

imagina el mundo NOBO DIGONTER KOLPONA

تَخَيَّلِ الْعَالَمَ *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

sky ARTS HD
BROADCAST SPONSOR

2012



HAYFESTIVAL.ORG

AFRICA AMERICAS ASIA EUROPE MIDDLE EAST

Contents

OUR 25TH FESTIVAL IN HAY INVITED OUR FRIENDS TO IMAGINE THE WORLD HOW IT IS AND HOW IT MIGHT BE.

Introduction	3
Festival in Numbers	4
2012 Innovations	5
The Sound Castle	6
Honours	8
ACW International Fellows 2012	9
Simon Armitage's Haykus	10
University Partnerships	12
Campaigns	14
The Way We Live Now	15
Our Local Community	16
The Authors	19
Hay Fever & Programme for Schools	20
The Scribblers Tour	23
Hay-on-Earth	26
Social Media	29
Media Report	31
Sponsors	36



'You are in the middle of a field in Wales... Yet you are thinking about the entire world.'

Sarah Crompton *Daily Telegraph*

Introduction



I THINK IT WAS ALWAYS ABOUT THE CRAIC. I CAN REMEMBER A BUNCH OF US SITTING AROUND MY MOTHER'S KITCHEN TABLE, TWENTY-FIVE-AND-A-BIT YEARS AGO, AND MY FATHER TALKING ABOUT POETRY AND IDEAS AND MUSIC. I CAN REMEMBER DREAMING ABOUT MEETING HEROES AND CHANGING MINDS. AND MY MOTHER SAID - 'IT'S GOT TO BE A PARTY'. AND IT'S BEEN A BLAST. WHAT A RIDICULOUSLY LUCKY, HAPPY JOURNEY.



The 2012 festival took place in the challenging circumstances of extreme austerity, epic rainfall and a UK-wide focus on the Queen's Diamond Jubilee. In the face of all this, attendance was up 11% as people from 53 countries came to Wales to share stories and to exchange ideas about literature, the environment, history, science, politics and the future. Minds were changed, friendships were forged, and new voices were found and heard.

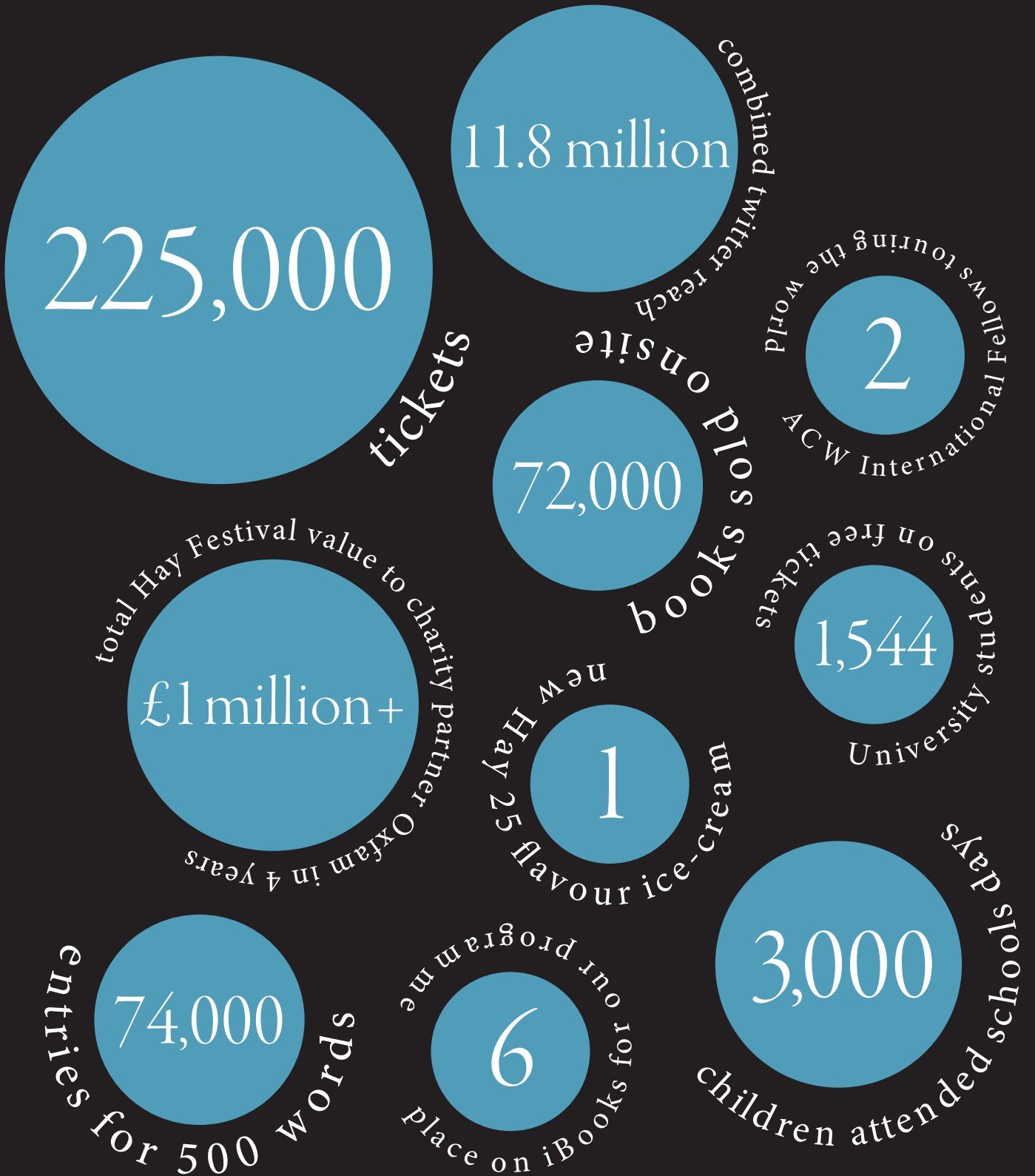
The festival extended our ambitions engaging new campaigns, exploring new partnerships, and developing new programming initiatives that resulted in reaching new audiences at home and abroad.

