



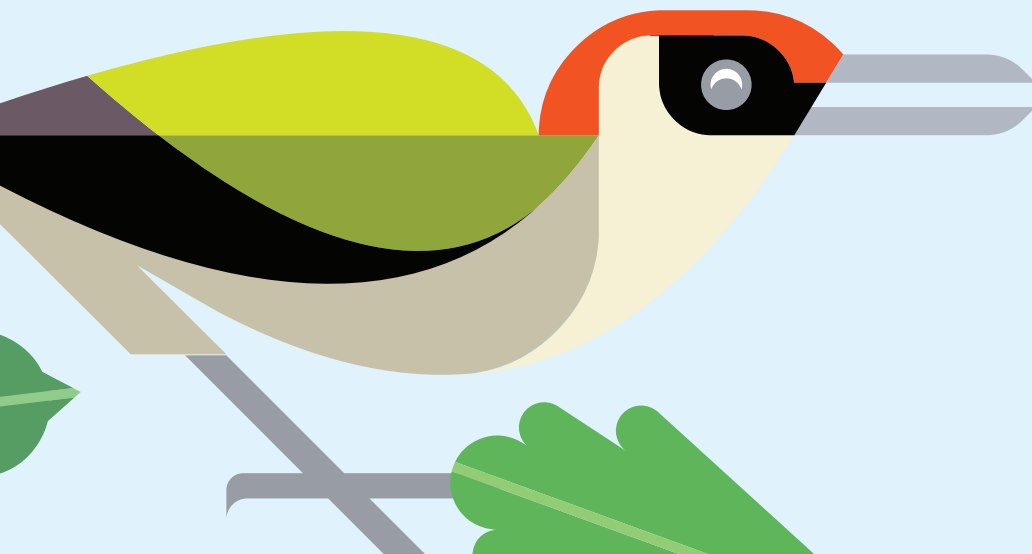
# Annual Review 2014

## Edinburgh International Book Festival

**“I’ve been to many book festivals around the world over the last fifteen years, and enjoyed the vast majority of them, but for me, Edinburgh continues to be the #1 literary event of the year.”**

**Darren Shan,**  
bestselling children’s author

Illustrations by Josh Brill



EDINBURGH

INTERNATIONAL

BOOK

FESTIVAL

in association with

**theguardian**

Bonnie Greer



**“The atmosphere in the Charlotte Square village is unique. Even on a grey day I immediately feel uplifted as I enter the Festival. If I lived locally, I would be there every day.”**  
Audience member

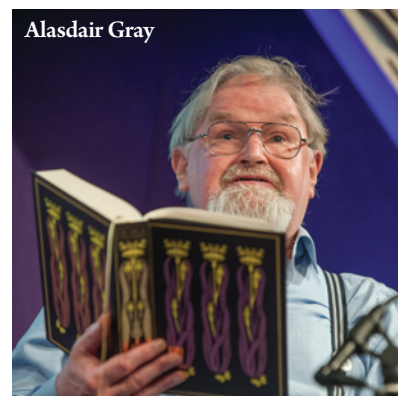
Mackenzie Crook



Oscar Guardiola-Rivera



Alasdair Gray



# What did we all get up to?

Literary stars from home and abroad entertained and surprised us including acclaimed novelists Ali Smith, Sarah Waters, Margaret Drabble and Martin Amis, South African heavyweight Zakes Mda, US sensation Diana Gabaldon, lauded Norwegian writer Karl Ove Knausgaard and celebrated poets Michael Longley, Carol Ann Duffy and Billy Collins.

Malala Yousafzai, the youngest ever recipient of the Nobel Peace Prize, inspired hundreds of Scotland's school children when she spoke about her life and her campaigning for girls' education. A surprise introduction by JK Rowling made a memorable hour all the more special.

In the run up to Scotland's independence referendum the spirit of democracy was alive and kicking in Charlotte Square Gardens, where eager Festival-goers took part in passionate discussions about the many possible futures of the nation.

Haruki Murakami was the hot ticket of the Festival. The enigmatic author, who joined us to launch the English edition of his latest novel, told a full house of adoring fans that running was his favourite way to take in the sights of Edinburgh.

'We're not scared!' shouted hundreds of children as Michael Rosen informed them 'We're going on a Bear Hunt!' during a special event celebrating thirty years of the children's classic.

