



“It truly is the finest of festivals, perhaps because you’ve kept it about writing.”

Sebastian Barry,
2008 Costa Novel Award winner

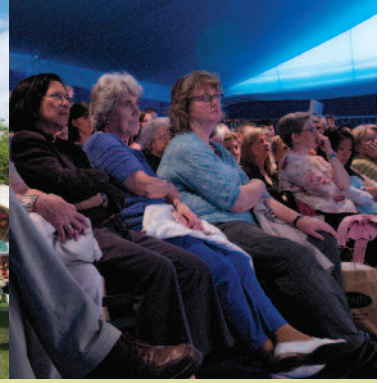
“...you don’t even have to attend the events to feel your brain getting bigger.”

Scotland on Sunday

in association with

THE  TIMES
THE SUNDAY TIMES
SCOTLAND

ANNUAL REVIEW 2008



25 years of the Book Festival...

“There was a heady feeling of excitement in Charlotte Square when we opened on the first day of the very first Edinburgh Book Festival in 1983. It seemed a miracle that we had managed to bring it all together! We had no idea that twenty five years later it would have grown into such a huge, successful, and still exciting, international celebration of books.”

Joan Lingard

In 1983 the then Edinburgh Book Festival was the only literary festival in Scotland and one of only three in the UK – there are now almost thirty in Scotland and nearly 300 throughout the UK.

The festival launched with a total of 120 authors appearing in 84 events. Twenty five years later we presented over 800 authors in nearly 750 events.

In twenty five years there have been five directors of the Book Festival, all female – a unique festival record. Catherine Lockerbie, our current director, has been leading the Book Festival since 2001.

In 1983 30,000 visitors came to enjoy the Book Festival in Charlotte Square Gardens; in 2008 we welcomed nearly 200,000.

The first choice of venue for the Book Festival was Princes Street Gardens. However an ancient by-law (now repealed) prohibiting the sale of books and printed materials in the Gardens meant that Charlotte Square became home to what is now the largest public book festival in the world.

Authors who have been guests of the Book Festival and who are sadly no longer with us include Roald Dahl, Naomi Mitchison, Sorley MacLean, Angela Carter, Iain Crichton Smith, Muriel Spark, Susan Sontag, Norman Mailer and Harold Pinter.

In 2004, tickets for Muriel Spark's last ever public appearance in the city of her birth sold out in the first two hours. In 2008, tickets for the launch of *Being A Scot*, by Edinburgh's son Sean Connery, sold out within one hour.

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



Welcome

I begin to wonder if there are enough superlatives to describe adequately the Edinburgh International Book Festival. Now firmly established as the 'biggest and best' in the world, the Book Festival continues to surpass all expectations to stimulate, awe and amuse audiences, local and international.

From a few tents in Charlotte Square twenty five years ago, the Book Festival now encompasses over 700 events, representing literary talent from every genre and every corner of the globe.

The festival has of course evolved. No longer simply about books, it is now a literary celebration in the broadest sense. Poets, broadcasters, politicians, campaigners and historians are all attracted by the lustre of the Book Festival and its fantastic audiences. So many of whom appreciated the 'surprise' opening event this year when Prime Minister and author Gordon Brown discussed history, heroes and his own writings.

As we look to the future and consider the increasingly challenging economic conditions, thoughts will naturally turn to how the success of past years can be sustained. Collectively, the Edinburgh Festivals through the Festivals Forum are considering exactly this issue. The Forum aims to ensure that Edinburgh remains the pre-eminent global festival city. The Book Festival, as a jewel in the Festivals' crown, and as one of the most vibrant of cultural destinations anywhere, will play its part in Edinburgh's ongoing cultural success.

I have no doubt that, with its accomplished director and dedicated Board, all supported by an able, enthusiastic and creative team, the Book Festival will continue its extraordinary trajectory, thrilling and delighting for the next twenty five years and more.

“If you have any doubts about how eclectic the world of literature can be, a quick glance at this year’s Book Festival programme should be enough to chase those feelings away.”

