

The Way Ahead

**Tipperary Festivals & Events Strategy
2022-2024**



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Tipperary County Council

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Executive Summary

County Tipperary is home to a range of lively and engaging festivals and events which run throughout the year all over the county. This Festivals and Events Strategy builds on the previous 2018 to 2020 Tipperary County Council approach which was the first Festival Strategy for Tipperary and also the first festival strategy by a Local Authority in Ireland. The aim of this new strategy is to build on progress to date and to provide a set of recommendations to chart The Way Ahead for the very vibrant Festivals and Events sector in County Tipperary.

Tipperary County Council recognises the value of festivals and events to our county. They provide recreation and leisure opportunities for our residents, help build strong and resilient communities and have many economic and social benefits. Crucially, our festivals and events provide a strong sense of community, cultural identity and pride - each festival or event has its own distinctive qualities and appeal.

In Tipperary, we aim to ensure that our investment in festivals has maximum impact and benefit across our communities. Our aim is to support communities and event organisers through a long term planning approach around developing and sustaining their events, and to make the process of applying for our supports as simple and effective as possible.

At the same time, we aim to build capacity in order to diversify supports and funding sources while we build Tipperary's reputation for hosting festivals and events that contribute to healthy and thriving communities and local economies.



Introduction

Festivals and events enable communities to feel connected and proud about where they live, work and play. In Tipperary, they illuminate a rich tapestry of places, cultures, beliefs, traditions, arts and talents. Festivals and events are also important to stimulate local economic activity, showcasing our county and attractions, and helping to assert Tipperary's place on the map as a visitor destination.

Importantly Festivals and Events have been identified by Tipperary County Council as having a key role in helping to achieve the Vision Statement for Tipperary as set out in The Corporate Plan 2020-2024 which also sets the context for the ambitions of the County Development Plan currently in preparation:

TIPPERARY - A VIBRANT PLACE WHERE PEOPLE CAN LIVE, VISIT AND WORK IN A COMPETITIVE AND RESILIENT ECONOMY, A SUSTAINABLE ENVIRONMENT AND AN INCLUSIVE AND ACTIVE COMMUNITY.

Events of all types and scale play an important role in the cultural fabric of our community and provide significant cultural, economic and social benefit. They act to bring people together and foster a shared sense of place for the region, celebrating the diversity of our people, place and experiences.

An important catalyst for tourism and economic development, festivals and events raise the profile and reputation of the County and deliver economic benefit through local spend and repeat visits. They encourage social wellbeing and connectedness, facilitating community participation and pride. They also foster creativity and innovation.

1

Tipperary Festivals & Events Strategy

1.1 PURPOSE

Tipperary County Council is committed to ensuring, despite the challenges of the Covid 19 global pandemic, that our community and visitors have the opportunity to experience and participate in a range of quality and exciting events. We have acknowledged the importance of events and festivals to animate the community, to attract visitors and to project a positive image of the region and its capabilities, especially when events support and reinforce the cultural and social strengths of the area.

This Festivals and Events Strategy 2022 - 2024 defines Tipperary County Council's role and the ways in which it will support the development of festivals and events over the next three years. It articulates how Tipperary County Council will work with the local community to ensure festivals and events are inclusive, demonstrate best practice, are sustainable and flourish.



1.2 STRATEGIC ALIGNMENT

The aim is for this Strategy to be closely aligned to and integrate effectively with the key existing strategies across Tipperary County Council and with strategies currently being developed more widely.

The new Tipperary Festivals and Events Strategy will align closely with:

- » **Tipperary County Council's Corporate Plan 2020 – 2024** sets out four strategic themes for which strategies have been developed that will deliver our vision and ensure the improvements of Council services and infrastructure over the period of the plan. The Strategic Statement “Our Community” is particularly relevant to this strategy in its ambition to “Continue to develop Tipperary as an attractive place to live” and to “build strong and confident communities with a sense of pride that are inclusive, equal and informed” and in “supporting the Arts and Lifelong learning, to create a rich and diverse heritage and culture”.
- » **The Tipperary County Development Plan 2022 – 2028** The process of preparing the new Tipperary County Development Plan 2022 – 2028 commenced in September 2020, the first plan of its kind for the entire county. The new plan will build on the combined assets and character of the ‘Premier’ county and set out an ambitious future vision. The Plan will be completed by September 2022 and have a 6 year lifespan to 2028.
- » **TIPPERARY Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021** This plan showcases the vast abundance of excellent visitor experiences that the County has to offer and outlines a plan of action on how to market and develop destination Tipperary so that it gains significant traction on the domestic and international stage. This plan identifies the need to work together with the tourism providers in the County and the key agencies to coordinate support for the tourism sector in County Tipperary.
- » **Local Economic and Community Plan for Tipperary** the purpose of which is to set out the objectives and actions needed to promote and support economic and community development, providing a framework for all organisations to achieve common agreed objectives.
- » **Tipperary Arts Plan – A new arts plan** will be developed in early 2022 and will build on the vision as articulated in our current arts plan Tipperary_ A Creative County 2017-2021 “to support an environment where the arts flourish to the benefit of artists, local communities and visitors to the county”.

