

HAY FESTIVAL 2022 REPORT



HAY
FESTIVAL
HAY-ON-WYE





Photographs throughout by Billie Charity

CONTENTS

Welcome to Hay Festival 2022 – Cristina Fuentes La Roche	4
Hay Festival in numbers	7
The programme in detail	8
Bestsellers Hay Festival 2022	15
Education & outreach	16
A sustainable festival	19
The festival in the media	23
The festival in quotes	24
The festival in video	25
Hay Festival around the world	27
With thanks	28

WELCOME TO Hay Festival 2022

When the Kingdom Choir closed Hay Festival 2019 with a rousing performance that had the audience dancing in the aisles, we could have never imagined how the following two years could turn our world on its head.

During that time, our Haymakers gave us an opportunity to do something new: to open our Festival online to thousands who had never had the opportunity to attend, and not only to watch, but to feel part of a community, exchange ideas and ask questions. To replace isolation with connection. While our lives shrank to our homes and bubbles, Hay Festival Digital became a window to the world.

2022 was always going to be one of the most challenging of years, and after a two-year hiatus of live events, inviting audiences back to Hay provoked many demands and anxieties. At the same time the sheer concept of democracy in Europe appeared to be in danger, inflation raged and war was on our doorstep. It's been 35 years since writers and readers first started sharing their stories in our Festival tents in Hay-on-Wye and it felt that we had never needed a time to share more urgently or more directly. To see the world from different perspectives, to listen, talk and rethink the unthinkable, to create an accessible, open and welcoming festival in Wales where we could all imagine the world together seemed vital.

Over 11 days, more than 500 acclaimed writers, policy makers, historians, poets, pioneers, environmentalists and innovators joined us to launch the best new books and interrogate the biggest issues of our times. We celebrated the best of literature and, through our 'Imagine...' series, explored the concept of democracy, equality, nature and science, starting conversations that we will carry on in our Festivals worldwide. We joined the Platinum Jubilee celebrations for Her Majesty The Queen through our 'Women & Power' series, which brought inspirational guests to Hay, and we curated a vast programme for children and young people through our HAYDAYS and YA offering. Letters Live created a gala event to raise money for Ukraine with stars of stage and screen and at night the world's best entertainers gave us a chance to dance, sing and laugh once again.

Hay Festival 2022 was a celebration of life, literature and the power of stories and conversation. It was thrilling to be back in our field in the beautiful Brecon Beacons National Park and to welcome the world back to Hay-on-Wye.

Cristina Fuentes La Roche
International Director & Interim CEO
Hay Festival Foundation





HAY FESTIVAL IN NUMBERS

11
days

500+
events
programmed

650+
writers
& artists

23.5K
online festival
views

94
events
live-streamed

40
countries
tuned in

1,723
media
mentions

2.5m
website
visits

23.7m
social media
impressions

166K+
tickets
sold

200
volunteer
stewards

6,870
pupils
attended

550
schools watched
the Programme
for Schools live
online

THE PROGRAMME

in detail

This year's programme launched the best new fiction and non-fiction, while offering insights and debate around our most urgent challenges. Award-winning writers, policy makers, pioneers, environmentalists and innovators from around the world took part, seeking solutions to everything from food security to the climate crisis and international conflict.

In 2022 we live-streamed 94 events from the Festival, 24 from the Programme for Schools and 75 from our main programme. In doing so we were able not only to offer better access to the Festival for those people who were unable to travel to Hay, but through the use of live closed-captioning, provide access to arts and culture for people with hearing difficulties.

Winners of the Hay Festival Medals 2022 were fêted on stage. Awarded annually since Britain's Olympic year (2012), the Medals draw inspiration from the original Olympic medal given for poetry. This year's recipients were Jacqueline Wilson for Fiction, Lyse Doucet for Journalism, David Harewood for Drama and Robert Minhinnick for Poetry.

Partnerships with Adult Learning Wales, Strong Young Minds, The National Literacy Trust, Head4Arts, Calibre Audio and The Family Place made this one of the most accessible Festival editions yet, with projects to attract harder-to-reach communities, while new sustainability measures helped to track the environmental impacts of running a major festival.

