

*“Globally Ambitious”* The Guardian

AROUND  
THE  
WORLD

**Edinburgh International Book Festival  
Annual Review 2015**

## The best of the UK literary festivals, by some distance. A real sense of belonging to a literary community, where writers and readers come together.

Richard Beard, critically acclaimed novelist and writer



## A Sample of the Year's Delights...

Authors from far and wide came to Scotland to tell us their stories including Mexican artists, The First Nation Innu People of Northern Canada and Australian Indigenous writers, in fascinating events that threw light on cultures far removed from our own.

Familiar and well-loved personalities lit up our stages including Alan Cumming having fun with Ian Rankin, Celia Imrie with her debut novel, Julian Clary with his new children's book and Paul Merton with stories from his memoir.

Literary heavyweights Marilynne Robinson, Colm Tóibín, Julian Barnes, David Mitchell, John Banville and Anne Enright were just a few of the many world-class authors who inspired much discussion.

Performance poets Kate Tempest and George the Poet received cheers and standing ovations from sell-out audiences, as did Scottish musician Edwyn Collins and his wife Grace Maxwell, whose joyful event moved many people to tears.

American civil rights activist, the Reverend Jesse Jackson was welcomed with adulation from crowds of admirers as he swept onto the stage. We streamed his event live to BBC iPlayer so many thousands more people had the opportunity to see him.

Over a single weekend, the new book by French graphic novelist Barroux was crowd-translated into English for the first time by Festival-goers, with the help of the author, in The Spectacular Translation Machine.

As bestselling crime writer Val McDermid counts Scotland's First Minister Nicola Sturgeon among her fans, we invited them both to share the stage for an event. And

so they did, to splendid effect, resulting in a highly entertaining conversation between two influential women, which only briefly touched on politics.

Penguin Books was persuaded to reissue HG Wells's seminal book, *The Rights of Man* (used to formulate the charter of the League of Nations, later to become the United Nations, and the cornerstone of the European Human Rights Act today), with a new introduction by author Ali Smith after her impassioned HG Wells Lecture on our opening day.

Dancing and cheering was the immediate response of secondary school pupils to Dave Hook and his Scottish hip-hop group Stanley Odd as the group demonstrated how they use traditional forms of writing to create their music and express their ideas. It was the most raucous event in our Baillie Gifford Schools Programme.

**Fantastic festival – especially the affordable ticket prices which means a lot as it gives me the opportunity to see events I would not get the chance to see.**

Audience Member 2015

Glaswegian sensation Limmy took to the stage at the Book Festival for the first time, and held his rowdy audience in the palm of his hand as he read from his new book, adding to his already massive fan base and demonstrating his mastery of telling stories.

The inspired pairing of Christopher Brookmyre and Australian Indigenous writer Bruce Pascoe brought different perspectives and life experiences to a specially created event for the prisoners at HMP Greenock.

Thanks to generous support from players of People's Postcode Lottery, we launched Booked!, a new programme which brings books to life for people in their own communities. Four major projects took place in Dundee, Auchinleck and Glasgow, and over 54 author events were created for adults and young people across Scotland.

The award-winning novelist Kazuo Ishiguro launched his first, and much-anticipated, novel in a decade at a spring event at the Royal Lyceum Theatre as part of our new Booked! programme, when he spoke eloquently about his struggles to write.

When Cressida Cowell launched the final book in her bestselling series *How to Train Your Dragon*, the signing queue was so long that the child at the end had read the book by the time he got to the front so he took the opportunity to challenge the author about her story arc!

Our Jura Unbound evenings celebrated the best of live literature with Neu! Reekie!, Rally & Broad and Born to be Wide. Children's authors Julia and Malcolm Donaldson also drew in the crowds, as did Scottish Album of the Year winner Kathryn Joseph, Hector Bizerk with his roof-raising rap and No Brow graphic artists, who created a collaborative comic with the audience.



# Director's Report

The early years of the 21st century have been kind to literary festivals. But even with this strong following wind, Edinburgh's Book Festival has enjoyed spectacular levels of international success. In 2015 the Festival took another leap forward, with ticket sales, book sales, philanthropic support and the total number of participating authors reaching record-breaking levels once again, without losing the trademark intimacy and magical atmosphere of our cherished Charlotte Square Gardens setting.

Perhaps the most important reason for the Book Festival's success is its role as a hub for Scottish literature – as a platform for showcasing Scottish ideas to an international audience. The Book Festival achieves success for Scottish writers and publishers by working in close collaboration with schools, libraries, trade bodies, academic organisations and fellow festivals across Scotland. We help unpublished writers start their careers as part of our Story Shop partnership with Edinburgh UNESCO City of Literature Trust, and we support them right through to the end. We were proud, for instance, of this year's collaboration with Comunicado Theatre: the result was a powerful performance of *Cyrano de Bergerac* in Edwin Morgan's Scots translation. The event marked five years since Morgan's death.

We were particularly sad that the great Scottish novelist William McIlvanney lost his life just before Christmas.



Fortunately, we were able to play a part in helping Willie end his career on a high by programming him as the star guest at the Pisa Book Festival late in 2015. Eventually, he was too ill to appear in person, and it was to be the last event about him in his lifetime – but it went ahead anyway, featuring warm tributes by Allan Massie and Joseph Farrell.

