

HAY FESTIVAL WINTER WEEKEND 2022 REPORT



HAY FESTIVAL WINTER WEEKEND





CONTENTS

The Winter Weekend in 2022	5
The programme in detail	6
Education and outreach	10
The Festival in numbers	12
Festival bestsellers	14
The Festival in the media	16
The Festival in quotes	19
With thanks to...	21
About Hay Festival	22



THE WINTER WEEKEND IN 2022

With the evenings drawing in and temperatures dropping, we gathered together again in Hay-on-Wye for a Festival of purpose, light and hope.

Hay Festival Winter Weekend 2022 launched the best new fiction and non-fiction, while engaging with some of the biggest issues of our time, spreading festive joy with conversations, candle-lit storytelling, film screenings, comedy, music, workshops and (of course) the annual Christmas lights switch-on.

Fifty-two full-capacity events formed the basis of our programme of activities in and around Hay-on-Wye, filling venues across town including Hay Castle's Great Hall and Clore Learning Space, St Mary's Church, The Poetry

Bookshop and Richard Booth's Bookshop Cinema.

By the end of the weekend, 5,000 tickets had been sold with a further 511,000 content engagements seen online (and counting). But numbers only tell one half of the story.

We marked the season's change and year's end with a celebration of community and bold visions to carry us into 2023 with hope. Thanks to our community of writers, readers, performers and friends, this Festival was not just possible, but essential. Audiences supported our charity through attending in person and online. Culture and the arts are more important than ever and the success of this weekend's gathering and the resulting conversations is another example of its impact and social value.

– Julie Finch, Hay Festival CEO

THE PROGRAMME IN DETAIL

Inspiring life stories led the programme as brothers Manni and Reuben Coe shared their memoir of hope, resilience and repair, *brother.do.you.love.me*; climber Leo Houlding presented *Closer to the Edge: Climbing to the Ends of the Earth* with the first Welsh woman to climb Mount Everest, Tori James; Stemettes founder Anne-Marie Imafidon discussed *She's in CTRL: How Women Can Take Back Tech*; Sali Hughes presented *Everything is Washable* and Other Life Lessons* and bookseller Shaun Bythell discussed *Remainders of the Day: More Diaries from The Bookshop, Wigtown*.

Great storytellers took centre-stage with new work as classicist Natalie Haynes shared *Stone Blind*; Colombian writer Juan Gabriel Vásquez discussed *Retrospective*; Kamila Shamsie shared *Best of Friends*; Charlotte Williams presented her autobiographical novel *Sugar and Slate*; and Carlos Fonseca revealed his contribution to *Untold Microcosms*, a Hay Festival project that sees 10 Latin American writers create new work inspired by objects inside the British Museum's stored collections.

Poetry wove its rhythms through the Festival as Olivia Harrison offered *Came the Lightning: Twenty Poems for George*; and 70 years since Dylan Thomas released *A Child's Christmas in Wales*, Hay Festival international fellow Hanan Issa offered a contemporary

response, while discussing her new role as National Poet of Wales.

Music rang out from St Mary's Church all weekend as Father Richard Williams opened the Festival with a performance of the 1922 horror classic *Nosferatu*; Welsh harpist Anne Denholm played a one-off festive set; and Hay Community Choir and Hay Shantymen performed. There was laughter, too, with stand-up from Mike Wozniak, comedian Richard Herring on his memoir *Can I Have My Ball Back?*, and a Festive Quiz to close the weekend's events.

The past was reimagined as human rights lawyer Philippe Sands offered *The Last Colony*; Alison Weir discussed *Queens of the Age of Chivalry: England's Medieval Queens*; one hundred years since the discovery of Tutankhamun's tomb, Garry J Shaw presented *The Story of Tutankhamun: An Intimate Life of the Boy who Became King*; Herefordshire historian Heather Hurley talked *Horse-drawn Tramways of the Wye Valley*; and the death of The Queen was marked in a special event as Robert Hardman presented *Queen of Our Times: The Life of Elizabeth II*.





Hay-on-Earth events explored the latest in climate science and debate while celebrating the natural world around us. CEO of Compassion in World Farming Philip Lymbery presented *Sixty Harvests Left*, Baillie Gifford Prize-winner Katherine Rundell offered *The Golden Mole and Other Living Treasure*, Andrew Simms and Anita Roy talked *Contagious Tales*; and campaigner Guy Shrubsole presented *The Lost Rainforests of Britain*; while food writer Angela Clutton shared culinary insights and inspiration with her book *Borough Market: The Knowledge*.

