



CRAFTS COUNCIL OF IRELAND

INTRODUCTION AND BACKGROUND TO THE CRAFTS COUNCIL OF IRELAND

The Crafts Council of Ireland (CCol) is the national design and economic development organisation for the craft industry in Ireland. Its activities are funded by the Department of Enterprise, Trade and Employment via Enterprise Ireland.



HISTORY OF CCOI

In 1970 the World Crafts Council Conference was brought to Ireland, organised by the Irish Society for Design and Craftwork, Dr Muriel Gahan, the Royal Dublin Society and Blanaid Reddin among others. It was an event which inspired many and which resulted the following year in the formation of the Crafts Council of Ireland as a voluntary body under the chairmanship of Frank Sutton with a committee of honorary officials.

The R.D.S. provided office facilities and subscriptions were raised by members.

In 1976 the Council became a Limited Company, was given state sponsorship by the Minister for Industry and Commerce, Justin Keating, and was funded by the Industrial Development Authority to employ a staff of two at Thomas Prior House, Ballsbridge. Its brief was to work for the

improvement of standards in craft and the welfare of craftpeople, and to act as advisors to the Government in matters concerning crafts.

From 1973 to 1983 a Management Committee of fifteen people was elected by ballot at the Council's Annual General Meeting to devise policy and oversee its implementation by the Secretariat. In 1983, however,

the Articles of Association were amended to allow the Minister for Industry and Commerce to nominate five members of the Management Committee, while the remaining ten members continued to be elected by the Council members. Elections are held annually, when the three longest serving elected members retire by rotation. Ministerial appointments are for a period of three years.

Over the years the aims and objectives of CCol have evolved and developed to meet the needs of the industry and to ensure its growth and development. In 1999 CCol published its Strategic Plan 2000 – 2003 which has carved out the current policies, projects and activities.

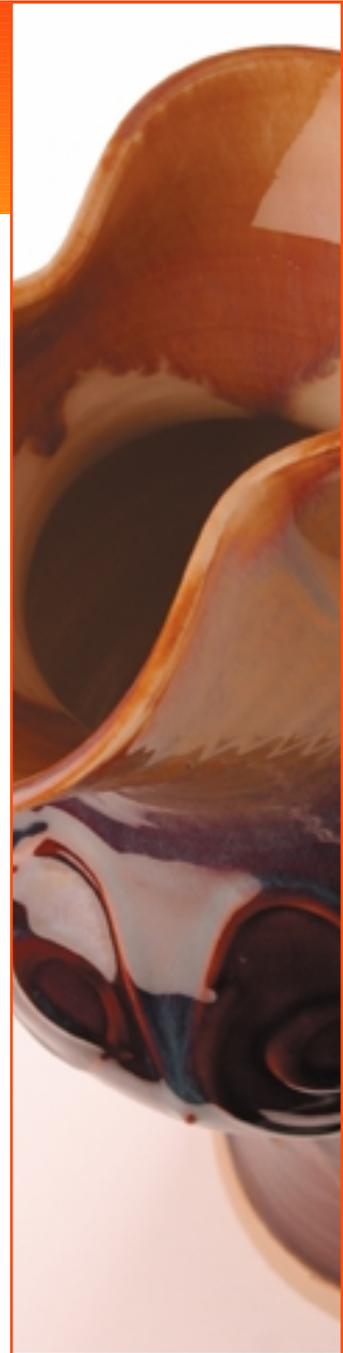
CCol is based in Kilkenny, with a sub-office in Carlingford, Co. Louth. It employs 14 people full time and a number of part time / temporary contractors and project managers. It has over 60 Member Organisations, over 1,400 registered craftspeople and operates with a budget of €2,967,824.

THE CRAFT INDUSTRY

The major areas of manufacturing in the craft industry are pottery, glass, jewellery, textiles (particularly knitwear), furniture and quality giftware.

Irish craft businesses are characteristically small in scale and are geographically wide spread, but taken nationally the industry is a significant employer.

The impact of the craft industry in Ireland goes beyond the commercial contribution it makes to employment and manufacture and to its valuable synergy with tourism. The Crafts Council of Ireland believes that the craft industry's cultural and social impact is as significant as its economic one. The craft industry's geographic distribution in rural areas makes a vital contribution to social inclusion and the retention of viable rural communities.



That the Crafts Council of Ireland be the main champion of the craft industry in Ireland

- *Fostering its growth and commercial strength*
- *Communicating its unique identity*
- *Stimulating quality, design, innovation and competitiveness.*

THE CRAFTS COUNCIL OF IRELAND'S VISION...

STRUCTURE OF CCOI

An organisation of organisations

The Crafts Council of Ireland is a limited company. The Council's shareholders are represented by member organisations and institutions, which share the Council's aims and objectives and are involved in the promotion of contemporary and traditional craft.

Members are:

- The subscribers to the Memorandum of Associations (founders)
- Bodies corporate (institutions)
- Individual persons whom the Board of CCol shall from time to time decide to admit to membership
- Persons nominated by the Board of CCol to represent unincorporated associations upon which the Board may wish to confer the benefit of membership (guilds and trade associations).

Organisational membership confers:

- The right at an AGM to question the Council's Board on their presentation of the Council's activity and financial accounts of the previous year

- The right to nominate any candidate to the Board of Directors
- The right to vote candidates onto the Board of Directors

Register of Craft Enterprise

This is a database of craftspeople who are, in essence, the clients of CCol – and to whom all projects, services and activities are tailored.

There are over 1,400 craftspeople on the Register of Craft Enterprise. Registration is dependent on the fulfilment of certain CCol criteria including:

- Applicants must be a craftsperson as recognised by CCol, that is 'one who – possessing and using the skills, including the design skills necessary – exercises direct control over the shaping, fashioning and use of material and over the development and application of design and who then offers these objects for sale'
- Design led applicants must be either a designer / maker, designer / manager or designer
- Applicants must be resident in Ireland, or else an Irish citizen living within the EU

- Applicants must practice a craft discipline recognised by CCol
(more details are available on the CCol application form).

Registration confers:

- Access to all CCol services and activities

The difference between being a 'member' organisation and being 'registered with' CCol:

Member organisations are represented by individuals who monitor CCol, particularly its strategic and financial activity, on behalf of the whole craft industry. Their main opportunity to comment on CCol performance comes at the Annual General Meeting. (The Board of CCol have the option open to them of creating individual members of the company who do not represent any organisation. The criteria for exercising this option is under review).

Registered craftspeople do not have voting rights at the AGM, or a formal monitoring role of Council strategy - however, their views, when correlated by independent research, have significant influence on CCol policy development..

