



europæana
food and drink

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Europeana Food and Drink

Specification for Book and eBook

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

This Deliverable describes the specification for the book and ebook product, as defined by the book and ebook cluster, which consists of Shift, the Federation of European Publishers, Fratelli Alinari and Topfoto. The book and ebook products are being delivered as part of WP3, which is managed by Keepthinking.

The primary aim of this work package is to support the development of 9 commercial applications based on the Europeana Food and Drink Content Base, developing a body of evidence to support advocacy of the creative and commercial potential of digital cultural content.

Under Task 3.8, the book and ebook cluster will:

- specify the physical book and accompanying ebook
- commission, design and produce the physical book and ebook
- launch and promote the book and ebook through retail and e-commerce channels

This Deliverable document covers the theme, technical specification, project plan and commercial goals of both book and ebook.

2 Book and eBook concept

The Description of Work envisaged two options for the book: a heritage recipe book or an image-rich book highlighting iconic images from the Europeana Food and Drink content base.

Our content audit in the first year of the project showed that there was not enough content within the consortium to support a recipe book, and additionally it showed a need for strong community interest in a particular topic for an image-rich book to be successful.

As the learning phase of the Food and Drink project showed, a demand-led product with demand-led content will have a higher success, both as a commercial undertaking and as a way of ensuring community engagement with heritage and history.

Beer and the history of brewing was surfaced a number of times in our consultation calls with consortium members as a topic of community interest. Because our partners did not have a rich enough content base to support a book on beer, the National Brewery Heritage Trust was identified as a partner for whom food and drink heritage was an important part of their brand and who had content for an image-rich book.

Book and eBook theme

Community pubs are one of Britain's oldest and most popular social institutions. They play an important role at the heart of their local communities, providing meeting places,

supporting formal and informal social networks and providing a focal point for community events.

In recent years, there have been many campaigns to save individual pubs as well as larger actions to draw attention to the importance of the pub as a centre for community activity and a place to meet people. Examples are the Fair Deal for your Local campaign, Pub is the Hub, and CAMRA's Community Pub Campaign.

These unique pubs and their place as a vibrant centre of community life need to be documented and celebrated and we believe that the people best placed to do this are those who know them best: landlords, regulars, staff, local residents and historians.

We propose a book and accompanying ebook that will celebrate these pubs through stories, memories, anecdotes, photos, maps and ephemera shared by their communities. Beautiful 'then' archival photos and specially commissioned 'now' photos will showcase the architectural history and provide the backdrop for a social history told through the people who have connected with the pub through the decades.

In addition, photographs and stories for the book will be gathered through local collaborations and storytelling sessions in pubs to find, share and collate a rich web of archival and personal material. Everything collected will be freely shared online using a dedicated hub on the community archiving tool Historypin (www.historypin.org/pubs) where it can be discovered and further enriched by more people.

Book and eBook title

The working title for the book and ebook is 'Community Pubs of London', reflecting the role of the pubs in the lives of people that use them and the community contributions that are especially gathered for this publication.

Based on advice from commercial and marketing partners, the title might change during the development process to a more commercially viable title.

3 Audience

This book and ebook are targeted to the UK market with an interest in local history, pub history, beer, brewing and architecture. However, the interest in London pubs is not restricted to the UK territory only, so it is possible that tourists and tour guides might also be a viable audience.

In addition, the local people who belong to the pub community and attend the story and photo sharing events will have a vested interest in the book as it will be their stories and memories that are prominently featured. This is also the case for the pub landlords whose pubs are featured in the book.

4 Client

The cluster decided to identify an organisation to act as the commissioning organisation (or client) for the book and ebook to ensure that any important decisions made regarding the book would be sense checked by an external organisation that has access to audiences and deep knowledge about the book topic.

The National Brewery Heritage Trust in Burton-on-Trent was identified as the book's client. The NBHT protects and preserves Britain's brewing heritage and has its own museum in the National Brewery Centre. It holds a large number of archival collections related to beer, pub and brewing history. These include around 6000 architectural photographs of pubs in Greater London, which form a part of the book content. Save Photo, a digitisation company in the UK, has digitised these photographs.

The NBHT is consulted in all major decisions about the book and ebook and has signed a Europeana Food and Drink Associate Partnership Agreement.

Because they hold this large collection that will be used in the book, the NBHT is identified as the de facto rights holder of the book and ebook. Therefore they will enter into a publishing agreement with the publisher. The NBHT is registered at the Charity Commission of the UK.

5 Content

The book and ebook will showcase around 50 pubs in total and will feature 10 pubs which have additional material and content.

