

HAY FESTIVAL

imagine the world

2017 REPORT



25 May - 4 June 2017
hayfestival.org

WELCOME

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

The 30th Hay Festival in Wales was celebrated with a joyful spirit. The anniversary projects, the Reformations series www.hayfestival.com/reformations, and #Hay30 selection of emerging writers and thinkers www.hayfestival.com/hay30, delivered unprecedented engagement and profile.

BBC coverage and reach was significantly higher than in any previous year across all platforms – television, radio, digital, social and live – and reached not only the whole of the UK with Hay Festival programming events and interviews, but also around the world via BBC Culture and BBC World News. New partnerships were forged with *The Economist*, British Library, the Science Museum, Bologna Book Fair in Italy and Aarhus City of Culture in Denmark.

The anniversary anthology *Hay Festival Conversations* was the best-selling book at the Festival. It is a beautiful testimony to the genius and generosity of generations of writers who have made Hay over our first 30 years. The donation of our archive to the British Library will secure all these celebrations for ever.

Peter Florence
Director, Hay Festivals

CROESO

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

Dathlwyd 30fed Gŵyl y Gelli yng Nghymru mewn ysbryd o lawenydd. Roedd prosiectau pen-blwydd yr ŵyl – Cyfres ‘Reformations’ hayfestival.com/reformations, a dathliad #Hay30 o awduron a meddylwyr addawol hayfestival.com/hay30 – yn fodd i sicrhau cyfranogiad ac ymwneud digynsail.

Roedd y sylw i’n digwyddiadau ar y BBC yn sylweddol uwch nag mewn unrhyw flwyddyn flaenorol a hynny ar bob plattform – teledu, radio, digidol, cymdeithasol a digwyddiadau byw – ac fe gyrhaeddodd ein digwyddiadau gynulleidfaedd nid yn unig ledled y DG ond ledled y byd hefyd trwy gyfrwng BBC Culture a BBC World. Ffurfiwyd partneriaethau newydd gyda *The Economist*, y Llyfrgell Brydeinig, yr Amgueddfa Wyddoniaeth, Ffair Lyfrau Bologna a Dinas Diwylliant Aarhus, Denmarc.

Ein cyfrol, *Hay Festival Conversations*, oedd y llyfr a werthodd orau yn ystod yr ŵyl. Mae’n ddarlun hyfryd o athrylith a haelioni cenedlaethau o awduron a gyfrannodd at gymeriad unigryw Gŵyl y Gelli yn ystod ein 30 mlynedd cyntaf. A bydd y ffaith bod ein harchif bellach wedi cael ei roi i’r Llyfrgell Brydeinig yn sicrhau bod y dathliadau hyn ar gof a chadw am byth.

Peter Florence
Cyfarwyddwr, Hay Festivals



OVERVIEW

Special projects were initiated to mark the 30th anniversary of Hay Festival Wales:

30 REFORMATIONS

With reference to Martin Luther's nailing of his Theses to that door in Wittenberg 500 years ago, great thinkers and writers around the world were commissioned to re-imagine institutions. These included law, marriage, education, adolescence, the NHS, the EU, peace, citizenship and the political system, and propose how they could be reformed. Speakers were filmed live on stage and delivered a face-to-camera précis to share on social media: www.hayfestival.com/reformations

The Reformations speakers were: Tahmima Anam, Rosie Boycott, Jerry Brotton, Sarah Churchwell, Danny Dorling, Miriam González Durántez, Noel Fitzpatrick, Peter Frankopan, Stephen Fry, Jonathan Godfrey, Sarah Harper, Suzanne O'Sullivan, Oscar Guardiola Rivera, Philippe Sands, Elif Shafak, Nemat Shafik, Owen Sheers, Lemn Sissay, Gillian Tett, Jenny Valentine, Gabrielle Walker, Sayeeda Warsi, Jeanette Winterson. The remaining seven Reformations were reserved for the international Hay Festivals around the world in 2017/2018.

HAY30

Thirty young people from around the world were nominated as those who will shape our ideas in the future as their careers develop. #Hay30 is supported by The CASE Foundation. On-stage events were filmed and each gave a face-to-camera précis, shared online:

www.hayfestival.com/hay30

The Hay30 are: Laura Bates, Alexander Betts, Hannah Critchlow, Helen Czerski, Lina Dencik, Reni Eddo-Lodge, Inua Ellams, Mariana Enriquez, Rahaf Farhoush, Bryony Gordon, Anne-Marie Imafidon, Rebecca F John, Laia Jufresa, Jaroslav Kalfar, Min Kym, Lisa McInerny, Sada Mire, Inna Modja, Eric Ngalle Charles, Julianne Pachico, Janina Ramirez, Sally Rooney, Katherine Rundell, Samanta Schweblin, Beth Singler, Devi Sridhar, Preti Taneja, Nadezhda Tolokonnikova, Phoebe Waller-Bridge, and Line Wester.