The core of the festival will always be the readers and their creative writers who imagine the world how it might be if you were released from being you. They reconnect you with the fantastical world of imagination that is the greatest gift of being a child. And in remaking the world they make a case for human rights – the rights to live and love and die in freedom.

A handwritten signature in black ink that reads "Peter Florence".

Peter Florence
Festival Director

Festival in Numbers



2012 Innovations



HAY FELLOWSHIPS

The inaugural Hay International Fellowships visiting all our festivals around the world were held by Jon Gower and Tiffany Murray. The project is supported by ACW.

WRITERS IN RESIDENCE

Simon Armitage (poetry), Jan Blake (storytelling) and Nell Leyshon (theatre) worked at Hay all week creating new work and performing.

COMMONWEALTH WRITERS

A new partnership with the Commonwealth Foundation brought writers from nine countries to Hay for debates, readings and the Commonwealth Writers Prizes for fiction and short stories.

THE WAY WE LIVE NOW

We celebrated the festival's 25th anniversary with the creation of an online library of writing and ideas from our readers and festival-goers around the world as they answer 25 Questions posed by our guest writers and thinkers.

CINEMA

The opening of the first cinema in Hay for 50 years offered us the opportunity to programme filmmakers and films from India, America, Wales and Scandinavia, and feature The National Theatre of Wales' ground-breaking Port Talbot Passion.

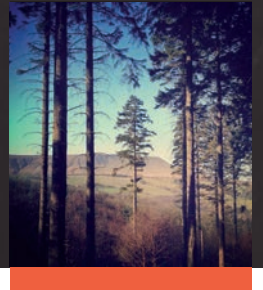
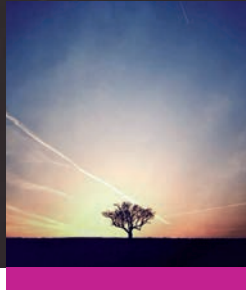
THE OLYMPICS

To celebrate the London 2012 Olympics we launched a Classics Series with Britain's top Classicists including Paul Cartledge and Bettany Hughes promoting Greek culture alongside international stars Madeline Miller and Alice Oswald.

PRINCE'S DRAWING SCHOOL

A new partnership brought hugely popular free life-drawing masterclasses for festival-goers of all ages to the Moot venue.

The Sound Castle



THE FESTIVAL'S NEW MUSIC VENTURE GREW FROM THE THREE YEARS WE SPENT RESCUING BRECON JAZZ, AND IS DESIGNED TO SHOWCASE THE MOST PROGRESSIVE INTERNATIONAL VOICES IN JAZZ AND FOLK MUSIC AND TO ENGAGE A YOUNGER, MORE DIVERSE AUDIENCE.



 Cyngor Celfyddydau Cymru
Arts Council of Wales

 Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

ROYAL WELSH COLLEGE
OF MUSIC & DRAMA
COLEG BRENHINOL
CERDD A DRAMA CYMRU


HAY CASTLE
TRUST





The festival’s new music venture grew from the three years we spent rescuing Brecon Jazz, and is designed to showcase the most progressive international voices in jazz and folk music and to engage a younger, more diverse audience.

The collaboration with **Arts Council Wales**, **The Hay Castle Trust** and the **Royal Welsh College of Music and Drama** was hosted in a 450-seater venue in the spectacular grounds of Hay Castle.

Sarah Dennehy’s programming featured 36 concerts over nine days blending Welsh artists such as **Cerys Matthews**, **9 Bach**, **Julie Murphy**, **Paper Aeroplanes**, **The Gentle Good** and **Alex Valentine** with emerging international stars **Ola Onabule**, **Anchorsong**, **Christian Prommer**, **Speech Debelle**, **Lianne La Havas** and **Frente Cumbiero**.

The festival also promoted a full residency for the young musicians of the **Royal Welsh College of Music and Drama** who both performed and attended specially tailored masterclasses with the visiting musicians. Paula Gardiner comments – ‘I see Hay as a unique opportunity to develop our audience for “courageous” jazz outside the specialised festival scene and there are no better people to persuade that audience than our students.’

The students also attended the rest of the festival for free, reaching beyond their own disciplines to great effect.



Honours



HAY 25 MEDALS

To celebrate our 25th anniversary in this Olympic year the festival awarded three medals, commissioned from local silversmith Christopher Hamilton.

The poetry medal was awarded to **Simon Armitage** for his body of work over the last quarter century. The prose medal was awarded to **Jeanette Winterson** for her fiction, journalism, autobiography and online writing. The drama medal was awarded to the screenwriter **Abi Morgan**.

THE BARCLAYS NOBEL SERIES

Laureates **Daniel Kahneman**, **Mario Vargas Llosa** and **James Watson** graced Hay.



THE COMMONWEALTH WRITERS PRIZE

The world's prize with the widest eligibility is now being held at Hay as part of a global partnership. **Shehan Karunatilaka** received the 2012 award from **Chimamanda Ngozi Adichie**.

THE OXFAM EMERGING WRITERS PRIZE

Was awarded to **Nick Harkaway** for *Angelmaker* and *The Blind Giant*.

THE BOLLINGER EVERYMAN WODEHOUSE PRIZE

The pig and Nebuchadnezzar for comic fiction award was presented to **Terry Pratchett**.



ACW International Fellows 2012 – Tiffany Murray & Jon Gower



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

TIFFANY MURRAY

Exchange was the key word this year. In onsite events promoting Welsh Literature in English and Welsh, in schoolrooms in Bogata, Cartagena and Mexico, in community centres in Pozon (Colombia), at British Council sites in Bangladesh and Kenya, what we achieved was exchange. Not ideas in isolation but ideas that have/will become concrete projects to bring back to Wales and, conversely, Welsh projects to be shared on the international stage.

For me these range from a series of picture books with Mexican artist Eme DeMario, to the translation of my novel *Diamond Star Halo* into Turkish, to educational projects in these countries that both Jon and I hope will continue into the future, to a collection of creative non-fiction and fiction triggered by the gathering of regional food recipes and their related stories (–*Feast-with Parthian*, 2013; this last project was celebrated at the Hay Festival Wales with an International ‘tasting’ and a reading).

