



ANNUAL REPORT

2016



Ledbury Poetry Festival

Chairman's Report - Ledbury Poetry Festival 2016

The Festival 2016, celebrating its twentieth anniversary, was yet another success: vibrant, engaging and accessible as ever. In no small part this was due as always to the immense efforts of scores of volunteers, generous funders, the variety of talented poets and performers and our own hard working staff. As in 2015, the Festival was remarkable for the variety of national and international events on offer, and for the breadth of its programme.

In twenty years we have welcomed and waved off over a thousand national and international poets, engaged a large and growing audience, involved thousands of young people, children and volunteers, brought increasing benefits to the community, and have swum poetry's "mackerel-crowded seas" with fearlessness and panache to promote the enjoyment of poetry and the use of language.

On a practical note, we are pleased with our steady ticket sales, and the number of participants, which if free and community events are included as they should be, number just under 10,000, and we are particularly proud of our growing international links, our closer cooperation with small publishers and our developing and potential working partnerships.

We feel confident about the future and look forward to furthering the enjoyment in poetry and language by continuing to work with poets, sponsors and audiences locally, nationally and internationally.

**Peter Arscott
Chairman**

Report on Ledbury Poetry Festival 2016

2016 celebrated 20 years of Ledbury Poetry Festival! To mark this wonderful occasion over 190 poets contributed to *Hwaet! 20 Years of Ledbury Poetry Festival*, an anthology edited by Mark Fisher and published by Bloodaxe Books. The Festival is proud to bring together so many excellent poems by poets from all over the world who have appeared at the Festival and we are extremely grateful to Mark Fisher for his vision and perseverance and to Neil Astley and Brenda Read-Brown for making the anthology possible. The Festival launched with a reading by 20 poets who feature in the anthology performing their own poem and often a poem by another poet. They included Fleur Adcock, Ruth Padel, Daljit Nagra, Jacob Polley and local poets Ruth Stacey, Angela France, Sarah James. The range of voices and heartfelt enthusiasm from the poets was shared by the audience and created a brilliant atmosphere. This is the first time the Festival has put on an event of this scale and it was a resounding success. Overall the Festival atmosphere reflected this special anniversary, with just under 5,000 tickets sold and sales exceeding targets at £47,000.

The anthology reading acted as a preview for other events. The programme aimed to include innovative formats for events and to introduce more conversations. For example asking poets to read and/or chat around a certain theme such as Ruth Padel and Daljit Nagra on poems that come out of meetings between cultures or geographies or simple interviews such as Ursula Owen interviewing Max Porter. The Festival also presented a series of events following the Poetry East format created by Maitreyabandhu featuring Medbh McGuckian, Arundhati Subramaniam, Fiona Sampson and Matthew Sweeney. These events combine reading and conversation and are designed to offer everyday readers a 'way in' to the work of challenging and respected poets. Another experiment was to invite Mark Doty and Andrew McMillan to read and chat around the theme of desire responding spontaneously to selections made by the other poet. This meant that the reading was remarkably fresh, passionate and interesting.

The Festival also explored how conversation could help to illuminate the work of international poets, so Isobel Dixon, Gabeba Baderoon and Toni Stuart were asked to include a conversation alongside their readings in the South Africa spotlight. Also the Refugee and Migrant experiences events included elements of conversation in order to offer audiences a context for poets whose work might be new to them.

Additional international events included a presentation of Versopolis poets, the Creative Europe funded project that presents emerging European poets. In light of the recent outcome for Brexit this event was poignant and brought together poets from Germany, Croatia, Norway, France and Austria alongside their UK counterparts. Each poet also had an additional 20 minute event, which offered an audience a chance to discover more about their work.

The Festival had an event focused on Iran with Ziba Karbassi and Athena Farrokhzad, with discussion on the challenges poets face there. Poetry as protest was a strong theme for the second year of the Festival. Again the Festival partnered with English PEN and poets were invited to read poems by writers who are currently at risk around the world.

The Festival welcomed leading poets including James Fenton, Carol Ann Duffy, John Agard and Grace Nichols, Frieda Hughes and recent T.S. Eliot award winner Sarah Howe along with American poet Mark Doty. Peter Tatchell, Eileen Atkins and Edmund de Waal appeared to talk about their Desert Island Poems. Juliet Stevenson performed poems by Elizabeth Barrett Browning. The Festival also featured an Evening With Mike Harding. All these events were popular. Jacob Polley was the Festival's poet in residence. Emerging poets were represented with readings by the Foyle Young Poets, Eric Gregory winners, National Poetry Competition winners and pairing younger poets such as Hannah Lowe with more experienced writers such as Fleur Adcock. The popular series of 20 Minute events returned featuring Valley Press, Templar Poetry and Pavilion poet Ruby Robinson who had just been nominated for the Forward Prize for best first collection. The Festival presented talks on Eleanor Farjeon, Frank O'Hara, Gertrude Bell, Ted Hughes, Piers Plowman and Shakespeare's original pronunciation.