The excitement was palpable when George RR Martin arrived. The *Game of Thrones* author enthusiastically explained how reading had allowed him to live 'a thousand lives' to an audience that extended far beyond the walls of the Baillie Gifford Main Theatre, thanks to BBC Arts live-streaming the event, which attracted viewers from across the world.

Leather-clad pop legend Julian Cope brought an unconventional twist and much hilarity to proceedings as he roamed the stage and took to kneeling on the floor while discussing his debut novel *One Three One*.

As one of our Guest Selectors, Palestinian writer and lawyer Raja Shehadeh brought together a raft of writers and thinkers from across the Middle East to take a close look at everyday life in the region – many audience members were inspired to comment afterwards about the perspective-altering effect of the discussions.

2014 was the first year our First Book Award was won by a short story collection. *The Hidden Light of Objects* by Mai Al-Nakib was voted the best debut fiction in our programme by readers and Festival attendees.

We launched *IDP:2043*, our very own graphic novel created by a crack team of writers and graphic artists. The book, which imagines a dystopian future for Scotland and was commissioned as part of our Stripped programme, was met with critical acclaim by the press and the wider graphic novel community and became one of the top sellers in our Festival bookshops.

Much-admired YA author Patrick Ness delivered the inaugural Siobhan Dowd Memorial Lecture in which he offered a moving and insightful meditation on writing for young people: 'I'm not writing for kids' he declared, 'I'm writing for humans experiencing life who just happen to be an earlier version of you now.'

Our Conversations with Ourselves strand, presented in collaboration with Durham University and the Wellcome Trust, resulted in many thought-provoking discussions about the role played by inner voices in the creative writing process and included a live research element with some of our authors. It culminated in a fantastically entertaining sell-out evening of the US storytelling phenomenon, *The Moth*.

Niall Campbell was announced the winner of the inaugural Edwin Morgan Poetry Award, which celebrates young Scottish poets at the start of their writing careers. Campbell's collection, *Moontide*, was praised by the judges for its 'succulent descriptions and seductive cadences'.

When Bryan and Mary Talbot joined Kate Charlesworth to discuss their graphic novel *Sally Heathcote: Suffragette*, the plight of the central character was brought vividly to life thanks to Edinburgh's Loud and Proud choir who sang – flash-mob style – *The March of the Women* to a rousing drum accompaniment.

Letters Home, our ambitious theatre commission produced in partnership with Grid Iron, transported sell-out audiences on a verbal, visual and musical journey in and around Charlotte Square Gardens, and along the way it picked up a coveted Fringe First Award.

Following an enthusiastic fund-raising campaign, we welcomed our first Patrons to Charlotte Square Gardens and look forward to welcoming many more in the years to come.

**“A heady mix of politics,  
poetry and rock’n’roll.”**  
Sunday Herald

# Director's report

## Nick Barley

Scotland basked in the world's media spotlight this August and, because it was in the thick of the referendum discussions, that spotlight shone brightly on the Book Festival. The Festival's programme was built around a celebration of dialogue, establishing Charlotte Square Gardens as a key forum for open-minded discussions, encouraging a vibrant new spirit of public democracy. Events featuring major players in the debate, including Scotland's First Minister Alex Salmond and former UK Prime Minister Gordon Brown, took place alongside others in which members of the public – adults and younger people – were offered an opportunity to exchange their ideas.

The Festival's celebration of dialogue went far beyond political discussion. Thanks to support from the Scottish Government's Edinburgh Festivals Expo Fund we worked with award-winning theatre company Grid Iron to commission and produce a Fringe First award-winning play, *Letters Home*, built entirely around dialogue in the form of letters. We also partnered with Durham University and the Wellcome Trust on a project called *Conversations with Ourselves*, a groundbreaking exploration of how writers and readers experience inner dialogues, or 'voice hearing'.



**“The Book Festival is second to none. An incredible meeting of minds of some of the world's most influential writers, emerging voices and engaged, intelligent, passionate audiences.”**

**Kerry Hudson,**  
author of *Thirst* and Scottish  
First Book Award-winner

These were just two of the innovative elements of the 2014 Book Festival and of course a highly-acclaimed programme of events is essential to the Festival's success. But perhaps the greater triumph of the Book Festival is that it is attracting an increasingly diverse audience. We have always proudly welcomed school children to Charlotte Square Gardens and this year was no different, with the Baillie Gifford Schools Programme attracting 13,000 children from across Scotland including young people from as far afield as the Isle of Mull. Among the guests who spoke exclusively as part of the Schools Programme was Malala Yousafzai, the young education activist who went on to win the Nobel Peace Prize a few weeks later (you can watch the video of her event on our YouTube channel).

