

theguardian

ANNUAL REVIEW 2011

"THE BEST OF ALL THE BOOK FESTIVALS I'VE EVER BEEN TO."

Steve Bell, award-winning political cartoonist and satirist

"UNDOUBTEDLY IMPRESSIVE..."

The Herald





"WHAT IS ENCOURAGING IS THE NUMBER OF GENUINELY DARING DEBUT WRITERS."

Scotland On Sunday

"INTERNATIONAL AS IT IS, THE STRONG CULTURAL CONTRIBUTION OF SCOTLAND'S OWN WRITERS GIVES IT ITS UNIQUE CHARACTER."

The Times





••A WORLD CLASS LINE-UP OF TALENT."

Edinburgh Evening News

**EDINBURGH IS ABOUT MUCH MORE THAN BOOKS; IT'S ONE OF THE EXPERIENCES OUT OF WHICH LITERATURE CAN GROW."

Neal Ascherson, author

"TERRIFIC WRITERS OF HUGELY DIFFERENT KINDS FIND THEMSELVES JOSTLING TOGETHER."

The Guardian

A FEW OF THE YEAR'S DELIGHTS...

Evocative, playful and thought-provoking words were brought to us by such literary stars as A S Byatt, Ali Smith, Carol Ann Duffy, T C Boyle, Neil Gaiman, Tobias Wolff, Paul Muldoon, Alan Hollinghurst, Shaun Tan, Ahdaf Soueif, Michael Ondaatje, Liz Lochhead, Peter Ackroyd, David Almond, Edna O'Brien, Audrey Niffenegger and John Byrne.

Authors and audiences discussed and debated the Arab Spring, the London riots, China, India, the influence of social media and the futures of Europe, Cities and Faith in debates which drew capacity audiences.

Sarah Brown brought a surprise with her in the form of her husband Gordon to the delight of the sell-out audience at her event.

Everyone's favourite furry monster ran amok in the RBS Main Theatre eliciting screams of joy from the young audience. Who was it? The Gruffalo of course...

It was a privilege to welcome China's first literary Nobel Laureate Gao Xingjian to the Book Festival for the first time and to hear about his extraordinary body of work and career as a novelist, critic, playwright and painter.

With a guitar on her lap and a book in her hand, lead singer of Throwing Muses, Kristin Hersh, transfixed her audience with readings from her memoir interspersed with intense performances of her latest songs – a fine example of how music and literature together can create a truly magical experience.

Lucinda Coxon, who adapted *The Crimson Petal and the White* for TV, and actress Romola Garai, who played Sugar, joined author Michel Faber to talk about his book, giving a unique insight into the process of successfully taking a book from page to screen. Sarah Winman, with her excellent novel *When God Was a Rabbit*, won our Newton First Book Award, a prize which celebrates new fiction and voted for by Festival readers. As one voter put it "This is one of the best novels published last year..."

Harps, didgeridoos, guitars, puppeteers, dancers and actors featured in our events this year alongside the more traditional elements of authors and books – offering a programme stuffed with entertainment and surprises.

A debate on teenage mental health sat alongside a picture book event where children decorated hairy fairy troll cakes in the diverse and inspirational RBS Children's Programme.

An especially nerve-wracking opening event saw a full scale all-singing, all-dancing performance of Children's Laureate, Julia Donaldson's picture books.

Producing a staged reading of Alasdair Gray's *Fleck* was always going to be a challenge, but the prospect of making a small slice of literary history was too good to resist. *Fleck* saw 18 top-notch authors on stage together in extreme proximity — a sight unlikely to be repeated. Sheer pleasure.

Two intricately crafted book sculptures appeared out of nowhere, each with a gift card – one for the City of Literature and one for the Book Festival. The artist remains a mystery...

e @edbookfest

Reason I so look forward to #edbookfest is the inspiration I get. More ideas per square foot of grass than the rest of the year put together! @alisonbav

First day I've been to the #EdBookFest and I'm already looking forward to more! @MicahBlackburn

Fantastic edition of #EdBookFest this year. Plenty of great events and brilliant guests. And as usual, a lovely place to hang out! @ifecosse

So very many first-rate Scottish writers and their books #EdBookFest @arcticlass

"ILLUMINATING, EXCITING, THOUGHT- PROVOKING AND HIGHLY ENJOYABLE."

Lin Anderson, author

THE BROADER CONTEXT

COMMISSIONING NEW WRITING

In 2010 we commissioned 50 Scottish and international writers to create a short story or poem on the theme of Elsewhere, with extraordinary results, thanks to financial support from the Scottish Government's Edinburgh Festivals Expo Fund. In 2011 the new writing was made available as podcasts, featuring the authors reading their work. For the project finale, the Elsewhere stories will be released in a new collection, under an innovative publishing deal with the Glasgow-based publisher Cargo, who will work in collaboration with the award-winning McSweeney's to produce a beautifully designed box set anthology. The new writing, videos of the author events and podcasts of the readings are available free on the Book Festival's website (www.edbookfest.co.uk). The box set will go on sale in 2012.

