Forward

The development of a Craft Enterprise Development Strategy for Tipperary was a priority for Tipperary County Council and Local Enterprise Office in 2017. While a series of actions were taken historically to promote craft enterprise development in North and South Tipperary, this report represents the first piece of research or consultation with the sector since the merger of County Tipperary on 1 June 2014. Implementing this strategic plan will require collaboration and partnership with other stakeholders and funders to maximise available resources for craft. It is expected that the plan will lead to the initiation of actions such as the establishment of a craft network, improved viability and visibility for makers in addition to generating a greater appreciation of the value of craft to the county. This strategy documents and acknowledges the diverse and creative talent that prevails in Tipperary and recommends that further training be rolled out to harness this potential and preserve our unrivalled creativity.

Prior to 2014, the County Enterprise Boards worked with the Design & Crafts Council of Ireland to encourage more start ups and to build the management capability of owner managers through training and mentoring and by aiding exhibition opportunities including Christmas Craft fairs and markets. A number of makers from Tipperary were supported to exhibit and sell at Milwaukee Irish Fest, Celtic Market Place in Chicago and the Ireland Show in Secaucus for several years. Craft makers were also supported on an individual basis to attend and exhibit at national and international shows such as Top Drawer, London, the Christmas Craft Fair in the Mansion House and Showcase at the RDS.

Since setting up in Tipperary County Council in 2014, the Local Enterprise Office has continued to work with the Design & Crafts Council of Ireland to support new and existing craft makers, providing website, exhibition and market entry supports and online trading vouchers. The formulation of this strategy however necessitated an in-depth look at the needs of the sector across the whole county. The finding of research undertaken now informs our action programme and related interventions for the next three years. It is expected that this strategy will support the establishment of a best practice enterprise culture among craft start-ups, make it easier for craft makers to identify opportunities and implement actions to scale, grow and survive in a competitive business environment and especially increase the use of technology and online trading among businesses throughout Tipperary.
# Table of Contents

1.0 **Introduction to the Development of a Strategy.**
   1.1 Towards A Strategy for Craft
   1.2 What is the ‘Craft Sector’
   1.3 National Context for Craft in Ireland
   1.4 Regional Context for Craft

2.0 **Research Methodology**

3.0 **Research Findings:**
   3.1 Craft Makers in Tipperary
   3.2 Craft Disciplines in Tipperary
   3.3 Length of years in practice

4.0 **Recommendations based on feedback from research, consultation and observation**
   4.1 Strategy Pillar 1: Promotion
   4.2 Strategy Pillar 2: Practice
   4.3 Strategy Pillar 3: Infrastructure
   4.4 Strategy Pillar 4: Awareness

5.0 **Strategic Development for Craft in Tipperary**
   5.1 **Strategy Pillar 1: Promotion**
      5.1.1 Towards a Craft Network for Tipperary
      5.1.2 Form of Network
      5.1.3 A County Craft Website, Members Portal and Online Sales Platform
   5.2 **Strategy Pillar 2: Practice**
      5.2.1 The Craft Sector and trade
      5.2.2 Towards a greater digital presence
      5.2.3 Scaling the craft sector in Tipperary
      5.2.4 The Design & Crafts Council of Ireland
      5.2.5 Showcase-Ireland’s Creative Expo Strategy
   5.3 **Pillar 3: Infrastructure**
      5.3.1 Venues in Tipperary
      5.3.2 The Craft Granary in Cahir
      5.3.3 Workspaces, Studios and Capital Projects
   5.4 **Strategy Pillar 4: Awareness**
      5.4.1 Towards a Tipperary Craft Week or Festival
      5.4.2 A County Craft Trail

6.0 **Actions in Support of Craft 2017-2018**
   6.1 The Years Ahead
   6.2 Craft Strategy Actions Table Form

Appendix 1: Partners in the Strategy
Glossary of Terms
Research Material
Acknowledgements
1.0 Introduction to the Development of a Strategy.

Tipperary County Council believes in the importance of strategic planning for the successful development of key sectors in the County. Tipperary has long been an attractive county to creative practitioners and we are keen to see the county reinforce its reputation as an ideal base for creatives, designers, craft makers, and artists to spend time in, locate, to start-up enterprises, and to put down roots. Over the years the Council has supported craft activity in the County and collaborated with Local Enterprise Office in their work to assist small businesses in the field. Local Enterprise Office at Tipperary County Council organised a public Craft Forum as part of Enterprise Week in March 2016. At this meeting presentations were made and information offered from organisations and individuals active in craft in Ireland. Subsequently, a consultative meeting with practitioners in the craft sector was held in Thurles with sectoral interests to agree the next steps. Following this, a consultant, Deirdre Enright of Fruition in Tralee, was appointed to look at aspects of craft practice in the County with a view to developing a strategy to support craft. The terms of reference for this work required the setting out of a two year plan of action taking account of the Design & Crafts Council of Ireland, Enterprise Ireland, the Action Plan for Jobs and other stakeholder strategies.

Key tasks included:

- An examination of international market intelligence captured at Showcase 2017 (which recorded sales of €20m.)
- To quantify the value of the sector to Tipperary in terms of jobs and revenue: DCCOI definition of Craft, their members, and representation from the County. How strong the sector is in a regional context, look at the base line jobs, and benchmark our performance nationally. Who are the leading Counties, what is their key to success.
- Viability of the sector, lifestyle or commercial ventures?
- Audit existing supports and services - who is supporting Craft Makers locally
- Have we sufficient product to warrant a Craft Trail, or other initiative
- Trading Online Vouchers and the potential for exports through a virtual craft store. This could be considered on an individual or co-operative basis.
- Research Methods: Establish the needs of the sector through Survey Monkey or other survey medium
- Access to market; how can we scale this indigenous micro enterprise sector?
- Provide more sales opportunities through national and international fairs, events, etc
- Innovation and new craft design - how can the various Stakeholders promote and do more here?
- Branding and collective marketing effort - is there sufficient range, quality and market potential to brand our offering?
- Export potential and Get export ready for craft.
- Take account of the actions proposed in the action Plans for Jobs Mid west & South & East
- Assess the potential and value of a Craft Network for the County - experience elsewhere, best practice, structure and funding model
- Explore the potential of existing gallery and retail space such as the Craft Granary and dedicated craft outlets - what is lacking?
- Look at resources, what does the Sector need to grow and flourish
- Training, are existing programmes fit for purpose, DCCOI provision etc?
- Dedicated Mentors, Craft Enterprise Development programme, Merchandising, packaging, photography - what would meet the needs of the Sector in Tipperary
• Workspace - studios, home workers, craft maker space, what is needed, what type of ecosystem is required to support entrepreneurship in this sector?
• Financial incentives and seed capital - what works, what does the sector need
• Tax exemptions and Artist Status

The work undertaken involved a combination of desk research, an online survey of current craft makers, and an examination of models of best practice as well as consultation with craft makers in the County.

