

imagina el mundo NOBO DIGONTER KOLPONA

تَخَيَّلِ الْعَالَمِ *imagine the world* কল্পনায় জগত

logathe patti chindikyuga *képzeld el a világot*

कल्पना दुनिया की DYCHMYGWCH Y BYD *waza dunia*

FESTIVAL REPORT

The Telegraph  
HAY FESTIVAL  
2013

sky ARTS HD  
BROADCAST SPONSOR



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

# Contents

OUR 26TH FESTIVAL IN HAY INVITED OUR FRIENDS TO IMAGINE THE WORLD HOW IT IS AND HOW IT MIGHT BE.

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‘More than just a literary festival, for ten days Hay brings together an eclectic mix of the very best international writers and thinkers, film makers, comedians and musicians.’

*HarpersBazaar.co.uk*

# Introduction



**'IT'S A BIG CONVERSATION  
ABOUT DISCOVERY AND  
INTELLECTUAL ADVENTURE.'**

The festival gathers people together to think about the world as it is and to imagine how it might be. It's a big conversation about discovery and intellectual adventure. We share stories and ideas with international writers and thinkers, film-makers, historians and novelists, philosophers, environmentalists, poets and scientists; and at night we like to party with the greatest comedians and musicians. It's a bunch of friends hanging out in a field with time to think, finding the inspiration to re-imagine the world.

Welcome to Hay. Thank you for coming.

A handwritten signature in black ink, which appears to read 'Peter Florence'.

**Peter Florence**  
*Festival Director*  
[@hayfestival](#)



# The Festival in numbers



236  
microphones rigged by the technical team

35,000  
books sold in new Festival Bookshop

4%  
increase in attendance in 2012

12 million  
combined Twitter reach

£12,500  
collected for charity

1,062  
University students on free tickets

90,000  
entries for 500 Words competition

2  
ACM International Fellows touring the world

£1million+  
total Hay Festival value to charity partner Oxfam in 5 years

4,500  
children attended sports days

230,000  
tickets

19,967  
ice creams eaten on Festival site

11,000  
log-ons to public wifi

600  
volunteer stewards helping it all run smoothly

# 2013 innovations



## HAY FELLOWSHIPS

The Hay International Fellowships visiting all our festivals around the world were held in 2013 by Eurig Salisbury and Owen Sheers. The project is supported by the Arts Council of Wales.

## HAY FESTIVAL BOOKSHOP

In 2012, Pemberton's Bookshop retired from the Festival, and in 2013 for the first time we ran the bookshop as part of the Festival administration, selling books by all speakers and performers on the main and Hay Fever programmes.

## STUDENT BLOGGERS

We worked with 10 post-graduate and international students from Cardiff School of Journalism, who put together our Newswire posts and blogs from the Festival. The post-graduate and international students from Cardiff University also met with leading journalists for seminars while they were at Hay Festival – from BBC Radio presenter Francine Stock to BBC World News Anchor Nic Gowing, from Reuters Desk Chief Kate de Pury to GQ magazine editor Dylan Jones.

## HAY FESTIVAL KELLS

On the last day of our festival in Wales we launched our next festival, at the end of June in Kells, Ireland, with Sinéad Cusack and Lisa Dwan.

## THE READING AGENCY

We launched a new partnership with The Reading Agency, with digital and high street promotion of Hay Festival in libraries nationwide.



# Music programme



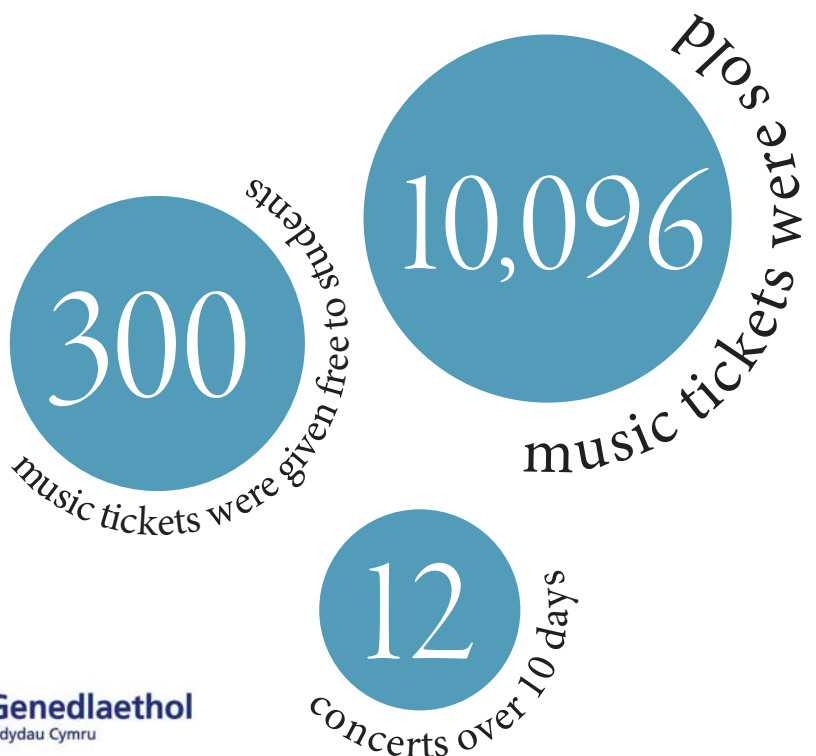
**FAB #HAY13 CROWD DOWN FRONT FOR THE GREAT MANU DIBANGO. THERE WAS DANCING...**

@benedictbrogan via Twitter, 27 May 2013

The Sound Castle programme in 2013 included a broad range of international voices, continuing to engage a younger and more diverse audience.

The wide-ranging programme featured Festival favourites Christy Moore, Seth Lakeman, Alex Valentine, Manu Dibango and Cerys Matthews as well as international stars Rokia Traore, Wara, Terakaft, and Quantic and Frente Cumbiero.

Noah and the Whale brought their fourth album, Heart of Nowhere, the legendary Stranglers songwriter, vocalist and guitarist Hugh Cornwell played an intimate acoustic set, KT Tunstall played her first solo gig in Hay, and Texan femme fatale Chrysta Bell smouldered in her collaboration with iconic film director David Lynch.



# Honours



## HAY 26 MEDALS

This year the **Hay Festival Medal for Fiction** was given to John le Carré for his novels, after his outstanding and extended conversation with Philippe Sands.

The **Hay Festival Medal for Poetry** was awarded to Owen Sheers as he launched his verse drama *Pink Mist* at Hay.

The **Hay Festival Medal for Drama** was awarded to Miranda Hart at her hilarious event on the final festival day.

The silver medals, which feature Athena on one side and the winner's name on the other, are designed and made by local silversmith Christopher Hamilton.

## THE COMMONWEALTH WRITERS PRIZE

The world's prize with the widest eligibility was held at Hay for the second year running as part of a global partnership. The 2013 Commonwealth Book Prize was won by Lisa O'Donnell for her novel *The Death of Bees* and the 2013 Commonwealth Short Story Prize was won by Sharon Millar (Trinidad and Tobago) for *The Whale House* and Eliza Robertson (Canada) for *We Walked On Water*. Both prizes were awarded by John le Carré.

## THE OXFAM EMERGING WRITERS PRIZE

Awarded annually to an up-and-coming writer of exceptional promise and originality, the prize was won by Kevin Powers for his critically acclaimed novel *The Yellow Birds*.

## THE BOLLINGER EVERYMAN WODEHOUSE PRIZE

The Gloucestershire Old Spot pig and Nebuchadnezzar for comic fiction award was presented to Howard Jacobson for Zoo Time.

## THE WATERSTONES RUSSIAN BOOK PRIZE

Waterstones CEO James Daunt and chair of judges Rodric Braithwaite hosted a discussion on writing about Russia with prize-winner Douglas Smith, Rachel Polonski and Andrew Jack.



# Global partners



## BRITISH COUNCIL



We work with the British Council at our festivals around the world, bringing British writers to a global audience for live interaction with international audiences, writers and thinkers. In Hay 2013 the British Council supported the appearance of **Rose Tremain**, **Will Self**, **Sebastian Faulks** and **Howard Jacobson**.

## PEN



At Hay Festival this year PEN supported 'Writing Revolution' with international writers **Layla Al-Zubaidi**, **Matthew Cassell** and **Mohamed Mesrati**, who talked to **Jo Glanville**. The editors and contributors presented the best writing on the Arab uprising from prominent journalists, activists, bloggers, academics and writers who participated in and bore witness to the ongoing struggles.

## OXFAM



The Oxfam Bookshop is now in its fifth year of opening its doors at Hay Festival. The shop is run by volunteers from Oxfam shops around the country and sells everything from fiction to philosophy, and from cookery to kids' titles.

