

HAY FESTIVAL 2019 REPORT



HAY FESTIVAL

HAY-ON-WYE





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FROM KITCHEN TABLE TO LITERARY VILLAGE

From humble beginnings as an idea first discussed at the Florence family's kitchen table, to the most emulated literature Festival in the world, Hay Festival has had an incredible journey over the last 30 years.

Hay Festival is about books. It's about writing, thinking and rethinking. It's about being inspired and getting creative; debating, learning, being challenged and, of course, having fun.

Hay itself is a small market town in the Black Mountains, Wales. It boasts just 1,800 people and 24 bookshops. It's a town of myth and legend, including its medieval castle built by giantess Moll Wallbee. Today it is a global mecca for the greatest thinkers and writers; a 20-acre tented-village that pops up for eleven days every summer.

Hay Festival has ventured across the globe with Hay Festivals on five continents, from Dhaka in Bangladesh and Arequipa in Peru, to Beirut in Lebanon and Querétaro in Mexico, Aarhus in Denmark and Nairobi in Kenya, and more besides. To look at, it's a far cry from that first Festival in a pub garden.

The Festival is still run by a small team who work year round in Hay-on-Wye, with colleagues dotted around the world, separated by distance but united in our shared goals. And, of course, the heart of Hay Festival remains the same, with a love of the written word fuelling all that we do.

“Taking place against the spectacular landscape of the Brecon Beacons National Park, with the Black Mountains providing a dramatic backdrop, Hay Festival is known not just for the creativity and intelligence of the bright minds who speak there, but also for its glorious location.”

Town & Country



AN EXTRAORDINARY YEAR

In this extraordinary year with all its argument and division, there was no better time to come together, and nowhere more beautiful and happier to gather than Hay.

Hay is a space to think, and to think again, and to put the great issues of the day in a context of global history. Empires fall, technology empowers and enslaves us, faiths are shaken, orthodoxies disrupted and still we come together and talk and sing and dance, break bread and tell stories.

And, as we do every year, Hay Festival celebrated the greatest writers and thinkers of our time with the Hay Festival medals. Inspired by medals awarded for artistic pursuits in the very first Olympics, these awards celebrate by the best work in different genres.

And now we look forward to the year ahead; another year of great writing, new discoveries and challenging ideas.

- **Poetry medal:** Julia Donaldson, who brings parents and children together with books all over the world.
- **Illustration medal:** Gruffalo co-creator and peerless German artist, Axel Scheffler, who brought his *Drawing Europe Together* exhibition to the Festival.
- **Fiction medal:** *The Order of the Day*, a terrifying black comedy by Goncourt prize-winning French novelist Eric Vuillard.
- **Journalism medal:** Carole Cadwalladr, for heroic and rigorous investigative journalism.



Peter Florence

Festival Director



HAY FESTIVAL IN 2019

11
days

600
events

500
of the world's
greatest writers,
artists and
thinkers

278,000
tickets sold

c.£25.6m
total spectator spend
in the local economy
(according to
eventIMPACTS
Economic Calculator)

10,000
free tickets
to state
schools

61.4k
Twitter
followers

20k
Instagram
followers

41k
Facebook
likes

1.6 billion
people reached
through print
media

£73.80
average daily
spend (excluding
accommodation)

16,070
Hay Player
subscriptions

85%
of attendees
are repeat
visitors

41%
of visitors booked
accommodation for
an average of four
nights at an average
£61.10 pp pn



THE 2019 PROGRAMME

Award-winning writers gathered to launch new work, while global policy makers, pioneers and innovators discussed solutions to the biggest issues of our time, from the rise of populism to the climate crisis.

Featuring more than 600 speakers in events across 11 days, the festival also offered a vibrant schedule of late-night music, comedy and entertainment for all ages alongside HAYDAYS and #HAYYA programmes encouraging younger readers to get creative.