“69% of retailers in Tipperary want to stock a greater selection of craft from the County.”

1.1 Towards A Strategy for Craft

The strategy outlined in this document details the actions that will be taken in 2017 and 2018 to support craft enterprises in Tipperary by Tipperary County Council, the Local Enterprise Office and other key support agencies across the county. The actions have been developed based on the results of research and a survey which looked at the needs of the craft sector in 2017. Primary research and consultation with stakeholders informs the actions outlined in this document. The research phase ran for a duration of nine weeks from the 1st February 2017 to the 31st March 2017. The actions outlined towards the end of the document are cognisant of budgetary considerations and identify development partners or agencies that will lead each action.

1.2 What is the ‘Craft Sector’?

The craft sector can be defined as an area of economic activity generated by individuals, groups or organisations either as a profession or as pastime, but engagement in, requires particular skills and/or knowledge of skilled tasks. Typically the activity results in small scale production and historically the definition was applied to hand crafted work. With the application of technology, new ways of designing, making and fulfilling production are becoming more common place. The craft sector in Tipperary embraces professional makers and designers, craft organisations, craft groups, craft experiences, craft hobbyists and enthusiasts who are active in developing access to, activity in, the practice of, or the maintenance of the built or online infrastructure for craft making in the County.

1.3 National Context for Craft in Ireland

The Design and Crafts Council of Ireland (DCCOI) is the national economic organisation for the design and craft industry in Ireland. Its mission is to promote the creative and commercial potential of the craft industry. The DCCOI is mandated by Government and works in partnership with government departments, agencies and associations in the development and implementation of programmes for the design and craft sector. Looking at the craft sector in business terms, it is made up of thousands of small business owners operating across a wide variety of craft skills and disciplines, making unique and often hand crafted work on a daily basis. Taken nationally the industry is a significant employer, currently sustaining 5,700 jobs in this sector. Craft businesses operate in every County in Ireland. The repository for and protector of the cultural significance
of craft and design rests with the National Museum of Ireland and the national collection is managed by this organisation. The National Craft Gallery in Kilkenny is Ireland’s leading centre for contemporary craft and design, and hosts an annual programme of events and exhibitions. The use of the word ‘gallery’ in the context of craft highlights the dynamic role that craft and design play in the world of fine art not only in Ireland but internationally today. In 2013 the number of craft enterprises registered with DCCoI had grown to 2,399, with textiles (24%), jewellery (16%) and ceramics (16%) the most popular categories.3

1.4 Regional Context for Craft

Tipperary as a County in Munster spans a region which embraces the Mid-West of Ireland to the North of the County and the South East of Ireland to the south of the County. The Mid-West region overall includes other Counties such as Limerick city & county, and the County of Clare. The South-West Region, of which South Tipperary is a part of, includes the city of Waterford and the counties of Carlow, Kilkenny, Wexford, and Waterford. Craft Makers are active in all of these areas and the National Craft Gallery and the Design & Crafts Council of Ireland are located in Kilkenny. The Craft Granary in Cahir was set up initially to represent craft making in the South East Region. It offers a selection of craft and gift from across this Region and is pivotal in terms of its location with regard to Ireland’s Ancient East promotions. Apart from the National Craft Gallery, the Granary is one of the only dedicated facilities in the ownership of the local authority whose mandate is craft promotion. The Action Plan for Jobs is fundamental in ensuring a holistic look at the strengths of the Region and the need to strengthen regional collaboration between craft and design entities for the benefit of the entire area is an opportunity into the future. Collaboration through ‘local authorities, enterprise support agencies, County and regional bodies, higher education institutions and training bodies, the private sector, industry and enterprise and communities coming forward with innovative ideas to boost job creation in their area and working together to deliver on those actions’4 We know that there is approximately 453 craft professionals listed nationally as working in the Region5. The opportunity for collaboration and promotion in a regional context is an opportunity for all involved. It will however require a willing and committed framework under which it can operate.

Tipperary has a wealth of tradition in heritage crafts and skills that have been handed down from medieval times. Stone building, basketry, thatching, weaving are craft skills still present and active in the County and these offer a regional asset that is part of the South East Region. This strategy plans for maximise opportunities for exposure of these crafts into the future.

1.5 County Context for Craft

Craft activity at school and in the community is oftentimes the first place where craft making is encountered in the public domain. The community setting is important for exposure to and enjoyment of creativity in craft making. Introducing the skills inherent in craft making at an early age can lay the foundation for enjoyment throughout a lifetime. Tipperary is notable for
Craft activity in among groups, and for some activity through festivals, or special events. Much work has occurred in recent years at community level through community education courses and adult education workshops with support from Tipperary Education & Training Board. Craft can be accessed through formal dedicated courses such as provided by the Education and Training Board or more occasionally through the activities of groups such as Mother Mountain Craft Group near Nenagh. The Design & Crafts Council of Ireland collaborates at local level with a variety of organisations, and in particular in Tipperary, with the County Council through the Local Enterprise Office. This strategy encourages craft professionals to register onto the national database of DCCol as the primary national search in the country for craft makers.

The Limerick School of Art & Design, LIT, Limerick, (established in 1852), is a world renowned Art and Design School affiliated to LIT-Tipperary. Tipperary Craft Strategy acknowledges the important role that craft making in the community plays in our County and within our culture. It also recognises its importance to the economic life of the County and its vital role within a business context. The strategy is weighted towards the professional craft making sector due to the importance of job creation and the creation of opportunities for the local economy.

The Design & Crafts Council of Ireland (DCCol), together with a consortium of local development companies (including South Tipperary Development Company), commissioned Indecon International Economic Consultants to conduct an independent economic analysis of the current status and future potential for sustainable growth and development of the SME craft sector in Ireland. While there were 63 registered Tipperary craft enterprises on the DCCol database in 2012, the 2011 Census showed that 278 people claimed a craft related occupation in South Tipperary with a significant craft cluster in Clonmel. Research completed in 2007 determined that North Tipperary had 79 craft businesses in operation of whom 35 had business development potential for online marketing. It is interesting that there was a cluster of 33 craft businesses in Nenagh. In 2015 the Local Enterprise Office supported a fledging craft group Mother Mountain to look at forming a network. This Group of 12 craft businesses is focused on the Nenagh catchment area but is early stage with businesses at varying stages of start up.

