



**IMAGINE BETTER**

**“The Edinburgh  
International Book  
Festival is a crucial part of  
the literary life of Scotland.  
It inspires, challenges and  
changes the way one looks  
at the world.”**

*Peter Mackay, Scottish Poet*

**Edinburgh International  
Book Festival  
Annual Review 2016**

## In 2016 we ‘imagined better’ with authors from across the globe joining us to share stories, ideas and offer unique perspectives...

896 writers, poets, illustrators, politicians, journalists, historians, scientists, philosophers and playwrights came together to share ideas, energise audiences and stimulate debate. They travelled from the four corners of the globe, from Eastern Europe and the Middle East, Canada and Russia, South Korea, Uganda and beyond.

Alongside celebrations of Shakespeare, Roald Dahl, Paddington Bear, Winnie-the-Pooh and Harry Potter, the Baillie Gifford Children's Programme offered a huge range of events from drop-in Big Draws to workshops and topical debates, entertaining children of all ages.

Bestselling literary stars launching long-awaited new books included American author Jonathan Safran Foer with his first novel in over a decade and the great Irish novelist Edna O'Brien, who brought us her latest masterpiece, ten years after her last book was published.



The first Muslim woman and the first Iranian to win a Nobel Peace Prize, Shirin Ebadi launched a blistering attack on her government in an incendiary event on the opening day of the Festival. When asked if she considered herself to be brave, after being subjected to threats of assassination from the Iranian regime, she replied with a roguish grin, ‘Yes. I’m very brave.’



Poetry touched every strand in the programme: Hollie McNish delivered a poetic memoir of parenthood; Billy Bragg presented some of his best-loved songs; and Luke Wright introduced some of the original protest poets including Attila the Stockbroker and Tim Wells, and then gave a blazing performance of his poetic and political play *What I Learned from Johnny Bevan*.

**‘In today’s world this Festival is a wonderful place to escape to, to meet new people, exchange ideas with speakers, to smile and laugh.’**

*Audience Member, 2016*

Top children’s authors were out in force with Jacqueline Wilson, Kristina Stephenson, Cathy Cassidy, Michael Grant, Cecilia Ahern, Sophie Kinsella, Julian Clary, Derek Landy and Andy Stanton wowing their many young fans in some of our most popular events.



French illustrator Barroux and performer Thierry Lawson launched our Migrant Stories strand with a unique and imaginative event on the opening night of the Festival, bringing the graphic novel *Alpha* to life using a combination of live drawing and storytelling.



The Great YA Debate continued to rumble on in the press and on social media for days following the event, after the panel, including YA author Anthony McGowan, turned the temperature up with some controversial opinions on the quality and readership of YA fiction.





Sports fans got to meet their heroes when David Millar, Chris Boardman and Mark Beaumont talked about their lives in cycling and former goalkeeper Packie Bonner recalled his 30-year career with Celtic and Ireland.

Thousands more people were able to watch events when BBC Arts live-streamed six of them, including an enthralling hour of conversation between Scottish Makar Jackie Kay and First Minister Nicola Sturgeon.

The remarkable 93 year old Judith Kerr introduced her first new book in 37 years. The much-loved author-illustrator had her audience of young and old captivated with stories and insights into her treasured creations.

New collections of poetry were launched by William Letford, Lemn Sissay and spoken word poet Chimwemwe Undi, a South African of Xhosa heritage now living in Winnipeg, who spoke powerfully of the immigrant experience.



**‘The Festival never fails to innovate year on year but still retains a rooted warmth and genuine interest in the broadest range of writing.’**

*Martin MacIntyre, Author*



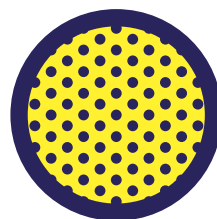
Han Kang, winner of the 2016 Man Booker International Prize was joined by her translator, Deborah Smith, to discuss the key role of translation in bringing international fiction to an English-speaking audience.

With theatre company Stellar Quines, we commissioned and staged the world première adaptation of Alice Munro’s *The View from Castle Rock*, about the 19th century Scottish migrant experience. Moving and heart-warming, the play brought much of the audience to tears, including some of our authors. A tour of the Scottish Borders followed 19 sell-out performances in Edinburgh.

**‘The programme is always a feast of delights.’**

*The Press and Journal*

Familiar faces from the stage and screen came to tell their own stories to adoring fans, including Hollywood star Alan Cumming (joined on stage by his dog Lala), Ray Mears, Sue Perkins, Ruby Wax and Rab C Nesbitt star Gregor Fisher.





# Director's Report

The Queen famously described 1992 as an 'annus horribilis' for her family. That same phrase was widely used in the press to sum up the wider collective mood about 2016 and, in Greece, 'annus horribilis' even became the most Googled phrase of the year. It was the year of Brexit, Donald Trump, post-truth politics and fake news stories; a year when, according to one Brexit campaigner, 'people have had enough of experts'. But it was also a year of seismic change: an opportunity to rethink outmoded political systems and ideas. The Book Festival's Imagine Better theme represented a conscious attempt to think about these changes as they happened: an opportunity to explore and debate the values that Scottish society will strive to uphold, regardless of the political hue of our current governments.

Against the backdrop of a significant rise in hate crimes in the UK and the USA in recent years, the Book Festival proudly embraced a spirit of tolerance, diversity and equality in 2016. Whatever their politics, the Festival's audiences repeatedly made clear that they are committed to freedom of speech, independent thinking, and an active form of citizenship from which nobody is excluded.

