



*Visit*  
**Herefordshire**  
*Awards for Excellence 2017*  
*Winner*

# ANNUAL REPORT

## 2017



*Photo: Jan Long*

# Ledbury Poetry Festival

### **Chairman's Report – Ledbury Poetry Festival 2017**

The Ledbury Poetry Festival celebrated its twenty first anniversary in 2017. It is now one of the most substantial and significant poetry festivals in England, with record audience figures of over 15,000.

We delivered yet another wonderful ten day Festival in July, as well as the year-round Schools and Community programmes. Again, we proved that we have a very strong track record of showcasing high quality events with excellent poets. We continued with our strong international focus, our highly successful Poetry Competition, and for the first time in the UK, announced the winner of the inaugural Ledbury Forte Poetry Prize for a best second collection.

Artists programmed in the Festival, Schools and Community programmes were diverse, with a particular focus on ethnicity, disability, gender and socio-economic disadvantage. Our programme made talent development as accessible as possible, and our partnership work with many organisations continues to be strong.

However, I would like to highlight one particular aspect of the Festival. Any Arts organisation that has the support of over 140 volunteers should be hugely appreciative of their contribution; after all, they are people who like the Festival so much that they are willing to work for free. But our volunteers are also donors, and spenders, and Festival champions when it comes to face-to-face advocacy. There is no shortage of willing and enthusiastic individuals who want to get involved, and this is of enormous benefit to organisations such as the Ledbury Poetry Festival. We are very lucky. The tally of volunteer time for the 2017 Festival was well over a thousand hours, so when we say that we would not be where we are today after twenty one years, we mean it. It demonstrates that, although we run a national and international programme, we are very much part of the Ledbury community. The Street Party on the final Sunday seemed to sum it all up.

I urge anyone reading this who has yet to volunteer for the Festival, to consider doing so - come and join us.

**Peter Arscott**  
**Chairman**

### **Report on Ledbury Poetry Festival 2017**

The vision for the 21<sup>st</sup> year of Ledbury Poetry Festival was to “explode onto the streets”. This was amply achieved with an awesome street party on the final Sunday, two amazing commissions from Penned in the Margins and Feral, two Walled Garden Days for Families, Outdoor Magic for community groups to create gorgeous public art pieces, and a fringe festival focused on street performers and musicians. The Festival also achieved its second significant ambition which was to expand the international programme with a range of events.

Ledbury Poetry Festival commissioned Fair Field by Penned in the Margins - a hugely ambitious performance in five parts inspired by Piers Plowman which opened on the Malvern Hills and then occupied various locations in Ledbury, including a parade along the High Street. This received a lot of advance publicity in national media and all the performances were sold out. It involved a range of

poets, performers, musicians and writers and was a spectacle and a completely unique experience for audiences.

The Festival also commissioned 7Airs by Feral which was a multilingual series of ground-breaking site specific performances combining poetry, physical theatre and music, written by 10 poets from the UK and Europe. The commission involved local choirs, school children from two primary schools and culminated in a celebratory promenade performance bringing together the week's poetry.

Stars included Simon Armitage and John Hegley and popular events such as a Poetry Jukebox with Larry Lamb and Desert Island Poem events with Hugh Dennis and Paddy Ashdown, plus Richard Dawkins on Rhyme and Reason. Highly respected poets included Choman Hardi, Forward Prize Winner Vahni Capildeo, Denise Riley and a wonderful performance of *An Evening with An Immigrant* with Inua Ellams. The Festival welcomed participants from its Voice Coaching Programme including Roy McFarlane, Elaine Beckett, and Suzannah Evans. Regional poets read including Angela France and Deborah Alma in collaboration with Nine Arches Press. Former Ledbury Poetry Competition winners included Jacqueline Saphra who made a unique performance combining poetry and music. A special performance of *Joy* with Sasha Dugdale and actress Linda Bassett was an immediate sell-out. Plus talks on Elizabeth Barrett Browning and an innovative shared reading event hosted by The Poetry Library and curated by Erica Jarnes. Talks also focused on Pablo Neruda, Edward Thomas, nature poetry, Ezra Pound. A collaboration with Mslexia Magazine presented a workshop on how to get published and an editors' talk with Bloodaxe, Seren and Carcanet editors leading the discussion.

The popular 20 minute events had a bursting schedule with poets from Faber New Poets, Smith/Doorstep, Versopolis and Bristol University. A new partnership with Bristol University also led to a performance with acclaimed Indian poet Tabish Khair. Malika's Poetry Kitchen and Stablemates introduced new formats and a welcome focus on Peepal Tree Press poets Nick Makoha, Roger Robinson and Seni Seneviratne.

