

# FESTIVAL REPORT

*imagine the world*



21–31 May 2015  
Hay-on-Wye

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## WELCOME

*“Imagine a party...where curiosity  
and discovery trump certainty  
and conviction.”*

Imagine a party for everyone – young and old, right and left, the country and the city; a party with a thousand stories rather than a manifesto; a party where poetry trumps rhetoric, and where curiosity and discovery trump certainty and conviction; a party where dreams are dearer than promises, where we revel in dissent, and where to change your mind is a strength and a pleasure.

Imagine a party where we celebrate the possibility of art, the adventure of science and the deep understanding of humanity that comes from close attention to the lessons of history.

Imagine a party that is first and foremost a party. There’s food and music and laughter; there’s time and there’s the best company you could hope for. That’s our party in Hay.

**Peter Florence**  
Director, Hay Festival



## CROESO

*'Dychmygwch hynny i gyd mewn  
cyd-destun sydd, yn y lle cyntaf,  
yn ddathliad ac yn barti.'*

Â'r etholiad cyffredinol ar bob sianel ac ymhob papur newydd, dyma wahoddiad i chi dychmygu cyd-destun lle mae yna groeso i bob un – yr hen a'r ieuanc, y rheiny ar y dde ac ar y chwith, trigolion y wlad a'r ddinas. Cytgord o straeon dirifedi yn hytrach na maniffesto, a gofod lle mae barddoniaeth yn drech na rhethreg, a chwilfrydedd yn drech na sicrwydd ac argyhoeddiad. Gofod lle mae breuddwydion yn werth mwy nag addewidion, a gofod hefyd sydd yn caniatáu i ni ymhyfrydu mewn anghytuno; lle mae newid meddwl yn bleser pur ac yn arwydd o gryfder.

Dychmygwch fan lle gallwch chi ddathlu posibiliadau celfyddyd, anturiaethau gwyddoniaeth a'r dealltwriaeth ddofn o ddynoliaeth a ddaw yn sgil astudio gwersi hanes.

Dychmygwch hynny i gyd mewn cyd-destun sydd, yn y lle cyntaf, yn ddathliad ac yn barti. Bydd yma fwyd a cherddoriaeth a chwerthin, amser i hamddena a'r cwmni gorau posib. Dyna gynulliad Gŵyl y Gelli.

**Peter Florence**  
Director, Hay Festival

Sheila Hancock



David Baddiel



Sandi Toksvig



## THE FESTIVAL

*“For me, being at Hay is very similar to being part of the feminist movement! It is endlessly exciting, with different ideas and opinions flying; sometimes overwhelming, as you realise just how much there is to take in and learn; and also hugely vibrant, optimistic and hopeful.”*

*Laura Bates, founder of the ‘Everyday Sexism’ project*

Hay Festival is an international organisation based in Hay-on-Wye, Wales. We create festivals that explore and celebrate literature as well as ideas. We run several festivals across the world: in the UK (Hay Festival since 1987), Ireland (Kells since 2013), Bangladesh (Dhaka since 2011), Spain (Segovia since 2006), Mexico (Zacatecas in 2010 and Xalapa since 2011) and Colombia (Cartagena since 2006, as well as Riohacha since 2008 and Medellín since 2013).

We have also run festivals in Kenya (Nairobi, 2008–2013), India (Kerala, 2010–2011), the Maldives (2010), Lebanon (Beirut, 2012–2013) and Hungary (Budapest, 2012–2013).

In addition, we have collaborated in the creation of other leading literary festivals such as Mantova in Italy and Parati in Brazil. We run the B39 Project, producing Bogotá39 (2007), Beirut39 (2010), Africa39 (2014) and México20 (2015), through which we select and promote young writers, working in partnership with UNESCO and the World Book Capital project.

Highlights of Hay Festival Wales 2015 included: Neil Gaiman paying tribute to the late Sir Terry Pratchett; a series of events exploring the 800th anniversary of the Magna Carta; Mary Portas on the decline of the British high street; Alex Salmond on Scottish independence; Archbishop of Westminster Cardinal Cormac Murphy-O’Connor on the Church’s response to sexual abuse; a celebration of the 150th anniversary of *Alice’s Adventures in Wonderland*; Jude Law in an all-star line-up for *Letters Live*; Alan Bennett previewing *The Lady in the Van* film; and talks from Jacqueline Wilson, Anne Enright, Kazuo Ishiguro, Michael Morpurgo, Antony Beevor, Karen Armstrong, Germaine Greer, David Mitchell, Graham Swift, Irvine Welsh, Rose Tremain, Elif Shafak, Alexander McCall Smith, Colm Tóibín, Marian Keyes, and festival President Stephen Fry.



The Festival's tradition of celebrating important contributions to literature with Hay Medals continued: Robert MacFarlane was awarded the Hay Festival Medal for Prose; Germaine Greer, the Hay Festival Medal for Education; Alan Bennett, the Hay Festival Medal for Drama; and Chris Riddell, the Hay Festival Medal for Illustration.

Hay Festival director Peter Florence said: "It's been a feast of ideas, from writers and thinkers, economists and medics, warriors and peacemakers, storytellers and dreamers. You come away with renewed hope and aspiration. The book sales and attendance at events have moved up from last year. The Facebook and Twitter reach, the listening figures across BBC Radio and TV and the viewers watching BBC World News and BBC Arts Online, have extended the conversations in this field in Wales to tens of millions of people across the world. It's been inspiring and exacting and seems like the beginning of a thousand new adventures."

