

*"Well organised;
welcoming; friendly
and relaxed
atmosphere;
stimulating events"*

LEDBURY POETRY FESTIVAL

*"Thank you for everything, everyone
was kind and polite with us.
Incredible work of volunteers. I will
come again next year"*

ANNUAL REPORT

2019

*"Very professional festival, with a
focus on bringing marginalised
voices to the UK. Well done"*

*"Good to be among
people who care about
poetry and in a place that
encourages it"*

*"For me, Ledbury Poetry
Festival is unique, offering
a whole variety of poetry
and workshops and an
opportunity to meet other
poets and participate. An
excellent atmosphere"*

*"Lovely experience, it all
encompassed the great things of a
small market town"*

*"We are impressed with the
organisation of all the events,
their wide variety and great
quality, and the dedication of
those who make it all possible"*

*"I enjoyed the opportunity to attend
a high-quality event within
reasonable travelling distance from
home, without the need to go to a
major city"*

*"The technical side was extremely
well set up, not always the case at
literary events. Plenty of helpers,
very nice atmosphere"*

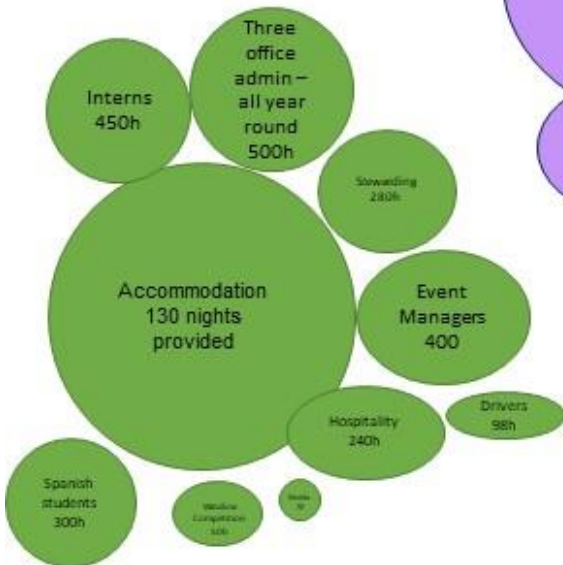
Ledbury Poetry Festival

All quotes taken from LPF Audience Finder surveys, unless otherwise marked



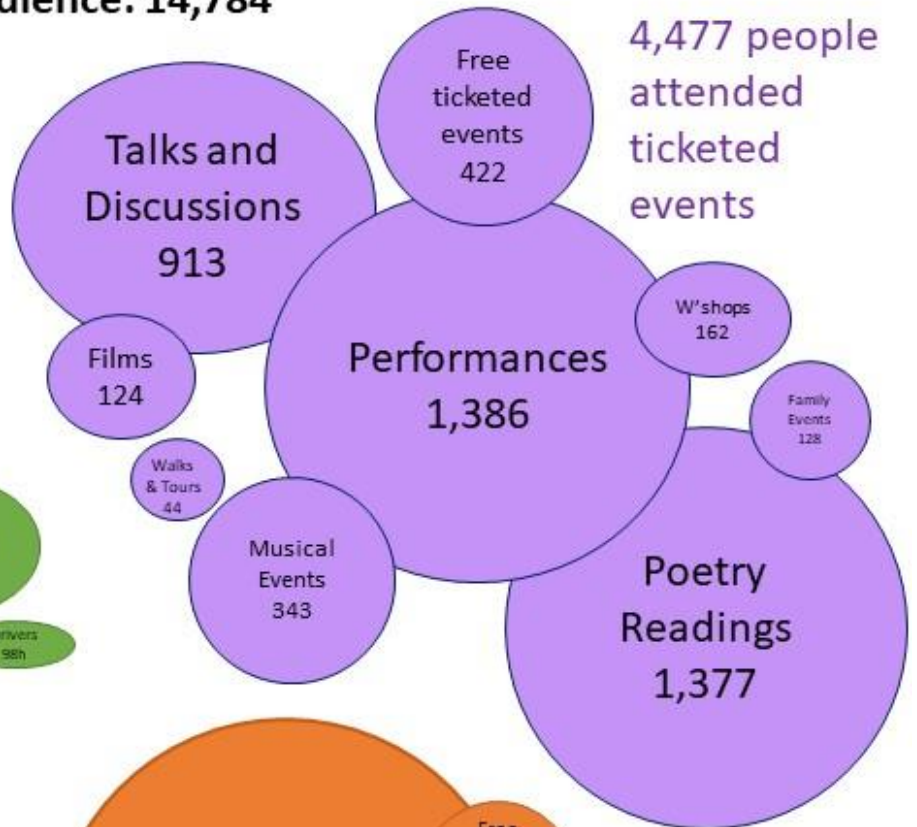
2019: Celebrating another great Ledbury Poetry Festival

Total audience: 14,784



2,300 hours of volunteers' time

4,892 participants across schools and community outreach programmes



4,477 people attended ticketed events



5,837 people attended free festival events



Nearly 70,000 digital engagements with the Festival

Chair's Report

The 2019 Festival, celebrating its twenty second anniversary, was as vibrant, engaging and accessible as ever. Audiences were able to uncover genuine surprises as well as to experience well-established poets and writers like Margaret Atwood, Ali Smith, Roger McGough, Carol Ann Duffy, Andrew Motion and the new Poet Laureate, Simon Armitage.

