

EDINBURGH
INTERNATIONAL
BOOK
FESTIVAL

in association with

The Herald
sundayherald

**Heaven, bliss,
simply the best.**

Carol Ann Duffy

**The Book Festival's
contribution to
Scotland's cultural,
economic and
intellectual life
is considerable.**

Rt Hon George Reid MSP

annual review 2005





One of the great cultural successes of the past two decades. Sunday Herald

About the 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 Meet the Author events. Today, the Festival programmes over 600 events for people of all ages, 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.

Did you know?

- In the last five years, every Booker prize winner has been invited to the Book Festival long before being shortlisted for the prize: **Peter Carey, Yann Martel, DBC Pierre, Alan Hollinghurst** and the 2005 winner, **John Banville**.
- One of the first journalists to cover the Book Festival was the young **Ian Rankin**, writing for a University newspaper.
- In 2001 **V.S. Naipaul** appeared at the Book Festival and was awarded the Nobel Prize for Literature immediately afterwards. In 2002 **Sir John Sulston** appeared and was awarded the Nobel Prize for Medicine immediately afterwards. Other Nobel Prize-winners to appear include **Seamus Heaney, Nadine Gordimer, Wole Soyinka, Toni Morrison, Dario Fo** and 2005's winner, **Harold Pinter**.
- There have been five directors of the Book Festival, all female.
- Ticket prices for Book Festival events have been held at the same accessible level for the last 5 years.
- The Book Festival bookshops are an important outlet and showcase for independent Scottish publishers – we sell in three weeks what a medium-sized bookshop would sell in one year!
- Among authors who have been invited to the Book Festival long before they became internationally famous are **Salman Rushdie, Michael Ondaatje, Kazuo Ishiguro** and of course, **JK Rowling**.

The Book Festival gratefully acknowledges 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)



Welcome

from Susan Rice CBE,
Chair, Edinburgh
International Book

Festival Board and Chief Executive, Lloyds TSB Scotland.

If I had to use one word to describe the Edinburgh International Book Festival, it would be impact. There is, for example, a direct thread leading from the Book Festival to Edinburgh being named the world's first UNESCO City of Literature to the decision to award the inaugural Man Booker International Prize here – out of all possible global cities – in 2005.

The Book Festival itself reflects a world stage, attracting authors from East and West, and this year in particular from the North, from Canada and the Scandinavian countries. The interconnections with authors and literary festivals in other countries continue to grow and strengthen. So does the Book Festival's reputation, if one judges the amount of imitation there is now both in Scotland and around the UK.

But I don't know that anyone can simply imitate success. The 2005 Festival was our biggest and our best ever. The ideas that flowed around and out this summer can't be bottled and delivered elsewhere.

In her own inimitable style, Director Catherine Lockerbie yet again took the Book Festival to a new level. She is supported by an able and dedicated team who are joined by many others during the summer. Behind it all is an enthusiastic Board whose members are passionate about both the idea and the reality of the Book Festival. My thanks and gratitude go to each and every one.

Introduction

Ideas and the imagination are the raw material of the Book Festival. Our content is to do with thought itself: thought, expressed in words, and contained within that most sophisticated and infinitely interactive device: the book. For those who care about such things, 2005 was another

heartening year. A broad but often challenging programme attracted more people than ever before. Our overall audience numbers are up (over 120% in the last five years), our average attendance in each event is up, our spirits are up.

The chief theme of the 2005 programme was Nations Unlimited, a wide-ranging and in-depth look at the future of the nation-state. This was a major international collaboration with fellow festivals in Norway and Sweden and was several years in the preparation: an interlinked series of events with leading writers and thinkers which began in Edinburgh then crossed the North Sea to Stavanger and Gothenburg, powerful and productive northern connections.

This too was the year of Russia, an opening weekend in which a magnificent array of writers from and about that great nation crowded into our Edinburgh garden.

Our festival must be purposefully, pointedly international, must prize open any parochialism and open our minds to the world. Along with 170 Scottish authors – a record number – no fewer than 30 different countries were represented in the 2005 programme. The great Italian Nobel prize-winner Dario Fo thrilled audiences (and organisers) with his style, energy and unquenched radicalism; a focus on Africa included the great André Brink; a bigger than ever contingent of Canadians included the peerless Margaret Atwood, whom we were proud to present with the Edinburgh International Book Festival Enlightenment Award, for her distinguished contribution to world literature. In our final weekend, Salman Rushdie, confident and unbowed, passionately defended freedom of speech and the primacy of the pen over the sword – a motto and mantra of the Book Festival.