The List Festival Guide



Director's report

Twenty five years. Twenty five luminous literary years. In that quarter century, the cultural context has changed profoundly. Edinburgh’s globally renowned festivals have new vision, coherence and common cause. Literature is ever more prominently a proud marker of our country’s identity, our writers rightly lauded throughout the world. And the Edinburgh International Book Festival, the only one in Scotland back in 1983, has by its sheer success led to the springing up of literary festivals across the land – there are nearly thirty in this small nation alone (and almost 300 across the UK). The Edinburgh International Book Festival burns more brightly than ever, a comet with a growing, glowing tail, effulgent in its own right.

Since the turn of the millennium, when it was my privilege to become director, we have enticed extraordinary minds from across the globe into our green garden. Nobel Prize winners from the fields of science, economics and politics as well as literature, have graced our international gathering, including V S Naipaul, Seamus Heaney, John Sulston, Toni Morrison, Joseph Stiglitz, Orhan Pamuk, Dario Fo, Al Gore, Doris Lessing and Harold Pinter. We have showcased the finest Scottish authors, introduced potent new voices and pioneered long distance link-ups. We have not for one second stood still in our zeal to celebrate words and ideas as central to our humanity.

And so in our 25th anniversary year we offered more riches than ever. We opened and closed with two somewhat

significant Scots on the world stage. The Prime Minister Gordon Brown spoke personally and warmly, in conversation with Ian Rankin, in our anniversary opening event, and Sir Sean Connery gave illuminating and witty insight into many different aspects of Scottish culture and his own career on our closing day. In between, in 17 days of over 700 events, we presented the work of over 800 authors from over 50 different countries – the most gloriously, spirit-liftingly international festival we have ever achieved, with the highest ticket sales. Despite the wettest August on record, the worst ravages of climate change could not dampen the appetite for what the Book Festival offers, the sparking into life of new thoughts, new perceptions and directions.

We continued our emphasis on the relations between East and West, and on the future of nations and the shifting balance of world power. We examined the threats to the environment, and vexed questions of medical ethics. In the year of the Beijing Olympics, our ground-breaking Chinese focus was more pertinent than ever. In addition to the Prime Minister, a roll call of politicians and political commentators shared views on current and world affairs: John Prescott, Tony Benn, Menzies Campbell, David Owen, Jonathan Powell, Gavin Esler, Martin Bell, Jonathan Dimbleby and Alex Salmond, the First Minister of Scotland.

Leading literary names returned to help us celebrate: Margaret Atwood, Louis de Bernières, Hanif Kureishi and a lengthy roster of Man Booker and

other prize winners. Delegates from over 70 countries attended the events we created for the British Council Bookcase, a splendidly beneficial showcase of our gleaming writerly wares. Among the more unusual participants were life-size inflatable dolls, courtesy of American literary provocateur Chuck Palahniuk, part of our lively series for younger adults; while children from babies to teenagers revelled in the most diverse and dynamic RBS Children’s Programme.

And not content with bringing so many buzzing minds into our physical festival space, we also reached out to people on the opposite side of the planet. In celebration of Melbourne becoming the second UNESCO City of Literature, following Edinburgh’s pioneering example, we created a live satellite link-up across the globe. Salman Rushdie, all relaxed eloquence, was beamed to an Australian audience who were able to ask him questions; while an audience in Edinburgh watched on screen a new writer virtually unknown in the UK, Vietnamese-born Nam Le. A young debut author, speaking superbly from thousands of miles away: such is the strength of our commitment to bringing outstanding new work, by new means if necessary. A few short weeks later, Nam Le was awarded the £60,000 Dylan Thomas Prize. Few who witnessed his event will forget it. It was, in so many ways, an unforgettable festival – memories which will give us energy and purpose as we enter a new and challenging era.



The broader context

Edinburgh UNESCO City of Literature

Edinburgh was designated the first permanent UNESCO City of Literature in 2004, after a dedicated and imaginative campaign by the Book Festival and other partners. 2008 has seen a network come into being with Melbourne declared the second such city (complete with live satellite link-up to our festival) and Iowa, home of a renowned writers' programme, the third, both inspired by Edinburgh's example.

Our city's highlights for 2008 included a resoundingly successful reading campaign around Robert Louis Stevenson's *Dr Jekyll and Mr Hyde*, the development of literary walking trails, leaflets and podcasts, and a special Book Festival autumn event with the Australian writer David Malouf.

