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OUR AIMS AND OBJECTIVES

• To develop and promote the work of book publishing companies to an international audience
• To run a first-class skills and training programme for the sector
• To expand our comprehensive network of publishers, content creators, and service providers
• To facilitate access to key markets, information, and opportunities
• To act as the voice of the sector

BOARD OF TRUSTEES
FROM DECEMBER 2017 TO NOVEMBER 2018

• James Crawford, Historic Environment Scotland (Chair)
• Kate Gibb, Canongate Books (Treasurer)
• Moira Forsyth, Sandstone Press
• Timothy Wright, Edinburgh University Press
• Fiona Brownlee, Brownlee Donald Associates
• Chani McBain, Floris Books
• Jonny Gallant, Alban Books
• Simon Brown, Anderson Strathern
• Davinder Bedi, MD, BookSource
• Marion Sinclair, Chief Executive, Publishing Scotland
Our team

A year of change

This year we welcomed three new team members: Andrew May, Jess Walter and Vikki Reilly. We also said farewell to colleagues Barbara Bell, Eleanor Logan and Gill Tasker, who all left during the year.

CHIEF EXECUTIVE
Marion Sinclair
Marion has worked in publishing for over 30 years, as Editorial Director for a literary press, Polygon, which won Sunday Times Small Publisher of the Year under her aegis, as Programme leader of the Masters Degree in Publishing at Edinburgh Napier University and as Chief Executive of Publishing Scotland since 2008.

MEMBER SERVICES MANAGER
Lucy Feather
Lucy has worked in both the publishing and charity sectors, including membership organisations.

MARKETING & EVENTS MANAGER
Vikki Reilly
Vikki joined Publishing Scotland in August 2018 with 17 years of experience in the book industry, first as a bookseller, then in the sales and marketing departments of Mainstream Publishing, Mercat Press and Birlinn Ltd.

FINANCE OFFICER
Andrew May
Andrew has been working three days per week at Publishing Scotland since May 2018. He has worked in music shops as a wind instrument repairer, additionally acting as company secretary and accounts officer at one of them, and ran his own business.

TRAINING MANAGER
Joan Lyle
Joan previously worked as a solicitor and a publisher, latterly as General Manager at LexisNexis in Edinburgh.

PROGRAMME SUPPORT OFFICER
Jess Walter
Jess started with us in June 2018 and works three days per week providing support for all areas of the organisation’s activity. Jess has worked in a diverse range of roles for a variety of charities and arts sector organisations.

BARBARA BELL, ELEANOR LOGAN AND GILL TASKER
Barbara retired in April 2018 after 8 years working as our part-time Finance Manager. After almost seven years at Publishing Scotland, Eleanor, our Trade Liaison Manager, left in April 2018 to concentrate on her freelance marketing and events consultancy and other interests. Gill was our Book Marketing Manager for two years and left in March 2018 to take up the position of Lecturer in Digital Creative Economy and Publishing at the University of Stirling.
A word from the Chair
James Crawford, Historic Environment Scotland, from December 2016

Publishing can never happen in a vacuum. It both inspires and is inspired by all of the events going on all around us, all of the time. It holds a mirror up to society, culture and politics. It sparks debate, sets the agenda, gets people talking. And it also provides an escape: a route out of the world we know into countless other worlds, some familiar, others completely fantastical. As Chair of this organisation I am privileged to be able to look out across the landscape of Scottish publishing and see a remarkable richness and vibrancy. This year there has been some stellar work all across our membership — so many ground-breaking books, projects and partnerships that are testament to the passion, commitment and excellence of those who work in the industry in this country. And it has been particularly gratifying to see publishers who have only recently emerged from Publishing Scotland mentoring schemes enjoying high-profile success. It confirms what many within the industry have known for a long time — that one of the things we do best in Scotland, is tell stories.

The challenge for Publishing Scotland, and for the industry as a whole, is to spread this message on to the world stage. To build recognition for what publishers in this country have achieved and can go on to achieve, and to see our stories told across the globe. Publishing Scotland’s remarkable Fellowship Programme has finished its fourth year of inviting senior international publishers to convene here in August during the Edinburgh International Book Festival. This pioneering initiative has already seeded the knowledge among publishers from over 15 countries that Scotland holds a wealth of wonderful stories. We want this knowledge to grow and grow. Which is why one of the most exciting developments being driven forward by Publishing Scotland is the creation of a first ever Scottish Books International post — a new role dedicated to promoting our books, publishers, writers, festivals and organisations overseas. This overt and tangible commitment to championing the work of the industry globally promises a new chapter in the story of all of Scottish publishing. I can’t wait to see the opportunities, projects and partnerships that emerge.

James Crawford
Welcome to our Annual Report, as we prepare to enter our 45th year in 2019. We can report that 2017/2018 was a strong year for the organisation when we embarked upon a new programme, boosted by funding from Creative Scotland. The book publishing sector remains fairly buoyant but there are structural changes to the trade which continue to play out - on the retail side, in April, Waterstones, the main bookselling chain in the UK, was bought out by Elliott advisers. In June Amazon US reported its first-ever $2bn quarterly profit. In the independent bookselling sector, the UK High Street continues to experience closures but there is evidence of a fight back. As a membership organisation, we can’t claim to influence the retail environment strongly, but we can help to ensure that publishers are as fit as possible to face up to future challenges.

A stronger and more proficient publisher is good for writers and for the culture. Publishers live in the world of arts and culture as well as that of business and play a vital role in providing a written record of ourselves. This past year was no exception and the roll call of prizes, awards, and beautiful and important books from Scottish-based publishers continues to amaze. See our member highlights on pages 24 to 35.