The international programme was particularly strong and attendance averaged 70 people for these events which is higher than previous years. Leading American poets Thomas Lynch, Tony Hoagland, Christopher Merrill and A.E. Stallings gave readings and workshops. Legendary Romanian poet Ana Blandiana reading alongside younger Romanian Women Poets was one of two innovative events curated by poet in residence Fiona Sampson, which also included Poets' Ways of Life with Christopher Merrill, Russian poet Maria Galina and French experimental poet Patrick Dubost. A highlight was Turkish Kurdish poet Bejan Matur performing with Jen Hadfield, in an event co-programmed with Poetry Translation Centre. Versopolis was a stunning showcase of Emerging European poets from Italy, Macedonia, Slovenia, France and Belgium that included the exciting performance poet Charlotte Van den Broeck. Irish poets including leading Irish language poet Louis de Paor were funded by Culture Ireland.

The Festival presented two innovative events – the first exploring how to translate British Sign Language (BSL) Poetry by Paul Scott into a piece that reflects the play with language, space, image and movement that BSL poetry contains. The second was a celebration of D/deaf and disabled writers featured in the Nine Arches anthology *Stairs & Whispers*. Both events were extremely well received and have



sparked ideas and possibilities for future events.

Input from schools and community groups into Festival events broadened the scope and reach of the events and put participation and community involvement at the heart of the Festival. A highlight was the opening event of the Festival which featured John Masefield High School pupils reading their own poems, Foyle Young Poets and established poets reading at the Festival. This was a wonderful occasion and demonstrated a pathway into poetry. Events also included Community Segments and Dreamcatcher: Schools Showcase of Poetry and Song.

In all it was a Festival befitting the “coming of age” title, showcasing and celebrating poetry in all its forms, from the community level to the world stage. The Festival continues to be sector leading, innovative and ground breaking. In the last 12 months alone the Festival has been successful in retaining its prestigious National Portfolio status with Arts Council England , 2018 – 2022. The Festival gained a much higher profile nationally due to professional PR with Becky Fincham of Bigmouth Presents, and was awarded “Best Community Festival” in the Visit Herefordshire Awards. On to the nationals!

### The Community Programme

“Outdoor Magic” hit the streets of Ledbury as poetry-inspired



artwork graced the walls, railings and street furniture of the town. This ambitious project involved 250 participants in ten community and residential care settings. It was the Festival’s way to make “invisible” participants in the Festival “visible”. Two beautiful poetry chairs honouring heritage aspects of the town were lovingly made by Hereford Community Farm and Salter’s Hill Charity respectively as places for festival audiences to sit, muse, ponder the joys of poetry and enjoy the general festival ambience.



Festival projects continued to reach out to other vulnerable groups across the county. The Festival has poets working with people suffering from chronic pain (NHS), with women in women’s shelters, and with ex-offenders (probation service): “I realised I liked the words and I love poetry”, said one, “Everyone felt included – we should write about our mistakes more.”

The Festival’s Community Programme targets areas of need in the county that fall within the top 20% of national indices of multiple deprivation, with poetry groups in Leominster, Bromyard and Hereford City Centres. The important youth strand with Close House in Hereford continued with “Epic Youth”, an epic film and poetry performance compered by Jonny Fluffypunk. Videos can be



found on the Festival’s You Tube channel. Poetry from last year’s Epic Women project was featured in the Women of the World (WOW) festival in Chester in “Teens Talk Back”. Hundreds of refugee families from the entire South West of England attended the I-Need Hope Festival held on 25 June where the Festival held a busy art and poetry tent.

Effort is made to provide step-up opportunities for budding poets from workshop settings into more formal



performance with events at the summer festival, and throughout the year: open mics, poetry salons and poetry slams. The Community Programme is a thriving and vibrant part of the Festival's year round work and is touching many hundreds of lives.

### **The Schools' Programme**

The Festivals' work in schools was promoted at Herefordshire's first ever "Tea Party" event open to primary and secondary school teachers from across the county.

Poets in Residence at schools proves a popular and effective formula: Brenda Read-Brown was in residence at John Masefield High School for one year delivering writing workshops and performances to a range of groups. Poets Adam Kammerling and Raymond Antrobus held residencies at Aconbury Pupil Referral Unit, with extra visits to outlying primary and secondary schools. Workshops in schools continued with visits by James Carter and Philip Wells and the popular Young Shakespeare Company performed *Twelfth Night* to a booked out crowd. The Poetry Festival held two inset days for teachers with poets Roz Goddard and Jacob Sam La Rose. Teachers said it was good to have the opportunity to write, extend their teaching practice, and also air their ideas so that projects can be tailored to their needs.

New initiatives included "Ledbury Out Loud" mini festivals in a day with poets Anneliese Emmans Dean, Sara Hirsch and Rob Gee performing, leading workshops, book signings and fielding questions from inquisitive young poets-in-the-making "If days like these don't get children realising that writing and poetry can be so rewarding, fun and exciting, I don't know what will" enthused one helper.