The Festival also continued its Stripped programme, celebrating graphic novelists and comic strip creators alongside novelists and non-fiction writers. New audiences were encouraged through Reading Workshops and the free Jura Unbound evenings in the Guardian Spiegeltent as well as through a new Spoken Word initiative featuring live performances from writers including Phill Jupitus. These ingredients, mixed with a dazzling array of beloved authors such as Haruki Murakami, Lydia Davis, George RR Martin, Ali Smith, Jackie Kay and Martin Amis, added up to a winning recipe for popular and critical success.

The press and public are telling us that the Book Festival is on a roll. Its success, both critical and organisational, can largely be put down to the enormous devotion and hard work of the Festival team: 18 permanent staff and a further 120 or so temporary staff who build and operate our site in Charlotte Square Gardens. But the Festival wouldn't function without all the others who bring the Gardens alive each summer. Sponsors and stakeholders including Baillie Gifford, the Guardian, Creative Scotland and the City of Edinburgh Council; fellow literary organisations such as the City of Literature, Scottish Poetry Library and Publishing Scotland; stellar authors and debut writers who take time out of their working lives to join the festivities; and perhaps most important of all, the thousands of people who spend their money on tickets and books each year, providing not only the wonderful atmosphere in the Gardens, but also one of the two greatest sources of the Festival's income.

It's thanks to all these partners that the Book Festival is a growing success. In this Annual Review we have brought together some of the outstanding features of what was, in all sorts of ways, an outstanding year. In doing so, we aim to show that the Book Festival is, right to its core, a people's festival.



JK Rowling,  
Malala Yousafzai and  
Nelufar Hedayat



Diana Gabaldon



Frank Gardner



**“If book festivals are a place of thoughtfulness, a place to reflect on where we are in the world, then Edinburgh is the perfect setting...”**  
**The Herald**



# 2014 Festival facts

## We presented 830 events including 207 events for children and 122 events for schools, featuring:

825 authors from 52 different countries

259 Scottish writers

47 debut novelists and short story writers

196 children's authors

104 free events

43 outreach events

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

20,081 children and their families attended the Baillie Gifford Children's Programme

13,189 pupils and teachers from 143 schools attended the Baillie Gifford Schools Programme

519 journalists and broadcasters visited from 10 different countries

## Ticket and book sales matched last year's record-breaking numbers:

122,972 tickets were sold

286 events sold out

Ticket sales across the Baillie Gifford Children's Programme rose by just under 8% and for the Baillie Gifford Schools Programme they rose by nearly 5%

Income from Book Festival sponsorship and fund-raising activities rose by 11%

## The buzz of the Book Festival reached many thousands of people:

59,315 views were made of our Festival event videos

George RR Martin's event on BBC Arts Online attracted 60,000 views

33,000 people followed us on Twitter

229,000 unique visitors used our website



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**Media interest was intense and resulted in greater coverage:**

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167 media interviews and 506 photocalls were arranged

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33 events were filmed for broadcasters and online channels

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62 international broadcasters and publications were accredited

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The value of UK media coverage reached £5 million

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Broadcast audiences exceeded 60 million

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**Audiences continue to value what we do:**

Our audience survey asked visitors how likely they were to recommend the Book Festival to others and the overall score was 8.99 out of 10 (where 10 is 'very likely').

**“If you are a reader or a writer – and most of us are both – then you always get a world-class reception in beautiful Edinburgh.”**

**Tony Parsons,**  
author and journalist



**“The outreach work alongside the Festival talk made my visit feel simultaneously magical and real. Loved it!”**

**Steven Camden,**  
debut YA novelist

# The bigger picture

## Word Alliance

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

With support from the Scottish Government's Edinburgh Festivals Expo Fund we created a strategic partnership between Edinburgh and seven of the world's other leading literary festivals and called it the Word Alliance.

Partner festivals are 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 supports and showcases the work of writers, has been successful in facilitating the creation of large and small international literature projects and provides opportunities to work together 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, a pioneer in the international network of UNESCO Creative Cities. This title bestows worldwide recognition on Edinburgh and Scotland as an international centre for literature and literary activity.