We would like to thank our many volunteers, our funders and sponsors, our schools and all our supporters for making the Festival what it is. We are particularly proud of our growing international links, our closer co-operation with small publishers and our developing and potential working partnerships. On a practical note, we are very pleased with growing ticket sales, which increased substantially.

We are also very fortunate in our Board, and we are particularly pleased that the Festival will now have the skills and energy of a new trustee, Sandeep Parmar. Our staff too continue to work to the highest calibre, and we feel confident about the future and look forward to further promoting the enjoyment in the art of poetry by working with poets, sponsors and audiences locally, nationally and internationally.

As the permanent sign at the railway station confirms: "Ledbury - Junction for Poetry".

Peter Arcscott

Artistic Director's Report

The 2019 Festival flexed its cultural might with an offering of 60 ticketed events, 24 free events, 4 exhibitions and 2 writing trails. High profile events included two exclusive appearances from Canada's most respected living poet and writer Margaret Atwood, who also visited pupils at local John Masefield High School. Other top name appearances were Roger McGough, Andrew Motion, Clive Stafford Smith, Eleanor Bron, Alexei Sayle, Carol Ann Duffy, Brian Bilston, Ali Smith, Owen Sheers, and new Poet Laureate Simon Armitage.

"Margaret Atwood was very interesting and entertaining and it was really a once in a lifetime opportunity to see her – it's amazing a rural festival can bring famous people like her to the local community." Survey Respondent

The Festival continued with its pairing of respected poets with new voices: Andrew Motion and Hannah Sullivan, Fiona Sampson and Phoebe Power, Ishion Hutchinson and Jay Bernard.

There were many international events, from a German Translation Duel in partnership with Modern Poetry in Translation, to a translation workshop with Jean Boase-Beier providing "new insights". Versopolis European platform readings included poets from Austria, Spain/Catalonia, Denmark, Ireland and Lithuania. Ilya Kaminsky read with Aleš Šteger, "It was sublime. Faultless". Szechuanese poet Yu Yoyo and her translator A.K. Blakemore read in partnership with the Poetry Translation Centre. The Festival had a Latin American focus funded through its first ever Kickstarter campaign – welcoming Laura Wittner from Argentina, Pedro Serrano from Mexico and Enrique Winter from Chile. The campaign also helped us welcome Shivane Ramlochan from Trinidad. Shivane read at her event with Enrique Winter, and appeared in an impromptu Open Mic. Shivane's *Writing Your Fire* workshop was, according to one participant "...outstanding. I have attended many poetry events throughout the country, but never have I experienced such a well planned, thoughtful, original and inspiring event."

'20 Minutes with...' events celebrate small independent presses and debut poets. This Festival featured Verve Poetry Press poets Hannah Swingler, Casey Bailey, Nafeesa Hamid and Ben Norris; Primers poets Romalyn Ante, Aviva Dautch and Ben Bransfield and V Press poets Margaret Adkins, John Lawrence and Brenda Read-Brown. Comments range from "20 minute events are always brilliant: intimate, personal, with time to concentrate on the poems after

they're finished, without going straight into someone else's", to "Just loved the emotional poetry and delivery. Excellent."

The Festival continued to address urgent and topical issues, working with human rights charity Reprieve to commission seven poets to write poems inspired by Guantanamo Bay. The event was introduced by respected lawyer Clive Stafford Smith. Each of the poets was filmed by SHYPP Media on location in Ledbury for a campaign to be launched in January drawing attention to Guantanamo. *I am a Rohingya* launched the first anthology of Rohingya poetry published in English and discussed how poetry emerged from one of the largest refugee camps in the world. *Poetry of the Holocaust* presented poems written not only by members of Jewish communities, but others who were persecuted by the Nazis. *Brecht the Poet Now* celebrated a 'political poet' whose work addressed the very urgent problems and events of his age and explored how his poems speak to us in our own circumstances now.

The Festival presented an eclectic range of events including poems performed with song, academic conferences and a musical inspired by John Milton's epic called *Paradise Rocks*. Events on poets of the past included Ivor Gurney, the Alvarez Generation, David Jones and a celebration of UA Fanthorpe.

