

**Scottish
Book Trust**

inspiring readers and writers



Annual Review 2018–19

scottishbooktrust.com

Our vision

We envisage a Scotland where everyone values and benefits from the life-changing power of reading and writing.

Our mission

Our charity's mission is to inspire and empower the people of Scotland to realise their potential through an enjoyment of reading and writing. We strive to transform lives, giving everyone an equal opportunity to thrive through literacy, imagination and creativity, focusing particularly on people whose need is greatest.

Our approach

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



Chair's report

This year, we have reached combined audiences of over three million people across Scotland through our various programmes, awards and training.

We continue to make a significant contribution to helping children enjoy reading for pleasure and the many benefits that brings; from family bonding and mental health and wellbeing, to supporting progress and attainment at school. The First Minister's Reading Challenge, now in its third year, was extended beyond primary schools to invite secondary schools, libraries and community groups to participate for the first time. Over 70% of secondary schools took up the Challenge.

In 2018, we celebrated the centenary of iconic and internationally acclaimed Scottish writer Muriel Spark. Supported by Scottish Government, we distributed a complete set of her 22 novels to every library across Scotland. Over 11,000 books were distributed, introducing a whole new readership to the work of this remarkable Scottish writer.

Bookbug continues to make a huge impact on the crucially important early years phase of a child's life. Bookbug is a universal programme and we are committed to reaching more vulnerable families through our established outreach work, to ensure everyone has the opportunity to benefit.

Our digital strategy moved forward considerably with our Early Years team launching the popular Bookbug app, increasing access to songs and rhymes and helping families find their nearest fully funded Bookbug Session. Our charity was also a finalist for Digital Charity of the Year at the Digital Leaders 100 Awards, and shortlisted in the Demonstrating Digital category in the 2019 Scottish Charity Awards.

Another example of our unwavering commitment to striving for equality and combatting disadvantage is the work funded by the Walter Scott Giving Group, which provides ten schools with fully funded author residencies every year.

Authors Live, a digital broadcast collaboration with the BBC, has enabled over 90,000 children to take part in events with authors, including Children's Laureate 2017–19, Lauren Child. Next year this programme will celebrate its tenth anniversary. Our Scottish Friendly Children's Book Tour is twice as old and celebrated its 20th Anniversary with a Jamboree event for 2,000 children at Glasgow Royal Concert Hall. Meeting authors can be the spark that ignites a reading culture.

Scottish Book Trust is committed to an ambitious fundraising strategy to enable the charity to do more work where it is needed most. In particular, we work to ensure that everybody in Scotland, regardless of background, has the opportunity to enjoy and share in the many benefits that come from a life-long engagement with books, reading and writing.

Keir Bloomer
Chair

Why read?

In Scotland one in five adults – and almost one in four children – are living in poverty^{1,2}, and it is predicted that child poverty in Scotland will have increased by 8% by 2021–22³.

By age 5 children from the richest backgrounds are 13 months ahead in vocabulary compared to those from the most disadvantaged⁴. The British Cohort Study found that those with poor vocabulary skills at age 5 were four times more likely to have reading difficulties, three times more likely to have mental health problems and twice as likely to be unemployed by the time they were 34⁵.

Frequent reading at home is one of the only things proven to have an impact on the vocabulary gap between the most and least well-off children – an impact which occurs regardless of parents' level of education⁶. **Those living in poverty are less likely to have access to books**, and children who own a book are 15 times more likely to read above the level expected for their age than those who don't⁷.

At Scottish Book Trust, we believe that books are so much more than a story. Our charity works to provide crucial support to vulnerable families, individuals and communities so that everyone can benefit from the life-changing power of books.



