



**ED LANE AND BLIND GATE, DROGHEDA, CO. LOUTH**

**WORKS COMPLETED 2008**



- Vegetation growth.
- Open crack.
- Corroding metal pipe.



- Removal of vegetation.
- Stitched repairs to crack. Repointing.
- Removal of corroding metal pipe.



- Vegetation growth.
- Unstable section of wall.
- Significant root.
- Significant areas of missing stones.
- Areas of open joints.
- Corroding lintel above the gate.



- Removal of vegetation.
- Stabilisation and partial rebuilding of wall.
- Removal of root and stabilisation of wall.
- Insertion of missing stones.
- Repointing of open joints.
- Insertion new stainless steel lintel above the gate.



- Vegetation growth.
- Unstable section of wall.
- Significant root.
- Significant areas of missing stones.
- Areas of open joints.



Surveyed in September 2008 indicates further deterioration and significant loss of fabric.

## WORKS COMPLETED 2008



- Removal of vegetation.
- Stabilisation and partial rebuilding of wall.
- Removal of root and stabilisation of wall.
- Insertion of missing stones.
- Repointing of open joints.



- Vegetation growth
- Significant root.



- Significant areas of missing stones.
- Areas of open joints.
- Unstable section of wall.



- Removal of vegetation
- Removal of root.
- Stabilisation of wall.



- Removal of vegetation.
- Insertion of missing stones.
- Repointing of open joints.
- Stabilisation and partial rebuilding of wall.



- Corroding lintel above the gate.
- Open crack.
- Open joints.



- Replacement of corroding lintel with new stainless steel.
- Sticked repairs to crack. Repointing.
- Repointing of open joints.



- Vegetation growth.
- Open crack.
- Open joints.



- Vegetation growth.
- Corroding lintel above the gate.
- Timber inclusions.
- Eroded bricks.
- Open joints.
- Corroding lintel above the niche.
- Missing capping.

## WORKS COMPLETED 2008



- Removal of vegetation.
- Sticked repairs to crack. Repointing.
- Insertion of missing stones.
- Repointing of open joints.



- Removal of vegetation.
- Replacement of corroding lintel.
- Removal of timber inclusions and making good wall.
- Replacement of eroded bricks.
- Repointing of open joints.
- Replacement of corroding lintel above the niche with new stainless steel.
- Provision of lime capping.



- Vegetation growth.
- Corroding lintel above the gate.
- Timber inclusions.
- Eroded bricks.
- Open joints.
- Missing capping.



- Eroded bricks.
- Open joints.
- Corroding lintel above the niche.

## WORKS COMPLETED 2008



- Removal of vegetation.
- Replacement of corroding lintel with new stainless steel.
- Removal of timber inclusions and making good to wall.
- Replacement of eroded bricks.
- Repointing of open joints.
- Provision of lime capping.



- New stainless steel lintel
- Insertion of missing stones.
- Replacement of eroded bricks.
- Repointing of open joints.
- Provision of lime capping



- Vegetation growth.
- Open joints.



- Corroding metal inclusions.
- Open joints.



### WORKS COMPLETED 2008



- Removal of vegetation.
- Repointing of open joints.



- Removal of metal inclusions.
- Repairs to wall,
- Repointing of open joints





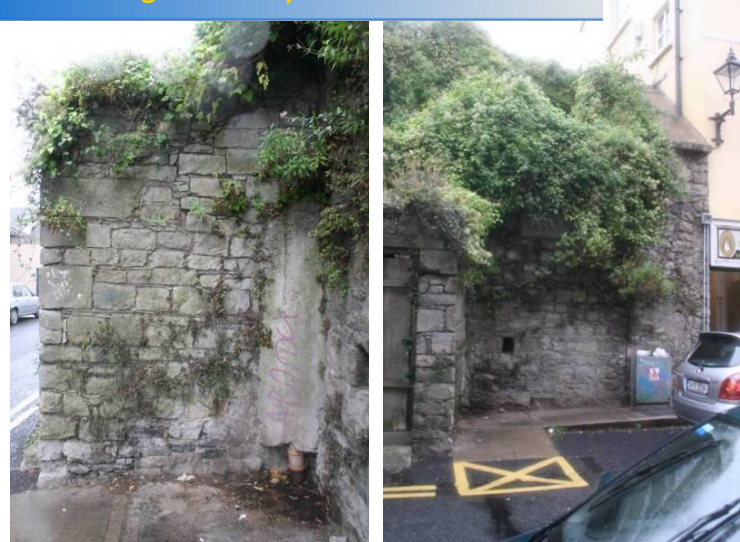
- Eroded bricks.
- Open joints.

## WORKS COMPLETED 2008



- Repair to wall.
- Repointing of open joints.





- Vegetation growth.
- Open joints.

### WORKS COMPLETED 2008



- Removal of vegetation.
- Repointing of open joints.



Corporate Finance

## **High Level Assessment of the Economic Impact of the Irish Walled Town Day in Youghal on 24<sup>th</sup> August 2008**

**22 September 2008**

ADVISORY

# Important Notice

## **Notice: About this Assessment**

This Assessment has been prepared on the basis set out in our **Engagement Letter** of the 13th August 2008, and should be read in conjunction therewith.

This Assessment is for the benefit of the Heritage Council only and has been released to the Heritage Council on the basis that it shall not be copied, referred to or disclosed, in whole or in part, without our prior written consent.

Other than in the limited circumstances as set out in the Engagement Letter, we have not verified the reliability or accuracy of any information obtained in the course of our work.

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# Executive Summary

KPMG was appointed by the Heritage Council to perform a high level assessment of the economic impact of the Irish Walled Town Day event (the "Event") in Youghal on the 24<sup>th</sup> of August 2008. This assessment report is prepared in accordance with Fáilte Ireland's guidelines - *2008 Festivals & Cultural Events Initiative – Research Template*.

We worked closely with the Youghal Town Clerk's office and the Youghal Heritage Committee. Prior to the event taking place a survey was sent to the providers of accommodation for them to revert back with details of their occupancy levels that they associated with the Event. A questionnaire was agreed with representatives of the Youghal Heritage Council in advance of the Event which was then utilised by members of the KPMG team who approached members of the public on the day of the Event itself. This survey allowed us to develop a profile of those people attending the event including age, nationality, gender and expenditure at the event. The information obtained from the survey regarding the expenditure patterns allowed us to develop a high level assessment of the economic impact of the Event. An assessment is also made of the strategic context of the Event in relation to European and National policies with particular attention to Heritage and Tourism strategies.

The Event is organised on behalf of the Heritage Council and Youghal Town Council by a team of volunteers and contractors working under the supervision of town's Festival Committee. Support in the organisation of the event is also provided by the local Tourist Office. The Event, considered to be the biggest of the Irish Walled Town Days held in the Republic contained a variety of medieval themed activities such as a witch trial, battle re-enactments and food & craft fair as well as performances on stage by local bands and artists.

Attendance at the Festival was recorded by security guards at each public entrance with the use of a manual clicker. Total attendance was recorded at 5,417. The results from the population sampled extrapolated over the total attendance figure provides a means of estimating the economic impact of the Event.

KPMG obtained 80 usable responses from spectators selected at random between 3pm and 6pm on Sunday 24 August 2008. Those sampled represented groups of persons totalling 194 which is equivalent to circa 3.6% of the entire attendance at the Event. Results from a survey of this size is indicative in nature and a margin of error of circa plus or minus 7% should be taken into account when considering the results of the survey.

The sample was split 44% male and 56% female. Overall 83% of the respondents fell into age categories of 35 years or older. This is in line with the target age demographic of parents with children and over 50's 'empty nesters'.

Of the population surveyed, circa 87% came from the Republic Ireland with visitors coming from the UK accounting for circa 10%. Circa 54% of attendees were local to the Youghal area. Of those surveyed circa 87% cited attending the "Event" as being an important influence on their decision to visit the region.

32% of the parties surveyed were non local and stayed overnight in the Youghal area on the day of the Event. Of this figure, 56% paid for accommodation which when extrapolated over the total attendance figure suggests a demand for 975 commercial beds in the area on the day of the Event. Further to this, the survey found that the average length of stay for those same parties was 8.4 nights. We believe this implies there was a further demand (7.4 nights) for commercial beds generated as a direct result of the Event.

In assessing the economic impacts associated with this Event KPMG determined there were four impacts to consider.

- Non accommodation expenditure incurred on the day of the Event
- Accommodation expenditure incurred on the night of the Event
- Accommodation expenditure incurred on other nights by those who stated that the Event was very important to them in deciding to holiday in the Youghal area
- Non Accommodation expenditure incurred on other days by those who stated that the Event was very important to them in deciding to holiday in the Youghal area

As regards the last two impacts we included only quarter of those expenditures when calculating the economic impact attributable to the Event. KPMG combined the results of each of these four impacts and applied a money multiplier of 20% which takes account of second round effects as these revenues are spent in the local area.

Our high level assessment of the Economic Impact of the Event is circa **€480k**.

The net investment by the Heritage Council and the Youghal Town Council of €16,000 less revenue generated of €600 from stall rentals was largely spent in the local area publicising the Event and meeting the costs associated in staging it. It also unlocked the support of local volunteers which would have otherwise cost the organisers circa €11,620 if the event was procured in a different fashion. This saving (often referred to as Social Capital) is not included in our calculations of economic assessment.

The Irish Walled Town Day in Youghal, Co. Cork was a success. It was strongly supported locally with an attendance of 5,417 who got to access their local heritage in an enjoyable and informative manner. KPMG assesses that a relatively small net investment of €15,400 coupled with local volunteers generated an economic benefit of circa €480k. This is a valuable stimulus to both the local and regional economy, coming at a time of falling tourism revenues as a result of both a global economic slowdown and poor summer weather conditions.

The Event is also to be considered a success in terms of strategic context. In terms of European, National and local strategies for the conservation of local built heritage, by highlighting locally the historical importance of Youghal being a walled town and focusing this asset to the town to generate tourism. It succeeds in placing the importance of protection and enjoyment of heritage at the heart of the local community coupled with generating tourism in the Youghal area which in turn will help to address the high level of retail vacancy in the town and the lack of adequate visitor facilities.

# Introduction and Background

## Irish Walled Town Network

The Irish Walled Towns Network (IWTN) was formed in April 2005 by the Heritage Council of Ireland to unite and coordinate the strategic efforts of local authorities involved in the management conservation and enhancement of historic walled towns in Ireland.

## IWTN Day

This is a nationally coordinated programme in which the participating walled towns located within the south of Ireland holds an event of heritage themed activities on the same day in each location. The rationale for the event is to increase awareness and enjoyment of Irelands unique 'heritage product' to visitors and residents, with a particular emphasis on towns which have historic town walls or fortifications or where it is evident that town walls in the past have helped to create unique historic town fabric/settlement pattern, a unique 'sense of place' and upstanding monuments for visitors to explore and interpret.

## Youghal IWTN Day

To date there have been two successful all Ireland walled town days, which have been celebrated across Ireland by hosting family fun days. The largest event of them all is held in Youghal whose event is marketed locally as the Medieval Festival and is geared towards a family fun day.

The main aims of the Medieval Festival are to promote the importance of protecting and enjoying the town wall, and using this valuable asset in the generation of tourism revenue.

In 2008, the Youghal Medieval Festival day took place on Sunday 24 August. The event was held at St. Mary's College Gardens in Youghal, a significant location given its proximity to the town walls which rise behind the gardens.

The event commenced at 12pm. Access to the public was by means of two entrances to the gardens with access being granted free of charge. Productions shown at the event included The Florence Newton Witch Trial Re-Enactment and UCC's Medieval and Renaissance Societies battle siege re-Enactment. Other activities on the day included; Kids Kingdom, Petting Zoo, Maid Marion's Food & Craft Fair, Medieval Fancy Dress Competition as well as performances on stage by local bands and artists.