We heard from new voices and new platforms for poetry. Twitter poets Brian Bilston and Nikita Gill appeared in an event with readings and discussion. Other events featuring new voices included the Eric Gregory Award winners, Ledbury Poetry Competition winners, National Poetry Competition readings and an event with Ledbury's community programme participants called *Get Ready for Young Voices*. Pupils from Ledbury Primary School performed their poems at sites of special trees around Ledbury and John Masefield High School pupils performed alongside Foyle Young Poets.

Family events included Walled Garden performances with Mike Barfield and Dan the Hat. There was a chance to visit the Celebrity Babushka, a poetic fortune-teller. The Ledbury Celebration, held on the final day of the Festival featured bands and food stalls and a magical Poetry Machine where you could receive your own personal poem typed on a vintage typewriter.

"The Celebration was fabulous this year – best ever! And best ever Festival too!"

Survey Respondent

The Community Programme

The Festival's Community Programme targets areas of need in the county that fall within the top 10% - 20% of national indices of multiple deprivation, with groups servicing the more remote corners of the county. Working with Arts Council England's Goal 1 we aim to increase levels of engagement with those least involved in arts and culture, whether through lack of opportunity, or lack of relevance. With high quality practitioners and projects, we increase the public's appetite for great art and culture. Performance opportunities are provided throughout the year in poetry salons, poetry slams and open mic's. The Community Programme is a thriving and vibrant part of the Festival's year round work and is touching many hundreds of lives.

"Therapeutic. Very great aid to recovery" says a participant at *Pictures and Poetry*. These monthly workshops based at Herefordshire mental health charity Mind have proven popular and well attended, "It's good to meet in a creative environment".

Segments monthly workshops use museum artefacts as inspiration for poetry, often prompting memories and discussions. The workshops changed location to Ledbury after being based in Hereford for many years, and now has a whole new set of artefacts from the local Butcher Row Museum to explore. Both *Segments* and *Pictures and Poetry* are free to attend, drop in and are open to all.

The Community Programme also offers the therapeutic benefits of poetry in closed settings with vulnerable groups. *Mappa Ledbury* was a large scale community poetry and art project, based in 12 residential care settings and involving nearly 450 people over six months. The resulting poetry and art was displayed prominently throughout the town during the Festival: in shop windows, in the Burgage Hall, and in a specially curated display in the panelled room of the Master's House. Visitors noted in the comments book: "Congratulations! Such colourful creativity, some astonishing quality – Inspiring!" "The amount of detail is amazing. I found the works inspired and lifted me".

Other areas of the Festival's Community Programme's work include poets working with people suffering from chronic pain (NHS) and in women-only settings. Poets help vulnerable young people in Herefordshire Young Carer Groups across the county, and in Hereford's Sheltered Housing Project (SHYPP). In 2019, LPF partnered with Hereford Cathedral to mentor a young person from a targeted background to become the Cathedral's first ever young poet in residence. She performed at the Festival event *Get Ready for Young Voices*

"Not gonna lie – I teared up during this reading from young people, it is powerful stuff."

Survey Respondent

From practitioner Toni Cook: "The young people love performing - they are aware of the gravitas and importance of Ledbury and are thrilled to be a part of it. This is all down to how LPF has fostered this work and championed it."

Alongside *Get Ready for Young Voices*, there was also a dedicated *Community Showcase* event to shine a spotlight on all the diverse strands of the Festival's outreach activity and to build community within them. Such events require many layers of planning and preparation, supporting participants with protected characteristics and very particular needs, and it is a credit to the sound technicians, volunteers and strong relationships with partners that the events appear to flow so effortlessly.

A very lively addition to the Festival's Community Programme this year is the *Lyrics, Leaves and Lives* Audio Trail at Queenswood Country Park near Leominster. Beautiful oak listening posts around the trail feature poetry selected and recorded by Ledbury Poetry Festival, to enhance visitors' appreciation of the nature and history around them. The trail was first mooted over 15 years ago, and has come to fruition in this partnership that will last many years to come. Even in its first month of opening (May 2019), the trail had had over 10,000 listens.

The Schools' Programme

The schools' programme in 2019 reached over 2,500 students; 28 schools participated in at least one activity and many schools participated in more than 2 different activities.

The Festival held six *Poetry Out Loud Days*, attended by 7 schools, at Hellens Manor. Each day featured three poets, Mike Barfield, Sara Hirsch, Val Bloom, Rob Gee and Matt Black and included performances, a Q&A with the poets, writing workshops and showcase opportunities. The feedback on these days is extremely positive.

"The power of the day was very evident. Our year group contains some rather challenging children, but very little was needed to maintain the very high standards of behaviour, energy and engagement that the children continued throughout the day. Even reluctant readers joined in with every activity and produced work to be proud of."

