merely carry out activities in parallel without coordination and exchange. As a minimum there should be a joint project manager with overall responsibility for project activities on both sides of the border. The Lead Partner is generally the employer of core project staff, but project Partners should also allocate staff according to their responsibilities within the project. It is essential that the Lead Partner is allocated sufficient resources for overall project management.

**Joint financing**

There will be only one joint project budget. This budget should be divided between partners according to the activities carried out. There is also only one project bank account (held by the Lead Partner) and payments are made from the programme to this account. The Lead Partner is responsible for administration and distribution of these funds and for reporting on their use (through collecting partial reports from Partners).

**In this section we want clear and concise information on your project proposal. Bear in mind your proposal must be clear also to non-technical experts. Make sure your project complies and links with the overall Programme objective and, more specifically, with your chosen priority and theme as outlined in the Operational Programme.**

### 5.1 Project Name

Title of the Project: State the official full title of the project.

Acronym: Give a short name or acronym to which the project can be referred. The use of a short name or acronym is used for efficient communication and administration.

### 5.2 Timeframe for Implementation

You will be asked to report regularly to us on the progress of your project.

Therefore, at the project planning stage, be clear around the timeframe for the implementation of your project. Make sure that the timeframe links with Section 4.2 of the application which provides details of your project work plan.

### 5.3 Project Description

This is the first chance to tell us about your project. Remember, you will be providing more detail in you overall Project Work Plan so this project description should be **concise and to the point**.

The most important elements you must cover here are:

#### 5.3.1 Project Summary

Provide us with a brief project summary. Remember to keep it short and simple.

#### 5.3.2 Overall Project Aim

Here you must describe, in general terms, the overall aim of your project. In describing the aim you should tell us what your project is about and what it is you want to do. The aim, objectives and activities of a project are closely interlinked.

The project activities carried out will help you realize the objectives you have planned, which in turn feed into the overall aim of the project.

### 5.3.3 **Project Objectives**

Tell us what the project will do to achieve the aim. Your objectives should be specific statements of what you want to achieve over a set period of time.

### 5.3.4 **Project Outcomes**

State clearly the short-term outcomes or outputs you want to achieve by implementing the project. Refer closely to the Operational Programme to ensure that your objectives are in line with the overall targets and indicators that have been set for the Programme.

To facilitate the implementation of the project we suggest you break your project into project activities. The information required on the different project activities is requested under section 6.1.

### 5.3.5 **Project Impact**

What do you hope to be the ultimate impact of your project proposal upon completion (at a local level, at a regional level)? Indicate how you will measure/assess whether you have achieved your ultimate impact?

Refer closely to the Operational Programme (OP) when putting your project proposal together. Only by being very familiar with the OP will you be able to describe how your aim, objective(s) and impact(s) feed into the overall output, result and impact indicators that have been set for the Programme.

## 5.4 **Need for your Project**

### 5.4.1 The evidence of need for your project is fundamental to the funding outcome.

What is the problem the project is going to tackle and what is the contribution the project is going to make to solve it and who are the final beneficiaries? You must have strong evidence in place that there are gaps to be filled and opportunities to be exploited.

### 5.4.2 In identifying this need, it is important that you have consulted as widely as possible and taken on as many views as you can. Describe the bottom-up

approach that has been adopted in putting together the project. Is there evidence that the target group has been consulted with during the design of the proposed operation?

5.4.3 You should also consider local and national research. Look at broader strategies in the eligible region and beyond at the macro-level and demonstrate how your project complements them. You may have conducted your own research in the form of consultations / other market research. If so, tell us about it.

5.4.4 You must demonstrate how the proposed project fills a 'gap' in current provision and, if relevant, show how it complements the work of other existing work in the Creative Industries sector.

5.4.5 Applicants must show how they have mitigated against potential duplication with other support to the Creative Industries sector.

#### **5.4 Marketing of the Project**

Demonstrate how the proposed project will attract, secure and maintain participants.

#### **5.6 Additionality and complementarity**

5.6.1 Added value is a fundamental principle of ERDF funding. Subsequently, your project must represent additional activities which would not otherwise have been achieved without EU funding. Programme funding shall not replace national, regional and / or local funding, but complement the existing services. Programme funding shall not be used to fund activities that participating organizations have a statutory requirement to carry out. How does your project provide assurances that without ERDF funding this would not otherwise have been achieved?

