



**Morley Literature Festival**

**4-13 October 2013**

**EVALUATION REPORT**



Prepared by Jenny Harris, Festival Director

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## **Festival Facts & Figures**

- 10 days of literature in Morley and Leeds City Centre
- 2800 attenders at 26 live events
- Word on the Street - temporary poetry trail using felted shoddy created for Morley Town Centre
- 1 new poetry commission inspired by Morley written by poet in residence Becky Cherriman
- 750 children across 12 Morley Schools involved in the Schools Programme

## **What the Audience Thought...\***

- " Fantastic festival, very proud to tell others about it. Hope it continues for many years - we intend to support it."
- " We thoroughly enjoyed our first experience of Morley Literature Festival and are already looking forward to next year!"
- " Great festival. Fantastic to be able to listen to such high quality talks so close to home (Dewsbury). Thank you!"
- " It obviously involves a large number of volunteers but does provide interest to a lot of people and adds value to the Town's social life"

## **What the Authors Thought...**

- Kate [Adie] was entranced by the Town Hall and was still talking about it yesterday! It was a good event and a good crowd, so thank you!  
Kerry Hood, Hodder Publicity
- Thank you for inviting me to the Festival. As I said, it was a textbook event, beautifully organised, and I enjoyed it immensely.  
Alison Weir, historian and novelist
- Huge thanks for a terrific night at the festival. Morley was about the best gig I've done. You did a great job.  
Andy Kershaw, broadcaster

\*(quotes taken from our festival evaluation cards)

## 1. Introduction

- 1.1 This report evaluates the eighth Morley Literature Festival (MLF), taking account of opinions and feedback from the Festival Director, the Festival Committee, members of the public through audience survey, email and social media comments, and visiting artists and authors. It also sets out a set of recommendations for improvements for next year and beyond, for consideration by the MLF Festival Committee.
- 1.2 This year's festival was yet another success for the town, with a 10-day programme of 26 high profile events, new commissions, new and ongoing partnerships and considerable media coverage.
- 1.3 Despite being unsuccessful with this year's Arts Council funding application, the festival secured support through a variety of new income streams including Community First, Asda Foundation and Manning Stainton, allowing for the maintenance of the schools programme. Leeds Inspired funded a poet and artist in residence and a temporary poetry trail in Morley Town Centre.
- 1.4 The events programme was slightly smaller than last year's, but this worked well overall. Staff and volunteers were less tired at the end of the festival and it was felt that this was a better sized festival, given our limited resources, than the 2012 festival which with hindsight was a bit too large for us to manage comfortably.
- 1.5 Once again, advance ticket sales were lower than in previous years, although door sales were good. Final sales figures show that sales targets were met and overall we expect final sales to be slightly higher than in 2012 (final figures not available at the time of this report).
- 1.6 Morley Literature Festival continues to maintain its reputation as a creative and playful cultural event within the region and a valuable addition to Leeds cultural portfolio. However, funding is likely to remain a challenge given the current economic climate and the festival must maintain its profile and develop its community of supporters and sponsors.

## 2. Festival Background

- 2.1 In September 2006 the inaugural Morley Literature Festival took place and following its success Area Committee agreed that the festival should become an annual event.
- 2.2 An evaluation report of the first festival recommended that a locally based organising committee be established and that a freelance Festival Director be appointed to develop the programme and deliver the 2007 Literature Festival. Since then the festival has run

successfully on an annual basis on these terms.

- 2.3 Alongside MLF runs a smaller separate organisation Friends of Morley Literature Festival, set up after the 2007 festival, to support the festival aims and objectives. The Friends have their own committee and accounts.
- 2.4 In January 2010 a new festival director, Jenny Harris, was appointed. This year's festival was Jenny's fourth as Festival Director.

