



EDINBURGH
CITY OF
LITERATURE
Books Words Ideas

UNESCO Creative Cities Network

Monitoring Report

Submitted January 2017

TABLE OF CONTENTS

1. Executive Summary	3
2. General Information	4
3. Contribution to the Network's Global Mgmt	5
4. Initiatives Implemented at the Local Level	6
4.1 Words on the Street campaign.....	6
4.2 Literary Salon programme	8
4.3 Emerging Writers programme	8
4.4 Literary Tourism initiative	9
5. Initiatives Implemented Through Inter-City Co-op ..	11
5.1 International Poetry Projections.....	11
5.2 Krakow City of Literature Collaborations.....	11
5.3 Sub-Network Collaborations.....	12
6. Proposed Plan for Forthcoming Period of 4 Yrs	13
6.1 Initiatives within Edinburgh	13
6.2. Initiatives with international partners.....	15
6.3 Budget Overview.....	15
6.4 Communication Strategy.....	17
7. Appendices	18
7.1 Appendix 1: Our Programme.....	18
7.2 Appendix 2: Our Literary City.....	20
7.3 Appendix 3: Our Creative Industries.....	24

1 EXECUTIVE SUMMARY

In October 2004 Edinburgh was designated the world's first UNESCO City of Literature and the founding city in an international network of Creative Cities spanning the globe.

Edinburgh is an outstanding literary city. We are the home of world-famous writers, song lyricists, screenwriters, playwrights, poets, novelists, storytellers, academics, illustrators, book artists and graphic fiction writers. Edinburgh is the base of our national literature organisations and home to the world's largest public celebration of the written word, the Edinburgh International Book Festival. An Edinburgh press produced the first book printed in Scotland in 1508. The world's tallest monument to an author, Sir Walter Scott, towers over the world's only train station named after his novel, *Waverley*. We are a city that lives and breathes books, words and ideas.

The City of Literature title was conceived in Edinburgh as a permanent and non-competitive title recognising outstanding excellence and we were honoured when UNESCO incorporated the title into its then emerging Creative Cities Network programme. Following our designation, the City of Literature office was established in 2005 and is run by the Edinburgh UNESCO City of Literature Trust. We are an independent charity with three staff and supported by volunteers, artists, stakeholders and partners.

'Edinburgh remains a city of the mind, a writer's city' – Ian Rankin

We have a unique overview of our city, and our breadth of knowledge, international network and

ability to mobilise a wide range of partners underpins our success. We are independent, creative and open-minded by nature, and our work is characterised by strong partnerships and strategic collaborations. We opt for local resources and local creative talent to deliver our work, striving for the highest possible quality in all that we do and stepping forward to break new ground where needed. Our work is recognised for its innovative and creative approach and the UNESCO Cities of Literature designation is recognised as a mark of excellence. We embrace literature in its widest and most glorious definition and seek to widen access so everyone can enjoy its creative expression.

Our programme has been creative, prodigious and far reaching. From high profile citywide reading campaigns to one-day spectacles honouring our famous authors; international exchanges to local residencies; one-off conferences to monthly Literary Salons; press tours to promotions to support emerging writers; behind the scenes strategic coordination to inscription of quotations on prominent public city locations; digital hubs to leadership of an international network of Cities of Literature.

We are connecting people to place so everyone everywhere can be part of our literary story: opening up a world of possibilities, of learning, wonder and joy for all. Our work is framed within the context of the Creative Cities Network's mission statement, and focuses on the potential of creativity for sustainable urban development. Our sister Cities of Literature remain a source of inspiration, friendship and energy, and the network cities a source of learning and exchange.

This report focuses on the period between 2012 and 2016.

2 GENERAL INFORMATION

2.1. Name of the city: Edinburgh

2.2. Country: Scotland

2.3. Creative field of designation: Literature

2.4. Date of designation: October 2004

2.5. Date of submission of the current report: January 2017

2.6. Entity responsible for the report: Ali Bowden, Director, City of Literature Trust

2.7. Previous reports submitted and dates: n/a

2.8 Focal points of contact, including:

Designation Focal Point:

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3.1 Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory): Four

3.2 Hosting of a UCCN annual meeting and dates:
N/a

3.3 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives: Between 2012 and 2016 we have assisted sixteen cities with their bids to become a UNESCO City of Literature. We have hosted three sub-group meetings (Seoul in 2012; Montreal in 2013; Bologna in 2014) and the first meeting of the six UK UNESCO Creative Cities (2015).

Since designation in 2004, Edinburgh has actively contributed to the development of the network. In August 2006 and August 2008 we hosted a Cities of Literature Conference as part of the Edinburgh International Book Festival. These conferences brought together representatives from aspirant Cities of Literature, providing support with the application process and sparking new collaborations. Every year we welcome visitors from designated or aspirant Cities of Literature as well as supporting enquiries from other art forms interested in joining the Creative Cities Network.

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network: In 2012 we joined with Krakow in Poland to support their Cities of Literature conference, hosted as part of their Conrad Festival, and part of their Reading Malopolska programme. The conference brought together 24 international delegates, from designated and aspirant Cities of Literature to look at

‘Challenges for Cooperation among the Cities of Literature’.

3.5 Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates): In July 2012 Edinburgh was appointed chair of a newly formed **Creative Cities Network Working Group**. Working closely with UNESCO we led a programme of work to develop and improve the structure and processes supporting the Creative Cities Network, on behalf of all cities already designated but also to support those cities wishing to join our network.

We provide significant in-kind support to UNESCO secretariat, including: the review of applications for designation, promotion of the network, and the services of Edinburgh City of Literature Trust staff through their engagement with UNESCO staff to provide information and materials and the cost of attending annual meetings. As the founding city in the network designated in 2004 we estimate this in-kind cost, spanning thirteen years, to be worthy of note.

3.6 Membership of the Steering Group and period:
n/a (see note on Working Group above)

3.7 Participation in the evaluation of applications: The Edinburgh UNESCO City of Literature Trust, its staff and board of directors, provided their time and resources to assist with two evaluation rounds for aspirant UNESCO Cities of Literature: 2014 - 15 applications assessed; 2015 - 12 applications assessed.

4 MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

4.1 Words on the Street campaign

A core part of our strategic approach to improving access to and participation in Edinburgh's literary life is the Words on the Street campaign. This launched in 2012 and brings literature to the city's streets in highly visible locations with a high footfall. The campaign is comprised of a series of linked projects, representing a significant partnership involving the public and private sectors and civil society. They widen the audience for literature and support the creation of new cultural activity and products. Full campaign information is available at www.cityofliterature.com.

One of the first projects in this campaign was **Carry a Poem** in 2012 where we projected poetry on the iconic rock face of Edinburgh Castle on Valentine's Day, an image which travelled the world online.