As a Welsh writer in English this platform allowed me to exchange with international writers and communities; it also allowed me to test new projects triggered by this exchange: projects in isolation and in collaboration – projects that have surprised me and allowed me to explore new genres. Not only will these projects be published in Wales in the coming few years, but they are projects that only exist because of this great fellowship.

Tiffany Murray

JON GOWER

One indelible memory of my Hay Fellowship: a schoolroom in Dhaka filled with the silver chiming voices of girls naming all the rivers of Bangladesh, while the boys in the class barked out the conversations of fishermen on river banks. Here was their world in words.

Another was meeting the first young woman in a barrio outside Cartagena to win a place at college. Words had transformed her, allowed her to break poverty’s grip. Her eyes, full of hope and anticipation, are a lingering image of an unutterably rich experience: a year when I was so often reminded that Hay works so well because it has an empowering generosity at its heart. So, two final words. Thank you.

Jon Gower



Simon Armitage's Haykus



SATURDAY

The Bard

Poet in a field,
a mountain on his shoulder.
Next week, a puddle.

The Johnson

Spring brings forth its guests.
Boris in the grassy quad:
dandelion head.

The Wye

All day the river
draws its question mark. Answers
on a postcard, please.

The Hunt

Ducked the firing-line.
But Jeremy, you promised
the earth to the sky.

The Bookshop

Ten thousand cooped up
in one shed, battery-farmed.
Let mine fly, oh Lord.

SUNDAY

Big Top

Roll up, roll up, see
the famous author, upstaged
by a bluebottle.

Directions

The way to heaven.
The path to enlightenment.
The road to Brecon.

Small Hours

In the stilled cosmos
of the empty pavilion
a field-mouse wonders.

According to Steve Jones

Today I've cooked up
ten miles of sperm every hour.
But not one couplet.

Paint Your Volkswagen

Red dust from Welsh soil
makes the Passat blush. Add rain:
rose-tinted windscreen.

MONDAY

Rain

Forgive me, please, if
I'm not the first to say it's
going swimmingly.

Anchorman

Fearne Cotton? Really?
The Thames, a thousand vessels,
but no Dimbleby.

Job Description

I take no offence
when spell-checker labels me
goat-in-residence.

Follower

A young wannabe
walks in McEwan's footprints.
I mean literally.

I Bet That You Look Good On

The Dancefloor
So did we really
bump hips with AC Grayling?
Or are we dreaming?

TUESDAY

Writers' Block

From dawn until dusk
a squat, blank-eyed Olmec head
squats in my head.

Evening

Swifts edit the sky,
de-punctuate the day's page
of midge and crane fly.

Workshop

Don't tap on the glass.
Behind those hothouse panes
they're growing novelists.

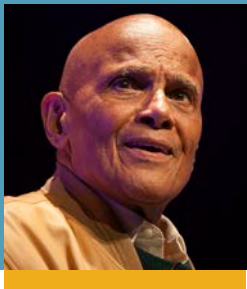
The Reader

Here the book is LAW.
But under her coat, my girl
kindles her kindle.

Box Office

On a big chalk-board
in big letters, 'Billy Bragg
Sold Out.' Oh Billy.

Simon Armitage's Haykus



WEDNESDAY

Inspiration

Red, helium-filled,
a bright thought escapes me, drifts
towards Hereford.

The Scattering

I cast out mine words
unto Hay. Some fell on soil,
some on raised walkways.

Enigma Machine

I tapped out my name
on the brass keys and became

The Talent Spotters

In the coffee shop:
'Look, isn't that so-and-so?'
'No, it's what's-his-face.'

Love Is

Turning a blind eye
to patterned tights, ra-ra skirts
and filthy wellies.

THURSDAY

The Line Up

Some come on foot, some
by helicopter. All leave
with the ferryman.

Forecast

A banner stiffens.
A deckchair arches its back.
There's a storm coming.

On Manliness

Caution: Ram in field.
Brian Moore enters the stage.
Beware of the bull.

The Rickshaw

The journey from town
was a smooth one, but the view
was complete buttocks.

At Whitney-on-Wye

Old wooden toll-bridge,
what silver I have is yours.
I love you, toll-bridge.

SATURDAY

To a Muse

Greer inspires poems
but complains they're all woeful.
Here's another one.

Sound Effects

Fox in the hen house?
Lift-off in the pigeon loft?
Standing ovation.

Time Team

In a field near Hay
archaeologists unearth
bones of a sonnet.

Tricolour

Red dragon teapots.
Rubber ducks in the car park.
Dee in the green room.

After the Parade

Flags furled, marquees stowed,
last words spoken. Dear
glow-worm,
snuff out your tea-light.

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 22 sessions at Hay.
- The Royal Society continue as our main partner promoting the Public Understanding of Science.
- The LSE are a global partner and sponsor a lecture at each of our festivals.
- The OU sustained their sponsorship of The Raymond Williams Lecture and we are negotiating a new partnership for sharing our audio archive.
- Cardiff University have developed a five-lecture Hay Series on the Environment.
- Birmingham University joined the festival this year with a 4-lecture series focusing on the West Midlands language, theatre and archaeology.
- Hereford College of Art worked on installation pieces.
- The Royal Welsh College of Music and Drama joined us at The Sound Castle for a series of public performances and masterclasses, part-funded through ACW support.



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, Aberystwyth University, Cardiff University, University of Glamorgan, University of Wales – Trinity St David's, Bangor University and the University of Wales – Newport. See page 23.



Campaigns



OUR WORK WITH LIBRARIES

We inaugurated a Hay Library Lecture this year given by Michael Morpurgo, in partnership with Powys Libraries, Herefordshire Libraries and the Save Our Libraries Campaign. The annual lecture is free to all library users and will highlight opposition to government spending cuts and champion community reading.



FREEDOM OF SPEECH

We deepened our relationship with key partners at Index on Censorship, Google, Amnesty, PEN and The British Council to promote the cause of Freedom of Speech with specific reference to writers in China, Mexico and India. A series of sessions were webcast to these countries featuring international writers such as Salman Rushdie and Murong Xuecun, banned or persecuted at home.