The Ledbury Doors Poetry Trail is the digital progeny of the Ledbury Benches Poetry Trail, undertaken by poet Sara-Jane Arbury with KS2 classes at Ledbury Primary School. Poems written by the schoolchildren have been made into films which can be viewed by scanning the QR code on the door or bench. <https://ledburybenches.wordpress.com/>

A large scale poetry and song project "Dreamcatcher" in partnership with Three Choirs Festival enabled schoolchildren from three primary schools to write their own poetry and songs with professional musicians, poets and composers. The resulting showcase performance was a feature of the Festival alongside other offers for schools including John Hegley's "I am a Poetato". The Festival also featured poets from its schools' programme when students from John Masefield High School read alongside national and international poets in the opening showcase event "21 Years of Ledbury Poetry Festival!" A school governor said of this event:

"I just wanted to let you know that thirteen of our students did us very proud at the opening event for the Ledbury Poetry Festival on Friday evening. They recited their own work confidently and beautifully. One of the professional poets performing at the same event, when talking about our students' performances, said that 'The future of poetry is in good hands.'"

### **New! Ledbury Forte Second Collection Prize**

The Festival launched its inaugural biennial £5000 Ledbury Forte Poetry Prize for second poetry collections, the first of its kind in the UK dedicated to poets' second collections.

Judged by Vahni Caplideo and Tara Bergin, who spoke insightfully about the prize and the judging process, the winner was Sandeep Parmar, with her "thrilling" collection *Eidolon*. The shortlist for the prize created quite a stir, was featured in its entirety in the Daily Telegraph on Saturday 17 June, and was praised for being "a dazzling read", "splendidly dangerous", as well as highlighting the importance and difficulty of





writing a second collection.

### **New and Emerging Writers**

For a third year the Festival offered its Linklater-method 4 day voice coaching workshop. More applicants than ever applied for the course, which is free to attend, as its acclaim and value has spread. Eight participants and an assistant trainer received invaluable training in voice and presentation skills to benefit their performances, confidence and future careers. A new offer, in partnership with Roehampton University, was a poetry residential timed to occur just before the summer festival, with one participant coming from Australia and staying for the whole Festival. The Festival continues its plethora of opportunities for new and nascent writers with workshops lead by stellar poets such as A E Stallings, Christopher Merrill and Innua Ellams among others. “Meet the Editors” brought together four national poetry editors and resulted in at least one poet receiving a writing commission. The 20 minute events continue to be popular with performers and audiences alike. “It is so essential to hear other voices. This is important work. It is too easy to stick with voices we already know. May it continue!” wrote an audience member at Slovenian poet Veronika Dintinjana’s 20 minute reading. From a reading of young Bristol poets came “a wonderful insight into the future of poetry”. In addition there are the national competition winners’ events. The Festival’s offer throughout the year has extended to Poetry Slams at Hereford Courtyard, and the open mic opportunities at the regular Poetry Salons.

### **Audiences (1/09/2016 – 31/08/2016)**

Total Festival audience figures have been creeping ever upwards and we had hoped to surpass the 10,000 number for the first time since the Festival started. Imagine our delight when final audience figures for 2017 numbered over 15,000! It is a huge achievement, and very fitting for the 21<sup>st</sup> year celebrations, and the whole festival team is to be heartily congratulated.

As last year, audiences who completed the Audience Finder Survey reported a very high net promotional score with 87% of visitors very likely/ extremely likely to recommend the Festival, against a national average for 71% for literature arts organisations. In other comparatives, the Festival rates highly. Of 550 responses (last year 320):

<b>Audience rating on</b>	<b>Ledbury Poetry Festival</b>	<b>National Average (Literature)</b>
<b>Value for money</b>	71% Very Good	59% Very Good
<b>Quality of Offer</b>	74% Very Good	74 % Very Good
<b>The Whole Experience</b>	72% Very Good	69% Very Good

Box Office and Audience Finder data show 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 (3% of respondents compared with 2% for other arts organisations in the West Midlands). This is a phenomenal achievement considering the Festival’s rural location, and shows we are well established on the national radar. The Festival had Eu-Radio Nantes’ “Turning the Page” programme in residence for three days, delivering interviews and reviews to an international audience

## Online Audience

The Festival website traffic remains steady, at around 40K visits. Google analytics show a big rise in Chinese and Irish visitors, and a slight drop in mainland Europeans. It also shows that 76% of visitors are aged 18 – 44. This is probably a very speculative number, but if true confirms our thoughts that our on-line audience complements the large component of the in-person Festival audience who are aged over 50. As last year, the Poetry Competition webpage is the most popular, with new pages such as the Ledbury Forte Poetry Prize, and the collaborative Fantastic Beasts page also gathering high numbers of visits. In line with the times, more people are accessing the site through mobiles and tablets, and we work closely with our Technical Advisor David Hewitt to ensure the pages are formatted well across devices. This includes the choice of logo colour which changes annually. Our web server resource reserve has been quadrupled and the underlying software upgraded, which is a very technological way of saying the website is much faster and more efficient, even with ticketing active. We are immensely grateful to David for his constant scrutiny of the security and functionality of the website.