In the same year we launched our **enLIGHTen** project, a spectacular 19-day projection project which illuminated six prominent buildings in Edinburgh's New Town with dynamic projections displaying text by writers of the Scottish Enlightenment period. Involving over 30 partners, this was a unique project which created a spectacular visitor attraction and celebrated our city's unparalleled contribution to the Scottish Enlightenment, and our UNESCO City of Literature and World Heritage designations.

This was the first time dynamic projection mapping had been used for cultural purposes in Scotland and each location was supported by newly commissioned, site-specific piece of micro-fiction and a short audio guide covering the architectural and historic aspects of the area. There was substantial social media engagement and press coverage and a footfall of 402,912 was recorded during the campaign period, in the two streets hosting the installations in March 2012, substantially outperforming both the previous month (by 37%) and subsequent month (by 28%).

93% of survey respondents said they enjoyed the campaign and 97% said it added value and interest to the city as a destination. 79% of respondents are now more aware of the Scottish Enlightenment and Edinburgh's literary history, while more than half the respondents came into the city centre especially to see the projections.

The **Art Wall** project in 2013 saw us working closely with staff in the planning department of the City of Edinburgh Council and the Edinburgh International Conference Centre. We developed a public art wall bearing a quote from one of our leading Edinburgh authors, Alexander McCall Smith. The installation at Atria Edinburgh was a key feature of the building's design at its inception, and celebrated Edinburgh's strong literary heritage and status as the world's first UNESCO City of Literature.

It was designed to provide a piece of public art for the city in a newly created public space in Edinburgh's central business district.

In 2014, to mark the 10th anniversary of our UNESCO City of Literature designation, we launched **Great Scott!** and covered the floors, walls and windows of Edinburgh's Waverley Station - the only railway station in the world named after a novel - with the wit and wisdom of the writer of that book, Sir Walter Scott. Scott's *Waverley*, regarded as the world's first historical novel, celebrated its 200th birthday in 2014 and we gave away 25,000 free copies of a special book about Scott and his life, bringing his words and work alive for a new audience.

The project won The City Award 2014 from Creative Edinburgh, which recognises an outstanding creative contribution to the city. The public response to the installation was so positive that the station owners agreed to **maintain the installation on an on-going basis** and with an annual footfall of 23 million people at the station, this is one of the highest profile projects run by the Trust.

The **Terry Gilliam Don Quixote** project took place between 12th February and 11th March 2016 as part of the on-going engagement campaign, Words on the Street. A 10-metre long illuminated light installation featuring a quote chosen by international screenwriter, filmmaker and artist Terry Gilliam and inspired by Miguel de Cervantes' *Don Quixote* was installed on Jeffrey Street in the heart of Edinburgh's Old Town for 28 days:

'I shall tear up trees with my bare teeth! I shall crush mountains with my fists! I shall go crazy -for love!'

This provided a free, highly visible literary attraction in the city, particularly noticeable to those travelling through Edinburgh Waverley railway station (300,000 footfall per month). The project celebrated the power great books have to inspire great artists and highlighted Edinburgh as an outstanding centre for books and publishing, underlining the city's links to Cervantes and *Don Quixote*, widely regarded as the world's first modern novel. Terry Gilliam is an internationally recognised artist who in his role as an ambassador for this project secured press and media attention for Edinburgh as a UNESCO City of Literature.

On World Book Day 2016 we launched the **Leith Poetry Projections**. Collaborating with the first 11 Cities of Literature – Melbourne, Iowa City, Dublin, Reykjavik, Norwich, Krakow, Dunedin, Heidelberg, Prague, Granada and Edinburgh – we projected poems onto Leith's busy Constitution Street. A different poem from a different city was projected each night for 11 nights. The project, inspired by our sister City of Literature Krakow, celebrated poetry and our international links.

Our Words on the Street campaign is ongoing with our **Canongate Stars and Stories** project, which launched in late 2016.

The Words on the Street campaign addresses goals 2, 3 and 5 of UNESCO's Creative Cities Network aims.

4.2 Literary Salon programme

The City of Literature Salon is an informal monthly gathering at a local bar, hosted by the City of Literature Trust, and for those with a professional interest in literature.

First established in 2005, it attracts a monthly attendance of 50-60, made up of journalists, literary agents, screenwriters, playwrights, publishers, illustrators, booksellers, librarians, authors and more. We help individuals to meet like-minded souls and navigate the literary landscape, with the Salon playing a vital role in fostering a sense of community and generating opportunities. It has received commercial sponsorship and over its life has had an attendance of approximately 5800 literary professionals.

Edinburgh's Literary Salon provides a vital hub and contact point, helping stimulate new work, initiatives and collaborations and improving people's access to the city's literary community.

Guest speakers range from performance poets, writing agencies and screenwriters to festival programmers and literary critics. Over the years the **Salon has inspired off-shoots** in Belfast, Newcastle, Glasgow and Norwich with the most recent being Dundee's Literary Lock-In established in April 2014 and the Scran Salon, which brings together Edinburgh's food scene including business owners, chefs, producers, writers, promoters and enthusiastic eaters. The Salon has inspired a new Creative Salon in Edinburgh for those working in the performing arts.

On the 30th March 2015, the Right Honourable Donald Wilson, Lord Provost of Edinburgh and City of Literature Trust Board member, hosted a special Salon at the City Chambers to mark 10 years of Edinburgh's designation as a UNESCO City of Literature. There were over 100 guests from across the literary community including world-famous Edinburgh authors Alexander McCall Smith and Ian Rankin.

The Literary Salon programme addresses goals 4 and 5 of UNESCO's Creative Cities Network aims.

'I've always struggled to find ways of interacting with other writers and people in the industry on an informal basis, so the Literary Salon is perfect.'
- Colin Galbraith, Writer

4.3 Emerging Writers programme

In 2016 we celebrated 10 years of Story Shop, which over the years has provided a festival showcase and professional development opportunity for 136 emerging writers from Edinburgh.

Each year, in partnership with the Edinburgh International Book Festival, we issue an open call to local writers wishing to apply for one of the 17 available 10-minute reading slots at the world's largest public celebration of the written word in August. Writers who are successfully placed in the programme are given a free performance workshop to help them develop their core skills, including voice coaching and microphone technique. Short recordings of their work are created and used as part of the publicity for the programme, helping to establish them publicly as

a 'writer' – for many the first time they've used this term – and giving them an insight into what is required to help writers bring their work to audiences.