Oxfam's relationship with Hay Festival has generated more than £150,000 and more than 100,000 books have been donated on site, helping to raise even more money through Oxfam's high street





shops and the Oxfam Online Shop ([www.oxfam.org.uk/shop](http://www.oxfam.org.uk/shop)). The money Oxfam raised at Hay Festival last year could have paid for the construction of four night storage water tanks in Zimbabwe to feed an irrigation system and help to feed the farmers' families. More info on book donating at: [www.oxfam.org.uk/donate/donate-goods/what-you-can-donate/donate-books](http://www.oxfam.org.uk/donate/donate-goods/what-you-can-donate/donate-books)

### EMERGING WRITERS PRIZE

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The Oxfam Emerging Writers Prize was presented to **Kevin Powers** at Hay Festival 2013. Launched in 2009, the Oxfam prize is awarded annually to an up-and-coming writer of exceptional promise and originality. Oxfam's Head of Retail, Sarah Farquhar, who presented Kevin with his prize, said: 'Books are at the heart of Oxfam's shops and play a vital part in raising money for Oxfam's work fighting poverty around the world. It's wonderful to be at Hay celebrating books; Kevin is a real talent and well-deserved winner.'

Commenting on the award, Kevin Powers said: 'I would like to express my profound gratitude to Oxfam for this honour. To have my writing recognised by an organisation that has made such a meaningful and measurable difference in the world is extraordinarily humbling. I will take their support in my potential with me as I continue to learn and grow as a writer, and keep it as a guard against cynicism and complacency. My sincere thanks again to Oxfam for this recognition. I will try my damndest to be equal to it.'

### COMMONWEALTH WRITERS

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We work with the Commonwealth Writers Foundation at our festivals around the world, bringing international voices together in a global conversation. From Wales to the Caribbean coast of Colombia, and from Kenya to Bangladesh. At Hay Festival this year Commonwealth Writers announced the prize-winners of their Commonwealth Book Prize and Commonwealth Short Story Prize 2013, with judges **Razia Iqbal** and **Godfrey Smith**. The prizes were presented by **John le Carré** and followed by a conversation with **Razia Iqbal**. The winners were **Lisa O'Donnell**, **Sharon Millar** and **Eliza Robertson**. In partnership with Commonwealth Writers we also hosted a conversation with **Razia Iqbal**, **Michelle de Kretser** and **Monique Roffey** on *Making Sense Of Place: The Use Of Fiction*. The novelists discussed the way in which fiction illuminates the history, the geography and the spirit of place.

# ACW International Fellowships 2013 – Owen Sheers & Eurig Salisbury



Cyngor Celfyddydau Cymru  
Arts Council of Wales



Noddir gan  
Lywodraeth Cymru  
Sponsored by  
Welsh Government

## OWEN SHEERS

Owen Sheers has written two collections of poetry, *The Blue Book* and *Skirrid Hill* (winner of a Somerset Maugham Award). His non-fiction includes *The Dust Diaries* (Welsh Book of the Year 2005) and *Calon: A Journey to the Heart of Welsh Rugby*. His novel *Resistance* has been translated into ten languages and was made into a film in 2011. His plays include *The Passion and The Two Worlds of Charlie F.* (winner of the Amnesty International Freedom of Expression Award). Owen wrote and presented BBC Radio 4's *A Poet's Guide to Britain*. His verse drama *Pink Mist* was commissioned by BBC Radio 4 and was published by Faber in June 2013. He has been a NYPL Cullman Fellow, Writer-in-Residence for the Wordsworth Trust and Artist-in-Residence for the Welsh Rugby Union. Owen has been a regular speaker at Hay Festival since early in his career, and we are delighted to have him as ACW International Fellow for the period 2012–2013.



## EURIG SALISBURY

Eurig is the Bardd Plant Cymru 2011–2013 (Welsh Children's Poet), and he travels all around Wales playing with words and transforming the children of Wales into little poets. He is a Research Fellow at the University of Wales Centre for Advanced Welsh and Celtic Studies. He taught himself to 'cynganeddu' (write poetry in strict meter) aged 13, with the help of Myrddin ap Dafydd's book *Clywed Cynghanedd*. He won the Chair at the Urdd National Eisteddfod in Dengigh in 2006, and has come second three times running for the Chair at the National Eisteddfod. He has published a collection of poems, *Llyfr Glas Eurig* (Eurig's Blue Book) and a collection of children's poetry – *Sgrwtsh!*

In Eurig's own words, his year as ACW International Fellow attending Hay Festivals worldwide has "been awesome. In the words of Syr Dafydd Trefor, *Iechyd a golud a gaud, / Synnwyr a hawsáu enaid:* Health and good fortune was had, / wisdom and the enlightening of the soul."



# University partnerships



**WE WORK CLOSELY WITH THE HIGHER EDUCATION SECTOR IN WALES AND ENGLAND.**

## FREE STUDENT TICKETS

Entry to the festival is free for University students through our Charitable Trust's support programme.

## FESTIVAL INTERNSHIPS

Students from all universities are eligible to apply for the six internships offered at the festival each year.

## UNIVERSITY SERIES PARTNERSHIPS

- Cambridge University further extended their Hay Series with 14 sessions at Hay.
- The Royal Society continue as a partner promoting the Public Understanding of Science.
- The LSE are a global partner and sponsor a lecture at each of our festivals.
- Cardiff University continued their Hay series with four lectures on science and politics.
- The University of Birmingham sponsor a range of events on textuality and reading, as we celebrate the Library of Birmingham opening in September 2013, to be the largest public library in Europe.
- As Festival partners, Kings College, London sponsored a lecture on mental health in the armed forces
- As Festival partners, Birkbeck College, London sponsor our annual Eric Hobsbawm Lecture on aspects of modern history.



## SCRIBBLERS TOUR

The following universities in Wales partner and host our schools tour, funded through the Charitable Trust and supported by the Arts Council of Wales Lottery Programme: Swansea Metropolitan University, Cardiff University, Aberystwyth University, University of Wales – Newport, Bangor University and University of Wales – Trinity St Davids. The Scribblers Tour is an education programme which we run in early spring to reach teenagers in Wales, to encourage confidence and creativity in writing. See page 20 for more info on the Scribblers Tour.

# Campaigns



## OUR WORK WITH LIBRARIES

The Hay Library Lecture inaugurated in 2012 in partnership with Powys Libraries, Herefordshire Libraries and the Save Our Libraries Campaign. In 2013 the lecture was given by Quentin Blake on *The Uses of Illustration*. This annual lecture is free to all library users; it highlights opposition to government spending cuts and champions community reading.

2013 saw the launch of our partnership with The Reading Agency who work with libraries nationwide. The Summer Reading Challenge, organised by TRA, encourages children aged 4 to 11 to borrow and read books through the summer holidays and was unveiled at Hay Festival this year and launched by HRH the Prince of Wales and HRH the Duchess of Cornwall. The initiative helps get three quarters of a million children into libraries to improve their reading confidence.

Powys Libraries and Herefordshire Libraries support the Festival annually with terrific ‘soon to be seen at Hay Festival’ promotions in the windows and in the main halls of their libraries throughout the counties. The Reading Agency took promotions nationwide both digitally and on the high street.

## WATERSTONES

Our partner Waterstones promotes the Festival through their bookshops on the high street nationwide and report increased sales in their ‘Hay Author’ promotions. They mail their customers and ‘W’ card holders with details of the Festival to over 2.4 million customers.

Three authors selected by Waterstones as ‘writers with promise’ for the Waterstones 11 nationwide promotion were hosted and participated in events at Hay Festival. We also hosted the announcement of the Waterstones Russian Book Prize winner.

# Bookshop & publications



## BEST SELLING TITLES

John le Carré *A Delicate Truth*  
 Ruby Wax *Sane New World*  
 AC Grayling *The God Argument*  
 Sebastian Faulks *A Possible Life*  
 Barbara Kingsolver *Flight Behaviour*  
 Rupert Everett *Vanished Years*  
 Caitlin Moran *Moranthology*  
 Wayne Smith *The Drovers' Roads of the Middle Marches*  
 Rob MacFarlane *Holloways*  
 Owen Sheers *Pink Mist*

## BEST SELLING CHILDREN'S TITLES

Jeremy Strong *My Brother's Famous Bottom Gets Crowned*  
 Cathy Cassidy *Coco Caramel*  
 Roger McGough *An Imaginary Menagerie*  
 Michael Morpurgo *A Medal For Leroy*  
 Etherington Bros *Monkey Nuts*  
 Gillian Cross *After Tomorrow*  
 Sophie McKenzie *Girl, Missing*  
 Mitchell Symons *Don't Wipe Your Bum With A Hedgehog*  
 Cressida Cowell *How To Train Your Dragon*  
 Sarah McIntyre *Superkid*

## FESTIVAL BOOKSHOP

The Bookshop is at the heart of the Festival. It's the place where readers can meet their favourite authors, where writers meet their public. In 2013 we were delighted to run the bookshop in-house for the first time, and it proved a highly successful new venture. Almost 600 authors came to sign copies and over 35,000 books were sold. In addition to stocking all the Festival authors' titles, there were sections promoting children's books and Welsh literature. The atmosphere was bustling and vibrant, celebrating the continuing demand for the physical book.