WORD ALLIANCE

www.wordalliance.org

Edinburgh International Book Festival is among a unique group of festivals which can genuinely claim to be of international significance to writers and publishers. Internationalism remains one of our core values and so, in 2010, we created the Word Alliance with the help of the Scottish Government's Edinburgh Festivals Expo Fund. It is a strategic partnership between Edinburgh and seven other of the world's leading literary festivals: Internationales LiteraturFestival, Berlin; The Bookworm International Literary Festival, Beijing-Chengdu-Suzhou; International Festival of Authors, Toronto; PEN World Voices Festival of International Literature, New York; Jaipur Literature Festival, Melbourne Writers Festival and Etonnants Voyageurs, St Malo.

The Alliance has already borne fruit this year: the directors of the Festivals were brought together at the Book Festival in Edinburgh to discuss ideas and strategy; our Unbound programme was showcased in Berlin and Melbourne to promote the richness and variety of Scottish literature, featuring both established and emerging writers including Irvine Welsh, Janice Galloway, Billy Letford, Ewan Morrison, Emily Ballou and Ryan Van Winkle; we took author events to Beijing, Jaipur and New York with John Burnside, Louise Welsh, Zoë Strachan, Andrew O'Hagan and Michel Faber; the dramatised reading of Alasdair Gray's Fleck (a huge hit this year in Edinburgh) toured to Toronto with Ian Rankin, Alan Bissett, Kirstin Innes, Rodge Glass, Denise Mina, Zoë Strachan and Stuart MacBride. A new website was also created. There are signs that cultural funding bodies will use the Alliance as a means of investing in international literary promotion, with funds from Scotland and Canada already having been committed this year.

EDINBURGH UNESCO CITY OF LITERATURE

www.cityofliterature.com

After a campaign by the Book Festival and other partners, Edinburgh was designated the first permanent UNESCO City of Literature in 2004, with an aim to promote book culture and develop literary partnerships around the world. Since then, other cities have been granted similar status including Melbourne, Dublin, Reykjavik and Iowa City, forming a creative cities network which stretches across the globe, encouraging literary exchanges, creating cross-cultural initiatives and developing local, national and international literary links.

In 2011 we worked closely with the City of Literature to produce a programme of events with and for emerging writers. It included Storyshop, a series of daily free readings from up-and-coming local literary talent, a 1-2-1 Writing Clinic where budding writers got together with an expert for help and advice and a half-day workshop for writers wishing to develop their careers. In addition, a Literary Information Desk was set up to showcase material from 27 literature organisations in Edinburgh.





FESTIVALS EDINBURGH www.festivalsedinburgh.com

The Book Festival plays an important role in Festivals Edinburgh, created in 2007 by the Directors of Edinburgh's 12 major Festivals to maintain the position of Edinburgh and Scotland as the world's leading festival destination. It takes the lead on joint strategic development, working closely with the festivals to deliver significant new projects in key areas: joint marketing, programming, sponsorship, innovation, environmental sustainability and professional development. A variety of collaborative initiatives to support growth, product development, leadership and audiences were delivered in 2011 including: the Innovation Lab's Culture Hack Scotland, where technology developers got together with the Festivals to produce exciting new tools for Festival audiences (the Book Festival's mobile website was just one of the many applications created); a Festival Passport to enable overseas visitors to book to see the Festivals at the same time they booked their holiday with travel agents; and projects in partnership with VisitScotland targeted to potential visitors in North America and Europe.

LITERATURE FORUM FOR SCOTLAND

www.literatureforumscotland.org.uk

The Literature Forum for Scotland continues to work in areas such as education, support for authors and publishing, literary tourism and the international role of Scottish literature – where the Book Festival plays a vital role – by formulating strategy, connecting organisations and encouraging partnership working. It presents the significant role of literature in Scottish culture and society to a range of organisations.

DIRECTOR'S REPORT



Scotland enjoys an abundance of world-class authors but few have had more influence on writing today than Alasdair Gray. To mark the 30th anniversary of his seminal book Lanark, we invited him to perform in both our opening and closing events of 2011. Alasdair certainly rose to the occasion, kicking off festivities with a heartfelt and often hilarious account of a career that has balanced era-defining writing and much-loved illustration. And proving that his writing career is far from over, he performed the role of Nick (the devil) in the world premiere of his newest work, a verse comedy named Fleck. It was unguestionably the most ambitious project the Book Festival has yet attempted. Alongside the author on a specially-extended stage sat no fewer than 17 other writers, demonstrating the vibrancy of Scotland's literary scene. Ian Rankin, Liz Lochhead, Alan Bissett, A L Kennedy, Louise Welsh and Janice Galloway were among the participants in a performance that spoke volumes about Alasdair Gray's continuing importance to writers today.

In between these triumphant book-ends, the Festival embarked on a literary journey through 'the world, in words'. Some of the most memorable moments came during Guest Selector Allan Little's exploration of Revolution in the 21st Century. The Libyan author Hisham Matar, whose father was abducted and tortured by Colonel Gaddafi, was just one of many writers who have suffered enormous personal upheaval as a result of recent political events. Matar's discussion of how his writing has been affected was a truly unforgettable experience, while Egyptian authors Ahdaf Soueif and Tamim Barghouti gave vivid evewitness accounts of the revolution in Tahrir Square. Thanks to our exciting new media partnership with the Guardian, the investigative journalist Heather Brooke and Guardian deputy editor Ian Katz discussed revolutionary changes to newspaper journalism being brought about by the Wikileaks saga and the News International hacking scandal. Zooming out from the issues making the headlines in August, Guest Selector Joan Bakewell explored big ideas such as Doubt and Numbers – concepts that she believes will define the century ahead.

