2022/2023
Annual Report and Accounts
Aithisg Bhliadhnail agus Cunntasan

Publishing Scotland
Foillseachadh Alba
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This year we said thanks and good luck for the future to two of our colleagues, Joan Lyle and Heather McDaid.

**Chief Executive / Marion Sinclair**  
Marion has worked in publishing for over 35 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. She is a Gaelic speaker and serves on the board of MG ALBA, as well as the Gaelic Books Council.

**Member Services Manager / Lucy Feather**  
Lucy’s main focus is to support the membership and to expand the opportunities available. Her responsibilities include membership recruitment and retention, organising collective stands at book fairs, the annual conference, member events, and the administration of various funds. Lucy has been with us since 2010. She has worked in both the publishing and charity sectors.

**Programme Support Officer / Patrick Jamieson**  
Patrick joined us in April 2022 and provides support for all areas of the organisation’s activity. He is a graduate in Scottish Literature from the University of Edinburgh and Co-Founder of independent publisher Taproot Press.

**Training and Digital Marketing Manager / Alice Piotrowska**  
Alice is responsible for developing and overseeing the training programme, managing the Publishing Scotland website, as well as creating promotional materials and developing the digital side of Publishing Scotland, Books from Scotland, and Scottish Books International. She has a background in publishing and academia.

**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.

**Business Development Manager / Vikki Reilly**  
Vikki is responsible for developing and overseeing trade relationships for our member publishers as well as providing guidance and training programmes on best sales and marketing practice. Vikki is also the Editor of BooksfromScotland.com. She joined us in August 2018 (as Events and Marketing Manager) and has over 20 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.

**Joan Lyle**  
Joan was our Training and Information Manager. She worked as a solicitor and law publisher before joining Publishing Scotland in 2007. Over the years, Joan made invaluable contributions by developing our publishing training programme and serving as the primary point of contact for those seeking industry information. She retired in April 2023.

**Heather McDaid**  
Heather joined Publishing Scotland in 2021 as the Events and Programme Support Officer, playing a significant role in developing our Year of Stories programme throughout 2022. She left in November 2023 to focus on her publishing company, 404 Ink, as well as on freelance work.
Our aims and objectives and current Board of Trustees

Publishing Scotland is the network for trade, training and development for the book publishing sector in Scotland.

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
- Kate Gibb, Canongate Books (Chair)
- Laura Wilkie, Canongate Books (Treasurer)
- Davinder Bedi, BookSource
- Simon Brown, Anderson Strathern
- John MacPherson, Bright Red Publishing
- Chani McBain, Floris Books
- Ann Crawford, National Galleries of Scotland Publishing
- Anna Glazier, Edinburgh University Press
- Andrea Joyce, Joyce Literary Rights Agency
- Fiona McParland, APS Group
- Gavin MacDougall, Luath Press
- Marion Sinclair, Chief Executive, Publishing Scotland

Our hybrid conference took place in Edinburgh and online on 18 May 2023. Photo by Sandy Young Photography.
The year began with the war raging in Ukraine and a sense of economic and political turmoil in the UK, and as we draw to its end we must accept that both of these are ongoing. In fact, the total human suffering seems only to have increased with the bloodshed and conflict in Palestine and Israel, and wars that continue to be waged in many other parts of the world.

And again in our own industry, the talk is of the margin squeeze, the supply chain crisis, the loss of publishers within our borders, and the increasing conversation over the use and influence of AI and its impact for authors, creatives, and publishers.

It is hard not to feel despondent. But as Rebecca Solnit writes, we must retain hope in the dark times especially: ‘To hope is to give yourself to the future – and that commitment to the future is what makes the present inhabitable.’

This is an industry that has adapted and changed throughout its history, and will continue to do so. It may be easier to see how AI can be harnessed for medical research and identification of symptoms than for the benefit of readers or writers. But, equally, there could be an opportunity within our own industry, provided we can contain and manage how this technology supports published work and recognises and rewards the original creative contribution of authors, designers, and freelancers. We can remind ourselves of how threatening the introduction of the printing press nearly six hundred years ago seemed to be, all the way through to eBooks heralding ‘the death of the book’. If we can rely on one thing it is that this is an industry that can harness and manage new technology to improve access to the written word.

Publishing Scotland has had a busy year, working through multiple objectives to support the industry, including attending with publishers the London and Frankfurt book fairs as well as hosting the International Publishing Fellows in August. Establishing these relationships with international editors is key to building international rights trading. Work on sustainability and how this can be implemented by publishers is ongoing, and a critical part of future activities for us all. All this work is done whilst funding from Creative Scotland has been at standstill levels, in reality with inflation where it is, at much reduced levels, and is a credit to all our staff that they achieve so much. We continue to lobby for greater support across the arts in Scotland.

Books feel even more a place of joy, knowledge, sanctity and support. Long may we continue to publish!
A warm welcome to our annual report 2022/23. As we approach our 50th year as a support and membership organisation in 2024, there are signs in our industry which are starting to point a certain way and we will need to work hard to respond.

We have always had a responsibility for training, international work, funding, and arranging stands at book fairs, and for being a collective marketing organisation for the sector. Recent years have been challenging and continue to be for the independent publishing sector: the essential need is for companies and individuals to continue to operate and thrive, and to produce beautiful, interesting, and informative publications. Allied to that, however, is working towards a more sustainable and diverse publishing sector in Scotland – terms that would not have been entirely familiar in 1974.

This is a weighty programme of work and relies upon partnership working with our membership. The context, however, is challenging – economic and political instability, cost-of-living crises, climate change, and the rise in AI all contribute to a vast amount of change coming down the tracks towards independent publishers as they compete on the high street and online.

How do we go forward then? By continuing to support our members to publish brave, new, and interesting books that reflect different voices, scholarship, knowledge, and entertainment, helping to get their messages out and making them known. But it is also to lead and encourage the sector to make it more accessible, more diverse in all senses, and more environmentally sustainable, and still to help retain its distinctive profile in the world of books.

There are many highlights of the year we can pick out a few here (as well as the very many book highlights showcased on pages 30 to 35): seeing new audiobooks appear under a support fund, and listening to the radio ads; our trip to Germany with publishers, agents, and writers as part of the Scottish Books International Year of Focus programme; seeing Booksource take on many more client publishers and still maintain its quality of service; and the Publishing Fellowship yielding results with sales made overseas of rights for Scottish books. Those are all external, visible activities, but the underlying ‘working behind the scenes’ is our bread and butter at Publishing Scotland and, I hope, continues to be appreciated by our membership.

Sadly, we have lost some members this year: Sandstone Press have gone from the Highlands to re-emerge under the aegis of another publisher, and BHP Comics stopped their operations in autumn. We’d like to pay tribute to them.

Thanks as always are due to the Publishing Scotland Board, ably led by our chair, Kate Gibb, for their expertise and engagement throughout the year, as well as to all those who give up their time on our subcommittees. Thanks also to my colleagues at Publishing Scotland and at BookSource for their hard work and dedication.