The organisational task of creating the world's largest literary festival remains vast. Public funding remains low (less than 18% of the income we need). Competition intensifies – there are now over 250 book festivals throughout the UK and more new ones, many inspired by our model, are constantly being set up. Complacency is not an option. Aware of the sheer scale of the work which lies ahead, we are nevertheless proud of what we were able to offer in 2005.

Catherine Lockerbie, Director



The vibrant festivals are key to the city's economy. *Financial Times*

A powerful forum to talk about dangerous issues. *The Scotsman*

Of all the book festivals I have been to this year (pretty much all of them), Edinburgh is the best and boldest.

Hilary Spurling, Winner, Whitbread Book Of The Year 2005

Edinburgh International Book Festival in 2005

379 author events and workshops were programmed for adults.

31, 272 people attended the **269** events in the Children's Programme.

12,780 pupils from **171** schools across Scotland came to the **60** events in the Schools Programme – **2,000** more than the previous year.

3,493 primary school children attended **16** events on the Schools Gala Day. In addition **727** pupils attended **18** Book Festival outreach events in locations across Scotland.

Nearly **40%** of all events sold out (**253**) and 100 more sold over **80%** of their available seats.

There were **500** participating authors, **170** from Scotland. Authors were invited from over **30** countries including Sudan, Estonia, Palestine, China and South Africa. More than ever before performed in their native language with a translator.

The Book Festival is increasingly popular with businesses: sponsorship income increased by **33%** this year.

The Book Festival created **1,061** weeks of employment.

27% of ticket sales were made through the Book Festival website, traffic to the site overall increased by **59%** on the previous year.

93 free events were created for adults and children including 15 evenings of free live jazz and blues music in the Glenmorangie Spiegeltent and twice-daily storytelling sessions.

60,000 books were sold in the Book Festival bookshops, the proceeds of which go directly towards producing the Book Festival.

There was a steep increase in the number of creative writing workshops offered; demand still far exceeds supply.

The Nations Unlimited theme comprised almost **40** events, with speakers including Neil Kinnock, George Monbiot and the leading Norwegian broadcaster and writer Åsne Seierstad.

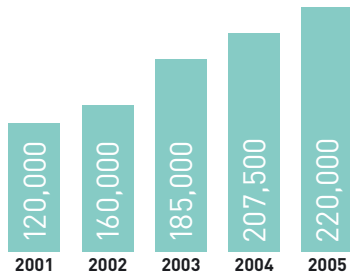
Ian Rankin wrote a brand new short story exclusively for those who attended his events.

Several international authors completely new to the UK, and hitherto unknown here attracted capacity audiences.

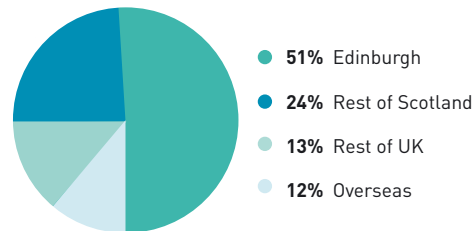
11 authors long-listed for this year's Man Booker Prize took part in the 2005 Edinburgh International Book Festival.

Nearly **£3m** of media coverage was generated in the UK alone.

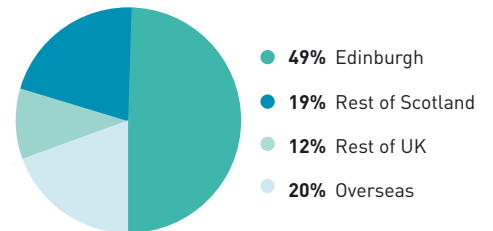
Visitors to the Book Festival have steadily risen:



Where do they come from?



Where do first-time visitors come from?



A dazzling choice of writing for adults and children, fiction and non-fiction. Scotland on Sunday

Book Festival Bookshops

The Edinburgh International Book Festival runs a unique independent bookselling operation consisting of bookshops for adults and children and also one dedicated to author signings. The booksales operation has two main objectives:

- To generate income for the Book Festival (all proceeds are put back into the festival).
- To enhance visitors' experience of the festival.

