

# Edinburgh International Book Festival Annual Review 2013

**It is the literary festival against which all other literary festivals must be judged.**

**Christopher Brookmyre, bestselling author**



in association with

**theguardian**

**“If you value greatly, as I do, leisurely conversation with brilliant yet unaffected people, then the whole thing is kind of nirvanic.”**

Sergio De La Pava, *New York Daily News*



## A Few of the Year's Delights...

Egyptian poet Amin Haddad and the revolutionary band Eskenderella performed the rousing songs they had played in Tahrir Square in support of the protestors there, to a visibly moved audience. Astounded at the rapturous reception they received in Edinburgh their performance overran by 30 minutes; nobody wanted it to end.

Our new Reading Workshops became a talked-about theme. The intimate sessions, led by seasoned writers on classic fiction such as *Sons and Lovers*,



Joe Sacco and Chris Ware

We were moved and inspired by literary stars such as John Banville, Salman Rushdie, Edna O'Brien, Ron Rash, Manuel Rivas, Kathleen Jamie, Ali Smith, Kay Ryan and Children's Laureate Malorie Blackman.

One of the hottest tickets of the year was Neil Gaiman and Margaret Atwood, two world-renowned writers going head-to-head to talk about fearless storytelling.

Gavin Esler's events on *The Collapse of Trust* and Kate Mosse's series on *Women in the 21st century* – created for their Guest Selected strands of events – proved to be among the hits of the programme.

Two of the UK's most exciting new graphic novelists, Glyn Dillon and Jon McNaught, were winning international prizes all year and their event was one of the 45 which formed our Stripped mini-festival. Afterwards, fans waited patiently, long into the night as, rather than signing their books, each painstakingly painted a personal picture.

With Jeremy Bowen reporting from the uprisings in Egypt just before his event, it was feared he may cancel but he pulled out all the stops to get to the Book Festival and deliver a riveting first-hand account of being in Cairo during such a turbulent period.

Literary hits that emerged out of our Festival in 2013 included Eleanor Catton (who went on to win the Man Booker Prize), Rachel Kushner (shortlisted for the prestigious National Book Award in the US) and Philipp Meyer, who we championed loudly before the Festival and whose book has emerged as a favourite of critics and readers alike.

In her 90th year, Judith Kerr reduced her 570-strong audience to tears as she talked about her late husband and her much-loved books, *The Tiger Who Came to Tea* and *When Hitler Stole Pink Rabbit*.

*Trainspotting*, *The Wasp Factory*, *The Catcher in the Rye* and *Batman*, offered unique perspectives to readers.

Comics geniuses Joe Sacco and Chris Ware were great fans of each other's work but had never appeared on stage together before. Their presence created a huge buzz around our Stripped mini-festival, all about comics and graphic novels.

A singing and dancing mosh-pit of 3 and 4 year olds was the unlikely spectacle in the Baillie Gifford Main Theatre when Carrie and David Grant performed their high-energy picture book event.

Rock 'n' roll heroes were out in force with New Order's Peter Hook, Duran Duran's John Taylor, The Charlatans' Tim Burgess, Everything But The Girl's Tracey Thorn and Catatonia's Cerys Matthews appearing in events.

Reel Iraq Golden Hour encapsulated all that is magical about Jura Unbound. Powerful, moving and political poetry from Scottish and Iraqi poets and artists working together to translate each other's work included Sabreen Kadhim, who read beautifully in Arabic, having only just been granted a visa for the UK. A performance of Iraqi Chobi dance had everyone dancing out into the starry night with smiles on their faces.

A Comic Fair, set up as part of the Stripped mini-festival, saw small independent Scottish publishers promote their comics; they reported that over the weekend of the fair, interest in their work had been significantly better than when attending more established comic fairs.

Edinburgh author Angela Jackson won our First Book Award (voted for by readers), sponsored by eBooks by Sainsbury's, for her debut novel *The Emergence of Judy Taylor*. She had read from an early draft of the book in 2010 at the Book Festival, secured a publishing deal by 2012 and then won the Award in 2013. A perfect home-grown success story.

**“This is what a good international book festival is all about: introducing you to non-British writers whose work you've heard being talked about in reverential terms but you haven't read yourself.”**

Scotsman Magazine

**“A magical temporary community of writers and readers...wildly and wonderfully unpredictable.”**

Daily Telegraph



Malorie Blackman

## Director's Report

The Book Festival celebrated its 30th anniversary in 2013, enjoying record ticket sales and book sales for the 800-plus writers who took part. Charlotte Square Gardens always enjoys a magical atmosphere in August, but this year the mood was mainly exuberant, as writers and readers met to look back over three astonishing decades of literature and culture in Scotland. That exuberance was only tempered by sadness at the sudden loss of two great friends: the literary advocate Gavin Wallace and the author Iain Banks.