2 Methodology

This Strategy has been developed through a desktop study of festivals in the County over the past three years. This identified the support provided by Tipperary County Council to publicly funded festivals and events held in the recent past. It should be noted that this period of time was a very uncertain period for festivals and events which is evident in information reviewed which revealed the vulnerability of a particular cohort, namely community festivals. These particular festivals are, at their core, all about gathering and bringing people together. This ability of community festivals to embody collective joy was stymied by the pandemic and resulted in the cancellation of many smaller voluntary and community festivals throughout the period since March 2020.

In addition, a consultation process took place using questionnaires (appendix 3) which issued to the current community of funded festivals and to the public (appendix 3.1). Consultation meetings were held with a cross section of the festivals community and with Tipperary County Council officials across Municipal District areas and sectoral specific roles (e.g. Arts, Tourism, Heritage, Sports), thus facilitating input from key stakeholders; namely festival and event organisers as well as Tipperary County Council's internal teams which both financially and practically support festivals across the county.

The previous strategy (2018 - 2020) set out:

- 1. A new tiered vision for events which supports festival development in County Tipperary**
- 2. A calendar of events happening in the County throughout the year**
- 3. Where funding from Tipperary County Council is available, that there is a clear central all county funding process through which all eligible festivals and events can be fairly and objectively assessed through the framework of the tiered approach.**

Our methodology also sought feedback on the funding approach developed in the last strategy which resulted in what is now known as The Tipperary Festivals & Events Scheme which has been running in the County since 2018. Adopting a three tiered approach according to scale of festivals and events, this scheme is credited with supporting the county's many acclaimed Festivals and Events ranging from smaller local community festivals to larger high profile, 'Premier' festivals which have developed a reputation nationally, Clonmel Junction Arts Festival being a prime example.

2.1 RESEARCH OUTCOMES

Feedback from our research with the sector indicates that the tiered process has been successful for the festivals and events sector in the county. There is a high level of satisfaction with the application process which ranges over three distinct categories: community, municipal and premier with an entry point for new / emerging festivals should they emerge during the year and after the funding deadline.

Some respondents cited the dates of application and assessment as a potential difficulty simply because the timing does not particularly suit their festival dates. This is not an issue for 95% of respondents who also found the application process manageable and accessible.

The distinction is clearly made between festivals and events in these definitions which were agreed through consultation with the sector at the outset of our development of festival policy in 2018. This has worked well and has brought a clarity to the funding application process and its outcomes:

A festival is defined as a coming together of a collection of similar events that celebrate a single or general theme and are promoted as one within this theme, and occur within a defined timeframe.

An event is defined as a celebration, activity, exhibition or staged performance that is open to the general public for a limited time (not necessarily free of charge).

Common amongst many local Festivals and Events throughout Ireland is a high level of good will, interest and engagement. Local committees and widespread volunteering enable festivals to proceed, punctuating each year with celebration and colour. Some have become professionalised, particularly in the arts, bringing both local and national - and often international - colour to the mix. This research has identified a total of 67 Festivals and Events in 2021 operating in Tipperary and creating opportunities for audiences to engage in a wealth of unique experiences.

The Covid 19 pandemic has had an adverse effect on festivals and over the past 20 months, many have been cancelled whilst others made the switch to 'digital' or a hybrid of live and digital ways of working. Festivals are however, poised and ready to address the challenges of the recent past and there is a sense of their growing importance as catalysts in supporting the population at large to successfully re-emerge from a time which in many respects is the very antithesis of festivals and communal celebration.

The consultation process informing Tipperary County Council's Festivals and Events Strategy 2022 – 2024 validates the essential and practical steps taken by Tipperary County Council during the lifetime of its first Festivals and Events Strategy. Findings reveal that:

- » **Festivals and Events in Tipperary represent a vibrant and diverse spectrum of activities, ranging from community gatherings to internationally renowned celebrations. Festivals and Events encompass a huge range of activities including events focusing on walking, sports, music, Irish language and culture, food and beverage, visual arts, dance, literature and theatre, as well as many events providing multi-disciplinary programmes. (See Appendix 1 for further analysis of festival support)**
- » **In order to sustain a vibrant and successful festival sector, it is essential that festivals are managed effectively and efficiently, occur in a safe hazard free (including Covid 19) environment, are financially sustainable and appeal to a range of domestic and potentially foreign visitors.**
- » **Tipperary County Council recognises that it is vital that festivals are supported in their efforts to ensure a vibrant festival sector in the county through ongoing financial and organisational support. The local authority has an ongoing interest in responding to the requirements of festivals to build the capacity and technical skills of the Festival and Events sector.**
- » **Tipperary County Council is also interested in responding to the needs identified during the consultation process in supporting Festivals and Events to network and in strengthening lines of communication between festivals and events and their audiences. Professional networking between the festivals themselves, facilitated by Tipperary County Council will enable festivals to draw on their collective experience and knowledge.**

2.2 FESTIVAL 'TYPOLOGY'

Many Festivals and Events in the County present a distinct community theme (55%) through their events.