The Festival continued to explore the interplay between poetry and other art forms or subject disciplines: an event on Poetry and Neuroscience with Valerie Laws and Professor Anya Hurlbert and another exploring connections between poetry and dance with Karthika



Nair and Sanjoy Roy. Events combining poetry and music included Kathryn Williams performing her Sylvia Plath inspired songs along with spoken word poets Hollie McNish and Harry Baker. Jacob Polley presented a musical version of poems from his new collection *Jackself* with John Alder, plus classical music with the Borders Trio, a music and poetry tribute to Laurie Lee with Herefordshire poet in residence Adam Horovitz and a performance of the excellent *Book of Job the Musical*. *Tongue Fu* was a combination of poetry and improvised musical accompaniment and a Punk 'n' Poetry Night with Jonny Fluffypunk and Spoz performing alongside local punk bands. There were also theatrical presentations of *Ovid's Heroines* with Clare Pollard and *The Magnetic Diaries* with Sarah James.

The Festival was proud to feature Ledbury Primary School pupils in a Bench Poems tour. Also readings by groups from the Community Programme including *Segments* and *Epic Women*, each of which was exceptionally moving and played to a full house. Hollie McNish and Harry Baker toured John Masefield High School and Whitecross High School. The Festival is a unique showcase for writers involved in the year round schools and community projects.

Writing workshops and professional development opportunities and performance opportunities all enabled participation. Major poets Mark Doty, Jacob Polley, Sarah Howe, Fiona Sampson and Matthew Sweeney all offered workshops, as did the Festival young poet in residence Flora de Falbe, and a *How to Get Your Poetry Published* workshop with Jane Commane. One to Ones with Jacob Polley and Deryn Rees Jones were offered. Open Mics at various locations and the Slam hosted by Sara-Jane Arbury and Elvis McGonagall were also very popular. For the second year the Festival made an innovative online call to poets to submit a poem on a specific theme, this time poems inspired by healing plants, with a spark poem by the Herefordshire poet in residence Adam Horovitz. Anyone who submitted a poem to the Poetica Botanica was invited to read at a free Poetica Botanica event in the Walled Garden.

Over 54 free and street events, including a range of free 20 minute events in the Panelled Room, Emergency Poet, Poets for Hire, the Ledbury Celebration, Jiggery Spokery, Poetry Promenade performances in pubs and cafes, a poetic tour of Alleys and Yards of Ledbury with Herefordshire Stanza Poets, a Poetry Breakfast, a poetry run, a poetry cycle ride and a day of happenings in the Walled Garden inspired by Roald Dahl including a Tricky Twisty Trail, making Dream Shoes a BFG Dream Jar and a Word Wizards' Guide to Roald Dahl. A remarkable film, sound and poetry installation, *Voices from the Cillín*, was held in the town's iconic Barrett Browning Building, and was universally acclaimed. Over 30 local businesses took part in a shop windows contest which resulted in some amazing visual displays, pictures of which went global on the Festival's social media. The number and range of these free and street activities reflects energetic efforts to make the Festival accessible and visible to all ages, and are a measure of the enormous community involvement in the Festival.

The Community Programme

The Festival's Community Programme continues to reach out to vulnerable groups. New projects commenced in Leominster and Bromyard, targeting the 'hard to reach', typically the long-term unemployed, those with mental physical disabilities, and those who face social exclusion. Projects such as *Segments* at Hereford Museum and *Women4Women* in a Hereford women's shelter

continued, and sessions at St Michael's Hospice for cancer patients and their carers resumed. Brenda Reed Brown commenced an innovative series of sessions with chronic pain sufferers at Hereford Pain Management Service. The Festival's relationship with Close House deepened with the Epic Women project: young women at risk from or actively self harming explored their relationships with their bodies culminating in a performance *She Writes Poetry On Her Arms* at the Festival. The poetry, which was workshopped with outstanding performance poet Joelle Taylor, proved of such calibre it has been used in a recent film "Two Kids Lost" produced by IntoFilm and Shyppmedia. "Wrap the Town in Poetry" was an ambitious campaign featuring artwork from local day centres, residential homes and community groups. Over eighty people from ten different care settings took part, as well as local Guides and schoolchildren, and the town was enlivened by their beautiful artistic creations based on their reflections on poetry.

A comprehensive evaluation of the Festival's Community Programme was commissioned by the Esmée Fairbairn Foundation. The report is available to read (please email the office for a copy) and its conclusions were resoundingly positive, calling it "vibrant and innovative", and praising the "outstanding team of creative practitioners... who are inspiring, dedicated and enthusiastic".