Literature Forum for Scotland

In 2008, the Literature Forum for Scotland, which brings together a wide range of literary organisations including the Book Festival, drew up a literature policy for Scotland for the next five years, *Literature, Nation*. The document – which recognises how profoundly literature underpins many other areas of activity not only in the arts, but in society and the economy – makes the case for the centrality of writing and reading, books and literature, to Scotland's cultural future.

Festivals Edinburgh

In addition to being the most important celebrations of the enduring values of art and literature, festivals can be engines of economic growth and urban regeneration, key attractions for tourism and more. Scotland's prominent position, through Edinburgh's summer and winter festivals, as a prime cultural destination is of increasing importance, notably in an era of encroaching economic recession. Festivals Edinburgh, the association which works on strategic areas of mutual interest to all the festivals, helps to ensure that the worlds of national and local government, as well as the private sector, appreciate the essential role of the festivals. The Festivals Forum, chaired by Susan Rice, the Book Festival's own chair, brings together key stakeholders to consider how best to invest in and ensure the long-term sustainability of the festivals and the benefits they confer. In 2008 new Festivals Edinburgh staff were recruited, under the directorship of Faith Liddell, to implement a major international marketing plan and assist with many further strands of new work, including links with academic institutions and planning for the year of the Olympics. This energetic collaboration for the common good is a highly welcome development and a remarkable success story.

Lights Off The Quay

A significant development in 2008 was the Edinburgh International Book Festival's own first publication. With support from the Scottish Government's Edinburgh Festivals Expo Fund – a new fund designed to encourage the festivals to showcase, promote and tour Scottish artists – Book Festival director Catherine Lockerbie commissioned new stories and poems from four of the finest Scottish writers: A L Kennedy, Janice Galloway, John Burnside and Don Paterson. Gavin Wallace, Head of Literature at the Scottish Arts Council, contributed the introduction to *Lights Off The Quay*, the resultant small but resonant volume, setting this remarkable work in the context of the resurgence of Scottish contemporary writing.

The project involved the publication of the booklet, a special launch event at the 2008 festival and an exchange with Norwegian writers from Stavanger 2008 European Capital of Culture. A short DVD has also been produced. Linda Fabiani MSP, Minister for Europe, External Affairs and Culture, introduced our special event, an evocative reading to a capacity audience with many international delegates, which received an outstanding response. Highlights from the event can be viewed on our website, www.edbookfest.co.uk.



Achievements

“Congratulations to all those who have made Edinburgh International Book Festival the biggest in the world, and with best wishes for the next twenty five years.”

Gordon Brown

Despite the monsoon-like weather we welcomed nearly 200,000 visitors to Charlotte Square Gardens this year.

We programmed 734 events, featuring 931 authors and participants, representing a total of 53 nationalities, 13 more than in 2007.

44% of all events sold out, with an average attendance of 80% overall.

Nearly 30% of all tickets sold on the first day of booking.

216 authors in our 2008 programme were Scottish.

Children were treated to 278 events, representing 23 nationalities including an Aboriginal tribal elder, a Senegalese musician, Mexican storytellers and a Polish/English speaking bilingual puppy called Minutka.

34,109 children and families attended events.

132 free events were available including the Amnesty International Imprisoned Writers series, storytelling for young and old and live music in the Highland Park Spiegeltent.

Events featuring new and international names averaged 75% attendance, highlighting the enthusiasm amongst audiences for lesser-known writers and those from far-flung corners of the globe.

48 schools events were packed into a 5 day period with over 10,500 pupils and teachers attending from 110 Scottish schools.

The number of unique visitors to our website from June to August increased by 33%, and 41% of all ticket sales were generated through the internet.

350 press members attended from 23 different countries; international media coverage included 138 articles in print and 129 online.

26 events were filmed for 16 different broadcasters, with excerpts broadcast as widely as Russia, Australia, Germany and Canada.

The number of partner organisations and commercial sponsors who wish to work and be associated with us (91 this year) continues to grow, the income from which increased by 8.5% in 2008.

999 rooms in 17 hotels were booked for authors and their companions, an 18% increase on rooms booked in 2007.

We provided 1,289 weeks of employment in 2008, employing 115 staff in total.



