

# Bealtaine Festival 2017 Figures

## PART A: Age & Opportunity Strategic Events

Each year, Age & Opportunity commissions or supports a number of strategic events. These events are the results of partnerships and development work that Age & Opportunity has encouraged or brokered prior to the festival, sometimes over a number of years. Having set up the first national festival for creative ageing globally, Age & Opportunity aims to support artists and organisations in order to say at the forefront of this field.

This year, such projects included providing supports to older artists and theatre-makers to continue in their practice, creating platforms for those artists, bringing artists together across the generations, introducing older people to new experiences in dance and theatre, and instigating public conversations about topics such as: how creativity can enhance where we live as we grow older, how older women can disappear from media representation and how the arts has influenced community activism.

The audience figures below were supplied by the venues or were gathered by Age & Opportunity staff using ticket sales or, for free events, using head-counts. In the case of a commission published in a daily newspaper, a modest estimate was included.

Events	Paying Audience	Non-Paying Audience
How Far We Have Travelled	60	0
Everything to Play For	100	0
Rebel Yell	54	0
The Movement Dance Residency	0	111
The Beauty of It	80	100
Emerging Writers Commission	134	1,000*
Emerging Writers Workshops (Autumn 2017)	0	80
Creaking Theatre Tour	525	70
PRIME CPD for Theatre Workers	0	20
Film Programming Workshop	0	156
Sustaining Your Practice CPD Event	0	80
This Is Not My Beautiful House II Seminar	80	40
Northwest Visual Arts Commission	0	720
Kilkenny Arts Collective Residency	0	42
Bealtaine Visual Artist in Residence at Cow House Studios	0	52
Residency in Care Settings	0	70
Macushla Dance Workshops	0	50
Discussion about Representations of Women	0	25
<b>Total Audience</b>	<b>1,033</b>	<b>2,766</b>

\* Commission was short story in the Irish Times (daily circulation 62,423).  
Figure of 1,000 is modest estimate of audience.

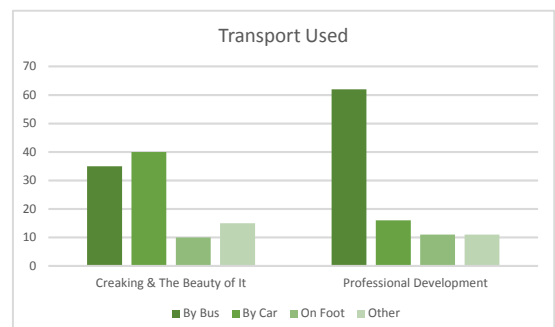
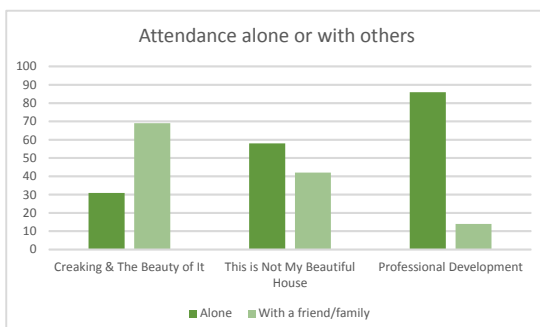
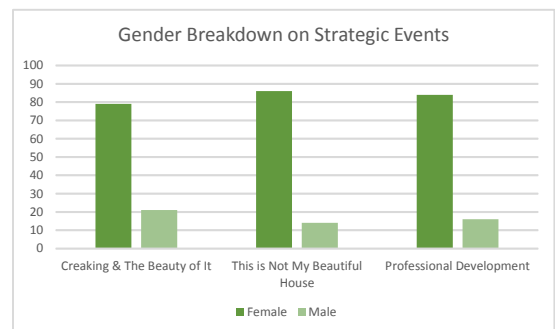
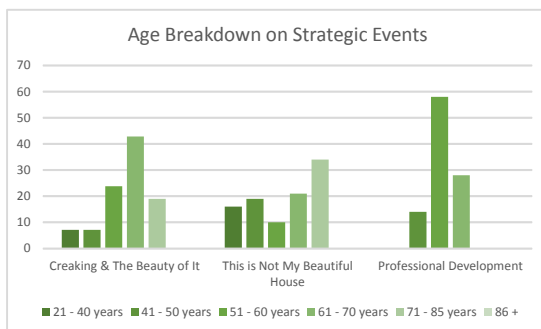
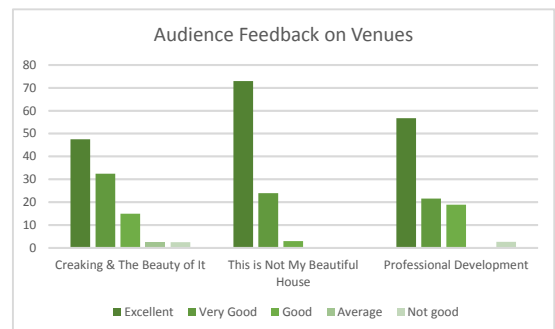
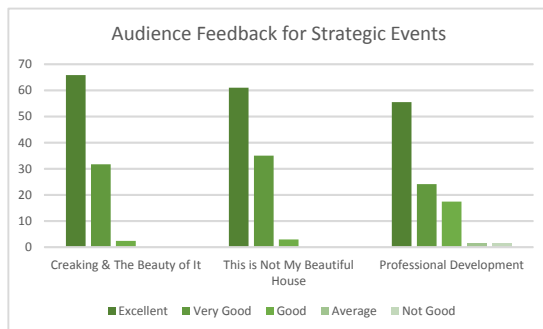
## Audience Survey for Three Strategic Events