LITERARY HIGHLIGHTS

Award-winning novelists sharing new work included a Nobel-winner, Booker Prize-winners, Booker-shortlisted authors, the Wales Book of the Year 2021 winner and the Hay Festival Book of the Year 2021 winner. Special events celebrated the winners of the Dylan Thomas Prize and the International Booker Prize; a Publishing Wales panel asked what publishing from Wales could do for the world; and a BookAid International event discussed the importance of libraries.

WOMEN & POWER

Hay Festival marked The Queen's Platinum Jubilee with a Women & Power series exploring the fight for gender equality in the highest positions of power with Hillary Rodham Clinton, Nicola Sturgeon, Brenda Hale, Mary Ann Sieghart, Jess Phillips MP, Huma Abedin, Tina Brown, Rosie Boycott, Carmen Callil and Laura Bates.

UK TODAY

Journalists, commentators and sociologists tackled élitism, money laundering, the housing crisis, education, birth and maternity, cancel culture, the future of the BBC and the possibility of a British constitution. Contemporary Wales came under the spotlight as former Hay Festival Writers at Work presented *Welsh (Plural): Essays on Future of Wales*; Jon Gower and Huw Williams talked *The Welsh Way: Essays on Neoliberalism and Devolution*; Dylan Huw, Crystal Jeans and David Llewellyn talked to Kirsti Bohata about their anthology *Queer Square Mile: Queer Short Stories From Wales*.



Hillary Rodham Clinton



David Harewood



Huma Abedin

AC Grayling



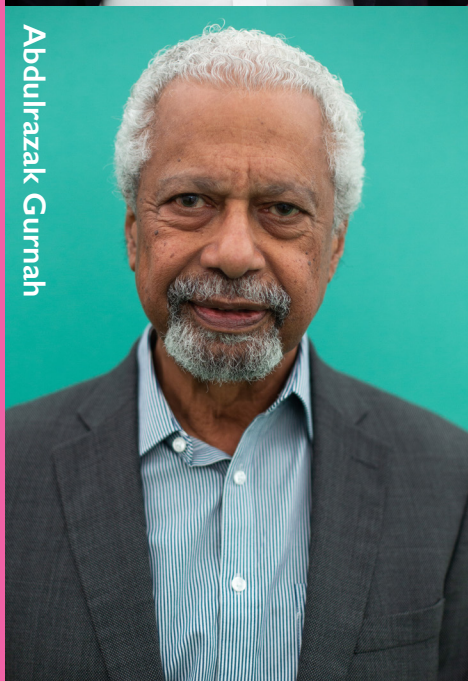
Ayanna Lloyd Barwo



Helena Kennedy



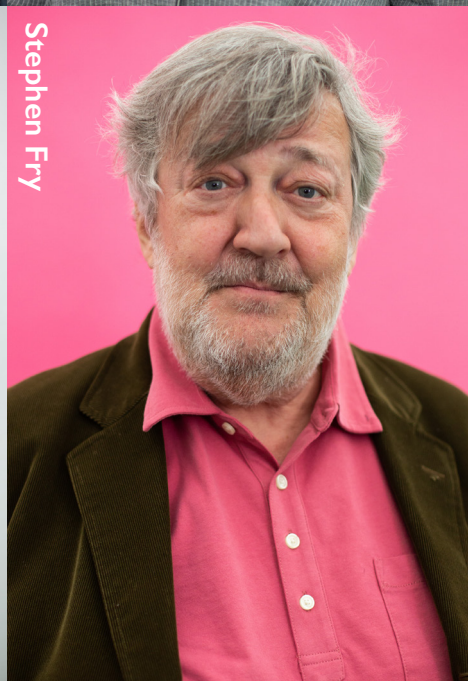
Abdulrazak Gurnah



PJ Harvey



Stephen Fry



Brigitte Baptiste



Kübra Gümüşay



Inua Ellams



Gender inequality in publishing took centre-stage in a #BreakTheBias discussion in partnership with the Women's Prize for Literature and Women in Journalism, while Laura Bates and Laurie Penny talked *Fix the System, Not the Women* and *Sexual Revolution*; Amia Srinivasan talked *The Right to Sex*; Jacqueline Rose presented *On Violence and On Violence Against Women*; and campaigners Zelda Perkins and Rosa Curling discussed speaking truth to power.

