

Publishing Scotland is part
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Contents

Table of contents

Our Team	2	Go Digital Fund	14
Trustees, Aims and Objectives	3	Training Programme	15
A Word from our Chair	4	Trade and Marketing	16
Chief Executive's Report	5	Festivals and Events	19
Summing Up	7	Member Highlights	22
Our Members	8	Friends and Colleagues	34
Annual Conference	9	BooksfromScotland.com	35
Scottish Books International	10	BookSource	36
International Trade and Rights	11	Financial Year 2020/2021	37
Translation Fund	13	Contact Us	38



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**Publishing Scotland is part
funded by Creative Scotland**

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.

Training and Information Manager / Joan Lyle

Joan qualified and practised as a solicitor before becoming a law publisher. She joined Publishing Scotland in 2007.

Events and Programme Support Officer / Heather McDaid

Heather works three days a week providing support for all areas of the organisation's activity. She is also Publishing Director and Co-Founder at independent book publisher 404 Ink, Books Editor at *The Skinny* magazine and an award-winning freelancer. Heather joined Publishing Scotland in 2021.

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.

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.

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.

Digital Marketing Assistant / Alice Piotrowska

Alice works at Publishing Scotland two days a week on Scottish Books International and providing general support on a freelance basis. She is a doctoral researcher at the University of Stirling, pursuing research into the history of Scottish publishing in partnership with Publishing Scotland and HarperCollins.



| Since the beginning of the Covid-19 pandemic, the Publishing Scotland team has been working mostly from home.

Trustees, Aims and Objectives

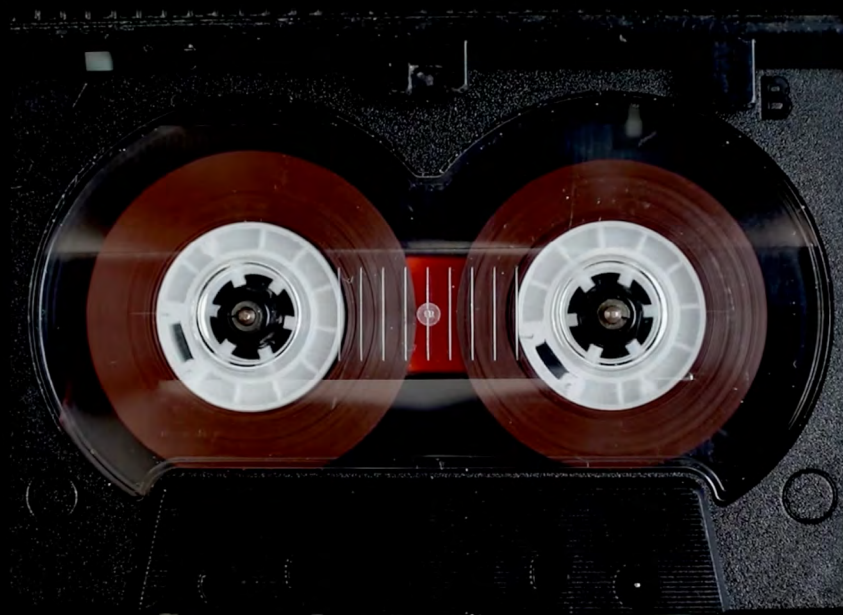
Our aims and objectives and current Board of Trustees

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 2020 to November 2021

- Kate Gibb (Chair)
- Fiona McParland (Treasurer)
- Davinder Bedi, BookSource
- Simon Brown, Anderson Strathern
- John MacPherson, Bright Red Publishing
- Chani McBain, Floris Books
- Ann Crawford, National Galleries of Scotland Publishing
- Laura Jones, 404 Ink
- Samuel McDowell, Charco Press
- Miriam Rune, Miriam Rune PR
- Marion Sinclair, Chief Executive, Publishing Scotland



| Our *Dark Travellers* film showcasing Scottish crime writing premiered at the Bloody Scotland festival in September 2021.

A Word from our Chair

Kate Gibb



For all the difficulties of 2020, when we signed off the 2020 Publishing Scotland Annual Report in December last year, there was a clear note of hopefulness for the future.

2021 had a lot to teach us, and the lessons of maintaining focus while being nimble and adapting to ever-changing circumstances are here to stay. Resilience remains the watchword going forward. Our industry also needs to adapt to survive. We have been rightly called out over diversity, along race, gender, disability and class lines. We need to adapt our models to foster a truly diverse environment that not only enlarges the range of individuals we employ, but also embraces authors, agents, booksellers and network members. Only this will drive access to readers, the people we ultimately publish and sell books for.

Putting ourselves on a more sustainable footing is inescapable and urgent now too. Amongst the individual measures we can all take, we now need to work together as an industry and address the wider concerns of how we publish and how we sell in a more sustainable manner. This will require a UK-wide approach, for us to understand and measure what our

carbon footprint is and how we can start the journey to reduce this. There is no viable alternative but to become a more planet-friendly industry.

At Publishing Scotland we will look to lead and support members as they face all of these challenges. We recognise that the obstacles are many. We are still in recovery, and we have to focus on our day to day to survive. We are already experiencing a supply chain crisis and price hikes for raw materials, all of which we have to build into our future modelling. However if anyone can lead us to a more creative mindset for overcoming problems, it is surely writers. Each day we see brilliant writing flourishing in Scotland, new authors emerging, alternative publishing models arriving and creative solutions landing that bring people together in thrilling new formats online and offline. We have seen countless changes to the many ways we can publish books and we have the pandemic to thank for these breakthroughs.

We are more than capable of adapting and rising to the new challenges. We create books and books open minds.

Kate Gibb / Chair

Chief Executive's Report

Marion Sinclair



A warm welcome to our Annual Report, in our 47th year.

In last year's annual report, we gave an account of some of the difficulties our members and our organisation were encountering and wished for better times in 2021. Those better times have come about in some ways but as everyone appreciates, we are not out of the pandemic yet and we have yet to see a major recovery.

From our own organisation's point of view, we have greatly missed physical events. Most of our programme, apart from participating in book fairs, migrated online and we have adjusted our activities to be delivered in this way, whether to the professional, trade side of publishing or the more public-facing events put on to market books. The essence of Publishing Scotland, however, is as a networking, marketing, events body – bringing people together, creating opportunities for face-to-face meetings, training, and hosting events – and it has been a challenge to fully bring about the effect and impact of that programme in the online world. Book sales following an online event are not at the 'real-life' level, as that vital personal connection is diminished – the thrill of seeing your favourite author in the wild is not quite the same. The creativity that sparks off new ideas, better collaborations, and

partnerships is affected by a zoom room. Morale in the sector has been patchy.

It has not all been difficult – some member publishers have had very good years in terms of sales – but we are not immune to the overall dampening effect of the crisis we are living through.

Some bright spots – the quality of what has been published shows no diminution and our educational and cultural values as a charity (as well as a membership body) have certainly had an abundance of books, brilliant writers, and events to play with. It has been in many ways a stellar year in Scottish literature, alongside boosts in crime fiction sales, children's titles, and nature writing.

We have increased the amount of marketing to the public this year with a new Scottish Books Long Weekend in June, cut subscription fees, increased our direct help to member businesses by offering tailored sales support, and provided free conference and training slots for interested members. Scottish Books International had most of its activities put on hold but the website was greatly added to in terms of interesting content and hosted a very well-attended event with Shuggie Bain author, Douglas Stuart, in conjunction with the Scottish Government office in Washington, USA. Pitching to festivals and bookshops is a big part of what we do, and that has continued. We enjoyed the publisher showcase at the Edinburgh International Book Festival, a first in-person outing for over a year as well as the premiere of our film on crime writing – *Dark Travellers* – to a real life audience at Bloody Scotland in Stirling in September.

Thanks to our membership

Publishing Scotland is hugely grateful to the individuals and organisations that choose to support us and work with us. This year we have a record membership as we welcomed start-ups and new companies to our organisation.

A heartfelt thank you is due then to our members. 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, you enable us to continue to offer support services to the publishing industry and develop much needed services in

Chief Executive's Report

Marion Sinclair

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.

New chair

This has been the first year for our new chair, Kate Gibb, of Canongate. Taking over at this time, when every board meeting is online, is not easy, but Kate, as predicted, has risen to the occasion. My thanks go to her for her help and support throughout the year.

BookSource – working hard to keep going...

Last year, our subsidiary, BookSource, the book distribution company based outside Glasgow and this year celebrated its 25th year. Distributing for over 100 companies, it found itself having to evolve rapidly when lockdown began, but managed to maintain its operations and kept the business going without interruption, since March 2020. Thanks go to the MD of BookSource, Davinder Bedi, and his entire team. We do not underestimate the central importance of BookSource to its client publishers as their books continued to come into the warehouse and were sent out to their sales channels throughout the year. Online sales have continued to be very important to publishers and having those vital deliveries coming out of a physical warehouse day after day, week after week, uninterrupted, has been a major feat. New client publishers have come on board during this time too, adding to the general workload – all in all, a big vote of thanks to BookSource.

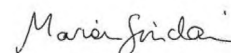
Creative Scotland

Thanks also to our main funders, Creative Scotland – they helped to provide much needed stability for us. We are currently in an extended year 4 of that funding settlement – with an extension awarded for one year to cover 2021-22 – awarded to all regularly-funded organisations. This continuity allowed us to move our events almost fully online with training, Open Books events, pitching opportunities, author showcases, and our governance through board meetings and the annual audit.

A final word to the future

COP26 has focused everyone's thoughts on the ways in which the industry can play its part to reduce carbon emissions. The green agenda is becoming firmly embedded in the minds of organisations up and down the UK, and we need to find better ways to inform and educate publishers on green practices. We are beginning to see a shift in the mindset that will bring about better, more diverse books and people in the trade in Scotland but we are just at the beginning of that process. We have to step up and show leadership in these areas and our small team in Edinburgh will be working hard to do just that.

Here's to a better year in 2022...



Marion Sinclair / Chief Executive

Summing Up

Our work in figures



Training and events

2,000

took part in our training and events

100

delegates attended our **Nielsen conference sessions**

95

members and libraries attended **Libraries Day**

81

members attended our two **All Members Meetings**



Sales and marketing

11,500

magazines of members' books sent to booksellers

1,600

people so far have watched ***Dark Travellers: The Rise of Scottish Crime Writing*** (watch [here](#))

41

publishers sold books in the new Edinburgh International Book Festival **bookshop**



Funding

16

international publishers received **translation funding** for translating Scottish writers

11

publishers received funding from the relaunched **Go Digital Fund**

Our Members

Publishers and network

Publisher members

This year our publisher membership reached **82** with 9 new publishers joining in this period: AHRO Scientific Publishing, Arkbound, Extremis Publishing, Golden Hare Publisher, Knight Errant Press, Liminal Ink, Stone Country Press, Super Power Agency/Books, and The Royal Scottish Country Dance Society.

404 Ink • Acair Ltd • AHRO Scientific Publishing • Ailsapress • Arkbound • Association for Scottish Literary Studies • Barrington Stoke • BHP Comics • Black & White Publishing • Black Wolf Edition • Bright Red Publishing • Blue Fox Comics • Brown, Son & Ferguson Ltd • Brown & Whittaker Publishing • Canongate Books • Charco Press • Clan Books • Cranachan Publishing • Curly Tale Books • Dalen Books • DC Thomson • Dionysia Press • Dunedin Academic Press Ltd • Edinburgh University Press • Extremis Publishing • Fledgling Press Ltd • Floris Books • Forest Research • Frontline Noir • The Gaelic Books Council/Comhairle nan Leabhraichean • Glasgow Museums Publishing • Golden Hare Publisher • Halleswell Publications • Handspring Publishing • HarperCollins Publishers • Historic Environment Scotland • Hodder Gibson • Kitchen Press • Knight Errant Press • Leamington Books • Leckie & Leckie Ltd • Liminal Ink • Little Door Books • Luath Press Ltd • Luna Press Publishing • Monstrous Regiment • Moonlight Publishing Ltd • Muddy Pearl • National Galleries of Scotland • NMS Enterprises Ltd – Publishing • Polaris Publishing • Quality Chess • Ringwood Publishing • Royal Botanic Garden Edinburgh • Sainted Media • Salamander Street • Sandstone Press • Saraband • Scotland Street Press • Scottish Book Trust • Scottish Text Society • Serafina Press • Society of Antiquaries of Scotland • Sparsile Books • SP Square • Stone Country Press • Super Power Agency/Books • Swan & Horn • The Royal Scottish Country Dance Society • thiwurd • Thunderpoint Publishing • Tippermuir Books • Tramp Press • Vagabond Voices • Waverley Books • The Wee Book Company • Whittles Publishing • Wild Goose Publications • Witherby Publishing Group

Network members

With 7 new members joining in this period, we now have **37** in our network membership. New members include Above the Treeline, Andrea Joyce Rights Agency, Granite Editorial, Jane's Studio, Jenna Gordon, Ivanhoe Caledonian Printing Company, and Palimpsest Book Production.