### **3. Festival Structure & Delivery**

- 3.1 Jenny Harris was contracted as Festival Director for a further year from November 2012 and once again Jane Zanzottera was contracted on a freelance basis to deliver the schools programme. After discussion with the committee, marketing and pr was contracted out from Jenny to Fran Graham to enable Jenny to take an extended summer break.
- 3.2 The Festival Committee met bi-monthly throughout the year. At the 2013 AGM, Cllr Shirley Varley was appointed Chair. Dilys Hetherington and Janet Harrison continued in their roles as Secretary and Treasurer respectively.
- 3.3 The Festival is a constituted voluntary group and Committee meetings during 2013 included executive members plus invited representatives from Morley Town Council, Friends of Morley Literature Festival, Leeds Town Hall's Arts Service, the Library Service plus the Morley Town Manager.
- 3.4 The Committee continues to function adequately and members feel involved in the direction and organisation of the festival. Everyone is proactive in supporting the festival, including volunteering during the festival week.
- 3.5 The Friends of Morley Literature Festival organised this year's stewarding and door sales, as well as refreshments for several events. They also organised the Short Story Competition, which resulted in 35 entries. Winners were presented with a cash prize by the Mayor of Morley at the final festival event.
- 3.6 The Friends appointed a Volunteer Development Co-ordinator on a short term basis to develop membership and volunteering for this year's festival. The appointment has exposed some of the contradictions and potential legal problems of having a membership organisation responsible for festival volunteering. As a result a meeting with the Friends is scheduled in November to look at the future of volunteering at the Festival.
- 3.7 The slightly smaller size of the festival compared to 2012 meant that delivery of the festival was felt to be much more manageable by contracted staff and volunteers, given our limited human resources.
- 3.8 Once again, the festival encountered problems with its booking of Morley Town Hall.

The Lettings department issued several invoices that were significantly incorrect (by thousands of pounds).

There was also a lack of understanding of the incompatibility of events going on in the building at the same time. A church group use the Town Hall on a regular basis now at weekends and sound bleeds from their activity basement into the main Alexandra Hall. They are often found on the streets of Morley offering free 'hugs' to the public. They also use the Large Banquet Hall as a crèche and children are often running round the building. We were able to reach an understanding with the church that they would limit their activity during our public events, however, this kind of double booking is not ideal and the Town Hall attendants are unhappy about the damage being done to fixtures and fittings.

Finally, there were several occasions where rooms had not been set up to our specification. Town Hall attendants go out of their way to disappear when there is work to be done and there is a potential security risk as a result - at one point during a public event we were unable to find a member of staff for over half an hour

- 3.9 Leeds Library Service supported the festival delivery through additional staff resources at events, ticket sales, free use of the building and marketing and programming support.

## Recommendations

- I. Work with the Friends to resolve volunteering issue and overall purpose of the Friends organisation
- II. Pursue Morley Town Hall issues via Cllr Gettings

## 4.0 The Festival Programme

- 4.1 This year's programme comprised 26 public events. Of those, 4 were free events for children (which were extremely popular) and 2 were creative writing workshops.
- 4.2 The festival continues to enjoy the patronage of Gervase Phinn who judged this year's Short Story Competition and headlined the festival's closing event. Other headline authors included Kate Adie and Andy Kershaw. Audience feedback about the speakers was very positive.
- 4.5 This year's programme was enhanced by a poet-in-residence, funded by Leeds Inspired. The poet - Becky Cherriman worked with us to trial different ways to introduce poetry into the festival, including a family poetry afternoon, a writing workshop, open mic and poetry walk. Two major outcomes were:

### Word on the Street

A poetry trail around Morley Town Centre. 11 poets donated texts which were printed onto felted shoddy by artist Bryony Pritchard. The trail was sited in locations including Dartmouth Park and Groundwork, and was up for the duration of the festival.

### New poem for Morley

Becky wrote a new poem for the festival, inspired by Morley and using words crowd sourced from local people. The full poem can be read in Appendix 1.

