



What land and country is this?

Report on the Bealtaine Festival 2015

Cover images: Caption needed(*photo: Photocall Ireland*)

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Summary

Participation

Number of participants
Number of events
Number of organisers
Number of counties represented

Partners

Programmes organised by 647 organisations representing the arts, culture, health, libraries, social and voluntary sectors including:

Marketing

National newspaper coverage	322 column centimetres
Local/regional newspaper coverage	6,975 column centimetres
Estimated value of print coverage	€116,022
Television coverage	Featured 2 times on 1 TV channel
Radio coverage	Featured 29 times on 17 radio
Web coverage	stations

Web

Number of unique visitors during festival	7,585
Number of Bealtaine website pages viewed during festival	19,543
Number of countries where visits originated	59

“Tell me, then, and tell me truly, what land and country is this? Who are its inhabitants? Am I on an island, or is this the sea board of some continent?”

Homer, The Odyssey, Bk 13, 11, 232-235



We are grateful to Tina

Introduction

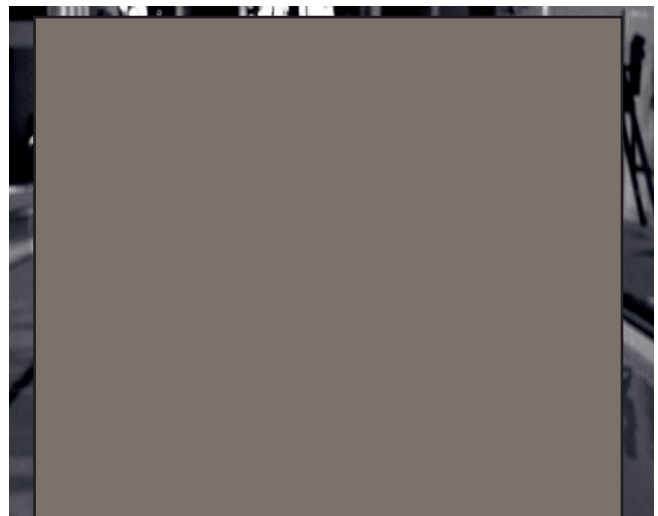
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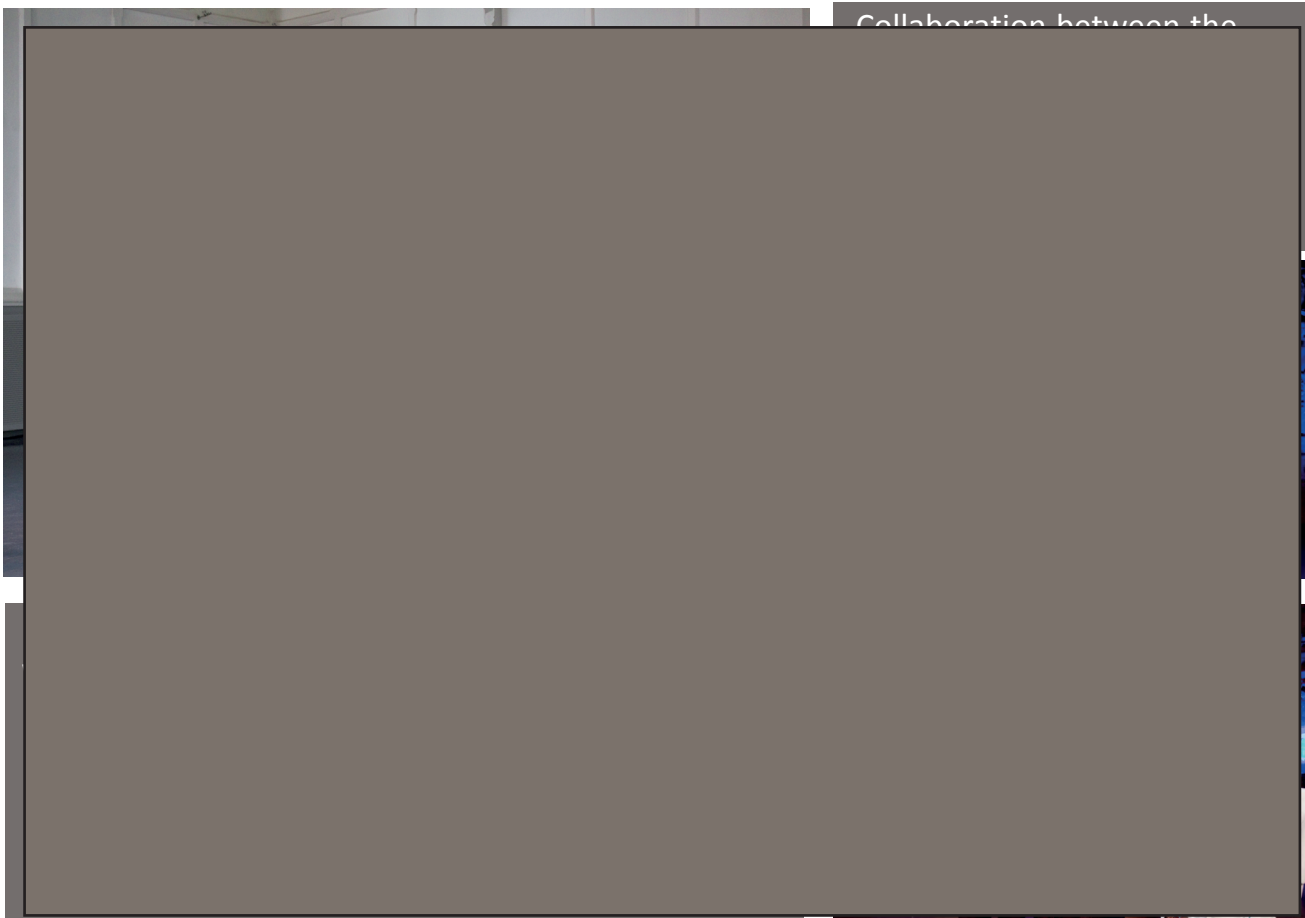
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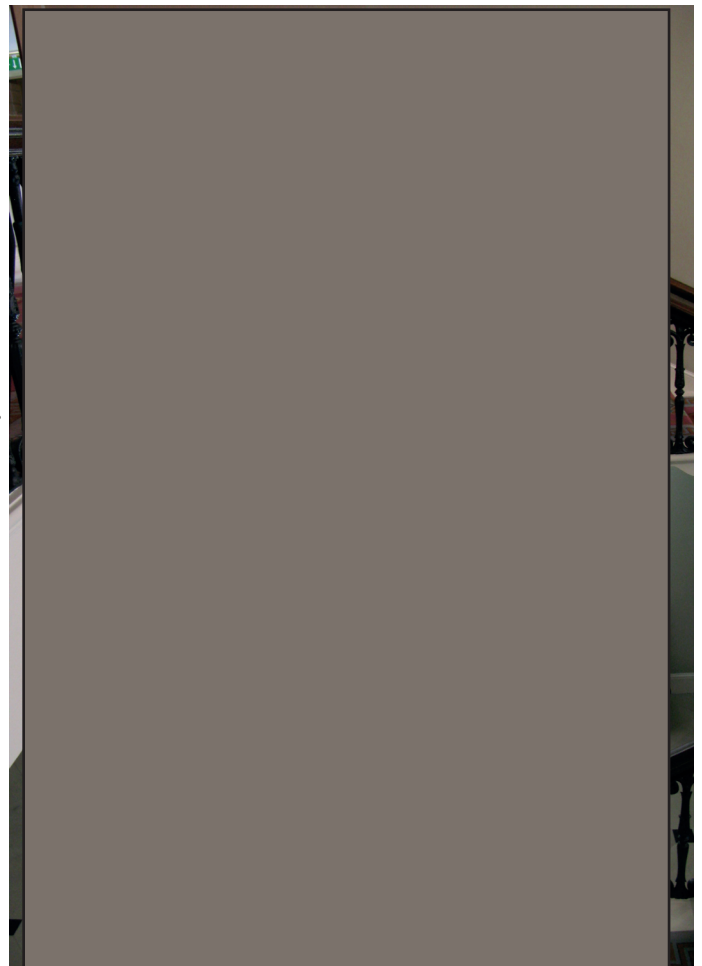
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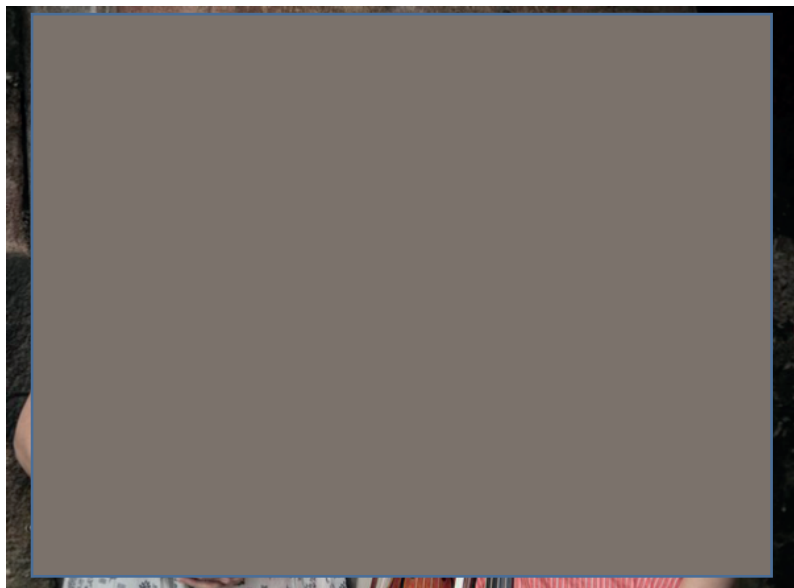
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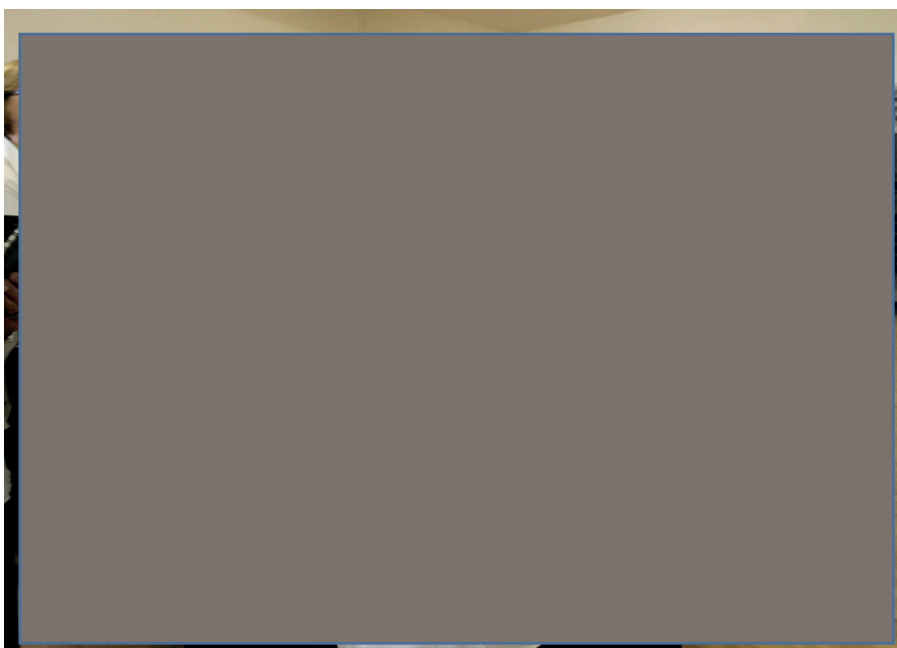
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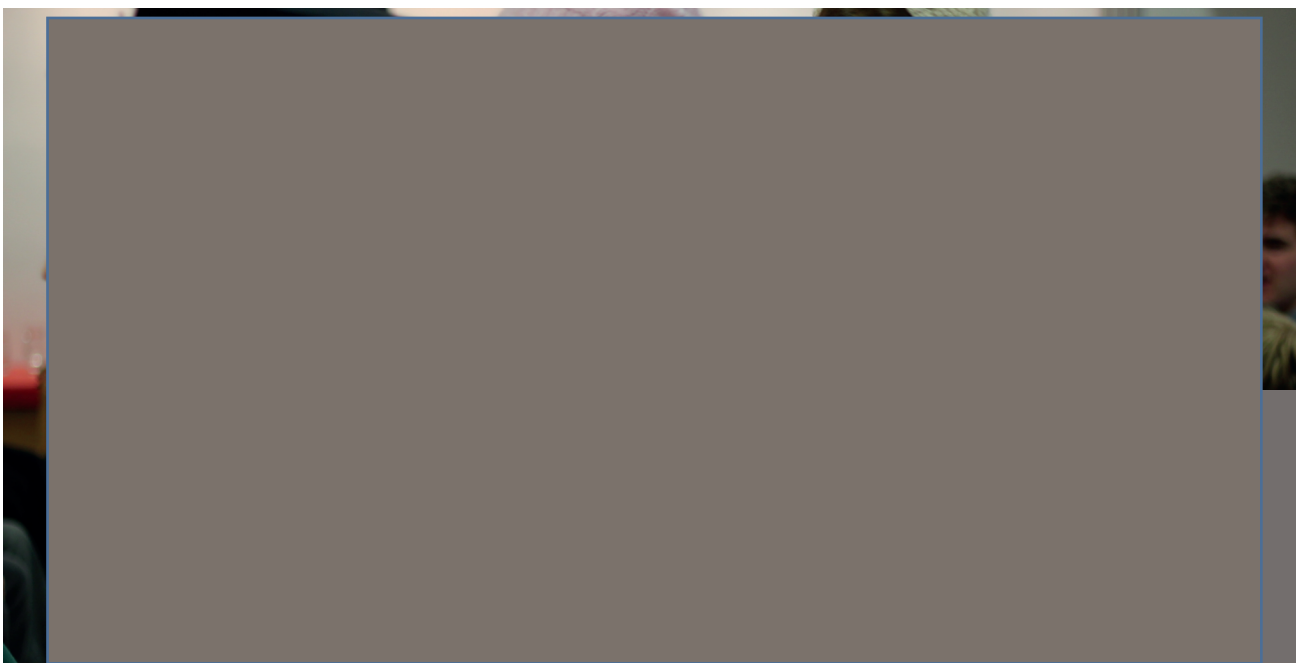
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Arts & Culture Programme

