

EDINBURGH

INTERNATIONAL

BOOK

FESTIVAL

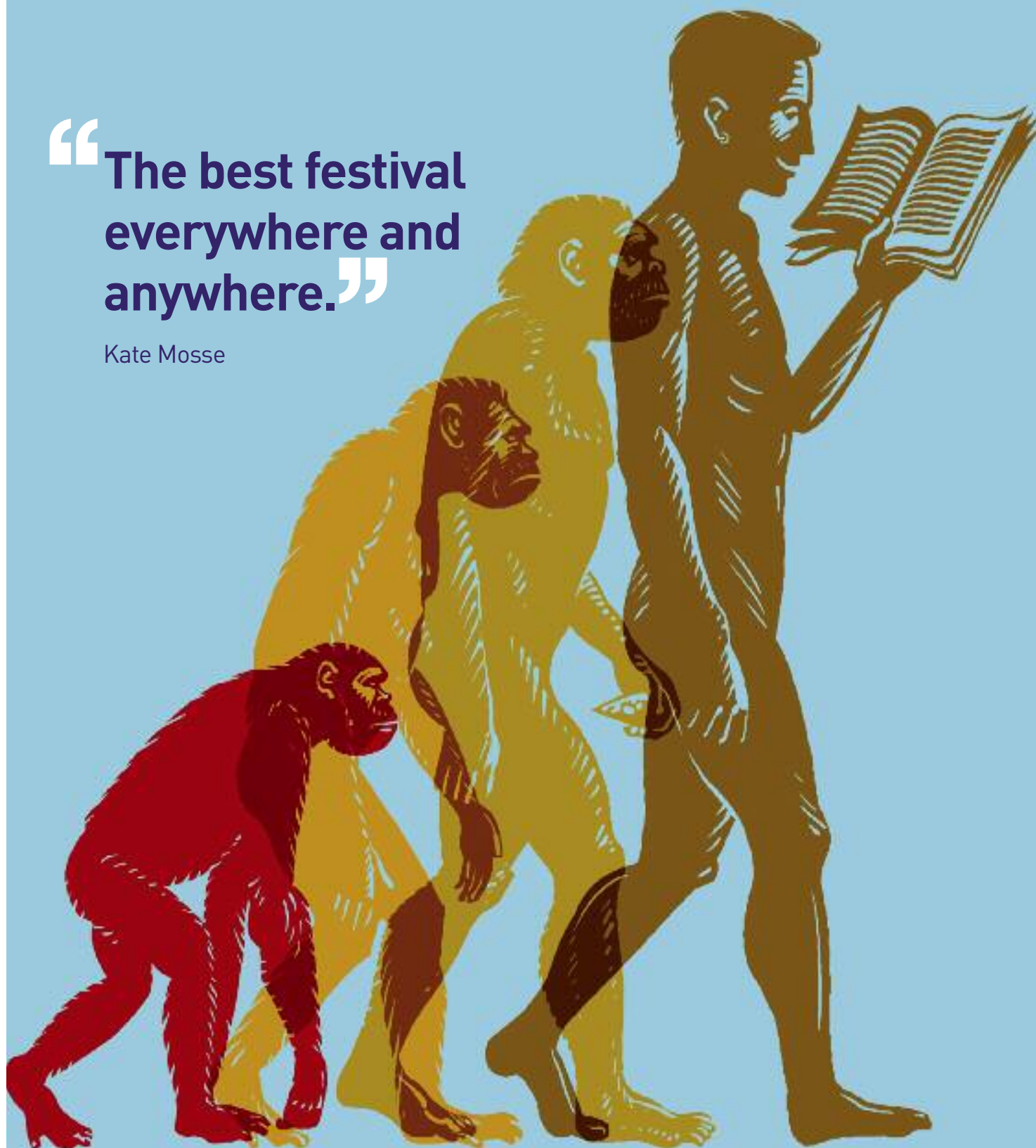
IN ASSOCIATION WITH

THE  TIMES

ANNUAL REVIEW 2007

“The best festival
everywhere and
anywhere.”