- 4.6 The events programme attracted audiences from South Yorkshire, Wakefield, Kirklees, Bradford as well as all parts of Leeds. Sales were once again lower than expected for headline events, but many smaller events were at capacity or sold out, and across the festival ticket income was slightly up on the previous year.
- 4.7 Ticket prices were largely maintained at 2012 levels. Creative writing workshop ticket prices were doubled to £10. All children's events were free.
- 4.8 Community events were organised in Gildersome, Tingley and Churwell and were organised and promoted by individual committee members. All three were well supported by local audiences although the venues do determine the kind of author or event we can promote. The Literary Lunch was slightly less well attended than in previous years. We will look at potential alternative venues for next season to refresh the lunch proposition.
- 4.9 Our city centre presence this year took the form of a Fridge Poetry installation at Trinity Leeds as part of Light Night on Friday 4th October. The installation was presented in partnership with St Jude's/Emmaus, a local homeless charity, and over 400 people made poems on our fridges. We also rescreened our 2012 commission, the short film by Paul Rooney, in the courtroom at Leeds Town Hall.
- 4.10 We ran Sunday afternoon sessions for the first time at Morley Library, in response to their extended opening hours, and these were extremely well attended by families.
- 4.11 It was more challenging to secure exclusive headliners this year, particularly as our budget was reduced. Many of our authors also appeared at Ilkley Literature Festival, which takes place over the same time period. The regional literature scene is also becoming more crowded: Arts Council England is now supporting the Wakefield Lit Fest which takes place only a week before MLF and is definitely having an impact on our ability to attract names and audiences.

However, the festival relies on the Publishing calendar's Christmas schedule to ensure a good crop of authors during the October period at reasonable cost. It is recommended that we carry out some research and consult with funders and other professionals into the pros and cons of potentially moving the festival dates to avoid clashing with similar events.

### **Recommendations**

- I. Research and report on the potential pros/cons of moving the festival dates, and present report to the Committee in early 2014
- II. Secure funding for another bespoke project for 2014 in order to maintain our regional distinctiveness
- III. Maintain pricing at 2013 levels
- IV. Research potential new venues for events in the Morley area

## 5.0 Schools Programme

5.1 This year's Schools Programme offered 3 elements:

### Two Author Days in Gildersome Library and Ardsley Library

Three free full class sessions in each library with an author were allocated to primary schools on a first come, first served basis. 180 children attended.

Wimpy Kid Show A free author event at Morley Town Hall during the school day was offered to all schools. 500 children attended with teachers.

Poetry Factor - presented in partnership with ArtForms (Education Leeds) and offered to all schools. Working with spoken word artist Andy Griffiths, this included a whole day workshop in the participating school (for up to 75 children); selected children then attended a day-long boot camp and presented their poetry at a showcase event. The cost of this was £550 per school.

Despite 360 children from five schools participating in last year's pilot we had no uptake for Poetry Factor this year, except Morley Academy (the programme needs a minimum of 3 schools to run).

We also ran a Design a Book Cover competition in partnership with the White Rose Centre, with the White Rose providing a cash prize for the winner.

5.2 This year, communication from schools was very poor. Schools were unresponsive to the MLF schools offer and an unhelpful amount of time was taken chasing individual teachers and heads to ensure free places were filled. There has been a lot of teacher churn within local schools which partly explains the poor response but even so, schools seemed to be disengaged with the festival, until the very last minute. Two schools got back to us so late that we were unable to accommodate them, despite having made initial contact before the summer holidays. This is very disappointing, given the positive engagement and feedback we have had in previous years.

5.3 Anecdotally, teachers have told us that it is hard to get pupils out of school. Additionally some felt that the Poetry Factor was too costly (although it is extremely competitively priced - with a whole school day, additional boot camp day and performance).



- 5.4 We have also encountered problems working with the Schools Library Service this year. We contacted them directly this year and expressed an interest in working with them on events. Despite this, they went ahead and organized their own authors in schools programme at exactly the same time as the festival, and without our knowledge.
- 5.4 Our Schools Programme has been praised by authors and within the sector as high quality and rare amongst Literature Festivals. It is challenging to raise money for work that takes place during school hours so if the programme is to continue we must make sure that the offer is wanted by schools and that take-up will be assured. Schools will have to contribute some financial resource towards the ongoing programme.

## **Recommendations**

- I. Consult with schools on what they would like the 2014 MLF Schools programme to look like, to ensure that the MLF continues to offer a relevant and engaging Schools offer.
- II. Communicate through the Cluster as well as with individual schools
- III Meet with the Schools Library Service to avoid replicating work
- IV Brief MLF board members who are also governors about the Schools Programme so that they can talk directly to their schools about the Festival.