The extraordinary diversity of Festival-goers' interests was reflected in the best seller list. Featured in the Top Ten were celebrity biographies from Rupert Everett and Miranda Hart, novels by John le Carré and Sebastian Faulks, children's books and a study of local drover's roads.

## PUBLICATIONS

Our imprint Hay Festival Press launched our newest publication *Poems For RS*, a centenary celebration of the birth of the great Welsh poet RS Thomas. We commissioned ten Welsh poets – Gillian Clarke, Damian Walford Davies, Grahame Davies, Menna Elfyn, Mererid Hopwood, Anna Lewis, Emyr Lewis, Glyn Maxwell, Eurig Salisbury, Owen Sheers and Simon Armitage to choose a poem by RS Thomas resonant to themselves and to respond to it with a poem of their own. This beautiful volume is the collection of those poems placed side by side as a homage to RS Thomas. We launched this with a fabulous reading in Welsh and English with all the poets, and after a crowded and clamorous signing celebrated with chocolate cake for Simon Armitage's birthday. All the Hay Festival Press books are available in bookshops nationwide and from our website.

# Our local community



## STEWARDS

It continues to be a great joy to the festival that hundreds of volunteers come back year on year to work on a voluntary basis as Festival stewards, and each year new ones come to join in the experience. Stewarding is a vital part of the successful running of the festival and they are very much in the front line of dealing with the public. We receive many compliments about how smoothly the festival runs and this is in no small part due to the excellent work these volunteers do. There is a terrific sense of community amongst the stewards who work together in particular venues and they are rightly very proud of their achievements. Stewards can volunteer via [www.hayfestival.org/stewards.aspx](http://www.hayfestival.org/stewards.aspx).

Hay Fever volunteers help towards the smooth running of the Hay Fever Space on the festival site. Their role includes everything from helping in craft workshops and clearing up to story-telling and informal stewarding.

## INTERNSHIPS

Hay Festival invites applications from young people who wish to gain valuable work experience at our festival. We prioritise local people but receive applications from all over the country for this oversubscribed learning experience. The interns have proper training from the festival and are given key jobs looking after our guests and artists. They are on the front line of ensuring our visitors are looked after properly and gain terrific arts event experience which is useful for CVs and UCAS personal statements. Many interns apply to come back over several years and the introductions made in Hay have led to jobs at publishers and agencies in London.



### SCRIBBLERS

The Scribblers, formed in 2008, is a young writers' group made up of 13–17 year olds from the secondary schools in the local area. The group meets weekly at our Hay office where they work on developing ideas and content for their magazine. With the help and encouragement of local writers, journalists and illustrators, who generously donate their time to helping the Scribblers to develop their creative writing, journalistic and drawing skills, we have been able to put together eight fantastic magazines to date. Paul Thomas formerly of Hay-based design company bwa-design helped to create a unique design and brand for the Scribblers. The magazine is aimed at ages 13 and upward and is distributed throughout schools in and around Hay.



### LOCAL FESTIVALS

We support other local festivals via our box office and our marketing – in our monthly newsletters to 90,000 and in our print programmes. These include the Hay Walking Festival, Abergavenny Food Festival, the Festival of British Cinema in Hay, Machynlleth Comedy Festival, Ledbury Poetry Festival and Brecon Jazz.



### CHARITY PARTNERS

We continue to work with our partners from Oxfam, Amnesty, Macmillan Nurses, Hay Humanitarian Aid, MSF, Brecon Samaritans, Index on Censorship, Concern Universal, Birmingham Children's Hospital, Medical Aid for Palestinians and Ty Hapus to raise money and awareness for their causes. Oxfam announced that the partnership with Hay Festivals had raised in excess of £1 million over the past few years.

In 2013 charity collections after events at the festival raised a total of £13,647 for 14 charities, the highest total to date. The largest single collection was £1,692 for Medical Aid for Palestinians.

The wonderful Sally and Ron who have been coordinating the charity collections for many years and have held yellow buckets outside hundreds and hundreds of events, smiling come rain or shine, announced their retirement after this festival. Over the last 10 years alone their work has raised over £90,000 for charity. They have been presented with a golden ticket to next year's festival.



### INTERNATIONAL FESTIVAL PARTNERS

Hay Festival invites partners from our international festivals to Hay-on-Wye so that we learn from them and they learn from us in a mutual sharing of skills. This year we welcomed Aleya Kassam and Alex Kandie from Nairobi, who work with us at the Storymoja Hay Festival in Kenya, and Sadaf Siddiqi, who works with us on Hay Festival Dhaka in Bangladesh, as well as Geraldine Gaughran and her team from Kells in Ireland, where our newest Hay Festival took place in June 2013. Blanca Gracia, who is interning in our London office for a year, and Amalia Pombo from Hay Festival Colombia, both came to experience the Festival week.

We are able to hold informal meetings about our future plans and share the experience we create in Wales with our international colleagues. Local schools have led many trips and exchanges to international festivals globally including Cartagena in Colombia and Segovia in Spain which gives terrific experience in the culture and languages they study in and around Hay.

### ACCESSIBILITY

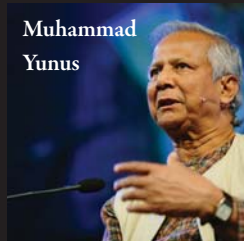
The festival runs a pre-booking service for disabled parking, good wheelchair access in venues, hearing loops, or BSL interpreter requirements for each individual event, with a daily report being given to stewards on a daily basis. The festival receives many compliments from our disabled customers who praise the efforts we make given the nature of the festival site, however there is always room for improvement and every effort is made to do so annually.



# The authors



Miranda Hart



Muhammad Yunus



Damien Lewis and Helen McCrory



Carl Bernstein



Eric Schmidt



Hans Blix



Samar Yazbek



Judith Kerr



Stella Rimington



Ruby Wax



Jody Williams



Vikas Swarup



Sarfraz Manzoor



Sandi Toksvig



Helena Kennedy

# Hay Fever & Programme for Schools

I'VE NEVER SEEN SO MANY HAPPY CHILDREN IN WORLDS OF THEIR OWN ENJOYING THE OVERDUE SUNSHINE @HAYFESTIVAL #HAY13 IMAGINATION AND GREAT SPACES

@Harrisment\_UK via Twitter,  
30 May 2013



## PUBLIC PROGRAMME

With more than 200 programmed events, the Hay Fever programme for children and families was as popular as ever in 2013. Thousands of families were welcomed onto the Dairy Meadows festival site to enjoy eight days of live performances and free literacy activities.

In addition to celebrating children's literature, Hay Fever takes pride in being able to showcase and encourage artists working within children's culture, a vibrant area of the arts. Hay Fever attracts 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 printed programme lists full details of all the events, workshops and expeditions that took place, but below we have picked out our 2013 highlights:

- Announcing the winners of our **500 Words** creative writing competition with Chris Evans and BBC Radio 2.
- Creating our own comic strips with Carnegie Medal-shortlisted illustrator David Shelton.
- Creative hat-wearing with the New York Times #1 bestseller, Greenaway Prize-shortlisted Jon Klassen.
- Discovering new fiction writers Piers Torday and Sarah Lean
- Enjoying storytimes and crafting fun with quirky Hay Festival 2013 illustrator Clara Vulliamy.
- Going over to the dark side with the HF2 programme for teens, full of dystopian futures, zombies, demons and more.

- Exploring and acting out scenes from *Romeo & Juliet* and other plays with the Royal Shakespeare Company.
- Getting sticky hands making delicious Welsh Sushi and Giant Chocolate Waffles with the Kitchen Academy.

In addition to the events for children and families we programme eight days of bespoke workshops on technology, maths, geography, music, creative writing, drama and debate for young people aged 7–18 years.

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 Reading Agency, Cool Fossil Music Foundation, Ordnance Survey, the Royal Shakespeare Company, the University of Cambridge, DECC and the National Grid, and the National Museum of Wales.

## EDUCATION PROGRAMME

In line with our over-arching education objectives, the events in the education programme are specifically tailored both to encourage learning among pupils and to make their spirits soar.

From high-energy performances through to informative discussions, the Programme for Schools and outreach work offer a broad range of cross-curricular events to young people who rarely or never attend cultural events due to their rural location.

The 2013 programme of live literature events, workshops and film screenings taking place over two days, for primary and secondary schools, was launched in March. Bookings increased again this year and on Thursday 23 and Friday 24 May 2013, we were delighted to welcome 4,500 children and teachers from 81 schools and 11 home-educated families onto the site to enjoy a mini-festival experience.

