



Edinburgh International Book Festival

Annual Review 2018

FREEDOM.

“ ”

A festival which
really does achieve
the impossible of
pleasing everyone.

Sunday Independent



6 things you didn't know ...

1.

76% percent of our audiences say it's important for them to see authors from around the world; it was 63% in 2011 and has risen every year since.

2.

We have been putting on events in prisons and young offender centres, so prisoners can enjoy author events together with their families. We took 10 events to 5 of Scotland's prisons in 2018.

3.

The Book Festival won a Euan's Guide award for Most Accessible Pop-Up Festival Venue for the third successive year. Continually improving inclusivity and accessibility is integrated into our work.

4.

58% of our audiences are people who live in Edinburgh and the surrounding area.

5.

Our independent bookshops outsell all other bookshops in the UK during the Festival period.

6.

Sales of *The Freedom Papers* beat those of many global bestselling authors to become the top-selling book of the Festival. This collection of writing on the theme of Freedom by Scottish and international authors was commissioned by us thanks to the support of the Scottish Government's Edinburgh Festivals Expo Fund. It has since inspired events at festivals in Christchurch, Rio de Janeiro and Nairobi, with more to come...



Why the Book Festival matters

The Book Festival offers creative, interactive experiences with the world's finest writers and thinkers. It's a place where people can reflect on, interrogate and understand their relationship to society and each other. This is ever more important in times of political upheaval.

The Book Festival is a safe place where children, young people and adults can think carefully about issues; admit doubt and uncertainty; speculate; express themselves and take ambitious leaps of thought in a climate of mutual respect. Our audiences tell us they leave events feeling informed and engaged, that they feel part of a celebratory community.

The Book Festival is a platform for democratic discussion. We champion freedom of expression and discourse as integral to a healthy society. We will continue to help people connect with each other and understand the constantly changing world around them.

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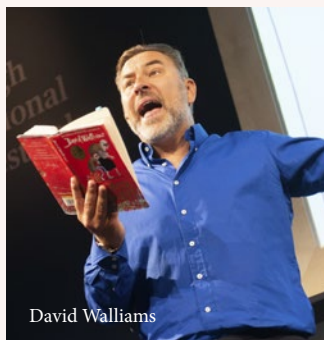
It brings out the best in Scotland's capital – a meeting of hearts and minds, a deepening of understanding, a harmonising of what's important individually but also globally.

Kevin MacNeil, Scottish novelist, playwright and poet

12 stories that hit the headlines



Zazi, Ziwelene & Zindzi Mandela



David Walliams



Afua Hirsch & Rose McGowan

Labour leader on the spot

Jeremy Corbyn discussed the renaissance of the left and the future of democracy with former Greek Finance Minister, writer and DiEM25 co-founder, Yanis Varoufakis. Corbyn's stewardship of the party was also up for discussion in events featuring his predecessor as party leader, Gordon Brown, and former Labour Home Secretary Alan Johnson.

Hollywood star calls out sexism

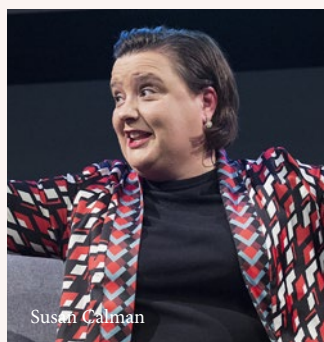
Predatory male behaviour was tackled by Hollywood actor and *Brave* author Rose McGowan in a discussion with leading journalist Afua Hirsch. McGowan was one of the first women to speak out about the behaviour of Harvey Weinstein, catalysing the #MeToo movement.

Getting a UK visa

Gaza-based author Nayrouz Qarmout missed her debut Book Festival event after the Home Office failed to grant her a UK visa in time. We mounted an effective campaign to rectify this, and after garnering incredible support a visa was finally granted, allowing Qarmout to take part in a busy rescheduled event. Many other authors and artists have faced difficulties obtaining visas recently; our campaigning continues.

Taking the Government to the Supreme Court

Gina Miller's stand against the UK Government's intention to implement Brexit without Parliamentary approval was the subject of the businesswoman and writer's invigorating discussion with journalist Ruth Wishart. Addressing her portrayal in the media, she said: "the more they criticise *me* and not what I'm saying, or doing, the more I think: 'You can't actually find any fault in my argument.'"



Susan Calman



Gina Miller



Brian May

3D Photography: It's a Kind of Magic

Legendary Queen guitarist Brian May joined historian Professor Roger Taylor for a look at the stunning and secret world of 3D photography, pioneered by 19th century Scots photographer George Washington Wilson. May, who wrote the introduction to a new book aimed at raising awareness of Wilson, spoke about a 3D photo he took of Freddie Mercury backstage “that is so precious to me, so candid and so personal”.

Mandela family Nelson's story

To mark the centenary of his birth, Nelson Mandela's two great-grandchildren, Zazi (aged 6) and Ziwelene (aged 7), shared the stage with their grandmother Zindzi, Mandela's daughter and current South African Ambassador to Denmark, in a special event for families and children. They asked questions about the iconic anti-apartheid figure, helping bring his legacy to a new generation.

“To back down an inch is to give up a mile”

So said Pussy Riot's Maria Alyokhina in her account of the Russian punk protest band's rise to infamy in 2012. Risking her freedom again to travel to Scotland and speak, Alyokhina recounted her fight for free speech in Putin's Russia, her hunger strike protest in prison, and the importance of overcoming fear, in an inspiring conversation with Yanis Varoufakis.