# THE FESTIVAL IN NUMBERS

*Hay Festival Wales enjoyed record results over the 11 days of the festival in 2015*

700+

EVENTS OVER 11 DAYS  
(COMPARED TO 24  
EVENTS IN YEAR 1)

750

SPEAKERS

5000+

SCHOOLCHILDREN WELCOMED ON SITE  
DURING THE FIRST TWO DAYS TO ENJOY  
A FREE TO STATE SCHOOLS, CROSS-  
CURRICULAR PROGRAMME OF LEADING  
CHILDREN'S WRITERS AND PERFORMERS

16

MILES OF BUNTING  
USED ON SITE

20,000

BOOKS SOLD IN THE FESTIVAL'S  
OXFAM SHOP – ENOUGH MONEY FOR

5,000

SHELTERS IN NEPAL

TICKET SALES  
GREW BY

9%

ON 2014

260

POT PLANTS USED TO  
DECORATE THE SITE

100

SHEEP MILKED DAILY TO MAKE  
THE SHEPHERDS ICE CREAM  
SOLD AT THE FESTIVAL

500+

SCULPTURES AND  
PAINTINGS MADE IN  
THE MAKE & TAKE TENT

37K

FOLLOWERS ON TWITTER  
(UP BY 2,231 ON 2014)

10.2K

MEDIA MENTIONS  
(UP 630%),

52 M

PEOPLE REACHED

1.56M

TWEETS  
(UP 184.5%)

9K

RE-TWEETS



BOOK SALES  
WERE UP

17%

ON 2014

FACEBOOK REACH  
DURING THE FESTIVAL  
PERIOD

700,000

29%

NEW ATTENDEES  
(COMPARED WITH 27% IN  
2014 AND 34% IN 2013)

CIRCULATION  
FIGURE FOR  
PR IN UK

2.015M

EXCLUDING  
SOCIAL MEDIA OR  
INTERNATIONAL MEDIA

27,013

CLIP IMPACT  
SCORE

AVE FIGURES  
FOR PR IN UK

£12  
million

TO DATE, EXCLUDING  
SOCIAL MEDIA OR  
INTERNATIONAL MEDIA

2,000+

TREES GIVEN AWAY BY THE WOODLAND TRUST



Photo by Marsha Arnold

## SCHOOLS PROGRAMME

*Hay Festival 2015 began with the sixth Schools Programme in glorious sunshine*

Across the first two days of the Festival in Wales, our Schools Programme welcomes more than 5,000 students to the festival site along with their teachers. Thanks to the kind support of the Festivals of Literature Charitable Trust, pupils and teachers from state-funded schools across Wales and Herefordshire enjoy a free cross-curricular programme of leading children's writers and performers.

The Schools Programme provides a unique opportunity to reach out to children in Key Stages 2, 3 and 4 who rarely or never attend cultural events due to their rural location. We create a mini-Hay experience for every pupil – including events, film screenings and, of course, opportunities to meet their literary heroes.

### **Thursday 21 May**

3,200 primary school children came to see Gill Lewis talk about animals, Jeff Norton on neurotic zombies, Kenneth Oppel visiting from Canada, Megan Rix on friendship in the First World War, Elen Caldecott on creative writing, Rachel Rooney and Joseph Coelho on poetry, Michelle Paver on anthropology and myth, and Stephan Pastis on graphic storytelling.

### **Friday 22 May**

2,600 secondary school children enjoyed Sarah Crossan talking about geography and poetry, MG Harris and Jamie Anderson discussing construction and engineering and Sam Hepburn debating politics and drama. Into Film showed a special 15th anniversary screening of *Skellig*. Tim Bowler gave insights into creative writing and Tony de Saulles into science and art. Sita Brahmachari shared her experience of social studies and creative writing, Joseph Coelho talked poetry with Robert Muchamore and Sophie McKenzie extolled the joys of English and music. The day closed with David Almond discussing history and myths.



Priority booking went to schools in Powys and Herefordshire and was then opened up to schools who travelled from all over Wales and England, including Cornwall, London and Staffordshire. The number of home schooling families increased, with more than 50 children attending.

All the authors spoke to Key Stage 2, 3 and 4 pupils from 105 schools and 25 home-schooled families, covering major curriculum subjects including English, Literacy, Poetry, Maths, History and Science.

“Thank you for allowing our school to take part in Hay Festival. The children had the most magical day ever and they pronounced it to be the best trip in the history of their schooling (quite an accolade). It was brilliantly organised and everyone was so kind. All of the authors were so generous with their time, making a real impression on the children.”

*Caroline Milner, St Teresa’s Catholic Primary School, Nottingham*

“We all had such a wonderful time – you and your team of volunteer stewards were incredibly welcoming and accommodating, the authors were brilliant (every one of my girls came away with at least two books each!) and the whole site was a wonderland for book-lovers. We cannot wait to come back again.” *Jane Wilks, Howell’s School, Llandaff*

“The site is always clean, bright and very exciting...Our children bought and brought many books and were thrilled to get them signed. Looking forward to an exciting time next year.” *Cindy Morgan, Rhiwbeina Primary School, Cardiff*

“A really special day for all of the students.” *Jennifer Jaques, Pontypridd High School*

## HAY FEVER

*The programme for children and families was packed full of great names from children's fiction in 2015, including David Almond, Malorie Blackman, Frank Cottrell Boyce, Cressida Cowell, Derek Landy, Michael Morpurgo, Liz Pichon, Chris Riddell and Jacqueline Wilson.*

Comedy was a big theme this year, with Dick and Dom, James Campbell, David O'Doherty and Danny Wallace all guaranteed to make you laugh. And for kids wanting to create their own cartoons, the fabulous team behind Phoenix Comics ran a series of awesome workshops.

