

Edinburgh UNESCO City of Literature Trust

Directors' Report – 2012-2013

GOALS AND OBJECTIVES

November 2013

Edinburgh is the world's first UNESCO City of Literature, pioneer in an international network of cities under UNESCO's Creative Cities programme. This permanent, non-competitive title bestows international recognition on Edinburgh and Scotland as a global centre for literature and literary activity.

Edinburgh's City of Literature status is supported by a host of organisations and individuals in the city working in literature and related fields; the City of Literature Trust works to co-ordinate these elements, to promote and develop literary activity in our City of Literature.

Our Vision

Edinburgh UNESCO City of Literature Trust seeks to build on the honour conferred by UNESCO in 2004 in designating the city the first UNESCO City of Literature.

Our vision is that Edinburgh will be recognised worldwide as a place of literature.

We are an independent organisation that works through partnerships, providing a focus and co-ordination for literary activity, reaching out to a wide audience to deliver clear benefits for the city and for Scotland.

Our Goals

Participation – to stimulate wider engagement with literature by providing specific opportunities and experiences delivered in partnership with other organisations

Learning – promote the pleasures and benefits of literature by inspiring new connections and developments

Advocacy – promote Edinburgh, and Scotland's rich literary heritage to the world, and support other cities on their journey towards being a City of Literature

Creativity – bring people together to stimulate creativity, share information, provide space and opportunity, and develop a sense of community

with the ultimate intention of spreading

Enlightenment – an enlightened approach to engaging with literature

Objectives 2011 - 2014

PROMOTING SCOTLAND'S LITERATURE AT HOME AND ABROAD

BRINGING INTERNATIONAL LITERARY PROJECT MODELS TO SCOTLAND

DEVELOPING EDINBURGH'S LEADING ROLE IN THE CREATIVE CITIES NETWORK

ACHIEVEMENTS AND PERFORMANCE

Overview

During the year 1 April 2012 to 31 March 2013 the charity completed **5 major projects** focussing on our key objectives and we delivered and/or helped develop more than **35** partnership projects.

We operate with two full-time staff and a turnover of **£172, 847**. We worked with **13 freelancers** on specific projects, and worked with **9 Trustees and 3 ex-officio Trustees**. In total our volunteers donated **511 hours** to our programme of work.

We are grateful for support and funding received from Creative Scotland, City of Edinburgh Council, City of Edinburgh Council Libraries, Scottish Enterprise, Edinburgh Napier University, National Library of Scotland and Edinburgh International Book Festival. We thank the University of Edinburgh for the kind provision of office space.

We exceeded our cash fundraising target for this financial year raising £172,847 of incoming resources from charitable activities and we received donations in the form of office space and computer hardware. We calculate that on average each year we leverage **approximately £200,000** as contributions in kind from sponsoring organisations, and committing partner organisations in support of our joint projects.

We gave thanks to Catherine Lockerbie and James Boyle, both of whom stepped down as Trustees after nine years on our Board.

We lead an international network of Cities of Literature, and are the founding city in the global UNESCO Creative Cities Network of 38 cities. We continued our support to aspirant Cities of Literature, and were delighted that **Norwich** became the 6th City of Literature, and the second in the UK, in May 2012.

Our digital presence continues to grow in strength and impact. We had over **3.5 million hits** on our website, with **498,000 visitors** to the site, an **increase of 26.3%** on last year and increased our page views to over **1.6 million**. We listed **968** partner literary events (206 more than in 2011/12) and issued **52 free 'What's On' e-bulletins** and four international e-newsletters on behalf of the Cities of Literature. **2206** subscribers viewed our newsletters **84, 678** times in this period.

18,012 resources were downloaded from our website and our City of Literature films were viewed **2,920** times on our YouTube channel. Our social media presence **doubled** in this period and now stands at just over **12,000 Twitter followers**, with almost **2000** Facebook fans.