HAY30 BOOKS

A public engagement project with partners and on social media selected 30 books that have stood the test of time, with the final title chosen by the public and announced at the Festival. This was promoted on Facebook, twitter and online: www.hayfestival.com/hay30books

The titles were: *Oblivion: A Memoir* by Héctor Abad (2010), *A Golden Age* by Tahmima Anam (2007), *Half of a Yellow Sun* by Chimamanda Ngozi Adichie (2006), *Kid* by Simon Armitage (1992), *Any Human Heart* by William Boyd (2002), *Wise Children* by Angela Carter (1991), *Between the World and Me* by Ta-Nehisi Coates (2015), *How To Train Your Dragon* series by Cressida Cowell (2010), *ONE* by Sarah Crossan (2015), *Guns, Germs and Steel* by Jared Diamond (1997), *Sum: Forty Tales from the Afterlives* by David Eagleman (2009), *Headscarves and Hymens* by Mona Eltahawy (2015), *God Is Not Great* by Christopher Hitchens (2007), *Dr. Tatiana's Sex Advice to All Creation* by Olivia Judson (2002), *The Shock Doctrine* by Naomi Klein (2007), *The Old Ways: A Journey on Foot* by Robert Macfarlane (2012), *A Fine Balance* by Rohinton Mistry (1995), *Cloud Atlas* by David Mitchell (2004), *A Gentle Plea for Chaos* by Mirabel Osler (1989), *Chronicles of Ancient Darkness* series by Michelle Paver (2004), *How I Live Now* by Meg Rosoff (2004), *East West Street* by Philippe Sands (2016), *The Bookseller of Kabul* by Asne Seierstad (2002), *A Suitable Boy* by Vikram Seth (1993), *Pink Mist* by Owen Sheers (2013), *Far from the Tree: Parents, Children and the Search for Identity* by Andrew Solomon (2012), *There but for the...* by Ali Smith (2011), *Brook-lyn* by Colm Toibín (2015), *The Road Home* by Rose Tremain (2007), *Finding Violet Park* by Jenny Valentine (2007).

HAY FESTIVAL WOOD

The Festival works with partners the National Trust Wales (who have donated land at Pen-y-Fan) and the Woodland Trust (who will supply trees), to create a Hay Festival Wood in the Brecon Beacons National Park, with tree-planting starting in November 2017. This will link with Hay Winter Weekend 23-26 November.

HAY FESTIVAL CONVERSATIONS

An anthology published by Hay Festival Press with 30 extracts from events over the past 30 Years became the best-seller of the Festival: www.hayfestival.com/p-12708-hay-festival-conversations.aspx Hay Festival Conversations is supported by The Elmley Foundation.

30th ANNIVERSARY DONATION TO BRITISH LIBRARY

A partnership was developed over three years with the British Library resulting in the donation of Hay's entire archive from the past 30 years, in sound, film and print, to be preserved for posterity and research. It is the largest single audio and film donation the British Library has ever received.



Photo: Marsha Arnold



FESTIVAL BOOKSHOP

Takings in the bookshop were 11% up on 2016, making it the most successful Festival yet. This includes a 15% increase in children's book sales. Bookshop sales have increased by 79% over the past four years. Sunday 28 May (Bank Holiday weekend) was the day when the highest sales were made. During the Festival, our bookshop was officially the busiest bookshop in Britain. ('busyness' defined as takings per sq.ft per hour).

Overall bestsellers:

1. *Hay Festival Conversations*
2. Neil Gaiman: *Norse Mythology*
3. Philippe Sands: *East West Street*
4. Horatio Clare: *Myths and Legends of the Brecon Beacons*
5. Yanis Varoufakis: *Adults in the Room*
6. Jacqueline Wilson: *Wave me Goodbye*
7. Graham Norton: *Holding*
8. Bernie Sanders: *Our Revolution*
9. Anthony Horowitz: *Never Say Die*
10. Julia Donaldson: *The Everywhere Bear*
11. Mary Aiken: *The Cyber Effect*
12. Nick Clegg: *Politics – Between the Extremes*
13. Colm Tóibín: *House of Names*
14. Kate Raworth: *Doughnut Economics*
15. Helen Czerski: *Storm in a Teacup*
16. Liz Pichon: *Tom Gates – Family, Friends and Furry Creatures*
17. Ben Macintyre: *SAS – Rogue Heroes*
18. Andy Hamilton: *Star Witness*
19. Harriet Harman: *A Woman's Work*
20. Jeremy Bowen: *War Stories*

Top 10 children's books:

1. Jacqueline Wilson: *Wave me Goodbye*
2. Anthony Horowitz: *Never Say Die*
3. Julia Donaldson: *The Everywhere Bear*
4. Liz Pichon: *Tom Gates – Family, Friends, and Furry Creatures*
5. Tony Robinson: *The Worst Children's Jobs in History*
6. Jim Smith: *Barry Loser and the Birthday Billions*
7. Adrian Edmundson: *Tilly and the Time Machine*
8. Gary Northfield: *Julius Zebra: Rumble with the Romans*
9. Ali Sparkes: *Car-Jacked*
10. Tracy Chevalier: *New Boy*



Photo: Joseph Albert Hailey



Photo: Chris Athanasiou

HAY ON EARTH

“There is plenty I love about the Hay Festival but in particular I love its engagement with the world beyond its walls, and its commitment to the defence of that world. Festivals with a genuinely green ethos are all too rare. Hay is one of them.”