This was one of many partnership events we helped organise outside Edinburgh, away from the busy August festival period. In a major new initiative supported by players of People's

Postcode Lottery, we launched Booked! – a growing series of collaborative projects, including the launch of Kazuo Ishiguro's novel *The Buried Giant* at the Lyceum Theatre, as well as an uplifting evening at the Dundee Literary Festival featuring poems and stories by members of the HaVeN voice-hearing network in Dundee.

The Book Festival is an international triumph because it enables Scottish success stories to sit cheek by jowl with great writers from elsewhere. Very few book festivals are as international as Edinburgh's. In 2015, alongside global superstars like Marilynne Robinson and Man Booker Prize winner Marlon James, we presented urgent, as-yet-untranslated voices from Mexico and the Innu territories of Northern Canada, and one of our keynote translation projects brought French graphic novelist Barroux to a keen new audience. Our unforgettable Baillie Gifford Children's Programme included a presentation of Julia Donaldson's work in an array of international translations, while our free Jura Unbound evenings presented new voices from Scotland's buzzing live literature scene alongside writers from Finland, Iceland, Italy and Jamaica.

Above all, the Book Festival brought people of all ages together, across borders, across languages and across cultures. The reverberations from those encounters will continue to be felt across the world, for many years to come.

**A success story that delivers on its ambition year after year.**

The Scotsman



## Thank You

The Book Festival is a charity which not only presents nearly 800 events in Charlotte Square Gardens in August, but also a host of other collaborative projects elsewhere in Scotland as part of our new Booked! programme. I am indebted to every one of my exceptional colleagues for their talent, enthusiasm and dedication in bringing our work to life. We are equally grateful to the organisations and individuals who support the Book Festival, enabling us not only to programme hundreds of writers, but also to pay every single one of them for each event they participate in. I am grateful to all our Sponsors, Benefactors, Friends and Patrons, and in particular to our Lead Sponsor Baillie Gifford. We are deeply indebted to the public for its enthusiastic purchasing of tickets and books – income which is crucial to the charity's ability to keep ticket prices affordable. What's more, many of the most innovative events and ideas to have emerged at the Book Festival in recent years are thanks to public funds: we are grateful for the support of Creative Scotland, the Scottish Government's Edinburgh Festivals Expo Fund and the City of Edinburgh Council for their continued investment of precious funds in the Book Festival. I am convinced that the investment pays exceptional dividends.

*Nick Barley*

Nick Barley, Director

**91% of visitors felt the Book Festival had given them a chance to see artists and performances that they would not see normally, whilst also showcasing high quality work from around the world.**

Source: post-Festival audience survey



# 2015 Festival Facts

**It is only fitting that Edinburgh, the world’s first UNESCO City of Literature, hosts an annual book festival attended by nearly a quarter of a million people, who flock to Charlotte Square Gardens to hear authors discuss their work.**

Chicago Tribune

## A Record Year

**We sold 124,749 tickets across all our programmes, more than ever before.**

**46,384 tickets were sold on the very first day of sales, beating our previous record by 3,837.**

**Income from ticket sales increased by 2% on the previous year, the best it’s ever been.**

**14,186 tickets were taken up by school pupils, more than ever before.**

**The popularity of ebooks has not dampened enthusiasm for physical books: book sales in our bookshops rose by 7% on 2014, the highest sales in the Book Festival’s 32 year history.**

**We launched Booked!, a brand new programme of events and activities taking place across the year, which aims to bring books to life for people of all ages in their own communities.**

## A Wide-Reaching Programme

**We presented over 800 authors from 55 countries in almost 800 events.**

**9 of the 13 authors nominated for the 2015 Man Booker Prize appeared at the Book Festival, including the winner Marlon James.**

**56 debut novelists and short story writers from as far afield as New Zealand, Australia, Austria, Finland, Mexico and Iceland appeared in our First Book Award series of events.**

**83 authors took part in 118 events in our Baillie Gifford Schools Programme alongside the 202 events which we created for children and families in our Baillie Gifford Children’s Programme, which featured 194 authors.**

**As part of our Booked! programme of events, we took authors to 53 schools, libraries, theatres and prisons to reach audiences who were unable to come to the Festival in August.**

## An Engaged Audience

**Around 225,000 visits were made to Charlotte Square Gardens over August.**

**2,807 pupils from 41 schools celebrated the 100th anniversary of Alice in Wonderland with us on Baillie Gifford Gala Day.**

**10 events were live-streamed by BBC Arts Online and made available on demand on BBC iPlayer along with selected video clips of Book Festival events, generating nearly 60,000 video views.**

**42,000 people followed the Book Festival on Twitter, 226,000 unique visitors used the website.**

**Videos on our Book Festival YouTube channel received 58,360 views in 2015, bringing the total number of views to 211,140.**

**When asked ‘How would you rate the quality of the Book Festival against other comparable events or festivals?’ 73% of Book Festival visitors said ‘better’ or ‘far better’.**

## A Story Worth Telling

**Journalists and broadcast media accredited from Australia, Canada, China, Denmark, Dubai, France, Germany, Greece, India, Ireland, Italy, Poland, Portugal, South Africa, Spain, Sweden, Turkey and USA.**

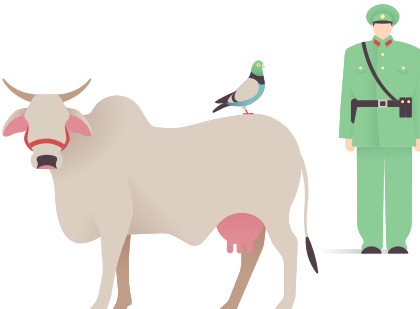
**The Book Festival achieved media coverage in 23 different countries and was featured or mentioned in 2,299 articles across print and online media.**