The Festival's facebook page is nearing 2,500 likes, with new followers almost daily. It has consistent use all year round with Poetry Salons and call outs for applicants for the Poetry Competition, Voice Coaching, Interns, The Second Collection Prize, and most recently, the Ledbury Emerging Critics Programme, as well as the huge spike in use in July with the summer festival. The Festival's twitter page is also well used with over 5000 followers: twitter and facebook combined comprise 10% of traffic flow to the Festival website. An enterprising Festival intern created our first Instagram page which garnered a flurry of activity.

The Festival's You Tube channel is performing nicely, with nearly 3,000 views in the 12 month period above, amounting to an astonishing 5 days and 3 hours of poetry. Top viewed videos are Frieda Hughes and James Fenton. A film of the Versopolis event was made in 2017. Now uploaded it will prove a valuable sharing tool across the European partnership, as the previous podcasts have been. Podcast listens number 10,800 in the above 12 month period, with 1500 of those for the newly posted 2017 recordings. Archive podcasts are still proving popular with steady listens to 2015 numbering over 600. Poetry Salon podcasts are also in demand with some numbering over 300 listens.

## Board and Patrons

At the helm of the Trustees sits Peter Arscott who as a co-founder of the Festival has immense expertise and knowledge. Retired banker David Ingram serves loyally as Festival Treasurer. We have said goodbye to Anne-Marie Dossett who was an invaluable link with Herefordshire Libraries, and PR expert Liz Hyder, and welcomed Jasmine Gardosi and Nigel Falls to sit alongside the strong and committed board members Neil Astley, editor of Bloodaxe Books, Ursula Owen, founder of Virago Books and the Free Word Centre, practising poets Brenda Read-Brown and Sara-Jane Arbury, arts expert Peter Salt, and John Masefield Society member Chris Noel. We benefit from Patrons who care passionately and advocate tirelessly on the Festival's behalf, most particularly Adam Munthe whose generosity and hospitality at Hellens knows no bounds, and ex-Minister for the Arts Mark Fisher. Other patrons include former Poet Laureate Carol Ann Duffy, Sir Roy Strong, Hay Festival's Peter Florence and actress Juliet Stevenson.



### **Winner “Best Community Festival”**

Ledbury Poetry Festival won the title of Herefordshire’s “Best Community Festival” in the 2017 Visit Herefordshire Awards! The judges praised the Festival for being “truly embedded in the community” and for having “enormous reach and scope” for a festival of its size. The award recognised the Festival’s national and international appeal, the excellent work in local schools and with vulnerable groups across the county, and that the Festival enjoys the real grass roots support of Ledbury’s shops, business and organisations. Above all, the award recognised the enormous amount of work done by volunteers.

### **Volunteers and Interns.**

To the Festival’s tireless volunteers we say “Thank You”. Clearly, delivery of the Festival relies very heavily on volunteer involvement, and we are hugely indebted to the commitment of many – from driving, accommodating, helping at Hospitality, stewarding and event managing. The ranks of volunteer event managers swelled due to a very successful training day held in March which aimed to de-mystify the process and share the knowledge of more experienced managers with potentiates. As if on cue, a rogue fire alarm disrupted procedures, but served as a timely demonstration of how event managers have to think on their feet, and deal with all kinds of challenges! Afterwards, a good lunch was had by all. At Christmas, all volunteers were invited to “An Evening of Poetry, Music, Wine and Mice Pies”. It was an opportunity to say Thank You (and give a select preview) away from the busy-ness of the Festival, and was an enjoyable informal occasion.

Tally of Volunteer Hours. Over 140 volunteers (last year 120)

Hospitality	243 hours
Stewarding	350 hours
Accommodation	194 nights (last year 153)
Event Managers	33 managers managing 115 events
Window Competition Co-ordinator	30 hours
Interns: two interns for Festival	300 hours
two work placement students from Worcester University	40 hours
Admin – all year round	200 hours

### **Funding**

Arts Council England are the Festival’s main funders, and the Festival learned in June that it successfully earned prestigious ACE National Portfolio Status 2018 – 2022. For the core programme, the Festival is indebted to the Elmley Foundation which also offers learning opportunities in the form of conferences, and helpful advice. The Pennington Mellor Munthe Charity Trust generously supports the Festival’s innovative schools’ programme, and support for the community programme comes from Esmée Fairbairn and Garfield Weston. The three year Versopolis project was delivered with Creative Europe Funding, and we are very pleased to report, in these Brexit-infused times, that the project has been extended for another four years. Fenton Arts Trust generously supported the Festival’s voice coaching for new writers.