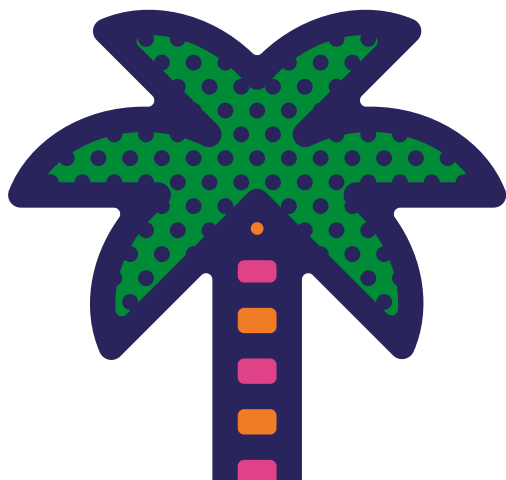
The Book Festival's Migrant Stories strand was a striking example of how books can help make sense of political realities, with our hugely popular theatre adaptation of *The View from Castle Rock* providing a story of Scotland's own migrant history thanks to Marilyn Imrie and Stellar Quines' brilliant adaptation of Alice Munro's short stories. The Festival in Charlotte Square Gardens presented hundreds of headline-grabbing events for people of all ages. With a thriving programme for children and young people in which Young Adult fiction came under fierce and passionate scrutiny, 2016 was a Book Festival year characterised by imaginative debate and good-humoured speculation.



Our Booked! programme helped us take these lively discussions, along with some fantastic authors, on tour around Scotland throughout the year. From festivals in Falkirk, Galashiels, Greenock and Aberdeen to special events in Glasgow, Edinburgh and even the Hebrides, the Book Festival is reaching further than ever and we're delighted to have been welcomed warmly by communities across the country.

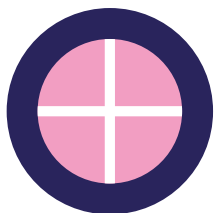
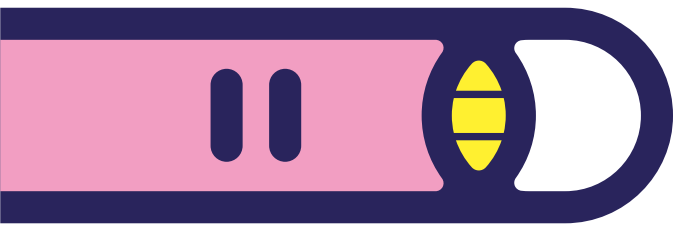
**'The Book Festival has increasingly become Scotland's primary public symposium of thought and writing.'**

*Phil Miller, The Herald*



As a festival city, Edinburgh has never been busier than it was in August 2016 and along with our fellow festivals, the Book Festival registered record-breaking figures. We surpassed our records for attendance, ticket sales and book sales, as well as welcoming more authors than ever before. Over 800 writers joined us in Charlotte Square Gardens, thus once again creating the world's biggest book festival, and the feedback suggests that it is easily one of the best-loved – by writers and audiences alike.

The Book Festival team is passionately committed to maintaining this cherished event as one of the jewels in Scotland's literary crown – not just a festival that breaks attendance records, but one which passionately believes in books, ideas and intellectual encounters. We are grateful to all the writers and readers who enjoyed 18 days of sunshine and unforgettable literary discussion. We might even go so far as to claim that it was a 'mensis mirabilis'.




---

## Thank You

The Book Festival is a charity which not only presents almost 800 events in Charlotte Square Gardens in August, but is also a host of other collaborative projects elsewhere in Scotland as part of Booked! 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 whose support enables the Book Festival to continue to thrive: I would like to thank all our Sponsors, Benefactors, Friends and Patrons, in particular to our headline sponsor Baillie Gifford, and also to the players of People's Postcode Lottery for their investment in our Scotland-wide programme of activity, Booked!

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. We are also grateful to Creative Scotland and the City of Edinburgh Council for their continued investment in our work, to the Scottish Government's Edinburgh Festivals Expo Fund for its support which makes innovative new projects possible, and to the proprietors of Charlotte Square Gardens for giving us access to their fantastic space each summer.

Nick Barley, Director




---

**‘Since 1983, the Book Festival has been bringing together some of the world’s finest authors and the best contemporary Scottish talent.’**

*Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs*




---

**‘I am 23 years old and have gained so much from the diverse events I have attended at this year’s Book Fest... I want to shout from the rooftops about how great it is.’**

*Audience Member, 2016*

# 2016 Festival Facts

---

## Another Triumphant Year

We sold 129,988 tickets across all our programmes, more than ever before, with ticket sales topping £1m for the first time.

19,923 children and families attended the Baillie Gifford Children's Programme.

Our two independent Festival bookshops saw sales rise by 4% this year, which follows the 7% increase in 2015.

327 events sold over 90% of their available seats including 287 complete sell-outs.

13,697 school children attended the Baillie Gifford Schools Programme with 143 schools benefiting from our transport fund, meaning 7,372 pupils got to attend events they wouldn't otherwise have been able to see.

## A Wide-Reaching Programme

778 events featured 896 authors including 235 from Scotland.

Authors of 53 different nationalities appeared including Rwandan, Mexican, Iraqi, Syrian, Nigerian, South Korean, Sudanese, Ghanaian, Ukrainian, Somali and Libyan.

Our Booked! programme travelled to 10 towns and cities across the country, entertained the inmates of 2 prisons and featured over 100 authors and artists.

Alongside 17 emerging writers from Edinburgh who gave daily free story readings, our programme featured 46 debut novelists.

