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ARTISAN CONNECT PROGRAMME

Making Connections - Building Business Opportunities

Final Report - January to March 2018

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Introduction

The **Artisan Connect Programme** was a continuation of the partnership between Naturally North Coast & Glens and The Heart Of The Glens Landscape Partnership Scheme. The Programme ran for 12 days, over 12 weeks, January to March 2018.

Purpose

The purpose of the programme was to provide an initial connection between local artisan food and craft producers and local shops, restaurants, accommodation and other outlets with the following aims:

1. Understanding the needs of business outlets (shops, restaurants, hotels, etc.) for local produce
2. Making initial contact with business outlets on behalf of local producers so they can further explore their business opportunities together
3. Compiling a list of any products that are in demand by local businesses but which are not currently being produced locally
4. Where relevant, connecting artisan producers with Naturally North Coast Glens so they can avail of the support and development provided by the market including market trading

What was involved

Key elements of the programme were direct engagement with local business owners on behalf of local producers, and organising a 'Local Artisan Trade Fair' to allow potential business customers to meet and talk with local producers, as well as see and sample their products. Key tasks are detailed at Appendix 1.

Geographical Scope

The Glens of Antrim and Causeway Coast areas, reaching out along the Causeway Coastal Route from Belfast to Derry and inland to the larger towns.



Participation in the Artisan Connect Programme

30 producers/artisans participated in the Artisan Connect Programme overall (including Trade Fair):

- 17 Food producers
- 13 Craft producers
- 26 participated in the Local Artisan Trade Fair
- 13 participated *only* in the Local Artisan Trade Fair
- 14 fully engaged with the programme, providing product and pricing information for visits with potential business customers and attended the Local Artisan Trade Fair
- 2 provided product and pricing information for visits with potential business customers but did not attend the Local Artisan Trade Fair
- 2 provided limited information and did not attend the Local Artisan Trade Fair, but wished to be kept in mind where appropriate during business visits/meetings.

66 potential business customers attended the Local Artisan Trade Fair. (Approximately 300 businesses were invited by email to attend—some, but not all, of these are listed in Appendix 2.)

Project Outcomes

Understanding the needs of business outlets (shops, restaurants, hotels, etc.) for local produce

An increased understanding of the needs of business outlets for local produce was developed through the range of the Artisan Connect Programme's activities—visits and conversations with businesses and industry groups, stakeholder consultation meetings, and the Local Artisan Trade Fair.

Businesses were asked about their experience of using or stocking local products, and to comment on anything they thought would encourage the use or stocking of local products.

It is evident that businesses in the region are, in theory, very keen to use or stock local products—most have noted an increasing number of tourists and locals asking for locally grown or made goods.

The programme identified a number of issues or needs in relation to using or stocking local products.

Some of these were directly related to a lack of local production or availability of specific products and are listed/discussed in a separate section below.

Others however related to the challenges faced by local businesses engaging with small-scale local producers and makers. The key challenges raised were related to pricing, direct competition and marketing/merchandising.

Pricing

There are two challenges related to the pricing of local products - one related to the actual price and one related to business and pricing terminology.

1. *Locally grown or made products are often more expensive.*

Although local businesses would like to use or stock local products they find that the wholesale or trade prices of locally produced items are often too high—local products are generally more expensive than mass-produced alternatives.

Businesses are frequently of the view that local artisans have not costed or priced their product in a way that allows the kind of markup a retailer or chef requires in order to make a profit. Most business outlets have to include VAT and overhead costs (rent, rates, heating, staff, etc.) in their pricing, and when the wholesale or trade cost is already high, the price they'd have to charge the consumer can seem prohibitively high.

However the other side of the story is that small-scale artisan producers have higher costs of production per item than large-scale industrial producers who benefit from economies of scale.

There are reasons the local products cost more, and consumers are often prepared to pay more when those reasons are explained to them. It is often the case that locally grown or made items are unique, and better quality than cheaper mass-produced alternatives. Local artisans tend to focus on freshness or use of natural or more environmentally friendly materials and sustainable processes.