- » **An analysis of festival types (Appendix 2) shows that 25% of Festivals and Events currently operating in Tipperary are cultural and arts festivals/events. 10% are categorised under 'tourism' specifically and 10% each relate to heritage and sport.**
- » **Tipperary's arts community has actively initiated a number of festivals, recognising the unique context, nature and history of the place. As an example, Clonmel Junction Arts Festival from modest beginnings is now regarded as one of Ireland's finest arts festivals, for the breadth of its approach, its commissioning and innovation at local and national levels. In addition The Cashel Arts Festival has built on the unique heritage of the town as a living and dynamic resource that enriches their programming of contemporary arts events, encouraging people to look at their surroundings through a creative lens to build an important and sought after event on the annual national arts calendar.**
- » **Festivals and Events in Tipperary take place for the most part between March and November, with the majority clustered around June , July and August. Timing is critical to the success of most festivals, some occurring to extend the tourist season, to coincide with community activities or to enhance the potential to attract diaspora who reside elsewhere who come back to visit family and friends during the summer season.**
- » **That said, several Festivals and Events occur in Tipperary outside of the core holiday season. For example Spleodar Children's Arts Festival, Nenagh; Finding a Voice, Clonmel; The Glen of Aherlow Walking Festival; Applefest, Clonmel and Dromineer/Nenagh Literary Festival occur in the spring and autumn, outside the main tourism season and have the potential to provide a welcome boost to the local economy.**

2.3 FUNDING FOR FESTIVALS AND EVENTS

Festivals and Events income comes from a variety of public sector funds distributed by The Arts Council, Fáilte Ireland, The Heritage Council, Creative Ireland and Tipperary County Council. Tipperary festivals have been quite strong in comparison to other counties in terms of gaining access to national public sector funding. The sources of current public sector support includes:

- » **Faillte Ireland Festival and Event funding.**
- » **The Arts Council.**
- » **The Heritage Council.**
- » **Creative Ireland.**
- » **Tipperary County Council Festival and Events Scheme.**
- » **LEADER and Local Development Companies through the tourism, heritage and basic services measures of the Rural Development Programme.*more detail in appendix 4**

There are a number of considerations which could be taken into account with regard to interpretation of the allocation/distribution of public funds, these include:

- » **eligibility for funding due to the capacity, size and potential impact of Festivals and Events in Tipperary.**
- » **awareness by Festival and Event Promoters of funds available to Festivals and Events from public sector bodies.**
- » **the technical capability of Festival and Event Promoters in terms of successfully applying for funding from public sector bodies.**
- » **the number of festivals taking place in Tipperary as opposed to other Counties in Ireland.**

3

The Way Ahead - A New Strategy for Festivals & Events 2022-2024

This Festivals and Events Strategy seeks to support Tipperary County Council teams – municipal and disciplinary (e.g. arts, heritage, tourism, sports) in their aims to sustain, attract, and promote festival and events that deliver community and economic cohesion and add vibrancy to County Tipperary throughout the year. It will provide the Council with a clear direction to build on its foundation of success and achieve greater social, economic and cultural benefit and vibrancy for the whole county.

3.1 VISION

To promote Tipperary County as one of Ireland's most event-friendly destinations; supporting, developing and fostering events that contribute to community values and providing economic and social benefits for Tipperary's many communities. Tipperary's vibrant and diverse annual festival calendar will celebrate and showcase its culture, heritage and unique natural environment.

3.2 AMBITION

To ensure Tipperary is identified as a vibrant festival destination and that the quality and diversity of our festivals and events calendar is recognised and valued. And in doing so, to increase community excitement, pride and economic benefit and to add to the cultural fabric of County Tipperary.

3.3 STRATEGIC GOALS

Five strategic goals and actions have been identified, arising from Festivals and Events Strategy consultation and research. Each goal has particular areas of focus and a set of actions on how Tipperary County Council will address each of the strategic priorities to achieve our ambition for festivals and events.

This strategy focuses on the following five priorities:

1. SUPPORT

We will provide a supportive environment which facilitates the effective creation, production and development of existing festivals and events and attracts new festivals and events that bring visitors, new spending and new experiences to Tipperary.

In particular, Tipperary County Council commits to retaining the current Funding Model including the categorisations which have served the sector well during the lifetime of the Festivals and Events Strategy 2018 – 2020. Maintaining its existing model is based on feedback from the sector and research conducted, the Tipperary Festivals & Events Scheme 2022-2024 will include the following categories:

Community – A festival or event which is centred around a community. It may be an annual or once off event. It is generally short in duration, a one or two day event and is usually free and is most likely organised by volunteers. These events are important to the social fabric of the locality and County and generate civic and community pride.

Municipal – A festival or event that is staged for local people as a celebration of an occasion, but which is significant and attractive to the wider community bordering the host community and is held over at least two days. Municipal events generate civic pride and a sense of community and add to the vibrancy of an area. While these events may be initially aimed at residents, they encourage visitors to an area to stay longer, add to a culturally rich location and are often specialised in their programming. It is envisaged that each Municipal District would support a minimum of one such event to develop its potential over a 3 year period as a MD in Development event (MDD).