My final thanks go to Creative Scotland, our funders, without whom we would not be able to operate. There is evidence of a real crisis in culture and arts funding in the UK – and we appreciate their support as we look towards another year. I will end with a quote from a national treasure, Sir David Attenborough: ‘The arts are not a luxury. They are as crucial to our wellbeing, to our very existence, as eating and breathing.’ All power to our membership for fostering that sense, and we look forward to working with you for the next 50 years.

Marion Sinclair / Chief Executive
06 Summing Up

Our work in figures

A brief look at some of our events and activities, with numbers.

- 3,755 people subscribe to our industry and Books from Scotland newsletters
- Over 800 people attended our events and training courses
- 222 delegates attended the Scottish Book Trade Conference

- 188 attendees participated in the Sales Bootcamp sessions
- 86 audience members attended our training events on artificial intelligence in publishing
- 80 colleagues joined us for the summer drinks reception
- 47 people came along to our Careers in Publishing event

- 24 international publishers received £30,000 to translate Scottish writers
- 18 Scottish writers received the Author International Travel Fund
- 8 overseas publishers came to Scotland for the Publishing Scotland International Fellowship 2023
- 4 writers and 3 publishers / agents travelled to Germany for the Scottish Books Showcase events
What we did in 2023

1. January

The year got off to a busy start with several training sessions and the launch of our first Audiobook Project:
- Two Amazon One-to-One sessions for members
- Harper Macleod’s Option Arrangement webinar
- The Meta Advertising Essentials for Publishing course with BookMachine
- An in-house training course
- Audiobook Project funding decision
- Aye Write pitching session
- Publishing Scotland Sustainability Group meeting
- Regular membership and training newsletters
- The Myth Makers, the Books from Scotland issue with books that highlight the classic and the iconic

Our new documentary on children’s literature in Scotland, Forever Lands, began filming in February.

2. February

The shortest month was a packed one and featured:
- The start of our Sales Bootcamp programme, with sessions on successful pitching and presenting (with BookMachine), creating a sales strategy, understanding profit and loss, and working with a sales team
- Three Amazon One-to-One sessions for members
- BookSource board meeting
- Translation Fund decisions
- An in-house training course
- The start of filming for Forever Lands – our film on children’s literature in Scotland
- Work on the New Books Scotland Spring/Summer catalogue
- Publishing Scotland Sustainability Group meeting
- Bookbug session
- The start of productions for the Audiobook Project
- Regular membership and training newsletters
- Letting Go, the Books from Scotland issue featuring books that look at the world anew
## What we did in 2023

### March
- Spring saw more Sales Bootcamp and Amazon One to One sessions, as well as the start of planning for our inaugural Scottish Books Showcase trip:
  - **Sales Bootcamp** session, Sell More Books with Metadata
  - Three **Amazon One-to-One** sessions for members
  - An in-house **training course**
  - The start of planning for our first **Scottish Books Showcase** event in Germany
  - **Libraries Day** in Dundee
  - Autumn Book Festivals **Pitching Day**
  - **Audiobook Project** production completed
  - Publishing Scotland **board meeting**
  - Two Publishing Scotland **Sustainability Group** meetings
  - Regular membership and training **newsletters**
  - **Courage**, the Books from Scotland issue saluting the bold and brave fiction, non-fiction, and children's books unafraid to stand out

### April
- The highlight of the month was travelling to the London Book Fair with our members:
  - **London Book Fair** Scotland at London stand, ending with a PS-hosted drinks reception for publishers, past and present Fellows, and others in the industry
  - **New Books Scotland catalogue** uploaded, printed, and distributed at the London Book Fair
  - Harper Macleod’s Intellectual Property **webinar**
  - **Open Book** session with Ingram Wholesaler
  - Regular membership and training **newsletters**
  - **Open Up**, the Books from Scotland issue celebrating the new: new stories, authors, ideas and connections

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In April, we travelled with our members to London Book Fair and hosted our collective Scotland at London stand, ending with a busy drinks reception for publishers, Fellows, and others in the industry.
May saw our annual Scottish Book Trade Conference, with a great turnout of over 200 attendees, as well as the launch of our new documentary film:

- **Scottish Book Trade Conference** with the Booksellers Association
- The launch of our documentary film on children’s literature, *Forever Lands*
- Two public training courses and Harper Macleod’s webinar on Data Protection
- **Open Book** session with Jellybooks
- Aye Write Publishing Panel
- BookSource **board meeting**
- Regular membership and training **newsletters**
- **Bloom**, the Books from Scotland issue celebrating nature, family, ambition, and adventure

The launch of our new Scottish Books Showcase programme was the highlight of the month:

- In-person **editorial course** and Harper Macleod’s webinar on Artificial Intelligence in Publishing
- Trade and Marketing **committee meeting**
- **Sales Bootcamp** session on selling eBooks
- The **Scottish Books Showcase** trip to Germany with four Scottish writers and three publishers and agents
- **Edinburgh International Book Festival planning** – session with Waterstones
- Publishing Scotland **board meeting**
- Regular membership, training, and SBI **newsletters**
- **Let the Sun Shine**, the Books from Scotland issue spotlighting the best new summer reads

The inaugural Scottish Books Showcase took place in June.
What we did in 2023

### July

The quietest month of the year saw the refresh of our Books from Scotland activities:
- Publishing Scotland Training **committee meeting**
- Regular membership, training, and SBI **newsletters**
- The launch of the Publishing Scotland **forum** trial
- **Press Play**, the new quarterly Books from Scotland issue celebrating the season of summer breaks, book festivals, and holiday reads
- Standalone **Books from Scotland** features
- The first Books from Scotland publisher **newsletter takeover**
- Planning ahead

### August

We were delighted to welcome eight Publishing Fellows for a packed programme of events during the Edinburgh International Book Festival, as well as organise our annual summer drinks reception:
- A busy week of meetings and events for the eight **International Publishing Fellows**
- **Summer drinks reception** for Fellows, members, and other guests
- Members books on sale at the Edinburgh **International Book Festival** bookshop
- Work on the **New Books Scotland** Autumn/Winter catalogue
- **BookSource** board meeting
- Publishing Scotland **Sustainability Group** meeting
- Regular membership, training, and SBI **newsletters**
- Standalone **Books from Scotland** features

In August, we hosted a busy summer reception for at the Fruitmarket Gallery in Edinburgh. Photo by Chris Scott.
What we did in 2023

September

The first month of autumn included some exciting new courses, events, and sustainability work:

- Introduction to Rights Selling and Book Fairs course with the Association of Scottish Literary Agents
- Artificial Intelligence in Publishing training event with CreativeTech Scotland Gathering
- Two Open Book events, on book cover design and on the non-traditional market with Lomond Books
- Audiobook event with BookMachine
- Trip to BookSource and Bell & Bain for our publishers
- Translation Fund awards
- Publishing Scotland sustainability meeting and workshop with Black Skies Blue
- Regular membership, training, and SBI newsletters
- Standalone Books from Scotland features and a publisher takeover newsletter