In terms of workspace requirements, it is not surprising that given almost 50% of craft businesses have annual sales of less than €10,000, and 70% generate sales of less than €25,000 the vast majority of craftspeople choose to work from home with the minimum of overheads. The most successful instances of workspace provision in Ireland are based on a subsidised studio facility which combines a place to work with retail sales opportunities. Regional examples of craft studios that are developed as part of a tourism and retail experience include The Design Centre at Duckett’s Grove, Carlow which is home to three individual craft workshops with a central sales area and Castlecomer Craft Yard based at the Discovery Park which has over 10 individual craft units.
2.0 Research Methodology

In order to compile a strategy in support of craft making a methodology was agreed focusing on four key areas:

- The appointment of a researcher with craft promotion experience and a track record in the field
- The creation of an online survey targeting craft makers, craft organisations, craft groups, craft shops and retailers. It also included craft enthusiasts to allow for feedback from the general public
- Desk Research in order to analyse and respond to the terms of reference as outlined in the introduction to this document
- Consultation with the sector through travel, meeting and desk based telephone conversation
- Researcher’s experiential knowledge of craft practice
- Craft Forum Public Meeting held during Enterprise Week in March 2016
- Consultations with regard to the Craft Granary
- Consultations with the Economic Development Unit of Tipperary County Council and Local Enterprise Office Tipperary

3.0 Research Findings:

3.1 Craft Makers in Tipperary

In order to better understand the needs of the craft sector in Tipperary, two online surveys ran in tandem with the research for this strategy document. One survey targeted a total database contact list of 143 craft makers based in the County and 73 responses to the survey were received. The other survey targeted a total contact list database of 27 mixed type craft groups, craft shops & retailers, & craft enthusiasts, and 17 responses were received. The survey ran for a period of seven consecutive weeks from the 13th February to 3rd April 2017 and received 90 responses in total. Results are sufficient to allow us to determine that a mixed range of supports are required by the craft sector to ensure growth and development.

It is clear from the responses received during the research phase that craft makers, craft groups and craft enthusiasts in Tipperary are keen to see the sector grow and to seek opportunities for expression and expansion.

Seventy three individuals filled out the online survey during the research phase of the strategy. Just ten of these respondents stated that their making was a past-time or hobby. Sixty two respondents stated their making was a full-time or part-time means to earning a living and an integral part of their lifestyle. While the number of respondents is not representative of the entire craft making sector in Tipperary we can state that it represents at least one half of the full total of making currently taking place. There were at least 68 identified individuals who did not complete the survey and who are being actively consulted with to determine their craft related activity in the county. To date therefore, we can state that there are seventy three makers in the County currently mapped. This figure will change year on year. Additional consultation revealed that the total number of active craft makers in the County is ninety two. It is anticipated that an annual survey of makers and retailers will take place so that a content rich analysis of the role that the craft sector is playing in the economic and social fabric of the County will continue to be understood by Tipperary County Council. The survey will be lead annually by the Community & Economic Development Department at Tipperary County Council.
3.2 Craft Disciplines in Tipperary

In Tipperary there is a range of makers across a multitude of disciplines which are detailed in Fig. 1 below. These numbers responded to an online survey which was carried out in 2017. The strongest disciplines relate to textile making and ceramics which is consistent with the national trend. The number of furniture makers and those working with wood is worthy of note. Also important is the number of basket makers in the County as well as the numbers working in stone. Both of these are linked to heritage crafts but the makers represented in these disciplines have very contemporary capabilities and ranges within their work. These makers are also skills transfer experts, teachers and community activists who give much back to the County and who are keen to engage and lead in the learning and apprenticeship aspects of craft making. The section ‘other’ in Fig. 1 lists 26 makers but a scroll through this list shows up disciplines that can be applied to the categories offered in the previous section. It includes 1 printmaker, 1 milliner, 2 mixed media construction craft, 9 textile related makers, 2 woodworkers. The category of ‘other’ should therefore, when amended, read as 11 in total and includes 8 fine artists who identify with the craft survey, 1 incense manufacturer, 1 production facility and 1 skincare specialist. When these categories are merged with the wider sample the following map shows a more detailed picture of the current practice of craft making by individuals in the County.

Fig.1 Active craft makers who responded to an online survey in March 2017

Craft Skills in Tipperary March 2017

- Woodworking (16)
- Textile Making (18)
- Printmaking (4)
- Ceramics (9)
- Mixed Media Construction (10)
- Basketry (4)
- Blacksmithing (1)
- Candlemaking (1)
- Furniture Making (6)
- Glass Making (2)
- Jewellery Making (4)
- Leather Working (1)
- Metal Working (5)
- Mosaics (1)
- Papermaking (1)
- Spinning (1)
- Stone Making (2)
- Thatching (1)
- Toymaking (4)
The skills or disciplines offered by way of descriptors in the survey were taken from the skills list used in the DCCoI database. The DCCoI database displays seventy six makers as being from the County, fifteen of which engaged with the survey and some of whom are possibly no longer making. A look through the DCCoI listing throws up an edit of the range of work available in Tipperary⁴. There is without a doubt excellence in the range on offer. Thirty seven of those surveyed are members of the DCCoI, while twenty nine were not. This strategy encourages membership of the DCCoI and a listing on their directory of craftspeople. It is one of the first searches of a national nature that is made when makers are being sought. Work on developing a more definitive craft maker’s contact database for Tipperary is ongoing and the Local Enterprise Office currently maintains the database created during the course of the research for this strategy.

3.4 Length of years in practice

A key question in the online survey which informs this strategy is gaining a better understanding into the length of time practicing a craft. Fig.2 highlights the question ‘How many years have you been making craft?’

Responses to the survey highlight a young industry in the county with a concentration of makers who have become active in the last five years.

Fig.2 Number of Years Making

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 yrs</td>
<td>27.27%</td>
<td>18</td>
</tr>
<tr>
<td>3-5yrs</td>
<td>12.12%</td>
<td>8</td>
</tr>
<tr>
<td>5-10yrs</td>
<td>6.06%</td>
<td>4</td>
</tr>
<tr>
<td>10yrs plus</td>
<td>40.91%</td>
<td>27</td>
</tr>
<tr>
<td>I am a maker but not currently running my own business</td>
<td>16.67%</td>
<td>11</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>15.15%</td>
<td>10</td>
</tr>
</tbody>
</table>

Total Respondents: 66

In the ‘Other’ category eight out of ten respondents stated they were in business but did not indicate the number of years that they are active.

Fig. 2 highlights a young and significant industry, however the resilience of the industry is clear in the fact that twenty seven have been in business for ten years or more. This shows longevity and adaptability in the profession despite the economic downturn which hit the County hard. The fact that just four makers have been in business in the last 5-10 years is expected in the context of the economy for retail during this period.

