

An Evaluation of Youghal Medieval Festival 2023

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Created for: The Youghal Medieval Festival Committee / Team

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Background, Objectives & Research Approach



Background & Objectives

- In 2022, the Medieval Festival in Youghal had approximately 12,000 attendees. The festival is held over one day in August between 12 noon and 6pm and is suitable for all age groups with lots of events from battle enactments to face painting and treasure trails. The events take place primarily in the Raleigh Quarter area of Youghal, which includes St. Mary's Collegiate Church and College Gardens.
- The main objective of this research project will be to:
'Understand the impact the Medieval Festival 2023 has on the local economy as well as profile visitors and how they rate the festival'.

Project Approach / Activities





Context of Youghal's Medieval Festival 2023

The Festival in Context



- The Youghal Medieval Festival has been held **every summer** since 2007, except in 2020, while in 2021 it was an ‘online’ event during COVID.
- The main **aim of the event is to celebrate Youghal’s unique built heritage**, in particular highlight that Youghal is a Walled Town. This event is centred around bringing Youghal’s Heritage to Life by means of a wholesome, **authentic fun family day out**.
- The event is organised by members of Youghal’s Heritage Committee of East Cork Municipal District, in conjunction with The Youghal Socio-Economic Development Group (Living Youghal). Funding for the event is provided by The Irish Walled Towns Network (Heritage Council of Ireland) and Cork County Council.
- This year, the Youghal Medieval Festival day took place at St. Mary’s College Gardens in Youghal town centre on **Sunday 6th August 2023 from 12 to 6pm**.
- St. Mary’s Collegiate Church is one of the oldest churches to remain in continuous use in Ireland and is of significant international importance as a National Monument.
- Dating back to at least 1250 and built to preserve and protect the town, **Youghal town walls are the most intact and complete town walls in the Irish Republic**.
- **The Youghal Medieval Festival is one of the largest festivals of its kind in the country**.
- A modest income is generated from **rental spaces** to the commercial food and craft sale stalls for the festival.



Festival in Context: Part of a wider Strategic Plan for the area



The Youghal Medieval Festival forms a vital part in the following strategic initiatives:

Cork County Development Plan 2022-2028

'Wherein recognizes the need to encourage diversification of the rural economy by promoting a stronger tourism and leisure economy through the protection of the area's natural and built heritage, and by encouraging appropriate new forms of employment development.'

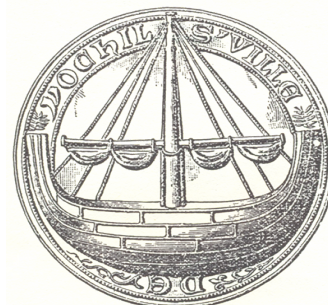
<https://www.corkcoco.ie/en/resident/planning-and-development/cork-county-development-plan-2022-2028>

Faite Ireland Strategic Plan - Irelands Ancient East

<https://www.failteireland.ie/Regional-experience-brands/Ireland-s-Ancient-East.aspx>

Heritage Council Youghal - A Heritage-Led Vision to the Next Decade

https://www.heritagecouncil.ie/content/files/Youghal_A_Heritage_Led_Vision_to_the_Next_Decade.pdf



The Youghal seal which is depicted at the top of the Cork County Council crest





Festival Stakeholders Include:

- The Irish Walled Towns Network (Heritage Council of Ireland)
- Cork County Council
- The Youghal Socio-Economic Development Group
- Youghal Chamber of Tourism & Development
- Youghal Business Alliance
- Youghal Community
- Failte Ireland
- Pure Cork
- Suppliers including, printers, designers, radio advertising (Red FM etc.)



Comhairle Contae Chorcaí
Cork County Council



YOUGHAL MEDIEVAL FESTIVAL

Sunday 6th August 2023
12-6 pm
St. Mary's College Gardens
& St. Mary's Collegiate Church

EVENT LINE-UP



MEDIEVAL VILLAGE

See the 'White Horses Living Society' eat, drink, cook and battle each other in the Viking Tented Village!

Watch first-hand the Art of Archery, with Glenribben Archery!

Take part in one or more workshops with The School of Irish Archaeology
Duration 30 mins each.

Booking for workshops on the day only.