Ashfield Park Primary,
Ross on Wye

Digital Poetry Trails combining poetry writing, performance and film were created by Ledbury and Leintwardine Primary Schools. Six schools and 189 pupils attended *Young Shakespeare* performances of Hamlet, energetic, interactive and utterly captivating.

The Festival continues to get the best poets visiting schools. Aviva Dautch led workshops on The Holocaust and Kindertransport, offering pupils the opportunity to read and write poems exploring the themes and questions prompted by these difficult and challenging subjects. Inua Ellams visited local Primary Schools to give performances and workshops on the theme Colourful Cultures. Jean Atkin, Mike Barfield, Matt Black and James Carter also made visits to 14 different primary schools across Herefordshire. Adam Kammerling and Cat Brogan visited Aconbury PRU and John Masefield High School, as well as Weobley, Stretton Sugwas. Evaluations collected show that over 1,360 pupils benefitted from these visits.

A highlight has to be Canadian novelist and poet, Margaret Atwood's visit to John Masefield High School during her time at the 2019 Ledbury Poetry Festival. Margaret Atwood read some of her poems and answered 30 students' questions on her writing, including *The Handmaid's Tale*. Afterwards she stayed for a further hour signing books and having selfies taken with students. This visit was covered by BBC Hereford and Worcester and the Ledbury Reporter.

"To be able to host such an inspirational poet and novelist [as Margaret Atwood] is an unbelievably exciting prospect for our school and students. We are enormously grateful to Ledbury Poetry Festival for arranging this wonderful event." Mrs Baker, Head of English John Masefield High School

Poet Kurly McGeachie was *Poet in Residence* for John Masefield High School, leading writing workshops and preparing students for a showcase performance at Ledbury Poetry Festival alongside the Foyle Young Poets. Ledbury Poetry Festival was invited to work with the University of Worcester School of Education's English Conference for Primary and Secondary PGCE participants. The Festival invited Jacob Sam Le Rose to give the key note talk on poets in schools, his approach to working in schools, and he gave lots of examples and interactive writing prompts. This was followed by a workshop which gave participants ideas for how they could use poetry and celebrate creativity in English.

A unique collaboration with five other arts organisations in the county resulted in "Arts Award Express", a pilot venture delivering Explore Arts Award to over 200 Herefordshire school pupils.

Ledbury Emerging Poetry Critics

The State of Poetry and Poetry Criticism in the UK and Ireland 2011-2018 report showed that through intensive mentoring of new BAME (Black, Asian and Minority Ethnicity) critics and close collaboration with commissioning editors, programmes such as the Ledbury Emerging Poetry Critics, which was co-founded by poets Sandeep Parmar and Sarah Howe in 2017, have more than doubled the total number of BAME poetry reviewers writing for national publications in the last two years. Four new mentees have joined the existing cohort of eight Ledbury Emerging Poetry Critics: Victoria Adukwei Bulley, Joanna Lee, Stephanie Sy-Quia and Sarah-Jean Zubair. In tandem with this, a US-based incarnation of the Ledbury Emerging Critics mentorship programme focussing on diversity will pilot in 2019-20. The Ledbury Emerging Poetry Critics have participated in events all over the country, including at Poetry International at Southbank Centre and Cheltenham Literature Festival, raising the profile of the scheme.

Emily Berry, Editor of The Poetry Review, acknowledges the impact of the programme: 'The high standard of the work produced by the first round of Ledbury Emerging Critics gives the lie to the demeaning notion often trotted out by detractors of diversity schemes that 'quality suffers'. In fact this scheme has been hugely enriching to poetry reviewing culture overall... reviewing culture urgently needs more of this kind of attention and input if it is to remain alive.'

New and Emerging Writers

For a fourth time the Festival offered its Linklater-method 4 day voice coaching workshop with specialist trainer Françoise Walot. The course is free to attend, and of vital importance to the eight participant poets. They receive training on voice, breathing and presentation skills to benefit their performances, confidence and future careers.

“The voice coaching workshop was one of the most interesting, challenging, enjoyable and helpful poetry courses I have ever done. I will approach my writing and my poetry performance in a different way after attending.” Workshop Participant

The Festival once again, in partnership with Roehampton University, offered a poetry residential timed to occur just before the summer festival: “An excellent poetry residency. Well organised, good use made of the time by the tutor and a challenging programme”. The Festival continues its range of opportunities for new and nascent writers with workshops lead by stellar poets such as Sandeep Parmar and Shivane Ramlochan among others. The 20 minute events continue to be popular with performers and audiences alike. In addition there are the national competition winners’ events.