## Planning and Preparation

Planning for the event commenced early in 2008 with the Heritage Council choosing the date of the IWTN day and the allocation of funds. The production of the Youghal Medieval Festival Business and Development Plan informed the Heritage Council in its' decisions to provide Youghal €13,000 in funding. Youghal Town Council also provided funding of €3,000. This plan outlined the festival concept for 2008 – 2011, as well as organisation, marketing and communication, and financial planning. This plan considered the key successes of the 2007 festival day, and focused on how to develop these successes over the next three years so as to continue and expand the event.

The event is organised by a team of volunteers and contractors working on a mostly part time basis. The festival committee, which is a sub committee of the Heritage Municipal Body of Youghal Town Council, provide the main organisation of the event. Support in the organisation of the event is also provided by the local tourist office, Youghal town clerk's office and the Heritage Council.

## Promotion

Effective promotion of the event is key in attracting visitors locally, nationally and internationally. The event is advertised internationally on both the Bord Fáilte and the Heritage Council & Irish Walled Towns Network webpage. Nationally, an annual Irish Walled Towns Network conference is held by the Irish Heritage Council at which international delegates attend and the Medieval Festival is promoted. Advertisements are placed in the local media. Given the large visitor numbers and the popularity of the festival since inauguration in 2007, the 2008 event was broadcast on national media by the Nationwide programme on Friday 29 August 2008.

## Funding

Funding was provided by means of grant funding from the Irish Heritage Council and from the local council. Rental income was also generated from rental of the food and craft stalls at the festival.

## Operation

On the festival day, effective running of the event relied heavily on local volunteers. A number of meetings and briefings occurred before the event which ensured everybody was aware of their role and responsibility on the festival day. KPMG met with a number of the key members of the organising committee who were providing constant directions to their volunteers. KPMG witnessed a well run festival, competently directed by those in charge with the enthusiastic support of their volunteers. The success of the festival is reflected in the strong numbers of those attending, particularly by those local to the area.

# KPMG Methodology

## Introduction

Below, we set out a full description of how we delivered our high level assessment of the Irish Walled Town Day in Youghal on the 24 August 2008. Our methodology is based on our recent experience and current good practice. The study was carried out in accordance with Fáilte Ireland's guidelines, *2008 Festivals & Cultural Events Initiative – Research Template*.

## Step 1 Project Initiation Meeting/ Agreed schedule of work

We first met with the Heritage Council and its Project Manager, Conor Brennan who informed KPMG about the role of the Irish Walled Towns Network and the Heritage Council and who provided us with the outline of their national programme along with the relevant contact details for the Medieval Festival in Youghal. We then met with Liam Ryan, Youghal Town Clerk on 15 August in his offices in Youghal where we discussed our engagement as consultant to the Heritage Council to perform a high level assessment of the economic benefits of the Irish Walled Town Network's day. We explained our two pronged approach, namely surveying the providers of local accommodation and surveying the general public on the day who are attending the Event. Liam provided the KPMG team with all the information and contact details for the key committee members who are responsible for organising the Event. On the 18<sup>th</sup> of August the KPMG team had a conference call with Catherine Desmond of the organising committee and Senior archaeologist with the Department of the Environment, Heritage and Local Government. Catherine and Aileen Aherne assisted the KPMG team on a daily basis to facilitate the delivery of this assignment.

## Step 2 Background and Information Analysis

KPMG in discussions with Catherine Desmond and Aileen Aherne identified all the relevant strategy and policy documents from a Heritage and Tourism perspective to determine how the Event "fits" with stated government and local policies and direction. It is important to ensure that the strategic context is accommodative to the Event being assessed and that it is in line with national and local policy.

## Step 3 Stakeholder Consultation and Facilitation

KPMG was also cognisant that it needed to consult with the local stakeholders to ensure that all relevant information would be obtained from the providers of local accommodation and members of the public attending the Event on the day. Two separate draft questionnaires was sent in advance of the Event to Catherine Desmond and Aileen Aherne to review. The first one was tailored specifically for the providers of local accommodation and the second was designed to be presented to the members of the general public on the day of the Event. A small number of amendments were made. On behalf of KPMG Aileen Aherne sent the relevant questionnaire to the providers of accommodation in the week prior to the Event. Numerous copies of the agreed General Public Questionnaire were printed and brought to the Event by the KPMG Team.

## Step 4 Fieldwork

A team of two KPMG executives led by the Project Director attended the Event. The Executives initially positioned themselves at the two entrances to the grounds of the Event but then concentrated on the main entrance as this was by far the busier of the two. The Executives approached members of the general public to answer the questionnaire that sought to profile them and identify the expenditure they attributed to the Event. The Executives were supported by Catherine Desmond and members of her team. The team succeeded over the course of three hours of field work to survey in excess of 80 members of the visiting public. The team also witnessed the security personnel dutifully operating the clicker during the course of the day which provided KPMG with the number of 5,417 as being the total number of persons visiting the Event.

## Step 5 Analysis of Data

The datasheets from the field work were collated together and analysed. A few of the datasheets had to be discarded as the data contained would seriously skew the findings of the survey, particularly when the sample results get extrapolated across the entire population of 5,417. For example, one person surveyed was staying in the Youghal area for a six month period which has serious implications for our calculations for average length of stay for the over-nighting public. Our sample was finalised at 80 persons who themselves represented groups totalling 194 persons. We did not analyse the results of the surveys sent to the providers of accommodation as the small number of those respondents made this data unsafe and unreliable for our purposes. We identified four different economic impacts that could be clearly assessed and was directly attributable to the Event. These four impacts relate to accommodation and non accommodation expenditure on the day of the event and not on the day of the Event but still attributable to the Event.

We found the expenditures of non accommodation expenditure as stated by the respondents, and in particular by the local public to be significantly underestimating their spend. We felt a more appropriate estimation of such spend would be that determined by a scientific study by Fáilte Ireland in 2005 and indexed for the years 2006 (4%) and 2007 (4.9%). We felt that their estimations for the costs of accommodation to be far more reliable and those figures we used in our calculations of economic impact.

## Step 6 Presentation of Draft Report and Final Report

We deliver a draft report as we appreciate the importance of obtaining client engagement / prompt approval for the finalised document. Once queries have been addressed and any necessary amendments made the Final Report will be issued.

# Strategic Context

To conduct an Economic Impact Study, it is necessary to take account of the strategic context as well as the objectives of the key interest groups. To determine the strategic importance of the Youghal Medieval Festival an examination of European, National and Local strategies on Heritage, Tourism and Development is necessary. This examination is necessary in order to identify the level of demand for, and appropriateness of, the Medieval Festival Weekend at St. Mary's College Gardens, Emmet Place, Youghal.

In examining the strategic context of the Medieval Festival Weekend, the following strategies were considered;

- European Archway Scheme – GPG Scheme on Conservation, Protection and Enhancement
- Heritage Council Strategic Plan 2007 – 2011
- Irish Walled Towns Network Draft 3 Year Action Plan 2006 – 2008
- National Heritage Plan 2002
- Heritage Regeneration Strategy for Youghal
- Department of Arts, Sports and Tourism, Statement of Strategy 2008 – 2010
- Fáilte Irelands Product Development Strategy 2007 – 2013
- Tourism Policy Review – New Horizons for Irish Tourism, An agenda for action 2003
- Fáilte Ireland South West – Regional Tourism Development Plan 2008 – 2010
- Fáilte Ireland – South West Operational Plan 2008
- National Development Plan 2007 – 2013
- An integrated Development Strategy for Youghal 2008 – 2012

The Youghal Medieval Festival aims to celebrate the importance of the town's rich built heritage with its inhabitants and members of the general public. In locating the medieval festival at St. Mary's College Gardens, the focus of attention is on the town's heritage assets as they permeate around the gardens and set the backdrop to the festival. Raising awareness and appreciation of the town's heritage buildings promotes the strategic aims of the National Heritage Plan and the Heritage Council strategic plan by promoting an appreciation of built heritage assets in Youghal.

Locating the festival in St Mary's Gardens also affords people the opportunity to appreciate the visual beauty of the wall, allowing greater access to the public without detracting from the distinctive and historic qualities of the wall. This is a key vision of the European Archway project.

The main strategic objective of the Irish Walled Towns Network 3 year action plan was to establish a national "Irish Walled Town Festival". The Youghal Medieval Festival has achieved and surpassed this objective by becoming the largest festival of its kind in the Country and also expanding the event to cover two days.

On the main Festival day there were a number of medieval productions which sought to both entertain and educate visitors on the history of the town wall, buildings and the heritage of the area. Visitors attending the productions of the Medieval Festival were encouraged to take part in the productions. This creative use of cultural heritage serves to "promote appreciation of heritage and participation in Heritage week" – a key strategy of the Heritage Council Strategic Plan.

Involvement of the local community was seen as a large part of the success of the Medieval Festival. Local participation ranged from organisation of the event to volunteers working at the event on the main day. There was also participation from local schools in the form of art competitions and local businesses in the form of the food and crafts stalls. Installing a sense of community involvement in the project served to promote local awareness of the local built heritage in the area as well as "engaging the local community to have pride in their town as a place with high quality of living for all" a key strategy of the integrated development strategy for Youghal.

Historically Tourism has been an important contributor to the local economy. Tourism in Youghal along with other Irish coastal towns, has noted a decline over recent years. The 2008 Medieval Festival generated a large influx of visitors to the area for the main day of the festival and also contributed significantly to the demand for accommodation in the Youghal region during the Festival. Our research has shown that of those surveyed, 87% cited the festival as very important to their decision to come to Youghal and the average number of nights accommodation pertaining to people who travelled for the event and were staying overnight was 8.4 nights. Increasing tourism in the region contributes to the mission of Bord Fáilte by facilitating the "development of a competitive and profitable tourism region".

As the Medieval festival is an annual event, it has the potential to grow in popularity year on year. It will also contribute to the vision of the Department of Arts, Sport & Tourism's statement of strategy by supporting "the growth of a competitive and sustainable tourism industry and increasing access to, and participation in culture". It will also serve to promote the town wall, on an annual basis, which will provide another family attraction which will create an overall visitor experience which will be authentic, enriching and memorable.

The Medieval Festival meets the twin goals of "improvement to economic performance, competitiveness, and capacity to generate new enterprise 'winners' from the indigenous sector" as outlined in the national development plan, and "addressing the high level of retail vacancy in the town centre" as outlined in the Heritage regeneration strategy for Youghal. This is largely because of the close proximity of the venue to the town centre. Given the large visitor numbers attracted to the venue, visitors are attracted to the town centre thus increasing business in the local area and also helping with the sustainable regeneration of the area.



# Questionnaire Results

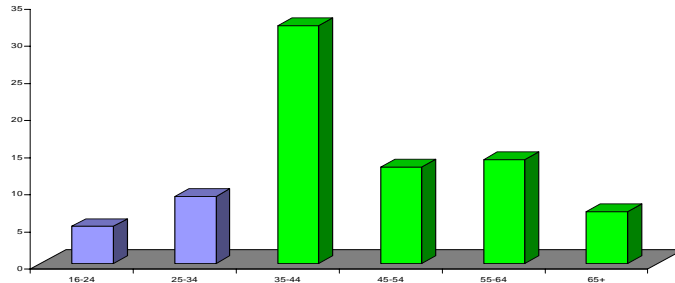
A three page questionnaire was administered to attendees selected at random between 3pm and 6pm on Sunday 24 August 2008 by 2 trained researchers from KPMG led by the Project Director. The number of valid responses obtained was 80.

## Attendance

Attendance at the Medieval Festival on Sunday 24 August 2008 was counted by security personnel in attendance at both public entrances to the park. Numbers attending were counted by method of manual clickers in the possession of each security guard and in total amounted to 5417. In total there were 2.4 attendees with each person surveyed. Extrapolating this average gives a total population of 194 sampled. This covered 3.5% of the population in attendance on the day.