We had a spectacular line-up of events with illustrators including Rebecca Cobb, Emily Gravett, Chris Haughton, David Melling, Lydia Monks and Ed Vere, who performed with live drawing and stories for their young fans.

Sam McBratney reflected on more than 20 years of *Guess How Much I Love You* (one of the world's biggest-selling picture books) and picture book legend Nick Butterworth described *Q Pootle 5's* journey from page to screen.

Teenagers found plenty to get their teeth into with our line-up of events starring some of the top names in Young Adult writing today, including Meg Rosoff and Holly Smale.

The wonderful Zak Simmonds-Hurn, best known for his Sky Drifters and Simon Swift illustrations in *The Phoenix* weekly story comic, created our Hay Fever 2015 artwork. Our intrepid readers jumped through worlds of the imagination on the pages of the Hay Fever programme.

Add to all of this a dazzling array of workshops from wonderful organisations such as Aardman Animations and the RSPB, Magna Carta quizzes and *Alice in Wonderland* trails, and the children on site were spoilt for choice. Whether you're interested in magic, maths or the Magna Carta, there is always something to inspire you at Hay.

**Mary Byrne**  
Programme Director, Hay Festival





# HAY ON EARTH

## *A programme of managing and mitigating the festival's environmental impact*

For nine years, Hay Festival has been engaged in a programme of managing and mitigating its environmental impact through its Hay on Earth and Greenprint programmes. Over this period we have focused on three key areas: our own direct impact; the impact of our audience; and the programming of events that stimulate debate and discussion on key issues.

While we still have a lot more to do, here are our successes and the lessons we've learnt over the past year.

### **Our own direct impact**

The area over which we have most control, and in which we can gain both environmental and financial benefits, is in minimising our own direct impacts. We focus on the core areas of energy, waste, transport, procurement and venues.

Examples of this include:

- ✦ Reduced use of resources including printed materials (down by 35% on 2014), diesel (down by 25%) and electricity (down by 25%).
- ✦ Recycling 75% of the waste produced on site, including 7 tonnes of cardboard and paper, 3 tonnes of plastic and cans, 4 tonnes of glass and 450 litres of cooking oil for biodiesel use.
- ✦ Composting 5.2 tonnes of food waste and other compostables.
- ✦ In partnership with local company Caplor Energy, installing solar heating for our staff catering hot water requirements.
- ✦ Providing water standpipes across the site so that people can fill their own bottles.
- ✦ Local reuse and recycling destinations were found for a wide range of materials: excess food was taken to a project for the homeless, 4 bags of textiles to a charity shop and crates to a community garden project.

We continue to use BS8901 and ISO 20121 as management tools to assess and improve our sustainability.



### The impact of our audience

By far our biggest indirect impact is caused by people visiting the festival, via their transport, accommodation, etc. While this has a huge benefit economically, we look for ways in which to reduce the environmental impact.

Examples include:

- ✧ We provide a public bus service that runs ten times a day from our nearest train station to the festival site, in conjunction with partners First in the Midlands. In 2015 the service carried 2,939 passengers – a 10% increase on 2014.
- ✧ We have also developed a bus service that links festival-goers with local B&Bs and the surrounding villages and towns. In 2015 this service carried 1,193 passengers.
- ✧ For the past four years we have teamed up with Gocarshare.com and BlaBlaCar.com to promote car-sharing for visitors to the festival and this year we added Liftshare.com to our website to increase customer options.
- ✧ We provide free electric car recharging points at our Park & Ride car park at Clyro Court.



### Event programming

One of the major benefits we can offer is to programme a wide range of speakers and events that discuss, challenge and explore the environmental issues currently facing us on a global scale.

Examples from 2015 include:

- ✦ Caroline Lucas, Nick Stern, Kate Humble, Andrew Simms, Orsola De Castro, Alok Jha, Rosie Boycott, Dieter Helm, Tony Juniper, George Marshall, Juliet Davenport, Monty Don, Jane Davidson and Danny Dorling.
- ✦ The infrared camera we bought in 2010 is still proving popular and we are continuing to work with our local Transition Town group to help survey the heat loss from homes, businesses and schools. <http://www.gveg.org.uk/TransitionTowns.html>

Through all of our programming we hope to inspire change. One example of this is the 10:10 Campaign, the initial idea for which came on the train home from Hay Festival 2009 during a chat between Franny Armstrong and Ed Miliband.

Sustainability also includes financial and social impacts and a few examples of these are:

- ✦ Free tickets for students in tertiary education.
- ✦ Free loan of our thermal imaging camera for local communities to assess heat loss from buildings.
- ✦ We purchase from local businesses where feasible and encourage our contractors to do the same.





From 2012 to 2014, Hay Festival was involved with an EU Interreg project called Zero-impact cultural heritage Event Network (ZEN). ZEN is a project aimed at developing a shared methodology to reduce the impact of events and festivals in historic centres and on cultural heritage through the exchange of significant experiences and lessons learned by the participating partners. We are currently forming a new Interreg partnership to take this project to the next level.

These are just some of the issues we are trying and continuing to address, working with our suppliers, contractors and partners. We have been focusing on our main festival in Hay-on-Wye; we are now also starting to address issues facing the festivals we hold overseas.

Our entire Greenprint programme is a journey not a destination, which is why we aim to be carbon minimal rather than carbon neutral. We are in a privileged position to be able to run these festivals and we therefore have a responsibility to ensure that positive impacts are felt in the wider community and any negative ones are minimised.