Thirty years ago, the landscape of Scottish literature was very different: a generation of authors who are now household names in Scotland had not yet published their first novels. The birth of the Book Festival coincided with the rise of a group of writers who found themselves catapulted to international fame, and in 2013 we were able to celebrate and reflect upon this astonishing renaissance for Scottish literature. Liz Lochhead, Richard Holloway and Tam Dalyell were among the Scottish writers and thinkers who looked back, while Salman Rushdie spoke about literature from elsewhere over the same period. I was delighted that so many people – authors, journalists and ticket-buyers – who had visited that modest tent in the Gardens back in 1983 were able to join us once again this summer.



**“Thoroughly enjoyed the Book Festival again this year. I am always astonished at the sheer range of authors that you attract.”**

Audience member

Alongside its journey back to 1983, the 2013 Festival also tried to imagine what Scotland might look like for the next generation. With our world-beating programme for children and young adults, the Book Festival has always had one eye on the future. This year that emphasis was particularly strong, as authors and audiences alike kept returning to the question of the referendum and how it might affect Scotland in the future. Our independence debates – one for younger people and another for people of all ages – were hugely popular, while evening debates in the Guardian Spiegeltent presented ‘blueprints for the future’ – manifestoes for a better 2043 from an array of brilliant thinkers. Although the discussions were often intense, there was almost always an overriding impression of people sharing and testing their views in an atmosphere where dialogue is celebrated and shared ground sought.

Celebrating world-famous writers and thinkers is perhaps the feature of the Book Festival that generates most column inches and this year our guests made plenty of headlines, not least thanks to our hugely productive partnership with the Guardian. Margaret Atwood, Gavin Esler, Neil Gaiman and Kate Mosse all joined us as Guest Selectors, and the Festival was brimming with leading novelists and non-fiction writers whose comments were reported and broadcast around the world.

Just as important to the Festival as its superstars is the array of emerging authors who are on the brink of a breakthrough. Among the newer writers appearing this year was Eleanor Catton, who joined us from New Zealand to discuss her second novel *The Luminaries*. Two months later she became the youngest ever winner of the Man Booker Prize. No fewer than 42 debut authors appeared at the Book Festival, and each was entered into our First Book Award, sponsored by eBooks by Sainsbury's. The eventual winner, Angela Jackson, had first appeared at the Book Festival as an unpublished author in 2010, when she read an early draft of what would become her first published book. Three years on, our audiences voted it their favourite debut novel of the year.

The Book Festival's high-spirited celebration of new voices and new directions culminated in Stripped, an ambitious programme of graphic novelists and comics producers from all over the world. These events, as well as a mini Comic Fair featuring independent producers from Scotland, were made possible by support from the Scottish Government's Edinburgh Festivals Expo Fund. There was absolutely no doubt that the strand successfully attracted new audiences to the Book Festival, as comics fans flocked to the Gardens in their thousands, giving the event a delightful buzz. Alongside our Baillie Gifford Schools Programme that welcomed 10,632 pupils to Charlotte Square Gardens, and Outreach projects which took authors to schools and libraries in 10 different local authorities around Scotland, Stripped forms part of our continuing commitment to make the Book Festival accessible to everyone.

Creating the world's biggest literary festival requires the work of a highly motivated and talented team that works all year round to produce it. Our brilliant programming, marketing and communications,



sponsorship and development, box office, front of house, bookshop, site, technical and administrative teams are vital to what we do. I am hugely grateful to all of them, for their work in making this year's event the most successful we have ever produced. The Book Festival is also deeply indebted to its funders Creative Scotland and City of Edinburgh Council; its sponsors, Benefactors, trusts and Friends who provide financial support.

In particular, we are thrilled to welcome on board our new lead sponsor, Baillie Gifford. The Edinburgh-based firm, which has been involved with the Book Festival since 2001, has deepened its support to become lead sponsor for the next three years and title sponsor of the Children's Programme and the Schools Programme.

Above all, our Festival exists to bring writers into dialogue with readers. Authors and ticket-buyers alike have given Edinburgh extraordinary levels of support over the years, and the genuine dialogue between

them has played a key role in building the Book Festival's unrivalled international reputation. We were devastated by the death of two people who have been crucial to the development of the Book Festival: both Gavin Wallace and Iain Banks lost their lives in the first half of 2013. Nevertheless, we were able to celebrate their work. We remembered Gavin's powerful impact on Scottish literature in an event full of warmth and wit, while our tribute to Iain Banks was moving and immensely powerful. Both Gavin and Iain have been central to the success of our beloved Book Festival: their ideas, imagination and unfailing commitment to literature in Scotland will always be remembered and their influence will continue to be felt for many years to come.