Kate Mosse



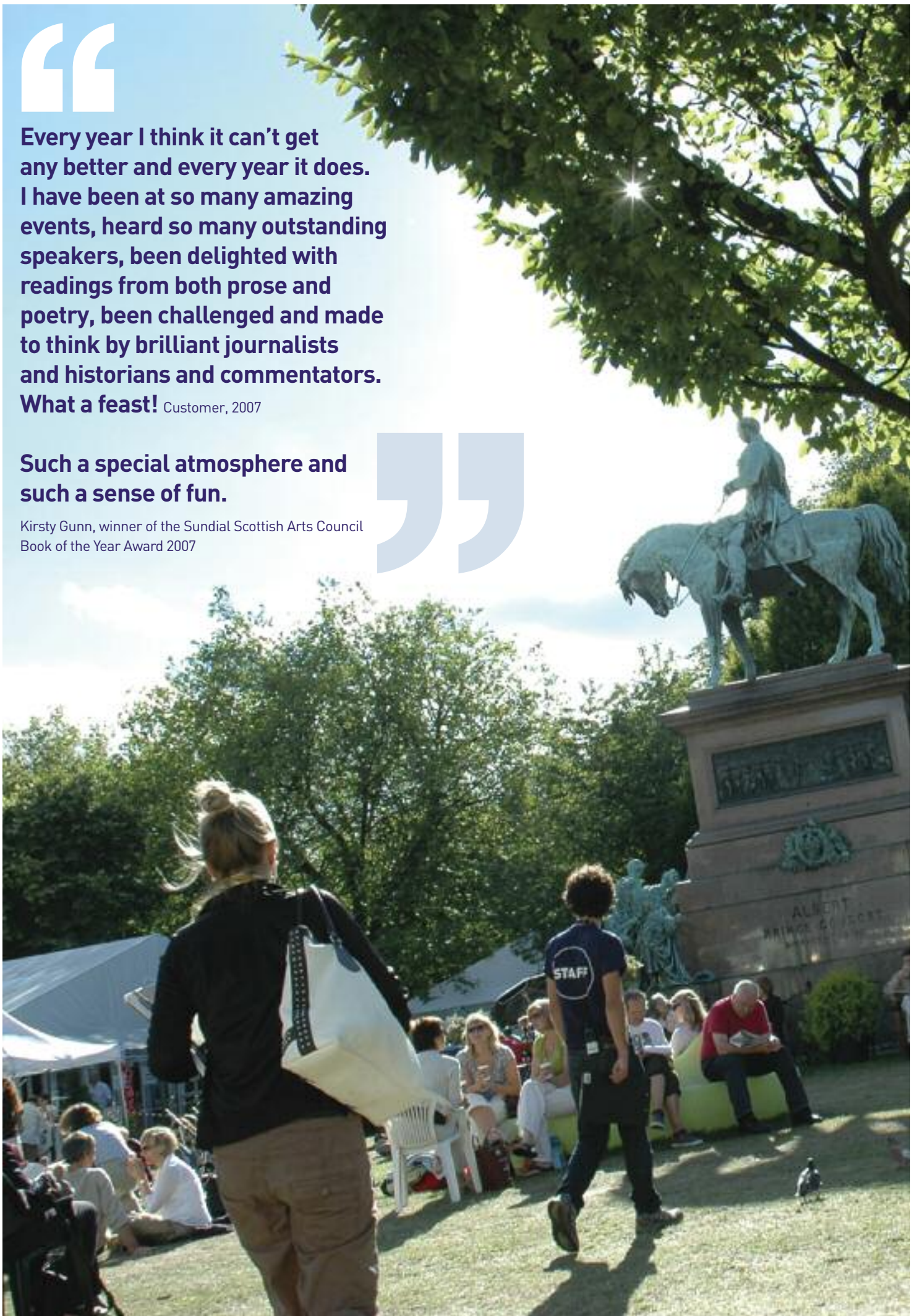
“

Every year I think it can't get any better and every year it does. I have been at so many amazing events, heard so many outstanding speakers, been delighted with readings from both prose and poetry, been challenged and made to think by brilliant journalists and historians and commentators. What a feast! Customer, 2007

Such a special atmosphere and such a sense of fun.

Kirsty Gunn, winner of the Sundial Scottish Arts Council Book of the Year Award 2007

”





Susan Rice CBE, Chair, Edinburgh International Book Festival
and Chief Executive, Lloyds TSB Scotland

welcome



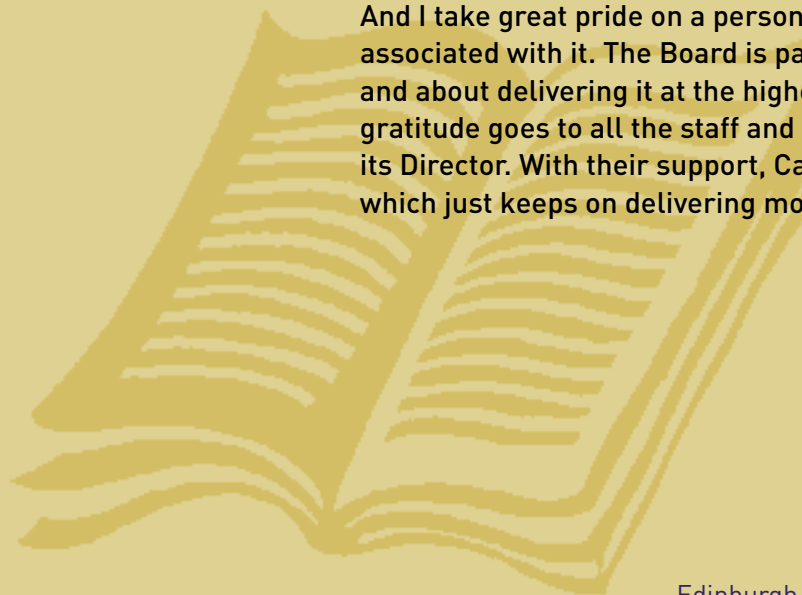
With more new authors, more events, more enthusiasm, the Edinburgh International Book Festival continues to go from strength to strength. This year, there were a record 700 events. Authors from more than 40 different countries joined many familiar and oft-welcomed guests.

