



2023 Results and Evaluation



August Craft Month Highlights

- **421** events took place across the island, with at least one event in every county
- **163** events took place across Northern Ireland
- An estimated **1,200 to 1,600** makers took part in 2023 across the island
- An estimated **30,000 to 60,000** people visited the all-island events in 2023
- Our online audience increased by 66% from 2022 with over 15,000 visitors to the ACM website in 2023
- All-island ACM Facebook reach of over **478,000**
- All-island ACM Instagram reach of over **185,000**

This year we saw increased engagement from councils and venues including Ards and North Down Borough Council with the Creative Peninsula and 'Experience Ards and North Down 2023', Causeway Coast & Glens Borough Council, Mid and East Antrim Borough Council and Mid Ulster Council.

It's so important for councils and venues to be involved with August Craft Month as its 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 that took part this year include; Arts Arts Centre, Arthur Cottage, Castle Espie Wetlands Centre, Causeway Speciality Market, Elmfield Estate, Flowerfield Arts Centre, Golden Thread Gallery, Gransha Equestrian Centre, HMS Caroline, Island Arts Centre, Lisburn Library, Market Place Theatre & Arts Centre, Mid Antrim Museum, Millennium Court, Moneydarragh Hub, North Down Museum, Number 19 Craft and Design, R-Space Gallery hosting exhibitions alongside the Linen Biennale that took place across multiple venues, Strule Arts Centre, The Braid, Ulster Folk Museum, Ulster Museum, and Whitehead Community Centre. [You can find the full calendar of amazing events here.](#)



PR Highlights

- 122 pieces of coverage across the island
- 54 pieces of NI coverage which included 16 pieces of print coverage, 35 pieces of online coverage, two pieces of broadcast coverage, and one e-paper of coverage
- Coverage highlights include, BBC Radio Ulster, Belfast Telegraph, Ulster Tatler, Irish Country Magazine, BBC Sounds, Irish Daily Mail, Irish Examiner and more.
- Interviews took place with 3 different spokespeople, including Fiona Shannon, Ruth McEwan-Lyon and Helen Faulkner.
- 68 pieces of ROI coverage
- 13 Broadcast pieces of coverage
- 31% of coverage included social media engagement
- 75% of coverage included a link to the August Craft Month website

Combined Daily Reach all island: 57,769,733

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



Events NI and ROI

ITEM	2021 Results	2022 Results	2023 Achieved
Total Events registered NI	74	123	163
Total Events registered ROI	n/a	142	258
Total Events	n/a	265	421

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



Maker Feedback

- Really appreciated the August Craft Month support for exhibition.
- We had quite a lot of media coverage because of the exhibition - as always August Craft Month is recognised and understood by the media and helps us to hang our events on the wider programme.
- Very pleased with the support and advertising
- We had so many people looking to book each class
- It was absolutely brilliant and I think it's going to continue to get bigger as the years go forward. I loved the fact that we got little signs and stickers for the event and I really felt part of something bigger.
- it is an excellent event and provides a much appreciated boost to my business
- Keep it going! I think Craft NI are doing a brilliant job. The showcase exhibition is a highlight and a great opportunity for makers. The prizes are a real bonus. Thank you Craft NI
- It is a great event, would be amazing if we could have craft month bus tours across the entire island to link craft studios and events.
- I think it's really getting a lot of traction now and will grow
- It's a very good initiative and really supports Craft Makers, networks and provides opportunities to promote Craft in the region.



Audience Survey Findings (NI and ROI)

There were 36 responses to the Audience Survey;

- 97% agreed that the maker demonstrated a high level of skill
- 97% agreed that they learnt something new about Craft
- 100% agreed that the event(s) they attended gave them a stronger appreciation for craft skills
- 100% answered that they would attend an event like this again
- 100% responded that yes they would recommend August Craft Month to friends and family

Respondents listed reasons for being attracted to August Craft Month;

- I regularly attend events at this venue (2.8%)
- I wanted to learn/experience something new (63.9%)
- I wanted to spend an enjoyable day with friends/family (13.9%)
- I have an academic/professional interest in craft (19.4%)
- I know someone involved (2.8%)
- I enjoy making craft (72.2%)
- I'm interested in collecting/buying craft (27.8%)

Greater encouragement for audiences to complete survey is needed. Event hosts also need to promote the survey. This data is important to funders and partners.



Audience Feedback

- Loved the course, something I can try at home.
- Very fun event, great venue, wonderful instructors
- I visited Christina's exhibition in macdonagh junction Kilkenny she's very welcoming and her work was amazing [...] because of Christina I've learned a new craft which I'm very grateful for
- Creator was extremely friendly and helpful. Would love to see more from her in future.
- I had a wonderful day making a knife with no previous experience. Sam was a master craftsman and couldn't be more helpful and generous with his knowledge. Would love to do a similar course again.
- The heirloom jewellery talk was fascinating. There was a sensitivity and caring that went beyond the practical elements of re imagining these valuable family treasures .
- Really good thing with to do with your friends and family
- It was a very enjoyable class with Lucy Moore. It was great to be introduced to Irish plantlife that can be used for natural dyeing. The demonstrator gave us thorough directions and instructions for our own future projects.
- I thoroughly enjoyed my time and was delighted with my project at the end.
- Great Class, Great Teacher, Great Fun



Thank you for taking part!



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Images courtesy of Belfast Ceramics Studio, Ulster Folk Museum, Mourne Textiles, NI Silver, Number 19 Craft and Design, Moneydarragh Hub, Sharon Regan, Market Place Theatre, Jim Kelly, the Linen Biennale, Joel Smyth and Welig Heritage Crafts.