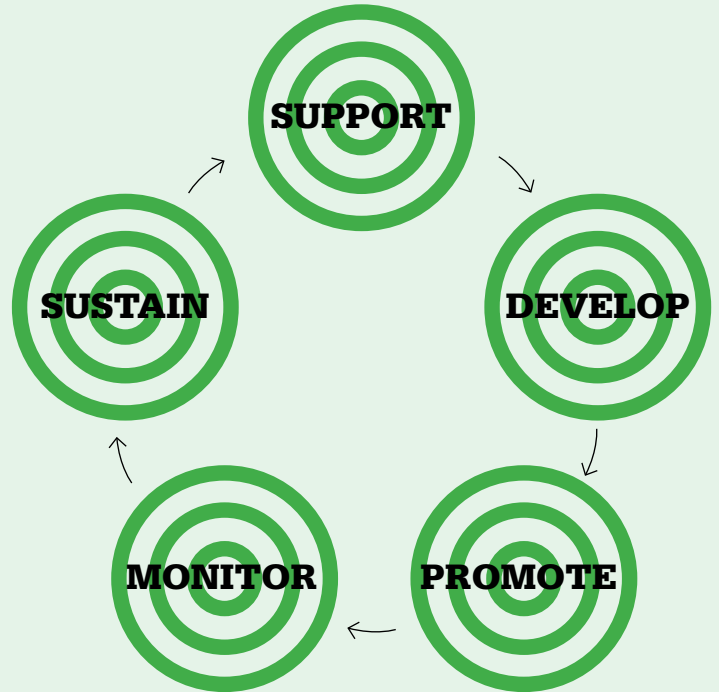
Premier – A festival or event that attracts a large audience and participation, and is usually held over at least three days. These events usually have a positive regional and perhaps national profile, achieving widespread media coverage regularly and are often professionally or semi-professionally run. They are often specialised events with high elements of originality which encourages people to travel to attend these events. They are usually of a significant scale and/or ambition and contribute significantly to the local economy. It is likely that this Council would support a maximum of two such events in the County over the course of this strategy.

Provision will continue to be made for the following scenarios:

Occasional Events - Events that happen on a one-off basis and meet the objectives of Tipperary County Council plans and strategies

Nascent/Emerging Events - Events which are new or emerging and show signs of future potential to develop and can demonstrate that they link in with the objectives of Tipperary County Council. It is important that these events are supported as they will promote and encourage innovation and creativity and may have the potential to scale up over time to become premier events.

Through the Tipperary Festivals & Events Scheme, Tipperary County Council aims to promote and support local festivals throughout the county that are not solely commercially focussed, to support and assist those events that have a tourism / cultural / artistic / heritage or community focus and which contribute significantly to quality of life.



2. DEVELOP

We will continue to develop strong collaboration -with other public agencies and partners in identifying the resources required to build the capacity of the sector locally and to support and assist festivals/events in moving towards increased sustainability.

3. PROMOTE

We will encourage, support and develop events that increase visitor numbers and enhance the profile of Tipperary as a destination that celebrates and showcases its communities, its people, its places and its uniqueness.

4. MONITOR

We will develop a consistent and systematic approach to festival/event evaluation in order to measure the outcomes generated by those in which Tipperary County Council invests.

5. SUSTAIN

Tipperary will be recognised as a leader in hosting environmentally conscious and sustainable festivals and events.

The table on page 14 outlines a proposed set of actions on how Tipperary County Council plans to work alongside others to address each of the 5 strategic priorities:



TIPPERARY FESTIVALS & EVENTS STRATEGY 2022-24 – STRATEGIC GOALS & ACTIONS

Activity	Actions	Owner	Outcome	Timing and KPIs
1.Support				
A. Continue supporting the development of local festivals and events sector in Tipperary.	<ul style="list-style-type: none"> Continue to work in partnership across directorates (Culture & Libraries, Tourism, C&E, Sports, Heritage) and municipal districts to ensure an environment which is as supportive as possible to local festivals and events enabling them to deliver at local level. Continue to work with external agencies in support of festival development in the county. Retain the expert advisory Festivals and Events team within TCC which both assesses funding applications and meets to discuss/ review the festivals and events programme in the county. Support festivals to ensure governance, policies and procedures are in place to support development and sustainability into the future. Facilitate festivals and events organisers, venues and tourism operators to network. 	Partners TCC Depts. Event & Festival Organisers. Tourism Businesses. Training providers.	<ul style="list-style-type: none"> Integrated whole-of-Council approach to festivals and events enabling and support. Increase in events gaining support. Increased profile, better economic impact. More time building event organisers' capacity, supporting existing and new events. 	2022-24 ongoing <ul style="list-style-type: none"> Number of and impact of Festivals and Events. Publicity and PR for Tipperary as a Festivals and Events destination. Number of capacity building and other activities for festivals and event organisers.
B. Build capacity of event organisers.	<ul style="list-style-type: none"> Continue to work with local F&E organisers to deliver training opportunities that will be most beneficial for them. This is particularly true in light of new challenges facing festivals owing to the Covid 19 Global Pandemic. Develop a schedule of F&E organiser training opportunities that is tailored to suit different levels of scale and experience. Explore opportunities to develop a volunteer training and event experience programme. 	Partners TCC. Event & Festival Organisers. Colleges/Training providers.	<ul style="list-style-type: none"> Improved professional skills and capabilities for event organisers / event committees / volunteers. Increased sustainability of events. 	2022-24 ongoing <ul style="list-style-type: none"> Organise up to 4 workshops per year which is reviewed annually and amended as required across areas identified by the sectors including: <ul style="list-style-type: none"> Health and safety. Marketing and design. Financial planning. Social media and digital capacity. Event organisers' views of volunteer capacity/ sustainability.