Major global anniversaries were marked through the week, including Da Vinci 500, Rembrandt 350, Kindertransport 80 years on, Stonewall 50, and Tiananmen Square 30 years on, plus a range of milestones in the children's book world: Elmer and We're Going on a Bear Hunt at 30, The Gruffalo at 20, and 20 years of the Children's Laureate.

A new international Hay Festival project launched: Europa 28, which brought together prominent female authors, thinkers, writers and scientists - one participant from each EU country, across genres and generations - to discuss their visions for the future of Europe, culminating at a new festival in the upcoming European Capital of Culture, Rijeka, Croatia, in June 2020.

Literary award winners were celebrated, including winners of the Man Booker Prize, Baillie Gifford Prize, Prix Goncourt, Wellcome Book Prize, New Welsh Writers Awards, and The Bookseller YA Book Prize, CLIPPA poetry award, and 2019 Hay Festival Medals were awarded.

Free to enter, the festival village comprised 10 tented venues, the Festival Bookshop, HAYDAYS courtyard, Wild Garden, Make and Take Tent, the Scribblers Hut, the Cube, the Mess Tent, and market stalls, cafés, exhibitions and restaurants.

“Instead of offering its attendees the escapism found at a rock festival, [visitors] are ideally required to think. There is starriness alongside this intellectualism though, with the festivals attracting the glitterati of the book world, as well as rock stars, politicians, scientists and comedians.”

Creative Review

SOCIAL IMPACTS OF THE FESTIVAL

EDUCATION AND LIFELONG LEARNING

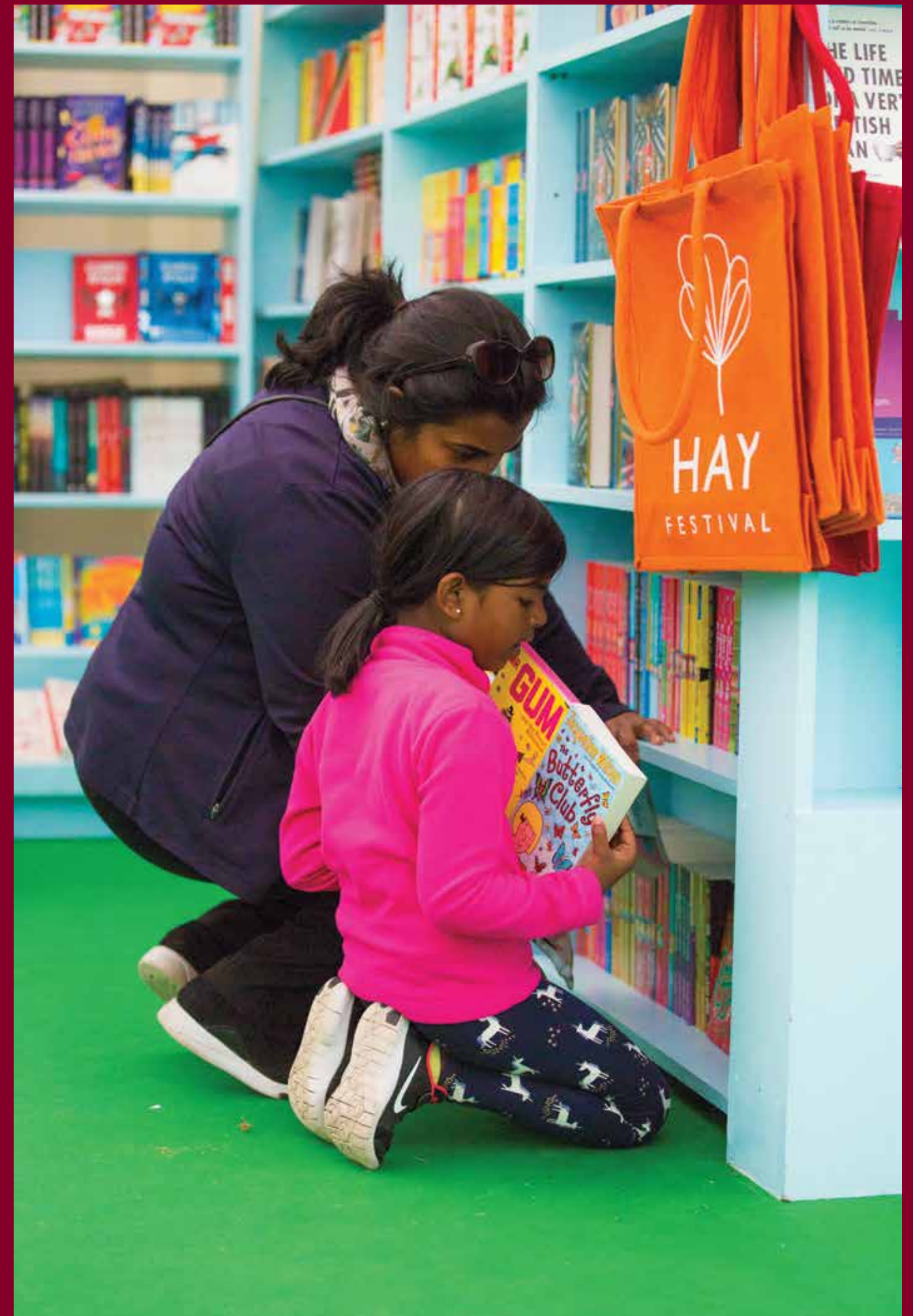
Hay Festival creates exciting and unique opportunities for children and young people to engage with books, reading, writing and listening throughout the year. The Festival also provides engagement and learning opportunities for teachers, as well as professional development opportunities for adults. Hay Festival delivers a wide-ranging programme that includes:

- The **Programme for Schools** – free events for state schools
- The **Scribblers Tour** – events at Welsh universities, developing pupils' creative writing
- The **Beacons Project** – a creative writing residency for 16–18 year olds
- **Hay Levels** – bite-sized videos from expert speakers
- **Hay Compass** – education resources for 16–25 year olds
- **HAYDAYS** – curated programme for children and their families
- **HAYDAYS workshops** – family workshops to learn something new
- **Hay Academy** – skills development programme for young adults

- **Make & Take** – hands-on free crafts for youngsters
- **How I Got Here** – drop-in sessions to discover possible career paths
- **Hay/Bradford Literary Festival** – pupil exchange
- **Hay at the Mill** – exploring neurodiversity
- **Adoptive Family Day** – making the Festival more accessible for adoptive families
- **Books to Inspire** – helping young people find their passion for reading
- **Live Streaming Programme for Schools** – so schools around the country can participate
- **Lesson plans** – fresh resources for teachers
- **Free tickets** for young people aged 16–25.

“I encourage all schools to make the most of these fantastic and invaluable opportunities.”

Kirsty Williams AM, Minister for Education





PROGRAMME FOR SCHOOLS AND HAYDAYS

In 2019:

- 8,835 state school pupils and 982 teachers came to the Festival for free
- 43 free workshops for children, attended by 1,467 children
- 99% of teachers strongly agreed that visiting Hay Festival Programme for Schools increased their pupils' desire to read for pleasure
- Nearly 25,000 children attended HAYDAYS, which made up 13.5% of ticketed events during the Festival
- 66% of speakers on the Programme for Schools were women
- 39% of speakers on the Programme for Schools were BAME
- 131 teachers live streamed the Programme for Schools, with 7,179 pupils accessing the programme digitally in their classrooms
- 1 in 3 books sold during Hay Festival was a children's book
- 300 children a day visited the Make & Take with their families.

