Publishing Scotland

Annual Report

12/2018 to 11/2019

Publishing Scotland

Foilseachadh Alba

Publishing Scotland is part funded by Creative Scotland
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Publishing Scotland is part funded by Creative Scotland
This year it is Publishing Scotland’s 45th birthday. Since 1974, our organisation has endeavoured to support publishers and the wider book community in all of their efforts. In that time, our aims and objectives have not really changed: driven and energised by Scotland’s long and prolific publishing history, we want to ensure the best possible future for the industry in this country. It is a role that sees us offer guidance, advice, comfort, community, training and development. Passion and creativity are everywhere evident in Scottish publishing, and our aim is to harness this creativity and ensure that it is shared and recognised throughout the world.

Birthdays are also times to take stock, reflect, and celebrate. And in 2019 – in the world of Scottish publishing at least – there is much to celebrate. In May, Inverness-based Sandstone Press won the Man Booker International Prize with Jokha Alharni’s *Celestial Bodies* – a remarkable achievement which, as with the Booker shortlisting of Graeme Macrae Burnett’s *His Bloody Project* published by Saraband in 2016 – has the potential to transform a small independent publisher. Edinburgh-based Canongate made its way on to the Booker longlist with Kevin Barry’s *Night Boat to Tangier*. While relative newcomer Charco Press were named Scotland’s Small Imprint of the Year at the British Book Awards in May; made the longlist of the Man Booker International Prize with Ariana Harwicz’s *Die, My Love*; and won the Edinburgh International Book Festival’s First Book Award with Selva Almada’s *The Wind That Lays Waste*. Scottish books are thriving. And so, in turn, are Scottish bookshops.

Edinburgh’s Golden Hare was named Independent Bookshop of the Year at the British Book Awards, while Noor Hamani of Lighthouse Books was named Individual Bookseller of the Year. And at the end of this year, Topping & Company opened Scotland’s biggest independent bookshop in an A-listed William Playfair building right at the top of Edinburgh’s Leith Walk.

All of these things show that books matter. Publishing matters. It shows that Scotland’s heritage as a place of letters and inquiry, at once locally rooted and internationalist, remains incredibly strong. Ambition and a drive to succeed will mean that our member publishers will look to build on these achievements. Publishing Scotland – and others across all sectors – should seek to support these successes and safeguard this vibrant creative industry for generations to come. That is a given. For now, and just for a moment perhaps, let’s simply celebrate. It is a birthday after all.

Chair / James Crawford
A warm welcome to our Annual Report, in our 45th year. We try, through the facts and pictures here, to represent where our efforts have been made and what’s been achieved, to give an insight into the challenges our members face and how our charitable organisation contributes to delivery and success. Telling that story over the year is an interesting endeavour as our sector is wide, taking in sole traders and internationally-known companies, and ranging from the best of international fiction to advances in the Scottish school curriculum with everything in between – poetry, sport, children’s books, cookery, lifestyle, humour, memoirs, folklore, nautical studies, and writing in Scots and Gaelic as well as English.

Here are some of the ways in which we helped in 2018/19 with our key programmes.

**Professionalisation and raising awareness**
Our work is all about giving the publishers and their books due prominence. This year we held our Annual Conference in Edinburgh at Surgeons Hall, in conjunction with the Booksellers Association, and had a record attendance. Keynote sessions from James Daunt, MD of Waterstones, Nicola Sturgeon, First Minister of Scotland and Gina Miller, the activist and Canongate author, emphasised the importance of the values embodied in reading and in writing – tolerance of other viewpoints and arguments, seeing the world from another’s perspective, the importance of a diverse workforce, the role of the imagination, the sharing knowledge through our educational and academic publishers, improving literacy skills, enhancing critical abilities, communicating key ideas to society, as well as entertaining and enriching life. **Publishers, through their commissioning, production, and marketing skills enable writers to enhance the life of a nation and take the financial risks to bring those ideas to a wide audience.**

Throughout the year, the programme of pitching to festival directors, booksellers, librarians, and the media is a vitally important part of our work. The indie publisher – and most of our members are indies – has a complex set of operations to bring books to the market, often with very few members of staff to help. A collective approach to meetings and marketing keeps everyone in the frame for what is now an increasingly wide set of platforms and channels.

Our training programmes are run every year for the benefit of the sector, but we also train people and organisations outside the books world.

A stronger and more proficient publisher is good for writers and for the culture. This past year was exceptional 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 23–31.

**Building lasting and international connections**
One of our flagship projects, the International Publishing Fellowship, is in its fifth 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 between eight and ten senior publishers to come and meet us on our home turf – see 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 Book UK.
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 book fairs 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.

The Translation Fund – to assist with translating Scottish books into other languages – has contributed to the publication of over 100 titles since 2015.

Scottish Books International
Scottish Books International (SBI) was set up in December 2018 as a joint initiative between Publishing Scotland, the Edinburgh International Book Festival and our main funder, Creative Scotland.