A diverse range of funding sources are found every year through bespoke applications, and we are very grateful to every trust, charitable foundation and individual sponsor for supporting the Festival’s valuable work. Please see Appendix B for full list.



## **Ledbury Town and Environs**

Relationships with many organisations and individuals within the town were strengthened by the hugely successful Town Party held on the last day of the Festival. This ambitious event required months of planning and many hours of meeting time with Ledbury Town Council Events Committee, Ledbury Food Group, Ledbury Fringe, Ledbury Rotary and Ledbury Town Traders. In addition to the fantastic music, poetry and dance entertainment put on by the Poetry Festival, and the food produce market by Ledbury Food Group, the day included much local engagement: a baking competition, a schools' art and photography competition, and a huge birthday cake for the Market House. The net of involvement reached far and wide befitting the careful preparation and level of investment put in, and was a truly cohesive experience.

In addition to the above groups, the Festival has partnerships with Ledbury Places (historical buildings), Ledbury Civic Society, Ledbury in Bloom, the Market Theatre, Old Cottage Hospital Studios, Ledbury Baptist Hall, St Michaels and All Angels Church, and Ledbury Community Hall. The Town Council not only supports the Festival financially, but enlivens the town with bunting. Touchingly, the Town Council allowed the artwork from the large scale art project "Outdoor Magic" which tackled loneliness and isolation amongst the town's cared-for residents to be displayed from the Market House.

The Festival endeavours as far as possible to use local services and champion local producers. Local bread, cheese, meats, poetry pork pies, cider, apple juice, strawberries and flowers are donated to hospitality and the Poets' Cider Supper. The local wine merchant sells wine at cost. The town's two independent bookshops are fully utilised as book sellers with one a valued Festival venue. Many town hotels are either Festival or Fringe venues, or both! Local heritage manor house Hellens is a beautiful setting for Festival events, having superb facilities for Festival residential courses, and playing host to a number of visiting poets.

## **Poetry Competition**

Fiona Sampson MBE read each of the nearly 1500 entries to this year's competition, saying "This adult competition was among the most difficult I've ever had to judge, not because of the sheer number of poems – though there were many – but because there were so many that were of winning calibre. These poets were, I felt, truly participating in the contemporary poetry world."

## **Adults**

First Prize: Jonathan Greenhouse, US 'The fire-escape, no longer weighed down'

Second Prize: Anna Woodford, UK. 'Work'

Third Prize: Dana Alsamsam, US 'Nana Says'

## **Young People 12 - 18:**

First Prize: Eloise Unerman '04:52 to Bristol'

Second Prize: Alicia Johnson Husbands  
'Agoraphobia'

Third Prize: Emily Bown 'Hibernaculum'

## **Children 11 and under:**

First Prize: Joe Dreyer 'Havoc Rains'

Second Prize: Ruby Davis 'Art'

Third Prize: Naomi Rich 'Dance'

Further comments and the winning poems can be found on the Festival website [www.poetry-festival.co.uk](http://www.poetry-festival.co.uk). We would like to thank Tŷ Newydd, the National Writing Centre for Wales, for supporting the competition, as they have done for many years.

**APPENDIX A**  
**LEDBURY POETRY FESTIVAL ANNUAL REPORT 31 AUGUST 2017**  
**ORGANISATION**

**BOARD OF DIRECTORS**

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

**PATRONS**

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

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

**FESTIVAL ARTISTIC  
DIRECTOR**

Chloe Garner

**FESTIVAL  
MANAGER**

Phillippa Slinger

**FINANCE  
MANAGER**

Sandra Dudley

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Chloe Garner  
Phillippa Slinger

**BOX OFFICE**

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Anita Scott  
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**POETRY  
COMPETITION**

Sandra Dudley  
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Hilary Davis  
Jane Markiewicz  
Phillippa Slinger

**TREASURY  
& ACCOUNTS**  
**YEAR ROUND COMMUNITY  
PROGRAMME**

David Ingram  
Sandra Dudley  
Phillippa Slinger  
**FRIENDS OF THE FESTIVAL**  
Sandra Dudley

**ARTISTIC DIRECTION  
& PROGRAMMING**

Chloe Garner

**YEAR ROUND SCHOOLS  
PROGRAMME**

Fran Bradley  
Chloe Garner

**WEBSITE**

Chloe Garner  
Phillippa Slinger  
David Hewitt

**IT**  
David Hewitt

**PRODUCTION OF SUMMER FESTIVAL**

**VOLUNTEER EVENT MANAGERS**

Angela France	Neil Astley
Ann Dex	Parami McMillan
Brenda Read-Brown	Pat Strauss
Carol Graham	Paul Graham
Fran Martel	Peter Arscott
Hilary Davis	Peter Carter
Jill Abram	Peter Diamond
Julie Simpson	Pippa Henry
Katharina Engel	Rick Sanders
Karen Jones	Rosemary Diamond
Kelly Williams	Samantha Wynne-Rhydderch
Lesley Ingram	Stacie Price
Lindsay Jackson	Trisha Bannister
Marie Harris	Viv Arscott
Margaret Adkins	
Mary Fielding	

