



Edinburgh International Book Festival

Annual Review 2017

how

we



did

do?

Some of the world's greatest authors and thinkers shared their thoughts, ideas and stories...

There are moments when Charlotte Square in August feels like the agora of the world, and we can all be proud to have spoken in it.



Ken MacLeod,
award-winning Scottish author

Stimulating, provocative and enlightening.



The Press and Journal

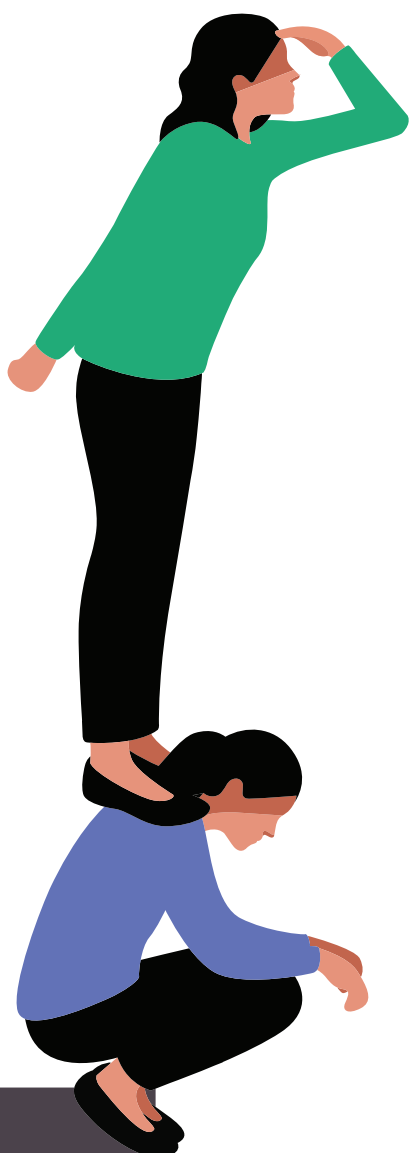
Over 1000 authors, illustrators, historians, scientists, sports people, musicians, philosophers and more travelled from far and wide to offer their unique words and perspectives.



Our Playing with Books strand saw authors and performers do just that – re-interpreting new and much-loved texts using music and drama. Audiences raved about three events co-produced with the Royal Lyceum Theatre which theatrically explored texts by James Kelman, Graeme Macrae Burnet and Amy Liptrot.



How To Train Your Dragon creator Cressida Cowell chose to launch her much-anticipated new series *The Wizards of Once* at the Festival, to the great delight of the hundreds of children and adults who came from far and wide to see her.



Nigerian author Chimamanda Ngozi Adichie sped straight from picking up an honorary degree at the University of Edinburgh to chat with First Minister Nicola Sturgeon about feminism, literature and race. Both agreed that they were 'unconventional women' with a shared love of reading.



World famous writers Patrick Ness, Julia Donaldson and Anthony Horowitz entertained in the Baillie Gifford Children's Programme, effortlessly keeping young audiences enthralled. Celebrity spotting the familiar faces of Chris Hoy, Greg James, Julian Clary and Clare Balding, each presenting their tales for children, became a favourite pastime of visitors.



Trump, Brexit and fake news were hot topics in 2017 and our Age of Political Earthquakes strand offered commentators, politicians and audiences the chance to have their say, resulting in a series of important and insightful discussions.

After Iranian illustrator Ehsan Abdollahi was denied a UK visa, we started the #VisaforAbdollahi campaign, resulting in the decision being overturned. Abdollahi was warmly welcomed by audiences, capturing the imaginations of the children who attended his sold-out events.



In a year that both Paul Auster and Edinburgh's Festivals celebrated turning 70, it seemed fitting to give the great American novelist two special events, one at the King's Theatre, as part of the Edinburgh International Festival and another in Charlotte Square Gardens, home of the Book Festival.

Thousands of people across the country were able to watch Book Festival events from the comfort of their own homes when BBC Arts live-streamed four of them, including a lively conversation between Turkish author Elif Shafak, First Minister Nicola Sturgeon and co-editor of *Nasty Women* Heather McDaid.

I take great delight in attending a festival which is fascinating, informative and extraordinarily diverse.



Audience member

'Godfathers of hip hop' The Last Poets spoke of their new-found love for Scotland after a series of electrifying adult, schools and Unbound events. After waxing lyrical about their time in the capital city, drummer Baba Donn Babatunde added simply, 'Thank you for the whisky.'

Celebrating 50 years of working for the BBC, journalist John Simpson closed the Festival in a sold-out event chaired by his friend Allan Little, later tweeting to say that he had heard the 'real voice of Britain' at the event – 'moderate, calm, reasonable'.

The Spiegeltent came alive each night with a free mix of words, music and comedy, including rock 'n' roll from a crime-writer supergroup, ordinary people sharing extraordinary True Stories, and a one-of-a-kind finale from Dive Queer Party.

We chose five writers from Scotland and sent them on five extraordinary journeys across the Americas. Stef Smith, Jenni Fagan, Harry Giles, Malachy Tallack and Kevin MacNeil created brand new works inspired by their experiences, which they presented at the Book Festival.