Other cities granted similar status are Melbourne, Dublin, Reykjavik, Iowa City, Norwich, Krakow and the most recent recipients, Dunedin, Granada, Heidelberg and Prague. This creative network encourages literary exchanges and creates cross-cultural initiatives, developing local, national and international literary links. Our work with the City of Literature in 2014 included daily free Story Shop readings with emerging local writers, a Literary Information point showcasing literary organisations in Edinburgh, and Reading the City with James Robertson, an event giving audiences an insight into how Scotland's capital is captured in words.

## Festivals Edinburgh

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

Festivals Edinburgh is a strategic umbrella organisation focused on over-arching areas of mutual interest. Its sole focus is to maintain the Festivals' and the Festival City's global competitive edge, via major collaborative projects and strategic initiatives. The Book Festival is one of the 12 member festivals, all of which are committed to a shared ambition, with key staff across all festivals actively participating in creating and delivering projects and campaigns alongside Festivals Edinburgh's core team.

## Literature Forum for Scotland

[www.literatureforumsotland.org.uk](http://www.literatureforumsotland.org.uk)

The Book Festival continues to play an active role in the Literature Forum for Scotland, which works in areas such as education, support for authors and publishing, literary tourism and the international role of Scottish literature, 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.

**“A great variety of events on offer as well as new initiatives.”**  
Audience member







**“It was brilliant.  
I had the best time yet.  
Wonderful conversations,  
marvellous serendipity...  
Thanks to all of you for  
facilitating such a mighty  
meeting of minds.”**  
Val McDermid,  
bestselling crime writer

# Book Festival bookshops

## Book Festival bestsellers in 2014

- |  |   |
|--|---|
| <p>1 <b>Colorless Tsukuru Tazaki and His Years of Pilgrimage</b> Haruki Murakami</p>                 | <p>6 <b>Ritual Lighting: Laureate Poems</b> Carol Ann Duffy</p>         |
| <p>2 <b>Letters Home</b> Chimamanda Ngozi Adichie, Kei Miller, Kamila Shamsie, Christos Tsiolkas</p> | <p>7 <b>The Moth: This is a True Story</b> Catherine Burns (editor)</p> |
| <p>3 <b>IDP:2043: A Graphic Novel</b> Denise Mina et al</p>  | <p>8 <b>Empress Dowager Cixi</b> Jung Chang</p>                         |
| <p>4 <b>Alphabetical: How Every Letter Tells a Story</b> Michael Rosen</p>                           | <p>9 <b>The Madness of July</b> James Naughtie</p>                      |
| <p>5 <b>Scotland's Referendum: A Guide for Voters</b> David Torrance, Jamie Maxwell</p>              | <p>10 <b>How to be Both</b> Ali Smith</p>                               |

The Book Festival owns and operates three large retail spaces in Charlotte Square Gardens: the Bookshop, the Baillie Gifford Children's Bookshop and the Signing Tent.

Our bookshops have proved to be an essential part of the Book Festival experience and visitors have expressed high levels of satisfaction with the quality of customer service and the range of stock available. In our audience survey the overall rating for customer service was 4.43 and range of stock was 4.22 (on a scale of 1-5 where 5 is 'very good').

Over our eighteen day trading period sales at retail prices again topped £600,000 in 2014. Adult fiction accounted for more than 20% of sales, books of Scottish interest and those from Scotland-based publishers accounted for a similar percentage and books for children and those for young adults made up around 30%. Sales of event-related books following an author's event remains extremely healthy for both adult and children's titles.

**“A whirlwind of books, ideas, people, controversies, insights – the Book Festival is an annual delight that I wouldn't miss for anything.”**

**Elizabeth Laird,**  
award-winning author

Our bestselling books included fiction, non-fiction and poetry, the top seller being Haruki Murakami's novel, which sold a record 499 copies. We were thrilled that taking places two and three in the bestseller list were books published in partnership with the Book Festival: *Letters Home*, which also won a Fringe First Award as a promenade theatre performance, and *IDP:2043*, the graphic novel which was the culmination of our Stripped programme of events. Both these projects were supported by the Scottish Government's Edinburgh Festivals Expo Fund.

Book signings after events continued to be busy, lively affairs with particularly successful signings by novelists Haruki Murakami and George RR Martin, and Kuwaiti author Mai Al-Nakib won the Book Festival's 2014 First Book Award with her stunning collection of short stories *The Hidden Light of Objects*.