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Cultural Companions

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Facts & Figures

Table 1: Participating organisations by type & location

(Numbers from the Bealtaine website and brochures received from participating organisers)

Type of Organisation	Carlow	Cavan	Clare	Cork	Donegal *	Dublin	Galway	Kerry	Kildare	Kilkenny	Laois	Leitrim	Limerick	Longford	Louth	Mayo	Meath	Monaghan	Offaly	Roscommon	Sligo	Tipperary	Waterford	Westmeath	Wexford	Wicklow	
National Arts & Cultural Institution	0	0	0	1	0	14	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	17
Local Authority (Arts Office or other Dept)	1	1	1	1	0	3	1	1	0	0	1	0	0	0	1	1	2	0	0	1	1	1	0	0	0	1	18
Regional Arts Centre & Arts Organisations	1	2	6	11	9+ 1*	42	8	4	6	2	5	2	4	1	6	8	1	2	1	2	7	10	6	0	4	5	156
Public Library Branch	4	2	12	25	9	48	3	8	5	0	5	1	1	1	3	2	0	0	0	2	1	11	9	1	3	1	157
Retired/Older People's Community Group	2	3	1	14	6	17	8	6	4	0	4	3	3	0	0	4	0	0	2	2	3	1	2	3	3	6	97
Care Centre and Supported Living	1	4	2	21	17	22	5	6	1	1	4	2	2	2	2	10	1	0	0	2	6	14	2	2	5	4	138
Other	3	1	3	14	8	22	7	0	0	0	2	0	3	0	0	3	0	1	0	1	2	3	1	2	0	2	78
TOTAL	12	13	25	87	50	168	32	25	16	3	21	8	14	4	12	29	4	3	3	10	20	40	20	8	15	19	661

Table 2: Bealtaine organisers: Comparative figures

Organisers	2013	2014	2015
National Cultural Institutions & Arts Organisations	17	15	17
Local Authority Arts Offices or Other	14	31	18
Regional Arts Centres and Culture/Heritage Organisations	132	100	156
Public Library Branches	129	172	157
Retired/Older People's/Community Groups	200	128	97
Care Centres/HSE	143	101	138
Other	NA	93	78
TOTAL	647	640	661

Table 3: Bealtaine events & participants: Comparative figures*

	2013	2014	2015
Estimated number of events	3,371	3,217	3,777
Estimated number of participants	118,429	119,426	125,889

*These estimates extrapolate from the evaluation forms returned. Adjustments are made to Library and Local Authority figures to avoid the double-counting of events. This may lead to underestimations.