MENTAL HEALTH – TALKING ABOUT IT

Our partnership with Ty Hapus drove a focus on mental health this year which was headlined by events with Stephen Fry, Terry Pratchett and Kay Redfield Jamison on depression and Alzheimer’s but also featured partnerships with Cardiff University Hospital and the Welsh Government’s NHS unit to launch the public consultation for Together for Mental Health.

The Way We Live Now

We want to know what you think about the way we live now

Ian McEwan once joked 'I don't do research anymore, I ask the audience at Hay.' So this year we've turned the tables and invited writers from around the world to set questions for all of us, the Hay audience.

Please join in this global project on-line at hayfestival.org/hay25



Please have your say on love and death, politics and religion, the planet, our hopes and dreams and the way we live now.

Every month we'll draw a winner who'll get a golden ticket to one of our Hay Festivals worldwide.

hayfestival.org/hay25

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 received many compliments about how smoothly the festival ran this year and this is in no small part due to the excellent work these volunteers have done. 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.

Hay Fever volunteers help towards the smooth running of the Hay Fever Space on the festival site. Their role involves everything from crafting 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.



THE BEACONS PROJECT

The Beacons Project 2012 brought thirteen A-level students from across Wales to experience and participate in the Telegraph Hay Festival. Each year it offers an opportunity to work with exceptional writers and journalists in a highly creative and stimulating environment and introduces these young people to the strong links between the landscape, environment, art and literature, encouraging them to make their own contribution. The project is part of Hay Festival's wider commitment to education – providing opportunities for Key Stage 5 Literature pupils and currently, there is no comparable residential project running in Wales.

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 from Hay-based Design Company BWA Design has 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, Abergavenney 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, 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 £1M over the past few years.



INTERNATIONAL FESTIVAL PARTNERS

Hay Festival invites partners from our international festivals so that we learn from them and they learn from us in a mutual sharing of skills. This year we had Ayo Arigbabu from Nigeria working with us for six weeks up to and during Hay Festival Wales, Aleya Kassam from Nairobi, who works with us at the Storymoja Hay Festival in Kenya and Sadaf and Tahmima who work with us from the Hay Festival in Dhaka. Our colleagues at Teamwork in India, including Sanjoy Roy, came for the first weekend. 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

Mary Portas



Ian McEwan



Bryn Terfel



Chimamanda Ngozi Adichie



Stephen Fry



Simon Callow



David Grossman



Simon Schama



Jung Chang



Hay Fever & Programme for Schools

THANKS TO THE CONTINUED SUPPORT OF THE HEADLEY TRUST, HAY FESTIVAL CAN FOCUS ON DELIVERING HIGH-QUALITY, INNOVATIVE, LITERACY PROGRAMMES FOR CHILDREN AND FAMILIES.



PUBLIC PROGRAMME

With more than 250 programmed events, the children's and families' programme was bigger than ever in 2012. 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 2012 highlights:

- Announcing the winners of our **500 Words** creative writing competition with Chris Evans and BBC Radio 2.
- Singing and dancing with **Justin Fletcher** (aka Mr Tumble).
- Working out sums and puzzles with **Kjartan Poskitt**.
- Weaving willow wigwams with **Wiggly Wiggles**.
- Reading animal stories with **Ali Sparkes** and **Lauren St John** under the outdoor Creature Canopies.
- Stomping round giant orchards on one of our farm visits.
- Watching **Oliver Jeffers** and his friends paint lots of lovely jumpers for his Hueys.

In addition to the children’s and families events we programme eight days of bespoke workshops on technology, photography, music, creative writing, film-making, campaigning and debate for young people aged 14-18.

One of our strongest assets in creating a leading children’s culture programme is our ability to work in collaboration with a wide range of specialist organisations from across the country. This year we held events in partnership with: the British Film Institute, Concern Universal, Cool Fossil Music Foundation, Dreamworks Theatre, the Geography Collective, the Institute of Physics, Local to Ludlow, Mix Music Education, the National Trust, Oxfam, RSPB Cymru, UK Youth, Weeks Environmental, the Wildlife Trusts and the Wicked Young Writers Award.

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.

In February we were delighted to launch the 2012 programme of live literature events, workshops and film screenings. Bookings increased again this year and on 31 May and 1 June we were delighted to welcome 3,000 pupils and teachers from over 55 schools onto the site to enjoy a mini-festival experience.

Each attending student received a free ticket to see any 2012 festival event; this enabled each of them to return and experience the festival further during their half-term.

As the formal education programme becomes a more established part of the festival, the relationships between all those involved – the festival, schools, pupils, parents and local organisations – grows stronger. The wonderfully positive effect this has had within the local community is testament to the legacy being created by the festival.

None of this would have been possible without the generous support of The Headley Trust.



Feedback on Hay Fever & Programme for Schools

‘A brilliant day out for the children: a lovely treat for them after their SATs!’

HEADTEACHER, WIGMORE PRIMARY SCHOOL

‘Our pupils thoroughly enjoyed the trip and many visited during half-term with their complimentary tickets’

TEACHER, BRECON HIGH SCHOOL

‘A wonderful day, much enjoyed by all our children. We brought 24 children last year, 52 this year, going to increase our numbers next year’

TEACHER, RHIWBEINA PRIMARY SCHOOL

‘We had a really great inaugural trip and are hoping to come again next year’

TEACHER, WHITGIFT SCHOOL

‘A huge thank you for the two superb days spent at Hay. The organisation was fantastic’

HOME SCHOOL PARENT

‘Our school hall was invaded by Mitchell Symons today and the children thoroughly enjoyed it!’

TEACHER, LLANFAES PRIMARY SCHOOL

‘The Comic Capers by the Etherington Brothers was amazing. The children are still talking about it now!’

TEACHER, WIGMORE PRIMARY SCHOOL

‘An inspiring, rewarding trip – we all loved it!’