- **THE BIG DIG**
hands-on fun excavation of replica 'Viking House'
- **VIKING COIN STRIKING FUN**
simple demonstration of minting of first Irish Viking coin
- **VIKING BEAD MAKING**
create and design necklaces or bracelets to take home using polymer clay
- **MEDIEVAL POUCH MAKING**
make your own leather medieval draw-string pouch!
- **VIKING SEAX (DAGGER) MAKING**
fun workshop that includes inscribing your name on the blade using the 'Runic alphabet'



WHOLESOME, FAMILY FUN FEATURING:

- **Animal Magic** 'Birds of Prey'
- **Wooly Farm Petting Zoo**, with special guest, 'Jenny the Donkey'
- **Magician Extraordinaire** Gerard Kearney
- **Face Painting**
- **Arts & Crafts**
Paint your own shield or mask!
- **Balloon Art** with Moonshine Balloons



ST. MARY'S COLLEGIATE CHURCH

Free (30 minute) audio tours of Church
pre-booking recommended on
www.livingyoughal.ie

- **Treasure Trail of Church**
- **Organ recitals throughout the day**



Artisan Food & Crafty Fayre, featuring

Annie's Roasts, The Crepe Man, The Sausage Experience, The Curly Stu, Dinky Donuts, Glanmire Ices and much more!!!



An Overview of Activities, Workshops and Local Traders

19 Activities throughout the day including:

- Medieval Viking tented village
- School of Irish Archaeology Workshops
- Archery Displays
- Traditional arts and crafts (painting of shields etc.)
- Youghal Pipe band

As well as:

- **8 Crafts stalls**
- **8 Food stalls**

The Festival is always evolving: Learnings taken on board from Previous Festivals for 2023 Festival



- To hold the event over the **August Bank Holiday** weekend to **maximise attendance**.
- To take part in the **greening of the festival** as part of the Cork County Council Programme.
- To concentrate promotions on **radio** and **social media**.
- The real star of the show year after year is the **White Horses Living Society** who provide actors in medieval costume – their involvement is key to the success of the festival!
- **Additional face painters and balloon artists** and **more resources** for the arts and crafts areas to **reduce queues**.
- **Additional food providers with sufficient stock** to avoid running out of food during the 6-hour period the festival runs over. (Note: in previous years, some providers ran out of food at around 3pm, 3 hours before the end of the event!!)

YOUGHAL MEDIIEVAL FESTIVAL

The biggest & best yet!

FREE
FAMILY
EVENT



Sunday 6th August 2023

Its back – the date is set and we are so excited.

Youghal Medieval Festival, will be taking place in the wonderful St. Mary's College Gardens & St. Mary's Collegiate Church, on Sunday August 6th 2023 at the usual time of 12 noon 'til 6 pm.

www.livingyoughal.ie

Marketing Channels & Assets



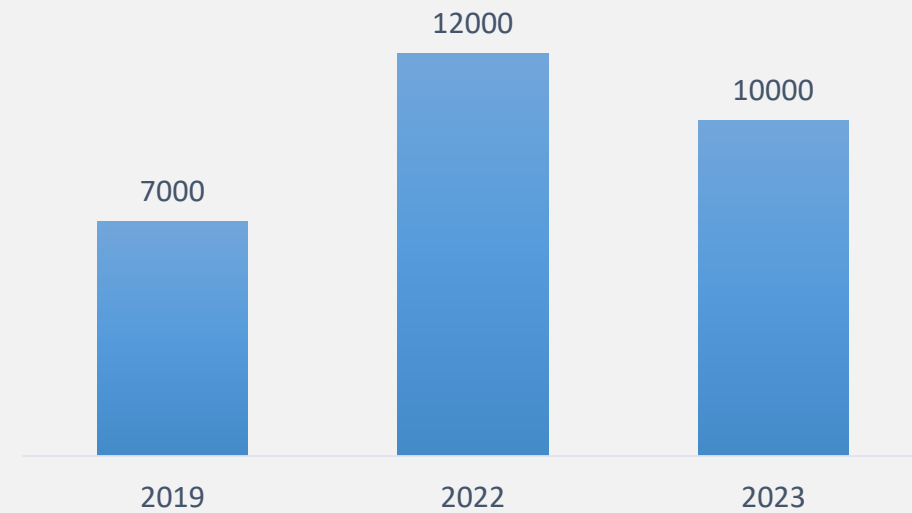
- A week-long **radio advertising** campaign on Red FM as well as local radio coverage (Community Radio Youghal) interviews by organisers.
- **Posters were distributed** widely around the wider East Cork and West Waterford area.
- **Press releases** and event details were shared on entertainment.ie, ringofcork.com, discoverireland.ie, the Heritage Council of Ireland (Irish Walled Towns Network), Purecork.com, Youghal.ie and websites and social media accounts.
- The investment in the design of the **Youghal Medieval Festival character artworks** have become a marketing asset.
- A paid promotion was undertaken on Living Youghal & Youghal.ie facebook pages (which have a combined total of 10,000 followers) as well as organic posts on associated Instagram feeds.
- **€3,000 invested in marketing in 2022 and €3,708 in 2023.**



