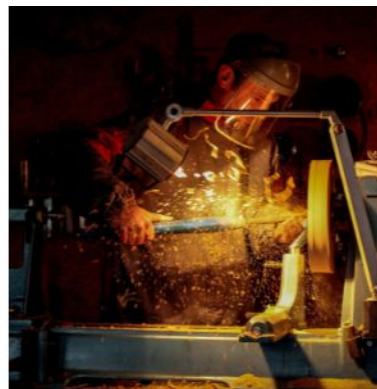




# Results and Evaluation



# Highlights August Craft Month (ACM)

- Approx 190 makers from NI took part in ACM, with an estimated 7,457 visitors to events (from 24 survey responses).
- 123 events were registered with ACM in Northern Ireland, with at least one in each county.
- Craft NI social media stats included Facebook reach of over 24,000 and Instagram reach of over 4,000 from July-August.
- During August there were 2,610 views of the NI ACM Calendar page, which during this time was the most visited page on the website.
- Over 900 makers were involved across the island with over 16,000 visitors to events (37 survey responses).
- 265 events in total across the island, with at least one event in every county.
- Over 9,000 visitors to the all island [www.augustcraftmonth.org](http://www.augustcraftmonth.org) website calendar of events
- All island social media stats included Facebook reach of over 190,000. Instagram reach of over 82,000.

## Events (NI and ROI)

ITEM	2021 Results	2022 Target	2022 Achieved
Total Events registered NI	74	100	123
Total Events registered ROI	n/a	130	142
Total Events	n/a	200	265

You can find the full calendar of [NI events here](#).

NI and ROI calendar can be found at [www.augustcraftmonth.org](http://www.augustcraftmonth.org).

# Maker Feedback

- Participants at the workshop have already booked on my next workshop
- There was a direct link or connection to new sales or commissions. For the other 4 artists it was their first time involved & they were very impressed
- I was delighted that my workshops reached a much wider audience and participants travelled from the South of Ireland and much further afield as a result. 9 people booked accommodation on 2 nights to attend.
- My event was oversubscribed and thoroughly enjoyed by all participants, some travelling as far as Mullingar, Cavan and Omagh to join in. 3 of those couples booked into accommodation to attend.
- Our event reached a much wider audience than normal and Craft Makers informed me that they had much higher sales as the customers came ready to buy good crafts
- I mentioned how strong and well managed it was (August Craft Month) at a meeting this morning of our Arts & Culture Co-delivery group
- August Craft month was an excellent opportunity to highlight local creatives on a much larger platform.
- August Craft Month has proved to be a valuable opportunity for further integrating into our local community. It works well as an all-Ireland concerted effort to promote awareness and exposure to craft and craft processes
- the past few years have been difficult for makers so I want to convey my huge thanks for your support and promotion of my events

# Audience Survey Findings (NI and ROI)

There were 96 respondents to the Audience ACM Survey:

- 98% agreed that their maker demonstrated a high level of skill
- 98% agreed that the event they attended gave them a stronger appreciation for craft skills
- 98% agreed that they learnt something new about craft
- 99% agreed that they would attend a craft event again.

Respondents listed reasons for being attracted to August Craft Month;

- they were interested in collecting/buying craft
- have an academic or professional interest in craft
- they wanted to learn/experience something new
- they wanted to spend an enjoyable day with friends/family
- they enjoy making craft
- they knew someone involved
- they regularly attend events at their chosen venue

# Audience Feedback

- It was an amazing experience.
- It is really nice to see traditional crafts passed on down the generations like that. I would recommend.
- Very enjoyable. Teacher went above and beyond with her time and encouragement.
- Fab workshop, really enjoyable and I would highly recommend Number 19 Craft and Design.
- The workshop was delivered in a very friendly, relaxed way and it was good to do it with a mixture of people.
- A marvellous workshop led by a team of skilled and inspiring tutors. The high ratio of tutors to participants enabled everyone to learn whatever their own level of skills and experience. My personal learning goals were far exceeded and I left at the end of the day with a clear path forward.
- I feel very privileged and fortunate to have been able to attend this workshop in such beautiful surroundings. The experience and skill of Jane, Sirpa and Elspeth is exceptional and they were very generous in sharing their knowledge.
- Andrea was a fabulous tutor and very informative and demonstration of her craft [...] Booking another with her soon
- Heather was a great host showed us lots of techniques on making a ring. I [...] would like to attend another class in the future
- Naomi was an excellent facilitator/ tutor, we learnt loads and the day was thoroughly enjoyable and her patience appreciated.



# Thank you



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Images courtesy of Ruth Osborne, Fiona Shannon, Ruth Ewan, Padraig Carragher, Eleanor-Jane McCartney, Creative Peninsula, Elizabeth Jorrn, Irish Craft Heroes, Andrea Spencer, Andrea Hayes, Leanne McCormack, National Museums NI, and Angela Turkington.