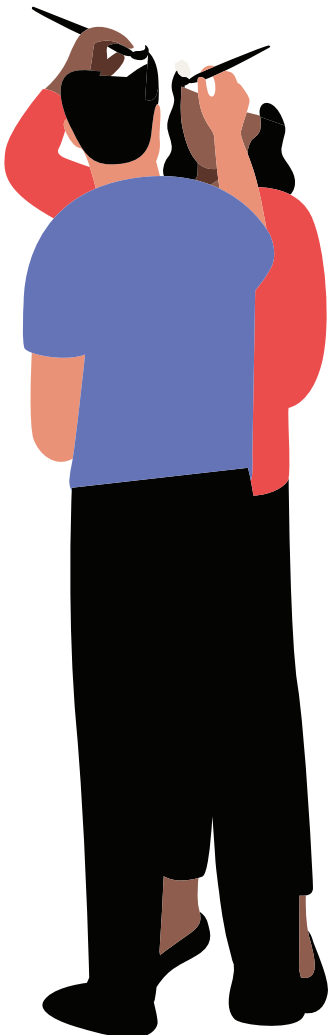
We staged Autumn events with Booker Prize-winner Alan Hollinghurst and Nobel Prize-winner Orhan Pamuk, offering audiences top-notch post-August literary entertainment.

Woven through the programme were events on extraordinary women. This Woman Can encompassed the worlds of sport, politics and business. Tennis coach Judy Murray, Labour MP Harriet Harman and endurance cyclist Juliana Buhning were just three of the many inspirational authors who shared their stories.



Director's Report

Political uncertainty, fake news and Strictly Come Dancing. If these things sum up Britain in 2017, is there still space for books, reading, and analytical thinking? This year's Book Festival suggests that the answer is emphatically yes.





Edinburgh's Festivals position the city region as a leading international destination; 94% of respondents stated that the Festivals are part of what makes Edinburgh special as a city.

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Festivals Edinburgh
Impact Study (2015)

A highlight of the year - copious challenges, ideas, enlightenment and renewed consciousness in a dream setting. Superbly organised.

■ ■

Audience member

This is fast becoming my favourite festival in the world!

■ ■

Elif Shafak, award-winning
Turkish novelist

A few years ago, a slew of press stories proclaimed that the novel is dead, that ebooks would be the gateway to interactive forms of reading more akin to computer games than novels. The doom-mongers have been confounded. The Book Festival's own sales of old-fashioned ink-on-paper books have enjoyed seven successive annual increases and this year we smashed our record once again with an increase of over 6% on 2016's record figures.

The worldwide proliferation of book festivals over the last decade has been driven by more than simply keen readers: there is a clear appetite for public discussion about ideas. Not just in Edinburgh, but across the globe – from our fabulous sister festivals in Ullapool and Wigtown to the groundbreaking Ake Festival in Nigeria and FILBA in Argentina – great book festivals are bringing together writers and readers to stimulate debates about people, places and society.

Here in Edinburgh, we are proud to run one of the world's biggest and best-respected book festivals and we are passionate about being accessible to audiences from diverse backgrounds. This year's extension into George Street not only helped to take pressure off the much-trodden turf in Charlotte Square Gardens, but it also enabled us to welcome thousands of new visitors, taking footfall and ticket sales up to further new records. Perhaps more importantly than sheer numbers however, was the news that we'd won another Euan's Guide Award for Best Pop Up Venue, and the coveted overall award for Spirit of Inclusion. We were overjoyed to learn from the Euan's Guide judges that 'on so many levels, the Book Festival has gone beyond addressing the environmental access and succeeded in not only being accessible, but being inclusive with a welcome for everyone.'

The Book Festival extended that welcome to people of all ages including over 14,000 school children who participated in the Baillie Gifford Schools Programme. The Book Festival village was a place which truly made people from all over the world welcome, including a day-long visit from more than 50 refugees and their children living in Scotland thanks to our partnership with the Open Book charity.

In a series of projects in Scotland's New Towns, the Festival also broadened its audience reach by successfully forging partnerships across the country, presenting mini-festivals in Cumbernauld, East Kilbride and Irvine as well as Aberdeen thanks to support from players of People's Postcode Lottery. These projects are a fundamental part of our aim to create a festival that is both wholeheartedly Scottish and unflinchingly international.

Why exactly are book festivals proving so successful at a time when the digital world feels so dominant in other ways? It's not only that they bring people together, face-to-face in a decidedly analogue way. There's plenty of digital innovation too: in a new collaborative project with the University of Edinburgh we created a Massive Open Online Course called 'How to Read a Novel' which attracted over 20,000 participants from all over the world. Whether in their digital manifestations or their in-the-flesh events, book festivals are democratic forums; gatherings of people interrogating the state of the nation. So, alongside meetings with Nobel laureates and Man Booker Prize-winners, at the Edinburgh International Book Festival there's a fighting chance that topics like political uncertainty, fake news and even Strictly Come Dancing will be discussed.

