

# Craft Reach - What's Next?

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# What do we need to do?

- Ensure that the artisans are central to everything that we do
- Identify and agree the needs of the artisans
- Develop a programme that meets those needs
- Ensure that these are in line with EU rules and the revised thrust of the programme



# What do we need to do?

- Prove that the project has been successful
- Confirm commitment of existing partners
- Identify match funding
- Identify new partners
- Identify a new theme and programme title
- Convince our European friends



# How do we convince the Europeans?

- Agree a lead partner with a proven track record
- Agree and develop a new theme in line with programme objectives
- Accept and pick up on the lessons learnt
- Demonstrate a real collaborative and partnership approach



# The process

- Develop a strong working group
- Confirm with EU that funding is in place for each geographical location
- Agree work package leads
- Agree roles and responsibilities
- Develop an iterative application approach
- Develop an application timetable



# Questions to be asked

- Do geographic limitations matter?
- Are the existing partners the right partners?
- How far can the network be expanded?
- How can a new programme be used to benefit new and existing artisans?
- How can a new programme be used to establish an internationally recognised high quality brand?



# But what else?

- Continue development of a revised international governance structure
- Agree the roles and responsibilities between the international organisation and partners
- Identify ways in which the brand can be developed in each geographical location



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