

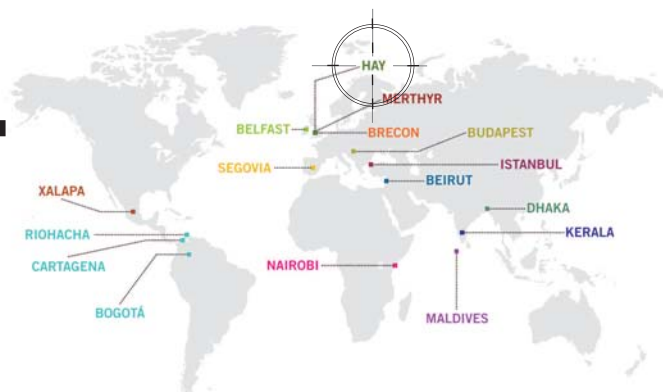
HAY FESTIVALS

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CARTAGENA BUDAPEST BEIRUT BELFAST HAY XALAPA BRECON MERTHYR SEGOVIA NAIROBI ISTANBUL MALDIVES KERALA DHAKA

FESTIVAL REPORT



The Telegraph HAY FESTIVAL

26 MAY-5 JUNE 2011

sky ARTS HD

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LITERATURE



COMEDY



STORIES





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HAY FESTIVAL 2011

OVER 200,000 FESTIVAL-GOERS headed to Hay-on-Wye this year to be entertained and enthralled by some of the greatest names in literature, religion, art, film, comedy and science.



The Festival's 750 events were headlined by writers from 27 countries, including V.S. Naipaul, Philip Pullman, Michael Morpurgo, Javier Cercas and Tahmima Anam; scientists Rolf Heuer, Brian Cox and Paul Nurse explored the universes; film-makers Vanessa Redgrave, Ralph Fiennes, Gillian Anderson and Rob Lowe performed; Julian Assange was interrogated by Philippe Sands; Rowan Williams discussed Shakespeare and God with Simon Russell Beale; and there were music and laughter from Alfred Brendel, the Afro Celt Sound System, Dara O'Briain, Paul Merton, Shappi Khorsandi, Ojos de Brujo and Cerys Matthews.



The Festival's major partner organisations were The Arts Council of Wales, Oxfam, The Royal Society, Amnesty, The National Trust, The British Council, and Cambridge University.

The Duchess of Cornwall visited the festival to launch The Scribblers Tour, a children's literature and environment tour of Welsh universities that will take place in February 2012.

In the run-up to the Festival, Hay Fever launched a writing competition for young people with Chris Evans and Radio 2, which brought the 50 finalists and their families to a live broadcast of the Breakfast Show in Hay. Hay Fever and Radio 2 will be working together on this project again in 2012.



THE FESTIVAL IN NUMBERS

11 days

760 events

15 concerts

10 venues

173 Hay Fever events

42 teen events on hf2 programme

Over **210,000** tickets sold

Ticket sales up **22%** from 2010



24% increase in web traffic to hayfestival.org from 2010

75% of all on site waste recycled, including all commercial and food waste composted for first time

Over **75** counts of broadcast coverage

8.7 million listeners to the Chris Evans Breakfast Show, broadcast live from Hay Festival

Minimum **7,500** articles & festival mentions online

Minimum **1,000** articles and mentions in press

28,000 entrants to 500 Words Short Story Writing competition

10 editions of *The Hayly Telegraph*, the daily newspaper dedicated to Hay Festival happenings

£5,457,925.92 combined press and internet AVE total
(source: Press Index)



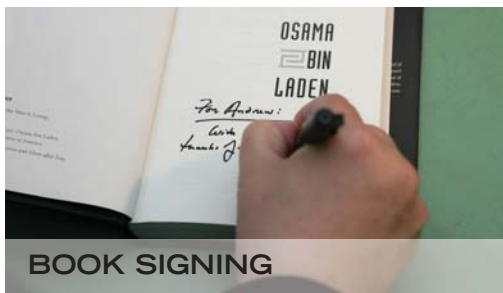
THE FESTIVAL IN WORDS

“THIS WEEKEND I AM AT MY FAVOURITE place to be in May – the Hay Festival. I don’t know how many years I have been going to this ‘Woodstock of the Mind’ but my year is incomplete without it.”