A manager was appointed to drive forward an innovative programme, developing the international ambition and impact of the books and literature sector in Scotland. The new role was for an initial fixed-term contract of eighteen months and included scoping and developing a strategic plan for international activity, identifying and developing opportunities for increased visibility, co-ordinating marketing work from the sector, identifying and implementing potential income sources, preparing funding applications, and building relationships with key partners here and overseas.

Growing our support services
Publishing Scotland is hugely grateful to the individuals and organisations that choose to support us and work with us, including our main funders, Creative Scotland, and XpoNorth.

Thank you to our members, some of whom have been with us every year of that 45. (Looking at you, Canongate Books!) By renewing the membership each year, taking part in our activities, attending our training and events and serving on our boards, sub-committees (Trade and Marketing, Training, and Audit and Risk) and steering groups (Fellowship, Scottish Books International) you enable us to continue to offer support services to the publishing industry and 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.

Looking to the future, we are being called upon to offer more leadership in the fields of diversity and in sustainability and green practices. This is a significant challenge but it is clear that unless we and others embed those practices into what we do day-to-day, we can’t hope to fully represent or contribute to the sector or the life of the nation. Too aspirational? Too important.

Chief Executive / Marion Sinclair

45 Years of Publishing Scotland
In celebration of the organisation’s forty-fifth anniversary in 2019, our sponsored PhD student, Alice Piotrowska, has developed an online exhibition exploring some of the major projects, events and collaborative activities developed by Publishing Scotland (formerly known as the Scottish Publishers Association) to support the book industry over the last few decades. Thanks to Alice for all her hard work throughout the year with us.

Visit Forty-five Years of Publishing Scotland at www.publishingscotland45.com to browse through the timeline and dive into some of the old pictures, marketing materials, documents, article excerpts, as well as memories and anecdotes from the past and present Publishing Scotland staff.
Our Team

Working for and with our members

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 been at Publishing Scotland since 2010. She has worked in both the publishing and charity sectors, including membership organisations.

Marketing and 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 joined us in 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 and Information Manager / Joan Lyle
Joan spent a few years as a solicitor before working in legal publishing for many years. She joined Publishing Scotland in 2007.

Programme Support Officer / Jess Walter
Jess started with us in July 2018 and provides support for all areas of the organisation’s activity. She has worked in a diverse range of roles for a variety of charities and arts sector organisations.

From left: Vikki Reilly, Lucy Feather, Jess Walter, Andrew May, Marion Sinclair and Joan Lyle.
Trustees, Aims and Objectives

Our aims, objectives, and board of trustees

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 2018 to November 2019
- James Crawford (Chair)
- Kate Gibb, Canongate Books (Treasurer)
- Moira Forsyth, Sandstone Press
- Timothy Wright, Edinburgh University Press
- Fiona Brownlee, Brownlee Donald Associates
- Chani McBain, Floris Books
- Fiona McParland, APS
- Simon Brown, Anderson Strathern
- Davinder Bedi, MD, BookSource
- Marion Sinclair, Chief Executive, Publishing Scotland

Audience waiting for keynote speech from First Minister Nicola Sturgeon, Annual Conference 2019.
Summing Up

A measure of our success

Events

242 delegates attended the Scottish Book Trade Conference 2019
70 guests attended our Scotland in London showcase
60 lucky Diana Gabaldon fans enjoyed the Outlander Literary Event we organised in partnership with VisitScotland
45 librarians and publishers attended the Libraries Day we ran with SLIC

Skills and opportunities

180 people attended our training courses
104 publishers attended a variety of Open Book sessions
47 publishers took space in the Edinburgh International Book Festival bookshops 2019
27 international publishers received translation funding
10 international publishers visited Scotland as Fellows in August 2019

Book fairs

15 publishers were on the Scotland stand at the London Book Fair 2019
11 publishers and 1 network member attended the Frankfurt Book Fair 2019
6 publisher members and 1 network member were on the Scotland stand at Bologna Book Fair 2019
Our Members

Publishers and network

Publisher members

404 Ink • Acair Ltd • Ailsapress • Association for Scottish Literary Studies • Barrington Stoke • BHP Comics • Black & White Publishing • Bright Red Publishing • Blue Fox Comics • Brown, Son & Ferguson Ltd • Brown & Whittaker Publishing • Canongate Books • Charco Press • Cranachan Publishing • Curly Tale Books • Dalen Books • Dionysia Press • Dunedin Academic Press Ltd • Edinburgh University Press • Fiction & Feeling • Fledgling Press Ltd • Floris Books • Forest Research • Frontline Noir • The Gaelic Books Council/Comhairle nan Leabhraichean • Glasgow Museums Publishing • Hallewell Publications • Handspring Publishing • HarperCollins Publishers • Historic Environment Scotland • Hodder Gibson • Kessock Books • Kitchen Press • Leckie & Leckie Ltd • Little Door Books • Luath Press Ltd • Luna Press Publishing • Moonlight Publishing Ltd • Muddy Pearl • National Galleries of Scotland • NMS Enterprises Ltd – Publishing • Polaris Publishing • Quality Chess • Ringwood Publishing • Royal Botanic Garden Edinburgh • S...
The joint Publishing Scotland and Booksellers Association (BA) annual conference 2019 took place on Tuesday 26 February at the Surgeons Hall in Edinburgh. This was our sixth year of collaborating with the BA on the biggest get-together of publishers and booksellers in Scotland. Over 240 people attended – a record number.