5.6.2 You should also be able to outline how your project complements similar actions being funded under other regional, national and EU Programmes.

5.6.3 Indicate how you have considered the issue of displacement? Will the proposal result in any other similar operation / activity being adversely affected?

## **5.7 Innovation**

Provide us with detailed information on the innovative nature of your project. You should tell us how you are meeting the need for your project in a new and creative way.

## **5.8 Options Analysis / Identifying Risks**

An independent economic appraisal will be carried out on your project after a certain stage in the process if the proposal is deemed to be strong enough to warrant an economic appraisal. The economic appraisal will further analyse the options. However, in developing your project, you should also consider your options in how the project could be best implemented.

5.8.1 A S.W.O.T. analysis (containing a list of strengths, weaknesses, opportunities and threats) can be an extremely useful tool in considering options and analyzing risk. You must develop a S.W.O.T. analysis for your project.

5.8.2 As a result of the S.W.O.T. analysis, show us the different options you have considered in developing your proposal. There must be at least two options. One of the options may be to do nothing. Another option may be the project as you propose it. Other options may be to develop the project at reduced or increased scales.

Having considered the options available to you, please explain in your application why the preferred option is being promoted.

5.8.3 You should also focus on any risks associated with the implementation of the project based on the preferred option and show how you will minimise them. Think of the possible loss of key personnel, loss of premises, retention of records etc. This section should specify the risks associated with your peace building objectives.

## **5.9 Location**

If the project intends to have a lead partner or project partner based outside the eligible area, please provide details (organisation, contact address, contact name).

**In this section you must outline your project in more detail. We need to get a clear and concrete idea of the steps the partnership will undertake to meet the need for the project, and fulfil the aims and objectives.**

**In this section the project applicant must indicate how the project is to be rolled out – in other words, the work plan is a practical tool showing how the project will be operationalised.**

### 6.1 Project Work Plan

In order to help you describe your project outcomes we have devised a work plan template that will help you to think through the steps involved. The work plan is structured according to the key elements/objectives of your project:

**Activities:** While describing your activity / activities be as accurate and complete as possible. Complete as many activities as your project requires and group your activities per project objective you have identified.

**Beneficiaries:** What are the target group(s) and area(s) that are aimed at with this activity? Depending on the project and activity the target groups can vary.

**Budget Required:** If capital investments or large scale outsourcing is required for the project, you should outline in this section the type of investment and bring it into relation with the specific activity. Identify the planning process as well.

**Output:** State repeat here the short-term outputs you want to achieve by implementing the project. Depending upon your project, you may complete more than one work plan. Make sure these project work plans are linked up with you cost plan.

#### Project Objectives:

Activity	Description	Who will lead?	Beneficiaries	Budget	Output(s)
1.				€/£	
2.				€/£	
3				€/£	
Etc.				€/£	

**6.2. Timescale.** Please provide an outline timescale to show when the activities of your project will take place, including when the above objectives will be achieved (again, remember this is to enable you and us to track progress of the project).

<b>YEAR</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>
2010				
2011				
2012				
Etc.				

If you have any extra information you would like to include, please provide it as an annex.

### **6.3 Publicity and Information Requirements - Communication Plan**

There is a range of minimum publicity and information requirements for all projects. Developing a Communication Plan will ensure projects meet these requirements. Your Communication Plan must be prepared and budgeted for well before the project is approved. Think about who your target audiences are. Target audiences are diverse and will vary for each project. They need to be communicated and engaged with all along the project lifecycle. Make sure the Communication Plan incorporates all project partners. It is also important to remember that publicity and communication is a dynamic process. Your plan should indicate how you would react to changing circumstances or opportunities.

Overall the Communication Plan should outline:

**who** to engage with (target audiences);

**why** to engage them (objectives);

**how** to engage their support (messages and actions).

A detailed guidance note on how to develop a Communication Plan is available on our website [www.seupb.eu/programmes.htm](http://www.seupb.eu/programmes.htm)

### **6.4 Evaluation and Follow-up**

6.4.1 In this section please provide information on your project evaluation method. By evaluating your project you should be able to build on the experiences and lessons learned during its implementation. Core criteria which should be addressed in your evaluation are: relevance, efficiency, effectiveness, impact and

sustainability. Other questions you should ask yourself at this stage are - What went well? What could have been done better?