Sandi Toksvig



Q&A SESSION



BOOK SIGNING

“ON A PERFECT DAY AT THE FESTIVAL I’d be doing an event with Peter Florence. It’s always a delight to be interviewed by him because he’s so superbly confident and laid back. That said, he’s incredibly clever.” **Andrew Davies**

“WHAT I REALLY LIKE ABOUT THE EVENT [Hay Festival] is the way it celebrates people striving to share great ideas.” **Marcus Brigstocke**



WIGGLY WIGGLERS GARDEN



CERYS
MATTHEWS

“THE TIMES WHEN HAY IS AT ITS BEST ARE WHEN THE SUN IS OUT, and all the flags are fluttering in the breeze...The thing I love most, though, is being able to meet my readers face to face.” **Cathy Cassidy**



THE FESTIVAL IN THE MEDIA

“A heady mix of great speakers and insightful audiences made the Hay Festival such a joy.” **Sarah Crompton, *The Telegraph***

“In terms of media attention, Hay now gets more traction than the other big cultural event of early summer, Cannes, and if you want to make a splash, you do it here.”
The Independent

“The festival’s tag line is ‘Ideas May Blossom’, and, time and time again, the words of an author, thinker or, yes, even a sportsman, reverberate long after they have finished speaking... brilliantly thought-provoking and spectacularly enjoyable festival.”
The National (Abu Dhabi)

“The organisers’ devil may care attitude to whether anyone has heard of the speakers keeps the festival both iconic and fresh.” ***Classical Music***

“Hay makes enthusiastic big kids of us all: sticking up our hands to grab the mic in Q&A sessions, eating ice cream, running between tents, refusing to go to bed early.” ***GQ***

“With a line-up as diverse as Jo Brand, Ralph Fiennes and Cerys Matthews, it’s no wonder 200,000 culture vultures will be flocking to Wales for the Hay Festival.”
Marie Claire

“It is Peter Florence’s intellectual rigour that makes the Hay Festival not only the best literary festival in the country by some distance but also one of the best festivals in the world.” ***The Independent***

“There are, of course, the monster festivals, that are literary highlights of each year such as the UK’s and arguably the globe’s most high profile, The Telegraph Hay Festival.”
The Bookseller

“Bit like having your name up in lights on Broadway, is Hay. It’s the Wembley of writing, the Madison Square Gardens, the Royal Albert Hall.” ***Western Mail***

“As literary festivals go the undisputed daddy in the UK is the Hay Festival.” ***Big Guide***

“I try to get back to the (Hay) Festival as often as possible because the calibre and variety of the guests who will travel to the quiet Powys town of books and antiques consistently amazes me.” **Bethan Elfyn, *BBC Online***



FESTIVAL PRESS COVERAGE – UK

HAY FESTIVAL 2011 SECURED A MINIMUM OF 1,000 pieces of UK media coverage, including daily full page coverage during the festival in *The Telegraph*, and daily pieces in the major papers *The Times*, the *Independent*, the *Daily Mail*, the *Daily Express*, and the *Observer*.

MAGAZINE TITLES WITH FESTIVAL

COVERAGE INCLUDED: *Vogue*, *Elle*, *Marie Claire*, *Condé Nast Traveller*, *Harper's Bazaar*, *Tatler*, *GQ*, *The Spectator*, *Country Living*, *Hello*, *The Week*, *National Geographic Traveller*, *High Life*, *Country Homes and Interiors*, *Intelligent Life*, *OK*, *Time Out*, *Gardens Illustrated*, *New Statesman*, *The Big Issue* and *Living Etc.*

OVER 50 ARTICLES IN NICHE PUBLICATIONS:

Over 50 articles on particular elements of the festival, including: *Natur Cymru* on the Greenprint programme, *Angels & Urchins* on Hay Fever and *BBC Focus* on the festival's science programme. Other publications included: *Songlines Magazine*, *Horticulture Week*, *Access All Areas*, *Lonely Planet Magazine*, *The Good Travel Guide*, *History Today* and *Sci Fi Now*.

ONLINE COVERAGE INCLUDED:

Minimum 7,500 articles and mentions, featured on literary, cultural, news and niche blogs. These included BBC Online, The Book-seller, Oxfam, Telegraph Online, Huffington Post, New Scientist, BBC News Online, i-D Online, Readers Digest, Vogue Online, guardian.co.uk and The New Statesman, among others.



