



AUGUST CRAFT MONTH

2024 Project Evaluation

August Craft Month Highlights

- **433 events** took place across the island, with at least one event in every county
- **176 events took place across Northern Ireland**
- **257 events took place across the Republic of Ireland**
- **An estimated 1796 makers took part in 2024 across the island**
- **Over 30,000 people were estimated to have visited events across the island in 2024.** This number was estimated from completed event host surveys.
- Over **13,000** visitors to the ACM website calendar of events between July and August with over **35,000** loads of the calendar
- Average engagement time on the website increased

August Craft Month Instagram reach of over **208,800**

This year we saw even more local Councils in NI supporting makers to participate in August Craft Month including Ards and North Down Borough Council with the Creative Peninsula, Causeway Coast & Glens Borough Council, Mid and East Antrim Borough Council, Armagh City, Banbridge and Craigavon, Fermanagh and Omagh District Council, Lisburn and Castlereagh City Council.

We're very grateful for the participation of councils and venues in August Craft Month as it's due to their presence and engagement that makers receive the support, facilities and encouragement to connect with local and new audiences. Thank you to all who were involved this year!

Some venues and groups that took part this year include; Arts Arts Centre, Arthur Cottage, Castle Espie, Flowerfield Arts Centre, Island Arts Centre, Market Place Theatre & Arts Centre, Mid Antrim Museum, Millennium Court, North Down Museum, Number 19 Craft and Design, R-Space Gallery, Strule Arts Centre, Midtown Makers, The Braid, Ulster Folk Museum, Ulster Museum, Brain Injury Matters, Down Arts Centre, Lisburn City Library, Castle Espie, Discovery Hub, PRONI, Castle Ward, Ulster University, Market Place Theatre and Arts Centre, the Stormont Hotel, Roe Valley Arts Centre.

Opportunities to collaborate and take part in August Craft Month 2025 are numerous and we're excited to see who will be taking part.

[You can find the full calendar of amazing 2024 events here.](#)

PR Highlights

- **144 pieces of coverage across the island**
 - **34 pieces of print coverage, 39 pieces of online coverage and 15 pieces of broadcast coverage.**
- Features in Bloom Magazine, Sunday Mirror, The Irish News, MSN, Farming Life, The Impartial Reporter, News Letter, watsonni.com, Ambition Magazine, Belfast Times, Mourne Observer, Fermanagh Herald, Strabane Weekly News, East Down Advertiser, Northern Ireland World, Newry Reporter, Derry Journal, Business First, NI Chamber, Ulster Gazette, The County Down Outlook, Newry Democrat, Tyrone Courier, Antrim Guardian and more.
- **Combined Daily Reach: 50,809,567**
- **17 broadcast pieces of coverage**
 - Interviews took place with 20 different spokespeople including including Ruth Osborne, Tracey Whitehead, Josh Lyness, Juliane Gorman, Gabriela Avram, Catherine O'Connor, Anna Doyle, Tracey Smith, Sam Gleeson, Sarah McKenna, Eliee Garcia, Eoin Shanley and others.

[You can find the full JAGO PR Report here.](#)

Coverage Highlights

THE GLOSS
MAGAZINE

VIP

THE IRISH NEWS

IRELAND'S
HOMES INTERIORS
& LIVING

jago

Irish Daily Mail

RSVP
Magazine

Belfast Telegraph

RTE

Irish Examiner

IRISH DAILY
STAR

RADIO
ULSTER

SUNDAY
Mirror

EXHIBIT
CRAFT
MONTH

Events

	2024
Total events run all-island	433
NI events	176
ROI events	257

The NI and ROI calendar of events can be found at www.augustcraftmonth.org



Maker Feedback

- Communication was great between yourselves to us
- It was helpful and easier to log in and add / edit your own events.
- We are happy to take part again next year.
- I think the event is well organized and a good way to get people involved in arts and crafts
- We were delighted to be part of August Craft Month, thanks!
- I really like the fact that it's all-Ireland now I think that was a significant step forward.
- The team were very helpful and supportive
- It was organised so well, lots of communication, information and help was always on hand.
- We were very happy with August Craft Month this year
- We were delighted to be part of August Craft Month. We had never done demos but the interest and enjoyment we got from this event has given us enthusiasm to organise even more workshops in the future.
- We got to chat to many people over the day, being able to show people our processes, tools etc really engaged people about our work.
- I found the team at August Craft Month very helpful throughout the planning of our event and have no issues at all

Audience Survey Feedback

There were 88 responses to the Audience Survey;

- 100% agreed that they learnt something new about craft
- 100% agreed that the maker demonstrated a high level of skill
- 99% agreed that the event they attended gave them a stronger appreciation for craft skills
- 100% agreed that they would attend an event like this again
- 100% agreed that they would recommend August Craft Month to friends and family

Respondents listed reasons for being attracted to August Craft Month;

- I enjoy making craft (81.8%)
- I wanted to learn/experience something new (62.5%)
- I wanted to spend an enjoyable day with friends/family (29.5%)
- I have an academic/professional interest in craft (20.5%)
- I know someone involved (17%)
- I'm interested in collecting/buying craft (22.7%)
- I regularly attend events at this venue (2.3%)

Audience Survey Feedback

- Had a fantastic morning meeting new people and learning a new skill in beautiful surroundings
- Tracey was incredible - we had so much fun and it was suitable for all levels and experiences. [...] Incredible day and will for sure be back!
- Thank you so much for giving craft the attention it deserves!
- August Craft Month is a great initiative, I'm looking forward to attending more events in future!
- I was delighted to see that such an event was put on for August. So enjoyed the two in which I participated. Looking forward to next year if the event will run again, and hopefully will get to experience an even greater amount of events.
- A wonderful masterclass taught by an expert in the field of pottery. I learnt so much in the 3 days, which has reignited my love for craft, inspired, encouraged and provided me with the confidence to attend more classes/courses like this in the future!
- The first event was an amazing day with my 7 year old daughter and inspiring her to so creative.
- It was EPIC
- Great opportunity to meet crafters in the area and introduce them to each other. Lots of new connections made
- A new skill learned to re-purpose my treasured piece of leather from skirt to bag. A lovely way to be sustainable and pass on as a family treasure.
- I really loved how interactive and interesting this event was!!
- I loved seeing the process behind the artwork.
- A very informative day, everyone was so pleasant and welcoming, we will be back

Thank you for taking part!



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Images courtesy of Ruth Osborne, Brian Morrison Photography, Roe Valley Arts Centre, Castle Ward, Belfast Ceramics Studio, Ulster Folk Museum, Eleanor-Jane McCartney, Angela Turkington, Alison Pascoe and 9ft in Common