“It was really good, and it was my first experience of truly feeling like a writer. Everyone involved in the organisation was helpful, supportive and encouraging – it was a wholly positive experience!”
– Story Shop participant

August 2016 saw the tenth anniversary of the programme and was **marked by record attendance** at the festival venue, the Spiegelent in Charlotte Square. Over 1180 people attended Story Shop in person, with over 831 people viewing live via Periscope and a further 1800 who viewed the Periscope recordings at a later date. Another 1050 people watched Story Shop recordings edited and uploaded to YouTube. Both live and online engagement led to a 387% increase on Story Shop 2015, and 240% more than anticipated.

We held a special New Writers Reception to mark the anniversary with over 100 writers, publishers, and industry professionals attending. Three former Story Shop performers spoke about their careers and the way in which the Story Shop experience has helped them develop as a writer.

Our emerging writers programme, Story Shop, improves access to and participation in cultural life for writing professionals in the early days of their career. It helps stimulate the creation of new work and strengthens our literary community. Over the years it has become a hub for early career professionals and provides a

crucial step for emerging authors in Edinburgh's cultural sector. Many of our participants have gone on to successful writing careers, winning awards and accolades.

The Emerging Writers programme addresses goals 3, 4 and 5 of UNESCO's Creative Cities Network aims.

4.4 Literary Tourism initiative

Over the last ten years we have been working to fully integrate literature into local development strategies and plans. We have focused our energy on the under developed area of literary tourism and our work has been characterised by three objectives:

- 1 – STRATEGIC: inclusion of our designation in key strategy documents
- 2 – RESOURCES: the development of essential business resources
- 3 – FINANCIAL: funds to support innovation and new literary tourism product

Throughout 2011 we worked with the tourism sector to assist with the creation of a new tourism strategy for the city. We represent literature through our membership of the Edinburgh Tourism Action Group (ETAG), which brings together the wide range of businesses which make up Edinburgh's tourism sector, including transport and accommodation providers, attractions, venues, theatres, shops, bars, restaurants, conferences, events and festivals. In January 2012 the **Edinburgh 2020 – The Edinburgh Tourism Strategy** was launched, and through our work with this public and private sector collaboration group we have secured recognition of Edinburgh as a UNESCO City of

Literature and the need for investment and development of the cultural tourism opportunities that accolade offers.

In 2012, in partnership with ETAG and Scottish Enterprise, Scotland's main economic development agency, we launched a **Business Opportunities Guide for Literary Tourism** in the city. Free to download, and supported by an online toolkit it helps businesses think about how they can create new opportunities and grow their business strategy around Edinburgh's literary connections.

In 2014 we **launched our Literary Tourism Innovation Fund** supported by the Edinburgh Tourism Action Group and Scottish Enterprise. Established to help reduce the initial risk of setting up new quality literary tourism experiences and product development projects for businesses, **£20,000** was made available over two years to support projects that celebrate Edinburgh's literary scene – past and present – and raise the profile of its literary legacy.

The fund proved popular with businesses and seven successful awards resulted in the creation of new tourism products: a hotel book menu scheme; a Celtic Summer School; a free Literary Edinburgh app; the creation of literary suites at the Place Hotel; a new Democracy Walking Tour; a free Alexander McCall Smith Edinburgh treasure trail app; a new Poetry walking tour.

The Literary Tourism initiative addresses goals 2,3,4, 5 and 6 of UNESCO's Creative Cities Network aims.

Our programme is made possible by the support of a wide range of partners, sponsors and funders and in particular, our thanks to **Creative Scotland** and the **City of Edinburgh Council**.

5 MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

Below we have listed the main partnership projects and programmes we have delivered between 2012 and 2016 in collaboration with one or more UNESCO Creative Cities. All activity is within the framework of the Creative Cities Network objectives as detailed in its Mission Statement.

5.1 International Poetry Projections

In 2016 Edinburgh UNESCO City of Literature Trust celebrated World Book Day with a series of international poetry projections in Leith, Edinburgh's port district. Collaborating with the first 11 Cities of Literature – Melbourne, Iowa City, Dublin, Reykjavik, Norwich, Krakow, Dunedin, Heidelberg, Prague, Granada and Edinburgh – we projected poems onto Leith's busy Constitution Street. A different poem from a different city was projected each night for 11 nights. The project took its inspiration from Krakow City of Literature, through best practice sharing, where a similar project has been running successfully for several years.

Our projections, featuring poems from Cities of Literature across the world, formed part of the Trust's larger strategic 'Words on the Street' campaign. The objective of these projections was to make the city's literary heritage more visible and encourage participation, and to strengthen Edinburgh's international cooperation between cities of literature by showcasing our poets.

A public exhibition within Creative Exchange – a business incubator and flexible workspace for

people working in creative industries - highlighted each of the UNESCO Cities of Literature featured and provided information about the poets whose work was projected. The project had strong social media and online engagement via the cityofliterature.com website and the #wordsonthestreet hashtag, supported by the Cities of Literature worldwide.

5.2 Krakow City of Literature Collaboration

Between 2013 and 2015 Edinburgh City of Literature has collaborated with Krakow City of Literature on a series of projects to improve access to and participation in cultural life, and further understanding of our UNESCO City of Literature designations.

Krakow was appointed the seventh UNESCO City of Literature in November 2013 and to celebrate Edinburgh's new relationship with them as sister Cities of Literature— and to mark the renewal of the Partnership Agreement between Edinburgh and Krakow City Councils – in October 2014 we arranged a special Edinburgh showcase as part of the 2014 Conrad Festival in Krakow.

The showcase was made up of four elements taking place between 20th and 26th October: poetry projections, Edinburgh's Lord Provost opening the Conrad Festival, Edinburgh publisher Canongate as guests of the Krakow Book Fair and Edinburgh events programmed within the Festival.

The Conrad Festival is Krakow's main literary festival and the three programmed Edinburgh events looked at ways in which Edinburgh has

inspired different literary groups: *Edinburgh inspires writers* with author James Robertson; *Edinburgh inspires poetry* with Edinburgh Makar, Christine de Luca; *Edinburgh inspires creative industries* with Nick Barley, Creative Director of the Edinburgh International Book Festival, and James McVeigh, Head of Marketing and Innovation at Festivals Edinburgh. All the events were to capacity audiences and questioning was keen and insightful.

The Poems On The Walls aspect of the showcase saw 12 Edinburgh poems projected onto Bracka Street corner, one of Krakow's busiest areas, and the entire showcase was organised and promoted by colleagues at the UNESCO City of Literature office in Krakow.

In 2014, in partnership with Edinburgh International Book Festival and the City of Edinburgh Council, we programmed the New Wave Krakow event as part of the Festival's free Unbound evening programme. Attended by over 80 people, the event welcomed writers from Krakow and invited them to reflect on their city's new City of Literature designation: Sławomir Shuty, a writer, director and photographer; Piotr Marecki, co-founder and editor-in-chief of the magazine Ha! Art; Łukasz Orbitowski, a writer and columnist.

