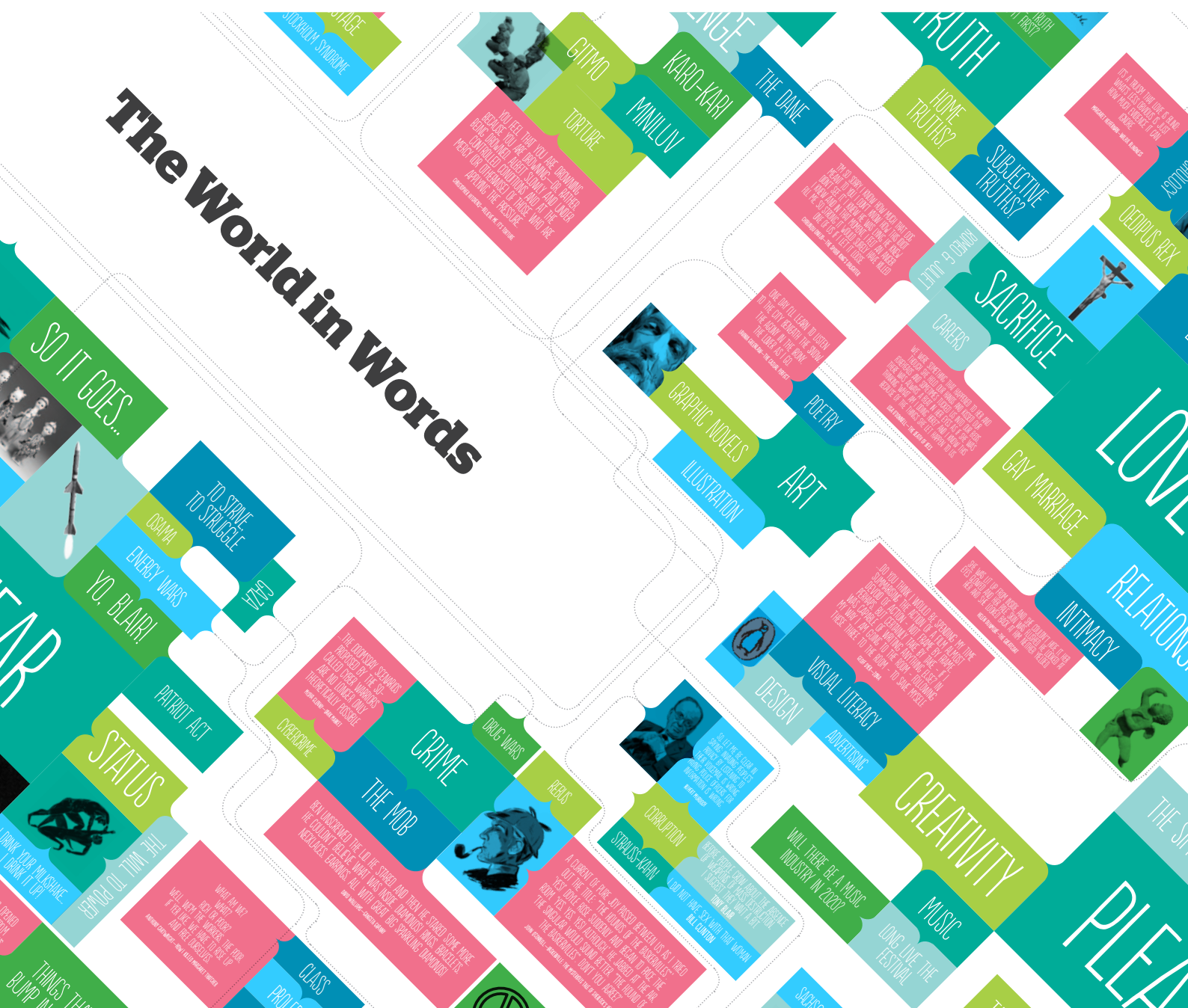
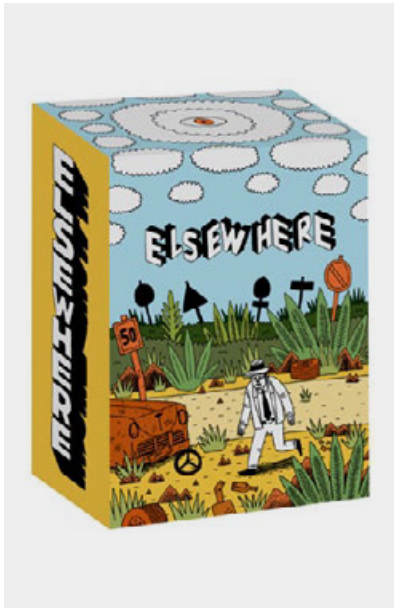


# Edinburgh International Book Festival Annual Review 2012

**It's the best, and it's getting better every year**  
 Ali Smith, award-winning author

## The World in Words



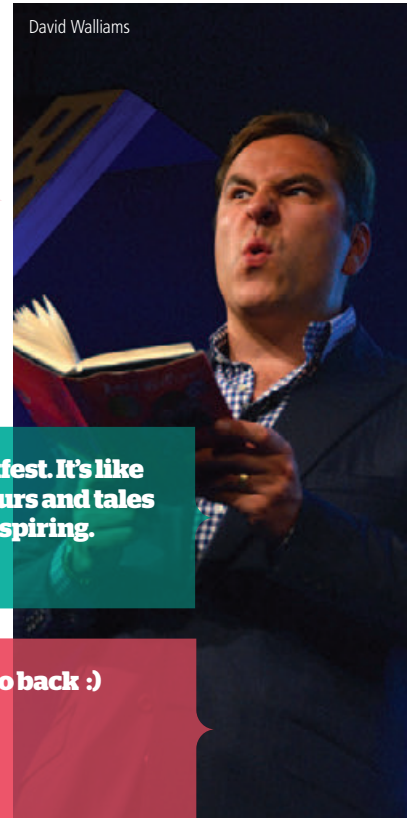


**The Book Festival programme...is not only one of the biggest ever to take place at Charlotte Square Gardens but establishes Edinburgh's place on the world's cultural map more firmly than ever before.**