The Schools' Programme

The Schools' Programme went digital with the innovative Ledbury Bench Trail with Ledbury Primary School. Eight classes of children wrote poems in eight bench locations around the town, the poems were turned into a short film, and are available to the general public by scanning the QR code on each of the benches, and via a lovely leaflet which has been produced. Keen Writers workshops took part with poet Roz Goddard and seven local primary and secondary schools, and a Rhythm Project with poet Philip Wells who visited five schools. He explored percussive clapping, stamping, patting, whispering and heartbeat silences; then focussed on individual and class poems, using rhythm as they performed their work. Spoken word giants Hollie McNish and Harry Baker toured two High Schools in Herefordshire, performing to over 250 pupils. SLAMBassador Joelle Taylor had a residency at Aconbury PRU resulting in some stunning work and an anthology by the pupils. Joelle is one of the best poets working with young people anywhere in the country and it is wonderful that we have worked with her for a third year. The Festival hosted the 2016 County Contest of Poetry by Heart, organised a brilliant and participatory performance of *Romeo and Juliet* by Young Shakespeare in seven schools, and creative writing sessions at Hellens Manor. The Schools Programme offers inset days to schools in order to hear what would work best for teachers and their busy schedules and was able to come up with some bespoke projects as well as the variety of choices of projects available.

New and Emerging Writers' Programme

This strand is becoming more developed and is sector-leading in its provision for writers in the early stages of their careers. The Festival delivered its second annual 4 day residential voice coaching workshop to train emerging poets in valuable voice and presentation skills. Overwhelmingly praised by poets and publishers alike, the workshop fills an important gap in poets' career development: the techniques required to convey their written work into authentic compelling performances. The Festival's New Writers' Programme also offers a raft of opportunities for nascent writers during the Festival: the popular *How to Get Your Poetry Published* double



workshops; several open mic events including one hosted by Amy Key; *20 minutes* events; paired performances where an emerging writer is paired with a more established poet; and the many national competition winners' events. We also offered for the first time in 2016 a short, full day voice coaching workshop during the Festival which was well attended and we hope to run again in 2017. The Programme was generously supported in 2016 by the Fenton Arts Trust and the Foyle Foundation.

Audiences (1/09/2015 – 31/08/2016)

From our first ever Audience Finder survey we can say proudly that the Poetry Festival has a net promotional score of 89% (the number of people very likely or extremely likely to recommend us) compared with a national average of 71% for literature arts organisations. In other factors the Festival rates highly:

Audience rating on	Ledbury Poetry Festival	National Average
Value for money	70% very good	54% very good
Quality of offer	83% very good	76% very good
Overall experience	80% very good	68% very good

Box office data shows our audience is drawn mainly from the local area, but there is a pleasing component of the highly engaged Metrocultural segment which is largely unseen outside London (8% of our audience compared with 2% for other arts organisations in the West Midlands) showing the Festival is well established on the national radar. For the first time data capture was instigated on free and family events by interns clicking numbers, completing face-to-face surveys, and compiling guestimates of audience age ranges which confirmed these events are reaching their target audiences.

Online audience

The Festival's website underwent a major overhaul early in 2016 to coincide with the release of the three Festival films. The site enjoyed nearly 42K visits, a steady rise from 2015 (39.5K), and a healthy 34% numbering new visitors, again increasing from last year. The site's most popular page is the Poetry Competition, which tallies with the extra publicity the page garners through our advertisements and collaborative channels.

The Festival podcasts have proven to have steady popularity. They have had over 100 listens per day, averaging about 130 per week. Patrons are reminded of them before and after Salons. It is hard to know what audiences are accessing them, but we had a delightful email from an elderly man in Australia who can no longer read the poetry he loves due to age-related blindness, who says he listens regularly. The most popular podcasts (thus far) are the National Poetry Competition Winners, and the Foyle Young Poets, due to collaborative promotion with the National Poetry Society. Even access to 2015's podcasts remains steady at over 50 listens per week, so they are a wonderful way to engage with our on-line audience.

The Festival's facebook page had over 2,000 likes, and its pattern of use is expanding. Of course there are spikes in activity across the 10 day Festival in July, but increasingly the page is seeing activity all year round: Poetry Salons, call outs for Voice-Coaching places and Intern positions, and a

big swell of activity in March with the launch of the Poetry Competition. Similarly the Festival's Twitter page has seen much more pro-active use due to a concerted effort by staff. The Festival now has a youtube channel, which as part of the Canvas TV consortium is in development to increase the volume of users and quality of content.