9 Panels • Above the Treeline • Andrea Joyce Rights Agency • APS Group • Association of Scottish Literary Agents • The Art of Music • Belle Media • Bibliographic Data Services • Biblichor Book Production • Bookspeed • Booksellers Association • Central Proofreading • Donald Greig • Edinburgh Napier University • Granite Editorial • Indie Authors World • Ivanhoe Caledonian Printing Company • JC Consultancy • Jane's Studio • Jenna Gordon • Kerrie Moncur Design & Typesetting • Lumphanan Press • Martins The Printers • Sharon McTeir (Creative Publishing Services) • National Library of Scotland • Nielsen Book • Palimpsest Book Production • Prepress Projects Ltd • Raspberry Creative Type • Rowan Tree Publishing • Miriam Rune PR • Sharp Rights • Sylvia Pegg • SLIC • Society of Authors in Scotland • Mairi Sutherland • University of Stirling

Annual Conference

Scottish Book Trade Conference 2021

We were not able to meet in person for our usual Scottish Book Trade Conference with the Booksellers Association, but we hosted four important trade sessions online:

Pitching titles to booksellers

There were two sessions (in February and September) organised in association with the Booksellers Association giving publishers the opportunity to present key seasonal titles to bookshops.

Nielsen Consumer Reviews

In April 2021 Steve Bohme covered consumer behaviour which took place at the end of 2020 with a focus on

trends before, during and after lockdown, using data from Nielsen's Books & Consumers survey and Bookscan sales data. It covered the UK as a whole, but also examined where/how Scottish purchasing behaviour and sales trends differed.

For the autumn update in October, Carol Hughes-Hallett provided a general overview of some of the latest statistics from the UK Book Market in 2021.



Ingredients for growth, or a recipe for disaster?

| In a (baking-themed) Nielsen session in April 2021, Steve Bohme covered consumer behaviour before, during and after lockdown.

Scottish Books International

Part of internationalisation work

Scottish Books International (SBI) works on behalf of the literature sector in Scotland and is dedicated to the international promotion of books, writers, festivals, and organisations.

Launched at the 2019 Frankfurt Book Fair, SBI takes a strategic and co-ordinated approach to showcasing and championing Scotland's writers, publishers, and festivals overseas. The service identifies and progresses opportunities to increase the visibility of writers, publishers, festivals, and organisations, and builds relationships with key partners in Scotland and overseas.

One of the main SBI activities, the **Author International Travel Fund**, was established to support writers who have been invited overseas to promote their work. In its first year of operation, funds totalling £7538.50 supported 13 Scottish writers at events from Ireland to Australia. The fund was suspended due to the pandemic, with plans to reopen in 2022.

With restrictions on travel and gatherings still in place, SBI focused on developing its digital activity throughout 2021. The website, scottishbooksinternational.org, serves as an active marketing tool and rights showcase, with regular features developed in collaboration with

publishers and authors. Published weekly throughout the year, the features include book extracts, author profiles, guest articles, interviews with translators and foreign publishers, and more. Our Twitter audience has doubled since January 2021, growing by over 1,000 followers, and the website has attracted thousands of new users, with 43% coming from outside the UK.

In March, we hosted an online event with Booker Prize winner Douglas Stuart in conversation with James Crawford – a very popular event attracting a large live audience. In October, we launched a new series of online **Working Internationally** events. Organised in partnership with Literature Alliance Scotland, the events bring together experienced authors and industry professionals to demystify some of the ways in which organisations, festivals, publishers, and writers can work internationally. The first two events focused on writers and book festivals/cultural organisations.

SBI is a project jointly owned and managed by Publishing Scotland and Edinburgh International Book Festival. It is supported by a steering group from the two organisations along with Creative Scotland and Jenny Brown Associates.



International Trade and Rights

Book fairs and trade missions



| This year's Frankfurt Book Fair took place as a hybrid event. Photo by Marc Jacquemin / Frankfurt Book Fair.

Book fairs

The London Book Fair moved from its usual spring date to summer and went ahead as a digital-only event. The in-person format will return next spring (from 5 to 7 April 2022) where we hope to return with our collective stand.

The Frankfurt Book Fair (October 2021) was a hybrid event comprising a smaller physical fair along with numerous online events. Publishing Scotland took a 'digital stand' enabling us to present our Autumn 2021 publishing package of the New Books Scotland Autumn 2021 rights catalogue, Postcard from Scotland digital showcase and Dark Travellers short film on the rise of Scottish crime writing. The film also featured in a special crime writing event – 'The Rise of Crime Fiction' – organised by the Fair in November, with Canongate Publishing Director Francis Bickmore, publisher and presenter James Crawford, and author Christopher Brookmyre.

Trade missions

We organised our first trade mission this year as part of our aim to develop and promote the work of book publishing companies to an international audience.

The Australian Trade Mission in April 2021 brought together Australian and Scottish publishers and agents. The event started with introductions about the publishing scenes in their countries by the heads of the Australian Publishers Association and Publishing Scotland. Following this, participating publishers had a chance to network, pitch and discuss titles.

Our next international trade mission will be with Canada in January 2022.

International Trade and Rights

International Publishing Fellowship

The Publishing Scotland International Fellowship programme helps develop relationships between the international publishing community and the Scottish sector, facilitate rights selling and bring Scottish books to an international audience. Previous fellows have acted as advocates for the Scottish publishing scene. This programme is part-funded by Creative Scotland and has welcomed **45** publishers from **17** countries (in five continents) since its launch in 2015.

Ten publishers from Europe, North America and the Middle East were invited to take part in our 2020 Fellowship which had to be postponed until 2022. They are: Andrea Stratilová, Albatros media, Czechia;

Dr. Cordelia Borchardt, S. Fischer Verlage, Germany; Esther Hendriks, De Arbeiderspers/Singel Publishers, The Netherlands; Jean Mattern, Editions Grasset & Fasquelle, France; Johannes Engelke, Mosaik, Goldmann Taschenbuch, Germany; Mark Tauber, Chronicle Prism, an imprint of Chronicle Books, USA; Nicolás Rodríguez Galvis, Éditions Métailié, France; Peter Joseph, Hanover Square Press/HarperCollins, USA; Sarah Cantin, St. Martin's Press, USA; Talia Marcos, Keter Books, Israel

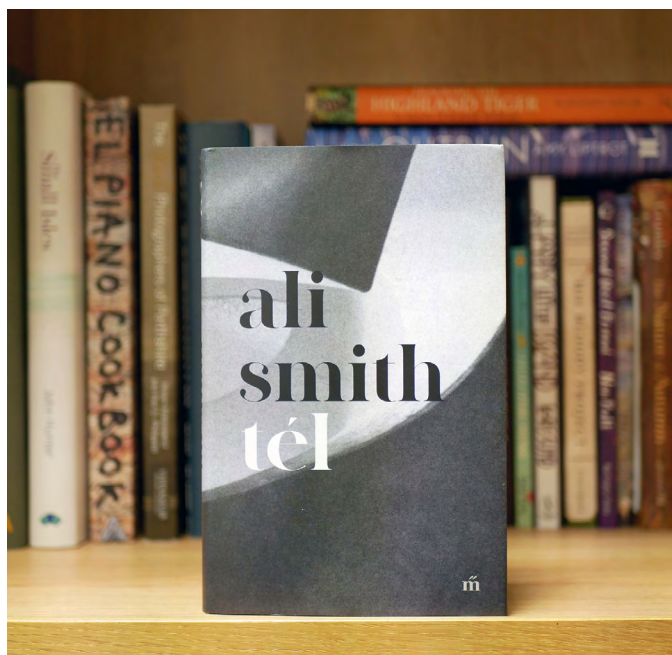
During 2021 we kept in touch inviting them to virtual events, sending our New Books Scotland catalogues and sharing our Dark Travellers film. We look forward to finally meeting them in person in 2022.



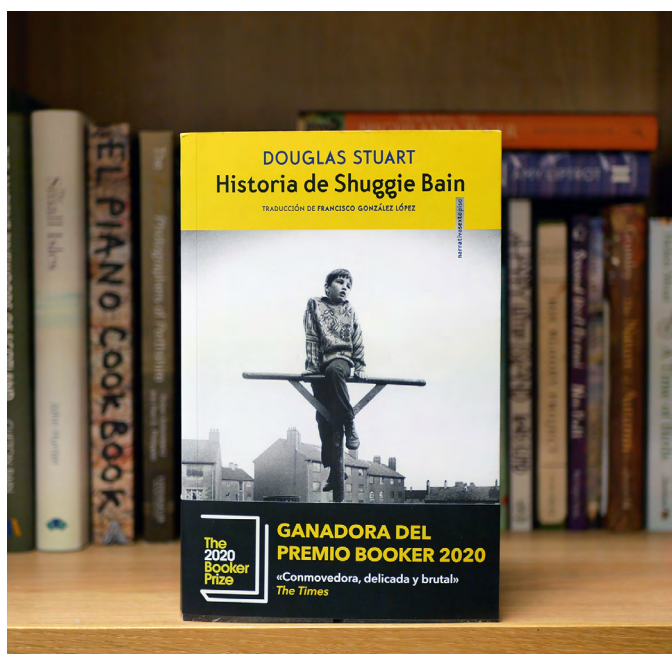
| Our Postcard from Scotland project, available [here](#), showcases work by Scottish publishers and authors.

Translation Fund

Scottish books into many languages



| Hungarian translation of *Winter* by Ali Smith.



| Spanish translation of *Shuggie Bain* by Douglas Stuart.

