

HAY FESTIVALS

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FESTIVAL REPORT



the **guardian**
HAY FESTIVAL

27th May - 6th June 2010



LITERATURE



MUSIC



STORIES

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HAY FESTIVAL 2010

HAY FESTIVAL IS AN ANNUAL gathering in the staggering beauty of the Brecon Beacons National Park. Famously described by Joseph Heller as ‘a cross between an international conference and a country wedding’, Hay’s special brand of super-smart hanging-out drew 200,000 people to Wales this year.



BILL BRYSON

The festival’s 2010 edition had the 200,000 festival-goers flocking to Hay-on-Wye to hear the best of the world’s literary, political and artistic thinkers talk about everything from literature, art, film and comedy to religion, climate change and global politics.

The 2010 festival saw Hay celebrate its twenty-third birthday, and featured 588 events over 11 days. Speakers included Tom Stoppard, Pervez Musharraf, Christopher Hitchens, Fatima Bhutto, Bill Bryson, Martin Amis, Stephen Fry, Zadie Smith, Roddy Doyle and Nadine Gordimer, among many others.



TINA BROWN

This year Hay Festival also announced plans to spread its wings globally, with the launch events for three new festivals, in Zacatecas (Mexico), Kerala (India) and the Maldives.

Festival Director Peter Florence said: ‘Britain exports culture, it exports writing, but it hasn’t been good at embracing the rest of the world in literary terms. Trying to change that around is a very big thing for us.’

Participants from Hay Festivals worldwide were included in the festival’s 2010 programme, and a Global Partnership with the British Council to further the promotion of writing internationally was also forged in 2010.



THE FESTIVAL IN NUMBERS

11 days

588 events

27 concerts

12 venues

124 Hay Fever events

200,000 tickets sold

25% increase in events from 2009

Ticket sales up **20%** from 2009

47% increase in web traffic from 2009

50% of on site waste recycled including 4.5 tonnes of cardboard

Over **70** counts of broadcast coverage
(not including SkyArts' *The Book Show*)

15% rise in sales of books in Hay's onsite bookshop Pembertons

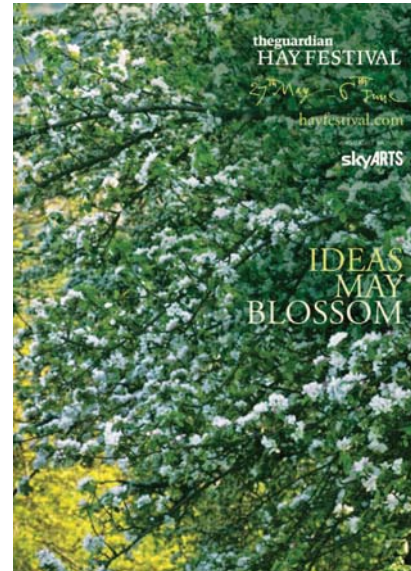
Daily **1** hour programme on Sky Arts Channel over festival's 11 days

Minimum **8,000** articles & festival mentions online

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

20% of tickets given free to students

500,000 unique visits to Hayfestival.com on the day that Stephen Fry's Most Beautiful Tweet campaign launched on BBC Online



THE FESTIVAL IN WORDS

“HAY CONTINUES TO PICK UP THE baton, delivering a world-class cultural event that is always bursting at the seams with global talent.”

GQ



A PERFECT WORLD



BRAIN FODDER

“THE EVENTS MAKE FOR A CONSTANT FLOW OF brain fodder and the old cliché that ‘there’s something for everyone’ could not be more apt. And the best of it? That most of these events cost no more than £5 – or occasionally £8 – to attend.”

Priscilla Pollara, *Daily Mail*

“YOU MAY HAVE YET TO NOTICE IT, BUT EVERY YEAR IN LATE MAY and early June, barely a mile from the exquisitely lovely Welsh village of Hay-on-Wye, a quiet revolution in British festivals has been taking place... and it’s aimed squarely, not so much at a particular type of arts devotee, but at thinking people who prefer to look elsewhere to be informed, educated and entertained.” **Noel Harvey, *Acoustic Magazine***



TOWN CENTRE

“STROLLING BACK INTO HAY THAT evening, we take shelter from a shower in a pub, and meet some local book-sellers. Why don’t we come and live here, I wonder? What an oasis of cultured intelligence in rural paradise. We bump into Jon Snow, and wander back to our cottage, bowled over by this fantasy version of how a perfect world would be.’ **Decca Aitkenhead, *The Guardian***



RUTH ROGERS



THE FESTIVAL IN WORDS AND MORE WORDS

“THE TERM ‘BOOK FESTIVAL’ DOESN’T REALLY CAPTURE the intellectual-carnival atmosphere of an event that draws some 100,000 people to Hay-on-Wye... Hay is a blend of highbrow and populist, heavyweight discussion and entertaining stunts.” ***The Huffington Post***