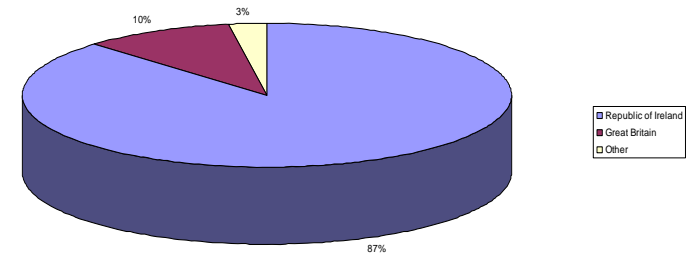
## Social Characteristics, Age, Gender and Origins

Figure 1: Age Distribution



The gender split of those surveyed was 44% male and 56% female. 40% of the respondents fell into the 35-44 age group. Of the remainder, 43% of the respondents fell into age categories above the 35-44 age group and 17% below this age group. Overall 83% of the respondents fell into age categories above 35 years old. An important point to note is that parents of young visitors were surveyed but not the young visitors themselves. These results support KPMG's observations that attendance at the medieval festival is typically families with children and 'empty nesters' couples over 50 with an interest in Irish Heritage.

Figure 2: Origin



Interestingly, of those surveyed 10% of the population came from Great Britain. 87% of attendees came from the domestic market. Of the remainder of the population surveyed, one came from Australia and one came from America.

## Groupings

The social aspect of the Medieval Festival is highlighted in the fact that 89% of attendees attended the event in parties of two or more. Of the total population attending in groups, 59% were attending with families containing children aged 15 years or younger and a further 11% were attending with adult friends or another adult party. Further to those attending with families or friends, 28% were attending with a partner only.

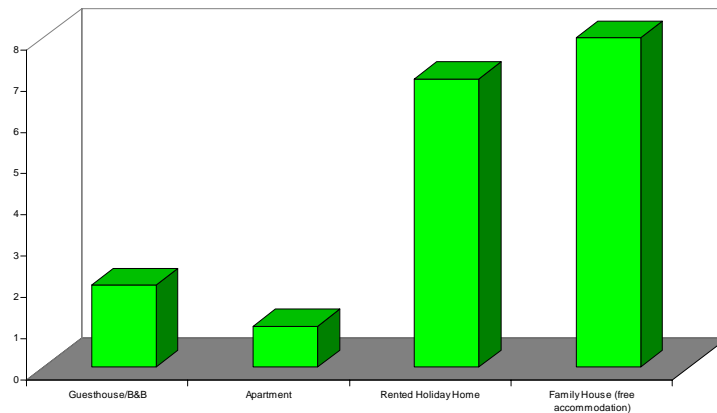
## Accommodation

Accommodation was required in the Youghal area by 23% of those surveyed with the remainder of the population made up of 24% day trippers and 53% locals. Of

## Questionnaire Results (cont'd.)

those requiring accommodation, 55% incurred accommodation related expenditure with the remainder spending the night in free family accommodation.

Figure 3: Accommodation Type



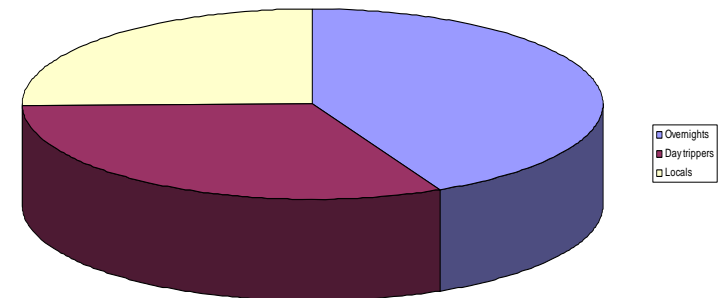
Interestingly, of those who paid for accommodation, 70% stayed in rented holiday homes. The abundance of this type of accommodation can be attributed to the construction boom in the area over the past decade. This trend indicates a preference for self catering accommodation in the area with no respondents staying in local hotels. The demographic attending the Festival is consistent with these accommodation needs, with families needing the flexibility of larger rented accommodation and the older demographic attending typically having the disposable income to afford to rent a holiday home / apartment.

The average cost per bed night in the Youghal region amounted to €24. Considering the extrapolated number of bed nights required over the entire population attending the Medieval Festival amounted to 975, the estimated accommodation related expenditure on the main Festival day amounted to €23,400.

The average stay for those surveyed who incurred accommodation related expenditure was 8.4 days. Excluding accommodation on the day of the festival which is taken into consideration above, the average stay is 7.4 days. Generously adjusting the extrapolated estimated figure to a quarter of the estimation amounts to €43,293.

### Non accommodation related expenditure

Figure 4: Non Accommodation related expenditure

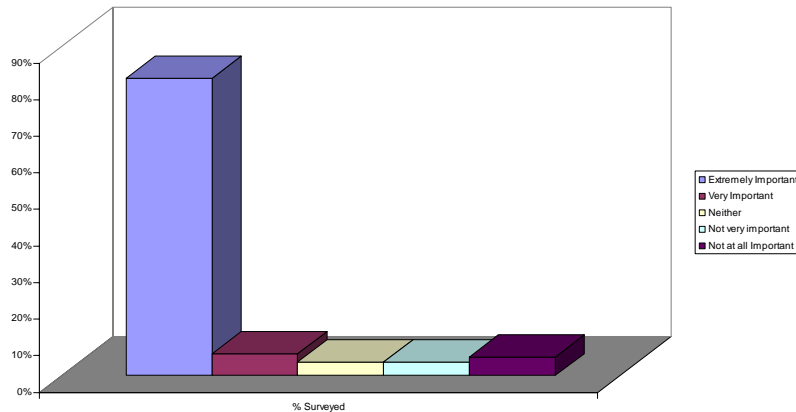


## Questionnaire Results (cont'd.)

Non accommodation related expenditure on the day of the Medieval Festival is based on estimated Per Diem expenditure on Domestic travel by Irish Residents as calculated by the Fáilte Ireland's guidelines - *2008 Festivals & Cultural Events Initiative – Research Template* with the most recent figures available being the 2005 figures which require further adjustments for increases in the CPI in 2006 & 2007. In total, non accommodation expenditure attributable to the Medieval Festival amounted to €173,915. Overnighters from overseas destinations spent the most money on non accommodation related expenditure at €51,744 followed closely by locals at €48,027, then Irish daytrippers at €36,567 and Irish Overnighters at €34,128 with finally overseas day trippers at €3,450.

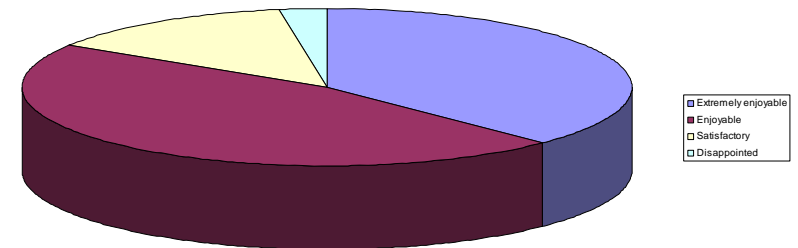
### Attraction and satisfaction levels with the Medieval Festival

Figure 5: Importance of Medieval Festival in decision to visit Youghal



When questioned on the importance of the Medieval Festival in making a decision to visit the area, a staggering 81% stated the Medieval Festival was extremely important in their decision to visit the area. Overall, 87% of those that attended cited the Medieval Festival as at least being important in their decision to visit Youghal on the Festival day.

Figure 6: Overall satisfaction levels with the Medieval Festival



Positively, only 3% of those surveyed were disappointed by the overall Medieval Festival experience. 84% of those surveyed stated that they found the experience either extremely enjoyable or enjoyable. These results are in line with reactions noted from the prior year event in the regional media.

Finally we looked at the advertising which was used to publicise the event. The advertisement which attracted the largest number of visitors was through newspaper advertisements at 40%. Overall print media accounted for 56% of the information needs of attendees, with promotional literature accounting for 14% and guide books 3%. Other methods of advertisement included; word of mouth 29%, radio 8% Fáilte Ireland 5%, and internet 3%.

# Economic Impact Assessment

Attendance at the Medieval Festival was in line with the target market with 83% of attendees aged 35 or older. Rates of expenditure in older age groups is usually higher than other groups due to higher levels of disposable income. Many of those surveyed had families, and most of those surveyed incurred food and entertainment expenses.

## Accommodation expenditure on the day

Accommodation related expenditure, incurred directly on the day of the Festival which can be directly attributed to the Medieval Festival is an important impact to the local economy to be assessed. Ten of those surveyed represented a total group of 34 people that paid for their accommodation and who said that the Medieval Weekend was an important factor in their decision to overnight/holiday in the Youghal area. The survey found that the average spend per person per night was €24 which when extrapolated across the entire numbers attending the Event amounts to **€23,400**.

## Accommodation expenditure not on the day but attributed to the Event

Further to the above, the average number of nights of these same visitors to the area was 8.4 nights. Excluding the above night of the festival, implies an average of 7.4 other nights that needs to be factored into our calculations when assessing economic impacts. Using the average spend of €24 per night and conservatively assuming that only one quarter of this additional spend can be attributed to the Medieval Festival the economic impact is assessed to be **€43,293**. The fact that the average number of nights stayed in the area was 8.4 is encouraging, and shows that events such as the Medieval Festival have the ability attract people to provincial towns for extended holidays of over a week and, significantly, not just for daytrips.

On closer examination of the types of paid accommodation utilised by those the vast majority stayed in rented holiday homes and apartments. No respondent stayed in a hotel.

Another relevant point to note is that of the 18 persons surveyed who required accommodation the Youghal area accommodation 8 of them, who represent a total group of 28 people or 14.4% of the sample population, stayed in free accommodation (friends or family). This further supports KPMG's decision to discount the data gleaned from the providers of accommodation as a reliable source of data for the purposes of this high level assessment.

## Non accommodation related expenditure on the day

We assessed the economic impact of this expenditure by profiling the people surveyed by Country of Origin and length of stay in the Youghal region. It is standard practice to attribute a greater spend to those attending events who are holidaying in Ireland from abroad. It is also standard practice to attribute a larger spend to those Irish visitors who are staying overnight or for longer stays than those who are best described as Irish resident Day Trippers. The deemed Per Diem Spend of these categories has been obtained from the results of the large 2005 Fáilte Ireland Accommodation Survey and indexed for inflation as per the Consumer Price Index. (Source: [www.cso.ie/statistics/conpriceindex.htm](http://www.cso.ie/statistics/conpriceindex.htm))

Another category of persons attending the Event were from the local area itself. KPMG takes the conservative view that since the local population live in or very close to the town that this assessment discounts the deemed Per Diem spend of the Irish Resident Day Tripper down from €29.76 to €20 when calculating the non accommodation related expenditure for the local population. We believe this to be a fair reflection of expenditure by local people on the day as it excludes the costs of travel as most locals will have arrived on foot or incur minimal travel costs when compared with the typical Irish resident Daytripper. KPMG's assessment is that the non accommodation related expenditure on the day of the Medieval Festival amounted to **€173,915**.

This non accommodation related expenditure must be considered in the context of the festival and its contribution to the local economy. Local business was a large benefactor of this expenditure, with some hosting food and craft stalls within the Festival. The local town will also have directly benefited from the influx of visitors to the town on the festival day given its close proximity to the St. Mary's College Gardens where the Event was held. The Festival atmosphere carried through the town on the day and will have contributed to local business. This implies that the Medieval Festival positively contributes to the local economy.

KPMG also assessed the economic impact of the non accommodation related expenditure of those surveyed who said they were staying in the local area for longer than just the day of the Festival and that the Festival was an important factor in their decision to stay in the area in the first instance. We calculated this expenditure to be **€158,862** which is based on the previously stated per Diem amounts for both Irish Resident and Overseas people who are residing in the area for on average 7.4 other nights discounted down to a quarter of that estimated amount. Even though this expenditure has been significantly estimated downwards it still implies a major contribution to the local economy. Given that the average estimated stay was 8.4 days, this expenditure will have significantly benefited local retail and hospitality establishments, as attendees at the Festival will have had a necessity to frequent these establishments during their stay in Youghal.

# Economic Impact Assessment (cont'd.)

## Money Multiplier Effect

It is necessary to take into account when assessing the economic impact of a festival or event the second round effect that the revenues spent by the visiting public has on the local economy. It is normal to apply a multiplier to the estimates of direct impacts. The multiplier applied is usually 20-25%. KPMG has used a multiplier of 20% in assessing this Event as a significant percentage of those sampled came from the local area. 56% of those surveyed were non locals which implies less of an injection of outside money into the local area than other events held in more cosmopolitan cities and towns.