October

The Frankfurt Book Fair is the highlight of the year for many in the publishing world:

- Members exhibited on the Scotland in Frankfurt stand at the Frankfurt Book Fair
- New Books Scotland Autumn/Winter catalogue printed and distributed at the Frankfurt Book Fair
- Gardners Trade Fair
- Digital Marketing for Publishing Professionals course and bespoke in-house training
- Creative Edinburgh event
- Audiobook Project advertising and promotion
- Regular membership and training newsletters
- The quarterly Books from Scotland issue, Revel, Revel, as well as standalone features and a publisher takeover newsletter

Our Member Services Manager, Lucy Feather, at the Frankfurt stand.
What we did in 2023

November

This month included board and sub-committee meetings and several festival pitching sessions for the year ahead:

• Two editorial training courses, two in-house courses, and Harper Macleod’s webinar on running a modern publishing business
• Two Scottish Careers Week events in partnership with bookcareers.com
• BookSource board meeting
• Training committee meeting
• Translation Fund round two launch
• Pitching for the Edinburgh International Book Festival
• Member survey report
• Regular membership and training newsletters
• Books from Scotland standalone features and newsletter

December

The PS AGM and the launch of our freelancer database bring the year to a close:

• PS board meeting and AGM
• Annual Report
• A training course and webinar on key contracts from Harper Macleod
• Freelancer database launch
• Books from Scotland advent calendar and standalone website features
• Regular membership and training newsletters

We introduced some changes to the Books from Scotland service in the second half of 2023, switching to quarterly issues and introducing weekly standalone features promoting new Scottish writing. Books featured here are from our festive issue, Revel, Revel.
13 Our Members

Publishers and network members

We welcomed a total of 9 new publisher and network members during the last year.

Publisher members
The publishing membership numbers 72, with 5 new members joining in this period.

404 Ink • Acair Ltd • Ailsapress • Arkbound • Association for Scottish Literature • Banner of Truth Trust • Barrington Stoke • Birlinn Ltd • Black & White Publishing • Blue Fox Comics • Bright Red Publishing • Brown, Son & Ferguson Ltd • Canongate Books • Charco Press • Clan Books • Cranachan Publishing • Curly Tale Books • Dalen Books • DC Thomson Media • Edinburgh University Press • Extremis Publishing • Fledgling Press Ltd • Flors Books • Foggie Toddle Books • Forest Research • Frontline Noir • Gaelic Books Council/Comhairle nan Leabhraichean • Glasgow Museums Publishing • Golden Hare Publishing • Handsel Press • HarperCollins • Haunt Publishing • Historic Environment Scotland • Hodder Gibson • Into Creative • Jasami Publishing • Kitchen Press • Knight Errant Press • Leamington Books • Leckie & Leckie Ltd • Lexus • Little Door Books • Luath Press Ltd • Luna Press Publishing • Moonlight Publishing Ltd • Muddy Pear • National Galleries of Scotland • NMS Enterprises Ltd – Publishing • Pipin’s Book • Polaris Publishing • Ringwood Publishing • Royal Botanic Garden Edinburgh • Rymour Books • Sainted Media • Saraband • Scotland Street Press • Scottish Book Trust • Scottish Mountaineering Press • Scottish Text Society • Serafina Press • Society of Antiquaries of Scotland • Sparsile Books • Studies in Photography • Sunono Publishing Ltd • Swan & Horn • The White Horse Press • Thunderpoint Publishing • Tippermuir Books • Vagabond Voices • Weverley Books • Whittles Publishing • Wild Goose Publications • Witherby Publishing Group

Network members
The network membership numbers 40 businesses and freelancers with 4 new members joining in this period.

Above the Treeline • Ace Inclusion Consultancy • Andrew Nurnberg Associates International Ltd • APS Group Scotland • Association of Scottish Literary Agents • BDS • Belle Media • Bibliographic Data Services • Biblichor Book Production • Bookspeed • Booksellers Association • Donald Greig • Doric Books • Edinburgh City of Literature Trust • Edinburgh Napier University • FAS Editorial • Green Gables Editing • Indie Authors World • Jane Cornwell’s Studio • JC Consultancy • Jenna Gordon • Joyce Literary Rights Agency • Lianne Walker • Mari Sutherland • Martins the Printers • National Library of Scotland • Nielsen Book • Palimpsest Book Production • Portobello Literary • Prepress Projects Ltd • Raspberry Creative Type • Rowan Tree Publishing • Scottish Universities Press • Sharon McTeir (Creative Publishing Services) • SLIC • Society of Authors in Scotland • Sorrel Packham Freelance • The Art of Music • University of Stirling • Zeta Maths

It was great to catch up with many of our publisher and network members at our summer reception in August. Photo by Chris Scott.
14 Spotlight on New Members

New publisher members

Five publishers joined us in 2023. Between them they publish bestselling fiction and poetry; books on languages and language learning; children’s literature, including in Arabic; non-fiction works including biographies, memoirs, and nature writing; and books on art, theology, national and international history, sport, music, and more.

Birlinn
Birlinn Ltd is an independent publishing house based in Edinburgh. Established by Hugh Andrew in 1992, it publishes books under a number of imprints: Birlinn, Polygon, Arena Sport, BC Books, Origin, and John Donald. With bestselling authors including Alexander McCall Smith, Muriel Spark, and Denise Mina, Birlinn covers genre and subject from fiction and poetry to local, national and international history, biography, literary non-fiction, nature and environment, academic, children’s, sport, music and much more. The company is built on traditions of the written and spoken word and is constantly looking to the future.

Handsel Press
Based in East Lothian, Handsel Press was founded in 1975 ‘to produce books at the centre of Christian faith and on the frontier between Christian theology and other disciplines’, which they interpret generously in line with Christian concern for the whole of life. Handsel Press publish around six books a year on genres ranging between poetry, memoir, ethics, theology, and art.

Into Creative
Into Creative is an independent publishing house based in Glasgow. Its imprint, Into Books, has a reputation for quality writers presented to high-quality design standards. The company was established by Stephen Cameron in 2013 as a platform for the creative arts across different areas of artistic endeavour, including literature, visual arts, music, film, and theatre.

Lexus
Lexus was founded in 1980 by a group of bilingual lexicographers. At first, Lexus was a packager, and created a wide range of dictionaries, schoolbooks, grammars, and phrasebooks in over 20 language combinations. Now Lexus publishes its own books. The growing list puts the focus on language, language learning, and Scottish interest titles, as well as memoirs through its new imprint called Voices.

Sunono Publishing
Sunono is an Arabic publisher established in the UK. They publish children’s books in both Arabic and English. Sunono’s books support teaching the Arabic language to Arabs and non-Arabs, in series of stories at a high level in terms of language, content, and illustrations.
15 Spotlight on New Members

New network members

We were also delighted to welcome four new network members. They include individuals and companies providing services and support including IDEA (inclusion, diversity, equity and accessibility) consultancy, Edinburgh-based reading and writing projects, design and typesetting, and secondary school resources.