Nick Barley, Director

**“Charlotte Square is small, but the Edinburgh Book Festival is vast. International in scope, packed tight with events that bring authors together with their readers for lively conversations, bustling with energy, brilliantly managed, diverse in programming, this festival has it all.”**

Valerie Martin, American novelist

## The Broader Context

### Edinburgh World Writers' Conference

[www.edinburghworldwritersconference.org](http://www.edinburghworldwritersconference.org)

2013 saw the grand finale of the 18-month long Edinburgh World Writers' Conference. Created by the Book Festival and presented in partnership with the British Council, it brought together 281 writers from around the world to discuss the role and importance of literature today. Some of the sharpest literary minds joined the worldwide conversation in events which took place in cities across 16 countries from Cape Town, Toronto, Berlin, Krasnoyarsk and Jaipur to Turkey, China, Belgium, Trinidad and Australia. The project commissioned 41 keynote speeches, generated some 67 hours of filmed discussions, and spurred many thousands of comments and interactions across social media. An archive of videos, interviews, blogs and discussions are available on the EWWC website. The Edinburgh World Writers' Conference was supported by the Scottish Government's Edinburgh Festivals Expo Fund, Creative Scotland, Event Scotland and City of Edinburgh Council.

### Word Alliance

[www.wordalliance.org](http://www.wordalliance.org)

The Word Alliance was created in 2010 with the help of the Scottish Government's Edinburgh Festivals Expo Fund. It is a strategic partnership between Edinburgh and seven of the world's other 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 Étonnants Voyageurs, St Malo. The Alliance continues to support and showcase the work of writers, facilitate the creation of international literature

projects (it was critical to the development of the Edinburgh World Writers' Conference) and provide opportunities and leverage funding to enhance each partner festival's artistic programme.

### Edinburgh UNESCO City of Literature

[www.cityofliterature.com](http://www.cityofliterature.com)

Edinburgh is the world's first UNESCO City of Literature, pioneer in an international network of UNESCO Creative Cities. This title bestows international recognition on Edinburgh and Scotland as a world centre for literature and literary activity. Other cities granted similar status are Melbourne, Dublin, Reykjavik, Iowa City, Norwich and Krakow. This network encourages literary exchanges and creates cross-cultural initiatives, developing local, national and international literary links. We worked with the City of Literature in 2013 to present: Story Shop, daily free readings with emerging local writers; a new Literary Information point in the entrance tent, showcasing literary organisations in Edinburgh; and Reading the City, a reading workshop with Edinburgh writers on how Scotland's capital is captured in words.

### Festivals Edinburgh

[www.festivalsedinburgh.com](http://www.festivalsedinburgh.com)

Festivals Edinburgh was created by the Directors of Edinburgh's 12 major festivals to lead on their joint strategic development and maintain a global competitive edge. In 2013 the delivery of collaborative projects and initiatives to support growth and audiences included: city-wide campaigns in Manchester, Newcastle, Berlin, Munich and Hamburg; the Festivals event listings API, enabling 15 key media and tourism sites to easily use Festival event listings across their networks; a major PR campaign across national and international travel and lifestyle media; developing foreign language website content; implementing mobile ticketing on the website.

### Literature Forum for Scotland

[www.literatureforumscotland.org.uk](http://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 and connecting organisations. It presents the significant role of literature in Scottish culture and society to a range of organisations and debates, lobbies, co-ordinates and celebrates our literary nation.



**“It’s wonderful that there are so many well-known names and major literary figures at the Book Festival... it’s even better, though, that there are writers at the festival that you don’t know yet.”**

Stuart Kelly, the Guardian

**“Surely one of the most enjoyable world events to be found anywhere.”**

Magnus Linklater, the Times

## 2013 Festival Facts

**We presented 797 events including 223 events for children and 119 events for schools, featuring:**

- 800 authors from 39 countries
- 169 Scottish writers
- 42 debut novelists
- 216 children's authors
- 100 free events
- 21 debates
- 31 workshops
- 42 outreach events

**225,000 visits were made to the Book Festival:**

- 17,615 children and their families attended the Baillie Gifford Children's Programme
- 12,176 pupils and teachers from 119 schools attended the Baillie Gifford Schools Programme
- 415 journalists and broadcasters from 22 countries attended
- 122,804 tickets were sold