**Broadcast audiences exceeded 100 million and included Scottish, UK and European radio and TV programmes, syndicated news features across Europe and extensive digital coverage.**

**The Book Festival’s activities featured on 452 UK and international websites (that we know about).**

**Edinburgh International Book Festival is lively, and very representative of cutting-edge Scottish literary culture. It felt great to be a part of it.**

Kathleen Winter,  
award-winning Canadian novelist and short story writer





# Beyond the Summer Festival

## Putting Edinburgh on the World Stage

The Edinburgh International Book Festival is a founding member of Edinburgh UNESCO City of Literature, Festivals Edinburgh and the Word Alliance and continues to work closely with each. These organisations play a vital role in presenting Edinburgh on the world stage, as a Festival city, literary centre and as a cultural destination.

The Word Alliance is a strategic partnership between Edinburgh and seven of the world's other leading literary festivals which helps us to support and showcase the work of writers and has enabled partners to create innovative cross-border literature projects, raised funding for creative programming and provided each festival with a world-wide forum to showcase the work of native writers.

Festivals Edinburgh creates major collaborative projects and strategic initiatives to maintain Edinburgh's status as a world-leading festival city, and in 2015 these included marketing campaigns in key UK and European cities, international PR campaigns, further development of the Green Arts Initiative to create a Scotland-wide community of practice, the launch of a new website and Media Resource Centre and tourism sector partnerships with VisitBritain, VisitScotland and Marketing Edinburgh. Book Festival staff actively participate in devising and delivering projects and campaigns alongside Festivals Edinburgh's core team.

As the world's first UNESCO City of Literature, Edinburgh is at the forefront of an international network of UNESCO Creative Cities, which encourages literary exchanges, developing local, national and international literary links. Our work with the City of Literature in 2015 included daily free Story Shop readings with emerging local writers, a Literary Information point showcasing literary organisations in Edinburgh, and Reading the City with James Robertson, an event giving audiences an insight into how Scotland's capital is captured in words.

Word Alliance  
[www.wordalliance.org](http://www.wordalliance.org)

Edinburgh UNESCO City of Literature  
[www.cityofliterature.com](http://www.cityofliterature.com)

Festivals Edinburgh  
[www.edinburghfestivalcity.com](http://www.edinburghfestivalcity.com)



## The Ripple Effect

At the Book Festival, the coming together of many different people from countries and cultures far and wide allows ideas to flourish. Authors and illustrators, musicians and artists, journalists and politicians, audiences and visitors, rub shoulders with each other, exchanging views and sharing stories. Conversations started often reverberate long after the Festival is over. One recent example: Raja Shehadeh's Guest Selected series of events at the 2014 Book Festival about the Middle East resulted in the 2015 publication of *Shifting Sands*, a collection of essays from the 15 participating writers who live and work throughout the area, examining the region's past, present and future. It became the fifth bestselling book at the 2015 Book Festival, which inspired two book launches later in the year: one in Jerusalem, one in Ramallah. Thousands more copies were sold, producing much discussion and the book being described as an 'unbeatable... accessible exploration of not only the Middle East's tragedies, but also its potential'.

## International in outlook and eclectic in range.

The Crack



## On the Road with Booked!

Thanks to support from players of People's Postcode Lottery, we launched Booked!, which takes the Book Festival on the road around Scotland. Booked! w, Scottish Chamber Orchestra and an array of brilliant artists, authors, musicians and graphic novelists who brought books to life for many different people, young and old. We plan to launch a blog later in 2016 to tell the story of Booked!, documenting our activities.

## Literature Alliance for Scotland

The Book Festival continues to play an active role in the Literature Alliance Scotland, which works in areas such as education, support for authors and publishing, literary tourism and the international role of Scottish literature by formulating strategy and connecting organisations. It presents the significant role of literature and languages in Scottish culture and society to a range of organisations and debates, lobbies, co-ordinates and celebrates our literary nation.

[www.literaturealliancecotland.co.uk](http://www.literaturealliancecotland.co.uk)