**GRIPS**

Jakub Lukaszzonek  
Pez Slinger

**WALKS AND CYCLE RIDES**

Bella Johnson  
Peter Carter

**SIGNS**

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John Rose

**ACCOMMODATION**

Phillippa Slinger

**INTERNS**

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Helen Brisland  
Katharina Engel  
Stacie Price

**TRAVEL & DRIVERS**

Phillippa Slinger

**WINDOW DISPLAY  
COMPETITION**

Vicky Baker

**MARKET THEATRE**

Paul Graham  
Pat Strauss

**VERSOPOLIS FILM**

Shyppmedia

**FIRST AID**

Sandra Dudley

**STEWARDS**

Sandra Dudley

**HOSPITALITY**

Kerstin Ingham  
Phillippa Slinger

**PRESS**

Becky Fincham Bigmouth PR  
Chloe Garner  
Phillippa Slinger

**BOOKSHOPS**

Three Counties Bookshop  
Ledbury Books & Maps

**SOUND & LIGHTING**

Stuart Davies

## APPENDIX B

### SPONSORS AND FUNDERS

The Ledbury Poetry Festival acknowledges with grateful thanks the vital support of Arts Council England (West Midlands) and the donations, sponsorship and assistance of the following:

#### The Year Round

##### Community Programme

Esmée Fairbairn Foundation  
Eveson Charitable Trust  
Friends of Ledbury and District Healthcare  
Garfield Weston  
Joanies Trust

#### The Year Round Schools' Programme

The Ashley Family Foundation  
Austin and Hope Pilkington  
Baron Davenport's Charity  
Matthew Hodder/ The Book Trade Charity  
The Old Possum's Practical Trust  
Pennington-Mellor-Munthe Charity Trust  
Robert Gavron Charitable Trust

#### New and Emerging Writers Programme

Fenton Arts Trust

#### The Ledbury Forte Second Collection Prize

Polizzi Charitable Trust

#### The Summer Festival

Bloodaxe Books  
John S Cohen Foundation  
Creative Europe Programme of the European Union  
Elmley Foundation  
E-emerging Creativity

Ledbury and District Civic Society  
Ledbury Food Group  
Ledbury Town Council  
Market Theatre Ledbury  
Mslexia  
New Grove Trust  
Poetry Society  
Versopolis

#### The Poetry Competition

Tŷ Newydd Writing Centre

#### Performers' presents

The Festival is grateful to John Burns, instigator of the Ledbury Poetry Festival, for helping to fund the commemorative bowls presented to each performer.  
The bowls were made by Ledbury potter Fleen Doran  
<https://www.fleendoran.com/>

#### Event Sponsors

Alison and Nigel Falls  
Ann and David Tombs  
BRM  
Butler and Sweatman  
Mrs Carolyn Beves  
Friends of the Dymock Poets  
Friends of the Festival  
Greendawn Accounting  
Hellens Manor  
John Goodwin  
John Martinez

Jo Kingham  
Judy and Alan Lloyd  
LJI  
Ledbury Area Cycling Forum  
Ledbury Film Club  
Ledbury Funeral Services  
Mo and Jim Denning  
Orme and Slade  
Rotary Club of Ledbury  
Severnprint  
Sitara Restaurant  
Tilley Printing  
Viv Arscott  
Wendy and Stuart  
Houghton  
Worcestershire Branch of The English-Speaking Union

#### Business Sponsors

A.B.E. Limited  
Authentic Bread Company  
Charles Martell Cheeses  
Chase Distillery  
The Feathers Hotel  
Gurneys Butchers  
Ledbury Books and Maps  
Once Upon a Tree Cider and Perry  
The Talbot Hotel  
Three Counties Cider Shop  
DT Waller and Sons Butcher  
Your Name On It



## APPENDIX C

### Ledbury Poetry Festival Media Coverage 2016/17



The Festival is grateful to Becky Fincham of Big Mouth PR

[info@bigmouthpresents.com](mailto:info@bigmouthpresents.com)

#### National Broadcast Coverage

- BBC Radio 4, Blast! 24 July 2017. Live coverage & interviews from Ledbury Poetry Festival <http://www.bbc.co.uk/programmes/b08xdjq2>
- BBC Radio 4, Front Row – 30 July 2017. Fair Field at Ledbury Poetry Festival <http://www.bbc.co.uk/programmes/b08vwn8v>
- BBC Radio 3, Free Thinking – 29 June 2017, Vahni Capildeo & the Ledbury Forte Poetry Prize <http://www.bbc.co.uk/programmes/p0579g81>
- BBC Radio 3, Free Thinking – to be broadcast 17 July 2017. Sandeep Parmar, winner of the Ledbury Forte Poetry Prize – interview <http://www.bbc.co.uk/programmes/b0144txn/episodes/guide>
- BBC World Service, The Arts Hour – 3 July 2017. Choman Hardi reads her poetry, mentions Ledbury Poetry Festival <http://www.bbc.co.uk/programmes/p056vtwl>