IMAGINE THE WORLD...

In the Hay Festival 'Imagine...' series writers and thinkers addressed global issues in discussions around: democracy, equality, science and nature.

Leading researchers and innovators sharing new work to explain the world around us included James Poskett, Jim Al-Khalili, Suzanne O'Sullivan, Marcus du Sautoy, AC Grayling, Emma Gannon, Matthew Williams and Leor Zmigrod.

"It was such a joy to be with everyone and especially with the Hay Festival audience again. Such an incredible atmosphere as ever. Congratulations for the amazing festival you put on!"

Marcus du Sautoy
Hay Festival 2022

Historians presented their insights on past events in conversations with, among others, Janina Ramirez, Alice Roberts, Greg Jenner, Antony Beevor, Tracy Borman, Amy Jeffs, Richard King, Helen Rappaport, Jonathan Freedland and Simon Schama, while a special Wolfson History Prize 50th anniversary event featured Miranda Kaufmann, Hannah Grieg and Fern Riddell.

HEALTH, WELLBEING AND COVID

Experts exploring the long-term, global effects of the pandemic were Devi Sridhar, Michael Lewis, Jeremy Hunt, Kate Bingham, David Spiegelhalter, Anthony Masters, Kate Muir, Louise Newson, Julia Samuel and Clover Stroud.

Writers and thought leaders delivered Hay lectures throughout the Festival, including Michael Rosen (Aneurin Bevan Lecture), David Olusoga (Raymond

Williams Lecture), Roula Khalaf (Christopher Hitchens Lecture), Sophie Hughes (Anthea Bell Lecture) and Wade Davis (Jan Morris Lecture). Devi Sridhar gave the John Maddox Lecture and Dominic Lievan the British Pugwash Lecture

HAY-ON-EARTH

The latest environmental science, sustainable policies and creative responses to the climate crisis were brought into focus in the annual Hay-on-Earth series, starting with a four-part forum, 'Reconnections', including Adele Nozedar, Hannah Bourne-Taylor, and Minette Batters. Over the following ten days there were further conversations on river pollution with Feargal Sharkey, climate change with Alice Bell and Emily Shuckburgh, insect extinction with Oliver Milman, sustainable fashion with Aja Barber, agricultural revolutions with George Monbiot and Net-Zero with Paul Polman.

The Festival's four-part Oceans Futures series, in partnership with Lloyd's Register Foundation, asked experts to explore ocean ecosystems, seaweed cultivation and rewilding the seas; leading travel and nature writers celebrated the natural world, and off-site Wayfaring Walks saw writers lead guided tours of the natural surroundings with the Brecon Beacons Natural Park team.

A trio of discussions looked at Ukraine and Russia, conflict resolution, Afghanistan; and a new International Equity series launched with the British Council, featuring Sophie Hughes.

HAYDAYS AND YA WONDERS

Festival events inspired the next generation of readers and writers with new fiction from Jacqueline Wilson, Joseph Coelho, Fiona Lumbers, Simon Mole, Joe Wicks, Michael Rosen, David Baddiel, Liz Pichon, Phil Earle, Stephen Mangan and Anita Mangan, Greg James and Chris Smith, Lemn Sissay and Greg Stobbs, Lenny Henry, Michelle Paver, Petr Horáček, Laura Dockrill and Onjali Q Raúf, while Children's Laureates from Wales and Ireland – Áine Ní Ghlinn, Cafi Wyn and Connor Allen – joined forces for a one-off event, and the English Children's Laureate Cressida Cowell previewed work.

GALAS, COMEDY AND MUSIC

Evenings at Hay Festival were given over to great music, comedy and entertainment. There was new music from Corinne Bailey Rae, Kate Rusby, Danilo Pérez, Penguin Cafe, Catrin Finch & Seckou Keita, George Hinchliffe's Ukulele Orchestra of Great Britain and Frank Turner.

