

Edinburgh UNESCO City of Literature

Directors' Report – 2010-2011

GOALS AND OBJECTIVES

April 2011

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.

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 2008 - 2011

1. **PROMOTE SCOTLAND'S LITERATURE** by providing information about our rich literary heritage
2. **Develop and co-ordinate Edinburgh's LITERARY TOURISM** to promote Edinburgh as a global city of literature
3. **Promote EXCELLENCE** in literature in Scotland by finding new ways to encourage participation and learning
4. **Develop Edinburgh's leading role in a new INTERNATIONAL CREATIVE CITIES network**

ACHIEVEMENTS AND PERFORMANCE

Overview

During the year 1 April 2010 to 31 March 2011 the charity completed **four major projects** focussing on our key objectives and we delivered and/or developed more than **28 partnership projects**, and completed a fundraising and a PR review.

We operate with **two full-time staff** and a turnover of **£195,000**. We worked with **8 freelancers** on specific projects, **14 Trustees** and **3** ex-officio Trustees as volunteers and ran an intern programme with **4 volunteers**.

We are grateful for support and funding received from Creative Scotland, City of Edinburgh Council, City of Edinburgh Council Libraries, UKNC for UNESCO Scotland Committee, Edinburgh Napier University, Glasgow UNESCO City of Music, Arts Victoria, Cove Park and the Edinburgh International Book Festival.

We exceeded our cash fundraising target for this financial year (Target: £60,000, Secured: **£65,000**) and received donations in the form of office space and **942 hours** from volunteers (233% increase on last year). 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.

In October 2010 we gave our thanks to **Marc Lambert** (Scottish Book Trust) and **Ian McKay** (Royal Mail) as they stepped down from our Board of Trustees following five years of work to support our Trust.

We lead an international network of Cities of Literature, and are the founding city in the global UNESCO Creative Cities Network of 29 cities. We participated in UNESCO's virtual conference in June and supported Dublin in joining our network; we were delighted to welcome them as they were designated **Dublin UNESCO City of Literature** in July 2010. We continued our support to aspirant Cities of Literature, in particular Prague, Norwich, Naples and Reykjavik. In November we were the guest of the **City of Krakow** and assisted them in their bid preparation work.

Our digital presence continues to grow in strength and impact. We had over **2.9 million hits** on our website (an 11% increase on the previous year), with more than **1.3 million page** views. We listed **605** partner literary events and issued **27** free 'What's On' e-bulletins, moving from fortnightly to **weekly issues** to meet demand. We established a **quarterly international newsletter** on behalf of all the Cities of Literature and our newsletter subscriber lists increased by **32%** with **2115** subscribers viewing our newsletters **32,608** times in this period.

More than **16,900 resources** were downloaded from our website (an **increase of 23%** on last year) and our City of Literature films were viewed **2266** times on our YouTube channel. Our social media presence continues to expand with over **2500 Twitter followers** (three times as many as the previous year) and **800 Facebook** fans.

Major Projects

Let's Get Lyrical

The **Let's Get Lyrical** reading campaign was the first cross-artform collaboration between UNESCO Creative Cities. Initiated and co-ordinated by Edinburgh UNESCO City of Literature Trust and in collaboration with Glasgow UNESCO City of Music, Let's Get Lyrical dedicated the month of February 2011 to celebrating the power of song lyrics. The campaign brought together **69 partner organisations** to deliver a programme of **86 events** in **28 days** across Glasgow and Edinburgh.

The public events programme ranged from a Burns Flashmob to author events, The Voice of the City Family Day and songwriting sessions to a Disco Lecture and tribute evening to the great Scottish songwriter Hamish Henderson. The community programme included **12 special roadshow events** across the cities in libraries, shopping centres and the Scottish Parliament.

During the period of the campaign, the Let's Get Lyrical website (letsgetlyrical.com) recorded more than **31,000 visits** (against a target of 16,000 visits) and over **143,000 page views**. The website had a strong following outside Scotland, in particular in **London** and **across the USA**, and continued to see substantial use and download activity after February and throughout 2011.