Staff, Board and Patrons

The Festival has a strong and committed board with a wide range of expertise, including Neil Astley, editor of Bloodaxe Books; Ursula Owen, founder of Virago Books and the Free Word Centre; and representatives from the local community such as Anne Marie Dossett of Herefordshire Libraries. Recently we have recruited Liz Hyder, a PR expert who is helping enormously in this area. The Festival also benefits from deeply involved Patrons who use their extensive networks for the advancement of the Festival: ex-Minister for the Arts Mark Fisher; former Poet Laureate Carol Ann Duffy, Sir Roy Strong and Adam Munthe amongst them.

Volunteers and Interns

For the countless hours spent by our volunteers in helping the Festival we say "Thank You". Volunteer numbers have swelled to over 120 people who tirelessly event manage, steward, work in hospitality and provide accommodation in their own homes. Their thorough support of the Festival is what makes Ledbury such a unique and memorable destination for poets and audiences alike. A new partnership with Hereford Sixth Form College brought in an array of keen senior students. Hospitality in 2016 was run by a dedicated volunteer who trained at the Leith's Cookery School, with inimitable cakes and sandwiches: *"K's touch is magical when it comes to sandwiches – I had to be led away after demolishing a whole plate"* said one happy visitor. From another: *"I felt everything was excellently arranged for speakers to relax in the hospitality room, and to be fed.....I have over many years taken part in many festivals and the Ledbury experience was warm and well at the top of the list....one felt cared for."*

TALLY OF VOLUNTEER HOURS ALL SUPPLIED FROM GENEROSITY AND GOODWILL:

Over 120 volunteers

Hospitality	240 hours
Stewarding	331 hours
Accommodation	153 nights
Event Managers	27 managers managing 108 events
Admin volunteers - all year round, including Window Competition Co-ordinator:	320 hours

The Festival's usual arrangement to supply interns through Worcester University this year did not go as smoothly as other years. Instead, a general call-out on social media went out which netted us three wonderful, hardworking international interns. They brought a youthful enthusiasm which enriched the Festival no end, with one intern, Katharina Engel, managing ten events on top of her "20 minutes with.." workload, a truly phenomenal input. The interns also assisted with data capture, collating Versopolis booklets, helping at the bar, twitter and facebook feeds – they worked tirelessly and for that the Festival is enormously grateful.

Funding

Arts Council England remain the Festival's main funders, as the Festival



continues its NPO status to 2018. For the core programme, the Festival is indebted to the Elmley Foundation who has renewed a three year funding agreement. Golsoncott and John S Cohen Foundations also funded the artistic programme. The New Writers' Programme was generously supported by the Fenton Arts Trust and the Foyle Foundation. Our Community Programme owes a great deal to the Esmée Fairbairn Foundation, who have committed funding until 2018, with assistance from smaller funds Joanies Trust, and W A Cadbury Charitable Trust. The Festival completed the second of a three year funding programme with Creative Europe Funding delivering the Versopolis project. The Poetry and Protest theme was supported by English PEN, poet James Fenton by the University of Worcester. Swedish Arts Council and Culture Ireland supported poets Athena Farrokhzad and *Voices of the Cillín* respectively.

Our Schools' Programme has developed due to ongoing support from the Pennington-Mellor-Munthe Charity Fund for which we are very grateful. Work in PRUs was supported by the Robert Gavron Charitable Trust who had seen the poet Joelle Taylor in action, and had first-hand knowledge of how powerful her work is. The Festival's work in schools was also supported by Baron Davenport's Charity.

The Rowland Trust provided funding to upgrade Festival shelving and a new printer. Herefordshire Community Foundation and New Grove Trust supported free events during the Festival. The Trustees are also pleased to acknowledge continuing support from the Ledbury Town Council. Ledbury Civic Society generously sponsored the Festival A-boards with imaginative signage. Herefordshire Council helpfully made the panelled room in the Master's House available for "20 minutes" events through Herefordshire Libraries. Workshops were held in the Old Cottage Hospital. Ledbury is fortunate to have two independent bookshops fully supporting the Festival: Three Counties Bookshop acted as Festival Bookshop, and in a well-received development Ledbury Books and Maps acted as a unique and interesting event venue.

We are grateful to the following organisations and individuals who sponsored events: A.B.E, Viv Arscott, , Authentic Bread Company, Bamboo Flower Gallery, Mrs Carolyn Beves, Butler and Sweatman, Chase Distillery, Crowthers Accountants, Jim and Mo Dening, David and Ann Tombs, The English Speaking Union, Faber and Faber, Nigel and Alison Falls, Friends of the Dymock Poets, Friends of the Festival, The Feathers Hotel, Greendawn Accounting , Stuart and Wendy Houghton, John Goodwin Estate Agent, Jo Kingham, Ledbury Area Cycling Forum, Ledbury Food Group (food market), Ledbury Film Club, Alan and Judy Lloyd, Modern Poetry in Translation, Rotary Club, Ledbury Market Theatre, Adam and Nellie Munthe and Hellens Manor, Orme and Slade Solicitors, Severnprint, Sitara Restaurant, Tilley Printing, Tŷ Newydd, University of Worcester, Versatile Arts, WEA, and Your Name On It.