<p>C.</p> <p>Support Festivals that develop a sense of place and are embedded in communities. Reflect Tipperary's natural, built and cultural heritage.</p>	<ul style="list-style-type: none"> • Encourage F&E organisers to utilise local creatives and businesses and develop a directory of contact details for local F&E suppliers. • Implement a communication programme – targeting creative, business and community partners, existing F&E organisers and prospective event organisers to promote the outcomes and benefits of Festivals and events. • Work and engage with existing events to identify and explore opportunities to further leverage audience reach in target markets. 	<p>Event & Festival Organisers.</p> <p>Professional arts resources in the county.</p> <p>local businesses & Tourism operators.</p>	<ul style="list-style-type: none"> • An involved and engaged community is key to success. • maximise use of existing expertise, venues and public open space. • Increased sense of place and an involved and engaged community. • Recognition and celebration of cultural richness of the County. 	<p>Ongoing</p> <ul style="list-style-type: none"> • PR generated. • Demonstrable examples of whole community involvement in development and production of attractive and compelling F&E.
<p>D.</p> <p>Tipperary portrayed as a Festivals and Events friendly place with an effective, easy-to-use event portal.</p>	<ul style="list-style-type: none"> • Continually improve processes for Council to support the delivery of F&Es through a festivals and events portal. • Develop an online event toolkit to assist event organisers. • Identify and leverage opportunities for strategic partnerships and collaborations. • Aim to Implement online funding application process at the earliest opportunity. • Consider re-introduction of multi annual funding arrangements for Premier festivals and Municipal Festivals in Development. 	<p>TCC F&E group.</p> <p>F&E Organisers.</p> <p>Local Communities.</p>	<ul style="list-style-type: none"> • Streamlined event application assessment process. • Compliance with best practice. • Demonstrate and celebrate the cultural fabric of Tipperary's communities. 	<ul style="list-style-type: none"> • Satisfaction ratings of festival and event organisers. • Audience numbers. • Enhanced confidence of festivals and event organisers.

2. Develop				
<p>Encourage a diverse events calendar in Tipperary across all sectors that helps spread events throughout the year.</p>	<ul style="list-style-type: none"> • Events are coordinated to avoid clashes, fill gaps, and increase participation in and visitation in shoulder seasons. • Work with Failte Ireland to timetable, market and promote Festivals and events in Tipperary. • Festivals and Event Organisers partake in information provision for inclusion in relevant websites and social media campaigns(similar to an edited and designed calendar of events) as part of funding agreements. 	<p>Event & Festival Organisers.</p> <p>Local Communities.</p> <p>Internal social media/ web contract.</p>	<ul style="list-style-type: none"> • Better coordination of events and their promotion and timing. • A vibrant and diverse events calendar. • Events are coordinated to avoid clashes, fill gaps, and increase participation in and visitation in low seasons. 	<p>2022/23</p> <ul style="list-style-type: none"> • Demonstrable events and clash diary. • Impact of coordinated diary on marketing of County and its F&Es <p>Measure the social media reach.</p>
<p>Encourage, support and develop events that increase connections with, visits to and enhance the profile of County Tipperary. Sustainability will be at the core of festival and event planning throughout the cycle of the event or festival.</p>	<ul style="list-style-type: none"> • Encourage and facilitate Festivals and events to promote locally produced art, artisan food, drink and craft and provide visitors with locally sourced products. • Encourage and facilitate Events and Festivals that are created in Tipperary to develop and grow in quality and delivery. • Implement a co-ordinated response to approaches from external organisers e.g. arts, sports, heritage bodies who present event opportunities, enquire about venues, support services, marketing and funding agencies etc. and that these are channelled through a central information point in TCC. 	<p>Festival & Event Organisers.</p> <p>TCC team.</p> <p>Artisan producers.</p>	<ul style="list-style-type: none"> • Sustainable events that are retained and grow over time. 	<p>Coordinated events plan for whole year</p> <ul style="list-style-type: none"> • Partnerships with arts, sports, heritage umbrella/ governing bodies. • Economic impact/ visitor numbers to events.
<p>Support Festivals and Events Funding.</p> <p>Explore alternative funding sources.</p>	<ul style="list-style-type: none"> • Continue to offer the Tipperary Festivals & Events Funding Scheme as an investment programme designed to extend the flow of social and economic benefits. Review the current structure during the lifetime of this strategy to ensure its continued relevance and effectiveness. Run an annual funding clinic in advance of the Festivals and Events Application deadline. • Development of online applications process over time. 	<p>TCC team.</p>	<ul style="list-style-type: none"> • Event funding programmes continue to support growth and diversity of the festivals and events portfolio. • Continue to streamline and improve application and approvals process. 	<p>2022/24 ongoing</p>