Calman's kindness revolution

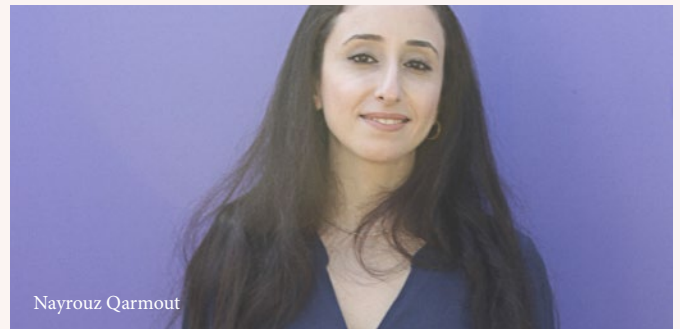
How can we stimulate more kindness in everyone's daily lives? In a sold-out event in conversation with journalist Lee Randall, comedian Susan Calman suggested joy is the answer. “I was frightened of people laughing at me for being feminine, [but] *Strictly Come Dancing* completely changed the way I look at me, and how I am,” she said. “If something brings you joy – apart from taking joy in other people failing – just go for it.”



Chelsea Clinton



Jeremy Corbyn



Nayrouz Qarmout

“Aliens in their own countries”

Revered Kenyan author and playwright Ngũgĩ wa Thiong'o returned to the Book Festival for the first time in 12 years with a broadside against the “absurdity” of Africans being taught foreign languages in place of their native tongues. A believer in multilingualism as the “oxygen” of culture, Ngũgĩ spoke passionately in favour of the “empowerment” afforded by adding the languages of the world to your mother tongue.

Chelsea Clinton on Trump's son

Chelsea Clinton's own experiences of media “bullying” when her father, Bill, was elected as the 42nd President of the United States, makes her “feel incredibly protective of Barron Trump” — even though she disagrees “with his father on everything”. Clinton discussed life in the White House bubble during a much-anticipated conversation about her book *She Persisted* with Sally Magnusson.

Children under David Walliams's spell

One of Britain's bestselling children's authors, David Walliams brought the house down with his unique sense of humour and inimitable readings from his latest stories. A 750-strong audience of children and their families sat spellbound as he read from his most recent hilarious bestseller, *Bad Dad*.

Black underclass being weaponised

“What's happening is that the black underclass, essentially, is being used as both an ideological and literal weapon against the other 99% of black people who are not going to kill anyone,” argued MOBO award-winning hip hop artist, poet and political commentator Akala, rousing his packed audience to cheers when he spoke in a mesmerising event at the Book Festival.

Director's report



Gaël Faye & Samuel Kamanzi
performing *Small Country*



Shahad Al Rawi & Michael Donkor



Olumide Popoola
& Tomiwa Folorunso

This is the age of book festival globalisation. At the turn of the millennium there was explosive growth in the UK of what was then still a newfangled idea: festivals dedicated to writers and readers. In recent years most of the expansion has been outside Europe: today you can travel from Trinidad to Toronto or from Buenos Aires to Byron Bay and encounter major international festivals. Despite this rapid shift in the literary landscape, Edinburgh's Book Festival remains the brightest star in a growing constellation and one of the most internationally-engaged. But there are dark clouds on the horizon: unless we can persuade the UK government to relax its visa policies for visiting authors and artists, Edinburgh might easily forfeit its leading international position in future.

Thanks to the efforts of my team members as well as diplomats and politicians across the world, we managed to overcome all the visa rejections faced by authors hoping to visit the 2018 Festival, but the time and energy expended was enormous. I can't be certain we'll enjoy the same outcome in future. This was a hugely successful year, with ticket sales and book sales continuing on a steady upward trajectory. It's been thrilling to watch so many children eager to see the authors in our Baillie Gifford Children's Programme; and hearing how people from all walks of life have gained inspiration and pleasure from the events we create is a particular joy.

Above all, the reputational success of the Book Festival (something that's much more important in the long term) has lain in its ability to bring major international names to Edinburgh. Think of Pussy Riot's Maria Alyokhina in conversation

with Greek writer and political thinker Yanis Varoufakis; American actor Rose McGowan in her event about misogyny in Hollywood with journalist Afua Hirsch; or South African ambassador Zindzi Mandela discussing her memories of her father with BBC journalist Allan Little: each of these highlights was only possible because we were able to get important international speakers past an increasingly challenging visa and immigration system.

What lies behind the phenomenal growth of book festivals, including the one we host in Scotland's capital? The answer is that a good book festival is a powerful forum for face-to-face public discussion; a gathering place for the celebration of ideas, when so much of our intellectual life is otherwise lived in the digital realm. The success of an author's event depends on whether they manage to engage their audiences in thought and discussion. While authors and their publishers undeniably feel happiest when they also sell hundreds of books, they invariably find that book signing queues lengthen when they've generated a great conversation with their audience. Discussion then continues in a kind of meta-festival that takes place on social media and in the press. As a result, authors can find their ideas propagated far beyond the audiences in Edinburgh.

One example of this is the Rwandan-French author Gaël Faye, whose debut novel *Small Country* was launched in its English translation in the summer. The Book Festival commissioned a special stage performance of his novel featuring Faye himself alongside Burundian musician Samuel Kamanzi and Rwandan actor Kivu Ruhorahoza.





Pussy Riot's Maria Alyokhina
& Yanis Varoufakis

This moving and unforgettable event explored the personal story of a young man growing up against the backdrop of Rwandan genocide. Feedback from audiences was astonishingly positive, and since then we have received enquiries from festivals in Brazil, Germany and Zimbabwe about potentially touring the production. Most satisfying of all, the international buzz created by the event reached Kigali, from where Gaël contacted me to report that as a result of his Edinburgh success, *Small Country* has just been translated into the local languages Kinyarwanda and Kirundi for distribution in Rwanda and Burundi.