The popular Cider Supper was well supported and was again hosted by Chris and Bella Johnson and the following businesses donated goods in kind for Festival hospitality and refreshments: Authentic Bread Company, Charles Martell Cheeses, Haygrove Produce (cider and apple juice), Gurneys Butchers, and D. T. Wallers Butchers.

In a new partnership beautiful gift bags were presented to each performer provided by local producer Weston's Cider. We are exceedingly grateful to Weston's for their generosity as 180 gift bags were supplied, with a non-alcoholic version of lovely local apple juice.

The Festival programme continued the initiative started in 2012 of including listings of businesses enhanced by a short description: 42 such placements were made covering three pages, including enthusiastic uptake from local accommodation providers.

Ledbury Town and Environs.

The Festival endeavours as far as possible to use local services and champion local producers. The local Town Traders' Association enthusiastically backed the Window Display Competition. The Town Council not only supports the Festival financially, but enlivens the town with bunting. Ledbury Places facilitated the use of the Barrett Browning Building; we also have partnerships with Ledbury Civic Society, the Market Theatre, Old Cottage Hospital Studios, Ledbury Baptist Hall, St Michaels and All Angels Church and the Community Hall for venue use. Further out of town were the beautiful settings of Hellens Manor, and Buddhist centre Adhithana. The Festival truly has community at its core, a fact noted by the Arts Marketing Association, who used the "Wrap the Town" campaign as a case study. The campaign embodied all the values and ethos of the Festival and doubled up as beautiful and creative low cost marketing. The delicate lacework of these intricate networks has been built up over many years, and forms extremely strong social capital. For many local people the Festival is a highlight of their year: "IMMERSION!" exclaimed one. Poets extoll the magical qualities of the town during Festival time, which is hard to convey if you haven't been here. Here follows a small selection:

Arundhathi Subramaniam

I wanted to thank you for a very special festival – organised with an eye for detail, and with the kind of individualised care and attention that is truly remarkable, particularly given that it entailed ten days of programming. It's not often that one comes across a festival that combines efficiency with sensitivity. This one did, and it's rare.

Toni Stuart

Thank you once again for an incredibly memorable and moving experience. It has been one of the highlights of my poetry life thus far.

Karthika Nair

Thank you for inviting us to the Ledbury Festival, and for all the warmth and cheer! We had a wonderful time: all of you were so welcoming and thoughtful, our hosts just lovely and the audience such an attentive, responsive one. I've been to festivals all over, and each has gifted happy memories, but Ledbury is heartwarmingly special. I hope all of you enjoyed this edition as well, and congratulations once again for the uniquely memorable experience that is Ledbury.

Aonghas MacNeacail

And our warmest thanks, in return, for what was a wonderful experience. At no point did we feel other than well looked after, and the setting, of



course, was brilliant. We're still living with the afterglow of it. But reminding ourselves that the rosy tip of the iceberg we experienced was crown to a great hidden mountain of planning, preparation and day-to-day organisation - and you all made it seem so easy. So, thanks and thanks again.

Gerda Stevenson

Thank you so much for the invitation to perform at Ledbury, and for the wonderful hospitality there. It was a delight to be part of such a vibrant festival. I was struck by how accessible the Ledbury Poetry Festival is, reaching out across the generations, so inclusive and friendly. Thanks again for inviting us to Ledbury, and for giving us such a memorable time. Our thanks, also, to all your splendid staff of volunteers.

Poetry Competition

There were over 1100 entries, each one read by judge Imtiaz Dharker. The winners are the most international yet. We would like to thank Tŷ Newydd, the National Writers' Centre for Wales, for supporting this event, as they have done for many years.

Adults

First Prize: *On Fishing* by Miller Oberman, Brooklyn, US
Second Prize: *Icari* by Richard Evans, Tonbridge, Kent, UK.
Third Prize: *August Blossom* by Paul Nash, Dublin, Ireland

Young People:

First Prize: *for the birds* by Zoe Moore, USA
Second: *Diaspora* by Jessica Wang, Sydney, Australia
Third: *Snow White's Lament* by Sarah Ang, Singapore

Children:

First Prize: *The Moon* by Raffiella Chapman, UK
Second: *On the Fence* by Jonah Prince, UK
Third: *Toppling* by Lawrence Guard, UK

The winning poems can be found on the Festival website, www.poetry-festival.co.uk. The winners will read at an event on Saturday 1st July, 2017.