“A FEW YEARS AGO, IF YOU’D TOLD FRIENDS YOU WERE SWAPPING glow sticks for bookmarks at a literary festival in Wales, it would have raised eyebrows. But it’s finally cool to admit you’re clever. Bookish fashionistas will be out in force, along with top writers and musicians...” ***Grazia***

“THE HAY FESTIVAL MAY BE A BUBBLE BUT IT IS A MIRACULOUS, magic one – set in a beautiful town of books, homely and inclusive, buzzing with ideas and idealism, a space for free thinking and fun and families. There is so much to engage with that everyone can create their own Hay Festival – it can be as intellectual or environmental or poetic or fantastic or celebrity-studded as you want it to be.” **Patrick Barkham, *The Guardian***

“WHEN PRESIDENT BILL CLINTON CALLED THE HAY LITERARY FESTIVAL the ‘Woodstock of the Mind’ in 2001, he was on to something. These days, literary festivals have so eclipsed their rock equivalents as places to hear the big names, to see and be seen, to pitch tents and to eat hamburgers (albeit organic ones), that it’s hard to remember what all that fuss over music was about. Authors are the new artists. Books are the new bands.”

The Daily Beast

“HAY FESTIVAL: Glastonbury for bibliophiles.” **Toby Young, *The Telegraph***

“THE SMALL MARKET TOWN OF HAY IS AN UNLIKELY SETTING FOR ONE of the world’s biggest book festivals...a literary extravaganza that is now firmly established as the biggest book event in Britain...in fact it is the unlikeliness of the location that makes the festival so glorious.” ***Los Angeles Times***



THE FESTIVAL NATIONAL IN THE MEDIA

HAY FESTIVAL 2010 SECURED A MINIMUM OF 1,000 pieces of media coverage, including daily full page coverage during the festival in the *Guardian*, and daily pieces in major papers *The Times*, the *Telegraph*, the *Independent*, the *Daily Mail*, the *Daily Express*, and the *Observer*.

MAGAZINE TITLES INCLUDED: *Vogue*, *Harper's Bazaar*, *Tatler*, *GQ*, *The Spectator*, *Country Living*, *Woman and Home*, *Acoustic Magazine*, *The Week*, *Intelligent Life*, *Red*, *High Life*, *World of Interiors*, *Grazia*, *Time Out*, *Glamour*, *The Big Issue* and *LivingEtc*.

EXTENSIVE COVERAGE IN NICHE PUBLICATIONS:

Over 90 articles on particular elements of the festival, including: *The Ecologist* – an article on Greenprint; *Waitrose Weekend* – an article on the festival's culinary highlights; *Music Week* – a news piece on music at the festival; the *Mail on Sunday* – a feature on the Hay Fever programme for children and families.

ONLINE COVERAGE INCLUDED:

Minimum 8,000 articles and mentions, featured on literary, cultural, news and niche blogs. These included *The Daily Beast*, *The Huffington Post*, Stephen Fry's Twitter, Laura Marling's Twitter, *India Times Online*, *Guardian Blog*, *BBC News Online* and *i-D Online*.



THE FESTIVAL INTERNATIONAL IN THE MEDIA

The Festival achieved a minimum of 240 articles and mentions in the international press, including coverage in Pakistan, Spain, France, USA, Canada, India, Maldives, Ireland, Italy, Qatar, Singapore, Lebanon, Ethiopia, South Africa, Australia, Oman, Poland, Sweden and Norway among others.

COVERAGE IN REGIONAL PRESS:

Minimum of 700 articles and mentions.

COVERAGE IN BROADCAST MEDIA:

Television coverage

SkyArts – 11 x 1 hour daily *The Book Show* programmes presented by Mariella Frostrup

Al Jazeera – 2 x *Frost Over the World* interviews in run-up to festival

ITV Wales News – Interview with Peter Florence



Radio coverage

Over 5 hours of radio airtime before, during and after the festival, including:

BBC Radio 2 – The Arts Show with Claudia Winkelman

– The Breakfast Show with Chris Moyles

BBC Radio 4 – The World Tonight, News, The Today Programme,

– Broadcasting House, The Today Programme, Start the Week

BBC London – News

BBC 6 Music – Lauren Laverne Show

BBC World Service – Dan Damon, The Interview Show

BBC Radio Wales – The Arts Show, BBC News

BBC Hereford and Worcester, Radio Cymru, BBC Shropshire,

BBC Nottingham, Jamie and Louise



the guardian
HAY FESTIVAL

29th May - 6th June

HAY FEVER



HAY FEVER

HAY FESTIVAL'S PROGRAMME FOR YOUNG PEOPLE, CHILDREN & FAMILIES

While Hay Festival successfully delivered a programme of 500 events over 12 days in Wales in May 2010, the festival's family programme, Hay Fever, grew extensively and extended its focus in valuable areas, most crucially that of education.