David Robinson, the Scotsman

**Wonderful day at the @edbookfest. It's like being on an isle with folk, flavours and tales from all over the world. Very inspiring.**

@tambritton



David Walliams

**Going to @edbookfest yesterday totally gave me my writing mojo back :) Being surrounded by books and authors is awesome!**

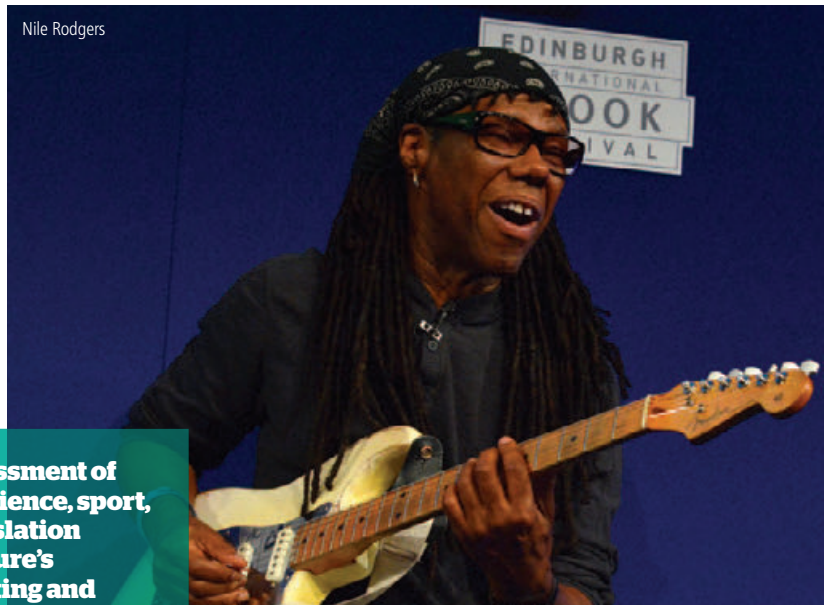
@BuddhistOnABus



China Mieville

**The programme is an embarrassment of riches, embracing themes of science, sport, contemporary Africa and translation and welcoming some of literature's most enduringly popular, exciting and enigmatic figures to the capital to provoke feverish debate, shatter preconceptions and, of course, to entertain.**

The Metro



Nile Rodgers

**Amazing! Such a treat to see all the books and to learn more about Scottish writers.**

Audience member from Holland

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## A Few of the Programme Highlights...



Among the literary highlights were Zadie Smith with a new novel, Alice Oswald giving a 90 minute rendition of her book-length poem reimagining *The Illiad*, Hilary Mantel discussing her Booker-winning novels, Jeanette Winterson with a searing memoir, Eoin Colfer bringing us the last in his *Artemis Fowl* series and Egyptian writer Youssef Ziedan winning our Anobii First Book Award.

Gordon Brown gave his views on Scottish Independence, John McCarthy spoke about captivity and surviving freedom and Turkish author Elif Shafak spoke eloquently about the concept of honour in societies.

Disco legend Nile Rodgers proved to be a talented storyteller – punctuating his words with exuberant guitar riffs. He left the Book Festival with many more fans than when he had arrived – even Irvine Welsh donned a t-shirt sporting the face of the musician.

Mexican journalist Lydia Cacho shocked her audience to silence with a devastating account of her brave and life-threatening investigation into global sex trafficking.

The winners of the 2012 James Tait Black Prizes, Britain's oldest literary awards, were announced in an event presented by broadcaster Sally Magnusson. Celebrating the best work of fiction and the best biography over the past 12 months and awarded annually by the English Literature department at the University of Edinburgh, acclaimed biographer Fiona MacCarthy and novelist Padgett Powell were the winners.

Acclaimed children's novelist Michael Morpurgo gave a moving rendition of the song *Only Remembered* from the stage play and movie of his bestselling book *War Horse*. Singing unaccompanied and inviting the audience to join in, he earned himself a standing ovation.

Ali Smith opened the second debate of the Edinburgh World Writers' Conference with an exhortation to the audience to "Fight! fight! fight!". A fierce exchange of opinions ensued about the place of fiction in the modern world and the impact of bestsellers like *Fifty Shades of Grey*.

After journalist Ruth Wishart's introduction for author Michael Sandel, the popular Harvard lecturer quipped 'it was so impressive, I would rather sit right here in the front row and listen to you talk about my book than me... Are you available?'. 'Later,' said Wishart to howls of laughter from the audience.

In a moment of impulsiveness, master illustrator and cartoonist Chris Riddell took his pens outside to draw live, Rolf Harris-style, in the middle of the packed garden, delighting surprised onlookers.

After encountering Professor Peter Higgs, the man who discovered the Higgs Boson, and particle physicist Professor Frank Close, who worked on the Large Hadron Collider at CERN, a visiting science student burst into tears, so overwhelmed was he to see the two eminent scientists together.

James Robertson's newly completed Scots translation of Julia Donaldson's popular children's story *The Gruffalo* got its first outing when the two authors got together to present the story to a packed audience, with James Robertson narrating in Scots.

Amongst the inspirational pairings were Sarah Brown interviewing David Walliams about his children's story *Gangsta Granny* and First Minister Alex Salmond, putting aside his political responsibilities for an hour to discuss books and writing with novelist Ian McEwan.

2012 saw the publication of the Book Festival's *Elsewhere* commissioned stories, the culmination of two years of work presented in a beautifully designed box set.

