

Craft Northern Ireland

Annual Report

April 14 – March 15

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Introduction

2014-15 was Craft NI's tenth year of operation and the first in its strategy 2014-17, *Innovative Craft*. The organisation's three core objectives, which formed the focus for our activities, continued to be; (i) Advocacy (ii) Partnerships and Infrastructure, and (iii) Raising Quality Awareness. During the year we both consolidated core activities and initiated new projects even though the funding climate worsened considerably and our Annual Support for Organisations funding from the Arts Council was kept static.

Landmark developments and initiatives from the year included:

- August Craft Month 14
- *making it* 13 and Business Support Programme
- continued development of our web site and our e-communications
- new marketing initiatives for the sector
- Creative Industries Innovation Fund "Innovation Boost" Project

Our business programme represented ongoing delivery of the organisation's strategic aims and objectives. In addition, we continued supporting the strategies of our key partners and funders: the Arts Council of Northern Ireland, Invest NI and the NI Assembly's Programme for Government, in particular:

- creating access to culture, arts and leisure
- supporting the rural economy and
- tourism.

Despite funding reductions and staff changes Craft NI maintained a high standard of service to the sector during the period. Key programmes were delivered to a high and consistent standard.

I am pleased to present this report which details another successful year in supporting the development of an entrepreneurial and vibrant contemporary crafts sector in Northern Ireland. This could not have been achieved without the dedication of our staff and board members or without the support of the craft sector, our partners and funders. Our thanks go to all of you and we look forward to working together to build an increasingly successful future for the industry in Northern Ireland.



MARTIN BRADLEY
Chairman

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

CORE STRATEGIC OBJECTIVES

Craft NI's strategy 2014-17, *Innovative Craft*, identified three core objectives and areas of activity for the organisation at both regional and inter/national levels.

Advocacy and profiling – to champion the cultural and economic value of the sector and to increase the visibility of designer-makers in Northern Ireland;

- strengthen the awareness of how the craft sector's values and ambitions complement those of key stakeholders and partners and how they contribute to the cultural, social and economic prosperity of Northern Ireland
- support organizations in developing advocacy at local level
- increase sector intelligence through research, data collection and evaluation
- develop and assert its competence as champion and advocate for sector growth and development.

Partnerships and Infrastructure – to develop strategic relationships that offer support and opportunities for designer-makers, craft organisations and stakeholders within the craft and related sectors;

- support organisations in developing local and regional activity
- continue to strengthen key strategic partnerships towards the longer-term delivery of ambitions for the craft sector
- establish and build operational partnerships in provision
- strengthen its approach to securing further investment for the industry
- ensure that Craft Northern Ireland has a secure, ongoing organisational base to consolidate its role as the champion of the craft sector.

Raising Quality Awareness – to establish quality standards and support quality practice in both artistic creativity and business activity;

- promote and consolidate consistent qualitative standards
- support aspiration, ambition and professional practice through the development of appropriate opportunities
- establish an inter/national profile for craft practice in Northern Ireland and develop the region's participation and contribution at inter/national levels.

Business Plan – initiatives and activities

ADVOCACY AND PROFILING

E-communications – web site and newsletters

This year saw a continuing development of our e-communication, marketing and publicity services via our web site and newsletters. The website better reflects Craft NI's role and activities and enabled us to segment our audiences, broadly speaking, into (i) makers and sector stakeholders and (ii) craft and public audiences. In particular the Directory of Makers has continued to expand as more makers engage with us. At 31st March 2015 a total of 119 makers were listed. Visitor numbers to the site are growing rapidly with a total of 80,329 visits in 2014/15. During early 2015 we redesigned the website to make it mobile friendly as around 40% of the visits to the site are now on mobile devices.

The Northern Ireland Craft Map developed at the end 2013 and embedded in the web site was developed further. This initiative was aimed at profiling studios and craft spaces which are open to the visiting public. The number of locations featured continued to grow during the year. We intend to continue to target the Craft Map particularly to tourists, both regional and international. To this end the map has now been linked to the Tourism Northern Ireland website.

Marketing and PR

Marketing and PR activity was maintained at around the level of the previous year as no additional new funding was secured for this area. Our freelance Web & EComms Officer continues to focus on web content and e-comms while marketing responsibility is shared among the remaining staff. This worked well during the year.