Table 4: Organiser evaluation forms returned

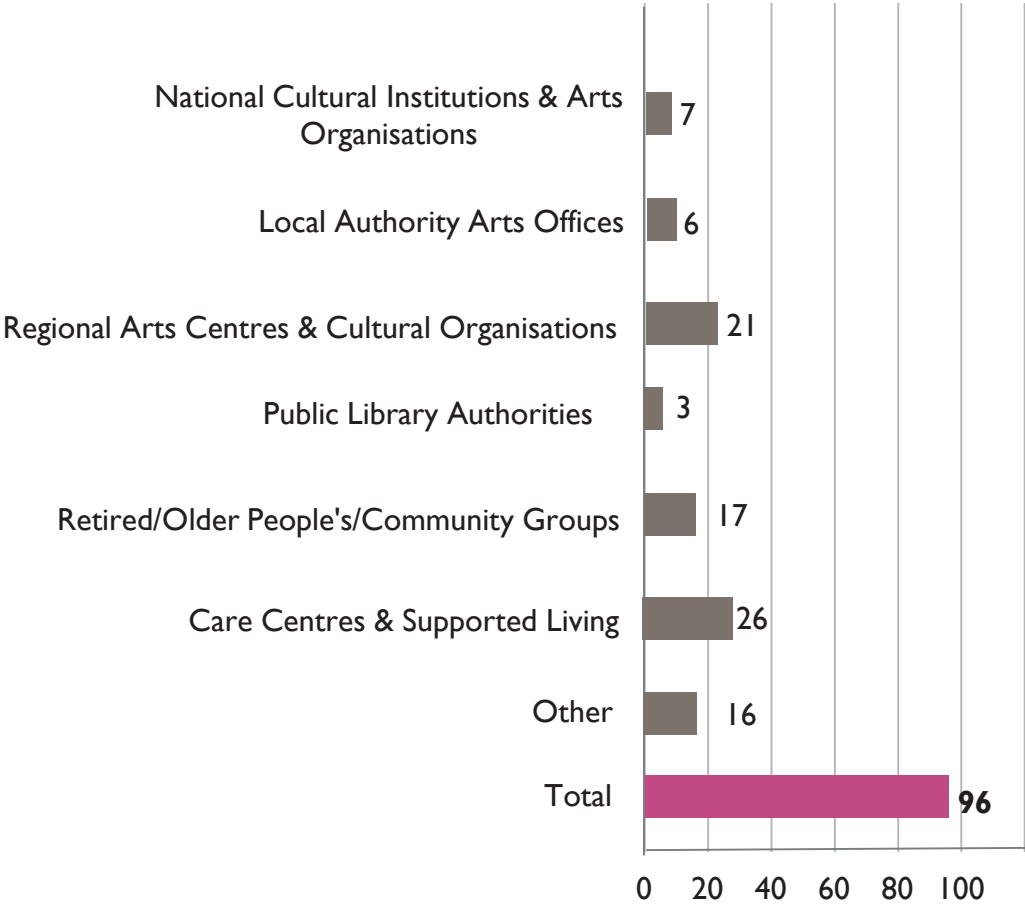


Table 4: Organiser Word Cloud for Words Associated with Bealtaine



Table 7: Financial contribution by organisers

Organisers	Estimated Financial Contribution	Estimated In-Kind Contribution
National Arts / Cultural Institutions	€5,520	€2,398
Local Authority Arts Offices	€29,700	€12,850
Regional Arts Centres & Cultural Orgs	€3,530	€13,183
Public Library Branches	€3,555	€16,000
Retired/Older People's/Community Groups	€5,507	€1,640
Care Centres/HSE	€14,995	€3,120
Other	€4,500	€5,115
Total estimated in evaluation forms	€67,307	€54,276
Number of respondents	63	48

Estimated total financial contribution by all organisers to Bealtaine 2015	€542,730	€574,739
Estimated total hours contribution by volunteers to Bealtaine 2015		13415

Table 8: Media coverage for Bealtaine

	2014	2015
National newspaper coverage	322 column cms	623 column cms
Local/regional newspaper coverage	6,975 column cms	6748 column cms
Estimated value of print coverage	€116,022	€138,082
Television coverage	2 times - 1 channel	3 times - 3 channels
Radio coverage	29 times - 17 stations	18 times - 13 stations
Web coverage	151 mentions - 106 sites	194 mentions - 95 sites