WIDER FESTIVAL PRESS COVERAGE

The Festival achieved a minimum of 150 articles and mentions in the **international press**, including coverage in Spain, Germany, United Arab Emirates, USA, Canada, India, Ireland, Italy, France, Kenya, South Africa and Australia, among others.

COVERAGE IN REGIONAL PRESS:

Minimum of 700 articles and mentions, including coverage in *Western Mail*, *Wales on Sunday*, *Hereford Times*, *Birmingham Post*, *Evening Standard*, *City AM*, *Metro*, *Brecon & Radnor Express*, *Ludlow Advertiser*, *Bristol Evening Post*, *The Scotsman*, *Belfast Telegraph* and *Irish News*.

COVERAGE IN BROADCAST MEDIA:

Television coverage

Sky Arts – 5 x 1 hour daily *The Book Show* programmes presented by Mariella Frostrup

Sky Arts – 20 x 1 hour long selected events recorded at the Hay Festival

ITV Wales News – Interview with Peter Florence, Festival Director

BBC News – Interview with Sophie Lording, Hay Fever Children's Director

Radio coverage

Over 7 hours of radio airtime before, during and after the festival, including:

BBC Radio 2 – *Chris Evans Breakfast Show* Live from Hay and daily mentions in the 3 months running up to the festival; *The Arts Show* with *Claudia Winkelman*

BBC Radio 4 – *The World Tonight*, *News*, *Midweek*, *The Today Programme*, *Broadcasting House*, *World At One*, *The World This Weekend*, *News Briefing*

BBC World Service – *News Hour*, *The World Today*

BBC Radio Five Live – *We're All In This Together*

BBC Radio Wales – *The Arts Show*, *Jamie and Louise*, *BBC News*, *Roy Noble's Show* and *Sunday Supplement*

BBC Hereford and Worcester – daily reports and interviews from Hay

CBC Radio One, Canada – discussion on Germaine Greer's event at Hay

EU Radio, France – coverage of international speakers at the festival

Newstalk Radio, Ireland – *Talking History* interview with Michael Wood at Hay





CHILDREN, YOUNG PEOPLE & FAMILIES

PUBLIC PROGRAMME

With over 173 programmed events, **Hay Fever** and the teen programme **hf2** were bigger than ever in 2011. Thousands of families were welcomed onto the Dairy Meadows festival site to enjoy eight days of performances, activities and general merriment. The half-term week kicked off with the new Children's Laureate Julia Donaldson setting the tone for the rest of the festival in a spectacular celebration of rhyme, stories and songs.

Hay Festival is proud to attract the best names in children's culture, whether they are the shining stars of the book world or the bright new voices of science and mathematics, the inspiring perspectives of illustrators or the quirky world-view of comedians. Our 2011 highlights include:

Classics revisited – Michelle Magorian with *Goodnight Mr Tom*, Hilary McKay on the Casson family, Kevin Crossley-Holland on Vikings, Michael Morpurgo with *War Horse*.

New voices – Ciaran Murtagh, Guy Bass, Jason Wallace, Adam Stower, the Etherington Brothers, Liz Pichon and Cerys Matthews.

Superstars of the children's book world – David Almond, Malorie Blackman, Eoin Colfer, Julia Donaldson, Charlie Higson, Oliver Jeffers, Patrick Ness, Korke Paul, Meg Rosoff, Axel Scheffler, Marcus Sedgwick, Darren Shan and Jacqueline Wilson.

International artists – Alyxandra Harvey, Garth Nix and Sean Williams.



Our aim is to create a programme that is both innovative and responsive. The year 2011 saw three themed strands created to sit alongside the age ranges within the programme. **Rib Ticklers** (funny events), **Goosebumps** (spooky events) and **Knapsacks & Ginger Beer** (adventure events) acted as an additional guide for parents and children to navigate their way around the programme and discover artists they might otherwise have missed.



The on-site area for families also developed in 2011, with growing visitor numbers. In the shape of a **courtyard**, the space was completely enclosed, ensuring safety and security for the thousands of families using the area daily. Hay Fever's 2011 illustrator Hannah Shaw created a **family-friendly map** to help families find their way around the new layout. A satellite bookshop, **Mini Pembertons**, was set up to compliment the **Hexagon** venue, a dedicated workshop space in which very small children could enjoy programmed events. The new garden area hosted the **Giant 'What on Earth?' Wall Book**, and its creator, science writer Christopher Lloyd, held daily free talks in front of his illustrated history of the world. Meanwhile the **Starlight Stage** became Hay Fever's first dedicated family stage, hosting events and screenings across the festival under a magical canopy of star lights.