Global affairs were drawn into focus as a Sunday morning panel of Festival guests reviewed the weekend papers, reflecting on the past year and looking ahead to 2023; meanwhile investigative reporters Luke Harding and Oliver Bullough talked Russia's illegal invasion of Ukraine; and former Liberal Democrat leader Vince Cable presented *How to be a Politician: 2000 Years of Good (and Bad) Advice*.

Interactive events for families and young people through the weekend included author and illustrator Rob Biddulph on *An Odd Dog*

Christmas, along with a series of workshops at Hay Castle. Michael Morpurgo celebrated the 40th anniversary of the publication of *War Horse* with a spell-binding event complete with readings and ending with a song. Later in the day he discussed the book at a special screening of the film of *War Horse*, shown to honour Revel Guest, one of the founders of Hay Festival, who had been the executive producer on the film.

And extra sparkle to live events came from the town's Memorial Square as Michael Morpurgo joined Hay Citizens of the Year Trish and Alan Kiddle to turn on the town's Christmas lights in a special event organised by Hay Town Council, Hay Markets and Hay Chamber of Commerce.

EDUCATION AND OUTREACH

While thousands of book lovers came to Hay-on-Wye for a weekend of inspiration, Hay Festival also reached outwards as part of its mission to encourage cultural inclusion and develop the audiences of the future with Scribblers Cymraeg and the Beacons Project.

Ahead of the weekend, two-days of dynamic Welsh language workshops brought Hay Festival inspiration to over 500 pupils across Wales with writers Anni Llŷn, Ifor ap Glyn, Aneirin Karadog and Mererid Hopwood taking part. The events were hosted in Swansea University and Aberystwyth University igniting creativity in Cymraeg for pupils aged 11-14.

Alumni of the Festival's Beacons Project creative writing programme for 16-18-year-olds joined students from Hereford Sixth Form College to attend Hay Festival Winter Weekend events free and offer their feedback and thoughts for future editions.

Meanwhile, after a transformative 12 months at Hay Festival HQ in which new CEO Julie Finch was welcomed, the transition into a fully fledged charity completed, and an ambitious expansion of education and outreach work across Wales and the wider world began, organisers invited the public to share their visions for the Festival's future in an open forum event to start the weekend.