Audience surveys were drawn up to capture direct feedback from people attending Age & Opportunity strategic events during Bealtaine.

Three surveys, in questionnaire format, were circulated in total:

- A paper based survey for audiences attending Creaking (a touring theatre piece with workshops) and The Beauty of It (an original choral piece by Sean Doherty using the poems of Paula Meehan);
- An online survey for visual artists at a professional development day in the RHA Gallagher Gallery, Dublin (addressing financial and practical issues about continuing to work in the visual arts into older age);
- An online survey for those attending a one-day seminar This is not My Beautiful House II (aimed at policy makers, researchers, architects, artists, planners and older people active in housing issues).

There were 42 Creaking / The Beauty of It surveys completed out of a total audience of 605. There were 35 This is Not My Beautiful House II surveys completed out of 120 attendees. There were 37 Professional Development surveys completed out of 80 attendees. The charts below reflect the comparative percentage response from the surveys.



## PART B: Bealtaine Partner-Organised Events

Each year, hundreds of organisations across the country plan events that celebrate Bealtaine and the potential for creativity in older age. While it is impossible to capture every event, workshop, activity or performance that takes place in the name of the festival, each year, Age & Opportunity has organisations such as libraries, arts centres, cultural institutions, active retirement groups, residential and day care settings, family resource centres, clubs and special interest groups, all registering their events on the Bealtaine website.

Age & Opportunity also receives county brochures from county arts offices and libraries, highlighting more partners who are involved in organising local Bealtaine events. We total all organisers from our own events, the events registered on our website and the county brochures in order to provide a full picture of all Bealtaine organisers, which can be seen on Page 4.

At the end of the festival, we send out an electronic survey questionnaire to all of the organisers, asking them about their events such as: how many events were organised, how many people attended, how much cash and in-kind investment was made, what types of events were run and were professional artists employed, as well as estimates of demographic details about participants / audiences.

For Public Libraries, the survey is generally filled out by the head office of the county library rather than each library branch returning its figures separately. This means that, for estimation purposes, the sample frame is 399 possible respondents rather than 510.

A total of 92 surveys were returned, an 23% response rate. For a combination of reasons, this response rate is down on previous years, which is usually 33%.

ORGANISERS	SURVEYS RECEIVED	TOTAL PARTNERS
National Cultural Institutions & Arts Organisations	2	10
Local Authority Arts Offices or Other	6	14
Regional Arts Centres and Culture/Heritage Organisations	41	173
Public Library Branches	7	139 (27)*
Retired/Older People's/Community Groups	20	73
Care Centres/HSE	14	87
Other	2	14
<b>TOTAL</b>	<b>92</b>	<b>510</b>

\* There were a total of 27 county libraries participating and 139 branches in total. See note above on Library returns.