George Monbiot - April 2017.

For ten years, Hay Festival has been engaged in a programme of managing and mitigating its environmental impact through its Hay on Earth programme. Over this period the focus has been on three key areas: the Festival’s own direct impacts; the impacts of the audience, and the programming of events that will stimulate debate and discussion about key issues.

While there is still a lot more to do, here are the successes and lessons learnt over the past year.

The area the Festival has most control over and where both environmental and financial benefits can be gained is from minimising the Festival’s own direct impacts. The core areas are energy, waste, transport, procurement and venues.

Examples of this include:

- ✦ Reduced use of resources on 2016 consumption including printed materials (down by 5%) and diesel (down by 15%).
- ✦ Recycling 80% of the waste produced on site including 6.9 tonnes of cardboard and paper, 1 tonne of plastic, 6.4 tonnes of glass and 300 litres of cooking oil for biodiesel use.
- ✦ Composting 10 tonnes of food waste and other compostables.
- ✦ Resolved site technical issues and switched to Good Energy so that our mains electricity is from 100% renewable sources.
- ✦ The banning on the sale of bottled water and the provision of 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, with excess food being taken to a project for the homeless, seven bags of textiles to a charity shop and crates going to a community garden project.
- ✧ Re-usable coffee cups were sold with discounts on coffee as incentives to re-use, resulting in a reduction of 1,100 disposable coffee cups.
- ✧ The Festival partnered with BMW who provided i3 electric cars to ferry artists to and from Hereford train station.

The Festival continues to use BS8901 and ISO 20121 as management tools to help in assessing the direction taken.

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

- ✧ The Festival provides a public bus service from the nearest train station, Hereford, to the site. This runs ten times a day in conjunction with partners First in the Midlands, and in 2017 carried 3,050 passengers. There is also have a connecting service from Worcester Crown Gate Bus Station to Hay for the duration of the Festival. A bus service links Festival-goers with local B&Bs and the surrounding villages and towns and in 2017 this carried 882 passengers.
- ✧ For the past six years the Festival also teamed up with a number of car-sharing firms to promote this practice for visitors to the Festival.
- ✧ The Festival also provides free electric-car recharging points at the Park and Ride carpark at Clyro Court.

A wide range of speakers and events that discuss, challenge and explore the environmental issues currently faced. Examples from 2017 include: Gabrielle Walker, Kresse Wesling, Jonathon Porritt, Sophie Howe, Rahaf Harfoush, Andrew Simms, Rosie Boycott, Tony Juniper, Juliet Davenport, Bill McGuire, Jane Davidson, George Peterken, Kate Raworth, Peter Singer, Danny Dorling and George Monbiot.

Through all of the programming the aim is to inspire change such as the campaign for Ashton Hayes to become Britain's first Carbon Neutral Village - www.chesterchronicle.co.uk/news/chester-cheshire-news/ashton-hayes-celebrates-10-years-10755503

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.
- ✧ The Festival purchases from local businesses where feasible and encourage contractors to do the same.

The Festival's aim is to be carbon minimal rather than carbon neutral. The Festival is in a privileged position to be able to run these events and therefore there is a responsibility to ensure that positive impacts are felt in the wider community and that any negative ones are minimised.



Photo: Joel Keith-Hill



Photo: Michael Howles



Photo: Marsha Arnold

SCHOOLS PROGRAMME

This year 105 State Primary Schools and 78 State Secondary Schools came to the Festival on 25 and 26 May to enjoy the free, cross-curricular programme of leading children's writers and performers, covering Key Stages 2, 3 and 4 English, Literacy, Illustration, Poetry, Maths, History and Science. Exploring themes of empathy, adventure, invention, inclusivity and conservation, the most popular primary events this year were the poet and performer John Dougherty, cartoonist Gary Northfield, Super Intelligent High Tech Robots from the Science Museum and storyteller Daniel Morden, demonstrating that Hay's audiences are interested in a diverse offering beyond literacy and that the entertainment value should always be accommodated in programming. HRH the Duchess of Cornwall, who has a special interest in literacy, observed the Aarhus 39 creative writing workshop during her visit to the Festival on Friday 26 May.

The Schools Programme was funded by the Welsh Government, with priority booking going to State schools in Wales, after which it was opened up to other schools, whose pupils travelled from as far as Rhyl, London and Lancashire.