Laughter came in the form of new comedy shows from Bill Bailey, Nina Conti, Simon Amstell, Reginald D Hunter, Jason Byrne, Natalie Haynes, Rich Hall, Marcus Brigstocke, Milton Jones, Angela Barnes, Rachel Parris, Shazia Mirza, Pierre Novellie, Lucy Beaumont and Raven Smith.

Shakespeare's Globe on Tour shared *Julius Caesar* in the grounds of the renovated Hay Castle and The Lord Chamberlain's Men offered *As You Like It*. Lunchtime recitals were held at St Mary's Church, Hay, while free pop-up performances on site featured Cantorion Y Gelli sharing Welsh choral favourites; the Hay Shantymen; and the Hay Community Choir.

"In the ten years I've been coming to Hay, that was by far the best. I am not sure what magic dust it was, but sometimes there are moments of chore, or 'this is part of the job', but there were none these last few days".

Adam Rutherford
Hay Festival 2022





BESTSELLERS

Hay Festival 2022

The Hay audiences are intellectually curious about a vast range of subjects in fiction and non-fiction. The most popular titles reflected a gender balance and a diversity of cultural influences:

Anglo-Saxon, Celtic, Caribbean and Hispanic. Books for children, novels, poetry, history, feminism, politics, religion and nature were all represented.

ADULT

ELIF SHAFAK

The Island of Missing Trees

ELIZABETH BINGHAM & MARY MORGAN

Remarkable Churches near Hay-on-Wye

MARIANA MAZZUCATO

Mission Economy

GEORGE MONBIOT

Regenesis

JESS PHILLIPS

The Life of an MP

BILL BROWDER

Freezing Order

JAY BLADES

Making It

LAURA BATES

Fix the System, Not the Women

DAVID HAREWOOD

Maybe I Don't Belong Here

OLIVER BULLOUGH

Butler to the World

CHILDREN'S AND YA

FEMI FADUGBA

The Upper World

JACQUELINE WILSON

The Magic Faraway Tree: A New Adventure

YVETTE FIELDING

The House in the Woods

CRESSIDA COWELL

The Wizards of Once

DR RANJ

Brain Power

JOE WICKS

The Burpee Bears

NATASHA BOWEN

The Skin of the Sea

MICHAEL MORPURGO

When Fishes Flew

STEPHEN MANGAN & ANITA MANGAN

The Fart that Changed the World

LENNY HENRY

The Boy with Wings

EDUCATION & outreach

PROGRAMME FOR SCHOOLS (AGES 7-11, 11-14)

The first two days of the Festival each year are specially curated days for schools, blending live performance, workshops and storytelling, and are free to all state schools.

KS2 events saw Wales Book of the Year 2021 winner Caryl Lewis introduce her new novel, *Seed*, and Children's Laureate Cressida Cowell presented *Wizards and Magic*. Anthony Horowitz discussed *The Diamond Brother Detectives: Where Seagulls Dare*. Other writers, speakers, poets and illustrators included TV scientist Ben Garrod, Maz Evans, BBC Radio 4's Rich Knight, Iszi Lawrence, Roma Agrawal, MG Leonard and Sam Sedgman, Piers Torday, Nadia Shireen and Elle McNicoll.

KS3/4 events saw Welsh poet and playwright Eric Ngalle Charles perform *Homelands* while Nigerian-Welsh writer Natasha Bowen offered her unforgettable love story infused with West African mythology, *Skin of the Sea*. Jacqueline Wilson discussed *Baby Love*. Also featured were Yvette Fielding, Alex Wheatle, Christine Pillainayagam, Femi Fadugba, Louisa Reid, Laura Bates, Jeffrey Boakye, Sophie McKenzie and Alexis Caught.

