

**Scottish  
Book Trust**  
inspiring readers and writers



**Annual Review 2016/17**  
**Changing lives  
through reading  
and writing**

## Our vision

We envisage a Scotland where everyone values and benefits from the power of reading and writing to transform lives.

## Our mission

To inspire and empower the people of Scotland to realise their potential through an enjoyment of reading and writing. To transform lives, giving everyone an equal opportunity to thrive through literacy, imagination and creativity, focusing particularly on people whose need and potential are greatest.

## Our approach

We are trusted experts in the benefits of writing and reading for pleasure, connecting people and organisations across Scotland so everyone can access our innovative resources, events and opportunities.

## Our values

The way we approach our work is as important as the programmes themselves. We commit to being...

– **Creative:** We welcome innovation and experiment with new approaches. Our staff contribute and test out ideas and we encourage this approach in our partners.

– **Bold:** We tackle challenging issues, set high standards and ask difficult questions of ourselves and of others. We create a culture of openness and ambition within our organisation.

– **Collaborative:** Our partnerships are one of our most valuable assets. Successful collaboration is fundamental to our achievements, our development and our impact.

– **Nurturing:** We treat everyone with respect and value diversity and individuality. We are committed to fulfilling potential and developing talent.



## CHAIR'S REPORT

### **In 2016/17 Scottish Book Trust delivered another strong performance with programme growth and creative development.**

Our contribution to the attainment agenda in Scottish education saw the successful delivery of two national programmes, funded by the Scottish Government. As part of Read, Write, Count, we delivered 130,000 bags of high quality, creative and inspirational books and activities to every child in P2 and P3, supported by resources for teachers and parents. The First Minister's Reading Challenge, aimed at promoting and sustaining a reading culture in Scotland's schools, achieved outstanding success, with 74% of primary schools participating. Both programmes continue to offer great opportunities for further creative development, linking as they do to our other activities for schools.

Our Bookbug programme once again contributed strongly to the national effort to promote literacy and a love of reading in young children, reaching every child aged five and under with 246,750 bags of wonderful books and resources. The Bookbug Outreach programme continues to provide bespoke support for families in greatest need. Our evaluation revealed that 99% of surveyed health and social work practitioners agreed it was highly effective.

Funded for a second year by Creative Scotland, What's Your Story?, our ground-breaking new programme for teenage writers, continued to thrive and develop, as did our wider Writer Development programme.

Our productive partnership with Creative Scotland also delivered another fantastic year for Book Week Scotland, offering over 1,000 events across the country while generating over 855 pieces of print media coverage.

We succeeded in securing funding for two new digital projects. We look forward to trialling and investigating the possibilities offered by working in this new way with our audiences.

During the year, our senior management team very effectively integrated two new members and made considerable progress in shaping and beginning delivery of our fundraising strategy. We also successfully recruited four excellent new Board members who will contribute their skills and experience to the charity's continued success.

In spring 2017, we submitted a robust new business plan to Creative Scotland in support of another three-year funding bid. We will continue to champion creativity, self-expression and personal fulfilment through our programmes and will work to grow and sustain one of Scotland's best-loved charities, directly reaching more than two million people living in Scotland each year.

**Keir Bloomer**  
**Chair**



# Key facts



We gave

**1.18 million free books**

to the public to spread the life-changing magic of books.

Our videos were viewed

**286,000 times**

on our website, YouTube and Facebook.

We generated

**2,926 articles**

in local, national and international press about Scottish Book Trust, with a total value of £4.6 million.

Our three websites generated close to

**2.75 million hits**

from 687,000 people around the world.

The public listened to Bookbug's songs and rhymes

**179,684 times**

on SoundCloud – that's

**492 listens per day.**



Our 50 Word Fiction Twitter competition reached

**10,000 entries.**

Photo by Chris Scott.



## CEO'S INTRODUCTION

**It is a truth universally acknowledged that reading is a fundamentally empowering activity for every individual, whatever their age, stage and background.**

More than a decade ago UNESCO recognised this, unequivocally declaring that 'Reading for pleasure is the single most important thing that will make a child successful in life.'

No other activity or habit is as beneficial in so many ways across the whole arc of a person's existence: reading contributes to educational attainment, wellbeing, social and emotional intelligence, and it is the most effective gateway there is to personal expansion and development. Reading widely and adventurously allows us to discover, give expression to, and fulfil the potential that lies within each and every one of us.

In concluding his two-year stint as the UK's Children's Laureate, author and illustrator Chris Riddell wrote: 'Reading allows us to see and understand the world through the eyes of others. A good book is an empathy engine.'

Scottish Book Trust exists to put that engine into everyone's hands – to promote all the pleasures, skills and benefits that come from literacy, and from a positively sustained, life-long immersion in the many worlds and forms of reading and writing. Wherever we act, we are guided in our charitable mission by a passionate desire to invest in human potential with the greatest possible efficiency, effect and impact.

The 2016/17 period saw, once again, the design and delivery of an astonishing array of top quality programmes to well over two million people of all ages across every community in Scotland, as the following pages demonstrate. At the same time, we laid strong foundations for the further creative development of our work and activities, as detailed overleaf. We remain ever restless, and ever creative, in our value-driven mission to ensure that everyone in Scotland has an equal chance to enjoy, participate in, and benefit from, the power of the book and the written word.