FINDING: There is a need for education for producers and business outlets around understanding and selling the value of local products.

2. *Producers/makers need to better understand and be clear about pricing and terminology.*

Feedback from some businesses, and conversations with programme participants, revealed that some producers are confused about different types of pricing, i.e. cost price, wholesale price, trade price, retail price, and the differences between them.

Because the producers are both makers and retailers of their products directly to customers, some of them have tended to consider their direct sales prices to be more like wholesale, rather than retail prices and so it can become confusing when they then wish to sell their products to a retailer who needs to pay less for it and put a higher retail price on it. (This causes direct competition problems discussed in more detail below.)

Other terms and concepts which cause confusion are markup, profit margin and commission. These are sometimes used interchangeably (incorrectly) and it has emerged that businesses and producers have sometimes agreed a sales arrangement using these terms but having quite different understandings about what the agreement was, e.g. whether an agreed percentage related to wholesale price or retail price!

FINDING: There is a need for education for producers around pricing practices and terminology related to prices and sales arrangements.

Direct competition

Businesses, particularly retailers, have two concerns relating to competition when they consider using or stocking local products, one related to the producer also selling the product and one related to market saturation.

1. *Retailers do not want the same items to be sold by the maker for a lower price*

A concern mentioned specifically by retailers and related to previous experience, was the possibility of local products they stock being sold by the producer directly or via a market stall, for a lower price than the retailer can afford to sell it.

In some cases, this relates to the pricing issues outlined above. Some producers consider themselves to be wholesalers rather than retailers when selling their products to the end customer, and feel that they have to sell at a lower price point than a gift shop or gallery.

Options for addressing this are that artisans either:

- set recommended retail prices that both they and other retailers can use, or
- have different product ranges for direct sales and one for sales through retailers.

2. *Businesses are concerned about local market saturation*

It is possible that a situation could be reached where too many outlets in an area are selling the same products. Businesses are reluctant to stock or use a product if a similar business nearby is already stocking or using it. This seemed to be a particular concern for gift shops and galleries, which generally seek to attract customers with the promise of a unique range of products.

FINDING: There is clearly a need to balance the goal of establishing a region as one with unique local products with also needing to ensure all businesses can compete and prosper in that region offering enough variety to encourage and maintain repeat business. Producers need to be aware of this concern when developing their products and sales strategies.

Marketing/merchandising

1. *Better marketing or merchandising would help "sell" local products*

A consistent message was that local products are in demand by tourists and locals, but that it was sometimes difficult for a business to "sell" them—particularly alongside other cheaper or more mass-produced products, as highlighted above.

There was clear support among businesses for dedicated 'local artisan product' shelf-branding and/or story-telling advertising boards and other merchandising material. This could clearly identify a particular display case or product range as being locally-made and therefore allow it to be valued differently by customers. This concept is currently being explored by a local food network for local food products—there may be options for collaborating to produce a brand that would also apply to local art and craft products.

FINDING: There is a need to encourage producers to provide more marketing/merchandising material themselves, but there is also scope to have a region-specific 'local artisan product' brand.

Making initial contact with business outlets on behalf of local producers so they can further explore their business opportunities together

One of the main goals of the Artisan Connect Programme was to make connections and build business opportunities. The programme undertook two main activities in order to directly connect producers and potential business customers—visits and conversations with a range of local businesses and industry groups, and a Local Artisan Trade Fair.

Initial contact with business outlets

Visits, meetings and conversations took place with 33 businesses and 2 industry groups across the region (see Appendix 3), introducing them to Naturally North Coast and Glens Artisan Market members and Artisan Connect Programme participants:

- A brochure was given to them featuring Naturally North Coast and Glens Artisan Market members, which included most of the Artisan Connect Programme participants.
- A more detailed portfolio of information was presented to them where relevant, on Artisan Connect Programme participants and their products—including photographs and details of pricing and preferred sales arrangements etc. As required, producer and product details were provided to the business for follow-up.
- They were also invited to attend our Trade Fair in order to meet and talk to producers and see and sample their products first hand.