64 events in the Baillie Gifford Schools Programme featured 74 authors and 5 CPL events for education professionals.



---

**‘The vibe is warm and fun, but everything is perfectly organised. It is by far the best book festival I have ever been to.’**

*Zoë Howe, Author*

## An Engaged Audience

Around 230,000 visits were made to Charlotte Square Gardens in August.

38% of audience members saw between 4-6 events and 34% attended over 7 events.

Nearly 10,000 people got involved or attended events in Booked!, the Book Festival's programme of activities taking place year-round in communities across Scotland.

Our event videos on YouTube attracted 72,000 views, bringing the total views to date to more than 280,000.

Twitter followers increased by 18% and Facebook fans by 21%; between them we interacted daily with nearly 65,000 people.

---

**'The Festival brings out the best in Scotland's capital - a meeting of hearts and minds, a deepening of understanding, a harmonising of what's important individually but also globally.'**

*Kevin MacNeil, Author*

## Contributing to the Success of the City

We booked 943 hotel nights for our invited authors and participants.

Our on-site recycling and waste operation sorted and recycled 141.1kg of paper, 712.5kg of cardboard, 4,230 kg of glass and 41,490kg of waste for composting.

The Book Festival employed 125 temporary staff and 24 permanent staff.

## A Story Worth Telling

381 journalists and broadcast media accredited from countries across the world including India, France, Turkey, Germany, Poland, Norway, Russia, USA and China.

We organised 437 photocalls for the media in Charlotte Square Gardens and issued 2,123 press tickets.

We achieved media coverage in 25 countries that amounted to 2,368 articles which featured or mentioned the Book Festival.

The Book Festival appeared on 524 UK and international websites (that we know about).

27 events were filmed and broadcast, including events for Al Jazeera, Forces TV, University of Edinburgh and the live-streaming of 6 events for BBC Arts online.

---

**'The Book Festival gets more inclusive every year... we're so pleased that they are proud of and promote their disabled access.'**

*Judge, Euan's Guide Accessible Festival Award on Book Festival winning Best Pop Up Venue 2016*



# Beyond the Summer Festival

## Putting Edinburgh on the World Stage

The Edinburgh International Book Festival plays an influential role in presenting Scotland and its capital city to audiences far beyond our shores. As a founding member of Festivals Edinburgh, Edinburgh UNESCO City of Literature and the Word Alliance, the Book Festival works collaboratively with these strategic organisations to enhance Edinburgh's reputation as a literary hub, top cultural destination and the world's leading festival city.

### Word Alliance

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

The Word Alliance is a strategic partnership between eight of the world's foremost literary festivals. It helps to support and showcase the work of writers and has enabled its partner festivals to create innovative cross-border literature projects. Crucially, it provides a worldwide forum for each festival to showcase the work of its native writers.



### Festivals Edinburgh

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

Festivals Edinburgh creates major collaborative projects and strategic initiatives to maintain Edinburgh's status as a world-leading festival city. In 2016 marketing campaigns in key UK and European cities, international PR campaigns and tourism sector partnerships with VisitBritain, VisitScotland and Marketing Edinburgh were just some of the activities undertaken. In addition, the Green Arts Initiative was further developed to create a Scotland-wide community of practice. Book Festival staff actively participate in devising projects and campaigns alongside Festivals Edinburgh's core team.

### Edinburgh UNESCO City of Literature

[www.cityofliterature.com](http://www.cityofliterature.com)

Ten years ago Edinburgh was designated the world's first UNESCO City of Literature and it now stands at the forefront of an international network of UNESCO Creative Cities, encouraging literary exchanges and developing local, national and international literary links. In 2016 the Book Festival worked closely with the City of Literature to offer daily free Story Shop readings with emerging local writers, a Literary Information point showcasing literary organisations in Edinburgh and a 10th anniversary celebration which saw the Book Festival come alive with the sounds of music, storytelling and poetry as writers and artists busked around the Gardens – a wonderfully fitting Festival finale.

**“The Edinburgh International Book Festival establishes a crossroads, where ideas meet and mingle, and leave as something new. What I think makes it special is the range of writers and thinkers, whether big international names or writers from the smallest independent publishers, from Scotland and all points beyond, who are offered a democratic space to share their work and thoughts.”**

*Anthony Cartwright, Author*





---

## On the Road Around Scotland

Our Booked! programme gained momentum in 2016, travelling the length and breadth of the country, producing successful events for a wide range of people of all ages in their own communities.

From events with bestselling authors at the Usher Hall in Edinburgh during the spring and autumn, to two weekend festivals at Falkirk's Callendar House in April and May, a series of mini-festivals in Galashiels, Greenock and Aberdeen, a cross-cultural exchange programme uniting artists and authors from Scotland and Pakistan on the Isles of Lewis and Harris, and two major author events in prisons, Booked! took top writers, musicians and artists to diverse communities around the nation, entertaining and inspiring thousands of school children, adults and families.

One example of our many Booked! projects in 2016 was Graphic Lyrics, which brought together Scottish hip-hop act Stanley Odd and popular graphic novelists Metaphrog. Graphic Lyrics interweaved storytelling, art and music to give pupils at Shawlands Academy, Glasgow, a new way to express their experiences. Over a period of several weeks the S4 class, composed entirely of Romanian, Slovakian, Czech and Iraqi pupils, worked with the band's lead singer, Dave Hook, to write and record short raps telling their own versions of classic stories. With the guidance of Metaphrog, they adapted their lyrics into comic books and then showcased the results in an event at The Glad Cafe in Shawlands. Feedback suggests the project provided a much-needed creative platform for students to shine, successfully encouraged reading, writing and storytelling, and helped the teenagers to develop new confidence in their English language skills.



