



Morley Literature Festival 2011 Evaluation Report

Date: 9 November 2011

Executive Summary

This report critically evaluates the sixth Morley Literature Festival (MLF), taking account of opinions and feedback from the Festival Director, the Festival Committee, members of the public through verbal, 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.

This year's festival was a resounding success, with record audiences, a larger programme of high profile events, new commissions, new and significant partnerships and considerable media coverage.

The festival increased its turnover and was able to programme more events, improve its marketing and invest more in the running of its schools programme.

Morley Literature Festival is developing a reputation as a significant cultural event in the region and brings fantastic profile to the borough of Morley as well as a significant influx of new visitors.

As a result this success is creating more work for the festival director, and consideration as to how much the festival can develop further should be taken into account, given the current level of administration.

1.0 Purpose of the Report

1.1 The purpose of this report is to evaluate the 2011 Morley Literature Festival and provide a set of recommendations for the development of this event.

2.0 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 second as Festival Director.

3.0 Festival Structure & Delivery

3.1 Jenny Harris was contracted as Festival Director for a further year from November 2010. In a new development, Jane Zanzottera was contracted on a freelance basis, using Find Your Talent funding, to run the Authors in Schools programme and Anita Morris Associates were awarded a small contract to run the Festival PR.

3.2 The Festival Committee met bi-monthly throughout the year. At the 2011 AGM, Cllr Judith Elliott was appointed Chair, and Dilys Hetherington was made Secretary. Shirley Varley and Janet Harrison continued in their roles as Vice Chair and Treasurer respectively.

3.3 The Festival is a constituted voluntary group and Committee meetings include executive members plus invited representatives from Morley Town Council, Friends of Morley Literature Festival, the Library Service and Find Your Talent.

3.4 Following the recommendation in the 2010 Evaluation Report, new Committee members were appointed from the cultural and business sector in Leeds: Anys Williams (Anita Morris Associates, PR advice and creative input) and Monica Tailor (Kilo75, digital marketing expertise and Morley resident).

3.4 Line management of the Director was carried out by the Chair of the Committee. The Director managed the Schools co-ordinator and freelance contracts.

3.5 All members of the management committee are committed to the festival and its value to the town, and they worked extremely hard to ensure its success in 2011. The committee is functioning well and all members feel involved in the direction and organisation of the festival.

3.6 The Friends of Morley Literature Festival organised this year's stewarding and door sales, as well as refreshments for several events. They also organised a successful Short Story Competition, which resulted in 56 entries from around the world. The winner was presented with a cash prize donated by the Friends at the opening of this year's Festival.

3.7 The festival continues to have problems with the Authority's Lettings Department when booking the Town Hall. Paperwork is routinely lost, and despite repeated requests for exclusive use of the building during the festival week and reassurances that this is possible, other events continue to be booked in.

3.8 The higher profile of the festival and its ongoing development is creating considerable amounts of extra work for the festival director, in the form of networking meetings, requests for advice and support, project and marketing work. There is also a significant amount of work involved in pulling the programme together. Any consideration on the future development of the festival needs to take into account the administrative implications, with priority given to additional marketing support.

Recommendations

- I. Continue to develop the Committee membership

- II. Set dates for future meetings and ensure that paperwork continues to be distributed in a timely fashion to committee members
- III. Request written confirmation from Lettings regarding dates for next year's festival.
- IV. Discuss administrative functions with the festival committee

4.0 The Festival Programme

- 4.1 This year's festival dates were extended from 7 to 10 days to incorporate two weekends, from 8-16 October. This enabled us to programme more family events, as well as have wider date availability for headline authors.
- 4.2 The events programme comprised 30 public events. Of those, 8 were events for children and young people, 1 was a public street event and 3 were creative writing workshops.
- 4.3 The festival continues to enjoy the patronage of Gervase Phinn who judged this year's Short Story Competition and recommended the speaker for this year's Literary Lunch.
- 4.4 The quality of the programme was once again high – building on the success of 2010 we were able to attract authors of the calibre of Ian Rankin, Lucy Worsley, Mark Radcliffe and Adam Hart Davis.
- 4.5 This year's events programme was enhanced by a number of bespoke projects which were funded through the Arts Council and Mills & Boon and added value and depth to the festival:

Home is Where the Art Is - a partnership between Leeds Art Gallery and Artemis, saw 4 households and 3 schools in Morley borrow original artworks for their home/classroom. Poet Andrew McMillan and Photographer Paul Floyd Blake were commissioned to run workshops and create new work around the lending scheme. The resulting work was displayed on panels in the Town Hall during the week of the festival and on banners outside the Town Hall during the festival week. Participating children were invited to a special Lord Mayor's reception on the opening Saturday of the festival, where they could see their work displayed and hear poet Andrew McMillan read out some of his favourites. Some of the artwork will go on display at Leeds Art Gallery and help promote their Picture Lending Scheme to a wider audience. The plan is for the schools panels to be installed in the Morleian subject to approval.

Now Then - this pilot project recorded stories from Morley residents and groups for a blog <http://nowthenmorley.co.uk>. Writer Emma Adams worked with different community groups including a learning disabled social group, a Children's Centre and a group of teenagers to create stories and blogs for the site. Local residents were also encouraged to submit their own stories, pictures and poems to the site.

Mills & Boon - a group of seven Leeds writers created the world's first collaborative romance novel, Broken Shackle, under the pseudonym Adele Morley, which was launched at a cabaret night celebrating Mills & Boon during the festival. The 70,000 word book, set in Leeds, is now available as an e-book.

- 4.6 The events programme exceeded audience targets in most cases, with audiences travelling from Lancashire and as far afield as Aylesbury for particular events and all

parts of Leeds, Wakefield and Kirklees (see appendix 1 for detailed audience figures).

- 4.7 Venues used included local businesses Bertie's Diner, the Cucina café-bar and Café Indalo, Tingley Methodist Church, St Peter's Church, St Andrew's Church, Churwell Community Centre, Gildersome Conservative Club, Asuqith Primary School, as well as our core venues Morley Town Hall and Morley Library.
- 4.8 Once again it was a challenge to attract headline events on Friday and Saturday evenings, and a significant proportion of the programme budget went on a comedian to make sure we had a good Saturday night opening. However, this did not ultimately affect the success or impact of the festival and there was a good spread of events throughout the 10-day period.
- 4.9 The creative writing workshops for adults were extremely successful this year - with almost 30 applications for each of the 10 place sessions. We'll look into developing these next year as well as investigating the possibility of introducing a small charge to help cover costs.
- 4.10 Following the success of our previous community events, satellite evenings were organised in Gildersome, Tingley and Churwell and were organised and promoted by individual committee members.
- 4.11 A partnership event between Morley Literature Festival, Opera North and Love Arts Leeds saw author Jon Ronson visiting the Howard Assembly Rooms on the Friday just after the festival finished - allowing us to develop new relationships with city centre venues and audiences.
- 4.12 Morley Literature Festival was part of Light Night for the first time this year. The Poetry Takeaway served up poems to hundreds of Light Night attendees on Briggate, and we were able to use the opportunity to hand out fliers. The Poetry Takeaway image was also used in most of the media coverage of Light Night.
- 4.13 We continue to enjoy a good relationship with Ilkley festival and consulted with them on programming, hosting consecutive events where appropriate.
- 4.14 The reader development team at Libraries continued to offer great support to the festival and made several welcome programming recommendations.

Recommendations

- I. Continue to develop the programme, building on the success of the last 2 years.
- II. Involve the festival patron in programme planning
- III. Secure funding for another bespoke project based in Morley for 2012
- IV. Further develop the workshop programme
- V. Continue with community events
- VI. Continue to work with local businesses and public buildings as venue spaces
- VII. Develop new links with Leeds Metropolitan University, Artemis, Love Arts Leeds and Opera North and explore joint programming potential

5.0 Schools, Family and Young Peoples' Events

- 5.1 Find Your Talent (FYT) once again supported the schools and outreach programme, and we were able to use last year's FYT carryforward to employ Jane Zanzottera to

manage the programme.