Gaël Faye's superstardom at home can be attributed – at least in part – to his visit to Edinburgh and it is this influence that makes an invitation from the Edinburgh International Book Festival so sought-after among authors across the world. And the success of Gaël's event was all the sweeter because it was put in jeopardy by a visa application that was initially rejected.

We were only able to deliver a successful festival in 2018 against this backdrop because of the tireless work of everyone who puts together the Book Festival. This year more than any other, I'd like to extend my heartfelt thanks to the festival staff, the sponsors, benefactors, publishers and above all the authors who make Edinburgh such a special festival. It is the incredible energy of this wonderful community that gives us the impetus to continue campaigning for Britain – and Scotland in particular – to remain open for cultural exchange.

Nick Barley, Director

“ ”

A vibrant festival, and with a large audience, and yet there was a wonderful feeling of intimacy. Also, as an outsider, a foreigner, I was uncertain what I'd find in a post-Brexit setting - but just how wonderful and welcoming was this crowd! Thank you.

Amitava Kumar, prize-winning Indian author and journalist

“ ”

I feel that the sense of engagement and commitment among those participating this year has been a bit of sanity, dignity and maybe even hope in a world I no longer feel I understand.

Audience member

“ ”

One of the best experiences I have had at any literary festival, conference or convention. Immersive, well-organised, and absolute fun.

Karen Lord, multi award-winning Barbadian writer

“ ”

In the age of Trump and social media blowhards, any forum for respectful debate must be supported.

The Scotsman

An international outlook rooted in Scotland

Putting Edinburgh on the world stage

The Edinburgh International Book Festival sits at the heart of Scotland's literary world, bringing authors, audiences and publishers together in Edinburgh and in communities across the country. We also play 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.

“ ”

It's great to see and hear so many well-known writers 'in the flesh' and be reminded how literature connects – from Lewis to Kolkata, from Troy to Civil War Ireland – and the atmosphere is great!!

Audience member

“ ”

The Book Festival has been exceptional – as soon as we asked you to consider events for our families, you immediately accepted and ran with that challenge, and involved us in it. That is quite exceptional.”

Parent of a child with profound learning difficulties

Speaking with Scotland

A string of bold programmes and partnerships across Scottish society have enabled us to involve more people than ever before in the Book Festival experience.

ReimagiNation, our tour of Scotland's New Towns, concluded in the first half of 2018, bringing to a close a two year programme of work celebrating the diverse voices and stories of these fascinating communities. Thousands of people attended discussions and debates in Glenrothes and Livingston, including many who had never before engaged with the Book Festival, and in Glenrothes we were delighted to gift around 2000 books to school pupils thanks to the support of a generous Benefactor. Significantly, these voices were given events at the August Book Festival too, ensuring the passions, memories and concerns of Scottish towns become a vital part of the Festival conversation.

For EventScotland's Year of Young People we invited a group of school pupils from Craigmillar, Edinburgh, to make their mark on the Book Festival. Codename F, their curated strand of events, involved discussions on issues like gender and the environment as well as major children's authors like David Walliams. Thoughtful, inquisitive and informed, their involvement was rewarding for audiences and for our staff too.

The year also saw our most ambitious prison programme to date: ten events in five of Scotland's prisons featured twelve authors and illustrators, including Ben Okri, Jason Reynolds, the legendary Last Poets and the 2018 Man Booker Prize shortlisted author Rachel Kushner. Building on our Visitor Room pilot events in 2017, three of these sessions were specifically for family audiences, and with the support of each Visitor Centre and the charity Families Outside, we gave the families tickets to attend the August Festival too. Thanks to a generous donation from a Benefactor we provided a book to every audience member at each prison event, and a set of books to each prison library and Visitor Centre.

Partnership working allows us to grow not only what we do but who can access the Book Festival, and we're delighted to have made lasting connections with organisations doing vital work to improve social inclusion in Scotland. A long-term partnership with Open Book continued in 2018, with the Edinburgh-based reading agency helping to bring hundreds of visitors of all ages to the Festival including people who face significant challenges, such as refugees.

We also worked closely with PAMIS (Promoting A More Inclusive Scotland), ARC (Association for Real Change) and the National Involvement Network to further our already award-winning accessibility credentials, creating bespoke communications materials and events for people with profound and multiple learning disabilities, making the Book Festival ever more welcoming and available to anyone who wants to attend.



Jonathan & Unmol, two of our Young Programmers introducing an event



The Freedom Finale



Sandip Roy, Sampurna Chattarji & Abir Mukherjee, Kolkata Literary Festival

“ ”

The Book Festival takes place in a city that is buzzing, its streets crowded with visitors from all over the world. This energy seems to feed into events.

James Attlee, British author and journalist

A global impact

In 2018 we continued to connect Scottish writers directly with the wider literary world through New Passages, an exchange programme that saw Scottish and Indian writers team up to explore historic connections between the two countries, journeying from Edinburgh to Stornoway then Kolkata and back, appearing in events at An Lanntair in Lewis and the Apeejay Kolkata Literary Festival. Their reflections formed the backbone of new writing published online at ontheroad.edbookfest.co.uk.