4.0 Recommendations based on feedback from research, consultation and observation

Craft activity in Tipperary can be characterised for the purposes of this document under a range of categories or ‘pillars’. These pillars break down the sector into identifiable sections for future support. Four priority objectives have been identified focussing on the ways through which craft is practiced and ways in which craft can be accessed in the County. They can be described as follows:
4.1 **Strategy Pillar 1: Promotion**: The promotion of craft through professional collective, cluster, network or group activity. Mapping, networking, information, collective marketing and messaging, festival and event development as well as the development of a County Craft Network. The provision of sales as well as exhibition opportunities and the identification of platforms through which craft and design can be promoted will be supported. Support for the generation of new sales opportunities through trade shows, liaison with retailers nationally and internationally, as well as collective online promotions. The vital role that craft plays in tourism in the County as well as the intrinsic link between heritage, the fine and decorative arts and culture will play an important role under this pillar.

4.2 **Strategy Pillar 2: Practice**: The practice of craft making by individuals and micro businesses looking at measures to sustain existing small craft enterprises. Included also are actions relating to scaling existing craft enterprises; The provision of grant aid, training, mentoring, trade and networking supports so that better business opportunities and the creation of new craft entrepreneurs becomes more commonplace.

4.3 **Strategy Pillar 3: Infrastructure**: The infrastructure for craft making including facilities, buildings, venues, workshops, and spaces for craft making. The re-invigoration of the Craft Granary in Cahir as a centre of excellence in support of craft makers in Tipperary. Support for the venue through training, networking and the establishment of a County Craft Trail. The capital requirement for improved facilities in studios and places of work for craft makers is supported under this pillar. The development of hubs and clusters of practice, production and resource facilities which will help strengthen the sector.

4.4 **Strategy Pillar 4: Awareness**: Assisting a culture of craft appreciation through access to craft education, events and information will heighten awareness of the value of craft to our County. The development of apprenticeships and access to formal craft skills education needs addressing in the County. There is scope for a range of additional craft skills to be taught at local level. This teaching should be linked to craft professionals in the County who are active in this area. This strategy encourages collaboration with the statutory provider of education in the County Tipperary Education and Training Board (ETB). Under Strategy Pillar 4: Awareness of craft in community and craft in schools initiatives can be prioritised. Craft making as an expression of culture in the context of participation for all ages through the mechanisms of festivals and events can be considered under this pillar.

Based on the four pillars the overarching aim is to:

- Stabilise what is currently active in the County through the provision of supports and opportunities
- Assist professionals in the field who wish to develop and scale enterprise
- Assist an environment of planning for craft promotion to ensure enhanced sales for the sector
- Support voluntary & community effort that assists with the recognition of Tipperary as a county promoting craft activity.
5.0 Strategic Development for Craft in Tipperary

With regard to the strategic pillars outlines pillars the following actions can be supported:

5.1 Pillar 1: Promotion:

The promotion of craft through professional collective, cluster, network or group activity

Towards a Craft Network for Tipperary

It could be argued that whilst the craft sector in Tipperary may lack online visibility at national level and evidences little collaboration at local level it must not be thought of as not being strong. The County can be proud of a core skill set in ceramics, wood, basketry, textile manufacturing, fashion and jewellery that is of a high standard. In a regional context the sector is performing on a par with its neighbours if one considers the number of makers in the County making, but not if one considers the population base and the size and geographic spread of Tipperary. A look at Fig.3 below, shows that Tipperary is the only county in the region that has yet to put forward a network of makers representative of a certain standard in the County, and who are willing to work together to develop an offering.

Fig. 3: Numbers Making per Regional Spread

<table>
<thead>
<tr>
<th>Numbers Making*</th>
<th>County</th>
<th>Population (2016)</th>
<th>Craft Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>Carlow</td>
<td>56,875</td>
<td>Form, Design Made In Carlow</td>
</tr>
<tr>
<td>60</td>
<td>Limerick</td>
<td>191,809</td>
<td>Made in Limerick</td>
</tr>
<tr>
<td>73* Estimated</td>
<td>Tipperary</td>
<td>160,441</td>
<td></td>
</tr>
<tr>
<td>112</td>
<td>Wexford</td>
<td>145,273</td>
<td>Wexford Craft Trail Network</td>
</tr>
<tr>
<td>122</td>
<td>Kilkenny</td>
<td>99,118</td>
<td>Made in Kilkenny</td>
</tr>
<tr>
<td>338</td>
<td>Cork</td>
<td>119,230</td>
<td>Cork Craft &amp; Design</td>
</tr>
</tbody>
</table>

*Numbers Making are taken from a DCCol listing (April 2017) under its’ Directory of Craftspeople

Fifty individuals who are practicing craft makers provide an insight into preferences which have informed the actions outlined later in this document. The preferences which are detailed in figure 4 below displays a clear partiality for the development of a craft network in the County that will promote the craft sector. Thirty three respondents 66% of the replies confirmed this aspect as the number one interest within the sector. 60% are interested in better marketing and promotion. The development of an active craft network as opposed to an additional craft group will go some way towards remedying this issue.

Understanding the needs of the craft sector was a priority in the research which informs the craft strategy. Responses were sought to a listing of areas which embrace the practice of craft making and the infrastructure for craft making in the County. The results are detailed on page 16. They highlight a range of responses which are reflective of the actions that will be taken in 2017 and 2018 to supports the needs of the craft sector in Tipperary.
Figure 4: Extract from Online Survey in answer to the Question

Are you interested in any of the following?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to a workspace or studio</td>
<td>18.00%</td>
</tr>
<tr>
<td>Access to shops, galleries or events where you can sell more work</td>
<td>58.00%</td>
</tr>
<tr>
<td>Advice on wholesaling to shops</td>
<td>34.00%</td>
</tr>
<tr>
<td>Enhanced technical making skills</td>
<td>16.00%</td>
</tr>
<tr>
<td>Advice from other makers</td>
<td>26.00%</td>
</tr>
<tr>
<td>Advice from retailers &amp; craft business development experts</td>
<td>50.00%</td>
</tr>
<tr>
<td>Better marketing know-how including better digital skills</td>
<td>60.00%</td>
</tr>
<tr>
<td>Web development advice</td>
<td>54.00%</td>
</tr>
<tr>
<td>Being part of a network of craft makers &amp; designers from the County</td>
<td>65.00%</td>
</tr>
<tr>
<td>Advice on how to scale your business so that you can make more work and sell more widely</td>
<td>48.00%</td>
</tr>
<tr>
<td>Please specify</td>
<td>18.00%</td>
</tr>
</tbody>
</table>

Total Respondents: 50
Nine specific answers detailed needs that relate to a craft brand for the County, web advice, being part of a craft network, help with promotion, access to workshop space and studio upgrades, and sales support.