<https://youghal.ie/event/youghal-medieval-festival-2023>

Visitor Numbers: The Festival attracted 10,000 in 2023

Visitor Numbers





Resources / Man hours needed to deliver the Festival in 2023



Pre-Planning Resources:

- Administration and management: 203 hours
 - Volunteers: 159 hours
- Total manhours: 362**

Thus, 362 manhours, based on a typical workday of 7.5 hours equates to just over 48 full working days in planning was needed in 2023

Resourced used on the Day of the Event:

- 130 people incl. volunteers & committee members are involved on the day
- **The 41 volunteers work an equivalent of 308 manhours!**

An Overview: Festival Budget 2023



Total Expenditure

○ €29,169

Income from the Stalls

○ €1,200

Grants:

○ €23,200

Total Income

○ €24,400

As in previous years, the Youghal Medieval Festival **depends heavily on grants** as well as **the goodwill of many volunteers** who help and support the festival both in terms of planning and delivery on the day!

There is always a fine balance between providing a successful family day out and balancing the books supported by grant-aid and modest income generated from rental space on the day!



Visitor Survey

Findings & Key Insights

Overview of who we spoke to – 100 visitors in total

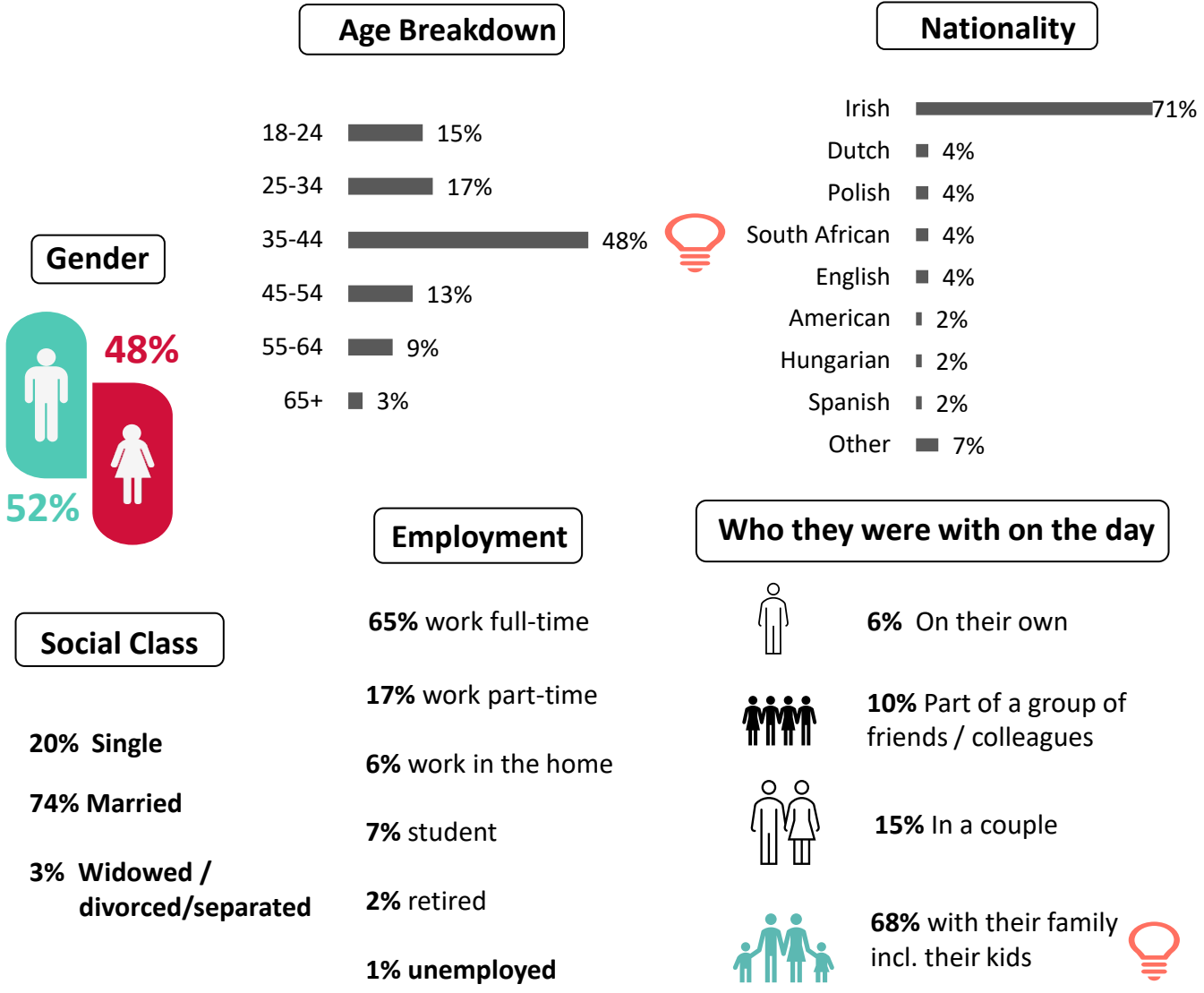


Interviewing Criteria
All were 18 years+ i.e. All Adults

FACE to FACE Survey
Total sample of 100 people – interviewing carried out at various times throughout the day of the festival.

Timing
Interviews were conducted on-site at various locations throughout the festival to get a good mix.
Incentive for taking part was a €1 scratch card

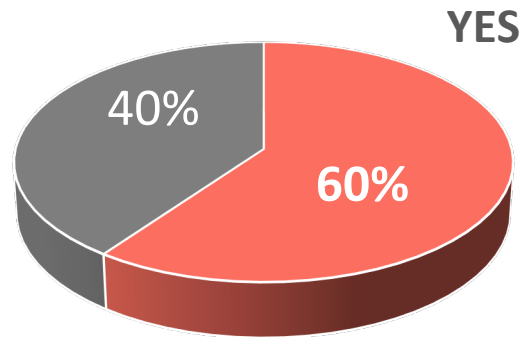
Note: 7 in 10 visitors were Irish & of these approx. half (i.e. 48%) were from Youghal with 13% from Cork City-Suburbs & 20% from Cork County. 1 in 10 were from other parts of Ireland.



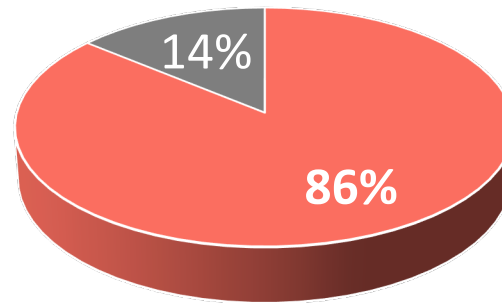
Had visitors been to the Festival before? Were they day-trippers or overnighters?

(Base: All Visitors)

Been to the Festival Before?



Daytripper or Staying Overnight?



In terms of the 14% staying over in Youghal:

- They claimed to be staying the area for approx. 12 days
- Half were staying with friends while the rest were evenly split between hotels, guesthouses (B&Bs), caravans and camping.



6 in 10 had been to the Festival before

The majority of visitors are day-trippers!





Any comments on the Festival in general



(Base: All Visitors)

'It's a great family-friendly event!'

'It's so much fun!'

'The water station was excellent!'

