



EDINBURGH
UNIVERSITY
PRESS
ANNUAL REPORT
2021

EDINBURGH
University Press

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Introduction from the Chief Executive

Our headline news is achieving sales of £4m+ for the first time – an excellent landmark in any year, but one which feels quite extraordinary given the circumstances in which we have been operating.

We started the year with great uncertainty, not knowing what would happen to the market, to library budgets, and how long the Covid situation might last. Our staff had fully adjusted to working from home, but were feeling the lack of in-person interaction and the opportunities for unplanned conversations and ideas-generation that affords. We have continued to adapt as the year has progressed, including finding new ways to engage with academic and industry conferences and events (and appreciating the ability to attend international meetings in a virtual capacity). We have also enjoyed being able to return to the office since August, albeit in a very careful, limited way.

Having consulted with our staff, we expect to move to a fully hybrid working model in 2022. While we feel a team culture is more easily developed and maintained when everyone is in the same place, the reality is that we are unlikely to move back to our pre-Covid situation. What we need to do next is think creatively about how we build our culture of collaboration and community in a hybrid environment. This is something we are inviting all our staff to consider and contribute towards.

Related to this, we have created two new working groups (one focused on Equality, Diversity & Inclusion, one on Digital Strategy), in addition to our established Core Values and Sports & Social groups, as part of our commitment to ensuring that all staff have a voice, can contribute to the wider aims of the business (beyond their immediate roles) and have the opportunity to interact with colleagues outwith the teams in which they work.

Our objectives for the year, developed with reference to our Core Values (Adaptive; Communicative; Exceptional; Respectful; Responsible) as well as our Vision and Mission, were to (i) maximise sales revenue opportunities; (ii) maximise profitability and protect our cash reserves; (iii) preserve positive relationships with authors and customers; (iv) maximise staff engagement; and (v) drive operational and financial excellence across the business. We put measures in place to track these objectives, including author and staff surveys, and clear team and individual goals that fed into the overarching objectives for the business.

We took a scenarios approach to budgeting, with scenario 1 reflecting an 'as though Covid had never happened' set of numbers, down to scenario 4 which we considered our very worst case situation. There was a contingency plan in place, with a clear set of indicators to tell us if and when we may need to cut costs, and where. We began the financial year assuming sales would meet our scenario 3 projections, but by January 2021 were able (based on the evidence of the first 5 months of sales) to adjust our budget upwards to work with the scenario 2 sales target. We took the decision to keep costs within the scenario 3 range, even as sales moved into and then beyond our higher projections, in order to protect the bottom line in what remained an uncertain market.

As a result we have, as noted at the start of this report, ended the year with consolidated sales of £4.05m (including rights), a gross profit of 68%, a contribution of 73% and a net result of £316k post interest. This is against a budgeted loss of £275k post interest (and a loss of £127k last year).

The top line has been driven by the tremendous growth in ebook sales (49% more than the previous year), where we have achieved revenues of over £1m for the first time. This shift to digital-first purchasing among our library customers

was in progress prior to the pandemic (ebook sales accounted for 22% of our book revenue in 2018, 24% in 2019, 28% in 2020 and 37% in 2021; we are forecasting 41% in 2022). However it has been hugely accelerated by the need to provide digital materials for students and academics who were unable to access print materials in person during lockdown. We were well-placed to respond to this need, making all our books simultaneously available in print and ebook formats since 2012, and having carried out a backlist digitisation project over the past 3 years to make much of our older backlist available digitally. Of our 3000+ books for which we have digital rights, 97% are now available in a PDF and/or ePub format.

The growth in ebook sales impacted our print book revenue, where we saw a decline of 6% against the previous year. Meanwhile journals sales remained more or less flat against the previous year.

Looking ahead, our working budget for the financial year starting 1st August 2021 projects growth of 3% from the previous year. This is focused on growth in journals subscription revenues (mainly to do with an increase in the number of journals we are publishing) and a further increase in ebook sales, which will in part be driven by a new partnership arrangement we have entered into with De Gruyter this year, which will see our frontlist and backlist digital collections hosted and distributed for global dissemination through degruyter.com.

We have identified four key priorities for the current financial year, along with actions and outcomes for each:

1. Financial management/sustainability
2. Cultural change including teamwork
3. Innovation/opportunities
4. A stronger relationship with the university

These areas feed into the overarching aim of formulating a strategic choices plan for FY2023–25 that is ambitious, outward-looking and open to change, delivering a business with long-term sustainability. Part of this plan includes a

focus on publishing partnerships with Scottish cultural institutions. This has begun in 2021 with a marketing, sales and distribution partnership with the Scottish Society for the History of Photography. We launched the first book, *Strategy: Get Arts*, with an excellent event at the Edinburgh International Book Festival, in its new home at the Edinburgh College of Art – a fitting venue for a book about a ground-breaking exhibition staged at the ECA as part of the Edinburgh Festival in 1970.

