

# HAY FESTIVAL

*imagine the world*

## WINTER WEEKEND REPORT



23-26 NOVEMBER 2017  
HAY-ON-WYE, WALES





## Overview



Photo by Marsha Arnold

### [Click this link to see Hay Festival Winter Weekend video](#)

**Hay Festival Winter Weekend** (23-26 November 2017) enjoyed its most successful year to date, with thousands joining a four-day community celebration that blended literary conversation, immersive performances and interactive workshops with the best of the town's seasonal shopping, and a chance to explore the famed natural surroundings in all their autumnal splendour.

Highlights of the 18th Winter Weekend included prize-winning novelists and poets, global policy makers, industry leaders and guardians of the natural world, alongside stars of theatre, TV and film, sports leaders, children's heroes, acclaimed musicians and much-loved comedians.

As part of Hay's 30th Anniversary celebrations, Hay Festival commissioned 30 Reformations to be presented at our Festivals around the world. At **Hay Festival Winter Weekend** the last three Reformations were given by **Owen Sheers** who looked again at Masculinity in a poem to his daughters called 'The Men You'll Meet', **Helena Kennedy** gave her brilliant Reformation on Equality, and **Marie-Elsa Bragg**, novelist and priest gave her Reformation on Christmas, looking again at the image of the Virgin Mary and how feminist and liberation theology might look again at the role of Mary in liberating us all.

[Film of the Reformations can be found by clicking here](#)

109%

INCREASE IN TICKET SALES



Photo by Sam Hardwick

## Cliciwch ar y ddolen hon i weld fideo Penwythnos y Gaeaf Gŵyl y Gelli

Rhifyn 2017 (23-26 Tachwedd) oedd y flwyddyn orau hyd yn hyn i Benwythnos y **Gaeaf Gŵyl y Gelli**. Daeth miloedd o bobl at ei gilydd i fwynhau dathliad cymunedol a oedd yn gyfuniad o sgysiau llenyddol, perfformiadau a gweithdai rhyngweithiol a pheth o'r siopa tymhorol gorau – roedd hefyd yn gyfle i archwilio amgylchfyd naturiol enwog yr ardal yn ei holl ysblander hydrefol.

Roedd uchafbwyntiau Penwythnos y Gaeaf rhif 18 yn cynnwys nofelwyr a beirdd gwobrwyol, gwneuthurwyr polisi byd-eang, arweinwyr diwydiant a gwarcheidwaid byd natur. Fe rannon nhw'r llwyfan â sêr theatr, teledu a ffilm, campwyr blaenllaw, arwyr plant, cerddorion nodedig a digrifwyr arbennig.

Yn rhan o ddatliadau pen-blwydd Gŵyl y Gelli yn 30 oed, comisiynwyd cyfres o 30 'Diwygiad' i'w cyflwyno yn ein Gwyliau ledled y byd. Yn ystod Penwythnos y **Gaeaf Gŵyl y Gelli** cafodd y 3 Diwygiad diweddaraf eu cyflwyno gan **Owen Sheers**, a roddodd sylw i wrywod, mewn cerdd i'w ferched o'r enw 'The Men You'll Meet'. Aeth **Helena Kennedy** ati, mewn sesiwn wych, i ddiwygio cydraddoldeb, ac fe gyflwynodd y nofelydd a'r offeiriad **Marie-Elsa Bragg** olwg newydd ar y Nadolig; awgrymodd y gallai'r Forwyn Fair – a diwinyddiaeth Ffeministaidd a Rhyddhaol – fod yn fodd i ailystyried ei rôl hithau ac i'n rhyddhau ni i gyd.

**Mae ffilmiau'r Diwygiadau hyn ar gael fan hyn**

CYNNYDD O

109%

MEWN GWERTHIANT TOCYNNAU



Photo by Sam Hardwick

Hay Festival works closely with its local community and Hay Chamber of Commerce throughout the year. For the **Winter Weekend** Hay Festival worked with two Festivals also taking place in Hay-on-Wye over the weekend to create an outstanding visitor offer.

Hay Food Festival is a pop-up festival taking place in the market square on the Saturday of **Hay Festival Winter Weekend**. Packed with local producers of fine foods, it was a great event for shoppers in Hay-on-Wye and was the busiest Food Festival to date.