The Charrington Photograph Collection

The Charrington archive, held by the National Brewery Heritage Trust, is a unique photograph collection. It contains roughly 6,000 photographs of pub exteriors ranging from the 1900s to the 1980s and select photographs from this collection will feature prominently in the book. This content has been recently digitised and the high quality images are offered free of cost by the NBHT for use in the book and ebook.

Topfoto Image library and other Europeana contributions

The Charrington collection will be complemented by relevant material from Topfoto, one of Britain's largest commercial image libraries and a book and ebook cluster partner. Europeana Food and Drink's other partners will also be sources of material where relevant.

Community contributions

The archival images will be augmented and enriched through collection days and storytelling events at community pubs to gather photographs, stories, memories and other related ephemera from landlords, patrons and local organisations.

Newly commissioned photography

We will commission modern photos of historical photographs to create a “now” and “then” of community pubs.

6 Partners

The creation of this book and ebook is dependent on a number of partners that are external to the Europeana Food and Drink consortium.

Publisher

The first and most important partner is the publisher. The book and ebook cluster initially evaluated 3 different online self-publishing offers (Blurb, Lulu and Cewe) but after comparing their offer to a traditional solution, it was decided to go for a traditional publisher, based on price, overall book production workflow and publishing options offered.

In addition, it was deemed that engaging a publisher would constitute more solid evidence of the commercial viability of the initiative, as it would mean that a commercial operator would find the proposition interesting and take some risks in order to promote it. A presentation was thus made and used to pitch the book idea to more than 20 publishers, and one of them expressed an interest in publishing the book and ebook.

	PUBLISHING (Halsgrove)	SELF PUBLISHING (LULU.com)
design	yes	no
edit	yes	no
print	yes	yes
warehouse	yes	no, print on demand
insure	yes	no
market and despatch to retail trade	yes	yes, but only online and for additional 20% of cover price per book
order online	yes	yes
number of copies printed	1500 (each at 140 pages)	1500 (each at 100 pages)
format	hardback	paperback
copies for consortium	100	None
price per unit	£9.99 / €14	€10 (Consortium would have to buy each book for €10 and sell it on)

Figure 1: Comparison of publishing and self publishing

Our publishing partner is [Halsgrove Publishing](#), who specialise in local history publications. Our idea for the book and ebook fit in well with their existing catalogue.

The publisher will hold a publishing contract with the National Brewery Heritage Trust, who is the commissioning organisation for the book.

Writer

The second external partner that we are working with to create the book and ebook is the writer. In this case, our process of recruiting a writer was similar to that of recruiting a publisher. Advertisements for a writer were published in places like the It's Nice That jobs board and distributed through partners' networks. The job description is attached.

We then shortlisted the respondents based on their previous experience and availability.

The task of the writer is to create short paragraphs for each of the pubs in the book, as well as to draw out stories in more depth for the featured pubs that are holding memory events. The writer is also expected to do archival research and to participate in the story sharing events held in pubs and to gather stories and information from pub landlords and their customers.

The role of the writer is pending finalisation, however we have two likely candidates: William Raybould and Adrian Tierney Jones. Either one or both can be contracted to do the writing for this book. Please find some writing samples from both in the attachment.

Pubs

Apart from the writer and publisher, the pubs themselves are also important external partners for the book. They host story sharing events and some of them have their own collections that can be uploaded to Historypin and featured in the book.

They are also a sales, marketing and distribution channel for the hardcopy books once they are printed.

7 Distribution

It is standard practice that the publisher (Halsgrove) will organise a distribution network for the book. This may include organising overseas rights or distribution partners but considering the print run and the local nature of the publication it is likely that only the regular local channels of the publisher will be used.

The project consortium will receive 100 copies of the book and with close ties to the pubs included in the book and the National Brewery Heritage Trust it is expected that we will have some direct contact to ensure that featured pubs will have enough copies for direct sale.

Pending agreement with the publisher, we will give pubs the opportunity to buy books from the publisher at cost or at wholesale prices to resell to their customers.

8 Revenue model

The publisher is responsible for selling the book and ebook through their usual channels. The cover price for the hard copy is £9.99 (€14), from which the publisher will pay out a royalty of 10% on net proceeds.

The cover price for the ebook (if any) is to be confirmed with the publisher. Halsgrove generally sells ebooks for £24.99 on their website, but this will need to be negotiated.

This royalty will be paid to the National Brewery Heritage Trust, who are the commissioning organisation for the book. They will split the royalties with the author or authors of the book and Save Photo, the digitisation company that has digitised the Charrington Collection. The Europeana Food and Drink project consortium will not receive any royalties as this would impact the grant funding of its members. The consortium will however receive 100 copies of the book.