PRIMARY SCHOOLS DAY

Number of Primary Schools,
England and Wales



Attendances from England
and Wales



Schools participating in
livestream pilot, Wales only



This represents a 48% increase in schools participating in the Primary Schools Day, with a 34% increase in attendances.

SECONDARY SCHOOLS DAY

Number of Secondary Schools,
England and Wales

2016
62

2017
78

Attendances from England
and Wales

2016
7,119

2017
9,666

Schools participating in
livestream pilot, Wales only

2017
45

This represents a 26% increase in schools participating in the Secondary Schools Day, with 36% increase in attendances.

Welsh Government funding made possible the live-streaming of the Schools Programme for the first time, with 92 schools from across Wales accessing the Festival digitally. There was also a live link to Glen Usk Primary school, Newport and Builth Wells High School.

The Festival worked collaboratively with publishers to put together a Hay Festival educational resource pack with lesson plans and teaching materials to support teaching and learning before, during and after the Festival, again funded by the Welsh Government.

Book sales on the Schools Days were up by 11% on last year.

To continue to grow the schools offering, the Festival will develop strategies to accommodate the larger numbers visiting Hay and facilitate schools coming from further afield. This could be through greater digital reach to schools across the UK. The Scribblers Tour is being programmed to take events to schools across Wales in January 2018.

THE BEACONS PROJECT

The Beacons Project aims to encourage creative identity among young people in Wales. It offers unique opportunities for Welsh students to work with exceptional writers and journalists in a stimulating environment during Hay Festival. The Festival is delighted to have financial support from the Welsh Government Department for Education for the second year running, making it possible to extend this life-changing opportunity for young people from Wales.

The 2017 Beacons Project built on the success of the previous year with two groups of ten students spending three nights/four days at the Festival developing their writing skills through participating in workshops led by writers and journalists such as Laura Bates, founder of the Everyday Sexism Project, David Crystal, Professor of Linguistics at the University of Wales, Bangor, and Owen Sheers, novelist, poet, playwright and Beacons Project alumnus.

This year the Festival invited all the Beacons participants to feed into the Hay Festival programming, giving them work experience opportunities through interviewing speakers in a new series of events in the Compass venue called *How I Got Here*. This platform was programmed for young adults to interview speakers such as Marcus du Sautoy, Professor for the Public Understanding of Science and Professor of Mathematics at the University of Oxford, asking them to describe the formative opportunities and experiences in their careers and, the challenges and barriers they faced. These conversations helped the students to see their future careers in a less linear way. It was also encouraging for them to hear how success can come through non-academic strategies such as risk-taking, determination and agility.

Beacons participants worked with BBC One's *Countryfile*, showcasing the Festival's work with young adults. With nine million viewers, the programme aired on 18 June 2017.

As a result of more targeted promotion of The Beacons Project this year, applications were up by 30% on 2016. An information email was sent to every FE college, LACE and High School with a Sixth Form in Wales, well ahead of the project application launch. The project was promoted on DSYG and the Hay Festival website. Using social media generated by Beacons Project alumni could really help to extend this opportunity. The Scribblers Tour 2018 will provide another platform to publicise The Beacons Project.



Photo: Sam J'Peat



Photo: Sam Hardwick



HAYDAYS PROGRAMME

This year the choice of events for children and families was greater than ever, enabling young people to engage in literature and the wider communication of ideas through performance, solo book talks, panel discussions, poetry readings, live illustration, comedy, music and science events.

As well as inspiring their listeners aged from three years, the majority of authors and illustrators expected a considerable amount of active participation from their audiences. As a result, the youngest children were occupied with activities such as drawing and cutting and sticking while older readers engaged in, for example, stories about refugees; they then wrote their own messages on postcards to send on to them. At his last appearance as Children's Laureate, Chris Riddell entertained his audience by illustrating live his answers to readers' questions.

Alongside creativity, more formal 'finding out' was also very popular. Robert Winston, Dan Green, Andrea Beatty and Nick Arnold all held audiences spellbound on scientific topics including *My Amazing Body Machine* and *Rebel Science*. BBC World's *Click* broadcast a family show and the Science Museum brought their *Super High Tech Robot Show*. M.G Leonard introduced live edible insects as a backdrop to her novel *Beetle Queen* – and handed out food made from insects. History, as presented in Tony Robinson's *The Worst Children's Jobs in History*, was equally popular.

In addition to some of the biggest contemporary names in children's books including Cressida Cowell, Sarah Crossan, Julia Donaldson, Anthony Horowitz, Judith Kerr, Meg Rosoff and Jacqueline Wilson, there were newcomers such as Gemma Merino. The programme was truly international with the appearance of Leigh Hobbs, the Australian Children's Laureate, and a workshop on Iranian picture-books run by Tiny Owl Press. The very best of young European writers, the Aarhus 39, and their publications *Quest* and *Odyssey*, introduced young readers to stories from Finland, France and Denmark, showing how readily stories from a wider Europe can cross boundaries.