Ace Inclusion Consultancy
Jo Ross-Barrett (they/them) is an expert freelance editor and IDEA (inclusion, diversity, equity and accessibility) consultant, with years of experience in the publishing industry and beyond. They offer support with developing books and interactive narratives for all ages, from picture books to non-fiction, novels and video games. Jo also provides public speaking and workshops for any groups with an interest in learning more about various IDEA topics. They have spoken on podcast episodes and at a range of conferences, as well as teaching workshops for employers, writers and publishing professionals.

City of Literature
The City of Literature Trust is an independent company and charity based in Edinburgh that runs reading and writing projects. They are the founding city in an international network of UNESCO Cities of Literature, running campaigns and projects as well as creating networks and spaces to connect people. They generate creative and economic benefit for the city, and profile Edinburgh internationally as a leading literary city.

Sorrell Packham Design
Sorrell Packham has over 16 years of typesetting and design experience in publishing working for Walker Books Ltd, HarperCollins Children’s Books, Simon & Schuster, and Bloomsbury. They specialise in children’s books, but work across all age ranges. They have also typeset adult texts for imprints of Hodder & Stoughton and Hachette and study guides for the University of London. Sorrel Packham provides fast turnaround from initial cast-off and type-styling, including any text emphasis, to art and illustration placement, taking in editorial corrections and design direction to produce final print ready files for press and archive.

Zeta Maths
Zeta Maths is a small independent publisher focusing on publishing mathematics resources for Scottish schools. Zeta Maths is based in Glasgow and have been publishing print books since 2017. Their books are used widely in Scottish secondary schools and tens of thousands of users access eBook versions of their books each week.
The annual Scottish Book Trade Conference took place on 18 May at Central Hall in Edinburgh. We were back to pre-Covid attendance, with a delegation of 202 in person and 20 joining virtually.

Working in partnership with the Booksellers Association, we put together a full programme hosted by Jenny Brown of Jenny Brown Associates. The programme included our much-loved books and consumer session from Nielsen’s Steve Bohme, a keynote from book enthusiast, comedian and presenter Robin Ince, a session focussing on Edinburgh bookselling, updates from Bonnier’s new Scotland division and a look at current digital marketing trends, as well as a very lively debate on the value of books. The day closed with a sustainability focus and a spotlight on children’s publishing in Scotland.

This event brings together a wonderful mix of people from across the industry to stimulate thought and debate and offer examples of best practice. Booksellers and publishers have a chance to discuss new titles and there is always time for networking and discussion. We were delighted to see the enthusiasm members and others bring to the day and very grateful to the generous sponsorship we received from Nielsen BookData, Gardners, Above the Treeline, Askews, Ingram, Batch, and PLS Ltd. Our printed programme this year was sponsored by Tempus.
Part of internationalisation work

In addition to the Author International Travel Fund, 2023 saw the launch of a new international programme.

In June 2023, we executed the first of a new international event programme with Scottish Books International, the **Scottish Books Showcase: Year of Focus**. This year, the country of focus was Germany, and we took a delegation of four authors and three publishers to Hamburg and Berlin for two special showcase events carried out in conjunction with the Scottish Government in Germany.

The Scottish Books Showcase programme aims to develop connections between Scottish writers and publishers and international publishers, festivals, and organisations, as well as showcase the excellent talent currently working in Scotland. The authors promoting their work in Germany were James Robertson, Lisa Ballantyne, Sara Sheridan, and Chitra Ramaswamy, and they were joined by publishers Laura Jones (404 Ink) and Sara Hunt (Saraband), as well as agent Andrea Joyce (Joyce Literary Rights Agency). In addition, folk trio Assynt performed to round off either event, bringing a different slice of Scottish culture to the evenings.

In Hamburg, the audience was made up primarily of publishers, while in Berlin many of the public came to enjoy the event. Feedback across both events was hugely encouraging, and we hope to see professional outcomes emerge in the future.

Set up to support Scottish writers who have been invited overseas to promote their work, our Author International Travel Fund continues to be popular. In 2023, we funded 18 authors to travel to countries including Canada, Germany, Iceland, Italy, Japan, New Zealand, Portugal, South Africa, Spain, and the US.

The inaugural Scottish Books Showcase programme included events in Hamburg and Berlin. Top photo, from left to right: Chitra Ramaswamy, Lisa Ballantyne, Sara Sheridan, and James Robertson. Bottom photo: Publishing Scotland’s Patrick Jamieson.
In April, our collective Scotland at London stand welcomed eleven members.


Publishing Scotland’s Marion Sinclair, Lucy Feather, and Vikki Reilly were there along with Davinder Bedi, Louise Morris, and Jim Chalmers of BookSource. Also in the fair were Canongate, Edinburgh University Press and Jenny Brown Associates.

The three days were busy, and the atmosphere was lively and collaborative. As always, we held our annual Arran whisky reception, which was well attended by members, colleagues, former international Fellows and contacts. The sponsorship from Arran is a relationship we are very grateful for.

The London Book Fair takes place every spring. It is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. The in-person event typically welcomes more than 25,000 publishing professionals to London for the week of the fair to learn, network, and kick off their year of business.
This October, our Scotland at Frankfurt stand hosted nine publisher and network members.

Frankfurt Book Fair took place at the Messe Frankfurt from 18 to 22 October. The Scotland at Frankfurt stand hosted the following members for the three key business days of the fair: Canongate, DC Thomson Ltd, Floris Books, Moonlight Publishing, Portobello Literary, Saraband, Andrea Joyce Literary Agents, Jenny Brown Associates and National Galleries Scotland. Waverley Books / Geddes & Grosset were also at the fair. The week was productive: less busy than London, but steady in the work being done and the meetings held.

Our drinks reception, supported again by the Arran whisky distillery, added to the networking and discussion as well as offering a chance to relax with colleagues and friends.

Celebrating its 75th anniversary in 2023, the Frankfurt Book Fair (Frankfurt Buchmesse) is the world’s largest trade book fair. They reported this year that 105,000 trade visitors attended with 4,000 exhibitors from 95 countries.
This year, our International Fellowship welcomed eight Publishing Fellows for a packed week of events in August.

Our seventh International Fellowship took place from 21 to 27 August 2023, and we were delighted to welcome eight Publishing Fellows to Scotland for a packed programme of business meetings, author showcases, cultural visits, and networking events, set against the backdrop of the Edinburgh International Book Festival.

With visits to Edinburgh, Glasgow, and Inverness, highlights of the week included author showcase dinners at Robert Louis Stevenson’s childhood home in Edinburgh and Òran Mór in Glasgow, a curated tour of the Scottish National Gallery of Modern Art, and a trip to the wet and windy Highlands where the cohort met Highland-based publishers and authors.

As ever, it was a joy to show this year’s Fellows around our country and introduce them to the brilliant work being produced here. Our thanks go out to every member who got involved over the week, and we hope the programme leads to lasting connections and new opportunities.

Publishing Scotland’s International Fellowship Programme aims to encourage relationships between the international publishing community and their Scottish counterparts, and to facilitate the buying and selling of rights.
During the last year, we supported 24 international publishers to translate Scottish authors into their countries.

