



Annual Review 2017/18
**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

2017-18 proved to be another year of considerable achievement for Scottish Book Trust.

Following the submission of a robust business plan, our Regular Funding from Creative Scotland was confirmed once again, putting our charity on a very stable footing for the 2018-21 period. This unrestricted funding is key to the stability and sustainability of our core organisation, as well as supporting many of our key programmes, including those for schools, readers and writers.

Our partnership with Creative Scotland delivered another successful year for Book Week Scotland, with events across the country and a high profile in the media. We have also made good progress in delivering our Creative Scotland approved Equalities, Diversity and Inclusion action plan throughout all of our programmes.

We contributed to Scottish education's focus on improving attainment by delivering two national programmes, funded by the Scottish Government. As part of the Read, Write, Count initiative, we devised and delivered bags of high quality books and activities to every P2 and P3 child. Meanwhile, the First Minister's Reading Challenge, aimed at promoting and sustaining a reading culture in Scotland's schools, continued to grow with a 35 percent increase in submissions. Both programmes offer great opportunities for further creative development, linking as they do to our other programme activities for schools.

Our Bookbug Early Years programme reached every child from birth to Primary 1, while its outreach programme continued to provide bespoke support for families in greatest need. Across the Attainment and Early Years programmes we gifted nearly one million books to children and families in Scotland.

Funded in its third year by the Big Lottery and private donations, our programme for young writers, What's Your Story?, continued to thrive and develop, as did our wider Writer Development programme - which has counted, amongst its notable successes, support for Gail Honeyman as she wrote *Eleanor Oliphant is Completely Fine*.

During the year we made considerable progress in delivering our fundraising strategy, which is vital to our future sustainability.

We will continue to champion creativity, self-expression and personal fulfilment through our programmes, ensuring they are delivered with the highest care, quality and impact.

Keir Bloomer
Chair



Key facts

We gave over

980,000 free books

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

During Book Week Scotland, together with our partners we delivered 1601 events, reaching

audiences of 63,494 across Scotland.

8 former New Writers Awardees

were published by major publishing houses including HarperCollins, Harvill Secker, Scholastic and Contraband.

Through Read, Write, Count we gifted free books, writing materials and counting games to all

130,000

Primary 2 and 3 pupils in Scotland, so that families could have fun learning together at home.

130,278 school pupils registered to watch our Authors Live broadcasts in 2017.

230,735 children in Scotland

aged 0-5 received 692,205 free books from Bookbug. In collaboration with Dolly Parton's Imagination Library we gave books to a further 2,550 children in care every month.

We grew our fundraising income by **20%**.

Photo by Chris Scott.



CEO'S INTRODUCTION

It is often said that Scotland was one of the world's first fully literate nations.

Inspired by the Protestant desire for reform, the ominously titled *First Book of Discipline of 1560* set out an ambitious plan to found a school in every parish, something that only came close to partial realisation in the late 17th Century.

Even then there were serious omissions. By the mid 18th Century 85 percent of Scottish women were still largely illiterate since, it seems, skills like sewing and knitting were deemed more useful. The myth of democratisation through education and the 'lad of pairs' (gender noted) grew in Scotland nevertheless. This was underlined by the rise of Scottish Universities, which acted as beacons for the social advancement of talented males. Meanwhile Unionist organisations worked hard in the Highlands to suppress Gaelic culture, and a language that had existed in various forms for millennia.

All the same, there is much to be proud of in Scotland's educational history, despite the convenient myth and the significant suppression it masks. Registers of the library at Innerpefferay confirm that from the 1700s all classes of Scots in the area borrowed and profited from books.

Today, however, we face a 'democratic myth' of our own. In 21st Century Scotland, one in five children from deprived backgrounds do not read well by age 11¹, while fewer than one in ten young people from a deprived community goes to university².

Clearly, Scotland still has to make good on the educational aspirations voiced for its citizens over 450 years ago, by working together to ensure the kind of opportunity that truly characterises a healthily democratic and fair society.

Scottish Book Trust makes a national contribution to this most essential agenda. During 2017/18 we once again developed and extended our world-class programmes, working hard to improve their transformative impacts across every age group of people in Scotland, and most particularly in those areas of greatest need.

Operating in, and with, every single local authority in Scotland, we work with a whole host of partners, from the Scottish Government to the smallest community group, to reach well over two million of those living in Scotland with the same essential and liberating message:

'Reading is a form of transport. Everyone is entitled to a travel pass. Gaun Yersel!'

Marc Lambert
CEO

1. Read On. Get On. Report 2016
2. UCAS - 2015



Early years: giving children the best start in life



Fast facts

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

— Over 24,584 free Bookbug Sessions took place in libraries and other community venues across every local authority in Scotland in 2017/18, with 666,938 parent and child attendances.