Businesses showed a keen interest in the local producers. Some were already stocking some of their products, whereas others were keen to learn more. Many were interested in attending the Trade Fair.

RESULT: At least 5 of the programme participants have to date received orders or enquiries as a direct result of this initial contact and some have developed ongoing business relationships.

"[The giftshop] wants to stock some items [...], so I'm getting some stock made up..."

(Crafter B)

" We got an order from [prestigious venue] on the back of your visit! MANY Thanks!!"

(Food producer B)

"I have since [your visit] made contact with a few of the producers and they are happy to come on board."

(Business C)

Local Artisan Trade Fair

A market-style Trade Fair event was held in order to give local businesses the opportunity to not only meet and talk to local producers, but to see and sample their products first hand.

The dynamics of a market-style Trade Fair are quite different to a regular 'meet the buyer ' event:

- They are more informal.
- They allow potential business customers ('buyers') to choose which producers they wish to talk to based on their interest in the products presented on the producers' stands.

"I found the trade fair very helpful, I have already connected with an air bnb property and set up a display there. I will be visiting another shop with prints and am in the process of making for the 5 local visitor centres."

(Crafter D)

- They allow the producers to be in their comfort zone, behind their stand, talking about their products to interested parties who can try them out.
- Power dynamics are minimised and social dynamics maximised, particularly when food samples are available.

The event was held on a Monday evening in the Marine Hotel in Ballycastle—approximately the mid-point of the Causeway Coastal Route. A Monday evening was chosen to enable chefs and eaterie owners to attend, as many of these businesses are closed on Mondays. An evening was chosen to enable other business owners such as shop owners and B&B owners the opportunity to attend.

"We've had orders placed and firm promises of future orders, as well as some ongoing conversations with potential new customers."

(Food producer A)

"Great event - really useful."

(Business D)

Using positive feedback is a measure, the event was a huge success. There were 29 exhibitors—26 producer stands plus a Landscape Partnership Scheme stand, and Economusée stand, and a Naturally North Coast and Glens stand, and 66 potential business customers ('buyers') attending.

The feedback from attendees as they left was unanimously positive about the opportunity to see and sample the range of high quality products being made locally, and to talk about possible business opportunities with producers. The atmosphere across the event was vibrant and upbeat as conversations flourished all around.

"I'll be going with a few producers I met - thanks for organising - I found the event very useful!"

(Business A)

"I have secured some new orders as a result of the trade fair."

(Food producer C)

Information is still coming in from producers about orders, enquiries, new stockists and bespoke product developments resulting from the Trade Fair. Producers felt it was a very worthwhile event.

RESULT: At least 12 of the 26 producers have to date received orders, got new stockists, or are engaged in developing bespoke products for customers from the Trade Fair.

"I have been asked to stock 3 tourist offices with about 7 pieces in each office."

(Crafter C)

"I received two orders at the trade fair, both of them completed within a week. Made some useful contacts for potential sales later in the year."

(Crafter A)

"Keep your eye for some new products in our shop soon!"

(Business B)

RESULT: The event was so successful that we were asked to organise another one on a different part of the Causeway Coastal Route with another hotel offering to host it. (We will be giving the request full consideration.)

Compiling a list of products that are in demand by local businesses but which are not currently being produced locally

Many items are produced locally, however a few products are either not produced locally (particularly in the Glens of Antrim area) or their availability is low:

- Cheese
- Yoghurt
- Honey
- Fresh produce - fruit and vegetables
- Seaweed products
- Products that are clearly identifiable as being from the area e.g. with the local town name on them
- Small guest-sized natural soaps for B&B guests*

* After the Local Artisan Trade Fair, one of the producers has decided to meet the demand for small natural soaps for B&B guests.

"After listening to what potential customers need we have decided to produce a guest size one use soap [...] we have the packaging designed and [it] is currently with the printers. A lot of B&B owners expressed a need for this."

(Crafter E)

Information about products in demand will be passed on to anyone interested in encouraging or developing new products locally.