Publishing Scotland is the network body for the book publishing industry in Scotland, working to promote and protect the interest of its members, both nationally and internationally. It offers membership to publishers and those in associated professions (including editors, literary agents, printers and authors), and currently represents over 100 companies and individuals across the whole of Scotland and beyond. UK bodies with operations and activities in Scotland are also members, such as the Booksellers Association of Great Britain and Ireland, and Nielsen Books.
RAISING AWARENESS

Our work is all about giving the publishers and their books due prominence. This year we held our Annual Conference in Edinburgh in conjunction with the Booksellers Association, and as always it was very well attended. Keynote sessions from Sally Magnusson and Richard Holloway emphasised the importance of books and reading for building empathy and compassion. A Glasgow University chapel showcase in August brought together writers for our international and local audience, and foreign rights were optioned almost on the spot on the strength of those readings. The publisher-by-publisher book displays at the Edinburgh International Book Festival are a wonderful showcase for the cohesive list displays from our independents.

BUILDING LASTING CONNECTIONS

One of our flagship projects, the International Publishing Fellowship, is in its fourth year and is one of the main ways in which we can forge connections between the international publishing community and the publishers here. For a week in August — to coincide with the Edinburgh International Book Festival, we invite 8 senior publishers to come and meet us on our home turf — see the country, and experience what we have to offer in the way of new writing and new books. It’s in the quality and nature of the individual meetings that we can enable our membership to meet and find out what sells, what specific publishing houses and countries are looking for — it’s a genuinely delightful week of exchange. This is only the beginning of the exchange — our publishers and Fellows meet up again at the bookfairs at which we take collective stands — Frankfurt, Bologna and London. And our Go-See Fund allows individual publishers to head off to completely new markets for them and make their own connections.

OFFERING GUIDANCE AND IMPROVING BEST PRACTICE

The book publishing industry in Scotland is growing in terms of output and despite shrinking markets in some genres, some areas of publishing are on the up. Children’s publishing represents a distinct strand within the membership. The three largest producers of children’s books, Barrington Stoke and Floris Books, both in Edinburgh, and HarperCollins in Glasgow — and not counting that Dundee giant of children’s comics, D C Thomson — are working in a fiercely competitive market but one in which the UK excels. That competition means that the quality and range of children’s books coming out of Scotland has never been higher. There are new entrants each year to the field — Little Door Books, Cranachan, Curly Tale Books, and Sainted Media, to name but a few, all took part in the Accelerate skills and training project this year and have ambitions to extend the scope and reach of both local and international writing. Our training programme had a record amount of courses — bespoke and public to keep members informed of new initiatives and developments in editorial, production, marketing and rights.

GROWING OUR SUPPORT SERVICES

Publishing Scotland is hugely grateful to the individuals and organisations that choose to support us, including our main funders, Creative Scotland, and XpoNorth. Thank you to our members, some of whom have been with us every year of our existence. By renewing the membership each year, taking part in our activities, attending our training and events and serving on our boards and sub-committees you enable us to continue to offer support services to the publishing industry and also develop much needed services in the future. As ever, a vote of thanks goes to my colleagues at Publishing Scotland, and the board of trustees who offer us advice and the benefit of their accumulated wisdom each year. We look forward to seeing in our 45th year with you all.

Marion Sinclair
Chief Executive, Publishing Scotland
Our work in figures
How it all added up

46 publishers took space at the Edinburgh International Book Festival bookshops

7 publishers attended the Bologna Children’s Book Fair 2018

25 international publishers received translation grants

207 people attended our training courses

8 international publishers visited Scotland as Fellows

180 delegates attended the Scottish Book Trade Conference

15,000 books featured on BooksfromScotland.com

Background image of the illustrators’ wall at the Bologna Children’s Book Fair 2018 by Alan Windram of Little Door Books.
Our members
Publishers and network

Our publisher membership stands at 61. We welcomed four new members in this period: Handsel Press, Luna Press Publishing, Stewed Rhubarb and Stirling Publishing.

404 Ink • Acair Ltd • Ailsapress • Association for Scottish Literary Studies • Barrington Stoke • BHP Comics • Black & White Publishing • Bright Red Publishing • Brown, Son & Ferguson Ltd • Brown & Whittaker Publishing • Canongate Books • Charco Press • Cranachan Publishing • Curly Tale Books • Dionysia Press • Dunedin Academic Press Ltd • Edinburgh City Libraries • Edinburgh University Press • Fledgling Press Ltd • Floris Books • Forestry Commission • The Gaelic Books Council/Comhairle nan Leabhrachain • Glasgow Museums Publishing • Hallewell Publications • Handsel Press • Handspring Publishing • HarperCollins Publishers • Historic Environment Scotland • Hodder Gibson • Kessock Books • Kitchen Press • Leckie & Leckie Ltd • Little Door Books • Luath Press Ltd • Luna Press Books • Moonlight Publishing Ltd • Muddy Pearl • National Galleries of Scotland • NMS Enterprises Ltd – Publishing • Quality Chess • Ringwood Publishing • Royal Botanic Garden Edinburgh • Sainted Media • The Saltire Society • Sandstone Press • Saraband • Scotland Street Press • Scottish Book Trust • Scottish Text Society • Serafina Press • Society of Antiquaries of Scotland • Stirling Publishing • Stewed Rhubarb • Strident Publishing Ltd • Swan & Horn • Thunderpoint • Vagabond Voices • Waverley Books • Whittles Publishing • Wild Goose Publications • Witherby Publishing Group

The network membership is currently at 27. We welcomed three new network members during this period: Indie Authors World, Simone Hutchinson and Miriam Rune PR.