Primary school children enjoyed Jeremy Strong, Lauren Child, Cressida Cowell, The Etherington Brothers, Katherine Rundell and Korky Paul. Secondary school children were spellbound by Kevin Crossley-Holland, Jon Mayhew, Rachel Ward, Sophie McKenzie, Chris Priestley, Gillian Cross and The Etherington Brothers. There were Film Club events for all ages. Nearly all the events were fully booked, many with a waiting list.

Each attending student received a free ticket to see any 2013 festival event; this enabled each of them to return and experience the festival further during their half-term.

The children all left with a goodie bag, donated by *The Daily Telegraph*, containing a book, a Hay Fever programme, Hay Fever



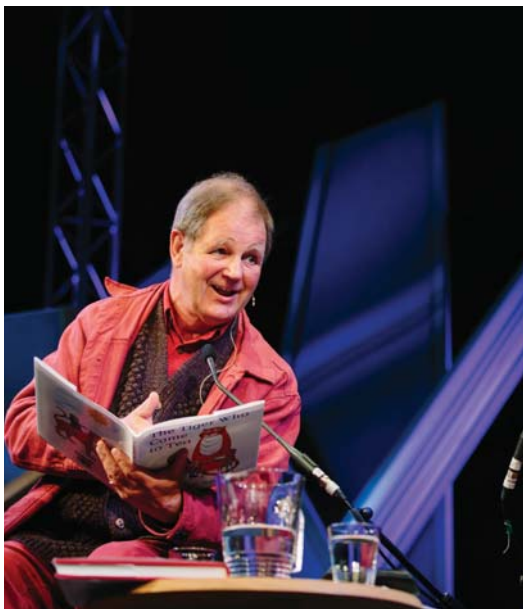


bookmark and pencil and – most importantly – a very large smile on their face.

The Reading Agency launched The Summer Reading Challenge at Hay in our Festival Bookshop, with HRH the Prince of Wales and HRH the Duchess of Cornwall unveiling the theme for the children’s reading promotion run through libraries nationwide over the summer holidays.

**FEEDBACK ON THE PROGRAMME FOR SCHOOLS**

‘My son really enjoyed all the talks; his favourites were The Etherington Brothers, Andrew Hammond and Ali Sparks. Although he did find Eric Schmidt from Google very interesting.’



‘As this was a first time ever coming to the festival can only say I will recommend it to any with children that love reading. A very enjoyable time.’

‘Just wanted to thank you very much for arranging such a fantastic festival. The talks from the authors were inspirational and the students thoroughly enjoyed themselves including taking their picture with the Barclays Cup.’

‘We will definitely visit your festival again and once again thank you for all your efforts in arranging the festival and your help on the day.’

‘We just wanted to say a big thank you for our visit to Hay yesterday. The staff and pupils are still on cloud 9! You all worked so hard to provide a wonderful experience for us and we really appreciated being involved. I’m even more excited for next week now!’

**Lucy Noble, Headteacher, Hawthorn Primary School RCT**



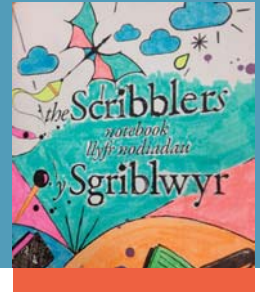
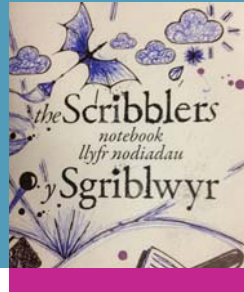
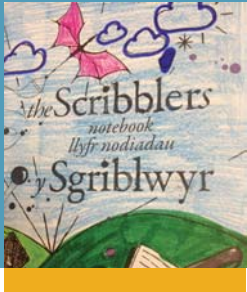
‘We had a great time at the festival last Thursday. The children were truly inspired by all the authors and enjoyed their presentations and meeting them for signings. The goody bags were a great touch and well-received. We appreciated the organisation and the site was great. All for free! Thanks to you and all the staff for your hard work. Please can we come back next year?!’

‘The girls had a great time today at the Hay Festival (despite the 5 hour journey we had in total). The fact that we followed Prince Charles into the town fuelled the excitement!’

‘Had a lovely day today – just thawing out! Thank you.’

**Vicky Hancock, Shobdon Primary School**

# The Scribblers Tour



**'THANK YOU SO MUCH FOR THE GREAT DAY WE HAD TODAY. THE SPEAKERS WERE VIBRANT, ENGAGING AND A REAL INSPIRATION TO OUR PUPILS. I WATCHED THEM CONCENTRATING INTENTLY, AT TIMES LAUGHING AND FEELING REALLY PLEASED WITH THEIR BOOKS AND AUTOGRAPHS! THANK YOU FOR HELPING WRITING COME ALIVE FOR MANY OF OUR PUPILS.'**

**Claire Northwood, teacher**

## SUMMARY

In its second year the Scribblers Tour has delivered another exciting programme of literature and creative writing events to secondary school children across Wales. We booked 57 schools in to take part in the Scribblers Tour 2013 live events and welcomed over 5,000 children into universities across Wales over the course of the tour.

Spread over three months in the spring, the Tour has strengthened ties between the Hay Festival, universities and schools in Wales. It has inspired thousands of school children, bringing them into higher education environments to work with exceptional young people's writers, and has taken the essence of this interaction into the classroom through a series of specially produced online teaching resources.

The Scribblers Tour is free for schools and has become a fixture in the calendar for our partner universities and the schools with which we have worked.

### Scribblers Tour 2013 Programme

*7 & 8 February*

**Swansea Metropolitan University**

Saci Lloyd, Cathy Brett and workshops with current students

*8 & 9 March*

**Cardiff University**

Phil Earle, Amy McCulloch, Ellie Irving, Damian Dibben, Cardiff School of Journalism

*11 & 12 March*

**Aberystwyth University**

Damian Dibben, Laura Dockrill, Dave Cousins and a poetry workshop



*19 & 20 March*

**University of Wales – Newport**

Laura Dockrill, Phil Earle and Tin Shed Theatre

*9 April*

**Bangor University**

Saci Lloyd, Ellie Irving and Eurig Salisbury

*29 & 30 April*

**University of Wales – Trinity St Davids**

Marcus Alexander, KJ Wignall, Tanya Byrne and Jon Gower

## UNIVERSITY SESSIONS

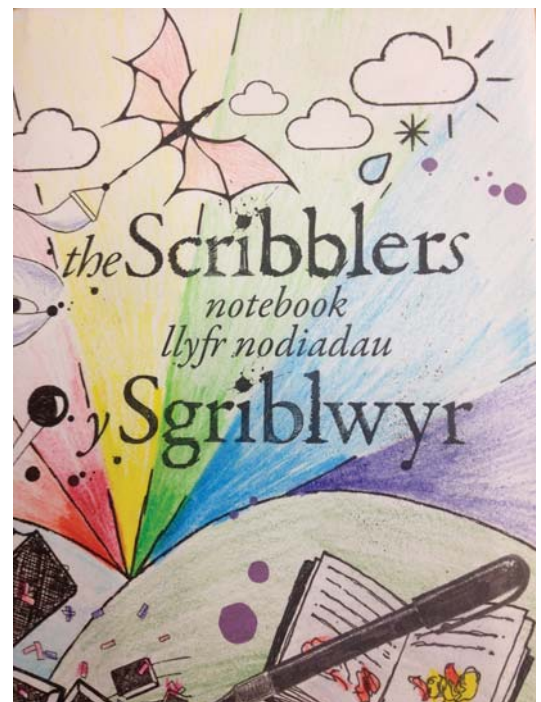
As part of our partnership with universities we offer them the opportunity to contribute to the content of the Scribblers Tour days and run one of the three daily sessions themselves. This year the sessions arranged by universities included journalism and magazine workshops, drama and poetry workshops run by current university students, theatre performances of curriculum texts by former university students, and ‘what university life is like’ sessions.

## THE SCRIBBLERS NOTEBOOK

On arrival at a Scribblers Tour event, each student is given a specially produced Scribblers notebook to use throughout the day. The notebook is bilingual and contains activities to complete independently as well as space for writing activities led by the authors. By the end of a Scribblers day the notebook is packed with stories, pictures and ideas. It’s a lovely memento of the day and something they can take home to parents. This year the notebook has been amended so that it can be used in children’s events across all our festivals.

## BOOKSHOP

We run a bookshop at every Scribblers Tour event selling books by the participating authors. Students have the opportunity to meet the authors one-to-one and have their books signed. We offer schools the opportunity to order their books from us before the event at a 20% discount and on the day we sell them with a £1 discount.



## ONLINE TEACHING RESOURCES

To ensure open access to Scribblers Tour content we have worked with our authors to create a series of online teaching resources, available for teachers to download for free from the Hay Festival website and use in class or extra curricular creative writing groups.