There was plenty more to the Book Festival than discussions about our turbulent times. Audrey Niffenegger took a fascinating look at myths and fairytales with authors including Neil Gaiman and Kelly Link; Carol Ann Duffy and Liz Lochhead spearheaded a popular poetry programme with exclusive readings from their forthcoming collections; and Ian Rankin and Alexander McCall Smith filled our RBS Main Theatre several times over once again. Gordon Brown sprung a surprise by joining his wife Sarah on stage, while lain Banks bantered about science fiction - and much more besides – with First Minister Alex Salmond. And in a moment that struck terror into the hearts of every male audience member in the front row, sex therapist Pamela Stephenson-Connolly chose a partner at random for an on-stage tango, demonstrating that dancing can be a vertical representation of an act more often carried out horizontally.

Bringing new audiences and newer readers to books remains one of our abiding passions. I'd like to thank Creative Scotland for their continued support of our work at the Book Festival and particularly for the uplift in their investment for 2012-15.

A newcomer at the helm of the 2011 RBS Children's Programme was Janet Smyth, who inherited some well-laid foundations from her talented predecessor Sara Grady. Janet struck gold in her first year by persuading the Children's Laureate Julia Donaldson to be a Guest Selector and to participate in five sell-out events across a range of topics. The programme was further enhanced by visits from leading authors including this year's Carnegie Medal winner, Patrick Ness, and audience favourites such as Jacqueline Wilson, Darren Shan and Derek Landy. Our programme for schools, featuring seven days of events for pupils in P1 to S6, was immensely popular bringing schools to events from as far afield as Aberdeen and the Isle of Muck.

Janet Smyth is one of a small but brilliant team responsible for shaping and delivering the Book Festival each year. I want to thank them all for their exceptionally hard work and their continued willingness to innovate. It is the team's enthusiasm that allows the Book Festival to thrive. I'd also like to say thanks and

"EDINBURGH IS CONSISTENTLY ONE OF THE WORLD'S GREAT LITERARY FESTIVALS, **BRINGING WRITERS FROM** ALL OVER THE WORLD TO **SCOTLAND AND HELPING** MAKE SCOTTISH WRITING AND LITERARY ARTS BETTER KNOWN. THE FESTIVAL'S **COMMITMENT TO PEN IS ALSO IMPORTANT IN RAISING AWARENESS OF IMPRISONED** WRITERS, WHILE THE CHILDREN'S PROGRAMME **IS SECOND TO NONE, QUITE** SIMPLY. THE BOOK FESTIVAL PUTS EDINBURGH SURELY AND FIRMLY ON THE LITERARY MAP."

John Burnside, prize-winning author and poet

wish a fond farewell to Sara Grady. The team had to work particularly hard this year, not only because the weather conditions made the site build so tough, but also because the runaway success of our evening mini-festival, Unbound, placed intense demands on everyone. Roland Gulliver's exceptional efforts in building the adult programme in general, and the Unbound events in particular, were one example of the team's tireless efforts to stage a Festival that appealed to people of all ages and backgrounds. We were able to present a mixture of emerging local writers and leading international voices to enthusiastic audiences, free of charge, thanks to the support of the Scottish Government's Edinburgh Festivals Expo Fund. Highlights included an evening presented by Lorin Stein, editor of the legendary US literary magazine The Paris Review, as well as a celebration of the all too short life of Edinburghbased writer Paul Reekie in a riotous evening of tributes led by Tam Dean Burn and Irvine Welsh.

A new initiative, the Word Alliance (see opposite), enabled us to present Scottish writers at leading partner festivals abroad thanks to generous support from the Scottish Government's Edinburgh Festivals Expo Fund, including a second performance of *Fleck* spearheaded enthusiastically by Ian Rankin. 2011 was, without any doubt, Alasdair Gray's year.

Nicht

Nick Barley, Director

FESTIVAL FACTS AND FIGURES





"A FABULOUS FESTIVAL! THE MANY EVENTS I HAVE ATTENDED HAVE BEEN FASCINATING, INSPIRING, MOVING, ENRAGING, THOUGHT-PROVOKING...STAFF HAVE BEEN FRIENDLY AND MARVELLOUSLY EFFICIENT."

Audience member

"A CLICHÉ IT MAY BE, BUT THERE REALLY IS SOMETHING FOR VIRTUALLY EVERYONE AT THIS YEAR'S EVENT."

The List

- **761 events** made up the 2011 programme and featured authors from around the world, multiple debates on topical themes and writing workshops for people of all ages.
- 218 events were created for children and teens plus 86 for schools, including a range of CPD events for education professionals.
- **117 events** in the programme were free giving everyone the opportunity to attend.
- Despite the wettest August on record, 192,000 visits were made over the 18 days of the Festival to meet authors, join in debates and get books signed.
- 991 authors, artists and other participants appeared in events, representing 46 countries as diverse as Australia, Iceland, China, India, Morocco, Lebanon, Mexico, Malaysia, Romania, Turkey and Bulgaria.
- Plenty of Scottish writing talent, both established and new, was on show;
 194 Scottish authors took part.
- We invited 47 debut novelists and short story writers to the Festival to discuss their books in a range of events which attracted over 2,200 people, demonstrating the appetite for great new fiction.
- Whilst booking patterns are changing as audiences develop, the opening period of sales still accounts for over **60% of overall ticket income** and the demand for literary events appears undiminished.
- The Book Festival's website generated just under **50% of all ticket income** and attracted **165,000** unique users.