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# Director's Report



**...the festival that will define the summer: two weeks of sparring and soaring; a programme starring participants from around the globe, packed with unmissable events running from morning till late into the night. Yes! The Edinburgh International Book Festival - an Olympics, if you will, of the mind.**

Sarah Crown, the Guardian

Charlotte Square Gardens in summer is a place of contrasts. Incessant rain in July turned the turf into a mudbath, making the site build for 2012 as challenging as anyone could remember it, but the sun was shining brightly as the gates to the Gardens swung open on our first day in mid-August.

In that warm morning sunshine, the delicious contrasts that make up every Book Festival were tangible within hours of our opening. A samba band noisily welcomed parents and children as they flocked to the first of Julia Donaldson's exuberant sell-out events at the Festival, while just two hours later, in front of another sell-out audience in the same RBS Main Theatre, the author of a book about the Lockerbie bombing contended powerfully that Al-Megrahi's conviction for the murder of 270 people represented a major miscarriage of justice. The light and shade of celebration and reflectiveness continued to play out across all of the 750-plus Festival events, but generally this year spirits were noticeably high. Perhaps it was because the sun was finally out after weeks of rain, or maybe it was a mood generated by the record numbers of visitors. Either way, the audience played a major role in making the 2012 Festival feel especially happy and successful.

Also noticeable this year was the rise of the 'virtual festival'. Whatever the pros and cons of social media, the role of Twitter and Facebook became absolutely central to the sense of a buzz around the Book Festival. That buzz went alongside an astonishingly broad coverage of the Festival in the mainstream media, not least thanks to our burgeoning relationship with media sponsors the Guardian. With a battery of features, news reports and podcasts – not to mention an army of enthusiastically tweeting journalists – the Guardian undoubtedly helped take the Festival to a broader international audience than we have ever reached before.

In a year of positive statistics, we were in a good position to assert that, although numbers (ticket sales, book sales, visits to the Gardens) may be a useful measure of the success of a literary festival, they are by no means the only indicator. The sheer volume of press and television coverage generated was,

equally, not a sole index of success. It was the content – both of the events and of the press coverage around them – that really mattered.

One of the most talked-about projects of the year was a series of discussions that went right back to the birth of literary festivals. Fifty years ago in 1962, an infamous Writers' Conference in Edinburgh demonstrated that literary discussions could set the news agenda, and heralded the arrival of writers such as William Burroughs and Alexander Trocchi on the international literature scene.

That conference also laid the ground for the launch of the Edinburgh International Book Festival some twenty-one years later. In August 2012 at the Book Festival, fifty writers from Scotland and beyond took part in another Writers' Conference, organised in a major partnership with the British Council and with the support of a consortium of funders including the Scottish Government's Edinburgh Festivals Expo Fund, Creative Scotland, the City of Edinburgh Council and Event Scotland. The participants were different from 1962, and of course in many ways the times have changed radically, but the authors debated the same questions that delegates had addressed back in 1962, and the results were fascinating. This time, instead of closing the conference after its fifth day in Edinburgh, the project embarked on an international tour of the literary world which has already resulted in discussions in Berlin, Cape Town, Krasnoyarsk (Siberia), Toronto and Jaipur. Many more discussions will be held in coming weeks, including events as far afield as Cairo, Brazzaville (Congo) and Beijing.

By August 2013 the Edinburgh World Writers' Conference will have had manifestations in about 20 different countries across the globe. This is a discussion which has brought ideas from literary Edinburgh to a massive international audience, and Scotland-based authors who have travelled abroad to take part in discussions elsewhere include John Burnside (Jaipur), Keith Gray (Cape Town), Theresa Breslin (Krasnoyarsk) and Irvine Welsh (Toronto). We were also thrilled that in an Olympic year, the project took its place alongside various other Edinburgh Festival initiatives as part of the Cultural Olympiad.



Hilary Mantel



Ian McEwan

**Edinburgh consistently offers one of the broadest, most imaginative, most international programmes of any literature festival in the UK.**

Daniel Hahn, author and translator

The Book Festival threw up countless delicious moments in Charlotte Square Gardens in August. Irvine Welsh's interview of the disco producer Nile Rodgers was an extraordinary journey into a heady world of pop and pill-popping that held a fascinated audience's attention in the RBS Main Theatre. Meanwhile a second, free event by Rodgers as part of *Unbound* in our Guardian Spiegelent had the entire audience on their feet, dancing to classic Chic tunes such as *Le Freak*. Other popular *Unbound* events included a presentation by Icelandic writers presented by the incomparable star of Icelandic writing, Sjórn; and an irresistible showcase of new work by emerging Scottish authors. Alongside the fun and exuberance of *Unbound*, this year's series of 15 thought-provoking evening debates in the Guardian Spiegelent was a near total sell-out, featuring a variety of conversations in which speakers were invited to rethink big issues, from the Labour Party to professional sport, to the British Union.

An ever-popular programme for children and young adults, led by our brilliant Children's and Education Programme Director Janet Smyth, featured a variety of acclaimed authors. There were star turns from Jacqueline Wilson, Eoin Colfer, David Walliams and Cressida Cowell among many others, as well as a series of fascinating events presented by guest selector Vivian French.

The Book Festival staged a headline-grabbing NLS Donald Dewar Lecture by Gordon Brown; we sprung a surprise appearance by Professor Peter Higgs, the man who discovered the Higgs Boson; and Thomas Heatherwick, designer of the gorgeous Olympic cauldron, was given a standing ovation by a visibly moved audience. Alongside these high profile events the Book Festival was proud to host a series of popular, smaller events featuring debut novelists, all of them entered into the Anobii First Book Award – underlining the Festival's commitment to supporting literary stars of the future. The winner of the Award, thanks to a record number of reader votes, was Youssef Ziedan's book *Azazeel*. Meanwhile a new initiative to explore the business of translation generated enthusiastic audiences hungry for international literature. We ended the Festival with an unforgettably moving closing event – the inaugural Frederick Hood Memorial Lecture delivered by former Beirut hostage John McCarthy.