- 5.2 The Schools programme followed a similar approach to last year, however we attempted to develop and extend the practitioners involved. Artists were recruited either through being approached directly (via recommendations from the Library Service) or through a general call-out via the Breeze Culture Network. We had a good response to this method of recruiting practitioners, with a total of 15 biographies being submitted. There was a good mix of practitioners, both in terms of practice but also gender (there were 9 men). In total, 9 were new to working with the Morley Literature Festival, although some of these practitioners were familiar with the Active Learning model used by MLF and have worked with ArtForms in the past. (This model involves a pre-visit, delivery in school and after school INSET).
- 5.3 An artists briefing was scheduled at the end of June, however this was poorly attended (3 artists in total), possibly because it was not part of the contract and was therefore an unpaid commitment. At the beginning of July, a teacher's briefing session was held at Morley Library. We had 7 schools represented and apologies from 3 others. This went well, although most of the teachers were already familiar with the process having been involved last year. To support the delivery of the MLF in schools, Headteachers were asked to contribute £50 to participate in the programme.
- 5.4 BY the start of the MLF week, 14 schools and artists had been matched, with 12 of them having arranged dates for delivery during the actual week. Two sessions were delayed and will take place ASAP.
Over the course of the week, around 850 children accessed a practitioner through school. The Schools Programme Coordinator managed to visit all 12 schools during the week which was a great opportunity to see the range of work being delivered, see first hand the responses of the children and teachers and build relationships with school staff.
- 5.5 The existing model works well, but may be too expensive without further subsidy from the schools and the support of Find Your Talent. One option, proposed by the Schools Co-ordinator, is to have a limit of schools who have an artists working directly with them (creating a sense of urgency/first come first served and hopefully avoiding the chasing which is very time consuming) and to offer a couple of large scale events based in the Town Hall. She also suggests a more integrated approach with Morley Library eg events on during the week that schools could book into. This would involve schools in the programme, develop the Library's audience (and relationship with local schools) and has the potential to overspill throughout the year.
- 5.6 This year's programme of events for children and young people was bigger and better than in 2010. Three free events were held on Saturday mornings at the Library and were extremely well attended, including a visit by Debi Gliori, one of the UK's leading picture book authors. Additionally we ran a writing workshop for 13-18 year olds and Northern Ballet ran two ballet workshops for 5-11 year olds. A Dr Who writers event was well attended by young people as well as adults.
- 5.7 The festival benefits enormously from the support and assistance of the children's development librarians at Leeds Libraries, Debbie Moody and Lorraine Lee, who advise on children's authors and support the running of events.

- 5.8 The Festival Director now attends regular meetings of Leeds Children and Young People's Literature Network that brings together authors, librarians and literature professionals in the city.
- 5.9 Breeze Leeds awarded the festival £2,000 this year to run a Young Fashion Bloggers project around the White Rose fashion show. However, the funding was extremely late in being confirmed and as a result it proved very hard to recruit young people in the time we had. The young people that were recruited were unreliable and additionally, White Rose cancelled its fashion show due to the recession. Breeze Leeds are aware of the problems and have advised us to carry forward the funds to spend on a project for next year's festival.
- 5.10 The Festival Director was approached earlier in the year by the Morley Family of School to organise a high profile author event at Morley Town Hall using their Stephen Lawrence Foundation grant. A date and author were found, but the head of the Family of Schools ceased communications regarding the event and it was shelved at considerable professional embarrassment to the director.

Recommendations for the MLF Committee

- I. Use evaluation of 2011 schools programme to develop the work for 2012, in partnership with Leeds Libraries.
- II. Make it a condition of contract that artists who are not familiar with the Active Learning model MUST attend a briefing session.
- III. Continue to build on the links created within the Morley schools by continuing to employ Jane Zanzottera as schools co-ordinator
- IV. Secure funding from new source for schools work
- V. Continue to develop children and young people's events in the programme , liaising with schools librarians and schools reading groups.
- VI. Re-frame Breeze project for 2012.