Each resource consists of a 10-minute video, a lesson plan and a worksheet. In the video Scribblers authors outline a creative writing task that they have devised and the lesson plan is the execution of the task in real time, with supplementary lesson ideas.

The content of the resources is inspired by the live Scribblers events and we consulted teachers from different schools in Wales when creating the lesson plans. It was important that the resources should be as easy to use as possible and we were advised across the board to provide complete lesson plans.

The following teaching resources will be available online from September 2013:

*The first line of your story* – **Damien Dibben** (KS3)

*Character development* – **Ellie Irving** (KS3)

*How to write a thriller* – **Saci Lloyd** (KS3/4)

*Using setting to inspire character* – **Amy McCulloch** (KS3/4)

*How to introduce tension* – **Dave Cousins** (KS3/4)

*Character development* – **Phil Earle** (KS4)

## EQUAL OPPORTUNITIES

The Scribblers Tour is open to any school in Wales who would like to be involved. The majority of schools we work with are in Communities First areas and our partner universities make it a priority to target the schools most in need, though no school is excluded.

It is completely free for schools to come to Scribblers Tour events. Funding is used to pay for their transport to and from events to ensure that cost is not a barrier to attendance. This year we were also able to cover the cost of supply teachers in some cases where last minute staff shortages threatened a school's attendance.

The number of people who can attend live Scribblers events is necessarily limited to but to make sure that no one misses out, the online teaching resources described above are accessible for free at [www.hayfestival.org/thescribblers](http://www.hayfestival.org/thescribblers).

**‘ONE OF THE HIGHLIGHTS OF A WRITING YEAR IS #SCRIBBLERSTOUR WITH HAY FESTIVAL. A SERIOUS JOY. CARDIFF TDAY AND NEWPORT IN 2 WEEKS. BRING IT ON.’**

**Phil Earle, author (via Twitter)**





LOOKING FORWARD

We plan to extend our network of partners to include Swansea University, Glyndwr University and the Royal Welsh College of Music and Drama in 2014 so that we are working with every major higher education institution in Wales, and as many young people as possible.

THE SCRIBBLERS TOUR WORKS IN PARTNERSHIP WITH



SUPPORTED BY



# Hay on Earth



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

While we still have a lot more work to do, here are our successes and the lessons learnt from 2013.

The area over which we have most control and where we can see both environmental and financial benefits is in minimising our own direct impacts. We have focused 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%), diesel (down by 20%) and electricity (down by 20%).
- Recycling 75% of the waste produced on site including 1.687 tonnes of paper and 1.59 tonnes of plastic and cans.

In 2011 we introduced food composting for all our catering outlets. This enabled us to save 2.5 tonnes of waste from landfill. Based on our 2011 experiences, in 2012 we increased the amount sent for composting to 4.8 tonnes. We are currently waiting for the 2013 figures for composting; as further information is received we will post it online at [hayfestival.org](http://hayfestival.org).

In partnership with local company Caplor Energy in 2011 we trialled a solar water heating system in our staff catering unit. Some teething problems occurred, but based on what we learnt we changed the type of panels used and, even with the weather conditions experienced in 2013, we were able to generate significant amounts of hot water.



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 we can reduce the environmental impacts. Examples include:

- We provide a public bus service from our nearest train station to the Festival site which runs ten times a day in conjunction with partners First in the Midlands and in 2013 carried 2,297 passengers.
- We have also developed a bus service which links Festival-goers with local B&Bs and the surrounding villages and towns and in 2012 these local buses carried a record 1,904 passengers, raising £1,804 for the Sky Rainforest Rescue charity. Unfortunately we were unable to secure the necessary funding to run a similar service in 2013 so we had to offer a reduced number of buses and routes, resulting in a lower total of 975 passengers.
- For the last two years we have also teamed up with [gocarshare.com](http://gocarshare.com) to promote car-sharing for visitors to the Festival and this year we also added [BlaBlaCar.com](http://BlaBlaCar.com) to our website to increase customer options.

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. Examples from 2013 include:

- Carwyn Jones, Janez Potocnik, Satish Kumar, Julia Hailes, Alannah Weston, Roger Thurow, Andrew Simms, Kate Humble, Ben Law, Alun Davies, Rob Hopkins, George Monbiot, Monty Don, Jane Davidson, Rosie Boycott and Mark Lynas.
- 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.  
Link: [www.gveg.org.uk/TransitionTowns.html](http://www.gveg.org.uk/TransitionTowns.html)

As part of Hay on Earth, in conjunction with Andy Middleton from TYF and the Welsh Government we have been running a series of workshops and seminars. This year's series, run in collaboration with Landmarc Support Services and UnLtd, focused on finding and developing community-led projects that are 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.



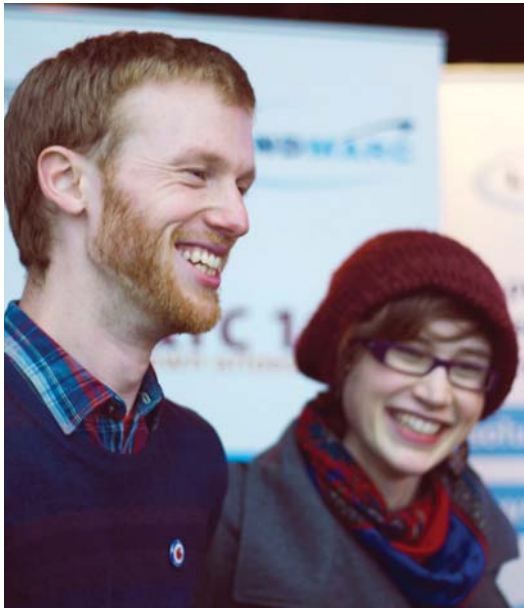
Part Time Carnivore walked away with £10,000 in funding awarded on the first day, supported by the Welsh Government, and Green Stream recycling scooped the £15,000 prize for the Social Entrepreneurs category supported by UnLtd on the second day (link: [www.sustainablegov.co.uk/central-government/reddragons-go-green-to-take-lead-in-a-sustainable-future-for-all](http://www.sustainablegov.co.uk/central-government/reddragons-go-green-to-take-lead-in-a-sustainable-future-for-all)).

Through all of our programming we hope to inspire change. One example of this is the 10:10 Campaign, the initial inspiration for which occurred 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 address, 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 festivals we hold overseas.

We aim to be carbon minimal rather than carbon neutral, and we review and refine our means of achieving this annually. 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*



# Social media



The Hay Festival **Google +** page has reached 23,828 followers from around the world.

We have 13,168 **Facebook** followers and our **Twitter** account reaches 25,463 followers.

## HAY FESTIVAL BLOG

Hay Festival runs an international blog from all its festivals worldwide. We invite our speakers to write their impressions and thoughts about the events they have taken part in, and the festival itself, and we post these blogs from each of our festivals as we travel round the world. So our festival in Nairobi hosted blogs from writers locally, from other African countries and from authors visiting from Europe, North and South America, the Middle East, Asia etc. Follow our blog at [blog.hayfestival.org](http://blog.hayfestival.org).

## HAY FESTIVAL NEWSWIRE

For the second year running in 2013 we had a team of journalists writing up our events, as live, from our festivals. These are bulletpoint, issuebased and the aim is to get the debate out from our festival to the wider world, as it takes place. Our festival programming looks afresh at current affairs and our aim is to let the world know the thoughts of our speakers as fast and as currently as possible using social media. Follow our Hay Festival Newswire here: [news.hayfestival.org](http://news.hayfestival.org).

For the first time in 2013 we worked with post-graduate and international students from the Cardiff School of Journalism.

## LINKS

- ▶ [FACEBOOK](#) 
- ▶ [TWITTER](#) 
- ▶ [HAY NEWSWIRE](#)
- ▶ [HAY FESTIVAL BLOG](#)
- ▶ [HAY FESTIVAL WALES FILM](#)



Our PR teams globally ensure the Newswire is used to reach media in each country as well as a wide public audience.

### HAY FESTIVAL PODCASTS

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All our events have been recorded from the past 26 years. These have been available freely for all students to read in order to help with areas of study. We are extending this to the wider population using the iTunes platform, to gain a following signing-up to regular podcast releases. Our podcasts are high-quality, friendly, universally accessible and work on all devices. Our audio library contains events from our festivals globally and currently hosts over 3,300 hours of conversations and debates. These are free to download as part of our open access policy.

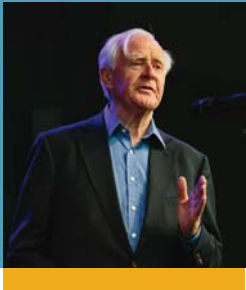
### HAY FESTIVAL NEWSLETTER

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We have more than 90,000 subscribers to our Hay Festival Newsletter, which is sent out monthly with news about our international festivals.



# Media report



## MEDIA HIGHLIGHTS

Hay Festival 2013 was featured extensively in the press, with coverage in fourteen national newspapers and multiple stories in The Times, Independent, Independent on Sunday and Daily Mail.