Each year, Age & Opportunity estimates the number of participants, number of events, total cash and in-kind contribution and number of volunteer hours from taking an average for each from the responses received and then multiplying them by the sample frame. While this simple method cannot provide the same accuracy as a full census of all organisers, and considering that it is an estimate based on the estimates of others, it does provide comparable figures each year.

Bealtaine 2017 Organisers by County and Type of Organiser\*

TYPE OF PARTNER ORG	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	NI/INTERNATIONAL	Total
National Arts & Cultural Institution	0	0	0	1	0	8	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	10
Local Authority (Arts Office or other Dept)	0	0	1	0	1	2	2	1	0	0	1	0	0	0	1	1	1	0	0	0	1	1	0	0	0	0	0	14
Regional Arts Centre & Arts Organisations	0	0	6	12	11	51	16	3	2	4	3	3	8	1	8	6	2	0	1	1	6	10	5	2	7	3	2	173
Public Library Branch	0	3	7	12	13	28	5	9	0	9	5	3	1	4	2	0	6	1	1	1	2	9	12	2	3	1	0	139
Retired/Older People's Community Group	0	0	2	12	4	6	21	2	0	0	2	1	1	1	2	3	2	0	1	0	3	4	0	3	3	0	73	
Care Centre and Supported Living	0	0	2	3	16	7	17	1	0	0	2	0	0	0	6	5	0	0	0	0	11	13	1	0	2	1	0	87
Other	0	1	3	0	0	1	2	1	0	2	0	0	0	0	0	0	0	0	0	0	2	0	0	1	0	1	14	
<b>TOTAL</b>	<b>0</b>	<b>4</b>	<b>21</b>	<b>40</b>	<b>45</b>	<b>103</b>	<b>63</b>	<b>17</b>	<b>2</b>	<b>15</b>	<b>13</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>19</b>	<b>16</b>	<b>11</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>25</b>	<b>37</b>	<b>18</b>	<b>7</b>	<b>14</b>	<b>8</b>	<b>3</b>	<b>510</b>

\* Figures compiled from registrations on bealtaine.com and from County Arts Office and County Library brochures.

## Bealtaine Organisers: Comparative figures\*

ORGANISERS	2016	2017
National Cultural Institutions & Arts Organisations	8	10
Local Authority Arts Offices or Other	38	16
Regional Arts Centres and Culture/Heritage Organisations	129	171
Public Library Branches	86	139
Retired/Older People's/Community Groups	87	73
Care Centres/HSE	81	87
Other	18	14
<b>TOTAL</b>	<b>447</b>	<b>510</b>

\* Figures compiled from registrations on bealtaine.com and from County Arts Office and County Library brochures.

## Bealtaine Events & Participants: Comparative figures

	2016	2017
Estimated number of events†	3,127	1,716*
Estimated number of participants†	79,197	96,997**

\* Figures based on 87 responses to this question. Organisers ran 4.3 events on average.

\*\* Figures based on 87 responses to this question. Organisers had 243.1 participants on average.

## Financial Contribution by Organisers

ORGANISERS	ESTIMATED FINANCIAL CONTRIBUTION	ESTIMATED IN-KIND CONTRIBUTION
National Arts / Cultural Institutions	2,500	500
Local Authority Arts Offices	43,940	8,500
Regional Arts Centres & Cultural Orgs	37,090	27,089
Public Library Branches	7,520	20
Retired/Older People's/Community Groups	7,060	8,320
Care Centres/HSE	5,912	5,575
Other	5,000	0
<b>Total estimated in evaluation forms†</b>	<b>109,022</b>	<b>50,004</b>

<b>ESTIMATED TOTAL FINANCIAL CONTRIBUTION BY ALL ORGANISERS TO BEALTAINÉ 2017†</b>	<b>550,620*</b>	<b>369,474**</b>
Estimated total hours contribution by volunteers to Bealtaine 2017†	<b>12,070***</b>	

\* Figures based on 79 responses to this question. Organisers invested €1,380 on average.

\*\* Figures based on 55 responses to this question. Organisers invested €926 in-kind on average.

\*\*\* Figures based on 68 responses to this question. Organisers benefited from 30.15 volunteer hours on average.

## Bealtaine organisers: Events

As part of the survey questionnaire, a number of other questions are asked about audience demographics, when events are held, how organisers describe the festival, whether professional artists were employed. Charts are expressed in percentages responses below.