1 Housing and Social Justice Directorate, (2019). *Poverty & Income Inequality in Scotland: 2015–18*. Edinburgh: Scottish Government.
2 Congreve, E., & McCormick, J. (2018). *Poverty in Scotland 2018*. York: Joseph Rowntree Foundation.
3 Portes, J., & Reed, H. (2019). *The cumulative impact of tax, social security and public spending decisions in Scotland*. Manchester: Equality and Human Rights Commission.
4 Bradshaw, P. (2011). Growing Up in Scotland: changes in child cognitive ability in the pre-school years. Edinburgh: Scottish Government.
5 Law, J., Rush, R., Schoon, I., & Parsons, S. (2009). Modeling developmental language difficulties from school entry into adulthood: literacy, mental health, and employment outcomes. *Journal of Speech, Language and Hearing Research*. 52(6), 1401–16.
6 Knudsen, L., Currie, E., Bradshaw, P., Law, J., & Wood, R. (2019). *Growing Up in Scotland: changes in language ability over the primary school years*. Edinburgh: Scottish Government.
7 Clark, C., & Teravainen, A. (2017). *Book ownership and reading outcomes*. London: National Literacy Trust.



CEO's introduction

'Books may not change our suffering, books may not protect us from evil, books may not tell us what is good or what is beautiful, and they will certainly not shield us from the common fate of the grave. But books grant us myriad possibilities: the possibility of change, the possibility of illumination.'

So writes Alberto Manguel, book-collector and author who began his career by reading aloud for the writer Jorge Luis Borges. The quote above is both timely, in respect of what is happening today in society, and revealing in its wisdom. Manguel makes no claim for the specific virtues of reading; rather, he sees the act of simply opening a book as the beginning of a possibility that is realised through the relationship between the reader and the writer, and given life through imagination and understanding.

It is no surprise that we too believe in the book as a prime site of opportunity and possibility. As a charity working for the good of all who live in Scotland, we believe that everybody should have the opportunity to access and own books, and to enjoy and benefit from them, taking from each text what seems most resonant and important to them personally.

Given the growing social challenges that face us in Scotland—poverty and disadvantage, a narrowing of inclusion, the supremely important matter of equality in educational attainment, and much else besides—there has never been a more important time for the charitable work of Scottish Book Trust. In the following pages you will see, and I hope be amazed at, the variety of work we do on a national scale. This work is of world-class quality and impact, because it is created and driven by our brilliantly passionate and knowledgeable

staff, and delivered across Scotland by a similarly motivated network of local partners and stakeholders who are central to everything we do.

Through the pleasures and benefits of reading and writing, we work to illuminate the potential that lies within each and every one of us. Please join us in this life-affirming task.

Marc Lambert
CEO

Giving children the best start in life



Bookbug in hospital

In partnership with the Royal Hospital for Children in Glasgow, we have supported families and staff to share the benefits of reading, talking and singing with babies in Neonatal Intensive Care Units (NICU). Working with Glasgow Life Libraries, we have ensured families received the Bookbug Baby Bags they might miss through being in hospital.

'Parents often feel there is little they can contribute to their baby's care. Telling parents their baby can recognise and be soothed by their voice is often just what they need to hear to get started. Having the Bookbug books available to every baby means that the staff can read to babies too.'

Karen Taylor, Senior Charge Nurse

Hamish was born 3½ months early and his mum, Lesley, didn't get her first cuddle until 19 days. Reading provided an opportunity to do something normal, when everything else felt far from normal.

'When you're reading to your baby, everything fades into the background and it's just you and your little one. Before leaving the unit each night we read Hamish a bedtime story. It gave us an element of control in amongst the medical care. You could do your bit for your baby.'

Our work continues with NICUs across Scotland, allowing parents to feel comfortable and supported to make a crucial difference to their baby's experiences and long-term development.

I was never read to but the health visitor explained it all to me. And I can see how much she loves it now. The Bookbug books are the best, the ones we keep going back to.'

Parent



Inspiring young readers

Pupils from Gryffe High School, Renfrewshire, enjoy Authors Live



Reading Inspiration: Whitburn Academy

As participants in the First Minister's Reading Challenge, Whitburn Academy, West Lothian, received our first Reading Inspiration award. Their inspirational journey was centred on their most inexperienced readers, who became literacy ambassadors for the school. Staff role modelling, the creation of imagination stations (fun and relaxing places to read), literacy-themed events and book gifting all contributed to pupils' positive reading journey.

Reading for pleasure was integrated into everyday routines and teachers worked closely with the literacy ambassadors and their parents and carers to build confidence around reading. The impact seen in those children and on the school's reading culture as a whole was hugely transformative.

Pupils have become more self-assured in their reading identities which has helped them to explore the curriculum, as well as their personal development outside of school.

