Annual Report and Accounts
Aithisg Bhliadhnal agus Cunntasan
2021/2022

Publishing Scotland
Foilseachadh Alba
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Publishing Scotland is part funded by Creative Scotland.
This year we welcomed new team member Patrick Jamieson and said farewell to colleague Jess Walter.

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

Programme Support Officer / Patrick Jamieson
Patrick joined Publishing Scotland 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 Information Manager / Joan Lyle
Joan is responsible for Publishing Scotland’s training programme and the Publishing Scotland website. She qualified and practised as a solicitor before becoming a law publisher. Joan joined Publishing Scotland in 2007.

Finance Officer / Andrew May
Andrew is responsible for the day-to-day finances at Publishing Scotland. With a background in IT, he has been driving the modernisation of our office systems. He is also responsible for GDPR and Green issues at Publishing Scotland. Andrew joined us in 2018.

Events and Programme Support Officer / Heather McDaid
Heather provides support for all areas of the organisation’s activity. She ran Publishing Scotland’s Year of Stories programme across 2022. She is also Publishing Director and Co-Founder at independent book publisher 404 Ink, and an award-winning freelancer. Heather joined Publishing Scotland in 2021.

Digital Marketing Officer / Alice Piotrowska
Alice’s responsibilities include supporting the digital side of Publishing Scotland, Books from Scotland, and SBI, as well as creating both print and online promotional materials. She is also a doctoral researcher at the University of Stirling, pursuing research into the history of Scottish publishing in partnership with Publishing Scotland and HarperCollins. Alice went on maternity leave in July 2022.

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 Publishing Scotland 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.

Jess Walter
Jess was our Programme Support Officer from June 2018 until March 2022 when she left to pursue training and a career in counselling.
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
December 2021–November 2022
• Kate Gibb (Chair)
• Fiona McParland, APS (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

Well attended by delegates from across the industry, our book trade conference took place in May 2022. Photo by Sandy Young Photography.
Our Chair Kate Gibb looks back on the past year in the publishing industry, and considers the challenges ahead.

Looking back at my report from last year, I see it mentions rising prices, an increased awareness of the need to make our industry more equitable and more diverse, and the need to put sustainability at the heart of how we work and live. All of those themes continue into this year and beyond, though we must add the disastrous and unlawful war Putin is waging on Ukraine in combination with injudicious policy changes and the combined economic upheaval they are causing. It is enough to make one feel a little despondent.

Yet if we turn to some of the great war writers of the past and present – Vasily Grossman, Ernest Hemingway, the war poets, David Diop to name but a few – we find amidst the horror and madness of war, acts of striking humanity and simple kindness. We were recently in receipt of an email from an agent representing Russian publishers urging us again to continue to work with our Russian counterparts. That isolating Russian readers from books, whether they are works of fiction or are bringing forward ideas on freedom and resistance against evil and pressure from government, will only play into Putin’s narrative. Cultural isolation completes by withdrawal, cancelling access to western values in Russia. It was a timely reminder of the preciousness of books and our role to continue to look outwards and ensure the books we publish are accessible both in form and reach.

Looking ahead we face a number of significant challenges. Cash flow seems to have become the watchword, whether on an individual basis or as publishers, agents, and freelancers. Rising costs will need to be reflected in increased published prices. The UK has one of the cheapest average retail price for books in the world and any rise still leaves books as a cheap and wonderful gift for any reader. The value of the wonderful world that opens up when immersing oneself in a book remains high.

The recent visit from our International Publishing Fellows reflects so much positive interest in the sector in Scotland and Publishing Scotland will continue to support this initiative and others that highlight the variety and extent of what we publish. We have engaged with Scotland’s ‘Year of Stories’ promoting online and in person the depth and variety of talent we have.

Before I caught the Scotland-bound train on which I’m writing this I spent time in Hatchards bookshop, browsing the nearly endless choice of reading matter, spotting books we published and recognising others from my colleagues showcasing the talent north of the border. Knowing I’m returning to one of my favourite cities in a couple of weeks, I picked up Diana Athill’s *A Florence Diary*. It filled me with excitement, anticipation for the world we have yet to explore and the authors in whose company we can do so. Books soothe the soul, and we need their power now more than ever.

Kate Gibb / Chair
To members, partners, and colleagues,

Sincere thanks are due: the collaboration with you has never been more appreciated than during these times. As we slowly emerged from lockdown and physical events begin to resume, it was a pleasure to get out and about, meeting people again, attending bookfairs and festivals, and working more closely on shared promotional opportunities. With members all over Scotland, we have gained a lot from having online meetings as it has enabled many more members to engage with our work.

For us, as usual, 2021/22 was marked by clear objectives to support and provide services to our members, irrespective of the many challenges of the year – the ongoing pandemic, steep rises in the costs of doing business, uncertain High Street conditions, shortages in supply chains, logistical bottlenecks, and shifts in buying behaviour. Some of these challenges persist and look to be with us for some time. The backdrop to it all is the looming prospect of climate change, which is challenging us all to change how we act and behave – as producers as well as consumers. We are being called upon from all quarters – from members, to funders, to society as a whole – to offer leadership in this area. There are challenges in making substantial changes in response to this; we’ve only made the first steps in that process in the past year by setting up a sustainability group, by sponsoring a Green seminar in partnership with BIC, and by hosting a session at the annual Scottish Book Trade Conference. Much more needs to be done.

2022 was also the Year of Stories, the VisitScotland themed year, where the role of stories, writers, and publishing was marked by events and collaborations with book festivals all over Scotland. Our contribution to the Year was the ‘Shaping Scotland’s Stories’ strand of online, digital content and in-person events, focusing on the role publishers play in bringing books alive from manuscript stage to the bookshelves and bringing stories to audiences.

Thanks 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 the various sub-committees we have: Training; Trade and Marketing; Equality, Diversity and Inclusivity; International Fellowship Steering Group; Translation Fund Panel; Sustainability Group; and Scottish Books International Advisory Group.

Thanks to my colleagues at Publishing Scotland and at BookSource. It hasn’t been an easy year for anyone, and I’d like to pay tribute to their tenacity, hard work, and good humour.

As we move closer to our 50th year in 2023/24 we are determined to ensure that book publishing flourishes once again, in tandem with the diverse communities and people of Scotland and the world beyond, so my final thanks go to the publishers and writers who bring us such brave, amazing creativity year after year.

Marion Sinclair / Chief Executive
06 Summing Up

Our work in figures

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

- **32,000** copies of Year of Stories spring catalogue sent to booksellers
- **65** members featured across Year of Stories online content
- **24,000** followers on PS and BfS Twitter

- **380** took part in our training and events
- **190** delegates attended the hybrid Scottish Book Trade Conference 2022
- **103** publishers and authors at joint PS and SoA Money Talks event
- **14** events with **10** event partners, featuring **17** publisher members as part of Shaping Scotland’s Stories event strand

- **26** international publishers received translation funding for translating Scottish writers
- **9** publishers took part in the Publishing Scotland International Publishing Fellowship 2022
- **1** new website launched
What we did in 2022

**January**

The year got off to a busy start with:
- The launch of the *new PS website*
- The first of the *Year of Stories (YOS) promotions: four features, three book lists, and three publisher spotlights*
- An online *Canada trade mission* for members organised with Livre Books Canada
- Two public *training courses*, an in-house training course, and Harper Macleod’s Key Contracts webinar for members
- Seeking members views on membership through the *annual survey*
- Regular membership, training, and bestseller *newsletters*
- *Departure Lounge*, the BooksfromScotland Issue with a theme of Refresh