Festival sponsor The Daily Telegraph ran considerable daily coverage in print and online and published ten editions of The Hayly Telegraph. For the first time the Hayly was available for general download.

The festival ran interviews from one of the most unique interview spaces imaginable – a wonderful shepherd’s hut in the centre of the festival site. Broadcast highlights included three items on BBC Radio 4’s Today programme, four interviews on BBC World Service’s Newshour, BBC Radio 3’s In Tune and The Verb produced live programmes from Hay and recorded concerts throughout the week, five programmes from BBC Radio Wales were broadcast live from Hay and regular pieces on BBC Hereford and Worcester.

Online stories were covered widely in the UK and abroad, with pieces in Huffington Post, Harpers Bazaar, Vogue Online, USA Today, O Globo (Brazil), Beeld and Business Day (South Africa).

Coverage was split between online and print media with 43.95% on the web, 18.2% in the national press, 22.15% in regional press and the remaining 15.7% shared between broadcast media\*, consumer and trade.

The AVE figure for the 2013 Hay Festival is £10, 426, 851 with a circulation of 3,092,998,560.

\*These figures exclude Radio 2, The Chris Evans Breakfast Show, The Sky Arts Bookshow and the event broadcasts from the festival.



## QUOTES

‘It’s the audience that really makes Hay exceptional. Those who make the trek to a field in mid-Wales are devoted – and demanding.’  
*Telegraph.co.uk*

‘Erudition rings out at Hay.’  
*Intelligent Life*

‘One last insight from Hay. What my mobile phone takes one second to do would have taken an early computer 120 years. The joy of the festival is that it allows you to stumble across things you didn’t know you wanted to know. Technology makes it ever easier to occupy a world surrounded only by people like ourselves and to delve deeper and deeper into what already interests us. What book festivals – and television and radio at their best – can offer is not narrow-casting but broad-casting. This is a good week to remember the value of that.’

**Nick Robinson** *The Spectator*

‘Britain’s biggest book festival, as usual, features a fantastic roll call of literary and other stars.’  
*The List*

‘More than just a literary festival, for ten days Hay brings together an eclectic mix of the very best international writers and thinkers, film makers, comedians and musicians.’  
*Harpersbazaar.co.uk*

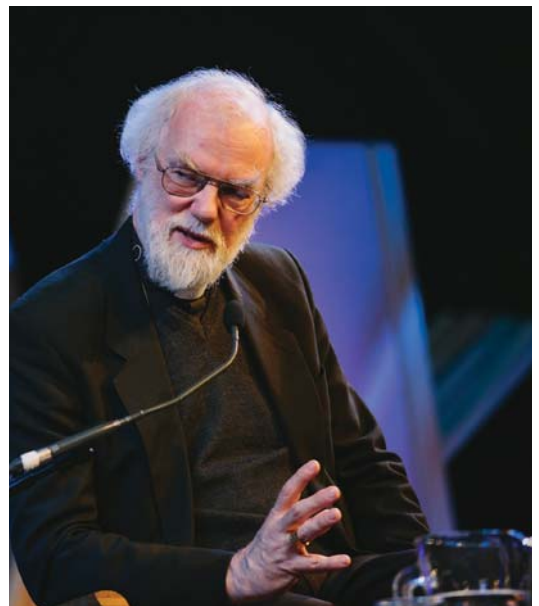
‘The juggernaut of the literature and arts world.’  
*Wanderlust*

‘Unmissable annual festival.’  
*Woman & Home*

‘The Hay audience are a well informed bunch.’  
*Telegraph.co.uk*

‘The original and the best, it lures in the starry names and is an unmissable weekend for starry bods.’  
*Reader’s Digest*

‘(Hay Festival is) a celebration of literature, storytelling and poetry, with hands-on events and the chance to meet favourite authors and illustrators...the festival enties the literary great and good.’  
*Junior Magazine*





‘In a word – diverse.’

*Mail on Sunday, Event*

‘Sunshine’s the making of Hay.’

*Western Mail*

‘Novelists in conversation, scientific debates, music, comedy and poetry; Hay puts lesser cultural gatherings to shame.’

*Stylist Magazine*

‘For 10 days each year, Hay brings together writers, scientists, filmmakers and comedians in a geographically remote, bohemian version of the World Economic Forum’s Davos event in Switzerland. Instead of snowy peaks and hot chocolate, there’s sheep and Wellington boots.’

*USA Today*

‘One of the best things about Hay, every year, is that you find yourself eavesdropping on expertise that you would never otherwise presume to draw on – simply because some of the world’s greatest thinkers happen to be there.’

*Gaby Wood Daily Telegraph*

‘Fertile as ever was the programme...The marquees were full, the deckchairs out, the punters looked delighted.’

*TLS*

‘Across the festival’s 10 days, any number of comparable tales unfolded at the same time in the same place. But however different one person’s experience from another’s of visiting a group of temporary tents in a Welsh field, it’s as well to remember what Hay does for anyone who shows up. Like all literary festivals, but more so given its relative remoteness, Hay is far more about community than individuality. We hear much of the digital friendships engineered by social media, but in those faceless communications there is always the dread looming presence of the ego. The great tonic of Hay is that there is so little of that in the mud and the sun among those tribes who like not only to read but to meet and to... well I’ll leave the last verb to Dannie Abse, who was asked by a young trainee doctor in the audience to name the best attributes of a physician. “Don’t you think it would be to listen?”’

*The Arts Desk*



## TWITTER

**Emily Angus** @londontochi

2 June

*THE most inspiring talk at #Hay13 Robert Macfarlane & Artemis Cooper. Made me want to ditch the car full of camping gear immediately.*

**Oxford Academic** @OUPAcademic

31 May

*Promiscuous minds gather for Britain's Hay Festival <http://oxford.ly/ZCBojS> via @reuters #Hay13*

**Liz Perkins** @lizperkinspost

31 May

*Haven't seen so many people shaking with laughter as they did at Jo Brand last night in the Barclays Pavilion at #Hay13*

**Susie Tempest** @SusieMTempest

31 May

*Another great day at #Hay13. Enjoyed Steve Jones, William Dalrymple & Jo Brand yesterday. Tales of Colombia and Kevin Fong today*

**Juliette Llewellyn** @juliette08

30 May

*Deep thanks 2 @rubywax for her honest, insightful & sharply observed talk on how 2 bring balance 2 the brain at #Hay13 pic. [twitter.com/KUGVpTrBWx](https://twitter.com/KUGVpTrBWx)*

**Hollow Ash Huts** @HollowAsh

30 May

*our #shepherdshut has been a celebrity hub at #hay13 today! Lily Cole photographed outside and Simon Schama interviewed inside #herefordhour*

**Holly Kyte** @HollyKyte

30 May

*Several Hay high points today but the winner is Charlie Higson. Bond, zombies and a lot of laughs - a great time was had by all. #hay13*

**Harrisment** @Harrisment\_UK

30 May

*I've never seen so many happy children in worlds of their own enjoying the overdue sunshine @hayfestival #hay13 imagination and great spaces*

**Cerys Matthews** @cerysmatthews

2 June

*Reluctantly leaving Hay en route to Belfast. It was a bloody blast xxx*

**Ed Cumming** @edcumming

30 May

*The more science talks I see at #hay13, the more I think Spielberg's Minority Report is a masterpiece. Stunningly prescient.*

**The Verb** @R3TheVerb

30 May

*Just recorded a wonderful Verb-on-Hay. Now time for a relaxing cup of tea and the sound of rain on tents. #hay13*

**Ruth** @rpb85

30 May

*Foreign policy, Tudor history, teachers debate and the psychology of office politics: the day ahead at #hay13*

**Louise Casella** @LouiseCasella

29 May

*A day of Auschwitz, Neuroscience, Keats, Shelley & Byron - plus the lovely Damian Lewis. My brain aches in the nicest way. Only at #hay13*

**Clara Molden** @claramolden

29 May

*Just had a cuddle with Judith Kerr, the 90 year old wonder who wrote The Tiger Who Came to Tea. What a wonder! #Hay13 #JudithKerr*



**Andy Milligan @Irish\_Andy**

28 May

*Seth Lakeman at #hay13. Audience rushing the stage - not very Hay, but fantastic!!*

**Ruth @rpb85**

28 May

*Very interesting and informative discussion this evening about the situation in Timbuktu @Hay2Tbk2 with @lindseyhilsum #hay13*

**Julia Hobsbawm @juliahobsbawm**

30 May

*Hay-on-Wye turns into centrifugal force for ideas in May. Every square inch has ideas, food, wandering minds. It's really lovely.*

**Dan Lewis @pretentiousgit**

28 May

*Really enjoyed @peter\_book1 at #hay13 last night + he's our 400th post on <http://Waterstones.com/blog>. Lucky lad. <http://bit.ly/1SenYce>*