**Andy Fryers**  
Hay on Earth Director

## MARKETING AND PRESS

### **BBC**

Coverage of the festival's greatest writers, thinkers and performers appeared across BBC and BBC World programmes all week throughout the festival on radio, television and online, with flagship shows coming live from the Festival site. We have a major three-year global partnership with the BBC, announced last year by Director General Tony Hall, and in 2015 the BBC Tent hosted a series of free events with appearances and performances from well-known presenters and guests including authors Germaine Greer, Stephen Fry, Irvine Welsh, Malorie Blackman, Anne Enright, Kazuo Ishiguro, Yuval Harari, Jacqueline Wilson, together with violinist Rachel Podger, pianists Ivana Gavrić and Tom Poster; cellist Guy Johnstone, and the Elias String Quartet.

This year BBC TV's *Newsnight* and BBC Radio 2, 3, 4, 5 came to Hay and made a host of programmes to broadcast live and as live from the BBC tent on site. Radio 3 broadcast its lunchtime concerts live this year for the first time and also several mainstage music events. The BBC tent created a space for profiling 'not for broadcast' events from the BBC for Hay audiences. And a first for Hay BBC, Children's Programming brought a series of events to Hay.

The BBC also profiled its Get Creative initiative in Hay with a series of open events throughout the festival.

The BBC again brought the launch of its New Generation Thinkers to Hay for press and public profile.

The BBC's partnership means that whole events, clips of events, concerts and debates can be seen on BBC Arts Online and on i-player for 30 days after the festival, extending the reach of the festival and allowing highlights to be shared nationwide.

BBC World's *Talking Books* programmes reached a global audience, and a UK audience on its Culture site. They were also broadcast on BBC Radio and then on i-player reaching a potential 650 million homes.

### **Daily Telegraph**

The Festival's media partner, the *Daily Telegraph*, was on site throughout, curating multimedia content for audiences in print and online.

## MARKETING AND PRESS

### *The New York Times*

This year our international media partners, *The New York Times*, again ran their stand on site, and engaged editorially with a wonderful write-up of the festival headlined *Democratising Inspiration*. We suggested they run a UK subscribers' reception at Hay this year and they report great feedback.

The Festival's tradition of celebrating important contributions to literature with Hay Medals continued: Robert MacFarlane was awarded the Hay Festival Medal for Prose; Germaine Greer, the Hay Festival Medal for Education; Alan Bennett, the Hay Festival Medal for Drama; and Chris Riddell, the Hay Festival Medal for Illustration.

Hay Festival director, Peter Florence, said: "It's been a feast of ideas, from writers and thinkers, economists and medics, warriors and peacemakers, storytellers and dreamers. You come away with renewed hope and aspiration. The book sales and attendance at events have moved up from last year. The Facebook and Twitter reach, the listening figures across BBC Radio and TV and the viewers watching BBC World News and BBC Arts Online, have extended the conversations in this field in Wales to tens of millions of people across the world. It's been inspiring and exacting and seems like the beginning of a thousand new adventures."

### **Marketing**

This year's artwork for the programme cover, signage, advertisements, posters, flyers, bookmarks and related material was by local artist Aine Venables inspired by images, words, the Magna Carta, the Penny Black – to create birds of thought flying with ideas. Aine has created specific art work using themes, poetry and maps for each festival as we go around the globe.

### **Core Customer Engagement**

We mail our Friends (almost 5,000) and our database of customers (120,000-plus) key information, earlybird ticket alerts, partner and sponsor news, updates and key information each month of the year. In the build-up to the festival there are more frequent mail-outs and during the festival this year we mailed the customers who had bought tickets updates on programming, weather and highlights each day of the festival, demonstrating fast and responsive customer care.

# MARKETING OF HAY FESTIVAL WITH THE BOOK TRADE

## **Waterstones**

Waterstones promote Hay Festival Authors through their shops on the high street, online and in customer mailings. They report a 60% increase of sales countrywide when they run their 'Hay Authors' promotions. The Hay Festival line-up serves as a great spring promotion in advance of the book festival and as a supplement to sales of those authors ahead of their visit to Wales. Waterstones created an opt int promotion UK-wide throughout April and May.

Customer mailings reached 490,000 and 1.7 million were sent out to Waterstones' customers. They also ran a competition to win a free stay in a holiday cottage and Hay offered a golden ticket. There were more than 4,000 entrants and Waterstones were thrilled.

## **The Booksellers Association**

In a new relationship this year we worked with The Booksellers Association in early spring to set up Hay Festival displays in independent bookshops on high streets nationwide. We ran a 'Hay Bay' display competition (won by the wonderful Jaffe and Neale Bookshop) and sent out posters, bookmarks and print programmes, which each bookshop displayed, of Hay Festival books, serving as a sales recommendation all over the country. We also ran a competition on Caboodle (175,000) which connects together independent bookshops, with a weekend holiday in Hay and festival tickets for the winner.

## **Marketing via libraries and The Reading Agency to Sixth Form Colleges**

A partnership with The Reading Agency has ensured a Festival presence in libraries across the country throughout April. The Reading Agency contacted all libraries nationwide and 97 requesting libraries and college libraries were then sent display materials (posters, paper bunting and bookmarks promoting both the adult and children's festivals) around which they displayed Hay Festival authors' books. The City of Westminster's state Sixth Form College won the prize for best display.