One of the literacy ambassadors, Ross, never thought he would have the confidence to read a script and was given the lead role in the school play. He then delivered a powerful talk about his individual reading journey to 24 councillors at the Council Chambers in Livingston. He wrote his own script and stood proudly before the large audience, feeling 'nervous but honoured and excited'.

'The First Minister's Reading Challenge has made a huge difference. Before I couldn't get my son to read a book. He's like a totally different child.'

*Parent of Whitburn Academy
literacy ambassador*

I can't believe how engrossed the parents have been in the Challenge and I can't believe how enthusiastic the pupils are about it. To see some of the pupils from where they started to where they are now is just incredible; if that's not why you do your job then I don't know what is.'

*Emily Reid, Teacher
at Whitburn Academy*



Bringing authors to communities



Scottish Friendly Jamboree

To celebrate the 20th Anniversary of our Scottish Friendly Children's Book Tour, we held our largest one-off event, the Scottish Friendly Jamboree, for 2,000 children at Glasgow's Royal Concert Hall. The day featured five of the biggest and best names from the tour's history: Jacqueline Wilson, Cressida Cowell, Chris Riddell, Pamela Butchart and The Etherington Brothers.

Schools travelled a collective 2,000 miles to attend and many more pupils tuned in to our livestream from their classrooms.

Over 1,300 young people left the event with a signed copy of a book and the event inspired many to start their own writing; having a significant impact on engagement with reading for pleasure. Post-event, teachers reported a significant impact on positive change in engagement with reading, writing and drawing, particularly among reluctant readers. 'They have been inspired in ways I hadn't predicted.'

The audience's most anticipated author, Jaqueline Wilson, said:

'I was delighted to take part. I think it's a wonderful idea that children from all over Scotland are given the opportunity to come and hear authors enthuse about books and the importance of reading for pleasure.'

“ It was an amazing experience and even my reluctant readers were caught up in the atmosphere and were as excited as the die-hard fans.’

Teacher

Only 28% of people in Scotland feel involved in their local community and 50% feel that they can't trust most people⁸. People living in the most deprived areas are three times more likely to say they don't feel any sense of belonging to their community⁹.

⁸ Bardsley, D., Dean, L., Dougall, I., Feng, Q., Gray, L., Karikoski, M., Rose, J., Stevens, C., & Leyland, A. H. (2018). *Scottish health survey 2017: volume one – main report*. Edinburgh: Scottish Government.

⁹ Housing and Social Justice Directorate. (2019). *Scotland's People Annual Report 2018*. Edinburgh: Scottish Government.



Nurturing Scotland's writing talent

Nadine Jassat performs at the New Writers Awards Showcase, 2019



Catherine Simpson: mentorship

Catherine Simpson has benefited from our Writing Communities' New Writers Award and our mentorship programme.

'Receiving the New Writers Award in 2013 was crucial; it was validating and made me believe publication was possible. Most importantly it provided a mentor, Kathryn Ross, who took me and my work seriously and gave invaluable feedback on my novel-in-progress. *Truestory* was published by Sandstone Press in 2015.

In 2017, only 37% of authors whose books were published in Scotland were women. 86% of newspaper book reviews were written by men, and of all reviews, 59% were reviews of male authors' books, written by male reviewers. By contrast, 7% of all book reviews that year were women's books reviewed by women¹⁰.

10 ROAR. (2019) Ready to ROAR: Group Calls Out Gender Inequalities Within the Scottish Literary Sector. University of Stirling, University of Glasgow, Scottish Book Trust.

In 2016 I began a memoir, *When I had a Little Sister* (Fourth Estate, 2019), about the suicide of my sister. This manuscript brought different challenges. After being awarded a place on the Mentoring Scheme I was able to work with Kapka Kassabova, an experienced memoirist, who guided me through the process. As a result, it became a much better book than it would have been.

It is possible that neither book would have been published without the support of Scottish Book Trust – certainly they would not have been published in the forms in which they now appear. Also, the experience of writing them would not have been such a positive one. I did not feel alone with Scottish Book Trust behind me.'

I've found the support from Scottish Book Trust invaluable and the work they put in to find the right mentor for me made me feel really invested in.'