5.3 Sub-Network Collaborations

Between 2012 and 2016, Edinburgh UNESCO City of Literature Trust has been involved in a range of collaborations, exchanges and projects with sister Cities of Literature. The following is an overview of the key projects:

Dublin Writers Festival

We worked with Dublin City of Literature to programme an event for Irish author Kevin Barry as part of the first Book Week Scotland in Edinburgh in November 2012, and assisted with Scottish author recommendations for the International Literature Festival Dublin.

Melbourne Digital Writers Festival

In February 2014 we participated in a live Skype event as part of the Digital Writers' Festival in Melbourne's Emerging Writers' Festival programme which brought together the designated Cities of Literature online to share ideas and experience.

digitalwritersfestival.com/2014/events/cities-of-literature-a-global-meetup

International Unbound Event

In 2016, as a way of strengthening Edinburgh's international connections, we invited our sister Cities of Literature to send writers to perform at the Edinburgh International Book Festival. Reykjavik, Dunedin, Lviv, Ljubljana, Nottingham and Norwich each responded and in total 17 writers read to an open-air audience in Charlotte Square Gardens.

International Best Practice Sharing

Over the last four years our director has visited Cities of Literature to meet with organisations and share knowledge and expertise, and learn about programmes and initiatives. These visits have led to further collaborations and exchanges of artists and practitioners. Best practice sharing trips: Reykjavik (2012), Heidelberg (2013), Lviv (2014), and Barcelona (2015).

Detailed evaluation reports for our main projects are available upon request.



PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

6.1 Initiatives within Edinburgh

We have selected three aspects of our forthcoming programme in 2017-19 which indicate the way in which our work achieves the objectives of the Network locally:

- 1 – Edinburgh’s Netherbow: a new literature hub for the world’s first UNESCO City of Literature
- 2 – An expansion of our Words on the Street audience engagement initiative
- 3 – Outreach and engagement research and best practice sharing

EDINBURGH’S NETHERBOW

General Overview

This is a key strategic project for the City of Literature Trust and an important development for Edinburgh as a literary city. It will develop the existing honeycomb of buildings, gardens, closes and streetscape in and around the Scottish Storytelling Centre and John Knox House on the Royal Mile to create a new highly visible focal point for Edinburgh’s literature and Scotland’s culture.

The development is supported by an alliance of the key literature organisations based in Edinburgh, is led by the City of Literature Trust and Scottish Storytelling Centre and will result in a new comprehensive information, education and interpretation point for the City of Literature.

The Development

The resultant hive of buildings, street space, interpretation and participation will be for local

people, Edinburgh’s citizens, and visitors from near and far. It will provide cultural experiences that balance commercial tourism, allowing the stones of Edinburgh’s World Heritage Site to speak for themselves. The tale to be told is one of books, words and ideas, which have changed the world, and of a creative contemporary community that can resonate worldwide.

Benefits

The development will increase the promotion of literature, support collaboration between literary and cultural organisations for the people of Edinburgh, and improve Edinburgh’s international profile and engagement through literature. This strategic project will secure the unique environment of Edinburgh’s Netherbow for long-term cultural and educational use. It will become a radial focus for Scotland the literary nation, inter-connecting across the literary city and to all parts of Scotland. In this way the benefit of Edinburgh’s status as the first UNESCO City of Literature will become visible and accessible to all.

The Location

Edinburgh’s Netherbow is the midpoint of the Royal Mile where the city gate, or Netherbow Port, once stood. Its street front and closes (narrow streets) are home to a cluster of Scotland’s most important historic buildings, and seedbed to the national and international story of a literary capital.

The Community

The plans for Edinburgh’s Netherbow are shaped through collaboration between the people who

live and work here with literary organisations and national agencies. We are united by a determination to give generations to come the best of the past, and every possible resource for the future.

The Partnership

The Edinburgh's Netherbow project brings together a range of public, private and charitable organisations in the area. It has already **won a Co-operative Development Scotland Collaboration Prize**. The Netherbow area contains the headquarters of Scottish Book Trust at Sandeman House, and the adjoining Trinity Apsse the Scottish Storytelling Centre and TRACS with its traditional arts networks, John Knox House, The Cockburn Association, the Saltire Society in Fountain Close, The List and Canongate Books in Tweeddale Court, Moubray House with its famous literary associations and a cluster of closes, courts and gardens in the connecting streetscape.

WORDS ON THE STREET: Canongate Stars and Stories

This is a signature project within our Words on the Street campaign, connecting literary heritage to its location within the city. In 2016 we launched an illuminated trail of 20 quotations which celebrate Edinburgh's outstanding print and publishing heritage on Edinburgh's Royal Mile. The lightboxes range in size from 30 inches to 6ft and feature quotes and phrases drawn from famous books and writers from across the ages on display in the windows of businesses along the Old Town's Canongate area. The project successfully brings literature to the streets of our city in an accessible and engaging

way, widening literature's reach, in partnership with both public and private sectors.

In the next two years we will be developing the outreach and engagement aspect of the project:

- Expanding the number of lightboxes.
- Working with local businesses to develop opportunities for them within the literary and tourist sectors.
- Increasing the number of led walking tours, which have proven a popular way for people to explore the boxes; we are interested in working with local storytellers to develop the tour as a form of outdoor, interactive performance.
- Developing outreach aspects to widen the audience including new digital platforms, audio and video guides, braille material and elements targeted at young readers and writers.

ENGAGEMENT RESEARCH

In 2017 we will be undertaking research to better understand the landscape of our literary city, particularly focusing on areas out with the city centre. Working with community groups, we will be gathering data focusing on three areas:

- What is there? Creating a comprehensive list of book groups, writing support groups, spoken word nights and any venues with a literary link.
- What's needed? By starting conversations with communities who are not normally the focus of literary

projects, we'll compile a database of potential gaps – funding, events or project support – which could be filled by either us or partner organisations.

- How do we continue the conversation? We want this research to have a long-term impact, so will establish relationships with community representatives and implement regular meetings.

The research will be shared with our City of Literature Collaboration group which comprises all directors of the city's literature organisations. This research will enable us to further ensure a strategic approach is being taken to growing audiences and reaching marginalised or disengaged groups. Our approach, methodology and the outcomes will be shared with our sister Cities of Literature.

6.2 Initiatives with international partners

We have selected two aspects of our forthcoming programme in 2017-19 which indicate the way in which our work achieves the objectives of the Network on an international level, particularly those involving other member cities in the Network.

