



After 23rd March 2020, as the UK locked down to prevent Covid-19 sweeping across the country, the decision was quickly reached to change and adapt to the new situation. The digital festival was born and plans became increasingly ambitious.

With guest director Joanne Harris and headline performers including Amanda Owen (The Yorkshire Shepherdess) and Tracey Chevalier, stories were told around the world, scanning a huge range of situations – from political comment, to professional discussion, to the power of music and story, to family events and all out laughter.



Joanne Harris



Amanda Owen



Tracey Chevalier

"It was brilliant. Such a positive thing amid the pandemic" attendee feedback

**ONE WHOLE MONTH
OF PROGRAMMING
IN AUGUST 2020**



83

events



56

artists



7252

people
taking part

Average audience watch time - 52 minutes

The Yorkshire Festival of Story certainly lived up to its tagline;

FREE, ONLINE, EVERYWHERE

It attracted an audience from all over the world; from **Settle** to **South Africa** and **Seattle** and **Singapore**, from **Iowa** to **Illinois** and **Italy** and **Israel** and **India**, **New York** to **Norway**, **Australia** to **Arizona** and even far flung places like **Vancouver**, **Quebec** and **Honolulu**, the festival did get everywhere.



"Absolutely world class" attendee feedback

14%

of the artists involved in the festival agreed with the statement **“this is the only piece of work I have undertaken since lockdown.”**

100%

of the audience and artists agreed with our new metric, that the festival was critical and that it was **‘important that this digital work was happening during Covid-19’**.



“It has been the one bright spot of covid for me” attendee feedback



People, on average, rated the festival an almost-perfect 4.6 stars out of 5.



70%

of the audience gave the festival an actual perfect score.



“On the magical side of lockdown – thank you” attendee feedback

“A RELEVANT AND JOYFUL FESTIVAL AND A SOURCE OF COMFORT IN DIFFICULT TIMES”



“It made me feel like I was actually a ‘part’ of the literary & storytelling world” attendee feedback



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Incredibly, despite changing to a digital festival, Settle Stories has maintained its excellent quality, as shown by the metrics.

In 2018 it outperformed all the average UK benchmarks available, and in 2020 it maintained this excellent track record, despite being a digital festival.



Provided free at the point of access, the festival smashed its fundraising targets, proving how much people rated the experience.



The Evaluator

We'll figure it out for you