

PLAY HAY

Putting Music at the Centre of Hay

Each year we welcome tens of thousands of visitors to our town for the annual Hay Festival of Literature and the Arts. As a Chamber of Commerce, we are focussed on getting as many of those people as possible to stay, shop and play in the town itself rather than restricting themselves to the Festival site. Play |> Hay is one of this year's idea to make the town a more attractive place for visitors and locals alike.

The concept

We will arrange five live acoustic zones around the town. These are TBC but could include:

- Clock Tower
- Lion Street
- Want to Canoe?
- Market Car Park
- Backfold

Performers will be able to sign up for half hour slots between noon and 5pm. We will encourage people to sign up in advance via email or social media but there will also be an option to sign up on the day – we could even have instruments available to borrow for those who need one.

We will promote Play |> Hay online and encourage well known performers to come and do secret sets as well as offering a platform for up and coming talent. It also offers unusual entertainment round every corner for visitors to Hay, and we hope the word of mouth buzz would spread, encouraging more people to get involved.

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Key features

- Easy to run – all set up done prior to Festival.
- Low impact – all acoustic music, no electrics, PA, drums, etc.
- Cheap – relatively little infrastructure and marketing done online rather than printed.
- Offers a fun way for performers to interact with the Festival crowd.
- Has the potential to attract big names who are passing on the spur of the moment.
- Is a great advert for the town – there is always something different happening in Hay!

What if it rains?!

Play |> Hay does rely to some extent on the weather playing along. In the event of a downpour we'd hope that sympathetic local shops and bars could offer the opportunity for acts to perform there instead. The main draw would be outdoor performances though so we are aware the idea will be much stronger if we get some sunny days.

How will it affect other existing events?

There are a number of existing events such as Fair on the Square and we would be absolutely clear that we don't want to interfere with their great work – programming of the relevant spaces would reflect this.