Our sincere thanks go to the people and partners in each community where we have worked: the local councils, venues, libraries and audiences. We'd like to extend a special thank you to players of People's Postcode Lottery, who have generously supported the Booked! programme and allowed it to develop and flourish.

---

## The Story Continues

From February 2017, Booked! will begin the delivery of an 18-month series of interconnected community projects and events based in and inspired by Scotland's five New Towns: Cumbernauld, East Kilbride, Irvine, Glenrothes and Livingston. We have created a special blog for Booked! which highlights the work done so far, outlines future plans and how we intend to build and develop the programme. It includes articles, videos, photos and interviews featuring participants, authors and partners and will showcase the creative output from Booked! events and projects. Please visit:

[booked.edbookfest.co.uk](http://booked.edbookfest.co.uk)



# Book Festival Bookshops



---

2016 was another record breaking year for the Book Festival's independent bookshops. Sales were up by more than 4% (around £30,000) against 2015, demonstrating that the appetite for physical books remains strong. More than 63,000 books were sold during the 18 days of the Festival and sales of stationery and gifts were also healthy.

The Edinburgh International Book Festival owns and operates two large independent bookshops during the Festival, including the Baillie Gifford Children's Bookshop which is entirely dedicated to children. The atmosphere in our bookshops was improved in 2016 by the introduction of small armchairs and tables and colourful signage, making the spaces more attractive and comfortable. These proved a hit with customers and we hope to make further similar improvements in 2017.

The Book Festival's 2016 sales were submitted to Nielsen Book Data UK – the data agency responsible for collating UK-wide sales on books and the company responsible for compiling bestseller lists. This means that for the first time ever, the books sold at the

---

Festival contributed to the national bestseller lists. This helped push popular books further up the charts and importantly meant the efforts of smaller publishers were recognised, as our bookshops sell a significant number of their books during the Book Festival.

Our bestselling books in 2016 featured a wide range of subjects and included works of fiction and poetry, children's books and non-fiction titles including biography and sport. Number 3 on the list was the book of short stories by Alice Munro, *The View from Castle Rock*. Sales of the book rocketed due to the hugely successful, sell-out theatre production of the stories, which ran daily throughout the Festival and was created by the Book Festival in partnership with Stellar Quines Theatre Company.

A huge thank you to everyone who bought books from our independent bookshops this year.

---

**‘There can be few better places to sit on a sunny day than at the Book Festival for an hour or two with a good book.’**

*The List*

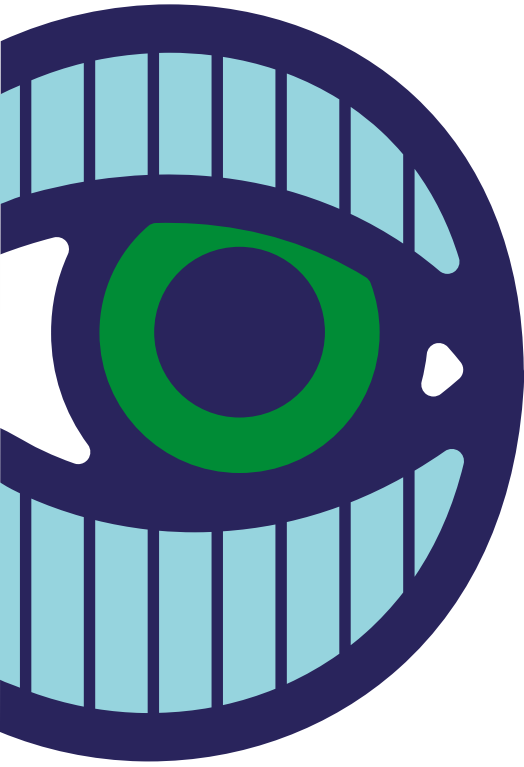
---

**‘Being at the Book Festival makes me want to read more.’**

*Audience Member, 2016*



# Top 10 Bestsellers



1

**The Bertie Project:  
A 44 Scotland Street Novel**  
*by Alexander McCall Smith*



2

**Zog and the Flying Doctors**  
*by Julia Donaldson*

3

**The View from Castle Rock**  
*by Alice Munro*

4

**To be Continued...**  
*by James Robertson*

5

**Spectacles**  
*by Sue Perkins*

6

**My Italian Bulldozer**  
*by Alexander McCall Smith*



7

**The Detective Dog**  
*by Sara Ogilvie*

8

**The Bricks That Built  
the Houses**  
*by Kate Tempest*

9

**An Eagle in the Snow**  
*by Michael Morpurgo*

10

**A Little History of Religion**  
*by Richard Holloway*





# Ideas and Learning

## Imagine Better

In 2016, through an innovative programme of author events, debates, reading workshops, performances and interactive activities for adults and children, we encouraged our audiences to Imagine Better. Imagine a better world, imagine a better life, imagine better buildings, imagine a better future; we strived to get people to think beyond their usual scope.

With a total of 896 authors appearing in 778 events during the Book Festival, and with voices representing a total of 53 countries including Canada, China, New Zealand and Argentina, our programme explored themes and issues relevant to a wide range of people.

The Migrant Stories strand took a look at the migrant experience, offering personal, political and historical perspectives; A Changing Society series of events questioned definitions of society, covering wide-ranging topics from gender identity to the impact of artificial intelligence; and our Music and Meaning strand saw leading musicians express their views through words and song, including activist singer-songwriter Billy Bragg and Scottish folk singer Karine Polwart.