- 1 – Hame from hame: an International Residency
- 2 – City of Literature Digital Strategy

HAME FROM HAME: an International Residency

It is our ambition to introduce a new international writer's residency. We will offer writers from Scotland the chance to develop their creative practice in partnership with one of our sister Cities of Literature, with a grant for both the writer and the host city.

The residency will be open to writers working in non-fiction, journalism or reviewing, particularly emerging critics. The writers will spend time getting to know Edinburgh as a City of Literature as well as the organisations and individuals that are key aspects of their host City of Literature. The purpose of the residency is to strengthen links between our sister Cities of Literature and provide opportunities for the development of new creative outputs and strengthen the creation, production, distribution and enjoyment of cultural goods.

DIGITAL STRATEGY

We are currently developing a Digital Strategy which will serve an international audience, alongside our own writers and readers. Tools under development include:

- Platforms allowing digital collaboration with other creative cities.
- Increased resources for international visitors to explore our literary city.
- Showcasing work which has been inspired by Edinburgh and curating feedback from visitors.

6.3 Budget Overview

Our 2018-21 Business Plan is currently under development and budget figures provided here are provisional and subject to final programme decisions.

The Edinburgh UNESCO City of Literature Trust is an independent company with charitable status. We fundraise to deliver our programme and on average we have an annual turnover of £180,000.

Between 2017-19 it is our ambition to diversify our income sources from public and private sectors, to deliver a broad and inclusive programme across our city and internationally.

We gratefully acknowledge support and funding from our key partners Creative Scotland and City of Edinburgh Council. We appreciate the support and contributions – in-kind and financial – from our many programme partners.

INCOME

	2016	2017	2018
PUBLIC	80%	70%	65%
PRIVATE	20%	30%	35%
TOTAL	100%	100%	100%

EXPENDITURE

Programme	70%	70%	70%
Int'l Travel	2%	3%	2%
Communication	20%	19%	22%
Admin	8%	8%	6%
TOTAL	100%	100%	100%

The City of Literature spend should be placed within a wider context of creativity being supported in our city. Based on 2015/16, direct expenditure from the City of Edinburgh Council was £14 million (excluding Libraries).

As a broader guide, cultural spend in our city (baseline cultural grants budget, excluding libraries and Museums and Galleries):

- 2015/16 was £5,210,477
- 2016/17 is £4,954,163
- 2017/18 is £4,797,849

Source: City of Edinburgh Council, Cultural Services, 2017.

6.4 Communication Plan

A new communications strategy for the City of Literature Trust was created in March 2016 to spearhead the promotion of the UNESCO City of Literature designation. The first wave of work will take place over the next two years, with the Trust dedicating significant resources and staff to this key area of work, with a focus on emerging technologies and platforms as well as traditional media outlets and print.

COMMUNICATIONS

We believe Edinburgh is an outstanding literary city. We work to connect people to place so everyone everywhere can be part of our literary story: opening up a world of possibilities, learning, wonder and joy for all. Our UNESCO City of Literature designation is about innovation, quality and creativity and in everything we do in our work, we aim to honour that.

Aims

Through our communication work we will connect people to place in the following ways:

- 1. Promoting Edinburgh locally, nationally and internationally as a leading City of Literature**
Objective: through marketing and PR activity specific to promoting projects within our programme
Objective: through our Digital Strategy and comms workplan (website, database, social media)
Objective: through work with key promotional bodies (VisitScotland, Marketing Edinburgh)
- 2. Connecting partners to create opportunities and develop/sustain our City of Literature**
Objective: through our City of Literature Collaboration Group, Literary Programmers Network and Literary Salon
Objective: through active participation in the Cities of Literature network and

communication forums

Objective: Through the development of Netherbow, the gateway into Edinburgh as a City of Literature

Objective: through reporting achievements, benefits and impact to our stakeholders, partners and audiences

3. Communicating the work and impact of the trust and value of literature and the literary city

Objective: through our role as Chair of the Advocacy Group of Literature Alliance Scotland

Objective: through the creation of effective communication tools and channels

Audiences

Partners – people and organisations who make up our literary city (ie. writers, literary organisations)

Citizens – people who live and work in Edinburgh who engage with or could engage with City of Literature opportunities

Visitors – people who visit the city from Scotland, UK and abroad for short, medium or long term work, study or leisure purposes

Cities of Literature – City of Literature colleagues, UNESCO, Creative Cities Network

Stakeholders – organisations who support our activities because it helps them achieve their objectives

Outcome: Our ultimate goal is to connect people and place to increase engagement with—and investment in—literature to benefit all.



Appendix 1: Our Programme: City of Literature 2017-2019

Below is a note of our programme information for 2017-18

EXECUTIVE SUMMARY: Edinburgh UNESCO City of Literature Trust

Our 10 year vision is that everyone everywhere in Edinburgh will see books-words-ideas all around them and opportunities for literature to be part of their lives.

We believe that literature in its broadest sense enriches the soul and brings joy, and that it is a true way to understand and celebrate ourselves, our city and our nation.

In 2004 Edinburgh was designated a UNESCO City of Literature and for the last nine years we have worked as a development agency delivering an imaginative, bold and collaborative programme of work, locally and internationally, under the City of Literature banner.

We have a unique overview of our city, and our breadth of knowledge, international network and ability to mobilise a wide range of partners underpins our success.

Our mission, between 2015 and 2018 is to bring books-words-ideas to the streets, involving people in Edinburgh's literary life, bringing organisations together to work collaboratively for greater impact, and sharing our story with the world.

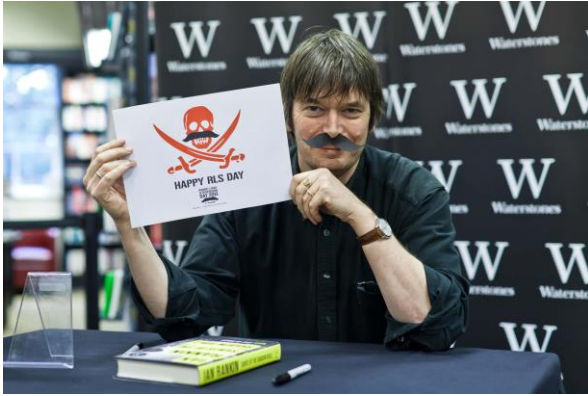
We will work to achieve our mission by:

- 1. ENGAGING AND WORKING WITH** all stakeholders TO INCREASE participation in, and impact of their work
- 2. INCREASING THE VISIBILITY** of books-words-ideas in Edinburgh TO CREATE an environment that invites participation through a range of opportunities and activity
- 3. ENABLING OTHERS** TO DELIVER on the ground impact to increase visibility and participation

Our organisation will move forward from devising and delivering one-off grassroots reading and writing initiatives, to be **more focussed on strategic and enabling work**. We are building on our existing and successful work in this area, and evolving to meet the needs of our stakeholders and partners who have given us a mandate to lead in this way.