## **6.0 Finances, Fundraising and Sponsorship**

- 6.1 The financial foundation for this year's festival was secured by the Outer Area Committee with an allocation of £10,000, with additional support from Morley Town Council, Arts@Leeds and Land Securities. One off project grants were awarded from Leeds Inspired, Comic Relief, Community First and Asda Foundation. Manning Stainton came onboard as new festival sponsors.
- 6.2 Support in kind was given by:
- § Morley Observer and the Culture Vulture - media partners
  - § Blackwells - booksellers at all events
  - § Leeds Libraries - use of free venue, selling tickets, staffing at out of hours and children's events
  - § Morley St Peters, Churwell Community Centre, Gildersome Conservative Club, Tingley Methodist Church - free venues
  - § White Rose Shopping Centre - marketing support
  - § Love Arts Leeds - presenting partner at Tingley
  - § Welcome to Yorkshire - online marketing support
- 6.3 Detailed final accounts will be audited and submitted to the Festival Committee later in the year, but an indicative income and expenditure statement for the 2013 festival is given below:



<b>Expenditure</b>		<b>Cost</b>
<b>Professional Fees</b>	Festival Director	£8,500
	Marketing	£1,500
	Schools Co-ordinator	£1,500
<b>Artistic Programme</b> <i>General Programme</i> <i>Leeds Inspired project</i>	Guest speakers - fees/expenses	£4,000
	Poet - Leeds Inspired	£1,200
	Artist - Leeds Inspired	£800
	Volunteer expenses	£120
	Volunteer - t-shirts	£100
	Materials budget - Poetry trail	£700
<b>Catering</b>	Sundry refreshments	£500
	Literary Luncheon	£2,188
<b>Production</b>	PA/equipment hire (Purple)	£2,082
	St Peter's hire	£100
	Town Hall hire	£364
<b>Education</b>	Schools and young people's activity	£1,400
<b>Marketing</b>	Website general	£800
	Design & Print - Festival general	£5,620
	Photography	£500
<b>Miscellaneous</b>	Stationery/Postage	£500
	Public Liability Insurance	£200
	Other	£500
	Contingency	£1,000
<b>TOTAL</b>		<b>£34,174</b>

<b>INCOME</b>		
	Profit 2012	£-
	South Leeds Area Committee	£10,000
	Morley Town Council	£1,000
	Land Securities	£2,000
	Mice money (via Judith)	£1,100
	Morley Community First	£1,200
	Red Nose Day Community Cash	£750
	Arts@Leeds	£2,000
	Ticket sales	£5,000
	Bar/raffle/Bookstall profits	£400
	Light Night	£150
	Manning Stainton	£300
	Friends of Morley Literature Festival	£1,000
	Asda Community Foundation	£1,000
	Leeds Inspired	£5,800
	Literary Luncheon (100 tickets @ £25)	£2,500
<b>Total</b>		<b>£34,200</b>

6.6 Turnover was £10,000 less than in 2012, reflecting a slightly contracted programme and the lack of Arts Council investment. We were also fortunate that some of our headlining authors donated their time for free, including our patron Gervase Phinn. As a result, our spend on speaker/artist fees was considerably less than in previous years.

6.7 The festival secured new sponsors in Manning Stainton and Asda Foundation to support the schools programme, however this is the area that will continue to prove challenging from

a fundraising point of view going forward. (The majority of funders do not support activity taking place in schools hours). An approach was made to Land Securities to increase their sponsorship in 2013 and directly sponsor the schools programme but this was unsuccessful.

Fundraising will continue to be a challenge in the coming 12 months and in the current financial climate.