In the summer of 2021 Timothy Wright retired as CEO of EUP, after 24 years of service. He has left big shoes to fill, having led the business skilfully, and with a welcome humanity, through much change and progress. In his time at the helm, turnover has more than doubled, as have the number of books and journals we publish, and the size of the team who publish them. We wish Timothy all the very best for a long, happy and fulfilled retirement. We also saw the retirement of James Dale, Managing Desk Editor at EUP for 23 years: James will be much missed by colleagues and authors alike. Saying goodbye to members of the team is always difficult, but we have also had the pleasure of welcoming several new faces this year, and are enjoying the fresh perspectives and experiences they bring. We also benefit from the advice and time generously given by our exceptional Press Committee, Board of Trustees and Non-Executive Directors, and here we have welcomed Jonathan Glasspool, until recently Managing Director of Bloomsbury Academic & Professional. Collectively I feel we are well placed to move EUP into its next phase, and will look forward to reporting on our progress next year.

Nicola Ramsey

Chief Executive

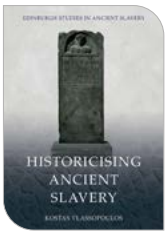
December 2021

Book Publishing 2020–2021

This year we published 256 new books and commissioned 344 titles and 9 new series. We signed authors from Australia to Israel and Iran to Turkey with 40% of our new authors contracted based outside the UK and US. We saw an 11% increase in the number of authors returning to EUP to publish their work, reflecting the value we place in putting our authors at the centre of all that we do.

Book Publishing Highlights

Classics

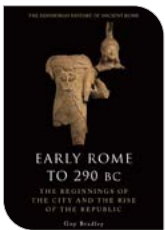


Historicising Ancient Slavery

By Kostas Vlassopoulos

Launching the *Edinburgh Studies in Ancient Slavery* series edited by Ulrike Roth, Vlassopoulos' book offers a new theoretical framework for the study of ancient slavery. Taking a global, comparative approach, it explores the

diverse strategies and various contexts in which slavery was employed and focuses on the agency of ancient slaves.



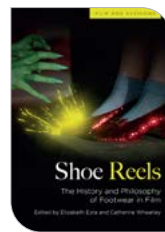
Early Rome to 290 BC: The Beginnings of the City and the Rise of the Republic

By Guy Bradley

Bringing *The Edinburgh History of Ancient Rome* series to near completion, this textbook covers the period that saw Rome develop from

a minor settlement on the Tiber into the most powerful city-state in Italy.

Film



Shoe Reels: The History and Philosophy of Footwear in Film

Edited by Elizabeth Ezra and Catherine Wheatley

Shoe Reels is the first book to publish in our new *Film and Fashions* series.

Printed in full colour, and with its own Twitter account, it has already

inspired subsequent books in the series as well as scholars working in the area of film-philosophy.



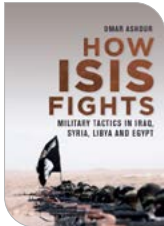
Geraldine Chaplin: The Gift of Film Performance

By Steven Rybin

Published as part of our *International Film Stars* series, *Geraldine Chaplin* takes a forensic look at the actor's career. To his surprise and delight, the author received a phone call

from Ms Chaplin soon after its publication, to thank and congratulate him.

Islamic & Middle Eastern Studies

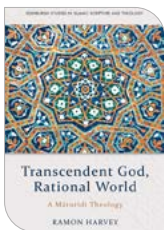


How ISIS Fights: Military Tactics in Iraq, Syria, Libya and Egypt

By Omar Ashour

Based on extensive fieldwork in the Middle East and dozens of interviews with soldiers and fighters who engaged ISIS and their predecessors between 2013 and 2020, Omar

Ashour explores how a massively outnumbered and ludicrously outgunned organisation managed to occupy over 120 cities, towns and villages. He also offers pressing insights into how ISIS and other like-minded organisations might fight in the future.



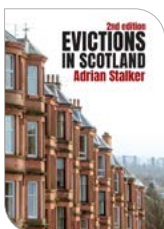
Transcendent God, Rational World

By Ramon Harvey

This book launched the *Edinburgh Studies in Islamic Scripture and Theology* series, and is authored by the editor of that series. The book revisits the influential yet marginalised Muslim theologian

Abū Manṣūr al-Māturīdī and puts his system, and that of the school taking his name, into lively dialogue with modern thought.

Law



Evictions in Scotland, 2nd edition

By Adrian Stalker

Written by an advocate with 20 years' experience in housing law, this is a complete guide to the recovery of possession of residential property in Scotland. Fully updated to cover changes to the law since the 2007

edition, it includes new chapters on tribunal procedure, eviction proceedings under the 2016 Act, and public law, human rights and Equality Act defences.



Technology, Innovation and Access to Justice: Dialogues on the Future of Law

Edited by Siddharth Peter de Souza and Maximilian Spohr

This is the third book to publish in our *Future Law* book series. It brings together leading judges, academics, practitioners, policy makers and

educators from countries including India, Canada, Germany, the UK, South Africa and Nigeria to ask the important question of how technology can help people to access justice across the legal industry.

Linguistics

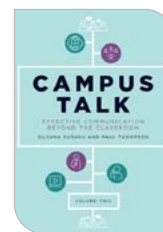


Rethinking Language Policy

By Bernard Spolsky

This book draws on four decades of research from a world-leading expert in the field of language policy and management. Bernard Spolsky reflects on the earlier theories of language policy that he proposed

and presents an updated model that starts with the individual speaker instead of the nation.