Table 9: Who did organisers contact when organising their events

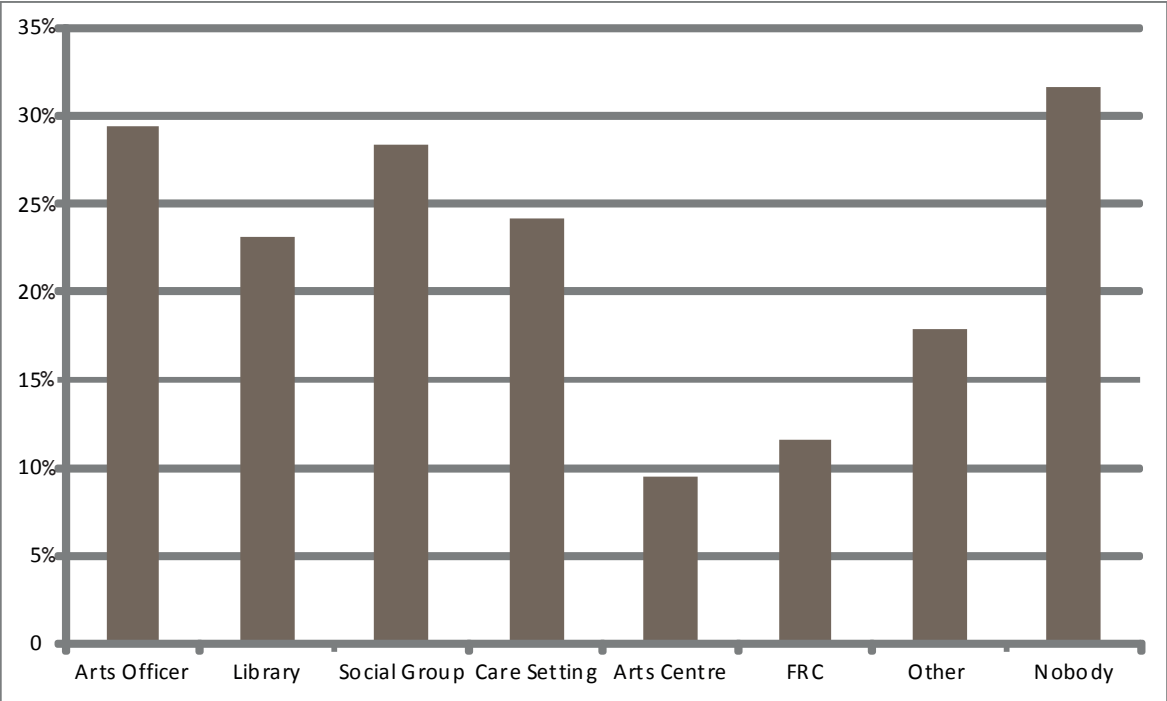
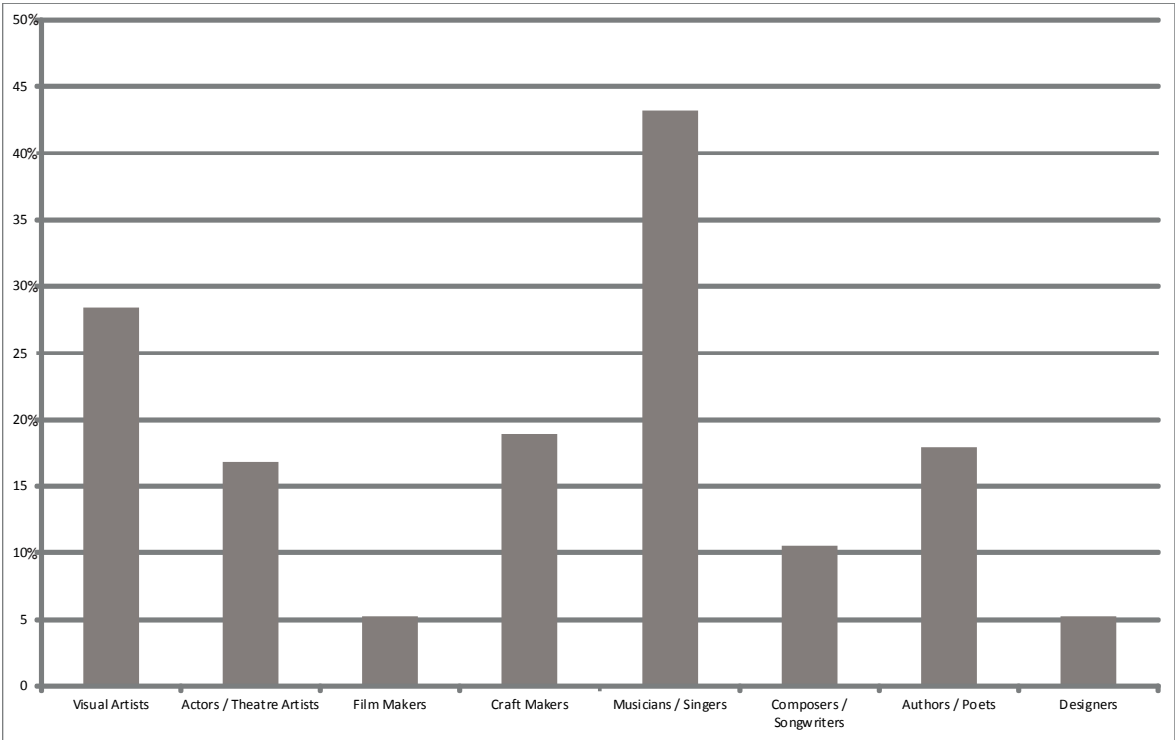


Table 10: What professional artists were in involved in your projects



Appendices

Appendix I: Bealtaine 2014 television coverage

Thursday 1st May

RTÉ TV - Morning Edition

Ciaran McKinney and Elizabeth O'Carroll in studio interview about Bealtaine.