August Craft Month 14

This was the eighth year of August Craft Month. The programme offered a range of exhibitions, workshops and seminars along with information on where to buy craft. The number of events grew substantially to 153 from 65 the previous year.

A summary report is contained in Appendix 5.

Photography scheme

We continued to offer subsidised professional photography and editorial services to designer-makers. These images are used by designer-makers in publicising their own work and by Craft NI in our web site and e-comms, as well as editorial and press publicity.

Exhibitions at Craft NI

During 2014 we converted the gallery space into a resource centre and permanent exhibition space featuring selected works on loan from the Arts Council of NI and work from makers currently on the making it programme. This has been easier to manage operationally and presents a more focused message to the public.

Publications

Critical writing

No publications were commissioned during the year due to the lack of specific funding.

Research

No significant research work was undertaken during the year due to the lack of specific funding.

Key stakeholders

Craft NI understands the need to profile its objectives and to communicate its messages with key organisations and stakeholders in the industry and wider-sector. During the year these included:

Arts & Culture	Business & the economy	Skills and training
Arts Council	Invest NI	Creative & Cultural Sector Skills Council
Dept. Culture, Arts & Leisure	Tourism – NITB, Tourism Ireland	University of Ulster
National Museums NI	Local Enterprise Agencies	Further Education Colleges
Craft organisations		NI Council for Curriculum, Examinations and Assessment
Arts centres and galleries	Local authorities	Education and Training Inspectorate
Crafts Councils		Education and Library Boards
Local authorities		

In addition to these stakeholders, Craft NI also maintained its communications with the NI Assembly and MLAs in order to encourage support for the industry and the work of Craft NI.

PARTNERSHIPS AND INFRASTRUCTURE

Craft NI continued to develop relationships that supported the strengthening of industry infrastructure as well as wider partnerships that would bring opportunity and benefit to the sector. This has included engagement with groups of makers at local level who are entering into partnership or co-operative ventures. The creation of a large maker co-operative in Derry/Londonderry with financial support from both the local Council and Invest NI to fund craft developments in the area in 2013 resulted in extensive collaboration during 2014 with great results. Support was also provided to a new initiative in Ballymena developed by Ballymena Business Centre. Contact is ongoing with groups in other parts of the country.

Craft Conversations

“Craft Conversations” was a new initiative, which first took place in November 2013. It provided a forum for the sector to meet and network. A further meeting was held in May 2014 and future meetings are planned in 2015/16.

Creative and Cultural Sector Skills Council

Craft NI remained in close contact with CC Skills through its regional manager in Northern Ireland.

World Crafts Council

Craft NI joined WCC as a regional member in 2014 for a 1 year trial. In June 2014 Alan Kane attended the World Craft Council General Assembly in Bergen, Norway and made some useful contacts with other craft development bodies in Europe. Craft NI have expressed a willingness to co-operate in EU funding applications organised by the WCC.

Crafts Council UK and Crafts Council ROI

Craft NI continued to meet on an ad hoc basis with both Crafts Councils to exchange information and consider areas of cooperation and partnership.

RAISING QUALITY AWARENESS

Craft NI's third core objective of establishing, supporting and raising standards of quality and good practice was addressed through development programmes, seminars and workshops. It was also supported through other activities including, editorial and publications and web site content, design and communications.

making it 13

making it 13 commenced in November 2013 with 8 participants in 7 hosts.. One person left the programme at the end of the first year but the remaining 7 are on track to complete successfully in October 2015.

making it 15

making it 15 recruitment commenced at the end of 2014 and eight new makers were recruited to start the latest round of the programme in April 2015. These placements, added to previous rounds, brought the total number of designer-makers entering the programme to 45.

A full list of participants and hosts to 31/3/14 is shown in Appendix 6.

The ongoing development of the programme enabled Craft NI to form and build upon important partnerships with FEHE colleges/universities, local government arts centres, cultural organisations, craft organisations and local enterprise agencies.

In addition to the support offered by the host organisations, Craft NI also provided a Business Support Programme with funding from Invest NI which included eight modules on key aspects of craft business development as well as advice and mentoring. For the third year running we opened the programme seminars beyond *making it* participants to makers from across the sector. On average over 20 makers attended each session in *making it 13*.