WIDENING PARTICIPATION

Hay Festival worked with Adult Learning Wales to bring adult learners and their families to experience Hay Festival on 30 May 2022. We worked collaboratively to remove as many barriers as possible to ensure the participants attending the Festival had an enriching experience and to engage them directly with literature and the arts. The University of South Wales brought a group of 30 adult learners to the Festival on 31

May as part of an adult creative writing project that grew out of the Scribblers Tour for Adult Learners in February 2022. Barking and Dagenham Education Authority brought pupils to attend the Programme for Schools and adult learners from their Pen to Print, and Stephens and George Charitable Trust brought 25 young carers from Merthyr Tydfil to Programme for Schools events.

THE BEACONS PROJECT (AGES 16-18)

The Beacons Project is a creative writing residency at Hay for Welsh students aged 16-18. It offers a unique opportunity for Welsh students to work with exceptional writers and journalists in a highly creative and stimulating environment. This year we welcomed 14 young people from across Wales to explore their own creativity, literature and landscape at the festival.

HAY ACADEMY (AGES 18-25)

Hay Academy is a skills development and practical apprenticeship programme for young people aged 18-25. It gives them the opportunity to learn, train and experience in practice how festivals and live events are created and produced from some of the industry's most experienced events practitioners.

All participants not only have access to the core staff team at Hay but also benefit from events and meetings with visiting speakers and artists drawn from the Festival's programme.

This year we welcomed 56 young people from Wales and across the UK to Hay to join us in Events Management, Broadcast Media, Journalism and Press.



Programme for Schools

Author Horatio Clare leading a Wayfaring Walk in the Brecon Beacons National Park



A SUSTAINABLE festival

Sustainability is core to Hay Festival, both on stage and in its development and management. We worked closely with illustration and animation students at Hereford College of Arts to create motion graphics and illustrations to interpret Hay Festival's sustainability messaging and ways in which audiences can reduce their own environmental impact.

AT HAY FESTIVAL 2022

- 85% of waste produced on site was recycled
- All food waste was composted. Excess food was taken to Primrose Community and Shrewsbury Food Hub.
- Good Energy supplied mains electricity to the site, using power generated from 100% renewable sources
- 12 water taps were provided on site for free bottle refills
- 3.9 tonnes of glass from the Festival went to Hereford Pedicargo to be imploded into sand/gravel.

CUPS AND CANS

Hay Festival continued its reusable cups scheme, which has proved to be a great success. The vast majority used and returned the £1 deposit cups.

Compostable coffee cups

- 2017 – 350 full wheelie bins
- 2019 – 11 full wheelie bins
- 2022 – 8 full wheelie bins

PLASTIC AND CANS FOR RECYCLING

Hay water fountains and the decision not to sell plastic bottles of water resulted in only 140 plastic bottles a day needing to be recycled:

- 2017 – 1,000 full wheelie bins
- 2019 – 479 full wheelie bins
- 2022 – 300 full wheelie bins

PUBLIC TRANSPORT

We are always looking for ways to minimise the impact of Festival transport. In 2022, Hay Festival:

- Provided 10 public buses daily from Hereford train station to the Festival site, transporting nearly 3,000 people. There was a connecting service from Worcester
- Provided a local bus service to link Festival-goers with local B&Bs and the surrounding villages and towns, transporting nearly 1,000 passengers
- Promoted car-sharing with local firms
- Provided free electric-car recharging points at our Park and Ride car park.

ON SITE AND ON STAGE

- For the first time, we switched to air-source heat pumps to provide heating in the venues
- By converting all site lighting to LED, 86% less electricity was consumed
- All generators were sourced from Figure of Eight Events Ltd in Cardiff, and fuelled with HVO biodiesel (hydrotreated vegetable oil)
- All towerlights were powered by individual solar panels

HAY-ON-EARTH EVENTS

The Hay-on-Earth programme is an environmental and sustainability-focused series of events, exploring current issues, new developments and technical advances.

For the fourth year running, Hay Festival Virtual Forest worked with the Woodland Trust giving away 2,000 trees to Festival visitors and mapped their literal location in our 'virtual forest'.