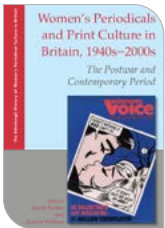


Campus Talk: Effective Communication beyond the Classroom

By Silvana Dushku and Paul Thompson

Campus Talk is a two-volume textbook designed for upper-intermediate and advanced learners of English. It delivers a wide range of skills and strategies which students can apply in everyday social communication in academic and non-academic environments. Learners have free access to an online workbook, which offers interactive activities and extra listening practice.

Literary Studies

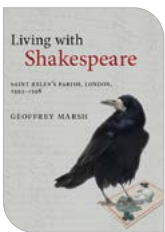


Women's Periodicals and Print Culture in Britain, 1940s–2000s: The Postwar and Contemporary Period

Edited by Laurel Forster and Joanne Hollows

This collection focuses on the post-war print cultures of women and completes this 5-volume series of

field-defining scholarly reference works.



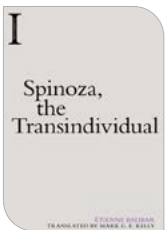
Living with Shakespeare: Saint Helen's Parish, London, 1593–1598

By Geoffrey Marsh

Geoffrey Marsh brings St Helen's parish, Shakespeare's neighbourhood in the mid-1590s, vividly to life. A fascinating, deeply researched and

beautifully illustrated study of life in Shakespeare's time.

Philosophy

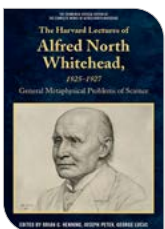


Spinoza, the Transindividual

By Étienne Balibar, translated by Mark G. E. Kelly

One of the most important books on Spinoza to appear in the last 30 years, written by one of the foremost living French philosophers. Presenting a crucial development in his thought,

Balibar builds on his landmark work *Spinoza and Politics* to explore Spinoza's ontology.



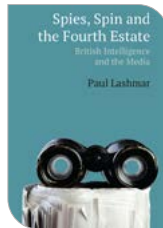
The Harvard Lectures of Alfred North Whitehead, 1925–1927: General Metaphysical Problems of Science

Edited by Brian G. Henning, Joseph Petek and George Lucas

This is the first scholarly edition of critically edited, previously unpublished notes of Whitehead's

philosophy lectures from 1925 to 1927, providing a long-missing window into critical developments in Whitehead's thinking during this time.

Politics



Spies, Spin and the Fourth Estate: British Intelligence and the Media

By Paul Lashmar

Drawing from his expertise as a national security correspondent, Paul Lashmar reveals how and why the media became more critical in its reporting of the Secret State. He

explores a series of major case studies including Snowden, WikiLeaks, *Spycatcher*, rendition and torture, and MI5's vetting of the BBC – most of which he reported on as they happened. He discusses the issues that news coverage raises for democracy and gives you a deeper understanding of how intelligence and the media function, interact and fit into structures of power and knowledge.



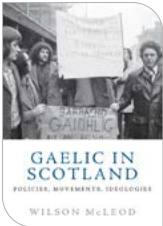
The Religion of White Rage: White Workers, Religious Fervor, and the Myth of Black Racial Progress

By Stephen C. Finley, Biko Mandela Gray and Lori Latrice Martin

This book sheds light on the phenomenon of white rage, and maps out the uneasy relationship between white anxiety, religious

fervour, American identity and perceived black racial progress. Chapters examine the sociological construct of the 'white labourer', whose concerns and beliefs can be understood as religious in foundation, and uncover the fact that white religious fervour correlates to notions of perceived white loss and perceived black progress.

Scottish Studies

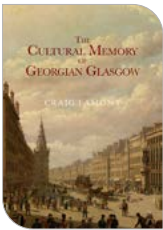


Gaelic in Scotland: Policies, Movements, Ideologies

By Wilson McLeod

In this extensive study of the changing role of Gaelic in modern Scotland – from the introduction of state education in 1872 up to the present day – Wilson McLeod looks

at the policies of government and the work of activists and campaigners who have sought to maintain and promote Gaelic. He scrutinises the competing ideologies that have driven the decline, marginalisation and subsequent revitalisation of the language.



The Cultural Memory of Georgian Glasgow

By Craig Lamont

Craig Lamont provides a much overdue reading of Scotland's largest city as it was during the long 18th century. These formative years of Enlightenment, caught between

the tumultuous ages of the Reformation and the Industrial Revolution, cast Glasgow in a new and vibrant light. Far from being a dusty metropolis lying in wait for the famous age of shipbuilding, Glasgow was already an imperial hub – as implicated in mass migration and slavery as it was in civic growth and social progression.

Book Publishing Report

In the 2020–2021 publication period the Press published 256 new books and issued 152 books new in paperback.

Journals Publishing 2020–2021

Journals Publishing Highlights

We published 50 journals in the 2020–2021 financial year, with revenues of £1,043k (including rights). Two journals joined the fold in 2021: *Burns Chronicle* and *Legalities*.