Hay Does Vintage is a pop-up fair in the market square on the Sunday. Packed with vintage clothes and homeware and with a vintage tea-room, it created a buzz with stylish shopping adding to the atmosphere in the unique setting of Hay-on-Wye's independent shops.

## THE FESTIVAL IN NUMBERS

85

ARTISTS TOOK PART IN

63

EVENTS

IN A TOWN OF

1600

PEOPLE, OVER

10,000

VISITORS CAME TO HAY FOR THE WEEKEND.

20,000

FULLY BILINGUAL PROMOTIONAL LEAFLETS WERE PRINTED AND DISTRIBUTED

VISITORS CAME FROM ACROSS THE UK WITH OVER

42%

FROM OUTSIDE WALES

## BOOKSHOP BESTSELLERS:

1. **The Lost Words** by Robert Macfarlane and Jackie Morris  
(named Hay Festival Book of the Year)
2. **Collusion** by Luke Harding
3. **Down to Earth** by Monty Don
4. **Zoology** by Gillian Clarke
5. **What I Learnt** by Jeremy Vine

## MEDIA COVERAGE

1.3m

TWITTER  
IMPRESSIONS

210,000

FACEBOOK  
IMPRESSIONS

2.2m

TWITTER HASHTAG  
IMPRESSIONS DURING  
FESTIVAL

18,150

INSTAGRAM  
IMPRESSIONS

A targeted national and local press campaign aimed to rally local audiences and raise national awareness of the larger-than-ever **Hay Festival Winter Weekend**, while spotlighting Hay-on-Wye as the perfect autumn destination. Fifty-nine press mentions were generated, with highlights in national consumer magazines (*BBC Country file, Olive, Countryside, Stylist, Saga, The Great Outdoors*), national newspapers (*i Weekend, Waitrose Weekend*), online (*Buzzfeed, Vanity Fair, Family Traveller*) broadcast (*BBC Radio 6 Music, BBC Radio Wales*), book trade (*The Bookseller, BookBrunch*) and all key local outlets (*WalesOnline, Hereford Times, Brecon & Radnor Express*).

**5 press releases were issued:**

19.09.17

**HAY FESTIVAL WINTER WEEKEND** TURNS 18  
WITH NEW VENUE, EXTENDED PROGRAMMING

16.10.17

PROGRAMME ANNOUNCED FOR LARGEST-EVER  
**HAY FESTIVAL WINTER WEEKEND**

30.10.17

ACTOR, COMEDIAN AND WRITER MATT LUCAS  
TO SWITCH ON HAY CHRISTMAS LIGHTS

24.11.17

LARGEST-EVER **HAY FESTIVAL  
WINTER WEEKEND** BEGINS AS FESTIVAL  
NAMES ITS "BOOK OF THE YEAR"

28.11.17

LARGEST-EVER **WINTER WEEKEND** ENDS  
30TH HAY FESTIVAL YEAR ON A HIGH

## ADVERTISING

A targeted local ad campaign ran through October-November:

*Herefordshire Living*: half page advert ran in October

*Hereford Times*: two quarter page adverts ran 16 October, 1 November

*Brecon & Radnor Express*: quarter page advert ran 1 November

*Wye Local*: full page advert ran November

*Local Beacon*: full page advert ran November

*Broadsheep*: full page advert ran November

*Cariads Family*: full page advert ran November

## DIGITAL

### INTERNATIONAL WRITERS BLOG

POETRY IN MOTION | JOSEPH COELHO

FINDING THE LOST WORDS | JACKIE MORRIS

THE POWER OF POETRY | IMTIAZ DHARKER

THE SUN SHINES ON HAY | BENJAMIN AROGUNDADE

MAY THE COMPANY OF WORDS BUILD A BRIDGE | GILLIAN CLARKE

ON INTIMACY | PATRICK BARKHAM

GILLIAN CLARKE AT 80 | IMTIAZ DHARKER

TO CHANGE PEOPLE'S LIVES | ISABEL LOSADA

YOU DID NOT WASTE YOUR TIME | JEREMY VINE

A STRANGE KIND OF MAGIC | ED VERE

TWO GENERATIONS OF FEMINISM | LAURIE PENNY

MY UNIVERSITY OF LIFE | CLEMENCY BURTON-HILL

“10 REASONS TO LOVE... WRITING” | CATHERINE BARR



**Novelist Jeanette Winterson said:**

*“It’s more fun than any festival I ever go to. It’s small enough to feel like you can be involved in everything, while being big enough to have variety. It’s the time of year we need some internal sunshine and that’s what this is. It’s a place where there’s light and there’s warmth and a lot of fun. Being here in the bustle of The Swan, you have to meet people, so for anyone who comes who might feel a bit isolated, or lonely, or unsure, this is instant family.”*