Our impact on the publishing sector at home and abroad continues to grow year on year, and in 2018 we held three special Publishing Salon events for industry guests – including one hosted by the First Minister in Bute House. Attendees from Scotland, the UK and further afield took part in debates and enjoyed insight from some of the world's top publishers and literary agents, and we're sure these discussions will lead to brilliant books, industry innovation and new Book Festival events for audiences in the near future. We commissioned *The Freedom Papers*, a collection of essays on the idea of freedom written by writers from every corner of the world. Produced in Scotland with a Scottish publisher, the collection harnesses the voices of the world and tellingly became the highest selling book in our bookshops this year – proof of how vital international dialogue is to writers and readers alike.

Members of the Book Festival team have travelled the globe this year, finding new authors to feature in our programme and taking the best of the Book Festival and our values to the world, from India to Argentina, Kenya to Canada. We've welcomed countless authors, audience members and representatives from the international arts sector to the Book Festival in August too. The influence we have on the world's literary scene means audiences – whether in our Festival venues in August or online throughout the year – get to experience thought and creativity, issues and discussion from around the globe.

What's happening next

The year ahead will see the Book Festival connect locally and globally unlike ever before. We'll amplify the voices of communities around Edinburgh which too often go unheard through Citizen, our new long-term creative programme delivering community-driven activity across the city and at the 2019 Book Festival. We're also working to build on our prison programme, continuing the dialogue between those inside the prison system and the world outside.

On top of the global collaborations which enliven every August Festival, a new international programme will see Scottish writers and artists team up with counterparts from Africa in the second phase of our Outriders programme.

More than ever we recognise the importance of international voices to the Book Festival and our audiences. We're determined to continue campaigning against the visa restrictions which have threatened the attendance of some authors and illustrators, to ensure the Book Festival remains a place where the world can come together, debate ideas, share stories and gain understanding of cultures different to their own. We'll continue to welcome the world into our events with new streaming technology and more digital resources; more people than ever will be able to enjoy the world in words with us.

2018 in numbers



260,000 visits

Footfall to our tented village in Charlotte Square Gardens and on the west end of George Street reached a record 260,000.

957 events

We programmed 891 events for the August Festival and a further 66 events in other locations and venues in Scotland.

1,190 participants

Writers, illustrators, artists and storytellers from across the world numbered 1,190 in our 2018 programme.

152,223 tickets

We sold a record 146,033 tickets to August Festival events and a further 6,190 tickets to events around Scotland during other months.

16% new attenders

People who had never been to the Book Festival before made up 16% of our audience members in 2018.

62 countries

A truly international programme brought authors, artists and participants from 62 countries to Scotland's capital to share stories and ideas.

152 free events

Every day we offered free events for both adults and children including workshops, storytelling, book surgeries, author events, craft activities and literary cabarets.

63% rising to 76%

Audience members stating 'it's important to have the opportunity to see authors from around the world' has steadily risen over recent years, from 63% to 76%.

60,448 tickets in one day

On the day public sales opened we sold over 60,000 tickets, amounting to 48% of the Book Festival's total ticket sales income.

90% sold

The number of events which sold 90% or above of tickets was a whopping 612.

118 million listeners

Of the media broadcasts we were able to track, 600 broadcasts across TV and radio included the Book Festival, amounting to potential audiences of 118,037,010.



58% local people

Audiences attending events came from near and far: 58% Edinburgh and Lothians, 23% rest of Scotland, 15% rest of UK, 4% international.

158 schools

13,065 pupils and teachers from 158 schools across Scotland attended the 59 events in our Baillie Gifford Schools Programme, coming from as far away as Ardgour and Dornoch.

72,000 books

We sold 72,000 books in our independent bookshops during August, a rise of over 7% on last year.

727 teachers

We created 7 CPL events, which were attended by 727 teachers and education professionals.

419 journalists

Journalists and broadcasters from countries across the world accredited for the Book Festival in 2018, with 347 attendances at events.

172 real living wage jobs

We employ a large team of staff to put on and run the Book Festival and we pay everyone at least the Real Living Wage. In 2018 we provided jobs for 27 permanent and 145 temporary staff.

1,152 hotel nights

We booked 1,152 hotel nights across 8 hotels in the city for Book Festival participants.

531 festival events on demand

To date, we've made 531 events available free online so people from all over the world can watch the videos and listen to podcasts of Book Festival events on demand.

755 websites

The number of websites (which we know about) that featured Book Festival coverage totalled 755.

3,561 articles

The number of stories featuring the Book Festival reached 3,561 across online and print media.

10,000 words per second

The Book Festival's independent bookshops sold 10,000 words per second.

Our independent bookshops



Rachel Mapson & Ade Adepitan



2018 proved to be an exceptional year for the Book Festival's retail operation. We stocked more books than ever before with over 140,000 books and 10,000 titles in our shops. Our independent bookshops performed extremely well, selling over 71,500 books, an increase of more than 7% against 2017. Total sales were up 10% against the previous year to over £800,000.

In addition to our bookshops in Charlotte Square Gardens, we offered a new bookshop in George Street as part of our expansion beyond the Gardens. The George Street Bookshop was a huge success and delivered £100,000 in sales.

Our bestsellers performed better than ever before with sales of our top 10 titles up 113% against 2017.

5 of the top bestselling books at the Festival were written by Scottish authors and published in Scotland and 4 were books for children. Most notably, 5 were on themes of freedom and equality, a reflection of the times we are living in and people's need to make sense of the world. We are thrilled that our bestselling title was *The Freedom Papers*.

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 programme 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!

“ ”

I loved the warm and welcoming atmosphere - and spent a lot of time in the bookshops! It is truly a readers' festival.

Ulrike Almut Sandig, German writer and poet

“ ”

The Book Festival was amazing. It is such a great opportunity to find out what types of books you like, or to discover new authors... I would encourage everyone to go.