The Book Festival relies on literally thousands of different people for its success. As well as writers and readers, we are grateful to publishers, editors, agents, journalists, sponsors, funders, benefactors and the proprietors of Charlotte Square Gardens for giving us access to their wonderful space. I am also grateful to the absolutely unbeatable team that delivers the Festival. This year we asked more of our team than ever before, and I want to say a heartfelt thank you to every one of them for delivering another multiple record-breaking year.

Nick Barley
Director



I have been to almost all the major festivals in the world and I am massively impressed by the scope and depth of Edinburgh International Book Festival and the dedication of the team who put together such a massive banquet of ideas and kept it running smoothly. Few cities have had the effect Edinburgh has had on me.

■ ■

Abubakar Adam Ibrahim,
winner of the Nigeria Prize for Literature

78% of adults said the experience would make them more likely to read.

■ ■

Survey of attenders at 2017
ReimagiNation mini-festivals

How did we do?

138,681 Tickets

We sold a record 138,681 tickets across all our programmes, including events in our two new venues in George Street and special events at the King's Theatre, Usher Hall and St Mary's Cathedral.

67,000 Books

Our independent bookshops sold a whopping 67,000 books, up 6% on the previous year.

20,000 Families

Nearly 20,000 families attended the 232 events in the Baillie Gifford Children's Programme.

14,496 Pupils, Teachers and Helpers

14,496 pupils, teachers and helpers from 170 schools attended 70 events in the Baillie Gifford Schools Programme.

36% Sold Out Events

The number of total sell-out events rose by 22% in 2017, totalling 36% of the overall programme.

2 Accessible Festival Awards

For the second year in a row Euan's Guide named us their Accessible Festival Award winner, and they also recognised our commitment to offering an inclusive environment where everyone feels welcome with the Spirit of Inclusion Award.

An international programme for everyone

49 Countries

966 authors from 49 countries appeared in Book Festival events, more than ever before, including from Argentina, Zimbabwe, Chile, Nepal, Pakistan and South Korea.

30% Scottish Authors

Scottish authors made up 30% of our programme and we continue to champion the nation's writers, sharing our culture with people from around the world.

473 Broadcasters, Journalists and Bloggers

473 broadcasters, journalists and bloggers from 21 different countries accredited to cover the Book Festival, with 400 attending events. Countries included USA, China, Nigeria, Canada, Brazil, Portugal and Germany.

910 Events

Our expansion out of Charlotte Square Gardens onto the West End of George Street allowed us to increase the number of events staged to 910, a rise of 17%.

250,000 Visits

Over 250,000 visits were made to the Book Festival in August, equivalent to around half the population of Edinburgh.

89,000 Views

Our YouTube channel, featuring hundreds of videos of events including 16 from this year's programme, attracted audiences from every continent on the globe, with 89,000 views made in 2017, bringing the total views to 376,000.

10% Free Events

The Book Festival was more accessible than ever as the number of free events on offer rose by 41%, making up a tenth of the programme overall.

Inspiring audiences of all ages

19% of Attendees Saw more than 7 Events

Many Book Festival super-fans attended this year: 19% of audiences saw more than 7 events.

2,930 Free Books for Schools

Thanks to the generosity of an anonymous benefactor, we gave a free book to 2,930 school children at Booked! events in Irvine, East Kilbride and Aberdeen, helping kids connect with stories regardless of circumstance.

5,700 Booked! Attendees

Almost 5,700 people attended or took part in our Booked! programme of events and activities taking place across Scotland throughout the year.

78% More Likely to Read Books

3,700 adults and children saw events in our ReimagiNation tour of Scotland's New Towns. 78% of adults said the experience made them more likely to read books.

50 Refugee Families

Our partnership with Open Book brought over 50 refugee families to events.

150 Schools Helped by Transport Fund

150 schools benefited from our Baillie Gifford Transport Fund, helping 7,795 pupils to experience the Book Festival.

64% New Attenders

64% of ReimagiNation children's audiences told us they had never previously attended a Book Festival event, and 75% said they would like more events like ours in their area. 91% said they were more keen to engage with culture more broadly as a result of attending.

Contributing to the success of the city

97% of Waste Recycled

We're passionate about being green – our on-site recycling and waste operation performed miracles in August, sorting and recycling 132.8kg of paper, 200kg of cardboard and 15kg of glass. Across 2017 we recycled almost 4,000kg of waste, diverting 1,690kg of CO2.

167 Staff

The Book Festival provided employment for 167 staff, including a permanent team of 26, an increase of 12% from 2016.

1,152 Hotel Nights

We booked 1,152 nights across 6 Edinburgh hotels for our invited authors and participants.

2,522 News Articles and Blogs

Media coverage of the Book Festival generated 2,522 news pieces, articles and blogs across 72 countries, enhancing the Festival City's reputation as a go-to destination.

Spreading the word

1,000 Websites

The Book Festival was mentioned on over 1,000 websites both in the UK and around the world – more than doubling what we achieved last year, and those are just the ones we know of.

38 Filmed Events

38 of our events were filmed and broadcast, including four events live-streamed with BBC Arts online, and another 10 events recorded for radio, taking the Book Festival to many thousands more people.

72,000 Followers

Our combined Twitter and Facebook followers grew by 11%, helping us to speak directly with around 72,000 people per day. A growing presence on Instagram reached 3,400 followers, letting us show aspects of the Book Festival through photographs.

