

Annual Report

CLONMEL BUSKING
FESTIVAL

- 2017 -





Breakdown of Events & Attendance

The Clonmel Busking Festival ran from Thursday the 10th of August to Sunday the 13th of August inclusive. It was the 8th year of the festival. Events kicked off on Thursday, with the Launch Night in Hotel Minella. Friday saw the introduction of the Kids Street Carnival on Mitchell Street, the Bulmers Busking Competition was on the streets of Clonmel on Saturday and the festival concluded on Sunday with the Family Fun Day in Denis Burke Park. Attendance figures for all of the events were very positive with indications that the festival continues to go from strength to strength and grow in popularity with visitors and locals alike.



Thursday - Launch Night



Thursday - Launch Night Short Film



Friday - Kids Street Carnival





Saturday - Busking on the Streets



Sunday Funday in the Park





THURSDAY / FRIDAY

Thursday Night 10th August

CLONMEL BUSKING & ARTS FESTIVAL LAUNCH NIGHT
7.30 to 10.00 in Hotel Minella
Strictly Come Dancing Performance, Premier of short film "Crofty's Gold" Graphic Novel by Artist Eamon Gowan, Clara - winner of Child Prodigies of the Arts Competition in Paris, American Composer Suzanne Tanner, Mochárl, The Celtic Blondes, AOK! DANCE, Kool School, Synergy Dance Club, RQD Dance School.

Live Music in the Bars

Act	Venue	Time
Brother in Arms	Lonegans	8.30
DJ Nigel Byrne	Glesson's	9.30
The Gruffallo's	Moran's	10.00
Robbie Taylor	Coachman	10.00

STRICTLY COME DANCING



Friday Afternoon 11th August

Music at The Main Guard from 1.00pm to 6.00pm

Friday Night 11th August

Act	Venue	Time
"Medieval Trail with Clonmel Swing Dancers" and Celtic Blondes	Various locations	7.00
Tipperary Ramblers	Registration, 6pm in the museum	
Seamus Hennessy	Glesson's	8.00
Andy Bell	Bennigan's	9.00
The Pleasant Pluckers	Lonegans	9.00
KiFem Charlie	Phil Carroll's	9.00
Journeyman	Bakers	9.30
Acoustic Beats	Butlers	9.30
Ashlin Walsh	Daly's	9.30
Pete MacGowan	Moran's	9.30
The Lonegans	Mulcahy's	9.30
Stranger Phases	The Coachman	9.30
Mary Beth Cross Band	Bakers	10.00
Tom Cat and the Zodiacs	Bennigan's	10.00
Hot 4 Jazz Quartet	Lonegans	10.00
Rob Strong Band featuring Niamh	Moran's	10.30
Dublin City Ramblers	Mulcahy's	10.30
MOJO'd	The Coachman	10.30
Mike Pyro & Ger Kiely	Railway Bar	10.30
The Premier Swing Band	Glesson's	10.30
Supersoul Machine	Eddon's	10.30
	Daly's	Midnight

SATURDAY

Saturday Afternoon 12th August

BULMERS Busking Competition



First Prize €1000
1pm - 5.30 pm
Venue: Streets of Clonmel
*Apply to:
www.clonmelbuskingfestival.com

FREE IW WRESTLING



FREE Admission
2pm - 5pm
Venue: Sarsfield Street, Clonmel

Saturday Afternoon at The Main Guard

Live music from the Nire Valley Voices, Up Roar Rock Chorus, Tipperary Gospel Choir and many more from 1 pm - 5 pm

The BULMERS Busking Competition Main Guard 5.00-Finish
Competition shortlisted finalists sing-off, and announcement of Winner

Saturday Night 12th August

Act	Venue	Time
Ukulele Tuesday	Mulcahy's (Front Bar)	6.00
Fowl Play	Phil Carroll's	7.00
Ukulele Tuesday	Lonegans	8.00
Pete MacGowan	Bennigan's	9.00
Eve Tully	Chavkas	9.00
Gaile Mountain Boys	Fennessey's	9.00
Live Music	The Coachman	9.00
Karaoke	Butlers	9.30
Live Music	Carry's Bar	9.30
Stranger Things	Daly's	9.30
Stranger Phases	Glesson's	9.30
Sean Feery	Moran's	9.30
Island's Own	The Railway Bar	9.30
Kevin Povey and the Fabolous		
Oke-she-moke-she-pops.	Bennigan's	10.00
John Spillane	Chavkas	10.00
Loudest Whisper	Emigrants Rest	10.00
Miss Truly Divine and her band	Lonegans	10.00
Skippy Elvis	Elton's	10.30
The Rebel Hearts	The Coachman	10.30
Divil The Bit	Mulcahy's	10.30
Comer Boy	Glesson's	10.30
Karen Underwood Band	Moran's	10.30
The Wahley's	Daly's	Midnight

SUNDAY

Sunday Afternoon 13th August

FAMILY FUN DAY IN DENIS BURKE PARK

FREE IW Wrestling, Live Music, Bouncy Castle, Water-balling, Medieval Dig, Medieval Pop-up Village, Food Stalls and much more...



