

EDINBURGH
INTERNATIONAL
BOOK
FESTIVAL

21
years

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The Herald
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Annual Review 2004

“A place of imagination
and unlimited possibilities.
It was truly inspirational,
thank you.”



“In 2004, the Edinburgh International Book Festival continued to go from strength to strength. This was particularly true with its acclaimed programme of children’s events. Introducing young people to the joys of reading can be a life enhancing experience. At the Festival in 2004, I saw at first hand the enjoyment and benefit that children can experience from books.

Edinburgh International Book Festival is building on Scotland’s strong literary heritage. UNESCO’s designation of Edinburgh as the world’s first City of Literature is excellent recognition of that tradition. The success of the Edinburgh International Book Festival ensures modern Scotland maintains it.

I congratulate Catherine Lockerbie and her team for the success of the Edinburgh International Book Festival in 2004. I am already looking forward to the Festival in 2005” Jack McConnell, First Minister

Edinburgh International Book Festival

The Edinburgh International Book Festival is the largest festival of its kind in the world. A vibrant meeting place for the greatest international writers and thinkers and the finest Scottish authors, the Book Festival has grown rapidly to its current position of global importance.

In 1983, the inaugural Book Festival played host to just 30 events. Today, the Festival programmes over 600 events for adults and children, and is a potent magnet for publishers, the media, agents and others, as well as ever growing numbers of the general public.

Increasingly, the Book Festival examines and sets the news agenda. In recent years, the festival has developed a high profile debates and discussions strand that is now one of its most striking hallmarks. Each year, audiences and authors meet to exchange thoughts and opinions on some of the most pressing issues that face the international community today.

“How could even the least bookish of young folk and old grumps fail to experience that tremble of excitement as they enter the unique tented village of Charlotte Square Gardens? For within this vibrant, bustling world of words and pictures there’s something to inspire every age, taste and talent.” *The List*

The Book Festival is delighted to acknowledge the support of the Scottish Arts Council and the City of Edinburgh Council as well as title sponsors *The Herald* and *Sunday Herald*. (See page 7 for all sponsors)



Introduction

The Edinburgh International Book Festival takes place each August. As I write this introduction five months later, in the middle of winter, I'm struck by how many people continue to talk about it, reliving what they saw and heard last summer.

On a world stage, the Edinburgh International Book Festival stands out as being not just the biggest of its sort, but possibly the most interesting, as it brings together a fascinating array of authors from around the world. Not only that, but the programme focuses on themes and ideas which are timely and pertinent as much as they are universal. This is a festival not just of the word, but of the mind – and it's a festival perhaps above all others which stays with us throughout the year.

At its opening last summer, I summed up the 2004 Festival in one word – 'magic'. I cannot think of any better way to describe this extraordinary event.

There is magic in the transformation of Charlotte Square Gardens into a community which attracts people who love books and ideas, people who read and think. There is magic in seeing writers become performers as they read from their own works and interact with their audience. Perhaps there is no greater magic than when young children are drawn in by the spell of their favourite author or book in the Children's Programme.

There was magic in the literal sense as J.K. Rowling read from and talked about Harry Potter to a fascinated audience. In 2004, to celebrate our 21st birthday, we introduced an annual award, the Enlightenment Award. We were indeed honoured when Muriel Spark agreed to make one of her rare journeys back to Edinburgh to be the inaugural recipient.

The Edinburgh International Book Festival is created each year by the incredibly talented Catherine Lockerbie and a small dedicated and highly effective team. They are supported by a larger number of staff who join us each summer. Sitting behind it all is a Board whose members are passionate both about the concept of the Book Festival itself and about delivering it at the highest standard. My gratitude goes to each and every one of them.

Susan Rice, Chair

Highlights

A 21st birthday party will by definition be full of celebration and should create lasting memories. Our 21st birthday year achieved both of these.

There are several important aims each year at the Book Festival. We seek to create a space for lively exchange – a place to talk as well as listen. We aim to present the finest prose and poetry, but also to discuss, debate and examine world affairs – political, social and ethical matters. We aim to galvanise minds, stir hearts and even occasionally touch souls through the uniquely powerful medium of the word. Our audiences and authors told us that this is what happened in 2004.