**Marc Lambert**  
**CEO**





# Looking forward to 2017/18

## In 2017/18 we will deliver the following priorities:

- **Build a national reading culture** in schools and homes, working with a rich and diverse network of partners, while utilising our unique access to every child and family in Scotland through Bookbug, the First Minister's Reading Challenge and Read, Write, Count, programmes, to gift a million books and other inspirational resources annually.
- **Extend the scope and deepen the impact of our work to reach currently under-represented audiences** through further development of programmes including Bookbug Outreach, working with Scotland's most vulnerable families in every local authority.
- **Grow our partnership with Scotland's universities to develop an evidence base for our work**, linking academia with policy and practice in the fields of reading, writing, and literacy, while helping to deliver research on women's representation in the literary world, and establishing a new body, the Scottish Interdisciplinary Language and Literacy Network, to investigate new approaches to closing Scotland's educational attainment gap.
- **Share evolving international theory, knowledge and practice** through our membership of EU Read, a European-wide network of NGO reading and writing organisations.





**Grow and develop our digital capacity and reach,**

creating a new website and investing in a new CRM database while designing new digital approaches to support and extend our Early Years and Reader Development programmes.

**Design further high quality professional development training programmes,**

delivered nationally to writers, educators and early years practitioners.

**Extend and develop Book Week Scotland as a national celebration of reading and writing,**

building on our 100+ partnerships with local and national organisations to deliver 1,000 events nationally.

**Further diversify the reach of our programmes by working with the elderly,**

using books to help combat loneliness and dementia through our new Reading Friends programme, in partnership with The Reading Agency and the Big Lottery Fund.

**Continue to identify, develop and support writing talent in Scotland,**

from teenagers to senior writers, with an emphasis on assisting writers who face additional barriers.

**Implement our fundraising strategy**

to support our programme development, building on the gains already achieved in 2016/17.



# Early Years: giving children the best start

## 5 fast facts

— The Bookbug programme helps ensure that stories, songs and rhymes are part of every baby and young child's life, by providing free Bookbug Bags so that all families have books in the home.

— 241,785 children in Scotland aged 0–5 received 737,950 free books from Bookbug in 2016/17. In collaboration with Dolly Parton's Imagination Library we gave books to a further 2,588 children in care every month.

— Bookbug uses stories, songs and rhymes to build family relationships, as well as supporting attachment, children's development and pre-literacy skills.

— Over 23,670 free Bookbug Sessions took place in libraries and community venues across every local authority in Scotland in 2016/17, with 687,250 parent and child attendances.

— Bookbug provided free training to 3,543 professionals supporting families across Scotland. This included new courses for health visiting, early education and childcare students.





# art in life

## CASE STUDY

### Orkney Library and Home-Start Orkney use Bookbug Sessions to support families suffering isolation and anxiety

Following reports from local nurseries of a decline in language and literacy skills, Bookbug was identified as the ideal activity to build these skills. Erika Copland from Home-Start Orkney recognised that families suffering from isolation and social anxiety did not have the confidence to go to the busy public Bookbug Sessions. With Children's Librarian Sally Walker, she set up small, accessible Bookbug Sessions for these families to build peer support, confidence and increase parental interaction with their children.

Sally explained:

'I have found delivering these sessions very different and quite challenging. The first thing that struck me was the lack of interaction between parent and child. Parents are either unfamiliar with the songs and rhymes or feel too self-conscious to join in. One of the children picked up a book and took it to his dad, who rather sternly told him to return it. The dad sat with his coat on, didn't speak to anyone and only gave one word answers if anyone tried to speak to him. He showed no interest in what his son was doing.'

Over just six sessions, Sally saw the parents grow slowly in confidence and begin to join in with some songs and actions and to interact with their children. She reported that at a later session, 'the dad was sitting on the floor with a group of children, building towers and talking to them.' Erika added, 'He told me he had attended the mainstream sessions, but due to a diagnosed mental health condition felt he was judged, and he really valued having the opportunity to attend the smaller sessions, building up confidence to join in with his son amongst people he trusted.'

Some families attending these sessions have begun to attend public sessions and other community activities. Home-Start Orkney plans to continue the partnership next year.

**'The Bookbug programme allows parents across the social spectrum to learn those skills of reading to children, to experience the joy and pleasure of seeing a child respond to stories, and it will help narrow the gap between rich and poor.'**

*Sir Harry Burns,  
Professor of Global Health,  
University of Strathclyde*

**'We think the Bookbug Bag is amazing. My baby got her first books from the Bookbug Bag and we started reading earlier than I thought was possible.'**

*Parent*



**'One parent had never read a book to her children. After three weeks of Bookbug she had the confidence to read and even use different voices... she saw how much her kids loved this and the joy on their faces gave her more determination to read books every night before bed.'**

*Family Support Worker*

# Attainment: closing the gap



## 5 fast facts

- We deliver Read, Write, Count and the First Minister's Reading Challenge, Scottish Government initiatives aimed at closing the poverty-related attainment gap in education.
- Through Read, Write, Count we gift bags of free books, writing materials and counting games to all 130,000 Primary 2 and 3 pupils in Scotland so that all families can have fun learning together at home.
- The First Minister's Reading Challenge aims to encourage reading for pleasure and to support schools and their communities to build a reading culture.
- An amazing 74% of all primary schools in Scotland took part in this first year of the First Minister's Reading Challenge.
- We received over 500 submissions for the 11 prizes celebrating pupils' and schools' reading journeys, each showcasing the brilliantly innovative and creative work done throughout the Challenge.