During the year we complemented the business support seminars with talks from makers on each of the seminar topics. This has helped broaden the business context for the participants through contemporary practice within the arts and creative industries.

Retail Initiatives

A range of retail opportunities were developed and promoted to the sector. This included the NI Assembly Gift Shop, House of Ireland at Belfast City Airport, and the National Trust. All of these initiatives offered makers great public profile opportunities as well as

sales opportunities. Several makers were retained as permanent suppliers to several of the locations.

Export Opportunities

In 2013-14 we piloted the concept of taking makers to attend export events as part of an organised group with logistical support provided by Craft NI. No events were attended in 2014/15 due to the timing of available funding for this objective. With the renewal of Invest NI funding in November 2014 plans have been made to undertake 2 major export opportunities during the year 2015/16.

CIIF Project “Innovation Boost”

In 2014/15 we secured £20,000 of funding from the CIIF fund to run a project aimed at assisting mid-career makers. The project objective was to encourage innovation best practice. A total of 9 makers were selected after a competitive application process each of whom had a specific problem requiring an innovative solution. Mentors were appointed to work with each maker to produce solutions. Alongside this we hosted a series of 4 seminars each dealing with a different topic relating to innovation. These attracted the best audience we have ever had for this type of event with over 160 makers taking part. The finale was an exhibition of the work and ideas produced from the project.

Appendix 1

Board

New members appointed were Malcolm Murchison, Dr Sarah McAleer and Robert Martin. Joanne Deighan resigned in July 2014.

Craft Northern Ireland board members as of 31.03.15:

Martin Bradley	Head of HSC Pension Service
Patrick Barr	Head of Governance and Financial Planning, NI Dept. of Justice
Julie Carse	Administrator, Queens University Belfast
Kim Mawhinney	Head of Art, National Museums Northern Ireland
Rachel Dickson	Associate Lecturer, University of Ulster
Dr Sarah McAleer	Jewellery Smith
Malcolm Murchison	Arts Manager / Designer Maker
Robert Martin	Gallery Owner, R-Space Gallery

Staff

The year began with three full-time members of staff, one part time and one half-time freelance member of staff – Alan Kane (Chief Executive), Orla McGrady (Administration and Project Officer), Katia Stewart (Project Officer), Rose Le Garsmeur (Project Development Support Officer) and Olive Broderick, (Web and E-Comms Officer).

Katia Stewart resigned in July 2014 and was replaced as Project Officer by Rebecca Mairs in September 2014. Rose Le Garsmeur resigned in August 2014. For a period she was replaced using a freelance worker, Jane Waugh before being permanently replaced in January 2015 by Sharyn McMaster.

Offices

The location of the Cotton Court offices continues to be advantageous given the ongoing creative presence and activity in the area including Belfast Print Workshop, University of Ulster, GT Gallery and Belfast Exposed. The development of the Cathedral Quarter as a creative area, particularly with the innovation of Belfast Culture Night, is also benefit to the organisation and the organisation continues to take part in the Late Night Art programme on the first Thursday of every month.

Appendix 2

Exhibitions

Date	Title	No of Makers	Visitor Numbers
16/04/14	Resource Space Launch	12	68
05/08/14 – 30/08/14	Craftbomb @ Ulster Hall	20	4138
01/08/14 – 14/09/14	Hidden Agenda & Material Subversion at The Naughton Gallery	10 local 8 International	1109
07/03/15 – 13/03/15	CIIF Innovation Boost Exhibition	9	142
April 14– Sept 2014	Resource Space Visitors		188
Oct 14 – March 2015	Resource Space Visitors		496
	TOTAL	59	6141

Consultants / Speakers

Name	Area of Activity
Francis Verling	BDP Consultant
Angela O’Kelly	ACM Speaker
Annie Warburton CCUK	CCUK – ACM Launch
Doug Jones, Curator	ACM Launch & Talk
Robert Martin	CIIF Selection & Curator
Karen Fleming	CIIF Selection
Shane Holland	BDP Speaker
Chris Murphy	CIIF Mentor
Valerie Brown	CIIF Mentor
Des Mulholland	CIIF Mentor
John Jenkins	CIIF Mentor
Fay Jenkinson	CIIF Mentor
Red Earth Designs	CIIF Mentor
Vizz Creative	Photographers
Simon Mills	Photographers
Katia Stewart CCUK	MI 15 Selection Panel
Rachel O’Neill - Maker	MI 15 Selection Panel
Lauren Scott - Maker	Craft Workshop
René Mullin Kiln & Loom	Retail Talk

