

Jane Gormley

CRAICLY



CONTACT DETAILS

T: +353 86 130 4447.
E: jane@craiclystories.com
www.craiclystories.com
Instagram: [@craiclystories](https://www.instagram.com/craiclystories)



Jane Gormley started CRAICLY organically at her home in Allenwood, Co Kildare, in October 2023 and developed it alongside her day job as a recruitment director in the tech sector.

CRAICLY is a storytelling project designed to bring people and place together through community storytelling.

Jane's inspiration to start CRAICLY grew from a consciousness of post-Covid loneliness, concern about technology increasingly replacing human-to-human interaction and enjoyment of storytelling.

So, she decided to host her first CRAICLY in a straw shed on the farm where she lives. She devised a storytelling structure and invited ten friends and asked each of them to bring someone along.

That first night in October 2023 was a great success. One of the attendees contacted Jane afterwards and asked her to host a CRAICLY at the Waterford Festival of Food and the business has gone from strength to strength ever since.

So much so that Jane was approached to write a book about CRAICLY by Cork-based Mercier Press, Ireland's oldest independent publishing house. The book is due to be on the shelves in December 2026, and Jane currently focuses fully on CRAICLY, with a number of successful collaborations running, and on writing the book, having recently left her recruitment role.

Jane says being booked for the Púca Festival in 2024 and appearing on the Oliver Callan show on RTÉ were significant milestones for the business, and she is looking forward to CRAICLY featuring at Púca again this year.

She found the ACORNS programme hugely helpful and said the roundtable structure worked brilliantly because you suddenly had a team of eight advisors when you were normally on your own.

Aside from the challenge of writing the CRAICLY book, Jane's plans for the future include setting up a CRAICLY for kids that can potentially be brought to schools.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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