LIST OF BOARD MEMBERS

Crafts Council of Ireland Board Members as at 31 December 2002

Chairperson F. Ruane, **Vice Chairperson** M Walsh, C Honan, G Carey, D Shaw Smith, E Kane, JP Donnelly, G Macken, G O'Neill, L O'Hagan, L Scott, J Byrne (*appointed 28/1/02*), A Montgomery (*appointed 5/12/02*), L O'Brien (*appointed 1/5/02*), P Pollock (*appointed 1/5/02*), P McBride (*resigned 29/5/01*), M McCrory (*resigned 1/5/02*), M O'Reilly (*resigned 1/5/02*), V Hughes (*resigned 1/12/02*)

LIST OF MEMBER ORGANISATIONS

Crafts Council of Ireland Membership List as at 31 December 2002

Association of City & County Enterprise Boards
Clare Ass. of Artists & Craftworkers
Clare Craft and Design
Clewbay Craft & Design Group
Comeragh Crafts Group
Contemporary Tapestry Artists
Cork Textiles Network
Country Markets Limited
County Down Crafts
Craft Potters Society of Ireland
Crann
Crawford College of Art and Design
Crawford Municipal Art Gallery
Dept Enterprise, Trade and Employment
Embroidery Artists
Enterprise Ireland
Fire Station Artists Studios
Fusion - Limerick
Garage Studios
Guild of Irish Lacemakers
Handweavers Guild of Cork
Homethrown
Institute of Designers In Ireland
Irish Artist Blacksmiths Association

Irish Basketmakers Association
Irish Countrywomen's Association
Irish Guild of Embroiderers
Irish Guild of Weavers, Spinners & Dyers
Irish Knitwear Exporters' Guild (IKEG)
Irish Patchwork Society
Irish Woodturners Guild
Kilkenny Crafts Guild
Limerick College of Art and Design
National College of Art and Design
Network of Craft Development Officers
North Dublin Craftworkers
Peannairí
Royal Dublin Society
Sculptors Society of Ireland
Society of Cork Potters
South East Regional Craft Centre
Spiddal Craft Centre
St. Catherine's College of Home Economics
Tallaght Community Arts Centre
Tower Design Guild
TÚS – Galway Association of Artists & Craftworkers

Tyrone Guthrie Centre at Annaghmakerrig
University of Ulster
West Cork Arts Centre
West Cork Craft & Design Guild
West Kerry Crafts Guild
Wexford Craftworkers Association

Individual Member:

Mary Lavery

Founding Members:

Patsy Duignan
Mary Mullin
Blanaid Reddin
Betty Searson

Seven new organisations were accepted to Membership in 2002:

Quilters Guild of Ireland
Cavan-Monaghan Art & Craft Network
Conway Street Community
Leitrim Design House
Northern Ireland Patchwork Guild
Weaving Works
Wexcrafnat Ltd

**CRAFTS
COUNCIL OF
IRELAND STAFF**

at 31 December 2002

Chief Executive Officer

Leslie Reed

**Business Development
Department**

Emer Ferran,
Business Development Manager,
Olivia Bourke,
Business Development Officer
Mary Whelan,
Business Development Co-ordinator

**Communications
Department**

Nicola Whelan,
Communications Manager
Jolly Ronan,
Communications Officer
Mary O'Shea & Breda Kennedy,
Communications Assistants
(Job-sharing)

**Marketing Projects
Department**

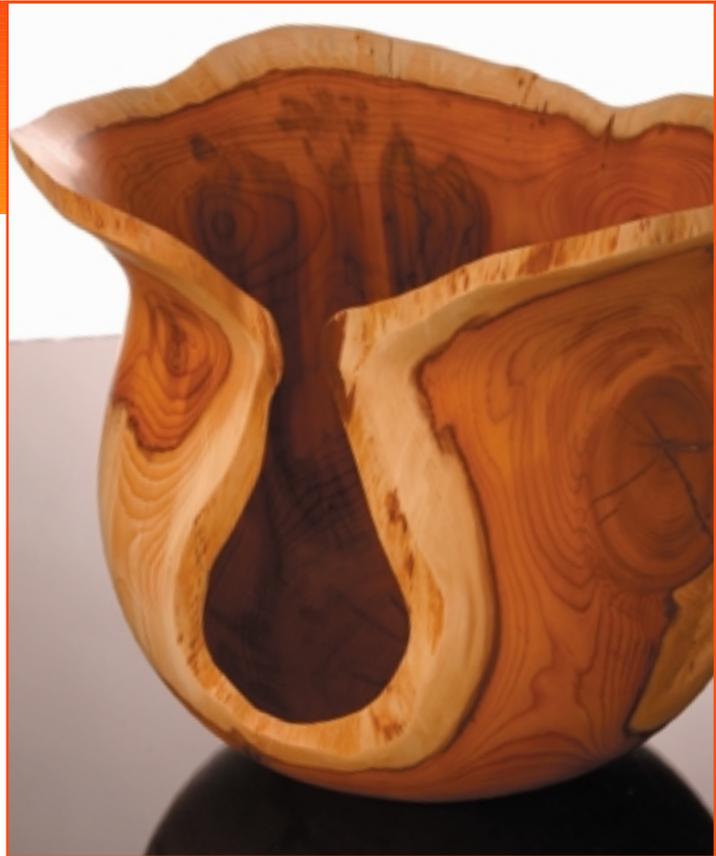
Cornelia McCarthy,
Marketing Projects Manager
Helen Lynch,
Marketing Projects Administrator

Administration Department

Nuala McGrath,
Administration Officer
Amanda Fenelon,
Administration Assistant
Joanne Lawlor,
Communications Assistant

Finance Department

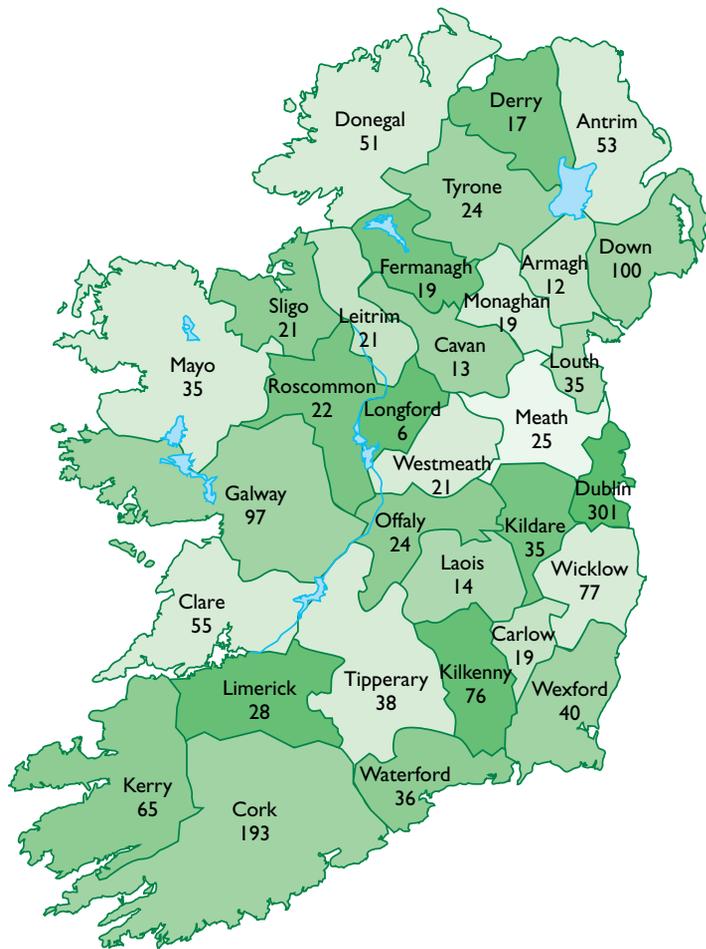
Mary Blanchfield,
Finance Officer
Julie Jackman,
Accounts Assistant