APS Group • Association of Scottish Literary Agents • Bibliochor Book Production • Belle Media • Edinburgh Napier University • Donald Greig • Indie Authors World • JC Consultancy • Lumphanan Press • Sharon McTeir (Creative Publishing Services) • Martins The Printers • Anne Milligan • National Library of Scotland • Nielsen Book • Dr Lawrence Osborn • Pat Baxter Language Services • Sylvia Pegg • Prepress Projects Ltd • Raspberry Creative Type • Rowan Tree Publishing • Kit Shepherd • Simone Hutchinson • SLIC • Society of Authors in Scotland • University of Stirling • Mairi Sutherland • Miriam Rune PR

HONORARY MEMBERS
Mike Storie • Eddie Bell, Bell Lomax Moreton Agency • Ian MacDonald

RECIPROCAL AND SPONSOR MEMBERS
The Booksellers Association • Nielsen Book
Annual conference
For the Scottish book trade

SCOTTISH BOOK TRADE CONFERENCE 2018

Held once again in Central Hall, Edinburgh, in February our annual conference, collaborating with the Booksellers Association for the seventh year running, was well-attended. There was a total of 180 people with us on the day.

Delegates were a mix of publisher and network members, booksellers, service providers, publishing students from the UK and overseas, literature organisations, journalists and sponsors.

Chaired with aplomb by literary agent Jenny Brown, the conference was opened by broadcaster and author Sally Magnusson, and continued with the popular session from Nielsen on the key retail trends for this period. Both sessions were very well received.

Notable highlights of the day included hearing from Sally Hampton of D C Thomson on building resilience and raising the profile of publications, workshops for publishers on book festivals, tourist organisations and maximising PR opportunities; the importance of reaching new audiences and reflecting diversity and a wonderful closing speech from Dr Richard Holloway. There was also a chance for publishers to pitch their titles to booksellers. The day ended with a drinks reception and a chance to network.

We are very grateful to our generous sponsors: BookBub, Gardners, the Publishers Licensing Services, Bertram Books, Nielsen and Batch as well as Unwin Charitable Trust and the London Book Fair.

Fellowship Programme

Part of our internationalisation work

Our International Fellowship Programme is now entering its fifth year. Since its launch in 2015 it has gone from strength to strength, joining a well-established worldwide list of fellowship programmes, and welcoming 35 publishers from 15 countries, including France, Germany, Italy, Norway, United States, Argentina, Australia, Canada, Mexico and Korea.

Part-funded by Creative Scotland and XpoNorth the programme aims to broaden the reach and influence of books coming out of Scotland, through developing relationships between the international publishing community and the Scottish sector.

2018 saw eight key international publishers visit Scotland to experience the thriving literary scene here. Coinciding with the Edinburgh International Book Festival, our Fellows’ week long itinerary included meetings in Edinburgh, Glasgow and Inverness with Scottish publishers and agents, market presentations, networking and festival events.

The 2018 Fellows above from left: Eva Wallbaum, Editor, HarperCollins Germany; Gregory Limpens, Rights and Acquisitions, Open Books, Korea; Beatrice Masini, Editorial Director, Bompiani, Italy; Päivi Paapannen, Publishing Director, Like, Finland; Raphaëlle Liebaert, Foreign Fiction Editorial Director, Éditions Stock, France; Patrick Nolan, Vice President, Editor in Chief & Associate Publisher, Penguin USA; Regina Kammereris, Publisher, Luchterhand Literaturverlag & btb Verlag (part of Random House Germany); Andrea Morstabilini, Rights Director and Acquisitions Editor, il Saggiatore, Italy. Picture by Chris Scott.
The Translation Fund is now in its third year and was set up to encourage international publishers to translate works by Scottish writers by providing money toward the cost of the translation. We were delighted to be able to help Creative Scotland administer this project as it is a fantastic way of pushing Scottish writing to the forefront of the international publishing scene. One of the criteria of the fund is that the work is contemporary. Fiction, non-fiction, poetry, graphic novels and children’s literature have all received funding since the launch in 2015.

This year we received 37 applications and funded 25 publishers (last year it was 20) to translate titles by Scottish authors such as Kathleen Jamie, Michel Faber, James Kelman, Carol Ann Duffy, David Ross, Val McDermid, Lewis Grassic Gibbon, Muriel Spark and others.

A total of £25,535 was awarded to support the 25 titles to be translated into Catalan, Chinese, Croatian, Dutch, German, Italian, Korean, Macedonian, Modern Greek, Russian, Serbian, Spanish, Swedish and Ukrainian.

The panel who assess the applications comprises former publishers, translators, writers and representatives from Publishing Scotland and Creative Scotland.

Above are some of the latest books to benefit from funding. From left: The Book of Strange New Things by Michel Faber (Kein Und Aber, Switzerland — originally published by Canongate Books, 2014); Sightlines by Kathleen Jamie (Luciana Tufani Editrice, Italy — originally published by Sort of Books, 2012); Autumn by Ali Smith (Edizioni Sur, Italy — originally published by Hamish Hamilton, 2016); Murderabilia by Craig Robertson (Leone Editore, Italy — originally published by Simon & Schuster, 2017).
Lost in Translation
An afternoon discussing the art and the business of publishing translated fiction

Translated fiction opens a window onto cultures and creative techniques from across the globe, often hidden from English-speaking readers behind any number of languages. It also offers opportunities for Scottish publishers to strengthen their lists with titles that have the potential for commercial success.

On 18 September 2018 at the Institut Français in Edinburgh, Creative Scotland, Creative Europe Desk UK-Scotland and Publishing Scotland invited key players in the process to gather and discuss how translated fiction can benefit the Scottish publishing sector, along with its offering to our readers.