Tuesday 20th May

RTE TV – Morning Edition

Mentions of Bealtaine with Catherine Ross, Eamon Morrissey and Elly McCrea.

Appendix II: Bealtaine 2014 radio coverage

Thursday 27th March
Community Radio Youghal – Youghal @ 5
Interview with Ciaran McKinney.

Friday 28th March
Near FM – Northside Today
Pat McGrath interview about *Small Plastic Wars*.

Wednesday 23rd April
Today FM – News
Interview with Ciaran McKinney.

Friday 25th April
RTÉ – Arena
Interview with Pat McGrath about *Small Plastic Wars*, Bealtaine's flagship theatre production.

Monday 28th April
Galway's Flirt FM
Interview with Ciaran McKinney.

Tuesday 29th April
KCLR 96 FM - Sue Nunn Show
Local Bealtaine organiser talking about the festival in studio.

Wednesday 30th April
Tipp TM - Tipp Today Show
Interview with Ciaran McKinney.

Thursday 1st May
Newstalk - News
Interview with Ciaran McKinney.

Friday 2nd May
KFM Radio
Interview with Ciaran McKinney about Kildare events.

Friday 2nd May
KCLR FM - Sue Nunn Show
Interview about Bealtaine events with Mary Morrissey from Kilkenny Library.

Friday 2nd May
Near FM – Northside Today
Interview with Niamh Fitzpatrick about Bealtaine.

Friday 2nd May
West Limerick 102
Interview with Ciaran McKinney.

Sunday 4th May**CJLL 97.9 - The Gaelic Hour (Ottawa)**

Hour-long feature on Bealtaine with interviews with Ciaran McKinney, Mary O'Driscoll, Therry Rudin and Philippa Donnellan.

Wednesday 7th May**Life FM Cork**

Interview with Ciaran McKinney.

Wednesday 7th May**Dublin City FM - Arts Beat**

James O'hAodha interview discussing the Over 50's Bike Gang.

Thursday 8th May**Dublin City FM - Good Morning Dublin**

Mention of Over 50's Bike Gang.

Thursday 8th May**Life FM Cork**

Justine Foster/West Cork Arts Centre interview discussing the Bealtaine Festival.

Friday 9th May**Newstalk - The Green Room**

Mention of Bealtaine events in Liv O'Donoghue's "Cultural Round Up" interview.

Thursday 15th May**Dublin South FM - Arts Wave**

Mention of Bealtaine events.

Thursday 15th May**Phoenix FM**

Interview with Ciaran McKinney.

Friday 16th May**Galway Flirt FM**

Interview with Michelle Browne about Catch The He(art).

Friday 16th May**Connemara Community Radio**

Interview with Mary Kelly discussing Catch The He(art).

Saturday 17th May**Near FM – Week in Review**

Interview with Ciaran McKinney.

Thursday 22nd May**Shannonside Radio**

Interview with Ciaran McKinney.

Friday 23rd May**RTÉ – Arena**

Philip Schultz featured for his Dublin Writers Festival/Bealtaine event.

Tuesday 27th May**Dublin City FM – Centre Stage**

Dan Colley interview about the performance of CARE.

Tuesday 27th May**Newstalk – Sean Moncrieff**

Henry McKean feature on Wandering Methods.

Tuesday 27th May**Near FM – The Arts Show**

Mention of the performance of CARE.

Wednesday 28th-Friday 30th May**Near FM – Community News**

Mentions of the performance of CARE.

Appendix III: Bealtaine 2014 online coverage

E-Newsletters & e-zines

Visual Artists Ireland

13 March 2014 'Wandering Methods' – Craft Project at Dublin Castle

Piece about the Wandering Methods craft project.

Accompanied by one colour photograph.

Visual Artists Ireland

27 March 2014 Bealtaine Festival Exhibition – Opportunity to Exhibit for Older Artists

Piece about the festival and an exhibition that is to be held of artwork created by people over the age of 55.

National Library of Ireland

1 May 2014 May Events at the National Library of Ireland.

Information about four events taking place at the National Library of Ireland in May as part of the Bealtaine Festival.

Dublin Event Guide

3 May 2014 Dublin Event Guide – Bealtaine Festival 2014

Preview of Bealtaine 2014 including a link to the website.

Dublin Event Guide

9 May 2014 Dublin Event Guide

Daily listings for free events taking place throughout Dublin as part of Bealtaine.