One of our strongest assets in creating a leading children's culture programme is our ability to work in collaboration with a wide range of specialist organisations from across the country. This year we held events in partnership with the **British Museum**, the **British Film Institute**, **Concern Universal**, **Haiti Kids Kino Project**, the **Institute of Physics**, the **National Trust**, **Oxfam**, **Roland**, **UK Youth** and **We Are Words & Pictures**.

hf2 TEEN PROGRAMME

In partnership with UK Youth and Roland UK Ltd, our eight-day series of events aimed at 13–16-year-olds was held within its own dedicated venue. The programme spanned the arts and sciences to include activities that specifically appeal to this age group, including music, drama, creative writing, robots, simulators, film and debate.

Two particularly special events took place over the festival to highlight children's literacy and celebrate the creative achievements of young people today, consolidating our position as a leading champion of children's culture.

On Tuesday 31 May **HRH the Duchess of Cornwall** attended to support children's literacy. Touring the site with author Michael Morpurgo, the Duchess paused in the Story Space to read a story excerpt. During her visit HRH met the members of the team, The Scribblers, authors, booksellers, families and lots of children.

"I firmly believe in the importance of igniting a passion for reading in the next generation."

HRH Duchess of Cornwall



500 WORDS, a UK-wide writing competition for children under 13, run by Hay Fever and BBC Radio 2's *The Chris Evans Breakfast Show* reached its climax on Friday 3 June. Having received over 28,000 entries, Chris Evans broadcast live from the festival, welcoming on-site the young creators of the 50 shortlisted stories and announcing the 10 finalists.



PROGRAMME FOR SCHOOLS & OUTREACH

The Education Programme is tailored both to encourage learning among students and to make their spirits soar. From high energy performances through to informative discussions, we offer a broad range of cross-curricular events to young people who rarely or never attend cultural events due to their rural location.

The programme expanded in 2011, its second year. Events included after-school film screenings and workshops in partnership with FilmClub, Welsh language sessions in partnership with Oxfam and a range of workshops with local charity Concern Universal on human rights – in addition to the main programme of live literature events.



During the 2011 festival we were delighted to welcome double the number of pupils and teachers onto the site. The support of The Headley Trust allowed us to build on the formal education programme and offer each attending student a free ticket to see any 2011 festival event.



Beyond the festival, authors and artists are sent directly into schools. In 2011 this included the award-winning author Jenny Nimmo and illustrator Gwen Millward spending a morning with Key Stage 1 & 2 pupils at Hay Primary School, focusing on literacy and illustration. Director Daniel Welder and actor Matthew Mellalieu from Iris, a site-specific theatre company specializing in Shakespeare, spent a day with Key Stage 4 & 5 pupils at Gwernyfed High School, exploring *Henry V* and *King Lear*.

As the formal education programme becomes a more established part of the festival, the relationships with schools, pupils, parents and local businesses involved grow stronger and wider. This has had a wonderfully positive effect within the local community:

“Our first time and now we can’t imagine not going. A brilliant, inspiring, rewarding trip – we all loved it!”

Year 7 Teacher

“We’re reading *My Swordhand is Singing* in class, so it was great to ask Marcus questions about it.”

Year 8 Pupil

“Our children had a wonderful experience and were very keen to tell what they had heard and seen to all their classmates.”

Year 5 Teacher

“I used all our experiences to enrich classroom reading activities.”

Year 6 Teacher

“I loved the gladiator history event, it really made the Romans come to life.”

Year 7 Pupil



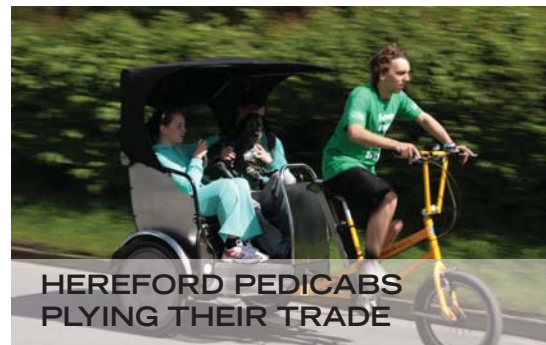
THE FESTIVAL GREENPRINT PROGRAMME

A programme of managing and mitigating our environmental impact, with a focus on three key areas: our direct impact, the impacts of the audience, and the programming of events to stimulate debate and discussion about key issues.