We substantially increased our range of Book Festival branded merchandise using designs based upon a series of bird illustrations by artist Josh Brill; these proved popular and we plan to continue looking at different ways we can develop sales in this area in the future.

We'd like to thank everyone who continues to buy books in our bookshops.





**“Above all, I enjoy the enthusiasm and knowledge of both the staff and the audience, the large bookshop (where they even sell my backlist) and that indefinable but unmistakable Festival buzz.”**  
**Michael Arditti, author and critic**





# A place for inspiration, ideas and learning

## Let's Talk

2014 was a year that brought an international focus on Scotland and encouraged debate around issues both at home and abroad. Our 2014 programme had the spirit of dialogue at its heart and invited readers and writers of all ages to join the conversation. Through author interviews, creative workshops, topical debates, literary performances and activities we aimed to foster learning and understanding, promote discussion, stimulate reading, offer insight into other cultures and provide a forum to share knowledge.

More than 825 authors from 52 countries appeared in 830 events. Special strands running through the programme focused on the past, present and future of the Middle East, explored the decisions which led the world into war in 1914 and surveyed key turning points for civilisation. We also worked with the Wellcome Trust and Durham University on events which examined the medical, spiritual and literary aspects of hearing voices. Central to our 2014 programme was the question of the Scottish independence referendum and the Book Festival provided a neutral forum where all perspectives were welcomed. Scotland's Future, a major strand of events, brought authors, historians, economists, politicians and commentators together with audiences young and old to examine the issues and exchange views.

Many subjects prevailed across events for adults and young people: feminism, why design matters, the joys of reading, memory and identity, human rights in fiction and much more. Through poetry, novels and non-fiction our international authors also explored stories from cultures across the world from China to Iran, Australia to India, the Caribbean and beyond.

**“Meeting my young readers (and potential readers) brings meaning and a satisfying conclusion to the process of writing a book. To do that in such a perfect setting, with enthusiastic audiences, is ideal.”**

Julian Sedgwick, author

**“Particularly love all the free things for the children – they love coming here. A splendid way to spend the day.”**

Audience member

## Developing audiences, readers and writers

Our Reading Workshops continue to be extremely popular. Offered daily, they each examined a novel or a poem, giving audiences the opportunity to examine a well-loved literary work and providing newcomers the stimulus to read it for the first time. Often tied in with key Festival themes, the workshops also helped audiences connect with our broader programme.

Our First Book Award continues to introduce debut fiction to Book Festival audiences and has proven itself to be a great vehicle for visitors to discover the work of new writers. The Award invites readers to vote for their favourite. This year over 2,200 votes were cast.

Story Shop, daily free readings showcasing emerging authors and organised with Edinburgh City of Literature, continues to demonstrate its value as a launch pad for local talent with one of our previous participants winning the Manchester Writing Competition and another securing a publishing deal with Sandstone Press.

We continue to work hard to create year-round access to events and 2014 saw more recordings of events added to our website media gallery and our iTunes and YouTube channels. We also live-streamed the hugely popular George RR Martin event on the BBC Arts website which was then made available on iPlayer after the event. BBC Arts reports that it has been their most successful video to date, attracting more viewers than any other film they've hosted.

Working with Open Book, a charitable organisation that runs reading groups with the Grassmarket Community Project and residential care homes for the elderly, we assisted with bringing two reading groups to the Book Festival and arranged for some members to meet author Max Egremont over tea and cake.

2014 saw the development of two original pieces of work by the Book Festival: *Letters Home*, a Fringe First award-winning collaboration with Scottish theatre company Grid Iron and our own graphic novel *IDP:2043*, a legacy from our Stripped series of events in 2013. Both these commissions brought together the best Scottish and international writers, artists and theatre practitioners to create highly successful and inspiring new work.

## Engaging children, teens and families

The Baillie Gifford Children's Programme continues to be fundamental to the success of the Book Festival and we welcomed 20,081 children and families to 207 events in 2014; ticket sales saw a rise of nearly 8% on the previous year. Events ranged from gritty fiction and fantasy for teens to true stories of explorers and war heroes and vibrant tales from other countries such as Ethiopia, Australia, Canada and Ireland.

A special series of interactive events was programmed with our Illustrator in Residence, James Mayhew, who makes it his mission to bring art and classical music alive for youngsters using stories.