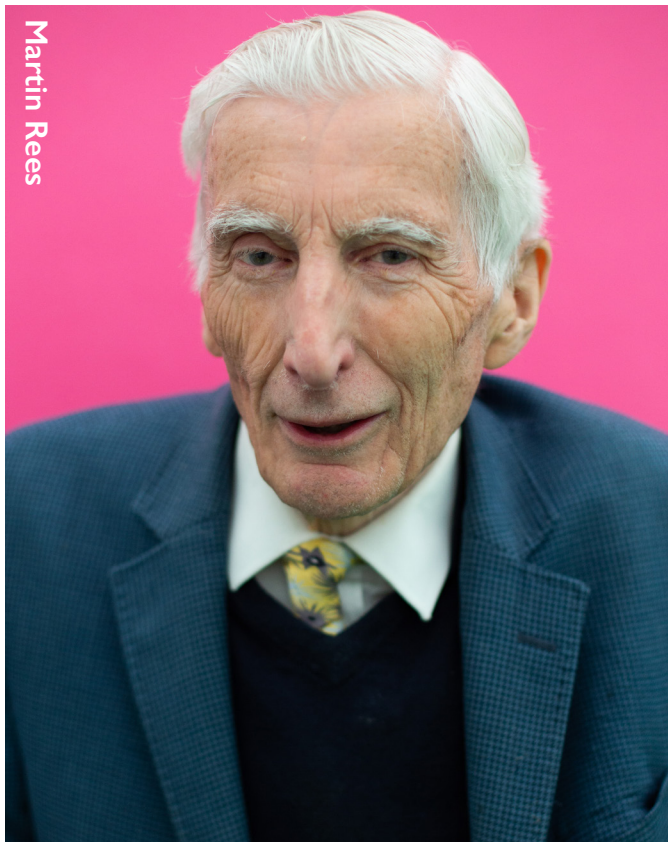
Food Exhibitor Sustainability Awards: This scheme celebrates, promotes and shares the best ideas and practices amongst Hay Festival caterers. New for 2022 was a category to encourage and reward sustainable actions.

"The thing I love about Hay Festival is that sustainability has always been part of the scene and very serious attention is paid to these big questions of global sustainability. The rest of the world is catching up with Hay Festival and this is due in large part to the forum that Hay has provided for those ideas over many years".

Tony Juniper
Environmentalist and Chair of Natural England



Jane Davidson



Martin Rees



Kate Humble



Adam Rutherford and George Monbiot



Emily Shuckburgh and Bhaskar Vira



Alok Sharma and Peter Lacy



THE FESTIVAL in the media

Press mentions created an estimated OTS (opportunities to see/hear) of more than one billion (Gorkana, June 2022) during the Festival campaign. Media partnership with the BBC saw 28 shows recorded on site across BBC Radio 3, BBC Radio 4, BBC Radio Wales, BBC Radio Hereford & Worcester and BBC World.

The partnership with Sky Arts saw a trio of Big Hay Weekend programmes recorded for broadcast. In addition to further media partnerships with *The TLS*, *Juno*, *Prospect*, *Country & Town House*, *Guardian Live* and *SUITCASE*. News pieces, features and interviews spotlighting the Festival appeared across ITV Wales, LBC, Absolute Radio, TalkRadio, Times Radio, Press Association, *the Guardian*, *Observer*, *The i*, *Metro*, *the Independent*, *The Times*, *FT*, *Daily Telegraph*, *Washington Post*, *Daily Mail*, *Daily Express*, *Western Mail*, *Evening Standard*, *Hereford Times*, *Brecon & Radnor Express*, *Waitrose Weekend*, *Country Living Magazine*, *The Big Issue*, *New Statesman*, *History Revealed*, *National Geographic*, *The Week*, *The School Librarian*, *School Travel Organiser*, *Monocle24*, *The Bookseller* and *BookBrunch*.

On social media, 23.7 million impressions were generated on Festival feeds, while 21,973 users posted about the event on public feeds for a total reach of 238 million. A digital media partnership with TikTok

brought 20 creators to site with content showcased in a special Festival hub on the platform, earning more than 10 million combined views.

In the UK book trade, 72 libraries and bookshops supported the event with point-of-sale displays, while our Bookshop.org partnership reached 195k book lovers with the Festival's curation of titles. Twenty-four wider event partnerships were created to reach key audiences, including collaborations with The Reading Agency, Transport for Wales, English PEN, Publishing Wales, Brecon Beacons National Park, Ecosia, Hay Pride and Calibre Audio.