5.1.2 Form of Network

Tipperary County Council encourages the lead to be taken by the craft sector in setting up a physical or virtual craft network which will have the support of the Local Enterprise Office. The best form of network is one which organically grows from within the County and the intention is to support makers who come forward in this regard. We wish to encourage a network that embraces a wide membership from enterprise focussed makers, who are keen to explore opportunities to develop and grow their businesses. Administrative support and guidance will be offered in this regard in 2017. A network that works online with access for each member to a virtual platform of information is encouraged. A digital portal that can offer opportunity to network online, can train online and provide access to information is encouraged. The ability of the online portal to cross promote each member will be a priority. A Membership fee or contribution from makers will go some way towards creating a match fund so that application to funding schemes to support the work of the network can take place. A steering group should be established with terms and conditions. Voluntary time can be managed and rotated and a willingness to participate for agreed periods of time will be encouraged.

The idea of clustering, developing a network, branding an initiative, these are aspirations of the Government plan supporting enterprise. The Action Plan for Jobs was introduced in 2012, and is a key instrument on the part of the Government that supports local job creation. The craft sector is a component of the creative industries and the APJ highlights design, tourism and creative hubs. Of importance also is the Creative Ireland project. Creative Ireland is the Government’s Legacy Programme for Ireland 2016 – a five-year initiative, from 2017 to 2022, which places creativity at the centre of public policy. The initiative will be co-ordinated through the Arts Office of Tipperary County Council and encourages the craft sector to get involved.

<table>
<thead>
<tr>
<th>Development of Clusters</th>
<th>Support sectoral networks to promote the development of clusters, e.g.:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Green Energy</td>
</tr>
<tr>
<td></td>
<td>- Food sector</td>
</tr>
<tr>
<td></td>
<td>- <strong>Craft sector</strong></td>
</tr>
<tr>
<td></td>
<td>- Tourism Sector</td>
</tr>
<tr>
<td></td>
<td>- Digital Animation</td>
</tr>
<tr>
<td></td>
<td>- Include case studies of successful Tipperary enterprises to be used in promotional material, promoting the benefits of clusters</td>
</tr>
</tbody>
</table>

| Support the establishment of a best practice enterprise culture among start-ups, micro and small businesses |
| Make it easier for entrepreneurs, owners and managers to identify opportunities and implement actions to start-up, grow and survive in a competitive business environment |
| Encourage greater technology uptake among businesses throughout Tipperary |

Extract from Tipperary Local Enterprise Development Plan 2017-20
5.1.3 A County Craft Website, Member Portal and Online Sales Platform

As the development of a craft network takes shape, it, as a legal entity will be eligible to apply to various financial incentives and supports from Local Enterprise Office Tipperary and others to develop a web portal and online store. In addition individual makers will be encouraged to apply for Trading Online Vouchers to boost their market presence and increase sales revenue. The promotion of a range of work online by makers who are part of the County Network will be encouraged. This website can be the front page to the virtual network and can have at its core a digital portal for makers (the network) to skill share, train, find information, platforms to promote as well as an online store. The social media marketing of the network will require dedication and will be supported through the social media platforms used by Tipperary County Council. The site will be constructed with the user in mind and designed to reflect the synergies of the industry in the County. The focus will be on driving traffic to the website and leveraging additional sales through the new platform for makers. Online price points will be retail and wholesale friendly so that makers support retailers who wish to buy in to the County’s edit of craft work being created in the area. An application from the craft network towards the compilation, design and printing of a craft network brochure will be welcomed by Tipperary County Council and supported subject to available funding sources. The Network might also consider organising an event to mark its launch and the online presence prior to the gift buying Christmas season 2017. Quality assurance will be a major factor and the Network will be expected to maintain a discerning eye on all products proffered for sale. Setting up of a quality assurance team might be considered to critique products.

5.2 Pillar 2: Practice: The practice of craft making by individuals and micro businesses looking at measures to sustain or scale existing small craft enterprises.

5.2.1 The Craft Sector and Trade

Figure 4 page 6 also details that 58% or twenty nine makers showed an interest in having greater access to shops. Evidence during the consultation phase of this strategy also displayed an interest among makers and among shop owners to find out more about craft making from the County. Opportunities for makers who can supply shops and opportunities for shops to engage with makers are important components within this strategy. With the formation of a craft network, efforts can be made to engage meaningfully with the retail sector so that opportunities are defined for both. A showcase edit of available work that can be bought by shops locally will be encouraged. The intention is to assist the promotion of the network and its identifiable brand mark which will operate to promote a standard in the County for hand-made product. 50% of respondents or 25 individuals showed a preference for advice from retailers and craft business development experts. Local Enterprise Office Tipperary manages a panel of external mentors who can be assigned to mentor craft businesses. Information on accessing mentoring supports is detailed on page 29 of this document in Appendix 1.

There is a deficit of work from the County featured in all retail spaces that were visited during the research for this strategy. The work found and featured is in contrast to the number of makers active in the County. This is again reflected in the high incidence of makers who wish to be stocked locally (64% equating to 34 makers) but who currently are not. Work to address this imbalance and to engage professionally with retailers, gallery owners and existing spaces must be a priority.

5.2.2 Towards a greater digital presence

The survey identified that 54% of makers, representing twenty seven people, displayed a preference for individual web development advice. The possibilities to develop a virtual network are very real and will not be limited by locations. The project
should hook into the future Digital Strategy for the County, underway under the auspices of the Economic Development Section of Tipperary County Council.