ACHIEVEMENTS IN 2011

The area where we have most control and can gain both environmental and financial benefits is from minimising our own direct impacts. Examples of this include:

- ✦ Reduced use of resources including printed materials (down by 35%), diesel (down by 20%) and electricity (down by 20%).
- ✦ Recycling 75% of the waste produced on site including 4.5 tonnes of cardboard.
- ✦ In 2011 we added food composting for all our catering outlets. This enabled us to remove another 5 tonnes of waste from landfill.
- ✦ In partnership with local company Caplor Energy we trialled a solar water-heating system on our staff catering unit.



Our biggest indirect impact by far is caused by people visiting the Festival, via their transport, accommodation, etc. While this has a huge local benefit economically, we look for ways in which we can reduce the environmental impacts. Examples include:

- ✦ Providing a **public bus service** from our nearest train station to the Festival site. It ran ten times a day and in 2011 in conjunction with new partners, First in the Midlands, we had a 10% increase in passengers.
- ✦ With our partner SkyArts we have also introduced **minibuses** linking Festival-goers with local B&Bs and the surrounding villages and towns – in 2011 they carried a record 1,850 passengers.
- ✦ In addition to providing a **bike hire and maintenance service** on the Festival site, in 2011 we added a duo of **cycle rickshaws** who carried people between the site and Hay town. In total they carried over 2,000 people and cycled around 6,000 miles.
- ✦ Running an **enhanced car-share scheme** through our website with goarshare.com



GREENPRINT PROGRAMMING & PROJECTS IN 2011

Within the wider programme, an extensive range of speakers and events discuss, challenge and explore the environmental issues currently facing us.

Examples from 2011 include:



- ✦ Caroline Lucas, Jonathon Porritt, Andrew Simms, George Monbiot, David Shukman, Fiona Reynolds, Bjorn Lomborg, Tim Smit, Monty Don, Andy Rouse, Carol Klein, Ben Fogle, Rosie Boycott, Jeremy Leggett and Mark Lynas.
- ✦ The infrared camera we bought last year 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.

www.gveg.org.uk/TransitionTowns

Alongside one-hour debates we have also continued to run the Hay-on-Earth series in conjunction with Andy Middleton from TYF and the Welsh Government. The 2011 series focused on finding and developing community-led projects that were delivering sustainable solutions to climate change challenges. After an open competition, each day culminated in a 'Green Dragon's Den' where the public and a panel of experts voted for the best project. Each winning project received £10,000 from the Welsh Government.

(www.sustainablegov.co.uk/central-government/red-dragons-go-green-to-take-lead-in-a-sustainable-future-for-all)

There were four winning projects:

- ✦ ReBound Books – finding new uses for old books.
- ✦ Blaenau Gwent Council – pioneering primary and secondary school allotments.
- ✦ One Million Person Sharing Plan – sharing resources.
- ✦ The Well-being Alliance – connecting communities.

There will be a new series of Green Dragon's Den at Hay Festival 2012.



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

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

www.hayfestival.com/gp

WWW.HAYFESTIVALSWORLDWIDE.ORG



THE FESTIVAL IN PICTURES



TOP LEFT TO BOTTOM RIGHT: ROWAN WILLIAMS; BRIAN COX & PAUL NURSE; VANESSA REDGRAVE;
NIGELLA LAWSON; HYPNOTIC BRASS ENSEMBLE; HENNING MANKELL; VS NAIPAUL; RUMER



HAY FEVER IN PICTURES



TOP LEFT TO BOTTOM RIGHT: WHERE'S SPOT?; COMPARING NOTES; SHARING A JOKE; JULIA DONALDSON; PLAYING IN THE HAY FEVER COURTYARD; ASKING QUESTIONS IN AN EVENT; MICHAEL MORPURGO AND HRH THE DUCHESS OF CORNWALL; AXEL SCHEFFLER WITH PIP & POSY



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PHOTOGRAPHY: Jeff Morgan and Finn Beales

THANK YOU