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. Other cash funding was secured from Morley Town Council, Land Securities, Arts Council England, Find Your Talent, Mills & Boon, Arts @Leeds and Breeze Leeds.
- 6.2 Support in kind was given by:
- Morley Observer and the Culture Vulture - media partners
 - Blackwells - running book stall at all events
 - Morley Library - free venue, selling tickets, supporting events
 - Café Indalo, Berties Diner, Morley Indoor Market and Cucina - free venue
 - White Rose Shopping Centre - marketing support
 - Love Arts Leeds - marketing support on three events
 - Harrogate's Theakston's Crime Writing Festival - presenting partner
 - Welcome to Yorkshire - online marketing support
 - Artemis & Leeds Art Gallery - producing partners
 - Howard Assembly Room - presenting partner

Leeds Lights - free provision of cherry picker and staff

- 6.3 One last minute innovation by the Friends was the production of goody bags for visiting authors containing promotional information, as well as a selection of free gifts donated by businesses (eg Yorkshire Tea). Our partners provided much of the content for these, and we will develop the idea next year.
- 6.4 This year the festival has collected signed copies of books by most of the 2011 authors which will be donated via the White Rose Centre to St Martin's Hospice

- 6.5 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 2011 festival is given below:

Expenditure	Cost
Festival Director	£10,000
Additional support staff	£2,750
Guest speakers and artistic programme	£11,700
Schools and young people's activity	£6,000
Website	£850
Town Hall Hire	£1,260
Design & Print	£5,070
PA/equipment hire	£2,650
Exhibition printing	£950
Sundries - flowers, refreshments etc	£500
Contingency	£1,000
Literary Luncheon (120 covers at £16)	£1,920
Total	£44,650
Income	
Profit 2010	£2,500
FYT carryforward - Artists in Schools	£1,600
FYT 2011 - Artists in Schools	£4,750
Area Committee - Director's Salary	£10,000
Morley Town Council	£1,000
Land Securities	£2,000
Arts Council England G4A - Art@Home	£6,320
Income from Schools	£1,100
Raffle and bar profits	£500
Arts@Leeds - Author events	£3,000
Breeze - Fashion Project	£2,000
Ticket sales	£6,500
Mills & Boon	£1,000
Literary Luncheon (120 tickets @ £20)	£2,400
Total	£44,670

- 6.6 The turnover of this year's festival increased by £12,000. Fundraising was very successful this year, with grants from the Arts Council and Arts@Leeds - both bodies have previously awarded funds, but the grants were larger than in previous years and enabled us to spend more on the events programme.
- 6.7 Fundraising will continue to be a challenge in the coming 12 months. In particular the cancellation of the Find Your Talent programme which has generously supported the Schools programme for the last three years makes finding a new source of funding for our work with young people a priority for 2012.

Recommendations

- I. Re-apply for Arts Council and Arts@Leeds funding

- II. Identify funding opportunities for schools and outreach programme (approximately £7,000 including co-ordination) and make applications

7.0 Marketing and Publicity

- 7.1 The festival brand was developed in 2011 by designer Lee Goater and the pocket-sized brochure received many plaudits this year for its quality and accessibility.
- 7.2 8000 festival brochures were produced and distributed via direct mail and by hand to libraries, schools, arts venues and businesses in Morley, Leeds, and the Wakefield area. An additional 10,000 fliers were produced and most distributed via &Co to leaflet racks throughout West Yorkshire. Morley schools received and distributed fliers via book bags. 200 full colour posters were printed and distributed, including A0 posters for the White Rose centre.
- 7.3 The website was completely redesigned by Kilo75 and is now clear and simple, with a focus on the events programme. In the 10 week period from the site being relaunched to the end of the festival the site received 5,694 visits, of which 4,089 were unique (ie new rather than returning) visits.
- 7.4 Social media was also redeveloped, with the Facebook group migrating to a Facebook page and Twitter continuing to be a useful way to reach certain audiences. E-fliers were designed and sent out to promote the festival. E-bulletin subscribers number 176 and there is potential to develop this for 2012.
- 7.5 Anita Morris Associates, the region's leading PR company for the arts, were contracted to produce an overall press release and listings for the festival. We had good coverage via leading articles in the Yorkshire Post and Yorkshire Evening Post, as well as plenty of coverage in the Morley Observer, and their Batley/Dewsbury partners. Additional coverage was generated through Stylist Magazine and Red Online. The Culture Vulture, our online media partner, ran previews and reviews as well as a series of book review blogs.
- A press book has been produced by AMA Associates indicating the amount and value of coverage generated.
- 7.6 Support from Radio Leeds was particularly strong this year with their Outside Broadcast Team reporting from Morley on the first Saturday of the festival - across the breakfast and mid-morning shows. The station also covered the Mills & Boon project with an interview with the writers on their mid-week lunchtime show and an interview with Festival Director on Liz Green's One on One show.
- 7.7 Several local bloggers covered the festival (see Appendix 2)
- 7.8 Three banners advertised the festival in Morley, and the Home Is Where the Art Is banners on the side of the Town Hall made an attractive advertisement for the festival 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. The new Town Centre fabric banners are a welcome addition.
- 7.9 Reciprocal marketing was developed with Leeds International Film Festival, Opera North, Harrogate Festivals and The Grand Theatre marketing to their own mailing lists and through their online channels. Leeds Light Night was also a good