LIST OF SERVICE CONTRACTORS

at 31 December 2002

Jewellery Trainer Jane Huston
Pottery Trainer Gus Mableson
Blacksmithing Trainer Daniel O'Sullivan
Exhibitions Manager Vincent O'Shea
hands on Keith Bohanna
Web Manager Gavin Lynch
IT Systems Manager Fintan Blake Kelly
Cardmarket Janice Stevenson
Wedding & Limited Editions Celine Stevenson
Contemporary Functional Ceramics Hilary Morley
Showcase & Christmas Presence Catherine Jordan
Christmas Presence Joanna Quinn
Excellence Awards Deirdre Gallagher



Antrim	53
Armagh	12
Carlow	19
Cavan	13
Clare	55
Cork	193
Derry	17
Donegal	51
Down	100
Dublin	301
Fermanagh	19
Galway	97
Kerry	65
Kildare	35
Kilkenny	76
Laois	14
Leitrim	21
Limerick	28
Longford	6
Louth	35
Mayo	35
Meath	25
Monaghan	19
Offaly	24
Roscommon	22
Sligo	21
Tipperary	38
Tyrone	24
Waterford	36
Westmeath	21
Wexford	40
Wicklow	77



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REPORTS

VICE CHAIRPERSON'S REPORT

2002 was a year of change and development on many fronts – not least in the crafts sector. After several years of boom, the slowdown in both the global and national economy translated to a decrease in orders at Showcase 2002 and an unpredictable and uncertain year for many craft enterprises. The slowdown in tourism figures had a direct impact on retail sales – and the after-effects of Foot & Mouth and September 11th, coupled with the threat of war in Iraq meant the outlook was gloomy.

Yet many forward-thinking craftspeople saw this potential slowdown as an opportunity. It offered the chance to take more time for pivotal activities such as: research & development, new skills development (both technical and business), identification of new markets & trends and the development of new products & ranges. Time, which during the boom years it had been very difficult to afford.

The Crafts Council of Ireland's Strategic Plan ensured that solid supports were in place to help craftspeople maximise their development potential with a

range of projects, seminars and training opportunities focused on these areas.

By 2002, with the Crafts Council of Ireland Strategic Plan (2000 – 2003) in mid-stream, the operational results were both tangible and measurable. Product development projects – such as Wedding and Tabletop - came full circle and launched new ranges of beautiful Irish craft into the marketplace. International research trips identified potential new markets and niches. Mentoring clinics offered practical advice and support in the areas of finance, marketing and design.

Profile raising elements such as the Photography Scheme, Image Bank, the CCoI web site and the Exhibitions programme all helped to raise the awareness of Irish craft nationally and internationally.

The Strategic Plan 2000 – 2003 outlines the areas of priority for development in the crafts sector. The translation of this policy into an operational plan that meets the needs of the industry depends on knowledge – of the industry, the economy, the market and most importantly of the needs of craftspeople.



For this reason the Crafts Council of Ireland has gone to great lengths to get accurate, consistent and pertinent data – from which to develop both policy and plans. In essence this information has shaped the projects, services and activities we offer.

The Craft Industry Report, which is conducted annually, by an independent research company on behalf of the Crafts Council provides much of this key information. During 2002 over 400 craftspeople participated in this research providing honest and enlightening information, which will in turn help to shape the future of the Crafts Council and the crafts industry.

As we know from our research, in many ways the crafts industry is unique. An amalgamation of micro-enterprises, many based in rural areas, it has often been labelled a 'lifestyle' industry – a sector where quality of life is seen as more important than economic success.

But these two elements need not be diametrically opposed. It is possible to have a business that offers quality of life, the opportunity to live and work in a setting of your choice, the chance to create a product that you enjoy and that stretches the limits of your creative and technical skills - and still be economically successful, as many craft enterprises are proving. Throughout the country craft businesses are playing a vital role in the economic, cultural and social development of rural communities.

And this is just one of the many unique aspects!

Knowing and understanding the industry, two way communication, open and honest dialogue, solid government investment, forward planning and strategic analysis have all played their part in 2002 – and as a result the Crafts Council of Ireland and the crafts industry are in a stronger, more positive position than many would have anticipated.

Martin Walsh
Vice Chairperson



CHIEF EXECUTIVE OFFICER'S REPORT

The Vice Chairperson's report identifies key principals in our operational activity in 2002, which draw on the Council's current Strategic Plan. While that Plan is the route map for the Council's activity, we have to take into account that craft enterprises operate in a dynamic environment where change is the only constant.

In last year's annual report I reflected on that need, on the terrible events of September 11 and how turbulent and unsought change can be. What that meant in market terms for Irish exhibitors at Showcase was a 19% fall in 2002 sales (from €50 million down to €42 million) with a particularly

dramatic and painful fall in home based orders of 26%. This marked the first decline in Showcase sales in over 10 years, since 1991, the year of the Gulf War.

It is worth considering, particularly in such a tragic and uncertain period that, following the 1991 fair, Irish companies enjoyed the most expansionary and sustained decade of growth ever seen in the craft industry.

Thankfully, not all change is due to tragedy, but subtle market changes over a period of time can have equally substantial implications for the craft industry and CCol development projects.





Our research programme helps the Council identify trends so that operational activity can be better tuned to deal with those changes.

One of the most important trends in craft marketing identified in recent independent research carried out for CCol, is the steady increase in direct selling to the public, away from more traditional trade routes via retailers.

In 2002, for the first time, just as many craft companies used consumer fairs to sell their products as wholesale trade fairs. While the CCol Craft Fair Scheme recognises this trend, and supports regional networks of craft entrepreneurs to 'professionalise' and better promote their local consumer fairs, the longer term impact of the trend to direct selling will need to be considered in future Council policy making.

While there may be a steady shift in enterprise preferences to direct selling, it is also certainly true that most craft companies still maintain a mix of routes to market, which includes wholesale and consumer fair as well as showroom.

One other key element of the Strategic Plan looked at eBusiness and its use as an additional route to market. In 2002, the Council concluded its first eBusiness Initiative which helped over 30 craft companies create an online presence, as part of a strategy which integrates web and traditional marketing. There has been a distinct pendulum swing in opinion about the usefulness of the Internet to business, due to over-hyping in the late 90s. However, using the Internet to display product and to flag where it is available to wholesalers and consumers is a shrewd and cost-effective addition to more standard product promotion.

The Council's initiative, *hands on*, provided access to stable and user-friendly software as well as the training to make effective use of it. The additional web sites created under its auspices have been specifically designed so that their owners can update content with ease, and even technophobes have adapted readily to the task.

Many CCol development projects, including *hands on*, are unique within the island of Ireland. With pro rata funding available from Invest Northern Ireland for NI craft companies on a project by project basis, 2002 saw over 1000 craftspeople participate in CCol schemes and projects from companies based in every county in the island of Ireland, 132 coming from NI.

Creativity and innovation were the two main drivers of the development projects and services the Vice Chairperson and I have described in these reports. For as long as the industry draws on them to further their commercial success, it will continue to be able to meet challenge as well as grasp opportunity.

Leslie Reed
Chief Executive Officer



**PROGRAMME
SUMMARIES**

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COMMUNICATIONS



The Communications function works in tandem with the Information role – to raise the profile of both the crafts industry and the work of CCol through the effective dissemination of relevant information. One of the key vehicles in achieving this is public relations (PR).

During 2002 a wide range of PR activity was undertaken in-house including a regional, national and international press drive. Over 8 separate campaigns were managed resulting in a marked increase in press coverage in key publications (over 2160 cuttings from national and local publications alone). Relationships were developed with key industry media encouraging better 2 way communication. Image Bank pictures generated through the CCol Photography Scheme played an essential role by providing free, top quality images of Irish craft to the media.