2,250 Tweets

In August alone we sent 2,250 tweets, reaching 5 million people, and we communicated regularly with 38,000 enews subscribers throughout the year.



Beyond the Summer Festival

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. We are a founding member of Festivals Edinburgh, Edinburgh UNESCO City of Literature and the Word Alliance, working collaboratively to enhance Edinburgh's reputation as a literary hub, top cultural destination and the world's leading festival city.



Word Alliance
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 world-wide forum for each festival to showcase the work of its native writers.

Festivals Edinburgh
www.edinburghfestivalcity.com

Festivals Edinburgh creates major collaborative projects and strategic initiatives to maintain Edinburgh's status as a world-leading festival city. Book Festival staff actively participate in decision-making and campaign delivery alongside Festivals Edinburgh's core team. Highlights of the work achieved in 2017 include marketing campaigns in key UK and European cities including Leicester, Bristol, York, Nottingham, Belfast, Paris, Berlin, Hamburg and Munich. Relationship building with the media continued to secure big features in high status publications in Europe, and a new Festivals microsite on Expedia and campaigns with Lonely Planet meant the Festival City was put in front of many more potential visitors. In addition, a Festival City Volunteer programme was created, giving a diverse group of 40 local people the opportunity and support to increase their skills, knowledge and confidence through working as welcoming ambassadors for Edinburgh. New funding has been secured to extend and develop the programme into 2018.

Edinburgh UNESCO City of Literature
www.cityofliterature.com

Edinburgh welcomed eight new cities from eight new countries to the UNESCO Cities of Literature family this year, taking the network, which encourages literary exchanges and develops local, national and international literary links, to 28 cities. In 2017 the Book Festival worked closely with the City of Literature to offer daily free Story Shop readings with emerging local writers and a Literary Information point showcasing literary organisations in Edinburgh.



Edinburgh's Festivals act as economic powerhouses generating impact of £280m in Edinburgh and £313m in Scotland.

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Festivals Edinburgh
Impact Study (2015)

The Edinburgh International Book Festival is now a tangible national asset.

■ ■

David Mitchell,
award-winning novelist

Fascinating, informative and extraordinarily diverse.

■ ■

Audience member

On the road around Scotland

The Book Festival is a crucible for ideas, discussion and creativity, and through our growing programme of events on the road around Scotland throughout the year we aim to bring communities together to share in that experience, regardless of circumstance.

As Edinburgh reflected on seven decades as a Festival City, we wanted to find out what life has been like in Scotland's once-celebrated and now often overlooked New Towns, created at the same time and in the same spirit of post-war regeneration.

Our ReimagiNation tour asked the residents of Cumbernauld, East Kilbride and Irvine to share their tales of each town, and their hopes for the future. We also brought brilliant writers, thinkers and speakers to each – with events involving everyone from Man Booker Prize nominee Graeme Macrae Burnet to First Minister Nicola Sturgeon. In Cumbernauld pupils from four local primary schools, as well as members of local charity Cumbernauld Action for Care of the Elderly, came together with writers and performers over six weeks to share their life stories and tell new tales of the town. These featured prominently in ReimagiNation: Cumbernauld, a mini-Festival in May, and the older group made an appearance at a special event in the August Festival too.

We are committed to creating opportunities for people to engage with books and stories, and in 2017 we brought five events to three Scottish prisons: HMP Saughton, HMP Greenock and HMP Grampian. For the first time, this included holding sessions for children in two prison visitor rooms, enabling offenders and their families to share the experience of a Book Festival event. We plan to continue and expand on these hugely rewarding and important visits in 2018.

From mini-festivals to international exchanges, single events with major authors and collaborations with other creative organisations, our year-round programme continues to grow. Our thanks go to the people and partners in each community and each organisation we have worked with this year. We are also grateful to the players of People's Postcode Lottery, who continue to generously support our year-round, Scotland-wide programme.

To stay up to date with past and future events, articles, videos and more related to our travelling work, visit booked.edbookfest.co.uk

Taking Scotland's writers abroad

Writers contribute immeasurably to our understanding of the world and ourselves, offering a new lens through which to view people, places and events. Thanks to the support of the Scottish Government's Edinburgh Festivals Expo Fund we created Outriders, sending five Scottish writers on five journeys across the Americas: North Dakota, the Rust Belt and Silicon Valley in the USA; Montreal, Winnipeg and Hudson Bay in Canada; Buenos Aires and Cordoba in Argentina; and across the US-Mexico border.

Stef Smith, Jenni Fagan, Harry Giles, Malachy Tallack and Kevin MacNeil each paired up with a writer from the area they travelled, exchanging knowledge, ideas and gathering insights to bring back fresh new perspectives, which they presented to audiences at the Book Festival in August, contributing to the understanding of other nations and cultures.



Our Bookshops

My friend and I chose authors who neither of us had read or even heard of. What wonderful choices we made. We were completely bowled over and have now added 5 new authors to our reading lists.

■ ■

Audience member

This year's weekend at the Book Festival has been tremendous. Good weather, good refreshments and good books. I don't think there's a better bookshop in Scotland.