New for 2020



Burns Chronicle

Editors: Gerard Carruthers and Bill Dawson

The *Burns Chronicle* is a dedicated platform for the rich, international research on Robert Burns (1759–96) which is happening in the 21st century. Scotland's national 'bard' is a major poet and song-writer of the late eighteenth-century. His output is the site of long and intense interest from the perspectives of literary criticism, musicology and also historical and cultural studies. The journal is published on behalf of the Robert Burns World Federation.

www.eupublishing.com/burns



Legalities

The Australian and New Zealand Journal of Law and Society

Editors: Carwyn Jones, Trish Luker and John Page

An international journal with a strong regional base, *Legalities* publishes interdisciplinary socio-legal scholarship on topics such as law and society, legal geography, law and politics, criminology, law and economy, law and culture, legal history, feminist legal theory, critical race studies, critical legal theory, law and colonialism/imperialism, queer and transgender legal theory, environmental law, law and psychoanalysis, law and literature, law and social activism, animal law, law and education. *Legalities* is the official journal of the Law and Society Association of Australia and New Zealand (LSAANZ).

www.eupublishing.com/legal

Journals Publishing Report

Online Publication

Readership and Subscriber Profile

There were over 1,240,000 articles accessed via EUP Journals Online in 2020, compared with 985,000 downloads in 2019. We published 1306 journal articles in 2020 – just under 17,000 pages of journal content.

Most accessed in 2020:

- 1 *Film-Philosophy*
- 2 *Edinburgh Law Review*
- 3 *Archives of Natural History*
- 4 *Journal of British Cinema and Television*
- 5 *The Innes Review*

Frequency Increases

In 2021, *International Research in Children's Literature* and *The Scottish Historical Review* increased from two to three issues a year.

Special Issues

The journals below published a special issue as both a journal issue and separate book publication. The issues are included within a journal subscription and also available for separate purchase via standard book channels.

Discoverability

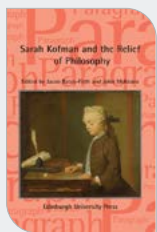
Key activities to improve discoverability of our titles include a variety of abstracting and indexing (A&I) arrangements, ensuring our industry-compliant title spreadsheets are updated each year and sent to all major link resolvers, continuing and improving library relations via conferences and direct meetings, and ensuring metadata for all published content is appropriately tagged. Activities during FY21 included:

- 345 submissions to new A&I databases: 24 accepted; 15 rejected; 306 in progress or awaiting response
- Journals added to key A&I databases, including: Scopus, Emerging Sources Citation Index (ESCI), Humanities Index, Browzine and Researcher.



Paragraph New Takes on Film and Imagination

Edited by Sarah Cooper



Sarah Kofman and the Relief of Philosophy

Edited by John McKeane and
Jacob Bates-Firth

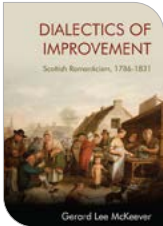


Nottingham French Studies Science, Technology and Culture in Modern and Contemporary France: Essays in Memory of Chris Johnson

Edited by John Edward Marks

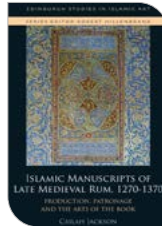
Marketing Report

Prize winners, shortlisted titles, honourable mentions



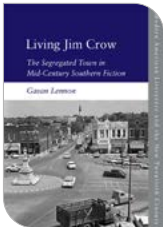
BARS First Book Prize 2021
Winner
**Dialectics of Improvement:
Scottish Romanticism, 1786–1831**

Gerard Lee McKeever



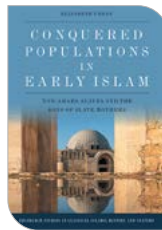
2021 Dionisius A. Agius Prize for a distinguished first book in the field of Medieval Mediterranean Studies from the Society of the Medieval Mediterranean
Winner
Islamic Manuscripts of Late Medieval Rum, 1270s–1370s Production, Patronage and the Arts of the Book

Cailah Jackson



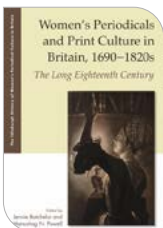
2021 Arthur Miller First Book Prize
Winner
Living Jim Crow: The Segregated Town in Mid-Century Southern Fiction

Gavan Lennon



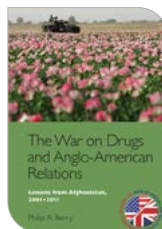
Choice Outstanding Academic Titles, 2020
Conquered Populations in Early Islam: Non-Arabs, Slaves and the Sons of Slave Mothers

Elizabeth Urban



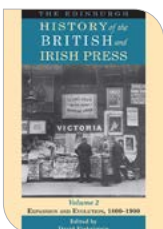
William L. Mitchell Prize
Honourable Mention
Women's Periodicals and Print Culture, the 1690s–1820s

Edited by Jennie Batchelor and Manushag Powell



The War on Drugs and Anglo-American Relations: Lessons from Afghanistan, 2001–2011

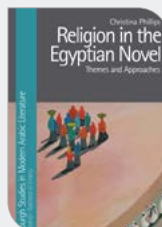
Philip A. Berry



The Robert and Vineta Colby Scholarly Book Prize
Winner
The Edinburgh History of the British and Irish Press: Volume 2, Expansion and Evolution, 1800–1900