**'We are extremely proud of the pupils' response to the Reading Challenge. Some children have transformed from reluctant readers to avid readers in the space of a few short months. Every child and adult in the school was willing to join in and have a go. It has been a brilliant challenge for all of us.'**

*Jenny Kiss, Headteacher,  
Bun Sgoil Stafainn*

## CASE STUDY

### **Craigour Reading Radio shouts about the First Minister's Reading Challenge**

Craigour Park Primary School used the First Minister's Reading Challenge as a starting point to create a whole school reading culture. They began by holding a reading for enjoyment week across the school. Older classes buddied up with younger classes under the theme of Roald Dahl, helping one another to create something to wear for a big launch assembly. Teachers told revolting rhymes each evening on the school website, with a mystery word that would form a special sentence at the end of the week.

The school decided to start a reading radio station for children and adults with bi-weekly broadcasts organised and presented by pupils. Teacher Jason Mallon said: 'All the children involved continue to learn from each and every episode they release and the show is getting better and better. We've had children from both ends of the school as well as teachers and visitors on the podcast to demonstrate that reading can be enjoyed by anyone, no matter what age. This has been a fantastic way of getting children who have really engaged with the Challenge to speak about what they are reading, sharing this with a larger audience in the process. We have noticed children who may not have picked up a book as readily as others wanting to talk about what they are reading as a result.'

'The First Minister's Reading Challenge was fantastic for our school. The ideas, resources and support provided from Scottish Book Trust helped us immensely in encouraging our children to read for pleasure more often. It has been wonderful to see how many of our pupils now choose to pick up a book and read when the opportunity presents itself!'

**'Before I started the First Minister's Reading Challenge I used to play with my iPad before I went to bed and I couldn't sleep. Now I read my book at night and it helps me sleep better.'**

*Melissa, Primary 6,  
St Aidan's Primary*



**'The ethos of the Read, Write, Count campaign is all about encouraging children and families to learn together with rich and powerful resources; gifting the bags at our Read, Write, Count event allowed families to do just that and ensure the fantastic resources are used in a meaningful way.'**

*Chrissie Gemmell, Depute  
Headteacher, Riverside Primary*





# Schools: inspiring young readers

## 5 fast facts

— We build a lifelong love of reading and writing through inspirational classroom projects and literary events for schools with top contemporary writers and illustrators from Scotland and around the world.

— 297,000 young people watched Authors Live in 2016/17 – our series of world-class author events produced in partnership with BBC Scotland Learning and broadcast live online.

— We launched The Bookbug Picture Book Prize and The Scottish Teenage Book Prize in 2016. Over 19,000 children and teens voted in the new awards.

— Over 1,700 children took part in our Shared Reading programme, with children aged 9–12 receiving specialist drama training to share books and stories confidently with younger children aged 4–6.

— 9,285 pupils in Scotland, England and Northern Ireland were inspired by authors and illustrators coming into their schools this year through the Scottish Friendly Children's Book Tour.



**'We encouraged a reading phobic class to write and edit a Scots Nativity play and discovered amazing talents in young adults who failed at school. My head started to explode thinking of all the great ways there are to promote the Scots language in classrooms all over Scotland.'**

*Rosemary Richey,  
Lecturer at Fife College on  
Matthew Fitt's  
Authors Live*

## CASE STUDY

### Authors Live inspires young writers at Lochnell Primary School

Lochnell Primary School's nursery, P1 and P2 pupils used Ed Vere's Authors Live event as inspiration for a fantastic transition project to help the nursery children feel confident moving up to Primary School.

The P1 and P2 pupils designed a poster to invite the nursery class to watch Ed Vere's Authors Live event and used funding from Scottish Book Trust's Authors Live Champions programme to travel to their local library and bookshop in Oban, 10 miles away, where they borrowed and purchased Ed's books to share back at school. Several children joined the library for the first time, and are now regular visitors.

After enjoying Ed Vere's event, the children read Ed's books and took part in activities designed by the P1s and P2s. The nursery children read *Banana!* and played games practising manners, with badges designed by the P1s as prizes, and created a song called 'Bananas with Good Manners'. The P1 children read *Max the Brave* and decided to create their own character, *Maxine the Brave*. They wrote and illustrated a story starring Maxine making new friends, and read the book with the nursery class. The P2 children read *The Getaway* and were inspired to create a storybook featuring the P1 pupils playing in the playground. This book was printed and given to each member of the nursery class, helping them feel more confident and excited about using the main school playground for the first time.

One nursery parent said her son 'knew all the words from memory and every page had to be shown to anyone who would stop long enough. It was obviously so precious, so loved and so read!'