## **Local Bookshops**

Every year we send out posters and promotional materials to our local bookshops within a 50-mile radius. We encourage window displays and promotions in-store during our online sales dates and we offer several tickets for employees to come to the Festival. This initiative has been running for three years and we have had great feedback from the bookshops, who appreciate the mutual support.



## MARKETING OF HAY FESTIVAL WITH UNIVERSITY PARTNERSHIPS

### **World Book Day**

World Book Day promoted Hay Fever on its site on main pages and Wales pages pre-festival, reaching core family and schools audiences.

### **Education**

#### **Sixth Form Colleges and Universities**

The Hay Levels have been marketed to core audiences in many ways including through the Federation of Sixth Form Colleges. Please see separate reports for Hay Levels.

### **Open University**

The Open University sponsored a series of events and hosted a reception at the festival. In advance of the festival they mailed their current 600,000 students and alumni.

### **Cambridge**

Cambridge University bring a host of speakers to the festival every year. In advance of the festival they mailed their current students, staff and all alumni, reaching a total of 920,000.

# MARKETING OF HAY FESTIVAL TO THEATRES, GALLERIES, TOURISM AND LEISURE INDUSTRIES

## **Royal Shakespeare Company**

The RSC again displayed our print brochures in theatres and shared our Festival details in their mailings, reaching 94,000.

## **The Courtyard, Hereford**

Our local theatre in Hereford again put displays of our print materials front of house. We gave them an ad in our Hay Fever programme in exchange. The Courtyard also took our print programmes and posters around Herefordshire daily, four weeks before the festival, at the same time as distributing their own material. As a thank-you we promoted The Courtyard on the stage screen before events.

## **The British Museum**

We invited the curator of their Greek Sculpture exhibition to speak at Hay and in return they included our festival details in their mailings, reaching 112,000.

## **Toast**

Toast put up paper bunting and displayed print programmes in all its high street shops. They ran a competition with a prize of free tickets to the festival plus accommodation which they promoted to their entire mailing list ('Golden Light at Hay Festival') and ran on social media. Horatio Clare, as a 'local' writer, contributed a piece about Hay Festival for their blog, which they paid for. They sent their Instagram photographer to Hay to take photographs during the festival. This relationship is growing each year. Next year they plan to suggest some Hay Festival T-Shirts for us to sell.

## **Alastair Sawday's Holidays**

Again this year we ran a competition on the website and social media sites of Sawday's promoting Hay Festival to a wide audience. This relationship is growing and reaches a good 'holiday destination' potential audience for Hay Festival. Galleries and craft emporia across Wales were contacted and those who requested marketing materials were sent them in early May to create Hay Festival displays.

# MARKETING AND PRESS REPORT

## Social Media

[www.hayfestival.com](http://www.hayfestival.com)

[www.facebook.com/hayfestival](https://www.facebook.com/hayfestival)

[www.twitter.com/hayfestival](https://www.twitter.com/hayfestival)

Our Facebook Page for reports 'as live' from the festival events

[www.facebook.com/hayfestival](https://www.facebook.com/hayfestival)

We worked again this summer with Cardiff School of Journalism Post-Graduates who came to us to cover news stories and top events, creating a platform for live event reporting on our facebook pages and website. They worked long hours with our Editors Oliver Bullough and Kitty Corrigan providing rich content. In return we organised informal 'seminars and mug of tea' opportunities with editors of magazines, Heads of News and Arts Services and other visiting journalists so that the students also gained great experience and opportunities.

Our Hay Festival Wales page with reports from festival events:

[www.hayfestival.com/wales](http://www.hayfestival.com/wales)

This year for the first time we introduced a News column on our website into which we fed news and photographs from our reporters and editors. This reached a different demographic from facebook and attracted excellent feedback. We also were able to monitor increased engagement from our customers and the length of time they spent on our on page.

According to Google Analytics, the Wales homepage was the most visited page during the past month with 137,784 views – peak time was bank holiday Monday (25th) with 11,115 views. Bounce rate was low (23.78%) telling us that nearly 80% of visitors clicked through to more content. The amount of time users spent on the page grew during the Festival..

For the first time this year we ran a photo desk with young photographers from the Cardiff School of Documentary Photography working in a way parallel to the news teams above. They were managed and briefed by our Festival photographer Marsha Arnold and delivered all our press as well as marketing photographic needs while also having the opportunity to learn from professionals.

We also set up opportunities for them to hear and talk to the two war photographers who came to Hay to talk about their work.

## MARKETING AND PRESS REPORT

**Hay Festival International Writers' Blog** – our authors' perspective [blog.hayfestival.org](http://blog.hayfestival.org) We have been running this bi-lingual blog, asking our guests to contribute their perspectives, at all our international festivals for a few years. It gives a rich record of the unique experiences from the writer's point of view. This also provides us with some terrific quotes from our speakers about the festival.

**'Hay Fever Blog'** – reviews written by local and visiting teenagers: [hayfeverblog.wordpress.com](http://hayfeverblog.wordpress.com) The YA programme in Hay is outstanding and to celebrate that we asked The Scribblers Group who meet weekly in Hay festival office to interview some of the fantastic YA writers who visit. These interviews were posted on the [#HayYA](#) blog and were also, excitingly for these young writers, published by the *Telegraph* online. The Scribblers were joined by young writers who came to Hay and reported on their top events. This is an area we wish to develop.

