Publishing Scotland

Publishing Scotland runs two funding initiatives for Scottish publishers the Go-See fund and the Go-Digital fund. This leaflet provides some examples of what they were used for in 2014-15.

The Go-See Fund 2014-2015

The Go-See Fund is administered by Publishing Scotland and is open to all publishers across Scotland. The fund was set up in 2011 to assist publishers to attend international trade fairs for the first time. It is a popular fund and normally oversubscribed. 2 rounds operate each financial year with a total of £10k available and publishers may apply once each year for a total of £1,000.

Since it launched, this fund has supported 27 Scottish publishers to attend book fairs all over the world, with several applying year on year for different fairs thus further enhancing their international presence. In 2014–15, 10 companies received funding totalling £9,285 to help with their book fair attendance.

As well as first-time visits to the Frankfurt Book Fair, recipients of the 2014-15 funding travelled to Leipzig, Toronto, Bologna, the London Art Book Fair and Berlin to buy and sell books, network and develop new contacts.

Fiona Brownlee of Brownlee Donald Associates went to Frankfurt selling rights on behalf of Scottish publishers and agents including Freight, Saraband, Sandstone, NWP, Luath, Judy Moir and Jenny Brown Associates. The trip allowed her to expand her network of contacts in literary, historical and crime fiction, as well as sell rights to a German publisher. Fiona said:

‘I went into the fair having just done a deal with a Dutch publisher, sold it to a German publisher at the Fair which enabled me to turn it into a buzz book. I was on the phone to the trade press constantly while I was there and the author, Dutch publisher and I were talking about it constantly on Twitter with the result that it was referred to in The Bookseller as ‘one of British fiction’s highlights of the Fair’ and was also featured in PW daily. On the final day of the Fair we heard that it had been shortlisted for the Green Carnation Award which further increased the word of mouth campaign.’

Rights Director Andrea Joyce went to the Toronto Book Fair to discover what options might be open for Canongate Books in the Canadian market. Although the fair divided opinion (and will not be
running in 2015) she did some valuable networking and expanded her knowledge of the Canadian market:

‘I was delighted to have the opportunity to go to the Toronto Book Fair in November thanks to the Go See Fund. There was a range of opinions about it among the publishing community. From my point of view it was an excellent opportunity to meet Canadian editors many of whom don’t travel to London or Frankfurt and also to get a feeling for the Canadian market.’

Her report from Leipzig was also very positive.

‘Leipzig doesn’t set itself up as a rights fair – but I was delighted to have several excellent and very productive meetings with editors at the fair. I had organised a number of meetings in advance but I also had the chance to wander round the fair and meet up with editors I knew on a more informal basis. I would highly recommend a trip to the Leipzig book fair to anyone wishing to sell German rights.’

Jayne Baldwin of Curly Tale Books attended the Children’s Book Fair in Bologna for the first time and reported back

‘We felt encouraged and reassured by our visit to Bologna that we are on the right track but we clearly need further training and advice to deal with the next stage of the business side of publishing.’

The Go-Digital Fund 2014-2015

Like the Go-See Fund, the Go-Digital fund is administered by Publishing Scotland and is open to all publishers across Scotland. The fund supports publishers in bringing their books to a new digital audience by helping fund innovative digital initiatives, training and development. There is £20k available every financial year, with 2 rounds available to apply for and publishers may apply once a year for a total of £2,000. Since the launch of the fund in 2011 we have supported 23 publishers with their digital work as well as sending individuals to the Publishing for Digital Minds conference in London for several years running.

In the 2014–15 round we gave £15,120 to nine publishers plus £3,660 to enable six publishers to attend the Publishing for Digital Minds Conference in London.

Projects funded included digital marketing consultancy, development of author microsites, e-commerce capability, bespoke social media campaigns, digital website zones as well as intensive training courses.

The National Galleries of Scotland used their funding to attend a one-day course on Digital Strategy for Publishers at the Publishing Training Centre in London. Commissioning Publisher Christine Thompson, who attended the course, said:

‘The National Galleries of Scotland is keen to embrace digital delivery of products, but in a constantly changing market it is difficult to know how and when to jump in. The course gave lots of tips and advice on how to build your strategy and we also were given an overview of what is current. This included examples of good social media campaigns. It is clear that we have to
remove the old divisions within our organisation such as digital, marketing, press, publishing and retail and all must work together.’

John Macpherson of Bright Red Publishing reported back on the development of a new digital zone on their website for educational products

‘I wanted to send you a note to let you know that our new website launched today – we are over the moon with it! Thanks so much for all of the support we received from Publishing Scotland to make this happen. It is a huge step forward from our first site (which dated back to start up in 2008) and it enables us to do a lot more with our online marketing and sales. Really looking forward to the new term to see how much difference it will make.’

Overall since their launch we have given away over £118k to Scottish publishers through these two funding initiatives.

For full details of how to apply to either of these funds visit the funding pages of the Publishing Scotland website. Or contact Lucy Feather, Member Services Manager on lucy.feather@publishingscotland.org