### **Recommendations**

- I. Consult with Arts Council England on the best funding approach for 2014
- II. Develop a new project idea for the 2014 Leeds Inspired grants programme
- III. Consult with Morley's Town Centre Manager on potential joint funding bids for activity linking the town centre and the festival

## **7.0 Marketing and Publicity**

- 7.1 The festival brand was refreshed in 2013 but the overall look and materials remained the same.
- 7.2 Freelance marketing and pr expert Fran Graham was bought in to deliver the marketing for the 2013 festival and relieve the Festival director during the summer months. She brought new energy and ideas to the team and proved exceptional value for money.
- 7.3 Marketing aims for 2013 included increasing our social media reach, getting events on sale online ahead of the brochure being published, and improving our photographic documentation.
- 7.4 The Festival print was rationalised this year to make the budget work harder: 5000 festival brochures were produced and distributed via direct mail and by hand. An additional 20,000 fliers were produced and most distributed to leaflet racks throughout West Yorkshire. Children at Morley Schools received a new family focused flier. 200 full colour posters were printed and distributed, including A0 posters for the White Rose centre.
- 7.5 The website was updated and from the programme launch to the end of the festival the site received 5830 visits, of which 3760 were unique (ie new rather than returning) visits. This represents an decrease of 7% compared to last year. We are surprised by this statistic given our sales figures but perhaps it reflects the fact that more people were visiting our facebook and twitter profiles than in previous years.
- 7.6 Social media activity was excellent this year. We have increased our Facebook subscribers by 200% and twitter followers now number 1382 and there was a high level of interaction from audiences at both sites. Our twitter presence was enhanced by live-tweeting at selected events by guest tweeters. Four e-fliers were out to promote the

festival and we generated 200 new email subscribers. A selection of event previews and reviews appeared on local and regional blogs.

7.7 This year PR was undertaken in house. We had good coverage via leading articles and picture stories in the Yorkshire Post and Yorkshire Evening Post, as well as plenty of coverage in the Morley Observer, and their Batley/Dewsbury partners. The festival was pick of the week in the Times on Saturday. The Culture Vulture, our online media partner, ran a preview and The Guardian online and Beyond Leeds ran favourable preview pieces.

BBC Radio Leeds ran interviews with Kate Adie and the Yorkshire Post carried interviews with Rod Ellingworth, Neil Hanson and Patrick Barkham

7.8 Vinyl banners and posters advertised the festival within Morley but otherwise it continues to be a challenge to create a real presence in the Town Centre, with most shops unable or unwilling to display posters and brochures. Evaluation suggests audiences feel we could do more to publicise the festival in the local area and this is something we will reflect on for 2014.

7.9 Reciprocal marketing was developed with Opera North, Harrogate Festivals, Light Night, Love Arts Leeds and The Grand Theatre marketing to their own mailing lists and through their online channels. Welcome To Yorkshire provided free online coverage on their website.

7.10 This year, we invested some funds towards photography and the results have been superb. A full series of festival photos can be viewed at our Facebook page or on Flickr.

### **Recommendations**

- I. Fundraise for additional marketing support in 2014 to continue good work developed this year and ensure we are developing our reach.
- II. Explore ways we can penetrate local area with festival publicity and reach into Kirklees. Increase slightly marketing budget to enable us to target advertising
- III. Work closely with local businesses to develop meal offers

### **8.0 Ticketing and Sales**

8.1 The Box Office function for the festival was managed once again by The Grand Theatre with Morley Library acting as a sales agent. This enables the festival to offer a telephone and online booking service to audiences.

8.2 The Grand provided a good overall service, with only one or two customer glitches (missing tickets). The Library provided an excellent service with almost £3000 in ticket sales taken.

- 8.3 Local events and the lunch are not sold through the box office and it would make sense to have even a small proportion of tickets for community events available through our main sales channels to avoid confusion for customers.
- 8.4 Advance sales were once again slower than anticipated this year for our headline events. However, last minute and door sales were healthy. By contrast many of our smaller events, including the afternoon tea, sold out in advance.

All in all 1186 tickets were sold for 16 ticketed events, and the festival attracted 2800 attenders.

This is a net improvement on 2012 (1344 tickets sold for 20 ticketed events and attendance at 2042).