Our high level assessment of the Economic Impact of the Medieval Festival is circa €480,000.

## Social Capital

If the overall success of the Youghal Medieval Festival, as well as the festival's atmosphere which seems to attract so many visitors to the local region is to be maintained, volunteer support is essential. The festival had the support of 28 volunteers in 2008. This support base is an important factor in the Festival's future success and its health should be systematically measured, for example, with reference to local members of local history groups and the number of local history events organised.

If we were to apply a reasonable cost to this volunteer support, or social capital to use a more prevalent term, then we could say that 20 volunteers gave an average contribution of 2.5 working days at 8 hours per day during the course of the festival with a further 8 people at the management committee level giving on average 7.5 full working days in organising the Event. This may be on the upper limits of any estimation, but it does provide a 'ball park' figure when one considers the amount of preparation volunteers gave in advance of the Event (e.g. for preparation of St. Mary's College Gardens and local advertising).

KPMG has learnt from the Event's organisers that approximately 400 hours of volunteer operators are required over the course of the festival along with a further 480 hours by the members of the management committee. If each of the volunteer individuals were only to receive the minimum wage in the Republic of Ireland at the time of the event (€8.65 per hour- source citizensinformation.ie) for their work and those members of the organising committee €17, which they all gave free of charge, this would amount to a total wage bill of €11,620.

This saving, though not included in our calculations for assessing the economic impact of the Medieval Festival, provides further evidence as to the value this Event offers the Heritage Council and local Council for its investment of €17,000. Social Capital plays a critical role in modern day Ireland and is regarded as central to enhancing the cost effectiveness of this type of Event.

## Conclusion

The Irish Walled Town Network Day in Youghal was marketed to the public as a Medieval Festival which took place in St. Mary's College Gardens in Youghal town on Sunday 24 August 2008. The event, the largest of its kind last year was attended by 5,417 members of the general public. It was deemed by the organisers to be every bit as successful as the event in 2007 which was an achievement considering there was a popular GAA fixture that could have significantly detracted from the numbers attending. The Event was also held in the midst of a very poor spell of weather even though the day itself was quite pleasant.

KPMG's high level assessment of the economic impact of the Medieval Festival found that the estimated contribution to the local economy was **€480,000**. This figure is arrived at by including both accommodation and non accommodation related expenses attributable to the Festival both on the day and ¼ of the expenditure not on the day by those who are staying in the area for more than the day of the Event but for whom the Event was at least very important to their decision to locate themselves in Youghal in the first instance. KPMG then applied a money multiplier of 1.2 to this figure to arrive at the final estimation of economic impact.

Examining this figure in the context of grant funding supplied to the local festival organising committee it is noted that in relation to grant funding supplied of €13,000 by the Heritage Council, the return in terms of economic impact is 37 times. Overall funding of the festival amounts to €16,000 with the remaining €6,000 coming from the local town council. This gives a total return in terms of economic impact of 30 times. This returns do not take account of the Social Capital contributed by the local volunteers critical to the delivery of a successful Medieval Festival.

## Schedule of Trader Stalls

S	N :	N T	B	P
		Joanne O' Doherty	"The Green Kiwi"	Coffee, teas, etc
	2	Tricia Feeney		Jewellery
		Richard O Flynn	"Ricky Ices"	Ice-cream
		Thomas Baldwin	"Baldwin's Ice-cream"	Ice-cream
		James Williams		Candy floss
		Mary Kay Solomon	"Sunflower Cookery"	Cookies, cakes
	7	Phillip Little	"The Little Irish Apple Company"	Apples, apple juice
	8	Noreen Oliphant		Yankee candles
		Kevin Kelly		Jewellery
	0	Billy Ruxton		Jewellery

# Schedule of Events and Activities

- **Medieval Display Area**

- 12.00 – 18.00: UCC Medieval & Renaissance Society: Includes: combat display, archery displays, cookery displays & many other medieval events
  - 12.00 – 18.00: Youghal RNLi – ‘Public Trial & Punishment in Stocks!’ (Public Fundraiser)
  - 14.30 – 15.15: Fencing Display
- 

- **The Orchard**

- 13.00 – 18.00: ‘Petting Zoo’ – (Paws & Claws) ‘Hands-on’ petting of domestic and exotic animals and birds
  - 16.30: ‘Lungi’ The Puppeteer (*string puppet show*),
- 

- **Exhibition Area**

- 12.00 – 18.00: ‘Maid Marion’s Food & Craft Fair – hosted by local traders & producers.
  - 12.00 – 18.00: Burnished pottery, kids clay-making, tapestry, painting & calligraphy.
  - 12.00 – 18.00: Prince August Toy Soldier Factory
  - 13.30 – 15.00: Superior Sedan Service (*Cork Circus*)
  - 14.30: Charlie’s Puppet Show (*Repeated at 15.30*)
  - The Knight & The Dragon (*stilt walker & unicycle throughout afternoon*)
- 

- **Main Stage Area:**

- 13.00 – 13.30: The Florence Newton Witch Trial Re-Enactment
  - 14.00 – 15.00: ‘Isis’ (Local Young Band)
  - 15.00 – 16.00: ‘The Bombshells’ – All-girl rock-chick group from Cork City
  - 16.15 – 16.45: The Florence Newton Witch Trial Re-Enactment
  - 17.00: Prize-giving: - Shop Front Window Competition
  - - Fancy Dress Competition
  - Tim O Riordan (Natural Gas) – Irish Traditional Band
- 

- 17.00: Arrival to Gardens of ‘The Youghal Pipe Band’
- 

- (*Teas & Coffees Available throughout the Day in St. Mary’s Collegiate Church*)

- Information desk
- Porta loos
- Red Cross

# Survey presented to the General Public during the Medieval Festival

## Proposed Questions For People Survey

Q.1 Where do you live?

Republic of Ireland	
Northern Ireland	
Great Britain (excl. Northern Ireland)	
United States of America	
France	
Germany	
Netherlands	
Other (Please specify _____)	

Q.2a Overall, how many nights do you intend to spend/have spent in Youghal or surrounding area?

--	--	--

**No. of Nights**

If Q2a>0, THEN ASK

Q.2b. Did you spend nights in Youghal as a result of the Medieval Weekend?

Yes	1
No	2

Q.3 Which of the following types of accommodation are you using while in Youghal?

**RECORD ONE ONLY**

<b>READ OUT</b> Hotel Guesthouse/B&B Hostel Caravan/camping Rented holiday home Other (SPECIFY _____)	
---	--

Q.4a How much did you/your party spend on accommodation in Youghal?

*Please remember to include anything you might have spent using credit cards, or any amount charged to or paid for by a third party outside of the Republic of Ireland, such as your firm.*

**WRITE IN AMOUNT AND NUMBER COVERED BY AMOUNT**

**Amount**

--

**C**

--

**N .**

--



# Survey presented to the General Public during the Medieval Festival (cont'd.)

Q.4b Ignoring expenditure on accommodation, how much did you/your party spend in Youghal?

*Please remember to include anything you might have spent using credit cards, or any amount charged to or paid for by a third party outside of the Republic of Ireland, such as your firm.*

**WRITE IN AMOUNT AND NUMBER COVERED BY AMOUNT**

Amount	
<input style="width: 100px; height: 20px;" type="text"/>	
C	N .
<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

Q.5 Which of the following best describes your party during your stay in Youghal?

Travelling alone	
With Husband/wife/partner	
With family (children under 15 years)	
With adult friends or other adult party	
Other (SPECIFY _____)	

Q.6 How important (on a scale of 1 to 5) where 5 = extremely important and 1 = not at all important, was the Medieval Weekend to your decision to visit Youghal?

5	Extremely important	5
4	Very important	4
3	Neither	3
2	Not very important	2
1	Not at all important	1

Q.7 Which of the following sources of information did you use to find out about the Medieval Weekend?

Travel Agent	
Tour Operator	
Fáilte Ireland/Tourism Ireland/Irish Tourist Board	
Promotional Literature on Ireland	
Advertising	
Please specify whether TV ( ) Radio ( ) or Press ( )	
Travel Programmes on TV/Radio	
Articles in Newspapers/magazines	
Friends, relatives or business associates	
Guide Books	
The Internet	
Other (specify _____)	
Don't know	

## Survey presented to the General Public during the Medieval Festival (cont'd.)

Q.8. Age

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65+	6

Q.9. Gender

Male	1
Female	2

Q.10 How satisfied are you with the Medieval Weekend? (on a scale of 1 to 5) where 5 = extremely enjoyable and 1 = very unhappy?

5	Extremely enjoyable	5
4	Enjoyable	4
3	Satisfactory	3
2	Disappointed	2
1	Very unhappy	1

Q.11 What suggestions do you have to offer the organisers of the Medieval Weekend on how to improve the experience for visitors?

Q.12 What suggestions do you have as regards the potential future uses you would like to see for the Clock Tower in Youghal?

# Survey sent to providers of accommodation

## *Accommodation Survey*

This survey seeks to ascertain the number of people from outside the locality who have come to visit the festival/cultural event. All types of accommodation should be included in the distribution of the survey, with a minimum of three establishments to be included from each of these types of accommodation:

Hotel            Guest house /B&B            Self-Catering            Hostel

(a) How many guests would stay at your establishment on a normal night?

(b) How many additional guests stayed as a consequence of the festival/cultural event?

(c) Country of residence of additional guests?

(d) What was the average bednights the additional guests stayed for?

(e) What was the average spend of guest per bednight on the premises including cost of accommodation, food and beverage?

# Calculation of Economic Impact

Sample of people counted	80
No. of people associated with those surveyed	194
Total people at event	5,417

## Non accommodation related expenditure on the day

Type	No. of people surveyed	No. of people associated with those surveyed	% of full sample (194)	% By Total (5,417) amount of people	Average Spend per Person	Total Estimated Spend
Irish Resident Overnights	9	32	16%	894	€38	€34,128
Irish Resident Day trippers	18	44	23%	1,229	€29.76	€36,567
Locals	43	86	44%	2,401	€20.00	€48,027
Overseas Day tripper	1	2	1%	56	€61.77	€3,450
Overseas Overnights	9	30	15%	838	€61.77	€51,744
	<b>80</b>	<b>194</b>	<b>100%</b>	<b>5417</b>		<b>€173,915</b>

## Accommodation expense attributable on the day

No of parties who paid for accommodation	No. of people associated with those surveyed	% of full sample (194)	% By Total (5,417) amount of people	Average Spend per bed night	Total Estimated Spend
10	34	18%	975	€24	€23,400

## Accommodation expenses attributable to the event not on the day

Total Number of parties who spend nights in Youghal as a result of the Medieval Weekend and paid for accommodation	No of people associated with those surveyed	% of full sample (194)	% By Total (5,417) amount of people	Average Spend per Person	Average length of stay - excl Medieval Day	Total Estimated Spend
10	34	18%	975	€24	7.4 nights	€173,171

## Non accommodation expenditure attributable to the event not on the day

Total Number of parties who spend nights in Youghal as a result of the Medieval Weekend	No of people associated with those surveyed	% of full sample (194)	% By Total (5,417) amount of people	Average Spend per Person	Average length of stay - Medieval Day	Total Estimated Spend
8	32	16%	894	€38	7.4 nights	€52,546
9	30	15%	838	€62	7.4 nights	€82,903
<b>Total</b>						<b>€635,449</b>

Note: Average spend €38 for Irish resident visitor and €62 for Overseas visitor

## Summary

1	Non Accommodation Related Expenditure on the day	€173,915
2	Accommodation expense attributable on the day	€23,400
3	Accommodation expense attributable to the event not on the day	€13,293
4	Non Accommodation expenditure attributable to the event not on the day	€158,862
	<b>Total</b>	<b>€399,470</b>
	Money Multiplier	1.2
	<b>Economic Impact</b>	<b>€479,364</b>



# **FETHARD WALLED TOWN MEDIIEVAL FESTIVAL 2008**

## Report & Analyses





FETHARD WALLED TOWN

# MEDIEVAL FESTIVAL 2008

Report & Analyses



## Background

Fethard's Walled Towns Festival arose from an initiative of The Heritage Council in setting up the Walled Towns Network. This grouping of 21 Irish towns places an emphasis on their medieval heritage in terms of buildings, walls, carvings and history. This heritage is both preserved and celebrated through the Network who have designated Walled Towns Day to coincide with the first Sunday of Heritage Week which falls towards the end of August every year.