APPENDIX A

LEDBURY POETRY FESTIVAL ANNUAL REPORT 31 AUGUST 2016

ORGANISATION

BOARD OF DIRECTORS

Peter Arscott (Chair)
Neil Astley
Sara-Jane Arbury
Brenda Read Brown
Anne- Marie Dossett
Liz Hyder
David Ingram (Treasurer)
Chris Noel
Ursula Owen
Peter Salt

PATRONS

Carol Ann Duffy
Douglas Brooks
Mark Fisher
Peter Florence
Lord Gowrie
Jackie Kay
Gerry Isaaman
Adam Munthe
Ursula Owen
Lawrence Sail
Penelope Shuttle
Sir Roy Strong
Juliet Stevenson

All directors of Ledbury Poetry Festival Limited are also trustees of the Registered Charity.

FESTIVAL DIRECTOR

Chloe Garner

FESTIVAL MANAGER

Phillippa Slinger

FINANCE MANAGER

Sandra Dudley

SALES, MARKETING & ADMINISTRATION

OFFICE

Jane Curry
Hilary Davis
Jane Markiewicz

BOX OFFICE

Sandra Dudley
Mary Fielding
Anita Scott
John Rose

POETRY

COMPETITION

Jane Curry
Hilary Davis
Jane Markiewicz

FINANCE

FUNDING & SPONSORSHIP

Peter Arscott
Sandra Dudley
Chloe Garner
Ursula Owen
Phillippa Slinger

PLANNING & BUDGETING

Sandra Dudley
Chloe Garner
David Ingram

TREASURY

& ACCOUNTS

David Ingram
Sandra Dudley

ARTISTIC DIRECTION & PROGRAMMING

Chloe Garner
Neil Astley
Mark Fisher
Adam Munthe
Ursula Owen

FRIENDS OF THE FESTIVAL

Sandra Dudley

YEAR ROUND SCHOOLS PROGRAMME

Fran Bradley
Chloe Garner

YEAR ROUND COMMUNITY PROGRAMME

Phillippa Slinger

PRODUCTION

Specific events and other aspects of the Festival were managed by the following:-

SUMMER FESTIVAL

VOLUNTEER EVENT MANAGERS

Jill Abram
Peter Arscott
Viv Arscott
Neil Astley
Fran Bradley
Sally Brazil
Peter Carter
Mary Fielding
Ariella Feldman
Kelly Forrest
Marie Harris
Angela France
Pippa Henry
Danasamudra Whitelaw
Lesley Ingram
Lindsay Jackson
Karen Jones
Fran Martel
Alan Lloyd
Parami McMillan
Chris Noel
Brenda Read Brown
Bethany Rivers
John Rose
Pat Strauss
Mark Walbridge

WALKS &

CYCLE RIDES

Peter Carter
Bella Johnson

PHOTOGRAPHY

Vicky Baker
Harry Rook
John Rose

GRIPS & VANS

Harry Rook
Alex Studer

HOSPITALITY

Kerstin Ingham
Phillippa Slinger

PRESS

Chloe Garner
Phillippa Slinger

PUBLISHER IN RESIDENCE

Bloodaxe

ACCOMMO- DATION

Phillippa Slinger

SIGNS

Sandra Dudley
John Rose

IT

David Hewitt

WINDOW DISPLAY

COMPETITION

Vicky Baker

SOUND & LIGHTING

Stuart Davies

DESIGN

David Caines
Martin Clark

WEBSITE

Chloe Garner
Phillippa Slinger
David Hewitt

MARKET THEATRE

Paul Graham
Pat Strauss

BOOKSHOPS

Alan & Lesley Cowan
Lindsay Jackson

TALLY OF VOLUNTEER HOURS ALL SUPPLIED FROM GENEROSITY AND GOODWILL:

Hospitality 240 hours
Stewarding 331 hours
Accommodation 153 nights
Event Managers 27 managers managing 108 events
Admin volunteers - all year round, including Window Display Co-ordinator: 320 hours

INTERNS

Mollie Davidson
Katharina Engel
Clara Flybring

Appendix B

Businesses which sponsored the Festival in 2016: (businesses are in Ledbury unless shown otherwise.)