Audiences (1/09/2018 – 31/08/2019)

The plethora of top names and breadth of variety appearing at the 2019 Festival attracted best ever ticket sales. Nearly 10,000 people attended across the range of offers over the 10 day summer festival, including free and paid-for events. When added to the year-round activities in schools, in the community, and for emerging poets, the overall audience figure reaches nearly 15,000. These figures do not include numbers attending the Ledbury Fringe events held alongside the Ledbury summer festival, nor the highly successful Ledbury Emerging Critics events which have been occurring in cultural centres across the UK.

A new and very successful launch of “weekend passes” proved popular with audiences who gained admission to up to seven events for the great value sum of £18. The passes were a successful way to direct audiences to events that typically are harder to fill, ensuring much higher attendances than in previous years.

Audience Finder Survey respondents reported the Festival’s highest net promoter score to date, with 88% of visitors very likely/ extremely likely to recommend the Festival, against a national average for 70% for literature arts organisations*. In other comparatives, the Festival rates highly. Of 409 responses:

Audience rating on	Ledbury Poetry Festival	National Average (Literature)*
Value for money	69% Very Good	60% Very Good
Quality of Offer	77% Very Good	72 % Very Good
The Whole Experience	79% Very Good	69 % Very Good

* Audience Finder Historic Surveys: Literature venues

Box Office, Audience Finder and Survey Monkey data shows that our audience is drawn mainly from the local area, which may have been enhanced by a campaign with local radio station Sunshine Radio. The Festival still maintains a large number of the highly engaged Metrocultural segment which is largely unseen outside London (4% of respondents compared with 0% for other arts organisations in the West Midlands). This is a phenomenal achievement considering the Festival’s rural location, and shows the national pre-eminence of Ledbury Poetry Festival.

Online Audience

Annual visits to the Festival website have seen a massive rise to nearly 48,000. This may reflect a number of factors: the revised website appearance with constantly refreshed headline posts; and the highly effective “event espresso”

box office system now run through the site. This keeps ticket buyers on the Festival website rather than directing them to an off-site ticketing system. We are indebted to our technical advisor David Hewitt who has adapted event espresso to our particular needs, and who ensures the site's functionality across devices. As with previous years, the site is increasingly accessed from mobile devices, with mobile phones showing the highest increase.

Instagram and Twitter account for the most rapid increase of the Festival's social media traffic in 2019. From a standing start, the Festival's Instagram account has risen to over 1,000 followers, a fantastic achievement. The Festival's twitter feed continues to be highly engaged and relevant, with an active cohort of young poets and users. Festival twitter followers now number over 6,300, an above-target rise. It has been helpful, when time allows, to link into #HerefordHour, a local campaign which frequently hits top twenty UK twitter "moments".

The Festival's You Tube channel has had a decrease in views, numbering 4,300, perhaps reflecting the fact we were unable to upload as many videos from the Festival compared with the previous year. The most viewed video is still Frieda Hughes, and Tony Hoagland is a close second. Interestingly, analytics report that the highest audience is from the US, which may account for the popularity of these videos. The videos remain a valuable archive of poet performances.

Podcast listens remain very healthy numbering 5,173 streamed or downloaded in the above 12 month period. This figure is slightly lower than last year but this is explained by the fact we there were fewer Poetry Salons (numbering 823 listens). The podcasts still represent incredible value for the digital audience who are able to re-visit and re-listen to these events for free, or listen to them for the first time.

The 2019 online poetry submission campaign "Troubadour of the Hills" has proved very popular, and the campaign is still open for submissions. This has been run in partnership with Malvern Hills AONB (Area of Outstanding Natural Beauty) and the resulting Festival event *Poetry Breakfast* was a sell-out.

Board and Patrons

Peter Arscott, who as co-founder of the Festival 23 years ago has immense knowledge and experience, has stepped down as Festival Chair and has handed the reigns to Sandeep Parmar. Sandeep has had many years' involvement with the Festival, from being awarded the inaugural Ledbury Forte Second Collection Prize in 2017, to instigating and running the ground breaking Ledbury Emerging Critics scheme. A poet and academic with an esteemed international reputation, Sandeep makes a very welcome addition to the LPF board. Peter Arscott will continue on the board as a trustee, and retains his place alongside Treasurer Simon Scott and fellow trustees David Ingram, Chris Noel, David Punter, Jasmine Gardosi, Peter Salt, Nigel Falls, Lindsay Jackson and Ursula Owen. Brenda Read Brown makes a welcome return. A new sub-committee focussing on signage ("The Signage Committee") made vast improvements to the visual promotion of the Festival, with much increased and colourful signs, including AA road signs, and a giant sized billboard at the Courtyard Hereford.

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 Dame Carol Ann Duffy, Ursula Owen, Sir Roy Strong, Hay Festival's Peter Florence and actress Juliet Stevenson. The loss of Neil Astley as a trustee has been somewhat attenuated by his becoming a Festival patron, where his advice and guidance will continue to be immensely valuable.