Over 12 presentations on the work conducted by the Council were made to a variety of key audiences including delegations from Oman and Canada, third level colleges, groups of craftspeople / networks and at international conferences / events in Italy and Wales throughout the year.



INFORMATION

The Information programme provides important services and activities including:

- the production of the CCol newsletter (*Stopress*),
- the publication and distribution of a wide variety of industry specific publications,
- the production of CCol information sheets and forms
- and the management of CCol databases, the most important of which is the CCol Register of Craft Enterprise.

During 2002:

- 220 new craftspeople registered their enterprises with CCol
- 110 craftspeople took part in the Insurance Scheme
- 118 craftspeople took part in the CCol Photography Scheme – generating 170 new images for Image Bank.
- 20,000 copies of *Stopress* were distributed
- 4 publications were developed and produced (the *Craft Courses Guide*, the *Retail Guide*, the *Business Information Guide* and the *Annual Report*) as well as several statistical reports and summaries. Over 40,000 CCol publications were distributed,
- 971 information requests were handled.
- In addition, the CCol information sheets on all projects and services were continuously updated.



STATISTICAL RESEARCH

Statistical research forms the backbone of any informed decision – and as such is an integral part of the planning process both for CCol and for the craft industry at large. Thus the main aim of the Statistical Research Programme is to produce a specific range of independent and reliable statistics, data and information, relevant to key CCol audiences and to build on the statistical research already conducted.

During 2002 the following reports were commissioned, produced and distributed:

- **Craft Industry Report 2001 (OCS)**
Full report and summary
October 2002

- **Showcase Survey**
(Wilton Research) August 2002
- **Showcase Village Survey**
(Wilton Research) August 2002
- **100% Design Research**
(CCol staff) October 2002
- **Blacksmithing Report**
(Mairead McAnallan)
November 2002
- **'Irish Crafts on the Internet, Who Buys Them and Why' Internet Report**
(360 Degree Marketing)
May 2002

These reports enable CCol to provide accurate and consistent data and statistics to craftspeople, the media, funding bodies and industry influencers.



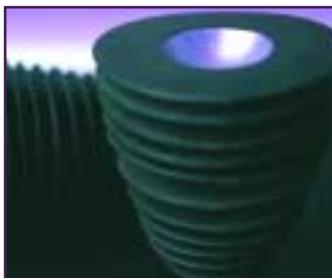
IT DEVELOPMENT



2002 was a busy year for IT development in the Council. Much of the focus was on the technical development of both the IT systems and the CCi web site. On the IT systems side this included the installation of a lease line in Kilkenny and a Virtual Private Network (VPN) which enabled greater and more efficient use of the CCi network. The installation of the Mac OSX operating system, the development of a CCi e-diary and the introduction of iBusiness banking also improved overall efficiency.

As the year progressed, it became increasingly evident that the CCi portal side could not cope with ever increasing volume of use and the need for greater technical flexibility for site visitors in its use and navigation. This was overcome through the development of a newly structured and designed site during the last quarter of 2002 and the first quarter of 2003.

The newly developed site offers improved functionality, greater flexibility and improved search capacity. Image Bank was completed and successfully launched at Showcase 2002 – allowing craftspeople, buyers and members of the media to have access to over 700 top quality images of Irish craft. 2003 will see the further development and expansion of both the web site and Image Bank.



PRODUCT AND MARKET DEVELOPMENT



During 2002 developing products for the home and overseas markets continued to be the force behind the Product and Market Development Programme - with various concentrations of design development and market development.

Intensive development can be seen in the Contemporary Functional Ceramics and the Design For Industry programmes where participants received specialist mentoring in long-term projects which will have a substantial impact on overall design ranges and manufacturing options.

Encouraging product development for an annual R & D cycle was the theme of the Tabletop and Wedding product promotions. Participants worked closely with a team of consultants (including a leading trend forecaster; stylist, journalist and packaging

consultant) to improve their products' chances of success in the eyes of both the media and buyers.

Cardmarket, a promotional vehicle for the creative design of many registered enterprises continued to show work overseas, handle commissions and e-market participants' work. A major achievement was the launch of a corporate e-card service.

Strong partnership with the North American Celtic Buyers Association (NACBA) transformed the Celtic product promotion into the 'Made For America Award' competition and award scheme. Irene McBride, the winner of the 2002 award received mentoring, photography, flight, accommodation and a trading suite at the Celtic Marketplace Trade Event, Chicago, a cheque for \$1000 and a trophy. 5 trade missions to Chicago were also facilitated at the same time.

Two programmes were postponed during 2002 – the Bursary programme (awards to individuals) and the Garden programme. They are currently being reviewed and researched for future operation.

Craft/Design Industry Liaison (CDIL) research continued and contacts are still continually being made and similar programmes investigated by the department and its team. An invitation was accepted by CCol to attend the English Crafts Council's 'Hi Tec Lo Tec' seminar in Bristol and participate in this cutting-edge debate.

In many of the Product and Market Development Programmes, the events are open to anyone from the CCol register to attend. Therefore, there was significant turnout to events such as Meet the Celtic Buyer, the Wedding Trends Workshop and the Tabletop Trends Seminar.

INTERNATIONAL MARKETING

Seeking new opportunities and partnerships is a continual focus of the International Marketing remit. This includes research trips to international events, participation at international trade shows and in trade missions, and identifying networking opportunities with potential overseas partners.

The following activities were investigated or visited during 2002 – New York International Gift Fair, Sierrad Holland (Jewellery Fair), International Jewellery London, Celtic Marketplace Chicago, 100% Design London, Ambiente Frankfurt, Philadelphia Museum of Art Craft Show, American Crafts Council Craft Show, Baltimore, Rosen Show Philadelphia.

The home and international buyers were directly targeted at Showcase with a Craft/Design Retailers Resource area at the event and, through the Best Buys 2002 promotion (a post-event, image based promotion).

Throughout the year efforts are made to develop and expand the database of buyers and key contacts both at home and abroad. CCol now has a buyers list of approximately 1200.



New contacts and buyers are continually being added to these lists as the CCol continues to participate in promotional and trading activities.

Networking and discussion of shared experience between CCol staff and the participants

(and especially between the participants themselves) at these events and the Product and Market Development events has created proposals for further events and programmes, which CCol is actively investigating in partnership with the idea initiators.

BUSINESS DEVELOPMENT

Retail Craft Support Scheme

2002 was the third year of the Craft Fair Support Scheme, the primary aim of which is to strengthen Regional Craft Fairs as a commercial sales tool for craft enterprise development. The funding is made available to networks of craftspeople in order to enable them to develop a professional and profitable craft fair in their locality.

In 2002 CCoI funded three Craft Fairs in Galway, Louth and Wexford. There were 25,650 visitors in total.

Network Support

This scheme is now in its third year and has been very successful in enabling craftspeople to undertake group developmental projects and joint marketing initiatives.

Professional facilitation is available to the individual groups on application so that they can really focus on the network's aims, objectives and goals. This facilitation allows groups to make focused and informed decisions on collective development.

This scheme directly addresses the needs of craft groups who have generated ideas and projects and a great diversity of networks are considered for support.

The objective for 2002 was to extend the access and availability of this programme to craftspeople. The funding provided was €75,000 and participating networks contributed an additional 40% towards these projects.