Book Festival Bookshops

“It was a daily pleasure to nip into Charlotte Square and soak up that special atmosphere.”

Customer, 2008

Our independent booksales operation, which consists of two large bookshops – one for adults and one for children – and a third retail area dedicated to stock for author signings, achieves a level of sales similar to the largest bookshops in the country over their busiest trading periods.

Sales this year were well over £500,000 and we displayed 7,000 different titles in total. The overall bestselling title was children's thriller Robert Muchamore's *The General*, which saw more than 250 copies fly off the shelves in an exclusive one-hour-only pre-publication sale. Children's books made up around 25% of our total sales and of the top ten selling books at this year's Book Festival, four were children's titles.

Books of Scottish interest, those written by Scottish based authors, about Scotland or published in Scotland, also fared well, accounting for more than 20% of total sales, with local names topping the bestselling adult charts: Alexander McCall Smith, Christopher Brookmyre, Ian Rankin, Ali Smith and Richard Holloway.

Although children's authors Charlie Higson and Robert Muchamore held the longest signings at this year's festival at over three hours each, American cult novelist Chuck Palahniuk's signing lasted from just after 9pm until around midnight! Author and audience held up well.

New shelving was introduced to the RBS Children's Bookshop this year and greatly improved the appearance of the shop. Wooden uprights from the previous display system were incorporated into the new units as part of our effort to reduce, reuse and recycle.

Graphic novels had a strong presence in this year's programme as well as in the children's and main bookshops, and the range of products available for people with sight disabilities was again extended this year.

Our EPOS (Electronic Point of Sale) technology is now fully functional and helped us replace stock quickly and avoid selling out of fast-moving titles during the festival, proving an important investment.

“I wanted to write from Friends of the Earth Edinburgh to congratulate the festivals, and in particular the Edinburgh International Book Festival, for a huge improvement in the approach to environmental sustainability. ...Many of our members have contacted us over the past few weeks to note with pleasure the various specific environmental improvements they have seen.”

Helen Todd, Friends of the Earth



A greener festival

We are committed to reducing our environmental impact, increasing our sustainability and creating a forum for discussion to bring environmental concerns and the climate change debate to a wider public. As chair and key member of the Festivals Edinburgh Environmental Group, the Book Festival has helped to create a joint Environmental Policy across all of Edinburgh's Festivals. Our joint Environmental Statement is as follows: *“Edinburgh's Festivals are the largest celebration of arts and culture in the world. We're about innovation, celebration and engagement with the things around us that make us think, feel and grow. Our environment sustains us, and we need to sustain our environment. This is why together we are constantly striving to understand our responsibility and do what we can to minimise our impact and raise awareness of the environmental issues facing us all.”*

Energy and waste

After completing our 2007 environmental audit with the Business Environment Partnership, the following improvements were carried out in 2008.

Year round action

- A Green Champion was appointed to keep abreast of the latest environmental practices and thinking, reporting back to the team.
- Our office recycles paper and cardboard, plastic bottles, cans and organic waste, as well as using refilled printer cartridges.
- We strive to source our suppliers locally and purchase biodegradable and recycled products wherever possible.
- We now use tap water instead of a water cooler.

- A new green section on our website details our Environmental Policy and suggests useful green links and ways in which our customers can help us to help the environment.
- The majority of staff members either walk, cycle or take public transport to work every day.

During the Festival

- Our staff t-shirts were made from fairly-traded organic cotton, produced using renewable energy.
- We introduced an additional water standpipe so the public could refill their water bottles in two areas.
- Old church pews were recycled to provide seating for customers queuing outside our venues.
- Toilets were stocked with recycled toilet paper and hand towels, and bricks were put in the cisterns to reduce the amount of water used per flush.
- All art materials purchased for our children's Activity Corner were recycled, non-toxic and biodegradable. Children were encouraged to recycle paper and cardboard, plastic and cans in specially designed child-friendly recycling bins.
- The Book Festival brochure was printed on 100% recycled paper. We encouraged people to leave their copies in the Entrance Tent to be re-used. 46% more brochures were downloaded from our website, while the number of downloaded schools brochures increased from 6,267 to 20,400 in 2008.
- The amount of plastic bags used in our bookshops was reduced by 80% thanks to a donation of 30,000 Book Festival canvas bags from our media sponsors, The Times and The Sunday Times Scotland.