As the trend to shop online continues to grow, it is timely that many makers who responded to the craft survey require online support. The survey showed that twenty nine makers use Facebook to sell their work; nine have shops on ETSY; twenty eight use the following means; craft fairs, word of mouth, own website, twitter, Google Ads, Instagram, web self-build platforms mentioned included Wix and Shopify. 55% of makers sell to Irish customers outside of the County, while 26% sell to customers living in Tipperary only. 22% can be determined as exporting citing Showcase and online as their route to market. Just two makers had used the LEO Online Trading Voucher, thirty four had not used the scheme but had heard of it and a further 25 stated they had not heard of it. A number of supports and training initiatives are readily available to the Craft sector in the area of Social Media, search engine optimisation and The Local Enterprise Office runs a Trading Online Voucher Scheme which is available to makers who wish to develop an e-commerce facility. Those wishing to avail of a voucher are advised to attend an Information seminar. At each seminar attendees are informed of the purpose of the scheme and how best to use and get value from the application of the voucher. Craft businesses can avail of “one to one” mentoring and advice on how to brief the web developers to quote appropriately to match their web development. Advice clinics will also assist craft businesses to complete the voucher application form. Applications for voucher funding can be made on a bi-monthly basis to LEO Tipperary. Businesses must be in operation for at least twelve months before they can qualify for the voucher. The application process for the vouchers is a competitive process. An application form for the scheme is available online at www.localenterprise.ie

5.2.3 Scaling the craft sector in Tipperary

It can sometimes take longer for a craft enterprise to scale especially those that are solo operators and this is a characteristic of the industry across the board. For small craft businesses it is hugely important to retain quality and a dedication to craft principles. Many are committed to refining, improving and honing making techniques considerably; others can be slow to evolve the making process. Where there is ambition to scale, the Local Enterprise Office will support makers to develop a plan around job creation and export. Research as part of this strategy identified twenty five makers who wish to scale their enterprise. Local Enterprise Office Tipperary has partnered with The Design & Crafts Council (DCCoI) of Ireland in 2017 on a specific programme that will assist learning and exposure to the industry. This will go some way to assist individuals who wish to grow their craft making enterprise in the short-term.

The DCCoI Building Craft and Design Enterprise Programme is a programme that deals with issues of growth and scale currently and it is timely for it to take place in Tipperary, commenced in June 2017. Respondents to the survey that informs this document highlighted the need for advice on business planning, selling methods, people management, process development, merchandising, customer relationships, and securing funding. These are issues that can be addressed through mentoring and learning opportunities that will be created by Local Enterprise Office Tipperary.

5.2.4 The Design & Crafts Council of Ireland

The DCCoI is a partner in this strategy and work has begun to establish the Building Craft & Design Programme in the County. Eleven professional makers will have access to learning, mentoring and trade visits to assist with the internal growth of their enterprises in 2017. At least thirty seven makers who filled out the survey have membership of the Design and Crafts Council of Ireland and this strategy encourages applications to that body. Tipperary County Council is keen to see the craft sector develop its entrepreneurial capabilities and to engage in active promotion of its unique strengths. The DCCoI is strategically developing an agenda which embraces design and design thinking and the position of design as a strategic
toolkit for industry in the delivery of innovation. Product designers and design strategists in the industrial and manufacturing sector will find support through the work of the Local Enterprise Office who leads with regard to supporting enterprise with the development of commercial products and services. The DCCoI has launched a consultation paper towards a National Design Strategy in response to the Year of Irish Design 2015\textsuperscript{11}. It remains a key influence on Government, informing and national policy on the development of craft and design in Ireland.

5.2.5 Showcase-Ireland’s Creative Expo

It is the intention of Tipperary Local Enterprise Office to continue to support a presence at Showcase-Ireland’s Creative Expo annually. Showcase (now in its 42nd year), is a retail trade event and features Irish craft, gifts, fashion and interiors. It is presented at the RDS in Dublin in January each year and is managed by Showcase Ireland Events Limited on behalf of the Design & Crafts Council of Ireland. LEO Tipperary supported 3 craft makers to exhibit in the Enterprise Zone at this year’s event along-side some of Ireland’s best emerging talent and will support at least 4 makers again in 2018.

The event is promoted internationally by Enterprise Ireland. It is restricted to a space allocation currently of four per County in the Local Enterprise Zone at the event. A subsidy is available for makers to attend from LEO Tipperary. It is a competitive process with stands awarded for a period of two years currently. Support and mentoring is also available to participants. It is acknowledged that LEO support assists with the launch of new businesses in the Local Enterprise Zone and thereafter applicants are able to secure places in other areas at Showcase. A continuing presence is essential to maintain contact with trade customers and generally yield a significant return on investment with €20m in sales generated in January 2017 alone.

5.3 Pillar 3: Infrastructure: The infrastructure for craft making including facilities, buildings, venues, workshops, and spaces for craft making.

5.3.1 Venues in Tipperary

Research conducted highlighted a lack of availability and access to locally made craft in retail settings across the County. While venues such as Quay Arts in Ballina, Rossa Pottery in Cashel, The Granary in Cahir and the Narrow Space in Clonmel stand out, the percentage of work that is locally sourced from these venues is far less than work that is brought in to the County. The need for makers to liaise and work with retailers on pricing, and product development is important to ensure sales for makers and for shops. It is hoped that an emerging County network of craft makers might take a more active role for its members who are interested in wholesale to retail so that a greater availability of work is developed. Important also will be the promotion of venues who stock locally sourced work.
The Workspace Study conducted by LEO Tipperary in 2014 identifies vacant industrial spaces across the County that are available for rent or purchase. Access to capital supports for building upgrade or modification or indeed new studio development is available through the Local Development Companies. The Local Enterprise Office has moved away from funding building works in recent years other than limited modification projects. However, this strategy recommends that the issue of studio spaces in the County might be looked at in the future and in the context of spaces for artists and creative professionals in general. Access to a main street/shop window to exploit retail potential is oftentimes required by craft professionals, as many makers make and sell directly from one location. This remains a feature of the industry in Tipperary.

5.3.2 The Craft Granary in Cahir

The mission of The Craft Granary in Cahir is to promote, establish and encourage development in the craft sector and to provide a venue for such a purpose. It works across all forms of craft making and for the South East Region. It was set up to provide premises and workspace with the aim of providing promotional opportunities for craft retail. It is also mandated to provide training facilities and the development of skills and to encourage groups and to disseminate information and opportunity relevant to the craft sector. It operates currently as a social enterprise that provides training and work experience for people who want back to work experience and training, including those in disadvantaged groups, enabling them to progress into employment or full-time education. It remains one of few venues in Ireland whose remit is the development of craft and training. It is gifted currently to the craft sector by Tipperary County Council. Tipperary County Council is currently supporting an application from the Craft Granary to Enterprise Ireland under a Regional Enterprise Development Fund. It is intended that a further enhanced Granary will strive to become the centre of excellence in terms of its ability to assist the progression of craft makers in Tipperary through training, networking and the establishment of a County Craft Trail.

5.3.3 Workshops, studios and capital projects

Where individual makers require assistance with equipment, and capital business costs, this strategy encourages makers to contact Local Enterprise Office Tipperary as the first stop shop for business supports and access to Microfinance loans in the county. Capital costs will remain a fundable activity and craft makers are encouraged to apply to LEO Tipperary under its Measure 1 Capital Supports Programme. In Tipperary, it is clear that the craft sector visibility to visitors and communities is low. The Craft Granary in Cahir plays an important regional promotional role for crafts in the South East but does not incorporate a workspace element. To be successful, a craft studio centre needs strong and year-round footfall – hence any opportunity in Tipperary needs to tie into a tourism offering. It requires a building that represents creativity and excellence, yet provides a comfortable environment (typical size requirement is 20 m² and typically has a heritage or artistic leaning).