FREE Live IW Wrestling

Water-Balling

Act	Venue	Time
Barra Cusin Meals	Denis Burke Park	12.30-1.15
The Wahley's	Denis Burke Park	1.15-2.30
Bulmers Busking Competition Winner	Denis Burke Park	2.30-2.45
Stranger Phases	Denis Burke Park	2.45-3.30
Winners of Battle of the Bands	Denis Burke Park	3.30-3.45
Comer Boy	Denis Burke Park	3.45-4.30
The Pavement Kings	Denis Burke Park	4.30-Finish

Live Music

Act	Venue	Time
Barra Cusin Meals	Denis Burke Park	12.30-1.15
The Wahley's	Denis Burke Park	1.15-2.30
Bulmers Busking Competition Winner	Denis Burke Park	2.30-2.45
Stranger Phases	Denis Burke Park	2.45-3.30
Winners of Battle of the Bands	Denis Burke Park	3.30-3.45
Comer Boy	Denis Burke Park	3.45-4.30
The Pavement Kings	Denis Burke Park	4.30-Finish

FREE Live IW WRESTLING

Plus a FREE Meet-and-Greet with the Wrestling Stars.
FREE ADMISSION to the IW WRESTLING

Sunday Night 13th August

Act	Venue	Time
The Ryans & Friends	Bakers	6.00
Newfoundland	Lonegans	7.00
Sam Barker Trio	Mulcahy's	7.00
Alan Adhason & Ross Boland	Bennigan's	8.00
Loudest Whisper	Daly's	8.00
Gaile Mountain Boy	Moynihan's	8.00
The Pioneers	Bennigan's	8.30
Battle of the Bands Winner	Glesson's	8.30
The Lonegans	Butlers	9.00
Sin A Bhuil	Chavkas	9.00
Andy Bell	Moran's	9.00
JESTER	Bakers	9.30
Big Generator	Glesson's	9.30
ARKADIA	The Coachman	10.00
The Pavement Kings with Miss Truly Divine	Moran's	10.00

W: www.clonmelbuskingfestival.com E: buskingfestival@yahoo.ie

Clonmel Busking Festival

@Clonmel Busking



Festival Brochure 2017



Thursday - The Launch Night

The Launch Night consisted of variety of music, dance and comedy. A short film, titled “Crotty’s Gold” was premiered. The event was enjoyed by a large attendance of 400 adults and 300 children. The main cast of the film were service users of RehabCare in Knocklofty. The Clonmel Busking Festival is very conscious of social inclusion so successfully work with RehabCare annually to create a short film. The film and the accompanying graphic novel are now available for purchase in The Clonmel Tourist Office.





Festival goers were treated to a mix of music and dance. Worthy of noting, Synergy Dance is comprised of kids of varying ages from rapid areas. Synergy Dance participates in the festival yearly as the reception they receive is second to none.





Friday - Kids Street Carnival

For the first time in the events history a Kids Street Carnival took place on Mitchell Street. Entertainment included live music, a puppet show, a Mario Kart competition and some clowning around. Kids were provided with free candy floss and popcorn when they presented a ticket. The tickets were available in the days leading up to the event. As it was a new event the organisers were unsure of how successful it would be. As the day of the event was getting closer tickets ran out. There were 2,500 people in attendance and 1,400 candy floss and popcorn were handed out.





Saturday - Bulmers Busking Competition

Saturday was the main day as the buskers took to the streets. In total there was over 200 people busking in locations around Clonmel town. Competitive and popular as ever, it was thought by knowledgeable musically inclined people to be of an unprecedented high standard. Even though the weather wasn't favourable, locals were out in force supporting the festival.

One person to note in particular is Ciara Elliott. Ciara is a 10 year old child prodigy who won 'Child Prodigy of France' in Paris in March. Then in May she came first in Geneva and second in Switzerland in the 'Competition of Young Talents'. In June she came First in the 'International Classical Violin Competition' in Italy under 11's .







Sunday - Family Fun Day

The festival concluded on the Sunday with the highly anticipated Family Fun Day held in Denis Burke Park. Banna Cluain Meala opened up proceedings with a march to the park and there were several other live musical acts to entertain the large crowd. There were bouncy castles and water-balling for the kids, with food and drink stalls available to sate the appetite. There was a free wrestling event to further entertain everyone and thankfully the weather smiled kindly for the duration of activities.

Hand-held clickers were used to keep count of people coming into the event at the two main entrances of the park. As seen in the below picture there were 6,230 people in attendance.





Saturday Night in the Pubs

Over the four nights of the festival the social scene in Clonmel came alive with the sound of music. The publicans of Clonmel join forces with the Clonmel Busking Festival committee every year to provide high quality free to enter musical entertainment. Attendance in the pubs was very successful, with people packing out all of the venues.



