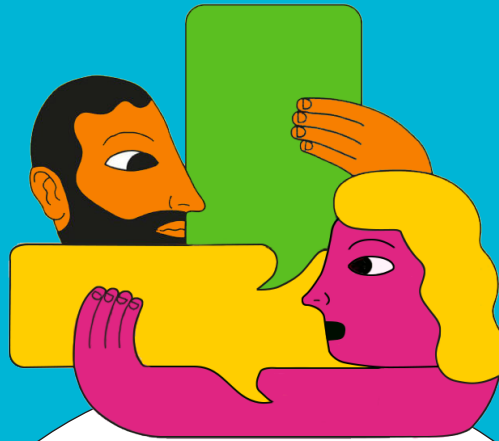


Scottish Book Trust

inspiring readers and writers

Book Week Scotland



Book Week Scotland 2019

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



Over 40,000 people attended over

1,300

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



1 in 3

of the Scottish population is aware of Book Week Scotland

“

‘Isn’t it wonderful when you have a physical book in your hand that someone else recognises and enthuses about?’

Audience member

”



72%

of libraries and 45% of other partners held additional events on top of those funded by Scottish Book Trust



99%

of audiences enjoyed their event

“

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

Partner

”



We encouraged people across the country to vote for the most iconic Scots word. 200 submitted nominations and almost 2,000 votes were cast before

‘Dreich’

was declared the winner.



100,000

published and gifted copies of a new book of true stories written by the people of Scotland

SLiC

Scottish Library & Information Council



LOTTERY FUNDED



36.1m

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



Approx

90,000

social media engagements



Over

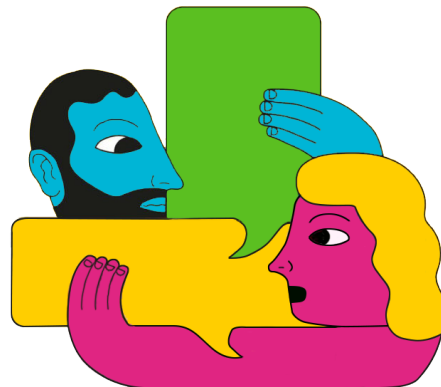
110,000

video views

Nil by Mouth

Nil by Mouth is a Scottish charity that works to challenge sectarianism. They have been participating in Book Week Scotland for a number of years, using sport and reading to bring people together. They hold their events in community spaces such as football clubs, to reach people who don't see themselves as readers.

For Book Week Scotland 2019 they ran an event with Irvine Meadow FC as part of the local Football Memories project, which uses sport to support people with Alzheimer's and other memory-related conditions.



Sports author Daniel Gray read from his evocative writing on football through the decades. He then hosted an informal chat with the audience about their memories of matches.

The social part of the event tapped into the communal side of football. The audience stayed engaged throughout the event and stayed behind to talk afterwards. The event appealed to older men from the local area who attended alone or in groups from care homes. Some of the audience were quite isolated in their day-to-day life so the event was a real opportunity to create a sense of community.

“

'It's trying to reach people at a level they feel comfortable with and not condescending to them.'

”

“

'It was hugely successful in getting a demographic that wouldn't normally come to a book event to come.'

”



84%

of the audience encouraged friends or family to participate in Book Week Scotland



1 in 4

of partners held events for the first time this year