Speakers included: writer, editor and translator Daniel Hahn on the compelling commercial and cultural reasons for publishing translated works; Jaclyn Swope of Nielsen BookData who presented the figures; and publishers Katharina Bielenberg of MacLehose, Francis Bickmore of Canongate, Bob Davidson of Sandstone Press, Allan Cameron of Vagabond Voices and Sam McDowell of Charco Press on the realities of publishing translated fiction and examples from their lists.

Above from top: covers of I'M NOT SCARED by Niccolò Ammaniti, tr by Jonathan Hunt (Canongate Books); Babylon Berlin by Volker Kutscher, tr by Niall Seller (Sandstone Press); Memoirs of a Life Cut Short by Ricardas Gavelis, tr by Jayde Will (Vagabond Voices); and Die, My Love by Ariana Harwicz, tr by Sarah Moses and Carolina Orloff (Charco Press).
ABOUT OUR TRAINING

We provide training in publishing skills and have done for more than 30 years. Our training programme was set up to overcome the distance, cost and time issues involved in accessing publishing training which was mainly based in London. Now that we are living in a digital age where much more training is available online (and sometimes only online), training is becoming more accessible. But there is still a demand for tutor-led workshops and more informal discussions led by experts and we are constantly reviewing what we offer to best meet that.

WORKSHOPS

Most of our workshops are open to non-members but we started our 2018 programme in January with a GDPR session for members. Our public workshops covered proofreading, copy-editing, further proofreading and copy-editing, writing for the web, understanding e-books, creative copywriting, InDesign (Foundation and Advanced) and colour production. We also provided in-house training on business writing skills, report writing, proofreading, copy-editing and writing digital content for a variety of private and public companies.

NUMBERS

Between 1 December 2017 and 21 November 2018, we trained 207 people on our training courses. Approximately 45% of these were publisher or network members. During this period, we ran 16 public and Accelerate courses and 7 in-house courses.

THE TRAINING COMMITTEE

The training committee is the main forum for discussion of current and future training programmes and training needs generally. It meets twice per year. The committee members are drawn from a variety of publishers and backgrounds that reflect the membership:

- Ann Crawford, National Galleries of Scotland
- Andrea Joyce, Canongate Books
- Leah McDowell, Floris Books
- Sarah Mitchell, HarperCollins
- Susan Pacitti, Glasgow Museums Publishing
- Marion Sinclair, Chief Executive, Publishing Scotland
- Joan Lyle, Training and Information Manager, Publishing Scotland

‘This course was brilliant, I really feel like we learned so much and just wish we had more time!’ (Advanced InDesign: delegate, October 2018)’

Our Accelerate Programme to fast-track new publishers began in April 2017 and finished in September 2018 (a little later than scheduled but worth the wait for the final sessions). The nine participants were:

- 404 Ink
- Cranachan
- Curly Tale Books
- Little Door Books
- Rowan Tree Publishing
- Sainted Media
- Scotland Street Press
- Stòrlann
- Swan & Horn

The programme was a mixture of formal workshops with tutors and industry experts and informal discussions with experienced member publishers. The former included: Lynette Owen (rights), Kevin Stewart (contracts) and Andrew Copley and Georgie Aldridge (print). The member publishers were: Caroline Gorham, Kate Gibb and Andrea Joyce (Canongate Books); Janne Moller (Black & White Publishing); Katy Lockwood-Holmes (Floris Books); and Kirstin Lamb (Barrington Stoke). They provided insight, knowledge and contacts on production, finance and rights that would otherwise have taken the participants years to acquire. Publishing Scotland’s Vikki Reilly and BookSource’s Jim Chalmers covered sales and distribution.

The feedback has been very positive for the sessions but also for the opportunities to meet other publishers in a similar position and to make connections and partnerships. We plan to run another programme in 2020–21.
In March 2018 we helped publishers attend the world’s premier book fair for selling and buying children’s book rights. This was generously supported by XpoNorth. A total of seven Scottish publishers attended, with three attending for the first time with the help of Go-See* funding.

**BOLOGNA 2018 ATTENDEES**

- Barrington Stoke
- Black & White Publishing
- Cranachan Publishing*
- Floris Books
- Jenny Brown Associates
- Little Door Books*
- Scotland Street Press*

Above: Alan and Susan Windram of Little Door Books at the Bologna Book Fair 2018.
The London Book Fair is the second biggest trade book fair and well attended by our members. In April 2018 there were 14 publishers on our collective Books from Scotland stand. Our drinks reception for members and guests was generously supported by Isle of Arran Distillery. And we also had gin from Caorunn.

LONDON 2018 ATTENDEES

- BHP Comics
- Black & White Publishing
- BookSource
- Dunedin Academic Press
- Fledgling Press
- Floris Books
- Handspring Press
- Luath Press
- Moonlight Publishing
- Muddy Pearl
- Sandstone Press
- Saraband
- Scotland Street Press
- Vagabond Voices
- Whittles Publishing

Top: our collective stand at the London Book Fair 2018 with students Bea Joubert and Megan Carney from the University of Stirling’s publishing course helping out. Photo by Sara Hunt. Above: the stand busy with meetings.
Frankfurt is the trade’s biggest book fair. In October 2018 there were 12 Scottish publishers on our collective Books from Scotland stand, with two publishers attending Frankfurt for the first time with the help of Go-See® funding. As with the London Book Fair, Isle of Arran Distillery generously supported our Frankfurt Book Fair drinks reception. We also had Isle of Harris gin.

**FRANKFURT 2018 ATTENDEES**

- 404 Ink*
- BHP Comics*
- Black and White Publishing
- Canongate Books
- Floris Books
- Jenny Brown Associates
- Luath Press
- Moonlight Publishing
- Muddy Pearl
- National Galleries of Scotland
- Sandstone Press
- Saraband

In January 2018 we hosted a pitching day with STV producers looking for new stories to adapt. We ran a popular session on the Scottish market which looked at current trends, and opportunities to look out for in commissioning. As well as Open Book sessions, we have implemented Publicity sessions through the PPC. The first session was held at the BBC in Glasgow in September where publicists got to meet commissioners for key TV and radio programming. Another session is being organised for December.