This year, we supported 24 international publishers to translate Scottish authors into their languages. Authors included on the list are Douglas Stuart, Philip Miller, Norman Bissell, Carol Ann Duffy, Polly Clark, Malachy Tallack, Ali Smith, Kapka Kassabova, Jenny Colgan, Graeme Macrae Burnet, Andrew O’Hagan, Charles Stross, Elle McNicoll, Martin MacInnes, JO Morgan, David Keenan, Alasdair Gray, and Mary Paulson-Ellis. Their titles will be translated into a number of languages: German, Portuguese, Georgian, Dutch, Simple Chinese, Spanish, Hungarian, Hebrew, Ukrainian, Polish, Czech, Azerbaijani, Latvian, Italian, Bulgarian, Macedonian, and Arabic.

We had a record number of applications in this last round of funding, the demand for support ever increasing and the interest in Scottish writing and publishing remaining strong. Our international work, such as attending book fairs, inviting International Fellows to Scotland, and running our Scottish Books International outreach programme, complements this fund for translation.

The Translation Fund was launched in August 2015 at the Edinburgh International Book Festival. It is administered by us, on behalf of Creative Scotland. Its purpose is to support publishers based outside the UK to buy rights from Scottish and UK publishers and agents by offering assistance with the cost of translation of contemporary Scottish writers. Priority is given to the translation of contemporary literature, including fiction, non-fiction, poetry, writing for children and graphic novels. Assessment criteria includes the merit of the work to be translated, financial need of the publisher, track record of publisher and translator, and the proposed marketing plan. The panel seeks to support as many applications as possible.

The translation panel comprises:

- Dr Rebecca DeWald (bilingual translator, coordinator of the Emerging Translator Mentorships Programme at the National Centre for Writing)
- Katalina Watt (Literature Officer, Creative Scotland)
- Annie Rutherford (Writer, Translator, Project Manager)
- Marion Sinclair (Publishing Scotland)
- Lucy Feather (Publishing Scotland)
22 Training Programme

Publishing and business skills

It was a busy year for our training programme, with several new courses, webinars, and training events.

About our training
This year, we introduced several new courses and training events in response to both feedback from our members and the changing circumstances across the trade. Our new half-day courses, Introduction to Book Fairs and Rights Selling and Digital Marketing for Publishing Professionals, were both well attended by members. Attracting a total of 188 delegates, the new Sales Bootcamp programme included sessions on topics such as successful pitching and presenting, creating a sales strategy, understanding profit and loss, and selling more books with metadata. We also hosted two training sessions on artificial intelligence in publishing, organised in partnership with Harper Macleod and Edinburgh Futures Institute, which attracted 86 live participants and even more views online.

Our public and in-house workshops on proofreading and copyediting continued to train both our members and the general public in these crucial editorial skills. We also launched our first fully flexible editorial course, Editing for Better Communications, which delegates can complete at their own pace with live support from the tutor. Unfortunately, our editorial courses seemed to be most affected by the cost-of-living crisis, with fewer attendees compared to previous years.

For both accessibility and environmental sustainability reasons we continued to offer most of our training online, with occasional hybrid and in-person sessions. While most of our delegates are based in Scotland, our courses have attracted a number of international participants logging in from different countries and time zones.

Training for members
Like last year, we offered some free and heavily discounted training to our membership. Many of our publisher and network members benefitted from the Open Book events with topics including wholesaling, distribution, bookselling, and book cover design, as well as from one-to-one sessions with Amazon.

Working with others in the industry
We continued to partner with other organisations to provide relevant and industry-specific training. Our annual series of free publishing law webinars delivered by Harper Macleod continued to be popular among our members, with the monthly sessions covering topics such as intellectual property, data protection, and key publishing contracts.

The Chartered Institute of Editing and Proofreading (CIEP) continues to award upgrade points for our editorial courses. This year, we have also arranged a Publishing Scotland discount for training organised by the Publishing Training Centre, helping our members access a wide range of project and people management courses. We have also partnered with organisations including the Association of Scottish Literary Agents, Bookcareers.com, BookMachine, and Edinburgh Futures Institute to organise new courses and training events.

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)
- Susan Pacitti (Glasgow Museums Publishing)
- Caro Clarke (Portobello Literary)
- Caroline Gorham (Canongate Books)
- Elaine Reid (Floris Books)
- Gillian Macrosson (Witherbys)
- Marion Sinclair (Witherbys)
- Alice Piotrowska (Publishing Scotland)
Sales Bootcamp and Audiobook Project

Our trade activities included helping members improve their sales management skills and produce audiobooks.

Sales Bootcamp
In 2022, Publishing Scotland created a sales strategy document which highlighted the need for a training programme to professionalise sales management skills within our membership and identified the need to seek out new trade opportunities. This strategy was created from the findings of the sales support programme in 2021, as well as our own knowledge and experience of the book trade.

This year work has begun in implementing this strategy, firstly in training. Over the months of February and March, we hosted a Sales Bootcamp Training Scheme. Workshops included Understanding Profit and Loss, given by Helena Markou; Pitching and Presenting Skills, given by Bookmachine; Creating Sales Strategy and Working with a Sales Team, given by Sophie O’Neill; Sell More Books with Metadata, given by Emma Barnes; and How to Sell eBooks, given by Hassan Ali. The training was a mix of online and hybrid sessions. All workshops were well attended by our membership, and the feedback we received was positive. We have used this experience to begin putting together a key resource that we hope to share with our membership, a sales handbook, that will provide information on how the trade works with publishers.

Audiobook Project
2023 also saw Publishing Scotland lead on an audiobook project that funded the production of audiobooks for five member publishers, for titles that appeal to the current audiobook market, and to give the publishers more experience in negotiating this trading sector. The five books and publishers chosen were:

- Carrie Kills a Man by Carrie Marshall, published by 404 Ink
- How to Survive Everything by Ewan Morrison, published by Saraband
- Elena Knows by Claudia Piniero, published by Charco Press
- The Gingerbread Men by Joanne Corrance, published by Haunt Publishing
- Ruxton: The First Modern Murder by Tom Wood, published by Ringwood Publishing

Each book was produced with Offbeat Studios in Edinburgh, and is available to download. Publishing Scotland supported the publications with a radio advertising campaign and PR with the trade press.

In September, Publishing Scotland collaborated with BookMachine to host an event in Edinburgh about audiobooks. The panel discussion was chaired by Vikki Reilly from Publishing Scotland, with the panellists representing different aspects of audiobook production: Laurence Howell, an audiobook consultant, who previously worked for Audible spoke for audiobook retailers; Iain McKinna from Offbeat Studios who spoke for audiobook producers; Sara Hunt from Saraband who spoke for publishers; and James Crawford who spoke for authors.

Steve Worsley was one of the narrators who participated in the Audiobook Project, working on Ruxton and The Gingerbread Men.
Open Book, trade liaison, and libraries

We organised four Open Book sessions, produced two New Books Scotland catalogues, and hosted a Libraries Day.