marketing opportunity, both through its website and at the event itself where we handed out festival fliers. Love Arts Leeds included three events in their festival brochure and associated marketing. Welcome To Yorkshire provided free online coverage on their website and we will seek to develop this relationship in 2012.

The artwork produced for Leeds Art Gallery will see the Festival further increasing its marketing reach.

- 7.10 A local photographer undertook some pro-bono work for the festival this year, covering our headline events. A selection of the photos can be found at: www.markdolby.co.uk/2011/morley-literature-festival/
- 7.11 There is potential to develop further the marketing of the festival and we will look at options for additional marketing support in 2012.

Recommendations

- I. Continue to use professional designer with experience of working with copy.
- II. Explore the budgetary options for additional help with marketing
- III. Increase the e-list and continue to optimise use of new technologies
- IV. Develop links with bloggers for 2012 to improve festival reviews and photography.

8.0 Ticketing

- 8.1 The Box Office function for the festival was managed once again by The Grand Theatre and was largely successful. There continue to be some issues around box office staff knowledge and glitches in the system (events occasionally disappear...), but the Grand is currently updating its computer system so we would expect improvements next year.
- 8.2 We did discover after tickets had been on sale for some weeks that the Grand had added an extra £1.50 booking fee per ticket, on top of the £2 transaction fee and the 10% commission we pay to the Grand. When this booking fee was queried it was removed, but it did mean that some ticket holders paid more for their tickets than others.
- 8.3 Sales targets were reached or exceeded on the majority of events this year. See Appendix 1 for full details.
- 8.4 Just under 28% of total ticket sales were made online.
- 8.5 This year Morley Library sold tickets on the festival's behalf and this proved an extremely popular method of purchase - so popular in fact we were caught out by demand and had to order extra stock. Althams sold tickets for the main events.
- 8.6 There is a need for us to communicate directly with sales staff at the Grand and the Library next year to ensure that basic mistakes aren't made when selling tickets. For example, Grand staff sold ballet workshop tickets to accompanying adults in some cases.
- 8.7 Additionally, we will increase ticket stock to the Library and ensure that information about ticket sales is clearer in the brochure so that the public know exactly which tickets they can get where.

- 8.8 Workshop sign up was via email this year and some older members of the community reported that they would prefer to do this via the telephone. Unfortunately the festival does not have a public telephone, but we will explore options for people to sign up via the library in 2012.
- 8.9 Ticket prices have remained static for several years now and the Committee should consider increasing ticket prices for some events in 2012 in line with rising costs (VAT in particular).