The Festival's success derives from this kind of growth. It also derives from establishing itself in a new space, as the Book Festival is increasingly sought out as a platform for the exchange and debate of ideas as well as literary exchange.

Last year, Vice President Al Gore sought out the Book Festival to hold a session on climate change. In 2007, the new First Minister sought out the Book Festival for a session about the Government's national conversation for Scotland and, indeed, to launch the document underlying that conversation.

Alice Munro and the late Norman Mailer participated in pioneering events this summer, using the LongPen™, the world's first long distance, real-time autographing device.

More and more companies are coming to the Book Festival to explore possible sponsorship of an event. For these, and for many other reasons, the Edinburgh International Book Festival is the biggest and the best in the world. I share the pleasure so many people have in the Book Festival. And I take great pride on a personal level in all of those who are associated with it. The Board is passionate about the Book Festival and about delivering it at the highest possible standard. Our collective gratitude goes to all the staff and especially to Catherine Lockerbie, its Director. With their support, Catherine creates a brilliant gathering which just keeps on delivering more.



director's report

Catherine Lockerbie



“ [The Book Festival] has expanded in range and ambition without losing that sense of intimacy that makes it a uniquely enjoyable event. ”

Magnus Linklater, *The Times*

They came from all across the world: from Argentina and Egypt; Gambia and Greece; Iran and Italy; Nigeria and Norway; Poland and Palestine; China, Japan, India, America and more. Writers and thinkers from over 40 different countries, as well as nearly 200 Scottish authors, converged on our gorgeous green garden in the very centre of Edinburgh – the world's first permanent City of Literature. Some of them even spoke and signed books from 3,000 miles away in a world first of dizzying and still unfolding repercussions.

There is no tokenism to this – this collecting of countries. We are not especially interested in geographical jigsaws, jejune parlour games. Our internationalism is profound and deliberate, not just part of our stated aims, but of our essence, our very heart.

The 2007 Edinburgh International Book Festival demonstrated more deeply than ever our commitment to moving behind and beyond stereotypes, embracing the words and therefore thoughts of the poets, novelists, philosophers and dreamers of other cultures – many of whom we would never otherwise see, hear or read. To do this implies a very considerable set of challenges: financial, linguistic, logistical and cultural. We relish rising to these, to creating a coherent, thought-through festival, exhilaratingly diverse (we trust) but all interconnected, strands snaking together, rhizomes running through.

We presented many much-loved major names too. In August 2007 we were overjoyed to welcome the famously festival-shy Alan Bennett, along with Ian McEwan, Andrew Marr, Jeremy Paxman and so many more who enliven British culture and media with their unafraid chutzpah or subtle sensibilities.

In the 60th anniversary of the independence of India we had a rich

array of celebratory events. The foremost British historians and commentators – Mark Tully, William Dalrymple, Michael Wood – took their place alongside Indian writers travelling from the subcontinent. Thanks to the superb support of the British Council, we were able to welcome a group of Bengali writers, chiefly writing in their own Bangla language as well as English, little known here yet lighting up the festival with their colourful literary presence.

Our exploratory emphasis on China, begun three years ago, continued with new urgency as the world belatedly wakes up to the extraordinary efflorescence of the planet's most populous nation. We had powerful Middle Eastern poets, the best of Basque literature, swashbuckling Spaniards and dashing Danes. In our increasingly important debate and discussion strands, we looked in depth at genomics and ethics, climate change, religion and more. We invited British Muslims to tell us about the contradictions and even sometimes comedy of their lives in our often uncomprehending land. Great Americans – the sublime Richard Ford – offered their gracious and considered literary acumen. We mixed up writers and musicians to excellent effect in our Ballads of the Book event – singer Roddy Woomble's inspired project bringing together the best Scottish writers to create lyrics for some of the best Scottish bands – part of our new emphasis on teenagers and young adults. The RBS Children's Programme was more adventurous than ever.