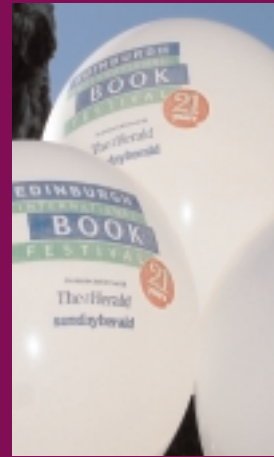
It is worth noting that this is one of the largest directed festivals: over 600 events, all chosen and created for a purpose and for a reason. Each of these events is designed to take a logical and resonant place within the whole. The Book Festival cannot be comprised of merely a series of talks by authors: there must be an intellectual coherence and a strong underlying vision to the programme.

2004 therefore saw certain major themes running strongly through the festival in addition to the *Meet The Author* series which once more brought some of the world's leading writers and thinkers to Edinburgh, including Nobel Prize winner Toni Morrison and the great Amos Oz.

War Reporters brought together some of the leading figures in the field – Michael Buerk, Kate Adie, Jeremy Bowen, Martin Bell, Allan Little – to talk about the complex business of bearing witness in war zones, with all the emotional and philosophical issues that implies. *East and West* continued the Book Festival's now annual in-depth examination of western attitudes towards the Islamic world and vice versa. *Exile and Diaspora* looked at displacement and the aftermath of the Holocaust with leading Jewish commentators. *Focus On China* introduced dazzling young Chinese writers little known in this country. The *British Council Bookcase* gathered together delegates from across the world for a showcase of Scottish, British and international writing over five packed days.

Indeed, an international perspective is fundamental to the vision of the Book Festival. We aim to be firmly of our place, rooted deep in Scottish soil, looking out to the world. 2004 was the most successful year to date in this dual respect: we presented 160 Scottish authors and invited writers from 30 different countries, including cultures as diverse as Brazil, Iceland, Latvia, Canada, Poland, South Africa, the Far East, Israel, Russia, France, Lithuania and more – a global meeting of minds in a green Edinburgh garden.

Catherine Lockerbie, Director



Edinburgh International Book Festival

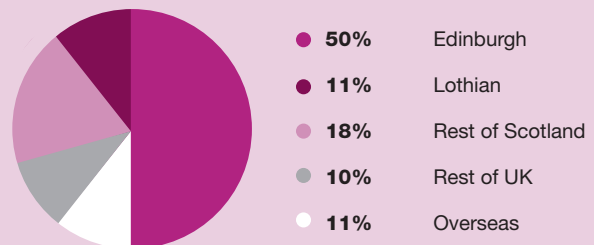
21st birthday year – a few facts...

- The Book Festival presented 621 events for all ages
- 270 events were created for children including babies and teenagers, 121 of these sold out
- 207,500 visitors came to Charlotte Square Gardens
- 21% of tickets were sold online through the Book Festival website
- 78 free events were available for adults and children
- There were 29,040 attendances at children's events including 11,590 school children, 2,956 on Schools Gala Day alone
- The Book Festival's own unique independent book sales operation sold 61,000 books in 17 days – all profits are ploughed directly back into the festival
- 383 journalists from 27 countries attended the Book Festival
- The Book Festival achieved nearly £3m worth of news coverage from June to September in the UK media alone
- The Book Festival created 1,021 weeks of employment
- 643 bed nights were booked for authors visiting the city in 2004
- Participating authors came from over 30 different countries
- 1.8 tonnes of cardboard and 2.7 tonnes of paper were recycled

Visitors to the Book Festival have steadily risen

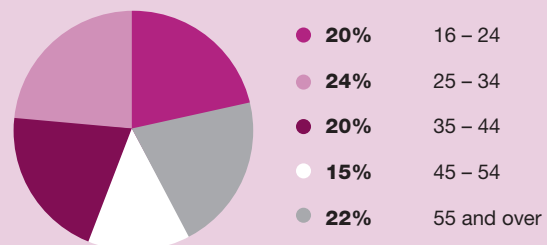


Where do they come from?



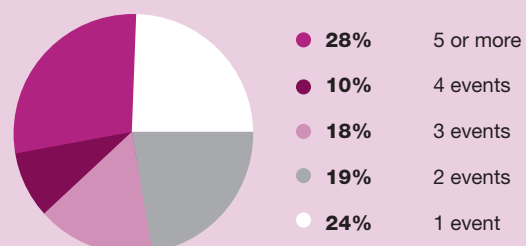
What is the age range of adult visitors?

The Book Festival attracts a broad range of ages



How many events do they attend?

Nearly a third of the audience bought tickets to more than 5 events, while nearly two thirds came to 3 or more events.





Book Festival Bookshops

The Edinburgh International Book Festival runs a unique and independent booksales operation which consists of two large bookshops – one for adults and one dedicated to children – and a third retail area dedicated to stock for author signing sessions.