**February**

The shortest month was a packed one and featured:
- *Year of Stories events* at Paisley Book Festival and Granite Noir as well as three YOS publisher *spotlights*
- Launch of the *Spring/Summer YOS Catalogue* with POS materials in print and online
- *BIC Green Brunch* sponsored by PS
- *Go-Digital Fund* awards made
- *Translation Fund* awards made
- Relaunch of SBI *Author International Travel Fund* and an SBI newsletter to its expanding list of subscribers
- The first *Open Book* of the year: Gardners Brexit session
- Three public *training courses*, Harper Macleod’s Electronic Publishing webinar, and sponsored places for members and staff at a data-driven creative businesses course
- Call out and work on the *New Books Scotland* Spring/Summer catalogue
- *PS Board and BookSource Board meetings*
- Regular membership, training, and bestseller *newsletters*
- *Did You Know?* the BooksfromScotland Issue featuring books on Scotland’s past, present and imagined future

Launched in February, our Year of Stories catalogue was distributed across Scotland, with 32,000 print copies sent to booksellers.
What we did in 2022

**March**

With pandemic restrictions easing, Spring saw the first collective stand at a book trade fair since 2019 among a flurry of other activities:

- Members exhibited in person at **Bologna Children’s Book Fair**
- **New Books Scotland** rights catalogue launched online
- First meeting of new **PS Equality, Diversity and Inclusivity Committee**
- **Year of Stories**: StAnza event and showcase, and four more publishers featured in YOS spotlight
- Online **Canada trade mission** for children’s publishers for members with Livre Books Canada
- First grants for **SBI Travel Fund** distributed since its relaunch
- A public **training course**, a Harper Macleod GDPR webinar for members, and a bespoke in-house training course
- Online **all members meeting**
- Regular membership, training, SBI, and bestseller newsletters
- The recruitment of a new member of **PS staff**
- The **Bold and the Brave**, the BooksfromScotland Issue featuring books on pioneers, bravery and new approaches

**April**

The highlight of the month was the return of the London Book Fair and the Scotland in London exhibition stand:

- Members exhibited in person at the **London Book Fair** and PS hosted a sponsored drinks reception for publishers, past and present Fellows, and others in the industry
- Members featured in **YOS spotlight**
- Meeting of the **Trade and Marketing Committee**
- Regular membership, training, SBI, and bestseller bulletins
- The **Sweet Inspiration** Issue from BooksfromScotland celebrated those moments in life that inspire everlasting memories
- **SBI Travel Fund** grants distributed

One of the highlights of 2022 was returning to hosting our collective stand at international book fairs. Vikki Reilly, Publishing Scotland’s Business Development Manager, is pictured here at the Bologna Children’s Book Fair 2022.
09 Publishing Scotland Calendar

What we did in 2022

May

There was a great turnout in Edinburgh for the hybrid Scottish Book Trade Conference and also for the online Money Talks event with the Society of Authors:

- **Scottish Book Trade Conference** with the Booksellers Association
- **Money Talks** (finance of publishing session) with the Society of Authors
- PS and BookSource **Board meetings**
- Meeting of the **Training Committee**
- Two online public **training courses**
- **YOS event** at Boswell Book Festival, and Members featured in YOS spotlight
- PS and BookSource became members of BIC
- Regular membership, training, SBI, and bestseller newsletters
- **The Beauty That Surrounds Us** Issue of BooksfromScotland spotlighted an appreciation of nature in books of different genres
- **SBI Travel Fund** grants distributed

June

This month was busy with fund launches, meetings, and planning:

- **Round Table** with Creative Scotland
- **EDI training** by Creative Access for staff, board and members
- The **Bookseller Marketing and Publicity conference** – 6 member places funded
- **YOS event** at Borders Book Festival and Members featured in YOS spotlight
- Frankfurt **bursaries scheme** launched
- Launch **Translation Fund** – round 1
- Launch **Go-Digital Fund**
- Staff members attended **SCDI Forum**
- Regular membership, training, SBI, and bestseller newsletters
- Great holiday reading was provided in the **Scottish BPOC Writers guest edit** Issue of BooksfromScotland. Based round the theme of Sanctuary it showcased poetry, fiction, children’s books, and essays from established and up-and-coming writers.
- **SBI Travel Fund** grants distributed
- **Planning and meetings** for Frankfurt Book Fair, Comic Con, funds, website features, training and more

Our YOS Boswell Book Festival event in May featured Scotland’s wildlife, its beauty, and its natural heritage. Pictured here in conversation with Esa Aldegheri (on left) are writers Anna Fleming, Leonie Charlton, and Keith Broomfield.
What we did in 2022

07 July

A quiet month as most staff and many members took their longest holidays of the year in Scotland’s traditional holiday month:

- Frankfurt bursaries awarded
- Members featured in YOS spotlight
- Call out and work on the Year of Stories Autumn/Winter catalogue
- Regular membership, training, and bestseller newsletters
- In the Summertime was the aptly named BooksfromScotland Issue
- Planning ahead

08 August

This month saw the long-delayed Fellowship take place during the Edinburgh International Book Festival:

- A packed week of meetings and events for the 9 International Publishing Fellows
- PS and Creative Conversations event at the University of Glasgow
- Summer drinks reception at the Edinburgh International Book Festival for Fellows, members, and other guests
- PS Business of Books event at the Edinburgh International Book Festival
- Members books on sale at Edinburgh International Book Festival
- Call out and work on the New Books Scotland Autumn/Winter rights catalogue
- BookSource Board meeting and AGM
- Go-Digital Fund round 1 awards
- Regular membership, training, and bestseller newsletters

The speakers at the Creative Conversations event in Glasgow, from left: Louise Welsh (Chair), Trishna Singh OBE, Chitra Ramaswamy, Carrie Marshall, Malachy Tallack, Cynthia Rogerson, Mark Woolhouse OBE, and Colin Herd (Chair).
What we did in 2022

09 September

The first month of autumn saw members exhibit at ACME Scotland Comic Con in Glasgow – a new opportunity for both publishers and the event:
- **ACME Scotland Comic Con** in Glasgow exhibition stands as part of YOS
- **YOS Autumn/Winter catalogue** published in print and online, and members featured in YOS spotlight
- **Amazon Masterclass**
- **Open Book sessions** on Bookbug with Scottish Book Trust, and on the Non-traditional Market with Bookspeed
- **PS Board meeting**
- Presentation of sales strategy to CEO
- **Translation Fund** round 1 awards
- Two public **training courses**, one for members (TikTok), and Harper Macleod webinar on Funding
- Regular membership, training, and bestseller **newsletters**
- The **Pause** Issue of BooksfromScotland recommended books to refresh and encourage new passions

10 October

The Frankfurt Book Fair is the highlight of the year for many in the publishing world:
- Members, some supported by a Frankfurt Bursary, exhibited on the **Scotland in Frankfurt** stand at the Frankfurt Book Fair
- **New Books Scotland Autumn/Winter catalogue** published and distributed in print and online
- **Introduction to Authenticity/Sensitivity Readers** event for members, a public **training course**, and webinar on Guide to the Publishing Life Cycle from Harper Macleod
- A busy month for the **PS YOS programme** with events at the Mod, BookMark Festival, and Wigtown Book Festival, and members featured in YOS spotlight
- **Fever Pitch session** with Booksellers Association members
- **Book Festival pitching day** (Paisley, Granite Noir, Borders, Boswell)
- **PS representation at Gardners/Booksellers Association Conference**
- Meeting of the **Trade and Marketing Committee**
- Regular membership, training, and bestseller **newsletters**
- In **Beyond Borders**, the October Issue of BooksfromScotland looked at books that go beyond the expected, look to the wider world for inspiration, and ask questions of language, identity, place and time