And then, amongst so much else, there was LongPen™. Following a couple of years of quiet discussions with the great Canadian writer Margaret Atwood, we brought her astounding invention, the world's first long-distance autographing device, to the Festival. Using cutting edge broadband technology, it permits

writers not only to speak but to sign books from anywhere in the world. Their transmitted signatures are so exact they are legally valid – with colossal and beneficial implications for the future; environmental, financial, legal, political. One of the most extraordinary events ever held at the Book Festival took place on Sunday 12 August 2007: leading Scottish writer Andrew O'Hagan in Charlotte Square Gardens interviewing Norman Mailer in his home in Provincetown, Cape Cod. It was to be the mighty American's last public appearance: he died less than three months later. Growling how much he hated technology of every kind, Mailer spoke with wit, brio and punch. Amazed applause spontaneously broke out as he signed the first book – live and in real time, courtesy of genius, stunning electronic inventiveness and a robotic arm. In our second LongPen™ event, Atwood herself spoke to her compatriot Alice Munro – two of the finest fiction writers anywhere on earth, giggling to each other across vast distances, Munro's handwriting also magically materialising on astonished readers' books.

This was not about gimmickry or simply the most extreme test of the director's nerves. These events made something possible which was otherwise impossible: two of the greatest writers who could not physically travel to Scotland, fully participating in our Festival. Indeed, Mailer lives on through this, as well as through his literature. His exchange with Andrew O'Hagan is on our website, as is the interview between Margaret Atwood and Alice Munro, (www.edbookfest.co.uk) freely available as part of our growing archive of memorable and unique Edinburgh encounters. As we showed again in 2007, our passion is not just about bringing writers from all over the planet; it is about sending their remarkable, resonant words out again to the world.



the broader context

“Edinburgh could no more lose its Festival than Egypt could lose the Pyramids. Like a graft of skin, it has become part of the place’s flesh.”

Barry Didcock, *Sunday Herald*

Edinburgh UNESCO City of Literature

If August sees the world’s greatest concentration of public literary events during the 17 days of the Festival, there is an increasing amount of activity year-round, from grass-roots to high-profile. Literary life in Edinburgh and further afield continues to be enhanced by the unique and pioneering designation of Edinburgh as the world’s first UNESCO City of Literature – a permanent and inclusive title. The Book Festival played a central role in securing the title and we now work actively in support of its initiatives. Prominent among these in 2007 was Edinburgh’s first citywide reading campaign around Robert Louis Stevenson’s *Kidnapped*. Five new editions of the text included a graphic novel created by two of the world’s leading comic book artists. A month-long programme of events and activities for children and adults, as well as the distribution of 25,000 free books, made this an inclusive and highly successful project. In addition, work continued on writers-in-residence exchanges, encouraging other cities worldwide to apply for City of Literature designation, and a revamped website which is an invaluable source of information about book culture in Edinburgh and beyond. (www.cityofliterature.com)

Festivals Edinburgh

2007 saw new and highly positive awareness of the need for sustained and strategic investment in Edinburgh’s major festivals. The publication of the seminal *Thundering Hooves* report the previous year starkly highlighted the increasingly competitive arena in which festivals now operate. Other cities in the UK and internationally are investing heavily in festivals and culture as an engine of social and economic improvement, urban renewal, tourism revenue and more. Festivals Edinburgh, the association of festivals, now works strategically and collaboratively on overarching matters of mutual interest (including investment in programming and infrastructure needs in the city). Faith Liddell, in her first full year as director of the association, was able to make considerable progress in 2007. A major international marketing survey has been commissioned and a high level Festivals Forum, with representatives from government, funding bodies and business has been established. There is now a much fuller recognition that Edinburgh’s festivals are a critically important national and international asset to the capital and the country, economically as well as artistically.

Literature Forum for Scotland

The Edinburgh International Book Festival straddles the two interconnecting but distinct worlds of literature and of live festivals. Other smaller book festivals throughout Scotland continue to start up and to thrive: in 2007 there were nearly 30, a very rapid rate of growth. The Literature Forum is a collaborative national association of which the Edinburgh International Book Festival is a founding member, now representing a wide range of literary organisations from across the country. It aims to share knowledge and best practice, to raise the profile of literature and the languages of Scotland, to lobby the Scottish Government and influence agendas and policy. Literature’s fundamental role in underpinning much other activity, and in being central to education, is a key issue. Throughout 2007 work continued on the merging of the Scottish Arts Council and Scottish Screen to form the future new cultural funding body, Creative Scotland. The Literature Forum seeks to ensure that the unique role of literature is fully recognised and properly represented within the new structures.



achievements



More eclectic, more eccentric and more exciting than ever before. *The Skinny*

...take it as read, this is the new rock 'n' roll.

The Scotsman



We had **707** events, more than ever before, including **80** for school children and **188** for children and teens.

The Book Festival averaged nearly **80%** attendance overall, and nearly **45%** of events sold out.

Despite possibly one of the wettest festival weekends on record, over **200,000** visits were made to the Book Festival.

39,817 children and families attended events.

13,365 school children, from **134** Scottish schools attended the RBS Schools Programme and another **1,527** pupils took part in our Outreach sessions.

814 authors and participants from more than **40** different countries across the world took part including from China, India, Japan, Gambia, Sri Lanka, Argentina, Colombia, Turkey, Iran, Ethiopia, Russia, Canada, USA, Algeria and Egypt.

