

Scottish Book Trust

inspiring readers and writers

Book Week Scotland



Book Week Scotland 2020

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.

'It was amazing! Especially after the long arduous haul that lockdown has brought.'
Audience member

50,000

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

71%

encouraged others to participate in Book Week

49%

of the Scottish population is aware of Book Week Scotland

'The event allowed us to access more authors than we could have if they were in person events.'
Audience member

292,000

An audience of approximately 292,000 at 448 events. This figure comprises all of the ways audience could engage with our event offer this year including watching author events online, playing online games, and attending socially distanced events.

47%

attended an online event with friends, family or colleagues

92,200

engagements on social media.

202,000

video views

SLiC
Scottish Library & Information Council



LOTTERY FUNDED



Partners

Scottish Book Trust and partners adapted to Coronavirus restrictions by running digital or socially distanced events. These included online author panels and workshops, a Zoom murder mystery, school tours, poetry paths, walking tours, virtual bookshelf tours, and a time capsule.

'Book Week Scotland is always a bright spot on our calendar, but this year in particular, it really did bring us a lot of joy.'
Partner

Authors included **Val McDermid**, **Ruby Wax**, and **Ibi Zoboi**.

'Some of the audience had never attended an author event before.'
Partner

79%
partners said they could not have run their event without Book Week Scotland.

98%
partners said people enjoyed the events they attended.

91%
partners said the event helped them reach new audiences.

More than **5,300** attended Book Week events in schools.

100%
of schools agreed that taking part contributed towards encouraging their pupils' enjoyment of reading and writing.

'Linking up with Book Week Scotland gave a real purpose to and support for the project and the funding allowed us to try something new and different.'
Partner

Schools