- We have a comprehensive recycling programme with bins situated around the site for paper, plastic, glass and aluminium. In 2008 we made a concerted effort to recycle all cardboard and packaging during our get-in and get-out and as a result we recycled 84% more cardboard, 34% more paper and 10% more plastic than in 2007.

Creating a forum for discussion

The Book Festival championed the need for debate on climate change long before it became a widely recognised issue. Our popular Environment Series of discussions this year looked at the profound moral shift which may be required before we can really address the threat of climate change, and practical ways in which we can live saner, greener lives. It featured such distinctive voices as environment campaigner Alastair McIntosh, leading science and ecology writer Fred Pearce, and comedian Mark Watson.

Children's events ranged from a look at how the Arctic ice cap's resident wildlife is being affected by rising sea levels to environmental workshops using recycled materials. The Edinburgh Woodcraft Folk Powerpod provided an interactive and fun introduction to renewable energies for over 3,000 primary school children on RBS Gala Day. Children were also given the chance to fill out a 'Green Gala Day' worksheet which highlighted the plight of endangered animals and included startling climate change facts.

Our annual Art in the Garden exhibition this year featured work by Ric Warren, which commented upon recent extreme flooding in different parts of the world due to climate change.

“Everyone who attends speaks of the inimitable atmosphere created in that Square, the pleasure to be had from listening to a favourite writer, watching a keenly argued debate, or simply drifting in to hear someone whose name you have never heard before but who might, just possibly, become your bedside reading for years to come.”

Magnus Linklater, The Times



“Whenever Britain’s cultural self-destruction tempts me to despair I remember the Book Festival and smile: intelligent audiences, a wealth of stimulation and a love of the human condition that leads to its generous and fundamental support – it’s a delight.”

A L Kennedy



“Truly life-affirming: writing-life affirming. All the gripes and frustrations, fears and anxieties that seem at other times of the year to be bound up with the act of writing simply fall away once you walk through the gates. I can think of few better reasons to carry on writing.”

Glenn Patterson



Focus on learning

Our programme

Every aspect of the Book Festival's activity is educational. We aim to provide an enriching and memorable love of reading and writing, to inspire new audiences and to encourage the exploration of new ideas. The huge variety of events we offer provides people of all ages and backgrounds the opportunity to learn and develop.

53 different countries were represented this year in our most international programme yet – challenging perceptions and offering unique insights into different cultures.

Debates on subjects as diverse as the politics of food, climate change and euthanasia offered audiences a forum to discuss crucial issues.

“Kudos to the Book Festival for their open-minded programming.”
The Skinny

Our series of writing workshops and masterclasses for adults was again expanded, offering 50 events compared with 39 in 2007 and still there is demand for more.

A new range of creative masterclasses, designed to appeal to both teens and adults, was led by *Lord of the Rings* illustrator John Howe, BAFTA award-winning animator Marc Craste and two of the biggest names in graphic novels, Dave McKean and Bryan Talbot.

The RBS Children's Programme included 25% more non-fiction and interactive events, covering subjects like science, maths and history. It offered 210 events overall, attracting over 22,000 children and families; 52% of events sold out.

We created 21 events specifically to appeal to teenagers, encouraging a lifelong interest in reading and literature. Nearly 4,000 youngsters attended the events.

Developing new readers, developing new audiences

We worked in partnership with several expert organisations in 2008 to encourage new groups to experience the festival, including those from marginalised communities:

- The Reading Champion Project (advocates reading and literacy amongst looked after and accommodated children) brought 28 foster children from 7 different care centres across Edinburgh.
- The multicultural family community project MUFFLES invited 35 international families, new to Edinburgh, to our RBS Children's Programme.
- Craigmillar Books for Babies, which aims to encourage reading from a very young age, brought 20 families with babies and toddlers to the festival.
- 35 foster care staff, almost all first-time visitors, attended an event on child development.
- Young Scot members were among the audience for comic writer Danny Wallace. Evaluation of the event showed that 64% of the audience surveyed were first-time visitors to the Book Festival and that 80% would definitely return.