The Northern Scot



Top 10 bestsellers in 2018

1.

The Freedom Papers
by Scottish and
international authors,
commissioned by the
Book Festival

2.

**She Persisted
Around the World:
13 Women Who
Changed History**
by Chelsea Clinton &
Alexandra Boiger

3.

In the Spirit of Spark
by Ali Smith

4.

**The Wizards of
Once: Twice Magic**
by Cressida Cowell

5.

Grandad Mandela
by Zazi, Ziwelene &
Zindzi Mandela &
Sean Qualls

6.

Riot Days
by Maria Alyokhina

7.

The Way of All Flesh
by Ambrose Parry

8.

**The World's Worst
Children 3**
by David Walliams

9.

**A Gathering:
A Personal
Anthology of
Scottish Poems**
by Alexander McCall
Smith

10.

**Waiting for the
Last Bus**
by Richard Holloway

A welcome for everyone



Growing audiences, improving access

Every year, we aim to offer opportunities that appeal to everyone across society. We're constantly working to remove barriers to attendance – physical, financial or otherwise. Our programme of conversations, discussions and activities is for everyone to participate in and enjoy, regardless of age, background, education or ability.

Our 2018 programme offered an enormous and varied pool of voices and perspectives. We invited Guest Selectors to curate programme strands and these alone covered topics as diverse as feminism and the Suffragette movement (selected by Glasgow Women's Library's Adele Patrick); freedoms around identity (selected by writer and Guardian columnist Afua Hirsch); and investigations of democracy (selected by former Greek Finance Minister Yanis Varoufakis).

Over the 3 weeks of the Festival, events covered every genre from fantasy fiction to cookbooks to popular science. Playing with Books, a series of performance events, also saw us work with a range of partners to put an interesting new spin on classic and modern works. Both audiences and participating authors got to see and discuss the work in a fresh, accessible new way.

In 2018, we once again increased the number of free events available for adults and families, recognising that free attendance is often the only chance for some people to

get involved. This included daily drop-in workshops and craft-based events for youngsters, plus we hosted the Edinburgh Comic Art Fair, which saw us bring together more than 40 comics creators to showcase their work and meet fans.

We trialled Pay What You Can pricing, giving people the opportunity to choose how much to pay for a ticket; those who could pay a bit more indirectly helped others for whom it was necessary to pay less. We plan to roll out this scheme across a wider range of events in 2019.

Other new additions were Learning Disability Friendly events suitable for people of any age with severe or multiple learning disabilities. These proved hugely popular. Alongside, we built on the work we've been doing to make the Book Festival village more accessible by adding a Changing Places toilet, introducing an Easy Read Guide to the Book Festival for those with learning disabilities, and offering discreet badges for those with additional or hidden needs so our staff can recognise when a visitor may need extra help. We were delighted to be awarded the Euan's Guide Accessible Festival Award for Best Pop-Up Venue for the third year in a row.

By continuing to make improvements, listening to the advice of key partners and taking on board the feedback of audience members and people who haven't attended yet, we are creating a Book Festival that is truly inclusive, engaging and accessible for the broadest range of potential audiences.

“ ”

It is great to see Edinburgh's festivals raise the bar on their welcome for disabled people... Particularly exciting this summer has been the focus on invisible impairments and initiatives like the Book Festival's badges for folk requiring a little extra help.

Paul Ralph, Access and Inclusion Director, Euan's Guide

“ ”

A great day out – very inspiring for young 'want to be' writers.

Facebook comment

“ ”

I can't describe how much I gained from this experience.

Young programmer



Developing young minds

In 2018, we expanded the size of our Baillie Gifford Main Theatre increasing the availability of tickets for the most popular events in our programme. As a result, we were able to invite more community groups to see their favourite authors. These are groups who don't or can't often attend events; one such example was Terry Deary's Horrible Histories event, to which we gave away almost 25% of the tickets to looked after children, young carers and children who have parents in prison.

More than 21,000 children and families attended the 235 events in the Baillie Gifford Children's Programme, with 1,500 taking part in free Book Festival events and sessions with our local partners including Edinburgh City Libraries, Book Aid International, the Museum of Childhood and Craigmillar Literacy Trust.

In addition, we welcomed more children from across Scotland to the Book Festival through our Baillie Gifford Schools Programme. Over 13,000 school pupils and teachers attended the 59 events created for classes from P1 to S6; over 700 education professionals took part in our Career-long Professional Learning events, which presented inspiring new ideas to try out in the classroom; and for the second year we devised an event for pupils with severe learning disabilities.

To ensure cost was not a barrier to attend, our Lead Sponsor Baillie Gifford once again generously provided a Transport Fund to assist schools with travel costs. 8,865 pupils from across the country benefited. And to guarantee every pupil could go away with a book, Baillie Gifford gave each of them a £3 book voucher to spend in the Book Festival bookshops.

Expanding horizons

The Edinburgh International Book Festival is a place where everyone is welcome from worldwide-best-selling authors to local debut writers, tiny tots to the older generation. We are committed to bringing people together from all walks of life.

We continued our relationship with the Open Book charity, through which we were able to welcome more than 300 members of their reading groups including refugee women and their children, homeless people, and those experiencing or who have experienced domestic abuse.

In 2018, for the first time, we worked with a group of young programmers as part of Scotland's Year of Young People. The young people, aged 8-14, were selected from 3 schools in Craigmillar, Edinburgh. Over a period of several months, the young programmers met up regularly with Book Festival staff to co-design a strand of events exploring the theme of Freedom, including commissioning 5 authors to write stories for *The Freedom Papers*. Our young programmers got involved in all aspects of the events: the programming and marketing, interviewing authors for the media, and stepping onto the stage to introduce their chosen authors to audiences. The process provided a unique experience: they gained the confidence to voice and explore their own ideas and it boosted their skills and knowledge.