Devil's Cadillac



Truly DiVine



John Spillane, the King of Busking



Dublin City Ramblers



Organisations Operations

Community/Social/Economic Benefits

The Busking Festival is a huge asset to the community of Clonmel every year. The town is buzzing every summer in the lead up to the event. People are talking about it on the street, anticipating it, a common celebration young and old are looking forward to. It provides a sense of togetherness for the town and the turn out never disappoints. The community comes out in force to celebrate and support buskers. The Clonmel Busking Festival has become a tradition for many in its own right, which in turn reinforces the identity of the town. It provides a sense of belonging for its community and is inclusive of people from all backgrounds no matter their age, race, gender or profession.

Locals relish working together to achieve the same end goal, the fun in participating and then having the opportunity to reminisce about it afterwards while at the same time already looking forward to next year's event.

There is an increased number of tourists to the town for the festival. As the festival is well established it attracts people locally, nationally and internationally. As a result of the increase in tourists, the local economy benefits greatly. Local shops, pubs and restaurants experience an increase in money being spent which is fantastic for the town.



Heritage, Arts & Tourism

Arts, culture and heritage all function as a tourism attraction, which enhances the tourism product, adding value to the experience of the visitor while at the same time generating additional bed-nights for local hotels and B&Bs and higher profit turnover for local shop owners.

Music is very much the key celebration of the festival, with busking participants ranging in age. Traditional Irish music was celebrated greatly with each busker bringing their own unique flare transforming traditional into modern. The main area for music on the Saturday was at The Main Guard, Clonmel's only heritage site, with the high open arches emphasising and complimenting the music being played. Cross-sectoral co-operation which was present during the festival represents a business opportunity from the perspective of tourism.

With the different sectors collectively coming together and working in unison with each other, the festival is a successful project each year. The festival is problem-free because collaborative relations have been built up and a shared trust developed.

The Busking Festival is organized around live musical performances, which act as unique special events in local pubs that attract visitors from an expansive breadth of demographics. Tourists to the town are exposed to a wide range of entertainment which functions as a unique driver for the community that can build post-festival tourism awareness.

Bed-nights in and around Clonmel were reported to be at full capacity over the few days as evidenced in the chart below following direct contact with administration at each accommodation site.



Accommodation Sites

• Ballymacarbry Hostel	• 25 rooms
• Beentee House	• 4 rooms
• Befani's Townhouse	• 9 rooms
• Benuala B&B	• 6 rooms
• Brighton House	• 6 rooms
• Cappahouse Farmhouse	• 3 rooms
• Clonmel Park Hotel	• 99 rooms
• Coolcree Cottage	• 2 rooms
• Derryclooney Lodge	• 2 rooms
• Farrenwick Country House	• 3 rooms
• Fennessy's Hotel	• 10 rooms
• Glasha Farmhouse	• 10 rooms
• Hanora's Cottage	• 5 rooms
• Hillcourt B&B	• 5 rooms
• Hillcrest Guesthouse	• 9 rooms
• Hotel Minella	• 90 rooms
• Kilmaneen Farmhouse	• 3 rooms
• Leefield House	• 8 rooms



• Lissarda B&B	• 7 rooms
• Mulcahys Hotel	• 15 rooms
• Nagles B&B	• 13 rooms
• Raheen House	• 15 rooms

Accommodation on all sites totals 349. On average there was two people per room, excluding Ballymacarbry Hostel which held 25 people. The total number of people utilizing accommodation in Clonmel and its surrounding areas was 673.



Festival Board Members

• Chairman	• Pat English
• Secretary	• Liam Condon
• Treasurer	• Simon Molloy
• Committee Members	• Eelco Beckers • Elaine Lyons • Rita Bourke • Paddy O'Mahony

Voluntary Members

• Shakra Productions	• Street Entertainment
• Service users RehabCare	• Main cast in short film created for the Launch Night



Marketing and PR

Various methods and mediums were used in order to successfully market the 2017 Clonmel Busking Festival. Large, easy to see signs were placed on approaching roads such as the sign on the Tesco roundabout on the N24 which caters for a huge volume of traffic daily. Signs were also strategically placed around the town which alerted the large footfall of the upcoming event.

There were discussions about the festival on TippFM local radio and two representatives from the festival committee were interviewed on BeatFM. There was promotional material in local newspapers with reports and photos in the weeks leading up to the event.



5,000 stylish brochures detailing all of the events were put to print and these were available free of charge to everyone. Brochures were available in locations all across town such as the library and the Tourist Office.



There was substantial online marketing with a dedicated Busking Festival website which provided regular updates of events and happenings and the Busking Festival Facebook (following of 8,280 people) and Twitter (following of 1,258 people) pages gave real time information, photos and videos about the events. The Clonmel Tourist Office was on hand throughout the festival to provide information to visitors and locals alike.



Income Sources

• Tipperary County Council	€15,000
• Admission from Launch Night	€4,000
• IMRO	€1,000

Total costs = €20,000



Breakdown of Festival Costs

• Insurance	€3,460.00
Kids Street Carnival	
• Puppet show & children's games	€1,600.00
Family Fun Day	
• Maher Plant Hire	€1,033.00
• Pet farm and ww wrestling	€1,250.00
Printing Costs	€3,241.75
Musical entertainment	€5,250.00
Waxwing Productions (P.A)	€1,500.00
The Coachman	€1,000.00

Total costs = €18,334.75