Delegates included publisher and network members, booksellers, service providers, publishing students from the UK and overseas, representatives of literature and arts organisations, journalists, media representatives and sponsors.

Chaired once again by literary agent Jenny Brown, the conference opened with the keynote speech from James Daunt, MD of Waterstones, and was followed by the ever-popular session from Nielsen’s Steve Bohme on key retail trends for this period.

Publishing and plenary sessions included Juliet Mabey the publisher of Oneworld Publications discussing the role of an indie publisher, BBC Scotland’s Gavin Smith and media colleague Stuart Cosgrove highlighting opportunities for publishers to take their titles to screen, a special session on diversity in publishing, and the annual fever pitch session for publishers to pitch new titles to booksellers. There were also workshops for more focussed activity.

We were delighted to welcome two of the UK’s most high profile and inspiring women as speakers. Scotland’s First Minister Nicola Sturgeon addressed the conference, answered questions, and had many selfies taken with her afterwards. Author, businesswoman and transparency activist Gina Miller gave a rousing closing keynote speech and brought the conference to a fitting end.

Afterwards delegates mingled at the annual drinks reception.

We are very grateful to the generous sponsors of the 2019 conference: Batch Ltd, Bertram Books, Gardners, Ingram, Nielsen and PLS (Publishers’ Licensing Services).
What our delegates said:

‘Just 10 out of 10. Thank you!’
‘Very good, the standard of speakers was outstanding.’
‘An excellent conference, one of the best I’ve attended so far.’
‘A warm and friendly experience as well as being inspiring and bang on message for the moment.’

Author, businesswoman and transparency activist Gina Miller (left) with conference chair, literary agent Jenny Brown.
Scottish Books International was established as a pilot scoping initiative, in December 2018, following a period of consultation and review.

Mission
Scottish Books International’s mission is to raise the profile of Scotland’s contemporary books and writing, showcasing their quality, depth and breadth (inclusive of our indigenous languages and diversity of our changing nation); to develop strategic international markets for our writers and publishers, growing reading audiences for Scottish books and writers around the world; to optimise and expand the work we currently do internationally, building links between our strong cultural profile and our trade publishing, to the benefit of both; and to empower Scotland to form part of a global literary ecology, connecting ethically and effectively with other countries and creating networks for international exchange in literature.

Sasha de Buyl was appointed as Manager and began in post in December 2018.

Funders
The project is supported in part by Publishing Scotland and in part by Edinburgh International Book Festival, who each contribute 50% of the cost of the Manager position. In addition, Publishing Scotland have contributed to the project budget as have Creative Scotland who released targeted funds to support the project. The project is supported by a steering group made up of Publishing Scotland, Edinburgh International Book Festival, Creative Scotland and Jenny Brown Associates.

The Project
The initial phase of Scottish Books International is an 18-month scoping period, where key deliverables were to:

• Work with the sector in the development of a strategic plan for activity
• Launch Scottish Books International as an entity and presence
• Deliver pilot initiatives and projects.

Key Milestones
The project has met several key milestones:

• Development of a website and social media: The Scottish Books International website acts as a shop window for international writers, partners and publishers, hosting information on all Scotland’s international initiatives. This launched in March 2019, at London Book Fair.
• Development of a strategic plan of activity: Scottish Books International worked with a working group of representatives from the sector including publishers, translators, programmers, writers, organisations, festivals and strategy consultants to devise a draft strategic plan. This was brought to the steering group and refined with their input.
• Development of communications channels.
• Launch of the Author International Travel Fund: Scottish Books International devised and launched the Author International Travel Fund in March 2019. This fund is designed to provide quick-turnaround, responsive grants to support writers who have been invited overseas to share their work. Funding for this project was secured through Creative Scotland targeted funds. The pilot of this project is open for one year and has already funded writers to travel to New Zealand, France, Ireland, Italy, Australia, USA, Indonesia, Portugal, China, Poland and Japan.

‘Fiercely international, border-crossing in all the ways, wise to the gifts, generosities and constraints of all localities’ – Ali Smith, on Scottish writing today
Fellowship Programme

Building links between Scottish and international publishers

The 2019 Fellows
Now a well-established fixture in the worldwide list of fellowship programmes, our International Fellowship Programme has welcomed 45 publishers from 17 countries (in five continents) since its launch in 2015. It is part-funded by Creative Scotland. Through developing relationships between the international publishing community and the Scottish sector, it aims to broaden the reach and influence of books coming out of Scotland.