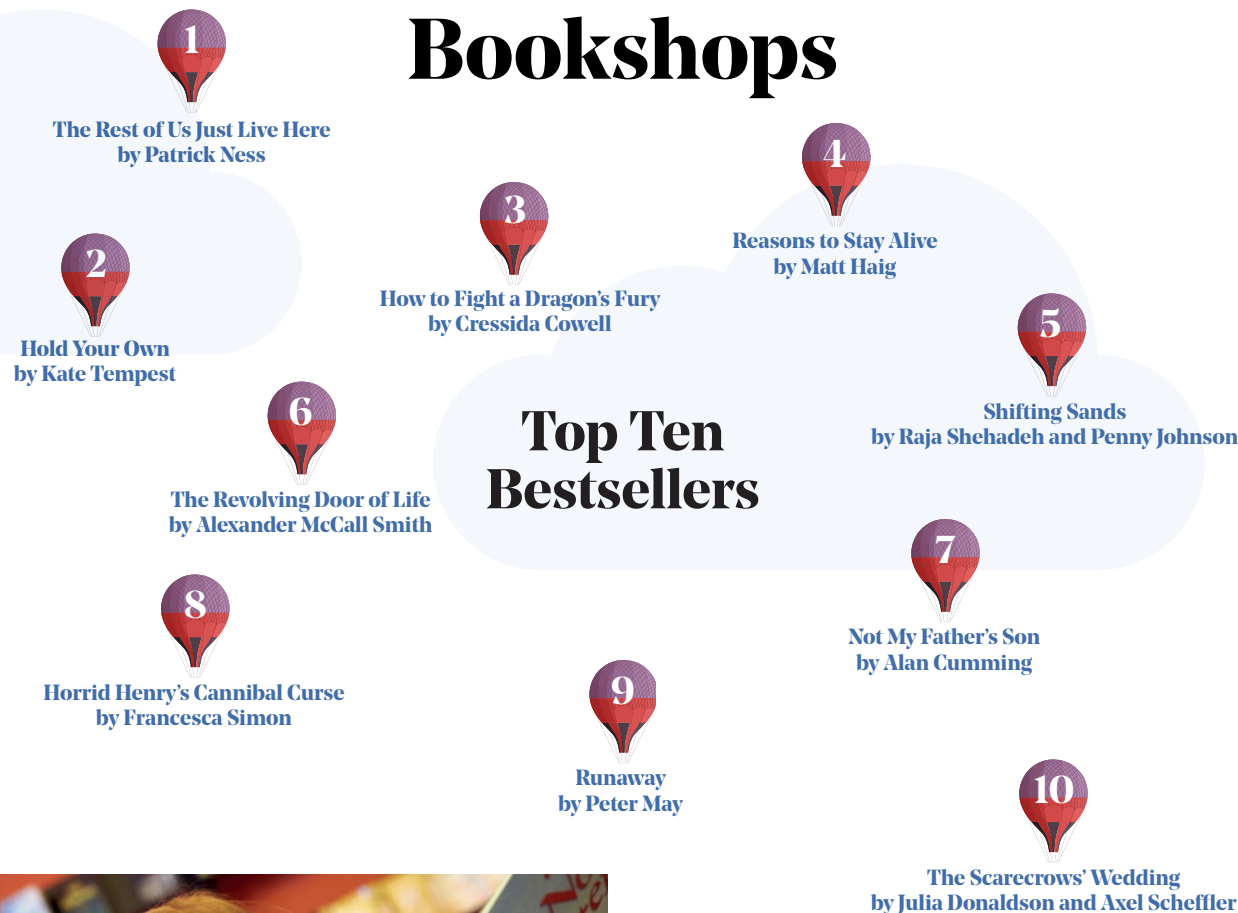
**96% of Book Festival visitors say that having the Festivals is part of what makes Edinburgh special as a city.**

Source:  
post-Festival audience survey





# Book Festival Bookshops



**Edinburgh International Book Festival is an opportunity to hear authors whose work I have loved for years and to discover new authors I might not otherwise have come across. It is increasingly a hub of exciting and challenging discussions.**

Louise Welsh,  
award-winning Scottish author

Our independent bookshops had another record breaking year in 2015 with sales of £665,000 during the Book Festival's 18-day trading period, an increase of 7% on 2014. The Baillie Gifford Children's Bookshop, The Bookshop for adults and our Signing Tent stocked more than 9,000 different titles between them and all three retail spaces enjoyed substantial increases in sales. Our bookshops are owned and managed by the Book Festival and are a key part of the Festival experience; all profits are put towards developing and staging the Festival each year.

Sales of books following our school's events were better than ever before in 2015 thanks to our Lead Sponsor Baillie Gifford offering £3 book vouchers to every school pupil who attended an event at the Festival, helping many more children to buy books.

Changes to the layout of The Bookshop for adults improved the browsing experience and visitors reported high levels of satisfaction.

56 debut novels and short story collections from as far afield as New Zealand, Australia, Austria, Finland, Mexico and Iceland featured in our First

Book Award. Each of the titles were highlighted in the bookshops, and book buyers were encouraged to vote for their favourite. It was Scottish author Colin MacIntyre who won the title with his book *The Letters of Ivor Punch*.

Raja Shehadeh's hugely successful series of events in our 2014 Festival, examining the past, present and future of the Middle East, resulted in the 2015 publication and launch of *Shifting Sands*, a collection of essays from the 15 participating writers who live and work throughout the area. The book proved a hit with book buyers; it was the fifth bestselling book of the Book Festival, selling several hundred copies and rivalling the sales of books by some of the Festival's highest-profile authors.

Bestsellers in 2015 included books for young adults, poetry, fiction and non-fiction including biography and children's titles. The sales of books for young adults were particularly strong, reflecting the success of events by big name genre authors taking part in the programme.

We'd like to extend a huge thank you to everyone who bought books at the Festival in 2015.

**Physical books are more popular than ebooks: over 80% of bookers read physical books at least once a week; 52.8% are doing so every day. 58.3% regularly read ebooks.**

Source:  
post-festival audience survey





# Inspiration, Ideas and Learning

**Extremely well organised...a place to come to learn new things.**

Audience Member  
2015

## Our Programme: the World, in Words

Through an entertaining programme of author interviews, creative workshops, topical debates, literary performances and activities we hope to stimulate people to challenge themselves, to pick up a different kind of book, engage with an unfamiliar subject or to hear a different side to a familiar argument. In 2015 the Book Festival was the most international it has ever been: we welcomed writers from over 55 different countries, and with each author came a tantalising glimpse into a country far removed from Scotland. Through poetry, novels and non-fiction, international authors shared their stories, offering insights into their own cultures, from Mexico to Australia, the Republic of Congo to India, Israel to Lebanon, North Korea and beyond.