With the support of Baillie Gifford we were able to create a new reading area in the Children's Bookshop. A huge hit with visitors, it was well-used and post-Festival feedback indicates it was a positive addition to the space.

Each year we work with Edinburgh City Libraries to bring reading groups to events and in 2014 these included two from Westerhailes along with the Dyslexia Reading Group, who meet at Portobello High School. For these young people and adults we organised discounted tickets and trips to see events including Lauren Oliver, Erin Lange and Mackenzie Crook. A range of events for young adults were produced and promoted separately in the brochure and online to encourage attendance by this difficult-to-reach age group. The 23 events attracted a healthy attendance and 2 sold out.

Offering a range of daily free events for children is integral to ensuring the Book Festival remains accessible to everyone and in 2014 a free series of activity-themed sessions included The Secret Stories of Toys, featuring toys from the Museum of Childhood's collection, and Teddy Bear Sleepover with Edinburgh City Libraries, which offered bedtime stories and a sleepover for the teddies in Charlotte Square Gardens.

We worked with Edinburgh City Libraries to provide private Bookbug events and with Craigmillar Books for Babies to bring families from the Craigmillar area to Rhymetime sessions. Both sets of events were free and for each we helped vulnerable families to attend.

We continue to hold daily free Totseat's Are You Sitting Comfortably events at which our authors and partners, such as Edinburgh Under Fives, tell stories, read poems or sing songs for youngsters. All 17 events sold out.

## Reaching schools and education professionals

13,189 children attended events in the Baillie Gifford Schools Programme, which offered 122 events for primary and secondary school children, including 43 outreach events plus 5 CPD events for education professionals. The programme is designed with the Curriculum for Excellence in mind, and each event includes teacher tips for integrating key themes and concepts into wider educational activities. The Book Festival's Transport Fund, which subsidises schools' travel costs, benefited 90 schools and brought 6,619 pupils to the Festival who might otherwise have been unable to attend.

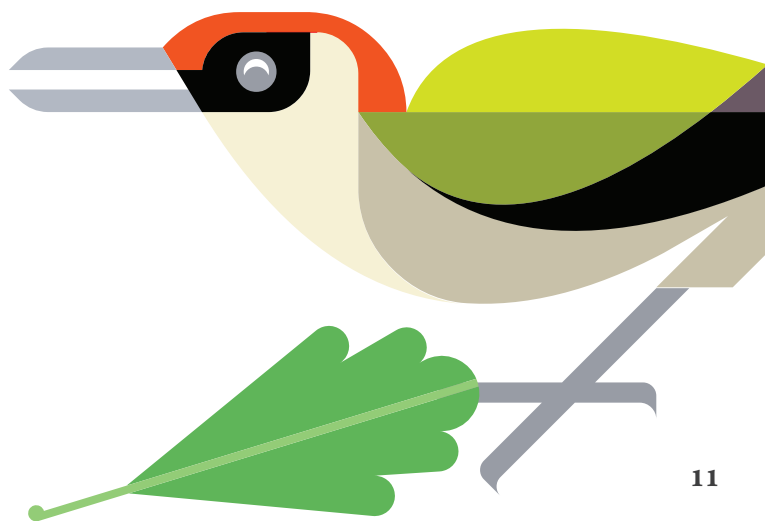
44 authors took part in our 2014 Outreach Programme. These events took place in partnership with many local authorities and other organisations: Edinburgh City, West Lothian, East Renfrewshire, Perth and Kinross, Dundee, Fife, Inverclyde, North Ayrshire and with Craigmillar Books for Babies and Seven Stories in Newcastle.

A new outreach project in partnership with Lyra Theatre in Craigmillar called Hush saw writer and illustrator Catherine Rayner spend a whole term working with P1 and P6 pupils who had been identified as having additional social and educational needs. The project included a day-long storytelling event at Lyra Theatre as part of the Craigmillar Arts Festival and a book of the children's work will be produced in 2015 as a lasting legacy of the project.

We again worked with GLOW, the Scotland-wide education portal, to film and live-stream events. These catered for classes P1–S6 and involved events on fiction, non-fiction, the referendum, battle enactments and fun pirate hat-making. The videos will remain on the GLOW portal for teachers to use in the classroom year-round.