We also looked closer to home with The Scotland that Shaped Us and The Scotland We're Shaping – series of events in which audiences delved into Scotland's history to examine what our country's past can teach us, and exploring the seeds we are sowing for future generations across politics, industry, innovation and culture.

With such varied content in the Adult, Children's and Schools programmes, along with an extensive collection of Booked! outreach events, we were able to offer something meaningful and accessible to many different people, no matter their age, gender, background or location.

## Developing Audiences, Readers and Writers

Our daily Reading Workshops continue to be popular and, in 2016, covered a vast array of literature from books of psychological case studies to leading gay fiction. All the workshops were well attended and full of fascinating discussion, giving participants a chance to delve deeper into a text and share ideas and insights with fellow readers.

We filmed 10 author events which we made available on our website and on our YouTube channel, along with exclusive author interviews, for people to access all year round. We also released recordings of more than 40 different events as iTunes podcasts and on our website, free for people to download and listen to at their leisure.

Once again, we teamed up with BBC Arts to live-stream 6 of our most popular events, including Irvine Welsh, Scots Makar Jackie Kay with First Minister Nicola Sturgeon, and Alan Cumming. Four were then put onto BBC iPlayer, attracting over 16,500 viewers, allowing people from all over the UK to enjoy one of our events.

Our Booked! programme of activities across Scotland continued to help us connect with audiences who may not otherwise have the opportunity to attend the Book Festival. We partnered with 10 organisations across the country to deliver 3 mini Booked! festivals in Greenock, Inverclyde and Aberdeen, bringing authors, artists and audiences together in Scottish communities. These mini-festivals featured a total of 36 author events, reading workshops and Unbound nights, inspiring local audiences to be more

creative, confident and connected. Our Booked! LandWords project also saw us draw adults and families to Callendar House in Falkirk in April and May for two weekends of book-based events and activities. These events helped to raise visitor numbers to the nationally-important historic mansion by 50%, with almost 400 people taking part in the public drop-in events across the 4 days.

Building on the success of last year's Booked! event at HMP Edinburgh, reformed prisoner-turned-author Erwin James made a visit this year to discuss his experiences and to congratulate those who had completed the Reading Ahead Challenge, which saw prisoners opting in to read 6 stories (short stories, novels or graphic novels) over the summer.

We continue to champion new writers and this year 46 debut authors (or authors whose work has been translated into English for the first time) were eligible for our First Book Award. Each took part in events during the Festival to showcase their work, and members of the public were then asked to vote for their favourite. By the time voting closed in mid-October, we had received over 2,000 votes; Young Adult author Kathryn Evans was announced as the winner, helping to boost her profile along with those of the other debut writers.

---

**'We are all convinced  
the Book Festival  
is the most important  
cultural and educational  
event in Europe.'**

*Audience Member, 2016*







## Inspiring Children and Families

Our 2016 Baillie Gifford Children's Programme proved a big hit with families. We programmed a total of 213 children's events featuring 181 authors, with almost 32% of these events selling out. Overall, we saw a 16.7% increase in the number of tickets purchased in the Children's Programme compared to the previous year. Just under 20,000 children and families attended events which ranged from comic book workshops to real life tales of animal migration, science events to paranormal page-turners, offering the chance for children to be inspired by much-loved favourites or to discover something new.

Families were greeted with almost 50 free activities over the course of the Festival, alongside the ticketed events in the programme. Our Story Box venue attracted almost 1,300 children and families to join in with creative events delivered in partnership with organisations including The Royal Society, Edinburgh City Libraries, Craft Scotland, the Scottish Chamber Orchestra and the V&A Museum of Design Dundee.

**'Charlotte Square Gardens in August is one of my favourite places to be and it's a joy as a teacher to share it with young people who may not otherwise have the opportunity.'**

*School Teacher, 2016*

## The Year of YA

2016 was a big year for Young Adults at the Book Festival. The Great YA Debate was one of the most talked-about events in this year's programme, with the debate continuing to rumble on in the press and on social media for days after the lively discussion involving an audience packed full of young people.

Events for young adults were promoted and listed separately in the brochure and online, and sold well. These included YA novelist Frances Hardinge who won the 2015 Costa Book of the Year, the first writer to do so with a children's book; and debut novelist Kathryn Evans who went on to scoop our First Book Award with *More of Me*, the first time that a YA book has taken home the prize in the 7 years of the Award.

Once again this year we offered a ticket discount to all Young Scot cardholders aged 11-26, and we also contributed free tickets for selected YA events to the Young Scot Rewards programme.

Over the past few years, we have seen growth in our Young Adult audiences and we hope to build on our successes and continue to encourage participation by this age group as we work towards the Year of Young People in 2018.

## Beyond the Classroom

In 2016, we welcomed just under 14,000 school pupils and teachers to the Baillie Gifford Schools Programme, which featured events for all year groups ranging from primary one to sixth year. Our Career-long Professional Learning events for teachers proved popular too, with more than 500 education professionals attending the 5 events.

We provided subsidised travel to 143 schools through our Baillie Gifford Transport Fund, ensuring that travel issues did not act as a barrier for schools to attend, resulting in almost 7,500 pupils visiting the Festival who may not otherwise have been able to.

On the last day of the Festival we held our Baillie Gifford Gala Day, closing the gates to the general public and inviting primary schools to experience the buzz of the Book Festival, as the Gardens were transformed into a magical world to celebrate Roald Dahl's 100th birthday. 42 schools joined us for events and were greeted by Book Festival staff dressed as their favourite Roald Dahl characters.