### Twitter

Twitter Analytics:

Profile Visits - 61.5K (up 529% Followers - 37K (up 2,231)

Mentions - 10.2K (up 630%)

Impressions - Tweets on Twitter - 1.56M (up 184.5%)

Re-Tweets - 9K

Users Hay Festival most re-tweeted - [@bbcarts](#) (x53) [@telegraphbooks](#) (x22) [@tataeurope](#) (x20) [@bbcgetcreative](#) (x16)

[@goodenergy](#) (x23) [@bbc\\_culture](#) (x15) [@bbcradiowales](#) (x9)



# MARKETING AND PRESS REPORT

## Press

*Daily Telegraph*: Hay Festival Pages

[www.telegraph.co.uk/culture/hay-festival](http://www.telegraph.co.uk/culture/hay-festival)

*Daily Telegraph*: Bryony Gordon's Round-up 'Forecast for Hay: Gale Force Ideas and Gusts of Creativity'

[www.telegraph.co.uk/culture/hay-festival/11640604/](http://www.telegraph.co.uk/culture/hay-festival/11640604/)

[Forecast-for-Hay-gale-force-ideas-and-gusts-of-creativity.html](http://www.telegraph.co.uk/culture/hay-festival/11640604/Forecast-for-Hay-gale-force-ideas-and-gusts-of-creativity.html)

*New York Times*: 'At Hay Festival, Democratising Inspiration'

[www.nytimes.com/2015/06/world/europe/](http://www.nytimes.com/2015/06/world/europe/)

[at-the-hay-festival-democratizing-inspiration.html](http://www.nytimes.com/2015/06/world/europe/at-the-hay-festival-democratizing-inspiration.html)

BookTrade Info: 'Record Breaking Year'

[www.booktrade.info/index.php/showarticle/59813/nl](http://www.booktrade.info/index.php/showarticle/59813/nl)

*The Bookseller* on Book Sales and Nielsen

[www.thebookseller.com/news/](http://www.thebookseller.com/news/)

[nielsen-developing-festival-sales-channel](http://www.thebookseller.com/news/nielsen-developing-festival-sales-channel)

*The Bookseller* on Hay Festival Medals

[www.thebookseller.com/news/](http://www.thebookseller.com/news/)

[bennett-macfarlane-and-riddell-receive-hay-medals](http://www.thebookseller.com/news/bennett-macfarlane-and-riddell-receive-hay-medals)

Scribblers Interviews with #HayYA authors in the *Telegraph*:

[www.telegraph.co.uk/culture/hay-festival/11636392/](http://www.telegraph.co.uk/culture/hay-festival/11636392/)

[Hay-Festival-Scribblers-meet-the-authors.html](http://www.telegraph.co.uk/culture/hay-festival/11636392/Hay-Festival-Scribblers-meet-the-authors.html)

BBC Arts Online intro film

[www.bbc.co.uk/events/effgwh/videos/p02s380x#p02s64t3](http://www.bbc.co.uk/events/effgwh/videos/p02s380x#p02s64t3)

BBC Arts Online Home page with content, clips, highlights, photos and full streamed events.

[www.bbc.co.uk/events/effgwh](http://www.bbc.co.uk/events/effgwh)

BBC iplayer – clips and full events available for 30 days post festival

[www.bbc.co.uk/iplayer/categories/arts/highlights](http://www.bbc.co.uk/iplayer/categories/arts/highlights)

BBC 2's *Newsnight* - (32 Minutes in)

[www.bbc.co.uk/iplayer/episode/b05wxxhb/newsnight-27052015](http://www.bbc.co.uk/iplayer/episode/b05wxxhb/newsnight-27052015)

Tata's Film 'A Day at Hay' with great festival guests

[www.youtube.com/watch?v=z05InNLku9Q](http://www.youtube.com/watch?v=z05InNLku9Q)

# MARKETING AND PRESS REPORT

## **BBC Radio**

BBC made several programmes including Radio 2's *Jeremy Vine Lunchtime Show* with Vanessa Feltz with 12 million listeners Bank Holiday Monday, Radio 3 – *Live Lunchtime Concerts, In Tune, CD Review*, Radio 4 (*Start the Week, Front Row debate and Broadcasting House, 5 Live*, and a host of programmes on BBC Wales. They also ran public events 'not for broadcast' featuring the editor and agricultural editor of *The Archers*, Jean Seaton on the history of the BBC, Dominic Sandbrook, *Blue Peter* Book award Winners.

Some highlights are:

BBC Radio 4 *Front Row* debate 'Are We Publishing Too Many Books?' with Samira Ahmed

[www.bbc.co.uk/programmes/b05w8dnv#auto](http://www.bbc.co.uk/programmes/b05w8dnv#auto)

BBC Radio 3's *In Tune*: Anne Enright, Alexander McCall Smith, Gillian Clarke, Catrin Finch, Rachel Podger

[www.bbc.co.uk/programmes/b05w80j6](http://www.bbc.co.uk/programmes/b05w80j6)

BBC Radio 4's *Start the Week* with Tom Sutcliffe, with Yuval Noah Harari, Beth Shapiro, Colm Toibin, Owen Sheers

[www.bbc.co.uk/programmes/b05vwpw8](http://www.bbc.co.uk/programmes/b05vwpw8)

BBC Radio 4's *Broadcasting House* with Michael Morpurgo, Simon Jenkins,

[www.bbc.co.uk/programmes/b05wnmzg](http://www.bbc.co.uk/programmes/b05wnmzg)

BBC Radio 3's *The Verb* with Stephen Fry

[www.bbc.co.uk/programmes/b05w8137](http://www.bbc.co.uk/programmes/b05w8137)

BBC Radio 4 Drama commissioned Glyn Maxwell to write a Radio Play about Hay Festival - a comedy of manners set in its first ever year, which was made and recorded in Hay over the first weekend and broadcast on Friday 29 May starring, among others, Glyn Maxwell and Simon Armitage as themselves and Peter Florence as Norman Florence. 'Time for One More Question' is available here:

[www.bbc.co.uk/programmes/b05w8dn8](http://www.bbc.co.uk/programmes/b05w8dn8)

BBC World - Culture -

[www.bbc.com/culture/tv/talking-books](http://www.bbc.com/culture/tv/talking-books)

# MARKETING AND PRESS REPORT

## Highlights from Hay on BBC News pages

Short film on BBC Wales online:

[www.bbc.co.uk/news/uk-wales-32854937](http://www.bbc.co.uk/news/uk-wales-32854937)

Rebecca Jones came Mon-Fri to report from Hay Festival for BBC NEWS

BBC NEWS with Stephen Fry and Jude Law:

[www.bbc.co.uk/news/entertainment-arts-32873025](http://www.bbc.co.uk/news/entertainment-arts-32873025)

BBC NEWS story about Hay – a town of Books or Festivals:

[www.bbc.co.uk/news/uk-wales-mid-wales-27624226](http://www.bbc.co.uk/news/uk-wales-mid-wales-27624226)

BBC NEWS with David Baddiel

[www.bbc.co.uk/news/entertainment-arts-32880855](http://www.bbc.co.uk/news/entertainment-arts-32880855)

BBC NEWS with Alexander McCall Smith

[www.bbc.co.uk/news/entertainment-arts-32885553](http://www.bbc.co.uk/news/entertainment-arts-32885553)

Content on the BBC runs for 30 days only and then reverts to us.

BBC WORLD – (reaching a potential 650 million homes)

Four events created for *Talking Books* as below (reach is a potential 650 million homes), live, streamed, World News, World Radio.

These events were streamed live on BBC Arts online and the *Talking Books* series ran on BBC World News and on World Service Radio. They were also available on BBC's News Channel and on the BBC i-player.

## BBC News

BBC News Team presenter Rebecca Jones reported from the festival site each weekday and clips were available on i-player and used daily on the BBC TV News.

BBC 2's *Newsnight* came to Hay this year and filmed an item outside, presented by Kirsty Wark. Following this BBC News say they have plans to film more news items at Hay in 2016. Keith Blackmore, Managing Editor BBC News and Current Affairs, has big plans.

# MARKETING AND PRESS REPORT

## **BBC Children's**

BBC Children's got involved this year as a new addition to the BBC commitment. There are plans to increase substantially BBC Children's in Hay in 2016.

## **HAY TOWN**

We promote our market town and surrounding countryside to the media for features. In 2015 these included:

*Condé Nast Traveller* – 4 pages full colour by travel writer Sally Shalam in May edition in print and online

[www.cntraveller.com/recommended/uk/insider-guide-hay-on-wye](http://www.cntraveller.com/recommended/uk/insider-guide-hay-on-wye)

*Country Living* – 4 page article written by Kitty Corrigan on an innovative business in Hay Town.

*Border Living* – 4 page article.

We work closely with new head of Chamber of Commerce and used social media to promote their events each day through the festival.

- ✦ Catherine O'Dolan published a children's programme round-up on My Little Style File
- ✦ Media Wales published a children's round-up
- ✦ Mumsnet included Hay Fever in their annual festival round-up
- ✦ Maximum Pop published a listicle on the Hay Fever programme
- ✦ Elena Dalrymple at TheSchoolRun ran a feature in their half-term issue
- ✦ Askews and Holts Library Services mentioned the children's programme in their newsletter to libraries across the country
- ✦ The January/February 2015 issue of *The Teacher* ran a Hay Fever Festival feature
- ✦ *The Primary Times* magazine featured Hay Fever events
- ✦ *Angels and Urchins* magazine featured Hay Fever events



## MEDIA PARTNER SUPPORT

### *Daily Telegraph*

Ahead of the festival, FMcM supported the *Telegraph* in delivering strong preview coverage across the paper and online, securing interviews with talent and providing logistical support. Hay speakers secured by FMcM on their behalf:

- ✦ John Lewis-Stempel (*Meadowland* extract in *Telegraph Weekend* – 27.04.15)
- ✦ Pam Ayres (*My Perfect Weekend* in *Telegraph Weekend* – 27.04.15)
- ✦ Alexander McCall Smith (*My Perfect Weekend* in *Weekend* – 02.05.15)
- ✦ Ben Okri (*My Perfect Weekend* in *Telegraph Weekend* – 09.05.15)
- ✦ Usha Goswami (interview in *Education* supplement – 09.05.15)
- ✦ Charlotte Rampling (interview in *Review* special – 16.05.15)
- ✦ The Staves (interview in *Review* special – 16.05.15)
- ✦ Helen Lederer (*My Space* column in *Telegraph Living* supplement – 17.05.15)
- ✦ Colm Toibin (*My Perfect Weekend* in *Telegraph Weekend* – 23.05.15)
- ✦ Malorie Blackman ('I've had to develop a thick skin' – feature about her two-year term as Children's Laureate – 29.05.15)

In addition, ticket requests were collated and submitted on their behalf, while logistical arrangements around on site photography were put in place.

### **During April and May FMcM:**

- ✦ Worked with BBC Radio Hereford & Worcester to ensure pre-event coverage on air, including interviews with Peter Florence and Michael Morpurgo on the *Kate Justice Show*
- ✦ Supported BBC Local's *Mark Forrest Show* in lining up guests and planning for onsite broadcasts
- ✦ Worked with BBC Radio Wales across the *Wynne Evans Show* and *Good Morning Wales* to support content planning including an early morning news debate with David Aaronovitch, Johann Hari and Peter Hitchens live from the Festival

Supported BBC Radio 3's New Generation Thinkers initiative – drafting invite copy and ensuring awareness among accredited press.