— Bookbug provided free training to 3,394 professionals supporting families across Scotland. Practitioners came from backgrounds including social work, health, libraries, nurseries and speech and language therapy.



'I felt good reading with my baby, however the Bookbug Bag has provided so much more inspiration, support and motivation, it has made it fun and kept it interesting (good for Dad too!)

Parent

We share the benefits of reading, singing and playing with babies, toddlers and young children through Bookbug.

We support families so that from birth, stories, songs and rhymes are used to build relationships, support speech and language development and lay the foundations of literacy; the first step in helping every child in Scotland to develop a love of books and reading. We gift Bookbug Bags from birth to P1 and run Bookbug Sessions and a range of training for early years professionals across Scotland. Where families are facing extra challenges, we provide targeted support in partnership with social care and other charities.

'Bookbug for the Home helped our 8-year-old engage his 4-year-old brother, who has additional needs and is keen to learn and play. Both children benefitted. The older child has been practising his reading, songs and rhymes and the younger child loves the engagement from his brother.'

Foster carer

Case study

Bookbug in arts and book-based play

Louise has been supporting a mum and a dad with two small children – currently in foster care – using Bookbug and arts and crafts based interactions during their contact sessions multiple times a week. She has used the books *What the Ladybird Heard* and *We're Going on a Bear Hunt* to help the family make ladybird hats and play in puddles in the park. Both mum and dad have experienced significant neglect and have responded well to the creative arts and play-based work with their children. However, they are both in need of prompting, as simple modelling and re-direction wasn't enough in the beginning. Bookbug provided a flexible, non-threatening approach for working with this family and gradually introducing stories, songs and rhymes.

Both parents and children are thriving on the arts, play and book-based interactions, as well as the positive and encouraging feedback from Louise alongside her creativity and respect for the parents. The family's time together during contact has greatly improved due to the use of Bookbug.



'There are a lot of things about book sharing that make it particularly good for child development, over and above ordinary interactions... We use more complex language...we tend to talk about different things, we talk about mental states, intentions and perspectives.'

Lynne Murray, Professor of Developmental Psychology, University of Reading



Work with schools: inspiring young readers

Fast facts

— 74% of all primary schools participated in the First Minister's Reading Challenge, and 600 children from across Scotland joined us at our exciting Celebration Event.

— Read, Write, Count expanded to P4–7 pupils in areas of multiple deprivation, with over 100 schools and public libraries being gifted fun, active resources for pupils to borrow for use at home with their parents and carers.

— More than 4,900 children from 83 primary schools took part in our Shared Reading programme. Pupils aged 9–12 developed nurturing, leadership and communication skills as they shared stories with children aged 4–6.

'I think Read, Write, Count is a great initiative. Many families cannot afford to buy new books and number games for their children so receiving this lovely gift is very exciting for the children.'

Linda Clarke, Teacher at Gilmerton Primary School, Edinburgh

We work with teachers, librarians and other education professionals to inspire children to develop the love of reading and writing that research shows supports pupils' health and wellbeing, positive destinations and attainment.

Case study

The First Minister's Reading Challenge celebrates reading cultures across Scotland's schools

As the first year of the First Minister's Reading Challenge came to an end (May 2017) we asked schools to submit an entry in any one of 11 award categories, telling us how they had used the Challenge to build a reading culture in their school community. Over 500 entries later, we held a Celebration Event to showcase some of the inspiring and creative work that had taken place across Scotland, where winners were presented with their awards by the First Minister, Nicola Sturgeon.

Among the winners were pupils of Primary 7 at St Blane's Primary in South Lanarkshire, who won the P7 Pupil Reading Journey award having engaged parents and the wider community in their work. Following a visit by the anti-sectarianism charity Nil By Mouth and reading *Divided City* by Theresa Breslin as their class novel, they decided to write their own book that reflected the theme of discrimination.

Erin, a P7 from St Blane's, told us, 'The First Minister's Reading Challenge opened my imagination and helped me further understand religion and different cultures and know that we're really just all the same. Working together in class on reading and writing and with people in the community to highlight important things was a really fun way to develop our skills. We love our book and hope everyone else will too!'

Pauline Brown, Head Teacher at St Blane's said, 'We are delighted that the hard work and effort of the pupils and their teacher Miss McLaughlin have been recognised in this prestigious award. This has been a fabulous opportunity for our P7 pupils to develop their reading skills and challenge discriminatory issues at the same time. They are an example to all us adults. Our whole school community are very proud of them.'

'I was really nervous but I started putting voices on for the characters. When I finished reading my friends gave me a HUGE round of applause. It felt weird, it was the first applause I had ever gotten. I loved it.'

