

**Scottish Book Trust**

inspiring readers and writers

**Book Week Scotland**



# Book Week Scotland 2021

Scotland's national celebration of reading and writing. We support library services, partners and schools to hold events that will include and enthuse their communities about reading and writing.



*'So much treasure, but the greatest of all is recapturing the wonder of my childhood!'*

**Audience member**

**100%** of partners said people enjoyed the events they attended

**65%** encouraged others to participate in Book Week Scotland

**50,000**

published and gifted copies of a new book of stories, *Celebration*, and free ebook and audiobook copies made available for all

Censuswide research suggests that

Audiences could choose from over

**800**

events. This year our audience could attend events in lots of different ways including watching author events online, playing online games, and attending socially distanced events

**1/2** of the Scottish population is aware of Book Week Scotland

More than **25,000** engagements on social media

*'I think it's great and an excellent way to meet new people and read interesting books by new or existing authors.'*

**Audience member**

**Over 19,500** video views



**SLiC**  
Scottish Library & Information Council



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## Partners

Scottish Book Trust and partners ran a mixture of digital, hybrid or socially distanced events. These included online author panels and workshops, walking tours, online role playing games and live broadcasts.

**96%** of partners strengthened their links with existing audiences

*'Using archives to promote writing and sharing of our library has been a goal for a couple of years. Book Week Scotland allowed us to reach a new audience and wider reach online to our resources.'*

**Partner**

*'You motivated us to reach out to a local author and make a connection, and this has proved to be a very important connection for us as a recovery community, and one which will continue long beyond Book Week Scotland.'*

**Partner**

**96%** of partners could not have run their events without Book Week Scotland

*'We had such lovely feedback from individuals attending, and may create a small writing group so we can keep in touch with each other.'*

**Partner**

**89%** of partners reached new audiences

Authors included **Jackie Kay, Alan Cumming** and **Denise Mina**

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