**2013 was our most successful year yet with record-breaking ticket and book sales:**

- 6% = rise in ticket sales
- 7% = rise in book sales
- 10% = rise in income from sponsorship and donations

**The Book Festival's communication channels continue to play an important role:**

- 200,000 unique visitors used the website
- 27,300 views were made of our event videos
- 25,600 people followed us on Twitter
- 191 media interviews were arranged

**The Book Festival continues to make a valuable contribution to the community:**

- 131 staff employed, equivalent to 1,643 weeks of full-time employment
- 30% reduction of waste sent to landfill
- 75% gave the Book Festival 8 or more out of 10 in our audience survey
- 73% of people agreed the Book Festival increases their pride in Edinburgh as a city



Cerys Matthews

**“Today Book Festivals are a common occurrence, but this one is still ahead of the pack.”**

The Northern Echo



**“The programme was wonderfully diverse and stimulating - truly offering something for everyone.”**

Audience member



Visiting our independent bookshops is an essential part of the Book Festival experience. Good weather and an engaging programme played their parts in producing record sales in our shops in 2013. In our audience survey 94% rated the range of books in our bookshops as 'good' or 'excellent'.

Sales of printed books and merchandise increased by around 7% against 2012, at just over £600,000 in 18 days of trading. Our bestselling titles (see right) included a wide range of books: 3 children's books, 3 non-fiction titles, 2 celebrity biographies, 3 books of Scottish interest and 4 adult fiction titles (some titles fall into several categories).

Book sales generated by our Stripped strand of events, focussing on graphic novels and comics, also produced substantial sales and encouraged many Book Festival first-timers to attend. Events for teens and young adults featured strongly in the programme and this was reflected in the stock in our bookshops.

Book signings in our 3 shops were often long and lively, with a number of signings overrunning their allocated time due to the popularity of the authors and the high level of interest in getting books signed.

The winner of this year's First Book Award, sponsored by eBooks by Sainsbury's, was Angela Jackson for her novel *The Emergence of Judy Taylor*.

Although 2013 was an excellent year for Book Festival bookshops we are already looking forward to improving and innovating what we do in future years, enhancing the enjoyment of visitors and helping to develop the activities of the Book Festival through the generation of income.

Thank you to everyone who bought from the bookshops this year.

## Book Festival Book Shops



"I'm sad. Last day of #edbookfest today. But I'm so glad I saw so many fab writers and have so many new books! Tired but bookishly happy!"

@thebooktrailer



"The Edinburgh International Book Festival has a magic all its own - a wondrous place where people from every walk of life can come and share their love of the written word."

Kate O'Hearn, Canadian children's author

## Book Festival Bestsellers:

- |   |  |
|---|--|
| <b>1</b> <b>MaddAddam</b><br>Margaret Atwood  | <b>6</b> <b>The Singing Mermaid</b><br>Julia Donaldson,<br>Lydia Monks             |
| <b>2</b> <b>Fortunately, the Milk</b><br>Neil Gaiman,<br>Chris Riddell                                | <b>7</b> <b>The Tattoo Fox</b><br>Alasdair Hutton, Stref                           |
| <b>3</b> <b>The Ocean at the End of the Lane</b><br>Neil Gaiman                                       | <b>8</b> <b>The Battle for Scotland</b><br>Andrew Marr                             |
| <b>4</b> <b>Bertie's Guide to Life and Mothers: A Scotland Street Novel</b><br>Alexander McCall Smith | <b>9</b> <b>In the Pleasure Groove: Love, Death and Duran Duran</b><br>John Taylor |
| <b>5</b> <b>Instructions for a Heatwave</b><br>Maggie O'Farrell                                       | <b>10</b> <b>Vanished Years</b><br>Rupert Everett                                  |

"I wish I were at #edbookfest - though my wallet might not agree. They have the best bookshop of any festival."

@Matthew\_Kilburn

### 30 years of the world in words

The 30th anniversary Book Festival offered a diverse programme with hundreds of opportunities for adults and children to learn and be inspired. Through the creation of author events, topical debates, literary play activities, creative workshops and illustration masterclasses, we aim to stimulate reading, challenge perceptions, offer insight into different cultures, promote understanding and provide a forum to share knowledge.

In 2013, nearly 800 authors from 39 countries appeared in 797 events. Special strands of events focussed on the art of translation, comics and graphic novels, the collapse of trust, the role of women in the 21st century, breaking boundaries in fiction and exploring the Scottish independence debate.

Daily 'Blueprints for the Future' debates in the Guardian Spiegeltent discussed justice, feminism, copyright, mental health, the ethics of dying, food production and energy.