Fethard is one of the few towns whose town wall circuit is almost complete and where medieval buildings are still in use. The town's medieval fabric is very visually apparent unlike many other historic towns. There is also a very active historical society 'The Fethard Historical Society' who were keen to promote the medieval aspect of the

town. Fethard has a long history of running a Carnival. This carnival was an annual event up to a few years ago and the Community Council were delighted to participate in a revival, albeit in a slightly different format.

Fáilte Ireland when introduced to the town's potential as a tourist destination gave its support from the outset. The festival organisers are also fortunate in having the support from South Tipperary County Council with staff members Julia Walsh, Outreach Education Officer with the County Museum and Labhaoise McKenna, Heritage Officer on the Festival Committee.



### **Space and Location**

Fethard lends itself as a wonderful natural location for a festival as there is a spacious green area along the South Wall, through which the Clashawley River flows. This natural flat open space abuts the 13<sup>th</sup> century Trinity Church, a mural tower, two castles and a medieval town house. With heraldic flags hanging from the town wall and flags of the four provinces hanging from the corners of the church tower, the area becomes festive in a very natural and contained way.





### Aims

- *The ambience to be colourful, high quality, largely non-technological and with a strong element of participation*

Interactive events included shell mandela, puppet show, archery target practice, historical reenactments, river walks, willow workshops and other workshops and demonstrations of medieval crafts. There were also organic food and information stalls.

- *To engage with all age groups and make it a family day*

People of all ages are encouraged to dress up and join in the parade. The focus to date has been on heraldry with the children carrying beautifully illustrative shields that they have made themselves earlier on the year under the guidance of local artists Pat Looby and Austin McQuinn.







The festival appeals to a broad audience by adding a modern flair through music. Two local youth bands *Naked Mr. America* and *Zero Tolerance* played in the Square before the parade began. The historical reenactments and target practice also had a broad age group appeal. The presence of five wolf hounds that had led the parade caught the attention of teenage boys in particular. Food prepared by the local rugby club was available at a reasonable rate. Families and friends sat around the food area chatting and listening to the *Lee Valley String Band*.





- ***To have events and talks of historical interest***

Paul Dooley, acclaimed harpist and expert on the medieval harp gave a very enjoyable and well-attended talk and recital on the Irish Harp in Trinity Church on Saturday night.

- ***To encourage as many local groups as possible to be involved***

Momentum is gathering with the festival and groups are on board to lend a hand. The local rugby club did delicious discount catering and there were farmers market stalls selling their homemade goodies. Macra na Feirme provided a medieval stocks where sponges were thrown at various willing volunteers! There was also a wide variety of novelty tents such as fortune telling, Fair Trade and felting. Local landowners are on board and provided access to land, electricity supplies etc. Live music was also held during the weekend at the famous McCarthy's hotel.





- ***Schools Project — Heraldic Parade***

One of the main features of this year's festival was the Medieval Heraldic Parade from The Square to the Town Wall via Main Street and The Valley. The parade included a large variety of Heraldic Coats of Arms made by the pupils of St Patrick's Boys School, Nano Nagle National School and Killusty National School under the direction of project manager and local artist, Pat Looby.

- ***Artistic input - events to maintain a high visual and musical quality***

The festival is a very visual one and emphasis is placed on the visual aspect and this is evident in the posters, publicity, concerts, exhibitions and in the Parade. This year two French musicians - Douç'amor - dressed in medieval costumes and were flown over for the weekend which they thoroughly enjoyed. They played informally around the town and also played at the concert in Trinity Church. They have experience of playing at medieval festivals in France, such as Carcassonne and are very helpful in providing feedback and advice on our event. Members of the festival committee have done research on medieval festivals in France and we are gathering ideas, feedback and proposals for next year's event.





- ***To increase the tourist footfall to the Fethard Region***

The festival was coordinated with the walled town day at nearby Cashel. Cashel held a morning event to mark the day. Seamus Meagher, Chairman of the Walled Towns Network and staff of South Tipperary County Council organised a bus to bring people to Fethard for the afternoon's festivities. The festival also attracted tourists from abroad who were holidaying in the area. Local councillors also attended the event to give their support to the initiative.





### **Additional Local Services for Tourists**

Two new B&B's and a restaurant have opened in the town since the last Festival and all have reported a considerable increase in business as a result of visitors attending the Medieval Festival.



## Current Projects underway

Graphic Artist Frank O'Reilly, who designed this year's poster, has expressed an interest in creating a virtual three-dimensional digital model of Fethard Town Wall as it would have looked in its completed state. This could be used as an ongoing exhibition and tourist attraction and also ideal for online virtual tours and detailed educational guides of medieval features in the town. The project is subject to available funding at an estimated cost of €9,000, would take nine months to complete and be a terrific attraction to launce Fethard Walled Town Medieval Festival 2009. Possibilities are being investigated.

Gerard Crotty who gave a guided tour of the heraldic coats of arms has almost completed his research on Fethard. The booklet on Fethard's Coats of Arms should be published in the near future.

Historian, Michael O'Donnell has almost completed the definitive 'History of Fethard' which is due to be published in 2009.

## Publicity

The committee has access to a rich vein of publicity as festival committee member and Community Council representative Joe Kenny collates a full page on Fethard News every week in The Nationalist Newspaper. Joe also runs the Fethard website, dedicated to emigrants from the parish [www.fethard.com](http://www.fethard.com) and has over 1300 visitors per day.



A festival t-shirt was also sold on the day and online to spread the word of the Medieval Festival and Walled Town. The festival has grown from being a one-day event in 2007 to a weekend festival in 2008.

This year the use of advertising on local radio station Tipp FM was a big benefit and also was a gateway to appear on various radio programmes to talk about the festival and highlight individual events.

### Childrens Art Competition

A medieval drawing colouring competition for South Tipperary school children was promoted in local newspapers and in local towns to also promote the Festival Day events. The entry forms / festival flyers were distributed to shops in all the local towns surrounding Fethard and were also available to download from the Fethard Website for those further afield.



## Ceramic Exhibition

A ceramic exhibition created by a group of local artists was opened in the Tholsel - Town Hall (this is one of the oldest buildings in public ownership in the country) on the first evening of the festival. There was a medieval theme to the pieces on display which included totem poles illustrating the town walls of Fethard and Cashel.



The launch of the exhibition, at which French duo Doulç'amor played medieval music prior to the Harp Concert in Trinity Church. The ceramic exhibition remained open the following week. The Town hall is in a very focal position in the town and was able to double up as an *impromptu* tourist office for the duration of the exhibition.

## Audience and Visitor Research

This year we engaged Ms Edwina Newport BScRD, Rural Development Consultant, to co-ordinate the audience & visitor research to use for planning future events. This study sampled a cross section of those attending the festival and the findings were analysed at a post festival meetings with the committee.

## Participatory Post Festival Assessment Meeting

The festival committee met to assess the festival and Audience & Visitor Research on Thursday 11<sup>th</sup> September. This gave everybody a chance to gather feedback from people who had attended, visitors, friends etc.

Festival committee members participated in a mapping exercise to run through the day. Members highlighted things that were:

- *positive and worked well;*
- *things that didn't work well;*
- *areas to be developed or improved.*





### **Lessons learned**

It was found that most of the stalls and workshops were located in the right place to suit their activity. Some activities are restricted to certain locations by their nature – such as archery needing to run along side the river. Much of the locations were chosen on the success of the 2007 event.

High interest events were spread out to generate as much movement of visitors as possible. The reenactors moved through the crowd to gather a following and to herald the beginning of their display.

It was noted that lesser events could not compete against the bigger events and this will be factored into the scheduling of next year's programming. The wildlife walks for example were run at the same time as the reenactment and this is something we will rectify for next year. We think that the wildlife walks are more suited to the morning time before the parade. We have learned now from experience that the parade gathers all the footfall of visitors in the town and brings them to the main site. Therefore all periphery events need to happen before the parade.

## **Festival Budget 2008**

Heritage Council Grant	€10,000.00
Failte Ireland	€5,000.00
South Tipperary County Council	€1,150.00
Fethard & Killusty Community Council	€3,026.10
Fethard Historical Society	€200.00
Private Sponsorship	€1,000.00
Income from events	€951.00
<b>The 2008 budget totalled</b>	<b>€21,327.10</b>

All monies were spent in accordance with conditions of grants and receipts were kept. The festival committee broke even with the 2008 festival.

## **Did we reach our Goals & Objectives ?**

### **Goals**

- *Our main goal to promote Fethard as a Walled Medieval Town was certainly achieved by the advertising campaigns on radio, newspapers, Fethard Website, colourful posters, fliers, art-competition and by wearing our specially designed 'Fethard Walled Town' t-shirts.*
- *We attracted a large number of foreign tourists to Fethard on the day who were able to avail of informative tours of the town and also access the many medieval buildings that were opened for the festival.*
- *We would like to further highlight the fact that Fethard's town walls are 90% in tact by featuring online virtual tours and a virtual reconstruction of the walls for next year's festival if funding allows.*

### **Objectives**

- *Our main objective was to increase the amount of activities this year and in doing so, also increase the number of visitors to the festival. This year we attracted over 1,400 people to the festival, which was a 40% increase on last year. We also increased our activities and events by extending the festival to include Saturday events. These also encouraged visitors to stay in local accommodation that were happily all booked out for the weekend.*
- *Local participation in the Festival Medieval Parade has also increased dramatically and we have plans to extend the parade next year to include floats and animals. Fethard has a long tradition for Carnival Fancy Dress Parades from the 1950s to the 1980s when*

*they acknowledged as being among the best in Munster.*

- *This year there is an apparent realisation among local business people that Fethard does have a great tourist potential which is reflected in the increase in local B&Bs and Restaurants opening in the area.*

### **Where to go from here?**

The festival committee thoroughly enjoyed this year's event and are all on board for 2009 in a similar format to this year that can also grow to accommodate more events while still remaining an attractive family event catering for all ages. We also feel that by joining Aoife we will have a good source of material to help us plan and market our Fethard Walled Town Medieval Festival 2009.

Funding will remain a crucial part of organising effective festivals that will compare with our last two. The delayed decision on when next year's 'Heritage Week' will take place has resulted in festival's like this missing the deadline for inclusion in the 2009 Fáilte Ireland National Calendar of Events.

We look forward with optimism and anticipation of continued funding to start planning next year's event.





## Fethard Walled Town Medieval Festival

On Sunday 24th August a Medieval festival will be held in Fethard town to celebrate Irish Walled Towns Day, with events to suit all ages.

The day will commence at 11am with the launch of an exhibition of ceramic works by Dóirín Saurus and her students in the Town Hall.

During the day there will be a talk and tour of the local flora and fauna by Shay Hurlley and Liam Burke.

A Fancy Dress Parade through the town is scheduled to start at 2pm and will be led by heraldic shields made by local primary school children, hunting horns and Irish Wolfhounds. A competition will be held for the best-dressed medieval costume in the parade. Prizes will be awarded to: Best Male Adult, Best Female Adult, Best Male Child and Best Female Child.

The parade will culminate in a medieval fair by the town walls to include events such as battle re enactments and traditional craft stalls such as silver smithing, weaving, wood carving and turning, basket making, leather working, butter making, willow work and a Farmers market.

There will also be street entertainers including puppeteers, a chance to try your hand at archery, music by local bands and The Lee Valley Band as well as visiting Medieval French musicians. Food will be

available on the day. A large colourful Shell Mandala will be created by the Town Wall during the day also. So come along and celebrate Fethard's rich heritage and the last few days of the summer.