Retail policy is primarily to stock and sell both front list and backlist titles which relate to the festival programme overall. In addition the bookshops offer a wide range of publications from Scottish independent publishing houses and a varied selection of newly published titles in the UK. The bookshops are extremely well supported by the public, with brisk trade across the board of all genres and ages, and a turnover of 61,000 books across 5,600 titles in 2004.

Both bookshops showcase the high quality and variety in publishing today within a relaxed and welcoming environment, which includes a café, several reading areas and a children's activity corner. Visitors may browse for as long as they wish, encouraging both children and adults to try new titles and explore new directions.

Every penny of profit made is ploughed directly back into the Edinburgh International Book Festival. The revenue generated by booksales is a vital element in our ongoing success and development.

UNESCO City of Literature

2004 saw a remarkable new accolade for Edinburgh, the first of its kind in the world: UNESCO declared the capital the first ever City of Literature in recognition of its rich literary heritage, vibrant present and ambitions for the future. Unlike the City of Culture title, this new initiative is non-competitive and is in perpetuity, not just for one year. Work has now begun on establishing an international network of cities of literature, using the Edinburgh model.

The Book Festival was fundamental to this designation, as a prominent international symbol of the place of literature in the heart of the city. The campaign to create the new title was led by Book Festival director Catherine Lockerbie along with other colleagues, including Lorraine Fannin of the Scottish Publishers Association, Jenny Brown, literature consultant (and the founding director of the Book Festival in 1983), Martyn Wade of the National Library of Scotland and James Boyle, currently chair of the Cultural Commission. A delegation led by this team, and including the Minister for Tourism, Culture and Sport, Patricia Ferguson and the Lord Provost of Edinburgh, Lesley Hinds, went to UNESCO headquarters in Paris in October 2004 and were delighted to have the title immediately conferred upon the city.

City of Literature is designed to celebrate, promote and enhance all aspects of literary activity in Edinburgh and beyond. It has attracted the support of the Scottish Arts Council, the City of Edinburgh Council and the Scottish Executive, as well as other cities in Scotland notably including Glasgow. The Book Festival currently provides an intense focus for literature for 18 days of the year. The aim is that literary awareness should now be heightened year-round. The title will play an important role in the Book Festival's future plans.

"If I'm in Edinburgh at the Festival, it's mainly for the Book Festival in Charlotte Square... I am for anything, from the most superficial to the deepest level... that puts Edinburgh, with Scotland all around her, back on the map of Europe, on the map of the world."

Kenneth White, Scotland on Sunday



Education for all

Edinburgh International Book Festival enables people to engage with the world of books in many different ways with the focus firmly on participation, imagination and creation. By placing education and learning at the core of all work the Book Festival ensures a wide variety of events of diverse appeal, assisting readers and festival-goers in moving onwards from the immediately familiar. Readership development is central to our work.

“I never fail to LEARN at the Book Festival... it’s such a privilege to play a small part in such an extraordinary event.” Rory MacLean, author

The Book Festival celebrates books in all their forms; providing a world-class programme of authors to inspire children and adults with their stories, ideas, and thoughts; to support schools, pupils and teachers through the provision of a first-rate schools programme; and to collaborate with appropriate organisations in formulating an outreach and education programme to reach the socially disadvantaged and geographically remote.

“My children love it and yet neither are particularly avid readers, but they always come back inspired.” A note from a parent

An unrivalled mix of author events, writing and arts workshops, specially commissioned artwork, panel discussions, free storytelling, picture book illustration, masterclasses and a host of other activities is offered in an intimate and friendly environment.

“A place of imagination and unlimited possibilities. It was truly inspirational, thank you.”

Jenny Taylor, Headteacher

Events and activities are tailored specifically for each group so that everyone, no matter what their interest, is catered for – events designed especially for parents and carers, for teachers, for reluctant readers, for adults or for babies – all are available.

“...it continues to be vibrant and endlessly stimulating and challenging without losing its intimacy and accessibility. I love that about it.”

A note from a customer



Schools programme

Thousands of school children and teachers from across Scotland and the UK enjoy the terrific variety of events at the Book Festival each August. This year over 60 author events and workshops were presented including new authors and many old favourites. Creative and interactive workshops where children learnt how to create stories, make books and invent soundtracks for stories were devised to engage and inspire young minds. As part of the programme there was also a series of lively events for teachers and practitioners addressing key issues in education and literacy, and a Schools Gala Day, a day when the Book Festival dedicated itself totally to Primary Schools.