International authors offered unique perspectives including Achmat Dangor, who talked about literature's role in South Africa's struggle years; Iraqi novelist Abbas Khider, who discussed creating fiction out of his experiences as a political prisoner and refugee; Ma Jian, who explored in his novel the effects of the One Child Policy on Chinese women; and Andrew Rugasira, who recounted his success story of setting up a coffee company in Uganda.

### Developing audiences, readers and writers

New for 2013 were our daily Reading Workshops which gave audiences the opportunity to enhance their understanding of a novel or poem and develop close reading skills. The workshops were led by seasoned writers such as Colm Tóibín, Keith Gray, Alan Bissett and Jennie Erdal; they proved extremely popular, selling 98% of tickets.

All-day workshops on Creating Graphic Novels and Creating Comics offered budding writers and illustrators the chance to learn from award-winning comics creators Jon McNaught and Gary Northfield.

100 free events for all ages were programmed, including storytelling and literary-based activities for youngsters, to help and encourage people on lower incomes and those new to the Book Festival to attend events.

We worked with the City of Literature to showcase emerging writers in daily Story Shop events. Edinburgh-based writer Alison Jackson, who had appeared in Story Shop in 2010 with a draft of her debut novel, subsequently secured a publishing deal and went on to win our 2013 First Book Award (voted for by readers), sponsored by eBooks by Sainsburys.



**Inspiration & Learning**

Jura Unbound, free every night in the Guardian Spiegeltent, presented a mix of words, literature, music and more in an informal setting, designed to appeal to a younger, more spontaneous audience and give authors a space to try out new ideas. We worked in partnership with the Skinny magazine to promote it to their growing network of readers and our audience survey indicates that 40% of the audience were aged 18-35 and 23% were new to the Book Festival.

Stripped, a new mini-festival about comics and graphic novels, showcased the work of comic creators from established names to exciting new talent. Supported by the Scottish Government's Edinburgh Festivals Expo Fund, we produced 45 events for adults and children, a mini-comic fair featuring the best of Scottish independent comics and an on-site exhibition. With its own marketing campaign, including a special discount for the under 26s, Stripped enabled us to attract new attendees and introduce the genre to others unfamiliar with its scope. 20% of Stripped audiences were new to the Book Festival and of those who had been before, 56% had never attended an event on graphic novels.

We continue to add to our free online media gallery, which features podcasts and videos of events recorded live during the Festival. They are also made available through iTunes and YouTube. 264 podcasts of author events (21 from 2013) and 97 videos (27 from 2013) are available, allowing everyone to access Book Festival authors and events, all year round.

Collaboration played an important role: ESRC, Alwaleed Centre, Scottish Poetry Library, British Centre for Literary Translation and Amnesty International are just a few of the many organisations we worked with in 2013 to create programme content to excite and inspire audiences.

### Engaging children, teens and families

The Baillie Gifford Children's Programme brought thousands of youngsters and their families to the Book Festival. With wide-ranging themes, from the First World War to superheroes and fantasy to hard-hitting teen fiction, the 223 events entertained nearly 18,000 people.

Working with the Electoral Reform Society we put together a discussion on Scottish independence for young people. The event explored what a future Scotland might look like from a pro-independence and pro-union point-of-view and involved a Member of the Scottish Youth Parliament.

We liaised with Edinburgh City Libraries and residential facilities for Looked After Children in Edinburgh and Falkirk to organise subsidised tickets for groups to attend events. The youngsters were then given the opportunity to meet the authors afterwards.

We offered Bookbug events for carers and babies, led by Edinburgh City Library staff. The events were free and included 2 closed sessions for an invited audience of vulnerable families.

The Big Draw with Illustrator in Residence, Barroux, involved a long frieze detailing the journey from Edinburgh to Paris and gave the opportunity for budding artists – young and old – to contribute.

Each summer the Reading Challenge is launched throughout UK library authorities to encourage reading and library membership. We programmed 2 free events for children to raise awareness of reading for enjoyment and the benefits of libraries. Free Scots and Polish rhyme sessions for carers and young children were organised in conjunction with Craigmillar Books for Babies. Two of the events were devised specifically so families from Craigmillar could attend an event at the Book Festival together and enjoy an afternoon of bookshop browsing and socialising.

A range of events for young adults was produced and promoted separately in the brochure and online to encourage attendance by this difficult to reach group. Of the 21 events, 4 sold out. Overall, nearly half of tickets sold and we hope to increase this in 2014.