Open Book
Open Book sessions are where we introduce trade figures and organisations to the membership through presentation, pitching, discussion, and networking. Since our last report, we have held pitching sessions for the Edinburgh International Book Festival programme for 2024; hosted Ingram to talk about their move into wholesaling in the UK; talked to Jellybooks about their online sample services; met Waterstones to discuss their bookselling plans at the Book Festival; and hosted Lomond to talk about their distribution services and sales into the non-traditional marketplace. We also hosted a panel discussion with designers and booksellers on effective cover design, and we organised visits to distributor Booksourc and printer Bell & Bain.

Trade Liaison
Our New Books Scotland catalogue of new Scottish writing appeared twice this year at the key international book fairs in London and Frankfurt. We distributed the print catalogues from our Publishing Scotland stand at both fairs, and they were eagerly taken by visitors. The Spring/Summer edition was also distributed in the bookshop at this year’s Edinburgh International Book Festival.

Libraries
We returned to an in-person Libraries Day in 2023, hosting it outside Edinburgh for the first time in Dundee Central Library in partnership with Literature Alliance Scotland. Our member publishers were enthusiastic about the chance to present their titles and network with librarians and those from Literature Alliance Scotland’s literature network. Unfortunately, due to some extent to problems with trains on the day, very few librarians made the journey. Publishing Scotland remains in contact with SLIC to see how we can adapt our collaboration with libraries for 2024.

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:

- Fiona Brownlee (Brownlee Donald Associates)
- Gavin MacDougall (Luath Press)
- Hannah Griffiths (HarperCollins)
- Nadine Luchsinger (Canongate Books)
- Kristian Kerr (Edinburgh University Press)
- Suzanne Kennedy (Floris Books)
- Vikki Reilly (Publishing Scotland)

25 Festivals and Events

Other events

External liaison and networking continued to be a crucial part of our activities.

External liaison and networking remain crucial in our sector, particularly in demystifying the publishing world for the general public. At this year’s Aye Write Festival in May, Vikki Reilly (Business Development Manager) was a panellist alongside agent Caro Clarke (Portobello Literary) and editor Isobel Freeman (Ringwood Publishing), and in September’s Bloody Scotland Festival alongside editor Keshini Naidoo (Hera Books) and agent Diana Beaumont (Marjacq). Both events were aimed at advising budding writers on how to negotiate the submissions process. In October, she was a panellist at a Creative Edinburgh event alongside representatives from literary organisations: Lynsey Rogers (Scottish Book Trust); Alan Bett (Creative Scotland); Samuel Tongue (Scottish Poetry Library); Sarah Mason (Literature Alliance Scotland). This event was aimed at writers and arts freelancers to inform on the functions and opportunities within Scotland’s cultural organisations.

In November, we also hosted two events in collaboration with the leading careers service for the book industry, Bookcareers.com. The events aimed to demystify the industry and offer advice to people contemplating a career in publishing or looking to advance.

One of the largest book events in the world, the Edinburgh International Book Festival takes place every August and provides a distinctive international showcase celebrating the written word. For the second year, the festival took place at Edinburgh College of Art at Lauriston Place.

This year, the bookselling operation was managed by Waterstones. We organised a meeting with members and the bookshop to discuss opportunities for sales. There were Scottish publisher areas and highlights featured throughout the festival, as well as sales opportunities in the signing tents.

Each year, the festival presents a Business of Books strand with a focus on the industry. We support them and discuss speakers and themes for these events. This year, our sponsored event was From Page to Screen, with Andrew O’Hagan’s Mayflies. O’Hagan was joined by two members of the production team to talk about the creative journey of adapting the novel.
27 Member Highlights

Scotland’s National Book Awards 2022

Our member publishers enjoyed another successful year, receiving multiple National Book Awards.

Publishers of the Year
The Saltire Society announced the winners of Scotland’s National Book Awards 2022 at a ceremony at the Traverse Theatre in Edinburgh on Thursday, 8 December. Publishing Scotland members were well represented among the industry and book award winners.

In the Industry Awards, 404 Ink won Publisher of the Year and Charco Press was highly commended. Harley Griffiths (HarperCollins) and Robert Lovell (Scottish Mountaineering Press) were joint winners of Emerging Publisher of the Year; and the Book Cover Design of the Year was won by designer Robert Dalrymple for Alison Watt: A Portrait without Likeness (National Galleries of Scotland).

The full shortlists included BHP, Birlinn, Canongate Books, Charco Press, and Edinburgh University Press in the Publisher of the Year category; and Deziree Wilson (Scottish Mountaineering Press), Hannah McGeechan, (Canongate Books), and Peter Burnett (Leamington Books) in the Emerging Publisher of the Year category.

Books of the Year
Four members’ books won awards at Scotland’s National Book Awards 2022:

- The Saltire Society Scottish Fiction Book of the Year: Blood and Gold by Mara Menzies (Birlinn Ltd)
Our members celebrated innovations, anniversaries, and record-breaking turnovers, and won grants and awards for their books and other achievements.

**Barrington Stoke**  
HarperCollins UK announced in April that it had acquired award-winning children’s publisher Barrington Stoke. Barrington Stoke continues to be based in Edinburgh, maintaining its publishing autonomy as a distinct, editorially independent imprint.

**Birlinn**  
In September, Birlinn Ltd launched Scotland by-the-Book, a new free app which brings books on history, geology, mapping, cooking, fiction, travel, poetry, politics and more to readers across the globe with an interest in Scotland.

**Black & White Publishing**  
Bonnier Books UK announced the creation of a new adult trade division, Black & White Publishing Group. The division is led by Tim Whiting and the expanded Black & White imprint now has a London office as well as its current one in Edinburgh.

**Canongate Books**  
Canongate launched their Canongate Bonds scheme, which will see employees issued with ‘bonds’ – paying out the equivalent of shareholders’ dividends – once they work for the company for three years or more. Established in 1973, Canongate celebrated its 50th anniversary in 2023.

**Edinburgh University Press**  
Edinburgh University Press won the Academic, Educational and Professional Publisher of the Year Award at the British Book Awards 2023. The company also reached a landmark in revenue terms in 2023, with sales of over £5 million – a growth of 17 percent.

**Luna Press Publishing**  
Luna Press Publishing won the Best Independent Press Award at the British Fantasy Awards 2023.

**Scottish Mountaineering Press**  
Scottish Mountaineering Press won the Small Press of the Year Award in the Scotland category at the British Book Awards 2023.

**Scots Language Publication Grants**  
Three member publishers received grants in 2023: Rymour Books for *The Songs of Jock Duncan*, edited by Peter Shepheard; Foggie Toddle Books for *Yum* by Susi Briggs; and Tippermuir Books for *Guid Mornin! Guid Nicht!*

**Witherby Publishing Group**  
The Witherby Publishing Group Charitable Trust set up a new fund to support people from rural communities to access UHI courses. Witherbys has donated £105,000 to provide scholarships and bursaries to talented individuals across the Highlands and Islands over the next three years.
Many of our members were recognised for their skills and contributions to the industry.