In 2004, 10,838 pupils from 130 schools across Scotland attended 61 author events and workshops at the Book Festival, programmed specifically for schools. 2,956 primary school children attended 16 events on the Schools Gala Day alone.

“The entire visit was a worthwhile experience which allows us to extend and challenge our children in their reading and writing...”

Mary Sheriffs, Acting Learning Resource Co-ordinator, Perth & Kinross Council

“Edinburgh International Book Festival is part of our literacy programme and is embedded in the curriculum.”

Sciennes Primary School, Edinburgh

“It’s a fantastic event which does so much for the promotion of reading and the raising of awareness of reading in a positive way... It develops the confidence of readers. It gives books and reading a fun, exciting tone rather than being viewed as what ‘boring people’ do”

Rothesay Academy, Isle of Bute

Outreach programme

The Book Festival runs a five day outreach programme each year in association with the Scottish Book Trust which has been specifically designed to address the key issues of access, participation and social inclusion. It is aimed at primary and secondary school children that otherwise would not have access to our programme of author events due to geographical distance or financial disadvantage. Events are held in public libraries across Scotland. In 2004, 752 pupils attended 18 events in Glasgow, Perth, Fife, Stirling, the Scottish Borders and outlying Edinburgh.

“A valuable educational experience for pupils who wouldn’t get to meet authors otherwise.”

Doon Academy, Dalmellington

Schools Bus Fund

We offer financial assistance to schools that would not normally be able to afford to bring their pupils to the Book Festival by helping them with transport costs. This gives pupils who would not otherwise experience the Book Festival the opportunity to attend. Grants totalling £10,000 were allocated in 2004.

“We come from an underprivileged area with no bookshops for miles, and we would never be able to come if it wasn’t for the fund.

A huge thank you.”

Garnock Academy, North Ayrshire

“Many of our pupils come from homes where books are not a priority and parents cannot afford to spend a lot of money. The Bus Fund helps to keep costs to a minimum and encourages and gives these pupils the opportunity to attend.”

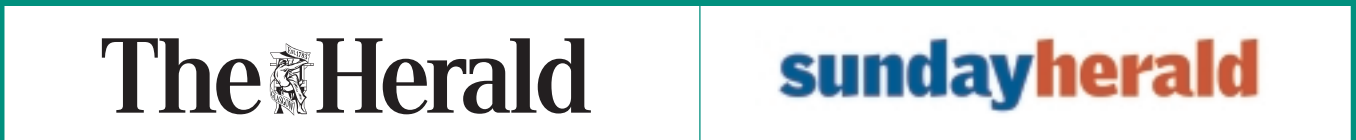
Perth Grammar School, Perth

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Thanks to all our sponsors and supporters



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The Matthew Hodder Charitable Trust
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With thanks to: Collective Gallery, Index on Censorship, Scottish Book Trust, Scottish Poetry Library, Scottish Storytelling Centre

The Edinburgh International Book Festival is sited in Charlotte Square Gardens by kind permission of the Charlotte Square proprietors



The Herald & Sunday Herald

Empowerment... debate... provocation... dialogue... inspiration...enchantment. The Book Festival is a natural fit for title sponsors, *The Herald* and *Sunday Herald*

Lloyds TSB Scotland, sponsor of the Main Theatre.

The company also helps to make possible the Children's Programme, which develops young people through literature and word-based activities

Glenmorangie

Glenmorangie developed a closer association with the Book Festival and the Spiegeltent became the Festival's own "Glen of Tranquillity"

Sponsorship and donations

Our 21st birthday year was an outstanding success, breaking all previous records. This simply would not have been possible without the fantastic backing of our sponsors and supporters. We would like to express our heartfelt thanks to the many companies, trusts and foundations and individuals for their partnership and support: each and every contribution really does make a difference and is greatly valued.

The Book Festival is now firmly established as the world's premier literary event. We are delighted that a wide range of organisations choose to associate with us year after year and are proud to promote our supporters on the international platform of the Book Festival. We ensure that they gain maximum benefit from their association with the Book Festival and with the world's greatest writers and thinkers such as Dame Muriel Spark, Toni Morrison, Louis de Bernières, Jan Morris, Julian Barnes, Doris Lessing, Jeanette Winterson, Richard Dawkins, George Monbiot, Ian Rankin and Clive James.

"...the crème de la crème... is a phrase that for decades has defined Muriel Spark; on this occasion it seemed also to define the Book Festival and its guests." *The Herald*

The Book Festival receives only a small amount of public funding and we work hard to generate sources of income from a breadth of sources. Sponsorship increased by 24% on 2003 and, in addition to developing associations with long standing business partners, we were also delighted to welcome new supporters, including Dickson Minto, Mellon & Newton. We are keen to ensure that each partnership meets the specific objectives of each organisation, differentiating each association to maximise the benefits for each sponsor.