Our designation is about quality and creativity and in everything we do in our work we aim to honour that. We are independent, proactive and collaborative by nature. Every step of the way we have our city, our partners and our audience in mind.

This approach builds on our work over the last 11 years and our organisational structure and operation will evolve to ensure that we focus on engagement, visibility and enabling. We will use these criteria to focus our activity on work which supports our objectives as we move towards being a more strategic organisation.



Ian Rankin participating in Robert Louis Stevenson Day



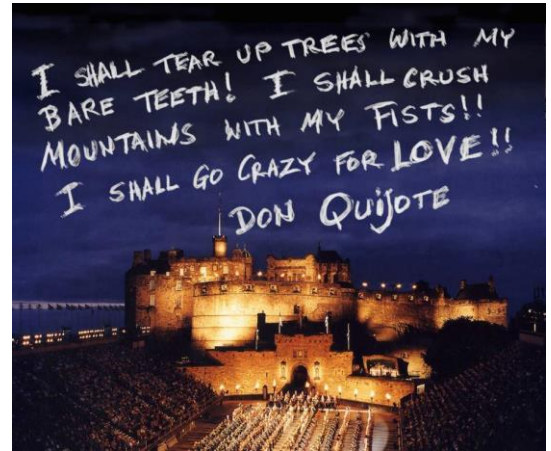
Alexander McCall Smith at the Art Wall



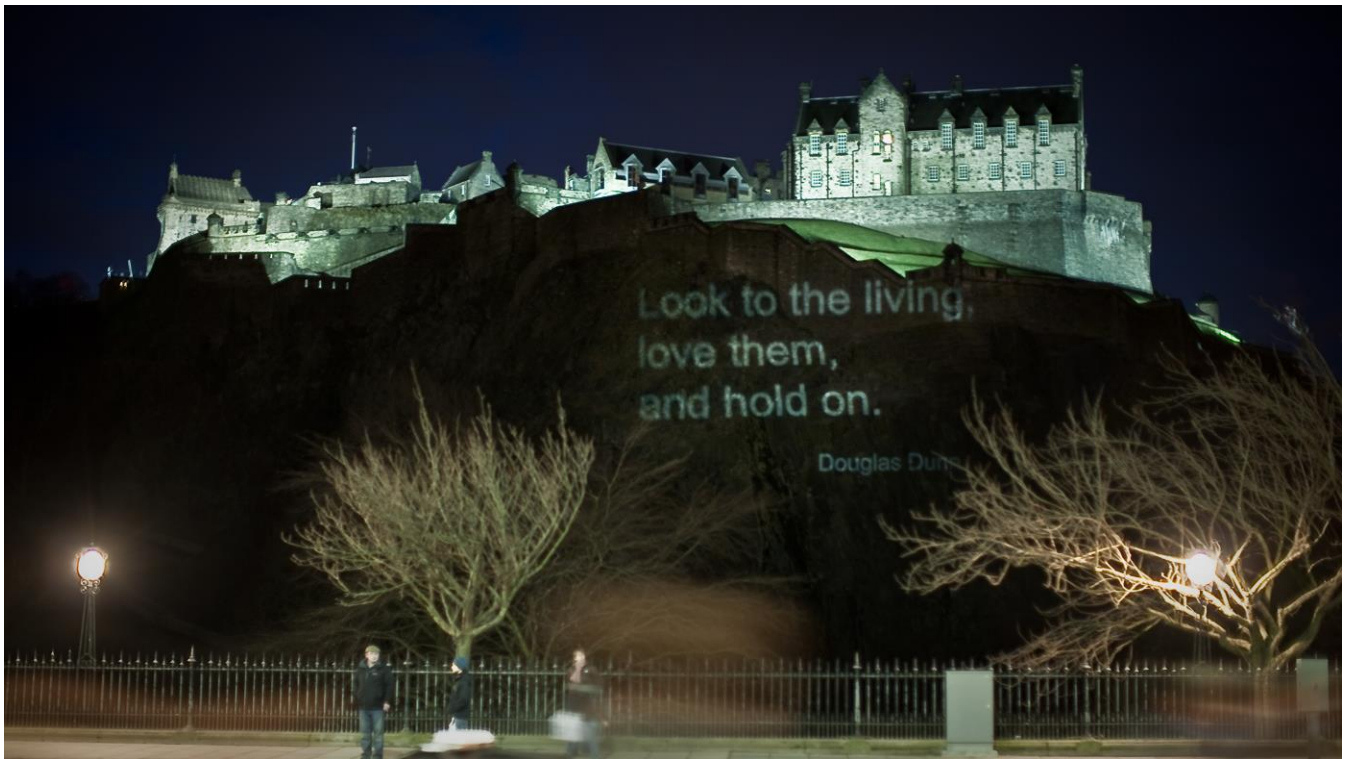
Cities of Literature Poetry Projection Exhibition at Creative Exchange



Cities of Literature Poetry Projection in Leith



Screenwriter and filmmaker Terry Gilliam celebrating the *Don Quixote* light installation on Jeffrey Street



The Carry a Poem projection on Edinburgh Castle rock



Story Shop at the Edinburgh International Book Festival



City of Literature 10th Anniversary Salon at the City Chambers

Appendix 2: Our Literary City

Below is a list of the key literary organisations based in Edinburgh UNESCO City of Literature and some of the flagship programmes they have been running in the 2012-2016 period of this report.

Book Week Scotland

A week-long celebration of books and reading that takes place every November, Book Week Scotland is organised by Scottish Book Trust. Over the five years since it began, Book Week Scotland has delivered over 3000 events, distributed over 700,000 books and reached an estimated audience of over 2.25 million people.

www.scottishbooktrust.com/book-week-scotland

Bookbug

Bookbug is a national programme delivered by Scottish Book Trust which gifts book bags to every child in Scotland. Every year Bookbug gives 240,000 free books to Scotland's very youngest citizens. From birth, every child in Scotland receives four Bookbug bags to support their development and lay the building blocks for reading and writing. Free Bookbug Sessions run in libraries and community venues across the country - 22,500 sessions in 2016 – and are a safe and fun place for families to read, cuddle, sing and rhyme with their babies and toddlers from birth.