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 – for driving, accommodating, helping at Hospitality, stewarding and event managing. The ranks of volunteers continue to swell due to active

recruitment and the Festival’s genuine concern that all volunteers are valued and given an enjoyable time with the Festival. At Christmas, all volunteers are invited to an evening of entertainment and poetry in a gesture of thanks away from the busy-ness of the Festival, and to hear a select preview of the festival ahead. It is always an enjoyable informal occasion.

Volunteer numbers have swelled to over 160 active helpers:

Activity	Hours/ Metric
Hospitality	240 hours
Stewarding	280 hours
Accommodation	130 nights
Event Managers	23 managers/ 83 events
Drivers	98 hours
Interns: three Festival interns	450 hours
Window Display Co-ordinator	50 hours
Office Admin – 3 volunteers all year round	500 hours
Total	Over 2,000 hours of volunteers’ time

In addition, we had three Spanish students for the duration of the Festival helping in many varied ways, but most particularly in face-to-face surveys and interviews required by Arts Council England’s Audience Finder.

“Please count me in [to the volunteers’ xmas social get-together]! As a very new volunteer, I look forward to another chance to meet with the others. Thank you so much for these personal touches you bring to the organisation.” A volunteer

Funding

Arts Council England is the Festival’s main funder. For the core programme, the Festival is indebted to the Elmley Foundation. The Pennington Mellor Munthe Charity Trust generously supports the Festival’s innovative Schools’ Programme, and support for the Community Programme comes from the Garfield Weston Foundation. The Versopolis project continues with Creative Europe Funding. The Garrick Charitable Trust supported the Festival’s sector-leading voice coaching residential workshop. University of Worcester greatly assisted the visit from Margaret Atwood, and a partnership with University of Roehampton provided the 4 day Poetry Residential.

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. New funding initiatives for 2019 included the highly successful new initiative of a Kickstarter campaign for World Poetry, and a partnership with West Midlands Railway which saw the installation of the Poetry Chair on Ledbury platform, and a new platform sign: “Ledbury, Junction for Poetry”.

Ledbury Town and Environs

Relationships with many organisations and individuals within the town are strengthened by the hugely successful “Ledbury Celebration” held on the last day of the Festival. This ambitious event brings together Ledbury Town Council, Ledbury Food Group, Ledbury Fringe, Ledbury Rotary, Friends of the Master’s House and Ledbury Town Traders. In addition to the fantastic music, poetry, entertainment and the food produce market, the day includes much local engagement, graced this year with dancing and music from the local Romanian population.

Over 30 businesses took part in Ledbury’s poetry-themed shop window display, which generated much activity on social media.

In addition to the above groups, the Festival has partnerships with Ledbury Places (historical buildings), Ledbury Civic Society, the Market Theatre, Ledbury Baptist Hall, St Michaels and All Angels Church, Ledbury Community Hall and Ledbury in Bloom, with whom we work closely to co-ordinate judging day. In 2019, Ledbury in Bloom were awarded an “Outstanding” Gold Award, timing their “blooming beautiful” display as closely as possible with Festival dates. The town also saw a show stopping salvo and parade from civil war re-enactors Sealed Knot coinciding with the Ledbury Celebration kickoff.

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 served as a superb host for the 4 day residential. We believe that the Festival is an exemplar for sustainable rural, economic and cultural activity.

Poetry Competition 2019

The First Prize has been won by American poet Elisabeth Murawski for her poem “Duplex”. Judge Daljit Nagra praised the poem’s “compressed images” and “succinct lyric mood”. Elisabeth wins £1000 alongside a residential course at Tŷ Newydd Writing Centre and an invitation to read at the competition winners’ event in the 2020 Festival. Second Prize goes to Sarah Wimbush with her poem “Bloodlines”, and Third Prize to Denise Bundred with “Anatomy Theatre”. Sarah and Denise win £500 and £250 respectively, and are also invited to read at the winners’ event in 2020.

Ledbury is one of the few competitions to have categories for young people and children. The Young People (age 12 – 18) category winners were First Prize - Cia Mangat; Second Prize - Lydia Wei and Third Prize - Rose Brennan. Children age 11 and under winners were First Prize - Aurora B Blue; Second Prize - Maxwell Heavens; and Third Prize - Hang Fan.

All Children and Young People winners receive cash (or book token) prizes and are invited to read at the 2020 winners’ event at Ledbury Poetry Festival, taking this important stage in the international poetry community.