In 2017, the number of HAYDAYS events increased by 80% from 124 in 2016 to 224 in 2017, creative workshops by 400% with 85 compared to 17 in 2016, with creative activity such as collage with Lisa Stickle, image-making with Petr Horáček and plenty more, such as pottery, screenprinting, world food cookery and animation. The HAYDAYS attendance this year was 30,805 compared to 25,835 in 2016.

#HAYYA

The Bookseller YA Book Prize, awarded to Patrice Lawrence, was hosted from Hay this year, along with a full programme of YA authors including Alex Wheatle, Juno Dawson and Brian Conaghan. The YA audience also had a wide range of workshops to choose from e.g. dance with Rambert, photography, songwriting, quantum computing with University of Oxford Department of Computer Science, and animation to engage and extend their creative experience at Hay. Underlying HAYDAYS 2017 were intentions to promote the importance of creativity in developing both empathy and mental health – especially for young adult readers.

MAKE AND TAKE

Creativity was a big focus for HAYDAYS this year. Make and Take provided free workshops for families to work together in all sorts of creative adventures including building bug cities, instrument-making, book art and print-making.

Approximately 250 children with their parents were welcomed every day into the venue for a creative adventure. There were three main creative areas, one with activities for two-six-year-olds, another for age seven-12, facilitated by workshop leaders; the third area was for children and adults to work together producing their own creations. There was also a soft space with sofas and beanbags for reading and relaxing. Make and Take hosted our new Illustration Hot Desk, an informal space where illustrators including Chris Riddell, Sarah MacIntyre, Ed Vere and Nick Sharratt illustrated and engaged with young people, giving them first-hand experience of the role of an illustrator. On average there were two illustrators a day working at the desk, enthralling children and their parents and enriching the Make and Take experience.

The Playhouse Company provided a Reading Loft for the Make and Take venue and a climbing frame for the HAYDAYS courtyard. Additional sponsorship for the Make and Take venue, and for materials and equipment, would enable expansion of this creative offering, with the potential for a creative hub for our YA and adult audiences, too.



Photo: Matthew Keenan



PARTNERSHIPS

This was the fourth year of outstanding partnership with the BBC.

The BBC Tent broadcast flagship programmes including *Start the Week*, *Front Row* and *Broadcasting House* in front of live audiences, as well as work commissioned especially for Hay and screenings of BBC Arts films and documentaries. Hay hosted several BBC receptions for special projects.

BBC World News broadcast live their flagship family programme *Click* and recorded three programmes while on site. It also recorded four *Talking Books* programmes for the BBC Culture site (which can be seen globally and in the UK). A highlight was a special *Hardtalk* programme with Bernie Sanders for global broadcast.

CBBC came on the Schools Days and met children and writers for material broadcast on screen and online.

BBC One's *Countryfile* filmed on site over two days for an hour-long Hay Festival Special.

In addition to our 30th anniversary projects and our partnership with the BBC, the Festival worked with the following valued organisations:

The Bookseller

This was the Festival's second year of media partnership with the periodical, which reported on developments throughout the year and brought its YA Book Prize to Hay, involving Hereford Sixth Form College in the judging.

British Council

The British Council funded an Illustrator in Residence, Kamila Slocinska, a Polish illustrator of the two Aarhus³⁹ anthologies. Living in Aarhus, Denmark, she came to Hay for five days to run workshops and create blogs and illustrations, which were shared with the British Council. This was part of the promotion for the Festival in Denmark in October 2017.

British Library

Hay's relationship with the British Library grows annually. This year featured the curator of their exhibition, *Russian Revolution: Hope, Tragedy, Myths*. Hay has worked with their Development and Strategy team for many years towards the announcement at the 30th Anniversary donation of the Festival's archive (see above.)

Woodland Trust and National Trust Wales

The National Trust Wales and the Woodland Trust are sponsors of Hay Festival. In an extension to their main stage events during the Festival, the National Trust has given land, and the Woodland Trust is giving trees, to create an anniversary Hay Festival Wood. It will be accompanied by an education programme around trees/science/arts/printmaking/letterpress. There are plans for nationwide work in 2018/2019.

Retail Partners

As well as working with the book trade to reach audiences online and on the high street across the UK, Hay works with tourism and retail outlets to reach new audiences. This year, for example, Toast (online and retail fashion brand) ran a Hay Festival competition promoted to all their customers via email, on their website and on social media. The Festival also worked with Visit Wales, the new accommodation website Visit Hay, Hay-on-Wye promoters online, and Sawdays.

Science Museum

The Festival began a new relationship with the Science Museum, which brought to Hay their Super Robot Show on both the Schools Days and the public days. The curator of the Science Museum's spring headline show, *Robots*, also lectured.

