



AUGUST
CRAFT
MONTH

2025 Project Evaluation

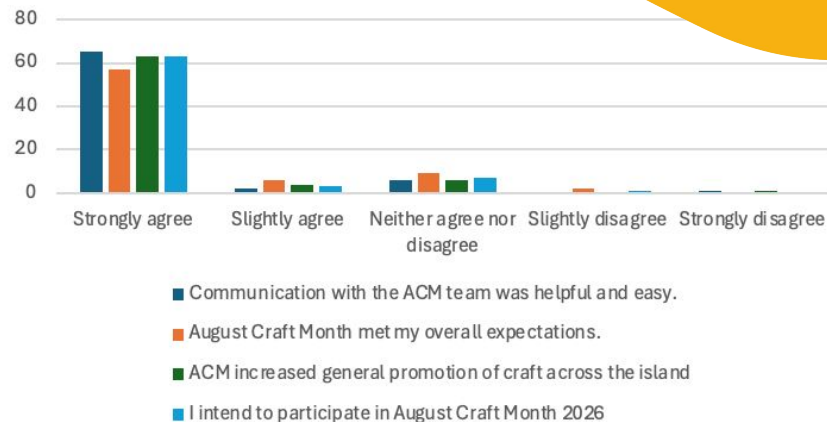
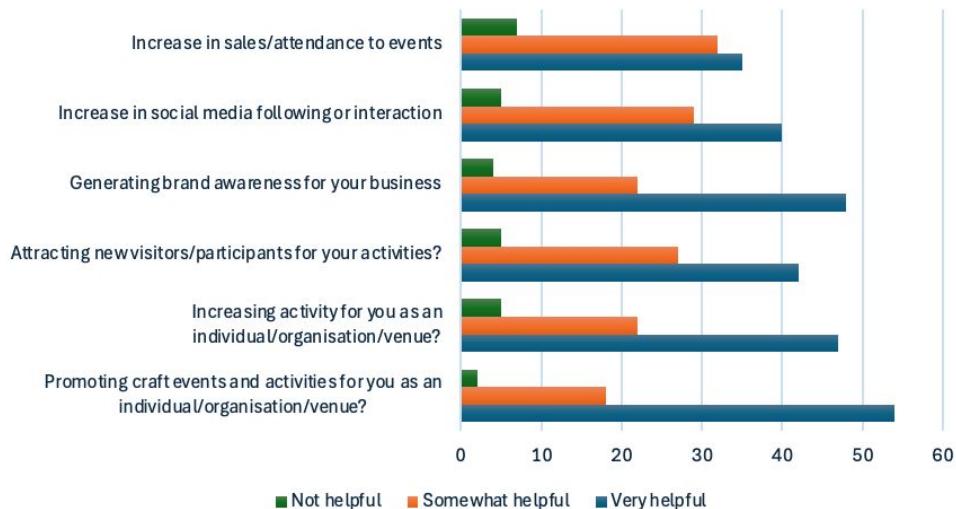


2025 Highlights

- **357 events** took place across the island of Ireland
 - **A total of 227 events** in ROI
 - **A total of 130 events** in NI
- **1,500 makers** estimated to have taken part in 2025
- An estimated **53,700+** people visited all-island events in 2025 from event surveys!
- The August Craft Month calendar had **47321 views** - a **35.2% increase from 2024!**
- There were **16,343 visitors** to the website - **an 11.15% increase from 2024!**
- Primary and secondary acquisition channels indicate a **strong brand recognition, effective social media campaigns** and **number of referrals from other websites**
- New advertising methods were explored including Tripadvisor, *The Journal*, paid ads, further marketing materials and more.
- There were 275,705 Instagram account views, **64% attracted from paid ads.**



Was being part of August Craft Month useful for the below statements?



An overwhelmingly positive response from participating event hosts this year, the above graphs indicate areas in which they found August Craft Month to be useful. This information is taken from surveys, your valuable feedback allows us to make improvements year on year and to celebrate successes.

PR Highlights presented by Jago Communications

153

Number of Total Pieces

64

Number of Total NI Pieces

89

Number of Total ROI Pieces

10

Number of Broadcast Pieces
(1 NI) AND (9 ROI)

25%

Percentage of publications that
posted the piece to their social
channels

56%

Percentage of coverage
included link to ACM website

IRISH COUNTRY
MAGAZINE

RSVP
Magazine

DublinLive

 Irish Examiner

IRELAND'S
HOMES INTERIORS
& LIVING

THE IRISH NEWS

SUNDAY
Mirror

Belfast
Telegraph

News Letter  Irish Independent 

These responses highlight audience satisfaction and reasons for attending.

There were 97 responses to the August Craft Month audience survey. In highlighting reasons for attending, respondents were able to select multiple answers.