P7 Pupil, Shared Reading at Castleton Primary School, Glasgow



'I really felt overwhelmed and extremely grateful that the children received this for free countless hours of fun. *Mr Tiger Goes Wild* is one of our favourite bedtime stories. Thank you.'

Parent of a P2 pupil in Angus who received a Read, Write, Count bag

Bringing authors to audiences in Scotland's communities



Fast facts

- The reach of Live Literature is exceptional: including events in parks, prisons, adult education classes, drop-in centres, hospital wards, care homes, writing groups, schools, libraries, book groups and local festivals.
- The Live Literature School Residencies project doubled in size in its second year - from 6 schools each receiving 10 sessions to 10 schools receiving 12 sessions, at no cost to the school. Schools reported an increased enthusiasm for reading and writing among participating pupils.
- We brought authors and illustrators to 7,632 pupils through 113 school visits with our touring and events programmes in 2017.

'As soon as I left school I went to the library to borrow one of the [author's] books and I was laughing my face off.'

*Pupil aged 10, Todholm Primary School.
Ciaran Murtagh's Tour of East Ayrshire,
Renfrewshire, Falkirk*

We bring a huge range of exciting author events directly to schools and communities all over Scotland with our Authors Live, Live Literature and Touring programmes.

Through these visits and broadcasts authors, illustrators and creators can inspire pupils to develop a life-long love of reading and writing for pleasure.

Case study

LEAP Sports Scotland and Live Literature

LEAP Sports Scotland works for greater inclusion for LGBTI people in sport and against homophobia, biphobia and transphobia in a sports context.

In 2017 LEAP Sports Scotland received six Live Literature sessions to help them deliver a series of literary events as part of their Festival Fortnight programme. This included two performances of Katherine McMahon's *Fat Kid Running*, a spoken word piece exploring what it takes to be at home in a body. Taking place in Edinburgh and Inverness, the performances aided LEAP Sports Scotland in their commitment to breaking down the structural, social and personal barriers which prevent LGBTI people across the country from accessing, participating and excelling in Scottish sports.

'It's important for us to know that the people we're working with are LGBTI+ friendly and aware of some of the nuances of working with LGBTI+ communities. We had heard of Katherine through her work with LGBT Health and Wellbeing, and finding her on the Live Literature database we were intrigued by her piece. The show promised to explore Katherine's journey 'from the fat kid skiving PE lessons, to a fat, fierce, feminist runner', LEAP Sports Scotland.

Both performances were sold out, showing a marked appetite for work of this nature. Audiences said that, for the majority of people, it was the first time they had attended a LEAP Sports Scotland event. The Live Literature programme has helped LEAP Sports Scotland to engage with audiences they would otherwise never have reached.

'We were impressed with the quality of writing tips and advice in an extremely entertaining and energetic session. Parental feedback has been overwhelmingly positive, with one parent phoning the school to pass on their thanks for 'switching on' their son who is (was!) a reluctant reader.'

*Teacher,
Comely Park Primary School*



'We are an isolated school with no library service, parents with no transport and limited access to world experiences. Authors Live is really important for our children and their families to feel connected to experiences they would usually miss out on.'

*Teacher, Gigha Primary School,
Argyll and Bute*

Supporting writers: nurturing Scotland's writing tale

Julie Rea



Fast facts

- Last year, nearly 5,500 people from all over the world wrote something new and entered our monthly 50 Word Fiction competition.
- The New Writers Awards, funded by Creative Scotland, supported 13 talented writers with a £2,000 bursary and a year-long professional development programme in 2017/18.
- The Robert Louis Stevenson Fellowship awarded four established writers with a month-long residency in France, giving them the time to focus on their writing and develop a specific project.
- 5,125 people have taken part in our annual public participation writing campaign over the past 10 years.

nt

Our Writer Development team nurtures Scotland's writing talent with bursaries, mentoring and professional development to ensure that creative opportunities are open to people of all backgrounds.

Case study

Julie Rae on her Next Chapter Award

'For the longest time, my writing was something I didn't have the courage to share with anyone, choosing instead to hide my stories away in drawers. Turning 40 was a huge leveller; I realised it was scarier not to pursue my dream of becoming a writer, than it was to put my work out there to be read. A few weeks after my fortieth birthday, I came across the Scottish Book Trust website, and saw they were accepting applications for their Next Chapter Award. It felt like kismet - I fitted the profile perfectly - and, nervously, I submitted my entry. I had zero expectations of anything happening from this, so it's hard to convey just how stunned and delighted I was when I got the phone call telling me that I had won.

I knew the validation of this award would have an impact on my confidence and on my writing, but I wasn't actually aware of just how life-changing this would be. I got to spend two blissful weeks at the Moniack Mhor retreat where, instantly, I felt part of a supportive writing community, and deep friendships were forged. I then discovered that Janice Galloway would be my mentor. Janice has been overwhelmingly generous with her time and experience and I still pinch myself that I get to share my work with a writer I admire and adore.