Each year, we continue to seek new ways to actively involve audiences in Book Festival experiences. We ask audiences not only to come along to be inspired but to get directly involved. In 2018, a vast array of interactive events included hands-on workshops in The Bookshop on George Street, with activities including comic-making, book conservation and screen printing. In partnership with Glasgow-based theatre company Visible Fictions, we presented a dramatic theatre experience called *The Hidden*, which saw audiences go on a fact-finding mission through the bookshelves at Edinburgh's Central Library – it sold out all 24 performances.

We continue with our mission to showcase and champion new writers: 49 debut novelists, including those whose work has been translated into English for the first time, were nominated for our First Book Award. All the eligible authors took part in events, giving them a platform to introduce and discuss their work with Book Festival audiences. The 2018 winner, voted for by readers, was Iraqi writer Shahad Al Rawi for her stunning debut novel *The Baghdad Clock*.

Many hundreds of people tell us that the conversations taking place on stage at the Book Festival have fired them up, stimulated new ways of thinking, inspired life changes and kick-started new interests. We want to extend their influence far beyond the confines of the Book Festival village in Edinburgh to people wherever they are in the world. In 2018, we filmed 10 events which are available on our website and YouTube channel and we released audio recordings of almost 40 events on our iTunes podcast and website. These events are available to watch or listen to completely free of charge. To date, the Book Festival's on-demand podcast and video channels contain recordings of 531 events with a fascinating and eclectic range of world-class authors and subjects.

This online reach extends to schools. We continue to grow our Learning Site, which contains an archive of resources and the latest learning news designed specifically for schools across Scotland and beyond. You can find these useful educational materials at learning.edbookfest.co.uk

Getting greener

With environmental issues high on the public's agenda, the Book Festival continues to provide a forum where authors, audiences and leading environmentalists can share ideas, gain knowledge and take part in stimulating debates about green issues. We aim to promote best practice in the field, working to ensure that how we run the Festival reflects our green values.



What we achieved in 2018...

- Our programme provides the perfect opportunity to bring speakers to Edinburgh to share knowledge on environmental issues and showcase the champions of sustainability. In 2018, we programmed Our Planet and Us, a strand of events investigating the thorny relationship between people and planet Earth. Environmental campaigner Tony Juniper discussed the importance of the world's rainforests; Emmy award-winning cameraman James Aldred recounted his adventures and observations of natural habitats around the world; and James Thornton, founder and CEO of ClientEarth, a not-for-profit environmental law group, described his fight against the planet's destruction.
- We invited visual artist Tania Kovats to be one of our Guest Selectors for a series of events on water, sea and the oceans. Her series explored topics such as plastic pollution. It saw filmmaker Jo Ruxton share first-hand experiences of how humans are affecting our oceans, the impact of which she saw during her work on nature documentaries, including David Attenborough's The Blue Planet.
- We encouraged young people to think about the environment through events including Sustainable Story Book Creations, a free drop-in session for families to create characters from a range of recycled materials. Plus, many teachers came along to our CPL event offering top tips for making complex environmental issues accessible, helping us to spread the green message into classrooms in Edinburgh and beyond.
- We introduced etickets as a more sustainable alternative to printed tickets.
- We increased the prominence of our public drinking-water taps across the Festival site to encourage the use of reusable bottles rather than single-use plastic bottles.
- We have teamed up with Vegware on their Close the Loop initiative, which sees all used compostable Vegware packaging and food waste from the Festival site and our offices turned into high-grade compost in weeks – converting our audience's waste into food for future crops.
- We have stopped purchasing milk in plastic bottles and now get milk delivered to the office in glass bottles from a local dairy farm. The empty bottles are then returned to the farm and reused.
- All staff, participant and media passes used during the Festival were biodegradable. Staff lanyards were made of sustainable bamboo fibre.
- Leftover wood from the Festival site was gifted to and repurposed by other festivals and organisations.
- 13,021kg of waste (around 90% of the total) from our site was recycled, diverting 5,058kg of CO2(e).

What we're continuing to do...

- Our Green Team – a cross-departmental team of permanent staff – champion sustainability throughout the year, attending workshops and the Green Arts Conference hosted by Creative Carbon Scotland, communicating issues and sharing the latest thinking across the organisation. The Book Festival is a Green Arts Venue and the Green Team work with the Festivals Edinburgh Environmental Group and Creative Carbon Scotland closely, helping us to measure and record our carbon emissions.
- We actively encourage all visitors to the Festival and offices to use our prominent recycling and composting facilities. We even have specially designed child-friendly recycling bins to encourage sustainability on site from a young age.
- The Book Festival brochure is printed on 100% recycled paper.
- Our caterers use compostable packaging, plates, cups, glasses and cutlery in all cafés and bars on site.
- Staff uniforms use fairly-traded and, where available, biodegradable materials. Uniforms are re-used each year.
- Art materials used in craft activities on site are recycled, non-toxic and biodegradable where possible.
- Book Festival toilets are connected to mains sewerage, avoiding the use of chemicals and waste collection vehicles.
- All staff use an online expenses claim system which records the carbon impact of travel undertaken.
- Our online HR portal saves paper by enabling electronic applications, communication and contracts for all permanent and temporary staff.



“ ”

An excellent year:
a very interesting
programme...
The themes were
pertinent, engaging
and inspiring.