Participant Numbers

Event	Date	Location	Numbers
BDP Module 3	27/05/14	Seacourt Print Workshop	35
Craft Conversations	29/05/14	The Mac Belfast	12
Angela O'Kelly Talk	01/08/14	The Naughton Gallery	16
Fab Lab Open Day	02/08/14	Castlecourt	157
Social & Digital Marketing Masterclass	14/08/14	Crescent Arts Centre, Belfast	25
Making Time Masterclass	19/08/14	Ulster Museum Belfast	41
Culture Night Belfast	19/09/14	Craft NI	814
BDP Module 4	23/09/14	Down Arts Centre	16
Retail Talk with Kiln & Loom	09/10/14	Craft NI	16
ACM Partner Meeting	23/10/14	Crescent Arts Centre, Belfast	9
Innovation Boost	03/11/14	Crescent Arts Centre, Belfast	12
Late Night Art	06/11/14	Craft NI	160
MI 13 Annual Review	06/11/14	ACNI Belfast	14
Late Night Art	04/12/14	Craft NI	134
MI 15 Briefing Session	11/12/14	University of Ulster, Belfast	9
MI 15 Briefing Session	16/12/14	Craft Village, Derry	30
CIIF Intro to Innovation Seminar	15/01/15	Ulster Museum	45
BDP Module 5	27/01/15	University of Ulster	13
Late Night Art	05/02/15	Craft NI	132
CIIF Social Media Seminar	12/02/15	Island Arts Centre Lisburn	55
CIIF Export Seminar	26/02/15	The Mac Belfast	32
Late Night Art	05/03/15	Craft NI	108
CIIF Branding Seminar	13/03/15	Duncairn Arts Centre	28

Appendix 3 - Press Coverage & Publicity

CNI Advertising & Publicity

ACM 14

- 5,000 Fliers, 15,000 Guides
- Online Guide at www.craftni.org
- 128 national and local press articles to an AVE of £93,665 (2013 £96,884)
- Total circulation to 1.9m (2013 1.6m)
- 7 Broadcast interviews on TV and radio with an AVE of £9,580 (2013 £18,900)
- Total AVE £103,245 (2013 £115,784). This dropped due to the lack of TV coverage in 2014 whereas 2013 benefited from some City of Culture coverage. Excluding this the media coverage was roughly the same as in 2013 for virtually the same expenditure.

Other/General

- Wednesday, July 30 – Doug Jones on Arts Extra talking to Steven
- Thursday, July 31 – Alan Kane talking to Siobhan McGarry on Downtown Radio
- Thursday, August 7 – Sandra Robinson interviewed by Marcus Hunter Neill on Arts Extra
- Friday, August 8 – Boris Bally interviewed on Pure Culture at this Reclaim Repurpose workshop. Juniper and Creature Comforts exhibitions at Roe Valley Arts Centre
- Thursday, August 14 – Alison Lowry and Rachel Dickson on Arts Extra talking about joint exhibition.
- Friday, August 15 – Mary Cowan on Gerry Kelly show talking about Ring of Gullion Festival
- Sunday, August 17 – Ceramicist Andrew Cooke on 'This New Day' with Kim Leneghan

Appendix 4 – Website and E-communications

Website

2014-15	Total visits - www.craftni.org	80,329
2013-14	Total Visits - www.craftni.org	41,516
%Increase		+ 93.5%

- Increase in new visitors to craftni.org ↑ 93.5%
- Increase in mobile (including tablet) users ↑ 143%

NB. The first 6 months of 2013/14 are understated due to a problem with Google Analytics. Even allowing for this the true growth rate is still excellent.