The Book Festival remains the largest event of its kind in the world and we are deeply indebted to the audiences who continue to buy tickets in such large numbers. Every ticket sold, and every book purchased in our bookshop, makes a financial contribution to the Book Festival. Equally, we are grateful to the many sponsors and benefactors who continue to make possible what we do thanks

to their exceptionally generous support. From headline sponsors such as Royal Bank of Scotland through to the contributions from our Friends and Benefactors, every supporter makes a tangible difference to our ability to stage a world-beating Book Festival.

None of these contrasts of exuberance and thoughtfulness would be possible without the brilliant people who work alongside me. There is a permanent team of 18 staff, and more than 100 others who join us on a temporary basis to build and manage the site. I am deeply grateful to all of them for their hard work once again this year. In particular I would like to thank Andrew Coulton, our Administrative Director, who leaves the Book Festival in 2013 to set up a new IT business. He has contributed to the Book Festival over the past 8 years in a wide variety of ways, but regardless of his roles over the years he has always played a major part in the Festival's organisational strength, its innovative outlook and its financial stability.

A handwritten signature in black ink that reads 'Nick Barley'.

Nick Barley, Director

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# The Broader Context

## Publishing new writing

We embarked on a project of commissioning new stories and poetry from 50 Scottish and international authors on the theme of 'Elsewhere' in 2010, with 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, and authors toured to overseas literary festivals to participate in Elsewhere events. 2012 has been a fitting finale: the Elsewhere stories have been published under a deal with the Glasgow-based publisher Cargo, who have worked with the award-winning McSweeney's to produce a beautifully designed box set anthology, which is now on sale in bookshops. Elsewhere stories and poems, videos and podcasts are available free on the Book Festival's website ([www.edbookfest.co.uk](http://www.edbookfest.co.uk)).

## Edinburgh World Writers' Conference

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

2012 saw the start of the Edinburgh World Writers' Conference, which reprises the landmark conference held in Edinburgh in 1962. Created and presented by the Book Festival in partnership with the British Council, it brings together writers from around the world to discuss the role and importance of literature today in a series of debates, which started at the Edinburgh International Book Festival in August and is now travelling to cities across the world. Some of the sharpest literary minds have joined the worldwide conversation in events which have already taken place in Cape Town, Toronto, Berlin, Krasnoyarsk and Jaipur. 2013 will see the Conference continue in Turkey, China, Belgium, Trinidad, France, Malaysia, Australia and Portugal. Videos, live-streams of events, blogs and discussion channels are available on the Conference website.

The Edinburgh World Writers' Conference is supported by the Scottish Government's Edinburgh Festivals Expo Fund, Creative Scotland, Event Scotland and City of Edinburgh Council.

## 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.

## Festivals Edinburgh

[www.festivalsedinburgh.com](http://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 lead on their joint strategic development and maintain their global competitive edge. In 2012 the delivery of collaborative projects and initiatives to support growth, product development, leadership and audiences included: a major media campaign to exploit the increased presence of the world's travel and lifestyle journalists in the UK for the Olympic Games, together with building an online media resource centre; work on a new website to help festivals and arts organisations across Scotland manage their carbon emissions (to launch in 2013) and developing one of the submissions from the Festivals' Ideas Challenge to create a cross-festivals listings service for people with specific access requirements.

## Edinburgh UNESCO City of Literature

[www.cityofliterature.com](http://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. Since then, 5 other cities have been granted UNESCO status: Melbourne, Iowa City, Dublin, Reykjavik and Norwich, 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. We worked with the City of Literature in 2012 to present *Story Shop*, a series of daily free readings with emerging local writers, a 1-2-1 Writing Clinic where budding writers could access expert advice and a half-day workshop on developing a writing career. In addition, a Literary Information Desk showcased material from 27 literature organisations in Edinburgh.

## 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 7 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 Etonnants 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.

**Exciting, stimulating, thought provoking  
and eye opening.**

Audience member



# Festival Facts



**The cultural Olympics happen annually. And they are in Edinburgh. Our city. If they were somewhere else we would be spending millions bidding for them. But thanks to the legacy left by others, we have the gold medal. So let's embrace it, support it and be proud of it.**

Leader, Edinburgh Evening News

- We programmed 770 events in 2012 featuring debates for adults and teens, creative workshops and writing classes, author interviews and readings.
- 991 authors, artists and other participants took part in Book Festival events including 46 debut novelists and short story writers, 143 Scottish authors and 208 children's writers.
- Authors travelled from across the world to appear in events: over 46 countries were represented in the programme, showcasing the breadth and depth of international literature.
- 209 events featured in our programme for children and young adults and 104 were created especially for schools, including a range of CPD events for educational professionals.
- A record 225,000 visits were made to Charlotte Square Gardens, the most in the Book Festival's history.
- Literary events continue to be extremely popular and despite the gloomy economic climate, ticket sales rose by 3% on 2011.
- Daily free events were offered for all ages, a total of 114 events overall.
- Income raised through sponsorship, memberships and donations rose by 15%, making up over 40% of the Book Festival's revenue in 2012.
- 16,964 children and families attended the RBS Children's Programme.
- 11,472 pupils from 139 schools attended the RBS Schools Programme and our Schools Outreach events reached a further 3,400 young people, who attended events in their local school or library.
- In our post-festival audience survey 90% of people considered the Book Festival a 'must-see' event and 98% rated the quality of events as 'good' or 'excellent'.
- The Book Festival website attracted 172,187 unique visitors, the mobile site was used by 8,940 people and interest in our social media channels continues to rise; we now regularly communicate with over 40,000 people through ebulletins and social media.
- The Book Festival provided jobs for 133 staff in 2012, which amounted to 1,596 weeks of full-time employment.
- 430 media attended, including 51 international publications and broadcasters, 41 Scottish publications and broadcasters, 26 UK national publications and broadcasters, 23 magazines, 41 blogs and websites and 16 news and photo agencies.
- Our online media gallery provides free access to over 250 videos and podcasts of events recorded live at the Book Festival, including some of the most popular events from 2012 (also available via iTunes), so author events can be enjoyed all year round, by everyone.
- We reduced the number of bags of waste sent to landfill by 31% by increasing the use of compostable packaging across the Festival's catering provision.