5.4 Pillar 4: Awareness

Promoting a culture of craft appreciation through access to craft education, events, expos and information will heighten awareness of the value of craft to our County. Loyalty to local makers in terms of corporate gifts is to be encouraged.

5.4.1 Towards a Tipperary Craft Week or Craft Festival

It is anticipated that a showcase event to highlight the presence of the County craft network could be arranged in the late autumn of 2018. This could profile the high quality and diversity of the Tipperary craft and gift offering. The showcase could be led by the craft network and include making demonstrations, public workshops, a craft exhibition, sector-specific talks, advice clinics and public information seminars. It could also provide a local forum for retail to engage with the sector. The Local Enterprise Office will support the event and will assist with the costs towards including a Design & Crafts Council of Ireland.
Ireland Fuse Clinic for makers. Fuse Clinics offer support and advice to makers using a one to one mentoring format and are carried out over one or two days in County. The Design and Crafts Council of Ireland have confirmed willingness in this regard. The showcase event could form the basis of a celebratory Tipperary Craft Week and turn into an annual occasion. It is hoped that the craft network will manage and co-ordinate the event in association with Tipperary County Council. The first event should showcase work that is available wholesale to shops, hotels and visitor attractions. The Arts Office of Tipperary County Council has shown interest in the development of a craft network for the County and is committed to supporting the network and its work in kind. This has been confirmed by the County Arts Officer during the research phase which informed this strategy. This support will be available to a Craft Week or Festival as it emerges potentially.

5.4.2 A County Craft Trail

Tipperary has a rich tradition in the heritage crafts especially embracing thatching, weaving, stone building, and basketry. The County also boasts of a vibrant medieval history. This history is undergoing an additional re-invigoration due to the promotional work underway by Fáilte Ireland on Ireland’s Ancient East (IAE). The contemporary craft making industry in the County can capitalise on this promotion through the development of experiential tourism attractions and events along the IAE route. The opening to the public of craft facilities and studios will assist a greater understanding of the intricacies and skill required in hand made craft. This strategy outlines the work that will be done to create a craft trail for the County. It will be essential that promotional support and a value proposition are developed by each participant on any future craft trail.

The criteria used to ascertain if a location is suitable as a craft trail stop could be as follows: one which offers options for the visitor to see craft being made, or to experience hands-on making. It should also offer options to shop, browse or buy craft. Many trails have the option of being open to the public or require the public to make an appointment to visit. The latter tends to be to the fore in terms of the wishes of the maker. Ideal scenarios include trail stops that are open to the public all year round and who offer the chance to see the maker in her or his workshop. Merging a craft making experience with a food experience offers variety and choice for visitors and Tipperary County Council recognises the work to date undertaken by the Tipperary Food Producers network and the Taste of Lough Derg organisers. To date the following locations have been identified in Tipperary using the ideal scenario criteria described earlier in this paragraph and are detailed in figure 5 overleaf:

1. Sandra Cole Ceramics  
   Terryglass (ready)
2. Brookfield Farm  
   Coolbawn (ready June 2017)
3. Quay Arts Ballina  
   Killaloe, craft retail & workshop activity experiences (ready)
4. Thomas Wollen Ceramics  
   Cloughjordan (ready)
5. Thomas Adlum Woodturner  
   Templemore (ready but advance booking required)
6. The Stone Mastery Academy  
   Roscrea (ready Summer 2017)
7. Cyril Cullen Farney Castle  
   Holycross (ready)
8. Rossa Pottery  
   Cashel Shop & Studio (advance booking for studio)
9. Craft Granary  
   Cahir, craft retail, exhibitions and workshops (ready)
10. The Narrow Space  
    Clonmel, craft retail (ready)

More preparatory work is required with makers to determine the uniqueness of the Tipperary Craft Trail experience. A Trail requires a promotional and active partner and until such time as a network of makers is established in Tipperary this proposal will remain a challenge. Intensive work with regard to a Craft Trail is scheduled for 2018.
Figure 5: A Potential Craft Trail in Tipperary
6.0 Actions in support of Craft 2017-2018

A listing of actions has been compiled on pages 26-28 of this document. Table 1 Craft Strategy Actions outlines the actions and next steps that will be taken to deliver the County Craft Strategy. Tipperary County Council wishes to operate in the spirit of collaboration and partnership to deliver this strategy. It encourages the craft sector to liaise and to support each other, cross promoting one another and seeking opportunities to expand and to grow. The main contacts in support of this strategy and who are available for discussion and consultation are listed at the end of this document.

6.1 The Years Ahead

2017 represents an exciting time nationally to become involved in the cultural industries. The Action Plan for Jobs 2017 highlights the newly launched Consultation Paper Towards A National Design Strategy, launched at IADT in the spring of this year. It was edited by the Design & Crafts Council of Ireland and includes a high level action to Build on the legacy of Irish Design 2015 (ID2015) to develop Ireland’s reputation as a ‘Design Island’ by cultivating the craft and design community. A key component is the support for the ongoing development of sectoral and regional design networks and a craft network in Tipperary will qualify for DCCol Groups, Associations Networks & Societies (GANS) financial assistance subject to regular qualification criteria, terms and conditions and annual action plans. The establishment of a craft resource or a craft network in the County will enable the entity to apply for funding to Tipperary County Council and to other funding bodies whose remit includes craft promotion. The role of the South Tipperary Development CLG and North Tipperary Leader Partnership in the roll out of this strategy will be of significance and Tipperary County Council encourages collaboration and partnership in this regard. Tipperary County Council encourages active participation in the strategy outlined in this document and we look forward to working with the craft industry in the County in the years ahead.