3. Promote				
Develop partnerships and support events that provide maximum social and economic benefit to the region.	<ul style="list-style-type: none"> • Develop communications channels and co-ordinate marketing activities with partners in relation to target markets. • Support event and festival organisers and partners to attract participants and visitors to Tipperary through website and social media – regularly updated, edited and with consistent social media operation to keep the Tipperary Festivals and Events news to the forefront. 	TCC, Tipperary Tourism, Event & Festival Organisers, Possible third party social media contract.	<ul style="list-style-type: none"> • Increased and consistent external branding and media exposure. • Links to regional destination branding promoting a consistent and appealing story to audiences. • Increase capacity of event organisers to promote festivals and events through training and development of portal or centralised information source complemented with ongoing social media and PR backup. 	2022/23
Festivals and Events will partner and collaborate, share resources and undertake co-promotion.	<ul style="list-style-type: none"> • Improve the collective promotion and better utilisation and functionality of websites and other online and social media channels • Encourage cross promotion of events and festivals collaborative marketing activity on all Social Media platforms • Develop ongoing training updates to be delivered to festivals and events sector in web/ social media and communications strategies 	TCC, Tourism and Festival & Event Organisers	<ul style="list-style-type: none"> • Capacity building around social media and comms planning delivered and implemented. • Engagement and encouragement of tourism operators to align their marketing and promotion to events and festivals. 	2022/23
Use festivals and events to strengthen profile and awareness of Tipperary's creative, heritage, nature and active holiday experiences.	<ul style="list-style-type: none"> • Review and agree how Festivals and events can use the promotion of events and positioning of Tipperary as a place to live, work, visit. • Ensure active use and implementation of "Tipperary is waiting for you - Tipperary Tourism" branding guidelines and promotion materials at every opportunity in both print and social media marketing of the County to a wide national & international audience. • Actively promote Tipperary's strengths and achievements in hosting events / festivals of all types to key promoters, influencers and the wider festivals and events sector. • Identify and target key digital influencers related to events and festivals to broaden the appeal and promotion of Tipperary. 	TCC, Tourism, Influencers, International media,	<ul style="list-style-type: none"> • Marketing activity and Brand Value – aligns with, enhances and supports the destination and strengthens the Tipperary brand. • Increase in the number and length of visits to Tipperary. • Promotion of Tipperary as an enviable place to live, visit and invest. • Ensures that websites always up to date. 	2022/24 ongoing

4. Monitor				
<p>To provide information and supports to the sector to assist festivals and events in meeting regulations and standards required.</p>	<ul style="list-style-type: none"> • Provide procedures and guidelines for festivals and events and easy access to resources, e.g. health and safety information and risk assessment tools. • Develop social and environmental impact assessment checklists for use by event organiser • Collect, collate and analyse data that allows us to fully understand economic and social impact ensuring ongoing resourcing and sustenance of events. • Review the events / festival portfolio on an annual basis to assess those that best meet strategic objectives and offer the best growth/leveraging potential – identify 4-6 key projects over the course of this strategy for targeted leveraging to maximise value. • Engage with wider community through feedback surveys after Events / Festivals to gauge direct impact, monitor community sentiment and collect testimonials on the positive impact of events / festivals. 	<p>TCC team, Event & Festival Organisers, Possible external third party for surveying.</p>	<ul style="list-style-type: none"> • A fair and equitable process for supporting events in Tipperary. 	<p>Ongoing</p>
5. Sustainability				
<p>Tipperary events and festivals will aim to be leaders in hosting environmentally sustainable events.</p>	<ul style="list-style-type: none"> • Support F&S organisers to develop ‘event rubbish and recycling schemes’. • Facilitate workshops for event organisers on how to introduce recycling, compostable products and efficient energy practices for their events • Investigate other methods event organisers can use at their events to ensure sustainability. Include in application process for Events and festivals funding. 	<p>TCC Team, Event & Festival Organisers, Training Providers.</p>	<ul style="list-style-type: none"> • Work with festivals and events to set and achieve targets for recycling and environmentally friendly initiatives. • Work with others to support increased environmental sustainability through training and information provision. 	<p>2022/24 ongoing</p>



Appendix 1

ANALYSIS OF CURRENT POSITION

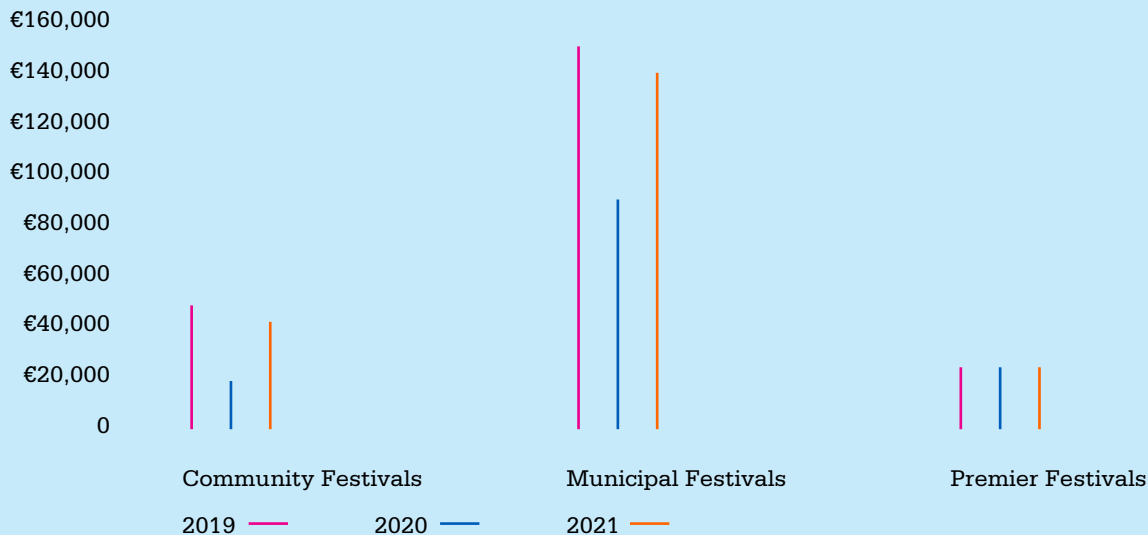
In undertaking this festivals overview, Tipperary County Council funding for the past three years to festivals and events was examined and analysed. The following charts and tables represent a dataset drawn from the Tipperary Festivals and Events Funding Scheme.