Special strands in the programme focused on understanding mental health, feminism and the influence of female writers, the musician's approach to writing, the interaction between globalism and xenophobia, human rights and Britain's changing political landscape. We reprised our strand of events on translation following its popularity in 2014 and offered a greater selection of reading workshops, which again proved to be some of our most sought-after events.

The Baillie Gifford Schools and Children's Programmes, the programme for adults and the activities in our new Booked! programme, between them offered people of all ages, from all walks of life, a wide-ranging choice of inspirational and entertaining events, packed with insight and ideas.

## Developing Audiences, Readers and Writers

Our first mass translation event was held at a free drop-in day where visitors helped to translate *Alpha*, a graphic novel by Barroux, from French into English, with the help of volunteer translators.

We filmed 31 events in 2015 alongside many interviews with authors to give audiences free, year-round access to our programme. The videos can be viewed on our website and YouTube channel and audio recordings of events can be downloaded as free podcasts from our website and iTunes.

Following a successful partnership in 2014, we again teamed up with BBC Arts to live-stream ten of our most popular events so many more people had the chance to watch them as they happened. The recordings were then made available on-demand through BBC iPlayer during the twelve weeks following the Festival, clocking up nearly 60,000 views.

In partnership with Edinburgh City Libraries, we offered discounted tickets to family reading groups from various city libraries, helping them to attend events they wouldn't otherwise be able to see and arranging meet-ups with the authors in Charlotte Square Gardens.

Following each of our debates on issues such as dyslexia, mental health and dementia, we offered audiences support and advice in a new series of free post-show information sessions, which were created in partnership with organisations including Dyslexia Scotland, Scottish Association for Mental Health, Carers Scotland, The Open University and Alzheimer Scotland.

Our First Book Award continues to encourage people to read the books, attend the events and vote for the debut fiction writers in the programme. 2,597 votes were received in 2015 and ticket sales for these events has risen year on year. In an audience survey, 53% said they 'agreed' or 'strongly agreed' that visiting the Book Festival had made them take more risks with their reading choices.

We launched Booked!, a new year-round programme of author and literature-based events and activities which takes the buzz of the Festival to places around Scotland with the aim of bringing books to life for people of all ages in their own communities. In 2015 Booked! included events with Kazuo Ishiguro and Elizabeth Laird in Edinburgh; taking well-known authors to entertain prisoners at HMPs Edinburgh and Glasgow; organising creative workshop sessions with other hard to reach groups such as Menzies Hill High School Young Mothers Group, Dundee; Vulnerable Parent Group Home Start, Fife; LGBT Teens, Dundee; Action for Children, Greenock and Addiction Group Springvalley Resource Centre, North Ayrshire.

**I really loved the thematic areas and spent much more time in 'discussion' events for example on human rights or the Middle East.**

Audience Member  
2015

## Engaging Children, Teens and Families

The Baillie Gifford Children's Programme, running alongside the events for adults, continues to draw in the crowds with nearly 37% of events selling out. In 2015 it offered 202 events, featured 194 authors and attracted just under 20,000 children and families. Events ranged from inspirational true stories of explorers to challenging topical debates, from illustration workshops to events about science. Children's authors came from many different countries such as Australia, China, Sweden, Finland, Iran, Poland and Japan.

We offered daily free events for children of all ages including creative sessions produced in partnership with Craft Scotland, Edinburgh For Under Fives, Gorgie City Farm, The Royal Society, Edinburgh City Libraries and Craigmillar Books for Babies.

A range of events for young adults were produced and promoted separately in the brochure and online to encourage attendance by this difficult to reach age group. The 23 events attracted a healthy attendance and 6 sold out.

The tough issues of teenage mental health and wellbeing were tackled in a selection of events for young people and parents featuring novelists and expert professionals who explored topics such as depression, identity, sexuality and gender.

Our new year-round Booked! programme offers us the opportunity to create innovative ways to really bring books, words, ideas and stories to life for people in different communities and inspire people to think about books differently. Our 2015 Graphic Lyrics project was one such example – it brought pupils from Shawlands Academy in Glasgow (whose first language is not English) together with hip-hop group Stanley Odd and graphic novel collective Metaphrog. Through a series of workshop sessions, the pupils and artists created original rap songs and accompanying graphic novels which retold the stories of traditional fairy tales and they showcased these to friends and family at the Glad Café in Glasgow to great success.

## Reaching Schools and Education Professionals

The Baillie Gifford Schools Programme continues to be an important part of our August Festival and in 2015 featured 60 events for primary and secondary school pupils, 5 CPD events for education professionals and 53 outreach events for a variety of different groups across Scotland involving 109 different authors and participants.

In 2015, 14,186 tickets were taken up by schools, more than ever before, and around 4,000 people benefited from our outreach events. The programme is created with the Curriculum of Excellence in mind, offering reading tips and classroom ideas for each event to enable teachers to create classroom activities around a school visit.

112 schools received money from the Baillie Gifford Transport Fund, which helps schools cover the costs of travel to the Book Festival and makes it possible for many pupils to attend who would not otherwise be able to. In addition, our Lead Sponsor, Baillie Gifford, offered each pupil who attended a £3 book voucher to spend in our Bookshops.