In 2019, our fifth year, we invited ten international publishers to visit Scotland in August to experience the thriving literary scene. Coinciding with the Edinburgh International Book Festival, our Fellows’ week-long itinerary included meetings with Scottish publishers and agents, market presentations, networking and festival events, across Edinburgh, Glasgow and Inverness.

The 2019 Fellows from left: Jennifer Croll, Editorial Director, Greystone Books (Canada); Lisa Kramer, Editor, Penguin Verlag Taschenbuch und Pantheon (Germany); Ingrīda Dubauskiene, Head of Publishing, Alma Litera (Lithuania); Sergi Siendones Sospedra, Editor, Planeta (Spain); Christine Scholz, Commissioning Editor for Foreign Fiction, Fleuve Editions (France); Pedro Reisinho, Editorial Director, Zero a Oito (Portugal); Ingrid Grekker Myhren, Senior Acquiring Editor, Children’s and YA fiction, Kagge Forlag (Norway); Sabine Niemeier, Editorial Director, Bastei Lubbe (Germany); Jenna Johnson, Executive Editor, Farrar, Straus & Giroux (USA); and Nienke van Zwam, Commissioning Editor, Unieboek / Het Spectrum (Netherlands). Picture by Sandy Young.
Now in its fourth year, the Translation Fund was set up in 2015 to encourage international publishers to translate works by Scottish writers. It does that by providing money toward the cost of the translation. Funding is provided by Creative Scotland and we are delighted to administer this project.

Over the years we’ve seen growth not just in the number of applications but in the diversity and variety of books, languages and countries. It is a great way of promoting Scottish authors overseas and bringing Scottish writing to the forefront of international publishing.

Work generally must be contemporary (though exceptions are made), and the panel consider fiction, non-fiction, poetry, graphic novels and children’s literature. All these genres have received funding since the fund was launched.

In this period, we received 40 applications for translation funding and a total of £28,780 was awarded to 32 successful publishers (an increase from last year’s 25).

Among the Scottish authors whose books were awarded funding in this period are Ali Smith, David Keenan, Ewan Morrison, Gavin Francis, Graeme Macrae Burnett, Helen McClory, Lari Don, Malachy Tallack, Manda Scott, Mick Kitson, Samuel Tongue and Shaun Bythell.

The languages into which they will be translated include Catalan, Dutch, Estonian, French, Georgian, German, Hungarian, Italian, Romanian, Serbian, Slovenian, Spanish, Swedish, Thai and Ukrainian.

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

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### Diary of a Bookseller by Shaun Bythell (De Bezige Bij, Netherlands — originally published by Profile)

### His Bloody Project by Graeme Macrae (Open Books Co, Gyeonggi-do, Korea — originally published by Saraband)
Due to its importance (as Europe’s second biggest book trade fair) and proximity, the London Book Fair is always well attended by our members. In March 2019 there were 15 publishers on our Scotland at London stand. Our drinks reception for members and guests was generously supported by Isle of Arran Distillery, and we also celebrated our 45 years of supporting Scottish publishing with a cake. The following members (one of which received Go-See* funding) along with BookSource, our distribution arm, were at the 2019 fair:

- 404 Ink
- BHP Comics
- Black and White Publishing
- Fledgling Press
- Floris Books
- Handspring Press
- Luath Press
- Moonlight Publishing
- Muddy Pearl
- Sandstone Press
- Saraband
- Scotland Street Press
- Swan & Horn
- Thunderpoint Publishing*
- Whittles Publishing

Moira Forsyth and Bob Davidson of Sandstone Press with a copy of the International Man Booker Prize 2019 winner, *Celestial Bodies*, that they published.
In April 2019 we hosted a Scotland stand at Bologna, the world’s premier book fair for selling and buying children’s book rights. A total of six Scottish publishers and one literary agent attended (two with support from the Go-See Fund*):

- Cranachan Publishing*
- Floris Books
- Barrington Stoke
- Moonlight Publishing
- Picture Hooks
- Jenny Brown Associates
- Sainted Media*
- Little Door Books

Lots of serious business gets done at the Bologna Children’s Book Fair but it has perhaps a lighter and more fun look and atmosphere than some of the other book trade fairs.
The annual Frankfurt Book Fair (Frankfurter Buchmesse) is the trade’s biggest. In October 2019 there were eleven Scottish publishers and one literary agent on our new-look collective Scotland at Frankfurt stand. Publisher Saraband was presented with a surprise cake from the Buchmesse in recognition of 25 years of attendance at the fair.

This year saw us celebrate 45 years of supporting Scottish publishers as well as the launch of our new international service Scottish Books International. Representatives of the Scottish Government in Germany joined members, colleagues, and past International Publishing Fellows at a drinks reception generously supported by Isle of Arran whisky.