#### National Print Coverage

- The Telegraph – print and online 13 and 17 June 2017, Does The Curse Of The 'Difficult Second Album' Affect Poets Too?, Ledbury Forte Poetry Prize shortlist announcement and reviews <http://www.telegraph.co.uk/books/what-to-read/does-curse-difficult-second-album-affectpoets/>
- The i Paper – print and online – 27 June 2017, One Word At A Time – Poetry has long been political and is now finding its voice once more – Fiona Sampson, plus highlights from the festival <https://inews.co.uk/essentials/jeremy-corbyn-right-poetry-can-change-world/>
- The Sunday Times – print and online- 18 June 2017, Preview in Culture – upcoming events <https://www.thetimes.co.uk/article/books-must-reads-and-book-events-june-11-722ksvlbl>
- The Sunday Times – print and online – 12 March 2017, Best places to live in Midlands – mentions Ledbury Poetry Festival 2017 <https://www.thetimes.co.uk/article/ledbury-best-places-to-live-2017-kj7dzzkpv>
- Financial Times – print and online – 9 June 2017, Fiona Sampson Poem Of The Week – mentions Ledbury Poetry Festival & her residency, <https://www.ft.com/content/c21b5cc6-4b6b-11e7-919a-1e14ce4af89b?mhq5j=e3>
- Poetry News – print – July 2017, Full page interview with Vahni Capildeo and Tara Bergin about judging the Ledbury Forte Poetry Prize
- The Skinny – print – July 2017, Interview with Simon Armitage ahead of Ledbury Poetry Festival event
- Good Housekeeping – print - July 2017 issue, Full page interview with Juliet Stevenson, patron of the festival + credit for Ledbury Poetry Festival
- The Simple Things – print – June 2017 issue, Preview of festival in 'Dates For Your Diary' section
- The Lady – print – 7 July 2017 issue, Preview of festival
- Writing Magazine – print – July 2017 issue, Preview of festival
- Writer's Forum Magazine – print – July 2017, Preview of festival

#### Online (Only) Coverage

- The Guardian – online – 12 June 2017, Fiona Sampson, Festival Poet In Residence, Poem of the Week – credit & links to 21<sup>st</sup> Ledbury Poetry Festival & events, <https://www.theguardian.com/books/booksblog/2017/jun/12/poem-of-the-week-cobby-fiona-sampson>
- The Idler – online – 15 June 2017-07-10, Interview with Simon Armitage & credit & links to Ledbury Poetry Festival <http://idler.co.uk/article/the-idler-questionnaire-simon-armitage/>