- We asked the Scottish Youth Parliament to chair our Electronic Genetic Profiling debate, offering young people the chance to engage with the issues of civil liberties and make their voices heard on this contentious subject.
- The Skinny, a free arts newspaper aimed at younger adults, worked with us to attract sell-out audiences for Chuck Palahniuk and slam poet Shane Koyczan. When cult author Chuck Palahniuk asked of his audience, “Who has never attended a literary event before?” one third raised their hands.

“I bought tickets for an event which wasn't on my list but which was profiled in one of your e-newsletters, along with a review and biog of the author, and found the event extremely enjoyable and interesting. I wouldn't have attended it without the review or the reminder that it was happening.”
Customer, 2008

We encouraged customers to try something new through our news e-bulletins, the suggestions function on our website and our Reading Journeys leaflets, which were individually designed for young children, teens and adults.

The redesign of our brochure saw children's and adult events sitting side by side, in a chronological listing, allowing for greater ease of use and for more crossover between the two programmes. For example, events which appealed to teens as well as adults appeared in both the children's and adult pages.

“Edinburgh International Book Festival is children-friendly, interactive and educational which is as you’d expect in a city that bore a certain legendary, bespectacled kid-wizard.”

EdinburghGuide.com



33 audio recordings of events were added to our website in 2008, creating a total of 108 events in our media archive. 17 podcasts gave a flavour of Charlotte Square during the festival and 5 new videos featured Sean Connery, Richard Dawkins, Salman Rushdie and Russian conscripted soldier and war correspondent Arkady Babchenko. All are available for free, year-round, anywhere in the world.

We offered 132 free events across the adult and children’s programmes, encouraging people on low incomes to experience the festival and making it easier for them to make a return visit.

RBS Schools Programme

“This visit has propelled me even further into books.” Pupil, age 12, Invergordon Academy

Due to a change in the school calendar our 2008 RBS Schools Programme ran for 5 days, a shorter period than usual. We squeezed in 48 events and welcomed 10,585 pupils and teachers from 110 schools, from as far afield as Aberdeen, Kinlochleven, Invergordon and Morpeth.

“Thank you for a fantastic day. Your bus grant allowed us to bring pupils, teachers and librarians from four Aberdeen schools to the festival. The range of authors we saw was very diverse and it was certainly worth the 6am start.”
Teacher, Meldrum Academy

The Book Festival’s Transport Fund totalled £17,000 and helped 87 schools to bring pupils to events by subsidising their travel costs.

On RBS Gala Day, when Charlotte Square Gardens played host solely to primary schools, 3,300 pupils and teachers enjoyed 13 sold-out events.

498 people attended our series of CPD events for teachers and education professionals which featured some of the top names in education.

We hosted 5 RBS Schools Programme preview sessions across Edinburgh and the Lothians, helping 79 teachers and librarians to choose the events best suited to their pupils.

Schools Outreach

“I used to want to write stories then I stopped believing I could. But now after hearing the story of when Tim was 5 I feel I can maybe write again. And after reading Tim’s books I have more and more ideas and I feel so full of imagination.” Pupil, age 13, St Benedicts High School, commenting on an outreach event with author Tim Bowler

In partnership with the Scottish Book Trust, we offered 17 outreach events in 2008, reaching 1,300 children who would otherwise have been unable to experience the Book Festival due to social disadvantage or geographical remoteness. Events were held in the Scottish Borders, Clackmannanshire, Renfrewshire, South Ayrshire, Glasgow, Edinburgh and RBS Gogarburn’s Closed Campus Facility. We are developing a new database of Scottish literature events in order to identify schools which have not previously had the opportunity to attend an author event.

Working together

Our work with education bodies and our colleagues across the literary sector has intensified as the Curriculum for Excellence is implemented in schools. This new policy stresses a cross-curricular approach and the need for schools to foster partnerships with creative professionals and arts organisations in order to enrich and enhance children’s learning experiences. In keeping with the policy, Literature in Learning, a national network which supports education staff and creative professionals, recently commissioned research into how schools can utilise the valuable work of literature organisations, such as the Book Festival, in the classroom. We will continue to work closely with other education professionals to ensure the benefits of our activities are made available to support schools and pupils as these developments progress.