Eoin Colfer



**For authors, it's the festival of festivals; for members of the public, it's the best way to connect with ideas and creativity.**

John Man, historian and travel writer

**While other festivals reinvent themselves constantly Edinburgh International Book Festival remains wedded to its core principle: Books, Readers, and Authors. Who needs hoopla?**

Jasper Fforde, author



**A great range of events, a good mix of known and unknown authors, very good organisation, friendly staff.**

Audience member



# Book Festival Bookshops



**New kids bookshop layout @edbookfest is brilliant - look at the enormous YA section #readingheaven.**

@MackayGillian



**We are from Melbourne Australia and were here last year and enjoyed it so much we organised our extended stay this year to take in the Book Festival again.**

Audience member

In 2012, sales through our independent bookshops saw a modest increase against 2011. This goes against the trend in 'High Street' book selling. More than 8,000 different titles were stocked in our shops and almost 60,000 books sold. There were more than 35,000 customer transactions and the average transaction value was over £16.00.

The financial surplus generated by our retail activities goes towards paying for the operation and development of the Book Festival and we would like to thank our book buyers for their support.

We doubled the space dedicated to books for Young Adults to complement the increased number of events in the programme for this age group. In an audience survey, 93% rated the range of books available in the bookshops as 'good' or 'excellent' and 81% stated that the Edinburgh International Book Festival had enthused their children about books and reading.

This year the Book Festival's bestseller was Julia Donaldson's *Gruffalo in Scots* with over 300 copies sold. 6 of the Book Festival's top 10 bestsellers were books for adults and 4 were children's books. 30 titles sold more than 100 copies over our eighteen day trading period.

The winner of this year's Anobii First Book Award was Egyptian writer Youssef Ziedan for his novel *Azazeel*, having received over 20% of all votes cast. In 2012, 2,831 votes were counted, over double the number in 2011.

Although confident that we will continue to engage customers we make incremental changes to improve our operation each year. This year we dramatically changed the layout in our RBS Children's Bookshop to improve display and the customer flow around the shop. The reaction of the public, authors and publishers was positive. Aware of the continued growth in ebook sales and the potential of year-round selling over the internet we will be undertaking a review of these activities in the early part of 2013 to establish what opportunities may be open to us in these areas.



**Loved the diversity, the whole ambience, the buzz!**

Audience member

# Inspiration & Learning

**We always learn something and sometimes we come across the unexpected and our horizons are broadened.**

Audience member



## **Festival programme: The world, in words**

It is well known that reading for enjoyment is an effective form of learning; fostering a life-long love of reading is at the heart of what the Edinburgh International Book Festival is all about. Through the creation of a diverse programme of author events, topical debates, literary play activities, workshops and masterclasses, we aim to stimulate readers to challenge themselves and expand horizons, to offer insight into different cultures and promote understanding, assist budding writers to develop their work, inspire reluctant readers to enjoy books and give unique access to the ideas and work of leading writers and illustrators.

In 2012, the 770 events in the programme offered insight into many different areas. Special focus was given to the role of science in fiction (supported by the Wellcome Trust), translating literature, information in the digital age, stories of Scotland's past, perspectives on Africa, the ethical role of market economies and analyses of Russia.

Daily 'Rethinking' debates in the Guardian Spiegeltent invited audiences to take a fresh look at important matters that affect our lives: the way we view food, Scottish independence, perspectives on Islam, how the web is changing society, the role of Europe and the darker side of sport.

Other cultures were the focus of many events including Nigerian author Teju Cole, with a tale of a young man's journey from Africa to Manhattan; Indian novelist Jeet Thayil's stories of Bombay; Israeli historian Ilan Pappé exploring modern Israel and British-born Pakistani Maajid Nawaz, describing his past as a radical Islamist and how his views changed. Authors who appeared in the programme came from 46 different countries.

## **Developing audiences, readers and writers**

Creative workshops and in-depth masterclasses with authors and illustrators, alongside a series of day-long creative writing classes gave young people and adults the opportunity to gain a greater depth of knowledge and understanding of creating and appreciating books, words and ideas. 114 daily free events were programmed for adults and children to ensure those on lower incomes had the opportunity to attend events, meet authors and get involved.

A *Dragon's Den*-style project in collaboration with Edinburgh Napier University resulted in us staging *Impro-Slam*. Masters students from the Festival Events Tourism course pitched event ideas to a panel of Book Festival staff with the aim of attracting a young demographic. The winning team took responsibility for aspects of the programming, budgeting and marketing, successfully selling 65% of the seats to their event, using their student networks.

To persuade audiences to explore the unknown, we created the Anobii First Book Award which is now in its third year. It encourages people to read the books, attend the events and vote for the debut novelists or short story writers featured in the programme. 2,831 votes were received in 2012, over double the number in 2011 and ticket sales for

**The schools programme was the real revelation for me - to see whole classes of children engaged and excited by books and storytelling was a hugely positive experience.**

KJ Wignall, author



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these events has risen year on year. In an audience survey, 53% said they 'agreed' or 'strongly agreed' that visiting the Book Festival had made them take more risks with their reading choices.

For the third year, *Unbound* events were programmed each night to offer an alternative literary experience in an informal environment, designed to appeal to a more spontaneous audience. We worked in partnership with *The Skinny* magazine on promotions to attract new audiences. The number of new attenders who said they are definitely more likely to buy tickets to other author events since seeing *Unbound* has steadily increased each year.

We continue to record events and offer them as free podcasts and videos through YouTube, iTunes and our website. Our online media gallery now holds over 250 author events, allowing everyone to have access to the Book Festival programme, anywhere, any time.