A B E distribution
Apothecary
Authentic Bread, Dymock
Bamboo Flower Gallery
Butler & Sweatman
C N Bibliographic
Caffe 21
Ceci Paolo
Charles Martell Farmhouse Cheeses, Dymock
Chase Distillery, Rosemaund
Chez Pascal
The Coach House, Much Marcle
Crowthers Chartered Accountants
Delilah's Café
Eastnor Castle, Eastnor
The Elms Campsite
Ethos Tudor House
Feathers Hotel
Greendawn Accounting
Gurneys Butcher
Herefordshire Libraries
Handley Organics
Haygrove Produce
Hellens Manor, Much Marcle
The Horseshoe Inn
J B Gaynan and Son
Grant and Co
John Nash Antiques
John Goodwin
Kitchen Cupboard
Ledbury Area Cycling Forum
Ledbury Dental Care
Ledbury and District Civil Society
Ledbury Books and Maps
Ledbury Film Club
Ledbury News
Ledbury Park Veterinary Centre

The Lodge at Orchard Cottage
Market House Café
Market Theatre
Monkleys Furniture
Muse Café
The Nest
Old Cottage Hospital
Once Upon a Tree/ Three Counties Cider Shop
Open Door Designs
Orchard House B&B
Orme and Slade Solicitors
Renaissance 1 Clothing
Rotary Club
Severn Print (Gloucester)
Shanti-Shanti
Sitara Restaurant
The Talbot Hotel
ThinK Travel
Three Counties Bookshop
Tilley Printing
Tinsmiths
The Uncommon Touch
The Velvet Bean Chocolates
D.T. Waller & Sons Butcher
Weston's Cider
White House Cottages, Aylton
Wilce's Cider
Woodside Country Park
Wyebridge Interiors
Your Name On It

Individuals who supported the Festival

Viv Arcscott
Carolyn Beves
Nigel and Alison Falls
Stuart and Wendy Houghton
Jo Kingham
Alan and Judy Lloyd
David and Ann Tombs
One anonymous sponsor

Appendix C. Ledbury Poetry Festival Media Coverage 2016

Jan 2016

- 14th - Ashraf Fayadh vigil Hereford Times
21st – BBC Radio Interview, Chloe Garner re BBC H&W children’s poetry competition which Chloe is judging with Worcs poet laureate
27th – Agreement L PF Films to be shown at screenings at Market House Theatre, Ledbury
28th – Worcester News - Festival Films Launch

Feb 2016

- 10th – Press Release Poetry Competition Led Reporter, Malvern Gazette, Hfd Times, Wye Valley Now. 22nd
http://www.ledburyreporter.co.uk/news/14293233.Poet_spared_the_death_penalty_now_faces_the_lash/
26th – LFG Ledbury Celebration Press Release
2016 – Poetry Review - Advert – standard Ten Sparkling Days. 15,000 readers worldwide. Free to 3,500+ members of Poetry Soc
Spring 2016 – JAM – Arts Marketing Association Magazine Profile of Phillippa Slinger, Festival Manager

Mar 2016

- Herefordshire Live <http://www.herefordshirelive.co.uk/culture/news/arts-funding-the-fight>
Mslexia – Poetry Competition Ad
21st – Mslexia listing in 2017 Diary Competition and Festival
26th – “Wild Tales” combined music and poetry evening with Herefordshire Wildlife Trust
31st - <http://www.ledburyreporter.co.uk/news/14387818.display/> Burgage Hall improvements

April 2016

- 11 – Hfds Book Festival brochure: 3000 copies of the programme distributed across the county through libraries, children’s centres and into the community through library friends groups.
21 – Kidderminster shuttle
http://www.kidderminstershuttle.co.uk/leisure/showbiz/14443362.It_s_a_wrap_for_the_Ledbury_Poetry_Festival/
28 – Welsh Border Life Magazine – preview of Festival

May 2016

- May 2016 – Literary Review – Standard advert Ten Sparkling Days
Wye Valley Life, Live 24-7 preview
23rd – West of the Hills magazine 23rd – Ludlow Advertiser, Poetry Comp alert
Ledbury Reporter – “Tasty Food, Music and Poetry” Celebration day

June 2016

- Summer 2016 – Herefordshire Society – The Pleasures of Poetry - 2 full pages
Summer 2016 – Poetry Society Newsletter – The Peripatetic Poetry Periscope and Foyle Young Poets Ledbury
3rd – Ledbury Reporter - leading article about Blind Poet Horace Dudfield making debut at LPF
16th – Hereford Times, Feature article “Festival’s poetic milestone” about Horace Dudfield
23rd – BBC Hereford and Worcester. Tammy Gooding interviews Chloe Garner and Horace Dudfield making his debut at Festival Open Mic
24th – Ledbury Reporter p 4 “Poets and actresses set to mark festival’s milestone” feature article
p32 Community News “Pupils please Philip Wells with their work in Poetry workshop” photo and article
Review of Hwaet by Gary Bills Geddes
http://www.malverngazette.co.uk/leisure/theatre/14566029.Hwaet_are_we_getting_McPoetry_at_Ledbury/ 27th – Middle East Monitor article, Amelia Smith interview Adnan al Sayegh
<https://www.middleeastmonitor.com/20160627-iraqi-poet-adnan-al-sayegh-my-poetry-has-always-been-related-to-freedom/>
28th – Ledbury Celebration
http://www.ledburyreporter.co.uk/news/14584522.It_39_s_time_to_celebrate_Ledbury_again/
30th – Malvern Observer p.8, half page article Festival Milestone, CAD, shop windows