To read these poems, with Daljit Nagra’s insightful comments, and poet biographies, please see <http://www.poetry-festival.co.uk/ledbury-poetry-competition/>, where further information on the importance and the legacy of Ledbury Poetry Competition can be found. We would like to thank Tŷ Newydd, the National Writing Centre of Wales, for supporting the competition, as they have done for many years. Local sponsors fastbookprinting.com produce a beautiful winners’ pamphlet, a copy of which can be obtained by contacting the Festival Office

It’s thrilling to win the nod of approval from one of my poetry heroes, Daljit Nagra, especially in such an iconic poetry competition as the Ledbury. I’m looking forward to reading my poem at the 2020 Festival. Sarah Wimbush, 2nd prize winner

All quotes are taken from 2019 Audience Finder survey unless otherwise indicated

APPENDIX A

Personnel

BOARD OF DIRECTORS

Peter Arcscott
Neil Astley (retired)
Nigel Falls
Jasmine Gardosi
David Ingram
Lindsay Jackson
Chris Noel

Ursula Owen
Sandeep Parmar (Chair)
David Punter
Brenda Read-Brown
Peter Salt
Simon Scott (Treasurer)

PATRONS

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Dame Carol Ann Duffy
Mark Fisher
Peter Florence MBE
Lord Gowrie
Jackie Kay MBE
Adam Munthe

Ursula Owen OBE
Juliet Stevenson CBE
Lawrence Sail
Naomi Shihab-Nye
Penelope Shuttle
Sir Roy Strong

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

TREASURY & ACCOUNTS

David Ingram
Simon Scott

FUNDING & SPONSORSHIP

Sandra Dudley
Phillippa Slinger
Chloe Garner

WEBSITE & SOCIAL MEDIA

Chloe Garner
David Hewitt
Phillippa Slinger

POETRY

COMPETITION
Judge: Daljit Nagra
Jane Curry
Hilary Davis
Sandra Dudley
David Ingram
Leslie Ingram
Phillippa Slinger

YEAR ROUND COMMUNITY PROGRAMME

Phillippa Slinger

IT

David Hewitt

PRESS

Chloe Garner
Phillippa Slinger

YEAR ROUND SCHOOLS PROGRAMME

Chloe Garner

FESTIVAL FRIENDS

Sandra Dudley

PRODUCTION OF SUMMER FESTIVAL:

VOLUNTEER EVENT MANAGERS

Ann Dex
Bert Molsom
Bethany Rivers
Brenda Read-Brown
Carol Graham
Chris Noel
Fran Martel
Harry Leeming
Hilary Benoit
Holly Blundell
Jo Taylor-Greig

John Birks
Marie Harris
Marilyn Birks
Melissa Johnson
Nick St George
Peter Arcscott
Peter Carter
Sheila Wilson
Su Wayland
Suzanne Lantos
Trisha Bannister
William Snelling

TRAVEL & DRIVING

Phillippa Slinger

FIRST AID

Sandra Dudley

ACCOMMODATION

Phillippa Slinger

STEWARDS

Sandra Dudley

HOSPITALITY

Kerstin Ingham

SOUND & LIGHTING

Stuart Davies
Insert Audio

INTERNS

Hannah Green
William Snelling
Holly Blundell

SIGNS

Sandra Dudley
John Rose
The Signage Committee

BOOKSELLING

Ledbury Books & Maps

GRIPS

Melissa Johnson
Hazel Dudley
Emma Dudley
Freya Henderson
Pez Slinger

WINDOW DISPLAY

COMPETITION
Vicky Baker

BOX OFFICE

Sandra Dudley
Hazel Dudley
Anita Scott
John Rose

BROCHURE DESIGN

David Caines

MERIDA PROJECT

Vicky Baker

MARKET THEATRE

Paul Graham

BROCHURE PRINTING

Severnprint

BROCHURE DISTRIBUTION

John Rose

APPENDIX B

SPONSORS AND FUNDERS



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

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

Friends of Ledbury and District
Healthcare
Garfield Weston Foundation
Joanies Trust
Santander Foundation

The Year Round Schools'

Programme

Old Possum's Practical Trust
Pennington-Mellor-Munthe
Charity Trust
Tesco Bags of Hope

New and Emerging Writers

Programme

The Garrick Club Charitable Trust
The Foyle Foundation

The Ledbury Forte Second

Collection Prize

Polizzi Charitable Trust

The Poetry Competition

Tŷ Newydd Writing Centre

The Summer Festival

Beckett Bulmer Foundation
Bloodaxe Books
The John S Cohen Foundation
Creative Europe Programme of
the European Union
Elmley Foundation
E-merging Creativity
Ledbury and District Civic Society
Ledbury Books and Maps
Ledbury Food Group
Ledbury Town Council
Market Theatre Ledbury
Versopolis
West Midlands Railway

Performers' presents

The Festival is grateful to John
Burns, instigator of the Ledbury
Poetry Festival, for helping to
fund the ceramic spoons
presented to each performer.
The spoons were made by
Ledbury potter Fleen Doran, in
presentation boxes donated by J
B Gaynan and Son Jewellers.