### **Engaging children, teens and families**

In all, 31,836 children and families attended events in 2012 with 81% of audience survey respondents stating that visiting the Book Festival enthused their children about books and reading.

The RBS Children's Programme was extended into the evening to offer a greater range of events for Young Adults. We invited young people from Edinburgh's Strangetown Youth Company, aged between 18 and 25, to chair a selection of the events, which created a greater immediacy and relevancy for the young audience.

We worked with Edinburgh City Libraries to offer free *Bookbug* events for very young children; Craigmillar Books for Babies brought 40 families from Craigmillar to take part in early literacy events for the first time and a range of the city's care units were offered discounted tickets for vulnerable teens who attended 7 different author events.

We collaborated with the National Museums of Scotland on events involving historical books for young readers and a handling box of different objects from each historical period. Our new free drop-in activities in the Story Box, supported by Awards For All, benefited from the involvement of Edinburgh City Libraries, National Museums of Scotland and Edinburgh For Under Fives, each day offering a different storytelling event or craft activity.

A strand of quirky events for youngsters was created with the Polish Cultural Institute featuring Polish writers and artists, which proved popular. Each event focused on a different approach to creating words and pictures, resulting in children making a giant house out of cardboard, pinhole cameras and creating their own stories.

Children's writer Vivian French led a series of events for children and teens which focused on learning the power of words and language through play including *Story Consequences* and *Creating a Story through Song*. In addition, Matthew McVarish, a dyslexic actor, joined dyslexia specialist Dr John Rack in an event for teens which challenged preconceived notions about the condition, offering advice and positive perspectives.

### **Reaching schools and education professionals**

104 events with 84 authors made up the RBS Schools Programme; it was produced with the Curriculum for Excellence in mind with each event offering reading tips and classroom ideas to allow teachers to easily create classroom activities around a Book Festival visit. Included in the programme were 5 CPD events for educational professionals, a Gala Day dedicated to primary schools and 30 outreach events, which took place across Scotland.

We kept ticket prices low to enable as many schools as possible to take part and we also offered a Transport Fund, which subsidised schools' travel costs. In 2012, 11,472 pupils from 139 schools attended events and feedback suggests that without additional financial help, many schools would be unable to bring classes to Edinburgh.

We expanded and developed the number of partners for our Outreach Programme to involve Fife and Falkirk region libraries, Edinburgh City Libraries and Borders Book Festival. Altogether the Book Festival produced 30 events in libraries, theatres and schools which reached 3,400 children. We worked closely with partners to ensure those most in need received a visit from an author, including arranging for poet Brian Moses to visit a school for youngsters with specific learning difficulties and for author Matt Dickinson to talk to teenage boys at Wellington Residential School for looked-after and vulnerable young people. Our Outreach Programme involved authors and illustrators for P1 through to S6 year groups including American, Polish and French writers to reflect the international aspect of the Book Festival. In addition we worked with Amnesty International to create an event in a classroom setting about the teaching of human rights involving two writers, a teacher and a chairperson, which proved a huge success.

Collaborating again with GLOW, the Scotland-wide education portal, a mini online Edinburgh International Book Festival was created. One event from each day of the RBS Schools Programme was filmed and broadcast on the portal. Reflecting the breadth of the programme, each day focused on a different age group and event type from debates to workshops to live drawing illustration events.

**Wonderful day out for the family - author events were superb, keeping teenagers interested in books is high priority to us, great selection of books on sale, will definitely book again.**

Audience member

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# 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 thinking 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 2012

- A series of events on environmental issues included Stuart Sim discussing how the race for global riches endangers the planet, Fred Pearce investigating 'landgrabbing' and its consequences, T C Smout exploring our exploitative attitudes to wild nature and a debate on the value of the environment.
- Waste sent to landfill was reduced by 31% on 2011 and is now less than half the amount sent in 2010. Waste to recycling reduced by 14%.
- We reduced consumption of grid electricity by 8.7% and diesel by 6.5% on 2011.
- Water consumption on site was reduced by 10,000 litres, and our bottle refill pipes dispensed 3,779 litres – a 3% increase on 2011.
- We collaborated with Cycle Scotland to provide bicycle hire facilities at the entrance to our site, encouraging visitors to explore the city by bike.

## Embedding environmental sustainability into core business

Our commitment to reducing impacts and creating an environmentally sustainable Festival has been further embedded into our core business through inclusion in our Strategic Plan 2012 - 2016, and in the job description of the Operations Manager post created in late 2011. Over the course of 2012, the Operations Manager attended a conference on sustainability in arts festivals along with training courses on waste management and carbon impact measurement run by Zero Waste Scotland and Creative Carbon Scotland. This has resulted in a new policy and a number of improvements to energy efficiency and waste prevention in our year-round office. We are also close to developing robust systems for measuring our complete carbon footprint and aim to report it in the 2013 Annual Review.

The Book Festival continued to chair the Festivals Edinburgh Environmental Sustainability Working Group, collaborating with other festivals on new initiatives and ensuring the Green Venue initiative continues to expand. The group has also been working closely with Creative Carbon Scotland to agree on reporting standards and strategies, along with a new website, the Green Arts Portal, designed to help festivals and arts organisations across Scotland to measure and manage their carbon emissions. The Green Arts Portal will be launched in early 2013.

## On-going practice

- We work with caterers to use compostable food packaging for everything sold and we no longer have general waste bins on site.
- Our HR portal, an online recruitment and HR management facility, continues to save paper and postage by enabling electronic applications, communications and contracts for all staff.
- Our mobile website, launched in 2011, has been enhanced to improve digital navigation of the programme, contributing to our long-term goal to reduce the number of printed brochures.
- Staff uniforms are produced from fairly traded organic cotton and reuse by returning staff is encouraged to reduce the quantities ordered each year.
- Lanyards for Book Festival passes are produced from biodegradable bamboo; staff and participants are actively encouraged to return lanyards for reuse.
- Energy efficient diesel or biofuel-fired heating was used for the vast majority of all space heating on site.
- The Book Festival brochure was printed on 100% recycled paper and we provided facilities on site for customers to leave 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 Story Box were recycled, non-toxic and biodegradable, and children used specially designed child-friendly recycling bins.
- Environmental sustainability is embedded in staff training and employee handbooks, and responsibility for monitoring and encouraging use of recycling points by the general public is included in the Front of House team job descriptions.
- Our website and print actively promotes travel to the Festival on foot and by public transport.