- **282 events** sold out and 320 events sold more than 90% of their tickets.
- **18,896 children and families** attended the RBS Children's Programme, which featured dogs and dragon-slayers, farmyards and fairies, pirates and pants, illustrators and record-breakers.
- The Book Festival's Twitter feed gained **1,500 followers** this year and we now communicate regularly with over **9,500** literature lovers this way.
- Working with an independent technology developer we created a mobile website which launched the day before the Festival opened attracting **2,000 unique users** over the 18 days of the Festival.
- An in-depth study to assess the economic and social impact of all 12 of Edinburgh's major festivals revealed the Book Festival's contribution to Scotland's economy to be over £5 million.
- Book Festival events can be enjoyed all year round: **31 author events were recorded live** at the 2011 Festival and are available to listen to free on our website (or downloaded via iTunes) along with **27 podcasts** of authors reading their work and film footage of events.
- 12,976 pupils from 141 schools attended the RBS Schools Programme and our Schools Outreach events reached a further 2,045 young people, who attended Book Festival events in their local school or library.
- 400 journalists attended, including 10 national newspapers, 34 international publications and broadcasters, 24 Scottish newspapers and magazines, 15 national broadcasters, 11 Scottish broadcasters, 15 news and photo agencies, 21 magazines plus 43 blogs and websites.
- Media from Canada, China, France, Hong Kong, India, Germany, Ireland, Iran, Israel, Italy, Norway, Russia, Singapore, Spain and the USA were among those writing about the Book Festival.
- 126 members of staff were employed in 2011, providing a total of **1,537 weeks** of employment.

"...THE RANGE OF AUTHORS AND TOPICS COVERED IS OUTSTANDING AS IS THE FRIENDLY AND INTERNATIONAL ATMOSPHERE. THE FESTIVAL'S BOOKSHOP WAS AN INSPIRING PLACE – THE CHOICE AND ARRANGEMENT OF BOOKS WAS EXCELLENT."

Audience member





BOOK FESTIVAL BOOKSHOPS

Customer reactions to our independent bookselling operation were again very positive in 2011. The Bookshop, the London Review of Books Signing Tent and the RBS Children's Bookshop, the largest independent bookshop in Scotland dedicated to children's literature, performed well. In a post-festival survey, over 90% of customers rated the range of books stocked as "Good" or "Excellent".

Turnover approached £600,000 over our 18 day trading period, made up from the sale of books, book related merchandise and the rental of dedicated panel space to selected publishers. Given the economic climate, the adverse weather and the potential deflection of printed book sales to ebooks, it was an encouraging result. Around 60,000 books were sold – almost 36,000 transactions, with an average transaction value of £15.81. The profit generated by our bookshops is a vital source of income which is put towards delivering the Book Festival each year and we'd like to extend a heartfelt "thank you" to all our book buyers.

Nearly 70% of book buyers said their reason for buying books in our bookshops was to "support the Book Festival" and just under 80% said that our bookshops were "a core part of attending the Book Festival". For the first time we rewarded our high spending customers, issuing £5 vouchers to those spending more than £40 in a single transaction to use in a subsequent transaction. The scheme proved very popular.

The two top selling titles were both poetry books: Liz Lochhead's *A Choosing* and *The Bees* by Carol Ann Duffy with almost 300 copies of each title sold – a fantastic result for poetry. Of the top 10 selling titles, 5 were children's books. Children's books accounted for around 20% of our overall sales and Scottish interest and books produced by Scottish publishers remained at the same high level as previous years.

Our First Book Award, celebrating new fiction and running for the second year, welcomed a new title sponsor, Newton Investment Management. Unlike many other literary prizes, the Newton First Book Award winner is selected by readers. The winner was announced in October: Sarah Winman's *When God was a Rabbit* came first, with *Invitation* by Shehryar Fazli and *The Registrar's Manual for Detecting Forced Marriages* by Sophie Hardach coming a close joint second.

Our stock control system was upgraded during 2011, although a little work is still required. This will improve our access to information and also give more flexibility when inputting orders, enabling us to start compiling orders from January rather than having to wait until May as in previous years. We order around £1 million of books (at retail value) each year.

"...SERIOUSLY, IF YOU LOVE READING THEN THIS IS THE MECCA FOR THE BOOKLOVER, THE BIGGEST FESTIVAL TO CELEBRATE THE REMARKABLE WORLD OF BOOKS OF ALL SORTS."

Forbidden Planet

A GREENER FESTIVAL

We are committed to reducing our environmental impact, increasing our sustainability and creating a forum where environmental concerns and the climate change debate can be discussed openly and the latest issues brought before the public. We do this through our programme of events and through identifying where we can make changes to the way we deliver the Book Festival.