*Nadine Jassat,
New Writers Awardee, 2018*



Sharing the joy of books



Pitch It! for Book Week Scotland

Pitch It! selects top authors and allows organisations, libraries and individuals to pitch for a once in a life time event for their community.

In its inaugural year, we supported Lighthouse Bookshop and the Edinburgh Caribbean Association to plan their own respective events with BAFTA and MOBO award-winning musician, writer and social entrepreneur, Akala.

Lighthouse's event discussed the history of empire for the next

Reading creates communities where people are less stressed, less isolated and more connected by allowing us to experience different cultures and explore others' views and feelings, fostering respect and compassion¹¹. Readers are over 70% more likely to have a sense of community spirit and 50% more likely to feel socially included¹².

¹¹ Billington, J. (2011). 'Reading for Life' Prison Reading Groups in Practice and Theory. *Critical Survey* 23(3), 67-85.
¹² Billington, J. (2015). *Reading Between the Lines: the Benefits of Reading for Pleasure*. Liverpool: University of Liverpool.

generation and was livestreamed as part of our Book Week Scotland Digital Festival, with 'viewing parties' held across many independent bookshops in Scotland.

Edinburgh Caribbean Association held an intimate event, with an audience primarily of young people of colour. Those involved were given the chance to perform with Akala and ask him questions in a welcoming setting.

Free tickets were offered for both events to the Edinburgh Caribbean Association and Intercultural Youth Scotland. Lighthouse were present selling books at the Edinburgh Caribbean Association event. These elements of co-working have led to frequent and fruitful collaborations across the organisations, which continue today.

One attendee who performed with Akala is returning for our upcoming Book Week Scotland (Nov 2019), this time as one of six selected Emerging Programmers, to run her own event with the support of Scottish Book Trust.

Our Akala event offered us an opportunity to bring a real superstar into our community and reach readers who wouldn't necessarily have connected with the bookshop. The financial support allowed us to take some risks and get creative, which has transformed the way we approach events. It was stellar.'

*Mairi Oliver,
Owner of Lighthouse Bookshop*



Awards and prizes



Scottish Book Trust Awards

The annual Scottish Book Trust Awards celebrate the achievements of authors, illustrators and learning professionals from across Scotland.

This year, Deena Wren, librarian at Beeslack Community High School, Midlothian, received our Learning Professional Award, acknowledging over ten years of service promoting reading for pleasure.

We recognised Deena's work to ensure that reading is modelled throughout the school. She often participates in lessons, promoting collaborative working across the curriculum and encouraging literacy to be regarded as a school-wide issue.

Deena's Read for the Future programme prompts pupils to keep a reading journal and has inspired generations of local children to read for pleasure. Her library is organised into 'worlds' of reading based on topics, supporting pupils to read widely across genres. Pupils are

then encouraged to report on the 'world' to their teachers or parents, with 62% of S1 pupils engaging with regular reports.

Deena also works closely with reluctant readers and has developed a collection of graphic novels and texts to support students with dyslexia. When a pupil approached Deena with an interest in reading manga, she created a club, and now 35 students attend once a week.

Deena was nominated by her colleague, Karen Atherton, who said:

'The sheer popularity of reading in the school speaks for itself: the library is packed all the time. Every pupil has been supported by Deena – she's the beating heart of the school.'

I learnt, very young, the power and pleasure of reading and it has been my passion ever since. Readers like me know that finding the 'right' book can change lives and it has been my privilege throughout the years to try to help my young people to discover theirs.'

Deena Wren, Winner of the Learning Professional Award, 2019



Support us: fundraising for our programmes



Kiran's Trust

Kiran's Trust have been supporting our young writers programme, What's Your Story?, for the past two years.

The Trust was set up to give thanks to and celebrate the life of Kiran Martin, who died in 2008, at the age of 18, from a brain tumour. Kiran was a very creative and fun loving person with a passion for arts and sport. Her family formed Kiran's Trust in 2009 to create a legacy in her name and support this passion in other young people.

What's Your Story? does exactly that, supporting young people from all over Scotland to develop their creative writing and illustration.

'Kiran's Trust is a small, family charity dedicated to supporting young people in the pursuits that Kiran held dear. She was an aspiring artist and told a great story. Our collaboration with Scottish Book Trust and the What's Your Story? programme is a fantastic way to recognise this and nurture creative expression in a budding writer/poet/illustrator. It is a great opportunity for a young person to be mentored as well as learn skills along the way to turn their talent into a career.'