Sponsors and supporters

THE EDINBURGH INTERNATIONAL BOOK FESTIVAL IS FUNDED BY



TITLE SPONSOR OF
SCHOOLS AND CHILDREN'S
PROGRAMMES AND
MAIN THEATRE



MEDIA PARTNERS



Thanks also go to:

- The Anglo-Mexican Foundation
- Austrian Cultural Forum
- The Bacher Trust
- The Binks Trust
- Booktrust UK
- The Canada Council for the Arts
- The John S Cohen Foundation
- Confucius Institute for Scotland
- The Cruden Foundation
- Danish Arts Council
- Foreign Affairs and International Trade Canada
- Foundation for the Production and Translation of Dutch Literature
- Goethe Institute
- Gordon Fraser Charitable Trust
- Italian Cultural Institute
- The Morton Charitable Trust
- New Books in German
- NORLA (Norwegian Literature Abroad)
- Pro Helvetia
- Publishing Scotland
- Scottish Youth Parliament
- Spanish Institute for Foreign Trade
- Spanish Publishers' Association
- Stavanger 2008
- United States Embassy in London
- US Consulate in Edinburgh

MAJOR SPONSORS AND SUPPORTERS



THE TOWN HOUSE
COLLECTION

SPONSORS AND SUPPORTERS

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



Thanks to all our sponsors and supporters

“Our relationship with the Edinburgh International Book Festival is in its third year, and is going from strength to strength. It's the perfect event to reach our target consumers in a meaningful way. The team at the Edinburgh International Book Festival are very aware of sponsors' needs, and couldn't be more helpful.”

Bob Dalrymple,
Highland Park Senior Brand Manager,
Maxxium UK Ltd

“The partnership between ScottishPower and the Edinburgh International Book Festival works well as it helps to confirm ScottishPower's position as a forward-thinking organisation that supports excellence. One of the key aspects of the sponsorship is the ScottishPower Family Day, a private hospitality event which gives ScottishPower the opportunity to invite external guests and their families to an afternoon of inspiration and learning.”

Heather McDonald,
Group Sponsorships Manager,
ScottishPower

The Edinburgh International Book Festival is now firmly established as the world's premier literary event and we are delighted and extremely grateful that a wide range of companies and organisations choose to support us year on year. In 2008, we were proud to have the support of 65 sponsors and a further 26 supporters. As well as 15 organisations sponsoring the Book Festival for the first time in 2008, we also maintain partnerships with 8 organisations which have lasted ten years or more, and a third of our sponsors have been with us for at least five years. In a world where the only constant is change, to have built such strong partnerships with loyal and supportive organisations is invaluable.

2008 marked the third year of a three year contract with RBS, our lead sponsor and title sponsors of our Children's and Schools Programmes and of the Main Theatre. We are delighted that RBS wishes to build upon the success of the first three years and that we are now entering into another three year partnership together.

As part of the sponsorship arrangement, our media partners The Times and The Sunday Times Scotland generously provided 30,000 Book Festival branded canvas bags, allowing us to reduce the amount of plastic bags used in our Bookshops by 80%. We very much look forward to working with them for a third year in 2009, building upon our fantastic partnership while also helping the environment!

In-kind support has risen by 172% since 2006 and has proved highly beneficial. We would like to thank Peppers Marquees (who provide the Peppers Theatre), Green Mountain Coffee Roasters (who supply food for our authors onsite) and In-House (who provide the lovely furniture for our stages and garden), as well as a variety of publications who give us free advertising space, allowing us to reach a wider audience than would otherwise be possible.

Trusts, foundations and individuals are also vital components of our success and we greatly value their contributions towards specific projects and general Book Festival funding. We would like to make particular mention of the Hawthornden Literary Retreat for its tremendous continued support, and the loyal members of our Friends scheme which now boasts over 1,000 members.

We are extremely grateful to our public funders, the Scottish Arts Council and the City of Edinburgh Council, for their ongoing support. This year we would also like to extend our thanks to the Scottish Government for supporting the Book Festival through the Expo Fund, making it possible for us to commission and publish our first book, *Lights Off The Quay*.