Sandstone Press author Nikky Smedley at ACME Scotland Comic Con in September.
What we did in 2022

**November**

One of the biggest book celebrations in Scotland – Book Week Scotland – took place in November:
- Book Week Scotland fiction and non-fiction giveaway competition
- Launch of the Translation Fund round 2
- Members featured in YOS spotlight
- Launch of audiobook project
- Launch of sales training programme
- Training Committee meeting
- Three public training courses, and Harper Macleod webinar on Factual Publishing
- Edinburgh International Book Festival pitching day for children’s and adult programme
- Regular membership, training, and bestseller newsletters
- A Cup O’ Kindness, the Festive issue of BooksfromScotland, focuses on books to gift

**December**

Scotland’s National Book Awards, the PS AGM, and PS annual festive celebration bring the year to a close:
- PS sponsor the Emerging Publisher award at Scotland’s National Book Awards organised by the Saltire Society
- PS Board meeting and AGM
- Annual Report
- A public training course, an in-house training course, and a session on Books and Borders from Harper Macleod
- Christmas drinks reception for members

In December, Publishing Scotland sponsored the Emerging Publisher award at Scotland’s National Book Awards 2022 organised by the Saltire Society.
Our Members

Publishers and network

We welcomed a total of 15 new publisher and network members during the last year.

Publisher members

Network members
The network membership reached a total of 41 with 8 new members joining during the year: Andrew Nurnberg Associates International Ltd, Doric Books, FAS Editorial, Green Gables Editing, Lianne Walker, MCD Creative, Portobello Literary, and Scottish Universities Press.
14 Spotlight on New Members

New publisher members

Seven new publishers joined in 2022. Between them they publish: fiction (horror and children’s); books on the natural world through a focus on country pursuits, mountains, and science and society; works on the history of photography; and books on the arts, media and culture.

**Extremis Publishing**
Extremis Publishing is an award-winning independent publishing house based in Scotland which is committed to producing the highest quality of arts, media and culture non-fiction. It aims to deliver a publishing programme which is innovative, original and wide-reaching, and produce new books with a contemporary edge which appeal to domestic and international audiences alike.

**Fieldsports Press**
Fieldsports Press is a specialist independent publisher producing periodicals and books related to country pursuits. Fieldsports Press has invested heavily believing there was a gap to be filled for high quality publications that surpassed anything currently on the market.

**Foggie Toddle Books**
Foggie Toddle Books is a small independent publisher (and children’s bookshop) based in Wigtown, Scotland’s National Booktown, that publish children’s picture books with a Scottish theme, including Scots language titles.

**Haunt Publishing**
Haunt Publishing was founded in 2018 and is an independent publisher of Gothic, horror and dark fiction in all formats. Dedicated to exploring both traditional and contemporary Gothic and horror literature, Haunt holds a flickering candle to global and underrepresented voices.

**Scottish Mountaineering Press**
Launched in 2020, the Scottish Mountaineering Press is a publisher of print books and digital content that seeks to promote and share Scotland’s natural wonders. Taking inspiration from the mountains of Scotland and the culture and communities embedded within them, Scottish Mountaineering Press works with authors and artists to realise their vision in print and on screen.

**Studies in Photography**
Studies in Photography is the trading name of the Scottish Society for the History of Photography. Already a publisher of high-quality and internationally renowned photography journals, it is now developing two complementary book series in partnership with Edinburgh University Press.

**The White Horse Press**
The White Horse Press is a small independent publisher specialising in scholarly books and journals on environment and society. Aspiring to the highest standards of academic quality as well as friendliness and a personal touch, The White Horse Press offers intelligent, flexible and individual treatment from editors with academic backgrounds and writing experience.
Spotlight on New Members

New network members

We were delighted to welcome eight new network members. They include individuals and companies providing services and support for literary rights, Doric language, audiobook narration, academic monographs, marketing, typesetting, and editorial.

Doug Wallace
Doug Wallace is the Managing Director of Andrew Nurnberg Associates International Ltd, a literary co-agency specialising in translation rights. He worked in publishing and cultural relations for sixteen years before joining the agency in 2017. He has a passion for experimental literature and graphic novels.

Doric Books
Doric Books is a Community Interest Company which exists to benefit the Doric speaking community. It publishes books written solely in Doric, provides an outlet for other Doric authors to sell their books via its website, and delivers Doric workshops and events in schools, care homes and other community settings.

FAS Editorial
FAS Editorial provides copywriting, editing and proofreading services with expertise in producing academic, nursing/medical and business content. Frances at FAS Editorial is a professional-level member of the CIEP with an understanding of many different working environments.

Lianne Walker
Lianne Walker is a Scottish Audiobook Narrator working with both fiction and non-fiction books. Lianne believes that there is so much writing in Scotland that deserves to be more widely heard, and she works with authors and publishers to give voice to these great stories.

Green Gables Editing
With twenty years’ experience in editing, media and PR, Green Gables Editing works on a wide range of materials in varying genres and on different platforms. Specialising in supporting self-published authors, Green Gables not only edits and proofreads but also provides typesetting and further help with producing books for publication.

MCD Creative
MCD Creative has been providing creative communication and strategic brand solutions to businesses throughout the Highlands and Islands of Scotland (and further afield) for over 20 years. In that time it has built strong and lasting client relationships and gained a reputation for professionalism and quality.

Portobello Literary
Portobello Literary is a literary agency based in Edinburgh, representing excellent writing from Scotland and beyond in adult fiction and non-fiction. They handle UK and international rights for their clients and regularly attend international book fairs.

Scottish Universities Press
Scottish Universities Press (SUP) is a collaborative, library-led initiative, owned and operated by 18 participating Higher Education Institutions. Co-ordinated through the Scottish Confederation of University and Research Libraries (SCURL), SUP will initially publish monographs by academics from its participating institutions in any discipline.
16 Annual Conference

Scottish Book Trade Conference 2022

Our annual conference returned as a hybrid event, well attended by delegates from across the industry.

The annual Publishing Scotland and Booksellers Association conference is a highlight of the Scottish book trade’s year and in 2022 we were delighted to meet up in person again with so many familiar and new faces – 190 in total. It was also our first hybrid conference, and we learnt a lot to take forward to future events.

The conference took place on 17 May at the Physicians International Conference Centre in central Edinburgh. Opening speeches from Scottish Government representatives were followed by: sessions on book sales trends (Nielsen), book reviewing, and small publisher inspiration; panels on the green supply chain, and diversity and inclusion; and a trade briefing from James Daunt. The conference was brought to an uplifting close with writer Chitra Ramaswamy in conversation with Ellah Wakatama.

An array of generous sponsors supported the talks, refreshments, and a convivial drinks reception afterwards.
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.

The Author International Travel Fund remains one of SBI’s primary activities. Established to support writers who have been invited overseas to promote their work, the Fund played a vital role in 2022 as a series of overseas events returned following the end of lockdown. Over the year the Author International Travel Fund administered over £13,000 to support Scottish authors attending festivals and events as far afield as Canada and Kenya. These included the MOTIVE Crime Festival with Val McDermid and Chris Brookmyre, and the Toronto International Festival of Authors with AL Kennedy, Douglas Stuart and Michael Pedersen.