The whole process has been one amazing experience after another. Since winning, I've been published in several literary journals (including New Writing Scotland), will have a play performed at The Gilded Balloon Theatre, performed at several spoken word events; including the New Writers Showcase in Edinburgh, where I received interest from literary agents and editors. All within one year! I owe everything to Scottish Book Trust and because of them, my dream is now my reality.'

'Being told that I had been awarded an RLS Fellowship was hugely self-affirming for me as a writer, bringing a great sense of recognition. The retreat itself afforded the freedom to write and explore my poetry collection.'

Nalini Paul

'My favourite thing about StoryCon was the fact that it was incredibly inclusive'.

StoryCon Attendee, age 14



'It's hard to imagine where my book would be without Scottish Book Trust's mentorship scheme. I was exploring unfamiliar territory, switching from comics to middle grade fiction, and the mentorship was an enormous help in building confidence and educating me more about this particular area of publishing.'

William Goldsmith

Adult reading: sharing the joy of books through



Fast facts

— The first year of Digital Storytelling led to the making of 167 digital stories in North Ayrshire and Fife. By the end of the project 80% of participants stated their confidence in using digital technology had improved.

— 14 Reading Partners are engaged in our pilot Reading Friends* project, bringing together trained volunteers and older people to use reading to start conversations. In addition, 10 pupils from Bannockburn High School regularly read to residents of a local Care Home at St Ninians Library.

— Working with partners we delivered 1601 events across the country during Book Week Scotland.

out Scotland

We work with people across Scotland to encourage a love of reading beyond school.

We support people to use reading as a way to tackle a range of issues they may face from loneliness to confidence building. We also support learners and communities to develop skills to tell their own stories and share them with others. We bring communities together to celebrate their reading and writing lives during Book Week Scotland.

Case study

Digital Storytelling

Donna participated in the Digital Storytellers in Residence programme in North Ayrshire, one of our participants who took part via North Ayrshire Drugs and Alcohol Recovery Services (NADARS). Like everyone who made a digital story as part of the programme, Donna chose to share something personal to her. Her digital story focussed on her daughter, who had herself struggled with her mental health, but had found that sports and exercise helped her to overcome difficult periods. Donna's nephew visited the workshops once during the six week programme and became so engrossed with the animation app on the tablet that he created animations which Donna chose to use in her final digital story.

Following the workshops, care workers from NADARS came across a flyer advertising a creative competition in Glasgow focussing on mental health and wellbeing. They decided that some of the films created by Donna's group fitted the competition criteria and submitted them for consideration.

After several months of waiting, Donna's film was Highly Commended for the 2017 Health and Social Care Academy Creative Competition, which showcased work as part of the Scottish Mental Health Arts and Film Festival. It became part of the *What Needs to Change* exhibition, which toured Glasgow healthcare centres during the festival in October 2017. The exhibition explored change in health and social care through the lens of lived experience.

'I have really enjoyed the events at our local library, as have my teenage children and friends. It has enriched my reading experiences and resulted in me trying out new authors and recommending these to friends and family. I especially enjoy the informal and intimate atmosphere.'

*Participant,
Book Week Scotland
2017*

'Organising a Book Week Scotland event was an incredible experience that gave me the confidence to believe that creative and artistic expression in Scotland can be achieved (with a bit of perseverance). I met incredibly inspiring people and was part of literacy events that enriched my life.'

*Young Programmer,
Book Week Scotland 2017*



'Taking part in Reading Friends* has added another service to our house-bound readers and allowed volunteers to spend more time discussing books at each visit. We are delighted to have had the opportunity to get involved.'

Morag Smith, Senior Library Assistant and Volunteer Co-ordinator, Stirling Library Services

* Reading Friends is a pilot project in partnership with the Reading Agency and supported by the Big Lottery Fund.

Awards and Prizes: celebrating success and support



Fast facts

— Our Scottish Teenage Book Prize Book Trailer competition received 36 entries from secondary schools across Scotland, creatively responding to literature from this year's shortlist.

— As part of The Bookbug Picture Book Prize our Bookbug programme gifted 186,810 free picture books to children across Scotland in both English and Gaelic.

— We have supported over 100 writers through our New Writers Awards, with 52 publications to date by former awardees.

ing talent

Our Scottish Book Trust Awards are presented annually to one author or illustrator and one learning professional who have had an inspiring impact on young readers in Scotland.

We also have opportunities for Scotland's upcoming talent in our New Writers Award, plus prizes for children's fiction in our annual Scottish Teenage and Bookbug Picture Book Prizes.