The following members joined us on our collective stand in 2019:
- BHP Comics
- Black and White Publishing
- Canongate Books
- Floris Books
- Handspring Publishing
- Jenny Brown Associates
- Luath Press
- Moonlight Publishing
- Muddy Pearl
- National Galleries Scotland
- Sandstone Press
- Saraband

| Lucy Feather (left) and Sasha de Buyl with the celebratory cake. |
Go-See Fund

Supporting Scottish publishers to attend book fairs

The Go-See Fund supports Scottish publishers and agents to attend trade fairs for the first time.

We run two rounds every year and in this period **13 publishers** received a total of **£12,739** toward first-time visits to the Shanghai Book Fair (China), the Brooklyn Book Festival (US), Shrewsbury International Comics Festival (England), Krakow Book Fair (Poland), Taipei International Book Fair (Taiwan), Book Expo (New York, US), Beijing Book Fair (China), Buenos Aires International Book Fair (Argentina), Bogota Book Fair (Colombia) and the Angoulême Comics Festival (France).

Sainted Media, Black & White Publishing, BHP Comics, Scotland Street Press, Canongate Books, Muddy Pearl, Charco Press, Fraser Ross Associates, Barrington Stoke and Jenny Brown Associates were among the successful publishers and agents.

‘Attending with Publishing Scotland not only helped us financially, but also gave us **focus and guidance**, which we found really helpful’ – **Seonaid Francis, Thunderpoint Publishing – London Book Fair 2019**

‘This was an incredibly **productive, enriching trip** which could not have taken place without the help and the inspiration provided by the generous Go-See Fund’ – **Carolina Orloff, Charco Press – Feria de Editores 2019**

| The entrance to the Buenos Aires International Book Fair 2019. |
Training Programme

Publishing and business skills

About our training
We’ve been providing training in publishing skills for more than 30 years and have seen many changes in that time. With webinars and online courses now more widely available, training has generally become more accessible. But we’ve found that there is still a demand for tutor-led workshops as well as more informal discussions led by experts. We constantly review what we offer so that we are meeting the needs of our members and others in Scotland who want publishing skills.

Public courses
Our public workshops covered proofreading, copy-editing, further proofreading and copy-editing, writing for the web, InDesign (marketing materials), and an introduction to Photoshop and Illustrator. We also provided in-house training for a variety of private and public companies.

Training for members
Some training and information is best provided informally and our Sales and Data days, organised by our Marketing and Events Manager Vikki Reilly, saw the Holyrood Lounge here at Scott House filled with members. Vikki also organised Open Book sessions that are a great source of knowledge and contacts on a variety of subjects.

Working with others in the industry
In 2019 we were delighted to strengthen our relationship with two organisations with links to the industry: Harper Macleod and the Society for Editors and Proofreaders (SfEP).

Leading intellectual property solicitors Harper Macleod ran a series of free legal sessions for our members covering essential matters such as funding, copyright and exit and succession planning.

We extended our members’ rates for training courses to members of SfEP. SfEP is running fewer workshops in Scotland and with our courses attracting SfEP upgrade points it meant that their members could benefit from attending our courses and we attracted a wider pool of participants. Two of our new tutors – Denise Cowle and Cathy Tingle – are SfEP members and have been invaluable in building links with that organisation.

Numbers
Between 1 December 2018 and 21 November 2019, 150 people attended our public or in-house training courses. Approximately 55% of these were publisher or network members. During this period, a further 80 members attended the Harper Macleod legal sessions, and our sales and data days.

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) and Christine Wilson (Historic Environment Scotland).

‘Professional, useful, practical. Good balance between theory and application’ – Writing Digital Content delegate, September 2019

‘The course was informative and very enjoyable. I am new to copy-editing, so I found all of the topics relevant and helpful’ – Introduction to Copy-editing delegate, March 2019
Books Uncovered

Unwrapping the book business

Our schools programme
Our website has lots of information about publishing for anyone who wants to know about it, but we’ve recently developed some resources aimed at school students. Gathered under the heading ‘Books Uncovered’ the materials include videos of publishers working in Scotland and aim to help demystify and open up the industry.

More about the programme:
www.publishingscotland.org/about-publishing/the-book-business/

Publishing Ambassadors
We are acutely aware that there is a lack of diversity both in who works in publishing and what is published. Our outreach scheme is a way of starting to address these issues more proactively. Its aim is to encourage people that have the talent – but are not currently represented in the industry – to consider publishing as a career. An enthusiastic cohort of publishers in Scotland have signed up to spread the word and we’re following the lead of the Publishers Association and calling them Publishing Ambassadors. Publishing Scotland is training and supporting them with materials, travel expenses and a forum for sharing knowledge and best practice.
Trade and Marketing

Events, collaborations and other highlights

Open Book
In 2019 we ran various Open Book sessions including a trip to the Amazon warehouse in Dunfermline, and an audiobook session with input from various audiobook retailers. We also hosted pitching sessions for our member publishers for the wholesaler Costco/Baker & Taylor, for book festivals including Edinburgh International Book Festival, Winter Words, Aye Write!, Borders Book Festival and Tidelines, as well as a pitching day for STV.