9 Book specifications

- printed by Halsgrove Publishing
- A5 size (147 x 210 mm)
- hardback with a four colour laminated cover
- 144 pages
- containing up to 20,000 words and approximately 175 images
- including a set of bit.ly (or otherwise shortened links) to enable readers to access the online content on Historypin
- featuring around 50 pubs in total
 - 40 pubs showcased through 'then and now' photography, at 2 pages per pub
 - and around 10 pubs that are explored in depth with roughly 6 pages each
- initial print run to be 1500 copies
- recommended retail price: £9.99

10 eBook specifications

- created by Halsgrove Publishing
- the same content as the hardcopy book
- PDF format, which is accessible on PC, Mac and most e-readers
- clickable links to Historypin pages for each pub
- retail price to be confirmed with the publisher

11 Reviewer and tester

The book and ebook will be reviewed by the client, the National Brewery Heritage Trust, and the book and ebook cluster. It will also be reviewed by two members to be appointed from the Food and Drink project consortium that are not in the book and ebook cluster. These will also take care of the very limited testing required.

12 Costs

Description	Cost
Subcontracting publishing services	€10,000
Subcontracting writer services	Between €2,000 and €3,000
Subcontracting commissioning of 'now' photography	To be confirmed: likely to be between €500 and €1000
Subcontracting design of some elements like maps	€700
Licensing National Brewery Heritage Trust materials	Free
Licensing additional materials from Europeana F&D consortium	Free
Dissemination costs (coming from WP1 dissemination budget)	<ul style="list-style-type: none"> • €30 per featured pub for flyers and posters to showcase book and promote engagement events: €300 • 250 A6 postcards to promote book to all pubs whose photographs are in the book: €100

13 Repeatability

The basic idea for the creation of the book and ebook was to identify a corpus of high quality and relevant digital materials related to a potentially interesting topic in the area of food and drink. The choice fell on a subject - community pubs in London - which additionally allowed making a connection with local communities and potential clients. The idea was then outlined in a presentation that was pitched to several publishers and one of them expressed interest in publishing the book.

The model could be replicated by selecting other batches of digital materials around other specific themes and preparing other book proposals, similarly to what was done in this first instance. It would likely be even more conducive to finding interested commercial players (publishers) if these were provided in advance with the possibility to have a structured overview of the digital materials available and the conditions for their reuse. The information collected about self-publishing possibilities could also be useful as this is another channel that could be used to replicate the model, albeit at different conditions. In any case, opportunities should be explored for using materials from various individual countries as well as from different countries at once and also materials highlighting cross-border relations.

14 Project plan

January - March 2015	<ul style="list-style-type: none"> Developing theme, content and tone for book and ebook Forging relationships between different partners
March - April 2015	<ul style="list-style-type: none"> Signing contracts Setting briefs for authors and photographers Running memory events in featured pubs
April - May 2015	<ul style="list-style-type: none"> Gathering content Defining and implementing communications plan Reaching out to additional distribution and marketing networks
June 2015	<ul style="list-style-type: none"> Content delivered to the publisher
June - August 2015	<ul style="list-style-type: none"> First book/ebook sample delivered to partners for final approval before entering into mass production Book being edited, laid out and printed by publisher Strengthening distribution and marketing channels
August 2015	<ul style="list-style-type: none"> Deliverable 3.14 and 3.15 ready
September - October 2015	<ul style="list-style-type: none"> Making book and ebook ready for sale Strengthening distribution and marketing channels
October 2015	<ul style="list-style-type: none"> Book and ebook ready for sale

15 Marketing

What	How	Who	When
Marketing book during development	<ul style="list-style-type: none"> Communicating pub memory events using multiple channels Call to action for beer and pub lovers: "Now is your chance to be part of a book: add your memory of this pub to Historypin" Providing featured pubs with a 'media package', including dates of launch, flyers, facts and figures Teaser of first chapter of the book to be released before official launch for free Count-down clock to the launch of the book on historypin.org and the Europeana F&D website 	<ul style="list-style-type: none"> All F&D project partners NBHT participating pubs Associated networks like the British Guild of Beer Writers 	Between April and October 2015