Case study

Scottish Book Trust Learning Professional Award

In 2017 we launched the Scottish Book Trust Learning Professional Award to recognise excellence in inspiring young people to read and write.

Our inaugural winner was Susan Morton, librarian at Inverclyde Academy, Greenock, who had a transformative impact on the school's reading culture despite having only been at the school for under a year.

Susan's colleague said of her work in the library: 'Thanks to Susan's dedication and drive, she has revitalised a once underused space into a vibrant hub and created a thriving literacy culture. Stock has doubled, withdrawals have trebled and pupils from all year groups have been involved in a number of exciting and innovative literacy projects which Susan has initiated to improve their love of reading.'

In 2018, Susan presented the award to our second winner Eileen Littlewood, Headteacher at Forthview Primary in Edinburgh. Eileen works in one of the most challenging catchments in the city and believes wholeheartedly in the power of books to transform lives. Not only has she encouraged her pupils to read but she's had a huge impact on her parent community.

'Eileen talked to me about the book café, but it's not my thing, but she said try it and I tried it and I started reading "Quick Reads" and the first book was good. I related to the girl in the book cause she had depression too like me. It made me want to read more. The more I read the less alcohol I was drinking. It's good now I read at night instead of drinking so much vodka. It's helped my mind and my health.' Parent, aged 41

'I was quite overwhelmed when I heard that colleagues had nominated me ...reading for enjoyment is the key to success – academic success and success in life. It is a source of joy I want to share with others.'

Eileen Littlewood, winner of the Scottish Book Trust Learning Professional Award 2018

'After we shared each story it was put into the class library and the children would race to get there first. Several children who show no interest in story time really enjoyed the books. They are still the most popular books.'

Teacher, Holy Family RC Primary, Aberdeen on The Bookbug Picture Book Prize



'Surely such an award should be for someone who's earned it by the sweat of their brow? Not someone like me, who skips about having such a lovely time! I'm going to redouble my efforts now to ensure that I really deserve it.'

Vivian French, Outstanding Achievement Award Winner 2018

Support us: fundraising for our programmes



Fast facts

- To continue to run our existing programmes, we need to raise £5 million every single year.
- 82p in every £1 donated goes directly to our programmes.
- We'll be launching a supporters' Book Club in 2018.

Case study

Supporting young writers and illustrators to reach their potential

Dancers, athletes, musicians and other young people who are passionate about what they do have clubs and organisations to support them but young writers are often isolated and have few opportunities to develop their creative writing and illustration.

That's why we launched What's Your Story? in 2015, with support from Creative Scotland's Time to Shine fund. What's Your Story? is a development programme for young writers and illustrators like Beth.

When 16-year-old Beth applied to What's Your Story?, she felt cut off from the writing community, culture and opportunities that existed outside of Orkney.

Through What's Your Story?, Beth has worked with the resources and community at the National Library of Scotland in Edinburgh and at the Moniak Mhor creative retreat in the Highlands where she was mentored by William Letford. She worked with her fellow teen writers and the broader literary community to programme and host StoryCon, Scotland's writing and illustration conference for teens. In our Showcase at the end of the programme, Beth read an extract from her short story *Aurelia*. Her reading was a huge hit with the audience and resulted in her being talent-spotted to speak as a panellist and read the full work at the International Women's Day Symposium 2018.

'What's Your Story? has offered me more opportunities than I could have imagined. From the mentorship to interviewing authors that I've loved for a long time at the Edinburgh International Book Festival, it's been absolutely amazing and I can't think of anything else like it.'

Beth Banerjee-Richards

Each year, we need to raise £90,000 to run What's Your Story? and we are thrilled that Badenoch & Co. is one of our supporters.

Badenoch & Co. is an Edinburgh-based investment office specialising in private equity and property with a focus on Scotland.

'Badenoch & Co. are delighted to help support and develop young creative talent. An excellent programme allowing young talent to flourish as well as developing life-long networks with their peers and mentors.' Janine Watson, Director, Badenoch & Co.

'The Gordon Family and Friends are proud to continue our support for the Callan Gordon Award with Scottish Book Trust. The Award allows young writers to blossom in the nurturing environment provided by the Trust. Callan would be thrilled that his name is associated with budding Scottish talent.'

The Gordon Family

'The purpose of The Northwood Charitable Trust is making communities more supportive places for people to live, work and prosper. This fits perfectly with Scottish Book Trust's outreach programme which has had such a positive impact working with prisoners to improve their life chances through reading and writing.'

Morag Neville, The Northwood Charitable Trust



'Literacy is incredibly important. The Shared Reading Programme will not only benefit children during their time at school, but will also continue to have a positive impact as they progress through life. I'm incredibly proud that players of People's Postcode Lottery have been able to support the project with funding from People's Postcode Trust.'