Where relevant, connecting artisan producers with Naturally North Coast and Glens so they can avail of the support and development provided by the market including market trading

A number of producers were identified who could benefit from membership of the Naturally North Coast and Glens (NNCG) Artisan Market group.

- A couple of these came along to the Local Artisan Trade Fair and felt that it was extremely worthwhile. They are now considering joining as full members.
- We will follow-up with others to provide further information.
- Amongst the attendees at the Trade Fair were some individuals interested not only in using local products in their business, but in joining NNCG as producers/traders.

Summary and Next Steps

The Artisan Connect Programme had four main aims. This section summarises the outcomes relating to these aims, and recommends some next steps.

Aim 1. Understanding the needs of business outlets (shops, restaurants, hotels, etc.) for local produce

Outcomes

1. There is a need for education for producers and business outlets around understanding and selling the value of local products.
2. There is a need for education for producers around pricing practices and terminology related to prices and sales arrangements.
3. There is clearly a need to balance the goal of establishing a region as one with unique local products with also needing to ensure all businesses can compete and prosper in that region offering enough variety to encourage and maintain repeat business. Producers need to be aware of this concern when developing their products and sales strategies.
4. There is a need to encourage producers to provide more marketing/merchandising material themselves, but there is also scope to have a region-specific 'local artisan product' brand.

Recommended Next Steps

- Organise workshops for producers:
 - *Understanding and "selling" the value of local products* (to partially address Outcomes 1 and 4)
 - *Pricing and sales arrangements - Terminology and Practice* (to address Outcome 2)
- Organise a joint workshop for producers and businesses—could accompany a second Local Artisan Trade Fair:
 - *Strategising for a unique 'local product' region* (to partially address Outcomes 1, 3, and 4)
- Explore funding and collaboration options for developing, designing and printing/producing a local artisan brand and associated merchandising material for the region (to address Outcome 4)

Aim 2. Making initial contact with business outlets on behalf of local producers so they can further explore their business opportunities together

Outcomes

1. At least 5 of the programme participants have to date received orders or enquiries as a direct result of initial contacts and some have developed ongoing business relationships.
2. At least 12 of the 26 producers who took part in the Trade Fair have to date received orders, got new stockists, or are engaged in developing bespoke products for customers as a result.
3. The event was so successful that we were asked to organise another one on a different part of the Causeway Coastal Route with another hotel offering to host it.

Recommended Next Steps

- Follow-up with both producers and businesses for a full evaluation later in the year.
- Consider running a second Local Artisan Trade Fair - and perhaps combine it with workshops and collaborative strategy sessions with producers and business outlets from the region.

Aim 3. Compiling a list of any products that are in demand by local businesses but which are not currently being produced locally

Outcome

A number of products were identified that are either not produced locally (particularly in the Glens of Antrim area) or their availability is low.

Recommended Next Steps

- Provide information about demand for additional local products to anyone interested or involved in encouraging or developing new products locally.

Aim 4. Where relevant, connecting artisan producers with Naturally North Coast Glens so they can avail of the support and development provided by the market including market trading

Outcome

A small number of producers were identified who could benefit from membership of the Naturally North Coast and Glens (NNCG) Artisan Market group.

Recommended Next Steps

- Follow-up with producers identified.

Conclusion

This was a very successful project run over a very short period of time.

The time was right. Our region, along the Causeway Coastal Route, is a No. 1 Lonely Planet Destination for 2018. Tourists and locals alike are exploring the area and finding out what it has to offer. They are looking for products that are uniquely local—locally grown or locally made.

The Artisan Connect Programme distributed information and increased awareness about local products and local producers, and began conversations with local businesses about their experiences and thoughts in relation to using or stocking local products. It brought local producers and businesses together in a new forum—the Local Artisan Trade Fair—which worked really well.

At this stage, almost half of the producers who actively took part have already made sales or got orders or new outlets, or are continuing conversations or developing new bespoke products with local businesses. We will continue to monitor results and evaluate the impact of the programme on sales and business arrangements.