Over the month of December 2021 a daily ‘Advent Calendar’ was published which showcased a select Scottish title from that year every day in the lead up to Christmas. In addition to this, a new Featured Authors page was set up on the SBI website to provide a profile of each of the authors who had benefitted from the Author International Travel Fund over the course of 2022. These furthered SBI’s digital marketing strategy which through its website and newsletter continues to play an important role in spotlighting the writers currently working in Scotland.

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.

Among many others, our Travel Fund supported poet Chrys Salt’s participation in the Kistrech International Poetry Festival in Kenya (top, photo by Richard Macfarlane) and author Elle McNicoll’s visit to Italy for the Tuttestorie Festival (photo courtesy of the Tuttestorie Festival).

**Book fairs**

We were delighted that 2022 saw a return to hosting collective book stands in person. It was fitting that the first was at Bologna Children’s Book Fair (21 to 24 March 2022) which is always so vibrant and colourful. Members Barrington Stoke, Belle Media, Floris Books, Little Door Books, Moonlight Publishing, Rocket Bird Books and Sainted Media all exhibited on the Scotland at Bologna stand which was hosted by Vikki Reilly, Publishing Scotland’s Business Development Manager. Member Waverley Books also attended the fair.

There was a great turnout for a joyous London Book Fair (5 to 7 April 2022) with a palpable sense of excitement among those attending. Members Belle Media, BookSource, DC Thomson, Luath Press, Moonlight Publishing, Saraband, Scotland Street Press, and Waverley Books were on the Scotland at London stand. They were joined by Publishing Scotland’s Marion Sinclair, Lucy Feather, and Vikki Reilly, and BookSource’s Davinder Bedi, Louise Morris and Jim Chalmers. Members Canongate and Jenny Brown Associates were also at the fair. It was great after so long to meet up with all the publishers and other guests at our traditional drinks reception (with whisky sponsored by Isle of Arran Distillery).

Our usual hat trick of book fairs was completed with a successful return of the Scotland at Frankfurt stand to the Frankfurt Book Fair (19 to 23 October). This year Publishing Scotland introduced a Frankfurt Bursary which was open to publishers who had not previously attended Frankfurt or were new to the industry and book fairs. This included individual employees who had not been to the fair even if someone else at the company had been. Bursary recipients from Leamington Books, Saraband, Scotland Street Press, Studies in Photography, and Swan & Horn, were in attendance along with Brownlee Donald Associates, Canongate Books, DC Thomson, Floris Books, Andrea Joyce of Joyce Literary Rights Agency, Moonlight Publishing, and Portobello Literary. Members Waverley Books were also at the fair. The Scottish Government in Germany and Arran Whisky sponsored the drinks reception this year; the former arranged for a piper and singer, making the event even more special than usual.

**International trade mission**

We organised our first trade mission in 2021 with Australian publishers as part of our aim to develop and promote the work of book publishing companies to an international audience.

Our next international trade mission was with Livres Canada Books in 2022, where we hosted two online pitching sessions (adult in January and children’s books in March), with Canadian publishers. There was a useful overview of the Scottish and Canadian markets and time for Q&A.
Since its launch in 2015, our International Fellowship Programme has brought 54 publishers from 19 countries to Scotland to build and strengthen relationships between the international publishing community and the Scottish sector.

In 2022 we were delighted to see the Fellowship return after a two-year break due to the COVID-19 pandemic. We welcomed nine publishers to Scotland for a week packed with meetings, presentations, networking and festival events in Edinburgh, Glasgow and Inverness. Taking place during the Edinburgh International Book Festival in August, the Fellowship proved once again to be an ideal way for Scottish publishing to facilitate rights selling and bring Scottish books to an international audience.

The connections made are lasting and we were delighted that in 2022 so many past and present Fellows attended the Scotland stand receptions at the Frankfurt and London Book Fairs.

‘What a wonderful time I had in Scotland [during Fellows Week]. I’ve enjoyed every minute of it. You made us feel like VIP’s, and the events were so well organized and so interesting.’ Esther Hendriks, Publishing Scotland International Fellow 2022

Above from left to right: Jean Mattern (Editions Grasset & Fasquelle, France); Dr. Cordelia Borchardt (S. Fischer Verlage, Germany); Andrea Stratlova (Albatros Media, Czechia); Sarah Cantin (St. Martin’s Press, USA); Esther Hendriks (De Arbeiderspers/Singel Publishers, The Netherlands); Talia Marcos (Keter Books, Israel); Nicolás Rodríguez Galvis (Editions Mélange, France); Mark Tauber (The Watermark Agency, USA); and Peter Joseph (Hanover Square Press/HarperCollins, USA). Photograph by Chris Scott – Chrisdonia.
Translation Fund

Scottish writers’ words in many languages

During the last year, we distributed a total of £30,000 to 26 international publishers.

By providing grants for translation of their books, the Fund helps promote contemporary Scottish authors overseas. Works of fiction, nonfiction, poetry, graphic novels and children’s literature are eligible, and all these genres as well as some Scottish classics have received funding.

During the last year, 26 international publishers received a total of £30,000 for works by Scottish authors to be translated into Brazilian Portuguese, Croatian, Danish, Dutch, Estonian, French, Galician, Hungarian, Italian, Japanese, Lithuanian, Polish, Serbian, Spanish, Swedish, and Ukrainian.

The authors were Ali Smith, Amy Liptrot, Andrew O’Hagan, Dan Smith, Douglas Stuart, Elle McNicoll, Elspeth Barker, Ewan Morrison, George Mackay Brown, Graeme Armstrong, Graeme Macrae Burnet, Iain Banks, Ian Rankin, Jackie Kay, James Yorkston, Jenni Fagan, JO Morgan, Kapka Kassabova, Liz Lochhead, Nan Shepherd, and Peter Ross.

Since it was set up in 2015, the Translation Fund has supported 178 international publishers to translate works by Scottish writers. This year saw another increase in the amount of applications as well as the diversity and variety of books, languages and countries.

Creative Scotland supplies the funding and Publishing Scotland administers it on their behalf. A panel assesses the applications and in 2022 the members are: Annie Rutherford (Writer, Translator and Programme Co-ordinator StAnza), Katalina Watt (Literature Officer, Creative Scotland), Rebecca de Wald (Literature Programme Producer, Cove Park), Dr Scott Lyall (Associate Professor, Edinburgh Napier University), and Publishing Scotland’s Marion Sinclair (Chief Executive) and Lucy Feather (Member Services Manager).

Pictured: Spanish translation of Shuggie Bain by Douglas Stuart and Romanian translation of The Outrun by Amy Liptrot, both supported by our Translation Fund.
The purpose of this fund is to assist book publishers in Scotland to develop their digital offering and skills through access to marketing opportunities, events, training and consultancies.

There was one round of the fund in this period and nine Scottish publishers were awarded funds totalling just over £10K. Awards were made to innovative and other useful digital projects that were not part of the publisher’s core publishing offer. The successful recipients and their projects were: Barrington Stoke / Rocket Bird – Marketing and ecommerce • Bright Red Publishing – Further work on existing digital project • Cranachan Publishing – Audiobook narration • Little Door Books – Online conference ticket • The Wee Book Co – B2B marketing, consultancy • Sainted Media – Animated audiobook project • Scotland Street – Web sales, social media, customer engagement • Scottish Society for the History of Photography – Web sales and PR strategy • White Horse Press – Marketing promotional video.