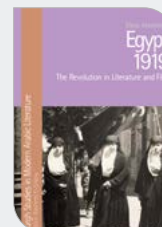
Edited by David Finkelstein

The Peter Mackenzie Smith Book Prize
Longlisted titles



Religion in the Egyptian Novel

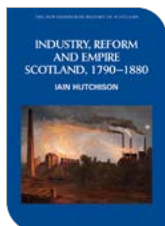
Christina Phillips



Egypt 1919: The Revolution in Literature and Film

Dina Heshmat

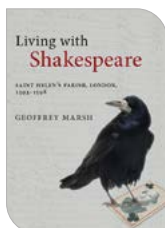
Praise for our Books



Industry, Reform and Empire: Scotland, 1790-1880

Ian Hutchison

'This is more than a textbook but even if considered solely on those terms, one could not hope for better. Empirically driven, rich in detail, useful, ably structured: this is a volume written by an author whose ability to guide, explain and reveal the contours of the past is a valuable reminder of thorough scholarship (and good teaching).' Catriona M. M. Macdonald, University of Glasgow, *Scottish Historical Review*



Living with Shakespeare: Saint Helen's Parish, London, 1593-1598

Geoffrey Marsh

'There are very few writers who can bring the past to life in such an accessible and easily absorbed fashion. Marsh has a light touch as a writer. His prose is direct but never harsh. It is a real joy to read something so detailed, well-researched, fluent and informative.' Michael Jecks, *WriterlyWitterings*

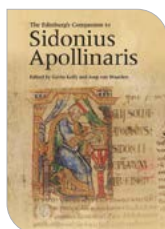
'I did, however, learn many other things from *Living with Shakespeare*, and I expect to carry on doing so because the many lavish illustrations, tables, charts and even diagrams make it an absolutely invaluable reference book.' Lisa Hopkins, Sheffield Hallam University, *Times Higher Education*



ReFocus: The Films of Rachid Bouchareb

Edited by Michael Gott and Leslie Kealhofer-Kemp

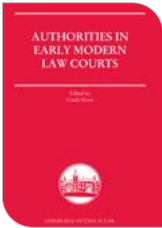
'This remarkable volume offers a necessary study on a filmmaker whose name is firmly established in the French cinematic landscape, while bringing into light new perspectives to approach his work, as well as his lesser-studied films. The reader will also appreciate the engagement with aspects – beyond his film corpus – involved in filmmaking, namely the production, distribution, and reception of his work. While the collection focuses on Bouchareb, this volume will be useful as an analytical tool to study other filmmakers.' Siham Bouamer, Sam Houston State University, *French Studies*



The Edinburgh Companion to Sidonius Apollinaris

Edited by Gavin Kelly and Joop van Waarden

'Kelly and Van Waarden's collection is a well-structured and accessible text that does what older friends should do: to assist the non-specialist or less-experienced scholar.' Paolo Mas Tandra, Università Ca' Foscari, Venice, *The Classical Review*



Authorities in Early Modern Law Courts

Edited by Guido Rossi

'This is a stimulating and thought-provoking collection discussing an issue of fundamental concern to lawyers through the ages. It is a testament to the editor that the whole is greater than the sum of the valuable individual parts.'

Ian Williams, University College London in *Edinburgh Law Review*



The Eurasian Steppe: People, Movement, Ideas

Warwick Ball

'Ranging over territory from today's Russia and Turkey to India and China, Ball charts the many waves of nomads who emerged from the Central Asian steppe. He explores such mysteries as the origins of the Indo-Europeans and the surprising role played by women ... His answers may lead you to question what you thought you knew about past and present nationalist identities.'

Diana Darke, Author of *Stealing from the Saracens: How Islamic Architecture Shaped Europe* in *TLS Arts & books* roundups: Summer books 2021

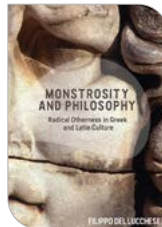


Big Data and Democracy

Edited by Kevin Macnish and Jai Galiott

'This text will age well as a model application of philosophy, behavioural psychology, and social theory to current events, treating big data as an evolving phenomenon ... An excellent text for a social science ethics or philosophy course focused on technology. It would also work well in a course designed around a big data or social media analysis project. Summing Up: Highly recommended.'

J. Forrest, Georgia Institute of Technology in *CHOICE*

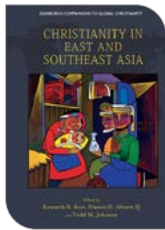


Monstrosity and Philosophy: Radical Otherness in Greek and Latin Culture

Filippo Del Lucchese

'A real masterpiece for all those who intend to understand the wide range of philosophical approaches to defining the Monstrous, Otherness and Evil in the classical world. The text is well written and clearly organised to allow readers to follow the exposition of the author. Multidisciplinary scholars can benefit from *Monstrosity and Philosophy*; literary critics, classicists, philosophers, and scholars in religious studies can appreciate the diversity of the scholarship and the author's superb grasp of the subject matter.'