Trade Liaison
Our relationship with retailers and heritage organisations is positive and thriving. It includes regular meetings with Waterstones, Historic Environment Scotland (HES) and Visit Scotland which have helped to identify issues and explore new collaborations. We are also looking to strengthen our relationship with WH Smith and Smiths Travel.

Our successful Libraries and Publishing Day partnership with SLIC (Scottish Library and Information Council) continued with an event in January 2019. There will be another Libraries and Publishing Day in February 2020.

We had two editions of our showcase of members’ books and Scottish writing – New Books Scotland Spring/Summer and Autumn/Winter. They were distributed at the major book fairs and events during the year.

We attended the Bookseller Marketing & Publicity Conference in June and the BA Conference in September – both great sources of the latest ideas and opportunities to make and develop valuable contacts.

Trade and Marketing Committee
The Trade and Marketing Committee is our main forum for discussion and future planning in these areas of business. As well as Open Book sessions, we have implemented Publicity sessions through the PPC. So far, we have held sessions with the BBC, The Times/Sunday Times, The Mail/Mail on Sunday, The Herald, The National and the Big Issue. These sessions included one in Glasgow.

The members of the Trade and Marketing Committee are:
- Fiona Brownlee (Brownlee Donald Associates) (Chair)
- Naomi Farmer (Edinburgh University Press)
- Suzanne Kennedy (Floris Books)
- Gavin MacDougall (Luath Press)
- Jethro Lennox (HarperCollins)
- Nadine Luchsinger (Canongate Books)
- Kirstin Lamb (Barrington Stoke)
- Vikki Reilly (Marketing and Events Manager, Publishing Scotland)

Other events
As well as the events we run ourselves, we take part in external events as speakers or hosting stands eg Vikki Reilly took part in the Northern Lights initiative at the Bradford Literature Festival (June) and Edinburgh International Book Festival (August), and visited the University of Stirling to give a talk to publishing students (October). Publishing Scotland and Scottish Books International exhibited at the XpoNorth Conference in Inverness in July 2019.
Showcase reception at Scotland House

On the eve of the London Book Fair 2019, Publishing Scotland hosted our first Scotland in London reception at Scotland House, the Scottish Government’s London headquarters. We invited a number of special guests including our member publishers, representatives from the book trade, festivals and media as well as international publishers who have taken part in the Fellowship programme.

On the evening, we announced our 2019 Fellowship programme as well as our new service Scottish Books International. We also programmed two panel discussions, hosted by broadcaster and writer Sally Magnusson with selected guest speakers – publisher Jamie Byng and authors Christopher Brookmyre, Sara Sheridan, Helen McClory, Andrew O’Hagan and our Chief Executive Marion Sinclair – to talk about the health and wealth of Scottish writing and publishing.

Publishing Scotland showcase magazine

Each guest at the showcase reception received a specially produced magazine highlighting the Scottish writing and publishing industry with commissioned pieces written on different aspects of the Scottish book sector. Inside the magazine were profiles of up-and-coming writers, overviews of various Scottish markets as well as celebrations of the profile of Scottish crime writing and how books are generating huge tourism opportunities. We distributed this magazine at book fairs, festivals and other events throughout the year as well as the Scotland in London reception.
Festivals and Events

Edinburgh International Book Festival and Book Week Scotland

Book Week Scotland

In 2018, the theme for Book Week Scotland was Rebel. We used our digital and social platform on Books from Scotland, creating a special issue dedicated to the theme of rebellion, and promoting it as well as stand alone Rebel features on our social media channels throughout the month and during Book Week Scotland.

Key pieces of content were created and shared with the Stuart Cosgrove Harlem 69 playlist and the exclusive pre-publication extract of David Keenan’s For The Good Times proving most popular. So popular was the Harlem 69 playlist that views continued throughout the rest of 2018 and in 2019 is still in our top 10 most visited pages. The Rebel issue was promoted through the digital channels of City of Literature, Literature Alliance Scotland and Scottish Book Trust too. Our Twitter activity earned 191k impressions over the month.

And of course, we supported Book Week Scotland’s social media and encouraged all our member publishers to get behind the #bookweekscotland hashtag.

Looking ahead the theme for Book Week Scotland 2019 is Blether and our BfS issue is themed around that with extracts, Q&As, author interviews and specially commissioned features. We have also organised 3 author showcase events in Glasgow, Linlithgow and Edinburgh.

Edinburgh International Book Festival

In August 2019 48 publisher members took space in the new George Street shop – which this year hosted a Scottish showcase. Members also had books in the new-look Garden bookshop.

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 keen book buying audience.
Saltire Society Publisher of the Year
Canongate Books won the Saltire Publisher of the Year Award 2018. Over the previous 12 months, Canongate’s growth saw them further develop an already strong international publishing brand.