The 2019 programme explored themes including wellbeing, LGBTQ issues, fake news and resilience. It starred children's favourites including **Michael Rosen**, **Kate DiCamillo**, **Cressida Cowell**, **Candy Gourlay** and **Chitra Soundar**; stars of YA fiction **Sarah Crossan**, **Holly Bourne**, **Alex Wheatle**, **Marcus Sedgwick**, **Yaba Badoe** and **Caroline Lawrence**; comedians **David Baddiel**, **Mae Martin** and **Harry Hill**; Paralympian and TV presenter **Ade Adepitan**; master cartoonist **Gary Northfield**; scientist **Steve Mould**; and historian and broadcaster **Amy Lamé**.



A closer look at some of our landmark education projects

PROGRAMME FOR SCHOOLS (AGES 7–11, 11–16)

Two specially curated days for schools, blending live performance, workshops and storytelling, that are free for all state schools. The Programme for Schools is funded by the Welsh Government and Hay Festival Foundation.

- 6,762 pupils and teachers from Wales attended the Programme for Schools in 2019.
- 3,654 pupils from Wales accessed the programme for schools live stream in their classrooms.

SCRIBBLERS TOUR (AGES 11–13, 13–16)

The Scribblers Tour is a series of interactive events where authors spend time with the pupils, encouraging creative conversations at different universities, giving students a taste of university life.

- 1,652 pupils and teachers from 42 schools across Wales attended the 2019 Scribblers Tour
- 94 % of teachers said that the visit to a university campus could inspire pupils to apply to go to university in the future
- 91 % of pupils said they had learnt new skills on the Scribblers Tour that will help them with their schoolwork.

HAY ACADEMY (AGES 18–25)

The Hay Academy is a skills development programme that gives talented young people from across the UK, aged 18–25, the opportunity to join the Hay Festival team to develop their skills, knowledge, and potential career path in the creative industries, while volunteering in a professional working environment.



LIFELONG LEARNING (AGES 18 AND BEYOND)

Writers at Work is a long-term professional development strategy to nurture Welsh talent writing in both languages. It runs during the 11 days of Hay Festival Wales and gives access to the unique gathering of the literary world at this time and exploits the publishing and creative writing expertise on offer for the direct benefit of professional writers in Wales.

The Writers at Work cohort has achieved many awards including a major short-listing for The International Dylan Thomas Prize, The New Welsh Writing Award, the Wasafiri New Writing Prize, a Wales Media Award, a Welsh Rising Star Award, a Hay 30 listing, and a Creative Wales Award.

INTERNATIONAL FELLOWS

Each year the Arts Council of Wales funds the Cymrawd Rhyngwladol Cymru Greadigol Hay Festival / Hay Festival Creative Wales International Fellowship, a special award in collaboration with Hay Festival to support a writer in Wales in attending Festival editions around the world.

Novelist Alys Conran from North Wales is the 2019–20 fellow. Conran's second novel Dignity has recently been published to critical acclaim, while her first novel Pigeon was released in 2016 and won the Wales Book of the Year Award 2017, the Rhys Davies Trust Fiction Award, the Wales Arts Review People's Choice Award. It was shortlisted for the International Dylan Thomas Prize and longlisted for the Author's Choice First Novel Award.

“I’m so honoured and delighted to be Hay Festival’s International Fellow this year, and looking forward to having multilingual conversations, developing cross-cultural creative ideas and sharing inspiration at these wonderful festivals. I’ll not be forgetting where I’m from though, and will be taking a piece of Welsh writing slate to each place, to honour the role that slate once had in supporting writing and literacy throughout the world.”
Alys Conran

THE ECCLES CENTRE AND HAY FESTIVAL WRITER’S AWARD

A prestigious partnership and the only literary prize to combine a substantial prize of £20,000 with a residency at one of the world’s most prestigious libraries. The prize also profiles winners at its festivals around the world in Colombia, Peru, Mexico and Wales. The 2019 Award was won by writer Rachel Hewitt and novelist Sara Taylor.