In May, LandWords Schools Day, part of our Booked! programme, saw 300 primary school children participate in 8 author events and 4 craft activities. The project included a 6-week residency which saw 12 pupils from Graeme High School create responses to Callendar House, exploring their relationships with the land and life in Falkirk.



Our Booked! mini-Festivals in Aberdeen, Greenock and Inverclyde attracted 2,864 local primary and secondary school pupils, bringing the atmosphere of the Book Festival to pupils in their own communities and giving authors the opportunity to engage with and be inspired by audiences they would not otherwise have met. The groups who took part in events included Early Years, children with Additional Support Needs and Gaelic-speaking pupils.



# A Greener Festival

The Book Festival provides the perfect platform to bring the latest thinking on environmental matters before the public in an enjoyable and informative way. Writers, artists and visitors can exchange stories, knowledge and ideas in a shared space, stimulating conversation and debate about green issues.

## Key Achievements in 2016

- Our programme continues to showcase champions of sustainability. BBC naturalist Chris Packham stopped by to talk about his love of birds, while cycling legend Mark Beaumont celebrated travelling the length of Africa by bike and encouraged all of us to get around on two wheels rather than four.
- The Baillie Gifford Children's Programme was packed with events inspiring youngsters to explore and protect the natural world, including interactive workshops on plant diversity, foraging and renewable energy.
- 97% of waste collected from our site was recycled – that's over 60 tonnes!
- We established our first ever Green Team: keen members of staff who will look at ways of improving sustainability across all our departments.

**'Everyone supports everyone else, no matter what their position, whether full-time or temporary, and it seems the entire team is driven by serving each other and visitors as excellently as can be done. In a world where we are increasingly out for what we can get, the Book Festival is refreshingly bucking that societal trend.'**

*Temporary Staff Member, 2016*







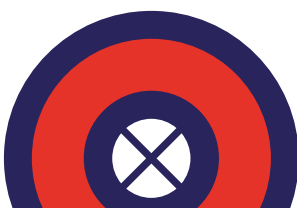
## Ongoing Practice

- The Book Festival is a Green Arts Venue and works closely with the Festivals Edinburgh Sustainability Working Group and Creative Carbon Scotland, helping us to effectively measure and record carbon emissions.
- 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 we provide 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 pro-actively reduce their environmental impact.
- We use an online expenses claim system which records the carbon impact of all staff travel.

## The Future

We review our activities across the year with the aim of identifying where we can make changes, however small, to reduce our environmental impact and suggestions from our audience are most welcome. We are currently working towards gaining ISO 2012-1 Sustainable Event accreditation.



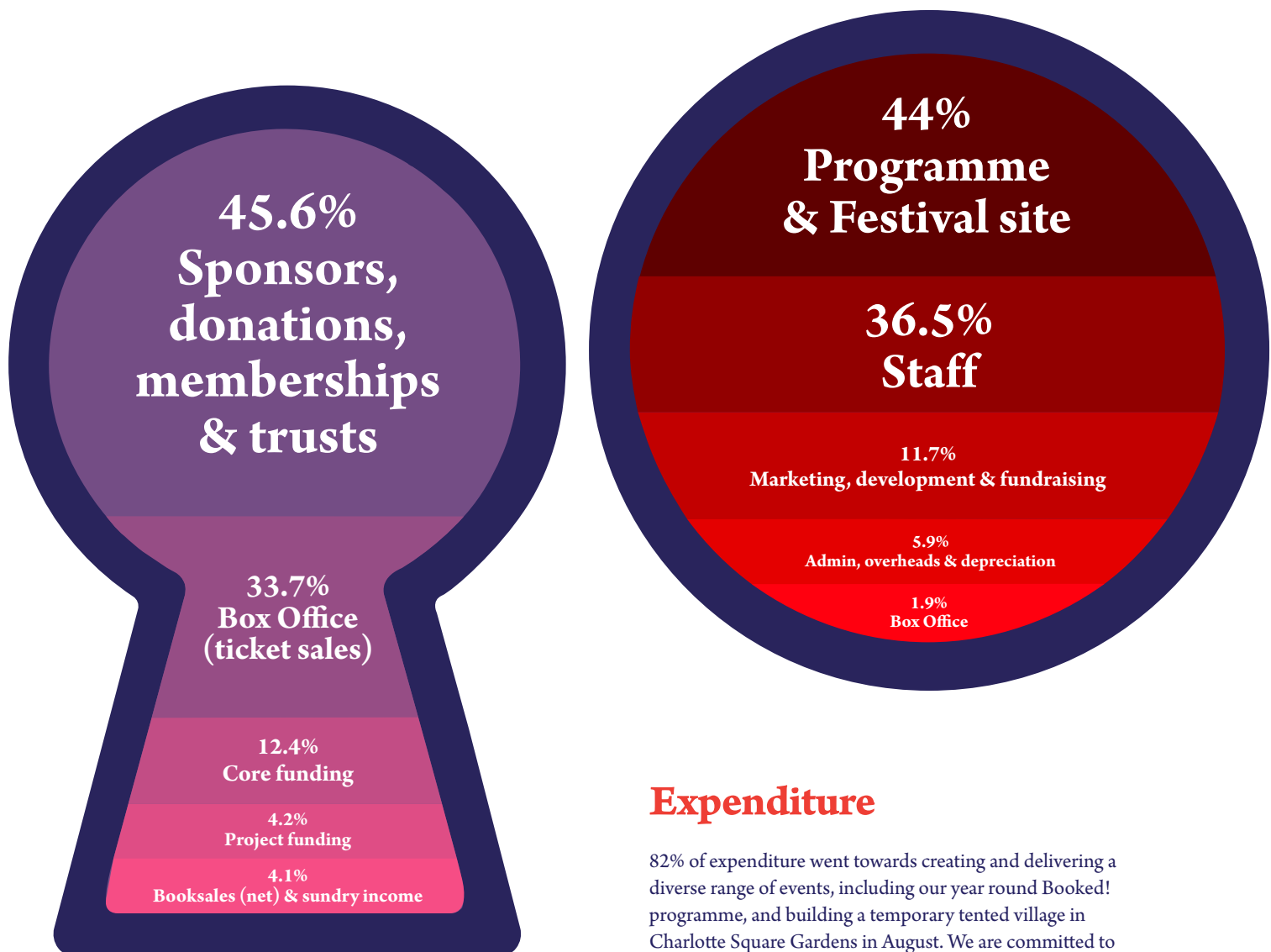
# Where the Money Comes From and Where It Goes