## MEDIA PARTNER SUPPORT

✦ The Scribblers: FMcM set up the @HayFeverFest Twitter account and hashtags #HayYA and #Hayfeverfest which gained 467 followers across the festival and brought together children's authors, youth media and parents/children over the period of the Hay Fever programme. The key objectives were:

### **Social media**

Hay Levels and the 2015 #HayYA events provided great opportunities to drive online awareness of the children's/YA side to the festival.

The account, HAY FEVER FESTIVAL (@hayfeverfest), was linked to the website hayfestival.org and supported the primary Hay Festival handle as well as sponsors/partners.

Activities of the Press Office and Festival Daily

### **Coverage figures (see attached table for full list)**

- ✦ Number of print pieces pre-Festival: 27
- ✦ Number of online pieces pre-Festival: 94
- ✦ Number of pieces of print coverage during/after Festival: 140
- ✦ Number of pieces of online coverage during/after Festival: 314
- ✦ Number of *Daily Telegraph* articles in print: 62
- ✦ Number of *Daily Telegraph* articles online: 126
- ✦ Number of accredited journalists on site: 106 journalists and photographers accredited in addition to BBC and *Telegraph* attendees (+ 32 on last year)

[www.hayfestival.com](http://www.hayfestival.com)

[www.facebook.com/hayfestival](http://www.facebook.com/hayfestival)

[www.twitter.com/hayfestival](http://www.twitter.com/hayfestival)

## MEDIA PARTNER SUPPORT

“And so it is the audiences who are the real stars of the show; the blood that pumps through the intricate walkways and tents that have been transported to Wales... You can feel the intellectual rigour in the air. Even the buskers in town are highbrow – a cellist and violinist, with a top hat for coins. ‘That audience!’ said James Harding, the head of BBC News.” *Bryony Gordon, Telegraph*

“gale force ideas, gusts of creativity, and heavy downpours of inspiration”  
*Telegraph*

“the metropolitan elite mix with organic farmers while comedians co-exist with eminent neurologists” *Telegraph*

“Florence’s highlights this year? ‘It’s writers like Colm Toibin talking from the heart... making us realise that literature is nothing to be scared of. That it is something that connects us to us all, and makes us love each other more. That’s the most magic thing’.” *Telegraph*

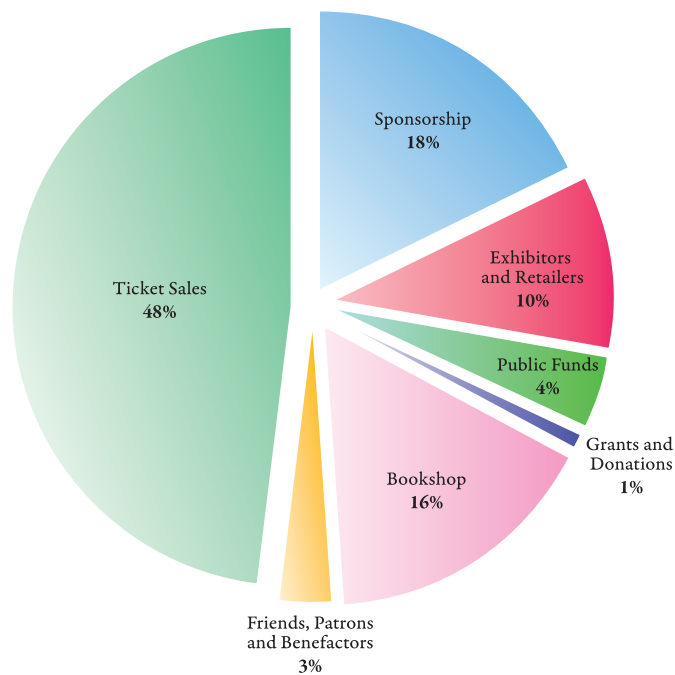
“‘At Hay Festival, Democratizing Inspiration’ by Katrin Bennhold – New York Times – ‘Former President Bill Clinton, who has attended in the past, called Hay the ‘Woodstock of the mind.’ My colleague Sarah Lyall, once described it as a Sundance for Bibliophiles, minus the Hollywood swag. The bottom line is this: The Hay Festival democratizes inspiration. It is more human than other idea fairs’.”

# SPONSORS

Hay Festival is a not-for-profit organisation and charity company\* with a diverse number of income streams.

Funding for the Hay Festival in Wales comes primarily from our audience buying tickets at the festival box office and books from the festival bookshop – making up 64% of the total income.

In these times of government funding cut-backs, only 4% of our income comes from public funds. Sponsors and exhibitors make up 28% of the income, with grants and donations making up the final 3%.



It is our ambition to increase the sponsor and donor base to allow the festival to continue to improve infrastructure and facilities, develop new projects and celebrate our 30th anniversary in 2017.

To find out more please contact us. Maggie Kerr [maggie@hayfestival.org](mailto:maggie@hayfestival.org) or Jo Rodell-Jones [jo@hayfestival.org](mailto:jo@hayfestival.org)

With thanks to all our supporters and partners.

\*The Festivals of Literature Charitable Trust, Charity No 1070073



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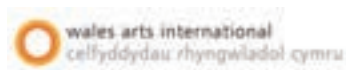
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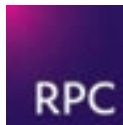
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