KEY ACHIEVEMENTS IN 2011

- We worked with our caterers to use compostable food packaging for everything sold on site – saving 660kg of carbon against using traditional packaging made from plastic or cardboard.
- General waste bins were replaced with composting bins – we sent 9.7 tonnes of waste to composting, saving 22.6 tonnes of CO₂ emissions and 18.3 tonnes of methane emissions.
- We reduced waste to landfill by one third and waste to recycling by 10%.
- An online application facility was created for our HR portal – 1,300 job applications were made electronically saving at least 5,000 sheets of paper, in addition to the paper and postage saved by our move to e-contracts and payroll in 2010.
- The Book Festival gave presentations at Edinburgh Napier University and through the Edinburgh Centre for Carbon Innovation as a case study of how and why arts festivals should and can reduce their environmental impact.
- We promoted our free drinking water standpipes through tapwater.org – an iPhone application designed to help people find out where they can refill their water bottles. We dispensed 3,645 litres of free drinking water, saving at least that number of plastic bottles.
- The Book Festival acted as a pilot for Energy Saving Trust audits of outdoor festival sites, with the aim of identifying potential future improvements to our energy efficiency.
- A mobile website was piloted and launched, designed to make it easier to access Book
 Festival listings and related author information.
 In the long term we aim to reduce the numbers of Festival brochures printed (directly or at home) by enhancing digital navigation of our programme.

- Seeking to improve our ability to set and report on targets for further carbon efficiencies in the coming years, we included a specific responsibility for measuring our environmental performance within the job description of our new Operations Manager post.
- Between 2009 and 2010, we reduced the carbon cost of our energy supply on site by 43% (around 26 tonnes) by ensuring the most efficient use of generators and moving to a new supplier with more modern equipment. This year, enforced last minute changes to our power distribution coupled with a particularly damp and cold summer resulted in an increase in our energy consumption and a decrease in efficiency. The carbon cost of our energy rose by 10 tonnes compared to 2010 although it remains 16 tonnes less than in 2009. We are seeking to make further reductions for 2012.

****BOOK FESTIVALS ARE TRULY CHAMPAGNE FOR THE MIND, THEY LEAVE YOU FIZZING WITH IDEAS AND INSIGHTS AND AN OVERWHELMING DESIRE TO DISCUSS THESE WITH YOUR NEAR NEIGHBOURS...?**

The Scotsman





ON-GOING PRACTICE

- We continue to encourage returning staff to reuse uniforms thereby reducing t-shirt numbers by a further 3% (we made a 20% reduction in 2010) and sweatshirts by 60%. The uniforms we did produce were as in previous years made from fairly traded organic cotton, produced using renewable energy.
- Our staff handbook and training highlights environmental sustainability initiatives throughout to improve staff awareness and develop understanding of the ways in which responsible environmental management is an integrated part of our activities.
- Energy efficient diesel or biofuel-fired heating was used for the majority of all space heating on site.
- Biodegradable bamboo-based lanyards were used for all Book Festival passes.
- All our public and author toilets are connected to mains sewerage, avoiding the use of chemicals and waste collection vehicles.
- The Book Festival brochure was printed on 100% recycled paper and we provided prominent facilities on site for customers to leave brochures for use by others. We made a further 14% reduction to the print run of our schools brochure with no impact on sales by carefully targeting our distribution and promoting the facility to download a copy from our website.
- Children's Activity Corner art materials were recycled, non-toxic and biodegradable, and children were encouraged to use specially designed child-friendly recycling bins.
- Our website and print actively promotes travel to the Festival on foot and by public transport in 2010 half of all visitors from outside Edinburgh travelled by train or bus. Within Edinburgh, 49% of our audience comes on foot or by bike and 33% by bus.

COLLABORATIVE WORKING

We chair the Festivals Edinburgh Environmental Sustainability Working Group, working closely with all Edinburgh's Festivals to jointly reduce our environmental impact and increase sustainability. In 2011, the group worked with BOP Consulting and Julie's Bicycle to create the first carbon footprint of the Edinburgh Festivals as part of the Edinburgh Festivals Impact Study. The Green Venue scheme was expanded, and we launched an online Green Venue Guide – an interactive tool to help venues identify and report on concrete steps they can take towards environmental sustainability. The group also facilitated the roll-out of compostable food packaging across a number of Edinburgh's festival venues this summer.

"THE FESTIVAL HAS ALWAYS BEEN A FORUM FOR POLITICAL, ENVIRONMENTAL, SCIENTIFIC AND PHILOSOPHICAL DEBATE, AND IT'S FUN TO WATCH THE CROWDS EXITING AN EVENT IN HEATED DISCUSSION OF THE TOPIC – DISCUSSIONS THAT CONTINUE OVER WINE OR AN ICE CREAM."

lan Rankin, writing for the Guardian

A PLACE FOR LEARNING

OUR PROGRAMME

The 2011 Edinburgh International Book Festival offered hundreds of events from author interviews, creative workshops and reading activities, debates for teens and adults and events where literature met music and performance. The opportunity to engage with the power of words, learn more about other nations or the human condition, challenge preconceptions, improve language skills or simply be inspired to read more widely has always been central to enjoying the Book Festival. Our aim is to keep learning at the heart of what we do and to continue to provide an open forum where ideas and opinions can be shared.

The 761 events in 2011 offered insight into many important areas including recent key historical events, legends of modern literature, life in the digital age, society and wealth and human tests of endurance.

Authors from 46 countries took part in events, giving a unique view of different societies and making it possible for audiences to learn about different cultures. Special focus was given to the Arab Spring, the rapid state of change in India, freedom of expression in China and Finnish storytelling.