*Johnny Martin, Director, Kiran's Trust
(kiranstrust.org)*

“Reading is a tool to take us somewhere far away from everyday. Everyone should have this gift.”

Jo, Supporter, Penicuik



Ways you can support us:

- Become a monthly donor
- Hold a fundraiser in your community, school or workplace. You can take part in our Big Book Swap during Book Week Scotland in November
- Join The Book Club to share your love of books and reading with other like-minded people and support Scottish Book Trust at the same time
- Leave a gift in your will and pass on your love of reading to the next generation

scottishbooktrust.com/support



One in four people experience a problem with their mental health each year¹³ and 74% of Scots say that they have felt overwhelmed or unable to cope at some point¹⁴.

Readers are over 20% less likely to report feelings of depression than non-readers and adults who read have greater levels of self-esteem, are better at dealing with difficult situations, planning, prioritising and making difficult decisions¹⁵, building resilience and giving them an advantage in working life.

¹³ Population Health Directorate. (2018). *Scotland's public health priorities*. Edinburgh: Scottish Government.

¹⁴ Mental Health Foundation. (2018, May 14). *Stressed Scotland: 74% of Scotland 'overwhelmed or unable to cope' in past year*. Mental Health Foundation.

¹⁵ Billington, J. (2015). *Reading Between the Lines: the Benefits of Reading for Pleasure*. Liverpool: University of Liverpool.



Looking forward 2019–21

From 2019–21, Scottish Book Trust is focusing 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 underrepresented 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

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

- Establishing and seeking funding for a new reading programme to support adults with dementia and their carers
- Expanding Book Week Scotland's outreach work
- 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
- Administering a Scots Language Publication Grant programme
- 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
- Managing a new website and CRM system to improve efficiency and effectiveness
- Developing resilience through partnership by cultivating relationships with peer organisations

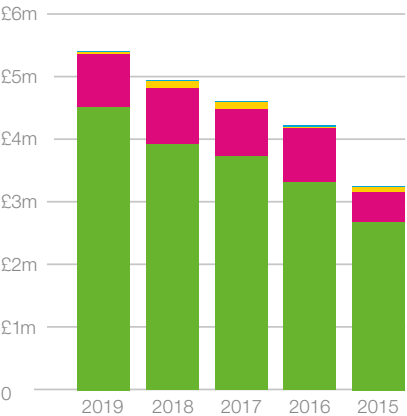


Financial review

In the year to 31st March 2019, our total income increased by £537k to £5.5m. The increase came mainly from the expansion of our Digital Storytelling programme, which grew from two to five library residencies, and from an increase in our Read Write Count funding to include packs for P7 to secondary school transition. The majority of unrestricted income comes from our Creative Scotland grant which remained unchanged from last year.

Income growth

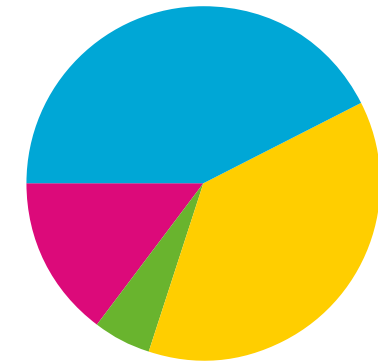
Of the total income of £5.5m, restricted income of £4.6m funded a diverse range of programmes for all ages, across Scotland, and includes fundraised income from trusts, foundations and corporate donors, as well as private individuals.



- Bank Interest and other income
- Unrestricted donations
- Unrestricted grants
- Restricted income for charitable activities

Restricted income split by programme 2018–19

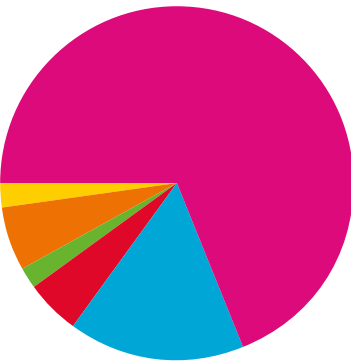
As well as funding direct programme staff costs, our restricted income of £4.6m funds the purchase of books, print materials and other resources required for the delivery of our programmes.