www.scottishbooktrust.com/bookbug

Booked! Programme

This programme is the Edinburgh International Book Festival on the road around Scotland throughout the year, supported by players of People's Postcode Lottery. A celebration of words and ideas, Booked! blends the very best from groups and organisations across the country with the energy and excitement of the August Book Festival. Produced in collaboration with a variety of partners, this wide-ranging programme of events and activities brings authors, artists and audiences together to inspire each other and to be inspired, to share stories and experiences, and bring books to life for people of all ages in their

own communities. Launched in 2015 and in 2016 alone it travelled to ten different towns and cities, as well as popping up in venues across Edinburgh, engaging with almost 10,000 people of all ages, and working with over 100 authors and artists. It held events in two prisons – HMP Edinburgh and HMP Greenock – reaching 70 inmates and hosted sessions for 32 pupils with Additional Support Needs and provided two events entirely in Gaelic.

www.booked.edbookfest.co.uk

City of Edinburgh Libraries

Edinburgh has 28 libraries, three mobile libraries, a book bus and a car home service. With 188 full-time staff, in 2015-16 they issued over 2 million books, welcomed over 3 million visitors, supported 5.5 million online transactions, held 14,500 events for young people and over 5,000 events for adults. In October 2016 the library service won a COSLA Excellence Award for its ground-breaking work to support visually impaired people. Its digital engagement work has won multiple awards over the years.

www.edinburgh.gov.uk/libraries

Creative Scotland

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. They enable people and organisations to work in and experience the arts, by helping others to develop great ideas and bring them to life. They distribute funding from the Scottish Government and The National Lottery to literature organisations in Scotland. They act as an advocacy organisation for arts in Scotland and the literature department staff also provides advice and expertise to support Edinburgh literature organisations.

www.creativescotland.com

Edinburgh International Book Festival

The Festival began in 1983 and is now a key event in the August Festival season, celebrated annually in Scotland's capital city. Biennial at first, the Book Festival became a yearly celebration in 1997.

Throughout its history, the Book Festival has grown rapidly in size and scope to become the largest and most dynamic festival of its kind in the world. In its first year the Book Festival played host to just 30 'Meet the Author' events. Today, the Festival programmes over 800 events, which are enjoyed by people of all ages.

www.edbookfest.co.uk

Edinburgh Writers Conference

The Edinburgh's World Writers Conference took place in August 2012 at the Edinburgh International Book Festival, reprising the conference held in the city in 1962 as part of the Edinburgh International Festival of Music and Drama. The conference was a series of events which brought together 50 writers from all over the world to discuss the role of literature in today's world. The conversation was created through the collaboration between the Edinburgh International Book Festival and the British Council, to discuss the state and the role of the novel. After the Festival, the conference visited 15 cities over a period of 12 months.

www.edinburghworldwritersconference.org

Literature Alliance Scotland

LAS is a membership organisation committed to advancing the interests of literature and languages at home and abroad. It was founded in 2015 to succeed the Literature Forum for Scotland. As Scotland's largest network for literature and languages, it brings together writers, publishers, educators, librarians, literature organisations and national and cultural bodies. In 2015 it published the Creative Scotland review of the Literature and Publishing Sector in Scotland, and regularly conducts a series of plans through Advocacy and Communications, Partnerships

and International Developments, Literature Day and Events, and Professional Development.

www.literaturealliancescotland.co.uk

National Library of Scotland

The National Library of Scotland is a reference library with world-class collections. It is also Scotland's largest library and one of the major research libraries in Europe, making it the leading centre for the study of Scotland and the Scots. As well as over 15 million printed items, the library holds 7 million manuscripts, 2 million maps, over 32,000 films, and 25,000 newspaper and magazine titles. It collects around 5,000 items each week, and has material in 490 languages. It is one of five Legal Deposit Libraries in the UK.

www.nls.uk

Neu! Reekie!

Edinburgh's leading an avant-garde spoken word, film and music fusion night. In 2015 it extended its reach to tour across Scotland and internationally. In 2016 Neu! Reekie! performed in Japan as a guest of Creative Cities there and in 2017 performed at the Kosmopolis Festival as a guest of Barcelona UNESCO City of Literature.

neureekie.tumblr.com

Publishing Scotland

Publishing Scotland is a membership body and charity that celebrated its 40th anniversary in 2014. It is a central resource for Scottish publishing, providing resources, events, conferences and comprehensive listings. It runs a range of training opportunities, from proof-reading to self-publishing and business writing, and offers space at book fairs around the UK. It also has a sister company called Booksource, which is a distribution company for books.

www.publishingscotland.org

Saltire Society Literary Awards

The Saltire Society Literary Awards are regarded as Scotland's most prestigious book awards, representing

a long-standing commitment from the Saltire Society to celebrate and support literary achievement. They are run entirely on the basis of the voluntary commitment of a panel of expert judges. The Awards are split into five categories: Book of the Year, First Book of the Year, Poetry Book of the Year, History Book of the Year, and Research Book of the Year, with a £2,000 prize. There is also a highly valued Scottish Publisher of the Year Award. Previous winners include Michel Faber, Alisdair Gray and A.L. Kennedy.

www.saltiresociety.co.uk

Scottish Book Trust

Scottish Book Trust is a national charity and the leading agency for the promotion of literature in Scotland, developing innovative projects to encourage adults and children to read, write and be inspired by books. In 2015 they delivered over 23,000 free Bookbug sessions over Scotland that reached over 586,000 families, reached an audience of more than 300,000 through Book Week Scotland, provided events and creative learning opportunities that inspired over 200,000 children to enjoy books and develop their reading and writing skills, and supported 6,000 vulnerable people to develop literacy skills using their innovative graphic novels.

www.scottishbooktrust.com

Scottish Storytelling Centre

The Scottish Storytelling Centre is the home of Scottish storytelling, telling tales in English, Scots and Gaelic. It is a modern and vibrant arts venue located on Edinburgh's Royal Mile, dedicated to maintaining the power of Scottish stories, past and present, as well as paving the way for new forms of storytelling to evolve. It hosts a compelling year round programme, including an annual ten day International Storytelling Festival, which was founded in 1989.

www.tracsscotland.org

Scottish PEN

Scottish PEN is part of International PEN, a dynamic worldwide association of writers pledged to protect

freedom of expression and promote literature across frontiers throughout the world. Over the years PEN has evolved into a dynamic global organisation committed to campaigning for writers under threat and supporting cross-cultural exchange. Scottish PEN has been growing steadily and welcomes new members. Scottish PEN organises events throughout the year in different parts of Scotland.

www.scottishpen.org

Scottish Poetry Library

The Scottish Poetry Library is a unique national resource and advocate for the art of poetry, particularly Scottish poetry, and is the only purpose-built poetry library in Europe, perhaps even the world. . It offers one to one coaching sessions for poets, a programme of poetry surgeries, hosts a facilitated book reading group, and holds regular exhibitions to showcase Scottish poets.

www.scottishpoetrylibrary.org.uk

Society of Authors Scotland

The SoA in Scotland is a regional group of the Society of Authors. The SoAiS organises a varied and busy calendar of activities through a committee of volunteers. Activities of the Group are reported in the SoA's quarterly magazine, *The Author*.

www.societyofauthors.org

The Writers' Museum and Makars' Court

Celebrating the lives of three great Scottish writers – Robert Burns, Sir Walter Scott and Robert Louis Stevenson, visitors can see portraits, rare books and personal objects. In 2015 the Museum was renovated to improve visitor experience and hosted 47,280 visitors in the same year. The area beside the museum in Makers' Court is an evolving national literary monument.

www.edinburghmuseums.org.uk/Venues/The-Writers--Museum/Makars--Court

Appendix 3: Our Creative Industries

This is an overview of the key organisations and agencies in Edinburgh supporting the development of the Creative Industries in the city. It provides a snapshot of key research, policy development and activity between 2012 and 2016, in which the EUCL Trust and its Board members have participated.