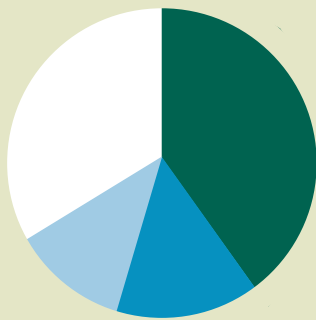
A heartfelt 'thank you' to each and every one of our supporters in 2008 – you enable us to bring the best of the world's writers and thinkers to the heart of Edinburgh each year.

“Really enjoyed it all. Great authors, interesting discussions, great atmosphere, wish it could last all year, can't wait for August 2009.”

Customer, 2008



Where the money comes from and where it goes

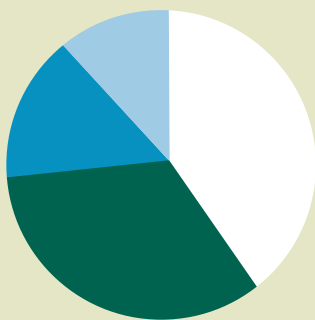


Income

Over 85% of income is earned by the Book Festival through the box office, our independent booksales operation, and from business sponsorship, donations and membership subscriptions. 13% is awarded in grants from the Scottish Arts Council and 1.5% in grants from the City of Edinburgh Council.

Total Income for the Year **£1,610,949**

- 34% Box Office
- 40% Sponsorship, donations and memberships
- 14.5% Public funding
- 11.5% Booksales and other income



Expenditure

Over 70% of expenditure goes towards creating, staging and staffing the 734 events in the programme. For the 18 days of the festival Charlotte Square Gardens is transformed into a tented village with covered walkways, 8 stages, 2 bookshops and numerous other structures dedicated to author and public services.

Expenditure in 2008 includes significant, unfunded investment in the box office selling operation at the Edinburgh International Conference Centre and a large depreciation charge reflecting capital expenditure made in previous years.

Total Expenditure for the Year **£1,716,841**

- 40.5% Programme
- 33% Staff
- 14.5% Marketing and development
- 12% Admin and overheads

Audited accounts

The above figures are estimated, based on the finance records for 2008. Audited accounts for 2008 are available from June 2009.

Our 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

BOARD OF DIRECTORS

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

YEAR ROUND CORE STAFF

Director
Marketing & PR Manager
PA to Director
Children & Education Programme Director
Programme Manager
Development Assistant
Administrative Director
Marketing Assistant
Programme Administrator
IT and Systems Administrator
Booksales & Retail Manager
Bookkeeper
Press Manager
Programme Assistant
Sponsorship & Development Manager

Catherine Lockerbie
Amanda Barry
Catherine Dempsey
Helen Moffat
Sara Grady
Roland Gulliver
Eli Henderson
Kath M Mainland
Carolyn Mills
Oisín Murphy-Lawless
Steve O'Connor
James Shaw
Sarah Stephenson
Frances Sutton
Rán Thorgeirsdóttir
Loís Wolfe

2008 TEMPORARY STAFF

Press & Marketing Assistant
Box Office Manager
Schools Booking Coordinator/
Box Office Supervisor
Technical Manager
Administrator
Sponsorship Assistant
Deputy Box Office Manager
Recycling Manager
Warehouse Manager
Box Office Supervisor
Press Officer
Site and Technical Support
Logistics Manager
Booksales Assistant
Site Manager

Anna Bacciarelli
Joan Birse
Jenny Brotherstone
Andrew Coulton
Suzanne Heffron
Lindsay Hetherington
Claire Hilditch
Johnson
Graham Johnston
Hannah Lloyd
Claudia Monteiro
Heather McLusky
Tom Pickles
Mary Prescott
Robin Sanders

The Edinburgh International Book Festival is a company limited by guarantee with charitable status. Registered in Scotland 79939. Registered as a charity in Scotland no. SC010120.

Contact details: **Edinburgh International Book Festival, 5a Charlotte Square, Edinburgh EH2 4DR**
T 0131 718 5666 F 0131 226 5335 E admin@edbookfest.co.uk W www.edbookfest.co.uk

“**The bestest damned
Book Festival in the world.**”

Murray Grigor, co-author with Sean Connery of *Being A Scot*

Next Book Festival:

15 – 31 August 2009

Charlotte Square Gardens, Edinburgh

Full programme details announced in June

www.edbookfest.co.uk