Recommendations

- I. Continue to use the Grand Theatre Box Office in 2012
- II. Improve online links to sales following the development of the Grand's box office system.
- III. Increase ticket stock to Morley Library
- IV. Run sales information sessions with staff at the Library and the Grand
- V. Ensure all events are accessible both off and online.
- VI. Cost-benefit analysis of increasing ticket prices

9.0 Front of House and Stewarding

- 9.1 The stewarding at this year's festival was very well organised by the Friends' Ann Dodgson. Generally the standard of stewarding was good, although some of the stewarding team are very elderly and we will find different supporting roles for them in 2012! We will continue to work with the Friends to increase the number of stewards on the regular team.
- 9.2 This year, the Friends organised basic First Aid training for the festival stewards. Some stewards were also trained in food safety.
- 9.3 The porters at Morley Town Hall are very helpful with regard to the festival organisation, but we would discourage them from Front of House duties as they do not always create the appropriate image.
- 9.4 The new floor on the Morley Town Hall stage is very welcome and we will benefit in future years from the additional improvements regarding the lighting and staging, planned by Morley Operatic Society.
- 9.5 A licensed wine bar was provided for three town hall events which proved very popular, and tea and coffee refreshments laid on at several other events. Members of the Leeds WI, Buns & Roses served cake and tea at our jewellery event, and the Friends ran an Afternoon Tea event for 160 people. Feedback from audience members suggests that the provision of refreshments for all events would be welcome, although this will always be problematic for some of our smaller events.
- 9.6 Event management is stretched when there are several events on consecutively or at complex larger events, and consideration will be given to how this is managed in future years.
- 9.7 Bookselling for this year's festival was provided by Blackwells of Leeds. They provided an excellent service once again and reported that book sales were good.

Recommendations for the MLF Committee

- I. Advertise for and recruit more volunteer stewards
- II. Look closely at Event Management when planning festival delivery
- III. Explore options for catering at the majority of events
- IV. Continue to use Blackwells in future festivals.

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 cash towards events.
- 10.2 The Friends developed the Short Story competition this year, which had become rather moribund. Reformatted and revived, 56 entries were received, from as far afield as Norway, New Zealand and the USA. Patron Gervase Phinn helped select the final winners.
- 10.3 There is potential for the Friends to develop their membership base following this year's festival and they should consider what their remit is going forward - whilst the offer to the festival is clear and welcome, the benefits of being a Friend still remain unclear.

Recommendations

- I. Continue to support the Friends.

11.0 Mayor of Morley

- 11.1 This year's Lady Mayor is also our Festival Chair and provided sterling support to the festival. We were very grateful for her support, particularly in allowing us to use the Mayor's parlour as a green room during the festival week.
- 11.2 The Lady Mayor hosted a festival reception on the opening Saturday of the festival which was attended by funding partners, artists and children and parents from some of our participating schools. The Mayor of Siegen and his family were also present and we enjoyed some fine musical entertainment from a recorder consort from Siegen, as well as poetry readings by Andrew McMillan.

Recommendations

- I. Seek the support of the 2012 Mayor.

12.0 Conclusions

- 12.1 The 2011 Morley Literature Festival was a resounding success. The programme was well received and events were well organised and attended. Please see Appendix 3 for a selection of feedback from members of the public, artists and schools.
- 12.2 The festival is developing a real reputation as a significant cultural event in the regional calendar and a destination for authors. It brings considerable profile to Morley, as well as an influx of new visitors to the town.
- 12.3 We will seek to build on this success to ensure that the festival develops and thrives in 2012 and beyond.

Appendix 1: Ticket Sales

Date	Event	Target Audience	Actual Audience
Saturday 8th October			
10am	Creative Writing workshop	10	8
10.30am	Steve Hartley	26	30
2pm	Tatty Devine	50	63
3pm	Jewellery Workshop 1	20	30
3.45pm	Jewellery Workshop 2	20	20
7.30pm	Arthur Smith	200	225
Sunday 9th October			
2.30pm	Juliet Gardiner	40	25
7.30pm	Adam Hart Davies	100	117
Monday 10th October			
Midday	Literary Lunch	120	136
6pm	Emma Henderson	30	15
Tuesday 11th October			
10am	Writing workshop	10	10
7.30pm	Juliet Barker	80	97
7.30pm	Mike Pannett	50	85
8pm	Reading group	10	3
Wednesday 12th October			
7.30pm	Mark Radcliffe	120	352
9pm	Too Much Pressure	40	46
7.30pm	Les Barker	60	60
Thursday 13th October			
6pm	Dr Who Writers	100	71
7.30pm	Terry Nation event	50	16
8pm	Ian Rankin	100	320
Friday 14th October			
10am	Writing workshop	10	10
6pm	Robert Dinsdale	30	25
Saturday 15th October			
10.30am	Debi Gliori	30	40
11.30am	Tell Tale Hearts	30	30
11am	Chris Waters	30	31
1.30am	Tracy Borman	50	67
3pm	Afternoon Tea with Lucy Worsley	60	177
7.30pm	Mills & Boon	50	35
Sunday 16th October			
2.30pm	Ballet Workshop 1	25	24
	Ballet workshop 2	25	8
2.30pm	David Crystal	30	123
TOTAL:			2299