Joy Cameron, class teacher, said: 'Our children want to share their book at Bookends Book Festival in Oban and are promising to bring their parents along to see their books showcased at a festival. We now have very proud young authors and illustrators in P1 and P2!'

**'It was really interesting and fun when MG Leonard came to our school! She has definitely inspired me to write more stories as when I am older I would love to become an author like her.'**

*Anna, 11, St Catherine's RC Primary School following the Scottish Friendly Children's Book Tour*



**'My class thoroughly enjoyed the Shared Reading drama session. We taught the other P7 class the same strategies, putting them to good use during our literacy week when we read to our P1 buddies. These skills will be well used this year as we carry on Shared Reading with P2 on a weekly basis.'**

*Clare Cahalin, Viewlands Primary School on the Shared Reading programme*

# Live Literature: bringing authors to commu

## 5 fast facts

— Supported by Creative Scotland, Live Literature enables professional writers to meet their audiences and hold inspiring events in communities, even in the remotest parts of Scotland.

— We give more than 750 writers, poets, spoken word artists, playwrights, storytellers, screenwriters, illustrators, graphic novelists, comic book writers and cartoonists the opportunity to meet wider audiences and to earn fees from their work.

— In 2016/17, we supported 1,200 author visits, reaching approximately 50,000 people across all 32 local authorities in Scotland.

— The reach of Live Literature is exceptional: including events in parks, prisons, adult education classes, drop-in centres for homeless and vulnerable people, hospital wards, care homes, writing groups, book groups and local festivals.

— In its pilot year, the Live Literature School Residencies programme appointed Writers in Residence in six schools in areas of multiple deprivation at no cost to the school. Schools reported an increased enthusiasm for reading and writing among participating pupils.

# nities

**'Live Literature enables us to bring writers, poets and illustrators to our libraries and that's when the magic happens! Live Literature events open doors and help our communities discover and deepen a love of books and reading We love them!'**

*Katharine Mulvenny,  
Inverclyde Libraries*

## CASE STUDY

### **Live Literature gives people who struggled to communicate a voice**

Ceartas, an independent advocacy service in East Dunbartonshire who work with people over 16 with additional needs, were awarded one Live Literature session in 2016. Sharon Bairden, Services Manager says: 'If advocacy is about giving people a voice then what better way to assist people in that process than the use of creative writing to provide an outlet for their stories? There are so many assumptions made about individuals who struggle with verbal communication; people are often denied a voice, labelled as "challenging" and "difficult" and experience stigma and discrimination as part of their daily lives.'

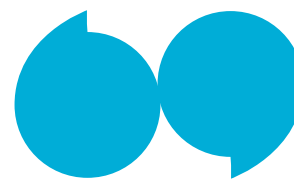
Jenny Lindsay, spoken word poet, performer and promoter, carried out a taster writing workshop. Nineteen people attended the event and produced powerful work in just one session. A businessman who had a stroke and lost his voice told his story from the perspective of Harpo Marx; an older man felt others perceived him as a 'skewed mirror'; a participant wrote a poem about the 'invisible woman' following a period of trauma. Sharon said, 'Every single person in that room was able to convey a picture using words that they thought they didn't have.'

Ceartas used the overwhelmingly positive feedback from the Live Literature session as the basis for a successful funding application to hold an 8-week course with a Writer in Residence.

Jenny Lindsay added, 'As a writer and performer who experiences living with a mental health condition, I understand well the stigma that is often experienced by those living with a chronic condition of any kind; and also know the power that can come from using creative writing to explore, understand and share those experiences.'

**'Live Literature has been a massive part of my career as an author. Writers need readers, readers need writers and I'm convinced Live Literature has made me a better writer by helping me engage face-to-face with the challenging audience I love to write for.'**

*Keith Gray, author*



**'This programme has just been a shining light in some stressful times. Many pupils have been very shy in class, they do not like to put themselves out there in front of other pupils they have not known before now. However, in this programme, we are seeing their confidence and sense of self develop hugely.'**

*Secondary School English  
Teacher, Live Literature School  
Residency*



# Young Writers: developing the next generation of Scottish writers



## 5 fast facts

— What's Your Story? is Scotland's national development programme for young writers and illustrators, created for teens by teens. Funded primarily by Creative Scotland, it was designed as part of their Time to Shine strategy.

— In June 2016, 150 young people attended StoryCon, our writing and illustration conference, which included workshops on Making Comics, How to Survive as a Writer and Writing for Film and TV.

— In January 2017, we selected 7 teenage writers and illustrators from across Scotland for What's Your Story?. The year kicked off with a residency with the National Library of Scotland.

— The 7 rookie writers and illustrators attended a creative retreat at Moniack Mhor and began their mentoring partnerships with professional writers. They also programmed StoryCon 2017 and planned a showcase event with Neu! Reekie!

— More than 170 teenagers from 29 of Scotland's 32 local authorities have signed up to the What's Your Story? online magazine conceived by our first rookie writers and illustrators.



# the next ers

**'What's Your Story?' was an inspiring experience: the support and advice given by Scottish Book Trust staff and the various professional writers involved in the programme has helped me develop as a writer, and shown me that a career in writing is a viable option for the future.'**

*Finn, 16*

## CASE STUDY

### **What's Your Story? helped a teen writer achieve his writing goals**

Scott (aged 16) found that simply being selected for What's Your Story? made a big difference:

'It really confirmed for me that perhaps I should consider writing as a serious option for the future. What's Your Story? had not even begun and already I was feeling more confident about my writing!