Reviewing the book	<ul style="list-style-type: none"> • Provide bloggers and writers with free copies and ask for a review to create a buzz • Linking it up to the 'first chapter for free' promotion 	<ul style="list-style-type: none"> • beer and pub writers from All Party Parliamentary Beer Group • independent beer and pub writers / bloggers 	September 2015
Marketing book on social media when it is launched	<ul style="list-style-type: none"> • Decide which websites to market it on <ul style="list-style-type: none"> ◦ Facebook ◦ Twitter ◦ F&D general website ◦ F&D dedicated book website ◦ Historypin ◦ partner's websites • Engaging Europeana's help to promote the book 	<ul style="list-style-type: none"> • All F&D project partners • NBHT • participating pubs • Associated networks like the British Guild of Beer Writers • publisher 	October - November 2015
Book signings	<ul style="list-style-type: none"> • Create promotional pack to give away during signings such as beer mats and postcards 	<ul style="list-style-type: none"> • the publisher • the author(s) • involved F&D project partners • pub partners if the signings are in pubs 	November 2015
Advance orders	<ul style="list-style-type: none"> • Offer advance orders to the featured pubs and other interested parties, perhaps at a discount? 	<ul style="list-style-type: none"> • pubs • other interested parties • publisher 	August - October 2015

16 Success indicators

Performance indicator	Measurement method and target
Raising interest by commercial operators	The book is taken up by a commercial operator (publisher) for publication
Book sales	Number of copies sold, print and digital - target: 500 copies sold within the first 6 months, 1500 copies sold in 2 years
Incentive to visit the pubs featured prominently in the book	Increase in visitors to the pubs featured in the book
The book reaches a wide audience	National organisations like CAMRA, as well as local organisations such as the Kentishtowner, mention the book on their social media channels
The book contributes to knowledge about the history of pubs in London	People add their own stories and memories to the pub area on Historypin

The book contributes to the success of the National Brewery Heritage Trust as an organisation that preserves brewing heritage	The NBHT receives more inquiries about its collections and more offers of partnership
The book encourages people to visit www.historypin.org/pubs	Increase of unique visits to www.historypin.org : 1,500
The publisher feels that the book is a good investment	The publisher considers reprinting the book in the same or slightly altered form

17 Conclusion and next steps for production of the book and ebook

This Deliverable sets out the theme, concept, partners and project plan for the book and ebook that are being created as part of the Europeana Food and Drink suite of products.

At this point, memory sharing events have been held at three pubs and the contract between the publisher and the NBHT is ready for signing.

Next steps are:

- having all necessary paperwork signed
- organising more pub events to gather content
- establishing online and offline networks for marketing
- organising a launch event in October / November 2015

Appendix 1 – Job description for writer

Writer

Role Title	Writer
Location	Remote
Hours	To be discussed and agreed
Salary	Negotiable, would likely be based on royalties or small advance
Client	National Brewery Heritage Trust
Application process	<p>Please send your cover letter, CV, your writing portfolio and an indication of your hourly/daily rate to:</p> <p>Andrea De Polo Saibanti Fratelli Alinari andrea.depolo@gmail.com</p>
Deadline for application	6th of March 2015

Project Description

A community history of London pubs (working title) is a unique book that will bring together archival materials with contributions from the public to create a collaborative community history of 30 pubs in London.

We're looking for someone with a strong voice and astute eye to select the best material gathered and take the reader on an engaging journey through a treasure trove of London pub histories.

The National Brewery Heritage Trust have a wonderful collection of unseen architectural photographs of pubs around London, dating from the 1930s to the 1980s. These have been the inspiration for a collaborative archiving project to bring together pubs and their communities to create a shared history of a series of the pub.

Each pub is running events to invite people along to share their photos, memories and anecdotes about the pub and to gather stories from everyone connected to the pub including former landlords, staff, local historians and regular patrons.

The content of the book will include:

- beautiful, unseen architectural photographs
- newly commissioned contemporary architectural photographs
- photographs contributed by the public
- short histories of each pub
- stories, anecdotes and quotations shared by members of the public
- images of maps, documents and other relevant documents

The book is being created in partnership with the National Brewery Heritage Trust and one of their archival photo collections will form a large part of the book's content. The production of the book is being managed and delivered by Fratelli Alinari, an Italian image library supported by a consortium of other European partners.

Description of Work

Role Responsibilities

- Writing
 - To write short summaries of the pubs and their history where relevant
- Editing
 - To select the best material from the material which will be gathered from the public, archives and other sources

Timeframe

- Content will be ready from mid May 2015

Deadline

- The deadline is end of June 2015

More details

For full details of the project and description of the book specification, see the attached 'London Community Pubs proposal' PDF.