These objectives are mutually supportive and reinforcing. Over the years the book offering at the festival has made steady progress in both these areas.

The majority of books stocked in the bookshops are related directly to events or the main themes being explored. To create additional interest at this year's festival we added a selection of books recommended by authors attending the festival. This proved popular with visitors, and with authors.

In order to help orientate visitors to the Children's Bookshop the layout was changed this year. This made it much easier for visitors to find specific books and areas of interest.

Over 60,000 books were sold and over 5,000 different titles stocked in 2005. While the scale and scope of our independent book sales operation compares favourably with the best bookshops in the country, visitors also experience a unique atmosphere that is both stimulating and relaxing and dedicated to giving books their full value.

Edinburgh UNESCO City of Literature

2005 marked the first anniversary of the unique and ground-breaking designation of Edinburgh as the world's first UNESCO City of Literature. Unlike other titles (eg City of Culture) the title is permanent and inclusive – we are now actively seeking to encourage other potential cities of literature throughout the world.

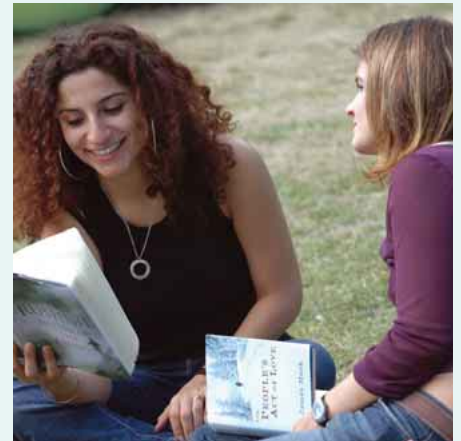
The year was full of remarkable achievements brought about by the conferring of the title. Some of these were extremely prestigious – the inaugural Man Booker International Prize, one of the most valuable new international awards which could have been presented anywhere in the world, was awarded to the great Albanian novelist Ismail Kadare in Edinburgh. Other initiatives brought

about a real increase in the literary life and energy of the city and country: setting up a programme of writers residencies and exchanges, inaugurating a literary "salon" once a month for all those involved in the business of literature, and planning a city-wide reading campaign around Robert Louis Stevenson's *Kidnapped*.

During the Book Festival itself, a high profile delegation from UNESCO and from other potential cities of literature enjoyed a special programme of events, visits and talks, including a dramatised journey through Edinburgh and Scotland's rich literary heritage. A further such conference is being planned for 2006.

The City of Literature context continues to support, amplify, promote and encourage literary activity, and for the Book Festival and its partners is actively leading not only to new domestic developments, but to important and fruitful international links.

edinburgh
(edɪnbərə) *n.*
UNESCO City of
Literature



The Book Festival is an institution of further education, a place where stagnant minds can be prodded into life and tired old opinions refreshed with startling new perspectives. *The Herald*

A place for learning

Every aspect of the Book Festival's activity is educational. By programming the widest range of events for people of all ages and backgrounds we offer participating authors and visitors some of the best opportunities to learn about different cultures, to challenge preconceptions and to participate in discussions about important issues that affect all of us and the way we live. Our aim is to provide an enriching and memorable experience and help instil a love of reading and writing for life and with this in mind we have now developed a formal education policy.

In late 2004 the Book Festival embarked on a three year long Integrated Education Project with the support of the Scottish Arts Council. The focus of this project is readership development and lifelong learning. To ensure education remains at the heart of everything we do, and to implement this new project, we appointed an Education Officer. She has been working to forge strong links with relevant organisations such as Communities Scotland, Careers Scotland, YouthLink and the Scottish Adult Learning Partnership amongst others, and is seeking new ways to encourage and assist our audience in their personal reading journeys. She has also been working to further the geographical and social reach of the Book Festival extending it to those who currently do not or cannot attend our events, for whatever reason.