'Before the retreat at Moniack Mhor I was so nervous, I really felt I wasn't a true writer and that the other participants would be a lot better at writing than me. I learned when I met everyone that that wasn't the case, that was so comforting to know. I also met my mentor, Alex Nye. I was a bit intimidated about the idea of having a mentor but she was so lovely and warm – she really got to know me and my writing and most of all she understood my process and my style, which was something I never expected from anyone.

'I was inspired to start my YouTube Channel, SimplyScott, at StoryCon. I had been considering joining the YouTube vlogging clan for a while and Cinzia DuBois' workshop pushed me that extra wee bit to really get me started.

'StoryCon was also where I felt like scriptwriting or screenplay writing could be another option for me. In all of the workshops I went to I took something away and overall they made me more confident.

'It was such an incredible experience and by the end of it I managed to write five short stories with the help of Alex and the rest of the squad! My goal was to write at least three. What's Your Story? was worth every second that I was a part of it, I felt no time was wasted nor at any point did I feel bored, ignored or unhappy.'

**'The programme is helping them not just to write but to survive as a writer and that's just invaluable.'**

*Mentor*



**'Seeing maps of where all the people attending StoryCon came from showed that nearly all of Scotland was covered... and I heard a lot of people discussing plans for future projects to bring teen writers together.'**

*Ribh, 15*

# Reader Development: sharing the joy of books throughout Scotland



## 5 fast facts

— Book Week Scotland 2016, supported by Creative Scotland, provided over 1,000 book events for adults and children. Working with over 150 partner organisations including every library service in Scotland, prisons, colleges, cultural venues and community groups.

— Over 35,000 people attended a Book Week Scotland event between 21 and 27 November 2016.

— In 2016, 384 members of the public were inspired to write stories about *Secrets and Confessions*. Through our partners, we gifted nearly 150,000 copies of the *Secrets and Confessions* book during Book Week Scotland.

— Book Week Scotland supported 21 outreach organisations to engage 1,633 people (including people with dyslexia, adult learners, BAME teens and many more) with reading for pleasure.

— Readers in Residence worked with four libraries in 2016/17 to extend their community engagement. Readers supported teenagers to produce their own board game, ran 'A Museum of Me' with Syrian refugees, set up a town treasure hunt and led a virtual book group.

# ing the otland

'We continue to find Book Week Scotland to be a wonderful, joyous celebration of books and reading! I can't emphasise enough how much we appreciate and value receiving some funding to enable us to programme a week of events, it really does make all the difference. Thank you!'

*Glasgow Women's Library*

## CASE STUDY

### Book Week Scotland unlocks creative writing in prisoners

In 2016, the Scottish Prison Service worked with the Book Week Scotland outreach team to bring creative writing to HMP Greenock. HMP Greenock hosted three author visits during Book Week Scotland to encourage creative writing among prisoners. The authors read from their own work, and helped participants to generate ideas for their own further writing. One of the sessions included a practical demonstration of bookbinding, and the range of ideas and skills shown was far greater than previous 'traditional' author events. The Learning Manager reports: '[The workshops] increased an interest in reading poetry and realising that poetry does not always need to rhyme. Poetry through performance was something that people might not have seen before.'

The prisoners taking part were serving a mix of short and long term sentences, men and women from a broad age range and with varying needs including low literacy, mental health issues and lack of confidence. Staff working in the prison were also encouraged to support the prisoners and to write their own pieces, with many contributing. Although the three authors attended as part of Book Week Scotland, with the visits occurring during the week itself (and the week immediately after), the project lasted for many months, culminating in the printing of participants' work in the spring/summer of 2017.

HMP Greenock was delighted with the response, and said: 'The ideas were generated in the workshops, and work was produced post-workshop by the staff and prisoners that were there. A significant number of people contributed, including people who have never written before and never imagined that they would have their work in print.' The project went beyond the prison walls with copies of the pamphlets being shared with the prisoners' families and supporters and sent to other prisons and other learning centres to encourage them to create a similar scheme.

'Our Reader in Residence has boosted our presence in the town, getting people to see the library not just as a library. The presence is a definite legacy as people are now aware we are not just about books. We've got community groups approaching us and people wanting to partner with us.'

*Thurso Library*



'I have really enjoyed reading *Secrets and Confessions*. I have had it in my bag for the last few weeks in an effort to stop looking at Facebook and read instead. It has worked. Just finished it.'

*Reader*



# Writer Development: nurturing Scotland's writing



## 5 fast facts

— The New Writers Awards, funded by Creative Scotland, supported 14 talented writers with a £2,000 bursary and a year-long professional development programme in 2016/17.

— We worked in partnership with BBC Scotland for our Radio Drama Lab where eight professional writers embarked on a series of intensive workshops to develop their skills and recorded two short collaborative dramas.

— The Robert Louis Stevenson Fellowship gave four established writers a month's writing residency in France, gifting them time to concentrate on and develop their work.