BUSINESS TRAINING

In September 2002 the Crafts Council of Ireland launched its new Business Training Curriculum in modular form. This new format has built on the success of its precursor, which CCoI had been developing since 1995.

County and City Enterprise Boards, Local Authorities and District Councils in Northern Ireland are key partners in the funding of this specifically tailored training for craft entrepreneurs. Dublin City Enterprise Board was the launch platform for the Modular Programme – and 12 participants took part in the training. Feedback from the first course was very positive from both CEB and from participants.



DESIGN AND BUSINESS MENTORING

In 2002 CCoI built upon this initiative, which provides participants with pragmatic, 'bespoke' advice from a panel of experts. The programme is designed to directly address craftspeople's needs in areas such as Business and Finance, Marketing, Sales and Design.

Mentoring is delivered in the craftspeople's locality and the programme is interactive and coherent. During the year clinics were held in Leitrim, Cork, Dublin and Galway to maximise the craftspeople's ability to attend.

CCoI also held six Display Clinics in this project so that products could be better merchandised and promoted at trade and consumer events – in total 128 craftspeople took part. This mentoring initiative has greatly contributed to their commercial potential and the feedback was excellent.

FULL TIME POTTERY AND JEWELLERY SKILLS COURSES

Pottery and Jewellery Skills Training are a significant aspect of CCol activities, addressing the two largest sectors in the crafts industry. These courses produce highly trained individuals who will be a key component in their relevant industry in the future.

2002 marked the successful completion of year one of the Jewellery Course. The retention of students in the jewellery trade is excellent at nearly 100%. The level of ability is ever increasing - which is recognised by industry and in national competitions (a graduate of the last programme coming

second in the RDS Craft Show Goldsmith Division).

Utilising the Jewellery Skills workshops enables the CCol to run a number of short courses for existing businesses and 2002 marked the most successful to date. 81 people participated in the jewellery training.

The Pottery Skills Course continues to provide highly skilled individuals for the pottery sector. July 2002 saw the graduation of 12 trainees with an exhibition held in conjunction with the Blacksmithing Graduates. These graduates had over 70 offers of placements.

September 2002 also saw the launch of the new Advanced Programme concentrating specifically on Design. This has three trainees and runs in parallel with year one of the Course. Year one commenced at the same time with nine trainees. It makes a new and vital skill available to the pottery sector:

Short courses were a forte in 2002 with 29 craftspeople participating in these programmes. The course facilities were fully utilised by the network group "Wood Fire Salt Glaze Group".



BLACKSMITHING SKILLS COURSE

During 2002 there were a number of developments in the CCol's provision of training for the blacksmithing sector. A successful exhibition was held in the National Craft Gallery from 23 July until 6 August. Unfortunately, due to a number of factors including a low level of application the course for 2002/2003 was postponed indefinitely.

Throughout 2002, CCol worked closely with IABA (The Irish Artist Blacksmiths Association) to develop suitable solutions for the Blacksmithing Industry in 2003 and beyond, including support of IABA's own workshops and training initiatives.

EXHIBITIONS



2002 was the second full year of operation at the National Craft Gallery – which is based in Castle Yard, Kilkenny.

The Gallery hosted ten exhibitions in 2002, three of which were instigated by the Crafts Council of Ireland. They included an exhibition of ceramics by the internationally renowned ceramicists, Peter Ting and Takeshi Yasuda, the critically acclaimed *Of Colour in Craft* and *Splanc* (which was a partnership with the Irish Woodturners Guild).

The exhibitions programme offered a broad range of shows, highlighting some of the most innovative and high quality work of Irish and international designer-makers. Design disciplines included; lighting, textiles, ceramics, woodturning, glass, jewellery, basket making and blacksmithing.

The profile of the National Craft Gallery has continued to grow, enhanced through the development of a marketing and PR strategy and increased awareness amongst makers and visitors.

In addition to the National Craft Gallery, the exhibition programme continued its commitment to touring shows.

Artists in Glass an international exhibition of contemporary glass, was supported through the exhibitions programme, as was *Soundshapes* a collaborative touring exhibition of the work of sound and object makers. The National Craft Gallery hosted a special event with comedian Phil Kay during the Cat Laughs Comedy Festival and project managed the contemporary

element of *Gold*, an Ulster Museum exhibition.

The catalogue for *Of Colour in Craft*, which was a co-production with Coracle is now on sale throughout Europe and was featured recently in the Tate Modern Bookshop as one of its "Interesting Books from around the World".

Despite a drop in tourist numbers throughout the country in 2002, attendances at the National Craft Gallery reached 55,000 and touring exhibitions had 95,000 visitors.

Kilkenny Enterprise Board supported a technical feasibility study into the development of the National Craft Gallery (Phase II).

QUALITY ACCREDITATION

The objective for Quality Accreditation in 2002 was to develop replacement initiatives for the Quality Mark, as recommended in the Blueprint Report adopted by the Board in 2001. The longer term goal is the integration of all CCol development schemes and services as part of a rolling quality policy for craft companies throughout their commercial lifespan.

Key 2002 milestones were the planning of the CCol Excellence Awards, a national scheme which will award product excellence in art, design and heritage led crafts under the following headings:

Art-led awards:

- for once off pieces
- for limited edition pieces

Design-led awards:

- for commissioned pieces
- for design (produced by batch)

Heritage awards:

- for traditional craft / craftsmanship
- for innovative heritage craft 'rooted in tradition, led by design'

In addition, CCol commissioned "For the Love of Craft", a quality-driven publication using a case study approach of best practice in the areas of business process, production process, design process and marketing process. This publication will also contribute course material to the CCol Business Training Programme.

A major part of the planning process for Quality Accreditation this year was informed by a Reference Group of 15 registered craftspeople selected to create the broadest possible background for an advisory panel. Their input into ensuring the balance of the Excellence Awards, and contribution to how best to organise them was invaluable. The Reference Group also brought forward the need for a basic craft competency mark for wider usage in the craft industry, as a confirmation of standards in craftsmanship. As this is likely to require significant investment of resources, careful consideration of how best to develop the scheme will be undertaken in 2003.



E BUSINESS INITIATIVE – *hands on*

In 2002 the *hands on* project was started with 35 participants from both the Republic and Northern Ireland (with the backing of what is now Invest NI). A full public tender process was held to select the website developers to be used and from over 50 responses, three developers were selected – two in Dublin and one in Cork.

By the end of 2002 the majority of participants had their sites up and running (links to some of these can be seen on the *hands on* page in the projects section of the CCOI website – www.ccoi.ie) and in response

to demand from participants an additional training module was developed and delivered.

Also in the last quarter of 2002 planning started for the 2003 project which comprises both an approach similar to the 2002 project – the development of websites from scratch – and also a new element that allows craft businesses with existing sites to take advantage of the skills and experience developed during 2002.



SHOWCASE

The 26th Showcase Ireland International Trade Fair took place in January 2002 – with over 7,000 core trade buyers and 650 exhibitors. Over 200 of the exhibitors are craft companies registered with CCol.

The show, which takes place in the RDS, Dublin every year, is owned by CCol and run in conjunction with Showcase Ireland Events Ltd. Enterprise Ireland play a key role in marketing the show abroad, and attracting international buyers from all over the world. Earnings from Showcase contribute over €100,000 to the CCol annual budget which is directly spent on services to craftspeople.