We received more than **149 story submissions** from the general public and **69 stories from celebrities** from the worlds of both music and literature and including Rick Wakeman, Roseanne Cash, Lloyd Cole, Barbara Dickson, David Greig, Justin Webb, Ian Rankin, Christos Tsiolkas, Irvine Welsh, Janice Galloway, A.L.Kennedy, Eddi Reader, Craig Potter and Mike Scott. Bob Dylan topped the list for most popular lyricist.

Our successful Let's Get Lyrical Twitter account ran for the month of February 2011 securing **1603 followers** (against a target of 1000) and we engaged in over **1200 conversations**. The account received **800 song lyric suggestions**, trended in Edinburgh at least **8 times**, had a **Klout score of 59** (just behind Ian Rankin on 65 and above the Edinburgh Fringe on 54) and "generated a high level of engagement from other influencers".

In total, **70 pieces of audio** were produced for Let's Get Lyrical with a total of **2533 audio downloads** and over **4100 resource downloads** in February alone, the majority of which were schools and community learning materials.

117,000 pieces of campaign print – including programme leaflets, postcards, bookmarks and posters - were distributed in Glasgow and Edinburgh with **304 council schools** and **60 public libraries** in both cities receiving free resources.

A **tailored PR & Media campaign** was led by Material MC which secured features in the majority of local and national press including *The Sun* and *The Sunday Post*, which saw us reaching a new audience. *The Big Issue in Scotland* dedicated an entire magazine issue to the campaign. Online coverage via blogs was positive, as was national radio which included a feature on Radio Scotland's Fred MacAuley show. Print coverage reached an audience of over **1,137,000** with an advertising value equivalent of £84,351 and a **PR value of £253,082** (the value excludes radio presence).

Creative Industries Exchange - Pilot Project

The Creative Industries Exchange was a pilot project between Melbourne and Edinburgh, Cities of Literature in the UNESCO Creative Cities network. It was initiated by Edinburgh and involved Ali Bowden, Director, Edinburgh UNESCO City of Literature Trust being seconded to Melbourne, Australia for three months (March to June 2010), as a guest of Arts Victoria, to work in three specific areas (Emerging Writers' Festival, zines culture and The Wheeler Centre for Books, Writing and Ideas). The project was jointly funded by Arts Victoria, Scottish Arts Council (now Creative Scotland) and the Trust.

The project allowed for an exchange of expertise, development of projects (including Carry a Poem), advocacy work and profile-raising for the UNESCO Cities of Literature network. It provided a model of best practice for the UNESCO Creative Cities network and offered a professional development opportunity.

There were more than **50 presentations and meetings** with staff from key literary organisations across Melbourne, and meetings with the Minister for the Arts, Peter Batchelor and the Mayor and literary community in Dunedin, New Zealand who were beginning their City of Literature bid process. Ali Bowden attended the nine-day Emerging Writers' Festival in Melbourne, four-day Goolwa Poetry Festival in South Australia and a range of events from the Wheeler Centre programme, and contributed a reading to the 'Poems from Home' event organised by Australian Poetry.

The project blog received **6228 web visits** from individuals during the exchange (May-June 2010) and a further **1952** between June 2010 and January 2011. In total there were **121 posts** with **53 comments** (www.citiesoflit.com). Press coverage for the project included a number of features and articles (combined circulation of over **974,000**) and a double-page feature in *The Age*, the state of Victoria's main broadsheet daily newspaper.

Emerging Writers Programme at the Edinburgh International Book Festival

We worked with the Edinburgh International Book Festival on a **Emerging Writers programme** for August 2010. In total, **34 new writers** took part in **21 new writing events**, of which 19 were free - **100% of participants** in the New Writers programme of events stated that they would like to be involved in future events. The Presentation Skills workshop was completed by **23 new writers**, and **17 emerging Edinburgh writers** performed at **Story Shop** to an audience **over 700**.