The Fethard Walled Town Medieval Festival is organised by Fethard & Killusty Community Council and part funded by the Heritage Council of Ireland, Fáilte Ireland and South Tipperary County Council.

In conjunction with the day, South Tipperary County Museum are hosting a colouring competition for 6 year olds and over. Entry forms are available from the County Museum, Mick Delahunty Square, and in local newspapers.

Completed entries must be submitted to the County Museum by 4pm on Saturday 16th August.

Make sure to put name, address and telephone number on reverse. The use of crayons, markers, colouring pencils and paint is permitted. If printing off from the web max size is to be A4. <http://walled-townsdays.com/competition/>

Select either the picture of the Withdrawing Room or Clifford Knight at Tournament as the entry into the Competition. The competition is open to 6+ year olds. Prizes will be awarded to 1st, 2nd and 3rd subject to sufficient entries. Judges decision is final.



## Ready for Walled Towns Day Medieval Festival



Preparations are very much underway for the 23rd Walled Towns Day Medieval Festival in Fethard which will be held on Sunday 23rd August. Children from the local schools have been busy preparing their heraldic banners for the Fancy Dress Parade and costumes are started to cover the parade and join in the medieval spirit of the day. There are lots of prizes to be won the best costumes etc.

Bands compete will take place on Saturday 22nd August to kick off the festival. At 8pm the distinguished Irish Harpist Paul Dooley will give a special concert at the Holy Trinity Church of Ireland. Tickets are €10 each. There will also be a 'Battle of the Bands' on Saturday afternoon by the Town Wall. The local bands will also give an outdoor morning outside the Town Hall from 11 AM to 1pm.

We are also pleased to see many interesting performances from our French musicians 'Doul'Amor' who will entertain on Main Street and in the Town Wall over the weekend. On Sunday the renowned 'Lee Valley String Band' from Cork will give their particular type of Old Time and Bluegrass music by the Town Wall. We will also have the usual craft and food stalls along with archery, puppeteers, nature walks, shell mandala making and fun for all the family. Tell your friends to come along.

The evening of the Walled Towns Day Medieval Festival is coordinated by Fethard & Kilbarrick Community Council and made possible through the help and support from the Heritage Council of Ireland, Fethard, South Tipperary County Council and Fethard Historical Society.

People of St. Patrick's Boys National School proudly displaying some of their heraldic banners they have prepared for this year's Medieval Festival Fancy Dress Parade in Fethard on Sunday 24th August.

### Paul Dooley recital kicks off Medieval Festival

As part of the Fethard Walled Towns Day Medieval Festival, the renowned Irish Harpist Paul Dooley, will give a special concert at the Holy Trinity Church of Ireland in Fethard at 8.15pm on Saturday 23rd August.

Paul Dooley is one of the very few Irish people who play the Irish harp as an historical instrument and made his debut during the early 1980s and has built a career in the harp. He started his performing career on the metal-strung harp in 1985 and has appeared on numerous CD recordings and television appearances.

His repertoire consists mainly of traditional Irish dance music, including jig and reel, some of which he has learned from recordings and personal study but mostly learned from when he was a young boy. He has also studied the construction of medieval Irish harps in Dublin during the early 1980s and has built several harps. He has also performed on the harp at various venues in Ireland and abroad.

Paul will talk about the history of the instrument and this event promises to be a unique and enjoyable part of the Medieval weekend. Tickets are €10 each.

### Battle of the Bands

A Battle of the Bands will take place in the Walled Garden at the Catholic on Saturday 23rd August in conjunction with Fethard Walled Towns Day Medieval Festival. Bands that wish to enter can send a demo to Vincent at McCarthy's Hotel or to Premier Music Store in Clonmel. Ten bands will be chosen to battle it out. The entry fee is €50 per band, only payable if the band is accepted into the competition. First prize is studio time to record a demo with a professional sound engineer. Admission is €5.

# Photo Corner

## Fethard Walled Town Medieval Festival

Fethard will hold their Walled Town Medieval Festival on 23rd and 24th August and promises to be bigger and better than last year's very successful event. This year's Fancy Dress Parade will be led by five Irish Wolfhounds — a massive, muscular dog, the Irish Wolfhound is one of the tallest breeds in the world. This gentle giant can reach the size of a small pony. Standing on his hind legs the Irish Wolfhound can reach

up to 7 feet tall. The parade will start from outside the Town Hall at 2pm where local bands 'Zero-Tolerance' and 'Naked Mr America' will also play their music from 12 noon to 1.30pm.

Extra events will take place on Saturday 23rd August to kick off the festival. At 8pm Irish Harpist Paul Dooley will give a special concert with special guest musicians 'Doul'Amor' from France in Holy Trinity Church of Ireland. Tickets are €10 each available from Fethard Post Office. There will also be a 'Battle of the Bands' on Saturday afternoon by the Town Wall. Bands that wish to enter can send a demo to Vincent at McCarthy's Hotel or to Premier Music Store in Clonmel. Ten bands will be chosen to battle it out. The entry fee is €50 per band, only payable if the band is accepted into the competition. First prize is studio time to record a demo with a professional sound engineer. Admission is €5.

On Sunday the renowned 'Lee Valley String Band' from Cork will play their particular type of Old Time and Bluegrass music by the Town Wall. We will also have the usual craft and food stalls along with archery, re-enactors, puppeteers, nature walks, shell mandala making and fun for all the family. Tell your friends to come along. On Sunday night the festival will close with music by Aidan Ward and his guest musicians from Galway.

The Walled Towns Day Medieval Festival is part-funded by the Heritage Council of Ireland, Fethard, South Tipperary County Council.

#### Paul Dooley in Concert

As part of the Fethard Walled Towns Day Medieval Festival, the distinguished Irish



Harpist Paul Dooley, will give a special concert at the Holy Trinity Church of Ireland in Fethard at 8.15pm on Saturday 23rd August. Two visiting French musicians 'Doul'Amor' will also perform on the night before Paul. The night will commence with a cheese and wine reception at 8pm.

Paul Dooley is one of the very few Irish people who play the Irish harp in its historical form and style and studied the construction of medieval Irish harps in Dublin during the early 1980s and has built several harps. He started his performing career on the metal-strung harp in 1985 and has appeared on numerous CD recordings

and television soundtracks. His repertoire consists mostly of traditional Irish dance music, including jig and reel, some of which he has learned from recordings and printed music but mostly learned from other musicians; pipes, flute players and fiddlers. This music proves a real challenge for any type of harp and consequently hasn't been explored very much on the instrument.

Paul will talk about the history of the instrument and this event promises to be a unique and enjoyable part of the Medieval weekend. Tickets are €10 each available from Fethard Post Office Tel: 0522 31237.



Paul Dooley will give a special concert at the Holy Trinity Church of Ireland



Fancy Dress Parade



## Music for all tastes

Dublin City Ramblers will play in Lonergan's Bar (outdoors) on 16th August. Tickets at €10 are on sale at the bar. This is a great opportunity to get to hear the Dublin City Ramblers who have thrilled audiences worldwide with their unique blend of ballads, folk, humour, wit and foot-tapping music. Their impressive career has spanned more than 35 years, with over 30 albums, top ten hits, several awards for best Ballad/Folk Group and, to top it all off, eight gold albums.

Willy and the Poor Boys (also known as Back Door) will play outdoor at McCarthy's on the same night, Saturday 16th August, so all tastes in music are catered for. This session will mark the end of Fethard Rugby Club's Tag Rugby festival for the over-35s (with younger ladies I hasten to add). It is also the night before Tipperary's All Ireland semifinal match in Croke Park against Waterford. Admission is free. Details of the Trust Golf Classic will be announced during the coming week.



## Irish Wolfhounds to lead Medieval Festival parade

This year's Walled Towns Day Medieval Festival Fancy Dress Parade will be led by five Irish Wolfhounds — a massive, muscular dog, the Irish Wolfhound is one of the tallest breeds in the world. This gentle giant can reach the size of a small pony. Standing on his hind legs the Irish Wolfhound can reach up to 7 feet tall!

The parade will start from outside the Town Hall at 2pm where local bands 'Zero Tolerance' and 'Naked Mr America' will also play their music from 12 noon to 1.30pm.

Extra events will take place on Saturday 23rd August to kick off the festival. At 8pm Irish Harpist Paul Dooley, will give a special concert with special guest musicians 'Doula'Amor' from France in Holy Trinity Church of Ireland. Tickets are €10 each available from Fethard Post Office. There will also be a 'Battle of the Bands' on Saturday afternoon by the Town Wall.

On Sunday the renowned 'Lee Valley String Band' from Cork will play their particular type of Old Time and Bluegrass music by the Town Wall. We will also have the usual craft and food stalls along with archery, re-enactors, puppeteers, nature walks, shell mandala making and fun for all the family. Tell your friends to come along.

The Walled Towns Day Medieval Festival is part-funded by the Heritage Council of Ireland, Fáilte Ireland and South Tipperary County Council.

**Pictured right: Mathew Mc Grath, John Mc Grath, Miriam Looby (front)Caellán Mc Grath Kate Looby and Colette Looby in their costumes for Fethard's Medieval Festival Parade on the 23rd of August**

## Paul Dooley joined by French guest musicians

As part of the Fethard Walled Towns Day Medieval Festival, the distinguished Irish Harpist Paul Dooley, will give a special concert at the Holy Trinity Church of Ireland in Fethard at 8.15pm on Saturday 23rd August. Two visiting French musicians 'Doula'Amor' will also perform on the night before Paul. The night will commence with a cheese and wine reception at 8pm.

Paul Dooley is one of the very few Irish people who play the Irish harp in its historical form and style and studied the construction of medieval Irish harps in Dublin during the early 1980s and has built several harps. He started his performing career on the metal-strung harp in 1986 and has appeared on numerous CD recordings and television soundtracks.

His repertoire consists mostly of traditional Irish dance music, including jigs and reels, some of which he has learned from recordings and printed music but mostly learned from other musicians: pipers, flute players and fiddlers. This music proves a real challenge for any type of harp and consequently hasn't been explored very much on the instrument.

Paul will talk about the history of the instrument and this event promises to be a unique and enjoyable part of the Medieval weekend. Tickets are €10 each available from Fethard Post Office Tel: (052) 31217.



## New Ursuline General Superior from Fethard

Sr. Margaret O'Brien OSU, of the U.S. Province, is the eldest daughter of Pat O'Brien from The Valley, Fethard, and was recently elected General Superior at the recent General Chapter of the Ursuline Sisters of Tildonk in Belgium on August 5, 2008.

The Ursuline Sisters of Tildonk minister in India, the Democratic Republic of the Congo, Belgium, Canada, United States and Guyana.

John Cornelius Martin Lambert, a holy priest of Tildonk, Belgium, founded the Congregation of the Ursuline Sisters of Tildonk on 30 April, 1818. After 1900, new foundations were established in India (1903), Canada (1914), and the United States of America (1924). In 1935 four young Fethard girls,

Paula Carey, Nuala O'Brien, Kitty McCarthy and Monica Kevin sailed from Cobh to join the Ursuline Order in New York. In 1995 all four happily celebrated sixty years in religious life. Sr. Vincent McCarthy died in 1999. The other three, Sr. Paula Carey, Sr. Philomena O'Brien and Sr. Monica Kevin are still based in New York with Sr. Margaret O'Brien.

**Sr. Margaret O'Brien O.S.U. photographed with her father, Pat O'Brien, from The Valley, Fethard.**

## Fethard Walled Town Festival this weekend

This year's Walled Towns Medieval Festival will take place on this coming weekend Saturday 23rd and Sunday 24th August.

On Saturday 23rd August the festival will kick off with a 'Battle of the Bands' from 2pm to 6pm by the Town Wall Marquee or in McCarthy's Walled Town Garden if the weather is favourable. At 8pm distinguished Irish Harpist Paul Dooley, will give a special concert and talk in Holy Trinity Church of Ireland.

Paul Dooley is one of the very few Irish people who play the Irish harp in its historical form and style and studied the construction of medieval Irish harps in Dublin during the early 1980s and has built several harps. He started his performing career on the metal-strung harp in 1986 and has appeared on numerous CD recordings and television soundtracks.