‘We are incredibly thankful to have been awarded Go-Digital funding to allow us the chance to make our online presence more appealing, functional and attractive to the wider world.’ Go-Digital Fund recipient, Little Door Books
During the last year, 140 people attended our new and recurring training courses.

About our training
This has been a year for reflecting on our training – what we deliver as well as how we deliver it. After two years of online training, it is clear that many people appreciate the greater accessibility that moving to virtual courses has allowed. But as restrictions lift, there is a tentative move towards meeting in person as well as training that can be accessed any time to suit busy lives. There has also been increased interest in support that moves beyond skills so that people can attain a better work-life balance and carry out their work in a way that fits with their wider values on inclusion and sustainability.

Public courses
Looking beyond skills we organised new courses on managing employees’ mental health, and equality, diversity and inclusion. We also sponsored a Green BIC Brunch on the book supply chain. Digital skills training remains popular and new courses offered this year included: SEO, email marketing, advanced social media, and TikTok. The public and in-house workshops on proofreading and copyediting are responsible for training many members as well the public in these vital editorial skills. These are also the courses which attract interest from outside of Scotland.

Training for members
Circumstances continue to be challenging for many members and like last year we offered some free and heavily discounted training which was well attended. Members benefited from the Open Book series of talks, workshop talks such as the one on sensitivity readers, one to one support under our sales and marketing programmes, and training funded by the Go-Digital Fund. Among the training places paid for this year were places at The Bookseller’s Marketing, Children’s, and FutureBook conferences, and attendance at the University of Edinburgh’s 6-week programme on Developing a Data Driven Creative Business.

Working with others in the industry
At Publishing Scotland, we focus our efforts on training that is tailored to our membership whether that be specific content requirements or cost and accessibility. For more general training we often work in partnership with other bodies such as BookMachine, ACAS, and Creative Access. The annual series of free publishing law webinars delivered by Harper Macleod is increasingly popular with the 2022 series introducing new topics to meet demand from members. The Chartered Institute of Editing and Proofreading (CIEP) awards upgrade points for our editorial courses and we discount our courses to its members.

We have arranged free access to some BIC talks as well as a discount for BIC training courses helping members to access a wide range of metadata and production courses.

Some numbers
Between 1 December 2021 and 30 November 2022, 140 people attended training courses we set up. Around 80 people attended the Green BIC Brunch we sponsored with more watching the recording later. A further 60 members attended Open Book sessions, and 100 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:
- 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 (Witherbybs)
- Kay Farrell (Sandstone Press)
Sales management

Our sales support activities included organising one-to-one sessions and facilitating access to relevant data.

This year, in the main, our activities continued online rather than face to face, though we have also started hosting hybrid events with attendees in person as well as online.

The main focus of activity was in completing a sales strategy document for our member publishers which would highlight (1) training programmes to professionalise sales management skills and (2) seek out new trade opportunities for publishers. The 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. Work has begun too on implementing the strategy. Focusing on priorities, we have been identifying training partners and getting quotes.

Selling through Amazon is one priority where support has already started. Consultants Simon Pollard and Jason Cook led a class introducing building sales through Amazon. Eight member publishers – 404 Ink, Acair, Bright Red Publishing, Historic Environment Scotland, Luath Press, Sandstone Press, Saraband, and Studies in Photography – signed up for tailored one-to-one sessions with Simon and Jason that will help them build their sales with Amazon to their specific business.

As in 2021, 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.

The importance of sales data and how it can inform publishing decisions is also being tackled by the subscription of weekly bestselling statistics in Scotland from Nielsen Book Data, which we curate into a Scottish chart. We are also in ongoing negotiations with Gardners to provide our member publishers with sales data.

We have also provided our members with a bookshop database that has the details of every bookshop in the UK and Ireland. It is hosted in the member area of the Publishing Scotland website and is updated monthly from the Bookseller’s Association newsletter.
24 Trade and Marketing

Open Book and trade liaison

During the last year, we hosted seven Open Book sessions and produced four print and interactive catalogues.

Open Book

Open Book sessions are where we introduce trade figures and organisations to the membership through presentation, pitching and networking. Most were online and recorded with the first hybrid session (Bookspeed) taking place in the autumn. The 2022 sessions included:

• Roundtable discussion on audiobook development
• Pitching sessions for 2023 book festivals (Edinburgh International Book Festival, Aye Write!, Paisley, Granite Noir, Borders and Boswell)
• Gardners talking about their move into Europe
• Scottish Book Trust on the Book Bug programme
• Bookspeed discussing the non-traditional marketplace
• Fever Pitch sessions with the BA in the spring and autumn. In both events, the sessions were recorded and the powerpoint presentations were distributed to booksellers across the country who couldn’t make the session.

Trade Liaison

As part of our Year of Stories campaign, we produced two seasonal physical catalogues (spring/summer and autumn/winter) to push domestic sales in a year when Scotland’s stories were being celebrated. The catalogues were distributed to every independent and chain bookshop, every library, every VisitScotland iCentre, and numerous Historic Environment Scotland locations across Scotland. POS material (bookmarks and posters) to be shared with customers and visitors was also made available.

Funding was continued, in the first half of the year, for 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 twice in time for our reappearance at both the London Book Fair and Frankfurt Book Fair. For both fairs we created a digital, interactive catalogue packed with information on our publishers’ books as well as featuring extra audio, video and visual content. For London, it was promoted with printed postcards with QR codes to distribute to our stand’s visitors. A physical copy of the autumn catalogue was printed for the Frankfurt Book Fair.

Published both online and in print, the autumn edition of New Books Scotland travelled with us to the Frankfurt Book Fair in October. All our catalogues can be accessed online via Our Publications page on the Publishing Scotland website.
Libraries, trade events, and the Trade and Marketing Committee

We prioritised forging connections and demystifying the industry.

Libraries
We continued building on our relationship with the libraries sector with another Libraries Day in March. As well as the pitching of books and authors to the librarians, there were networking sessions in breakout rooms. Publishers and librarians from across Scotland attended, great connections were forged, and our familiarity with the online space meant the breakout sessions were fun and productive.

We also promoted SLIC’s online Year of Stories ‘Keep the Heid and Read!’ campaign.

Society of Authors, Scottish Book Trust, and Push the Boat Out
Demystifying the publishing process has become a vital task for the industry to guide those outwith the industry to understand how our sector works, and to encourage those who have felt excluded from publishing to engage and participate in publishing. To that end, Publishing Scotland hosted an event, in association with the Society of Authors, called Money Talks: Who Gets What in the Book Trade. The event’s aim was to outline the various costs of getting books into readers’ hands and to explore sustaining book careers. The event was chaired by Heather Parry, Senior Policy and Liaison Manager (Scotland) for the Society of Authors, and the invited panellists covered the breadth of the book trade: Kate Gibb, Chief Operating Officer at Canongate Books; Nicola Solomon, Chief Executive of the Society of Authors; Jenny Brown of Jenny Brown Associates; Marie Moser from The Edinburgh Bookshop; and Davinder Bedi, Managing Director of Booksource. The event was well attended and continues to receive viewers on the Publishing Scotland YouTube channel.

In August 2022, Vikki Reilly (Business Development Manager) chaired a session with booksellers Mairi Oliver and Angie Crawford for the recipients of Scottish Book Trust’s Scots Language Publication Grant. The aim of the panel discussion was to outline the best working practice for trading with bookshops.

Vikki also took part in a panel discussion on publishing for the Push the Boat Out festival in November 2022.