We hosted pitching sessions for our member publishers with programmers from the Edinburgh International Book Festival, Winter Words, Aye Write, Borders Book Festival and Tidelines. We have also created and circulated a planning resource for book festivals across the UK.

We continue to strengthen our relationship with retailers and heritage organisations especially. Regular meetings with Waterstones, Historic Environment Scotland (HES) and Visit Scotland have helped to identify issues and explore new collaborations.

Our thriving relationship with SLIC (Scottish Library and Information Council) continues with another Libraries and Publishing Day to be held in January 2019.

We produced a New Books Scotland rights publication in conjunction with Creative Scotland. It showcases members’ books and Scottish writing and was distributed at the major book fairs and events during the year.

We attended the BA Conference in September which provided an opportunity to liaise with the independent sector and factor in future themes for Open Book sessions.

We’ve introduced a number of member publishers to the detail of supply chain structure and practice through group and individual talks and are putting together a resource pack and further training sessions.

The Trade and Marketing Committee continues to be a useful forum for discussion and future planning. The members of the Trade and Marketing Committee are:

- Fiona Brownlee, Brownlee Donald Associates (Chair)
- Naomi Farmer, Edinburgh University Press
- Suzanna Kennedy, Floris Books
- Sarah Barnard, Black & White Publishing
- Gavin MacDougall, Luath Press
- Laura Waddell, HarperCollins
- Jen Wallace, Canongate Books
- Kirstin Lamb, Barrington Stoke
- Marion Sinclair, Chief Executive, Publishing Scotland
- Vikki Reilly, Marketing and Events Manager, Publishing Scotland
Go-Digital Fund
For digital projects and training

ABOUT THE FUND

The Go-Digital Fund assists Scottish publishers to develop their digital offering and skills through access to training, conferences and events, consultancies, equipment and marketing opportunities. The aim is to bring books to a new digital audience. Between November 2017 and March 2018 three publishers received funding totalling £2,420.00 to attend a digital conference, receive consultancy and begin software development. There was one round of the funding in this period.

Above clockwise from top: the fund supported an audiobook recording by 404 Ink (Chris McQueer, author, and Laura Jones, publisher, are pictured); a visit to The Children’s Media Conference 2018 by Little Door Books; and a software development project by Hey Wow books (screengrab from the website).
Set up in 2014 and open to publishers across Scotland, the Go-See Fund supports Scottish publishers to attend international trade fairs for the first time. Between November 2017 and November 2018 a total of £7,940 was awarded to nine publishers for first-time visits to the Beijing, Bologna, Frankfurt, London, Portsmouth and New York book fairs. With the help of Go-See Funding the following book fairs were attended by members: Canongate Books (Beijing International Book Fair 2018), Little Door Books and Scotland Street Press (Bologna Children’s Book Fair 2018), 404 Ink and BHP Comics (Frankfurt Book Fair 2018), BHP Comics (Portsmouth International Festival of Comics 2018), Sainted Media and Canongate Books (New York BookExpo 2018).

Above clockwise from left: Canongate’s table in the rights centre at the Beijing Book Fair 2018 (photo by Caroline Clarke), and Sha Nazir and Gary Chudleigh of BHP Comics and Heather McDaid and Laura Jones of 404 Ink (all at the Frankfurt Book Fair 2018).
Festivals and events
Edinburgh International Book Festival

THE FESTIVAL BOOKSHOPS

2018 saw 34 publisher members taking panel space in the adult bookshop and 19 taking space in the children’s with healthy sales overall, and an increase of 7% in sales from the previous year.

The relationship we have with the Edinburgh International Book Festival is an important one and offers a unique opportunity for our members to showcase and sell their titles to a book-loving, and more importantly, book-buying audience.

PUBLISHING SALON

This year we were involved in the Edinburgh International Book Festival’s inaugural Publishing Salon. Our Chief Executive Marion Sinclair welcomed a panel of three of our 2018 visiting International Publishing Fellows at the event ‘The Connected Word: The Importance of International Networks’. Chaired by Canongate’s Francis Bickmore, Fellows Raphaëlle Liebaert (Foreign Fiction Editorial Director, Éditions Stock, France), Patrick Nolan (Vice President, Editor in Chief & Associate Publisher, Penguin USA) and Päivi Paappanen (Publishing Director, Like, Finland) came together at The First Minister’s Residence to discuss some of the big questions currently facing the international book industry.

Above: panels with members’ books in the adult bookshop top and the children’s bookshop below.
In 2017, the theme for Book Week Scotland was Nourish.

Publishing Scotland ran a campaign alongside Book Week Scotland called ScotBookFlood, inspired by Jólabókaflóð (the Icelandic tradition of book gifting at Christmas).

The campaign was largely digital and executed via the BooksfromScotland website and social media channels to promote thoughtful book buying and reading in the pre-Christmas period. Key pieces of content were created and shared as part of the special November issue as well as throughout Book Week Scotland.

It featured in The National newspaper, as well as being promoted through the digital channels of City of Literature, Literature Alliance Scotland and Scottish Book Trust. Our Twitter activity earned 44.3k impressions over the week and our hashtag #scotbookflood was taken up by member publishers and readers across the country, including the First Minister (see right).

Rebel was the 2018 theme for Book Week Scotland.

As in 2017, we used our digital and social platform on BooksfromScotland to highlight the many books across Scottish publishing that correspond with the Rebel theme.