■ ■

Audience member

The bookshop is amazing, featuring Scottish publishers and writers who wouldn't otherwise get so much exposure.

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Audience member

2017 proved to be an exceptional year for the Book Festival's retail operation. With the largest programme of events in our history, the Book Festival sold books at around 900 author book signings. With more authors from overseas than ever before, all the world's continents were represented.

Our independent bookshops performed extremely well, selling over 67,000 books, an increase of more than 6% against 2016. We increased the stock range to more than 10,000 book titles. Sales of other products such as book and Festival-related merchandise were also up by over 6%.

In addition to our bookshops in Charlotte Square Gardens, we offered a small bookshop in George Street as part of our expansion beyond the Gardens, sold books at events taking place in other parts of Edinburgh during the Festival and supplied books to other locations for our Booked! programme, which takes the Book Festival on the road around Scotland.

The top 20 bestselling titles in 2017 included 6 children's titles, 8 non-fiction titles and 6 fiction titles. Of these, 8 were published by Scottish publishers. We were thrilled that the top selling book of the Festival was *Nasty Women*, an anthology edited and published by Heather McDaid and Laura Jones from the new Scottish publisher 404 Ink.

In partnership with Birlinn, the Book Festival published a new book *Outriders*, a collection of the work of five Scottish writers and five writers from the Americas, who journeyed across the American continent in pairs as part of our Outriders project, which was supported through the Scottish Government's Edinburgh Festivals Expo Fund.

49 books were eligible for the Book Festival's First Book Award in 2017, voted for by readers. The winning book was *Women Who Blow on Knots* by Turkish author Ece Temelkuran, who said, 'I am thrilled that the story I have written to survive the most difficult time of my life is now inspiring many and receiving such an award'.

The financial surplus generated by our independent booksales operation is a vital source of income for the Book Festival and helps us to put on such a large and wide-ranging Festival each year. Many thanks to everyone who buys books at our events, publishers and suppliers for their support, and of course to the authors who write the books!



Top 15 Bestsellers

- 1 Nasty Women**
edited by Heather McDaid and Laura Jones
- 2 The Wizards of Once**
by Cressida Cowell
- 3 A Time of Love and Tartan**
by Alexander McCall Smith
- 4 Who Built Scotland: A History of the Nation in Twenty-Five Buildings**
by James Crawford, Kathleen Jamie, Alexander McCall Smith, Alistair Moffat and James Robertson
- 5 Enlightenment Edinburgh: A Guide**
by Sheila Szatkowski
- 6 A Sketchbook of Edinburgh**
by Iain Fraser and Anne Fraser Sim
- 7 Democracy and its Crisis**
by A C Grayling
- 8 Tilly and the Time Machine**
by Adrian Edmondson
- 9 Dear Ijeawele, or a Feminist Manifesto in Fifteen Suggestions**
by Chimamanda Ngozi Adichie
- 10 Three Daughters of Eve**
by Elif Shafak
- 11 4 3 2 1**
by Paul Auster
- 12 The Ugly Five**
by Julia Donaldson and Axel Scheffler
- 13 A History of Britain in 21 Women**
by Jenni Murray
- 14 A Woman Looking at Men Looking at Women: Essays on Art, Sex, and the Mind**
by Siri Hustvedt
- 15 His Bloody Project**
by Graeme Macrae Burnet



Learning and Inspiration

I have some reluctant readers and writers that have been bowled over and feel really empowered to improve their literacy work. You have made a big impact on our kids who live in some of the worst deprived areas/conditions in Scotland.

""

Teacher at Carbrain Primary School
on the ReimagiNation tour

My son's school trip to @edbookfest has been inspirational – he's written his first book and is now wanting it published! For an 11-year-old who's never shown much interest in writing, it's amazing.

""

Twitter comment, 2017

Brave new words

The programme in 2017 reflected the joy of new writing but also offered insights into the turbulent times we are living through, exploring the brave new words in fiction and non-fiction, which help us better understand the issues facing people across the world and, importantly, the role we play.

Sharing stories, opinions and ideas were 1,185 authors, performers and participants from 49 different countries, which produced a fascinating range of viewpoints and perspectives, vital for our understanding of different societies and cultures.

In the Visions of the Future debates writers were invited to put forward positive manifestos for how the world can thrive in the 21st century, they covered topics from gender to globalisation. The 70-year anniversary of the Indian subcontinent's independence from British rule offered writers from both nations the chance to explore the legacy and share their knowledge and experiences; our This Woman Can themed events, featuring phenomenal women speaking about the challenges they had overcome to make it to the top of their respective fields, proved incredibly popular; and Reading the Final Chapter themed events looked boldly at the difficult subject of death.

We continue to offer a multi-varied programme to inspire people from all walks of life. Through the August Festival, the growing reach of Booked! events across the year in Scottish communities and our online audio, video and learning resources we hope to give adults, children and school groups accessible, meaningful experiences, no matter who or where they are.



Engaging young people and families

Our Baillie Gifford Children's Programme proved hugely popular, with 32% of events selling out. Featuring 206 authors in 232 events, the programme covered a huge range of genres and topics from stories of migration to sensational sci-fi, animal adventures to accessing the art world. With so much to explore and enjoy, almost 20,000 children and families chose to attend events.