Nearly **40%** of ticket sales were made through our website.

2007 saw the creation of **23** unique events specifically aimed at teenagers, attracting over **4,000** young people.

Lesser-known writers and those from far-flung corners of the globe enjoyed a **75%** average attendance proving the existence of an appetite for new and international writing.

132 free events were available including events to help with reading, live music and sing-along sessions, storytelling for old and young, Amnesty International Imprisoned Writers events, and many other literature-based activities.

There are now **74** recordings of Book Festival events on our website giving free access to everyone, anytime, anywhere in the world.

Media attention is as intense as ever – over **300** journalists and broadcasters attended the Book Festival in 2007 and the value of UK coverage reached a record high of nearly **£4 million**.



book festival bookshops



Yesterday was my first ever visit to the Book Festival and I can guarantee it won't be my last. Customer, 2007



Over **60,000** books were sold in our independent bookshops. Of these, around **33%** were children's books and **25%** titles of Scottish interest. Over **7,000** different titles were on display.

Our bestseller was Alan Bennett's *Uncommon Reader* with sales of more than **500** copies during the festival, and there were **39** other titles that sold more than **100** copies each.

The availability of books in languages other than English was substantially increased, as were books for young people (people aged 16 – 24). Displays of reading materials for people with sight disabilities were mounted in both The Bookshop and the RBS Children's Bookshop.

EPOS (Electronic Point of Sale) technology was introduced across the booksales operation in 2007. This led to timely and accurate management information being available during the festival, contributing significantly to the effectiveness of the booksales operation.





environmental responsibility



In efficiency and content Edinburgh's Book Festival remains where it should be... right at the top.

David Robinson, *The Scotsman*



Working with the Business Environment Partnership, we arranged for an evaluator to spend 8 weeks at the Book Festival to complete an environmental audit for both the year round organisation and the temporary site in Charlotte Square Gardens. The focus of the audit was energy consumption and management, procurement policy, materials and waste management and the dissemination of environmental information. The report will form the basis of the Book Festival's Environmental Policy and will set out a five year plan towards reducing the impact of the Festival. Steps are also being taken with other arts organisations and festivals in Edinburgh and Scotland to develop a cohesive environmental standard across the industry.

We believe the Book Festival has a responsibility to bring environmental concerns and the climate change debate to a wider public. It has led the way over the past few years, from informing and inspiring its audiences to putting its own environmental policies into effect. We will continue to build on the achievements made to date.

Spreading the word in 2007

The Open University sponsored a series of events and debates on the environment and climate change including appearances by George Monbiot and Tony Juniper, Executive Director of Friends of the Earth.

The WWF supported an event with Mark Lynas, one of the most important young thinkers on climate change, and Bill McGuire, Director of the Benfield UCL Hazard Research Centre on the impact of global warming.

Events in the RBS Children's Programme ranged from workshops where children created their own environmental pictures and wildlife scenes, to hard-hitting debates on the future of Scotland.

In the RBS Schools Programme events touched upon what is happening to the Arctic ice cap and its resident wildlife; the effects of climate change and the risks of rising sea levels.

The focus of Art in the Garden was 'Storm' – a large bronze sculpture of a fallen tree created to highlight the damage caused by severe climate change. The bronze sculpture is made from industrial machinery waste parts.

A fully-staffed creative play area was used by 5,000 children and also by Edinburgh City Libraries Youth Services. All materials used in this area were recycled, non-toxic and biodegradable.

A peer education project formed part of RBS Schools Gala Day. The Powerpod, a portable educational cabin, demonstrated the use of sustainable energy to over 2,500 primary school children.

Energy and waste

The brochure was printed on 50% recycled paper and, in an initiative started in 2006, bins were installed to encourage visitors to return their brochures for others to pick up and use. It is hoped that this will enable us to print fewer brochures each year.

New furniture is sourced from sustainable forests.

Patio heaters were abolished after new evidence emerged of their adverse effects on the environment.

A stand pipe was provided in the Gardens to encourage visitors to refill their empty plastic water bottles.

The cafes on site sold local, organic and fairtrade products.

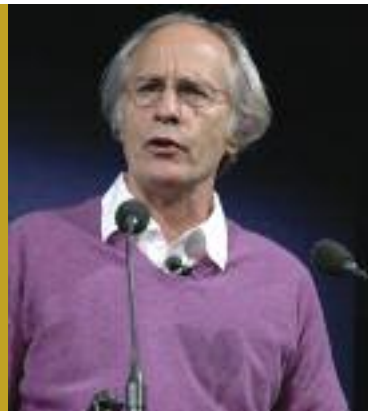
Caterers were urged to reduce and separate out their waste to better serve the recycling process.

Emphasis is placed on using recycled or biodegradable materials for utensils, activity materials and carrier bags and we introduced reusable canvas bags in the bookshops as an alternative to plastic carrier bags.