TEACHER, HAY SCHOOL

The Scribblers Tour



THE SCRIBBLERS TOUR DELIVERED ON MANY LEVELS: IT REINFORCED THE RELATIONSHIP BETWEEN UNIVERSITIES AND THE SCHOOLS IN THEIR CATCHMENT AREA, IT BROUGHT EXCEPTIONAL YOUNG PEOPLE'S WRITERS INTO SCHOOLS ACROSS WALES AND ENGAGED THOUSANDS OF CHILDREN IN CREATIVE WRITING AT KEY POINTS IN THEIR SECONDARY CAREERS.

THE PILOT YEAR HAS BEEN A WONDERFUL INVESTMENT IN THE DEVELOPMENT OF HAY FESTIVAL'S COMMITMENT TO LITERATURE IN EDUCATION.

SUMMARY

In June 2011, seven universities across Wales were initially contacted to be involved in the 2012 Hay Festival Scribblers Tour. At the Hay Festival 2011, HRH Duchess of Cornwall kindly launched the project alongside poet and novelist Owen Sheers, who began writing as a result of a Hay Festival education project. In August 2011 dates were chosen across February and March 2012 to hold the tour. In September 2011 we supplied the universities with information about the Tour and then they contacted schools in their area, many of which were from the Community First Schools network, to offer the opportunity to come along and take part in the tour.

The following programme was put together for the schools:

9, 10 February

Swansea Metropolitan University

Jenny Valentine, Phil Earle and Marcus Alexander

23, 24 February

Aberystwyth University

Mark Brake, Jon Chase and Joss Stirling

8, 9 March

Cardiff University

Patrick Ness and Saci Lloyd

15, 16 March

University of Glamorgan

Charlie Higson and JD Sharpe



22, 23 March

University of Wales Trinity Saint David
Irfan Master, Mark Brake and Jon Chase

26, 27 March

Bangor University
Melvin Burgess, Cathy Brett and Jenny Valentine

29, 30 March

University of Wales, Newport
Andrew Hammond and Saci Lloyd

SUPPORTED BY



As well as the writers we provided, we offered the universities the chance to have an hour during the day to run part of the event themselves. The events they came up with included poetry workshops, drama lessons led by current university students, storytelling and ‘What University Life is Like’ sessions.

In total, 55 schools took part in the tour with equal numbers coming from Year 7 and Year 10. These schools were spread across six universities as unfortunately Aberystwyth University pulled out two days before their event, due to school cancellations. While this was disappointing it did allow us to invest the funds not spent already on this event into extra elements of the tour. These included taking authors directly into a number of schools so all their pupils could benefit from The Scribblers Tour experience.

FEEDBACK

We collected feedback from all of the schools and some it is detailed below – we feel it is the best summary of what we achieved.

TEACHERS

Julie Davies *Aberdare Girls’ School*

‘Thank you so much for a fantastic event at Cardiff Uni last Thursday and Friday. I brought 25 pupils on each day and had positive feedback from all I’ve seen since. One of our English teachers said that she couldn’t stop her year 7 class from talking about the tour during yesterday’s lesson! They told her every detail, especially about Patrick Ness, who would appear to be the firm favourite. I had a chance to talk to both authors and found them approachable, friendly and informative.

The event was a wonderful experience for our pupils, many of whom don’t have regular access to such opportunities.



Thanks go to everyone involved for an amazing two days that really motivated our pupils and showed them that reading can be cool!

STUDENTS

Do you feel inspired to write your own book?

Yr7:

'Yes I feel inspired to write a book because this gave me some ideas.'

'I feel the authors gave very good reasons for children to write books and have inspired me with new genres of books to write in the future.'

'Yes I definitely do, they have given so much inspiration it's hard to choose which is the best one.'

'Perhaps not my own book but I'll definitely read more.'

'Yes, very much, because of Patrick Ness.'

Yr10:

'I feel I have more confidence to write a book.'

'Yes it inspired me to create my own story.'

'Yes, the authors make writing books seem fun and not all about sitting and writing 24/7.'

'I feel more like I can do anything if I focus on it!'

'Maybe not a whole book, but I do still want to write.'

'Yes I do feel inspired, because now I know it's not just about what the public wants, it's what you want.'

'Yes, I thought you had to be a certain age but according to Patrick Ness you don't.'

EQUAL OPPORTUNITIES

The project was aimed at Communities First Schools and the participating universities used their links and contacts to ensure that the schools most in need were targeted.

The interactive Scribblers booklet was bilingual.

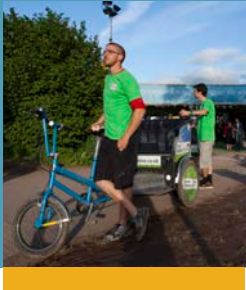
Funding was used to pay for schools' transport to and from events to ensure that cost was not a barrier to attendance.

LINKS

- ▶ [THE TELEGRAPH PRODUCED BY THE SCRIBBLERS FROM HAY](#)



Hay-on-Earth



THE FIRST DAY OF HAY FESTIVAL SETS OUT THE GREEN AGENDA TO BE DEVELOPED OVER THE FOLLOWING 10 DAYS, WITH AUTHORS AND EXPERTS ON CONTEMPORARY ISSUES INFORMING, ENTERTAINING AND CHALLENGING OUR AUDIENCES.

This year’s highlights included ethical fashion with People Tree founder Safia Minney, sustainable architecture with *Grand Designs* eco-builder Ben Law, an insight into how business exploits the world’s poor by Conor Woodman and, on a lighter note, foraging for food and living off the land, with Adele Nozedar and Kate Humble. Rosie Boycott spoke on the urban agriculture boom, Juliet Davenport of Good Energy asked if oil is more a liability than an asset, and Adam Henson joined picnickers on a local farm to talk about his life on the land.

Other notable speakers were Secretary of State for the Environment Edward Davey, Andrew Simms of the New Economics Foundation, Farah Faizal, Rob Hopkins, George Monbiot, Monty Don, Jane Davidson, Mark Lynas and Ed Gillespie.

Our hope and belief is that each year the standard of debate increases as people become more informed and involved, with an awareness that they individually can make a difference, as well as collectively lobby for change - in business, in government, in society.