"After two years online, the Hay Festival makes a triumphant return, with more than 500 in-person events".

The Week

"[Hay Festival] returned with a flourish for its first full 'in person' gathering since 2019"

Frederick Studemann
Financial Times

THE FESTIVAL

in quotes

"This year's Hay Festival includes an impressive list of Welsh writers, thinkers and performers"

Western Mail

"Thank you again for the opportunity you give our students to participate in the Hay Academy. This year's students seem to have had an incredible experience...this is truly inspirational stuff from our point of view".

*Dr Greg Bevan
Senior Lecturer in Film Practice,
Aberystwyth University*

"I had just driven from Hay-on-Wye, where thousands of people had come to hear hundreds of writers during the festival. More to the point, another army of people, many of them volunteers, were making it all happen: locals putting performers up in their spare bedrooms, donning hi-vis jackets to staff makeshift car parks, fetching coffee and sandwiches. Marquees were packed. Book-signing queues stretched for miles".

*Alex Clark
The Observer*

"Set on the edge of the majestic Brecon Beacons National Park, the annual Hay Festival might be the only event where you can drift from dozing on deckchairs one moment to enthralling talks by leading writers, environmentalists, and Nobel Prize-winners the next".

Country & Town House Magazine

"I just wanted to say an enormous thank-you for enabling those of us who couldn't attend the Hay Festival in person to buy the online pass. It was so well done and has enabled me to listen to and be inspired by a whole host of speakers that I wouldn't otherwise have been able to engage with. I've loved it!"

*Clare
Online attendee*

"Hay is back, refreshed and ready to take on the world. A marvellous achievement, and happy to have experienced it for three days (too short). Sincere, big, heartfelt congratulations to the whole team that made this happen".

*Philippe Sands
Hay Festival 2022*

THE FESTIVAL

in video





HAY FESTIVAL

around the world

Hay Festival is run and managed by Hay Festival Foundation Ltd, a charity registered in England and Wales (1070073), bringing readers and writers together to share stories and ideas in sustainable events live and online. The Festivals inspire, examine and entertain globally, inviting participants to imagine the world as it is and as it might be.

Nobel Prize-winners and novelists, scientists and politicians, historians, environmentalists and musicians take part in the Festival's global conversation, sharing the latest thinking in the arts and sciences with curious audiences. A wide programme of education and outreach work runs alongside all of the Festival's events, supporting coming generations of writers and culturally hungry audiences.

In 1987, the Festival was dreamt up around a kitchen table in the booktown of Hay-on-Wye, Wales. Thirty-five years later, the unique marriage of exacting conversations and entertainment for all ages has travelled to editions in 30 locations, from the historic town of Cartagena de Indias in Colombia to the heart of cities in Peru, Mexico, Spain, and the USA.

The organisation now reaches a global audience of millions each year and continues to grow and innovate, building partnerships and initiatives alongside some of the leading bodies in arts and the media. Hay Festival was awarded Spain's Princess of Asturias Award in Communication and Humanities in 2020.

In 2020, the Festival launched a series of new digital initiatives to expand its global audience, including the Hay Festival Podcast in English and Spanish, the *Imagina el Mundo* film series, and the Hay Festival Book of the Month offering. Meanwhile, thousands of audio and film recordings from the Hay Festival archive can be enjoyed on Hay Player (hayfestival.org/hayplayer).

Coming up... Hay Festival Querétaro, Mexico (1-4 September 2022); Hay Festival Forum Dallas, USA (1-4 September 2022); Hay Festival Segovia, Spain (15-18 September 2022); Hay Festival Arequipa, Peru (3-6 November 2022); Hay Festival Winter Weekend, Wales (23-27 November 2022); Hay Festival Medellín, Colombia (January 2023); Hay Festival Cartagena de Indias, Colombia (January 2023); Hay Festival Jerico, Colombia (January 2023) and Hay Festival, Wales (25 May-4 June 2023).