### Reaching schools and education professionals

The Book Festival's Baillie Gifford Schools Programme offered events for infant, primary and secondary schools alongside CPD events for education professionals – all designed with the Curriculum for Excellence in mind. We created teachers tips for each event to enable teachers to integrate key themes and concepts into wider classroom activities. In all, we staged 119 events, most in Charlotte Square Gardens but 42 in locations across Scotland as part of our Outreach Programme. 80 authors appeared in events, from old favourites to new writers, and 17,549 pupils and teachers attended from 119 schools.

80 schools benefited from the Baillie Gifford Transport Fund, which we created to give financial assistance to schools to attend the Book Festival. The fund makes it possible for many more pupils to see author events than would otherwise be possible.

For our 2013 Outreach Programme we worked with Edinburgh City, Falkirk, Fife, East Renfrewshire, Inverclyde, Perthshire and Morayshire Libraries and with Inky Fingers, Borders Book Festival and Craigmillar Books for Babies to deliver 42 events. Our authors visited libraries, schools and theatres to meet youngsters who, for various reasons, could not get to the Book Festival. Working in partnership enables us to link our programme with existing literacy and reading projects and help enhance the work being done in each area. Working with library authorities also means the outreach visits are well supported: book boxes of the author's novels can be supplied to schools for preparatory work and libraries can buy in extra stock to meet post-event demand.

We again worked with GLOW, the Scotland-wide education portal, to film and live-stream 8 events. These covered classes Primary 1 to Secondary 6 and involved events on fiction, non fiction, the physics of superheroes as well as Gaelic storytelling and a fun penalty shoot out.

**"I had never been to the Book Festival before. I enjoyed it so much I think I will visit every year. Had a great time."**

*SS pupil, Tynecastle High School*

The Edinburgh International Book Festival is a unique forum for discussion and we are committed to bringing the latest thinking on environmental matters before the public through our events. In addition, we aim to reduce our environmental impact by identifying where we can make changes to the way we deliver the Book Festival.

**Key achievements in 2013**

- Environmental issues featured prominently in our programme: endangered birds, mineral mining, solar power, carbon footprinting and more were discussed. Our Blueprint Debate series included a sold-out event on the future of renewable energy with Guardian columnist George Monbiot; Alexander Bell and Struan Stevenson discussed the realities of future water shortages and the effectiveness of wind power; and Danny Dorling shared his thinking on the issues the world will face with a human population explosion.
- Waste sent to landfill from the Festival site was reduced by 30%.
- Energy use in our office was reduced by 10% on 2012.
- We have worked throughout the year to achieve compliance with upcoming Zero Waste Scotland regulations in our office, separating 100% of recyclable waste and introducing a food waste collection point.

**A Sustainable Festival**

**On-going practice**

- Our caterers use compostable packaging, plates, cups, glasses and cutlery in all cafés and bars on site.
- Staff are encouraged to re-use uniforms and lanyards from previous years and any new orders use fairly-traded and, where available, biodegradable materials.
- We continue to use energy efficient diesel or biofuel-fired heating for the vast majority of on-site space heating.
- The Book Festival brochure is printed on 100% recycled paper and we provide prominent facilities on site for customers to return brochures for use by others.
- All our public and author toilets are connected to mains sewerage, avoiding the use of chemicals and waste collection vehicles.
- Art materials used in craft activities in the Baillie Gifford Story Box are recycled, non-toxic and biodegradable, and the children use specially designed child-friendly recycling bins.
- Environmental sustainability is embedded in all staff training and employee handbooks.
- Our website and print actively promotes travel to the Festival on foot and by public transport. In 2013 60% of our visitors travelled to Edinburgh by train, bicycle or bus.

**Measuring our carbon footprint**

The Book Festival has been working closely with the Festivals Edinburgh Environmental Sustainability Working Group and Creative Carbon Scotland to ensure accurate measurement and reporting of direct carbon emissions – an essential step towards effective management and reduction. With help from the Festivals Edinburgh Environment Officer, Harry Giles, we have been compiling a carbon footprint for the Book Festival's impact in 2013 using all accessible data and Julie's Bicycle analysis tools, customized for use by cultural organisations.

Measuring our impact in this way each year will help us to better understand where improvements can be made. Not all relevant data is available yet – for example, many authors travel independently to Edinburgh, combining their visit with other work or leisure activities not associated with their appearance at the Book Festival.



**“My love of Edinburgh has greatly increased with events like this.”**

Audience member

**“This year’s Book Festival has been outstanding and enjoyable – superbly organised with courteous staff and well maintained facilities, making it a delightful environment. The range of subjects and speakers has been extensive and inviting.”**

Audience member



# Income Generation & Expenditure

2.5

2.0

1.5

1.0

0.5

£ MILLIONS



## Income



## Expenditure

### Income

In 2013, the total income of the Edinburgh International Book Festival (a registered charity), including the profit from our independent booksales operation, was £2.2m<sup>[1]</sup>. Around 80% of this was generated from the Festival itself, through ticket income, booksales and catering, as well as from sponsorship, memberships and voluntary donations. The latter source of income increased by 10% on 2012, and sales of tickets to events rose by 6%.