Major projects

UNESCO Creative City Network :: Cities of Literature

We supported ten cities with their plans to bid to be a City of Literature: Krakow, Lviv, Tartu, Dunedin, Naples, Prague, Vancouver, Heidelberg, Tromso and Ljubljana.

In May our Director, Ali Bowden, was a guest of **Heidelberg** City's Department of Culture and participated in a panel discussion at their literature festival and met with their City of Literature Steering Committee, to assist them with their bid.

We represented Edinburgh at the **UNESCO Creative Cities Network conference** in Montreal, Canada, in May, which brought together 96 delegates from 32 network cities (out of 34) and from 19 countries. We hosted a **Cities of Literature meeting** bringing together for the first time all six designated Cities of Literature.

In July 2012 Edinburgh was appointed **Chair** of a newly formed **Creative City 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.

In October we welcomed John Kenyon, Director of **Iowa City** UNESCO City of Literature in the USA, as a guest to our City of Literature and exchanged ideas and information. 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'.

Art Wall

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 art wall installation at Atria Edinburgh was a key feature of the building's design at its inception, to celebrate 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**.

Emerging Writers Programme :: Edinburgh International Book Festival 2012

We worked with the Edinburgh International Book Festival on an Emerging Writers programme for August 2012. In total, **59** new writers took part in **21** new writing events, of which **19** were free.

17 new writers completed a Presentation Skills workshop (core skills including voice coaching and networking skills) and performed at Story Shop to an audience of around **1700** in the Spiegeltent in Charlotte Square.

Tickets for the **1-2-1 Writing Clinic** sold out in 3 hours of box office opening, with **42** fledgling writers each spending 15 minutes with one of 5 creative professionals. **60** writers and creative professionals attended the **Emerging Writers Networking Reception** and the **Get an Audience for your Writing** event was a near sell-out with 60 participants.

100% of participants in the Emerging Writers programme of events stated that they would like to be involved in future events. In total, there were **1,564 unique visitors** to the Story Shop pages on the City of Literature website, **1,164 plays** for the audio recordings featured there, and tweets relating to Story Shop were seen by **36,000 unique tweeters**.

In addition to the Emerging Writers programme at the Festival, we conducted press sessions with visiting journalists and gave away over **9000** leaflets promoting **23** Edinburgh literature organisations at the City of Literature Information Desk, which was available to an estimated footfall of **200,000**.

RLS Day

On 13th November 2012, the Trust in partnership with Edinburgh Napier University organised a day of events to celebrate the birthday, and the life and work, of one of the world's most famous writers, and Edinburgh lad, **Robert Louis Stevenson** (RLS).

Eight RLS Day events took place on the day with an estimated audience of **630** including **free pop-up theatre** and the world's first **RLS Day Tachemob Flashmob**.

Partners opened an exhibition in Edinburgh's Central Library entitled 'Travels with Robert Louis Stevenson' featuring images, photographs, drawings and texts from and about Stevenson that illustrated his travels across France and highlighted the writer's international connections. The Stevenson poem 'Windy Nights' was displayed in Edinburgh city centre as a mural on Rose Street.

RLS Day received cover in **national print press and radio**, as well as mainstream periodicals, including coverage on the BBC online and the Guardian photo gallery (RLS was Guardian Picture of the Day).

Online activity was strong and a free RLS Day QR code trail was specially created by Edinburgh Napier University. The City of Literature website received 4465 visits on the day, an increase of almost **300% on average daily traffic**, and **#RLSDay trended in the UK for 3 hours**, with @EdinCityofLit receiving 150 new Twitter followers on 13th November. Edinburgh Napier University's robertlouisstevenson.org saw a 100% increase in monthly visits for November 2012, and a **200% increase in daily traffic** on the 13th.

The day culminated with a sold out evening event where actors **John Sessions** and **Nigel Planer** shared their lifelong fascination of Stevenson with an audience of over **200 people** at the Reid Hall.