Content included extracts, Q & As, author interviews, audio and visual content and specially commissioned features that celebrate historical and cultural icons. These featured in the main BooksfromScotland November issue as well as in stand-alone pieces to be featured on the website throughout the month.

We supported Book Week Scotland’s social media and encouraged all our member publishers to get behind the #bookweekscotland hashtag.
Member highlights
Publishers of the Year 2017

The Saltire Society Publisher of the Year Award is dedicated to encouraging and supporting the Scottish publishing industry.

The 2017 winner was Birlinn based in Edinburgh. In addition to celebrating its 25th anniversary in 2017, Birlinn was named winner of the Saltire Publisher of the Year. Birlinn publishes Scottish and general UK interest books, from biography to history, and Scottish Gaelic.

Five of our member publishers were shortlisted:
- 404 Ink
- BHP Comics
- Canongate Books
- Handspring Publishing
- Vagabond Voices

SHORTLISTED

404 INK

The Saltire Emerging Publisher of the Year Award 2017 was presented jointly to Laura Jones and Heather McDaid, founders of independent publisher 404 Ink, whose dedication and innovation are changing the face of modern Scottish publishing.

The other publishers on the shortlist were:
- Kirstin Lamb (Barrington Stoke)
- Laura Waddell (HarperCollins)

Above: Heather McDaid (left) and Laura Jones with the Emerging Publisher of the Year Award 2017. Picture by Graham Clark.
It was another great year for 404 Ink. However, they aren’t the only new companies in Scotland that are garnering awards and attention. Charco Press, Little Door Books, Luna Press Publishing and Scotland Street Press are four new and small publishers who are very different from each other but share a commitment to being the best at what they do. We are proud to have them all as members.

**CHARCO PRESS**

Charco Press was founded in 2017 and publishes books translated into English from Spanish and Portuguese. Founders Samuel McDowell and Carolina Orloff (see right) won the Creative Edinburgh Start Up Award 2018 and were nominated for The Hospital Club h100 award in the Publishing and Writing category. Scotland’s First Minister Nicola Sturgeon mentioned them in an article and a tweet. One of their books — *Die, My Love* by Argentinian writer Ariana Harwicz, translated by Sarah Moses and Carolina Orloff — was longlisted for the Man Booker International Prize and shortlisted for the Republic of Consciousness Prize 2018. Two of their books received PEN Translate Awards 2018: *The Distance Between Us* by Renato Cisneros tr from Spanish by Fionn Petch, and *Resistance* by Julian Fuks, trs from Portugese by Daniel Hahn. Carolina is shortlisted for the Saltire Society Emerging Publisher Award 2018.

**LITTLE DOOR BOOKS**

Little Door Books was officially launched as an independent publisher of children’s books in 2016. Founder Alan Windram (see right) works tirelessly to promote their beautiful picture books and is a familiar face at literary festivals around the UK. Alan also took part in the 2017–18 Accelerate Programme and visited the Bologna Children’s Book Festival 2018. To round off a good year, Alan is shortlisted for the Saltire Emerging Publisher of the Year and *One Button Benny* (text by Alan, illustrations by Chloe Holwill-Hunter) is on the shortlist for the Bookbug Picture Book Prize 2019.

Above top: Carolina Orloff’s picture is by Sam McDowell and Sam McDowell’s picture is by Carolina Orloff.
Member highlights
New faces making an impact

SCOTLAND STREET PRESS
Scotland Street Press had a busy year expanding its eclectic list. Highlights included *A Large Czeslaw Milosz with a dash of Elvis Presley* by Tania Skarynkina, translated from Belarusian by Jim Dingley (supported by a PEN Translates Award), and a novel in verse — *The Mystery of Raddlesham Mumps* — written by Murray Lachlan Young, BBC 6 Music’s poet-in-residence with over 50 original illustrations by Julie Verhoeven. Scotland Street Press founder Jean Findlay is pictured left. Photo by Sandy Young Photography.

LUNA PRESS PUBLISHING
Luna Press Publishing is an independent press founded in 2015 dealing with Science Fiction, Fantasy and Dark Fantasy, in both fiction and academia. Their chosen area of publishing is clearly one that they know well as in 2018 they had 10 books nominated for the British Science Fiction Awards including Sub-Genres of British Fantasy Literature by AJ Dalton. Their books also featured on other shortlists including the NOMMO Awards, the African Speculative Fiction awards 2018 (*Quest & The Sign of the Shining Beast* by Robert S Malan and illustrated by John Cockshaw) and the Gemmell Awards (*One Cog Turning* by Anthony Lake). Director Francesca Barbini and Senior Editor Robert S Malan are pictured right.
In 2018 404 Ink built on their reputation for diverse and exciting content. But they also attracted recognition and reward for their entrepreneurship and ambition to grow a thriving publishing business to support that great content.

Their slew of awards and nominations included:

- Highly commended for the campaign behind *Nasty Women* at the FutureBook Campaign of the Year Award 2017.

- Laura Jones was one of the publishing professionals under 30 shortlisted for the London Bookfair Trailblazer Awards 2018.

- Appearing on the first ever FutureBook 40 list of industry innovators.

- The Saboteur Award 2018 for Most Innovative Publisher.

- Winners of the One to Watch category of the Sunday Herald Culture Awards 2018.

- Shortlisted in the Creative Industries Entrepreneur of the Year category of the Royal Bank of Scotland Great British Entrepreneur Awards 2018.

- Finalists in the Business Women Scotland and Women’s Enterprise Scotland Awards 2018 (Rising Star category).

- Shortlisted for the Saltire Society Publisher of the Year 2018 (they won Emerging Publisher of the Year in 2017).

- Number 7 on The List’s Hot 100.