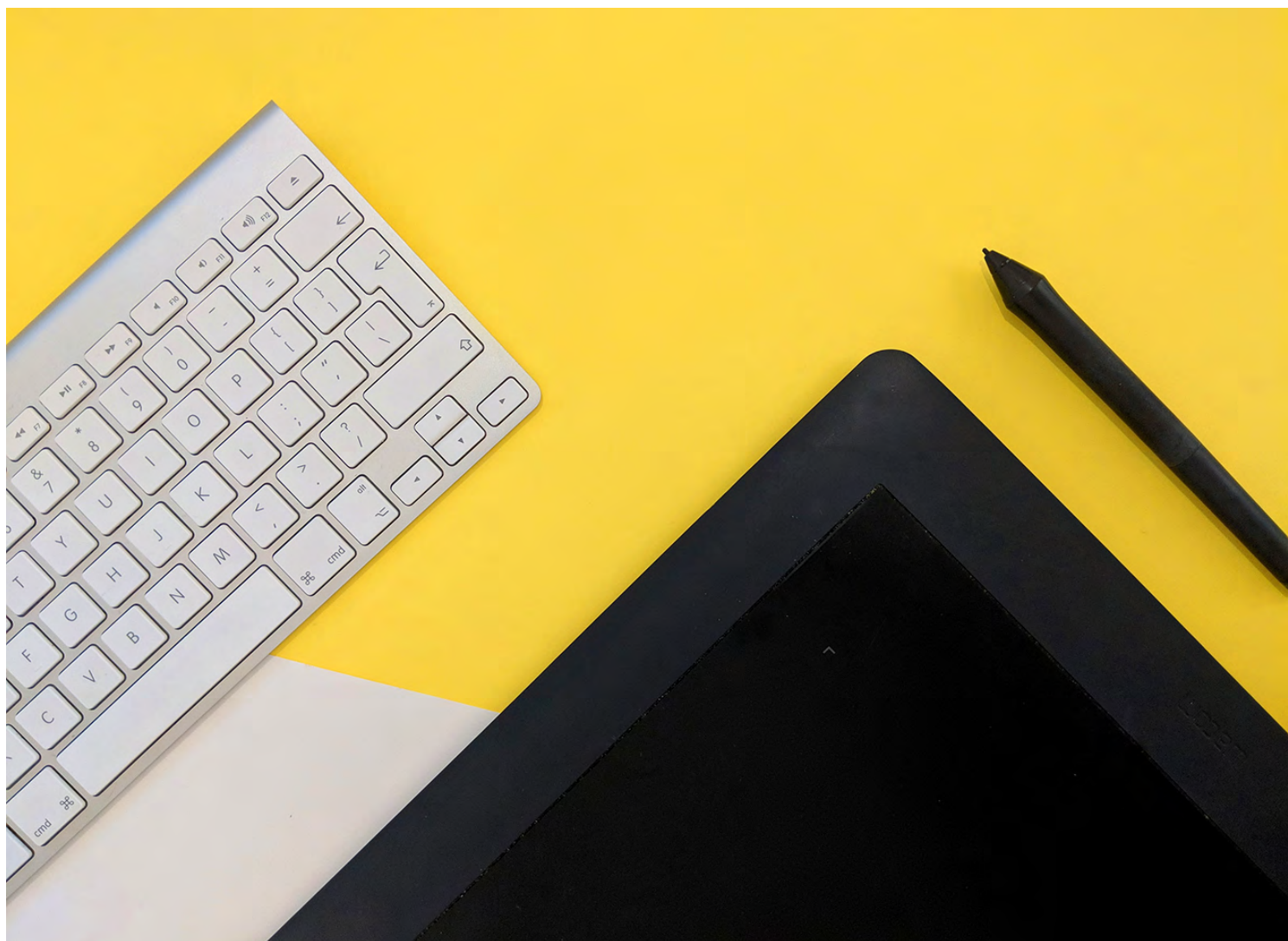
Publishing Scotland receives funding from and administers this project on behalf of Creative Scotland. Since it was set up in 2015, the Translation Fund has supported 148 international publishers to translate works by Scottish writers. Every year has seen an increase in applications as well as the diversity and variety of books, languages and countries. The Fund helps promote contemporary Scottish authors overseas (as well as the occasional classic) and brings Scottish writing to the forefront of international publishing. Works of fiction, nonfiction, poetry, graphic novels and children's literature are eligible and all these genres have received funding.

In the last twelve months, **fifteen** international publishers received a total of just over **£16,000** for works by Scottish authors to be translated into Bulgarian, Croatian, Danish, French, German, Italian, Montenegrin, Portuguese, Slovenian, Tamil and Ukrainian. The authors were Andrew O'Hagan, Claire McFall, CJ Sansom, Douglas Skelton, Douglas Stuart, Gary McNair, Graeme Macrae Burnet, Iain Bamforth, Kathleen Jamie, Kieran Hurley, Vicki Feaver, and William Dalrymple.

A panel assesses the applications and in 2021 there were several changes to the membership. Long-standing member of the panel Robyn Marsack stood down and we would like to thank her for her valuable contribution and support over the years. We welcomed new members Annie Rutherford (Writer, Translator and Programme Co-ordinator for StAnza) and Dr Scott Lyall (Lecturer in Modern and Scottish Literature, Edinburgh Napier University) along with Katalina Watt (Creative Scotland) who took over from her colleague Alan Bett. They join continuing members Rebecca de Wald (Literature Programme Producer, Cove Park), and Publishing Scotland's Marion Sinclair (Chief Executive) and Lucy Feather (Member Services Manager).

Go Digital Fund

Supporting digital publishing projects



We relaunched our **digital fund** in this period. The purpose of the fund is to assist book publishers to develop their digital offering and skills through access to marketing opportunities, events, training and consultancies.

11 Scottish publishers received funding for new digital projects, equipment or consultancy. There will be a second round in winter 2021.

Training Programme

Publishing and business skills

About our training

For the second year, all our training courses have been online. Take up is steady with students from Scotland and elsewhere in the UK along with the occasional one from further afield. The feedback continues to be good, and attendees appreciate the greater accessibility that moving online has allowed. Looking ahead, we hope to run workshops in person again subject to safety and demand.

Public courses

Our public workshops covered introductions to proofreading and copyediting as well as more advanced sessions on those subjects. New courses included Marketing for editorial freelancers and Editing for non-publishers. We also provided some in-house training.

Training for members

Our decision to provide extra support for member training in these difficult times was well received by members who attended courses in increased numbers. We regularly survey our members about the training they need, and sales and marketing featured even more strongly than usual. We were delighted to work with BookMachine to set up a series of marketing courses (virtual book launches, social media, email marketing and websites). All 80 places were taken up by members. We also ran ACAS courses on hybrid working and employees' mental health, and sessions on metadata with Editeur. The year's Open Book series of talks for members started with Gardners and continued with talks from Edelweiss, Nielsen, and Kickstarter. Where possible, talks are recorded so that members unable to attend at the time can catch up later.

Working with others in the industry

We continue to focus our efforts on training that is either not available anywhere or is tailored to our membership. For more general training we often work in partnership with other bodies such as BookMachine mentioned above.

Leading intellectual property solicitors Harper Macleod ran more free legal webinars in 2021 for our members covering options arrangements, factual

publishing, clearances and funding. We also ran a trial allowing members to get bespoke advice and contracts from Harper Macleod.

The Chartered Institute of Editing and Proofreading (CIEP) awards upgrade points for our editorial courses and we discount our courses to its members.

We were also able to arrange member discount for BIC training courses helping members to access a wide range of metadata and production courses.

Numbers

Between 1 December 2020 and 20 November 2021, approximately **160** people attended training courses we ran or facilitated. More than 80% were members – a substantial increase on previous years. A further **55** members attended Open Book sessions, **13** members were given places at *The Bookseller's* marketing and children's conferences, and around **50** members attended one or more of the Harper Macleod legal sessions.

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.

This year saw a few changes with two longstanding members stepping down. We are very grateful to Leah McDowell (Floris Books) and Christine Wilson (Historic Environment Scotland) for their much-valued contributions to our training programme over the years. We were delighted to welcome several new members (highlighted below in the current list of members).

- Ann Crawford (National Galleries of Scotland)
- Susan Pacitti (Glasgow Museums Publishing)
- **Caroline Clarke** (Canongate Books)
- **Caroline Gorham** (Canongate Books)
- **Elaine Reid** (Floris Books)
- **Gillian Macrosson** (Witherbys)
- **Kay Farrell** (Sandstone Press)
- Marion Sinclair, Chief Executive, Publishing Scotland
- Joan Lyle, Training and Information Manager, Publishing Scotland

Trade and Marketing

Sales support

Our Aims

As was the case last year, our activities continued online rather than face to face. The main focus of our activity continued to be seeking out new trade opportunities for publishers, brokering new relationships and helping professionalise the sector. To that end we set up and delivered a major new programme of sales support.

Sales support programme

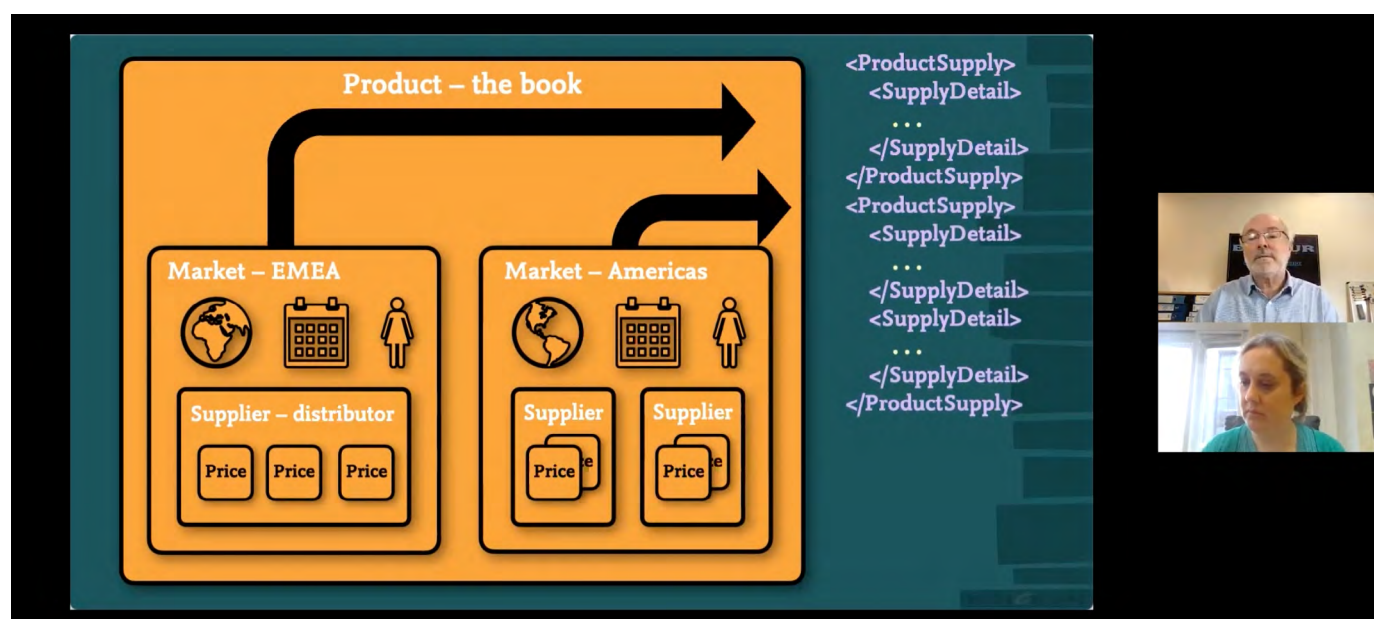
The need for sales support is always there but it became even more crucial during the first year of the Covid pandemic. We started our bespoke sales support training for publishers in October and it was delivered by Vikki Reilly, our Marketing and Events Manager. Over the course of the year, 16 member publishers participated in one-to-one online sessions with Vikki.

The publishers were: Acair Books • Bright Red Publishing • Cranachan • Curly Tale • Glasgow Museum • Historic Environment Scotland • Leamington Books • Little Door Books • Luath Press • Moonlight Publishing • Muddy Pearl • Rymour Books • Sainted Media • Saraband • Scotland Street Press • The Wee Book Company.

Each publisher was/is at a different stage in their publishing life, and have different relationships with the book trade, and through the sessions, while there was some crossover, each publisher received a bespoke service dedicated to their circumstances. Topics covered in these sessions included guidance on sales and marketing materials, creating sales strategies and tactics for selling into the trade, suggestions and contacts for further trade accounts, managing the relationship with a sales team, tying together the sales strategy with publicity and marketing, creating and analysing sales data from distribution partners, and managing stock for key titles.

As part of the sales support programme, we funded participants to attend a course in understanding the importance of data. That course – Developing a Data Driven Creative Company – was delivered by the Edinburgh Futures Institute. We plan to do a further course with them in 2022.

We also hosted two more metadata sessions with Editeur. These were open to both sales support participants and other members and were very well attended.



As part of our sales support programme, we hosted two metadata sessions with Editeur.

Trade and Marketing

Open Book and trade liaison

Open Book

Open Book sessions continued online in 2021. At these we introduce trade figures and organisations to the membership through presentation, pitching and networking. Since our last report, we have held: pitching sessions for the Edinburgh International Book Festival programme and a Year of Scotland's Stories with Historic Environment Scotland; a trade catch-up with Gardners in January 2021; and networking sessions with Edelweiss, Nielsen and Kickstarter.