Alongside ticketed events, we offered almost 50 free events and activities for families during the August Festival. Story Box, our lively drop-in space for families, was a hive of activity. 1,400 children took part in creative sessions with some of our local partners, including the Scottish Chamber Orchestra, The Royal Society, Cool Creatures and the National Museum of Scotland.

Our programme of events for young adults included debates on matters both serious and entertaining: youth mental health and gender were tackled, as were coming of age tales with bestselling authors including Patrick Ness and Meg Rosoff, and YA novelist Alice Broadway led Writing for Resilience, a creative writing workshop.

As we work towards the Year of Young People 2018, the Book Festival continues to focus on building a strong programme for young people, highlighting suitable events and shaping communications to connect with existing and new audiences, and working with Young Scot to offer ticket discounts and rewards to Young Scot cardholders aged 11-26.





Developing audiences, readers and writers

With more than 50 reading, writing and creative workshops, the Book Festival provided many opportunities to develop skills. They included writing for the stage with Mexican dramatist Ximena Escalante; creating zines with indie publisher Word-o-Mat; and exploring all sorts of books with guest authors, from *Wolf Hall* to *Harry Potter and the Goblet of Fire* to *War of the Worlds*.

The Greenhouse, our new venue on George Street, let us increase the number of workshops and provide free, drop-in exhibitions and activities throughout the Festival, giving passers-by a taster of Book Festival content. 12% of visitors had never been to the Book Festival before.

In a new collaborative project with the University of Edinburgh, we created a Massive Open Online Course called 'How to Read a Novel' which over 20,000 people from all over the world took part in. The course looked in depth at the four main building blocks of modern fiction: plot, characterisation, dialogue and setting using examples from a range of texts including the four novels shortlisted for the James Tait Black fiction prize.

As part of our commitment to increase access to the Book Festival we recorded a range of events to add to the hundreds already in our online video and podcast archive, available free all year round. Many author interviews and 16 filmed events from 2017 can be watched on our YouTube channel and website, and podcasts of 30 events are available free on iTunes.

I attended 3 reading workshops and 3 creative writing workshops. They were all great and, as an aspiring author, I found them both fascinating and incredibly helpful.



Audience member

We continued our successful partnership with BBC Arts, live-streaming four of 2017's most popular events, which were then made available through BBC iPlayer, including Paul Auster, James Kelman and Elif Shafak, Nicola Sturgeon & Heather McDavid.

We continue to support and champion new and emerging writers: 2017 brought 50 new fiction writers to the attention of audiences through the Book Festival's First Book Award, which encourages people to attend events with the authors, read their books and vote for their favourite. The award has become a successful way for us to shine a light on the new voices in fiction, and provides a valuable platform for the authors and their work.

In 2017 we created Outriders, with the support of the Scottish Government's Edinburgh Festivals Expo Fund, sending five Scottish writers on five journeys across the Americas, accompanied by a fellow writer from the country being travelled. The writers' experiences provided new insights for their work, which they brought back to present to Book Festival audiences in a major strand of events, offering different perspectives on the places they had travelled and the people they had met to counter mainstream thinking.



Beyond the classroom

Our schools work continues to grow as we offer events not just at the Book Festival in Edinburgh but across Scotland as part of our Booked! touring programme.

Almost 14,500 school pupils and teachers came to see the 70 events in our Baillie Gifford Schools Programme, created for year groups from P1 to S6. Almost 500 education professionals attended the 6 Career-long Professional Learning events which covered topics including philosophy for children, reading for pleasure, peer pressure and the challenges of social media. For the first time, we presented a Relaxed Event for pupils with Additional Support Needs, which proved a valuable addition to the programme and we intend to develop our provision for children with specific learning needs in 2018.

We recognise that a trip out of the classroom can be expensive for schools and may mean a visit can't go ahead. Thanks to our Lead Sponsor Baillie Gifford, we were again able to offer schools money to assist with costs through our Transport Fund. 150 schools benefited, between them bringing almost 8,000 pupils to the Festival who may not otherwise have been able to attend. To make the visit extra special, Baillie Gifford also gave a £3 book voucher to every pupil who attended to spend in our Festival Bookshops.

Thousands of school pupils were able to meet authors in their own towns: we created events for primary and secondary schools in Cumbernauld, East Kilbride, Irvine and Aberdeen as part of our Booked! tour. And, thanks to the generosity of an anonymous benefactor, pupils were given a free book related to the event they attended – totalling almost 3,000 books.

In early 2017, we launched a new online Learning Site, which gives education professionals access to the Book Festival's learning content and classroom resources. Content is being developed and added throughout the year to give schools a wide range of material for all age groups. See the Learning Site at learning.edbookfest.co.uk



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



Key Achievements in 2017

— Our wide-ranging programme highlights issues of sustainability, climate change and the environment in events for adults and children. In 2017, events featured Sir John Lister-Kaye, one of Scotland's best-known naturalists and conservationists; M G Leonard, who shared her passion for creepy crawlies, bringing in live beetles for children to handle; Nicholas Crane discussing the impact of climate change on the British landscape; Filip Springer telling the story of the disappearance of a Polish mining town due to environmental degradation; and John Grindrod on the importance of the Green Belt.