**I took a school group for the first time this year and it was a huge success. All the pupils had a fantastic time and want to go again next year.**

Teacher  
2015



# A Greener Festival

The Edinburgh International Book Festival is a unique forum for discussion where audiences, authors, artists and others can make connections and share stories and ideas with each other. It provides the perfect place to bring the latest thinking on environmental matters before the public in an enjoyable and informative way. We continue to review all our activities with the aim of identifying where we can make changes, however small, to reduce our environmental impact.

## Environment Themed Events in 2015

- Children's author and illustrator Barroux used his inspiring picture books to demonstrate the devastating effects of our growing cities on forests and wildlife.
- Naturalist and conservationist Sir John Lister-Kaye asked if we are losing touch with the natural world and discussed the seasonal metamorphosis at the Aigas Field Centre in the Highlands.
- The joy of Britain's natural landscapes was celebrated in an event with nature writers Jim Crumley and Adam Thorpe.
- Stories of his encounters with polar bears, penguins, whales and sharks were recounted by intrepid wildlife filmmaker John Aitchison, who won a BAFTA and Emmy for his work on Frozen Planet.
- Former Friends of the Earth director Tony Juniper discussed Britain's 'natural capital', warning of the damage that has been done to the systems that sustain us.
- The award-winning writer Joanna Blythman told how she went undercover to discover the dark secrets of the food industry, revealing the unpalatable methods deployed to make 'natural' food.
- Children's author and scientist Gill Arbutnott took a look at the issues around recycling in two events, as part of her Guest Selected science-series.
- Caroline Lucas, former leader of the Green Party talked about parliamentary challenges and how we could be governed better.



**It's a festival that's always about books and writers and ideas, not celebrity or superficial fads.**

Val McDermid,  
bestselling Scottish novelist

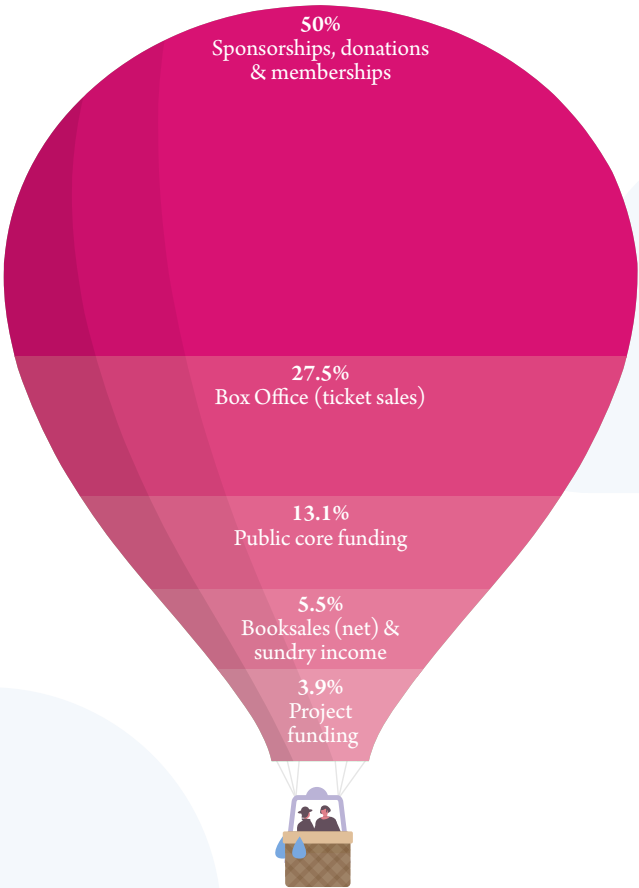
## On-Going Practice

- We are Zero Waste Scotland compliant, separating 100% of recyclable waste (including food waste) in our office and on our Festival site.
- We actively encourage everyone on our Festival site to use our prominent recycling and composting facilities.
- The packaging, plates, cups, glasses and cutlery used by our caterers are produced by Vegware and made out of bioplastic meaning they are 100% compostable.
- New staff uniform orders use fairly-traded and, where available, biodegradable materials and we recycle returned garments for reuse.
- The Book Festival brochure is printed on 100% recycled paper and we provide prominent facilities on site for customers to return brochures for use by others.
- Environmental sustainability is embedded in all staff training and employee handbooks and we welcome suggestions on how to improve our practices from all members of staff.
- Our public and author toilets are connected to mains sewage, avoiding the use of chemicals and waste collection vehicles.
- Art materials used in craft activities in the Baillie Gifford Story Box are recycled, non-toxic and biodegradable, and the children use specially designed child-friendly recycling bins.
- Our website and print actively promotes travel to the Festival on foot and by public transport and also offers links to hotels and B&Bs that are pro-actively reducing their environmental impact.
- Lighting in our offices has been replaced with energy efficient LED panels.
- We use an online expenses claim system which records the carbon impact of all staff travel.
- We work closely with the Festivals Edinburgh Sustainability Working Group and Creative Carbon Scotland to help us effectively measure and record carbon emissions, an essential step towards understanding our travel impacts and identifying how they can be reduced.
- We are working towards gaining ISO 2012-1 Sustainable Event Management Accreditation, alongside Creative Carbon Scotland and our Festivals Edinburgh partners.