Andrea Di Carlo, University College Cork, *Journal of Gods and Monsters*



Christianity in East and Southeast Asia

Kenneth R. Ross, Francis Alvarez and Todd M. Johnson

‘Magisterial in its sweep, [*Christianity in East and Southeast Asia*] makes an excellent contribution to scholarship in Asian Christianity and I heartily encourage a wide readership.’

Dave Johnson, Asia Pacific Theological Seminary, *Asian Journal of Pentecostal Studies*



A Sociolinguistic History of Scotland

Robert McColl Millar

‘A very worthy and illuminating read for anyone interested in the linguistic landscape of Scotland.’

Christine Elswiler, Ludwig-Maximilians-Universität, Anglia

Marketing Activity

edinburghuniversitypress.com

We successfully migrated our ecommerce site for books and integrated a dollar shopfront for North America. We introduced some changes to the checkout process after user feedback and also. Website sessions were up 6% year on year, with the average time per session up 9%. Direct sales (74% print) from our UK store were up 67% and we had additional sales to the North American market (74% print).

eupublishing.com

In FY2021, eupublishing.com generated 1.3m sessions, a 28% increase on the previous FY. We also had over 1m users use the site, compared to 775k in FY2020, generating 2.9m pageviews (19% increase on 2020). Top regions included the UK, US, India, Canada and Australia. We also saw an increase in content usage in FY2021, with 2m abstract views compared to 1.8m in FY2020, and 1.4m full text downloads in FY2021 compared to 1.1m in FY2020.

Email

A reengagement campaign reduced subscriber numbers in the second half of FY20. We can see those numbers increasing through FY21 (up 16%), with the anticipated higher engagement and interaction (up 13% on unique opens and up 11% on unique clicks). Benchmarking places us ahead of average Publishing & Media opens and clicks. We increased our send rate in the second half of FY21 and plan to continue this into FY22 with a corresponding investment in our relationship with provider, DotDigital.

Conferences

We participated in 29 virtual conferences, with 2,972 visits to our conference hubs. This compares to a similar number of conferences the previous year but the lack of in-person browsing meant sales were just 30% of the previous year and just 23% of our last ‘normal’ year. We also missed out on the important but intangible benefits of networking.

Blog

In FY2021, the Edinburgh University Press Blog grew from strength to strength. On average, the blog attracted 3.5k visitors a month from regions such as the United States, the UK, India, Canada, Australia and Germany, and we posted 128 articles across all of our main subject areas, compared to 95 in FY2020. Some top performing posts included:

- [A Brief Discussion of University Art, Design and Media Archives as Catalysts for Creativity and Research](#) (820 views), November
- [8 new introductions to The Squid Cinema from Hell](#) (718 views), August
- [Religion, Identity and Power: Turkey and the Balkans in the Twenty-First Century](#) (463 views), January



Join our Scottish Studies email list

For all the latest on our books and journals, plus events in your field, new catalogues, free articles and special offers.

Twitter

Our Twitter figures have increased consistently year on year, with our total number of followers now at 12,893. We are tweeting more each month, more people are seeing our tweets, visiting our profile and mentioning us in their tweets, and our overall engagement rate is good. We have recently moved our scheduling and reporting to Sendible for efficiencies.



Politics September 2021

Journals Virtual Issues

In FY2021, we launched a new Virtual Issues page on eupublishing.com to group together and highlight all of our virtual issues across both journals and books content. Collectively, our Virtual Issues were viewed over 6k times in FY2021. Some top performing Virtual Issues in FY2021 include:

- [Cultural History: History of Emotions](#) (496 views)
- [Northern Scotland: Black Lives Matter](#) (371 views)
- [International Research in Children’s Literature: Aesthetic and Pedagogic Entanglements](#) (256 views)

ECR Hub


In FY2021, we launched our [Early Career Researcher Hub](#), a portal for new researchers with guidance on everything from putting a journal article together to the peer review process, and beyond. The Hub launched with the following guides:

- [Writing a Journal Article](#)
- [Writing Your First Book](#)
- [Guide to Peer Review](#)

Since its launch in December, the Hub has generated 4.3k views and 55k impressions via social posts on Twitter. New sections due to launch in FY2022 include Promoting Your Research and Writing Your Book Proposal.

Authors, Editors and Contributors

Our marketing hub is the first port of call for new authors and editors and provides useful tips for promotion throughout the publishing process. We streamlined our discounts for the EUP community to give authors, editors and contributors across books and journals the same benefits. Virtual board meetings have encouraged wider participation.



BRITISH HISTORY

A Brief Discussion of University Art, Design and Media Archives as Catalysts for Creativity and Research

posted by TERN WILLIAMS • NOVEMBER 12, 2020 • 10 MIN READ • 841 VIEWS

By Louise Chapman in 2012, I uncovered an array of boxes containing 177 items of dress in the School of...