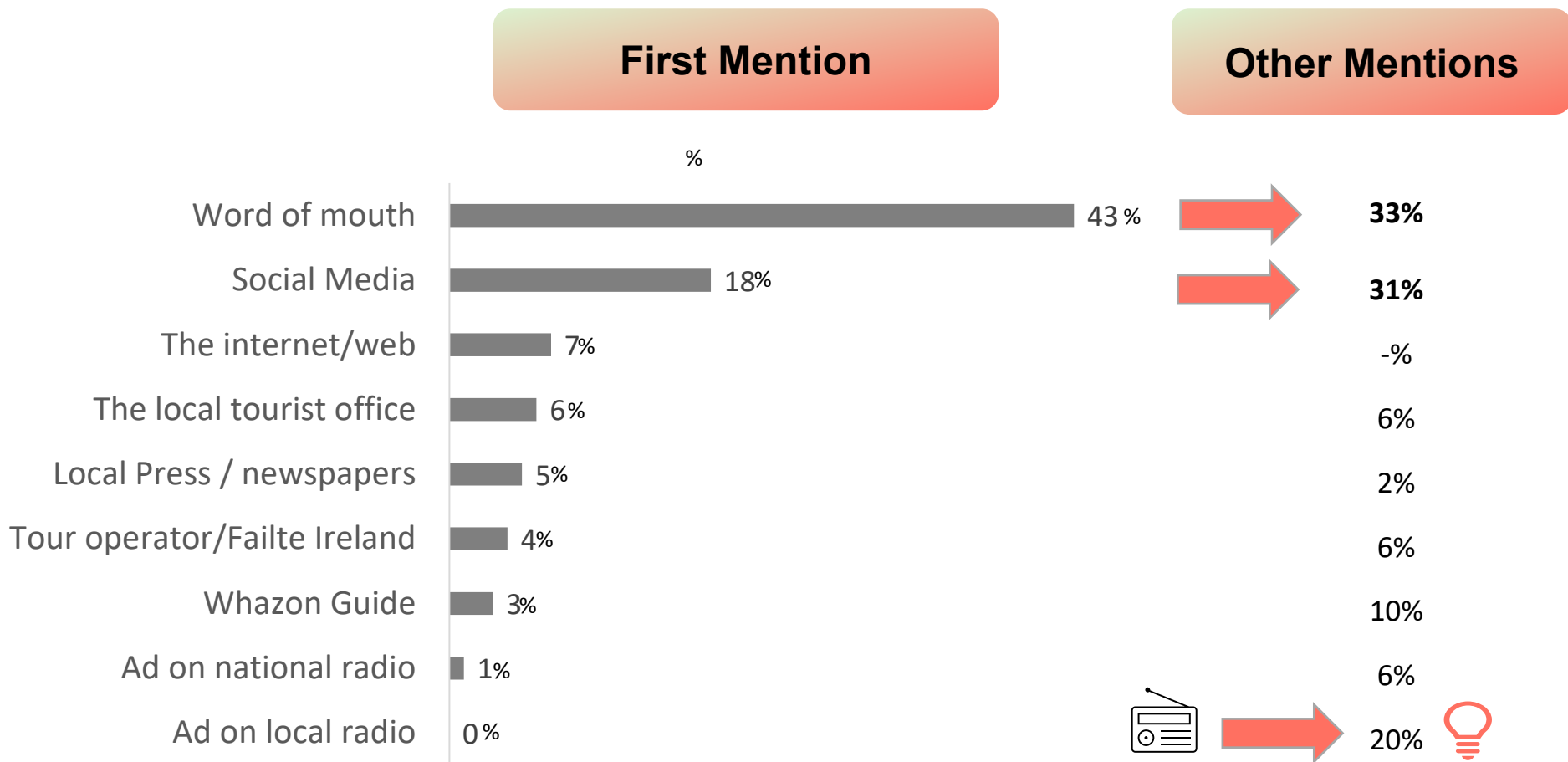
'It's just so interesting, especially for kids'



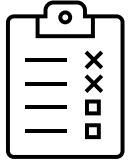
How did visitors hear about the Medieval Festival in Youghal?



(Base: All Visitors)



Word of mouth key driver of awareness for the festival followed by social media. Comms/Media Strategy for 2024 should reflect this to maximise budget & bang for media dollar



Evaluation of Youghal Medieval Festival on key criteria



How important was the festival in your decision to visit Youghal this weekend?

Extremely important: 77%

Very important: 18%

Average = 4.72 out of 5

Do you think the Festival we visible & well highlighted as you arrived in Youghal today?

YES: 66%

NO: 34%



Do you think the Festivals efforts around Sustainability were visible / evident today?

YES: 96%

NO: 4%



Rating of your Overall Experience of the Festival

Very Good: 86%

Good: 14%



Average: 4.86 out of 5

Overall, excellent rating of the Festival with 98% claiming they would come back next year!



The one criticism / thing to work on is signposting / promotion of the festival around Youghal and the surrounding area to highlight it better!



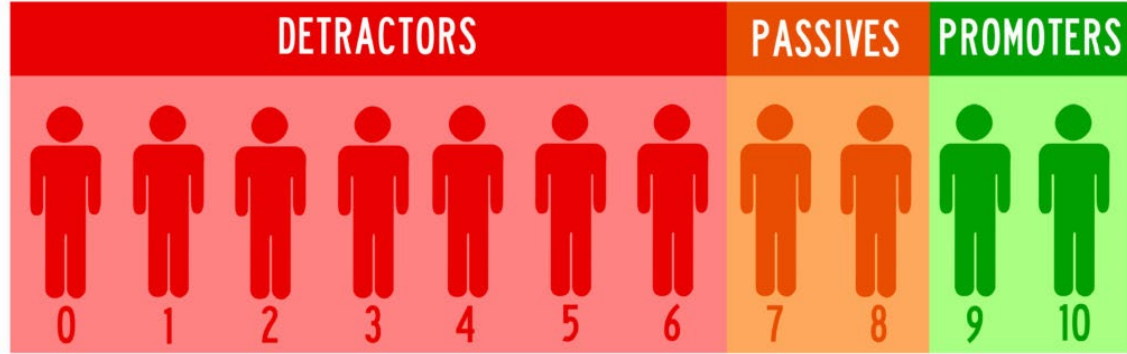
Finally: Are visitors happy with the festival i.e. would they recommend it?