— In 2016/17, 13 former awardees were published by major publishing houses including Simon and Schuster, Harvill Secker, Atlantic Books, Polygon and Carcanet.

— Our 50 Word Fiction challenge has received more than 10,000 submissions since launching in 2013. For some winners, it's the very first time they've entered a writing competition.



# g talent

'I hoped it would teach me high level tricks of the trade for writing for radio and drama in general, and it did. I have almost a whole notebook full of things I didn't know before! This was an absolutely invaluable five days.'

*Grace Knight, Radio Drama Lab participant 2017*

## CASE STUDY

### A New Writers Award encouraged this writer to have confidence in her work

Louise Peterkin received a New Writers Award in 2016 and says this precipitated a sea-change in her confidence and success in pitching her work:

'Prior to winning the New Writers Award, I had been published in a few magazines but fear of rejection made me reticent about submitting my work. Winning the award galvanised me to send my poems off in earnest – I thought that if I was good enough to win a prestigious award like this, I was entitled to feel that my poems were at least worthy of consideration. Being more confident and proactive has paid off; I have since had work appear in many poetry magazines. A poem of mine was featured in the anthology *Umbrellas of Edinburgh* and gave the collection its title.

'Becoming immersed in the poetry scene leads to making connections and leaves you open to being offered more opportunities: things lead off from each other. After reading at the New Writers Showcase I was approached by the editors of *The Ogilvie* and four of my poems were published. The *Umbrellas of Edinburgh* anthology prompted a podcast for the Scottish Poetry Library. One of the co-editors of this asked me to submit work to a sci-fi magazine and two more poems were published.

'Without a doubt the most transformative aspect of the award was the mentorship programme I undertook with poet Cheryl Follon. Cheryl proved invaluable in helping me complete my first manuscript of poems. She encouraged me to consider the theme of the collection and this helped everything fall into place. This collection is now ready to submit to publishers.'

'It's the first time I've won something like this, so I was really shocked, then excited and then embarrassed after I told my mum and she told everyone she knows. What I sent in was probably the most complete piece of writing I've ever produced.'

*14-year-old winner, 50 Word Fiction*



'I could not access this level of top-quality support in any other way and I believe it will strengthen my project greatly.'

*Catherine Simpson, mentoring participant 2017*

# Fundraising: Supporting our literacy pro



## 5 fast facts

- To continue to run our existing programmes, we need to raise £5 million every single year.
- 83p in every £1 donated goes directly to our programmes.
- During Book Week Scotland, 100 schools, companies and community groups signed up to have a book sale to raise money for our literacy programmes.
- Shared Reading in schools was funded entirely by individuals, trusts and foundations and helped support over 2,500 schoolchildren in 50 schools to improve their reading skills.
- We recruited 30 Bookfellas to become role models for reading and each pledged to raise £1,000 to support our work.

# Programmes

## Making a difference one book at a time

We are thrilled to have been one of Better World Books' literacy partners since 2012 and one of the charities to receive donations from online sales.

Better World Books collects and sells new and used books online with each sale generating funds for literacy initiatives in the UK and around the world. Started in the UK in 2008, Better World Books collects books from libraries, charities, book banks, private donations from individuals and a variety of different organisations.

For each book sold, Better World Books gives a donation to its literacy partners and, wherever possible, a percentage of sales to the organisation who donated the book. Any books that can't be sold are donated or recycled and no books ever go to landfill.

The team at Better World Books has gone the extra mile for us, or several in fact, by also entering a team into the Edinburgh Marathon 10k to raise additional funds for our programmes.

In total, Better World Books has donated more than £25,000 to our literacy programmes since 2012 and helped us open doors to opportunities for thousands of people.

Their support helps to change more lives for the better through the power of books and inspire children and adults all over Scotland to develop a love of reading and books – from our outreach programme in schools to working with adult learners from disadvantaged backgrounds to nurturing the Scotland's writing talent.

**'Browns Books for Students are passionate about the advancement of literacy within schools in Scotland. We are delighted to be working with Scottish Book Trust and see the impact they have had on young people in Scotland.'**

*Claire Smith, Browns Books for Students, sponsors of the Scottish Book Trust Awards*

**'Working with Scottish Book Trust has brought a rigour and creativity to our literacy programme, capturing the imagination of the children and teachers whilst also developing impact measurements which are vital for a business as we look to develop our partnership with the school and ensure we are making a real difference.'**

*Jenni Lang, Scottish Gas, funder of a School Outreach Programme*



**'I chose to fundraise for Bookfellas because I share Scottish Book Trust's passion for encouraging reading and improving access to books and commitment to increasing engagement among boys and men, as I believe this could make a real and lasting difference to thousands of people now and in the future.'**