**“If you want to sharpen your mind, there's only one place in town.”**

The Scotsman



# A greener festival

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 2014

- We programmed events around the relationship between humans and nature, rebuilding wild environments and animal culling to highlight the importance of our natural world.
- The Director of Friends of the Earth Scotland and geologist Zoe Shipton exchanged views in one of our Dialogue events which focused on the future of energy production and controversial fracking practices.
- We brought sustainable ideas to the youngest Festival-goers with the event Bloomin' Rubbish, which saw young people of all ages create a garden of colourful blooms from recyclable materials.
- We replaced old strip lighting in our offices with energy efficient LED panels.
- A bigger push to reclaim staff uniforms and lanyards in 2014 resulted in more than half being returned to us so we can recycle them for future use.

**“Past, present and future,  
Charlotte Square offers  
much food for thought.”**  
The Herald







## On-going practice

- The packaging, plates, cups, glasses and cutlery used by our caterers are produced by Vegware and made out of bioplastic meaning they are 100% compostable.
- We continue to be Zero Waste Scotland compliant, separating 100% of recyclable waste (including food waste) in our office and on our Festival site.
- New staff uniform orders use fairly-traded and, where available, biodegradable materials.
- 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.
- Environmental sustainability is embedded in all staff training and employee handbooks and we welcome suggestions on how to improve our practices from all members of staff.
- All our public and author toilets are connected to mains sewage, 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.
- Our website and print actively promotes travel to the Festival on foot and by public transport. In 2014, 80% of those surveyed travelled to the Festival on foot, by bicycle or by public transport.

## Measuring our carbon footprint

The Book Festival continues to work closely with the Festivals Edinburgh Sustainability Working Group and Creative Carbon Scotland. In 2014 Creative Carbon Scotland commissioned the development of an online tool which allows the recording of carbon emissions when submitting travel expense claims. This tool has been trialled within the Working Group and introduced at the Book Festival with great success.

It is now embedded in our core processes. Being able to easily record carbon emissions is an essential step towards understanding our travel impacts and identifying how they can be reduced.

**“It was my first visit to the book festival this year and I brought my eldest daughter too... we really enjoyed it and were very impressed. We will definitely be back next year.”**  
Audience member



# Where the money comes from and where it goes

## Income

Booksales (net) & sundry income 4.7%

Project funding 7.4%

Public core funding 12.6%

Sponsorships, donations & membership 46.9%

Box office (ticket sales) 28.4%

## Spend

Box office operations 2.2%

Admin, overheads & depreciation 6.4%

Marketing, development & fundraising 15.6%

Programme & Festival site 43%

Staff 32.8%

## Income

The Book Festival's total income in 2014 was £2.4m, 80% of which we generated through ticket and book sales, sponsorship and fundraising. We receive core funding from Creative Scotland and City of Edinburgh Council, and in 2014 project funding from the Scottish Government's Edinburgh Festivals Expo Fund supported Letters Home.

## Spend

78% of expenditure went towards creating and delivering a diverse programme of events and building a temporary tented village in Charlotte Square Gardens. We are committed to ensuring the efficiency of the Festival operation, to maximise investment in the programme and site for the benefit of authors and audience alike.

Figures estimated based on financial records. Fully audited accounts will be available later in 2015.