We have a comprehensive recycling programme with bins situated around the site for paper, plastic, glass and aluminium. In 2007 we recycled 51.5 wheellie bins of glass, 1,798 kilos of paper, 1,168 kilos of cardboard, 7.5 kilos of cans and 123 kilos of plastic bottles and cartons. We were able to recycle plastic cups for the first time, and managed to give away for re-use all of our unwanted wood and carpet at the end of the Festival. In total we recycled 97% more in 2007 than we did in 2006.

The Book Festival is a great space in which to think, speak and engage. To see authors going beyond celebrating the written word and actively promoting and defending our right to have it is truly inspirational.

John Watson, Amnesty International



The Book Festival has always managed to pull off the difficult trick of marrying high culture to high entertainment. It has never in its life been po-faced, yet has managed to attract more than its fair share of literary heavyweights from all four corners of the globe. Ian Rankin, *The Times*





committed to learning



I realise that as speakers we are there to inform and educate the interested public, but from a personal point of view I always find taking part in the Book Festival such a tremendously energising experience. All those interesting people, passion for books, and sheer enthusiasm – I find I come away feeling more committed to my writing, and re-motivated by the whole thing.

Alison Baverstock, author



Learning for everyone, of all ages, is right at the heart of all that the Book Festival does. Our programme has been designed to offer plenty to stimulate and inspire audiences, authors and staff alike, regardless of each individual's starting point.

Programme development

"A bold and imaginative programme." *Sunday Herald*

Debates on climate and the environment, terrorism, the Union, stem cell research, the future of libraries, DNA databases, the Middle East, immigration and child soldiers all featured in 2007.

A greatly expanded series of workshops offered help and advice on writing for adults and children – all of which sold out.

There was ample opportunity to learn about other cultures: authors came from and discussed countries as diverse as China, Bangladesh, Turkey, Russia, Colombia, Ethiopia, Sweden, Italy and Iran.

New events encouraged young people to engage with literature and the written word in new ways – from graphic novel masterclasses to screenwriting workshops.

A new series of graphic novel events averaged audiences of 100 people and attracted media attention from a diverse range of publications from the Scotsman to comic book blogs.

Expansion of our education events for teachers proved highly successful with sell-out events for some of the biggest names in educational theory and the Curriculum for Excellence.

As part of our commitment to introduce new names and broaden horizons, our Writers of the World events brought new fiction and poetry from across the globe to the attention of festival audiences at a special low ticket price.

Encouraging children and families

"In terms of family fun, nothing compares to the Edinburgh International Book Festival." *The Independent*

A diverse range of events for children and families were created, attracting 40,000 children and families; 47% of these events sold out.

2007 saw the creation of 23 unique events specifically aimed at teenagers, attracting over 4,000 young people.

We provided 68 free ticketed events, and our ticket prices were kept as low as possible to ensure the Book Festival was accessible to families on lower incomes. 3,570 children and families came to the free events and over 5,000 children used our free, drop-in Activity Corner.

Our developing programme for toddlers and their families saw 24 varied events including nursery rhymes, fairy tales, and literary-based games, all of which sold out.

Premier picture book artist Nick Butterworth presented an event for parents on reading together as a family, attracting the sponsorship of the Scottish Adult Learning Partnership.

Developing new readers, developing new audiences

"A small but very welcome change in the programme is a logo signalling events appropriate for older teens and young adults. It's an unpatronising and intelligent selection, which refuses to buy into the myth that the younger generation are apathetically and politically disengaged."

Stuart Kelly, *Scotland On Sunday*

We worked in partnership with several expert organisations in 2007 to encourage new groups to experience the Festival:

The Reading Champion (advocates reading and literacy amongst looked-after children) brought several groups of children in foster care to 13 events throughout the Festival.

CLAN's book group for reluctant readers and life-long learners attended two events in conjunction with their reading of *Kidnapped*.

Save the Children brought a group of young people from Glasgow to experience the lively debate of the Festival for the first time.

Our partnership with Young Scot continues to blossom with the success of our *Ballads of the Book* event, attended by hundreds of young people from as far afield as Aberdeen. Evaluation of this event showed 40% of those interviewed had never been to the Festival before and 98% would visit again.



An excellent day... it has certainly motivated some of my boys to read.

Mrs Lindsay, teacher, Moncrieffe Primary School, Perth



The DNA database debate, chaired by the Scottish Youth Parliament, was also a success, attracting audience members of all ages who passionately engaged with the important issues (questions were also submitted via email from Polmont Young Offenders Institution).

Reading Journeys were promoted to children and adults using specially designed leaflets and through recommendations on our website to encourage audiences to try new things.

For the youngest of children, there were directly linked events such as Jeremy Strong's *100mph Roadshow* followed by an afternoon of Jeremy Strong related activities and crafts to encourage exploration and experimentation with stories and ideas.