Audience member

“ ”

You do an excellent
job at the Book
Festival, with tap
water and varied
recycling and waste
bins. Ahead of the
game, I'd say!

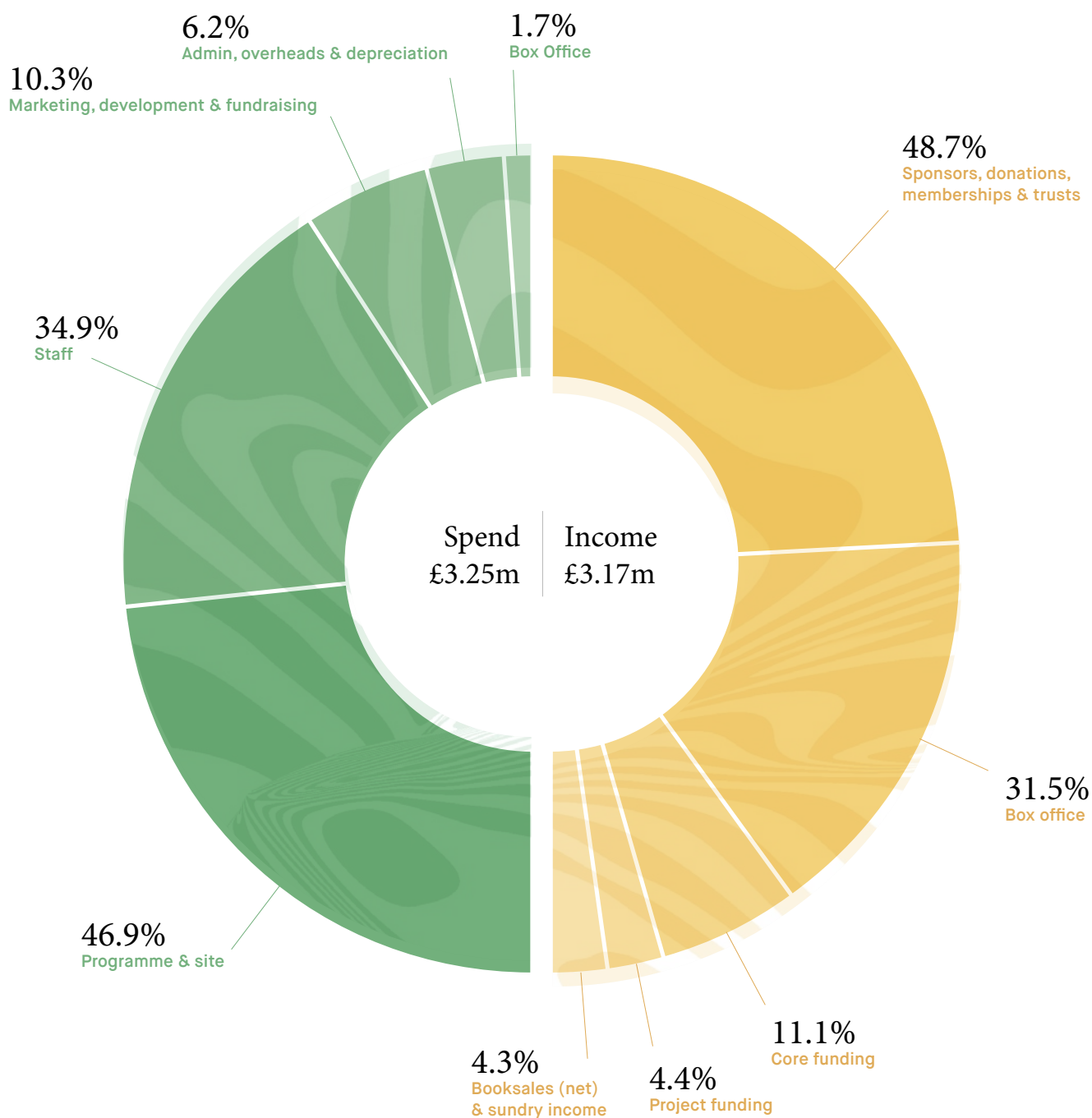
Audience member

What's next?

- In 2019, we will be using smaller, more efficient generators on the Festival site which will provide power on demand rather than running continually. This will reduce our carbon footprint significantly. We are continuing to explore using biodiesel generators.
- We will be introducing Book Festival branded cups and water bottles which customers can reuse in our bars and cafés and get a discount on drinks.
- Further sustainable Book Festival merchandise is being explored with options such as reusable wrapping paper.
- As part of our ongoing green communications strategy, we will be sharing our green values more widely with participating authors and audience members through a range of communication channels.

All suggestions relating to our green initiatives are welcomed –
please email admin@edbookfest.co.uk

The money



The Book Festival is a registered charity, a not-for-profit organisation. Our total income in 2018 reached £3.17m, which included core funding from Creative Scotland and City of Edinburgh Council, along with project funding from the Scottish Government's Edinburgh Festivals Expo Fund for The Freedom Papers programme.

Nearly half of our income was spent creating and staging a programme of nearly 1000 events, which took place across nine venues in Charlotte Square Gardens and on George Street, as well as in communities around Scotland.

We are committed to ensuring the efficiency of our operation and maximising investment in our programme, venues and site for the benefit of authors, audiences and the local community. Around £75,000 was spent as part of a long-term plan of investment in the Book Festival's services, site, facilities, staff and technology, funded from the Book Festival's reserves.

Figures estimated based on financial records. Fully audited accounts will be available later in 2019.