# Board and management

## Board of directors

**Susan Rice**  
Chair

**Jenny Brown**

**Fiona Brownlee**

**Tom Connor**

**Ewan Easton**

**Jamie Jauncey**

**Fiammetta Rocco**

**Hannah Westland**

**Carol Wood**

**Nicola Robson**  
Marketing Officer

**James Shaw**  
Booksales & Retail Manager

**Janet Smyth**  
Children & Education  
Programme Director

**Sarah Stephenson**  
Bookkeeper

**Frances Sutton**  
Press Manager

**Julie Weston**  
Administrative Director

**Hannah Wright**  
Administrative Assistant

## Year round core staff

**Nick Barley**  
Director

**Amanda Barry**  
Head of Marketing & PR

**Catherine Campbell**  
Programme Co-ordinator

**Lucy Christopher**  
Corporate Development Manager

**Roland Gulliver**  
Associate Director

**Claire Hilditch**  
Operations Manager

**Rose Jamieson**  
Development Officer

**Sadie McKinlay**  
Head of Development

**Steve O'Connor**  
IT & Systems Manager

**Alyson Orme**  
Development Assistant

**Jess Orr**  
PA to Director

**The following core staff were  
on maternity leave during 2014**

**Kat Kennedy**  
Corporate Development Manager

**Eli di Paolo**  
Development Officer (Trusts)

**Kate Seiler**  
PA to Director

## Photography

Festival photography by  
**Pascal Saez and Alan McCredie**

Authors' Festival portraits by  
**Chris Close**

## 2014 long-term temporary staff

**Joely Badger**  
Programme Logistics Assistant

**Jenny Brotherstone**  
Schools Booking Co-ordinator  
& Box Office Supervisor

**Lisa Craig**  
Projects Co-ordinator

**Andrew Edwards**  
Box Office Supervisor

**Charlotte Gosling**  
Press Officer

**Craig Gosman**  
Technical Manager

**Moya Hay**  
Box Office Supervisor

**Johnson**  
Recycling Manager

**Graham Johnston**  
Warehouse Manager

**Jonny McGowan**  
Assistant to Site Manager

**Heather McLuskey**  
Assistant to Technical Manager

**Colin Morgan**  
Box Office Manager

**Zsuzsanna Parry**  
Author Logistics Officer

**Ashleigh Henderson**  
Booksales Administrator

**Robin Sanders**  
Site Manager

**Lisa Thompson**  
Front of House Manager

**Liam Upton**  
Press & Marketing Assistant



# Thanks to all our Sponsors and Supporters

In 2014, we welcomed over 225,000 visitors to our magical tented village in Charlotte Square Gardens, a wonderful meeting place for people, books and knowledge. Through our author events, education programmes and bookshops we hope that people left the Book Festival inspired by and engaged with the world of literature. We could not do this without the support of all the partners listed on the opposite page, and those who wish to remain anonymous. We would like to say an enormous thank you to all those people who have helped make the 2014 Book Festival possible.

As a charity we raise nearly half of our income from philanthropy and through sponsorship, grants and donations and we are hugely grateful for the support we get from our lead sponsor Baillie Gifford, who, along with our media partner, The Guardian, our Major Sponsors, Sponsors and Trusts, enable us to meet the challenges of programming, education, outreach, access and more.

We are extremely grateful for the support of our Benefactors, whose personal donations have enabled us to undertake so many new and valuable projects at the Book Festival, allowing us to stretch the imaginations of the audience and bring authors to the Festival we would not otherwise have been able to do. And, again, our Friends have

proven themselves to be our most loyal audience, buying 12% of all the tickets sold in 2014 during a four day advance booking period.

This year we also began to develop other income streams and launched a new Patrons scheme. With just under 700 Patrons joining in the first year, their donations enabled us to improve the newly named Garden Theatre, buy more seats for the Gardens and cover the Signing Tent decking to make this a perfect space to sit in the Scottish summer!

Thanks also go to Creative Scotland, the City of Edinburgh Council, the Scottish Government and our Programme Supporters, whose grant funding contributes towards running our Festival and bringing the best international, Scottish and UK authors together.

We are enormously grateful to all our sponsors and partners not only for their financial support but also for the enthusiasm, inspiration and advice they bring to us. We hope that every one of our supporters has enjoyed their association with the Book Festival this year and their visits to Charlotte Square Gardens in August. We hope that these partnerships continue and look forward to welcoming everyone back to the Book Festival in 2015.

## Sponsorship in action



The Baillie Gifford Children's and Schools programmes reached 33,270 children, pupils, teachers, parents and carers, an increase of nearly 5% on 2013, with events featuring Malala Yousafzai, Maureen Johnson, Holly Smale and Nick Sharratt. The support for our Outreach Programme of author visits, transport subsidy and live-streamed events has made a huge difference to our ability to reach disadvantaged children and inspire them through the excitement and imaginative triggers that reading and interacting with authors can bring.



In 2014, the School of Marketing, Tourism and Languages at Edinburgh Napier University sponsored an event relating to our programme theme of Words and War to promote the War Poets Collection, housed at their Craiglockhart campus. The Poetry of War event featured the collection's curator Catherine Walker alongside young actors reading poetry from The Hydra, the magazine produced by patients at Craiglockhart War Hospital. The sell-out event resulted in an increase in visitors to the Collection.



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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 and Patrons of the Edinburgh International Book Festival and all the other individuals who have donated to the Book Festival this year.

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## Further information

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

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## 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)

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**Next Book Festival:  
15–31 August 2015  
Charlotte Square Gardens,  
Edinburgh.**

**Full programme details  
announced in June.**