"The audio recordings are just wonderful. I am 300 miles from Edinburgh, but I've been able to enjoy some of the festival programme and feel the atmosphere." Customer, 2007

Our archive of event recordings and transcripts is now in its third year and has 74 events (27 from 2007). The events are free and can be listened to on our website. We filmed several events in 2007 and the edited footage can also be accessed online.

The Activity Corner and newly developed *Detective's Handbook* (an activity guide to the Festival for young visitors) helped over 9,000 children and families access Charlotte Square in exciting ways. Both were free, enabling everyone to take part.

We offered 132 free events in 2007 across the adult and children's programmes and we froze ticket prices for the seventh year running, encouraging people to attend more than once and making it easier for casual, first time attendance.

"It must be the most democratic of all the festival venues; something for all." Customer, 2007

RBS Schools Programme

"I thoroughly enjoyed it and I will recommend it to all my friends at school." Jamie Sword, aged 9

60 schools events over 7 days were attended by 13,365 pupils from 134 schools across Scotland – 2,500 more children than in 2006.

RBS Schools Gala Day, where the gardens are open only to school groups, welcomed 2,598 primary pupils to 12 different events.

The Book Festival's unique offering for schools is becoming ever more attractive to teachers and pupils – school groups travelled from as far away as Mull, Bute, Aberdeen and Fort William.

The Book Festival's Transport Fund helped 111 schools attend events by subsidising their travel costs.

Schools Outreach Programme

The Book Festival held 20 outreach events all over the country in 2007, more than ever before. It reached pupils who are unable to attend events in Edinburgh due to social disadvantage or geographical remoteness. In total 1,527 pupils participated, 39% more than in 2006.

Events were produced in conjunction with the Scottish Book Trust and held in Dundee, Bannockburn, Fife, Falkirk, East Renfrewshire and North Lanarkshire.

Within Edinburgh's libraries we held events across the city for 260 pupils from 8 disadvantaged schools. This encouraged pupils to engage with their community reading resources, and has been a valuable partnership for the Book Festival.

We are currently reviewing our outreach policy and performance to assess the direction of the project and its long-term aims.

Working together

As part of the Literature Forum, the Book Festival has been working with other literature organisations to present information to communities and to lobby the Scottish Government and inform policy on literature and education.

A series of roadshows and taster sessions around the country introduced educators and local authorities to the educational benefits of the Book Festival as well as the Scottish Book Trust, Scottish Poetry Library and many other relevant organisations.

Preview sessions were given to teachers and librarians in Edinburgh and East Lothian to excite interest and aid the booking process. Edinburgh had 14% more schools booking and East Lothian had 33% more schools attending the Book Festival in 2007 compared to 2006.

11 authors attended workshops providing training and support for authors. These included presentation skills development, with a focus on public appearances at events such as festivals and were run in association with the Scottish Book Trust.

sponsors and supporters

The Edinburgh International Book Festival is funded by



Title Sponsor of Schools and Children's Programmes and Main Theatre

Media Partner



Major Sponsors and Supporters



Sponsors and supporters

The Bacher Trust, Binks Trust, Canadian High Commission, Carnegie UK Trust, Chartered Institute of Library and Information Professionals, The John S Cohen Foundation, Collective Gallery, The Craignish Trust, Cruden Foundation, Culture Ireland, Danish Arts Council, Finnish Literature Information Centre, The Gannochy Trust, Goethe Institut, Gordon Fraser Charitable Trust, Institut Français d'Ecosse, Italian Cultural Institute, Edinburgh, Japan Foundation, The Morton Charitable Trust, Québec Government Office, London, The Royal Norwegian Consulate General, The Sutherland Trust, The Scottish Institute for Human Relations, United States Embassy in London, U.S. Consulate in Edinburgh

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



thanks to all our sponsors and supporters



Leaves other festivals trailing in its wake when it comes to quality and attracting world stars year in, year out. *Evening News*



Audiences and sponsors alike are attracted to the Book Festival by the range of world class writers and thinkers in our programme. The Book Festival's corporate portfolio remains strong, with significant new partnerships being forged in 2007. Income from the corporate sector, trusts and foundations and individuals makes up 34% of our income and we give thanks to all our supporters who help us to create an innovative and exciting programme each year.

We are extremely grateful for the continued generous support from RBS, our lead sponsor and the Title Sponsor of the Schools and Children's Programmes, and of the Main Theatre.

In 2007 the Book Festival was delighted to announce two major new sponsorship deals: The London Review of Books became Title Sponsor of the Signing Tent and The Times became our new media partner, providing reach across the whole UK with a media partner for the first time. On announcing the partnership, Magnus Linklater, Scotland Editor of The Times said, "The Times is delighted to be sponsoring the Edinburgh International Book Festival, which has grown into Britain's greatest and best-loved literary event. We look forward to joining authors and their readers in the tented splendour of Charlotte Square, and to supporting the discussions and debates which make this a uniquely enjoyable celebration of writing."