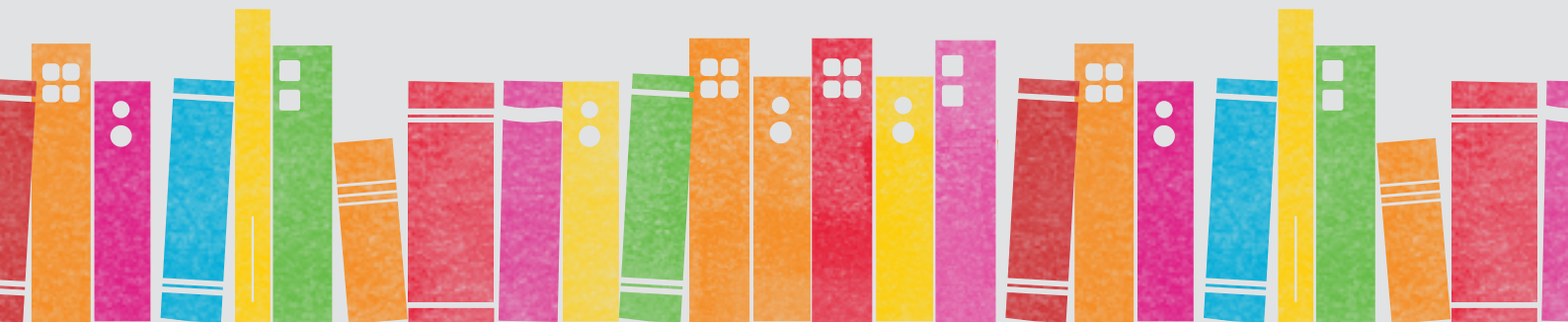
Laura Chow, Head of Charities, People's Postcode Lottery





Looking forward

2018—21



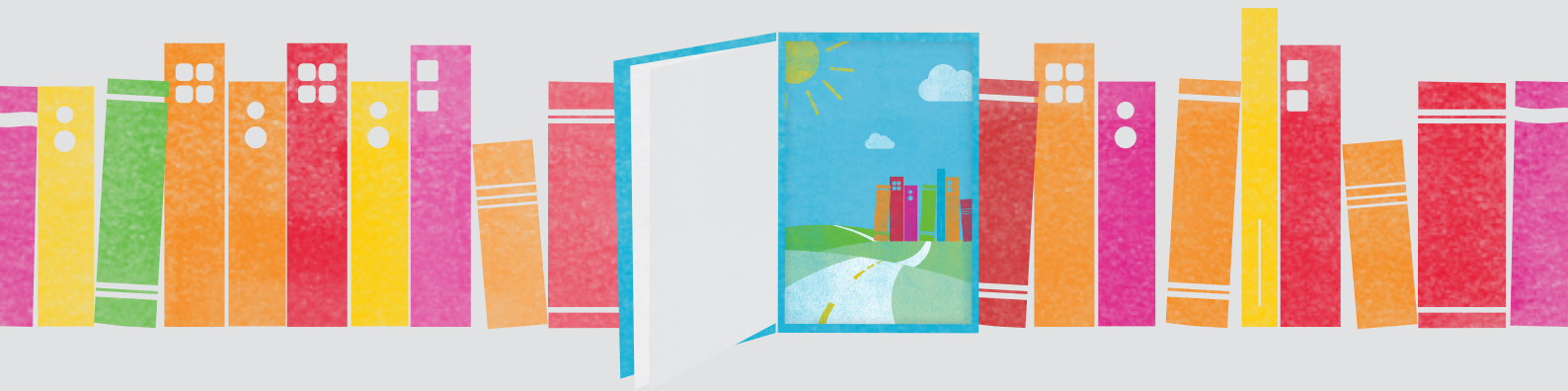
Over the next three years, Scottish Book Trust will focus on the following areas of work:

Extend the **scope** and deepen the **impact** of our work to reach currently under-represented audiences.

While driving increases in universal audience numbers, we will extend audience diversity and impact. Priorities include:

- Creating audience development plans to address access and inclusion in under represented sectors, and continuing to develop sub-programmes explicitly targeted at areas and audiences in most need.
- Developing our digital services to reach a wider audience across the country.
- Continuing to develop evaluation methods for assessing our programmes so that we can ensure that they are accessible, effective, and make a genuine impact.

2018-20



To be the leading advocate in Scotland for the power, value and joy of reading and writing, empowering the people of Scotland and enhancing their lives.