Craft NI Website Stats (Google Analytics) 2014-2015

1 Apr 2014 – 31 Mar 2015

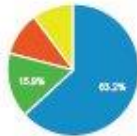
My Dashboard

Apr 1, 2014 - Mar 31, 2015

All Sessions
100.00%

Traffic Types

organic referral email
direct social



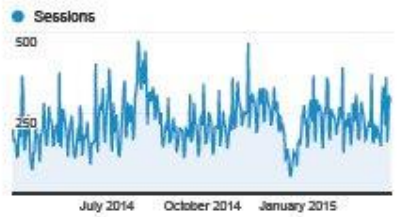
Visits and Pages / Visit by Visitor T...

User Type	Sessions	Pages / Session
New Visitor	51,639	2.48
Returning Visitor	28,690	3.63

Mobile Visits

Mobile (Including Tablet)	Sessions	Pageviews
No	46,074	154,810
Yes	34,255	77,680

Visits



Visits

80,329
% of Total: 100.00% (80,329)

Unique Visitors

53,376
% of Total: 100.00% (53,376)

Pageviews

232,490
% of Total: 100.00% (232,490)

Pages / Visit

2.89
Avg for View: 2.89 (0.00%)

Avg. Visit Duration

00:02:35
Avg for View: 00:02:35 (0.00%)

Bounce Rate

60.93%
Avg for View: 60.93% (0.00%)

Pageviews by Page

Page	Pageviews
/	22,342
/directory/	5,517
/events/cat/workshops/	5,019
/opportunities/	4,973
/events/cat/fairs/	4,090
/events/	4,056
/craftmap/	3,664
/augustcraftmonth/	3,512
/augustcraftmonth	2,458
/programmes/	2,276

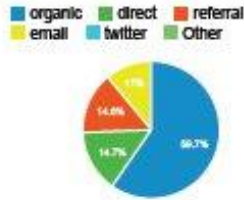
Visits and Pages / Visit by Country/...

Country	Sessions	Pages / Session
United Kingdom	65,878	2.99
Ireland	5,085	2.75
United States	2,469	1.98
India	624	6.64
Brazil	571	1.09
Canada	432	2.49
France	405	2.04
Australia	401	2.23
Germany	334	2.01
Spain	261	1.79

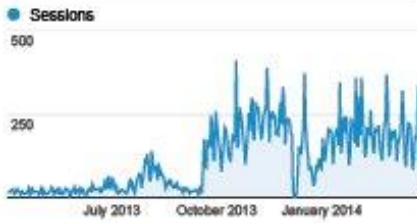
Craft NI Website Stats (Google Analytics) 2013-2014

1 Apr 2013 – 31 Mar 2014

Traffic Types



Visits



Pageviews by Page

Page	Pageviews
/	11,125
/events/cat/workshops/	2,843
/directory/	2,466
/events/cat/fairs/	2,447
/opportunities/	2,296
/augustcraftmonth	2,109
/events/	1,881
/augustcraftmonth/	1,859
/opportunities/cat/funding-grants/	1,783
/opportunities/derryiondonerry-christmas-market-2013/	1,733

Visits and Pages / Visit by Visitor T...

User Type	Sessions	Pages / Session
New Visitor	28,796	2.39
Returning Visitor	12,720	3.35

Visits



Unique Visitors



Mobile Visits

Mobile (Including Tablet)	Sessions	Pageviews
No	27,446	82,006
Yes	14,070	29,505

Pageviews



Pages / Visit



Avg. Visit Duration



Bounce Rate



Visits and Pages / Visit by Country/...

Country / Territory	Sessions	Pages / Session
United Kingdom	33,679	2.82
Ireland	2,968	2.50
United States	1,424	1.90
France	228	2.04
India	227	1.55
Canada	197	1.60
Australia	189	1.70
Germany	189	1.80
Brazil	162	1.30
Spain	146	2.31

Appendix 5 - AUGUST CRAFT MONTH 2014

Programming

27 Exhibitions
13 Talks
19 Events
84 Workshops
53 Craft Map Studios/Outlets
10 Open Studios, outlets, fairs

Events by County

Belfast & Antrim	30
Down	66
Tyrone	5
Armagh	6
Londonderry	42
Fermanagh	4

PR & Marketing

- 5,000 Fliers, 15,000 Guides
- Online Guide at www.craftni.org
- 128 national and local press articles to an AVE of £93,665
- Total circulation to 1.9m
- 7 Broadcast interviews