Alongside the standard one-hour debates we have also been running the Hay-on-Earth series in conjunction with Andy Middleton from TYF and the Welsh Government. This year’s series focused on finding and developing community-led projects that were delivering sustainable solutions to climate change challenges. After an open competition, each day culminated in a ‘Green Dragon’s Den’ where the public and a panel of experts voted for the best project. Each winning project received £10,000 from the Welsh Government as part of their sustainable development programme.

There were four winning projects in 2012:

- **Dung Beetles Direct** – helping to restore vitality to degraded farm soils.



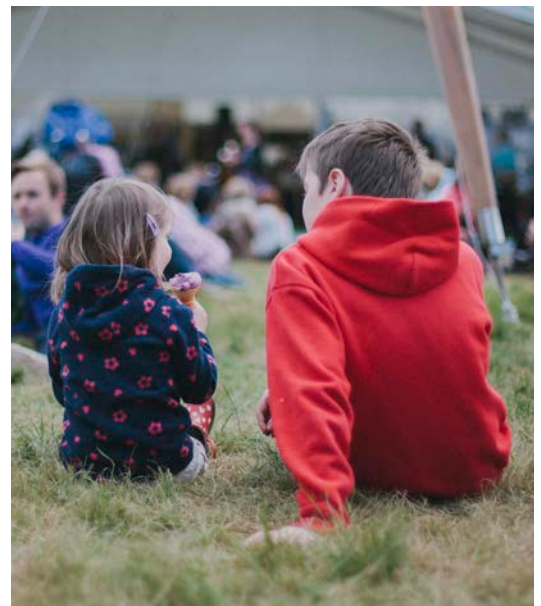
- **Low Carbon Cook-Off** – new ways of communicating the impacts of our food supply system.
- **Generate RCT** – supporting community-led energy schemes.
- **Co-operative Ownership and Power** – assisting communities to develop resilience through owning local assets and power generation.

We have pledged to apply the green principles we discuss on stage to our own practices at Hay Festival Wales. For six years, we have been engaged in a programme of managing and mitigating our environmental impact through the Hay-on-Earth programme. 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. Below are our successes and lessons learnt from Hay Festival 2012:

The area we have most control over and where we can gain both environmental and financial benefits is from 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 4.5 tonnes of cardboard.
- In 2011 we added food composting for all our catering outlets. This enabled us to save 2.5 tonnes of waste from landfill. Based on this experience, in 2012 we increased the amount sent for composting to 4.8 tonnes.
- In partnership with local company Caplor Energy, in 2011 we trialled a solar water-heating system on our staff catering unit. This had some teething problems but based on what we learnt we changed the type of panels and even with the inclement weather conditions we experienced we were able to rely solely on the solar heating for their hot water demands.
- We provide water standpipes across the site so that people can fill their own bottles which helps to cut down on the plastic waste and fuel costs associated with bottled water.
- We continue to use BS8901 as our management tool to help us in assessing the direction we go in.



By far our biggest indirect impact is caused by people visiting the Festival via their transport, accommodation etc. Whilst 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 2012 we had a 12% increase in passenger numbers to 2,553. We have also developed with our partner Sky a series of minibuses that link Festival-goers with local B&Bs and the surrounding villages and towns and in 2012 they carried a record 1,904 passengers raising £1,804 for the Sky Rainforest Rescue charity.
- In addition to providing a bike hire and maintenance service on the Festival site we have added cycle rickshaws which carry people between the site and Hay town. In 2012 they transported 1,229 people and cycled approximately 429 miles.
- For the past two years we have also teamed up with **gocarshare.com** to promote car-sharing for visitors to the Festival.
- 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.



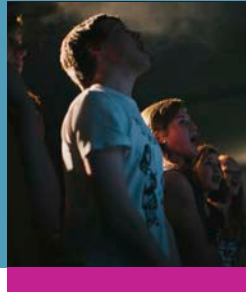
These are just some of the issues we are trying to address and are continuing to address, working with our suppliers, contractors and partners. We have been initially focusing on our main Festival in Hay-on-Wye, but are now starting to tackle issues facing the Festivals we hold overseas.

Hay-on-Earth is an ongoing programme because we realise that there will always be changes to make and as such we have the aim of becoming carbon minimal rather than carbon neutral. As part of that programme we are committed to auditing our impacts every five years to assess our overall change. Our last audit was in 2008 and we will therefore be audited again in 2013.

We are in a privileged position to be able to run Festivals in Wales and across five continents 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



Google + page was set up this year and in a few months has reached 24,512 followers from around the world.

We have 10,000 Facebook followers and our twitter account reaches 18,408.

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 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.

HAY FESTIVAL NEWSWIRE

For the first time this year we had a team of journalists writing up our events, as live, from our festivals. These are bullet-point, issue-based 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.

Once posted, our PR agencies in each country 'lift' these posts by highlighting to the media that another 'as live' posting has gone up via their press releases and their own social media activity.

LINKS

- ▶ FACEBOOK 
- ▶ TWITTER 
- ▶ HAY NEWSWIRE
- ▶ HAY FESTIVAL BLOG
- ▶ HAY FESTIVAL WALES FILM

HAY FESTIVAL PODCASTS

All our events have been recorded from the past 25 years. These have been available freely for all students to read in order to help with areas of study. We plan to extend this to the wider population using social media to gain a following signing-up to regular podcast releases. Our podcasts will be high-quality, friendly, universally accessible and work on all devices.

HAY FESTIVAL NEWSLETTER

We have more than 65,000 subscribers to our Hay Festival Newsletter which is sent out monthly with news about our international festivals.

HAY 25 – THE WAY WE LIVE NOW

To mark the 25th anniversary of the Hay Festival in Wales we turned the tables on the writers and thinkers who have graced our stages over the years. We asked a panel of them to put the questions to us, the Hay audience. 25 questions can be answered online at www.hayfestival.org/hay25 by anyone around the world to create a unique source of ideas and opinions to help us shed light on the way we live now.