Wellcome Book Prize

Once again they brought their Book Prize to Hay and there was joint promotion in advance.

Hereford Sixth Form College

Hay Festival has worked closely with TES No 1 Hereford Sixth Form College to develop Hay Levels short films for A-level students. They are invited to Hay Festival for workshops and seminars, and are offered free tickets to events under Hay's access to education programme; www.hayfestival.com/discover/hay-levels.aspx?skinid=1

Hereford College of Arts

Hay Festival has worked closely with HCA over many years and provides client-based work experience for students wishing to pursue a career in illustration and sculpture, with exhibition and workshop opportunities at the Festival.

TRADE PARTNERSHIPS

Libraries are a very important as part of the Festival's outreach work. This year 154 Libraries ordered the packs of point-of-sale material (print programmes, posters, paper bunting, bookmarks); nearly double last year's order of 83.

The Reading Agency sponsors the Hay Library Lecture. It promotes Hay Festival to libraries and to Sixth Form Colleges nationwide, enabling the Festival and the authors to be widely promoted.

Waterstone's run promotions as a Hay Festival partner online and on high streets nationwide. In 2017 it promoted the Festival and its authors on its website and direct to customer emails to hundreds of thousands of cardholders. More than 40 branches nationwide set up 'Hay Author' displays.

Bookseller's Association

The Bookseller's Association has worked with Hay Festival for the past three years, recommending Hay Author displays to independent bookshops nationwide. In 2017, Caboodle, the online hub for the Bookseller's Association, ran a promotion direct to hundreds of thousands of consumers.

London Book Fair

Hay partnered with London Book Fair in a series of events in March.

HAY FESTIVAL ACADEMY

Hay Festival invites applications from undergraduates and graduates wishing to build a career in the arts, from a range of disciplines: Live Arts Management, Film, Photography, Journalism, Press and Marketing. There are daily briefings and pre-Festival training days with the BBC for camera operators and seminars for journalists with attending editors and writers. They gain experience of working at live events and have the opportunity to learn from experts in their field. Many have secured jobs as a result and they keep in contact with Hay.



Photo: Elisabeth Broekaert



MEDIA

Press coverage:

- ✦ 2,187 UK press mentions from January – June, including 1,116 pre-Festival
- ✦ 1.8 billion UK press reach calculated by (press mentions x outlet circulation)
- ✦ 1,278 UK press mentions on site across national print (261), regional print (124), broadcast
- ✦ 24 stories in *The Bookseller* – up from 14 in 2015/16
- ✦ 17 press releases issued over six months

Media on site

- ✦ 243 journalists on site, including 133 from the BBC
- ✦ 110 additional media accredited, including *The Times*, *Guardian*, *Daily Mail*, *Daily Telegraph*, *Buzzfeed*, *Brecon & Radnor Express*, *Hereford Times*, *BBC Countryfile* magazine, *Family Traveller* magazine, *GQ*, *Stylist*, *Elle*, *Marie Claire*, *ITV*, *Mail on Sunday*, *Mature Times*, *National Geographic*, *The New Yorker*, *Observer*, *London Evening Standard*, *Press Association*, *South Wales Evening Post*, *The Bookseller*, *The Field*, *The National Post* (Canada), *Wales Arts Review*, *The Economist*, *Harper's Bazaar* and *Prospect* magazine

BBC (also see Partnerships, above)

- ✦ 43 BBC shows recorded on site, including six live broadcasts
- ✦ 350+ BBC UK mentions from January to June with a UK reach of 663 million
- ✦ 32 clips and 19 full talks on BBC Arts Online and iPlayer

Social media:

- ✦ 7.8 million Twitter impressions from January to June; 48,200 followers
- ✦ 1.1 million Facebook reach during the Festival; 33,680 followers
- ✦ 20,800 Instagram likes from January to June; 3,523 followers

Hay Festival: Bernie Sanders and Graham Norton among line-up



A town brought to book

How did a market town of just 1,000 people become an international centre of culture? In the city's 300th anniversary, Willy Gargrave examines the impact on a local community and the business

Dear adolescents, don't grow up and get serious... until you really have to

Dear adolescents, don't grow up and get serious... until you really have to. Amy Valentini

Thirtieth Hay's on its way!

It's a special time for the festival, with 30 years of celebration and a new generation of writers and artists. The festival is a celebration of the town's history and the power of the written word. It's a time to come together and celebrate the best of our community.