- 6.4.2 Indicate how the benefits of the project will be maintained in the post-funding period. In order for the project outcomes to be sustained after the funding period the partnership should have a (exit) strategy in place. For example, are mainstream funders involved in the design and implementation of the project proposal? If not, have relevant stakeholders been kept informed about the project? Outline the exit strategy which has been developed for the project and which gives us details on how any follow-up will be managed.

## SECTION 7 YOUR PROJECT BUDGET

**In this section you will show how the project budget demonstrates value for money. The project budget should be proportionate to the results aimed for. A clear and detailed budget plan that is fully in line with the work plan and communication plan is an essential requirement.**

### 7.1 Total Project Cost

Please note that the total cost of the project may be greater than the amount you are requesting from the INTERREG IVA Programme. Applicants are strongly advised that although this is possible, it is **NOT** a requirement of the INTERREG IVA Programme to contribute any more than the required 25% match funding.

Should you bring additional funding, then the total project cost (Section 5.1) will be greater than the total INTERREG IVA eligible cost (Section 5.2). If there is no additional ineligible match funding, then the amounts in Section 5.1 and Section 5.2 will be the same.

### 7.2 INTERREG IVA – Total Eligible Costs

This section asks for the amount of funding that the project is seeking from the INTERREG IVA Programme.

It is important to note that the Total Eligible Costs is calculated by adding the 75% ERDF and 25% match funding from each of the partners. 100% funding is available in the case of Ireland / N Ireland projects. For Ireland / N Ireland the 25% match is provided by central Government and therefore match funding does not need to be secured and contributed by Ireland / Northern Ireland partners.

However, in the instance of a tripartite project, the Scottish partner must contribute 25% in proportion to their amount of ERDF sought. This match funding must be cash based – i.e. real and verifiable.

### **7.3 INTERREG IVA – Total Eligible Costs (Per Partner and by Jurisdiction)**

This question requires you to provide a breakdown of funding per partner and by Jurisdiction. Please ensure that the ERDF and Match funding are proportioned correctly – i.e. in a proportion of 75%:25%.

Applicants are advised that it is not a requirement of the INTERREG IVA Programme to contribute any more than the required 25% match funding. The totals for Tables 5.2 and 5.3 must equal.

It is important to note that these splits are subject to scrutiny at Economic Appraisal and are subject to agreement with the Government Departments in Ireland and N Ireland providing the match funding.

### **7.4 Additional Partner Contribution**

If your project does not include an additional contribution from any of the partners, (known as ineligible match funding) then questions 5.4 and 5.5 can be left blank.

Applicants are advised that it is NOT a requirement of the INTERREG IVA Programme to contribute any more than the required 25% match funding. In most instances, it is expected that there will not be ineligible (match) funding.

### **7.5 Breakdown of Additional Partner Contribution**

If you answer 'Yes' to Question 5.4 above, then please provide a breakdown on the additional match according to partner and by Jurisdiction. If there is no additional match funding, then this question is not applicable and can be left blank.

### **7.6 VAT Details**

This section of the form captures information on whether or not the Lead Partner is registered for VAT or has a Tax Clearance Certificate.

## **7.7 Other Sources of Funding**

In order to avoid double funding you must tell us if you have applied for funding from other sources for the same project. Indicate who this application has been submitted to, what stage the application is at and when a decision would be known.

## **7.8 Total Project Cost Breakdown**

Please note that this is NOT an annualised budget. Rather, this budget captures information at three levels:

- Breakdown of the total project cost – this must be equal to the amount you have stated in Section 5.1;
- Breakdown of the total INTERREG IVA eligible costs – this must be equal to the total provided in Section 5.2;
- Breakdown of the additional partner contribution (ineligible match) – this must be equal to the total provided in Section 5.4.