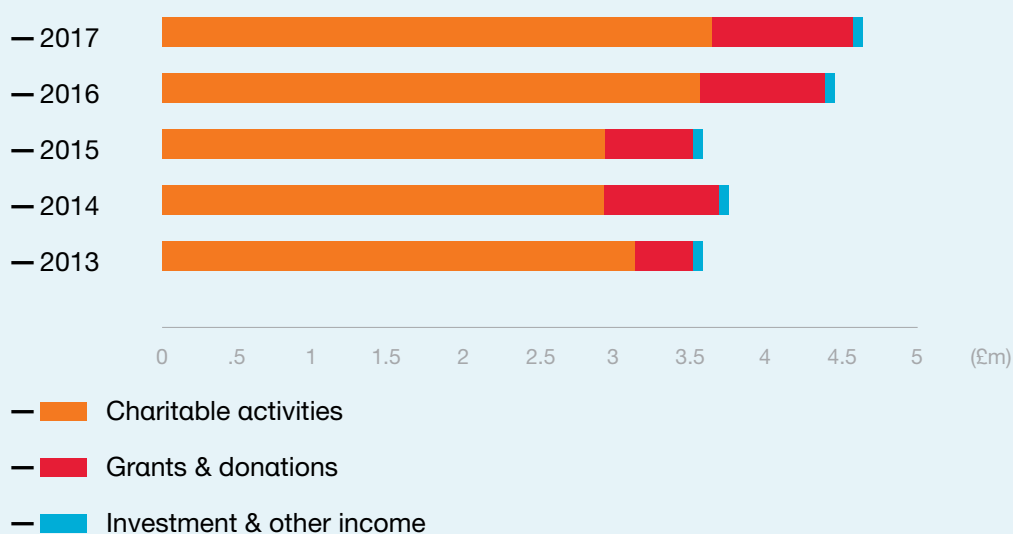
*Chae Strathie, author*



# Financial review

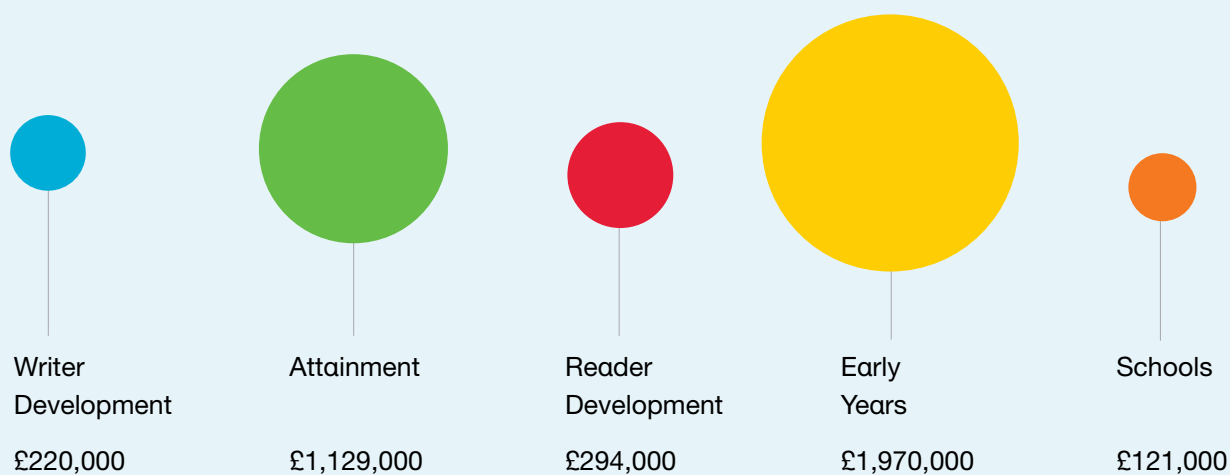
Compared to last year, the year ending 31 March 2017 saw an increase in our total income of £204,336 to £4,626,224. The increase relates predominantly to the launch of a new strand of our attainment programmes, the First Minister's Reading Challenge. Unrestricted income, primarily from Creative Scotland, remained largely unchanged.

## Income growth

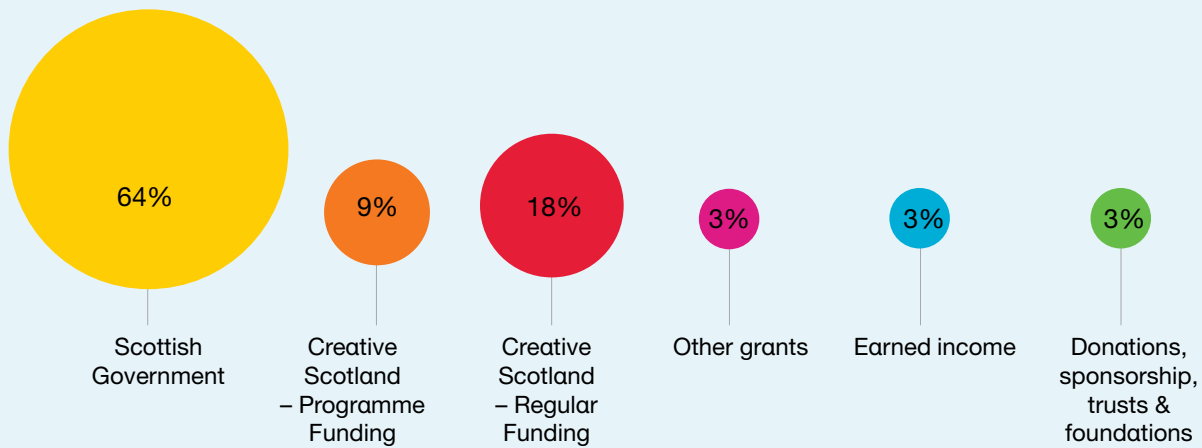


Our restricted income funded a diverse range of programmes for all ages, across Scotland, and included fundraised income from trusts, foundations and corporate donors as well as private individuals.