STEWARDING AND WELLBEING

Every year Hay Festival welcomes nearly 300 volunteers to work together as stewards. Volunteering is a valuable experience for all, whether you're looking to give something back, are at risk of isolation or loneliness, or looking to diversify your experience. Hay Festival's volunteer programme contributes immeasurably to the wellbeing of the community.

A FESTIVAL OF SANCTUARY

Hay Festival became a Festival of Sanctuary; the first Festival to be granted this important status. Hay Festival is proud to be an active participant of Hay, Brecon and Talgarth Town of Sanctuary's (HBTSR) effort to offer refuge to people fleeing violence and persecution. At Hay Festival, we welcome refugees to join our community of volunteers and encourage our audiences to support HBTSR.

Starting in 2018, Hay Festival actively campaigned alongside our friends at Oxfam and HBTSR on behalf of Festival steward Otis Bolamu. Following an active campaign and a petition signed by 70,000 people, Otis can now stay in the UK.

“Hay Festival is now the highlight of my year. I've made new friends, not to mention met some incredible writers. It's great that I've been able to use my professional skills in this volunteer role and share my experience, as well as learn from others.”

Paul Walsh, volunteer steward





A SUSTAINABLE FESTIVAL

Sustainability is core to Hay Festival, both on stage and in the development and management of the Festival. We are the only Festival to employ a permanent Director of Sustainability, who has been in post since 2007. Other Festivals are now following our pioneering work.

In 2019 Hay Festival:

- Recycled 85% of the waste produced on site
- Composted 12.65 tonnes of food waste and other compostables. Any excess food was taken to a project for the homeless
- Used Good Energy to supply our mains electricity to the site – power generated from 100% renewable sources
- Partnered with BMW who provided i3 electric/hybrid cars for artist transport from train station
- Made 10 water taps available on site for bottle refills.

“The thing I love about Hay Festival is that Sustainability has always been part of the part of the scene and a very serious attention paid to these big questions of global sustainability. The rest of the world is catching up with Hay Festival and I can’t help thinking that this is due in large part to the forum that Hay has provided for those ideas over those many years.”

Tony Juniper, Environmentalist and Chair of Natural England

CUPS AND CANS

Hay Festival was the first festival to trial a reusable cups scheme, which has proved to be a great success.

Compostable coffee cups:

2017 : 350 full wheelie bins

2019 : 11 full wheelie bins

Plastic and cans for recycling

2017 : 1000 full wheelie bins

2019 : 479 full wheelie bins.

CUTTING CARS, BRINGING BACK BUSES

We are always looking for ways to minimise the impact of Festival transport.

In 2019 Hay Festival:

- Provided 10 public daily bus services from Hereford to the Festival site, transporting nearly 3,000 people. We also had a connecting service from Worcester Crowngate
- We developed a local bus service to link Festival-goers with local B&Bs and the surrounding villages and towns, which carried nearly 1,000 passengers
- We worked with a number of firms to promote car-sharing
- We provided free electric-car recharging points at our Park and Ride car park

SUSTAINABLE STAGES

- By converting all site lighting to LED, we used 86% less electricity
- All generators were sourced from Power Electrics, who run all their transport on renewable bio fuel
- Venue One's stage set was constructed using recycled and recyclable materials from Green Cast
- The Bookshop lighting was re-designed using 80 low wattage LED shelf units.

GREEN HAY EVENTS: PUTTING SUSTAINABILITY ON THE INTERNATIONAL AGENDA

The Green Hay programme is an environmental and sustainability-focused series of events, exploring current issues, new developments and technical advances. We hosted an amazing selection of speakers including Mike Berners-Lee, Farhana Yamin, Dieter Helm, Mary Robinson, Gavin Turk, Tony Juniper, Marina Mansilla, Michael Gove, Emily Shuckburgh, Martin Rees, Kate Humble, Robert Llewellyn and Jane Davidson.