Explanation of NPS (Net Promoter Score)

Net Promoter Score

calculated using the answers to the question (0-10 scale):
How likely are you going to recommend me to others?



Detractors (score 0-6): unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Passives (score 7-8): satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Promoters (score 9-10): loyal enthusiasts who will keep buying and refer others, enhancing growth.

$$\text{NET PROMOTER SCORE} = \text{\% PROMOTERS} - \text{\% DETRACTORS}$$

Net Promoter Score®, or NPS®, measures customer experience. Calculate your NPS using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend HARTZ Physical Therapy to a friend or colleague?

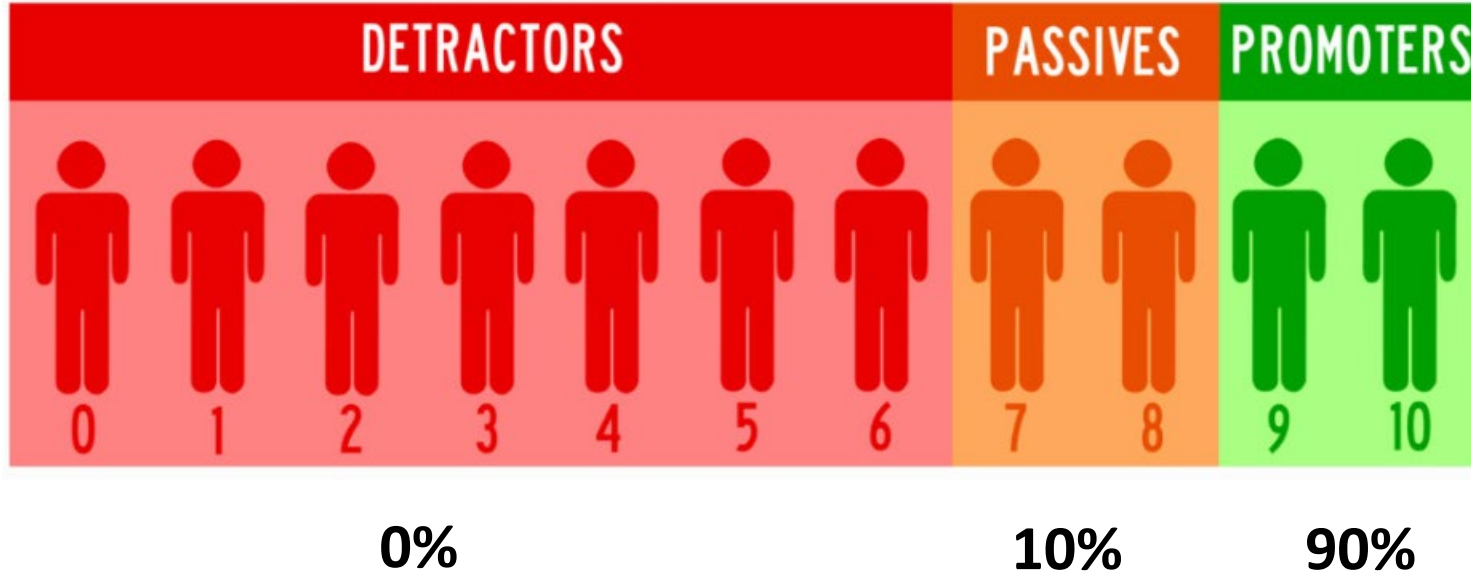
Based on the answer, respondents are grouped as Promoters (score 9-10), Passives (score 7-8) or Detractors (score 0-6). Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter). Given the **NPS** range of -100 to +100, a “positive” **score** or **NPS** above 0 is considered “good”, +50 is “Excellent,” and above 70 is considered “world class.”





NPS: Likelihood to recommend the Festival

(Base: All Visitors)



Detractors (score 0-6): unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Passives (score 7-8): satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

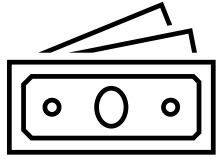
Promoters (score 9-10): loyal enthusiasts who will keep buying and refer others, enhancing growth.



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

$$\text{NPS: 90\%} = 90\% - 0\%$$

EXCELLENT NPS Achieved for Festival 2023!



Impact of the Festival on the Local Economy



Total Expenditure/Spend by Visitors (excl. accommodation):

Average spend by visitors excluding accommodation was €64.