Media Report



'THERE IS AN ODD THING ABOUT THE HAY FESTIVAL. YOU ARE IN THE MIDDLE OF A FIELD IN WALES WHICH, I REGRET TO SAY, IS CURRENTLY ABOUT AS WET AS THE THAMES. YET YOU ARE THINKING ABOUT THE ENTIRE WORLD.'

Sarah Crompton *Daily Telegraph*

'IT IS A WONDER THAT ANYONE TOOK ANY NOTICE OF THE QUEEN'S DIAMOND JUBILEE GIVEN THAT IT CLASHED WITH THE 25TH ANNIVERSARY OF THE HAY FESTIVAL.'

Matthew Engel *Financial Times*

MEDIA HIGHLIGHTS

Hay Festival Wales featured in ten national newspapers, with multiple stories in the *Guardian*, the *Independent*, the *Independent on Sunday* and *Daily Mail*, in addition to festival sponsor the *Daily Telegraph*. The online arms published original content giving a broad spectrum of national coverage throughout the festival.

In the trade press, we saw Hay 'homepage takeovers' on *The Bookseller* and *We Love This Book* with daily content filed live from the festival.

Broadcast highlights included four items on **BBC Radio 4's Today, The World Tonight, BBC Radio 3, BBC Radio 2's Arts Show, BBC World Service news and The Strand**, along with many hits on local station **BBC Hereford and Worcester and BBC Radio Wales**.

And online, we secured stories on news sites such as **BBC.co.uk**, culture blogs such as the *Huffington Post* and *iD Magazine*, and the Asian and music press.

QUOTES

'Speaking at the Hay Festival yesterday... I was amazed by the numbers of people who travel to the remote town in the Welsh Borders to engage with books, bookishness and the simple pleasures of reading. It makes all the more strange the fact that the book industry is widely said to be in crisis.'

Dan Jones *Evening Standard*

'It's the type of festival that even a badly injured Bono might enjoy. By far the most well-read occasion you'll attend this year, Hay is a chance to hear some of our favourite authors discuss their work in stunning surroundings.'

Andy Morris *GQ*

NATIONAL NEWSPAPER COVERAGE

Daily Telegraph

GM story from Louise Gray, comment piece from Madeline Miller and Hay Diary – *Friday 1st June*

Half page in news including Hay Diary, Review special (front page), and front page of Travel section, with feature continuing overleaf – *Saturday 2nd June*

Half page story on Michael Morpurgo including Hay Diary – *Sunday 3rd June*

Comment piece – *Monday 4th June*

Half page including Hay Diary – *Tuesday 5th June*

Half page including Hay Diary – *Wednesday 6th June*

Half page including Hay Diary plus Bryony Gordon interview with Ian Rankin – *Thursday 7th June*

Hay Notebook by Bryony Gordon, plus half page including the Hay Diary, plus Hay Festival Fashion Special, full page – *Friday 8th June*

Double page interview with Michael Frayn (crediting Hay), review of Kate Summerscale's book (crediting Hay), half page interview with Claire Tomalin crediting Hay plus three quarters of a page including Hay Diary – *Saturday 9th June*

Half page including Hay Diary – *Sunday 10th June*

Hayly Telegraph

10 dedicated issues, daily throughout the festival

The Independent

Listing in *Radar Magazine* – *Saturday 25th May*

Story on Terry Leahy – *Saturday 2nd June*

Interview with AC Grayling plus front cover mention – *Monday 4th June*

Diary piece on Tom Watson – *Tuesday 5th June*

Story on Ian Rankin and Rebus Redux – *Wednesday 6th June*

Diary piece by Luke Blackall – *Saturday 9th June*

Diary piece on Adrian Mole – *Saturday 9th June*

Mention in Sebastian Faulks column – *Saturday 9th June*

Independent on Sunday

Blogger's guide to... Hay Festival – *Sunday 27th May*

Piece on Alan Hollinghurst – *Sunday 10th June*

Between the Covers column – *Sunday 10th June*

Diary piece on Andrew Marr – *Sunday 10th June*

The Guardian

John Dugdale column – *Friday 1st June*

Listing in Review section – *Saturday 2nd June*

Column by Sam Leith – *Thursday 7th June*

Simon Hoggart's diary – *Saturday 9th June*

Clare Balding on the BBC – *Saturday 9th June*

Daily Mail

Kindle story – *Thursday 31st May*

Michael Morpurgo story – *Monday 4th June*

Salman Rushdie diary story – *Tuesday 5th June*

Ian Rankin Rebus Redux story – *Wednesday 6th June*

Clare Balding on the BBC – *Friday 8th and*

Saturday 9th June

Diary story on Martin Amis – *Monday 11th June*

Martin Amis story – *Wednesday 13th June*

Daily Express

Story on Oxfam 'donation drive' launch at Hay –

Tuesday 5th June

Mail on Sunday

Chris Evans column – *Sunday 9th June*

Financial Times

Diary piece – *Saturday 9th June*

The Times

Mention in Erica Wagner's column – *Saturday 9th June*

The Sun

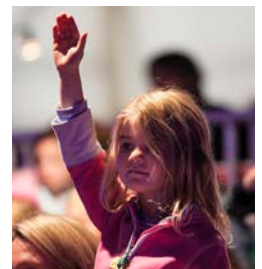
Hay Fever column in books pages – *Friday 25th May*

REGIONAL PRESS COVERAGE

Scottish Press

The Scotsman – Rebus Redux – *Wednesday 6th June*

Daily Record – Rebus Redux – *Wednesday 6th June*



Evening Standard

'Alive and kicking at Hay' – *Wednesday 6th June*
 'Books are safe in caring hands' – *Wednesday 6th June*
 Kier Starmer – *Thursday 7th June*
 Billy Bragg mention – *Thursday 7th June*

Western Mail

Daily double page spread throughout the festival
 Cover of *Weekend* magazine – *Saturday 2nd June*

Hereford Times

Preview of festival – *Thursday 31st May*
 Leading article – *Thursday 7th June*
 Post-festival feature – *Thursday 14th June*