“We have a core skill set in ceramics, wood, basketry, textile manufacturing, fashion and jewellery that is of very high standard”

“Just 37% of makers in Tipperary who were surveyed sell directly from their own studios”

“91% of people when asked, said that Tipperary would benefit from a collective brand under which craft making from the County could be promoted”
### 6.2 Craft Strategy Actions Table Form

<table>
<thead>
<tr>
<th>STRATEGY PILLARS 1-4</th>
<th>Agency</th>
<th>Cost €’s</th>
<th>Timeline</th>
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<tr>
<td><strong>Actions in support of Craft 2017-2018</strong></td>
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<tr>
<td><strong>Strategy Pillar 1: PROMOTION</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Craft Network Support Mobilisation</td>
<td>C&amp;E Dept / LEO Tipperary</td>
<td></td>
<td></td>
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<tr>
<td>- Launch Event Craft Network</td>
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<tr>
<td>- Design of Craft Brand Mark &amp; Website</td>
<td></td>
<td></td>
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<tr>
<td>- Craft Network Online including County Craft Website Build &amp; Online Portal</td>
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<tr>
<td>- Tipperary Craft Week including highend Showcase event</td>
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<tr>
<td><strong>Maximise tourist revenue for the craft sector</strong></td>
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<tr>
<td>- Develop links between tourism and craft through a seminar on Ireland’s Ancient East for the sector</td>
<td>Tipperary Tourism Co. Company, LEO / Economic, Tipperary County Council</td>
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</tr>
<tr>
<td>- County Craft Trail Prep Work</td>
<td>Fáilte Ireland &amp; DCCol</td>
<td>2018</td>
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<tr>
<td>- Heritage Crafts Event/Festival/Launch of Craft Trail</td>
<td>Local Development Companies &amp; Arts Office</td>
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<td><strong>Strategy Pillar 2: PRACTICE</strong></td>
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<td>County Craft Award for Makers &amp; Craft Retailers to be included in National Enterprise Awards</td>
<td>LEO Tipperary &amp; DCCol</td>
<td>2017/18/19/20</td>
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<td>Promotion of Trading Online Voucher Scheme</td>
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<td><em>4 applicants</em></td>
<td>2017/18/19/20</td>
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<td>- Increase the take up of the Trading Online Voucher Mentoring Supports</td>
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<td>Ongoing Fund</td>
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<td>- Export Seminar</td>
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<td>Ongoing Fund</td>
<td>2017/18/19/20</td>
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<td>- Building Craft &amp; Design Programme</td>
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<td>Ongoing Fund</td>
<td>2017/18/19/20</td>
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<td>Establishment of a County Craft Fund</td>
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<td>Support to attend Showcase Ireland Dublin</td>
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<td><em>This amount represents the maximum amount to support four applicants</em></td>
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<td>Retail Wholesale Collaborations in consultation with County craft network when established</td>
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<td>Annual Survey of Makers &amp; Retailers for Economic Values &amp; County Craft Database Updates</td>
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<td>Craft Granary, Cahir application to Enterprise Ireland Competitive Fund for redesignation as a centre for excellence</td>
<td>LEO / Economic Tipperary County Council</td>
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<td>Liaison with retailers programme with the establishment of a County Craft Network</td>
<td>LEO / Economic Tipperary County Council</td>
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<td><strong>Strategy Pillar 4: AWARENESS:</strong></td>
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<td>Craft, food &amp; tourism promotion awareness through the education system and the awarding of craft bursaries Collaboration with Tipperary ETB with regard to apprenticeships and training</td>
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Appendix 1  Partners in the Strategy

Local Enterprise Office Tipperary operates within the Community & Economic Development Department at Tipperary County Council. Both services are working to deliver this strategy and are committed to supporting the development of craft in the County. The Local Enterprise Office (LEO) is mandated to support enterprise in the County. It is interested in working with craft makers who want to set up, develop, grow and scale a craft making business. They offer a growth path and support for this type of development. Local Enterprise Office Tipperary LEO is an initiative of the Action Plan for Jobs and is committed to delivering an enhanced and more integrated support service for the micro and small business sector in Ireland. LEO Tipperary offers a range of complementary supports to potential entrepreneurs and existing businesses. The supports include a first point of contact for all enterprise related enquiries in the County where individuals can receive advice on the steps involved in setting up a business, to the provision of grants for feasibility studies, financial support for new and existing businesses and a range of soft supports such as enterprise training, management development and mentoring to entrepreneurs and businesses. The Community & Economic Development Department at Tipperary County Council is particularly interested in the role of the craft sector in the social, community, cultural and economic development of the County.

Local Enterprise Office Tipperary offers the Mentor Programme to craft makers who wish to start up, expand or scale their business; The Mentor Programme is designed to match up the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners with small business owner/managers who need practical and strategic one to one advice and guidance. The mentor contributes independent, informed observation and advice to aid decision making. All applications for mentor assistance are dealt with individually and are preceded by a business needs analysis to assess the key needs of the business and determine the most imperative mentoring objectives. The Mentor Programme is open to both new and existing businesses located within the LEO area. A mentor application form can be downloaded from the LEO website via www.localenterprise.ie/Tipperary/Training-Events/Mentoring/

South Tipperary Development CLG and North Tipperary Leader Partnership are local action groups whose remit includes the craft and design sector. These companies co-ordinate the Rural Development Programme (RDP) as well as the Social Inclusion and Community Activation Programme (SICAP), the Tús Programme and the Rural Social Scheme (RSS). They are committed partners to this strategy.

Glossary of Terms

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<th>Term</th>
<th>Description</th>
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<td>C&amp;EDD</td>
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<td>DCCol</td>
<td>Design &amp; Crafts Council of Ireland</td>
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<td>GANS</td>
<td>Groups, Associations, Networks &amp; Societies supported by the Design &amp; Crafts Council of Ireland</td>
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<td>IAE</td>
<td>Ireland’s Ancient East</td>
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<td>LEO</td>
<td>Local Enterprise Office</td>
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<td>EI</td>
<td>Enterprise Ireland</td>
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<td>ETB</td>
<td>Tipperary Education &amp; Training Board</td>
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<td>NTLP</td>
<td>North Tipperary Leader Company</td>
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<td>STDC</td>
<td>South Tipperary Development Company</td>
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</table>
Research Material

Online Survey for Makers, Designers & Artists supplying into the craft and gift sector in Tipperary, created by Deirdre Enright, Fruition via Survey Monkey 2017
WMUD, Mapping the Crafts Sector in Southern Ireland, www.wcdp.ie
Department of Jobs, Enterprise & Innovation, The Design Footprint, Dublin 2016
Indecon Report for WCDP & Collaborators, Creative Clusters, 2013

Acknowledgements

Tipperary County Council wishes to thank the many makers, designers, artists, groups, organisations, agencies and individuals who offered their time and information in the compilation of data during the survey and information as part of the research phase for this work. A report on the crafts sector was compiled by Deirdre Enright of Fruition for Tipperary County Council. Its findings are a basis for the strategy outlined in this document.

Endnotes
1. Design & Crafts Council of Ireland www.dccoi.ie/about
2. Craft In Ireland www.craftinireland.com/about
3. WMUD Mapping the Craft Sectors in Southern Ireland, page 9
12. Appendix 1 Partners in the Strategy page 31??