Where other literary festivals have an elegant smattering of events for children, Edinburgh's has always supported a much richer seam of kids' material... inventive, imaginative programming sets this festival apart from others. [There is] as wide a range of perspectives on the world of books as possible. *The Sunday Herald*

Education for all

The Book Festival aims to provide opportunities to learn for everyone:

- A newly created archive of event recordings and transcripts is now available on our website (edbookfest.co.uk) to enable access to Book Festival events year round. The archive includes Margaret Atwood, Salman Rushdie, Melvin Burgess, Liz Lochhead, David Almond, Muriel Spark, Jeanette Winterson and many more.
- There were more adult creative writing workshops and masterclasses than ever before due to the overwhelming success of these in previous years.
- A Stepping Stones leaflet was developed this year to assist children and parents choose what events to attend and what books to read, with the aim of extending their personal reading journeys.
- The Book Festival website was enhanced and now includes a recommendation system to help people choose what events to see

and to encourage them to move on from the immediately familiar.

- Specialised events for parents and carers were programmed to advise how best to help their children get the most out of reading and writing.
- Events on every kind of subject featured in the Book Festival such as nationhood, science, history, art and culture, politics, illustration and travel looking at everything from how electricity works and the Big Bang to the value of language and the challenges of mountaineering.
- Events for reluctant readers were offered to stimulate a lasting enjoyment of reading and writing.
- Discussions on the causes and cures of terrorism, climate change, Scottish writing, Africa, how people perceive America, globalisation, Russia and much more were available.
- International fiction events introduced new and established writers from across the world to Scottish audiences for the first time.
- There were nearly 300 events for children from Bounce & Tickle for babies to Teenage Kicks.



The biggest names aren't always the best for learning about experience, hard won knowledge and the true voice of cultures vastly different to your own. There's always a place for debate and discovery as well as sheer enjoyment. *The Scotsman*

Schools programme

The 2005 Book Festival attracted 2,000 more school children than in 2004. 12,780 pupils from 171 schools across Scotland attended 60 author events and workshops programmed specifically for schools. On Schools Gala Day 3,493 pupils attended the 16 programmed events.

The feedback we gather from the thousands of school children and teachers who have attended the Book Festival has led to the continual development of the schools programme and the information we provide to teachers and school librarians. It ensures the range of events at the Book Festival continues to be relevant and is used as a valuable learning resource by schools from across Scotland and the UK. This year, as well as the 60 author events and workshops, there were many creative and interactive workshops where children learnt how to create and illustrate stories and hone writing skills. As part of the programme there were 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

closes to the general public and is given over entirely to primary schools.

As well as being fun, it was educational as we found out lots of info about the books written. The good thing about the Book Festival is that you get to find out what the authors are thinking and truly read between the lines.

Pupil, Gracemount High School

You're doing a great job – I think it is brill. *Jay Yule, age 10*

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. This valuable work is sponsored by Royal Mail and this year enabled 727 pupils to attend 18 events in Fife, Stirling, Dundee, Glasgow, the Scottish Borders and outlying Edinburgh.

Schools Bus Fund

We were delighted to be able to provide a Bus Fund to schools this year to cover their transport costs. Without this financial assistance many pupils would not get the opportunity to experience the Book Festival as their schools would normally be unable to afford the costs of the trip.

Thanks to the sponsorship of ScottishPower and the support from the City of Edinburgh, East Lothian, West Lothian and Midlothian Councils the Schools Bus Fund enabled 9,133 pupils from 109 schools across Scotland to attend the Book Festival.

The Book Festival encourages pupils at a critical age to be interested in reading/authors.

Curriculum Resources and Information Service, Aberdeen

Funding enabled 23 pupils from an area of severe deprivation to attend. It made a huge impact in their lives for which I thank you!

Northfield Academy

sponsors and supporters

The Edinburgh International Book Festival is funded by



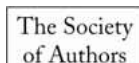
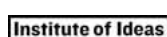
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With thanks to: Kris Bonthron, BOSLIT, Collective Gallery, The Howard, The National Museums of Scotland, NUJ, Scotland-Russia Forum, Scotland's Theatre Gateway and Queen Margaret University College, Scottish Book Trust, Scottish Institute for Human Relations, Scottish Poetry Library, Scottish Storytelling Centre, The Signet Library, The Sutherland Trust, Templeton Foundation Press.