OTHER GREEN HAY COMMUNICATION INITIATIVES

- **Hereford Art College** Hereford Art College students designed and produced short animations to promote our Green Hay agenda
- **Hay Festival Virtual Forest** Working with the The Woodland Trust for the third year running, we gave away 4000 trees to Festival visitors and have mapped their literal location on our 'virtual forest'
- **Trans.MISSION II** Partnering with the Natural Environment Research Council, we launched stage two of Trans.MISSION, using storytelling to engage the public in the UK, Peru and Columbia with contemporary issues of environmental science
- **Hay Festival Food Sustainability Awards** Celebrating, promoting and sharing the best ideas and practices amongst our caterers
- **Promoting Climate Action with Local Youth Activists** We gave over our stages to four young activists who issued a passionate plea to their peers and teachers, inviting them to leave their messages on a giant wall in the Festival garden.





THE FESTIVAL IN THE MEDIA

HOLD THE FRONT PAGE

Hay Festival is a fixed date in the media calendar for all culture writers and news teams. Hay Festival earned **1,942 UK press mentions** during the 2019 campaign, reaching a potential **audience of 1.6billion** with an **AVE of £12.5million**.

203 journalists were welcomed during the Festival, including representatives from the Associated Press, national dailies (*The Times*, *Daily Telegraph*, *The Guardian*, *Daily Mail*, *FT*, *Daily Express*, *The Sun*), locals, broadcasters (ITV, Sky News and RNIB) and a range of consumer outlets, plus 10 additional international media on a Visit Wales press trip.

53 BBC shows were recorded on site with 24 clips and three full talks shared on BBC Arts and iPlayer.

It was ranked one of *Conde Nast Traveller's* World's Best Festivals, *Daily Express's* Best Festivals for Book Worms, *Daily Telegraph's* 50 Cultural Hits for 2019; *Mail on Sunday's* 100 Things To Do Before You Die; and one of the year's top book festivals by *Stylist*, *GQ*, *Tatler* and *Elle*.

MEDIA PARTNERS AND CAMPAIGNS

In 2019, established media partnerships with the BBC, *TES*, *GQ*, *Prospect*, *Country & Town House*, *The Bookseller* and *The TLS* were developed further, while new partnerships were created with *Juno*, *SUITCASE* and *Nature*. Bespoke PR campaigns were developed around key projects, including the Festival rebrand, Programme for Schools, #BooksToInspire, NERC Trans.MISSION and Eccles Writer's Award.

“It's the world's greatest literary Festival and they know how to rope in the big names.”

Metro



SOCIAL MEDIA

Hay Festival's active social media channels reached millions of people around the world. Content is shared year round, drawing on the festival archive, news, and live projects, all tied to a calendar of arts moments and global awareness days. The widest possible speaker and partner share was encouraged with targeted briefings.

During the Festival, news teams populated channels with engaging content, a series of Instagram takeovers showcased top talent, and our Bookstagrammers brunch gave users a warm welcome.

- 7.4 million Twitter impressions were generated from December to June, while followers increased by 8% to 60,100
- Facebook posts reached 2.6 million, while followers increased by 8% to 39,964
- Instagram post impressions increased 89% to 1.4million, while followers increased by 98% to 15,858.

Hay Festival's Hay Player currently has 16,070 subscribers who can watch any events from the Festival's archive.

“A glorious stirred-cauldron of words.”

Claire Armitstead, *The Guardian*

“Hay Festival, just like the BBC Proms, has become a great Summer tradition, and thanks to our partnership everyone is invited to join us.”

Tony Hall, Director General, BBC

“A week and a half-immersed in the UK's best new literature and most incisive debate.”

GQ



ABOUT OUR AUDIENCES

Hay Festival Wales visitors are committed, culture loving people who return to the Festival year after year and stay for several days at a time. Sustainability is a major concern for Hay Festival audiences.