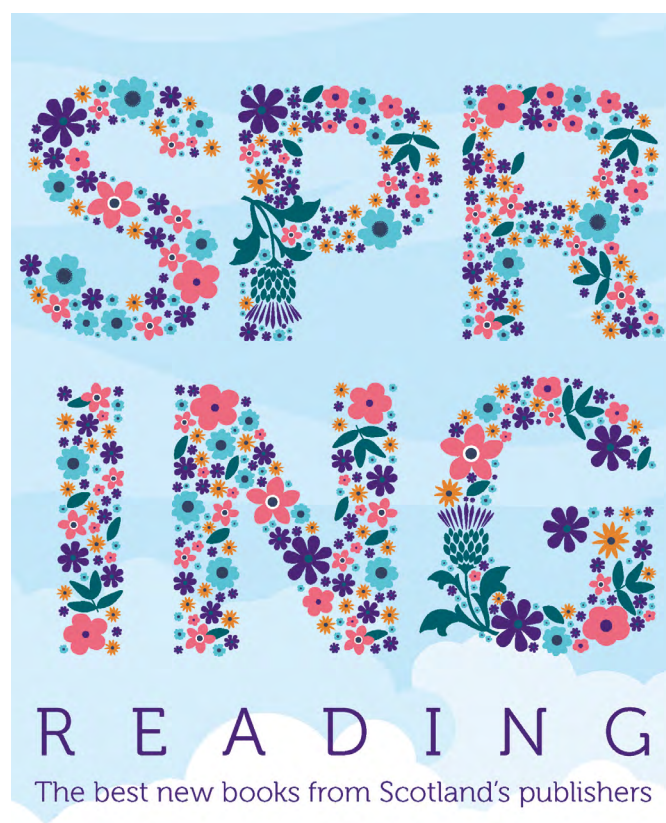
Trade Liaison

As lockdown continued into 2021, our focus in collaboration with the Booksellers Association was a physical catalogue delivered to every independent and chain bookshop in Scotland to push domestic sales. It was heartening to see these Spring catalogues in place as

the bookshops reopened – they were much appreciated by the booksellers. We also funded key title advertising for members in the BA's Booktime magazine. It is free to customers and its 16,000 copies get sent to 300 independent bookshops.

Our rights-focused New Books Scotland catalogue appeared once again in time for Frankfurt. As we did in 2020, we created a digital, interactive catalogue packed with information on our publishers' books as well as featuring extra audio, video and visual content. This was widely shared with trade partners, and our Fellowship alumni as part of our Autumn Publishing Package, alongside our Postcard from Scotland content.

We also initiated contact with The Works as they expand their presence in Central Scotland. As a result, they got in touch with some of our members.



| In 2021, we released both print and digital rights catalogues. You can access all our previous catalogues on our [website](#).

Trade and Marketing

Libraries, TV pitching and the Trade and Marketing Committee

Libraries

Our sterling relationship with the libraries sector continues to thrive. An online pitching session took place in March along with networking to make sure that the libraries were ready with up-to-date information on new releases for when they reopened too. Publishers and librarians from across Scotland attended and great connections were forged.

Pitching to BBC and independent producers

In May 2021 we hosted a successful completely online speed pitching session, in collaboration with BBC Scotland. Independent TV producers met with Scottish publishers to discuss potential titles for TV adaptation.

Trade and Marketing Committee

The Trade and Marketing Committee is our main forum for discussion and future planning in these areas of business. The members of the Trade and Marketing Committee are:

Ceris Jones (Sandstone Press) • Fiona Brownlee (Brownlee Donald Associates) • Gavin MacDougall (Luath Press) • Jethro Lennox (HarperCollins) • Kirstin Lamb (Barrington Stoke) • Miriam Rune (Freelance PR) • Nadine Luchsinger (Canongate Books) • Naomi Farmer (Edinburgh University Press) • Suzanne Kennedy (Floris Books) • Vikki Reilly (Publishing Scotland)

BBC Scotland and Publishing Scotland invite you to

PRODUCER AND PUBLISHER NETWORKING 2020

Including Panel Discussion, Producer and Publisher Speed Dating and Networking Drinks

An afternoon exploring how books and broadcasting can work closer together. Come along to share or discover Scotland's untapped Fiction and Non Fiction stories that could adapt to screen.

BBC Scotland, 40 Pacific Quay, Glasgow G51 1DA



**Publishing
Scotland**

Foillseachadh Alba

Festivals and Events

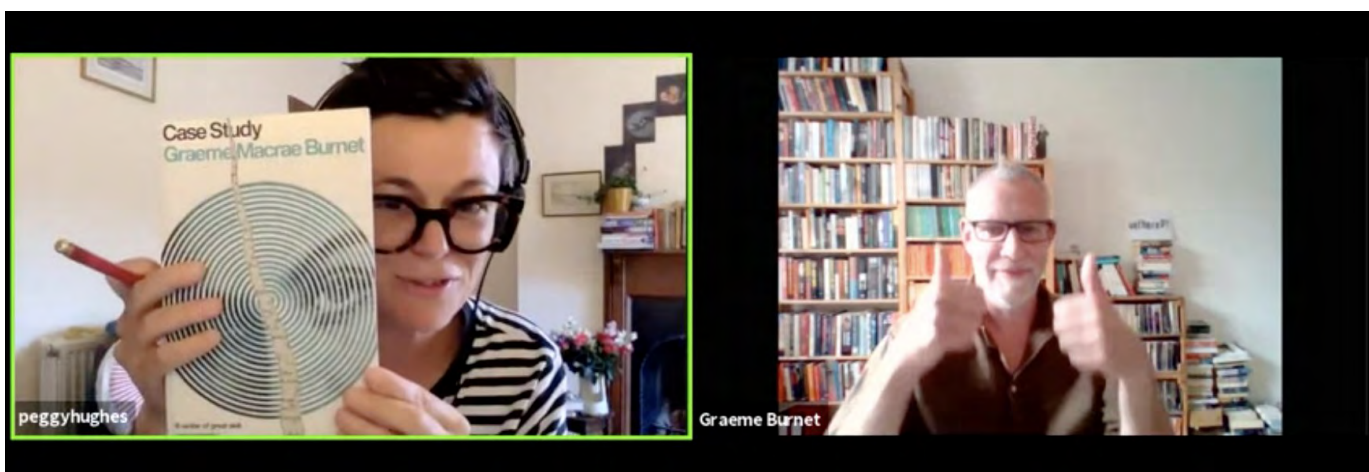
The Scottish Books Long Weekend

June 2021 saw us host a long weekend of online events celebrating Scottish books, authors, our member publishers and the Scottish publishing scene in general. The pandemic had greatly reduced the festival programme across Scotland where our publishers would have the chance to promote their authors to readers across the country, so we organised and ran this special one-off event while lockdown was still in place.

During the weekend of Thursday 10 June to Sunday 13 June, we live streamed **14 book events**, and partnered with Bookshop.org for book sales. The festival was well attended with audience members from around the world. After the weekend, we added closed captions and hosted the events on the Publishing Scotland website for a further month, gaining an even bigger audience.

The events were:

- First Love: In Conversation with Estelle Maskame, chaired by Edi Stark
- What Next For Scotland at Home and Abroad? Talking politics with Malcolm Combe, Annie Tindley, Stephen Gethins and Angie Zelter, chaired by Ruth Wishart
- The Wild, Wild West: Talking Crime Fiction with Diarmid MacArthur, Leela Soma and Robbie Morrison, chaired by Russel Mclean
- School Daze: Talking Teenage Kicks with Ely Percy and Kirkland Ciccone, chaired by Melanie Ramdarshan Bold
- Beauty, Borders and Belonging: In Conversation with Kei Miller and Bashabi Fraser, chaired by Mae Diansangu
- The Fairy Song: Storytelling with Janis Mackay
- Learning Through Lockdown: The Impact of Coronavirus on Education in Scotland, starring John MacPherson, John Rutter and Katharine Hill, chaired by John Mitchell
- So You Want to Get Into Publishing? Roles Demystified with Kay Farrell, Leah McDowall, Ceris Jones and Kirstin Lamb, chaired by Gill Tasker
- Catastrophe, Conspiracy and Community: Talking Survival with Ewan Morrison and Donald S. Murray, chaired by Alistair Braidwood
- The Legacy of Slavery: Alex Renton in Conversation with Lisa Williams
- Illustration Workshop with Writer and Illustrator Kate Milner
- The Past is Another Country: Talking Historical Fiction with Iain F Macleod, Calum L Macleod and Graham Cooper, chaired by Cathy Macdonald – This was a Gaelic subtitled event
- Edinburgh's Underworlds: Talking Gothic and Crime with Fiona Erskine, T. L. Huchu and Kaite Welsh, chaired by Lee Randall
- Case Study: Graeme Macrae Burnet in conversation with Peggy Hughes



| Author Graeme Macrae Burnet in conversation with Peggy Hughes during the Case Study event.

Festivals and Events

Book Week Scotland and other events

Book Week Scotland 2020

In 2020, our Book Week Scotland events were all virtual. We hosted both live and pre-recorded events in collaboration with the Stay-at-Home Book Festival.

Live events included two panel discussions:

- Rebel Women, Fabulous Fiction. Starring Juliet Conlin, Ajay Close, Lesley Glaister and Olga Wojtas, it was chaired by Sara Sheridan.
- Growing Pains: Children's and YA Fiction. Starring Akemi Dawn Bowman, Laura Guthrie, Victoria Williamson, Ross Sayers and Emily Ilett, it was chaired by C. J Cooke

And a bibliotherapy session:

- Kirstin Lamb at Barrington Stoke took part in one-to-one sessions with individuals looking for book recommendations for reluctant readers.

Our pre-recorded events were uploaded on the Publishing Scotland YouTube channel and included:

- Alan Windram hosting a storytelling session with a dance-along and sing-along for his book *One Button Benny*.
- Corrina Campbell hosted a storytelling and illustration workshop for her book *The Girl Who Stole the Stars*.
- A crime fiction showcase panel with readings from Andrew James Greig, Alan Parks, Leela Soma, Diarmid MacArthur and Douglas Watt.