**Jenny Fry** of Canongate Books was promoted to the expanded role of publisher and commercial director, to allow CEO Jamie Byng to dedicate his time to commissioning and rights.

**BookSource** appointed **Jonathan Williams** as its new Chair, taking over from Joanne Macleod in August 2023.

**Caitriona Horne** (Canongate Books) won the Q4 Spotlight Award for Creativity at the Book Marketing Society Awards. **Antonia Shack**, Cover Designer and Editor at Scotland Street Press, was shortlisted for the 2023 London Book Fair Trailblazer Award.

**Jenny Brown**, a leading figure in Edinburgh’s book scene, was recognised with an Honorary Doctorate from Edinburgh Napier University for her contributions to literature and publishing.

The National Galleries of Scotland announced the appointment of **Anne Lyden** as its new Director General, making her the first woman to hold the position in the history of the National Galleries.
30 Member Highlights

Books

Members’ books won or were listed for awards local and international, new and established, in a wide range of categories.

**Crann-Fige / Fig Tree: Short Stories** by Donnchadh MacGillìosa / Duncan Gillies (Acair Books) was the winner of the Highland Book Prize 2022, as well as The Highland Society of London Prize for Best Fiction Book at the Gaelic Literature Awards 2023.

**Guid Mornin! Guid Nicht!** by Lawrence Schimel and Elīna Brasliņa, translated by Matthew Mackie (Tippermuir Books), won the Scots Bains’ Book o the Year at the Scots Language Awards 2023.

**None of the Above** by Travis Alabanza (Canongate Books) won the Jhalak Prize 2023.


**Scots Book o the Year at the Scots Language Awards 2023** went to Thomas Clark for his translation of **Animal Fairm** by George Orwell (Luath Press).

**Gun Sireadh, Gun Iarraidh: The Tolmie Collection**, edited by Kenna Campbell and Ainsley Hamill (Acair Books), won the Donald Meek Award for Best Non-fiction Book at the Gaelic Literature Awards 2023.


**The Queen of the High Fields** by Rhiannon Grist (Luna Press Publishing) won Best Novella at the British Fantasy Awards 2023.
31 Member Highlights

Books

Members’ books won or were listed for awards local and international, new and established, in a wide range of categories.

*Of Cattle and Men* by Ana Paula Maia and translated by Zoë Perry (Charco Press) was the winner of the inaugural Cercador Prize.

*Carrie Kills a Man* by Carrie Marshall (404 Ink) was shortlisted for a British Book Award in the Discover category, which focuses on underrepresented voices.

*Madly Deeply: The Alan Rickman Diaries* by Alan Rickman (Canongate Books) was shortlisted in the Non-Fiction: Narrative category at the British Book Awards.

*The Instant* by Amy Liptrot (Canongate Books) was shortlisted in the Non-Fiction category for the Indie Book Awards 2023.

*The House of Doors* by Tan Twan Eng (Canongate Books) was longlisted for The Booker Prize.

*A Spell of Good Things* by Ayòbámi Adébáyò (Canongate Books) was longlisted for The Booker Prize.

*Two Sherpas* by Sebastián Martínez Daniell and translated by Jennifer Croft (Charco Press) is a finalist in the Andrew Carnegie Medals for Excellence in Fiction.

*Never Did the Fire* by Diamela Eltit, translated from the Spanish (Chile) by Daniel Hahn (Charco Press), was longlisted for the Oxford Weidenfeld Prize 2023.
32 Member Highlights

Books

Members’ books won or were listed for awards local and international, new and established, in a wide range of categories.

- **The Hidden Fires** by Merryn Glover (Polygon) was shortlisted for the Boardman Tasker Award for Mountain Literature 2023.

- **The Creative Act** by Rick Rubin (Canongate Books) was shortlisted for the Waterstones Book of the Year 2023 and the Foyle Non-Fiction Book of the Year 2023.

- **The Remains** by Margo Glantz and translated by Ellen Jones (Charco Press) was longlisted for the Warwick Prize for Women in Translation.

- **Brickmakers** by Selva Almada and translated by Annie McDermott (Charco Press) was shortlisted for the Premio Valle Inclán.

- **Homesick** by Jennifer Croft (Charco Press) was longlisted for the Women’s Prize for Fiction 2023.

- **High Resolution Optical Satellite Imagery**, edited by Ian Dowman, Karsten Jacobsen, Gottfried Konecny and Rainer Sandau (Whittles Publishing), won the 2023 Engineering Sciences Book Award of the International Academy of Astronautics.

- **Belonging: Natural histories of place, identity and home** by Amanda Thomson (Canongate Books) was shortlisted in the Nature Writing category of the James Cropper Wainwright Prize.

- **Beastly: A New History of Animals and Us** by Keggie Carew (Canongate Books) was shortlisted in the Writing on Conservation category of the James Cropper Wainwright Prize.
33 Member Highlights

Books
34 Member Highlights

Books
35 Member Highlights

Books

Amanda Thomson

The Hidden Fires: A Cairngorms Journey with Nan Shepherd
Merryn Glover

Recovering Scottish History
John Bell Scott and Scottish National Identity in the Seventeenth Century
Craig Beveridge

Ocean of Stars
John Dodd

The Instant
Amy Liptrot

Alternatives to Valium
Alastair McKay

The Last Woman
Sharon Black

Catherine Simpson

Putting the Tea in Britain
Keggie Carew

Anthropocene

One Body
A retrospective

How Punk Rock Saved My Boy's Life

Beastly
A New History of Animals and Us

The Scots Who Made Our National Drink

The Unusual Path

How to Build a Better World

The Future of Everything

The Cosmic Connection: How Humans and Apollo 13 Shaped Our View of the Universe

The New Science of Money

The Story of the World's Best Barbecue

The Science of the Nudge

The Price of Everything

The非Tell Me Why

The Future of Everything
36 Friends and Colleagues

Those we lost in the past year

Artist **David Sutherland OBE** died at the age of 89. During his long career, he was responsible for some of Beano’s best loved characters, particularly the Bash Street Kids. He was made an OBE for his services to illustration.

**Tom Nairn**, the Scottish political theorist and academic, died in January at the age of 90. Often described as the ‘godfather of the modern Scottish independence movement’, he made his name with a series of coruscating essays on the British state.

**Dr Finlay Macleod**, a well-known author, broadcaster, teacher and historian, died in November. Described as a polymath with several areas of expertise, Macleod was one of the founders of Acair Books, a bilingual Gaelic and English-language publisher established in 1977.

**Angus Wolfe Murray** died in February at the age of 85. Angus and Stephanie Wolfe Murray founded Canongate Books in 1973 along with writer Bob Shure. After leaving Canongate, Angus was a film critic for *The Scotsman* and for film websites Inside Out and Eye for Film, and had two novels published.