In addition, there is a whole set of people who are more aware of what the region has to offer who can pass that information on to others. They were very impressed with what is being produced locally and many have been given food for thought for their own businesses.

If the recommended next steps can be progressed, then who knows what kind of vibrant and unique 'local artisan product' region might emerge from where this Artisan Connect Programme began.

APPENDICES

Appendix 1 - Key Tasks

Project scoping and planning

- Developing project communications identity / branding - email, business cards, web page.
- Networking to find groups of potential customers to speak to in group settings.
- Collation of product and pricing information from programme participants (artisans/producers) to provide to potential retailers/stockists/industry customers.

Stakeholder consultation and communication

- Causeway Coast and Glens Borough Council (CCAG) Food Network Collaborative Growth Group (producers)
- CCAG Visitor Information Centres/Gift Shops (Caroline Carey - Manager)
- National Trust Giant's Causeway Visitor Centre (Bob Kane - Retail Manager)
- Local Traders/Artisans/Producers - members of Naturally North Coast and Glens
- Local Retailers/Restauranteurs/Accommodation Providers
- Relevant local industry groups - Hospitality Forum, Antrim Glens Tourism and Gobbin's Cluster Group

Visiting or otherwise engaging with Retail/Business Outlets

- Specifically showcasing Artisan Connect Programme participants with product photographs and details of their products, pricing and preferred mode of business/sales arrangement.
- Providing a brochure of all Naturally North Coast and Glens Artisan Market members.
- Highlighting the upcoming 'Local Artisan Trade Fair' with time and place.

Organising a 'Local Artisan Trade Fair'

(A 'meet the buyers/meet the producers' artisan market-style event held on March 26th)

- Organising venue and time appropriate for maximum business customer availability—a Monday evening. (An Antrim Glens Tourism meeting was deliberately coordinated to take place at the same venue and at a convenient time to ensure both events could benefit.)
- Recruiting/securing producers/exhibitors and ensuring availability of samples/tasters for attendees.
- Organising an interviewer and interviewees to ensure there was always something happening.
- Inviting and advertising to potential attendees - flyer design/production, social media, press release, direct and email invitations.
- Preparing a slideshow to run during the event, showcasing local producer and product photographs, together with information and statistics about local markets and the benefits of using local products.
- Producing 3 promotional gift hampers to be raffled to those who submitted business cards at registration.
- Producing press report afterwards.

Measuring/Evaluating Programme Success

- Participant/ stakeholder qualitative feedback - re increased awareness etc.
- Number of new business connections made, including outlets with new suppliers, and producers with new stockists, connected through programme.
- As it can take some time for business discussions to bear fruit, and some buyers have a seasonal buying cycle...we will be evaluating success fully later in the year re developments that can be directly related to the Artisan Connect Programme.

Appendix 2 - Local Artisan Trade Fair Invitations

The direct invitation list for the trade fair was extensive and built upon social media and local newspaper advertising. Approximately 300 businesses were invited by email to attend. Some, but not all, of those are listed below:

Council Representatives

1. Causeway Coast and Glens Borough Council Tourism and Economic Development Staff
2. Mid and East Antrim Borough Council Tourism and Economic Development Staff

Industry Groups/Bodies

Antrim Glens Tourism
Gobbins Cluster Group
Causeway Coast and Binevenagh Cluster Group
Hospitality Forum
Food NI
Craft NI

Accommodation Providers

An Caislean, Ballycastle	Bayview Hotel
Causeway Smithy B&B	Marine Hotel
Shola Coachhouse B&B	Crockatinney Guest House
Oakland B&B, Coleraine	Ballycastle Backpackers
Atlantic Hotel, Portrush	Ardaghmore House
The Whins B&B	Ardnamara Ballycastle
Manor House Guest House	Beechwoods
Blackrock B&B Portrush	J&J Guesthouse
Golflinks Hotel	Colliers Hall
Deighans Caravans	Teach an Cheoil
Londonderry Arms, Carnlough	Gortin Glen
Premier Inn, Carrickfergus	Smugglers Inn
Dark Hedges Estate	Ardtrabane House
Adair Arms Hotel	Kilmore Country House
Leighinmohr Hotel	Dieskirt
Pine Grove Lodge	Lurig View
Lough Shore Hotel	Drenagh
Park Head Lodge	Ballycarton House
Rosspark	Carrick Lodge
Galgorm	Carromena
Tullyglass	Adelphi Portrush
Beechgrove B&B	Beulah Guest House
Fools Haven	Ballyhenry West
Hillcrest B&B	Honeysuckle Cottage
Drumgart B&B	Causeway Lodge
Ballygally Castle	Browns Country House
Halfway House	Valley View, Bushmills
Curran Court Hotel	Causeway B&B
The Manor B&B	Cottesmore B&B
Seaview House	Craig Cottage