Debates continue to be a popular forum to exchange views, often challenging long held preconceptions about subjects which affect us all. In 2011 these included discussions on the human genome and on teenage mental health, in partnership with the ESRC Genomics Forum, plus how ebooks will affect writers, the future of faith, whether multiculturalism has failed, the role of Europe, the place of history in education, Scottish independence and nuclear power.

DEVELOPING AUDIENCES, **READERS AND WRITERS**

We collaborated with a range of partners to present an advanced programme of workshops and writing development activities from quick 1-2-1 sessions through to full day courses. Our partners included Scottish university Creative Writing courses, the Society of Authors, City of Literature, Moniack Mhor Writers' Centre and a range of authors, agents, editors and publishers.

A new series of author masterclasses gave unprecedented access to the ideas of leading writers, each offering an in-depth look at an aspect of the author's work to give a greater breadth of knowledge and understanding.

For aspiring young writers a series of creative writing workshops for teens with leading authors was created on graphic novels, how to generate ideas and how to build characters and a great story.

To ensure the Book Festival remains as accessible as possible, we provided 117 free events across the adult and children's programme along with a free drop-in activity corner for children offering literature-based crafts.

Our free Unbound mini-festival was presented again following its success in 2010 and we worked with The Skinny magazine to promote the events to a younger, more spontaneous audience. Created to challenge the traditional literature event format, and mixing literature, music, art, comedy and more, Unbound drew capacity audiences most evenings, with an audience survey indicating much larger numbers of attenders in the 18-24 and 25-34 age groups (compared to standard author events); 58% of those who had previously never been to the Book Festival said they would now definitely or probably buy tickets for other Book Festival events.

To encourage audience members to explore new writing the Newton First Book Award, where readers vote for their favourite book, offered a different way to engage with authors and events. 47 new books were eligible for the award and nearly 1,000 people voted, with the winning voter receiving a copy of every one of the books.

We continue to add to our free online media gallery, which features podcasts and videos from past events recorded live during the Festival. There are now 221 podcasts of author events (31 from 2011) and 41 videos available on our website, allowing much greater access to Book Festival events.



"…THE PUPILS RAVED ABOUT THE EXPERIENCE."

Teacher, Linlithgow Primary School







"AFTER LISTENING TO JAMILA GAVIN AND READING SOME OF HER WORK, WE ARE NOW LOOKING AT HINDUISM AND TALES FROM INDIA - WITHOUT THIS VISIT WE WOULDN'T HAVE STARTED THIS!"

Teacher, after attending the RBS Schools Programme

ENGAGING CHILDREN, TEENS AND FAMILIES

The RBS Children's Programme has long been regarded as fundamental to the success of the Edinburgh International Book Festival and it now delivers more than 200 events for children and young people up to the age of 15. This year 18,896 children and families enjoyed events.

Creating a safe, family-friendly environment is key: the Book Festival provided a free staffed activity corner, a reading area, buggy park, baby change facilities and a bookshop dedicated to children's books. We are looking at enhancing facilities in 2012.

Free events included a series of activity-based reading events for tots, drop-in events with our illustrator in residence to create a giant illustration, reading recommendations from Dr Recommenda Book and daily storytelling with local and overseas storytellers giving everyone an opportunity to get involved.

In her role as Guest Selector Julia Donaldson, the new Children's Laureate, launched 'literacy through drama', a series of 5 events to bring children to books and reading through performance — each one sold out.

We worked with the Guinness Book of Records to organise the Reading Relay world record attempt at Sighthill Library. Despite missing the record by a whisker, the day turned into a great community reading event with nearly 300 local children taking part, along with a few Book Festival authors. Barrington Stoke donated the novel by Scottish author Theresa Breslin for the Relay. Theresa also did two events as part of the day.

We continue to work with ScottishPower on creative reading initiatives: the award-winning Story Swap Shop, which encourages primary school children to read more is now in its third year and a new project to develop literacy and language skills was launched in 2011 called Story Generator, where high school students across Scotland participated in creating a story line by line using Julie Bertagna's novel *Zenith* as a starting point.

REACHING SCHOOLS AND EDUCATION PROFESSIONALS

69 authors took part in the RBS Schools Programme, offering 86 events for primary and secondary school children, including 4 CPD events for education professionals and 25 outreach events. The programme is created with the Curriculum of Excellence in mind, offering reading tips and classroom ideas for each event to enable teachers to create classroom activities around a school visit. 12,976 pupils and teachers from 141 schools across Scotland attended.

The Book Festival's Transport Fund, which subsidises schools' travel costs, made it possible for 6,356 pupils from 81 schools to see events. Feedback confirms that many schools would be unable to bring classes to Edinburgh without this financial assistance.

Our Outreach Programme — delivered in partnership with Edinburgh City Libraries to reach economically deprived areas of Edinburgh, and with the Scottish Book Trust to take events to key locations outside the city — took 30 events to 19 venues across Scotland. Australian author Morris Gleitzman was among the 23 writers who travelled across the country to take part in events in schools, libraries and bookshops.

This year we launched the RBS Schools Programme on GLOW, the Scotland-wide education portal, as part of Glowing Thursday which teachers and pupils log-in to watch. Asking children of different ages to talk about the authors featured in the programme proved an effective way to communicate how events might benefit both pupils and teachers.