**Simon Pickering @SJPickering**

28 May

*It could only be #hay13 : Celestial navigation followed by maths standup & hilarious hour long improvisation in the style of Jane Austen.*

**Benedict Brogan @benedictbrogan**

27 May

*Fab #Hay13 crowd down front for the great Manu Dibango. There was dancing..*

**Susie Mesure @susiemesure**

27 May

*Back in London and might have to self-medicate our #Hay13 withdrawal symptoms with a trip to the original @Jose\_Pizarro tomorrow #bermondsey*



## NATIONAL NEWSPAPER COVERAGE

### THE TELEGRAPH

#### Daily Telegraph

Hay Festival preview – 30 March

Travel section feature and John le Carré extract – 6 April

Piece on gardening talks at Hay in the gardening supplement – 27 April

Half page including Royal visit news story, Quentin Blake and Hay diary – 24 May

¾ page including Carl Bernstein, Nick Robinson and John le Carré – 25 May

Saturday Review dedicated to Hay Festival. 28 pages including interviews with Jeremy Irons, John le Carré, Howard Jacobson, Thomas Keneally, Lydia Davis, Eric Schmidt, Judith Kerr, Deborah Moggach, Robert Macfarlane & Quentin Blake – 25 May

Half page including news stories on Joan Bakewell and Howard Jacobson and ¾ page article on Philip Glass – 27 May

Front page coverage and inside half page – Dame Stella Rimington, Jack Straw and Hay diary – 28 May

¾ page coverage including Ruby Wax, Simon Horobin and Simon Wessely and Hay diary – 29 May

Half page including Damian Lewis and Helen McCrory, Simon Thurley article by Louise Gray – 30 May

Half page including Simon Schama, Dara O'Briain, Prof Jackie Scott and Guy Walters – 31 May

Half page coverage including John le Carré and Oliver James – 1 June

#### Saturday Review

Viewfinder: John Bulmer

¾ page including James Cracknell, Nick Ross, Miranda Hart, Irvine Welsh, Rupert Everett and Hay Diary – 3 June

¾ page comment piece by Gaby Wood – 3 June

½ page interview Nick Ross, multiple Hay mentions – 6 June

Cerys Matthews piece and Hay mentions – 8 June

#### Telegraph.co.uk

Wodehouse Prize news story – 4 April (also in *Saturday Review*)

#### Hayly Telegraph

10 dedicated issues, daily throughout the festival, and for the first time available for download

### SUNDAY TELEGRAPH

Half page including news feature on Cath Kidston, and Lionel Shriver event – 26 May

Front page story, David Crystal – 3 June

#### Seven Magazine

Listing – 26 May

### THE INDEPENDENT

'Coming up next week' listings – 25 May

'The Week in Arts', David Lister column – 25 May

'Scene & Heard' – 27 May

'Caught & Social' news story and photo, Wodehouse Prize – 28 May

Boyd Tonkin column on literary festivals – 29 May

News story, Simon Horobin event – 30 May

Inclusion in Arts Agenda cultural highlights – 27 May

News story, Damian Lewis event – 30 May

'Last Chance' listings – 30 May

Listings – 31 May

Simon Kellner column on Simon Horobin event – 31 May

Listings – 1 June



**Independent.co.uk**

Wodehouse Prize news story – *4 April*

**THE INDEPENDENT ON SUNDAY**

Sir Martin Rees Interview – *21 April*

Inclusion in The Critical List 'Booking Now', Early Bird line up – *17 March*

News story, Eric Schmidt – *26 May*

The Feral Beast, Paul Theroux – *2 June*

Double page interview, Michael Pollan – *2 June*

**THE TIMES**

Hay mention – *27 April*

News story, Jack Straw – *28 May*

News story, Goodhart – *29 May*

Page 2 comment – *30 May*

News story, Kathleen Taylor event – *30 May*

Richard Morrison column – *31 May*

Picture story, Lily Cole – *31 May*

News story, John le Carré event – *1 June*

News story, James Cracknell – *3 June*

**SUNDAY TIMES**

Mention in Best Places to Live in Britain supplement:

Hereford entry – *17 March*

news feature, Lily Cole – *26 May*

Comment, Goodhart story – *2 June*

**Style Magazine**

Hay Festival mention – *12 May*

Atticus – *26 May*

**THE GUARDIAN**

Travel section – Glampwatch festival mention

– *4 May*

Media Monkey's diary, Eric Schmidt event – *27 May*

News story, Goodhart – *28 May*

Corrections and clarifications – *30 May*

**THE OBSERVER****The Observer New Review**

Commonwealth Writers Prize feature – *26 May*

People Agenda, Q&A, George Saunders – *26 May*

**FINANCIAL TIMES**

News story, Jack Straw event – *28 May*

**DAILY MAIL**

Diary story – *25 May*

Ephraim Hardcastle, Giles Coren event – *28 May*

News story, Dr Prasad event – *29 May*

News story, Goodhart – *29 May*

Full page comment, Goodhart – *30 May*

Feature, Nikki Gemmell event – *30 May*

News story, David Crystal – *3 June*

**MAIL ON SUNDAY****Event**

Included in festival feature round up – *12 May*

Mariella Frostrup's 'A Passion for Books' – *26 May*

**DAILY EXPRESS**

Hickey column – *28 May*

Richard & Judy column – *1 June*

Day & Night column – *3 June*

**SUNDAY EXPRESS**

Adam Helliker's diary, Ruby Wax – *2 June*

**THE SUN**

News story, Jane Austen/OED story – *28 May*

**DAILY MIRROR**

News story, Royal visit – 24 May

**EVENING STANDARD**

Double page news feature, Joy Lo Dico – 30 May

Hay Book Show mention – 9 July

**METRO**

News story on Royal visit – 24 May

**IRISH MEDIA****The Irish World**

News feature – 18 May

**Irish Times**

News feature

**MAGAZINE / ONLINE COVERAGE****POLITICS / SCIENCE / ECONOMICS****Accounting Technician**

Included in Month Match Brain Games

**Director**

Included in Culture page – May issue

**Intelligent Life**

Lead piece – 16 April

**Resurgence & Ecologist**

List of 'Environment' events sent; Satish Kumar's event highlighted

Ecologist 'Pick of Hay Festival' events feature – live 10 May

**The Spectator**

Hay Notebook by Nick Robinson – 1 June

**The Nudge List**

Listings – May

**Time (online)**

Inclusion in Four Festivals You Won't Want to Miss – 12 March

**TLS**

Peter Stothard event listing – 10 May

A weekend at Hay Blog – 3 June

**Total Politics**

Three page feature interview with Peter Florence on cultural pages – May issue

**The Week**

Included in Book Now column – 27 April

David Crystal at Hay 'Spirit of the Age' mention – 1 June

**We Love This Book**

Event review, Audrey Niffenegger – 28 May

Event Review, Howard Jacobson – 29 May

**LIFESTYLE****Candis**

Inclusion in Book News – May issue

**Company**

Listing on their What's On page – May issue

**Country Living**

Inclusion in Kitchen Table Talent section – May issue

**Country Walking**

Upfront Events section – May issue

**Efestivals**

Listing – 21 March

**Good Housekeeping**

Full page on GH Reader event – May issue

**Harper's Bazaar**

Inclusion in festivals feature – June issue



**Harpersbazaar.co.uk**

Inclusion in Top Literary Festivals feature – *May*

**Hello!**

News piece on Lily Cole at Hay Festival

**Oldie**

Festival mention – *15 July*

**Reader's Digest**

Included in 'Best of British Summer' round up  
– *May issue*

**Shortlist**

To Do List page – *23 May*

**Simple Things**

Included in 'This Month's Checklist'

**Stylist**

Full page news feature on the Hay Festival programme –  
*10 April*

**Tatler**

Inclusion in festivals round up – *October issue out August*

**Top Santé Health & Beauty**

To Do Listing – *June issue*

**Woman**

Miranda Hart at Hay – *8 July*

**Woman & Home**

Inclusion in Festivals round up – *May issue*

**Yours**

Inclusion on The View From Yours page – *14 May*

**FAMILIES / CHILDREN'S / YA****Angels & Urchins**

Inclusion in Family Festivals round up – *Spring issue*

**First News**

News story on Hay Fever – *17 May*

**Junior**

Feature – *June issue, out 3 May*

**junior.co.uk**

Inclusion in Family Festivals Guide

**Parentdish UK (AOL)**

Included in Things to do and places to go – *May feature*

**MadeForMums.com**

Inclusion in Festival guide/round up

**Angelsandurchins.co.uk**

10 minutes with Mark Lowery

**FOOD AND TRAVEL****Cook Vegetarian!**

10 minutes with John Whaite, Hay mention – *1 August*

**foodepedia.co.uk**

José Pizarro at Hay Festival feature

**Group Travel Organiser**

A guide to exhibitions & events around the UK – *March*

**Pub & Bar**

Listing in May events

**Radio Choice**

Waitrose Weekend, Hay Mention – *27 June*

**Sainsbury's Magazine**

Inclusion in 'Join in the festival fever' feature – *May issue*

**Tesco Magazine**

Included in 'Ten unmissable things to see or do this  
summer' round up – *May*

**Waitrose Weekend**

Lead listing – *11 April*

**Wanderlust**

Listing in UK events/Arrivals – *May issue*

**Discover Touring**

Wildlife and wanderlust, festival features in travel article

– *June issue*

**MUSIC / FASHION****Songlines**

Inclusion in UK festivals feature – *June issue*

**Froots**

Seth Lakeman review – *July*

**REGIONAL COVERAGE****GLOSSIES / LISTINGS****Absolutely Chelsea**

Outside Chelsea, Hay roundup – *May issue*

**Buzz**

Feature – *May issue*

**Families Hereford & Worcester**

What's On listings – *May/June issue*

**Hereford & Wye Valley Life**

Festival Feature – *May issue*

**Swansea Life**

Small piece about the Hay Festival is in the 'coming soon' section – April issue. Bigger feature including interview with Peter Florence – *May issue*