Creative Scotland and City of Edinburgh Council continued to support the Book Festival through core funding; remaining income in 2013 came from the Scottish Government's Edinburgh Festivals Expo Fund for Stripped, our innovative and highly successful project on comics and graphic novels.

### Expenditure

Around 78% of our expenditure went towards creating and delivering a programme of nearly 800 author events and building the temporary tented village in Charlotte Square Gardens where they are staged. This includes staffing, ticketing of events and reinstating the Gardens after the Festival.

The Book Festival is committed to ensuring the ongoing efficiency of its operation, investing in the programme to maintain quality and diversity, and developing facilities to enhance author and customer experience.

[1] Figures estimated based on financial records. Fully audited accounts will be available later in 2014.



# Our Aims & Values

### 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, and
  - 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

Director: Nick Barley  
 Head of Marketing & PR: Amanda Barry  
 Development Officer (Trusts): Eli di Paolo  
 Associate Director: Roland Gulliver  
 Programme Co-ordinator: Emma Hay  
 Operations Manager: Claire Hilditch  
 Development Officer: Rose Jamieson  
 Corporate Development Manager: Kat Kennedy  
 Interim Administrative Director: Sarah Loveday  
 Head of Development: Sadie McKinlay  
 Administrative Assistant: Annie Mottisfont  
 IT & Systems Manager: Steve O'Connor  
 Marketing Officer: Nicola Robson  
 PA to Director: Kate Seiler  
 Booksales & Retail Manager: James Shaw  
 Children & Education Programme Director: Janet Smyth  
 Bookkeeper: Sarah Stephenson  
 Press Manager: Frances Sutton  
 Assistant Programmer: Hannah Trevarthen  
 Administrative Director: Julie Weston

#### 2013 long-term temporary staff

Press & Marketing Assistant: Tom Birch  
 Schools Booking Co-ordinator & Box Office Supervisor: Jenny Brotherstone  
 Deputy Technical Manager: Olly Cassidy  
 Project Marketing Officer: Kirsten Cowie  
 Projects Co-ordinator: Lisa Craig  
 Press Officer: Charlotte Gosling  
 Technical Manager: Craig Gosman  
 Box Office Supervisor: Moya Hay  
 Recycling Manager: Johnson  
 Warehouse Manager: Graham Johnston  
 Assistant to Site Manager: Jonny McGowan  
 Box Office Manager: Colin Morgan  
 Booksales Administrator: Anna Muir  
 Development Assistant: Jess Orr  
 Site Manager: Robin Sanders  
 Front of House Manager: Lisa Thompson  
 Programme Administrator: Cate Williams  
 Box Office Supervisor: Hannah Wright

Festival photography by Pascal Saez and Chris Scott  
 Authors' Festival portraits by Chris Close

# Thanks to all our Sponsors & Supporters

2013 would not have been the Festival it was without the truly amazing support of our Friends, donors, and sponsors. Putting on the best book festival in the world has its challenges and the financial and in-kind support we receive enables us to rise to these and deliver an outstanding Festival. A massive thank you to everyone who helped us achieve this success in 2013.

The support is not just financial; there are other ways invaluable help is offered. Charitable trusts help us reach readers young and old, sponsors bring new audiences as well as business services support, and individual donors help us programme authors we would not otherwise have the resources to invite.

There is also the enjoyment and enthusiasm our partners bring to the working relationship, their love of reading and books and understanding of the benefits a world-class literary festival can bring to Edinburgh and Scotland.

We were delighted to welcome our long-standing supporter Baillie Gifford as lead sponsor of the Book Festival, investing in the Children's and Schools Programmes as well as branding our largest venue. Their sponsorship supported 342 events for children and young people along with Baillie Gifford Gala Day, which welcomed over 3,000 school children. After a successful first year of this three year partnership we look forward to developing the relationship in 2014 and beyond.

The Guardian newspaper entered into its third year of a media partnership with the Book Festival, bringing a substantial increase in the level of national and international coverage as well as participating in many of our events and debates. RBS also continued their support as a Major Sponsor and hosted a Family Zone for RBS customers over two days of the Festival.