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)
• Kristian Kerr (Edinburgh University Press)
• Suzanne Kennedy (Floris Books)

Organised in association with The Society of Authors, our Money Talks event brought together a panel of experienced book trade professionals to demystify the publishing process.
As part of Visit Scotland’s Year of Stories theme, we ran various promotional activities across the year.

In designating 2022 as the Year of Scotland’s Stories, Visit Scotland (the country’s national tourism body) put stories firmly at the heart of tourism. Seeing it as an opportunity not to be missed, our own sub-strand, ‘Shaping Scotland’s Stories’ was one of Publishing Scotland’s major projects for the year.

Using Visit Scotland’s themes as a jumping off point – iconic stories and storytellers, inspired by nature, local tales and legends, new stories, and Scotland’s people and places – Publishing Scotland sought to spotlight the variety of talent resting in our membership and their front and backlists in a variety of ways throughout the year. These included live and hybrid events at festivals and conferences, two catalogues of Scottish books, and a wide range of interviews and articles with authors and publishers.

Publishing Scotland partnered with many fantastic book festivals and events to celebrate crime writing, memoir, poetry, debuts, non-fiction, and more. These events and festivals including Granite Noir, StAnza, Boswell Book Festival, ACME Scotland Comic Con, and the National Mod, brought the work of 17 publishers to hundreds of attendees across Scotland, with even more tuning in online.

On the Publishing Scotland website, we ran member spotlights, diving into their own stories told in their own words. A wide range of publishers featured: the bigger and long-established such as Black and White Publishing, Canongate Books, and Scottish Text Society; arts, literature and language organisations Gaelic Books Council, National Galleries Scotland, and Association of Scottish Literature; and versatile specialist publishers such as Kitchen Press, Blue Fox Comics, Bright Red Publishing, and Scottish Mountaineering Press.

Books published by members on all sorts of topics across sport, graphic novels, poetry, history and more were spotlighted in different ways. One strand featured author interviews including Eunice Olumide on how to get into fashion, Nan Shepherd Prize winners Marchelle Farrell and Nina Mingya Powles, and Vixy Rae on the wonder of textiles. Another strand, our ‘Response’ series, inspired by that of Fringe of Colour, saw writers engage with books in new ways: from Harry Josephine Giles exploring the art of translation via Charco Press’ translation diary Catching Fire, to journalist Arusa Qureshi celebrating the world of live music and its power via Salamander Street’s Brickwork: A Biography of the Arches.

The two Shaping Scotland’s Stories catalogues showcased the vibrant talent of our members’ recent publishing output in Spring and Autumn editions. Thousands of physical copies were distributed to independent and chain bookshops, libraries and visitor centres across the country for customers and readers.

The Year of Stories output will remain available on the Publishing Scotland website.

As part of our Year of Stories activities, we participated in the ACME Scotland Comic Con in Glasgow. Pictured here is Publishing Scotland’s Vikki Reilly hosting the stand.
Festivals and Events

Edinburgh International Book Festival 2022

The world’s largest book festival is greatly important to Scottish publishers and writers.

New Voices Showcase

As part of the Edinburgh International Book Festival’s Business of Books events strand, Publishing Scotland programmed an event that also formed part of their Year of Stories events with book festivals across the country.

The New Voices Showcase featured both publishers and their new authors and focused on the importance of bringing new voices and new Scottish stories to the fore. Chaired by Sally Magnusson, the discussion centred around the work that goes into seeking new writers and bringing their books to market across all genres. Taking part were:

- Clare Cain of Fledgling Press and author Trishna Singh, discussing Trishna’s memoir *A Silent Voice Speaks*
- Alan Windram of Little Door Books and author and illustrator Corinna Campbell, discussing her children’s picture books *The Girl Who Stole the Stars* and *The Boy Who Rescued a Rainbow*
- Peter Burnett of Leamington Books and author Charlie Roy, discussing her debut novel *The Broken Pane*

The event was rounded off with a performance from poet Anna Cheung, whose collection *Where Decay Sleeps* was published by Haunt Publishing.

In conjunction with this showcase, the book festival and Publishing Scotland also took part in a special edition of the Scots Whay Hae! podcast alongside member publishers Anne Glennie (Cranachan Publishing), Finlay Robson (Arkbound), Heather McDaid (404 Ink), Nathaniel Kunitsky (Knight Errant Press), Rebecca Wojturska (Haunt Publishing), Samuel McDowell (Charco Press), Sara Hunt (Saraband), and Sha Nazir (BHP Comics).

Book sales 2022

In 2022 the book festival again took place at the Edinburgh College of Art, this time with a slightly larger space for bookselling. Publishing Scotland encouraged members to send titles to the shop for the duration of the festival and had 47 publishers showcasing titles there. All featured new and backlist titles.
In 2021, we celebrated Book Week Scotland with two showcase events and a Twitter giveaway.

Book Week Scotland, organised by Scottish Book Trust, is a celebration of books and reading that takes place across the country every November. In 2021, Publishing Scotland celebrated it online with two pre-recorded showcase events that focused on debut writers published by our members.

Our first showcase was for new fiction writers and featured readings and Q&As with:
- Charlie Roy – *The Broken Pane* (Leamington Books)
- Kirsti Wishart – *The Knitting Station* (Rymour Books)
- J A Mensah – *Castles from Cobwebs* (Saraband)
- Lorraine Wilson – *This is Our Undoing* (Luna Press Publishing)
- Adrian Keefe – *Gamebird* (Sparsile Books)

We also hosted a non-fiction showcase where authors told viewers the background to their works as well as answering pre-prepared questions from Publishing Scotland. The authors that took part in that showcase were:
- Nina Mingya Powles – *Small Bodies of Water* (Canongate)
- Arusa Quershi – *Flip the Script: How Women Came to Rule Hip Hop* (404 Ink)
- Peter Sawkins – *Peter Bakes* (Black and White Publishing)

All the debut books featured in a Twitter giveaway through BooksfromScotland which had a tremendous amount of engagement, and five lucky winners.
Member Highlights

Scotland’s National Book Awards 2021 and British Book Awards 2022

Our member publishers enjoyed another successful year, receiving multiple awards and shortlistings.

Scotland’s National Book Awards 2021: Publishers of the Year

These awards are organised by the Saltire Society. Canongate Books won the Publisher of the Year title in November 2021 and Charco Press was highly commended. Two other members were shortlisted: 404 Ink and Scotland Street Press.

Ceris Jones (Campaigns Manager, Sandstone Press) and Jamie Norman (Campaigns Executive, Canongate Books) were the joint winners of the Emerging Publisher of the Year award in partnership with Publishing Scotland. The other finalists were members Bethany Ferguson (Rights Executive, Canongate Books) and Louise Hutton (Assistant Editor, Edinburgh University Press).

British Book Awards 2022: 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 Cranachan Publishing being named the overall winner. The Wee Book Company was highly commended.

The full shortlist was:
- 404 Ink
- Charco Press
- Cranachan Publishing (WINNER)
- Leamington Books
- Little Door Books
- Scotland Street Press
- The Wee Book Company (HIGHLY COMMENDED)

Member Saraband was also shortlisted in the North England category.

British Book Awards 2022: Publisher Awards

Jessica Neale of Canongate Books won the British Book Awards Rights Professional of the Year 2022 and received the trophy on 23 May at a ceremony in London.