“The Festival draws novelists, poets, scientists and politicians, and was famously dubbed the ‘Woodstock of the mind’ by former US President Bill Clinton. It’s an annual indicator of what’s on the mind of a large and largely liberal chunk of Britain.”

Jill Lawless, Associated Press

278,000

tickets sold at Hay Festival in Wales

26 % attended for 5 days or more

90 % ABC1

49 % earn over £50K

32 % London/SE

24 % Wales

28 % Midlands

13 % aged 35-44

29 % 65+

50 % 45-64



HAY FESTIVAL AROUND THE WORLD

Over the past decade and a half, the international Hay Festivals have circumnavigated the globe. Each Festival has a local flavour, not only provided by the venues themselves – a university that was a monastery, a municipal theatre, a plush hotel in a former convent – but by the carefully curated programme, the unique atmosphere and history of each town, and, most importantly, by the people who come to hear the speakers.

2019 INTERNATIONAL FESTIVALS

Hay Festival Medellín, Colombia – 12,967 visitors

Hay Festival Cartagena de Indias, Colombia – 60,000 visitors

Hay Festival Querétaro, Mexico – 32,000 visitors

Hay Festival, Segovia – 16,000 visitors

Hay Festival Arequipa, Peru – 29,073 visitors

New 2020 destination announced – Hay Festival Abu Dhabi, UAE.

“Our programme for the first Hay Festival Abu Dhabi brings together some of the most eminent voices in the region, and the world. I believe this is the most exciting time in living memory for contemporary Arabic Literature, and the Festival will be a showcase for great writing from across the Arab world, a platform for inspiring voices from many languages, and a meeting place where the world of tomorrow might be shaped.”

Peter Florence, Hay Festival Director

FESTIVAL FUNDING

The Festival relies on ticket sales, our bookshop as well as income from partners, sponsors and retailers.

Investment Managers Baillie Gifford, sponsor the Main Stage at Hay and are a long-term, valued partner of the Festival.

Welsh Government's Education Department, Visit Wales, Major Events Unit and the Arts Council of Wales all work with the Festival to deliver a successful festival for the people of Wales.

Specialist retailers Serious Readers provide sponsorship and provide special facilities with their unique Serious Reading Room for festival goers to enjoy a good book, by the light of their superb Serious Reading Lights.

Mountain Warehouse became our Camping and Kit official partners encouraging audiences to enjoy the National Park setting during their trip to Hay with outdoor and camping equipment.

Many local hotels, independent retailers, restaurants, pubs, cafes and of course bookshops also sponsor the Festival and help create an important sense of place for our visitors.

Hay Festival's work is also supported by Hay Festival Foundation, which promotes excellence, inclusion, education and learning; the very principles on which our festivals are built. Hay Festival could not survive without the generosity of its audience, patrons, benefactors and friends, including our incredible volunteers, without whom the Festival simply could not continue.

“The Hay Festival has rapidly established itself as the king of British literary festivals and for good reason [...] Hay is far more than a literary festival these days. Poke your head inside one of the packed festival tents and you're just as likely to listen in on a discussion about Brexit or philosophy as you are to hear a Booker Prize-winning author.”

Spectator Life





SPONSORS & PARTNERS

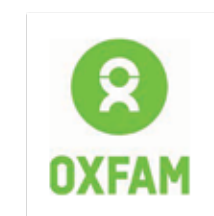
GLOBAL BROADCAST PARTNER



GLOBAL PARTNERS



PRINCIPAL PARTNERS



GLOBAL PARTNERS



EDUCATION PARTNERS



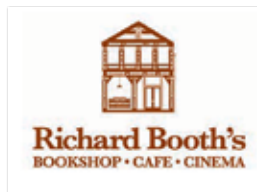
EDUCATION PARTNERS



PROJECT PARTNERS



PROJECT PARTNERS



PROJECT PARTNERS



MEDIA PARTNERS



MEDIA PARTNERS



PROJECT PARTNERS





HAY
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