Carnfunnock
Drumadoon
Ardtara House
At the Beach
Cromore Halt
Strandeen
The Strand Guest House
Cul Erg B&B
Ard na Tra
Carn Ban
The Oregon, Portsewart
Rathlin Cottages
Rathlin Hostel
Aaran More Lodge
Albany Lodge
An Uladh
Antrim House
Ashlea House
Atlantic View
Avarest
Beaches B&B
Harbour Heights
Maddybenny
Pier 39
Prospect House
Ramona
Rushview
Portrush Holiday Hostel
Portrush Townhouse
Moorbrook
Downhill Beachhouse
Coolmore HUse
Breezemount
Dromore HUse NI
Lisnagalt Lodge
Springwell Manor
The Grange, Coleraine
Irwins of Gardenvale

Island Corr
Finn McCool's Hostel
Royal Court Hotel
Me and Mrs Jones
Inn on the Coast Portrush
Magherabuoy
The Port Hotel
Roe Park Resort
Bushtown Hotel
Premier Inn, Coleraine
The Lodge Hotel, Coleraine
The Drummond Hotel
Wanderin Heights
Ken Mar
Old Glebe
Brown Trout Inn
Crowfield HUse
Agivey Lodge
Glenmore House
Ropebridge House
The Castle, Ballintoy
Whitepark House
Sheep Island View
Whitepark Bay Hostel
Cullentra
Garron View
Glendale
The Riverside B&B
The Burn
The Meadows
Sleepy Hollow B&B
The Villa Farmhouse
Hillside House
Edenroe
Manor Hotel
Harmony Hill
Country Garden Cottage
Enagh Lodge

Visitors Centres (VCs)

Giant's Causeway National Trust VC
Glenarm Community VC
Gobbins VC
Carrick-a-rede National Trust VC
Causeway Coast and Glens Borough Council Visitor Information Centres (x 5)

Eateries

The French Rooms, Bushmills
Nico's, Ballycastle
Ocho Tapas, Portrush
Tartine, Bushmills
Mary McBrides, Cushendun
Lime Tree Restaurant, Limavady
Warke's Deli, Portstewart
Arbutus Catering
Lost and Found Cafe, Coleraine
Amici, Portstewart
Harry's Shack, Portstewart
Portrush Deli
Kiwis Brewbar, Portrush
Thyme & Co, Ballycastle
Ursa Minor Bakehouse, Ballycastle
O'Connor's Bar and Restaurant, Ballycastle
Central Bar & Restaurant, Ballycastle
Armada Inn, Armoy
Crusoes Cafe, Castlerock

Ramore, Portrush
Bushmills Inn
Upstairs at Joes, Cushendall
The Bay Cafe, Ballycastle
Finn Patrick's, Ballycastle
The Scenic Inn, Ballycastle
Donnelly's Bakery, Ballycastle
Londonderry Arms, Carnlough
Antrim Castle - Clotworthy House
Sleepy Hollows Restaurant
The Bothy, Whitepark Bay
Cafe Croft, Garvagh
No. 39, Ballycastle
The Cellar, Ballycastle
Mongomery's, Ballymena
The Anchor Bar, Portrush
The Fullerton Arms, Ballintoy
The Red Door Tea Rooms, Ballintoy
Soda and Starch, Derry