FESTIVALS WHICH RECEIVED FUNDING:

Festivals that received funding 2019/20/21



Funding amount for festivals 2020/21



Category	No of events 2019	Funding to F&E 2019	No of events 2020	Funding to F&E 2020	No of events 2021	Funding to F&E 2021
Community Festivals & Events	67	55,600	20	20,191	42	54,750
Municipal Festivals & Events	29	155,400	14	90,500	24	134,994
Premier Festivals & Events	1	30,000	1	30,000	1	30,000
Overall Totals	97	€241,000	35	€140,691	67	€219,744

- Community festivals represent a significant proportion of festivals activity in Tipperary, 42 festivals received 25% of the overall budget in 2021.
- Municipal festivals, tied to and supported by location command over 50% of the total budget.
- One premier festival is supported in recognition of Clonmel Junction Arts Festival’s exponential growth over 10 years from local to national to international festival of note.

IMPACT OF COVID 19 PANDEMIC ON FESTIVALS IN 2020

Category	Total approved Applications January 2020	Total cancelled due to Covid-19	Total proceeding at 31/12/20
Community Festivals & Events	73	53	20
Municipal Festivals & Events	26	12	14
Premier Festivals & Events	1	0	1
Overall Totals	100	65	35

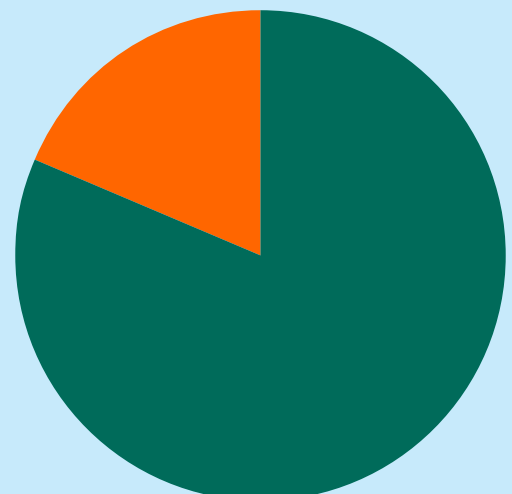
- Tipperary County Council continued to support the sector during the Covid-19 pandemic and remained flexible in terms of how festivals could engage with their audiences and citizens through changing restrictions.
- Many embraced digital ways of working.
- Many were unable or unwilling to embrace the digital.
- Several are planning hybrid festivals into 2022 and beyond.
- Festivals have become acutely aware of the health and safety implications of the Covid-19 pandemic and associated rules and regulations.

TYPE OF FESTIVALS CANCELLED BY CATEGORY DUE TO COVID IN 2020

Community Festivals — 53%

Municipal Festivals — 12%

Premier Festivals



Appendix 2

Festivals and Events in County Tipperary 2021

Community Festivals

Glen of Aherlow Walking Festival
Glen of Aherlow Cycling Sportive
The Ramble
Cahir St. Patrick's Day Parade
Taste of Cahir/Sunday Funday
Cahir Christmas Retail Programme
Vee Valley Festival
Donohill Festival
Cahir Trad Fest 2021
Burncourt Pumpkin Festival
Suaimhneas sna Coillte
"Big Maggie" Drama Performance
Autumn Harvest Festival
Solstice Winter Walk
Grass Routes Gran Fondo
Wellness Weekend @ Ballyboy House
Scare in Cahir 2021
Cashel St. Patrick's Parade
Summer Festival at the Castle
Aherlow Kilross Senior Citizens Gala Christmas Party
Wildlife gardening in a small space
Grange Field Evening
New Inn Christmas Lights
Ardfinnan Community Centre Concert
New Inn October Fest
Petticoat Loose Spooktacular Halloween Hike
Kilfeacle & District RFC Book Launch
Halloween Zombie Hunt
Clontempo Summer Concert 2021
Clonmel & District Canine Club Dog Show
Long Way Round 2021
Camida Clonmel Duathlon 2021
Rosegreen Development Association Field Day
Cross Clonmel
Ballynonty Community Field Festival
Kickham Country Weekend
Fethard Summer Festival
Ballylynch Christmas Winter Wonderland
Roscrea Halloween Festival
Positive Ageing Week 2021
Thurles Christmas Skyfest
Kilbarron Terryglass Historical Society's Heritage of Farming Tour
Cloughjordan Biodiversity Week Festival 2021
Ballinderry Beó Festival

Premier Festivals

Clonmel Junction Arts Festival

Municipal Festivals

Ballyporeen Music Maker Festival
Third Tipperary Brigade festival
The Rhododendron Walking Festival
Tipperary Festival
Cashel Arts Festival
Lockdown 20 - Stagecraft
Clonmel Applefest
Finding a Voice
Clonmel Busking Festival
Clancy Brothers Music & Arts Festival
Taste of Christmas Roscrea
Thurles Halloween Arts Festival
European SN Judo Championships
Spleodar Halloween Arts Festival
Féile Brian Ború 2021
Fleadhfest Tiobraid Árann, 2021
Tipperary Mental Health Festival
Tipperary Age Friendly Bealtaine and Positive Ageing Week
Nenagh Children Film Festival
Cloughjordan Community Amphitheatre Season 2021 Irish
Youth Circus Gathering 2021
Terryglass Street Fest
Cloughjordan Honours Thomas MacDonagh
Dromineer & Nenagh Literary Festival

Tipp-Cahir-Cashel MD

Clonmel BD

Carrick on Suir MD

Thurles MD

Nenagh MD

Appendix 3

Questionnaire

TIPPERARY ARTS OFFICE FESTIVALS QUESTIONNAIRE

As part of a review of Tipperary County Council's Festivals and Events Strategy 2018 - 2020, we would like to develop a future focused plan which will enable us to continue to support the festival sector in County Tipperary. Tipperary County Council supports Festivals and Events in a number of ways, through its funding schemes and through provision of training and seminars aimed at networking and building capacity within the festivals sector.