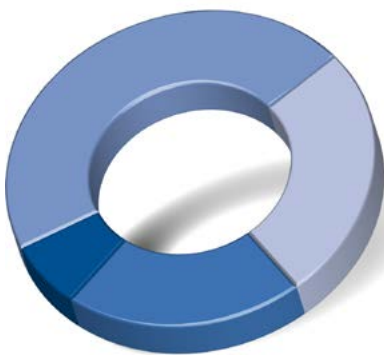
Sales Report

Book Sales Report

Global Print Summary

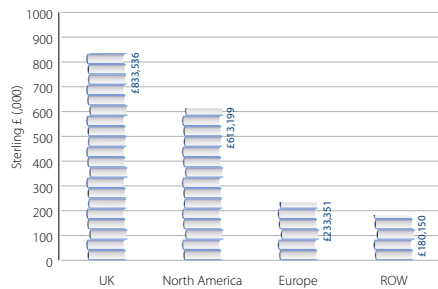
Travel bans, student uncertainty, bookshop closures, declining budgets and shifting global learning practices meant that entering FY2021 was a tentative process. We had multiple goals, hopes and expectations and so ending the year 6% up on the prior year, and breaking sales revenue of over £4m for the first time, was an incredibly satisfying result. Total print and digital book sales were up 9% on last year. It was no surprise that our print sales were down 6% on the prior year but, instead, we saw a strong growth of 49% on digital book sales, showing the sharp shift from print to ebooks that the industry had previously been expecting, but over a longer period of time. Journal subscription sales grew 1% in FY2021, with most sales revenue attributable to academic library subscriptions to digital content. Rights and Permissions revenue dropped 1% on the prior year but it was ahead of budget expectations.

Total EUP Sales Revenue FY2021



- Rights and Translations 7%
- Journals Subscriptions 21%
- Ebooks 26%
- Print Books 46%

Regional Print Summary



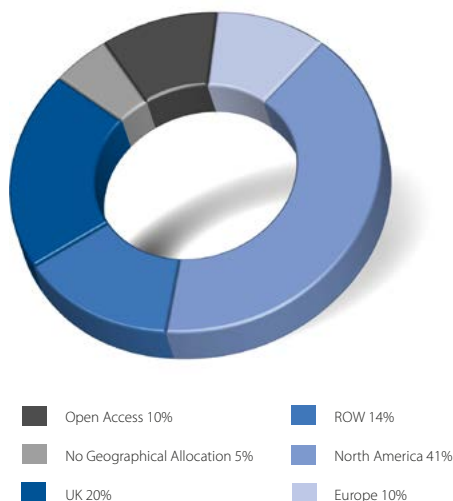
There was an 8% decline in UK print books revenue, which was expected due to the low footfall across the book trade because of shop closures. However, as book purchasing shifted from in-person to online, EUP saw a 12% increase in print sales from our house accounts (notably from Amazon and Gardners) as well as an 85% growth in our direct sales. Website £ sterling sales increased 53% on last year and in addition, we launched US ecommerce through our website in FY2021, bringing substantial additional revenue before year end. Across the pond, returns plagued the North American books market and net \$ sales fell 7%. With the uncertainty of the pandemic, we saw over-orders from our main US customer along with false orders generated by Amazon US's search algorithms, which resulted in substantial revenue returned in North America. Conversely, almost all European regions saw revenue growth with an overall increase of 11%. Germany and Benelux in particular remained strong sources of European revenue, along with Scandinavia. The Rest of World saw the largest decline by region with an 18% drop on the prior year and most regions experienced a decline due to lack of face-to-face selling. China, Japan and South Korea became the largest revenue-earning regions in the ROW market.

The ongoing global impact on print books is noteworthy. If FY2021 was largely about whether warehouses, bookshops and printers would remain open, then the FY2022 conversation is likely to revolve around labour, transportation issues and the rising costs of goods.

Ebooks

The necessity for online learning during the pandemic has been met with the availability of EUP's digital front- and backlist via global ebook aggregators. The appetite for ebooks has not fallen and the provision of free or upgraded content offered by the leading aggregators, as the world went into lockdown, increased our exposure and discoverability to libraries thereafter. The completion of EUP's backlist digitisation project prior to the pandemic was instrumental in seeing this growth as budgets shifted to a digital-first strategy. Across all our aggregators in FY2021, North America accounted for 41% of total ebook revenue and remains the strong leader regionally. The UK accounted for 20%, whilst ROW was 14% and Europe was 10%. Notable growth came from the UK and North America and our key European and ROW markets were Germany and the Netherlands, SE Asia and China, Australia and the Middle East.

FY2021 Global Ebooks Allocation



Finance Report

Abstract from the Financial Statements for Financial Year 2021 (to 31 July 2021)

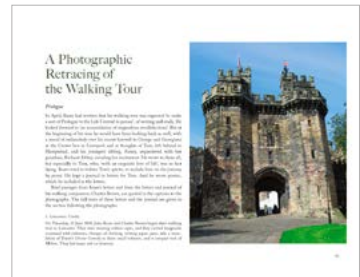
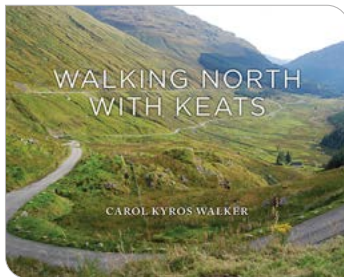
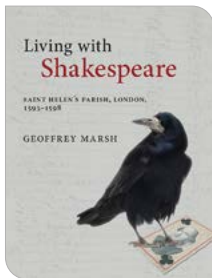
Sterling £ (,000)