However, this was calculated based on all visitors who may or may not have been on their own or part of a group, couple or family. Therefore, we have split out each group and extrapolated spend up to total visitor numbers as follows:

People on their own = 6% of visitors = 600 visitors @ €141 = €84,600

Part of a group of friends = 10% of visitors = 1,000 visitors @ €73 = €73,000

Part of a couple = 15% of visitors = 1,500 visitors @ €63 = €94,500

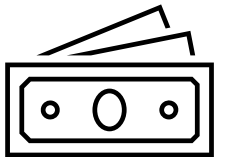
With a family = 68% of visitors = 6,800 visitors @ €57 = €387,600

€639,700

Total Accommodation Expenditure:

14% of visitors overnight and spend on average 12 nights in the area

Equating to 1,400 over-nighters with average accommodation spend of €160 = €224,000



Total Spend /
Revenue
Generated:
€863,700



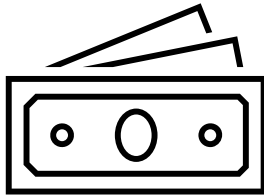
Executive Summary

Key Insights & Take-Outs



Level of Repeat Visitors:

60% had been to the festival before & **98%** say they will return!



Average Spend / Boost to local Economy:

Av spend on the day: €64 pp / Accommodation: €160



Overall Satisfaction with their Experience:

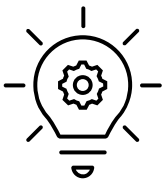
4.86 out of 5



Likelihood to recommend:

9.62 out of 10!

 **NPS: 90%**



Suggestions from Visitors for next years Festival



(Base: All Visitors)



- Reduce queues, they were too long! Queue management needed.
- Better signage & advertising, especially outside of Youghal
- More seating available around the area
- More kids activities
- Parking is an issue, needs management
- More bins



Summary of Key Insights & Key Take-outs for 2024 Festival



Profile of Visitors & Frequency of Visiting:

The Festival continues to attract locals and those living within Cork city and county. (Half of those in attendance were from Youghal while a third were from Cork City / Suburbs / County). Opportunity for the Festival to extend its' reach beyond these areas in 2024. 2/3s attended as a family and it's perceived as a great family event!



Overall Rating EXCELLENT – the Festival is very well received:

The **Festival rated extremely well** both in terms of overall experience and likelihood to return achieving an NPS of 90 which is EXCELLENT. Visitors appreciated the sustainability efforts made & **the majority said they would return!**



Room for improvement in terms of signposting & managing queues on the day:

Long queues were cited as the key thing to address for next year as well as better sign posting of the event in & around the town. More areas to sit & enjoy the festival & more kids activities also looked for. Could charging a nominal small fee help with queue management & help support / boost festival income & allow for additional make-up/balloon people to be employed on the day? Donation boxes should also be more prominent!



The Festival continues to be a big draw & is well regarded: Social Media Marketing Key

After word of mouth, social media key in driving awareness of the festival – media buying/comms strategy needs to reflect this moving forward. Local radio performs poorly in terms of top of mind but does cut through at an overall level. Festival is a great family event so tapping into family oriented Social Media accounts / influencers across the country could help promote it to families outside of Cork County & **expand its reach moving forward.**



Thank you! Any Questions?

Email: info@real-insights.com / Office Tel: 021-4374240 / Mobile:087-6896858



Appendix



Festival Budget 2023 - I:



Budget 2023 Medieval Festival	Invoice/Receipt No.	Actual	Stalls Income	
MEDIEVAL VILLAGE			Foods	
White Horse Living History Society	Invoice	€3,000.00	Annies Roast	€90 Pd
Glenribben Archery	Invoice	€500.00	The Crepe Man	€90 Pd
School of Irish Archaeology	Invoice SIA	€4,702.50	Sausage Experience	€90 Pd
TOTAL MEDIEVAL VILLAGE		€8,202.50	The Curly Stu	€90 Pd
Children's Activities			Spudzie	€90 Pd
Animal Magic Rosie & Denise	Invoice	€750.00	Dinky Donuts	€90 Pd
Arts & Crafts Supplies	Invoice	€56.80	Glanmire Ices	€90 Pd
Shield making Flanagan Print	Invoice Number 12862 1537.50 x2	€3,075.00	Brew Boys	€90 Pd
Premier Facepainting x 2	Invoice	€880.00	Crafts	
Moonshine Balloon x 2	Invoice	€800.00	Made of Cork	€60 Pd
Gerard Kearney	invoice	€600.00	Irish Beach Stone	€60 Pd
Wooly Farm	invoice	€1,350.00	Real Toys Real Play	€60 Pd
Total Children's activities		€7,511.80	Daisy Dee	€60 Pd
Musical Performances			Sally O'Reilly	€60 Pd
Youghal Pipe Band	Invoice	€200.00	Clare Twomey	€60 Pd
Ravensdale Folk	Invoice	€600.00	Holistic Solutions	€60 Pd
Town Crier	Invoice	€50.00	Ann Mason	€60 Pd
Total Musical Performances		€850.00	Total	€1,200.00