- £1,938,000: Early Years programme
- £1,727,000: School Communities programme
- £685,000: Reading Communities programme
- £245,000: Writing Communities programme

Funding split 2018–19

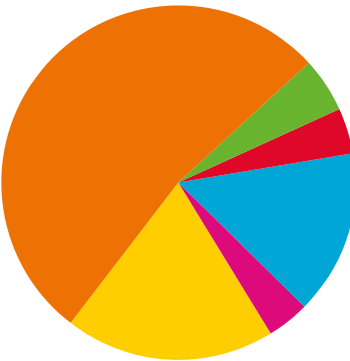
Total funds carried forward at the year-end are in line with last year at £2.6m. The majority of these funds (£2m) are restricted to specific programmes and represent advance funding for purchasing books and other resources early in 2019-20 to ensure our programmes run to agreed delivery deadlines.



- Scottish Government
- Creative Scotland-Regular Funding
- Creative Scotland-Programme Funding
- Other grants
- Donations, sponsorships, trusts and foundations
- Bank Interest and other earned income

Expenditure split 2018–19

During the year total expenditure increased by £568k to £5.5m. Our average staff team numbers increased from 50 to 58, as a result of both programme expansion and short term contractors supporting the development of our new website and CRM.



- Programme Staff Costs
- Direct programme costs (inc. book gifting)
- Irrecoverable VAT
- Travel and subsistence
- Support costs
- Other office costs

90,000 people in Scotland are living with dementia and this number is set to increase by an estimated 20,000 new cases each year¹⁶; it is estimated that one in three children born this year will go on to develop the condition in their lifetime¹⁷.

¹⁶ Health and Social Care Integration Directorate. (2017). National dementia strategy: 2017–2020. Edinburgh: Scottish Government.
¹⁷ Lewis, F. (2015). Estimation of future cases of dementia from those born in 2015. London: Office of Health Economics.





“ There are really no words to describe how much StoryCon works wonders for people who want to meet new friends while working on valuable career skills!

Teen attendee at StoryCon, 2019



Literacy is essential to achievement at school right across the curriculum, and cultivating a love of reading in young people is the best way to build their literacy skills. Whether or not a child enjoys reading is more important to their educational success than their family background, with reading four times more influential on intellectual progress in adolescence than having a parent with a degree¹⁸.

¹⁸ OECD. (2002). *Reading for Change: Performance and Engagement across Countries: Results from PISA 2000*. Paris: OECD Publishing.



Reading and writing regularly can lower the risk of developing dementia¹⁹ and produce a significant reduction in dementia symptoms, improving memory, concentration and listening. Sharing books and stories can also contribute to improved quality of life both for patients and their carers, reducing stress and strengthening bonds²⁰.

¹⁹ Lee, A. T. C., Richards, M., Chan, W. C., Chiu, H. F. K., Lee, R. S. Y., & Lam, L. C. W. (2018). Association of Daily Intellectual Activities With Lower Risk of Incident Dementia Among Older Chinese Adults. *JAMA Psychiatry*. 75(7), 697–703.

²⁰ Centre for Research into Reading, Information and Linguistic Systems. (2017). *A Literature-Based Intervention for Older People Living with Dementia*. Liverpool: University of Liverpool.



Our programmes

Annual Personal Story Campaign
Authors Live
Bookbug
Book Week Scotland
Bookzilla app
Callan Gordon Award
Digital Storytelling
First Minister's Reading Challenge
Ignite Fellowship
Live Literature
New Writers Awards

Next Chapter Award
Read, Write, Count
Robert Louis Stevenson Fellowship
Scottish Book Trust Awards
Scottish Friendly Children's Book Tour
Scottish Teenage Book Prize
StoryCon
The Bookbug Picture Book Prize
What's Your Story?
50 Word Fiction

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A registered company, SC184248

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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, the Callan Gordon Family and The Hugh Fraser Foundation.

Thank you also to the following people who supported Scottish Book Trust as members of The Book Club, including those who wish to remain anonymous:

Christian Albuissou, Lucy Jukes and Ben Thomson, Martin Adam and William Zachs, and Scott Lothian

Find out how you can get involved at scottishbooktrust.com/support.