Brecon & Radnor

News story and listing – *Thursday 7th June*

Primary Times

Feature and competition on Hay Fever –
Monday 21st May

Surrey Advertiser

Double page feature – end of *June*

Plymouth Herald

Full page feature on Hay – *Saturday 16th June*

Plus stories and mentions in: **Islington Gazette**,
East Anglian Daily Times, **Cardiff & South Wales**
Advertiser, **Oxford Mail**, **Lancashire Evening Post**,
Shropshire Star, **South Wales Argus**, **Shropshire Star**,
Witney Gazette, **Sheffield Telegraph**, **Lancashire**
Telegraph, **Andover Advertiser**, **Western Daily Press**,
Bicester Advertiser

TRADE PRESS COVERAGE**We Love This Book**

Hay Festival homepage takeover throughout the festival
 Daily news stories
 Interview with Peter Florence – *Friday 8th June*

The Bookseller

News feed on homepage throughout festival
 Full page in magazine – *Friday 8th June*

BookBrunch

Post festival news story – *Monday 11th June*

BROADCAST – NATIONAL & REGIONAL**Sky News**

Adam Boulton – interview with Peter Florence –
Wednesday 30th May

BBC Radio 4

Today – interview with Peter Florence –
Saturday 2nd June
 Today – interview with Raymond Tallis –
Monday 4th June
The World Tonight – feature on geo-engineering including
 audio from Hay – *Monday 4th June*
 Today – interview with Emma Mulqueeny –
Wednesday 6th June
 Today – interview with Jocelyn Bell Burnell –
Wednesday 6th June

BBC Radio 3

Interview with Revel Guest on breakfast show –
Sunday 27th May

BBC Radio 2

Claudia Winkleman's arts show – Peter Florence and
 Bettany Hughes – *Friday 1st June*
 Chris Evans Breakfast Show – live broadcast from Hay –
Friday 1st June

BBC World Service

Interview with Madeline Miller – *Sunday 10th June*
 News piece by Vincent Dowd – repeated throughout
Monday 11th June
 Interview on *The Strand* – *Monday 11th June*

BBC Radio Wales

Live interview – Peter and Sophie on Roy Noble show –
Thursday 31st May
 Live interview – Suzanne Dean on Roy Noble show –
Thursday 6th June
 Live interview – David Crystal on Roy Noble show –
Friday 7th June
 Phil the Shelf – Haylights programme –
Sunday 10th June

BBC Wales Today (TV)

Interview with Peter Florence – *Friday 8th June*

BBC Hereford and Worcester

Live interview with Peter (x2) – *Thursday 7th May*

Live interview with Peter – *Thursday 31st May*

ASIAN PRESS COVERAGE**BlowUpBhangra.com**

News story on Indian events – *Thursday 31st May*

Asian Times Online

News story on Indian events – *Friday 1st June*

Times of News

News story on Indian events – *Friday 1st June*

Eastern Eye

News story on Indian events – *Friday 1st June*

MSN India

News story on Indian events – *Friday 1st June*

Times of India

News story on Indian events – *Friday 1st June*

MUSIC PRESS COVERAGE**FestivalMag.com**

Launch press release – *Wednesday 16th May*

RocknReel.co.uk

Sound Castle festival preview – *Monday 21st May*

EntertainmentFocus.com

Sound Castle festival preview – *Tuesday 22nd May*

FestivalsForAll.com

Sound Castle festival preview – *Friday 1st June*

Songlines.co.uk

Listing for Sound Castle – *Thursday 7th June*

ONLINE PRESS COVERAGE**Telegraph.co.uk**

Live blogging, picture galleries and news stories throughout festival

BBC.co.uk

News story on Rebus (Scotland) – *Tuesday 5th June*

Blog from Mark Easton (home news) – *Thursday 7th June*

News story on Hay 25th anniversary (Wales) –

Friday 8th June

News story on Commonwealth Writers Prize (Arts and Entertainment) – *Friday 8th June*

BBC.co.uk (Arts and Entertainment) – Martin Amis story – *Monday 11th June*

Guardian.co.uk

Photo story with Terry Pratchett and a pig called Snuff – *Thursday 7th June*

Guardian.co.uk – interview with Shehan Karunatilaka – *Friday 8th June*

Comment is Free blogpost on Martin Amis –

Tuesday 12th June

DailyMail.co.uk

Michael Morpurgo romance story – *Monday 4th June*

Salman Rushdie story – *Monday 4th June*

Weather story – *Thursday 7th June*

Terry Pratchett story – *Thursday 7th June*

Adrian Mole story – *Saturday 9th June*

Martin Amis story – *Sunday 10th June*

Clare Balding story – *Monday 11th June*

Independent.co.uk

Stephen Fry depression story – *Tuesday 5th June*

Diary story on Tom Watson – *Tuesday 5th June*

Sue Townsend and Adrian Mole story –

Saturday 9th June

Huffington Post

Ian Rankin Rebus Redux story – *Wednesday 6th June*

Sugarscape.com

Feature on Hay and HF2 – *Saturday 9th June*

JuniorMagazine.co.uk

Blog post about experience at festival – *Tuesday 12th June*



TheFirstPost.co.uk

Feature on Kate Humble at Hay – *Friday 8th June*

iD Magazine

Blog on festival – *Sunday 3rd June*

Blog on festival – *Tuesday 5th June*

Interview with John Cooper Clarke – *Wednesday 6th June*

Interview with Helena Kennedy – *Wednesday 6th June*

Blog on Terry Pratchett – *Thursday 7th June*

SOCIAL MEDIA

See Storify for Twitter activity using #hay25:

<http://storify.com/midaspr/hay-25>

Our Sponsors

TITLE SPONSOR



BROADCAST SPONSOR



GLOBAL PARTNERS



VENUE SPONSORS



INTERNATIONAL SUPPORTERS



INTERNATIONAL SUPPORTERS



Our Sponsors *continued*

HAY FEVER SUPPORTERS



FESTIVAL BOOKSHOP



MASTERCLASS SPONSOR



TRANSPORT SPONSORS



HAY ON EARTH SPONSORS



PROJECT PARTNERS



PROJECT PARTNERS