July 2016

July 2016 - Versopolis European Review of Poetry, Books and Culture ('tens of thousands of readers')

<http://www.versopolis.com/news/234/ledbury-poetry-festival-1-10-july-2016-asked-poets-who-appeared-at-the-festival-to-comment-on-the-state-of-poetry-in-britain-today>

July 2016 – Live 24 seven – Ledbury celebration of Food, drink, music and poetry

July 2016 – Poetry Society podcast - <http://poetrysociety.org.uk/news/podcast-national-poetry-competition-2015-winners-at-ledbury-poetry-festival/>

4th – Hereford Times, Food & drink celebration -

http://www.herefordtimes.com/news/14595852.Ledbury_39_s_finest_food_and_drink_to_be_celebrated_at_festival/

5th – Middle East Monitor article. Amelia Smith interviews Amir Darwish and promotes Festival

<https://www.middleeastmonitor.com/20160705-syrian-poet-amir-darwish-it-is-not-a-crisis-for-the-syrian-people-it-is-a-universal-crisis/>

5th – Ledbury Reporter - Peter Tatchell at Festival -

http://www.ledburyreporter.co.uk/news/14598931.An_evangelical_drive_Peter_Tatchell_at_the_Ledbury_Poetry_Festival/

5th – Torquay Herald Express <http://www.torquayheraldexpress.co.uk/budding-poet-from-newton-abbot-wins-at-ledbury-poetry-festival/story-29478294-detail/story.html#7ZGvub0xGTvJtudX.01>

6th – Ledbury Reporter – Youngsters launch poetry trail

http://www.ledburyreporter.co.uk/news/14601102.Ledbury_Primary_youngsters_launch_poetry_trail/

6th – Ledbury Reporter – Ledbury welcomes everyone – after Peter Tatchell event -

http://www.ledburyreporter.co.uk/news/14601184.A_candle_lit_vigil_will_show_how_Ledbury_welcomes_all/

6th – Ledbury Reporter – Magnetic Diaries -

http://www.ledburyreporter.co.uk/news/14601274.The_Magnetic_Diaries_is_an_inspired_but_disturbing_tour_de_force/

8th – Ledbury Reporter – Ticket Sales Soar article and review of Desert Island Poems and Dame Eileen's events

11th – Ledbury Reporter – 100 people at vigil – after Peter Tatchell event

http://www.ledburyreporter.co.uk/news/14611738.One_hundred_people_take_part_in_Ledbury_39_s_candlelit_vigil_against_intolerance/

12th – Ledbury Reporter – Celebration a success –

http://www.ledburyreporter.co.uk/news/14613940.Ledbury_Celebration_is_a_shining_success/

16th - **Poem of the Week taken from Hwaet! in The Guardian**

<https://www.theguardian.com/books/2016/jul/16/saturday-poem-penelopes-penelope-shuttle> and **The**

Financial Times <https://www.ft.com/search?q=hwaet>

19th – Ledbury Reporter – “Coming of age” in 2017 -

http://www.ledburyreporter.co.uk/news/14627831.Ledbury_Poetry_Festival_celebrates_success_and_looks_forward_to_quot_coming_of_age_quot_in_2017/

22nd – Ledbury Reporter – Front page mention of article on P3: Success of Poetry Festival

September 2016

Mslaxia Issue 71 (Sept/Oct/Dec) Chloe Garner comments on Twitter Poetry

6th – Ledbury Reporter – Re-vamp for Burgage Hall -

http://www.ledburyreporter.co.uk/news/14725332.A_mayor_re_vamp_is_on_the_cards_for_Ledbury_39_s_Burgage_Hall/

14th – Hereford Times – First Slam at Courtyard -

http://www.herefordtimes.com/news/14742052.First_ever_Poetry_Slam_at_The_Courtyard/

22nd – BBC Radio Hereford & Worcester <http://www.bbc.co.uk/programmes/p00mbnbc>. –interview with

Tammy Gooding about poetry Slam.

Appendix D

Ledbury Poetry Festival Ltd

Audience Figures 2016

(including concessions and comps)

Readings	1202
Performances	1552
Workshops	163
Talks & Discussions	1252
Musical events	557
Walks & Tours	48
Family events	56
Film	70
One to one advisory sessions	8
Total ticketed events	4908

Free ticketed events - included in above figures	282
Free unticketed 20 min readings est	500
Free Walled Garden Families Day*	600
Ledbury Celebration* and other free street events	1500
Exhibition: Voices of Cillín, clicked total	268

Participants

Community Programme est	398
School Programme est	1373

TOTAL **9829**

*these free events were clicked for a 1/2 hour period and estimates extrapolated