Other members shortlisted for British Book Awards (or Nibbies) were:
- Marketing Strategy of the Year: Heather McDaid and Laura Jones at 404 Ink for their Inklings Series launch
- Designer of the Year: Rafaela Romaya at Canongate
- The British Book Awards for Export: Canongate
- Academic, Educational & Professional Publisher of the Year: Edinburgh University Press. Four of the other nominees also have a presence in Scotland: Bloomsbury Professional, Collins, Hodder Education Group and Jessica Kingsley Publishers.
- Independent Publisher of the Year: Canongate
- Publisher of the Year: Canongate
30 Member Highlights

Company and people news and awards

Our members celebrated innovations, anniversaries, and record-breaking turnovers, and won grants and awards for their books and other achievements.

404 Ink
404 Ink won the Team category at the FutureBook Awards 2022 for its 404 In(k)ternship scheme.

Canongate Books
Canongate Books reported record-breaking turnover of £28M, and pre-tax profits of £5.7M, for the 15 month period from January 2021 to March 2022.

Edinburgh University Press
In January 2022 Edinburgh University Press announced a turnover of over £4m in 2021 reaching that milestone in a challenging year.

Luna Press Publishing

Edinburgh Napier University
Merchiston Publishing
Edinburgh Napier University was ranked number 1 for Journalism, publishing and public relations in The Guardian best university rankings 2022. Merchiston Publishing (the imprint of the publishing course) was shortlisted for two awards at The Herald Higher Education Awards. Its Books to Bairns initiative was shortlisted for both the Outstanding Contribution to the Local Community Award, and the Equality, Diversity and Inclusion Award.

Itchy Coo
Children’s publisher Itchy Coo, part of Black & White Publishing, celebrated 20 years of publishing books in Scots.

Jenny Brown Associates
2022 saw Jenny Brown celebrate the 20th anniversary of founding her literary agency Jenny Brown Associates.

Prepress Projects
Employees at Prepress Projects Ltd own it as of 20 October 2022 when it transitioned to an employee ownership trust model helping to secure its future as an independent company.

Scots Language Publication Grants
Three member publishers received grants in 2022: Luath Press for Animal Fairm by George Orwell, translated by Thomas Clark; Itchy Coo / Black & White Publishing Ltd for Birds and Beasties: Scots Poems for Bairns (working title) by J K Annand, edited by Matthew Fitt and James Robertson; and Rymour Books for Liberties by Peter Bennett.

Witherby Publishing Group
In 2021 the Witherby Publishing Group Charitable Trust celebrated an incredible milestone of £1 million of giving since the Trust was established in 2011. The Witherby Publishing Group Charitable Trust funds inspirational projects and individuals across Scotland, primarily in the areas of sport, the arts and education.
Both well-established individual members and those just a few years into their careers were recognised for their contributions to the industry, and one member even set a new world record.

Jamie Byng (CEO, Canongate Books) once again appeared on The Bookseller’s list of the most influential people in UK publishing. The list (which has appeared every year since 2009) is made up of publishers, retailers, authors, trade bodies, and more. Also listed in 2021 were: Matt Haig (author published by Canongate), Meryl Halls (MD, Booksellers Association), and Marion Sinclair (Chief Executive, Publishing Scotland).

Helena Gonda, a Senior Commissioning Editor at Canongate Books, was named as one of the 2022 Frankfurt Book Fair’s Fellows.

Gill Heeley (Canongate Books), Laura Jones and Heather McDaid (both 404 Ink) were named as Rising Stars in The Bookseller’s list of 2022.

Helena Heald (Edinburgh University Press) is one of the 2022 Printing Charity Rising Stars in marketing.

In 2022, Iain Macneil (CEO of Witherbys who publish specialist titles in the shipping sector), took part in a unique and challenging expedition. After 151 days at sea, Iain and his crew of four set a new world record, having completed a world first circumnavigation, crossing the equator twice and travelling through 360 degrees of longitude of around 31,500 nautical miles.
32 Member Highlights

Books

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

Ruth Ozeki won the 2022 Women’s Prize for Fiction with her fourth novel *The Book of Form and Emptiness* (Canongate Books).

Mrs Death Misses Death by Salena Godden (Canongate Books) won the BA Indie Book Award for Fiction 2022.

Pablo Font won the Cover of the Year Award at the National Book Awards in 2021 for *Fate* by Jorge Consiglio (Charco Press).

Elena Knows (Charco Press) was shortlisted for the International Booker Prize and the Queen Sofia Spanish Institute Translation Prize, and longlisted for the Barbellion Prize (all 2022).

Duck Feet by Ely Percy (Monstrous Regiment Publishing Ltd) won Book of the Year at Scotland’s National Book Awards in 2021. The winner is selected from the category winners and it also won the Fiction Book of the Year.

Constabal Murdo 2: Murdo ann am Marseille by Angus Peter Campbell (Luath Press) won The Highland Society of London Prize for Best Fiction Book at the Gaelic Literature Awards 2022.

Fin & Rye & Fireflies by Harry Cook (Ink Road/Black & White Publishing) won the Scottish Teenage Book Prize 2022.

The Chessmen Thief by Barbara Henderson (Pokey Hat/Cranachan Publishing) was the winner of the 5–9 years category of The Young Quills Awards for Historical Fiction 2022.
33 Member Highlights

Books

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

- **The Midnight Library** by Matt Haig (Canongate) received a Platinum Bestseller Award by Neilsen for selling over one million copies.

- **May God Forgive** by Alan Parks (Canongate Books) won The McIlvanney Prize 2022.

- **This Is Our Undoing** by Lorraine Wilson (Luna Press Publishing) won the Debut Novel category of the Subjective Chaos Kind of Awards 2022.

- **Case Study** by Graeme Macrae Burnet (Saraband) was longlisted for the Booker Prize 2022 and HWA Gold Crown Award, and shortlisted for the Gordon Burn Prize.

- **The Dark Remains** by William McIlvanney and Ian Rankin (Canongate Books) won the Fiction: Crime and Thriller category at the 2022 Bookseller's British Book Awards.

- **Bleak: the mundane comedy** by Roddy Murray (Saraband) won First Book of the Year at Scotland’s National Book Awards 2021.

- The winner of the inaugural Kavya Prize was ‘Toy Plastic Chicken’ by Uma Nada-Rajah published in *A Play, A Pie and A Pint: Volume One* (Salamander Street).

- **The Fox of Glencoe** (Scottish Mountaineering Press), which chronicles the adventures of the legendary Hamish MacInnes and his achievements in the field of mountaineering, was honoured with an award at the 2022 Banff Mountain Book Competition.
Members’ books won or were listed for awards local and international, new and established, in a wide range of categories.

**The Biggest Footprint: Eight billion humans. One clumsy giant** by writer/illustrator brothers Rob and Tom Sears (Canongate Books) was the winner of the Wainwright Prize for Children’s Nature & Conservation Writing 2022.

**Darkness Visible: The Sculptor’s Cave, Covesea, from the Bronze Age to the Picts** by Ian Armit and Lindsey Buster (Society of Antiquaries of Scotland) won the Research Book of the Year supported by the National Library of Scotland at Scotland’s National Book Awards 2021.


**Worlds Apart: Worldbuilding in Fantasy and Science Fiction** by Francesca T. Barbini, ed. (Luna Press Publishing) won Best Non-Fiction Book at the BSFA Awards 2021.