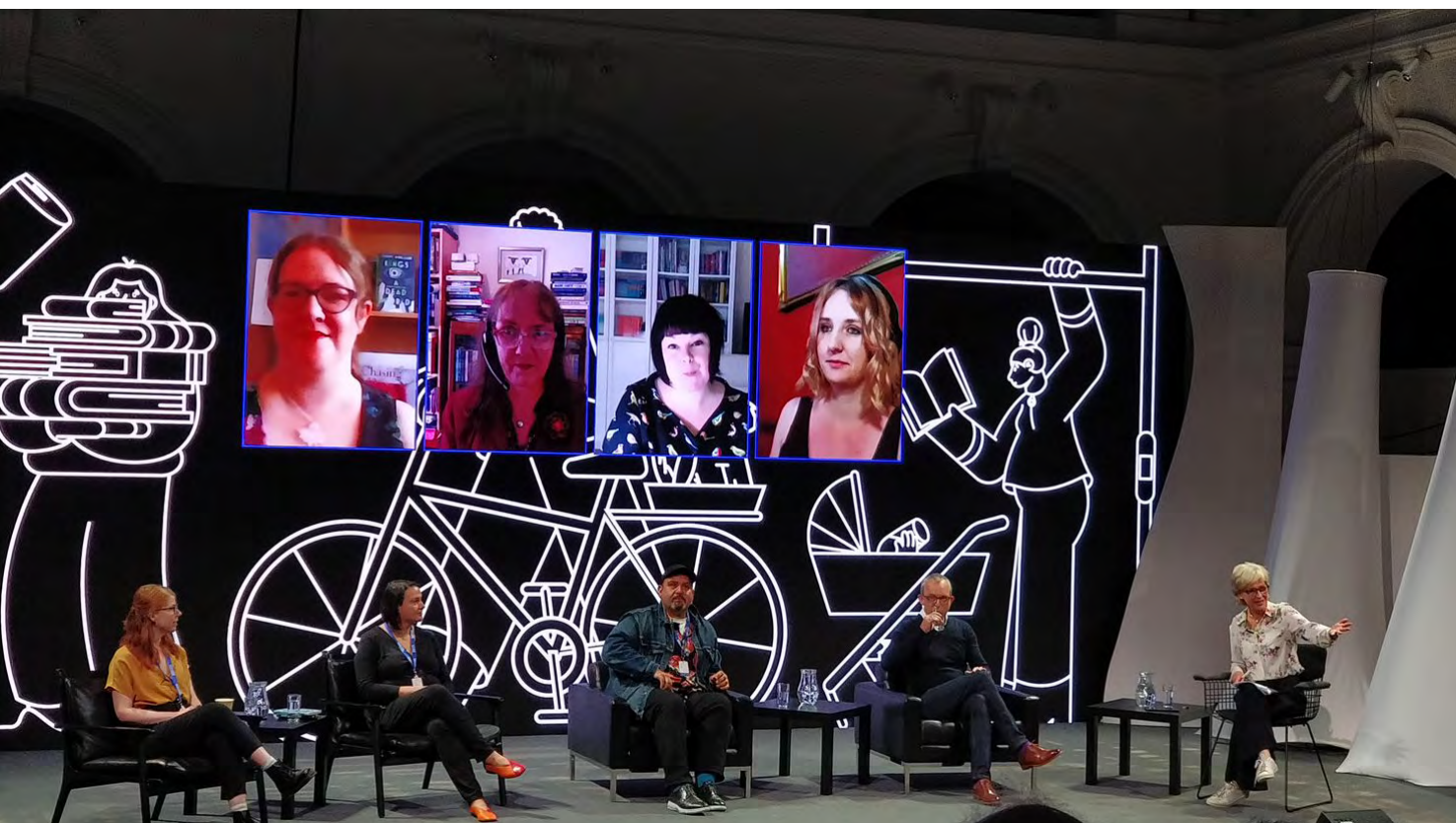
Other events

External liaison and networking remain crucial in our sector. In February 2020 Vikki Reilly (Marketing and Events Manager) gave a talk to visiting international publishing students at Edinburgh Napier University. Since lockdown, Vikki appeared in virtual events as part of the Odessa Book Fair in Ukraine (July), a Publishing Masterclass panel at Bloody Scotland (September), and the Scottish BAME Writers' Networking weekend in November 2020. Marion Sinclair, Publishing Scotland's Chief Executive, spoke about the huge changes in publishing and the book trade over the past 50 years at a celebratory virtual conference in September 2021 to mark the 50th anniversary of the Association for Scottish Literary Studies.



Festivals and Events

Edinburgh International Book Festival 2021



| Eight of our member publishers took part in a hybrid Scottish Publisher Showcase. Photo by Publishing Scotland.

Book sales

This year the festival moved from Charlotte Square Garden to a new location at Edinburgh College of Art to allow it more flexibility to run events whatever the circumstances. The festival programme was able to go ahead in a hybrid form as did the bookselling operation. There was a small physical bookshop as well as an online bookshop. Both featured new and backlist titles. The online operation provided live bookselling at events and the physical bookshop had a special section for Scottish publishers where each participating publisher had a dedicated showcase area for a day of the festival.

Showcase Event – The Business of Books

In an event presented in partnership with Publishing Scotland as part of the festival's business strand of events, eight of our member publishers took part in a hybrid Scottish Publisher Showcase. The event was chaired by Scottish broadcaster and author Sally Magnusson. Participants gave a taste of the breadth of Scotland's vibrant publishing landscape from the shores of Leith to the Isle of Lewis featuring everything from graphic novels, children's and young adult books to literature in translation.

The publishers who took part were: Anne Glennie (Cranachan Publishing) • Kay Farrell (Sandstone Press) • Laura Jones (404 Ink) • Lauren Nickodemus (Monstrous Regiment) • Libby Hamilton (Barrington Stoke) • Sam McDowell (Charco Press) • Sara Hunt (Saraband) • Sha Nazir (BHP Comics).

Member Highlights

British Book Awards

Publisher Awards

It was a strong showing for Scottish publishers at the British Book Awards 2020, with Canongate winning the Independent Publisher of the Year Award, as well as Caroline Clarke taking home the accolade of Rights Professional of the Year. They were also shortlisted for:

- Book of the Year – *The Midnight Library* by Matt Haig
- Marketing Strategy of the Year – *The Midnight Library* by Matt Haig (Team: Alice Shortland, Vicki Watson, Alan Trotter)
- Export sales under £10m

Collins Learning was also shortlisted for Academic Publisher of the Year, while HarperCollins was shortlisted for:

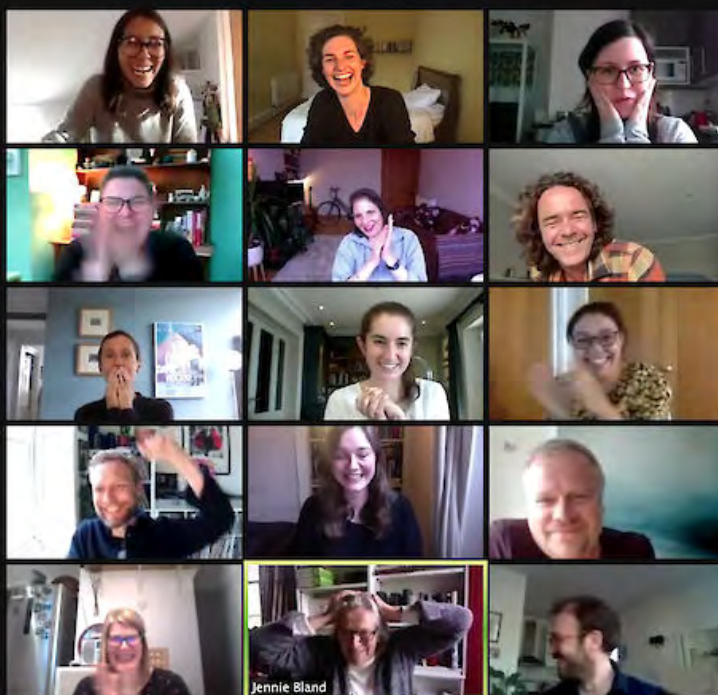
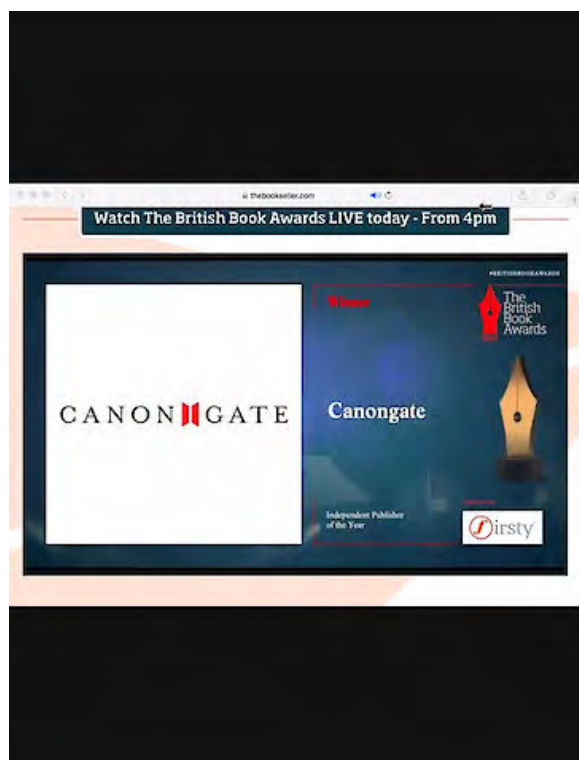
- Publisher of the Year
- Marketing Strategy of the Year – *The Mirror and the Light* by Hilary Mantel (Team: Matt Clacher, Lindsay Terrell, Olivia Marsden)
- Export sales over £10m

Small Press of the Year

Seven Publishing Scotland members were shortlisted for the British Book Awards Small Press of the Year Award for Scotland, with Charco Press being named the overall winner. Both Cranachan Publishing and The Week Book Company were highly commended.

The full shortlist was:

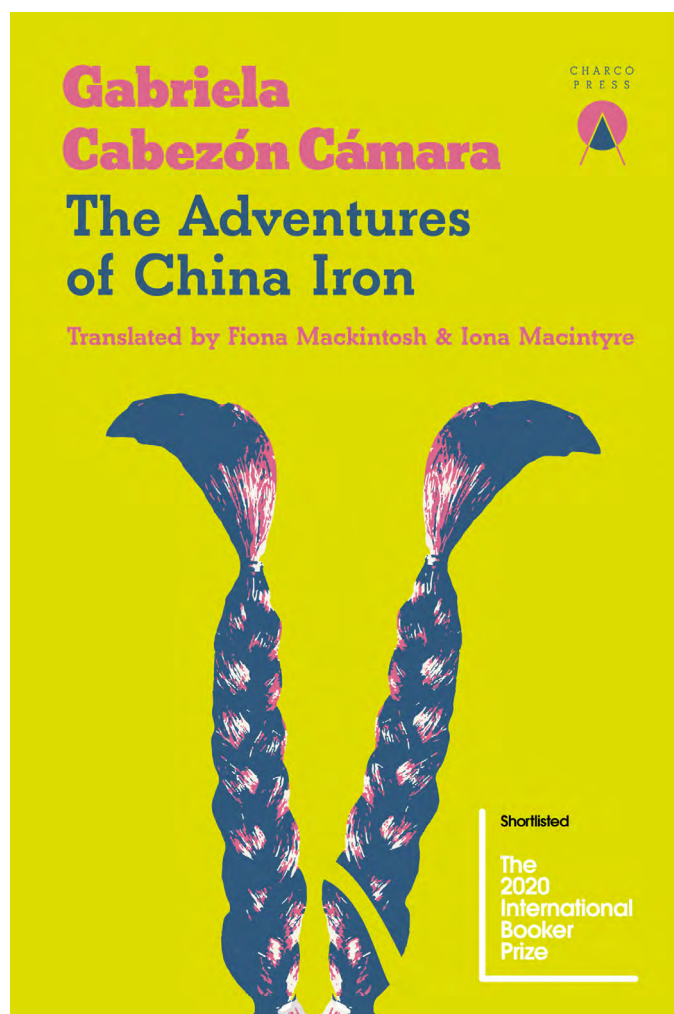
- Charco Press (WINNER)
- Cranachan Publishing (Highly commended)
- Little Door Books
- Rymour Books
- Sandstone Press
- Scotland Street Press
- The Wee Book Company (Highly commended)



| The Canongate team celebrating their Independent Publisher of the Year Award. Image by **Canongate Books**.

Member Highlights

Scotland's National Book Awards 2021



Designer Pablo Font was shortlisted twice in the cover design category, for *The Adventures of China Iron* by Gabriela Cabezón Cámara and *Fate* by Jorge Consiglio (Charco Press).

Publishers of the Year

Four members were shortlisted for Scotland's National Book Awards **Publisher of the Year** in partnership with Publishing Scotland:

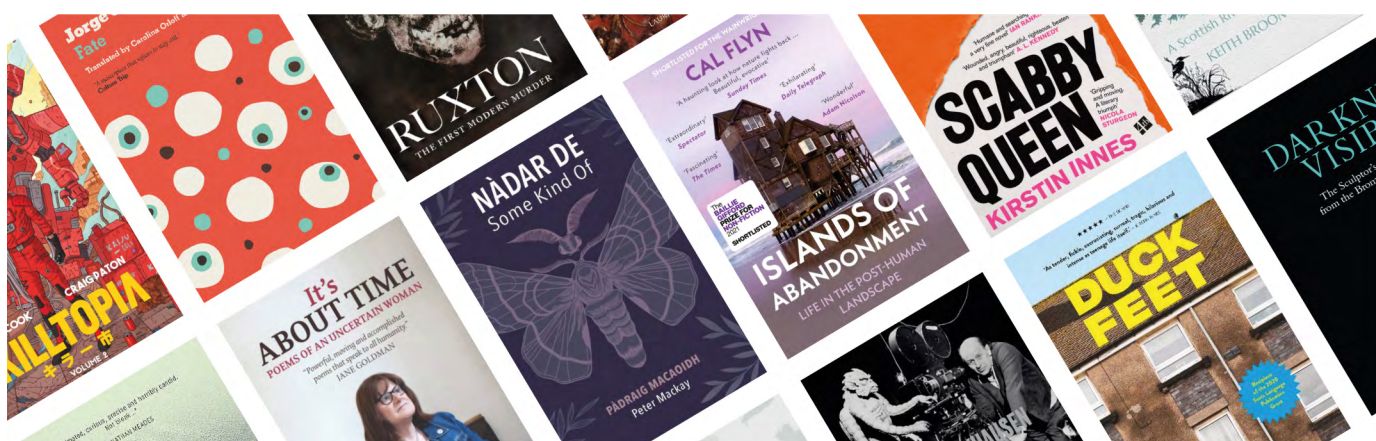
- 404 Ink
- Canongate Books
- Charco Press
- Scotland Street Press

Similarly four members were nominated for Scotland's National Book Awards **Emerging Publisher of the Year** in partnership with Publishing Scotland:

- Bethany Ferguson – Rights Executive, Canongate Books
- Jamie Norman – Campaigns Executive, Canongate Books
- Ceris Jones – Campaigns Manager, Sandstone Press
- Louise Hutton – Assistant Editor, Edinburgh University Press

Books of the Year

Our members also feature in the books and cover design shortlists which include books published by 404 Ink, Acair, BHP Comics, Charco Press, Edinburgh University Press, HarperCollins, Leamington Books, Monstrous Regiment Publishing Ltd, National Galleries of Scotland Publishing, Sandstone Press, Ringwood Publishing, Saraband, Society of Antiquaries of Scotland and Tippermuir Books.



