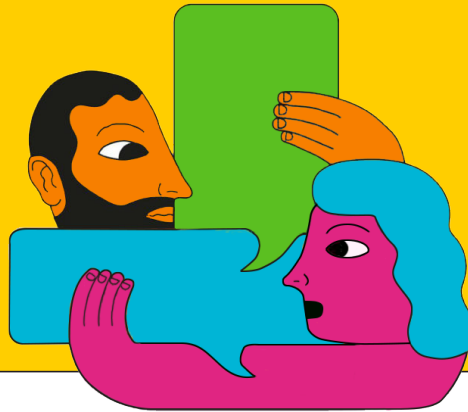


**Scottish Book Trust**

inspiring readers and writers

**Book Week Scotland**



## Book Week Scotland in libraries

In 2019 Scottish Book Trust co-ordinated the 8th Book Week Scotland – a weeklong national celebration of reading and writing across Scotland and online. We support library services, local partners and schools to hold events that will include and enthuse the people in their communities.

Every library service in Scotland was able to programme Book Week Scotland events because of the generous and continued funding from the Scottish Library and Information Council (SLIC).



Libraries reported holding:

**126**

SLIC funded events with an audience of 4,155

**563**

additional events with an audience of 18,049

**514**

Bookbug Sessions for a total of 13,075 carers and children



Over 40,000 people attended over

**1,300**

public events, with 35,000 school pupils taking part in additional activities across the country



**99%**

of audiences enjoyed their event



**1 in 3**

of the Scottish population is aware of Book Week Scotland



**100,000**

published and gifted copies of a new book of true stories written by the people of Scotland. 97% of libraries gifted the free book



**36.1m**

media readership, including 810 pieces of print, online and broadcast coverage

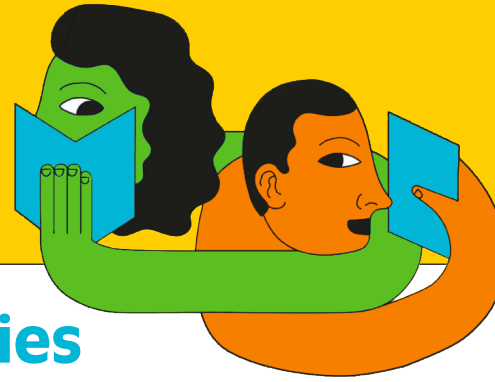
*“The overall offer for Book Week Scotland is always interesting, surprising and comprehensive: there's something for everyone.”*

**SLiC**

Scottish Library & Information Council



**LOTTERY FUNDED**



## West Dunbartonshire Libraries

West Dunbartonshire Libraries applied to Pitch It, a Scottish Book Trust initiative that invites libraries and communities to pitch their dream event to win a fully-funded event by a high-profile writer. This allowed them to run a full day of events with the food writer Jack Monroe.

Workshops and talks with local high schools, an additional support needs school, and youth groups took place in community centers and the mobile library. Jack Monroe's popularity as a writer and journalist appealed to a younger audience and their openness about being LGBT

**“It has provided a portal into other events at the library and other services that the library can provide.”**

and non-binary made the events particularly engaging for LGBT youth. These are groups that the library service has found difficult to engage with in the past, so they are keen to build on the excitement generated by the event.

The style of the events were accessible, informal, and friendly which staff felt helped to deepen the experience for the audience and the author. The young people who attended were confident, asking questions during the event and queuing to speak to the author afterwards. The hope is that some audience members who

attended an event for the first time in November have now become regular library users. It has reached people who may not have otherwise used public libraries.

Staff report that Book Week Scotland allowed them to take risks, attract new audiences, and to find out what resonates with their communities. The library service hopes that the success of their Pitch It events will act as an entry point for building new audiences within the communities that attended. They are especially keen to keep the relationship with the younger audience, encouraging them to become lifelong readers.

**“We believe these events have an intrinsic worth and we want to use them to foster a lifelong love of reading. That's what Book Week Scotland is for us. It's all about that desire to build a love of the written word with people.”**

**“The feedback we got was amazing. The local community really appreciate “real life authors” talking to them in their local village hall.”**



**72%**

of libraries held additional events on top of those funded by Scottish Book Trust



**88%**

of audiences attended their BWS event in a library



**99%**

of audiences rated their library event 4 or 5 out of 5