Festival Budget 2023 - II:



Marketing		
Photography - Matt Brooker	Invoice	€350.00
Red fm Radio advert (week)	Sales Invoice	€2,054.10
Flanagan Print: Corri Signs	Invoice 12983	€516.60
Flanagan Print - Programmes & corri boards	Invoice 13092	€500.00
Flanagan Print - Posters	Invoice 12818	€176.75
Facebook paid advertising		€18.00
Flanagan Print - Corrie signs	Invoice 13204	€110.70
Total Marketing Costs		€3,726.15
Facilities Management/Health & Safety		
KelKab - Chemical toilets Supply	Invoice	€836.40
St John's Ambulance	Invoice	€350.00
Real Insights Survey 50	invoice	€6,457.00
Water Refill	Invoice	€1,414.50
Total Facilities Management		€9,057.90
FINAL TOTAL		€29,348.35
	Income Stalls	€1,200.00
	IWTN (Irish Walled Towns Network)	€18,000.00
	Cork County Council Local Festivals Programme	€4,000.00
	Cork County Council 'Green Your Festival Grant Scheme'	€1,200.00
	Cork County Council East Cork Municipal District Contribution	€4,980.35
	Total	€29,380.35



Breakdown of Resource hours for Planning the Festival 2023

Resources	Hours
Accounts Admin	20
General Admin	25
Professional	70
Council Management	35
Council Foreman	10
General Operations	25
Guides	18
Volunteers	159
Total	362

Resources – Event Day

2023



Activities	People
White Horse Living History Society	15
Glenribben Archery	1
Archaeologist (School Of)	8
Animal Magic Rosie & Denise	2
Arts & Crafts Supplies	0
Shield making Flanagan Print	3
Premier Facepainting x 2	5
Moonshine Balloon x 2	2
Gerard Kearney	1
Wooly Farm	6
Youghal Pipe Band	15
Ravensdale Folk	2
Cliff Windsor	1
St John's Ambulance	2

Activities	People
Food	
Annie's Roast	2
The Crepe Man	2
Sausage Experience	2
The Curly Stu	2
Spudzie	2
Dinky Donuts	2
Glanmire Ices	2
Brew Boys	2

Activities	People
Crafts	
Made of Cork	2
Irish Beach Stone	2
Real Toys Real Play	3
Daisy Dee	1
Sally O'Reilly	2
Clare Twomey	2
Holistic Solutions	2
Ann Mason	1

Activities	People
Social Media Exec	1
Management	4
Gate	3
Parking	0
Guides	3
All volunteers	25
Total	130

For Reference: Budget 2022



Please Select Expenditure Type	Amount (Including VAT)	Please provide a breakdown of this amount.
Programme & Event Production Costs	€6292.50	Programme & Event Production Costs Medieval Village & Childrens Activities, Musical Performances, Video Production & Editing of Virtual Event • White Horse Living History Society (Quotation included) • Medieval Apothecary by Archaeologist, Elena Turk • Medieval Food Table Supplies (based on 2018 costs) • Glenribbeen Archery (Quotation included) • Archaeologist, Dan Noonan – Excavation for Children • Claudia Bennich – Coin Pressing
Programme & Event Production Costs	€3270.00	• Animal Magic 650 • Arts & Crafts Supplies 370 • Beata Hair Braiding 150 • Facepainters x 2 300 • Cliff Winser – Town Crier 50 • Moonshine Balloons 800 • Gerard Buckley - The Cork Magician 600 • The Sand Man 350
Programme & Event Production Costs	€750.00	• Caroline Fraher & Band • Youghal Pipe Band
Video Production	€3000.00	• Video Production of Virtual Event
	€17646.50	

Proposed Income:

Please Select Income Type	Council Grant Type	Amount	Please provide further details
Other Cork County Council Grants and Funding	East Cork MD Funding	€2500.00	- East Cork Municipal District Own Funds
	Heritage Council of Ireland	€10000.00	Heritage Council of Ireland (IWTN)
		€12500.00	

Total Expenditure: 17646.50

Total Income: 12500.00