Above: Laura Jones (left) and Heather McDaid of 404 Ink with their Scottish Edge trophy.
THE GAELIC BOOKS COUNCIL
In 2018 the Gaelic Books Council commemorated 50 years since its establishment. Over the years, the Gaelic Books Council has supported many writers and publishers to grow the number of Gaelic books in print. A series of events and projects took place throughout the year to celebrate this significant milestone, including a literary walking tour, writing and art competitions and an exhibition that travelled throughout the country. It also produced two anniversary booklets: in Gaelic CNL@50: Sgeul leth-cheud bliadhna and English Fifty years of the Gaelic Books Council.

BRIGHT RED PUBLISHING
The Edinburgh-based publisher celebrated 10 years of successful business publishing study guides. The small team of six staff manage all aspects of the business from an office in the west end of Edinburgh and warehouse in Fife. Since the start of the Bright Red journey in 2008, they have:
• Been named UK Educational Publishing Company of the Year at the Independent Publishing Awards in 2010 and 2011
• Been shortlisted for the UK Independent Publisher of the Year Award at the Bookseller Industry Awards in 2011 and 2014
• Won the Local Business Accelerator: Edinburgh award in June 2013
• Been Highly Commended at both The Bookseller Industry Awards and the Interface Excellence Awards in 2014
• Won the Stationers’ Company Innovation Excellence Award for their online Digital Zone in 2014.
THE BOOKSELLER
The Bookseller (the indispensable weekly journal for the book industry) gave over the majority of one of its January issues to Scottish books and publishing. Many of our members contributed to it and it was hailed as a great success. A ‘Scottish Issue’ is also planned for early 2019.

BHP COMICS
Shortlisted for the Saltire Publisher of the Year 2018, BHP Comics was also number 17 on The List’s Hot 100 of 2018 (up from number 62 in 2017). Heather Palmer, Marketing and PR Officer, was shortlisted for the Saltire Emerging Publisher of the Year 2018.

CANONGATE BOOKS
Canongate Books was shortlisted for the Saltire Publisher of the Year 2017 and 2018 and for Independent Publisher of the Year at the British Book Awards 2018. CEO Jamie Byng featured in The Bookseller 100 of 2017 as an evergreen and a leader in the industry. Canongate also announced it will be launching a new crime fiction imprint — Black Thorn — in 2019.

EDINBURGH UNIVERSITY PRESS
EUP was shortlisted for Academic, Educational and Professional Publisher of the Year at the British Book Awards. It also secured a major publishing coup: the first publication of the private papers of Frederick Douglass, one of America’s greatest champions of human rights.

HES
Historic Environment Scotland (HES) is shortlisted for the Saltire Society Publisher of the Year 2018. A short story by Denise Mina from its first fiction book Bloody Scotland won a prestigious Dagger Award in 2018. The short story collection was a collaboration with Scotland’s International Crime Festival Bloody Scotland.

HARPERCOLLINS
At the British Book Awards 2018, HarperCollins was named as Publisher of the Year. Next year it will celebrate the 200th anniversary of its Collins connection.
Member highlights
Awards and milestones

LUATH PRESS
The publisher of the 2018 Orwell Prize winner — Poverty Safari by Darren McGarvey — is on the shortlist for the Saltire Society Publisher of the Year 2018.

PREPRESS PROJECTS
In January 2018 Prepress Projects gained the Investors In Young People (IIYP) Good Practice Award at Gold level. The company was awarded IIP accreditation at Gold level in 2016. At the same time it was recognised as an Investor in Young People for the first time.

WITHERBYS
Witherby the Livingston-based publisher broke through the £10 million turnover mark with its 300th publication in the last 10 years.

FRANCIS BICKMORE
The Publishing Director at Canongate Books was shortlisted for Editor of the Year at the 2018 British Book Awards.

CHARLOTTE BRADY AND MEGAN REID
Canongate Books’ Charlotte Brady, International Sales Executive, and Megan Reid, Editorial Assistant, were shortlisted for the Saltire Society Emerging Publisher Award 2018. Charlotte is pictured below left and Megan directly below.

JENNY BROWN
Jenny Brown of Jenny Brown Associates has been inducted into the Saltire Society ‘Outstanding Women of Scotland’ community and was also awarded an Honorary Degree of Doctor of Letters by the University of St Andrews. Jenny is a leading literary agent, founder Director of the Edinburgh International Book Festival and Chair of Bloody Scotland crime writing festival.
Member highlights
Awards and high fliers

JAMES T. HARDING
Stewed Rhubarb’s Editor and Publisher James T. Harding was shortlisted for the Saltire Society Emerging Publisher Award 2018.

ANNA FRAME
Anna Frame was promoted to Publicity Director at Canongate Books in November. Along with Jenny Fry she was shortlisted in the PPC Awards 2017 The London Book Fair Award for Hardback Celebrity category for How Not To Be A Boy by Robert Webb.

JENNY FRY
Jenny Fry and Claire Maxwell’s campaign for How to Stop Time by Matt Haig (Canongate Books) saw them shortlisted for the PPC Awards 2017 Waterstones Hardback Fiction Award category.

JAMES CRAWFORD
James Crawford, Publisher at Historic Environment Scotland (HES) and Publishing Scotland’s Chair, presented and wrote a three-part BBC series Scotland from the Sky which was broadcast on the BBC. A second series has been recorded. There’s also an accompanying book published by HES. Photo by Paul Reich.

ANDREA JOYCE
Canongate Books’ Rights Director was shortlisted for Rights Professional of the Year at the 2018 British Book Awards.