**Author of Islander Patrick Barkham said:**

*“The Festival has created its own season, and a wonderful, vivid one it is, but returning to a much quieter town, in winter, was something entirely different. It felt like I’d stumbled into a secret, snuggling up in The Swan, talking about books with an audience in close-up. It was conspiratorial and intimate.”*

**Poet Gillian Clarke said:**

*“Making Hay in winter, feeling the love of so many poetry friends, has been gratifying. May the company of words build a bridge, not a wall, between us and the world.”*

**Writer and broadcaster Clemency Burton-Hill said:**

*“With world events being what they are, the stimulations, provocations and consolations of Hay Festival have never felt so urgently needed. What a joy to come to one of the most beautiful places on Earth for the paradoxical experience of both escaping from and engaging with the big issues of the day. Hay has been my University of Life: I first came here as a curious 21-year-old; this is my fifteenth year straight and I’m beyond grateful for the myriad ways in which this singularly precious festival has shaped and enlightened my adulthood.”*

**Vanity Fair said:**

*“Now in its 18th year, Hay’s Winter Weekend Festival has become a mainstay of the festival calendar for literary types.”*



Photo by Sam Hardwick



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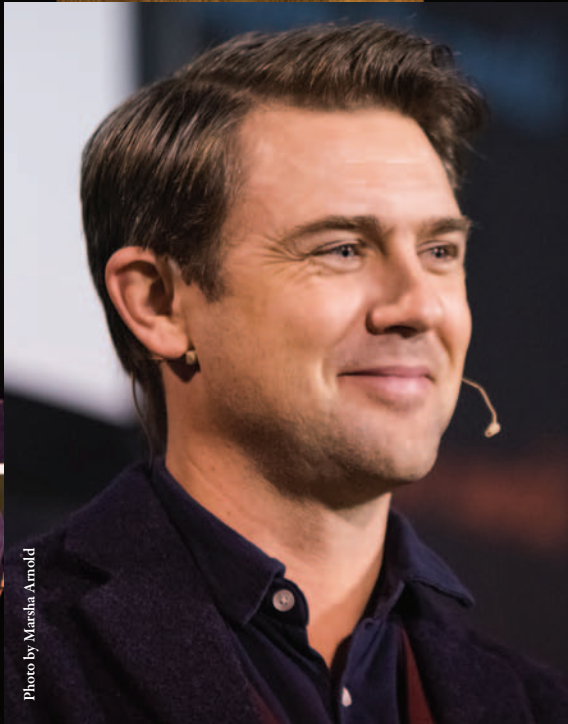


Photo by Marsha Arnold



## WITH THANKS TO...



## PROJECT PARTNERS

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FESTIVAL



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## SPONSORS

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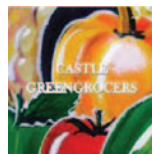
The  
SWAN  
HOTEL

Brightwells  
Est. 1845



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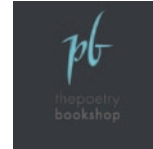
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Noson Allan



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ORIELMIMOSA



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Whitney  
BRIDGE

WOODLAND  
TRUST





Photo by Marsha Arnold

## About Hay Festival

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be.

Hay Festival is an international celebration of arts and sciences that has been held for the past 30 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The Festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and the Americas.

Hay Festival has expanded to run Festivals around the world since 2006 including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain) Hay Festival Querétaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates gatherings of emerging writers under the age of 40; these have been held in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá 39 (2018).





Photo by Sam Hardwick

The Hay Festival is defined by:

- ✦ Sharing literature locally and internationally in order to promote dialogue, cultural exchange, education and development.
- ✦ Presenting inclusive and accessible events with international artists, and contributing to social action and development.
- ✦ Providing free tickets to students in tertiary education, and to pupils on Schools Days at each festival.
- ✦ Working with local and international institutions, organisations and private companies, maximizing the impact of the festivals' connection with the local population.
- ✦ Increasing the impact of Hay Festival events through Hay Player, reaching a global audience in English and Spanish languages.