Visual Artists Ireland

15 May 2014 Dublin: Bealtaine Summer Seminar Series

Information about two seminars taking place at Hugh Lane Gallery as part of Bealtaine.

Dublin Event Guide

16 May 2014 Dublin Event Guide

Listings of Bealtaine events taking place from Saturday 17 May – Friday 23 May.

Dublin Event Guide

23 May 2014 Dublin Event Guide

Daily listings for free events taking place throughout Dublin as part of Bealtaine.

Dublin Event Guide

30 May 2014 Dublin Event Guide

Information about the festival.

Visual Artists Ireland

June 11 2014 Wandering Methods Open Day

AskAboutIreland.ie

Catch the heart off guard this May at Clare County Library

CavanArts.ie

Cavan Springs to Life During Bealtaine

CavanLiving.ie

Bealtaine Festival celebrates creativity as we age

CitizensInformation.ie

Bealtaine festival for older people takes place throughout May

Clareherald.com

Bealtaine Festival Celebrated in Clare

Culturefox.ie

Bealtaine Festival 2014

CultureFox.ie

Bealtaine Film Screening: Quartet

Culturefox.ie

Festivals

Donegalcouncilblog.Wordpress.com

Bealtaine Festival – Now One of Ireland's Biggest Art Events

Donegalgathering.com

Bealtaine Festival 2014

DonegalLibrary.ie
Bealtaine Festival 2014

Draiocht.ie
Bealtaine at Draiocht during May 2014

DublinEvents.com
Dublin Festivals 2014

DublinEvents.com
Bealtaine Festival 2014 – Irish festivals, what’s on in Dublin

Entertainment.ie
Bealtaine Festival 2014

Entertainment.ie
Quartet – Bealtaine Film Festival in association with Access Cinema

Feest.ie
Bealtaine ’14 Presents: THE CRANKSET Gang Rally

FilmBase.ie
‘Quartet’ and ‘High Society’

FilmIreland.net
Bealtaine Film Tour: ‘Quartet’ and ‘High Society’

Fingal.ie
Bealtaine Festival: Celebrating Creativity as we age, 1-31st May, 2014

GoldenIreland.ie
Memories of Ireland Competition

GRD.ie
Submit Your Event For The Bealtaine Festival 2014

Irishtourist.com
Bealtaine Festival

Kilkennytourism.ie
Bealtaine 2014

Kilkennytourism.ie
Festivals & Events In Kilkenny

LeinsterExpress.ie
Bealtaine treats across Laois

Limerick.ie
What’s On

Mayo.ie
The Bealtaine Festival 2014 In Mayo

Meath.ie
Bealtaine Festival Exhibition Open Call

Meathartsgroup.com
Bealtaine Festival Exhibition Open Call 2014

MusingsInIntermissions
Review of Small Plastic Wars

NewsFour.ie
Bealtaine Festival 2014

NorthTippCoCo.ie
Tipperary Bealtaine Festival

Offaly.ie
BEALTAINE FESTIVAL 2014 IN LAOIS

OffWhere.com
Bealtaine Film: Quartet

OrmondStudios.wordpress.com
James O hAodha Over 50’s Bicycle Gang

Phizzfest.ie
Creative Writing with the Irish Writers’Centre Inkslingers Group

Respond.ie
Bealtaine Festival 2014 – Oranmore, Galway

SeniorCare.ie
CARE at St. Francis Hospice, Raheny

SeniorCare.ie

The Bealtaine Festival – 1st to 31st May 2014

SeniorTimes.ie

Bealtaine 2014

Silverstreamhealthcare.com

Bealtaine Celebrations in Leeson Park

Storytellersofireland.org

Bealtaine Festival

TheJournal.ie

These Irish artists prove that age is never a barrier to creating art

ThePatchworkQuill

On Your Bike, There's A New Gang In Town...

Tipperarylibraries.ie

Bealtaine Festival: Celebrating Art in Nature

TipperaryStar.ie

Tipperary Bealtaine Festival

VibrantIreland.com

Bealtaine Festival 2014; Celebrate Creativity As We Age

VisualAritists.org.uk

Over 50's Art Project for Bealtaine Festival 2014 & Giro D'Italia | Call for Participants.

Waterford-Today.ie

Dusk Chorus Celebrations at Central Library

Waterford-Today.ie

Final Week Of Bealtaine 2014

WestCorkTimes.com

Official Launch of Bealtaine

WhatsOnIn.ie

Bealtaine Festival 2014



I cycled for miles and miles
until I was completely lost...
and then I didn't come back.