ROSEMARY WARD
Director of Programmes at the Scottish Book Trust, former Director of the Gaelic Book Council and notable figure in the fields of Gaelic education, literature and culture, Rosemary was inducted into the Saltire Society ‘Outstanding Women of Scotland’ community.
Member highlights
A selection of book award winners and nominations in the past year
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A selection of book award winners and nominations in the past year
A unique consumer-facing marketing tool, BooksfromScotland is content-led and channel-neutral and exists to champion Scottish-related books — across fiction, non-fiction and special interest — to as wide an audience as possible. In addition to featuring over 15,000 books across different formats making it the largest curated collection of Scottish books online, the site gives publishers the opportunity to showcase their titles (both frontlist and backlist) in curated monthly magazine-style Issues on a diverse range of themes.

BooksfromScotland aims to be imaginative and informative and an e-newsletter is sent out every calendar month announcing each new Issue and highlighting its content. We also feature a monthly column by freelance journalist and editor David Robinson, the former books editor of the Scotsman.

BooksfromScotland has significant social media reach across platforms and strives to foster an active and engaging online community for book lovers in Scotland and elsewhere.

PAUL HARRIS
Founding member of the SPA
Paul Harris died in May 2018 in Edinburgh. Paul was one of the founding members of the Scottish Publishers Association (SPA) and an active publisher during the 1970s and 80s. He also worked as a writer, packager and a print consultant, between several stints as a war correspondent in Bosnia.

JOHN CALDER
Publishers and Traverse Theatre co-founder
The renowned publisher and co-founder of the Traverse Theatre died in Edinburgh in August 2018 at the age of 91. Born in Canada in 1927 to a Scottish mother and Canadian father, he studied in Switzerland and worked in London and Paris as well as Edinburgh. He was an opponent of censorship, and a fearless champion and publisher of ground-breaking writers. The publishing company he set up in 1949 — Calder Publications — is now part of Alma Books.

ROBERT DUNCAN
Medical publisher
Robert Duncan, who died aged 81 in August 2018, was a major figure in medical publishing in the latter part of the 20th century. Robert joined Longman in 1961, and after postings to Hong Kong, Malaysia and Australia, returned to the UK in 1972 to become managing director of the company’s medical division — Churchill Livingstone — based in Edinburgh. In this role, and latterly as an executive director of the Longman Group, he oversaw a transformation of the health book and journals business to become an international force.

JOHN MURRAY
Writer and educationalist
John Murray died aged 80 in November 2018. A writer and educationalist he also became involved in publishing as one of the founders of the publisher Acair in Stornoway. He worked for many years in education and was director of the groundbreaking Bilingual Education Project in the Western Isles. His media involvement included editorship of Stornoway-based Radio nan Gaidheal.
**A KEY STRATEGIC PARTNER**

BookSource is the trading subsidiary of Publishing Scotland (PS). Its ownership ensures that its number one priority is service rather than shareholder return.

BookSource’s core services include warehousing and stock management, order processing and fulfilment, financial management, online reporting, and Royalties management.

In recent years it has expanded the range of services it offers to include:

- **MyBookSource.com** — an online retailer of BookSource client publishers’ print books, e-books, CDs, DVDs etc

- **DataSource** — a data management service, which allows a publisher to store and manage all of their bibliographic data in one place and BookSource will send it to the relevant aggregators, customers etc

Based in Cambuslang, BookSource distributes to an extensive number of customers including booksellers, wholesalers, online retailers, supermarkets and private individuals. In the UK alone it provides a comprehensive service to almost 90 publishers and also distributes music and film in partnership with Highlander Distribution.

It aims to be the UK’s leading book distributor for independent publishers, to be a key strategic partner and to be integral to the success of its clients’ businesses.

BookSource
50 Cambuslang Road
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Davinder Bedi
Managing Director, BookSource, and trustee, Publishing Scotland
Financial year 2017–18
Consolidated Group Accounts

Publishing Scotland is a company limited by guarantee, no. SC317586 and a registered charity no. SC009404. The figures are from the consolidated group accounts which includes BookSource, the subsidiary trading company.

INCOMING RESOURCES 2017–18

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<th>Source</th>
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<tr>
<td>Voluntary income</td>
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<td>Investment income</td>
<td>£12</td>
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<tr>
<td>Commercial trading</td>
<td>£1,407,395</td>
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<tr>
<td>Resources from charitable activities</td>
<td>£397,204</td>
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<tr>
<td>TOTAL INCOME</td>
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RESOURCES EXPENDED 2017–18

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<th>Category</th>
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<tr>
<td>Commercial trading activities</td>
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<td>Minority interest</td>
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<td>Balance</td>
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Contact us

CONNECTING WITH US

We attend the London and Frankfurt Book Fairs, the Edinburgh International Book Festival, and other trade and industry events. You can also follow us on Twitter, like us on Facebook or join our LinkedIn group.

Twitter
Since we started tweeting about all things publishing we’ve gained more than 15,000 followers on @PublishScotland and @scottishbooks.

Facebook
We’ve been part of the Facebook community since 2010. Befriend us at Publishing Scotland.

LinkedIn
Book Publishing in Scotland is a networking area for people and organisations working in the book publishing industry in Scotland. We also have a LinkedIn company page.

SCOTT HOUSE

The Publishing Scotland team is based at this very central location between Waverley Station and St Andrew Square in Edinburgh. Most of our training takes place here, as well as many of our trade events.

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WEBSITES

Our website www.publishingscotland.org is the first place to look for information about publishing and publishers in Scotland.

Our BooksfromScotland.com website is a comprehensive e-portal for Scottish books (15,000 of them).

ACKNOWLEDGEMENTS

The front cover design is by Caleb Rutherford of eidetic. The photograph of James Crawford is by Paul Reich. The photographs of the Scottish Book Trade Conference 2018 are by Sandy Young. Chris Scott took the photo of the Publishing Fellows 2018.

We’ve sought permissions for other photos and credited as requested but if you have any queries about your images in this report, let us know and we will make the appropriate amendments.