FESTIVAL NUMBERS IN 2022



4
days

5,000
tickets sold

52
full-capacity
events

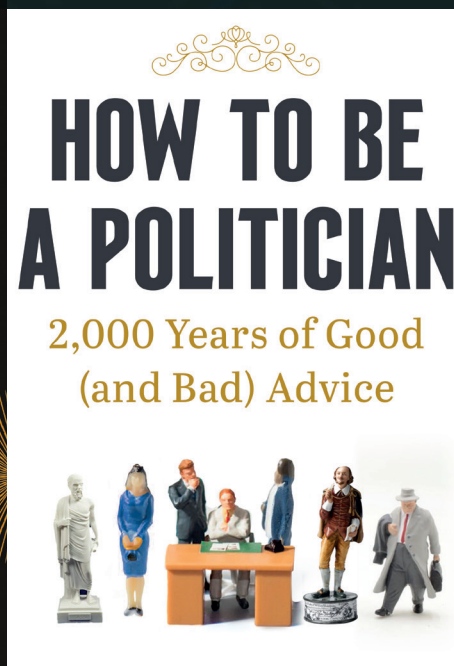
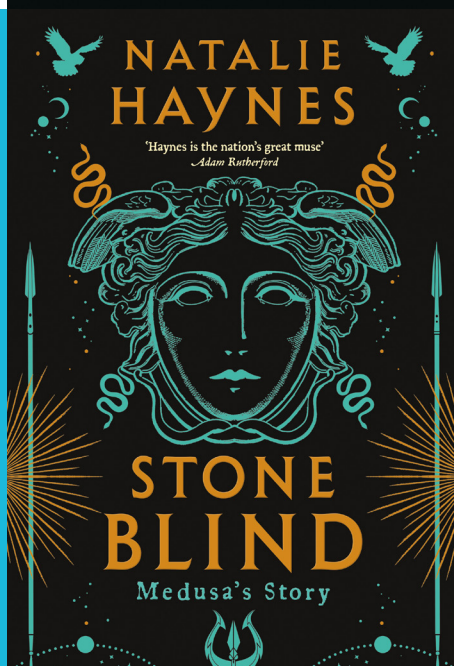
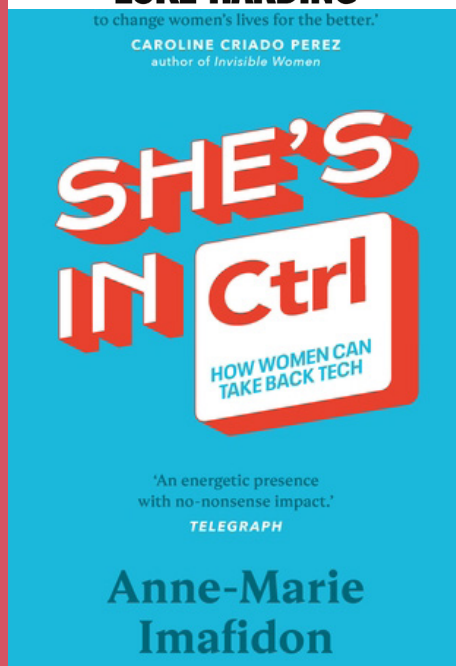
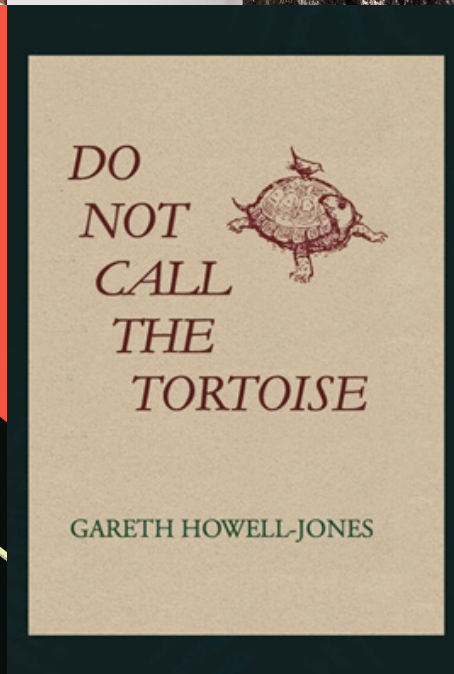
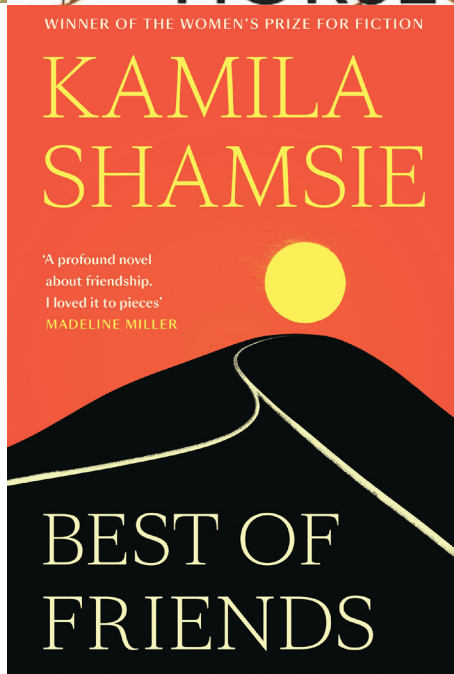
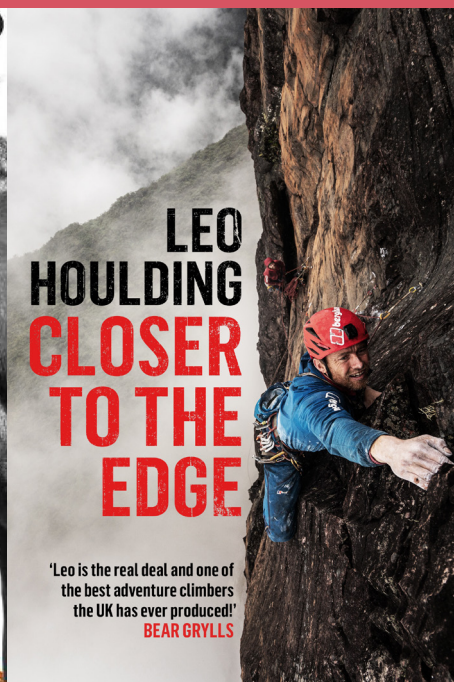
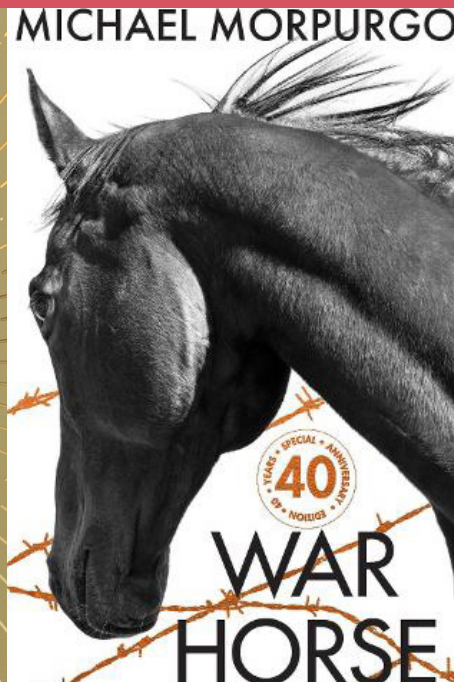
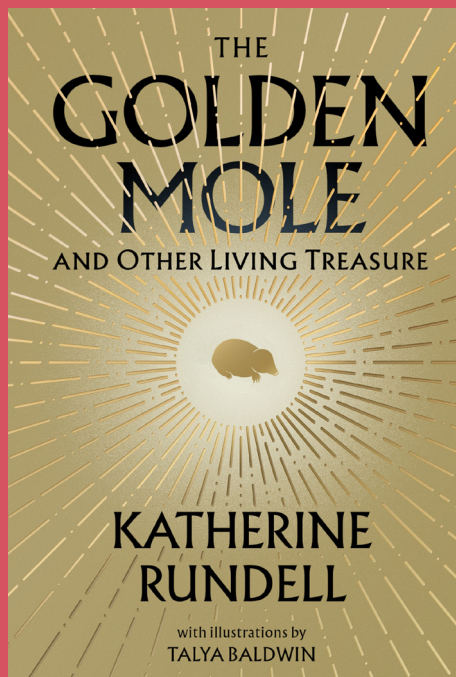
1,500
attendees