The Book Festival continues to create exciting and bespoke sponsorships which helped us welcome new Major Sponsors, including eBooks by Sainsbury's, Jura Whisky and purpleTrails. Over 80% of our sponsors return year after year and have built a long relationship and association with the Book Festival. Major Sponsors continuing their support included successful partnerships with Experian, Open University, Paterson's, Scottish Mortgage Investment Trust, ScottishPower, Tangent, The University of Edinburgh and Walter Scott. We also saw The Folio Society increase their sponsorship in 2013 to become Major Sponsors.

Other returning sponsors included The Alwaleed Centre, Amnesty International, Baker Tilly, Bonhams, Edinburgh Gin, Edinburgh Napier University, National Library of Scotland, Scottish PEN, Society of Authors, Thomas Miller Investment, Scott-Moncrieff, Valvona & Crolla and media sponsors The List and The Skinny.

Our Author Event sponsorship remains popular and new sponsors in 2013 included DM Hall, Economic & Social Research Council who sponsored our Independence Debate, the European Commission Office in Scotland, Irish Pages, Scottish Council of Law Reporting

supporting a copyright debate, Scottish Oil Club, Totseat, V&A at Dundee, Waterstones and The Edwin Morgan Trust, who launched the newly revamped Edwin Morgan Poetry Award.

Trusts and Foundations are an important source of funding, particularly for our Outreach Programme, which offered a record 42 events in 2013, and for our travel subsidy scheme which helped 80 schools attend the Festival. We would like to thank all the trusts who continue to support our work year on year and welcome new donors The Barrack Charitable Trust, The Carnegie Dunfermline Trust, The Crerar Hotels Trust, The MacRobert Trust, New Park Educational Trust and Scottish International Education Trust. Many thanks also go to the Hawthornden Literary Retreat for their continued support, which allows us to invite some of the most exciting names in literature to the Book Festival.

Individual donors play a huge part in the 45% of income our fundraising contributes towards the Book Festival's finances. Benefactors, Friends and the many audience members who made donations when booking tickets have voted with their feet when it comes to offering us their support. We hope that when we launch our Patrons Scheme in 2014, many more individuals will also show their support in this way; we are looking forward to welcoming new people into the Book Festival family of supporters.

A big thank you must also go to our public funders: Creative Scotland, City of Edinburgh Council, the Scottish Government's Edinburgh Festivals Expo Fund, the British Council and Arts & Business Scotland, and to the many cultural funders who enable us to bring authors to Edinburgh from across the world.

We are grateful to everyone who has supported the Book Festival in the past 30 years, whether sponsor, charitable trust or individual donor. We couldn't have done it without you. Thank you.

**"The 2013 Edinburgh International Book Festival was a great success from Baillie Gifford's perspective, in our first year as main sponsors. The quality of the authors attending was exceptional, providing great enjoyment to audiences of all ages. We look forward to continued collaboration in the future."**

Nick Thomas, Partner, Baillie Gifford

The Edinburgh International Book Festival is funded by



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Claire and Mark Urquhart  
William Zachs and Martin Adam  
and all those who wish to remain anonymous

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With thanks

The Edinburgh International Book Festival is sited in Charlotte Square Gardens by kind permission of the Charlotte Square Proprietors. We would also like to thank the publishers who help to make the Festival possible, the Friends of the Edinburgh International Book Festival and all the other individuals who have donated to the Book Festival this year.

If you would like to find out more about sponsorship of the Book Festival or how to become a Friend or make a donation to support our work, please contact:

Sadie McKinlay  
Head of Development

Lucy Christopher  
Corporate Development Manager  
(maternity cover)

Rose Jamieson  
Development Officer

Eli di Paolo  
Development Officer (Trusts)

**Office contact details:**  
Edinburgh International Book Festival  
5 Charlotte Square,  
Edinburgh EH2 4DR  
T: +44 (0)131 718 5666  
E: [admin@edbookfest.co.uk](mailto:admin@edbookfest.co.uk)

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## **Next Book Festival: 9 - 25 August 2014 Charlotte Square Gardens, Edinburgh.**

### **Full programme details announced in June.**

#### **Enjoy Book Festival events all year round:**

Videos and live recordings of events are available at [www.edbookfest.co.uk/media-gallery](http://www.edbookfest.co.uk/media-gallery)

Filmed events can be viewed on [www.youtube.com/edbookfest](http://www.youtube.com/edbookfest)

Subscribe to the Book Festival's free event podcasts through iTunes

**“The Edinburgh International Book Festival forms a key part of our cultural engagement strategy. As well as providing an opportunity to support a wonderful literary festival, sponsorship offers the OU the opportunity to raise our profile amongst potential students and the chance to show our appreciation to our staff and stakeholders by offering them access to some great events.”**

James Miller, Director, The Open University in Scotland