We again worked with GLOW to live-stream 3 events so school pupils across the country could log-in and watch Book Festival events as they happened from their classrooms – 682 pupils watched events this way.



"I LOVE THE CHANCE TO LEARN ABOUT DIFFERENT ASPECTS OF SOCIETY AND THE WORLD WHEN I LISTEN TO SPEAKERS AT THE BOOK FESTIVAL. IT HAS ALWAYS GIVEN ME NEW THOUGHTS AFTER ATTENDING EVENTS."

Audience member

THANKS TO ALL OUR SPONSORS AND SUPPORTERS

THE EDINBURGH INTERNATIONAL BOOK FESTIVAL IS FUNDED BY

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MEDIA PARTNER

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And all the other individuals who have donated to the Book Festival this year. We would also like to thank all the publishers who help to make the Festival possible each year.

TRUSTS

THE BINKS TRUST THE CRAIGNISH TRUST CRUDEN FOUNDATION LIMITED DUNARD FUND THE EDUCATIONAL INSTITUTE OF SCOTLAND THE ERNEST COOK TRUST MATTHEW HODDER TRUST THE ROBERTSON TRUST

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PROGRAMMES AND THE MAIN THEATRE

New Arts Sponsorship grants supported by the Scottish Government

MAJOR SPONSORS AND SUPPORTERS



SPONSORSHIP AND FUNDRAISING

"THE EDINBURGH INTERNATIONAL BOOK FESTIVAL IS A KEY EVENT IN SCOTLAND'S CULTURAL **PROGRAMME AND RBS IS EXTREMELY PROUD TO HAVE SUPPORTED IT SINCE 2006.** THE BOOK FESTIVAL'S STATUS AS A LEADING CULTURAL AND **EDUCATIONAL BEACON HELPS RBS SUPPORT EDINBURGH** AND SCOTLAND ON THE INTERNATIONAL STAGE. CHILDREN'S EDUCATION AND THE LOCAL ECONOMY. **IT IS ALSO VERY POPULAR AMONGST OUR STAFF AND CLIENTS. THE WORLD COMES TO EDINBURGH FOR A FEW DELIGHTFUL DAYS IN AUGUST AND IT IS TREMENDOUS FUN.**"

Andrew Wilson, Head of Group Communications, RBS

****2011 WAS THE SECOND CONSECUTIVE YEAR EXPERIAN HAS SPONSORED** THE BOOK FESTIVAL. ON **BOTH OCCASIONS WE HAVE** FOUND IT TO BE A HIGHLY **POPULAR, RELAXED AND ENJOYABLE EVENING FOR OUR CLIENTS, ASSOCIATES AND FRIENDS. THE BOOK FESTIVAL OFFERS AN EXCELLENT RANGE OF AUTHORS AND DIFFERENT EVENING EXPERIENCES** AND THE ABILITY TO **BESPOKE THE EVENING IS A SIGNIFICANT ADDED BENEFIT.**³

Graeme Jones, Director for Scotland, Experian

Sponsors, Trusts and Individual Donors make a hugely important and significant contribution to the Book Festival and without their support we would not be able to sustain our position as the largest literary festival in the world. We would like to take this opportunity to thank again all our supporters for their belief in and commitment to the Festival, particularly in these challenging economic times.

2011 marked the sixth year of our partnership with Royal Bank of Scotland who invested in the children and education programme as well as branding our largest venue on site. We are delighted that RBS will continue to work with us over the next three years and develop the partnership to help the Book Festival reach as many people across Scotland as possible.

We welcomed a new media partner, the Guardian, as part of a two year deal which gives the Book Festival presence on the Guardian website and in print as well as providing our audiences with the opportunity to get involved online by reviewing books and discussing events on the website. The Guardian's online coverage included interviews with authors and audiences, asking, amongst other topics, what books they had bought in the Festival bookshop.

A range of special events was created in the programme by strengthening some ongoing partnerships including those with the ESRC Genomics Forum, the Open University in Scotland, the Man Booker International Prize, the Scottish Mortgage Investment Trust (through the Book of the Year Awards), the University of Strathclyde Edwin Morgan International Poetry Competition, the British Council in Scotland and the James Tait Black Prize, the oldest literary prize in Britain, in association with the University of Edinburgh. We welcomed several new sponsors including Bonhams (recipient of an Arts & Business Scotland New Arts Sponsorship Grant), Scotland Food & Drink, The Folio Society, Matthew Algie, Tods Murray, Isle of Jura Whisky and Newton Investment Management, who sponsored our First Book Award.

The Book Festival continues to create exciting and bespoke sponsorship packages which allowed us to retain 74% of our sponsors from the previous year. These loyal supporters include our Major Sponsors Baillie Gifford, ScottishPower, Experian, the London Review of Books, the National Library of Scotland, the Scottish Oil Club, Tangent Graphic and Turcan Connell.

Finally, our Single Event Sponsorship package has proved extremely popular with companies who wish to align their brand with the Book Festival and entertain their customers and clients at a unique event. These corporate supporters include Cornelian, DM Hall, Morton Fraser, Murray Beith Murray, the Faculty of Advocates and the RSA.

Trusts and Foundations are an essential source of funding, particularly for our schools outreach workshops and travel subsidy scheme, which was supported by the Ernest Cook Foundation for the first time. Many thanks also go to the Hawthornden Literary Retreat for their continued support of the Book Festival. We have also established strong relationships with Cultural Institutes whose grants cover the travel and accommodation costs for many of our authors, allowing them to showcase their work on an international platform.