**A world class event, with a diverse range of authors in a stunning, relaxed setting.**

Audience member



The Edinburgh International Book Festival is funded and supported by



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- Publishing Scotland
- Saltire Society
- Scottish Poetry Library

**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 all the publishers who help to make the Festival possible. And all the other individuals who have donated to the Book Festival this year.



# Thanks to our Sponsors & Supporters

We would like to take this opportunity to thank all our supporters. Individual donors, sponsors and trusts contribute a huge amount to the Festival not only through financial support but also advocacy and championing our work to colleagues, clients and friends. The total contribution is over 40% of our turnover and we value highly the partnerships we have with every one of these supporters.

Support of the Book Festival can be done in many ways including sponsoring an event in the programme, donating to the Annual Appeal, sponsoring a venue in Charlotte Square Gardens, being a Friend or Benefactor and supporting our education work with children and young people, schools and libraries.

2012 marked the second year of our media partnership with the Guardian. Through this partnership we have been able to promote the Festival on an international scale via the Guardian Books website and this year there were a record 440,000 downloads of the Guardian's Book Festival podcasts.

The RBS sponsorship of the Children's and Schools programmes supported 313 events for children and young people. The RBS Gala Day for primary schools rounded off the Festival in a fun way with all our Front of House staff dressed as the Where's Wally? character. Other returning partners included our Major Sponsors Baillie Gifford, ScottishPower, Experian, Open University in Scotland, London Review of Books, National Library of Scotland, and the Genomics Forum. Our in-kind sponsorship with Tangent Graphic won the 2012 Arts & Business Scotland Award for Sponsorship by a Small Business. There were three new sponsorships which were awarded New Arts Sponsorship grants by the Scottish Government and Arts & Business Scotland: Anobii (sponsor of the First Book Award), Scott-Moncrieff and Thomas Miller Investment. Paterson's came on board to sponsor Ten at Ten (enabling us to keep tickets free for audiences) and Café Bronte in the Bookshop. Two major awards were acknowledged at the Festival, the Scottish Mortgage Investment Trust Book of the Year Award (won by Janice Galloway) and the James Tait Black Prize in association with the University of Edinburgh.

Our new partnership with Walter Scott was set up to commemorate the life of one of their inspirational employees and the inaugural Frederick Hood Memorial Lecture closed the Festival with both a fitting tribute to Fred and a standing ovation for the remarkable courage of our speaker, John McCarthy.

Our Single Event Sponsorship package continues to be extremely popular with companies who wish to align their brand with the Book Festival, entertain their customers and clients at a unique event or help support our mission to reveal the world in words. These sponsors include The Alwaleed Centre, Baker Tilly, Bonhams, Edinburgh Napier University, KPMG, The Folio Society, Murray Beith Murray (who celebrated their sixth year of partnering the Book Festival) and the University of Strathclyde Edwin Morgan International Poetry Prize. Other new sponsors in 2012 included The Arts Journal, Oobicoo and Edinburgh Gin.

Trusts and Foundations are an essential source of funding, particularly for our Outreach Programme for schools and travel subsidy scheme (with schools from Buckie, Mull and Dumfries as well as those closer to Edinburgh benefiting from financial assistance and bringing 11,500 school children to the Festival). We would like to thank all the trusts who continue to support our work and welcome new donors The Robertson Trust, The Ryvoan Trust, The Morton Charitable Trust, The Margaret Murdoch Charitable Trust and Tay Charitable Trust. Many thanks also go to the Hawthornden Literary Retreat for their continued support of the Book Festival which allows us to invite some of the most exciting names in literature to the Festival. We also received funding from Awards for All Scotland to programme free events for babies, toddlers, children and teens and a new partnership with the Wellcome Trust celebrated the parallels between scientific and literary fiction.

In 2012 we ran our second annual appeal, The Appeal of Books, raising over £6,500 to support our work. We are very grateful to all the individual donors who contributed to our fund-raising and to all Friends and Benefactors whose loyalty to the Festival through ticket and book purchases, memberships and donations plays a huge part in making Edinburgh the best book festival in the world.

We would like to take this opportunity to acknowledge and thank the City of Edinburgh Council and Creative Scotland for their ongoing support and the Scottish Government's Edinburgh Festivals Expo Fund, Event Scotland and the British Council for their support of the Edinburgh World Writers' Conference 2012. The Book Festival would not be what it is without our Sponsors, Donors, Friends and Benefactors and we thank them all again for their loyalty and contribution and look forward to the 2013 Festival and the partnerships we will continue and create.

**Our sponsorship of the Book Festival is now in its 8th year and during that time we have continued to evaluate and develop the partnership so that it aligns with our CSR strategy as well as raising our profile in the communities in which our customers and employees live and work. We are particularly proud that our association with the Book Festival allows so many children and young people to access books and authors; the sponsorship opportunities and service we get from the whole Festival team are second to none.**

Ann Loughrey, Head of CSR,  
ScottishPower

**Sponsoring an event at the Edinburgh International Book Festival was a huge success for us. This is a key event in the cultural calendar and our guests had a thoroughly enjoyable evening. We're looking forward to being part of the 2013 Festival.**

Janet Hamblin, Partner and Head of  
Not for Profit, Baker Tilly

# Income Generation & Expenditure

In 2012, the total income of the Edinburgh International Book Festival – a registered charity – was approximately £2.3 million<sup>[1]</sup>, including the profits from its independent booksales operation. Project funding, awarded to support Edinburgh World Writers' Conference activities and which the charity expects to spend in 2013, represents the larger part of the surplus shown below. The financial position has continued to improve and the charity is currently projecting a small surplus, to be invested in the future development of the Festival.