We will influence positive and sustained change in Scotland by advocating for the creative, personal, social and economic value and benefits of reading and writing. Priorities include:

- Championing reading and writing as creative cultural accomplishments in their own right which lead to other social, personal and educational benefits.
- Developing initiatives for children in early secondary school to address the well documented decline in reading habits in this age group.
- Collaborating with universities and other partners to establish Scottish Book Trust as a research and information hub for reading, writing, education and other reading-related issues.
- Developing strategic partnerships in the UK and Europe which support and amplify our own advocacy.
- Proactively developing and managing key policy, funding and national network relationships.

Design and implement structures and strategies to ensure Scottish Book Trust's future sustainability.

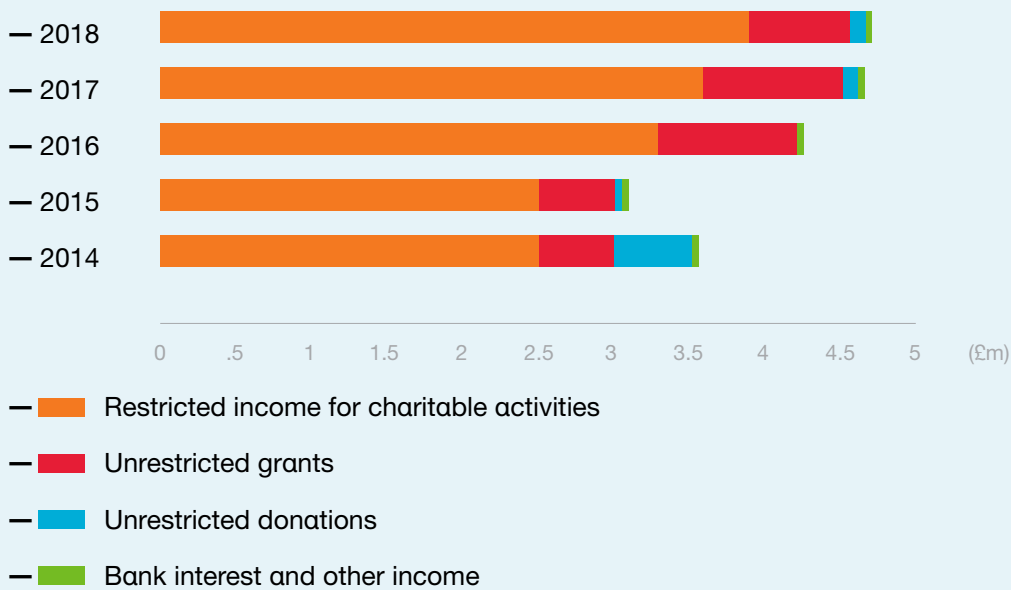
We will develop a business model and deliver organisational improvements to secure the long-term future of Scottish Book Trust. Priorities include:

- Building a fundraising operation prioritising unrestricted income.
- Developing a robust marketing strategy to ensure it supports an accurate public perception of Scottish Book Trust as an independent charity.
- Continuing to focus on enabling and empowering staff through a targeted development programme which supports delivery of strategic priorities within the framework of our values.
- Investing in a new website and CRM system to improve efficiency and effectiveness.
- Developing resilience through partnership by cultivating relationships with peer organisations.

Financial review

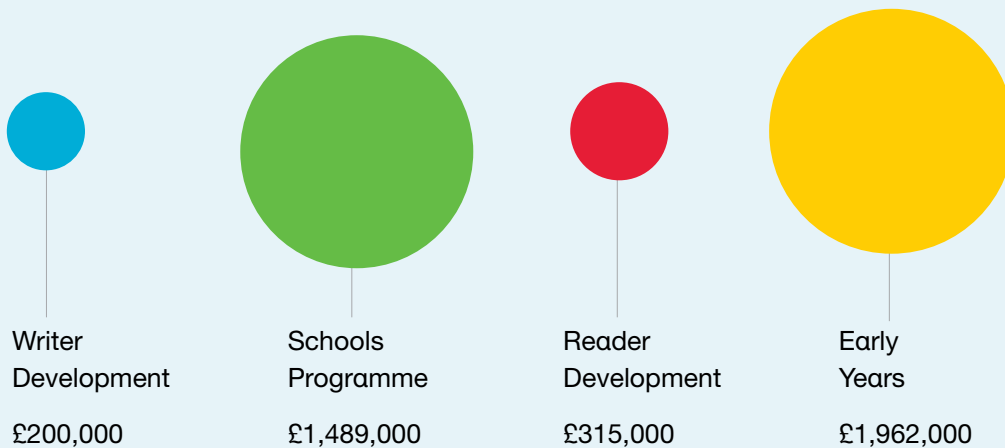
Compared to last year, the year ending 31 March 2018 saw an increase in our total income of £218,965 to £4,939,236. The increase relates predominantly to the expansion of the First Minister's Reading Challenge and an increase in Read, Write, Count funding to include additional books and resources. Unrestricted income, primarily from Creative Scotland, remained largely unchanged.