ACM14 Online Campaign

- 6 x e-bulletins
- Programme on ISSU
- 22,077 website visits
- Social media reach of 359,000
- 22% click through rate

PR STATS:

Print Coverage

- 128 articles
- 40,086cm² of newsprint
- Daily Newspapers – 18 articles
- Regional Newspapers – 91
- Magazines - 8
- Sundays – 6
- Tourism Supplements - 6

Print Coverage AVE & Reach

- **Total AVE Printed Publications - £93,665.**
- Reach by circulation: 1,928,446
- Reach by readership: 8,465,235

Radio Coverage: 7 Radio features

Estimated AVE from Radio coverage: £9,580*

Because BBC is not a commercial station, rates have been estimated based on equivalent listener numbers/costs at other stations.



Craft NI E-bulletins

E-bulletin	Date	Recipients	Opened/Clicked
Craft NI invites you to the launch of ACM14	7 July	251	55.97%/10.29%
ACM14 Coming Soon	24 July	3,503	23.87%/17.88%
ACM14 Launched	31 July	3,392	23.85%/17.75%
ACM14 in full swing	7 Aug	3,283	20.77%/21.46%
ACM14 much more to come	14 Aug	3,386	22.71%/15.06%
ACM14 The Final Week	22 Aug	3,379	19.29%/11.63%

ONLINE STATISTICS:

Headline Stats for period 1 Jun – 31 Aug (August Craft Month programme content online from the start of June 2014)

Website

Visits: Overall = 22,077.

Page views:

August Craft Month = 4,935

Events Page Views = 17,305

Craft Map Page views = 2,379

Content

Brochure (ISSUU): reads = 856. impressions = 6,051. avg time spent on site = 2mins.

Video(s): Total views: 431

Paper.li (8 editions): Total views = 380. Share = c.40

E-communications

E-bulletins = 6. Av recipients per e-bulletin = 3,300 Av Open Rate = c.22%

Social Media

Twitter: New followers = c200 Reach estimate (#augcraft14 based on key follower no's) = 359,082

Facebook: New Likes = 260. Facebook Ad Reach = 38, 131



Craft NI Website Activity: August Craft Month 2014

Period 1/6/14 to 31/8/14

Traffic Types

organic referral email
direct social



Visits and Pages / Visit by Visitor T...

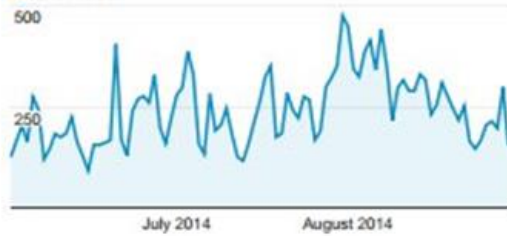
User Type	Sessions	Pages / Session
New Visitor	13,871	2.50
Returning Visitor	8,206	3.46

Mobile Visits

Mobile (Including Tablet)	Sessions	Pageviews
No	12,309	40,821
Yes	9,768	22,290

Visits

Sessions



Visits

22,077

% of Total: 100.00% (22,077)



Unique Visitors

15,173

% of Total: 100.00% (15,173)



Pageviews

63,111

% of Total: 100.00% (63,111)



Pages / Visit

2.86

Site Avg: 2.86 (0.00%)



Avg. Visit Duration

00:02:37

Site Avg: 00:02:37 (0.00%)



Bounce Rate

59.63%



Pageviews by Page

Page	Pageviews
/	6,376
/augustcraftmonth/	2,719
/augustcraftmonth	2,216
/events/cat/workshops/	1,483
/directory/	1,475
/opportunities/	1,246
/events/	1,098
/events/cat/fairs/	1,087
/events/craft-fest-2012/	1,052
/craftmap/	974

Visits and Pages / Visit by Country/...

Country / Territory	Sessions	Pages / Session
United Kingdom	18,224	3.02
Ireland	1,608	2.54
United States	608	1.93
Brazil	138	1.07
Australia	116	2.26
Canada	111	1.91
France	104	1.89
India	92	1.58
Germany	78	1.64
Spain	78	1.51



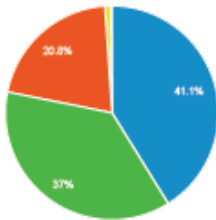
Craft NI Website Activity: August Craft Month 2013

My Dashboard

21 Jun 2013 - 31 Aug 2013

Traffic Types

■ direct ■ referral ■ organic
■ email ■ twitter



Visits and Pages / Visit by Visitor T...