Member Highlights

Company and people news and awards



ASLS

The Association for Scottish Literary Studies – ASLS – reached its fiftieth year in 2020 but were not able to celebrate it then. However, they held a (virtual) celebratory conference on Saturday 5 September 2021, where they looked back at how far they have come, took stock of where they are now, and looked forward to future opportunities and challenges.



Black & White Publishing

This independent Scottish publisher was acquired by Bonnier Books UK. Black & White will run as a standalone imprint of Bonnier Books UK and the team will remain based from Black & White's offices in Edinburgh.



Charco Press

In Autumn 2021 Charco Press began offering simultaneous English and Spanish language editions of a limited number of its award-winning titles, exclusively in the US, Canada and the UK. This move into new territory expands the availability of original language contemporary Latin American literature.



Edinburgh Napier University

Edinburgh Napier University ranked number one in the UK for Journalism, Publishing and PR in the Guardian's most recent University League Table.



HarperCollins

HarperCollins UK is buying Pavilion Books, in a deal which will see it acquire the imprints Collins & Brown, Pavilion, Portico, Robson, National Trust and Pavilion Children's.



404 Ink

404 Ink's new non-fiction series, INKLINGS, launched in 2021 with eight books of big ideas in compact sizes for the curious reader. The idea for the series came mid-pandemic and quickly flourished with the help of successful crowdfunding raised by the publisher and a Crowdfunder grant from Creative Scotland. It has been shortlisted for the Discover Award at the FutureBook Awards 2021.



Luna Press Publishing

Luna Press Publishing took home Best Independent Press at the British Fantasy Awards 2021.



Scottish Book Trust

Scottish Book Trust launched a major fundraising campaign, backed by *The Gruffalo* author Julia Donaldson and illustrator Axel Scheffler, to drive its new ambition of ensuring everyone in Scotland has access to books and that no one misses out on the many lifelong benefits this brings.



Witherby's

Witherby's produced and launched brand new ereader software, allowing seafarers anywhere in the world to reference an online library of marine publications.

Member Highlights

Company and people news and awards



Jenny Brown

Jenny Brown of Jenny Brown Associates was elected as an Honorary Fellow of the Royal Society of Literature in 2021. In her video accompanying the announcement, Jenny mentioned that she is particularly thrilled as only a handful of literary agents have been elected, and there are also relatively few Fellows from Scotland.



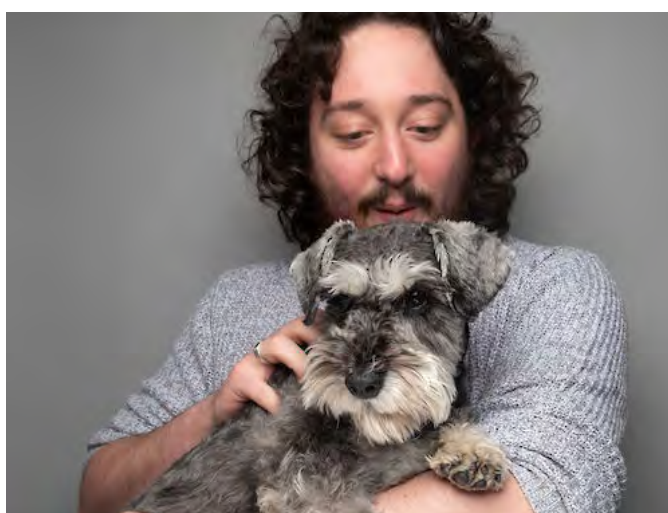
Rosie Howie

Rosie Howie, Publisher at Hodder Gibson, was appointed the first ever Publisher in Residence, a position created by Edinburgh Napier University. The collaboration will facilitate industry-specific learning opportunities for MSc Publishing students, and Rosie will be intricately involved in the MSc publishing programme.



Amina Shah

Amina Shah took up her post as Chief Executive and National Librarian at the National Library of Scotland on 4 October.



Jamie Norman

The Book Marketing Society's Q1 Spotlight Award for Innovation was awarded to Jamie Norman, Campaigns Executive at Canongate, for his campaign on Steven Hall's mind-bending novel *Maxwell's Demon*.

Member Highlights

Company and people news and awards



Nyla Ahmad

Nyla Ahmad, Scottish Book Trust's Reading Communities Manager, was named in the *Bookseller's* Rising Stars 2021, for her work and contribution to the sector. 'I love the community-based work I get to do' said Nyla. 'I love being able to approach book programming from a unique angle that aims to engage people in exciting or collaborative ways.'



Jo Dingley

Jo Dingley, Commissioning Editor at Canongate, was also named in *The Bookseller's* Rising Stars list for 2021, for her editorial career and contributions within the publisher. 'I want to be the catalyst between writers and readers' said Jo. 'I want to give writers from many different backgrounds a chance to shine.'



Caroline Clarke

Caroline Clarke, Rights Manager at Canongate Books, won Rights Professional of the Year at the British Book Awards, with the judges noting: 'Caroline stepped up in difficult circumstances and delivered an amazing performance... she goes above and beyond'.



Ishbel Murray

Ishbel Murray is to be the new Chair of the Gaelic Books Council. Ishbel is well known as a teacher and as a visual artist. She was Chair of Ceòl is Craic from 2012 to 2016.

Member Highlights

New chapters

Agnes Rennie

Agnes Rennie has been an active voice within Gaelic culture since the 70s. For many of those years she was manager of Gaelic publisher Acair based in Lewis, a position from which she retired in 2021. This important work in publishing was recognised when she was honoured as Gaelic Ambassador of the Year at the National Mod for special contribution to Gaelic language and culture.

Sheena Barclay

Sheena Barclay stepped down in 2021 as Managing Director at Collins Geo and Deputy Managing Director at Collins Learning at HarperCollins. She had worked for HarperCollins for almost 30 years initially based at Duncan Street in Edinburgh and then Bishopbriggs outside Glasgow.

Timothy Wright

Timothy Wright, CEO of Edinburgh University Press, retired in the summer of 2021, after four decades working within the publishing industry, including 24 years at EUP. He hopes to stay involved in academic publishing in a part-time capacity.

John Seaton

John Seaton, Head of Backlist and Inventory at Canongate Books, left the industry in 2021 after 51 years working within publishing. He plans to continue as a mentor, working to increase diversity and providing help with backlist management.

Dr John Scally

Dr John Scally retired as National Librarian at the National Library of Scotland in October 2021 after 7 years in post.

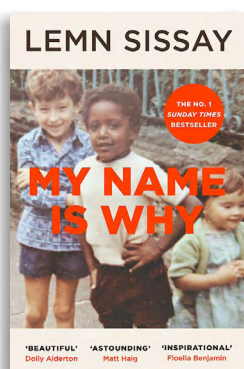


| Agnes Rennie was honoured as Gaelic Ambassador of the Year at the Royal National Mòd on 8 October 2021.

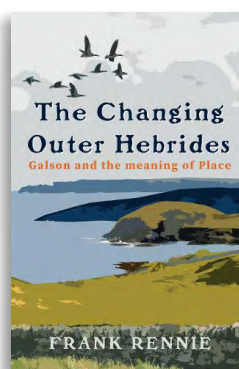
Member Highlights

Books

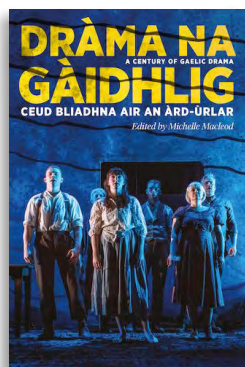
Members' books won or were listed for many awards including the Indie Book Awards, Gaelic Literature Awards, Scots Language Awards, the CILIP Kate Greenaway Medals, the Highland Book Prize, the Baillie Gifford Prize for Non-fiction, the FutureBook Discover Award and the Guild of Food Writers Awards. A special mention goes to Canongate author Matt Haig who received Gold at the Nielsen Bestseller Awards for the success of his numerous titles.



Lemn Sissay's *My Name is Why* (Canongate) won Non-Fiction Book for the Year at the Indie Book Awards.



The Changing Outer Hebrides by Frank Rennie (Acair) won the coveted 2020 Highland Book Prize.



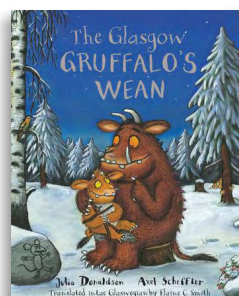
The Donald Meek Award for Best Non-Fiction Book at the Gaelic Literature Awards went to *Dràma na Gàidhlig: Ceud Bliadhna air an Àrd-ùrlar / A Century of Gaelic Drama*, edited by Michelle Macleod (ASLS).



100 Dàn as Fheàrr Leinn / 100 Favourite Gaelic Poems, edited by Peter Mackay and Jo MacDonald (Luath Press), won The Derick Thomson Prize for Best Poetry Book at the Gaelic Literature Awards.



Òran mo Sheanar by Catriona Lexy Campbell, illustrated by Eilidh Muldoon (Acair) took home the Best Book for Children / Young People at the Gaelic Literature Awards.



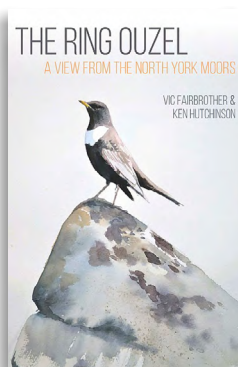
Glasgow Gruffalo's Wean by Elaine C. Smith (Itchy Co) won Scots Bairns Book of the Year at the Scots Language Awards.

Member Highlights

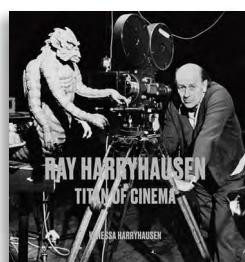
Books



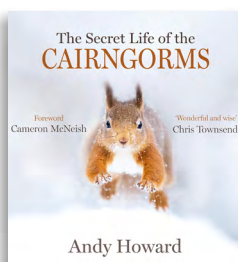
A Ghost in the Throat by Doireann Ní Ghríofa (Tramp Press) won the James Tait Black Prize 2021 for biography adding to its 2020 win for Non-fiction Book of the Year at the Irish Book Awards.



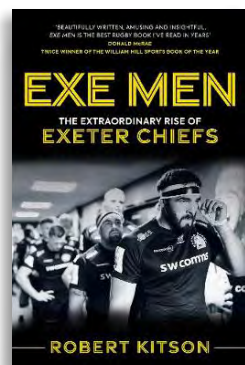
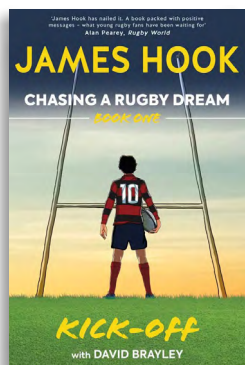
The Ring Ouzel by Vic Fairbrother and Ken Hutchinson (Whittles Publishing) won the Marsh Award for Local Ornithology. It also placed fifth in the British Trust for Ornithology's British Bird Book of the Year.