The following publishers were shortlisted in 2018:
- 404 Ink
- BHP Comics
- Birlinn
- Canongate Books (winner)
- Historic Environment Scotland (highly commended)
- Luath Press

Saltire Society Emerging Publisher of the Year
Carolina Orloff won the Saltire Emerging Publisher of the Year. As both editor and translator at Charco Press, Carolina is a driving force in its success as a publisher.

Established in 2016 and supported by Publishing Scotland, this award aims to recognise the work of an individual in the early stages of their publishing career. All of the publishers shortlisted in 2018 are members of Publishing Scotland:
- Alan Windram, Little Door Books (highly commended)
- Carolina Orloff, Charco Press (winner)
- Charlotte Brady, Canongate Books
- Heather Palmer, BHP Comics
- James T. Harding, Stewed Rhubarb Press
- Megan Reid, Canongate Books
Member Highlights

News and awards

Sandstone Press
Sandstone Press made literary history by being the first Scottish publisher to have a book win the Man Booker International Prize. *Celestial Bodies*, written by Jokha Alharthi and translated by Marilyn Booth, won the 2019 Prize. The prize-winning didn’t stop there with *Shouting in the Dark* by Elleke Boehmer winning the Olive Schreiner Award for Prose 2019 and *The Secret Life of the Mountain Hare* by Andy Boehmer being awarded Favourite Scottish Nature Photography Book 2018. Sandstone is also shortlisted for the Saltire Society Publisher of the Year 2019 (an award they won in 2014).

Charco Press
Charco Press won the 2019 Scottish regional category of the British Book Awards new Small Press Award and is shortlisted for the Saltire Society Publisher of the Year 2019. Their title *The Wind That Lays Waste* by Selva Almada, translated by Chris Andrews, won the Edinburgh International Book Festival’s 2019 First Book Award. They were awarded English PEN awards for translations of three Spanish language books: *Theatre of War*, *Loop* and *Holiday Heart*. And as previously mentioned, Charco’s Carolina Orloff also won the Saltire Society Emerging Publisher Award 2018.

BHP Comics
BHP Comics featured in a BBC film (*Getting South Asians into graphic novels*), were shortlisted for the Saltire Society Publisher of the Year 2018 (and again in 2019), received SICBA’s Outstanding Contribution to Comics award, a commendation in the British Book Awards Small Presses (Scotland category) and featured in *The List’s* Top 100. In 2019 BHP Comics founder Sha Nazir also launched 9 Panels, the UK’s first literary agency dedicated to graphic novelists.
404 Ink
404 Ink had another notable year. They were shortlisted for the Saltire Society Publisher of the Year 2018 (and again in 2019), the IPG’s Nick Robinson Newcomer Award 2019 and the Kim Scott Walwyn Prize 2019. Titles they publish won the Outstanding Literature category of the Herald Scottish Culture Awards 2019 (Hings by Chris McQueer) and the Creative Edinburgh City Award (Constitution Street by Jemma Neville).

The BBC adapted stories from Chris McQueer’s *Hings* for television and Audible bought audio rights to *Hings* and *HWFG*. Penguin Books US bought the rights to Helen McClory’s *Goldblum Variations*. And to crown it all co-founders Laura Jones and Heather McDaid were named by writer Margaret Atwood in a *Sunday Times Style* article in September as two of the twelve women shaping our future.

Francis Bickmore
Canongate Books’ Publishing Director Francis Bickmore was shortlisted for Editor of the Year at the British Book Awards 2019.

Pauline Cuchet
Shortlisted for the Saltire Society Emerging Publisher of the Year 2019, Pauline is the Rights Executive at Canongate Books.

Kay Farrell
Kay Farrell, Assistant Publisher at Sandstone Press, was named as one of *The Bookseller’s* Rising Stars of 2019 and is shortlisted for the Saltire Society Emerging Publisher of the Year 2019.
Member Highlights

News and awards

Anna Frame
Canongate Books’ Publicity Director
Anna Frame won the Sophie Christopher Publicist of the Year Award at the Booksellers’ Association Conference 2019.

Anne Glennie
Anne Glennie – a literacy consultant, author, and publisher at Cranachan Publishing – is shortlisted for the Saltire Society Emerging Publisher of the Year 2019.

Rosie Howie
Named as one of The Bookseller’s Rising Stars of 2019, Rosie Howie is the Publisher at Hodder Gibson.

Lucy Juckes
Lucy Juckes from Jenny Brown Associates and Barrington Stoke was awarded a CBE for services to education and literacy in the Queen’s Birthday Honours 2019.

Jamie Norman
Part of the press team at Canongate Books, Campaigns Executive Jamie Norman is shortlisted for the Saltire Society Emerging Publisher of the Year 2019.

Richard Wainman
Shortlisted for the Saltire Society Emerging Publisher of the Year 2019, Richard Wainman is a designer at Floris Books.
Barrington Stoke
Barrington Stoke celebrated their 21st anniversary in 2019.