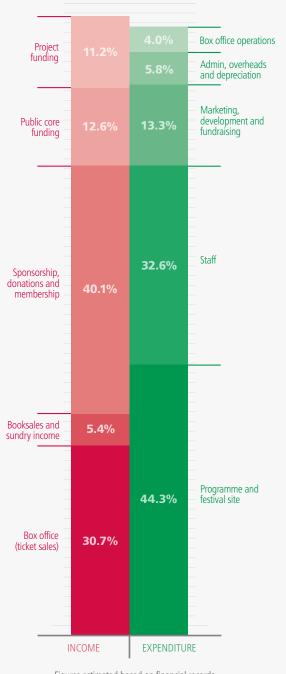
In 2011 we ran our first public fundraising campaign, The Appeal of Books, raising over £5,000 to support our work. We are very grateful to all the individuals who contributed to the appeal and to all the Donors, Friends and Benefactors whose passion and enthusiasm for the Book Festival knows no bounds.

We would like to take this opportunity to thank Creative Scotland and the City of Edinburgh Council for their ongoing support and to acknowledge and thank all the Sponsors, Benefactors, Trusts, Donors, Friends and grantmakers for their continued contribution to making the Book Festival such a great success.

INCOME GENERATION AND EXPENDITURE

The total income of the Edinburgh International Book Festival – a registered charity – in 2011 was approximately £2.0 million, including the profits from its independent booksales operation. Financial performance has improved significantly against previous years, and the charity is currently projecting a small surplus for the year to be invested in its reserves.

WHERE THE MONEY COMES FROM AND HOW WE SPEND IT



Figures estimated based on financial records. Fully audited accounts will be available later in 2012.

"I JUST WANT TO PRAISE THE FESTIVAL TO THE SKIES - I'VE WANTED TO COME FOR YEARS, ATTENDED 35 EVENTS WITH MY HUSBAND, AND ABSOLUTELY WALLOWED IN THE EXPERIENCE."

Claudia Wood, Canada

INCOME

Almost 80% of income is earned by the Book Festival through the box office, our independent booksales operation, and from business sponsorship, donations and Friends memberships. In 2011 voluntary donations from individuals continued to play a vital role, increasing by almost £100,000 against the previous year. Of the public core funding, Creative Scotland contributes around 10% of gross income, with a further 2.5% from the City of Edinburgh Council. We again raised significant additional project funding from Creative Scotland and the Scottish Government's Edinburgh Festivals Expo Fund to support events in our free Unbound programme and those featuring Scottish authors in our Word Alliance partner cities around the world.

EXPENDITURE

Over 80% of our expenditure goes towards creating, staging, staffing and ticketing Festival events and delivering funded projects. This includes the conversion of Charlotte Square Gardens into a temporary tented village with 8 stages, 3 bookshops and numerous other structures dedicated to author and public services. A number of site and reinstatement costs were higher than usual in 2011 due to the exceptionally wet summer.

The Book Festival spends a large sum on providing a box office operation sufficient to service the high demand for tickets and made major investment in 2011. With a view to reducing ongoing costs and improving customer service, further investment is planned for 2012.

Alongside increased income generation, the Book Festival's success in achieving efficiency savings through investment in technology and review of business processes has been a significant factor in the improved financial performance for 2011. We continue to examine all areas of our operation to ensure the best application of charitable funds and the sustainability of the organisation, through identifying where we can make changes to the way we deliver the Book Festival.



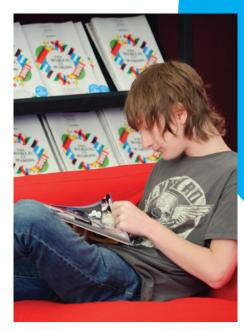
OUR AIMS

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.

- To build the artistic programme around the joint emphasis of:
 - International writers and thinkers, introducing authors unheard in Scotland.
 - Providing the single most important annual showcase for Scottish literature, authors and publishing.
- 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.
- To stimulate, fire the imagination and broaden the horizons of people of all ages: children, young adults, new and emergent readers.
- To deliver a literary festival of excellence and enhance the Festival experience for existing and new audiences, authors, sponsors and the general public.

OUR VALUES

- Internationalism
- Innovation
- Education
- Equality
- Sustainability



BOARD & MANAGEMENT

BOARD OF DIRECTORS

Susan Rice (Chair), Jenny Brown, Fiona Brownlee, Tom Connor, Ewan Easton, Andrew Franklin, Jamie Jauncey, Fiammetta Rocco, Carol Wood

YEAR ROUND CORE STAFF

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2011 LONG-TERM TEMPORARY FESTIVAL STAFF

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WATCH EVENT VIDEOS AND LISTEN TO LIVE RECORDINGS OF PAST EVENTS AND READINGS OF NEW WRITING ON OUR WEBSITE WWW.EDBOOKFEST.CO.UK

If you would like to find out more about sponsorship of the Book Festival please contact:

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To join our Friends scheme or find out how you can make a donation to support our work please contact:

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"AN EXPANSIVE TREAT."

The Independent

NEXT BOOK FESTIVAL: 11–27 AUGUST 2012

Charlotte Square Gardens, Edinburgh. Full programme details announced in June.