Visitor Type	Visits	Pages / Visit
New Visitor	2,602	1.81
Returning Visitor	912	1.99

Mobile Visits

Mobile (Including Tablet)	Visits	Pageviews
No	2,457	4,710
Yes	1,057	1,807

Visits



Visits

3,514
% of Total: 100.00% (3,514)

Unique Visitors

2,827
% of Total: 100.00% (2,827)

Pageviews

6,517
% of Total: 100.00% (6,517)

Pages / Visit

1.85
Site Avg: 1.85 (0.00%)

Avg. Visit Duration

00:02:20
Site Avg: 00:02:20 (0.00%)

Bounce Rate

65.48%
Site Avg: 65.48% (0.00%)

Pageviews by Page

Page	Pageviews
/augustcraftmonth	1,783
/augustcraftmonth/	1,346
/events/cat/workshops/	859
/events/cat/fairs/	552
/events/cat/exhibitions/	271
/opportunities/cat/calls-for-makers/	266
/opportunities/cat/funding-grants/	253
/events/cat/ni/	155
/opportunities/cat/awards-competitions/	114
/events/cat/open-studios/	110

Visits and Pages / Visit by Country/...

Country/Territory	Visits	Pages / Visit
United Kingdom	2,960	1.91
Ireland	285	1.61
United States	132	1.34
China	16	1.06
Canada	13	1.23
France	13	1.31
Australia	11	1.18
Germany	8	1.75
Spain	7	1.43
India	7	2.29

Appendix 6 *making it* Participants & Hosts

<i>making it 05</i>	
John McKeag	Antrim Borough Council (Antrim)
Lydia Smyth	Newry & Kilkeel Institute (Newry)
Rachel McKnight	Newry & Kilkeel Institute (Newry)
Genevieve Murphy	National Trust Castle Coole (Enniskillen)
Rachel O'Neill	University of Ulster (Belfast)
Eddie Doherty	University of Ulster (Belfast)

<i>making it 06</i>	
Andrea Hayes	NW Regional College (Limavady)
Adam Frew	Flowerfield Arts Centre (Portstewart)
Michael Rice	Down Arts Centre (Downpatrick)
Beverly Walker	Millennium Court Arts Centre (Portadown)
Kinga Pers	Belfast Metropolitan College (Belfast)
Heather Wilson	County Down Crafts (Belfast)
Stephen Mackey	Lough Neagh Discovery Centre (Craigavon)
Gail Mahon	NW Regional College (L/Derry)

<i>making it 07</i>	
Derek Wilson	University of Ulster (Belfast)
Lotus de Wit	Ards Borough Council (Kircubbin)
Naomi Whan	Lisburn City Council (Island Arts Centre)
Sharon Ferguson	Southern Regional College (Newry)
Ronan Lowery & Eric O'Donnell	Southern Regional College (Portadown)

<i>making it 09</i>	
Stephen Murphy	Lough Neagh Discovery Centre
Judith Cassidy	University of Ulster
Pia Raeymaekers	Flowerfield Arts Centre
Lesley Frew	Ulster Museum

<i>making it 11</i>	
Catherine Keenan	Flowerfield Arts Centre
Alison Lowry	University of Ulster
Eamonn Higgins	University of Ulster
Diane Lyness	Down Arts Centre (Downpatrick)
Katie Brown	Seacourt Print Workshop, Bangor
Michelle Stephens	R-Space Gallery, Lisburn

<i>making it 13</i>	
Lauren Scott	Project 24, Bangor
Rene Mullan	University of Ulster
Julie Scott	University of Ulster
Aine McKenna	Down Arts Centre (Downpatrick)
Rebecca Killen	Southern Regional College (Newry)
Kirsty Martin	Flowerfield Arts Centre (Portstewart)
Shauna McGowan	Seacourt Print Workshop, Bangor
Margaret Napier	Lough Neagh Discovery Centre (Craigavon)



Craft NI, Cotton Court, 42 Waring Street, Belfast BT1 2ED
www.craftni.org; info@craftni.org
028 9032 3059