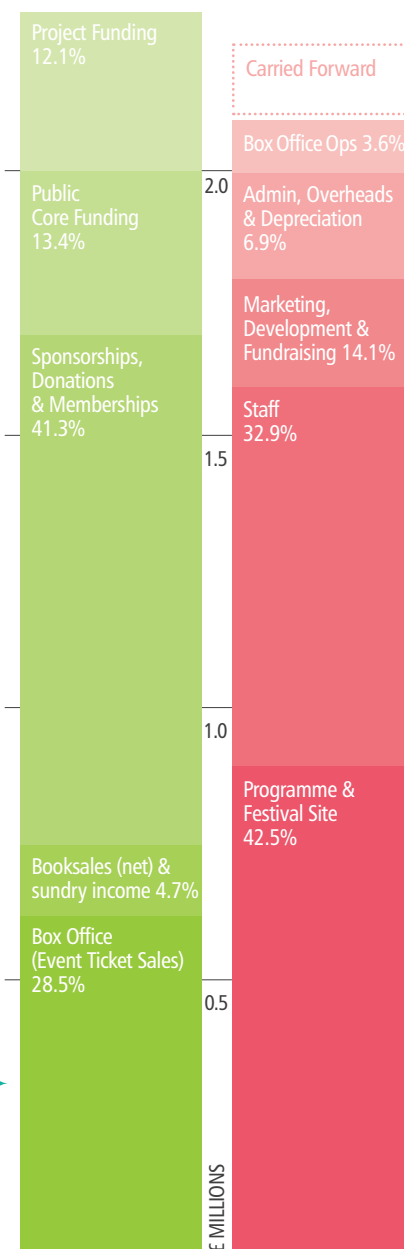
## Income

Around 75% of income is earned through our box office and bookshops, from business sponsorship, donations and memberships. In 2012 the Book Festival achieved growth in all income areas, in particular from individual donors, trusts and sponsors (up around £130,000 against 2011).

We were also proud to be awarded an increase of £50,000 in our core funding from Creative Scotland (who now provide around 11.2% of total income) for the next three years as part of their review of Foundation Organisations. The balance of public core funding is from the City of Edinburgh Council. Significant project funding came from Creative Scotland, the Scottish Government's Edinburgh Festivals Expo Fund, the City of Edinburgh Council and Event Scotland for the Edinburgh World Writers' Conference as a key part of the Edinburgh Festivals' contributions to the Cultural Olympiad and the Year of Creative Scotland.

**Thank you very much for a brilliant festival... I have started saving for 2013 and will organise my annual leave when you announce the dates!**

Audience member



## Expenditure

Around 80% of our expenditure goes towards creating, staging, staffing and ticketing Festival events and delivering funded projects. This includes creating a temporary tented village in Charlotte Square Gardens with 8 stages, 3 bookshops and numerous other structures dedicated to author and public services. Wet summer weather was again responsible for increased site and reinstatement costs. As part of our 2012-16 Strategic Plan we also increased budgets for technical facilities and staffing and invested in new stage sets to support more ambitious programming and ensure the quality of our events.

Significant efficiency savings have been made in recent years through investment in technology and reviews of business processes. In 2012 we carried out a restructure of our administrative and operational team and added an additional post to boost our resilience and planning capacity. Following several years of growth in the scale and complexity of the Festival, we were also able to secure additional office space on the ground floor of 5 Charlotte Square. We continue to examine all areas of our operation to ensure the best application of charitable funds and the sustainability of the organisation.

## Carried Forward

Our 2012 income includes restricted funding for the Edinburgh World Writers' Conference which we expect to spend in 2013

<sup>[1]</sup> Figures estimated based on financial records. Fully audited accounts will be available later in 2013.

# Aims & Staff

## 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 and 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  
Marketing & PR Manager  
Amanda Barry  
Administrative Director  
Andrew Coulton  
Development Officer  
Eli di Paolo  
Associate Director  
Roland Gulliver  
Programme Co-ordinator  
Emma Hay  
Operations Manager  
Claire Hilditch

Development Officer  
Rose Jamieson  
Corporate Development Officer  
Kat Kennedy  
Sponsorship & Development Manager  
Sadie McKinlay  
Administrative Assistant  
Annie Mottisfont  
IT & Systems Administrator  
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

### 2012 Long-Term Temporary Staff

Schools Booking Coordinator & Box Office Supervisor  
Jenny Brotherstone  
Deputy Technical Manager  
Olly Cassidy  
Writers' Conference Co-ordinator  
Lisa Craig  
Booksales Administrator  
Gwenmarie Ewing  
Technical Manager  
Craig Gosman  
Press & Marketing Assistant  
Esme Haigh  
Front of House Manager  
Dom Hastings  
Recycling Manager  
Johnston  
Warehouse Manager  
Graham Johnston  
Press Officer  
Harrison Kelly  
Box Office Supervisor  
Ailbhe Kirwan

Programme Administrator  
Alice Lowenstein  
Assistant to Site Manager  
Camilla O'Neill  
Site Manager  
Robin Sanders  
Box Office Supervisor  
Ruth Weldon  
Box Office Manager  
David Wright

Thanks to the following core staff who departed in 2012 and made a valuable contribution to the Festival:  
PA to Director  
Elizabeth Dunlop  
Programme Administrator  
Helen Moffat  
Festival photography by Pascal Saez and Chris Scott  
Authors' festival portraits by Chris Close

**Next Book Festival:  
10 - 26 August 2013  
Charlotte Square  
Gardens, Edinburgh.**

Full programme details will be announced in June.

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