Trusts and foundations and individuals are also a vital component of our success and we greatly value their contributions towards specific projects or general Book Festival funding. We would like to make particular mention of the Hawthornden Literary Institute for its tremendous support in 2004. Our Friends membership scheme also grew significantly and we are delighted that so many individuals want a closer relationship with us. Thank you too to the many individuals who made additional donations – individual giving is increasingly important to us and these vital contributions ensure that the Book Festival remains the biggest and most popular of its kind in the world: a vibrant meeting place for the greatest writers in the world.

"Happy 21st birthday to the largest literary festival in the world." *The Independent*



How we are funded

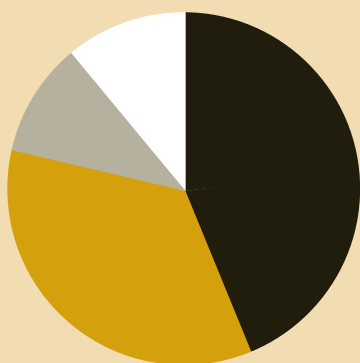


- **18%** Public Funding
- **25%** Sponsorship & donations
- **16%** Booksales & other trading
- **41%** Box Office

Income

82% of income is earned by Edinburgh International Book Festival through the Box Office, its independent booksales operation, and from business sponsorship and donations. Just under 16% is awarded in grants from the Scottish Arts Council and just over 2% in grants from the City of Edinburgh Council.

Total income for the year: £995,727



- **43%** Programme
- **39%** Staff
- **8%** Admin & depreciation
- **10%** Marketing

Expenditure

Edinburgh International Book Festival transforms Charlotte Square Gardens into a magnificent tented village to host nearly 600 events over a 18 day period each August. 23 hard-sided tents and structures are erected in the gardens, 14 of which are dedicated to author events and activities. 43% of expenditure is spent programming and staging events – this includes licenses, the costs of building the site, tent hire, security, utilities, telecoms as well as the costs of programming, authors' fees, accommodation and travel.

Total expenditure for the year: £993,153

Please note:

The above figures are estimated, based on the finance records for the 2004 Book Festival. Audited accounts for 2004 are available from December 2006.

Objectives

The main objectives of the Book Festival are to:

- create one of the world's pre-eminent literary showcases in which leading thinkers and writers may enjoy the company and inspiration of their peers and the reading public.
- encourage the exchange of lively and challenging thought, fostering open and fruitful debate and expanding public awareness of cultural, ethical, political and other matters affecting every citizen.
- construct an increasingly attractive and stimulating programme, of the highest literary and artistic quality.
- place education at the core of the festival's work and ensure a wide variety of events of diverse appeal, assisting readers and festival-goers in moving onwards from the immediately familiar.
- give equal value to programming for children, actively seeking to fire the imagination and broaden the horizons of young readers.
- place special emphasis on the work of contemporary Scottish authors and of Scottish publishing, creating the single most important annual showcase for Scottish literature.
- develop the international elements of the festival, enhancing awareness of the festival overseas and bringing to Scotland authors who would not otherwise be heard in this country.
- ensure a leading role in Scottish literary and cultural initiatives outwith the period of the festival itself, working with other institutions and partners to increase the profile of and funding for literature and culture.
- be a model of good practice, not only in cultural and artistic fields, but as a responsible business.

Board & Management

BOARD OF DIRECTORS

Susan Rice (Chair)
Will Atkinson
Jenny Brown
Fiona Brownlee
Tom Connor
Ewan Easton
Jamie Jauncey
Nicky Stonehill
Carol Wood

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PA to Director	Lyn Trotter
General Manager	Sarah Steven
Booksales & Retail Manager	Helen Donald
Marketing & PR Manager	Amanda Barry
Development Manager	Judith Craig
Programme Administrator	Oisín Murphy-Lawless
IT and Systems Administrator	Steve O'Connor

2004 FESTIVAL TEMPORARY STAFF

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Warehouse Manager	Ken Hill
Press Officer	Stephanie Turner
Booksales Coordinator	Lisa Sangster
Site Logistics	Nick Tamkin
Accommodation Administrator	Aliya Mirza
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	Mark Booth
	Dan Brown
	Jo Monaghan
	Clare Smith
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Press & Marketing Assistant	Eibhlin Gleeson
Finance Assistant	Ros Gibbons

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