# Where the Money Comes From and Where it Goes

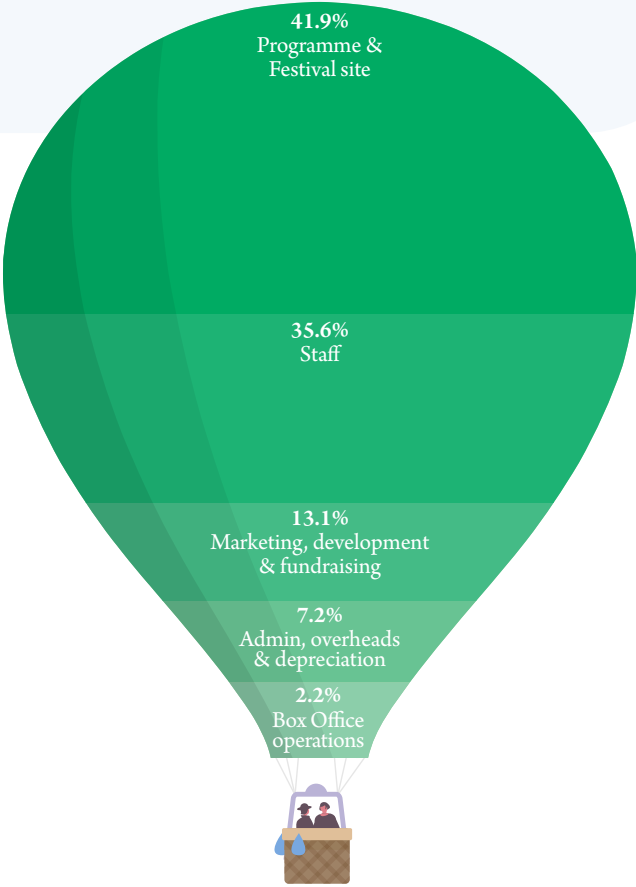


## Income

The Book Festival's total income in 2015 was £2.5m, 83% of which we generated through ticket and book sales, sponsorship and fundraising. We receive core funding from Creative Scotland and City of Edinburgh Council, and in 2015 project funding from the Scottish Government's Edinburgh Festivals Expo Fund supported our *Trading Stories* strand of events.

## The overall organisation of this event has been outstanding.

Audience Member  
2015



## Spend

Nearly 80% of expenditure went towards creating and delivering a diverse programme of events and building a temporary tented village in Charlotte Square Gardens. We are committed to ensuring the efficiency of the Festival operation, to maximise investment in the programme and site for the benefit of authors and audience alike.

Figures estimated based on financial records.  
Fully audited accounts will be available later in 2016.

# Board and Management

## Board of Directors

Allan Little, Chair

Jenny Brown

Francis Bickmore

Tom Connor

Ewan Easton

Fiammetta Rocco

Hannah Westland

Carol Wood

We said goodbye to the following Board Members and thank them for their valuable contributions over the years:

Susan Rice, Chair

Fiona Brownlee

Jamie Jauncey

Kat Kennedy  
Corporate Development Manager

Sadie McKinlay  
Head of Sponsorship & Development

Gerard Mehigan  
Development Officer (Individuals)

Sophie Moxon  
Operations & Finance Director

Steve O'Connor  
IT & Systems Manager

Alyson Orme  
Development Officer  
(Sponsorship & Events)

Kate Seiler  
PA to Director

James Shaw  
Head of Booksales & Retail

Rosie Sim / Hannah Wright  
Administrative Assistant

Janet Smyth  
Children & Education  
Programme Director

Sarah Stephenson  
Bookkeeper

Frances Sutton  
Press Manager

We said goodbye to the following staff this year and thank them for all their hard work during 2015 and in past years:

Claire Hilditch  
Operations Manager

Nicola Robson  
Marketing Officer

Julie Weston  
Administrative Director

## Photography

Festival photography by  
Alan McCredie and Helen Jones

Authors' Festival portraits by  
Chris Close

## 2015 Long-term Temporary Staff

Joely Badger  
Programme Logistics Assistant

Fiona Boyle  
Booksales Administrator

Jenny Brotherstone  
Schools Booking Coordinator & Box  
Office Supervisor

Lisa Craig  
Projects Coordinator

Charlotte Gosling  
Press Officer

Lucy Harwood  
Box Office Manager

Moya Hay  
Box Office Supervisor

Johnson  
Recycling Manager

Rebecca Low  
Box Office Supervisor

Callum MacAskill  
Warehouse Manager

Jonny McGowan  
Assistant to Site Manager

Jess Orr  
Project Marketing Officer

Zsuzsanna Parry  
Author Logistics Officer

Stephen Paterson  
IT & Network Officer

Robin Sanders  
Site Manager

Janey Seymour  
Technical Manager

Lisa Thompson  
Front of House Manager

Hannah Wright  
Press & Marketing Assistant



# Thanks to All Our Sponsors and Supporters

Our Development Team works with corporate sponsors, trusts and foundations and individual donors to generate 50% of the Book Festival’s income. In 2015, with the support, enthusiasm and inspiration of all the partners with which we work we were able to deliver another outstanding Book Festival. We would like to take this opportunity to thank all of our Sponsors and Supporters listed opposite, as well as our Patrons and Friends and those who chose to make their donations anonymously.