Rubhach raconteur and historian **Calum Ferguson** died aged 93. Ferguson was born in the village of Portvolier in Point, Isle of Lewis. Told in his native Gaelic with a full accompanying translation, his memoir, *Casan Searraich*, was published by Acair in 2014. The painting featured here is the work of Calum’s daughter, Margaret.
Deals of the year

Andrea Joyce (AJ) of Joyce Literary Rights Agency and Fiona Brownlee (FB) of Fiona Brownlee Associates, two very experienced agents in the world of international rights, talk about some of their favourite deals secured in 2023.

**Vagabonds: Life on the Streets of Nineteenth-century London** by Oskar Jensen
Published by Duckworth Books, this fascinating account of late Georgian and Victorian London was shortlisted for the Wolfson History Prize 2023. The North American rights for the book were licensed to Matthew Lore at The Experiment, and North American Audio – to Tantor. (AJ)

**The 15-Minute City: Global Change Through Local Living** by Natalie Whittle
On behalf of Luath Press, Natalie Whittle’s engaging and carefully researched book on the 15-minute city and its potential to revolutionise modern living was sold to Italy (Erickson) and Korea (KRIHS). (AJ)

**Peel Me a Lotus and Mermaid Singing** by Charmian Clift
Both originally published in 1955, *Peel Me a Lotus and Mermaid Singing* were reissued by Muswell Press in 2021. This year, Polish rights to these much-loved travel writing classics were licensed to 77 Press after an auction. (AJ)

**The Queen’s Lender** by Jean Findlay
Published by Scotland Street Press, *The Queen’s Lender* is a captivating historical novel centred around famous Scottish goldsmith and philanthropist George Heriot. This year, Czech rights to the book were licensed to Bourdon. (AJ)

**The Goldenacre** by Philip Miller
Philip Miller’s mystery thriller, *The Goldenacre*, has been an international success for Birlinn since it came out in 2022. In recent months, the book attracted two Eastern European deals, both of which rely on the Publishing Scotland translation grant. (FB)

**Beyond Summerland** by Jenny Lecoat
Birlinn’s turning point in terms of international rights was undoubtedly *The Girl from the Channel Islands* by Jenny Lecoat. Thanks to its success, in spring 2023 the rights to her second book, *Beyond Summerland*, were sold to HarperCollins US for a six-figure advance with subsequent deals to Australia, Germany, France, and Israel. (FB)
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The best of Scottish books

BooksfromScotland.com is the largest online collection of Scottish books. Showcasing the best of Scottish fiction, non-fiction, poetry, and children’s titles, the platform includes links to buy or borrow each title from affiliate online bookshops. 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. As well publishing the online issues, we have a growing mailing list who receive each issue straight into their inbox, and an expanding social media community across Facebook, Twitter and Instagram.

2022 saw a drop in visits to the site, down 11 per cent, but in 2023 we have seen an increase in visitor numbers every month. If we continue in the same vein for the rest of the year, we will have increased our visitor number by 13 per cent.

We made changes this year in the curation and sharing of content in 2023. For the first six months, we carried on with monthly issues, but from the latter half of the year, we decided to make the issues quarterly instead of monthly, while featuring more standalone content each month. We have also introduced member publisher spotlight newsletters to the BfS audience. This new approach means we continue to promote as many books as before, with features, Q&As, reviews, extracts, audio and video content, while increasing productivity in other PS projects.

The BfS social media accounts tell an interesting story. Twitter is our largest social media outlet. We are currently on 12095 Twitter followers, down from 12243 since April 2023. Also, our average monthly impressions have roughly halved from the first half of the year to the second half. Is this the Elon effect? Or is it the effect of going quarterly with the BfS issues, which, each month, are far and away the most popular posts – their engagement rate often being double the overall monthly average. We can test this when the festive issue is published.

We have 1338 Facebook followers, and 1248 likes on our Facebook, up from 1290 followers and 1110 likes since April 2023. Our Facebook page is also receiving more visits than in 2022, up 17.5 per cent, though engagement remains the same. Instagram is our most recently joined social media space, but we already have 1265 followers. The analytics on Instagram are not as user-friendly or as detailed as Twitter and Instagram, so it is difficult to do comparisons, but the posts that have the best overall reach are the posts on the issues and standalone features. Social media, however, is only the third largest channel where BfS gets its visits. By far most readers come to the site through organic search (78 per cent).
It’s been an exceptionally busy year for Scotland’s book distributor. Majority owned by Publishing Scotland, our job has been to provide a route to market for over 190 publishers over the past year. We service most of the publishing sector in Scotland, as well as a number of independent publishers throughout the UK, by offering the warehousing, ordering and supply infrastructures, and cash collection services that professional publishers need to do business.

Despite 2022 beginning very encouragingly as we exited the pandemic, the market became somewhat difficult in the latter half of the year. As significant cost increases and the cost-of-living crisis took hold the impact on book sales and publishers’ ability to produce new titles was clearly noticeable. We revised our financial outlook for the year, working toward a breakeven position, but in the end we were delighted to be able to make a positive contribution to the Group financial statements.

2023 has been a contrastingly good year so far. We have taken on a number of new clients (from outside Scotland), and in May we began the onboarding of the Inpress group of publishers. Together with our ongoing programme of bringing publisher contracts into line with current costs, this has allowed us to remain profitable over the course of the period. Once again, we are likely to make a strong positive return for our majority shareholder. Our balance sheet and cash position have both remained strong, ensuring security and stability for both the business and the Scottish publishing industry.

Our strategic agenda is somewhat dominated by the current undersupply of distribution space in the sector. The planned closure of major competitors has created a storm of interest and for the first time we are dealing with issues of capacity. The BookSource Board is deeply immersed in the challenge of creating new space whilst remaining risk-averse given our ownership. It is clear that the business must continue to grow to ensure that our core Scottish publishers continue to enjoy stable and affordable distribution to the market.

Sustainability and Fair Work continue to be a focus for us. Having completed our Green Audit early in the year, we are now taking various actions to ensure that we live in harmony with our planet. We have begun the process of achieving ISO 14001, which provides us with an ongoing environmental management plan. The business remains committed to paying the Living Wage as a minimum.

As always, we rely on the skills, experience, expertise, and goodwill of our staff and this year, again, every person at BookSource has gone above and beyond expectation. 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 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.

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Davinder Bedi / Managing Director, BookSource
Financial Year 2022/2023

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

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<td>Investment income</td>
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<td>Other income</td>
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Resources expended

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<td><strong>Balance</strong></td>
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PS charitable activities

- Book Fairs 8%
- Marketing 19%
- Training 16%
- Events 16%
- Funds 41%

Group expenditure

- BookSource 80%
- Book Fairs 2%
- Funds 8%
- Marketing 4%
- Training 3%
- Events 3%
Connecting with Publishing Scotland

Events and Social Media
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 X (Twitter), like us on Facebook, join our LinkedIn group, and sign up for our Books from Scotland and SBI newsletters.

Since we started tweeting about all things publishing we’ve gained more than 27,000 followers on @PublishScotland, @scottishbooks and @ScotBooksInt.

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
Our three websites have 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

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