His repertoire consists mostly of traditional Irish dance music, including jigs and reels, some of which he has learned from recordings and printed music but mostly learned from other musicians: pipers, flute players and fiddlers. This music proves a real challenge for any type of harp and consequently hasn't been explored very much on the instrument.

Admission includes a cheese and wine reception and a recital from special guest musicians 'Doul'Amor' from France. Tickets are €10 each and are available at the door or from Fethard Post Office.

An exhibition of beautiful ceramic pieces will also open in the Town Hall at 6pm.

The highlight of the weekend will be the Fancy Dress Parade at 2pm on Sunday led by five Irish Wolfhounds followed by students from the local students of St. Patrick's Boys School, Nano Nagle Primary School and Killusty National School displaying their colourful heraldic plaques made under the supervision of local artist Pat Looby. We invite adults and children

to also take part in the fancy dress parade from the Town Hall to the Town Wall where we will have lots of family entertainment. There are lots of prizes for the best individual adult and child entries. The Fancy Dress Parade is open to all ages and will start from outside the Town Hall at 2pm where local bands 'Zero Tolerance' and 'Naked Mr America' will also play their music from 12 noon to 1.30pm.

The renowned 'Lee Valley String Band' from Cork will entertain by the Town Wall from 3pm to 5pm with their particular type of old time and bluegrass music. The current line-up includes original member Chris Twomey autoharp; Mick O'Brien, guitar; Mick Daly, banjo; Kevin Gill, dobro; Hal O'Neill, fiddle (brother of Anne Connolly, Fethard Post Office, and Eoghain O'Neill from Moving Hearts); Brendan Butler, mandolin and Pete Brennan, bass. Chris, Brendan, the two Micks, Kevin and Pete all share vocal duties. The band featured on the Hummingbird / RTE project 'Other Voices 3', on RTE television in April 2005, and in July of that year, they shared the stage of the Cork Opera House with The Blind Boys Of Alabama.

On Sunday we will also have the usual craft and food stalls along with archery, re-enactors, puppeteers, nature walks, shell mandala making and fun for all the family. Tell all your friends to dress up and come along.

On Sunday night Aidan Ward makes a welcome return to his hometown with a group of friends from Galway who will join him on stage at 9pm for what promises to be a great show. This concert will also be by the Town Wall and in McCarthy's Walled Garden if weather permitting.

Fethard Walled Towns Day Medieval Festival is part-funded by the Heritage Council of Ireland, Faoite Ireland and South Tipperary County Council, for which we are most grateful.

## Aidan Ward at the Medieval Festival

Fethard musician Aidan Ward returns for his annual visit this weekend to play for the Walled Town Medieval Festival. Aidan threw in the safe pensionable job as an engineer over two decades ago and took his chance in the world armed with only his voice and a guitar. He is currently based in Connemara, but has worked as a musician all over the globe.

The team of musicians

travelling with him seems to be expanding each year. This year he is bringing Tom Portman on guitar and dobro, the jazz duo 'Some Like it Hot' which is comprised of Rick Dunkley on bass and Eithne Hanngan on violin, also playing will be Dave Donoghue on harmonica and vocals, Fionn Cooney on percussion and Keith Colville on guitar. Most of these musicians can be checked out on their various MySpace pages.

Aidan plays and records regularly with all of these musicians, but this is the first time that they will all be on the same stage together. The last two gigs have been an overwhelming success. The venue for the gig is McCarthy's Medieval Garden or the Marquee by the Town Wall if the weather is poor. Tickets are €10 from McCarthy's or at the door on the night.

## Battle of the Bands

A Battle of the Bands will take place on Saturday afternoon in McCarthy's Medieval Garden (or in the Marquee by the Town Wall if the weather is inclement) as part of the Walled Town Festival. Five bands will take to the stage, kicking off at 2pm. The entry fee is €5, payable on the door.

The bands are 'Push to Break', 'Deadbeat', 'Naked Mr America', 'Zero Tolerance' and 'The Loaded Kings'.

Thanks to South East Scaffolding for building the stage and Premier Music in Clonmel for the sound and lights.



### Minister impressed with Fethard Youth facility



Minister for Children and Youth Affairs, Mr. Harry Andrews TD photographed with members of Fethard & Killybeggy Community Council on his visit to Fethard Youth Project on Friday 22nd August. In R: Aidan McQuillan (Forliffe Youth Services), Joe Kenny (Chairman Fethard & Killybeggy Community Council), Cllr John Fahy, Cllr Martin, Cllr Siobhán Ambrose, Abby McKay, Mr Harry Andrews, Minister for Children and Youth Affairs, Deputy Mayor, Mairéad McGrath TD, Cllr Jimmy O'Brien, Cllr Tom Ambrose, Chairman of South Tipperary County Council, Sean Ryan and Matthew Ryan (Assistant).

### Young Musicians Shine at Festival

First bands took part in a Battle of the Bands at the Medieval Wall last weekend. Naked Mr America, Zero Tolerance, Deadbeat and the High Kings displayed a wealth of musical talent. The winner amongst the youth was the band, which allowed the event to take place. The crowd that gathered to hear the bands were treated to four well-rehearsed acts. There was little difference between the bands in the end, but Naked Mr America just had the edge on the other bands. They won the first prize of a full day's recording in Blue Room Studio with sound engineer Andy Kavanagh. Who knows if we might just have witnessed Ireland's next U2 or Westlife act that will be a hit next Saturday afternoon.

Both Zero Tolerance and Naked Mr America performed outside the Town Hall on the Sunday afternoon of the festival. The crowd that gathered were amazed by the singing guitar solo's from Zero Tolerance's three guitarists, especially on the Lynard Skynard track 'Trainwreck', which was well complemented by drums and bass.



Naked Mr America band who were overall winners in the 'Battle of the Bands' at Fethard Walled Town Medieval Festival. In R: Matt O'Sullivan, Lory Kenny, Jack O'Sullivan, Brian Rogers and Claran Leahy.

# Walled Town Festival blessed with good weather



Photographed at the official opening of Ceramic Exhibition at Fethard Town Hall were L to R: Sarah Marple, Eka Wilson, Diarie Saxeas and Lorraine McKenna (Heritage Office South Tipperary County Council).



Aislinn Ward and his great musicians L to R: Eithne Hanrahan, Dave Donoghue, Tom Purkins, Keith Cobble, Eileen Conroy and Aidan Ward.

This year's Walled Town Medieval Festival was again blessed with good weather and immediate community support. The event was co-ordinated by Fethard & Killybeggy Community Council and run by a sub-committee comprising of individuals from various organisations including Fethard Historical Society and South Tipperary County Council.

The first event this year commenced at McCarthy's Walled Garden with a splendid 'Battle of the Bands' showcasing the very talented musical stars of the area. The audience of enthusiastic fans (and parents) were treated to a very entertaining afternoon of music.

At 6pm local police, Donie Saxeas, official opened her 'Find by Colour' ceramic exhibition at the Town Hall with traditional flavoured music from visiting French performers 'Daddy's men' who were superbly dressed for the occasion. The opening was well attended and on display were very creative work by Donie and her many young disciples including Nuala Quinn, Sarah Manning, Lili O'Brien, Nicola Collins, Erika Wilson, Susan Clarke and Leonard Kelly.

At 8pm, French musician 'Daddy's men' again captivated the crowd as people arrived to attend the Paul Donohoe session at Holy Trinity Church of Ireland. Boasting a reputation of skill and a strong presence after each performance, 'Daddy's men' played until mass performance. Paul Donohoe was introduced and played some fantastic music on a medieval styled steel stringed harp. Paul is a fountain of knowledge on the history of the harp and while the acoustic of the church complemented his music some of the large attendance had difficulty in hearing Paul's dulcet. Following a question and answer period Paul finished with some delightful Canadian tunes and that mingled with the atmosphere while refreshments and wine were served by the very hospitable Church of Ireland congregation members. We would like to acknowledge our appreciation to Rev. Barbara Fryder and her many helpers for their wonderful co-operation and support over the weekend's events. Thank you!

Early Sunday morning, under a very welcome blue sky, activities started by the Town Wall as tents were erected and stalls set up for the morning day's events. Only those involved will possibly ever know the amount of work involved in preparing a site for a day's festival. Everyone busied themselves on preparing their own contributions and by midday the picture fell together without hassle. The stage was set for the large expected crowd.

The Town Hall was the hub where events commenced with local bands Zero Tolerance and Naked Mr America playing their original music on the street. While this was happening local artist Pat Lynch prepared for the afternoon at school pupils of the parish to come and exhibit their colourful heraldic shields for the Medieval Parade at 2pm.

Some Wind transported our local festival celebrity, Neilie Shortall, to the start of the parade and when the five Irish Walled Towns were ready, the parade set off for the Town Wall via Main Street and the Valley. It was great to see so many children and adults making the effort to dress for the occasion. The judges awarded prizes for best costumes to Richard Robinson (boy), Isabel Kennedy and Lauren Donohoe (girls), John Birmingham (adult male) and Neillie Shortall (adult female).

As the parade arrived to the Town Wall the site was buzzing with activities and Fethard Ragby Club made a tremendous contribution regarding their on-site restaurant supplying very good food at very reasonable prices. We were also delighted to have Fethard Morris reinvigorated this year and they provided ongoing entertainment as they encouraged the young to take a turn at the sticks and get their feet wet.

A special 'Fethard Walled Town' t-shirt was produced for the festival depicting this year's Medieval Festival poster designed by artist Frank O'Riada. Our very talented sculptor, Dominic Moore from Cork, was back this year and entertained hundreds of children as they willingly entered the muddy-brown pop-up land created by the imaginative master sculptor. Donie Mahony and his team started working on a giant coloured shell mandala by the register and entertained lots of children who had made his 'tree's' prior.

On the far side of the Clonahewey trust a space was left for a chance to try ancient skills while Colin McGrath and his team of medieval re-enactors facilitated young minds as they used an outdoor atmosphere and learned about medieval weaponry. A great scale battle was to ensue later in McCarthy's orchard field by the Town Wall to the amusement of hundreds of spectators.

The ever popular Law Valley Strong based entertainment all afternoon with their eye-catching type of music while people tossed the many food and craft stalls in order. In particular, the medieval craft demonstration stalls, such as wood turning, captured the attention of young and old.

At the afternoon closed in the usual orderly working done and great credit is due to the clean-up process by volunteers that left the area as it was before it started. We take this opportunity to thank the Civil Defence for their voluntary help and attendance at the Festival.

On Sunday night a 9pm the Medieval Festival came to a close with an outdoor walled-garden performance from Aislinn Ward and his great musicians from Galway. This was a fitting end to a great weekend's entertainment part-funded by the Heritage Council of Ireland, Fethard and South Tipperary County Council.



At the Medieval Festival L to R: John Kelly, Catherine Kearney, Lydia Kelly, Eithne Newport and Jimmy O'Brien.



Left to right: Isabel Kennedy and Lauren Donohoe who were prize-winners in the Medieval Parade.





Taking part in the Fethard Medieval Festival Parade were Tina Whyte and her children Lucy, Paddy and Katie.



Harry Butler, Conor Ryan, Shane Ryan and Nell, Lucy, Jack, Heather and Emily Spillane.

## Fethard tourism boosted by medieval walled town festival

The Walled Town Festival which took place last weekend brings very much to the fore the medieval heritage of Fethard.

This heritage is well acknowledged and appreciated locally but the events of last weekend provide an ideal opportunity for it to be introduced to a much wider audience.

There was a magnificent turnout on Sunday afternoon with a crowd exceeding the numbers last year. It is estimated that about 1,400 people attended. The community of Fethard was very well represented with a great number making the effort to be dressed in medieval attire.

Many people travelled to the event from neighbouring towns and counties, including a bus-load of enthusiasts who came from Cashel. Earlier a coach of young French and Spanish tourists stopped to enjoy the musical entertainments.

The tourism potential of Fethard, while well recognised, has not yet been fully realised. The advent of the Walled Towns Festival provides a fantastic opportunity for this to happen.