Gifted : The Edinburgh Book Sculptures on Tour 2012

Between March and November 2011, ten intricate book sculptures were found at various well known institutions across Edinburgh that celebrate reading, writing, and telling stories. Public interest in this **anonymous act of bookish generosity** was substantial and so in 2012, The Scottish Poetry Library and Edinburgh's UNESCO City of Literature Trust brought all ten book sculptures together and toured them across Scotland.

Beginning on 17th August, the sculptures were exhibited in Aberdeen, Dundee, Wigtown, Glasgow and Dunfermline, with workshops and sessions supporting the exhibition, before returning to Edinburgh on the 24th November to be part of Book Week Scotland. Across the 12 weeks of the exhibition the sculptures were visited by over **49,500 people**, with **192 people** attending 7 outreach events. The tour coincided with the publication of a book about the sculptures, *Gifted – The Tale of 10 Mysterious Book Sculptures Gifted to the City of Word and Ideas*, published by Birlinn.

Partnership Projects

Throughout the year we were involved in a range of promotional and development projects with business, education and arts partners.

We worked to support our literary community by running **ten Salons** with an audience of over 500, and our **first Tweetup** which brought together in person our very active online community. We supported our **emerging writers** in Edinburgh with an **Access All Areas event** and the inclusion of rising star Angela Jackson in the **Book Week Scotland** programme of events. We worked with the Edinburgh International Book Festival to deliver an event to mark the **Anobii First Book Award**.

We worked closely with **international partners**, both welcoming visiting writers to Edinburgh, and promoting the work of Scottish writers abroad. We worked with **Dublin UNESCO City of Literature** to programme an event for Irish author Kevin Barry as part of the first Book Week Scotland and programmed a **European Literature Night** in May in partnership with the Scottish Poetry Library.

We answered more than **1500 general enquiries about literary Edinburgh**, and gave presentations to a range of visiting delegations and international press, assisting **VisitScotland** with events and briefings for visiting journalists, and promoting Edinburgh's literary tourism offering at the VisitScotland showcase. We worked with Essential Edinburgh to support the Rose Street Seasonal Poem display.

Our work with **Scottish Enterprise** saw the development of a **Literary Tourism Toolkit** and working with our literature partners, the creation of a new **Books, Words, Ideas – City of Literature brand** to be used by Edinburgh's literary community, both of which will be launched next year.

We continued the work of our **Literary Programmers Network**, and our membership of The Audience Business, Edinburgh Tourism Action Group and the Literature Forum for Scotland.

The formation of the **City of Literature Collaboration** group has been a significant step. Through this group we bring together the main literature organisations based in Edinburgh and work together to resolve issues around infrastructure development, interpretation and year-round literary events

programming. We aim to make the most of existing resources and opportunities so that we can promote and link Edinburgh locally, nationally and internationally.

With Thanks

Our list of partners is considerable and we offer our thanks to them all, but in particular we would like to thank Creative Scotland, City of Edinburgh Council and Scottish Enterprise for financial support, and the University of Edinburgh for the kind provision of office space.

We thank all the freelancers and volunteers who have supported our work this year and particularly the organisations and companies represented by our many Trustees, all of whom have donated time, energy, advice, and in some cases, grants and resources which have made the work of our Trust possible during 2012-13.

We'd particularly like to thank our interns Stefani Sloma and Mariclaire White, and our thanks to RBS for providing our Company Secretary, Caroline Storrie, and to her maternity cover replacement, Liz Lynxwiler. We're grateful to Chris Scott for his photographs, Paul de Roo for his web support and to Susan Robinson and Lynsey May Sutherland for their editorial support.

We thank all our partners for their generosity of spirit and creative contributions, as well as in kind and financial support in this year: JUMP Marketing, City of Edinburgh Council Libraries, Edinburgh Napier University, the Writers' Museum, National Library of Scotland, Edinburgh International Book Festival, Publishing Scotland, The RLS Club, Scottish Storytelling Centre, Scottish Poetry Library, Scottish Book Trust and the members of the Literary Programmers Network.

Our thanks to our sister Cities of Literature and to the staff supporting the UNESCO Creative Cities Network.