## **7.9 Annualised INTERREG IVA Eligible Costs**

The budget for the total project costs and is divided into four main areas – Capital Costs; Salaries and Wages; Goods and Services and Programme Costs. Please provide as much detail on the individual costs within both of these budget areas. Your budget should be broken down on an annual basis.

The application form will provide some suggested headings – this may not reflect your project budget so please amend and insert new headings as necessary in a more detailed budget that should be added as an addendum to the application to provide more detail on all of the costs that have been included in the budget.

Make sure your plan is realistically budgeted; e.g. are overhead / management charges apportioned on a justifiable basis. In the case where you expect to tender for goods and services, make sure you budget realistically based on current market values.

This section of the application has supporting notes to the budget. Please read these carefully and make sure that you provide a separate budget sheet for each project partner. These have been supplied in Annex 3 to the application form. Each partner's budget should clearly identify any shared costs.

Applicants are asked to use rounded figures for this exercise to the nearest pound or euro.

#### **7.10 Income Generation**

Although your project may generate income, any revenue generated must be declared in order for us to calculate the co-funding contribution.

## SECTION 8

## CHECKING IT'S ALL THERE

ITEM REQUIRED	ADDITIONAL NOTES
On line Part A form	To be submitted electronically PRIOR to the closing date via <a href="http://www.eugrants.org">www.eugrants.org</a>
Fully Completed Part B Application Form	All sections of the form must be completed in full including those relevant to the Programme, Priority and Theme to which you are applying. This part of the application should be submitted prior to the closing date <p style="margin-left: 40px;">either by uploading the document onto the database  sending it as a hard copy  sending it via e-mail  or a combination of the three possibilities listed above</p> <i>Note: do not forget to fill out your unique project reference number on your Part B application form.</i>
Audited Accounts	Copies of your organizations audited accounts for the last three years should be supplied.
Recent Bank Statements	Six months of backdated bank statements.
Legal Status	Copy of Governing Document. Constitution or Memorandum and Articles of Association of the Lead Partner.
Organisational Structure	1. Organisation Chart showing the lead partner organisational structure; 2. Organisation Chart for the project management structure – this may include details of staffing structure, Board/steering committee structure and/or sub-committees.
Job Descriptions	If you have a staffing budget line included in the operation please include the associated job descriptions.
Communication Plan	A detailed guidance note is available. This outlines what you should include in your Communication Plan. Visit <a href="http://www.seupb.eu/programmes.htm">www.seupb.eu/programmes.htm</a> for more information.
Declaration of Participation / Agreement with Partner Organizations	This can be in the form of letters of support, minutes of the meeting at which the partnership arrangement was agreed, or a more formal documented agreement between the partners.
Supporting Documentation for Capital Proposals	A full Capital Checklist is available via <a href="http://www.seupb.eu/programmes.htm">www.seupb.eu/programmes.htm</a>
Details on Tax Clearance / VAT information	For Northern or Southern Ireland.
Copies of Relevant Minutes.	Signed minutes of board meeting authorising submission of the application form.
Signed Equality Statement for Lead Partner	Recipients of ERDF funding should have due regard to the need to promote equality of opportunity. Therefore, the Lead Partner should submit their organisation's equality policy / action plan. Annex 1
Signed Declaration	Recipients of ERDF funding should have due regard to the need to promote equality of opportunity. Therefore, the Lead Partner should submit their organisation's equality policy / action plan. Annex 2.

Detailed Partner Budgets (if applicable) ( <i>see Annex 3</i> )	Individual partner budgets should be submitted for each partner and the lead partner. All those submitted should add up to the budget submitted within the main form at section 5.3.
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**PLEASE NOTE:**

The documents on this checklist can be printed out and sent by post with your completed application form to:

Special EU Programmes Body  
7<sup>th</sup> Floor, The Clarence West Building  
5 Clarence Street West  
Belfast, BT2 7GP

Alternatively, if available electronically, you may email them along with your completed application to [interregapplications@seupb.eu](mailto:interregapplications@seupb.eu)

**THE CLOSING DATE FOR APPLICATIONS IS FRIDAY 6<sup>th</sup> AUGUST 2010 AT 17.00.  
APPLICATIONS RECEIVED AFTER THE CLOSING DATE WILL NOT BE ACCEPTED**