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



The Book Festival is proud to credit *The Herald* and *Sunday Herald* as title sponsors



Schools Gala Day: a day dedicated entirely to primary school pupils. A Bus Fund helped socially deprived and geographically distant schools attend the Book Festival. Both sponsored by ScottishPower



Gillespie Macandrew WS funded British Sign Language interpreters, helping to make the Book Festival fully accessible

Our heartfelt thanks to all supporters for helping to make the 2005 Edinburgh International Book Festival the most successful ever.

Income from the corporate sector, trusts and organisations and individuals now makes up 30% of our income and we are delighted with and grateful for this support. The Book Festival is the world's biggest literary celebration but without this support, the programme would be almost a third smaller.

Sponsorship was up 33% on 2004, with a record number of enquiries from companies around the UK about associating with the Edinburgh International Book Festival. We were delighted to have the continued support of our greatly valued supporters and welcomed important new corporate sponsors including major sponsors ScottishPower and The Open University in Scotland and event sponsors Adam & Company, Anderson Strathern, Gillespie Macandrew WS, Swan Hellenic Discovery Cruising and Turcan Connell.

Sponsors associated with events with the world's greatest authors and thinkers including novelists, poets, politicians, crime writers, scientists, journalists, historians and biographers. We presented the widest possible range of events for entertainment purposes and wider corporate social responsibility objectives – stimulating, funny, thought-provoking talks, readings and workshops. We know that businesses want to be associated with the highest quality and we strive to ensure that we provide the best possible personal service and attention to their individual needs and objectives.

Edinburgh is now the world's first UNESCO City of Literature and the Book Festival is delighted to have played a key role in creating the new title. It serves to promote Edinburgh and Scotland as centres of creativity and excellence and fantastic places to live and work. All our sponsors and supporters can be proud to have played a part in making this happen.

The 33% spurt in sponsorship since last year... is a tangible reflection of the growing allure and prestige of the world's largest and most diverse literary festival. *The Herald*



How we are funded

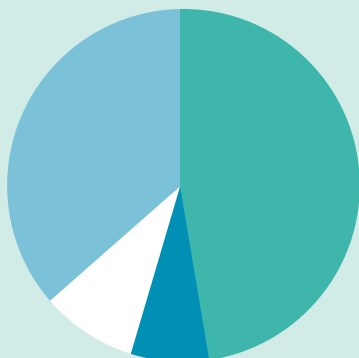


- **38%** Box Office
- **30%** Sponsorship & Donations
- **18%** Public Funding
- **14%** Booksales + other trading

Income

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

Total Income for the Year **£1,098,372**



- **45%** Programme
- **37.5%** Staff
- **9.5%** Marketing
- **8%** Admin & depreciation

Expenditure

45% of expenditure goes on programming and staging nearly 650 events in Charlotte Square Gardens which we transform into a tented village for 18 days each August. 22 hard-sided tents and structures are erected in the gardens, 14 of which are dedicated to author events, activities and services.

Total Expenditure for the year **£1,086,734**

Please note: the above figures are estimated, based on the finance records for 2005. Audited accounts for 2005 are available from December 2007.

Our 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 and Management 2005

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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Judith Craig	Sponsorship & Development Manager
Kath M Mainland	General Manager
Karen Mountney	Children's Programme Director
Oisin Murphy-Lawless	Programme Administrator
Steve O'Connor	IT and Systems Administrator
Fiona Pearson	Education Officer
James Shaw	Booksales & Retail Manager
Lyn Trotter	PA to Director

2005 FESTIVAL TEMPORARY STAFF

Danni Bastion	Site & Technical Support
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Maggie Briggs	Admin Assistant
Joan Birse	Box Office Manager
Gareth Davies	Press & Marketing Assistant
Alison Foster	Accommodation Administrator
Louise Greidinger	Press Officer
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Calum McGhie	Site Logistics
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I attend lots of these events, and can't remember one that is so wonderfully efficient and gracious and kindly and together, an especial feat given that you're juggling so many events and writers.

Pico Iyer

An oasis of urbanity, culture and good humour in our crazy world. It really is a wonderful festival.

Mark Leonard

Great to be back in Edinburgh at this terrific Book Festival.

Salman Rushdie

Next Book Festival:

12 – 28 August 2006

Charlotte Square Gardens, Edinburgh

Full programme details announced on 15 June

www.edbookfest.co.uk