CLONMEL ARTS PARTNERSHIP

Visibility Campaign 2022

#CLONMELARTS

CLONMEL JUNCTION ARTS FESTIVAL

Arts Centre SOUTH TIPPERARY

Finding a Voice

WHO ARE CLONMEL ARTS PARTNERSHIP?

- Clonmel Junction Arts Festival
- South Tipperary Arts Centre
- Finding a Voice Festival
- Project delivered by audience development consultant Emma Dwyer
- Supported by external consultant Úna Carmody
- Funded by **Arts Council Capacity Building** award

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WHY CLONMEL ARTS PARTNERSHIP?

- Increased **visibility for the arts in Clonmel**
- Joint programming activities
- Leveraging joint resources from national and other sources
- Build a body of professional arts workers working across the organisations

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WHAT DID WE DO?

Visibility campaign including two pillars:

- **On street visibility**
- **Digital campaign**

Objectives of campaign were to:

- Increase the visibility of the arts in Clonmel
- Promote Clonmel as a place for the arts
- Increase awareness of three arts organisations

Timed to coincide with Clonmel Junction Arts Festival booking period to provide an opportunity for immediate action

WHAT DID WE DO?

Digital campaign:

- Organic and paid social media
- **Six videos** were produced **featuring local artists** talking about the arts in Clonmel.
- These **videos engaged audiences** who were then converted with **calls to action**: Follow Us / Follow our Partners / Sign up to our newsletter.
- The tag line was: writers, composers, painters, theatre makers, photo takers, we are Clonmel Arts

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WHAT DID WE DO?

Digital campaign:

- Cross promotions
- #ClonmelArts currently has 500+ posts on Instagram
- CJAF's ticket booking confirmation email included a call to 'follow us and our partners' for more arts events in Clonmel
- a social media package with assets, tags and blurbs was shared with stakeholders

WHAT DID WE DO?

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WHAT DID WE DO?

Digital campaign:

- **Google ads grants** were secured by CJAF and STAC
- Display ads on google search pages promoted each of the organisations' website with Call to: Follow Us / Follow our Partners / Sign up to our newsletter.
- Messaging on Google ads echoed the on street visibility campaign: From Sound art to laugh out loud comedy #ClonmelArts

WHAT DID WE DO?

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WHAT DID WE DO?

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WHAT DID WE DO?

10-06-2022 The Premier 13

Arts & Entertainment

We Want Clonmel to be transformed by the Arts

Three organisations in Clonmel have joined forces to establish the town as a centre for the arts. South Tipperary Arts Centre, Clonmel Junction Arts Festival and Finding a Voice are working together as the Clonmel Arts Partnership. Together they are growing audiences for the arts in Clonmel as well as collaborating on programmes.

The Arts Partnership see an opportunity for the arts to become part of the identity of Clonmel town. Arts-based placemaking initiatives attract local companies and leads to increased innovation, cultural diversity and civic engagement. "We want Clonmel to be known for the arts, and as a town that embraces a really strong arts programme can be for a town. Offering exciting and interesting events for those living in and visiting the town, as well as supporting artists in the region, will enhance Clonmel and make it a great place to live, work and visit" says Cliona Tobin, Director of South Tipperary Arts Centre.

South Tipperary Arts Centre are using a previously vacant premises in the heritage Barracks for artist residencies. It will be opened as a venue for performances this autumn, adding a much needed space for performance arts in Clonmel. The space will host live music performances, theatre shows, and dance events.

Clonmel town has a high commercial vacancy rate of 14% which is high not just in Tipperary but national vacancy levels are also supposed to be high when the Clonmel Junction Arts Festival is using vacant premises that year to create not a community theatre show the box office and the Irish Kickbacks Awards.

"We want to breathe life into the area and to spark conversations on how we can solve this vacancy problem in our town," says Cliona Maher, Artistic Director of Clonmel Junction Arts Festival. "Putting of unusable use is a common practice across Europe. Where it is seen as an essential policy tool to face the issue of vacant buildings."

"Not only is it great for placemaking, there is great potential for tourism. Tourists will be looking for things to do in a town as well as cultural events travelling specifically to see an exhibition, festival, or gig. We want to put Clonmel on the cultural map," adds Roisin Maher, Artistic Director of Finding a Voice. "Finding a Voice is the only festival of its kind in Europe. We programme female safe components to celebrate International Women's Day each year. We see huge potential to attract and grow an international audience that will return to Clonmel year on year."

In 2019 Fáilte Ireland reported that 58% of overseas visitors to Ireland are looking for interesting history and culture. In Clonmel the newly-established festival offerings which including a Voice Festival happening each March, Clonmel Junction Arts Festival in July, Clonmel Finding Festival in August, and Apple Jam in September, South Tipperary Arts Centre has a year-round programme of exhibitions by Irish and international artists. Clonmel is also home to the Museum of Hidden History. Clonmel Arts Partnership see an opportunity to bring tourists to the area to experience great arts and culture.

Having reached out to Council Cathaoirleach Mattie Quinn, Clonmel Arts Partnership are working with a consultant and tourism to develop audiences on the ratio in Clonmel. The project will look at existing evidence for the arts in Clonmel and will on those identifying new evidence through collaboration communication in progress.

Helena Tobin, Director South Tipperary Arts Centre, Cliona Maher, Artistic Director, Junction Arts Festival, and Roisín Maher, Artistic Director Finding a Voice, Photo Courtesy, John Kelly.

Joining forces to establish a centre for the arts in Clonmel

Clonmel Arts Partnership

Helena Tobin, Director South Tipperary Arts Centre, Cliona Maher, Artistic Director, Junction Arts Festival, and Roisín Maher, Artistic Director Finding a Voice have announced a new artistic partners

Reporter
28 May 2022 2:59 PM

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WHAT DID WE FIND?

- Reach accounts for the number of people across social media that saw any of the posts relating to the campaign. The **target was exceeded by 317% with a total reach of 56,992**
- Engagement accounts for the likes, comments and shares that the posts on social media achieved. This **target was exceeded by 341%**
- **New Social Media followers** were achieved across all organisations

WHAT DID WE FIND?

- There was an **increase of website visitors on STAC's website of 285%** and **CJAF's website of 200%**
- Google Ads on CJAF's account had a **reach of 5.71K and 713 clicks**
- Mailing lists: all saw an increase and saw improved crossover between organisations

WHAT DID WE ACHIEVE?

- Cooperation of three arts organisations to raise the profile of the arts in a town is **unprecedented**
- Marketing Channels tested and a **roadmap for all three organisations** has been delivered
- Increased **awareness and engagement with the arts in Clonmel**

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WHAT'S NEXT?

- CAP will continue to work together to continue to build on the success of sharing their resources
- CAP would like to **work with all stakeholders in Clonmel to maximise the impact of the arts on tourism, night time economy**, and to **make Clonmel a great place to live and work**

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