Appendix 2: A Selection of Blogs About the Festival

<http://www.karennaylor.blogspot.com/>

<http://mumblog.net/?p=781>

<http://theculturevulture.co.uk/blog/after-hours/broken-shackles-at-morley-literature-festival/>

<http://www.markdolby.co.uk/2011/morley-literature-festival/>

<http://forbookssake.net/2011/10/18/broken-shackles-at-morley-literature-festival/>

<http://leedsreads.net/tag/morley-literature-festival/>

<http://rosymoorhead.co.uk/tag/morley-literature-festival/>

<http://beyondgdnleeds.wordpress.com/tag/morley-literature-festival/>

<http://sallyjenkins.wordpress.com/tag/friends-of-morley-literature-festival/>

Appendix 3: Selected Feedback from Audiences and Artists

I just wanted to say how much I enjoyed my time in Morley. The Festival was a fabulous combination of friendliness and unobtrusive but efficient organisation. It was great fun, and I'd like to do it again.

Alwyn Turner, Author

Tonight's Morley Festival event was a thing of beauty, thanks to a lively and generous audience and the skills of interviewer Natasha Cooper

Ian Rankin, Author

Many thanks for a wonderful festival. I enjoyed my slot enormously. You provided the best audience I had all week; they asked the most difficult questions, and they bought the most books. And what a wonderful room.

Adam Hart-Davis, Author

Just to give you a bit of feedback, about the workshop today. I really enjoyed it and thought it was a bit of a motivating experience. I will take away what I learned today and try to build on it. I would attend similar events in the future. Crime and science fiction workshops would be good.

Ruth Turner, Workshop participant

I attended the Ian Rankin evening last night with my husband Keith. We had travelled some distance to attend in the hope that tickets would be available and were delighted that they were. I would just like to say a big thank you to the kind ladies who made us so welcome and looked after us after our arrival. We arrived somewhat early and were offered a cup of tea and biscuits in the warm while we waited. Following this we were treated to a tour of the Town Hall by one of the councillors and introduced to the Lady Mayoress in her beautiful parlour. We had front row seats and thoroughly enjoyed Ian Rankin's interview, getting Keith's book signed at the end. It was a wonderful evening which we will remember for a long time. Thank you to everyone for your "northern hospitality". The three hour long journey back to Aylesbury was more than worth it!

Debbie and Keith Moore, Audience member

We felt very looked after at last week's event. I thought it was wonderfully well organised. And what a great audience!

Paul Magrs, Author

I attended the opening with my daughter and grandson from Gildersome Primary, whose poem was read by the young McMillan. I enjoy the event exceedingly especially viewing the various rooms in Morley town Hall (splendid!), meeting the charming and delightful Mayor in

all her regalia, but most of all sharing the evening with the youngsters who very likely, as my grandson, visited the building for the 1st time and were partakers and part of the literary festival. I hope it will have been a source of inspiration to them, not only in terms of local history but also for them to broaden their imagination into the world of poetry and writing.
Ruth Robson, Audience member

A selection of tweets:

- Congrats on a great festival! Makes me glad I live in Morley. Thanks to all involved for all your hard work & dedication.
- Only went to 3 events but enjoyed them all tremendously. Well done!
- Well done on a brilliant festival. Have only heard, seen & been involved in good things!
- After fabulous eve of Mills and Boon with [@morleylitfest](#) and [@culturevultures](#) | rather fancy setting up M and B book group.