

STRATEGIC PLAN 2022-25

A SUMMARY

During 2021, the Craft NI Board initiated a conversation and review amongst its stakeholders and team about their ambitions for the next three years. We drew on research we had commissioned into the impact of the pandemic and on our findings from maker surveys and what makers told us they needed. The 2022-2025 Strategic Plan is the result.

I want to thank everyone at Craft NI and all those who took part in the research for their role in shaping this plan and their commitment to the growth of craft in Northern Ireland

James Toland, Chair, Craft NI

This summary gives the highlights of our ambitions to 2025 and how we will track progress.

Our vision

A diverse and sustainable craft sector that makes a positive contribution to the culture, economy and wellbeing of people in Northern Ireland.



Our mission

To contribute to an integrated, entrepreneurial and vibrant contemporary crafts sector in Northern Ireland, actively supported by regional and local stakeholders, that contributes increasingly to the creative, cultural and economic life of Northern Ireland.

Our values

We will work in a way which:

- Is ambitious and outward-looking
- Builds partnerships and collaborations
- Finds opportunities to promote and advocate NI Craft
- Is educating, enriching, inspiring and innovating
- Promotes quality
- Is inclusive and respectful

OUR STRATEGIC OUTCOMES

Makers

- More makers have sustainable and resilient practices
- Makers are more connected, networked, engaged and supported
- Makers can develop professionally and artistically

Audiences and markets

- Increase demand for, and consumption of, quality craft in NI
- Increase the value placed on the benefits of craft and craft making through education and promotion
- Increase access to learning about, participating in and appreciating craft

Craft NI

- Craft NI is among the first places that stakeholders look to for information, support or signposting
- Craft NI is resourced to deliver its objectives through people, skills and funds
- Craft NI builds partnerships that will benefit the sector through collaboration and working together



TOP LEVEL OBJECTIVES AND ACTIVITIES 2022-25

Makers

We want to enable makers to access training relevant to their business and to build beneficial networks in NI and beyond. We will also support makers to find professional development and learn about and test commercial approaches, innovate in their craft and develop digital skills.

We will support makers with open access training and professional development programme opportunities. We will help people stay in touch and network through events and newsletters. We will promote craft through our Craft NI Directory of makers and retailers, our Gallery and regular promotions and marketing activities and campaigns.

Audiences and markets

We will work towards audiences and buyers being able to find more high quality craft across NI and to see high quality craft exhibitions easily. We also want to make it easier for people to make craft, whether for recreation, wellbeing or professional development.

We will create a new marketing strategy and develop our website. We will also develop our juried exhibitions prioritising NI makers. We will grow August Craft Month and through partnerships increase audiences both in NI and across the island of Ireland and among visitors. We will build relationships in education, tourism, local government and across relevant stakeholders with an interest in a flourishing craft sector.

Craft NI

We want makers to see Craft NI as an inspirational source of information and advice. To meet this and our other objectives we will develop our range of income streams and take care to support our staff. We will collaborate with a wider range of partners to deliver value for the craft sector.

We will run our advice and signposting service and grow the potential of our physical space as a resource for makers and the public. We will create new plans for Gallery marketing, sponsorship and fundraising, and we will develop and support our staff. We will develop relationships with partners across the islands.

TRACKING SUCCESS THROUGH GROWTH IN...

Makers

- Maker satisfaction with our training and information services
- Income for participants in our CPD programmes
- Uptake of commercial and artistic opportunities in the sector

Audiences and markets

- Footfall and income through the Craft NI Gallery
- The number of craft exhibitions programmed across NI
- The number of events and participants in August Craft Month
- Increased engagement online with a breadth of audiences across the islands and internationally

Craft NI

- Uptake and engagement with our services
- The diversification of our income to support our goals
- The depth, breadth and utility of our partner networks



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