We would particularly like to thank our Lead Sponsor, Baillie Gifford, its Partners and staff who have wholeheartedly embraced the mission and vision of the Book Festival and supported much of our activity, including the Schools and Children’s Programmes, for the third year running. This year we also welcomed the

People’s Postcode Lottery Culture Trust as a partner and, thanks to the support of players of People’s Postcode Lottery and other Trusts and Foundations, we have been able to implement our new programme of year-round activity, Booked!, to take the Book Festival into communities across Scotland.

We are extremely grateful for the support of our Benefactors, Patrons and Friends whose personal donations and ticket buying underlines their passion and enthusiasm for the Festival. We would like to thank James and Morag Anderson whose generous contribution allowed us to invite a greater number of authors from across the globe to stay longer in Edinburgh and take part in many more events in the programme. Our Benefactors and Patrons also provided the funds for some much needed

improvements in the Gardens such as new seating and better sound equipment, as well as supporting many of our new outreach activities.

Thanks also go to Creative Scotland, the City of Edinburgh Council, the Scottish Government’s Edinburgh Festivals Expo Fund and our Programme Partners for their ongoing support.

We are extremely grateful to everyone who has supported us in 2015 and we hope that our supporters have enjoyed their association with the Book Festival this year, meeting their favourite authors, uncovering some new gems in our programme and adding to their bookshelves. We look forward to welcoming everyone back to Charlotte Square Gardens in 2016 for another fantastic Book Festival.

## Sponsorship in Action

The 10th anniversary of ScottishPower’s sponsorship of the Book Festival provided a great opportunity to re-invigorate the partnership with a new project.

The aim was to foster an interest in books and reading amongst primary school pupils through a competition to win a £2,000 investment in their school library.

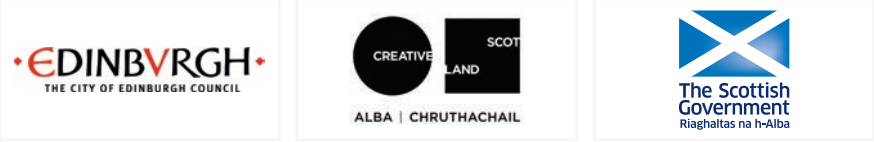
Evidence has indicated that a good school library contributes significantly to enabling vulnerable students to improve academic success, yet funding cuts meant libraries faced closure. The Book Festival and ScottishPower Foundation got together to think of ways to make a positive contribution to help school libraries and Library Energiser was born.



The idea was simple: schools submitted a photo of their current reading space or library and 100 words on how they would transform it if they won. In 2014, 27 schools entered; in 2015, 79 primary schools across Scotland entered and the winners, Westpark Primary School in Northfield, Aberdeen and Darnley Primary School & Visual Impairment Unit in Darnley, Glasgow won their library make-over as well as author visits from Lynne Rickards and Pamela Butchart and a selection of books.

The Book Festival’s partnership with ScottishPower Foundation made a real difference to people and communities as well as achieving media coverage across the country, successfully communicating each partner’s core messages and creating greater brand awareness.

### Funders



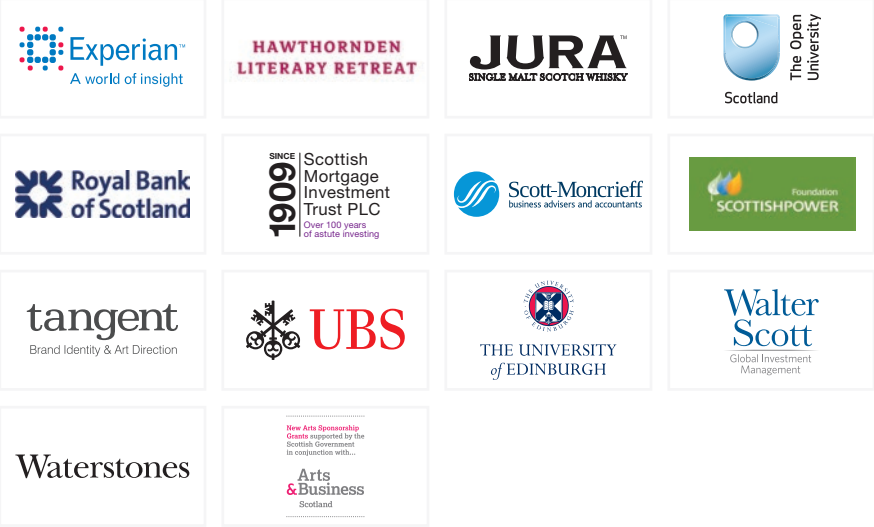
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William Zachs & Martin Adam

And all those who wish to remain anonymous

### Trusts

The Artemis Charitable Foundation  
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Year of Mexico in the UK 2015

### With Thanks

The Edinburgh International Book Festival is sited in Charlotte Square Gardens by kind permission of the Charlotte Square Proprietors. We would also like to thank the publishers who help to make the Festival possible, the Friends and Patrons of the Edinburgh International Book Festival and all the other individuals who have donated to the Book Festival this year.



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## Enjoy Book Festival Events all Year Round:

Videos and live recordings of events  
are available at [www.edbookfest.co.uk/  
media-gallery](http://www.edbookfest.co.uk/media-gallery)

Filmed events can be viewed on  
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Subscribe to the Book Festival's free  
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If you would like to find out more  
about sponsorship of the Book  
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**Next Book Festival:**  
**13 - 29 August 2016**  
**Charlotte Square**  
**Gardens, Edinburgh.**

**Full programme**  
**details announced**  
**Thurs 9 June.**

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