— Our new Learning Site featured It's Easy Being Green, a classroom resource for teachers to encourage thinking about the environment.

— Staff on our Green Team championed sustainability throughout the year, attending workshops and the Green Arts Conference hosted by Creative Carbon Scotland, communicating issues and the latest thinking across the organisation.

— 97% of waste collected from our site was recycled – that's over 65 tonnes!

— We introduced compostable Friends membership cards.

Have thoroughly enjoyed it, very impressive.

“ ”

Audience member

Ongoing Practice

— The Book Festival is a Green Arts Venue and works closely with the Festivals Edinburgh Environmental 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 in August.

— We actively encourage everyone to use our prominent recycling and composting facilities on the Festival site and in the office.

— The packaging, plates, cups, glasses and cutlery used by our caterers are bioplastic, produced by Vegware, 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 actively seek suggestions on how to improve our practices.

— 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.

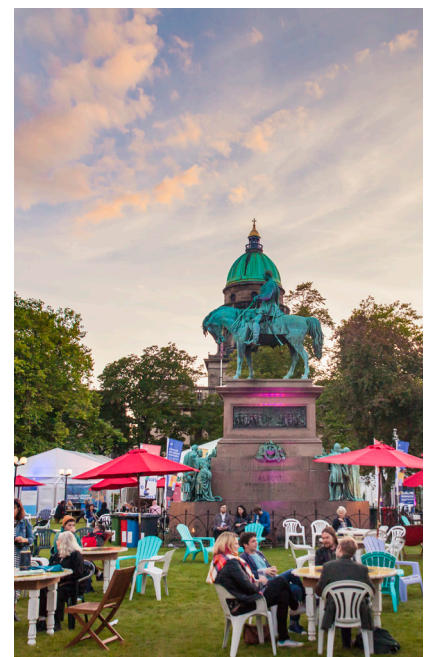
— Our website and print actively promotes travel to the Festival on foot and by public transport. It also offers links to hotels and B&Bs which pro-actively reduce their environmental impact.

— All staff use an online expenses claim system which records the carbon impact of any travel undertaken.

The Future

— Next year we plan to introduce etickets, a more sustainable alternative to printed tickets. We will also explore the feasibility of using biodiesel generators on site. Our office Green Team ensure that environmental matters are considered at every stage of every activity to help us all identify where changes can be made, however small, to reduce our impact.

— All suggestions for improvement are most welcome – please email admin@edbookfest.co.uk



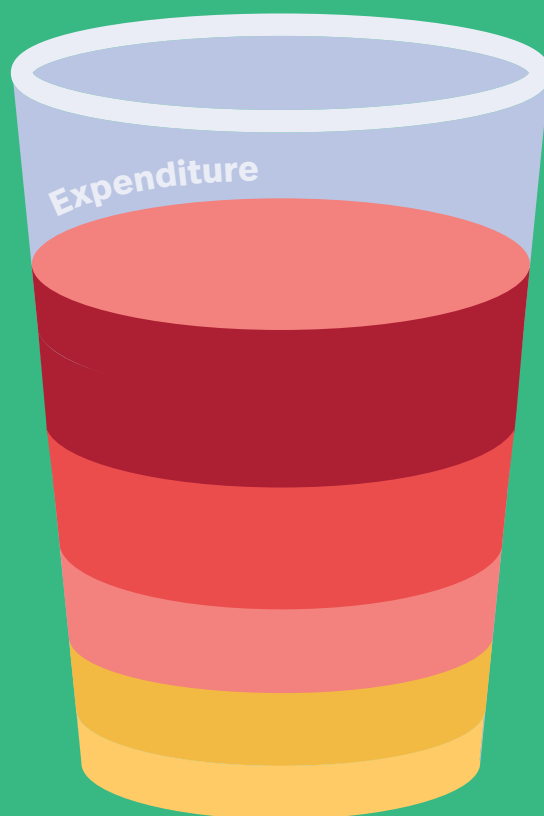
Where the money comes from and where it goes

Total income reached £2.95 million in 2017. As a Scottish charity, the Edinburgh International Book Festival is a not-for-profit organisation. All the income we generate is used to create a world-leading Festival in Edinburgh and deliver author events and mini-festivals in diverse communities around Scotland each year.

The Book Festival is committed to paying all staff, authors and artists – individuals who are integral to the success of the Festival. In 2017 we paid above the

National Living Wage; from 2018 staff will receive the Real Living Wage. Authors, artists and chair people are paid a fee for each of their events.

We are grateful for core funding from Creative Scotland and the City of Edinburgh Council, which makes up 11.1% of our income, and for project funding from the Scottish Government's Edinburgh Festivals Expo Fund for its support of Outriders.