Income growth

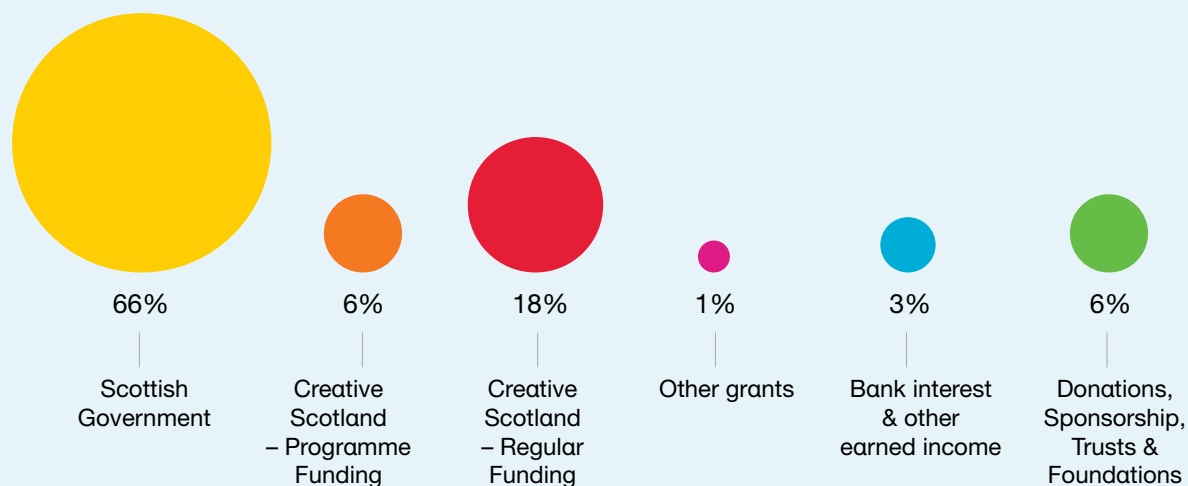


Our restricted income funded a diverse range of programmes for all ages, across Scotland, and included fundraised income from trusts, foundations and corporate donors as well as private individuals.

Restricted income split by programme 2017/18

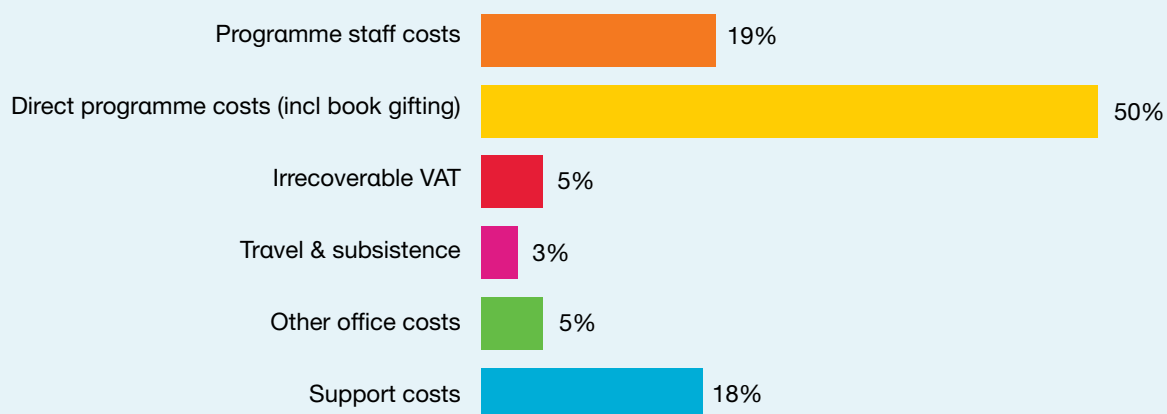


Funding split 2017/18



Total funds carried forward remain unchanged at £2.6m. The majority of these funds (£2m) are restricted and will be used in 2018/19 to purchase of books and other resources to enable our programmes to run to the necessary delivery deadlines.

Expenditure split 2017/18



Our staff increased to 50 from 47 in 2017.



Trustees

Keir Bloomer
Hilde Watne Frydnes
Don Ledingham
Professor Willy Maley
Andy Marchant
Fiona McLeod
James Saville
Catherine Smith
Jackie Taylor
Dr Rebekah Widdowfield

Chief Executive

Marc Lambert

Principal office

Sandeman House
Trunk's Close
55 High Street
Edinburgh
EH1 1SR

Charity number: SC027669

Company number: SCO184248

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First Minister's Reading Challenge

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What's Your Story?

thestoryis.co.uk

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.



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We simply could not continue our life-changing work without you.
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