The fair was started by the Crafts Council of Ireland in 1977, when 34 trade stands made £50,000 in

orders. In 2002 Showcase generated €41.5 million in sales, which was down 19% from the peak of €51.3 million reached in 2001. This was the first time since the Gulf War in 1991 that orders had dropped – and was directly related to the after-effects of September 11th and the resulting global economic slowdown. Of this an estimated €12 million in sales is generated by CCol registered craft companies.

Despite the slowdown, 91% of exhibitors said that they had opened at least one new account. In addition, 67% of buyers had visited the show before and 93% said they would return.



CHRISTMAS PRESENCE



During 2002 CCol was invited to have an official presence at The National Christmas Fair – which takes place annually at the RDS, in December. Given that CCol statistical research was showing that direct retailing was becoming more important to many craftspeople it was felt that this would be a logical vehicle to help craftspeople reach the consumer:

The purpose of CCol Christmas Presence was to develop a specially branded and strongly promoted area for CCol registered craftspeople at the fair.

Exhibitors in the Christmas Presence section were selected by a panel of International jurors for the quality of their craft products and their suitability to the market.

In all 25 exhibitors took part and the reaction from both exhibitors, the media and the general public was excellent.



MEASURES OF SUCCESS

MEASURES OF SUCCESS

Below is a breakdown of the key CCol programmes, outlining their objectives, their key achievements in 2001, the performance targets set for 2002 and the results achieved. This aim of this table is to enable you to gauge progress at a glance.

PROGRAMME /ACTIVITY	PROGRAMME OBJECTIVE	PROGRAMME ACHIEVEMENTS IN 2001	PERFORMANCE TARGETS SET FOR 2002	PROGRAMME ACHIEVEMENT IN 2002
Information / Communications				
Statistical Research commissioned	Provide detailed research to inform planning for the industry	6 sectoral surveys commissioned	Commission 4 craft industry surveys	5 commissioned
Information Services	Publish & distribute relevant guides and reports	Published 7 and distributed 61,800	Publish 6 guides / reports. Maintain distribution level	Published 6 Distributed over 60,000
Client Services	To achieve a satisfaction rating with clients of 80%	Achieved 80% satisfaction rating	Maintain or improve the satisfaction rating	Achieved 78% satisfaction rating
IT Development	To establish ccoi.ie as the major portal site for Irish crafts and provide a marketing and promotional channel for craft enterprises	12,643 hits per month on average	Set bench mark for information request handled via site. Increase hit rate by 10%	Average of 90 requests per month generated by web site. Hit rate increased to 35,373 p.m.
Communications/PR	To raise public awareness of Irish craft and of CCol activity on behalf of Irish craft	Photoscheme generates 167 craft images for media use	Set benchmark for craft coverage in print/electronic media. Generate 200 images via Photoscheme	2,160 craft items in national and local press, 2 television pieces, several radio pieces. Photoscheme generates 170 images
Training				
Skills Course <ul style="list-style-type: none"> ■ Full-time apprentice type ■ Short courses for established businesses 	To provide the jewellery and pottery sectors with a skilled workforce and with ongoing skills training for owner/managers and their staff	<ul style="list-style-type: none"> ■ 9 graduates at work in the jewellery trade ■ 8 graduates at work in the pottery trade ■ 103 short course participants 	<ul style="list-style-type: none"> ■ Secure jobs for 12 pottery graduates ■ Secure employment for 8 blacksmithing graduates ■ Service 100 plus participants on short courses 	<ul style="list-style-type: none"> ■ 81 participants on jewellery short courses (<i>full-time trainees graduate in 2003</i>) ■ 29 participants on pottery short course programme ■ 12 pottery students graduated with 10 securing full time employment ■ 6 blacksmithing trainees graduated (<i>no figures currently available on employment</i>)



PROGRAMME / ACTIVITY	PROGRAMME OBJECTIVE	PROGRAMME ACHIEVEMENTS IN 2001	PERFORMANCE TARGETS SET FOR 2002	PROGRAMME ACHIEVEMENT IN 2002
Business Development				
Exhibitions	The programme of prestigious national and international exhibition promotions aims to stimulate quality, design, innovation and competitiveness in the craft sector and bring 'craft' to a wider audience	<ul style="list-style-type: none"> ■ 62,000 visitors to the Council's National Craft Gallery (<i>figures affected by Foot & Mouth and 9.11</i>) ■ 80,000 visitors to touring shows at 6 venues 	<ul style="list-style-type: none"> ■ 70,000 NCG visitors ■ 88,000 touring exhibition visitors at 6 venues 	<ul style="list-style-type: none"> ■ 55,000 visitors to NCG (<i>10 exhibitions</i>) ■ 95,000 visitors to touring shows at 6 venues
Craft Fair Support	To develop a regional framework of craft consumer fairs	5 supported	<ul style="list-style-type: none"> ■ Set benchmark for attendance at fairs ■ 2 new fairs to be supported 	<ul style="list-style-type: none"> ■ 2 new fairs to be supported ■ 25,650 visitors attended
Network Support Scheme	To facilitate the development of self-managing enterprise networks, with marketing, promotional and/or in-service training objectives	<ul style="list-style-type: none"> ■ 7 new craft networks were formed via the scheme ■ 10 network projects co-funded 	<ul style="list-style-type: none"> ■ Set benchmark for network co-funding ■ facilitate the formation of 3 new networks 	<ul style="list-style-type: none"> ■ 11 projects funded ■ € 30 k project co-funding by networks ■ 3 new networks formed
Design & Business Mentoring	To provide a regional mentoring service to aid craft enterprise development in core business, marketing and design	<ul style="list-style-type: none"> ■ 7 regional clinics held ■ 70 participants 	<ul style="list-style-type: none"> ■ Add 6 display clinics to service ■ Attract 70 participants 	<ul style="list-style-type: none"> ■ 6 regional display clinics held ■ 4 clinics held ■ 128 craftspeople attended
CCol Business Training – delivered in partnership with CEB's, Leader groups, NI District Councils	To improve the profitability of craft enterprise through tailored business and design training	3 new Outreach programmes were conducted	To develop a new, branded CCol Business Training curriculum and conduct a pilot training project	Branded, modular programme developed and piloted with Dublin City Enterprise Board (<i>12 participants</i>)
e Business	To provide an intensive training and business development project to extend access to the Internet amongst the craft industry and expand the use of the Internet as part of an integrated marketing plan	<ul style="list-style-type: none"> ■ 2 Internet publications published ■ Research into 'Online Purchasing of Craft Products' produced ■ <i>hands on</i> launched and 40 expressions of interest received 	<ul style="list-style-type: none"> ■ 40 new 'brochure' sites to be launched ■ 150 attendees at seminars and mentoring clinics 	<ul style="list-style-type: none"> ■ Provided 7 seminars and 180 individual mentoring sessions ■ 35 web sites either launched or in final development