It has not been possible to produce final sales figures in time for this report but we are expecting to meet, and possibly slightly exceed, our 2013 sales target of £5000

### **Recommendations**

- I. Continue to use the Grand Theatre Box Office and Morley Library as our primary box office providers
- II. Run sales briefing session with box office staff
- III. Maintain ticket prices at 2013 levels
- IV. Ensure that tickets for all events (except Lunch) are available through our main sales channels

### **9.0 Front of House and Production**

- 9.1 The stewarding for events at this year's festival was organised by the Friends. Other volunteering (for Light Night and other activity) was sourced by the Festival. This has unwittingly created an inconsistency with regard volunteering within the festival. Currently, to steward an event, volunteers need to be Friends (for which there is a membership fee). Whilst the service offered by the Friends is invaluable to the running of the festival, we do need to clarify the festival's offer to potential volunteers - there are a range of opportunities to volunteer within the festival, and we should have clear recruiting and briefing procedures for all volunteers.
- 9.2 We carried out evaluation at all events this year and a summary of feedback is available upon request - all in all 100 forms were returned and most were very positive about the festival.
- 9.3 Refreshments at festival events were organised and provided by the Friends and Committee members, and helped raise income for the festival.

- 9.4 Event management remains a challenge across the festival, especially where there are concurrent events and limited volunteers.

### **Recommendations**

- I. Meet with the Friends and decide on volunteering strategy for the festival. Potentially fundraise for Volunteer co-ordinator within the festival to develop and support volunteering
- II. Recruit a Festival Intern to help delivery next year's festival and support event management

## **10.0 Friends of Morley Literature Festival**

- 10.1 Once again the Friends of the festival were a great resource in terms of managing stewards, supporting the running of events and donating funds towards events.
- 10.2 The Friends ran the Short Story competition this year; however, only 35 entries were received this year (a reduction of almost 100% on last year).
- 10.3 Whilst the support the Friends give to the running of the festival is vital, their remit and function remains unclear. They now have very few members and operate as a support function to the festival delivery. Whilst this is invaluable, it also means there is a lack of clarity about the benefits of being a friend to the public as well as separation of roles and responsibilities - e.g. the competition, volunteering - that would normally be the work of the managing organisation (ie the Festival).
- 10.4 The Friends appointment of a Volunteer Development co-ordinator has exposed some of the contradictions and potential legal problems of having a membership organisation responsible for festival volunteering. A meeting with the Friends is scheduled in November to look at the future of volunteering at the Festival and to support them to re-examine their mission and aims.

### **Recommendations**

- I. Meet with the Friends and decide on best way to develop roles and relationship between the organisations
- II. Support the Friends to re-examine its mission, aims and objectives
- III. Develop a clear volunteering strategy, roles and responsibilities for the festival.

## Appendix 1:

### Becky Cherriman's Festival Poem:

#### In Bloom

*for the people of Morley and Alice Scatcherd, past inhabitant of Morley Hall with particular thanks to Mary Sykes and Jill Hepworth.*

Daisy Hill before bungalows and new builds,  
a time of limed hides and working mills  
when the snap of rhubarb resonated in rusted iron drums.  
Cheek pressed against the cow's flank,  
your cramps came fast as the pulses of her milk,  
pulled us into town, to Morley Hall.

It is to get back to then, back to you, that I return to Dawson Hill  
where you laboured on fissured ground  
- Alice was ringless too -  
and despite what they said of you, yours was a queen's promenade  
past marigolds and carnations, past a ripped-off linnet's wing.  
A more lettered lady would have thought of Yeats, of ruined maids,  
you conjured the suffragette who lived here, suffered for women like you,  
climbed despite the smoke and the mockery of rooks,  
despite the omen of the bells at your back,  
kept on, abandoned pleasure gardens in bloom.

*A blessing the town was empty,  
that day the mill fire spread.*

In the Queen Street cafe with our Jack  
and the crackle of Pretzels, I count my own:  
my grandson who, sober as a national disaster, holds out  
a toy giraffe in one hand, the bill in the other, young enough  
to believe we can make a choice between duty and pleasure.  
I pick the giraffe  
and, with the honesty of these hills, he giggles,  
offers me the bill then gives me both.

Blessings: your fingers before the carpal tunnel still bulbing hyacinths  
or gritty with bun mix, with the dirt I acquired  
- you forgave me my beginnings,



though you never forgave yourself;  
that day the orderly answered the door  
to explanations of your solitary presence, your fecklessness,  
your gestures nimble enough to weave layers of air  
from disused looms. She took your arm, offered her support  
and this is the best of our blessings -  
the people round here, they walk with you.