Pupils at an author event

With 18 events on the inaugural education programme and 120 events on the public programme, Hay Fever 2010 was bigger than ever before. Celebrating creativity and encouraging literacy across all forms from fiction to film-making, children of all ages were inspired and informed by the events and activities on offer.



PUBLIC PROGRAMME

The Hay Fever public programme is designed to engage a wide range of interests and age groups. Each year we strive to make the programme as varied as possible, allowing children and young people the chance to experience new and exciting adventures.

The dedicated area on site for families continued to develop in 2010 with a free make-and-take activity area, toddlers' soft play area, exhibition reading space, workshop venue, cafe and information desk.

At the 120 events that made up this year's public programme, children and young people took part in penalty shoot-outs, told stories, wielded a samurai sword, ate grubs, sang songs, drew comic strips, explored space, shot films, danced, baked, dressed up and, of course, quizzed their literary heroes.



Children enjoying Sam Lloyd's 'Calm Down Boris'



QUENTIN BLAKE

Hay Fever was a fantastic event this year. I was very impressed with the calibre of the writers appearing and the way that everything was organised. It was also great that so many local schools were involved.

Ros Hall, Powys Writers Squad Co-ordinator

Writers attending the festival in 2010 included Jacqueline Wilson, Lucy Cousins, Andy Stanton, Cressida Cowell, Patrick Ness, Francesca Simon, Morris Gleitzman, Jenny Valentine and Charlie Higson – to name but a few. They took part in talks, debates, workshops and signings.

I wanted to thank you for inviting me to Hay and for giving me and my family a very special and wonderful experience that will always be remembered as 'magical'! We all had a truly fantastic time and are in awe at the generosity, warmth and kindness that every member of your team seems to emanate!

Grahame Baker-Smith, artist



Hay Fever, like the adult festival, has grown to be about much more than books, encouraging children to look everywhere for adventure...

Local to Ludlow became our resident cookery school where children aged between 5-14 years independently made a healthy range of baked goods with locally sourced ingredients.

James Campbell, the UK's most accomplished comedian for kids, got 800 children rolling in the aisles with his quick quips and warm wit.

Paul Kieve, magical consultant on the Harry Potter films, transported the audience through the history of magic with illusions and awe-inspiring sleight of hand.

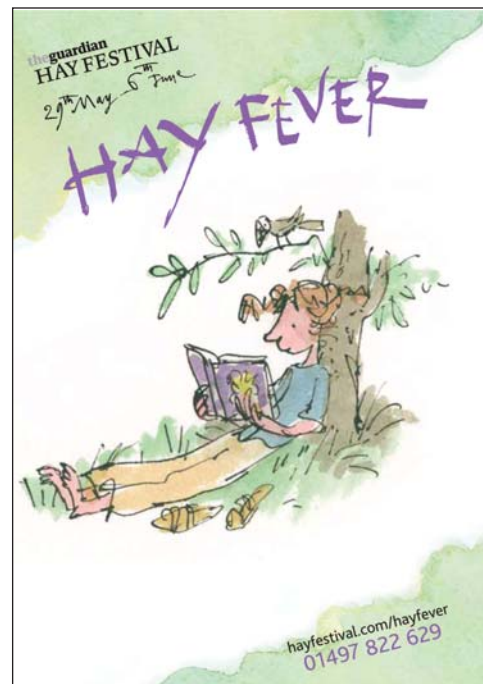
Farm visits allowed children a glimpse of agricultural life on the Welsh hills, as they got up close to beekeeping and honey production, sheep shearing and wool spinning, apple-picking and cider-making, milking and cheese-making.

Peter Lord, co-founder of Aardman Studios, took families on a tour of animation across the ages and each child left the event with a kit to make their very own Morph.

Hay Fever's various **music workshops** allowed children of all ages to experience and interact with new cultures, styles and instruments. 2010 saw a unique partnership with the leading national charity UK Youth, which specialises in assisting disadvantaged and excluded children. Free workshops included music-mixing, drumming sessions and guitar master-classes making the programme as a whole more accessible to 13-19 year olds, who might not otherwise be drawn to participate in arts activities.

The festival launched its **inaugural programme for teens (hf2)**. The recent growth in Young Adult fiction has led to a keen interest from teens in literature events specifically tailored to their interests and in 2010 hf2 covered social networking, graphic novels, first love, identity and music with a selection of top writers and artists.

This is just a small selection of what took place – for full details of the 2010 line-up, please see the printed programme, available on request.



ACCESS

Each year Hay Fever strives to be as accessible as possible, ensuring affordable ticket prices and a broad range of free events for all.