We were also delighted to welcome The Town House Company, our hotel partner, as Major Sponsors in 2007. Other new Major Sponsors include Ritchie Neill and Murray Beith Murray who further strengthen our relationship with the Scottish legal community, bringing our total of legal partners to 11.

With our varied programme of leading writers and thinkers, it is not surprising that many universities now seek to have partnerships with the Book Festival. We welcome the continued support of The Open University as a Major Sponsor, and new partnerships with Napier University, Queen Margaret University, University of Aberdeen and The University of Edinburgh.

Our long-term corporate partners know that supporting the Book Festival is not just an ideal way to raise awareness of their brand – the Festival also provides a wonderful opportunity to host a reception for clients or key contacts. 56 corporate hospitality events were held over the 17 days of the Festival, ranging from elegant champagne receptions to the fun and balloon-filled ScottishPower Family Day.

After review and consultation, the Friends scheme was successfully relaunched in May 2007. The scheme gives individuals the opportunity to support the Book Festival at three levels and enables us to provide benefits to our closest and most loyal supporters. The Friends scheme, in just a few months, has attracted nearly 1,000 members and continues to grow.

Thanks to the Scottish Arts Council, the Book Festival was designated a Foundation Organisation in 2007, a high level of support for which we are grateful. Public funding also came from the City of Edinburgh Council.



where the money comes from and where it goes



Highly enjoyable and stimulating. The speakers have been provocative, humorous, thoughtful, racy, enlightening. Life is going to be very quiet after all the bustle.

Customer, 2007

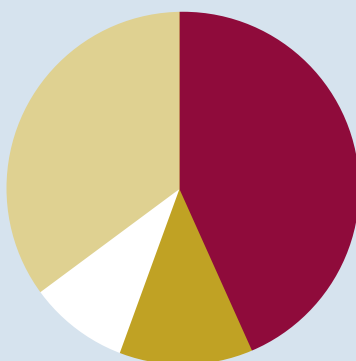


Income

The vast majority of our income is earned by the Book Festival through the Box Office, our independent bookshops, and from business sponsorship, donations and membership subscriptions. 15% is awarded in grants from the Scottish Arts Council and 2% in grants from the City of Edinburgh Council.

Total Income for the Year **£1,348,115**

- **33%** Box Office
- **34%** Sponsorship & Donations
- **17%** Public Funding
- **16%** Booksales & Other Trading



Expenditure

The largest proportion of our expenditure goes into creating the programme and staging over 700 events in hard-sided tents in Charlotte Square Gardens. For the 18 days of the Festival the gardens are transformed into a tented village with covered walkways, 8 stages, 2 bookshops and numerous other structures dedicated to author and public services.

Total Expenditure for the Year **£1,360,008**

- **43%** Programme
- **36%** Staff
- **12%** Admin & Depreciation
- **9%** Marketing

Audited accounts

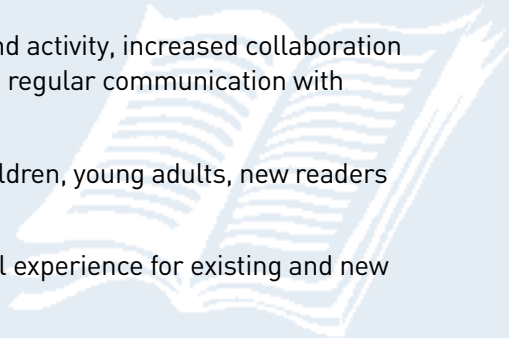
The above figures are estimated, based on the finance records for 2007. Audited accounts for 2007 are available from June 2008.

Business planning

In 2007 the Book Festival undertook a significant business planning process with the support of Event Scotland, which identified the challenges, opportunities and threats facing the Book Festival over the next five years. The resulting five year business plan is designed to address these and to ensure the Book Festival retains its place as a world-leading literary event.

Core objectives

- 1 To be a world-leading literary showcase through an annual programme of the highest literary and artistic quality that brings leading thinkers and writers together both to be inspired and to inspire their peers and the reading public.
- 2 To build the artistic programme around the joint emphasis of:
 - a international writers and thinkers, introducing authors unheard in Scotland.
 - b providing the single most important annual showcase for Scottish literature, authors and publishing.
- 3 To enhance the Festival's status and reputation through year-round activity, increased collaboration with Edinburgh UNESCO City of Literature, a virtual presence and regular communication with audiences and stakeholders.
- 4 To stimulate, fire the imagination and broaden the horizons of children, young adults, new readers and others unaccustomed to the written word.
- 5 To deliver a literary festival of excellence and enhance the Festival experience for existing and new audiences, authors, sponsors and the general public.



board & management

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Next Book Festival:

9 – 25 August 2008

Charlotte Square Gardens, Edinburgh

Full programme details announced in June

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