## Restricted income split by programme 2016/17

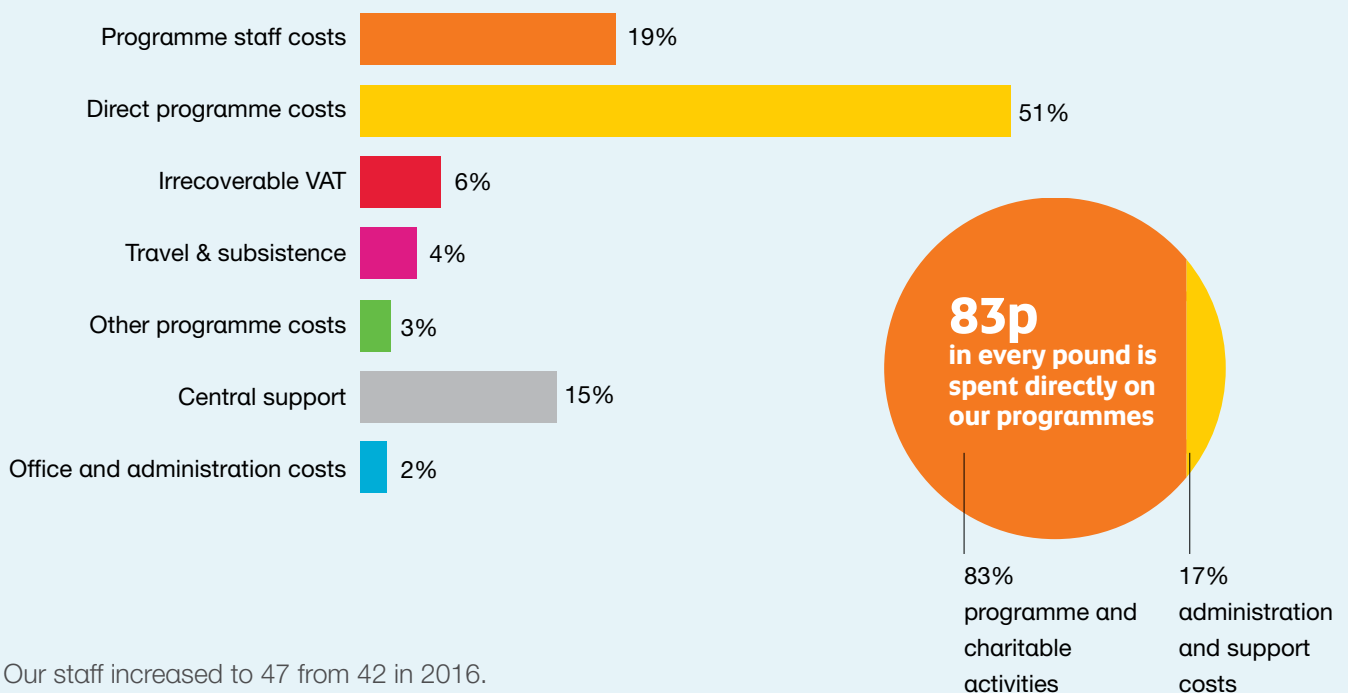


## Funding split 2016/17



Total funds carried forward remain largely unchanged at £2.6m (£2.5m in 2016). The majority of these funds are restricted and will be used in 2017/18 for advance purchase of books and other resources for our programmes.

## Expenditure split 2016/17



Our staff increased to 47 from 42 in 2016.



### Trustees

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### Chief Executive

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Marc Lambert

### Principal office

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Sandeman House  
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**Charity number:** SC027669

**Company number:** SC0184248

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# Our supporters

As a charity, we rely on donations and funding from individuals, companies, trusts and foundations as well as Creative Scotland and the Scottish Government.



Thank you to our funders for helping to change lives through reading and writing. We simply could not continue our life-changing work without you. Thank you to the following for their grants, donations, sponsorship and in kind support:



Plus library services, local authorities, cultural trusts and Book Week Scotland partners who provided us with in-kind venues, Marian and Mark Deere, the Hugh Fraser Foundation and all our Bookfellas.

Find out how you can get involved at [scottishbooktrust.com/support](http://scottishbooktrust.com/support).

'I've travelled to every shire across Scotland, visited dozens of schools, dozens of libraries, dozens of writers' groups and met thousands of readers. Some very keen, some who needed convincing and some who are sure to become the authors of tomorrow. Live Literature sustains Scotland's literary life here and now while also laying the foundations for the country's future book-lovers.'

*Keith Gray, author*

'Keep us enthralled with wonderful authors and encourage all ages to participate. Let us continue to provide facilities at Book Week Scotland for children and young adults as they are our future potential authors and readers. We are blessed in Scotland with a wonderful array of authors and topics for books. May it continue.'

*Participant,  
Book Week Scotland*

'I'm gonna write a book some day and Chris Riddell will be the one who inspired me.'

*Nicole, 9  
Riverside Primary School*

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