5m
social media
impressions

511,000
content engagements

45m
press reach

186
press mentions



FESTIVAL BESTSELLERS

1 *The Golden Mole*
Katherine Rundell

2 *War Horse (40th Anniversary)*
Michael Morpurgo

3 *Closer to the Edge*
Leo Houlding

4 *Invasion*
Luke Harding

5 *Best of Friends*
Kamila Shamsie

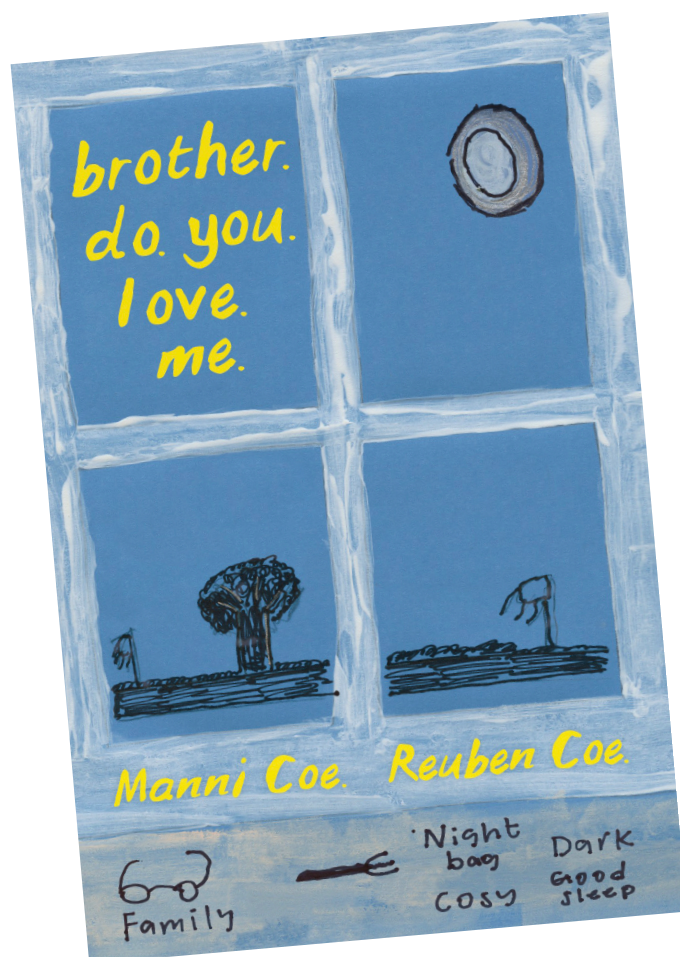
6 *Do Not Call the Tortoise*
Gareth Howell-Jones

7 *She's in CTRL*
Anne-Marie Imafidon

8 *Stone Blind*
Natalie Haynes

9 *How to be a Politician*
Vince Cable

10 *brother. do. you. love. me.*
Manni & Reuben Coe



THE FESTIVAL IN THE MEDIA

In the press, our campaign generated 186 media mentions with a potential press reach of 45 million (source: Gorkana).