WITH THANKS

A combination of ticket and book sales, sponsorship, grant funding, media partnerships and support from our Friends, Patrons and Benefactors all helped to support Hay Festival 2022.

Investment Managers Baillie Gifford, together with Visit Wales, the Welsh Government's tourism organisation, are our long-term and valued principal partners. The Baillie Gifford and Llwyfan Cymru-Wales Stages are our two biggest venues and both organisations contribute a significant amount, not only in Hay itself, but also internationally. We are extremely grateful to them both for their continued commitment and support.

Arts Council of Wales helped us reach artists and audiences across Wales and internationally via our live-stream, while Arts Council England provided crucial support to the Festival with a Cultural Recovery Award, which has helped sustain and develop the Festival over the past two pandemic years.

The Festival has a global reach and we were grateful to receive support from a diverse range of international partners, including The British Council, The Eccles Centre for American Studies at the British Library, Culture Ireland, the Embassies of Colombia, Spain, Panama and Ireland, the High Commission of Canada and Wales Arts International.

The Welsh Government's Education Department provided vital support to our Programme for Schools and Beacons Project at the Festival, as well as our year-round outreach offering to young people across Wales. Our university partners – Aberystwyth, Birmingham, Cambridge, Cardiff, Oxford, Swansea, Worcester – all provided essential sponsorship and specialist academic speakers, and we worked closely with Hereford College of Arts students on graphic interpretations of Hay Festival 2022 projects.

Each year the Festival is amplified through our media partnerships. This year we welcomed back the BBC, Sky Arts, *Prospect*, *The TLS*, *Juno*, *Suitcase and Country & Town House*, but also created a new partnership with TikTok and Bookshop.org, our online bookshop partner.

Our Project Partners for 2022 included national institutions The Royal Society, Royal Botanic Gardens, Kew, The British Academy, The British Library and The National Library of Wales, who all contributed to the Festival's diverse programme. Other important Project Partners were Accenture, The Book Trust, Brecon Beacons National Park, English Pen, Hay Pride, Hawthornden Literary Retreat, International Booker Prize, Keystone Positive Change Investment Trust, Lloyd's Register Foundation, the science journal *Nature*, Publishing Wales, The Reading Agency and Shakespeare and Company.

Many businesses support, sponsor and exhibit at the Festival each year, from Serious Readers to Shepherds Ice Cream, Black Mountain Roast to the Woodland Trust. Our huge thanks to all of them for their encouragement and backing, which helps a truly eclectic and local flavour to the 11 days and creates a very special sense of place.

Lastly, a huge thank you to all of our Friends, Patrons and Benefactors. Their on-going investment and commitment to the Festival is truly remarkable, and we are forever grateful for all their kind and extremely generous support.

Revel Guest OBE: 14 Sept 1931 - 8 June 2022

Revel was Chair of Hay Festival for more than 20 years and later Chair Emeritus and a key figure in the Festival's development and success. Everyone at Hay Festival would like to express a deep debt of gratitude and appreciation to Revel for her guidance, care, love and support.

PRINCIPAL PARTNERS



FUNDERS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

GLOBAL PARTNERS



Eccles Centre
for American
Studies



Canada



**El futuro
es de todos**

Cancillería
Embajada de Colombia
en Reino Unido



Culture Ireland
Cultúr Éireann



Ambasáid na hÉireann
Embassy of Ireland

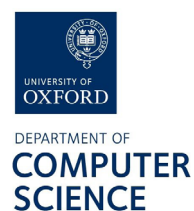
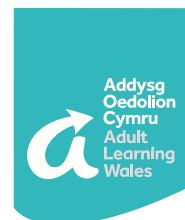


**MINISTERIO DE
RELACIONES EXTERIORES**



wales arts international
celfyddydau rhyngwladol cymru

EDUCATIONAL PARTNERS



Swansea University
Prifysgol Abertawe



MEDIA PARTNERS



PROJECT PARTNERS



HAWTHORNDEN
LITERARY RETREAT



Keystone
Positive Change
Investment Trust



nature





HAY
FESTIVAL
HAY - ON - WYE