96% agreed that they learnt something new about craft

98% 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



81% enjoy making craft

73% wanted to learn/experience something new

44% wanted to spend an enjoyable day with friends/family

28% knew someone involved

27% are interested in collecting/buying craft

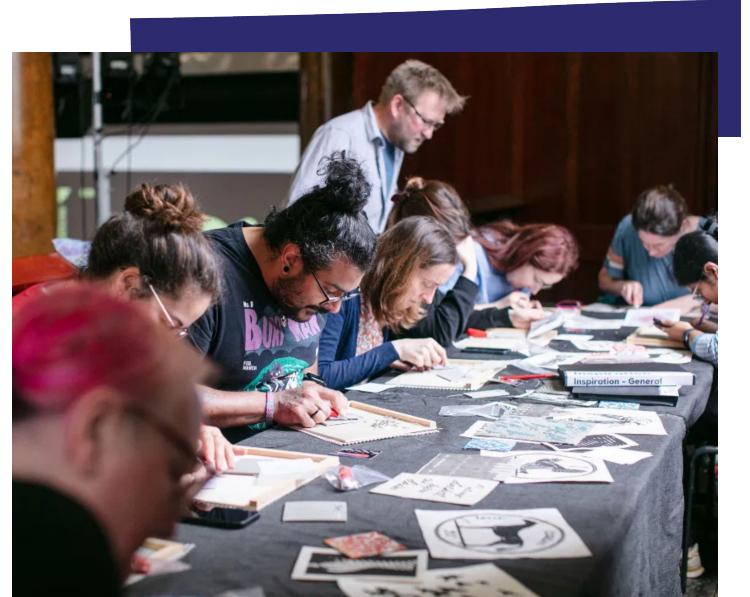
12% have an academic/professional interest in craft

4% regularly attend events at this venue (at least once a month)

Audience feedback:

What was the highlight of your experience?

- Realising creativity is in everyone's hands
- The knowledge of the speakers was inspiring
- Getting to make something to take home and be proud of.
- Brilliant day shared with like minded people
- We were all so proud of our achievements, my children are 8, 6 and 3 years and they all participated and loved it.
- The whole day felt both relaxing and uplifting — a lovely combination of learning, connection, and creativity.
- Couldn't recommend it enough. Hope they do more next year
- I learned a lot new things, and the small exhibition of teacher's work opened a new world for me
- Being able to get there, as I have Long Covid and am sometimes too tired to go to see exhibitions and markets that I would love to attend.
- Blown away by the skill, artistry and craftsmanship in so many pieces.
- Hands on, immersive and enjoyable
- Being able to see so many potters in one place was great. There was such a variety of styles and they were all happy to talk about their processes
- Seeing the array of crafters living in my local area.
- Seeing inspirational pieces of work from wonderful creators, finding new artists to follow on social media
- The atmosphere was amazing. [...] I am so grateful to have this in my town
- Learning a new skill, meeting lovely new people!



Maker feedback:

What was the highlight of your experience?



- Seeing how delighted our customers were to see our makers at work.
- Better awareness of Irish Hand Craft
- The high level of visitor engagement and enthusiasm at the workshops, strong sales across the weekend, and the sense of community among makers.
- Seeing new and returning attendees enjoying the workshops and events.
- Meeting new people. Watching people create with my ideas and supplies. I was delighted in how creative participants were and I learned too.
- Full workshop and very happy participants
- Community Involvement was excellent and good sales
- Meeting new people from the local community
- 120 people to my studio!
- This is the first nationwide event where my little name and business was featured in a directory with other talented artists/makers - and that was quite a thrill.
- Seeing the workshop at full capacity for the facilitator
- In 2025 we celebrated 25 years in business, it was lovely to be able to run an additional event and appreciate the support.
- People have more interest into hand craft and embroidery than before, still looking for lesson and are able to spend more on the ready pieces!
- For this exhibition the emphasis was on making lace making accessible to everyone and encouraging participation. We were amazed at how the visitors were so interested in seeing how the various techniques were made.
- Teaching in my hometown for the first time
- Getting the opportunity to talk on the radio. It was really encouraging to have many wonderful comments on my Open Studio- and on the venue

Thank you for taking part!

We're deeply grateful to the councils and venues who supported August Craft Month. Your engagement and enthusiasm help to ensure that makers have the facilities, encouragement, and opportunities they need to connect with both local and new audiences.

Thank you to everyone involved this year — each edition brings even greater participation, and we look forward to strengthening these relationships in the years ahead.

A big thank you to the makers, guilds, associations, networks (GANS), and collectives who took part this year. Every year we see even more engagement, whether you're returning or joining for the first time, August Craft Month wouldn't be possible without you.

We're already looking ahead to **August Craft Month 2026** and can't wait to see who gets involved. There are plenty of ways to collaborate and take part. If you'd like to explore ways to participate, please contact lorna.towns@craftni.org.

You can find the [full calendar of amazing 2025 events here](#).