	2021	2020	2019
Profit/(loss) for the financial year	316	-127	87
Movement in restricted funding	31	7	-2
Net movement in capital and reserves	316	-127	87
Opening capital and reserves at 1 August	1,910	2,037	1,950
Closing capital and reserves at 31 July	2,226	1,910	2,037

Financial year runs 1 August to 31 July

Production Report 2020–2021

The unsettled global situation as we entered FY21 meant a focus on stability and careful cost and schedule management. Issues we have faced in the past year include Brexit and the various problems that accompany it, lorry driver shortages, pallet shortages, material price increases, port delays and extended printer lead times. Considering this climate, it is with great pride that we have successfully produced and published over 250 new titles, particular highlights being the beautiful colour editions of *Living with Shakespeare* and *Walking North with Keats*.



These issues have seen us need to be agile and adjust the way we produce books. Ninety per cent of our monographs publishing in the US are now set up immediately as Print to Order rather than printing a short initial print run, meaning shorter lead times and less warehouse stock. We have also seen the successful introduction of a second printer to our journals portfolio in the UK meaning greater flexibility and reduced exposure in these precarious times. With the trend from print to digital we have pushed to ensure anything that can be available as an eBook is. We estimate that over 95% of our titles are now available as an eBook.

On top of the myriad of challenges posed throughout the year we have had to bid farewell to a longstanding and much-valued typesetter in July, which again highlighted the tough conditions in which we are operating and the need to remain vigilant. Despite this there are many reasons to feel encouraged as evidenced by our results detailed previously in the report, the buoyancy of the publishing industry in general and the amount of investment going on within the print industry. Next year promises to be an exciting one and we enter it in a good place.

The Press Committee

The Press Committee, as a Court Committee, embodies the academic relationship between the University and its Press by validating the academic standards of the books published with the University's name on them. It is convened by Alex Thomson, who has overseen the Committee's rigorous scrutiny of each new book, series and journal that is published by the Press with great care and attention, through a time of extraordinary growth: the Committee now considers an average of 30 new projects each month.

The Press Committee membership



Dr Alex Thomson
Convener

Convener: Dr Alex Thomson, MA (Hons), MA, DPhil
English Literature
(Continental Philosophy)

Dr Paul Crosthwaite, BA, MLitt, PhD
Philosophy and Literary Studies
(Modern Literature)

Professor Andrew Erskine, MA, DPhil
Ancient History

Professor Penny Fielding, BA, DPhil
English Literature (Scottish Literature and 19th-Century Literature)

Professor David Fox, PhD
Law

Professor Robert Hillenbrand, DPhil, Honorary Professorial Fellow
Islamic and Middle Eastern Studies

Professor John E. Joseph, BA, MA, PhD, FRSA
Linguistics and English Language
(Applied Linguistics)

Dr Anouk Lang, PGCAP, BMus, BA, PhD
Digital Humanities and Literary Studies
(C20th/C21st literature)

Professor Bettelou Los, PhD
English Language and Linguistics
(Historical Linguistics)

Dr Mihaela Mihai, MA (Hons), MRes, PhD
Political Science (Political Theory)

Dr Mark Newman, BA, MA, PhD, FRHistS
American Studies

Professor Gordon Pentland, MA, MSc, PhD, FSAScot, FRHistS
Political History of Britain since the French Revolution

Dr David Sorfa, BA (Hons), MA, PhD
Communications and Image Studies
(Film Studies and Film-Philosophy)

Dr Ewan Stein, MA (Hons), MA, PhD
International Relations
(modern Middle East)

People

The Board of Trustees

The Board of Trustees is a non-executive body charged with the general oversight and control of the Press which is in itself a division of the University Corporate Services Group. The individual Trustees are senior members of the University, independent of management, and all bring their individual expertise to bear on issues of strategy, performance, resources, key appointments and standards of conduct.



Professor Ewen Cameron
School of History, Classics and Archaeology
and Chairman, Board of Trustees (pictured)

Professor Alvin Jackson
Sir Richard Lodge Professor of History

Dr Catherine Martin
Vice-Principal Corporate Services

Ms Ashley Shannon
Director of Operations, Corporate Services

Dr Alex Thomson
School of Literatures, Languages and Cultures
and Convenor of Press Committee

The Board of Management

The Board of Management consists of a Non-Executive Chair, three Non-Executive members, Chief Executive, Head of Editorial (Books), Head of Journals, Head of Finance and Operations, Head of Sales, Head of Marketing and Head of Production. The Board meets four times a year alongside the Trustees. The Executive Management Group, excluding the four Non-Executives, meets monthly.

The Non-Executives



Margaret Hewinson
Non-Executive
Chair



Richard Fisher
Non-Executive



Mark Allin
Non-Executive



Jonathan Glasspool
Non-Executive

The Executive Management Group



Nicola Ramsey
Chief Executive



Anna Glazier
Head of Marketing



Carol Macdonald
Head of
Editorial (Books)



Sarah McDonald
Head of Journals



Agnieszka Gacka
Head of Finance
and Operations



Rob Dale
Head of
Production



Charlotte Mason
Head of Sales



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