■ **Sponsors, donations, memberships & trusts: 48.8%**
 ■ **Box Office: 30.9%**
 ■ **Core Funding: 11.1%**
 ■ **Booksales (net) & sundry income: 5.5%**
 ■ **Project funding: 3.7%**

■ **Programme & Festival Site: 48%**
 ■ **Staff: 33.6%**
 ■ **Marketing, development & fundraising: 10.6%**
 ■ **Admin, overheads & depreciation: 6%**
 ■ **Box Office: 1.8%**

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Sarah Stephenson
Bookkeeper

Frances Sutton
Press Manager

We said goodbye to the following staff
and thank them for all their hard work:
John Brindley, IT & Systems Officer
Sebastian King, Administrator
Gerard Mehigan, Development Officer

Long-term temporary staff

Joely Badger
Programme Logistics Assistant

Anabel Barrero
Marketing & Press Assistant

Jenny Brotherstone
Schools Booking Co-ordinator
& Box Office Supervisor

Misa Brzezicki
Front of House Manager

**Photography, filming
& online content**

Authors' Festival portraits by
Chris Close

Social media by
Colin Fraser

Photography by
Suzanne Heffron, Helen Jones, Robin
Mair and Alan McCredie

Filming by
Arran Moffat at Glocast

News content by
David Torrance

Thank You to all our Sponsors and Supporters

We are delighted that Edinburgh Gin has become a Major Sponsor of the Book Festival this year and feel that it is a perfect fit. We look forward to developing and growing this relationship over the coming years.



Alan Wardrop, UK Sales Manager,
Ian Macleod Distillers



Edinburgh International Book Festival works with individual donors, corporate sponsors and trusts and foundations to generate 48.8% of the income needed to deliver an outstanding Festival in the heart of Edinburgh, and a programme of author events and mini-festivals around Scotland. We would like to take this opportunity to thank all the Sponsors and Supporters listed on the opposite page, our Patrons, Friends and those who have chosen to make donations anonymously for the vital role they have played in making the 2017 Book Festival possible.

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

We are extremely appreciative of the support we receive from our Benefactors, Patrons and Friends, all of whom share our passion and enthusiasm for the written word, and whose ongoing support ensures the Book Festival remains a truly world-class event. We would like to specially thank James and Morag Anderson, whose generous contribution gave us the opportunity to bring more international authors to Edinburgh than ever before, and made it possible for participating authors to stay in the city for longer and take part in more events.

We are incredibly fortunate to receive support from the People's Postcode Lottery Culture Trust: thanks to them, as well as several Trusts and Foundations, our year-round Booked! programme continues to go from strength to strength, reaching groups and communities who would never normally visit the Festival in Edinburgh. 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 2017.

Sponsorship in Action

In 2017, Edinburgh Gin and the Edinburgh International Book Festival entered the first year of a three year partnership. Edinburgh Gin sponsored the Signing Tent in Charlotte Square Gardens.

The book signings that take place in the Signing Tent give people a rare chance to meet an author face-to-face, and the venue also provides a welcome space for relaxation and

refreshment. Edinburgh Gin saw this as the perfect way to engage with thousands of Book Festival attendees.

For the first year of the partnership we changed the visual look of the venue, introducing a coherent brand identity. A large gable end panel, new parasols and wall and window branding provided impact, giving the Edinburgh Gin Signing Tent a distinct identity.

Working with our on-site caterers, Edinburgh Gins and other Ian Macleod products were stocked in all our bars and cafés. A pop-up Gin Bar on the lawn proved a huge success, generating overwhelming positive feedback from audiences, staff and other partners.

We are excited to see what the future holds for this partnership and look forward to exploring ideas to further develop the relationship.

Funders



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And all those who wish to remain anonymous

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Jane & Bernard Nelson
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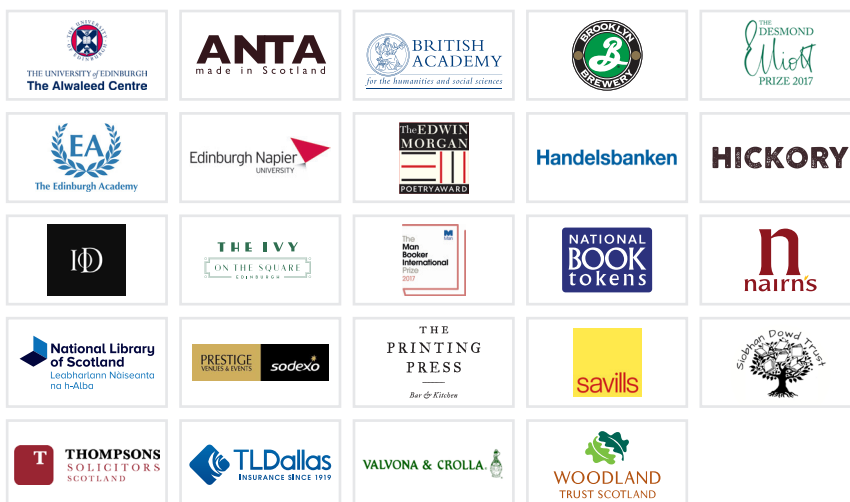
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With thanks

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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Next Book Festival

11 – 27 August 2018
Full programme details
announced Thurs 7 June

Year-round Booked!
programme
See the blog for
where we'll be next:
booked.edbookfest.co.uk

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

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admin@edbookfest.co.uk

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