Shops / Galleries

Glenarm Castle Shop
The Designerie
Blackthorn and Willow
Morellis Ballycastle
Sea Haven Therapy
Castle Garden Centre
No.62 The Promenade, Portstewart
McCaughans Mace, Armoy
Green Room, Armoy
Puffin Gallery, Ballycastle
Home Made Beautiful, Ballycastle
Living, Ballycastle
Creative Gardens (Group)
Boyles Spar, Ballycastle
Boyles Spar, Carnlough
Spar NI - Henderson's (Group)
Avoca Ireland (Group)
McAtamneys (Group)
Number 19 Craft and Design, Derry
Logan's Fashions
Co Couture, Belfast
Underground Artisan, Belfast
Harbour Gallery, Ballycastle

Craft and Design Collective
The Steensons, Belfast
Memento, Portrush
Hillstown Farm Shop
Ballylagan Farm Shop
Country Home Gifts
Sydney B Scott
No 4 Queen Street
Camerons
Ashvale Farm Shop
Sawers, Belfast
Quartisan
Arcadia Deli
Yellow Door Deli
Killure Farm Shop
The Bank House, Whitehead
The Bushmills Gallery
Flowerfield
Thomas Goldsmiths, Belfast
Linen and Latte, Belfast
We are Maven, Belfast
Studio Souk, Belfast
The Wickerman, Belfast

Appendix 3 - Direct Visits, Meetings and Discussions

Antrim Glens Tourism and Gobbins Cluster Group Businesses (multiple)

Causeway Coast and Glens Borough Council Visitor Information Centres (multiple)

1. Giant's Causeway National Trust Visitor Centre
2. Carrick-a-rede National Trust Visitor Centre
3. No.62 The Promenade, Portstewart
4. Ramore Group, Portrush
5. The Designerie, Bushmills
6. The Green Room, Armoy
7. Glenarm Community Visitor Centre
8. Glenarm Castle Shop, Glenarm
9. Blackthorn and Willow, Glenarm
10. Morellis, Ballycastle
11. Sea Haven Therapy, Ballycastle
12. Castle Garden Centre, Ballycastle
13. Puffin Gallery, Ballycastle
14. Home Made Beautiful, Ballycastle
15. Living, Ballycastle
16. Ursa Minor Bakehouse
17. Boyles Spar Ballycastle
18. Nico's, Ballycastle
19. Marine Hotel, Ballycastle
20. Boyle's Spar Carnlough
21. Carnlough Pharmacy
22. Londonderry Arms, Carnlough
23. Upstairs at Joes, Cushendall
24. Wee Joes (replacement cafe), Cushendall
25. Sweet shop, Cushendall
26. Art and flower shop, Cushendall
27. Mary McBrides, Cushendun

Hospitality Forum Businesses

28. Anglers Rest, Benone
29. Ocho Tapas, Portrush
30. Atlantic Hotel Portrush
31. Tartine, Bushmills
32. Bushmills Inn
33. Thyme & Co, Ballycastle

Appendix 4 - Artisan Connect Programme Participants

FOOD

1. Amazin' Grazin
2. Glenballyeamon Eggs
3. North Coast Smokehouse
4. Corndale Farm
5. The Woman Next Door
6. Sea Sugar
7. Wee Delights
8. Broughgammon Farm
9. Braemar Farm Ice Cream (did not attend Trade Fair)
10. Islander Seafoods (interested in only limited participation)

CRAFT

11. Yellow Flower Crafts
12. The Irish Jewellery Studio
13. Míl all Natural
14. Two Goats Soap
15. Meltz Candles
16. Blue Dog Crafts
17. Robert Spotten Jewellery (did not attend Trade Fair)
18. Malcolm Murchison (interested in only limited participation)

Appendix 5 - Local Artisan Trade Fair Participants

Marine Hotel, 26th March 2018

FOOD

1. Annie's Delights
2. Tony's Griddle Goods
3. Amazin' Grazin
4. Glenballyeamon Eggs
5. North Coast Smokehouse
6. Corndale Farm
7. The Woman Next Door
8. Granny Shaw's Fudge
9. Tom and Ollie
10. Sea Sugar
11. Wee Delights
12. Glens of Antrim Craft Ale and Beers
13. Broughgammon Farm
14. La Dolce Via
15. Glens of Antrim Potato Crisps