Black & White Publishing
Black & White won the Business of the Year Award at the Scots Language Awards 2019 for their Itchy Coo Imprint. They also received one of the inaugural Scots Language grants.

Canongate Books
The Saltire Society Publisher of the Year 2018 is shortlisted again in 2019 and was shortlisted for Independent Publisher of the Year at the British Book Awards 2019.

Edinburgh University Press
In 2019, Edinburgh University Press celebrated their 70th anniversary of exceptional publishing and acquired the list of law specialist Avizandum Publishing. Their title Recognition in the Arabic Narrative Tradition: Discovery, Deliverance and Delusion by Philip F. Kennedy won the prestigious 2019 Sheikh Zayed Book Award in the category Arab Culture in Other Languages.

Floris Books
Their title Tour of a Terminal Optimist by John Young won the Scottish Teenage Book Prize 2019.

HarperCollins
William Collins in Glasgow published its first book on 24 September 1819 making the Collins part of HarperCollins 200 years old this year. The Harper part is slightly older, so the main HarperCollins 200 celebration took place in 2017. Collins Learning was shortlisted for in the Academic, Educational and Professional Publisher of the Year category of the British Book Awards 2019.

Historic Environment Scotland
HES was Highly Commended for Saltire Society Publisher of the Year 2018 and was shortlisted in the Academic, Educational and Professional Publisher of the Year category at the British Book Awards 2019.

Little Door Books
Little Door Books’ Alan Windram was highly commended in the Saltire Society Emerging Publisher of the Year Award 2018 and is shortlisted for the 2019 award. Alan’s book One Button Benny was awarded the 2019 Bookbug Picture Book Prize, and an Arabic translation of the book featured in a special event for refugee children at the 2019 Wigtown Book Festival.

Scotland Street Press
Scotland Street Press received an English PEN award for Belarusian book Alinarka’s Children and a Scots Language grant.

Recipients of a Scots Language grant:

Cranachan Publishing / Curly Tale Books / Luath Press / Stewed Rhubarb / Tippermuir Books
Member Highlights

A selection of book award winners and nominations in the past year
Member Highlights

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A selection of book award winners and nominations in the past year
Books from Scotland champions Scottish-related books – across fiction, non-fiction and special interest – to as wide an audience as possible. Content-led and channel-neutral, it features thousands of books across different formats making it the largest curated collection of Scottish books online. Each month sees a themed, curated, magazine-style Issue where publishers have the opportunity to showcase their titles (both frontlist and backlist).

We send out a monthly newsletter highlighting the monthly Issue and its content; as well as stand-alone features commissioned throughout the month. In addition to the regular column by freelance journalist and editor David Robinson (former books editor of the Scotsman), we have contributions from our pool of new reviewers and feature writers to reflect the diverse nature of new Scottish writing.

Books from Scotland has significant social media reach across platforms and strives to foster an active and engaging online community for book lovers in Scotland and elsewhere. Our 2019 audience almost doubled (99.7% up from 2018), and page views increased by 48.4%. Most of the website’s visitors come from the US, highlighting the website’s international appeal.
**BookSource**

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

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:

- **DataSource** – a data management service, where BookSource distributes a publisher’s bibliographic data to the relevant aggregators and customers to help increase sales
- **BookSource Premium** – orders are fully managed and tracked by one member of the team through each stage of the process, from keying right through to ensuring the order has been received by the customer. This provides client publishers and customers with the extra reassurance often needed for events, festivals etc.
- **Fast-track** – same-day despatch for urgent orders.

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.

*Louise Morris / Customer Service Director, BookSource*
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 2018-19**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Voluntary income</td>
<td>£36,270</td>
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<tr>
<td>Investment income</td>
<td>£15</td>
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<tr>
<td>Commercial trading</td>
<td>£1,489,100</td>
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<tr>
<td>Resources from charitable activities</td>
<td>£469,328</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>£1,994,713</strong></td>
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**Resources Expended 2018-19**

<table>
<thead>
<tr>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Charitable activities</td>
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<tr>
<td>Commercial trading</td>
<td>£1,460,401</td>
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<td>External shareholders</td>
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<td><strong>Total Expenditure</strong></td>
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<tr>
<td>Balance</td>
<td><strong>£46,644</strong></td>
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</table>
Contact Us

Connecting with us

Events and Social Media
We attend the London, Bologna 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.

Since we started tweeting about all things publishing we’ve gained more than 17,000 followers on @PublishScotland and @scottishbooks.

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

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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W: www.publishingscotland.org

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.
Our www.scottishbooksinternational.org website is dedicated to the international promotion of Scottish books, writers, festivals and organisations.

Acknowledgements
The cover and report were designed by Alice Piotrowska. The photographs of the Scottish Book Trade Conference 2019 and the Publishing Fellows 2019 are by Sandy Young. We’ve sought permissions for other photos and credited as requested, but if we have missed anything let us know and we’ll make the appropriate amendments.