Event Sponsors

Alison and Nigel Falls
Amcors Flexibles Europe
Ann and David Tombs
Annie Titmas
BRM
Bristol Poetry Institute
Butler and Sweatman
Canada Council for the Arts
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Blanchflower, Paul Toomer, Peter
Arscott, Roy Mcfarlane, Sarah
Leavesley, Sasha Dugdale, Simon
de-Kayne, Virginia and Richard
Falconer, Viv Arscott

Appendix C

Poets and Performers Appearing at the 2019 Festival

Margaret Adkins	Laura Fish	R.T.A. Parker
Mayyu Ali	Ella Frears	Sandeep Parmar
Romalyn Ante	Sarah Gabriel	Josep Pedrals
Ken Appleby	Chloe Garner	Clova Perez-Corral
Sara-Jane Arbury	Nikita Gill	Clare Pollard
Simon Armitage	Linda Gregerson	Steve Pottinger
Jean Atkin	Katie Griffiths	Phoebe Power
Joseph Atkins	Nafeesa Hamid	Olivia Preye
Margaret Atwood	David Harsent	Emma Purshouse
Casey Bailey	Dan the Hat	Shivane Ramlochan
Rosie Bailey	Jake Herbst	Vidyan Ravinthiran
Mike Barfield	Erica Hesketh	Brenda Read-Brown
Jay Bernard	Wayne Holloway- Smith	Annie Rutherford
Brian Bilston	Ishion Hutchinson	Fiona Sampson
Marilyn Birks	Keith Hutson	Jacqueline Saphra
AK Blakemore	Julia Indelicate	Alexei Sayle
Jean Boase-Beier	Ilya Kaminsky	Pedro Serrano
Alison Brackenbury	Cora Kaplan	Ali Smith
Ben Bransfield	Tom Kuhn	Owen Sheers
Eleanor Bron	Augusta Laar	Clive Stafford Smith
John Burns	Maja Lee Langvad	Ruth Stacey
Robbie Burton	John Lawrence	Aleš Šteger
James Byrne	Angela Leighton	Hannah Sullivan
Jen Calleja	Mukahang Limbu	Hannah Swingler
Beth Calverley	Poetry Machine	David Tait
Peter Carter	Lachlan Mackinnon	Pam Thompson
Nicholas Chapman	Roy McFarlane	Lucy Thynne
Jane Commane	Kurly McGeachie	Indre Valentinaite
David Constantine	Elvis McGonagall	Rory Waterman
Toni Cook	Roger McGough	Estelle van Warmelo
Aviva Dautch	Nigel McLoughlin	Enrique Winter
Jonathan Davidson	Davie Morley	Laura Wittner
Nia Davies	Andrew Motion	James Womak
Marian de Vooght	Martyn Moxley	William Wootten
Thomas Dilworth	Doireann Ní Ghríofa	Yu Yoyo
Shehzar Doja	Ben Norris	
Carol Ann Duffy	Adam O'Riordan	
Sharon Eckman	Ursula Owen	
Suzi Feay	Mark Pajak	

Appendix D

Audience Figures 2019

Including concessions and comps, not including performers' passes or weekend passes.

Ticketed events:	2019	2018	2017	2016
Readings	1,377	1,090	1,934	
Performances	1,386	1,117	1,651	
Workshops	162	130	144	
Talks and Discussions	913	848	1,098	
Musical events	343	453	306	
Walks and Tours	44	119	75	
Family Events	128	166	134	
Films	124	159	126	
Total ticketed events	4,477	4,082	5,468	4,908

Free Events:

Free ticketed events – included in above figures	422	292	535	
Free non-ticketed events	171	103	-	
Exhibition Mappa Ledbury	400	95	-	
20 min readings actual	444	323	500 est	
Free Walled Garden Family Day*	400	800	800	
A Great Ledbury Celebration* and other free street events	4,000	4,000	5,000	

Participants

Poetry Salons est	150	175	175	
Community Programme**	1,097	1,354	968	
Schools' Programme**	2,500	2,045	1,395	
Poetry Competition	1,145			

TOTAL	14,784	12,997	15,278	9,829
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Digital Audience

Website (visits per year)	48,000	41,000	40,000	
Instagram (new 2019)	1,150			
Twitter (cumulative followers)	6,300	5,800	5,000	
Facebook (cumulative likes)	2,800	2,700	2,500	
Podcast (listens per year)	5,173	5,692	10,800	
You Tube (views per year)	4,300	5,400	3,000	
Kickstarter project	140			
TOTAL DIGITAL	67,863	60,592	61,300	n/a

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

**mostly actual attendance figures, with some estimates