Books **Thirty years of Hay: Christopher Hitchens, Margaret Atwood, Hilary Mantel - in conversation**

Christopher Hitchens on God, Margaret Atwood on *The Handmaid's Tale*, Hilary Mantel on *Wolf Hall*... highlights from Hay's most memorable interviews



Sound Walk to Hay-on-Wye

Listen now

WYE AND WHEREFORE

Rules

Thursday 22 May, Friday 23 May, Saturday 24 May



ARTS HAY FESTIVAL

25 May - 4 Jun 2017, Hay-on-Wye

Home Full index All index Live-up A-Z Radio and TV More from BBC Arts

Bernie Sanders: World Leaders don't agree with President Trump

Bill Brubaker: Comics writers need to be more political

Michael Ondaatje: Emphasis should be on storytelling

PRIMARY MEDIA PARTNERS

BBC

BBC Arts Online

BBC iPlayer

BBC Culture

BBC One (CBBC, *Countryfile*)

✦ BBC Radio 4 (*Front Row, Broadcasting House, Inside Science, Book Club, Start the Week, Beyond Belief, Four Thought*)

✦ BBC World (*Talking Books, The Art House, Click, Hardtalk*)

✦ BBC Radio 3 (*Sound Walk, The Verb, The Essay, Free Thinking, The Listening Service, In Tune, Lunchtime Recitals*)

✦ BBC Radio Wales (*News, Jamie Owen, Eleri Sion, Patrick Hannan Lecture, The Art Show, The Leak, Science Café, Wales At Work*)

✦ BBC Radio Hereford & Worcester (News, Live Sessions)

Secondary Media Partners

The Bookseller (Ya Book Prize)

Stylist

BBC History Magazine

Prospect

The Economist

PRESS QUOTES

“...one of the world’s leading literary gatherings, an event that knows no boundaries”... “it doesn’t really matter where it takes place; Hay is about conversation, ideas, thoughts large and small.” “[an] oasis of learning, of erudition, of inquiry”... “a cultural powerhouse spanning continents and decades”

Dan Glaister, *Observer*

“...the world’s greatest celebration of literature”

Robert Bound, *Monocle*

“...no matter how sprawling the event, readers can catch their favourite authors one to one. Both the huge scope of the festival and the tininess of the town itself facilitate these encounters, whether it is spotting Eddie Izzard in a supermarket or Charlotte Rampling settling down with a cup of tea.”

Sian Cain, *Guardian*

“One of the world’s most exciting and esoteric festivals for 2017”

Sarah Turner, *Forbes*

“Flourishing literary festival Hay has grown from a small-town get-together to a global brand and shows no signs of stopping”... “Hay’s secret is that anything might happen. When a group of talented writers and speakers come together to discuss great literature and global issues, the possibilities are endless.”

Georgina Godwin, *Monocle*

“However much the festival develops, the core concept remains the same. It’s still about serving up a feast of words, wit and ideas. When it comes to nourishing portions of mind food, Hay has known the importance of thinking big from the very first festival 30 years ago...

And although its horizons have always been wide, it has transformed itself into the world’s largest literary event by keeping the values of a close and creative Welsh community at its heart.”

Carolyn Hitt, *Western Mail*



FILM AND AUDIO:

Over 11 days, the following recordings were made:

- ✦ 474 events were audio recorded
- ✦ 73 films were created for *Hay Levels*
- ✦ 40 films were created for *Ideas that Matter*
- ✦ 30 films were created with artists for *Hay 30*
- ✦ 22 films were created for 'How I Got Here'
- ✦ 21 films were created for *30 Reformations*
- ✦ 14 films were re-cut and shared from the *Hay archive*
- ✦ 9 films were created for *Hay in a Day*
- ✦ Numerous other short films were created for The Beacons Project, Winter Weekend, Animation Time Machine workshop and the Schools Programme.

MEDIA ON SITE:

Films were uploaded to the Hay Festival Facebook, YouTube and Hay Wales live web pages throughout the festival.

A selection of films was also included on the *BBC Live* pages.

The films and audio from the events were uploaded during the festival for the first time this year. Two days after the festival all video and audio was on the Hay Player and ready to purchase.

By the end of June 2017, 1,070 pieces of audio and video had been sold via Hay Player.

The Bernie Sanders event, uploaded to YouTube and at the end of June had 14,491 views.

DEVELOPMENT

The financial sustainability of the Festival is achieved through diverse income streams. The Development department is responsible for all sponsorship, public funding and grant funding and for the Festival exhibitors. The team also heads up the Hay Festival Foundation's membership schemes and fund-raising campaigns to secure donations to the Hay Festival Foundation, the organisation's charity company.

SPONSORSHIP

The Festival is grateful to all the sponsors who help to make Hay Festival happen. There can be few other events where business and pleasure really do mix so successfully.

The Festival is sponsored not only by the famously independent entrepreneurs and traders of Hay-on-Wye but also by renewable energy pioneers Good Energy, multinational conglomerates Tata who support the Festival's global education outreach projects, some of the UK's top universities, award winning independent investment managers Baillie Gifford, and global management consultancy and strategists, Accenture Strategy.