## Appendix 2:

### Audience Feedback 2013

(from 99 completed forms)

#### What did you enjoy?

- All speakers excellent and all very informative and interesting. All humorous too.
- Interesting topics, professionally and entertainingly presented.
- The events were well organised and enjoyable. The format seems just right.
- Excellent speakers. Enjoyed the interview technique for Pride & Prejudice. Loved the venue for Aft tea - thank you.
- Lunch - meal was excellent. Speaker good but difficult to hear at times.
- Cycling was excellent performance in all respects. P&P very disappointing, difficult to hear, little engagement with audience. Kate Adie - top class in every respect.
- Intimate setting, local history, great storytelling.
- Alison Weir - very informative. Good Q&A. Andy Kershaw - sheer enthusiasm. Kate Adie - very interesting and well delivered.
- The personality, delivery, content of the speakers, esp. Kate Adie who was superb. Now having heard Gervase Phinn I could have listened to him all night.
- Excellent subjects and choice of speakers
- Hearing about the various writers' inspiration and creative ideas and the background and research to their books and poetry.
- Informality of the event.
- Enjoyed the informal evening set up for AK
- Relaxed, nice location (library), friendly facilitation
- I enjoyed the poems from Word on the Street and hearing about the history of Morley. My son loved making a poem and eating space food.
- The huge variety of events. Great music at folk night. Informative talks and presentations
- Good compere for Ned and Rod
- Very interesting talk - entertaining and full of fascinating facts.
- The talent, the format, the diversity, the audiences!
- Seeing different ways of working/writing.
- Community spirit
- Good value, interesting speakers and people to meet.
- All well organised. Variety of topics. Tickets easily accessed.
- All interesting, informative and entertaining.
- Andy Kershaw - brilliant, informative and entertaining. Inn at the Top - interesting, amusing and on the doorstep!
- Intimate and friendly atmosphere and a very thought provoking talk.
- Interesting talks (and good cakes).
- Hearing about the books/being able to buy the books. Meeting people with similar interests and having a chat after the speaker.

- Warmth, intimacy, audience - artistic interaction

### **What could be improved**

- I wondered if perhaps a bigger venue could be thought about in Gildersome - the lay out of the room at the Con Club and noise from snooker room made it very difficult to see (if behind partition) and hear.
- Refreshment availability and queues
- Size of venue (Churwell)
- Lunchtime events - sell sandwiches!
- Four of us attended lunch and we all missed parts of his talk. Perhaps the microphone was faulty or he did not use it properly.
- Maybe more publicity
- Question and answer session could be longer
- More refreshments
- Booklets about event more available - didn't get one until I booked ticket at library
- Longer Q & A session
- Folk night and Tan Inn overcrowded due to the popularity
- Making sure everybody can hear well - both the speakers and the questions asked. Making sure the speaker addresses the audience.
- Sometimes it is hard to hear when questions are being asked. I find it distracting when people move about whilst the talk is taking place.
- The Pride and Prejudice event was spoilt by inadequate microphone. Also we could not hear the questions from the audience - chairperson should have repeated them.
- Seats in the town hall.
- My bookings through Leeds Grand were lost/spoilt and not what I expected and reflected badly on the festival.
- More comprehensive advertising - many people didn't know it was on.
- Extend knowledge of events throughout the area.
- Wider adverts
- Larger venues if possible
- Library was a bit on the warm side.
- Access to food!
- Poster up on Tingley chapel noticeboard / outside advertising. Only knew as new to area and just joined West Ardsley Library
- The speakers should be encouraged to project their voice throughout their presentation and the questioners should aim their voice for everyone and not just the speaker.
- Nibbles
- Vegetarian option for Inn at the Top

### **What would you like to see in the 2014 festival?**

- Bridget Christie. More women.
- More fiction
- Open mic poetry events
- Peter Robinson, Tracey Borman
- More authors e.g. Kate Atkinson
- Authors from black and ethnic minority backgrounds
- Local historians
- Storytelling for adults
- More funny women - Morley does it so well.
- More top women from arts/media
- More publicity - change to Festival date - clashes with Cheltenham Lit Fest and Ilkley
- More good musical raconteurs.
- More publicity
- C J Samson, Hitchhikers Guide to the Galaxy, I'm sorry I haven't a clue, Hilary Mantel
- More workshops, better publicity
- Make sure the sound system works at every event