## Income

The Book Festival's total income in 2016 was £2.6m, 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 2016 project funding from the Scottish Government's Edinburgh Festivals Expo Fund supported performances in our Migrant Stories strand, including The View from Castle Rock.

**‘The Book Festival runs like clockwork.’**

*Audience Member, 2016*



## Expenditure

82% of expenditure went towards creating and delivering a diverse range of events, including our year round Booked! programme, and building a temporary tented village in Charlotte Square Gardens in August. 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 2017.



# Board and Management

## Board of Directors

Allan Little, Chair

Francis Bickmore

Jenny Brown

Tom Connor

Ewan Easton

Jackie Kay

Fiammetta Rocco

Hannah Westland

Carol Wood

Sophie Moxon  
*Operations & Finance Director*

Catherine Mundell  
*Marketing Officer (Maternity Cover)*

Steve O'Connor  
*IT & Systems Manager*

Alyson Orme  
*Development Officer (Sponsors & Events)*

Zsuzsanna Parry  
*Author Logistics Officer*

Kate Seiler  
*PA to Director*

James Shaw  
*Head of Booksales & Retail*

Janet Smyth  
*Children & Education Programme Director*

Sarah Stephenson  
*Bookkeeper*

Frances Sutton  
*Press Manager*

The following core staff were on maternity leave during 2016:

Esme Haigh  
*Marketing Officer*

We said goodbye to the following staff and thank them for all their hard work:

Jennifer Gulbransen  
*Programme Coordinator*

Sadie McKinlay  
*Head of Sponsorship & Development*

Rosie Sim  
*Administrator*

## Long-term Temporary Staff

Joely Badger  
*Programme Logistics Assistant*

Jenny Brotherstone  
*Schools Booking Co-ordinator & Box Office Supervisor*

Emily Clarke  
*Box Office Supervisor*

Gregor Gilchrist  
*Warehouse Manager*

Charlotte Gosling  
*Press Officer*

Johnson  
*Recycling Manager*

Jonny McGowan  
*Assistant to Site Manager*

Emma Meechan  
*Booksales Administrator*

Charlotte Micklewright  
*Administrator*

Stephen Paterson  
*IT & Network Officer*

Alice Russell  
*Programme Coordinator*

Robin Sanders  
*Site Manager*

Janey Seymour  
*Technical Manager*

Catherine Smith  
*Box Office Manager*

Rollo Strickland  
*Front of House Manager*

Charley Utton  
*Box Office Supervisor*

Hannah Wright  
*Press & Marketing Officer*

## Photography, Filming & Online Content

Helen Jones, photographer

Robin Mair, photographer

Alan McCredie, photographer

Authors' Festival portraits by Chris Close

Colin Fraser, social media

Arran Moffat, Glocast, filming

Hannah McGill, journalist

Chitra Ramaswamy, journalist

## Year Round Core Staff

Nick Barley  
*Director*

Julie Amphlett  
*Operations Manager*

Amanda Barry  
*Head of Marketing & PR*

John Brindley  
*IT & Systems Officer*

Lewis Camley  
*Marketing Officer*

Helen Chomczuk  
*Head of Development*

Eli di Paolo  
*Development Officer (Trusts)*

Casi Dylan  
*Projects Manager*

Roland Gulliver  
*Associate Director*

Catherine Jones  
*Creative Learning Manager*

Ioannis Kalkounos  
*Programme Manager*

Kat Kennedy  
*Corporate Development Manager*

Sebastian King  
*Administrator*

Gerard Mehigan  
*Development Officer (Individuals)*

# Thanks to All Our Sponsors & Supporters

Our Development Team works with individual donors, corporate sponsors, trusts and foundations to generate around 50% of the Book Festival's income. In 2016, our partners' generosity directly made it possible for us to deliver another outstanding Book Festival. We would like to take this opportunity to thank all the Sponsors and Supporters listed on the opposite page, as well as our Patrons and Friends and those who chose to make their donations anonymously.

We are particularly grateful to our Lead Sponsor, Baillie Gifford, whose significant annual donation is invaluable to the Book Festival, and whose Partners and staff share our commitment to creating an inspiring, accessible festival. Baillie Gifford's support makes it possible for us to deliver our Schools and Children's Programme and the ever-popular Schools Gala Day.



We are extremely grateful for the support we receive from our Benefactors, Patrons and Friends, all of whom share our passion and enthusiasm for the written word, and whose support ensures that the Book Festival remains truly world-class. We would like to thank James and Morag Anderson, whose generous contribution allowed us to invite more authors from far-flung corners of the globe, enabling them to stay for longer in Edinburgh and take part in more events in our programme.