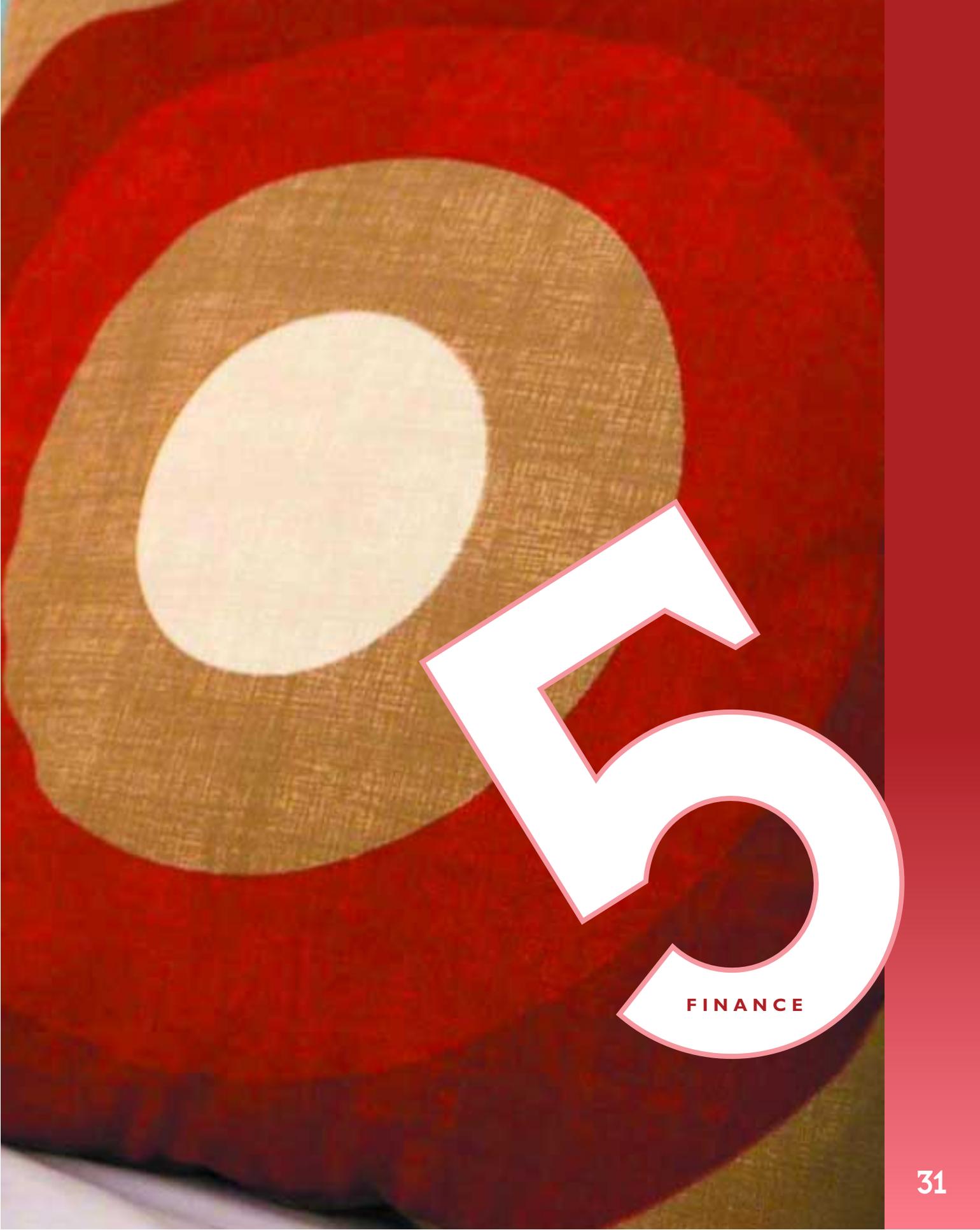
MEASURES OF SUCCESS *continued*

PROGRAMME /ACTIVITY	PROGRAMME OBJECTIVE	PROGRAMME ACHIEVEMENTS IN 2001	PERFORMANCE TARGETS SET FOR 2002	PROGRAMME ACHIEVEMENT IN 2002
Product & Market Development				
Product & Market Development (PMD)	To facilitate and encourage the development of quality new Irish craft, and to identify and research new opportunities	<ul style="list-style-type: none"> ■ 20 clinics and 2 seminars held ■ 3 tours conducted at 8 venues ■ 4 product promotions planned and promoted ■ CARDmarket was developed 	<ul style="list-style-type: none"> ■ To provide suitable training in PMD ■ To develop new product in 3 categories <ul style="list-style-type: none"> ■ Tabletop ■ Wedding ■ Made for America ■ Tour exhibition to 1 overseas venue 	<ul style="list-style-type: none"> ■ PMD training and mentoring provided to 97 craftspeople ■ New product developed in: <ul style="list-style-type: none"> ■ Tabletop ■ Wedding ■ Made for America ■ Exhibition went to 1 overseas venue
International Marketing	To assist craft companies to investigate the potential of new international markets Directly represent craftspeople at International trade events	<ul style="list-style-type: none"> ■ Researched 6 overseas trade events ■ Attended 5 trade events, representing 65 craftspeople 	<ul style="list-style-type: none"> ■ Research/visit 8 overseas events ■ Participate at 4 events ■ Attract 30 participants to exhibit 	<ul style="list-style-type: none"> ■ 9 events in Europe and US researched /visited ■ Participation at 4 events (2 US, 1 UK, 1 Europe) ■ 27 craftspeople exhibited and 12 went on trade missions

BENEFICIARIES

Beneficiaries of CCol projects and activities:
 901 craftspeople from the Republic of Ireland and
 132 craftspeople from Northern Ireland participated
 in CCol schemes, projects or activities during 2002.





FINANCE

DIRECTOR'S REPORT

The directors present herewith their report together with the audited financial statements for the year ended 31 December 2002.

Directors' responsibilities for financial statements

Irish company law requires the directors to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2001. The measures taken by the directors to secure compliance with the company's obligation to keep proper books of account are the use of appropriate systems and procedures and employment of competent persons. The books of account are kept at Castle Yard, Kilkenny. The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Principal activities and future development

The principal activities of Crafts Council of Ireland is the development of the Irish craft industry through programmes in marketing, exhibition, information services and training, which promote the highest standards of excellence in design and marketing throughout the sector:





Health and safety

It is the policy of the company to ensure the health and welfare of its employees by maintaining a safe place and system of work. This policy, which is set out in the safety statement required by the Safety, Health and Welfare at Work Act, 1989, was fulfilled during the year.

Prompt Payment of Accounts Act

Section 12 of the Prompt Payment of Accounts Act 1997 requires a statement of payment practice. Crafts Council of Ireland's payment practice is to pay suppliers within the prescribed payment date as defined by S.I. No. 388 of 2002 (late payment in commercial transactions).

Auditors

The auditors, PricewaterhouseCoopers, will be re-appointed in accordance with section 160(2) of the Companies Act, 1963.

DIRECTORS

The names of the persons who were directors at any time during the year ended 31 December 2002 are set out below. Except where indicated, they served for the entire year:

Chairperson F Ruane

Vice Chairperson M Walsh

G Carey

M McCrory (*resigned 1/5/02*)

D Shaw-Smith

E Kane

M O'Reilly (*resigned 1/5/02*)

J P Donnelly

V Hughes (*resigned 1/11/02*)

G Macken

C Honan

L Scott

G O'Neill

L O'Hagan

J Byrne (*appointed 28/1/02*)

A Montgomery (*appointed 5/12/02*)

L O'Brien (*appointed 1/12/02*)

P Pollock (*appointed 1/5/02*)

On behalf of the board

PricewaterhouseCoopers,

Chartered Accountants and

Registered Auditors,

20 Patrick Street,

Kilkenny.