**The Dragon Fly**

Including in listings – *May*

**The Post**

Three page feature and event listings – *April and May*

**Three Counties Farmer**

Prince of Wales at Hay – *1 July*

**Welsh Farmer**

Hay Festival mention – *1 July*

**REGIONAL PRINT AND BROADCAST****ITV Wales**

Peter Florence live interview – *23 May*

**BBC Wales TV**

Quentin Blake interview – *23 May*

**BBC Midlands Today, TV**

Day in the life of a Hay Festival Steward broadcast – *23 May*

Peter Florence live interview – *23 May*

**BBC Hereford & Worcester**

Interview with Peter Florence

Interview with Andy Fryers

Interview with KT Tunstall – *25 May*

Interview with Jon Ronson – *25 May*

Interview with Sandi Toksvig – *25 May*

**Free Radio (H&W)**

Interview with Peter Florence – *23 May*

**BBC Radio Wales**

Peter Florence advance interviews on Roy Noble Show and Arts Show

**BBC Radio Wales**

The Arts Show broadcast live from Hay – *29 May*

Jamie Owen Show broadcast live from Hay – *26 May*

Daily broadcasts on Louise Elliott's programme, – *23 May–31 May*, including live from the Hay Festival site – *29 May*. Interviews with:

Cressida Cowell – *23 May*

Margaret Evison – *24 May*

Jenny Colgan – *29 May*

Hay Festival's Andy Fryers and Mary Byrne – *29 May*

Anthony Browne – *29 May*

Tony Curtis – *29 May*

Andy Briggs – *30 May*

Derek Niemann – *31 May*





Interview with Matthew Engel re: Birmingham Children's Hospital – 30 May

Interview with Reverend John Gillibrand – 28 May

#### Brecon & Radnor Express

Front page news story – 30 March

Front page news story, and feature, royal visit – 30 May

News story, Michael Ramsey Prize – 30 May

News story on festival and events – 30 May

#### Hereford Times

Ran four articles in the run-up to Hay Festival

News story – 19 April

Feature on events – 23 May

News story, royal visit – 30 May

Other regional coverage included in North Wales Chronicle, This Is Bath, Daily Post (Wales), Western Daily Press, Daily Post, Argus (Brighton), Sunday Sun, Basildon Echo, Colchester Gazette, East Anglian Daily Times, Express & Star (Staffordshire), Ipswich Star, Jewish Telegraph, Kent Messenger, Medway Messenger, Powys County Times, Cambrian News, Ludlow Advertiser, Merthyr Express, Metro Wales, Rhymney Valley Express, South Wales Echo, Enfield Independent, Tenbury Wells Advertiser, Harefield Gazette, Hayes & Harlington Gazette, Ruislip & Eastcote Gazette, Shropshire Star, Uxbridge & West Drayton Gazette, Diss Mercury, Eastern Daily Press, Staffordshire What's On, Owesry & Border Counties Advertiser, Gloucester Citizen, Gloucestershire Echo, Somerset Standard, Somerset Guardian, Bolton News, Bangor Mail, Holyhead & Anglesey Mail, Worcester News, The Press (York), Watford Observer, Gazette & Herald (Ryedale), Wimbledon Time & Leisure.

#### Western Mail, Cardiff

Front page news story – 30 March

Miranda Hart interview – 30 March

Full page news story, royal visit – 24 May

Weekend magazine feature – 25 May

News story, and double page festival round up – 27 May

Double page feature interview, Lucy Boyd, and

Commonwealth Prize photo – 28 May

Firefly Press feature – 28 May

Front page photo, Ruby Wax – 29 May

Front page photo, Damian Lewis and Helen McCrory – 30 May

News story, full page – 31 May

Interview, Alan Davies – 31 May

Feature, Derek Niemann event – 1 June

#### Wales on Sunday

News story, Eric Schmidt – 26 May

Full page feature, Lily Cole photo and news story – 2 June

Full page feature, Robert Lindsay event and Commonwealth Prize – 2 June

#### South Wales Evening Post

Interview with Peter Florence

#### Wales Online

News story on Festival line up – ran 30 March

#### myradnor.co.uk

Quentin Blake news story – 23 April

#### mybrecon.co.uk

Local farmers guided tours news story – 9 May

## OUTSIDE OF WALES AND HEREFORD

#### BBC W.M.

Interview with Matthew Engel re. Birmingham Children's Hospital – 24 May

#### BOOK TRADE

##### The Bookseller

News story on Hay bookshop and Mary Byrne appointment – 6 February

##### BookBrunch

News story on Hay bookshop and Mary Byrne appointment – 6 February

##### The Bookseller

News story on boosting teenage audience – 15 February

##### Travel Weekly

Inclusion in feature on domestic holidays – 7 March

**BookBrunch**

Wodehouse Prize news story – 4 April

**BookBrunch**

Commonwealth Book Prize news story – 10 April

**Waterstones blog**

Festival coverage – May/June

**Writers Forum**

Listing – May

**OTHER TRADE****Chess**

Chess Editorial, festival featured – July

**Church building**

Mappa Mundi

**Machinery Market**

Engineering perceptions – Hay mentions – 4 July

**Town and Country Planning**

Hay mention – 1 June

**NATIONAL BROADCAST****BBC RADIO 2 Chris Evans**

500 WORDS live broadcast from Hay Festival – 31 May

**BBC RADIO 3 In Tune**

Live broadcast – 30 May

**BBC RADIO 3 Night Waves**

Hay Special – 2 June

**BBC RADIO 3 Night Waves**

Interview with Fiona Reynolds – 30 May

**BBC RADIO 3 The Verb**

Live broadcast from Hay – 30 May

**BBC RADIO 4 Today**

Amanda Galsworthy interview – 24 May

Fiona Watt interview, with Hay credit – 27 May

Hay Festival 'Thought for the Day' – 28 May

**BBC 5 LIVE**

Fiona Watt interview – 27 May

Bump Club selected broadcast live from Hay – 2 June

Interviews with: Beverly Turner, Jonathan Fenby and

Cerys Matthews

**BBC World Service**

Interview with Andy McNab and Simon Wessely

– 28 May

Interview with Lord Browne

Interview with Terrakaft – 31 May

Live from Hay interview with Simon Schama – 30 May

**BBC World News**

Hay Festival mentions – 7 May

**SKY ARTS****Mariella's Book Show**

Live broadcasts – 25 and 26 May

**SKY NEWS**

Live interview with Peter Florence – 25 May

Live interview with Peter Florence – 26 May

Live interview with Marcus Brigstocke – 26 May

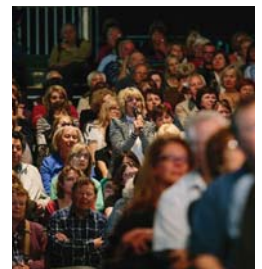
Live interview with Howard Jacobson – 26 May

**BBC News Online**

Wodehouse Prize news story – 4 April

**BBC Online**

Wodehouse Prize news story, Howard Jacobson wins  
– 15 May



INTERNATIONAL COVERAGE



Irish Radio  
Newstalk

Talking History Programme  
Live interview with Jesse Norman – 26 May

USA Today  
Festival article – 30 May

The Gleaner, Jamaica  
Commonwealth Writers feature

AllAfrica.com  
Commonwealth Writers feature

Equities.com (Nigeria)  
Commonwealth Writers piece

Mentions/pieces also included in  
madeformums.com, eveningnews24.co.uk,  
edp24.co.uk, londonwired.co.uk, tescomagazine.com,  
thebubble.rog.uk, leedsstudent.org,  
leburyreporter.co.uk, newmail.co.uk,  
citimagazine.com, and on the TLS blog.



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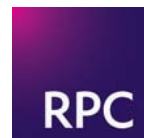
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