Children in Care – Hay Fever 2010 embarked on building closer relationships with local foster families with the support of Powys County Council. Our focus fell not only on the 140 children currently in care, but also the children who help foster them. By inviting foster families to a free day at the festival we provided an opportunity for families to enjoy a day out together and meet others in their situation.

Reluctant Readers – The programme included a range of accessible events including popular series titles, which primarily attract less confident readers; for example, *An Awfully Beastly Business*, and *YUCK! Mr Gum*. Free daily art sessions focused on favourite books also took a fresh and dynamic approach towards literacy.

Early Readers – Hay Fever strongly believes in introducing children to reading through sharing books with their friends and family; making reading a communal activity to enjoy. Bookstart Rhymetimes and storytime sessions ran in the new, welcoming reading space on site to small groups of children and parents.



Children enjoying series fiction in the garden

Gifted & Talented – Hay Fever actively invites young people in the Writers Squads, a national initiative run across Wales, to attend a range of events across the festival with the aim of helping to develop their knowledge, confidence and writing skills. The festival's own group of local young writers, The Scribblers, documented the 2010 events – interviewing artists, reviewing events, taking pictures, recording audio and picking up advice on how to develop their own writing.

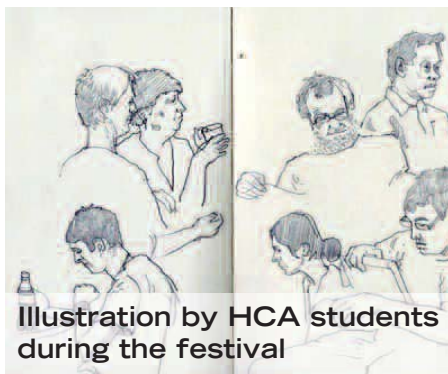


Illustration by HCA students during the festival

Higher Education – Illustration students from Hereford College of the Art received free access to a wide range of events across the festival to develop their portfolios. The festival also facilitated a private talk for thirty of the students and their tutors with the critically-acclaimed illustrator Martin Rowson. The allowed students to ask more analytical questions about the creative process and receive advice on the progression of their professional careers as artists.



SCHOOLS DAYS

Hay Festival is committed to supporting learning, and the Programme for Schools – launched in 2010 with the Headley Trust's kind support – aimed to bring together education and the arts in a dynamic and accessible way to rurally disadvantaged schools.

Taking place on the two days before the festival began (26 & 27 May 2010), the inaugural Hay Festival Programme for Schools drew together writers and artists in a programme of events focusing on Key Stages 2, 3 and 4. The festival welcomed over 1,000 students on to site, along with their teachers, for a mini-festival experience including picnics, book bags filled with goodies, and thought-provoking events.

If all maths lessons were like that it would be wicked!

Llanigon School pupil

The programme structure and content were put together in close consultation with a range of local schools to ensure all the activities offered cross-curricular experiences to boost students' informal and formal learning.

In addition each student was given a free ticket to attend any 2010 festival event, so they could return and experience the festival further during their half-term.

I cannot fault the programme provided and the children have displayed a new-found enthusiasm for the books they heard about. Thank you for a well-organised, teacher and child-friendly day, which was thoroughly enjoyed by all.

Teacher, Clyro School



Kjartan Poskitt and pupil



The Primary Schools Day



FE Higgins on stage with pupils



THE FESTIVAL GREENPRINT PROGRAMME

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

Achievements by 2010:

- 35% reduction in printed material
- 20% reduction of diesel used
- 15% reduction in electricity used
- 50% of waste product recycled including 4.5 tonnes of cardboard
- 80% reduction in use of bottled water with standpipes available across the site
- Public bus service running ten times per day from train station to festival site
- Minibuses to transport festival-goers to local B&Bs and surrounding villages
- Car-share scheme
- Bike hire and maintenance service on festival site
- High profile speakers on environmental issues
- Seminars to share best practice with other festival organisers
- Green Dragon's Den competition to find community-led projects delivering sustainable to climate change challenges with £40,000 prize money for four winning projects, donated by Welsh Assembly Government
- Purchase of thermal imaging camera to help survey heat loss from local homes, businesses and schools



THE FESTIVAL IN PICTURES



TOP LEFT TO BOTTOM RIGHT: KAZUO ISHIGURO; ANDREW MARR; JERRY HALL; NADINE GORDIMER; MICHAEL MANSFIELD; GRAYSON PERRY; YOTAM OTTOLENGHI AND SAMI TAMIMI; IAN MCEWAN



THE FESTIVAL

MORE
IN PICTURES



TOP LEFT TO BOTTOM RIGHT: FRINGE; LAZING ON FESTIVAL SITE; READING TOGETHER; IN BETWEEN EVENTS; JACQUELINE WILSON SIGNING; HAY FEVER SPACE; KJARTAN POSKITT; CROWDS IN HAY

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THANK YOU