Ruth Ozeki receives the 2022 Women’s Prize for Fiction for her novel The Book of Form and Emptiness, published by Canongate Books. Photo courtesy of Women’s Prize for Fiction.
35 Member Highlights

Books
36 Member Highlights

Books

- Mrs Death: Based on the life of Sailean Godden, who错死了 twice.
- It’s About Time: Poems of an Uncertain Woman
  - By Lesley Storm
- Nàdar De: Some Kind Of
  - By Pádraig MacAodhain
- Checkpoint: How Video Games Power Up Minds. Kick Ass and Save Lives
  - By Joe Donnelly
- Islands of Abandonment: Life in the Post-Human Landscape
  - By Cal Flyn
- The Future God of Love
  - By Dilman Dila
- The Dream Factory
  - Inside the Make-or-Break World of Football Academies
  - By Ryan Baldi
- Slaves and Highlanders: Hunted Survivors of Scotland and the Caribbean
  - By David Aitken
- Tom Wood
  - Tansformed by Yal McDermid
- Ruxton: The First Modern Murder
- Fred MacAmhlaigh: Remembered Writer
- Fear de Mhúinntir Sholais: A Collection
- Gaelic in Scotland: Policies, Movements, Ideologies
  - By Wilson McLeod
- In a Veil of Mist
  - By Donald S Murray
Member Highlights

Books

- Maxwell's Demon by Steven Hall
- Things I Have Withheld by Hei Miller
- The Empty Orchestra by Elizabeth Priest
- The Queen's Lender by Jean Findlay
- The Unusual Suspect by Ben Machell
- The Wolf Hunters by Amanda Mitchison
- Everest
- Union and Revolution
- Worlds Apart: Worldbuilding in Fantasy and Science Fiction
- Ray Harryhausen: Titan of Cinema
- Eachdraidh le Càirdeas le Cridhe: Ainmean-litCeann a Tuath Leòdhais
- History with Heart and Soul: The Place-names of North Lewis
The Association of Scottish Literary Agents (ASLA) is the representative body of literary agents based in Scotland. Among its members are 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. To give a flavour of what they do, here are some of their favourite deals secured in 2022.

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**The Two-Headed Whale: Life and Loss in the Southern Oceans**
*by Sandy Winterbottom*

The rights to this fascinating story of two separate adventures across the Antarctic were sold immediately after the London Book Fair to Jen Gauthier, Publisher at Greystone Books, who pre-empted the book having read it on the plane home to Canada. She increased her North American offer to include Australia where they also have on the ground PR and will publish a year after the UK edition. (FB)

**The Salt Roads: How Fish Made a Culture**
*by John Goodlad*

This history of the far-reaching influence of Shetland’s salt fish industry sold just before the Frankfurt Book Fair to Chris Herschdorfer at Noordboek in The Netherlands, which helped generate international interest at Frankfurt by publishers who otherwise might have dismissed it as a Shetlands book. (FB)

**Three Fires**
*by Denise Mina*

The rights to this standalone novella by one of Scotland’s most beloved writers were sold to Pegasus, the option publishers in the US for her novellas such as Rizzio, published to widespread acclaim. Claiborne Hancock and Jessica Case were the acquiring editors. (FB)

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**Sell us the Rope by Stephen May**

Published in the UK by Sandstone Press, the North American rights to this historical fiction novel were sold to Bloomsbury US on behalf of Sandstone Press. (AJ)

**The Ponies at the Edge of the World**
*by Catherine Munro*

This memoir set in Shetland was published in the UK by Rider, and Dutch rights were sold to Noordboek by Andrea Joyce in conjunction with Kooy Agency on behalf of Jenny Brown Associates. (AJ)

**Arcadian Days**
*by John Spurling*

Duckworth first published this collection of five Greek myths for contemporary readers in the UK, with North American rights being sold to Pegasus in 2022 on behalf of Duckworth. (AJ)

**My Pisces Heart**
*by Jennifer Neal*

North American rights sold to Catapult on behalf of Milly Reilly at Jo Unwin Literary Agency. (AJ)
Deals of the Year

Some more 2022 deals from Fiona Brownlee (FB) of Fiona Brownlee Associates, and Andrea Joyce (AJ) of Joyce Literary Rights Agency. Both agents are members of the Association of Scottish Literary Agents (ASLA).

**Where Demons Hide** by Douglas Skelton
The fourth book in the Rebecca Connolly crime fiction series sold just before Frankfurt to Cal Barksdale at Skyhorse in the US. The whole series was also sold to Gyldendal in Sweden and WAPI in Norway. The Rebecca Connolly books have previously been sold to Dumont in Germany, Gyldendal in Denmark and M G Gama in Greece. (FB)

**The Girl in the Photo** by Heidi Amsinck
This Scandinavian Noir novel, the second in the Jensen Thriller series, was published in the UK by Muswell Press, with German rights sold to Droemer by Andrea Joyce on behalf of Muswell Press. (AJ)

The Scotland at Frankfurt stand with members and agents including Fiona Brownlee on the right.
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As well publishing the online issues we have a growing mailing list of readers who receive each issue straight into their inbox, and an expanding social media community across Facebook, Twitter and Instagram.

We continued to curate and share excellent content over 2022, using the themes from Year of Stories to shape our themes. Due to the success of their April 2021 issue, we collaborated once more with the Scottish BPOC Writers Network where they guest edited the June issue with the theme of Sanctuary.

In June, we collaborated with the Scottish BPOC Writers Network on a guest BfS issue with the theme of Sanctuary.
2021 was as interesting and as challenging as the year before as we at BookSource, and the sector, continued to navigate our way through the pandemic. Keeping the operation going continued to be the task at hand and I’m pleased to say that, once again, with the support and dedication of our team not a day was missed as we helped publishers do business throughout the year. The market came back to us towards the end of the year which helped offset the loss of furlough funding and ultimately allowed us yet again to make a positive contribution to the Group financial statements.

2022, however, is somewhat of a mixed bag so far. The year began very encouragingly as the market continued to be buoyant but by Easter this had fallen off considerably and the post-pandemic malaise had set in. Significant cost increases (paper and electricity) are hitting us all and there is no doubt in our minds that the next few years in publishing will be tough. We are expecting fewer books and lower sales – a situation which already exists, to the extent that this year we are working towards a breakeven position. We continue to attract new and exciting lists and I suspect that BookSource carries one of the most diverse ranges in the industry.

Our strategic agenda continues to focus on sustainability and to this end we invested in a box shredding machine. We now no longer buy in virgin void fill but instead use shredded cartons that we’d normally skip to protect books in transit. We have also switched to using reinforced paper tape instead of vinyl – further reducing our use of single use plastics. We have contracted Our Carbon to provide for us a full Carbon Account of the business, after which we can begin to tackle some of the more hidden aspects of our carbon footprint. Our target is to coincide with Glasgow’s aim to be Carbon Neutral by 2030.

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. Hybrid working is now the norm for us and our staff love it!

We are grateful for the continued support of 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
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

- Voluntary income: £23,818
- Investment income: £1,432
- Commercial trading: £1,576,011
- Charitable activities: £369,814
- Other income: £77,739
- Total Income: £2,048,814

Resources expended

- Charitable activities: £410,554
- Commercial trading: £1,609,411
- External shareholders: £7,478
- Total Expenditure: £2,027,443
- Balance: £21,371

PS charitable activities

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

Group expenditure

- Marketing 4%
- Funds 8%
- Book Fairs 2%
- BookSource 80%
- Training 3%
- Events 3%
Contact Us

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 Twitter, like us on Facebook, join our LinkedIn group, and sign up for our BooksfromScotland 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.

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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

Acknowledgements
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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.