In addition to the Emerging Writers programme at the Festival, we conducted **15 press sessions** with visiting journalists and gave away **9050 leaflets** promoting **25 organisations** at the Information Desk, which was available to an estimated footfall of **200,000**. We supported **52 delegates** from around the world attending the British Council Book Case, and held a civic reception for them to network with Scottish writers. As a result, a number of these writers have received commissions from other countries.

Cities of Literature International Residency

Working with national and international partners (Cove Park, Edinburgh International Book Festival, and Arts Victoria, Australia) we established a high-profile three-month international residency at the artist retreat, Cove Park. The residency was taken by award-winning Melbourne-based author,

Christos Tsiolkas, who spent **14 weeks in Scotland**, writing and enjoying our landscape and culture. Christos also spent time in Edinburgh and his was the opening event of the 2010 Edinburgh International Book Festival.

During the residency Christos was shortlisted for the **Booker Prize** and received considerable press attention, both TV and print (**183** print press articles). His forthcoming novel has its opening scenes set in Scotland.

Partnership Projects

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

The six-month long **Summer Read Scotland-wide promotion**, initiated by our Trust, launched at the Aye Write! Book Festival in Glasgow in March and had its closing event in Edinburgh Central Library in September 2010. Sponsored by Tesco Bank, the **20 Scottish books** – set in Scotland or written by Scottish authors - were actively promoted across all of Scotland's **554 libraries** (all 32 regions) resulting in **53,002 issues of books** from the promotion and **48 events** across the country.

We supported the development of the **Poetry Garden**, overlooked by two building-sized **Poetry Banners** around St Andrew Square. Our **carryapoem.com** website continues to generate interest and contributions following the February 2010 campaign. We hosted **10 Salons** attended by **450 literary professionals**. Six other Salons in the UK have now been established using our model. We used our designation to help bring the **Seventh International Conference of the Book** to Edinburgh in October 2010, and assisted with logistics and speakers.

As part of our literary tourism work, and working with Destination Edinburgh Marketing Alliance, we created a **six-minute promotional film** featuring visitors to the city and why they love Edinburgh, combined with interviews with authors, including **Ian Rankin**, about our literary capital and UNESCO City of Literature. The film is now part of the city's **core promotional material**.

We produced **15,000 free promotional leaflets**, 'Explore the City of Literature on Foot', answered more than **1500 general enquiries** about literary Edinburgh, and gave presentations to a range of visiting delegations and international press, one of which secured a special feature in *La Repubblica*, Italy's leading daily newspapers with a circulation of **597,694** from which they calculate **2 million readers**.

We continued the work of our **City of Literature Events Programmers Network**, and our membership of The Audience Business and the Literature Forum for Scotland.

Our list of partners is considerable and we offer our thanks to them all, but in particular we would like to thank the City of Edinburgh Council (Culture and Sport), the City Libraries and Creative Scotland.

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 2010-11.

Development

Building upon six years of successful work, which has focused on participation, promotion and engagement, particularly on a city level, we intend to consolidate this by moving forward during 2011-2014 to **place an emphasis on our international work.**

Edinburgh is not only the first city in the Creative Cities Network but is creator of the City of Literature designation within it, both in principle and in detail. The Edinburgh UNESCO City of Literature Trust stands therefore as a leader and wise head for cities working towards designation and as a hub for communication and sharing.

Our work during this period will fall into two areas: **promoting Edinburgh** to the world and to the citizens of Edinburgh as a **world-class literary capital**, past, present and future, and realising the potential of this economically through strengthening our **literary tourism** work for the benefit of our literary community and city; secondly, bringing to and implementing in Edinburgh **successful participation and reader development projects** currently in existence around the world, with a particular eye on expanding our digital offering.

These two areas will be reinforced by energy spent consolidating our role as a **lead city** in the **expanding global Creative Cities Network.**