Who's who

Board of directors

Allan Little, Chair
Francis Bickmore
Jenny Brown
Tom Connor (outgoing)
Irene Grant
Jackie Kay
Alasdair Morton
Mary Robson
Fiammetta Rocco
Claire Urquhart
Hannah Westland
Carol Wood (outgoing)

Year-round core staff

Nick Barley
Director

Julie Amphlett
Head of Operations & Finance

Amanda Barry
Head of Marketing & PR

Lewis Camley
Marketing Officer

Helen Chomczuk
Head of Development

Georgie Cox
Development Officer (Individuals)

Becca Di Francesco
Development & Events Administrator

Eli Di Paolo
Development Officer (Trusts)

Anna Fleming
Projects Manager

Jenni Fuchs
Audience Development Officer (maternity cover)

Roland Gulliver
Associate Director

Esme Haigh
Audience Development Officer (maternity leave)

Ailsa James
Administrator

Catherine Jones
Creative Learning Manager

Ioannis Kalkounos
Programme Manager

Simon Mackay
Head of Booksales & Retail

Sophie Moxon
Executive Director

Catherine Mundell
Marketing Officer

David Mundy
IT & Systems Officer

Steve O'Connor
IT & Systems Manager

Zsuzsanna Parry
Author Logistics Officer

Kate Seiler
External Affairs Officer

Janey Seymour
Head of Site & Production

Kat Shearer
Corporate Development Manager

Cat Smith
Box Office & Operations Manager

Janet Smyth
Children & Education Programme Director

Sarah Stephenson
Finance Officer

Frances Sutton
Press Manager

We said goodbye to the following staff and thank them for all their valuable work:
Casi Dylan, Projects Manager; Alyson Orme, Development Officer; James Shaw, Head of Booksales & Retail.

Long-term temporary staff

Joely Badger
Programme Logistics Officer

Jenny Brotherstone
Schools Booking Co-ordinator &
Box Office Supervisor

Misa Brzezicki
Front of House Manager

Joe Christie
Box Office Supervisor

Paul Dent
Technical Manager

Johnson
Recycling Manager

Christine Moorhouse
Marketing & Press Assistant

Neasa Ní Chéilleachair
Box Office Supervisor

Stephen Paterson
AV Operations Manager

Rachel Stillman
Booksales Administrator

Rollo Strickland
Press Officer

Tom Watton
Site Manager

Photography, filming & online content

Authors' Festival portraits by
Chris Close

News content by
Paul Cockburn

Filming by
Fynn Elkington at FoSho Video: foshovideo.com
Arran Moffat at Glocast: glocast.com

Social media by
Colin Fraser

Photography by
Suzanne Heffron: suzanneheffron.com
Robin Mair: robinmairphotography.com
Alan McCredie: alanmc.co.uk

A big thank you to all our supporters

Support from donors, corporate sponsors and trusts and foundations generate 49% of the income we need to create a world-class Book Festival in Edinburgh each year.

Thank you so much to those listed on the opposite page, as well as our Patrons and Friends and those who make their donations anonymously, for making this possible. We couldn't do it without you!

A special thanks must go to our Lead Sponsor Baillie Gifford, whose significant annual donation is invaluable to the Book Festival. Baillie Gifford's sponsorship goes far beyond providing financial support: our two organisations share a vision to make the Book Festival accessible to young people from all over Scotland. Their support benefited over 34,000 children, parents and teachers.

We're so grateful for the support we receive from our Benefactors, Patrons and Friends – through their generous donations they ensure our Festival remains truly exceptional. More importantly, they share our passion and commitment to the written word, lending further support through their enthusiasm and loyal attendance at events.

We want to extend a particular note of thanks to James and Morag Anderson, whose annual donation helps us bring authors to Scotland from far-flung corners of the globe – including those whose journey to Edinburgh presented particular challenges in 2018. We also want to thank those Benefactors who supported specific authors and events in this year's programme.

We send a special tribute to Drue Heinz, a passionate supporter of both the arts and the Book Festival, who attended events regularly until her death at the age of 103 last March. Mrs Heinz was sadly missed at the 2018 Festival; her contribution to our work and to the careers of the many authors fortunate enough to stay at the Hawthornden Literary Retreat over the years has been considerable.

We are unbelievably lucky to receive support from players of People's Postcode Lottery: thanks to them, and several other Trusts and Foundations, we reach groups and communities who never normally visit the Festival in Edinburgh.

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

We are enormously grateful to absolutely everyone who has supported and championed our work in 2018. Your generosity really does mean the world to us.

“ ”

What a hit those free books from Glenrothes have been! I'm particularly pleased with the effect on my 11 year old. He has now agreed to try a new action-style author we noticed today. I put it down entirely to having gone to the festival, encountered Dan Smith and picked up the free book.

Teacher, Kinglassie Primary School

“ ”

It made me feel excited because I wanted to read the book for the whole day.

P5 pupil,
Coaltown of Balgonie Primary School

Philanthropy in action

In 2018, we were enormously fortunate to receive a donation from a Benefactor for a range of initiatives. Thanks to their generosity, we were able to give a free book to every child attending our festival in Glenrothes, Fife. Over 2,000 books were given to the children, who were utterly delighted. We're thrilled that we received support to make book ownership a reality for every single pupil who came along.

We were also able to donate free books to participants at a series of events which took place in five prisons in August. Authors appearing at the 2018 Book Festival, including Booker Prize winner Ben Okri and New York hip hop legends The Last Poets, entertained small groups of prisoners and their family members. Thanks to the donation, we were able to hand out books to everyone who came along, thus making what was already a memorable experience for the prisoners and their families even more special.



Funders



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With thanks

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10 – 26 August 2019

Programme announced 6 June

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