Ray Harryhausen: Titan of Cinema by Vanessa Harryhausen (National Galleries of Scotland Publishing) won Book of the Year at the Rondo Hattan Classic Horror Awards.



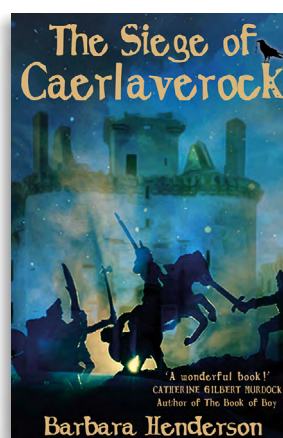
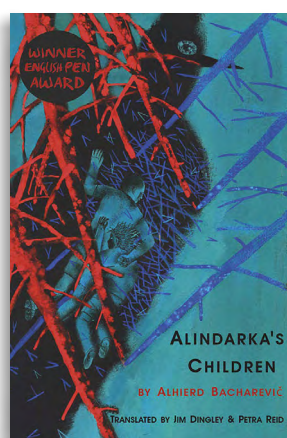
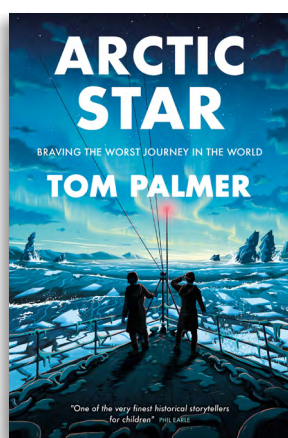
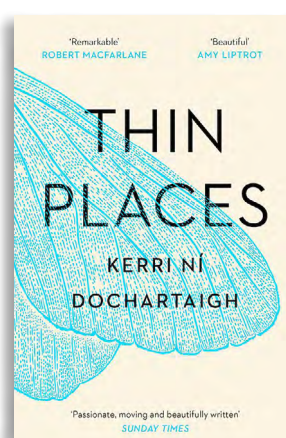
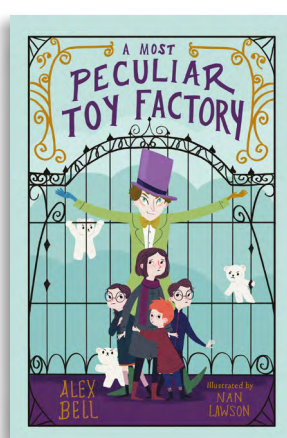
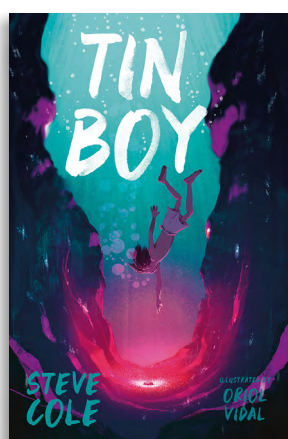
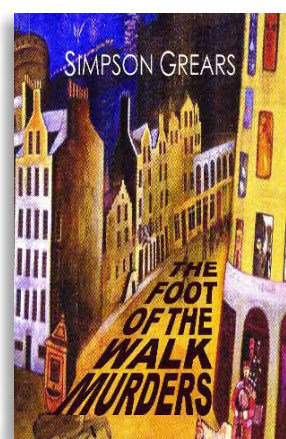
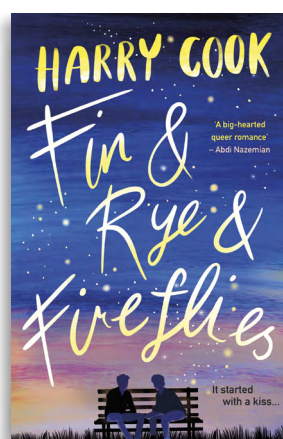
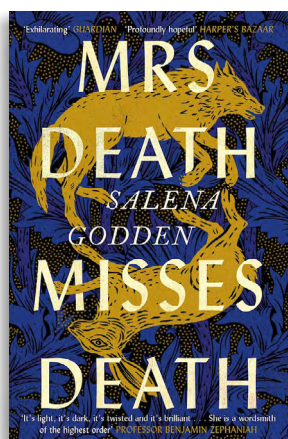
The Scottish Nature Photography Book 2020 Award was won by *The Secret Life of the Cairngorms* by Andy Howard (Sandstone Press).



Polaris Publishing took home two wins from the The Telegraph Sports Books of the Year Awards 2021, with James Hook and David Brayley's *Chasing a Rugby Dream: Kick off* and Robert Kitson's *Exe Men* winning Children's Sports Book of the Year and Rugby Sports Book of the Year respectively.

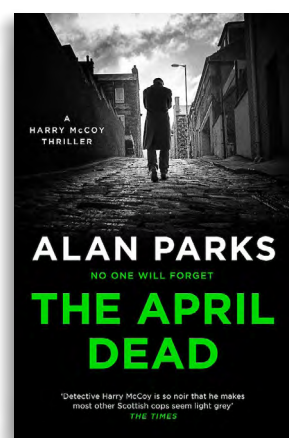
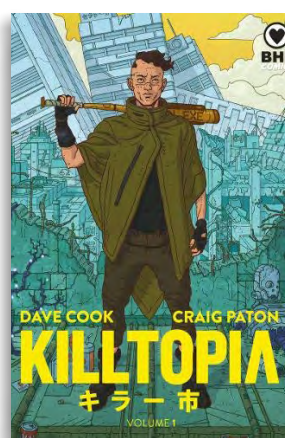
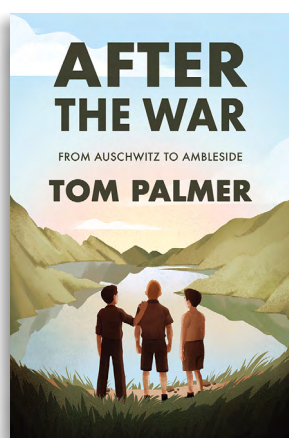
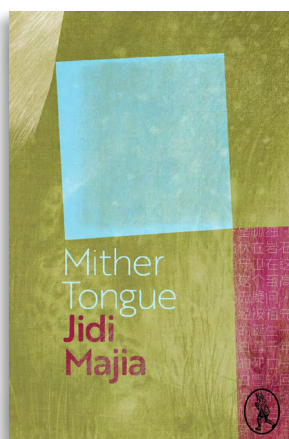
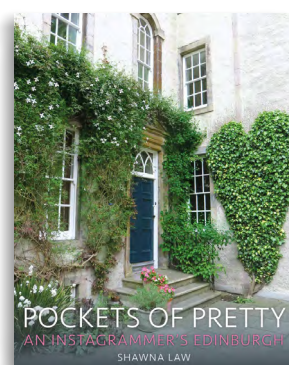
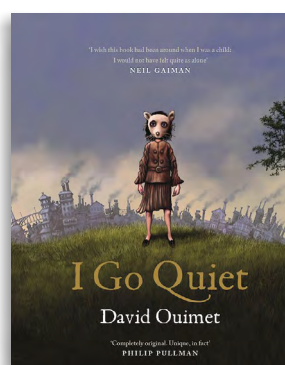
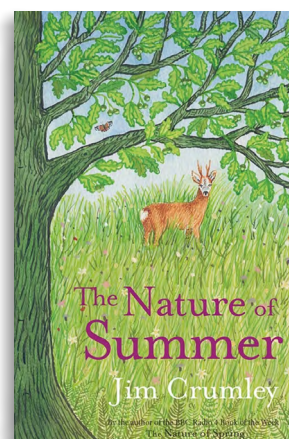
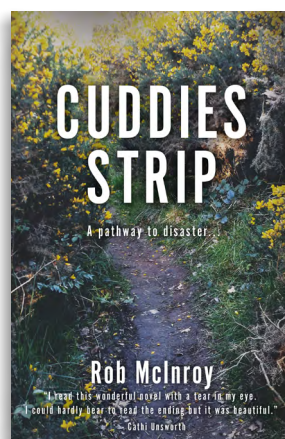
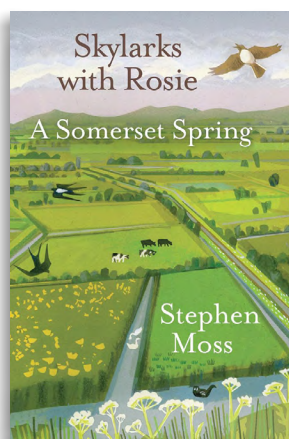
Member Highlights

Books



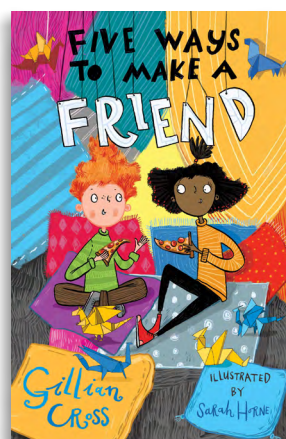
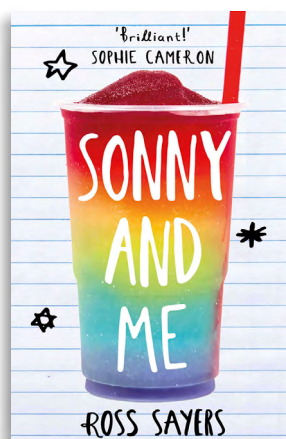
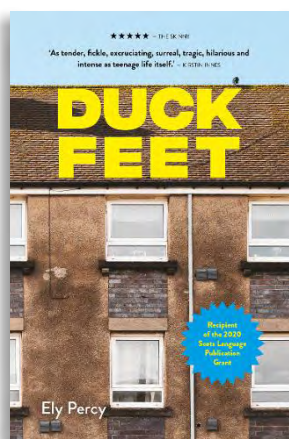
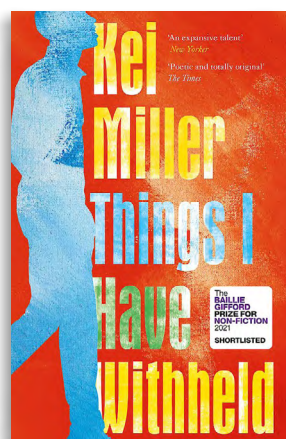
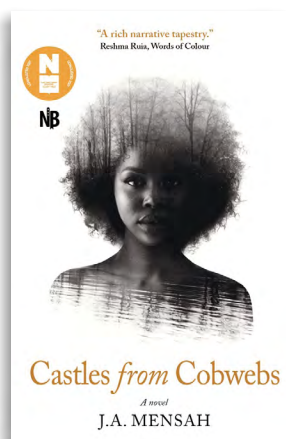
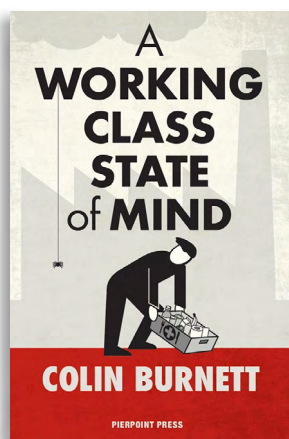
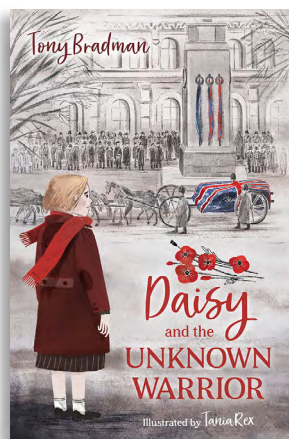
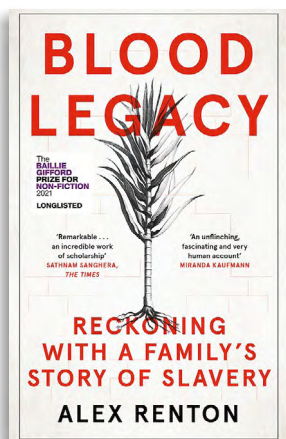
Member Highlights