Festivals are sites of ideas development, creativity and renewal. They also play a pivotal role in raising the profile of the county. Tipperary is synonymous with a strong creative and wider cultural offering.

A central objective of our new Festivals and Events Strategy 2022 - 2024 will be to further enhance and develop this crucially important sector. In doing so, we would like to reflect upon and reframe our current interventions and support to be more responsive and efficient from the perspective of the festivals sector in the county which has faced significant challenges in recent years due to the Covid 19 global pandemic. To assist us with this work, we would ask that you complete the following questionnaire.



TIPPERARY ARTS OFFICE FESTIVALS QUESTIONNAIRE

1: Name and address of Festival:

2: Name of Festival lead:

Is the Festival lead voluntary or an employee

3: How long has the festival been in existence?

4. Has the festival been in receipt of support from Tipperary County Council's Festivals and Events Scheme over the past three years inclusive?

If the festival been in receipt of support from Tipperary County Council's Festivals and Events Scheme, do you apply as a:

Community Festival? Yes No

Municipal Festival? Yes No

Premier Festival? Yes No

Emerging / newly formed Festival? Yes No

What percentage of the overall festival income comes from Tipperary County Council's Festivals and Events Scheme?

Does the festival receive support from other sources? If so, please list:

5. Application process questions.

How would you rate the current application process for Tipperary Festivals and Events Scheme? ○○○○○○○○○○

Scale 1 (easy and accessible) to 10 (difficult and challenging)

Is the language used in guidelines and forms accessible and clear? ○○○○○○○○○○

Scale 1 (easy and accessible) to 10 (difficult and challenging)

Is the process easy to navigate? ○○○○○○○○○○

Scale 1 (easy and accessible) to 10 (difficult and challenging)

Is the timing of the scheme appropriate and does it meet your needs?

(The Scheme is normally advertised and made available in January each year)

How might the application process be improved?

6. Funding drawdown process questions.

Is the drawdown process easy? ○○○○○○○○○○

Scale 1 (easy and accessible) to 10 (difficult and challenging)

How might the drawdown process be improved?

7. Information for festivals on Tipperary County Council website.

How would you rate Information for festivals currently available on Tipperary County Council website? ○○○○○○○○○○

Scale 1 (very good) to 10 (difficult)

What information and practical guidance for festivals would you like to see on the Tipperary County Council website?

For example, health and safety updates, child protection, governance, social Media and marketing. This list is, by no means, exhaustive.

Please add information (below) on training and development supports which would benefit your festival.

.....

.....

.....

.....

8. Training and development needs.

(can we give some space in the final version to encourage respondents to write in answers.)

1. What are your festival's most pressing training needs? (name up to three)

.....

.....

2. What are your festival's development needs? (name up to three)

.....

.....

3. Would your festival be interested in attending live training events?

.....

4. Have you already identified live, scheduled training events in which you would like to partake in 2022?

.....

5. Would your festival attend training events online?

.....

6. Would your festival attend a hybrid of live and online training events?

.....

Any additional information you'd like to share with us would help us to provide the training that you require in a timely and responsive way.

9. Has the Covid-19 pandemic changed your views on what kind of supports your festival needs?

Yes No

If yes, please describe these needs and how these can be addressed:

.....

If yes, please describe these needs and how these can be addressed:

.....

If yes, please describe these needs and how these can be addressed:

.....

10. Are there any other supports or interventions you have identified which would assist you and your festival's future growth?

.....

.....

Any other information/suggestions/considerations you wish to share, please do so here:

.....

.....

Thank you for taking the time to respond to this questionnaire.
We appreciate the time that you have taken to feed into process.

APPENDIX 3.1

Sample questions to the general public

Do you attend a festival in the county? Yes No

If your answer is 'yes' which festival do you attend?

How would you rate your experience at the festival?

Excellent Very Good Good Fair Not good / did not enjoy

Do you organise a festival in the county?

What type of events are important to you and the local area?

*max 200 words

Are there any other actions, or themes, which you believe should also be included in a future Events and Festivals Strategy in Co Tipperary?

Are you aware of the current supports offered by Tipperary County Council under its Festivals and Events Scheme? Yes No

Would you agree / disagree that Tipperary County Council provides a supportive environment which facilitates the effective creation, production and development of existing events and festivals?

What could Tipperary County Council do to enhance its current supports to festivals in the County?

*max 200 words

Appendix 4

LEADER COMPANY SUPPORTS FOR FESTIVALS

LDCs in general have funded festivals where no other source of funding is available. In this regard, LDC consult with other agencies, in particular Failte Ireland, and receive written confirmation for each project that no other funding is available. LDC applies a sustainability rationale for funding of new festivals or new aspects of existing festivals, this should provide festival promoters with the means to develop and/or expand the festival/event while ensuring that they also become self-sustaining.

gov.ie - LEADER Programme Funding (www.gov.ie)







Comhairle Contae Thiobraid Árann
Tipperary County Council

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