CITY OF EDINBURGH COUNCIL – CULTURAL SERVICES

The Cultural Services section of the Economic Development sector of the City of Edinburgh Council makes sure Edinburgh has a **strong sustainable economy and is seen as a prosperous place in which to live, work and study or visit**. They provide grants to cultural organisations including literature organisations such as the Edinburgh UNESCO City of Literature Trust. The staff provide expert insight and guidance to organisations in the city and lead on the development of cultural policy.

www.edinburgh.gov.uk/directory/152/performance_directory/category/318/categoryInfo/10

CREATIVE EDINBURGH – SUPPORTING EDINBURGH'S CREATIVE INDUSTRIES

Launched in 2010 and supported by the City of Edinburgh Council, this is the **largest network of creatives in Edinburgh with over 1200 members**. It is committed to advancing the value and impact of creativity, both locally and internationally. The organisation works to help creative individuals and businesses create, collaborate and stay connected at every stage of their careers. Creative Edinburgh is a community that increases the capacity of creative individuals and businesses to experiment, innovate and succeed. It enable inter-generational and intercultural dialogue and community building with peer support and advice aimed at igniting working relationships across sectors.

www.creative-edinburgh.com/

DESIRE LINES – NEW CULTURAL POLICY

In May 2014 the City of Edinburgh Council invited members of the cultural community to advise them on their review of their cultural policy. A Steering Group of cultural leaders was formed and they agreed to help determine a cultural policy for Edinburgh by asking as many individuals and organisations producing and participating in culture in the city as possible the question: 'WHAT MAKES EDINBURGH A CULTURALLY SUCCESSFUL CITY?' A series of public conversations, consultations, surveys and workshops across 2014 and 2015 led to **610 members of Edinburgh's creative community** contributing to the process and developing The Edinburgh Cultural Promise. All citizens, agencies and organisations are asked to agree to the promise in order to ensure Edinburgh is a culturally successful city. As a result of Desire Lines, the City of Edinburgh Council **launched a new Culture Fund to support performing artists in Edinburgh**.

Desire Lines Policy Document:

desirelines.scot/DesireLines_booklet_SCREEN.pdf

Cultural Policy:

file:///C:/Users/ali/Downloads/Culture_and_Sport_Committee_Full_Meeting_Papers_30.11.15.pdf

Culture Fund:

www.edinburgh.gov.uk/info/20203/funding_opportunities/866/developing_the_arts_in_edinburgh

FESTIVALS EDINBURGH – NEW TEN YEAR FESTIVALS STRATEGY

Building on a culture of collaborative working the Directors of **Edinburgh's twelve leading Festivals** came together in 2007 to formally establish Festivals Edinburgh, an organisation with a mission to support Edinburgh's Festivals in sustaining and developing their position as the world's leading festival city through the development and delivery of collaborative projects and initiatives which support growth, product development, leadership and audiences and acting on behalf of and representing the collective strengths of the Edinburgh Festivals.

The 2015 Impact Study surveyed 29,000 people and showed that Festivals continue to be Scotland's world-leading cultural brands, delivering significant attendance numbers through their unrivalled cultural programmes. They attract **audiences of more than 4.5 million** putting them on a par with the FIFA World Cup. They act as **economic powerhouses** generating **impact of £280m in Edinburgh** and £313m in Scotland, representing an increase of 19% and 24% respectively on the previous 2010 study, and primarily benefiting businesses in the tourism sector. In May 2015 Festivals Edinburgh produced a ten year strategy called Thundering Hooves 2.0 with the aim of sustaining the success of Edinburgh's Festivals, including the Edinburgh International Book Festival.

2015 Edinburgh Festivals Impact Study:

www.edinburghfestivalcity.com/about/edinburgh-festivals-2015-impact-study

Thundering Hooves 2.0:

http://www.edinburghfestivalcity.com/assets/000/000/821/TH_2_0_-_24_page_summary_original.pdf?1432032670

LIBRARY PROFESSIONALS – NEW NATIONAL LIBRARY STRATEGY

CILIPS is a Scottish Charitable Incorporated Organisation affiliated to CILIP, Chartered Institute of Library and Information Professionals and the leading professional body for librarians, information specialists and knowledge managers. There are **541 public libraries in Scotland and a further 82 mobile libraries**. Following extensive research, and with significant contributions from staff within the City of Edinburgh Libraries, **a new national strategy for libraries in Scotland** was launched in 2015.

www.cilip.org.uk/about/projects-reviews/strategic-plan-2016-2020

CREATIVE SCOTLAND – NATIONAL LITERATURE REVIEW

Published in July 2015, this independent study provides an overview of contemporary literature

provision, reflecting the successes and the distinct qualities of Literature and Publishing in Scotland whilst at the same time identifying development needs, future challenges and opportunities which will help inform the future work to best support literature and publishing in Scotland. The review, commissioned by Creative Scotland, was overseen by a Steering Group made up from representatives from the literature and publishing sector, including the Edinburgh UNESCO City of Literature Trust.

www.creativescotland.com/resources/our-publications/sector-reviews/literature-and-publishing-sector-review

LITERARY TOURISM – NEW EDINBURGH TOURISM STRATEGY 2020

Launched in 2012 following extensive research and involving contribution from the City of Literature Trust on behalf of literature organisations in the city, the Edinburgh 2020 Tourism Strategy sets out three clear and ambitious growth targets: to increase the number of visits and visitors by one third by 2020, from 3.27 million to **4.39 million visitors per annum**, generating an additional **4.15 million visitor nights**; generate **an extra £485 million** per annum by 2020, taking the total visitor spending from £1.015bn to £1.5bn in 2010 prices; achieve **50% of additional visits** during the months of October to March. Literary tourism is a stranded flagged for investment and expansion.

www.etaq.org.uk/edinburgh-2020