Books



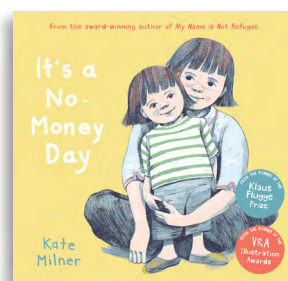
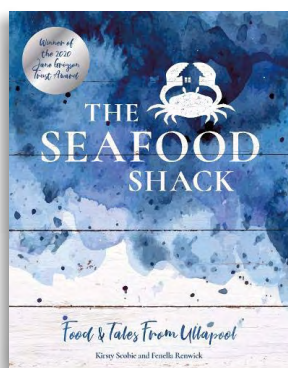
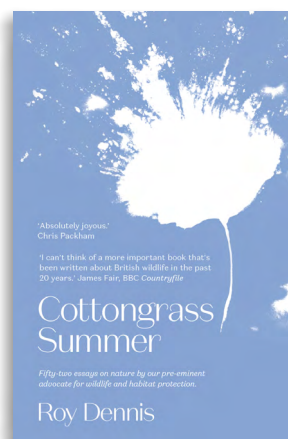
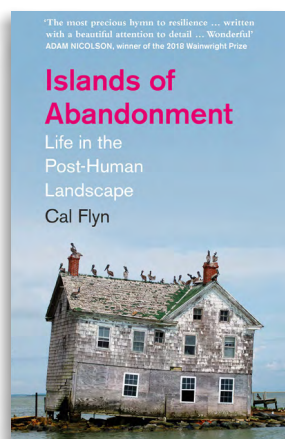
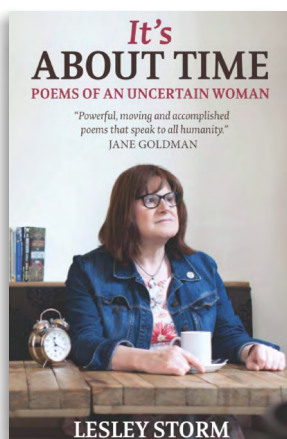
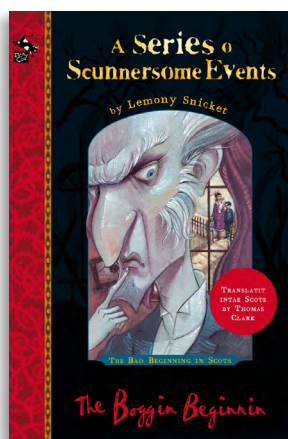
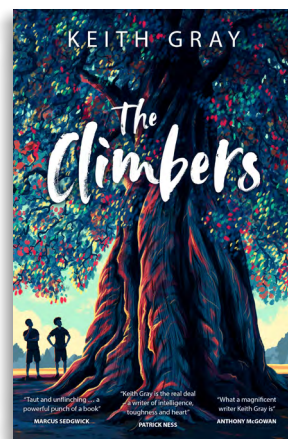
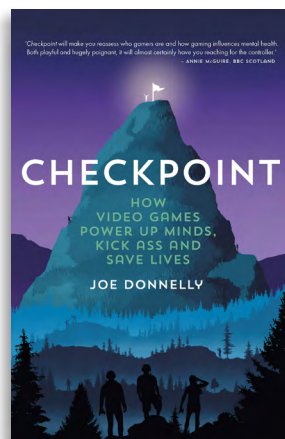
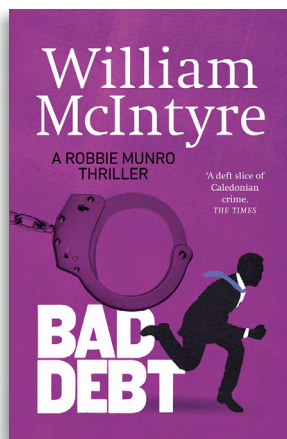
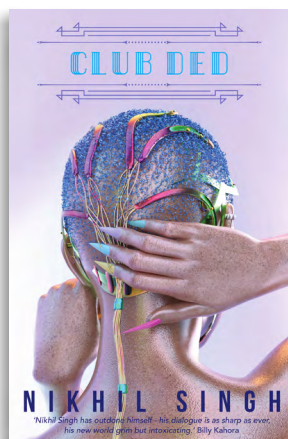
Member Highlights

Books



Member Highlights

Books



Friends and Colleagues

Those we lost in 2021



Mike Miller

Mike Miller, former colleague and founding director of our book distribution company BookSource, died in the summer of 2021. Beginning in publishing in 1982, his long and impactful career included roles such as Publisher at Geddes & Grosset, and Chairman of BookTrust Scotland, amongst many more. An immense support and generous friend to the industry, he is missed.



Brian Hamill

Brian Hamill, founder of The Common Breath, sadly passed away in 2021. Brian was a talented writer and editor, with a rapidly growing reputation in literary publishing, producing fiction, prose anthologies and poetry, as well as garnering an audience through his passionate championing of writers. His loss has been one felt by the Scottish publishing industry at large.

BooksfromScotland.com

The best of Scottish books

BooksfromScotland.com is the largest online collection of Scottish books. Each month we curate a digital magazine-style platform with features, Q & As, extracts, as well as audio and video content to help readers find brilliant new reads. Showcasing the best of Scottish fiction, non-fiction, poetry and children's titles, the platform includes links to buy or borrow each title. BooksfromScotland.com champions the very best of Scottish books, from classics of literature to the best in contemporary Scottish writing and supports Scottish publishers and authors to find new audiences.

We continued to curate and share excellent content over 2021, and introduced some new features:

- Guest editors. Our first guest editors were Scottish BAME Writers Network in April 2021.

- 'Introducing ...' This new series features work from an up-and-coming and/or unpublished writer to highlight new talent in Scotland. Two of the writers who appeared in the feature, Andrés N Ordorica and Alycia Pirmohamed, have gone on to be published in Scotland and win awards.

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. In 2021, our Twitter, Facebook and Instagram audience continued to grow building on the increased activity and promotion that we undertook during the 2020 lockdowns.

THE SCOTTISH BAME WRITERS NETWORK TAKEOVER

Special Guest Edition



SCOTTISH

BAME

| The Scottish BAME Writers Network takeover of the digital Books from Scotland magazine can be read [here](#).

BookSource

Scotland's Book Distributor

BookSource is Scotland's book distributor. Majority owned by Publishing Scotland, BookSource is based in Cambuslang, Glasgow, where our fundamental and pivotal job is to provide the route to market for over 120 publishers. We service most of the sector in Scotland by offering the warehousing, ordering and supply infrastructures, and cash collection services, that professional publishers need to do business.

The markets we service include Amazon, Waterstones, online customers, wholesalers, Visit Scotland and other tourist outlets, Edinburgh Book Festival and overseas distributors, as well as the book chains and a vast number of independent book shops and non-book retailers.

A key part of our offer to publishers is the range of ancillary services we perform which makes it possible to sell books. For example, our bibliographic data service, DataSource, allows our clients to store all their title information in one place while we send it to a variety of data aggregators and customers, such as Nielsen, Gardners, publishers' own websites etc, in a number of formats.

2020 was a challenging year for us all, and one which no amount of contingency planning could have foreseen. Having said that it's now clear that book sales was one of those areas which fared reasonably well, albeit largely through the online channels. This was reflected in our activity which turned from multiple units per line to lots of lines of lots of single units. Nonetheless we have continued to send books, safely, to customers throughout the pandemic. Financially, the year ended much better than we had initially projected but this was largely down to Furlough funding. Our aim is to make profit with perspective, and we are pleased that we were able to add value to the 2020–2021 PS balance sheet.

So far we have traversed 2021 with cautious optimism but there are signs that the market is recovering, slowly. There is no doubt, however, that the way customers buy books has changed forever and our job now is to understand that change and make it possible for our publishers to continue to reach those markets. Helping publishers do business is what we do.

2021 has also brought us some significant opportunities. Earlier this year we invested heavily in our racking and shelving infrastructure which allowed us to accommodate a further 4.5k product lines worth of new business. Onboarding was... challenging... but we expect to see a return on that investment in fairly short order, and the more publishers we have sharing costs the better for us all.

We have progressed our strategic agenda and our attention is on sustainability. It has been our ambition since the outset of this cycle to reduce our impact on the planet, and over the last 3 years we have made significant progress. Our lighting system upgrade in 2019 is set to reduce our CO2 emissions by some 170 tonnes over 5 years (that's a warehouse full of books!) and last year we signed long term agreements with Highlander International Recycling which allows them to invest in helping us manage our cardboard, paper and plastic waste. In time our focus will turn to encouraging those who deal with us to adopt greener practices also – both publishers and carriers alike.

In a normal year our reliance on the skills, experience, expertise and goodwill of our staff is what makes our business work. This year, again, every person at BookSource has gone above and beyond expectation in somewhat difficult circumstances. The wheels have kept turning – orders have been keyed, books have been dispatched and cash has been collected, and for this they have our deepest and sincerest gratitude. We are excited to be considering forms of hybrid working as the way forward.

We are grateful for the continued support of the Publishing Scotland, its Board, its staff and its membership, which helps keep us relevant in a constantly changing landscape, and indeed integral to the successes of our clients' businesses.

Davinder Bedi / Managing Director, BookSource

Financial Year 2020/2021

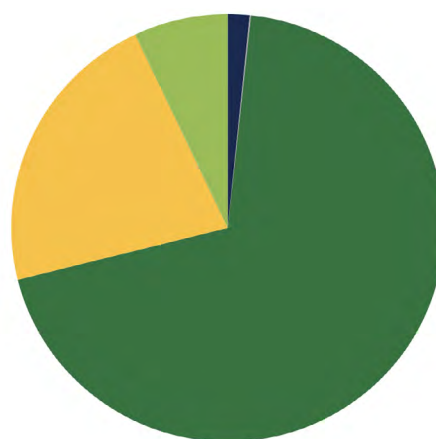
Consolidated Group Accounts

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 2020/21

Voluntary income	£29,663
Investment income	£1,834
Commercial trading	£1,268,297
Charitable activities	£399,680
Other income	£128,618
Total Income	£1,828,092

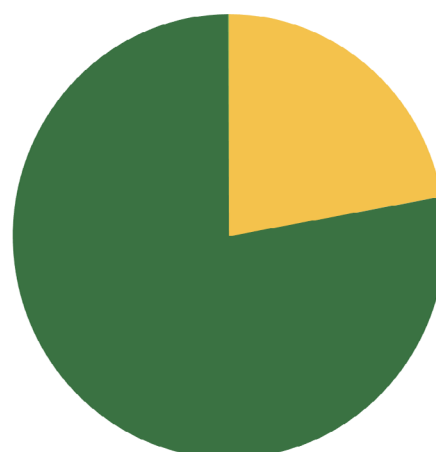
Commercial trading	Voluntary income
Charitable activities	Investment income
Other income	



Resources Expended 2020/21

Charitable activities	£356,480
Commercial trading	£1,398,839
External shareholders	£37
Total Expenditure	£1,755,356
Balance	£72,736

Commercial trading	External shareholders
Charitable activities	



Contact Us

Connecting with us

Events and Social Media

When we can safely do so in person, 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.



Since we started tweeting about all things publishing we've gained more than 23,000 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

When we are not working from home, the Publishing Scotland team is based at this very central location between Waverley Station and St Andrew Square in Edinburgh.



Scott House

10 South St Andrew Street
Edinburgh EH2 2AZ

T: 0131 228 6866

E: enquiries@publishingscotland.org

W: www.publishingscotland.org

Websites

We have three websites with a wealth of information on Scottish publishing, books and the Scottish literary world:

- **www.publishingscotland.org** is the first place to look for information about publishing and publishers in Scotland
- **www.booksfromscotland.com** website is a comprehensive e-portal for Scottish books
- **www.scottishbooksinternational.org** website is dedicated to the international promotion of Scottish books, writers, festivals and organisations.

Acknowledgements

The Publishing Scotland Annual Report was designed by Alice Piotrowska.

We have credited the use of images where they appear. If we have missed anything, get in touch and we will be happy to correct.