CRAFT

16. Taisie Turning & Yellow Flower Crafts
17. The Irish Jewellery Studio
18. Sparkly Mud
19. Kitty's Jewels
20. Míl all Natural
21. Two Goats Soap
22. Meltz Candles
23. Artisan Glass NI
24. Design by Ivy
25. Blue Dog Crafts
26. Antrim Rain Soaps

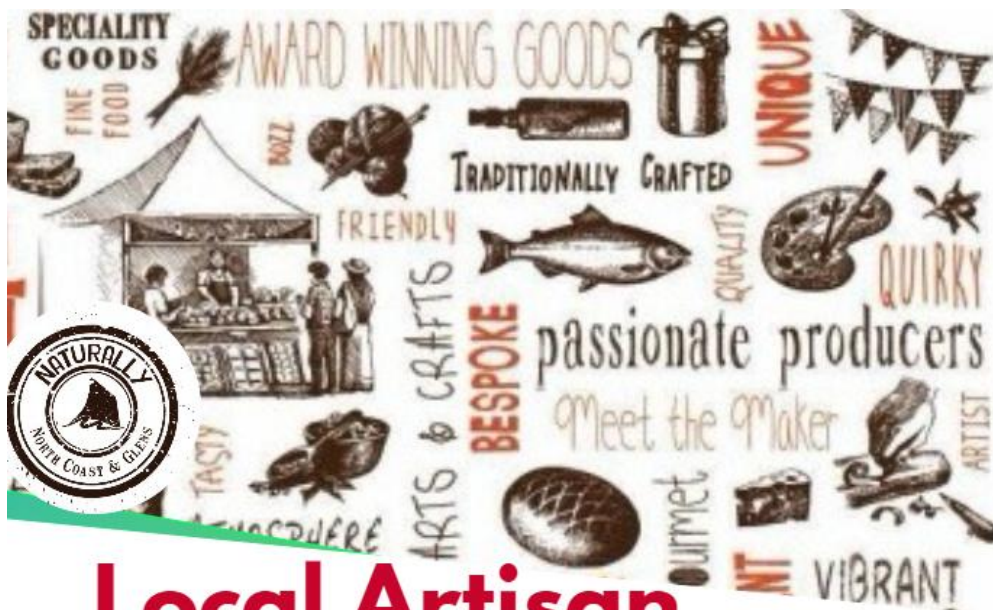
OTHERS

27. Landscape Partnership Scheme
28. Naturally North Coast and Glens
29. Economusée
30. *Tea and Coffee table*
31. *Registration table*

Speaker/Interviewee businesses to be interviewed by Local Blogger Caroline Redmond:

Area	Business	Sector
Glenarm	Blackthorn and Willow	Craft
Carnlough & Ballycastle	Boyles Spar	Grocery
Rathlin Island	Manor House	Guest House
Ballycastle	Thyme and Co	Cafe
Giant's Causeway	Retail Manager	Gift shop / Visitor Centre
Bushmills	Bushmills Inn	4 Star Hotel
Portrush	Shola Coach House	5 Star B&B
<i>Glens possibility</i>	<i>Mary McBrides</i>	<i>Pub/Restaurant</i>

Appendix 6 - Trade Fair Flyer



Local Artisan Trade Fair

Connecting local businesses
with local producers and makers

Along the Causeway Coastal Route and beyond
(Open to business only - not the general public - Sorry!)

6PM - 9PM

MONDAY MARCH 26TH

Marine Hotel, Ballycastle

Potential buyers - no need to register - but if you can
it will help food producers provide enough samples...

Potential exhibitors - please contact us.

To register, please email: artisanconnectprogramme@gmail.com
Contact: Melanie Brown, Artisan Connect Programme, Tel - 07835 403339
www.naturallynorthcoastandglens.co.uk/artisan-connect

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