## Appendix D

### Poets/ Performers Appearing at 2017 Festival

Jill Abram	Adam Feinstein	Richard Osmond
Sandra Alland	Feral Productions – 7 Airs	Ursula Owen
Luke Allen	Mark Fisher	John Parham
Deborah Alma	Steven Fowler	Caleb Parkin
Sara Jane Arbury	Angela France	Viorica Patea (Romania)
Nikolina Andova (Macedonia)	Matthew Charles Francis	Penned in the Margins – Fair Field
Simon Armitage	Tiziano Fratus (Italy)	Mel Pettitt
Paddy Ashdown	Maria Galina (Russia/ Ukraine)	Grace Petrie
Neil Astley	Chloe Garner	Clare Pollard
Khairani Barokka	Rob Gee	Kyra Pollitt
Linda Bassett	Jen Hadfield	Victoria Punch
Elaine Beckett	Choman Hardi (Kurdistan/UK)	David Punter
Tara Bergin (Ireland)	Aliyah Hasinah	Peter Raynard
Crispin Best	John Hegley	Brenda Read-Brown
Ana Blandiana (Romania)	Rita Ann Higgins (Ireland)	Denise Riley
Malika Booker	Tony Hoagland	Pamela Robertson- Pearce
Alison Brackenbury	Tom Hodgkinson	Roger Robinson
Emma Bridgewater	Eleanor Holliday	Amali Rodrigo
Sam Buchan-Watts	Adam Horovitz	Jacob Sam La Rose
John Burns	Sean Hughes	Fiona Sampson
Chaucer Cameron	Keith James	Jacqueline Saphra
Vahni Capildeo	Erica Jarnes	Tom Sastry
Cora Caplan	Cora Kaplan	Paul Scott
Magda Carneci (Romania)	Luke Kennard	Seni Seneviratne
Svetlana Carstean (Romania)	Seraphima Kennedy	Stephen Sexton
Peter Carter	Tabish Khair (India)	James Sheard
Tom Chimiak	Sally Kindberg	Sabrina Shirazi
Kayo Chingonyi	Dion Kitson	David Sibley
Catherine Choate	Stephen Knight	Daniel Sluman
Jane Clarke (Ireland)	Theophilus Kwek	Anna Snell
Mary Anne Clark	T L Evans	Ruth Stacey
Dave Crowe	Larry Lamb	A.E. Stallings (US)
Rachel Curzon	Melissa Lee Houghton	Anna Stenning
Ellie Daghlia	Jan Long	Paul Stringer
Jenny Danes	Thomas Lynch (US)	Daniel Swift
Rishi Dastidar	Nick Makoha	Rebecca Tantony
Richard Dawkins	Bejan Matur (Turkey)	Benjamin Tassie
Imtiaz Dharker	Chris McCabe	Debbie Taylor
Sipho Dube	Olivia McCannon	Jack Thacker
Louis de Paor (Ireland)	Roy McFarlane	Katharine Towers
Hugh Dennis	Elvis McGonagall	Liliana Ursu (Romania)
Helen Dewbery	Christopher Merrill (US)	Charlotte Van den Broeck (Belgium)
Imtiaz Dharker	Ann Mitchell	Amy Wack
Veronika Dintinjana (Slovenia)	Helen Mort	Lalla Ward
Patrick Dubost (France)	Martyn Moxley	Katy Wareham Morris
Sasha Dugdale	Nicholas Murray	Clair Whitefield
Inua Ellams	André Naffis-Sahely (It/ Abu Dhabi)	Susan Wicks
Basem el-Nabres (Palestine, refused entry to UK)	Miriam Nash	Luke Wright
T L Evans	Kirsten Norrie (MacGillivray)	Yekta (Mathieu Jacquelin) (France)
Suzannah Evans	Ben Norris	1990s Chris
	Andrew O'Hagan	



## **Appendix E**

### **Audience Figures 2017**

Including concessions and comps

Ticketed events:		<b>(2016 figures)</b>
Readings	<b>1934</b>	
Performances	<b>1651</b>	
Workshops	<b>144</b>	
Talks and Discussions	<b>1098</b>	
Musical events	<b>306</b>	
Walks and Tours	<b>75</b>	
Family Events	<b>134</b>	
Film	<b>126</b>	
Total ticketed events	<b>5468</b>	<b>(4908)</b>
Free Events:		
Free Ticketed events – included in above figures	<b>535</b>	
“7 Airs” commission, actual numbers	<b>572</b>	
20 min readings est	<b>500</b>	
Free Walled Garden Family Days*	<b>800</b>	
A Great Ledbury Celebration* and other free street events	<b>5000</b>	
“Summoned by Bells” 10 sessions of sponsored poetry readings in St Michaels and All Angels Church est	<b>400</b>	
<b>Participants</b>		
Poetry Salons est	<b>175</b>	
Community Programme est	<b>968</b>	
School Programme est	<b>1395</b>	
<b>TOTAL</b>	<b>15278</b>	<b>(9829)</b>

\*these free events were clicked for a ½ hour period and estimates extrapolated

## **Appendix F**

### **Ledbury Poetry Festival Ltd.**

#### **Draft accounts for 12 month period ended 31/10/17**

	<b><u>Previous Year 2016</u></b>		<b><u>Current Year 2017</u></b>	
<b><u>Income</u></b>	<b><u>£</u></b>	<b><u>£</u></b>	<b><u>£</u></b>	<b><u>£</u></b>
Box Office Sales	47,415		44,132	
Public Funding	83,073		67,548	
Private Funding	72,750		81,463	
Poetry Competition Income	4,616		5,259	
Friends Subscriptions	1,811		2,925	
Anthology sales	926		1,614	
Sundry Income	1,774		4,517	
		<b>212,365</b>		<b>207,458</b>
<b><u>Expenses</u></b>		-		
Payroll Costs	61,576		67,337	
Admin Costs	10,359		10,650	
Rent	3,838		3,850	
Poetry Competition	2,029		2,684	
Anthology Costs	2,500		0	
IT equipment and Maintenance	1,624		4,325	
Cost of Community programme	16,403		25,372	
Cost of School Programme	10,104		17,632	
Emerging Poets / New Writers	11,018		13,994	
Elmley Film Fund	2,900		0	
E-Merging Creativity	11,734		7,323	
Festival and Event Costs	62,653		64,117	
		<b>196,738</b>		<b>217,284</b>
Increase/Decrease in Reserves		15,627		-9,826
Total Reserves as at 31/10/16	<b>53,778</b>		<b>43,952</b>	
Restricted: -				
- Community Fund		3,688		9,248
- Rowlands		500		0
- Schools Programme		4,021		9,952
- Second Collection Prize		5,000		4,935
Unrestricted		40,569		19,817