*“Hay is a crucible for progressive thinking and action.
This is a fascinating, opinion-shaping event and
audience, to which I look forward every year.”*

Juliet Davenport, CEO, Good Energy

*“Hay Festival has provided us with a great platform to
advertise our business through sponsorship.”*

Bartrums Stationery & Fine Pens

Campaigners and custodians of our natural environment the Woodland Trust and National Trust Wales share the team's passion for the beauty of Hay's location here in the Brecon Beacons National Park.

Pursuit of knowledge, thought leadership, education, culture and the arts are what all the sponsors have in common – a love of great writers and thinkers who produce great literature – both fiction and non-fiction – academic research, creativity and technological innovations.

At Hay Festival, sponsors reach some of the most interesting, knowledgeable and responsive members of the general public. Evidence of a return on investment is demonstrated in the many long term relationships the Festival enjoys with its sponsors.

“The Open University in Wales is always pleased and proud to play a part in Hay Festival. It’s a chance for us to celebrate our shared outlook as we both seek to open up access to debate and learning opportunities. Hay is always a fantastic event that makes an important contribution to Wales, the UK and the world, and we are delighted to be part of it.”

Open University in Wales

The sponsorship that the Festival receives subsidises ticket prices, keeping them low, and the site open and accessible to all.

EXHIBITORS

Exhibition spaces on the site present a fantastic and unique opportunity to engage with Festival-goers while they are in leisure mode. There were more exhibitors than ever before at this year’s Festival, which included local retail businesses, national brands conducting sampling and sales, charities and campaigning organisations.

Campaigns and promotions

Greenpeace, Cats Protection, Acorn Property Group, Christ College, Brecon, Mid Wales My Way, *Prospect* Magazine, RSPB

“Hay Festival has been the perfect audience for us. Very engaged and well-informed, asking the right in-depth questions. We were very happy with both the quantity and quality of new members...”

Greenpeace

Sampling

Bonne Maman Desserts, Hannibal Brown Wines.

Retail

Edward Bulmer Paint, Oxfam Bookshop, Farmers' Welsh Lavender, Hay Does Vintage, Mari Thomas Jewellery, Serious Readers.

“We’d been planning to exhibit here for years and we are very glad that we have finally taken the plunge!”

Serious Readers

“The Festival exceeded our expectations and provided the perfect customer base. We had great sales... and good conversations.”

Farmers' Welsh Lavender

PUBLIC FUNDING

The Festival works with the Welsh Government to deliver across Arts, Culture and Education sectors through support from the Arts Council of Wales, Wales Arts International and the Welsh Government's Department of Education. It continues to work with the British Council to facilitate and celebrate vibrant cultural exchanges between Wales and the rest of the world.

HAY FESTIVAL FOUNDATION

Hay Festival Foundation is a registered charity created to support the aims of the Festival in the UK and internationally. The Foundation brings people of all ages together to support our educational initiatives and opportunities. It is committed to access and inclusion.

Foundation projects include Hay Festival Academy, Hay Levels in association with Tata, Libraries, Hay in the Parc, Talking about Shakespeare and Hay Player.

Further details about these projects can be found at [Hayfestival.org](https://www.hayfestival.org)

BENEFACTORS, PATRONS AND FRIENDS

Our education and outreach projects would not be possible without the support of private individuals who are part of our Benefactors, Patrons and Friends programmes.

Patrons

Feras Al-Chalabi, Philip and Janet Bunce, Alison Chappell, Frances Cloud, Maureen Cruickshank, Claire Denholm, Louis Flannery, Anthony Galliers-Pratt, Kathy Gilfillan, Janita Good and Chris Clifford, Simon Grenfell, Robin and Philippa Herbert, Marlene Hobsbawm, Ross Hollyman, Jonathan Hopkins, Ruth Huddleston, Robert Lance Hughes, Shân Legge Bourke, Jan Lindsay-Smith, Jane Livesey, Teresa McDonnell, Tim Meunier, Andrea Minton-Beddoes, Michael and Samantha Pearce, Sarah Quibell, Sian Rolfe, Selina Shaw, Paul Voyce.

Benefactors

Elizabeth Bingham, Kate Bingham and Jesse Norman, Lord and Lady Burns, Nick Butler and Rosaleen Hughes, Sian Facer and Terry Sinclair, Tom and Karen Kalaris, Peter Lacy and Lucy Rice, Pauline and David Maydon, Danny Rivlin and Jacqueline Harris, Hannah Rothschild, Maurice Saatchi, Guy Spier. Frances Spurrier

HAY FESTIVAL PRESS

Hay Festival Conversations, an anthology of Festival conversations from the past 30 years, was published for the 30th anniversary and quickly became a Festival bestseller. It is supported by The Elmley Foundation. Proceeds of sales of the book and other Hay Festival Press titles are given to the Foundation.

TRUSTS AND FOUNDATION

Hay's 30th anniversary projects were generously supported and made possible by the CASE Foundation and The Elmley Foundation. The Foundation also received support from anonymous charitable organisations contributing to the Festival's anniversary projects.



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Photo: Matthew Keenan