We are fortunate to receive support from players of the People's Postcode Lottery: thanks to them, as well as several Trusts and Foundations, our year-round programme Booked! has gone from strength to strength, taking the Book Festival to diverse communities across Scotland. We are indebted to the players for making this fantastic achievement possible.

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 enormously grateful to everyone who has supported our work in 2016.

## Sponsorship in Action

In 2016 we were delighted to welcome Savills as a new Major Sponsor. Savills wanted to align their brand with the Edinburgh International Book Festival in order to promote themselves to new audiences and to entertain key clients by attending events.

A New Arts Sponsorship Grant from Arts & Business Scotland allowed Savills to double the value of their sponsorship and support two sell-out events – Alexander McCall Smith and Vince Cable. Arts & Business Scotland offer New Arts Sponsorship Grants to eligible organisations to encourage new business sponsorship of the arts in Scotland, and to allow these organisations to make the most of their sponsorship.

Savills held a drinks reception at their offices before the Alexander McCall Smith event, which Alexander McCall Smith himself attended, talking to guests and even bringing signed copies of an exclusive short story. The firm also brought clients to the Vince Cable event, entertaining them in our hospitality venue in Charlotte Square Gardens. Awareness of their brand was increased amongst Book Festival audiences, and the events proved a great way of engaging clients and staff.

The New Arts Sponsorship Grant from Arts & Business Scotland enabled both Savills and the Book Festival to gain valuable benefits from a new relationship that we hope will continue for Festivals to come.

**'We were so excited to be awarded a New Arts Sponsorship Grant. The sponsorship allowed us to link our brand with one of the world's most dynamic and largest Book Festivals, meaning we could reach new audiences.'**

*Isla Gibson, Senior Marketing Manager, Savills*

## Funders



## Lead Sponsor



## Major Supporter



## Major Sponsors



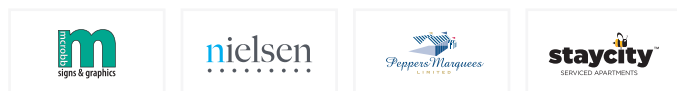
## Sponsors



## Media Sponsors



## Supporters



## Benefactors

James & Morag Anderson  
Jane Attias  
Geoff & Mary Ball  
Lel & Robin Blair  
Richard & Catherine Burns  
Dunard Fund  
Gavin & Kate Gemmell  
Fred & Ann Johnston  
Richard & Sara Kimberlin  
Alexander McCall Smith  
Anne McFarlane  
Ian Rankin & Miranda Harvey  
Lady Susan Rice  
Lord Ross  
Fiona & Ian Russell  
Claire & Mark Urquhart  
William Zachs & Martin Adam

And all those who wish to remain anonymous

## Trusts

The AEB Charitable Trust  
The Artemis Charitable Foundation  
The Binks Trust  
The Castansa Trust  
The Craignish Trust  
The John S Cohen Foundation  
The Crerar Hotels Trust  
Cruden Foundation  
Community Schools 2008 Charity  
David & June Gordon Memorial Trust  
Dr David Summers Charitable Trust  
The Educational Institute of Scotland  
Erskine Cunningham Hill Trust  
The Ettrick Charitable Trust  
The Hugh Fraser Foundation  
The JTH Charitable Trust  
The MacRobert Trust  
Margaret Murdoch Charitable Trust  
New Park Educational Trust  
The Russell Trust  
The Ryvoan Trust  
Souter Charitable Trust

## Programme Partners

Acción Cultural Español  
Amnesty International  
Austrian Cultural Forum London  
British Council  
Canada Council for the Arts  
Comhairle nan Leabhraichean/  
The Gaelic Books Council  
Creative New Zealand  
Culture Ireland  
The Danish Cultural Institute  
Edinburgh UNESCO City of Literature Trust  
Embassy of the Kingdom of the Netherlands  
The Embassy of Sweden in London  
English PEN  
FILI (Finnish Literature Exchange)  
Goethe-Institut  
Government of Flanders  
Embassy of Mexico in United Kingdom  
Icelandic Literature Centre  
Institut Français  
Italian Cultural Institute, Edinburgh  
NORLA (Norwegian Literature Abroad)  
Open Book  
Publishing Scotland  
Royal Norwegian Consulate General  
The Royal Society  
Scottish Poetry Library  
Swedish Arts Council

## 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.



---

## Enjoy Book Festival Events on Demand:

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 at:

[www.youtube.com/edbookfest](http://www.youtube.com/edbookfest)

Subscribe to the Book Festival's free event  
podcasts through iTunes

 /edbookfest

 @edbookfest

 /edbookfest

 /edbookfest

---

**If you would like to find out more  
about sponsorship of the Book  
Festival or make a donation to  
support our work please contact:**

The Development Team  
Edinburgh International Book Festival  
5 Charlotte Square  
Edinburgh EH2 4DR

+44 (0) 131 718 5666  
[admin@edbookfest.co.uk](mailto:admin@edbookfest.co.uk)



---

## Next Book Festival

**12 - 28 August 2017**

**Full programme  
details announced  
Thurs 8 June**

---

## Year round Booked! Programme

**See the blog for where  
we'll be next:**

**[booked.edbookfest.co.uk](http://booked.edbookfest.co.uk)**

---

The Edinburgh International Book Festival  
is a company limited by guarantee with  
charitable status. Registered in Scotland  
79939. Registered as a charity in Scotland  
no. SC010120