- Alan Bennett, Mavis Cheek
- Music
- Beer and music!! (opportunity for young bands between events/speakers)
- Writing workshops at the weekend
- No particular view but would love to hear more from Andy Kershaw
- The Tan Inn as we missed it this year.
- Alan Bennett, Deborah Moggach, Joanne Harris, Ruth Rendell
- David or Jonathan Dimbleby
- Any chance of inviting Joanne Harris, author of 'Chocolat'?
- Possibly a little more on classical literature
- Perhaps a poet. Joanne Harris. Jane Gardam
- More events for teenagers and reluctant readers.
- Local authors - e.g. Helen Fielding, Simon Armitage.
- More of the same!
- Andy Kershaw
- More cycling/sport/outdoor stuff
- More music
- More diverse authors
- More creative writing workshops, some sci-fi/fantasy events.
- Very happy if it continues the same - the organisation of the festival events is very good.
- Just keep improving!
- Some crime authors such as Peter Robinson, Ian Rankin, Jo Nesbo. Simon Armitage, Bill Bryson, Hilary Mantel.
- Probably better known speakers. Though do feel unknown people can be very interesting too.
- Andy Kershaw - the sequel!
- Alexander McCall Smith would be wonderful - or Michael Morpurgo for children.
- More comedians, a heavyweight author, current affairs

### **Other comments**

- Great event - always like it
- Interesting highlight of the Autumn which could be more widely publicised in local area.
- The seats at the Town Hall are really uncomfortable, even for 1 hour!
- It obviously involves a large number of volunteers but does provide interest to a lot of people and adds value to the Town's social life
- Thanks to all involved. It's a great plus for Morley!
- Excellent speaker and super function (lunch). Please do continue with this literature festival - very enjoyable event.
- The tea event was full! So disappointing.
- A great addition to the cultural life of the town and Leeds
- Not very well advertised - when I searched the internet I struggled to find the details to book.
- Fantastic festival, very proud to tell others about it. Hope it continues for many years - we intend to support it.
- Absolutely brilliant!
- Although well attended, not many people seemed to know about the festival.
- Good event - needs wider advertising in Dewsbury/Batley/Cleckheaton etc
- Have a mailing list for email subscribers so that people can be emailed event details in advance and also save on costs.
- Pleased I now know about it.
- Very well organised. Well done!
- Just do as well as you have and more so. It has been well organised.
- I think it is great to have it. Please carry on.
- I normally enjoy the events I attend. I find them informative, pleasant and a very agreeable occasion.
- Excellent. Morley is on the map! (for very good reason). Well done everyone.
- Quality speakers in a local environment - fantastic. Thanks for all your hard work.

- A good selection of events; but the workshops on creative writing and poetry were unfortunately during the day; as I work full time I couldn't go, which was disappointing.
- Please can it go back to being bigger, I understand the funding was cut, but this festival should be prioritised.
- Thank you! It is great to have this festival in Morley. Just a shame there isn't a book shop!
- A very good thing for the whole community
- I would love to see this as a year-round initiative, more creative writing courses etc.
- I think it is a great event and well organised with tremendous support.
- It's the first time I've been, and I've enjoyed it. It's also easy to get here and find the right places.
- Keep up the good work, and keep Morley on the map!
- The festival committee work hard to bring this festival week to Morley
- It's a great thing - this is my third one!!
- Great festival. Fantastic to be able to listen to such high quality talks so close to home (Dewsbury). Thank you!
- Love it.
- Very impressed. Keep up the good work. Such a high quality local festival.
- Keep up the good work.
- Fabulous - keep up the good work.
- Be nice to see some 'young faces' . Get the local High Schools interested?
- Great little festival. Shame it clashes with Ilkley
- We thoroughly enjoyed our first experience of Morley Literature Festival and are already looking forward to next year!