INDEPENDENT AUDITOR'S REPORT



Independent auditors' report to the members of Crafts Council of Ireland Limited *(Limited by Guarantee)*

Respective responsibilities of directors and auditors

The directors' responsibilities for preparing the annual report and the financial statements in accordance with applicable Irish law and accounting standards generally accepted in Ireland are set out on page 3 in the statement of directors' responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and auditing standards issued by the Auditing Practices Board applicable in Ireland. This report, including the opinion, has been prepared for and only for the company's members as a body in accordance

with the Companies Acts, 1963 to 1983 and 1990 to 2001 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2001. We state whether we have obtained all the information and explanations we consider

necessary for the purposes of our audit and whether the financial statements are in agreement with the books of account. We also report to you our opinion as to:

- whether the company has kept proper books of account;
- whether the directors' report is consistent with the financial statements.

We also report to you if, in our opinion, information specified by law regarding directors' remuneration and transactions is not disclosed.

Basis of audit opinion

We conducted our audit in accordance with auditing standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

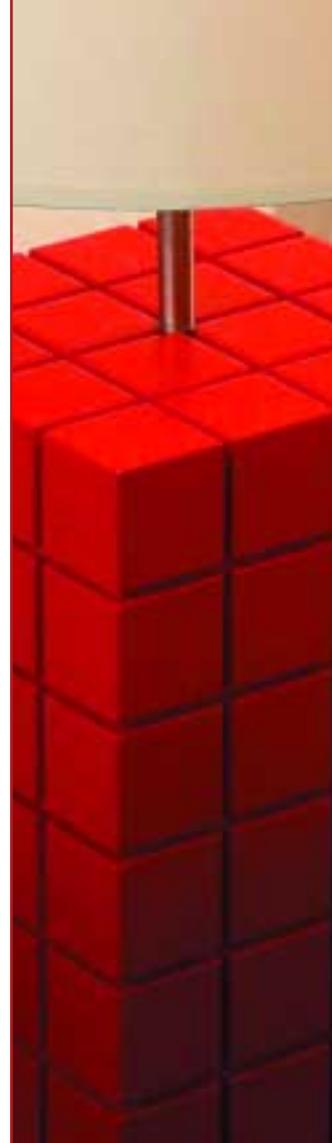
In our opinion the financial statements give a true and fair view of the state of the company's affairs at 31 December 2002 and of its deficit for the year then ended and have been properly prepared in accordance with the Companies Acts, 1963 to 1983 and 1990 to 2001.

We have obtained all the information and explanations we consider necessary for the purposes of our audit. In our opinion proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report on pages 32 and 33 is consistent with the financial statements.

PricewaterhouseCoopers,

Chartered Accountants and
Registered Auditors,
20 Patrick Street,
Kilkenny.



BALANCE SHEET

31 DECEMBER 2002

	Notes	2002	2001
FIXED ASSETS			
Tangible assets	5	88,532	89,252
Investments	6	1	1
		88,533	89,253
CURRENT ASSETS			
Debtors	7	693,460	728,425
Cash at bank and in hand		520,851	943,919
		1,214,311	1,672,344
CREDITORS			
amounts falling due within one year	8	(1,004,138)	(689,014)
NET CURRENT ASSETS		210,173	983,330
TOTAL ASSETS LESS CURRENT LIABILITIES		298,706	1,072,583
CREDITORS			
amounts falling due after more than one year	9	-	(764,001)
		298,706	308,582
REPRESENTED BY			
Revenue surplus		298,706	308,582

DETAILED INCOME AND EXPENDITURE ACCOUNT

31 DECEMBER 2002

	2002	2001
INCOME		
Enterprise Ireland	2,564,701	2,375,082
EU Peace and Reconciliation grants	-	123,091
OTHER INCOME		
Showcase trade fair income	167,288	209,524
Short courses and consultancy	25,429	53,456
Sundry revenue	5,639	2,541
Council member subscriptions	1,983	2,209
Publication sales	9,396	6,803
Pottery shop	3,633	-
Rental income	5,211	5,803
Craft industry contributions	96,128	57,704
National craft fair income	12,520	-
Invest Northern Ireland	38,330	-
Enterprise Board programme	25,000	-
Bank interest earned	2,053	1,926
	2,957,311	2,838,139
EXPENDITURE		
Administration	511,904	480,336
Promotion expenses	12,680	24,660
Craft development and information services	76,366	64,900
Craft product and business development course	239,201	237,485
Pottery skills course	154,636	139,783
Jewellery skills course	147,173	141,834
Short courses and consultancy	12,735	43,418
Carlingford project	-	132,434
Educational support	-	3,152
Training administration	240,896	230,220
Grant assistance to Designyard	50,790	57,138
Blacksmith skills course	130,000	129,944
PR initiative	60,959	38,249
IT development	138,802	116,755
Regional networks	151,823	150,101
Regional exhibition programme	295,784	300,139
Development co-operatives - Northern Ireland	10,092	10,091
Quality accreditation	87,967	71,831
Statistical research	61,145	64,976
Mentoring courses	23,956	32,214
E Business development	294,495	227,370
Craft design liaison with industry	213,288	154,356
National crafts fair	27,475	-
Enterprise Board programme	19,480	-
Bad debt provision	6,177	-
	2,967,824	2,851,386
NET DEFICIT FOR YEAR	(10,513)	(13,247)



SERVICES AND ACTIVITIES

6

LISTING OF SERVICES AND ACTIVITIES



BUSINESS DEVELOPMENT

Business Mentoring

Business Skills Training

Craft Fair Support

Network Support:

Project support

Start-up Support

CLIENT SERVICES

Image Bank

Information Services

Insurance Scheme

Photography Scheme

Registration

www.ccoi.ie

E BUSINESS DEVELOPMENT

ebusiness seminars

hands on ebusiness project

EVENTS

**CCol Christmas Presence
at the National Craft Fair**

Retail Fair held in December

Showcase Ireland

International Trade Fair held in January

EXHIBITIONS

National Craft Gallery Exhibitions

CCol Exhibitions and

National and International visiting exhibitions

Regional Exhibitions

CCol Touring exhibitions

PRODUCT AND MARKET DEVELOPMENT

Design Development:

Contemporary Functional Ceramics
Research into draft/design industry liaison

Market Development (Ireland):

'Meet the Buyer' Workshops
Promotions to buyers - Showcase

Market Development (Overseas):

Preparation and participation at international events and trade shows
Promotion to press and buyers at events
Research into new opportunities
Trade missions to events

Product Development:

Cardmarket
Sector promotion (and International Marketing)

Clinics with experts

Made for America Award
Sector promotion (and International Marketing)

Photoshoots

Tabletop
Sector promotion (and Exhibition)

Trend forecast seminars

Wedding
Sector promotion





PUBLICATIONS

Business Information Guide

CCol Annual Report

CCol Strategic Plan 2000 – 2003

Internet Training Publications:

- *Craftperson's guide to the internet*
beginners guide to the internet
- *How the internet works for me*
28 case studies from Irish Craftspeople
- *Irish Craft on the Internet*
who buys Irish craft on line, when and why?
- *Marketing and selling online*
the craftpersons guide

Irish Craft Industry Report and Summary

Making an Exhibition of Yourself

National Craft Gallery Programmes/Catalogues

Retail Guide

Short Course Guide

Showcase Catalogue

Showcase Statistics

Stopress (CCol newsletter – 10 issues per year)

Successful Craft Entrepreneurship
Start Up

Successful Craft Entrepreneurship
Developing Business

SKILLS TRAINING

Graduate Exhibition

Jewellery Skills Training:
Fulltime Course
Short Courses

Pottery Skills Training:
Fulltime Course
Short Courses