The medieval aspect is a particular attraction for many. This was evidenced on Sunday by the numerous visitors who turned up in authentic medieval regalia.

Professional musicians Butler and Mai-Inn Bardons from Figeac in S.W. France, who visited Fethard especially for the festival, were superbly dressed. So too were visitors from Oklahoma, New York, Callan, Dunboyne, Greentown, Ballytasina and North Tipperary.

There were also people in attendance from Mauritius, Japan, Germany, Czech Republic, Poland and Australia.

Indeed, one lady, Mrs Colleen Crooks, New Zealand, rearranged her travel plans to make it to Fethard for the festival. This rearrangement included cutting short her stay at the Olympics venue in Hong Kong.

On Monday night, the festival featured on the Nationwide programme on RTE. Views of the festival site, adjacent to the

Town Wall, looked magnificent and the event was very well promoted and endorsed by Mr Seamus Maher, South Tipperary County Council, current Chairman of the Irish Walled Towns Network.



Robin McDunnell after the Fethard parade.



Willie O'Neare and his daughter Casimka at the Fethard festival.



Sean Ward and Nellie Shortall in the Medieval Festival Parade. Nellie won the overall prize for best dressed lady.



Taking part in the Medieval Festival Parade were Clara and Abby Tillyen.



Taking part in the Fethard Medieval Festival Parade were Amy Cowtard and Ailish Gurey.



# Fethard Walled Town *Medieval Festival*



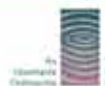
## Saturday 23

- Ceramic Exhibition      Town Hall from 6pm
- Battle of the Bands      Town Wall (McCarthy's) from 2 to 6pm
- Recital - Paul Dooley      Holy Trinity Church of Ireland at 8.15pm

## Sunday 24

- Naked Mr America      Music outside Town Hall 1.30 to 2pm
- Ceramic Exhibition      Town Hall from 11am to 6pm
- Lee Valley String Band      Town Wall from 3pm to 5pm
- Fancy Dress Parade      Starting outside Town Hall at 2pm
- Town Wall      Archery, Puppeteer, Medieval Re-enactors,  
Doul'armor (French Music), Farmers Market,  
Craft Stalls, Mandala, Nature Walks
- Aidan Ward      Music at Town Wall (McCarthy's) at 9pm

DESIGNED BY JAMES J. O'NEILL



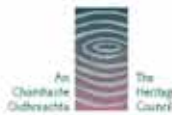
# Paul Dooley in concert

*with special guests 'Double' amor' from France*



**Saturday 23rd August**  
Holy Trinity Church of Ireland  
FETHARD 8pm Adm: €10  
Cheese & Wine Reception

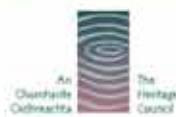
TICKETS FOR SALE AT FETHARD POST OFFICE TEL: 052 31217



**Fáilte Ireland**  
National Tourism Development Authority

# Lee Valley String Band

Sunday 24 Aug  
Fethard Town Wall  
3pm—5pm



# Aidan Ward

with special guests

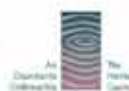


**Sunday 24 Aug 2008**



**McCarthy's  
TOWN WALL  
FETHARD**

**Tickets €10 – available from McCarthy's Hotel, Fethard – 9pm**



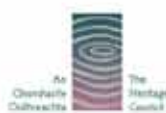
# BATTLE OF THE BANDS

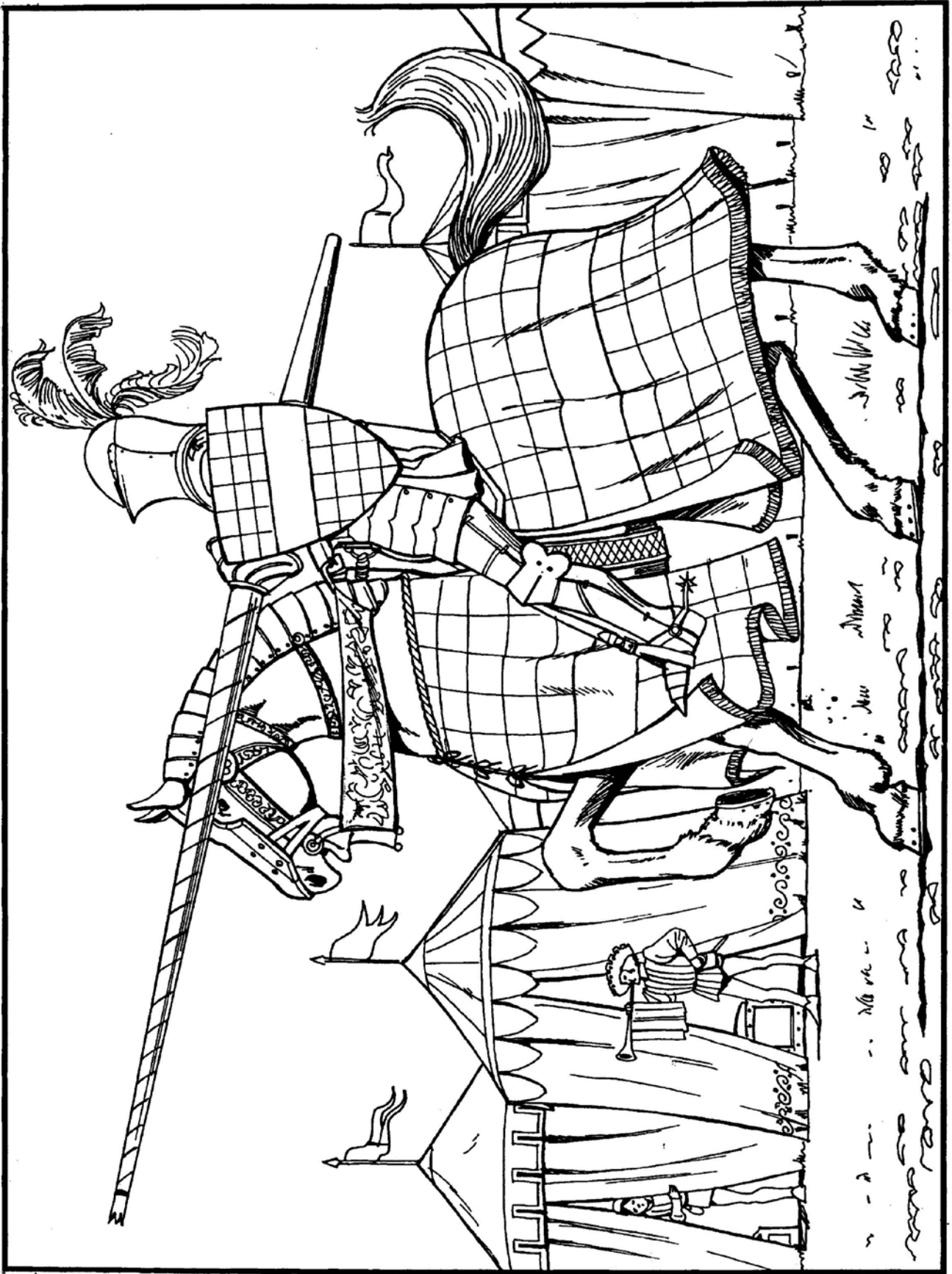
**McCARTHYS TOWN WALL**  
**Saturday 23rd August 2008**  
**2pm to 6pm      Adm: €5**

Entries (demo & €50) to:  
Premier Music, Clonmel  
or Vinny at McCarthys  
Tel: 086 8119625



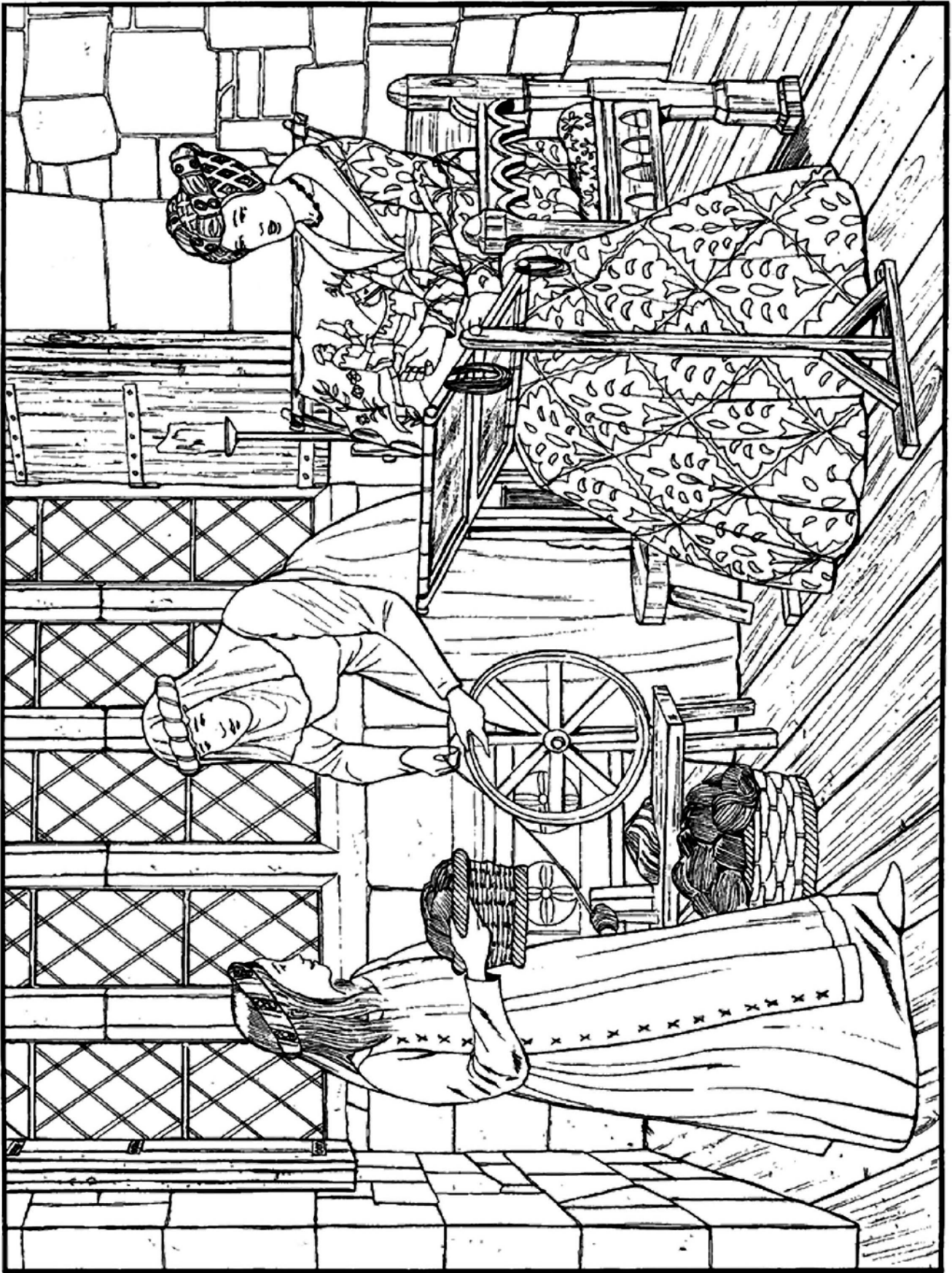
**1st Prize — Full Day at Recording Studio**





Fethard Walled Town Medieval Festival Colouring competition for 6+ year olds

1. Completed entries must be submitted to the County Museum by 4pm on Wed 20th August, 2008.
2. Make sure to put your name, address and telephone number on reverse.
3. The use of crayons, markers, colouring pencils and paint is permitted.
4. Prizes will be awarded to 1st, 2nd and 3rd subject to sufficient entries. Judges decision is final.



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# FETHARD T-SHIRTS

new limited edition



**SPECIAL PRICE €25**

while stocks last

# FETHARD T-SHIRTS

new limited edition



while  
stocks  
last

**SPECIAL PRICE €25 + €5 P&P**



*Fethard Walled Town*  
Medieval Festival