Coverage included *the Guardian*, *Time Out*, *Elle Decoration*, *BBC Countryfile Magazine*, *Condé Nast Traveller*, *The Week*, *The Lady*, *My Weekly*, *Red*, *The Bay*, *Juno*, *The Bookseller*, *Western Mail*, BBC Wales, BBC Radio Shropshire, BBC Radio Hereford & Worcester, Swansea Sound, GB News and Times Radio.

On social media, our campaign generated: 3.4 million Twitter impressions, 1.1 million Facebook impressions, 400K Instagram impressions, and 9K TikTok impressions. During the Festival week, there were 1,225 public posts about Hay Festival across social platforms, generating 15.7 million social impressions with an estimated reach of 8.6 million accounts. Our total follower number grew to 344K globally.





THE FESTIVAL IN QUOTES

“I first came to Hay Festival 20 years ago and I’ve been coming every year since. It’s mind food for me”

Festival Goer

“It makes you think about the big questions and you hear the views of other people”

Festival Goer

“Thank you so much! Brilliant to meet you again and others, I won’t forget it. Hay has been really welcoming and I can’t wait for the next festival!”

Beacons Project Alumna



WITH THANKS TO...

Sponsorship, grant funding and donations all contributed to this year's successful Hay Festival Winter Weekend.

A Cultural Recovery Grant from Arts Council of England and sponsorship from Visit Wales and Baillie Gifford ensured we could sustain our creative programming and wider operations to produce the Festival.

Special thanks to our Friends, Patrons and Benefactors, whose continued financial support helped us throughout the pandemic and into a brighter future.

Our venue partners enabled events to be held in the most incredible settings throughout Hay-on-Wye: Hay Castle, St Mary's Church, Richard Booth's Bookshop Cinema and The Poetry Bookshop. Hay Castle decoration was kindly supplied by Layla Robinson and Kate Kato. Meanwhile, event photography was supplied by the talented Billie Charity.

The following sponsors and funders offered their invaluable support: Arts Council Wales, Colombian Embassy in the UK, Literature Wales and Santo Domingo Centre of Excellence for Latin American Research at the British Museum.

And we are incredibly grateful to all of our event sponsors and partners who helped us create a very special festival: Bartrums Stationery & Fine Pens, FW Golesworthy & Sons, Gabbs Solicitors, Green Ink Booksellers, Hay Primary School, Hay Thursday Market, Hay Tourist Information Bureau, Layla Robinson-Everlasting Flower Sculpture, Mostlymaps.com, Origin Pizza, Red Indigo, Shepherds Ice Cream, The Coop Hay-on-Wye, The Great English Outdoors, The Old Black Lion, The Poetry Bookshop, The Table & The Chair and Tomatitos Tapas Bar.



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



Actual Investors



ABOUT HAY FESTIVAL

Hay Festival is run by Hay Festival Foundation Ltd (England and Wales charity number 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 Prizewinners 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.

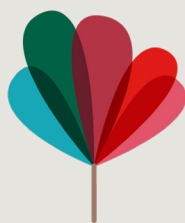
In 1987, the Festival was dreamt up in the booktown of Hay-on-Wye, Wales. Thirty-six years later, the Festival has travelled to editions in 30 locations, from the historic town of Cartagena in Colombia to the heart of cities in Peru, Mexico, Spain and the USA. The organisation now reaches a global audience 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. Over the past year, the Festival earned 1.5 million web visits and passed one million event views online, while its social media following climbed to 344,000, making it one of the most impactful literary events in the world.

Alongside its hybrid events, Hay Festival runs a series of 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).

A wide programme of education and outreach work runs alongside all of the Festival's events, earning multiple awards over the years, including Festival of Sanctuary status from refugee charity City of Sanctuary UK and, in 2020, Spain's Princess of Asturias Award in Communication and Humanities.

Festival calendar... Hay Festival Medellín, Colombia (January 2023); Hay Festival Cartagena de Indias, Colombia (January 2023); Hay Festival Jericó, Colombia (January 2023); Hay Festival, Wales (25 May-4 June 2023); Hay Festival Querétaro, Mexico (September 2023); Hay Festival Segovia, Spain (September 2023); Hay Festival Arequipa, Peru (November 2023); and Hay Festival Winter Weekend, Wales (23-26 November 2023).





HAY
FESTIVAL
WINTER WEEKEND