Person Specification

- Excellent written and spoken English
- Strong interest in pub history and community storytelling
- Experience in writing or editing

About us

We are a consortium of European organisations from the cultural heritage and creative industries. We are collaborating to create products which harness and reuse European cultural heritage to have a commercial and social impact. The consortium includes:

- [Shift](#), a social enterprise that designs consumer goods which address social problems and the company behind the community archiving website Historypin
- [Fratelli Alinari](#), a venerable photographic archive and picture library located in Florence, Italy
- [Topfoto](#), a British image library specialising in digital photography and digitisation
- [FEP](#), an umbrella organisation of European book publisher associations
- [Keepthinking](#), an experienced digital design agency
- [National Brewery Heritage Trust](#), who protect and preserve Britain's brewing heritage

Appendix 2 – Writing samples

Writing samples from William Raybould can be found here:

<https://bristolbrewsandbakes.wordpress.com/>

Writing samples from Adrian Tierney Jones can be found here:

<http://maltworms.blogspot.co.uk/>

Appendix 3 – London Community Pubs proposal



London Community pubs



Summary

Community pubs are one of Britain's oldest and most popular social institutions. They play an important role at the heart of their local communities, providing meeting places, supporting formal and informal social networks and providing a focal point for community events. In recent years, there have been many campaigns to save individual pubs or larger actions to draw attention to the importance of the pub as a centre for community activity and a place to meet people. Examples are the **Fair Deal for your Local** campaign, **Pub is the Hub**, and CAMRA's **Community Pub Campaign**.

These unique pubs and their place as a vibrant centre of community life need to be documented and celebrated and we believe that the people best placed to do this are those who know them best: landlords, regulars, staff and local residents.

We propose a book and ebook that will celebrate these pubs through stories, memories, anecdotes, photos, maps and ephemera shared by their communities. Beautiful 'then' archival photos and specially commissioned 'now' photos will showcase the architectural history and provide the backdrop for a social history told through the people who have connected with the pub through the decades.

Ongoing community engagement

Photographs and stories for the book will be gathered through local collaborations and storytelling sessions in pubs to find, share and collate a rich web of archival and personal material. Everything collected will be shared online using the community archiving tool **historypin.org** where it can be discovered and further enriched by more people.



Grafton Arms, 20 Prince of Wales Road COURTESY OF NBHT



The Alma, 59 Newington Green Road COURTESY OF NBHT

Who we are

We are a consortium of European companies and institutions dedicated to improving the possibilities for commercial reuse of European heritage collections.

- Fratelli Alinari, a venerable photographic archive and picture library located in Florence, Italy
- Topfoto, a British image library specialising in digital photography and digitisation
- FEP, an umbrella organisation of European book publisher associations
- Keepthinking, an experienced digital design agency
- National Brewery Heritage Trust, who protect and preserve Britain's brewing heritage
- Shift, a social enterprise that designs consumer goods which address social problems and the company behind the community archiving website Historypin

As part of our involvement in the Europeana Food and Drink project, part of the cost of this book and ebook is covered by the European Commission.



Content

There are four strands of content:

1 The Charrington Photograph Collection

The Charrington archive, held by the National Brewery Heritage Trust is a unique, never-before-seen photograph collection. It contains roughly 6,000 photographs of pub exteriors ranging from the 1900s to the 1980s and select photographs from this collection will feature prominently in the book.

2 Topfoto Image library

The Charrington collection will be complemented by relevant material from Topfoto, one of Britain's largest commercial image libraries.

3 Community contributions

The high quality archival images will be augmented and enriched through collection days and storytelling events at community pubs to gather photographs, stories, memories and other related ephemera from landlords, patrons and local organisations. These events will follow the format of our pilot event at the Great Expectations pub in Reading, where we invited pub experts and interested local people to discuss pub history from an architectural and social perspective.

4 Newly commissioned photography

We will commission modern photos of historical photographs to create a "now" and "then" of community pubs.



Locals in the pub "*Great Expectations*" discussing the pub's history, Reading, UK

Example pages



Example pages

16 LONDON COMMUNITY PUBS

The Magpie and Stump

Though rebuilt many times, the Magpie and Stump has been on the same site for over 300 years. A stone's throw from the Old Bailey courthouse and Newgate prison, it's been the local for detectives and criminals for three centuries.

When Newgate Prison was still standing, rich people would be able to order 'hanging breakfasts' in the pub. They'd enjoy kidneys and liver while watching prisoners dangle.



Magpie and Stump in the 1900s

Right: Magpie and Stump, 1930s



View of Newgate Prison and The Magpie & Stump pub and guest house (right)



"The Magpie and Stump used to be divided into sections, one for the detectives who were working in the Old Bailey, one for the reporters and one for the public".

Sarah Smith, landlady of the Magpie and Stump

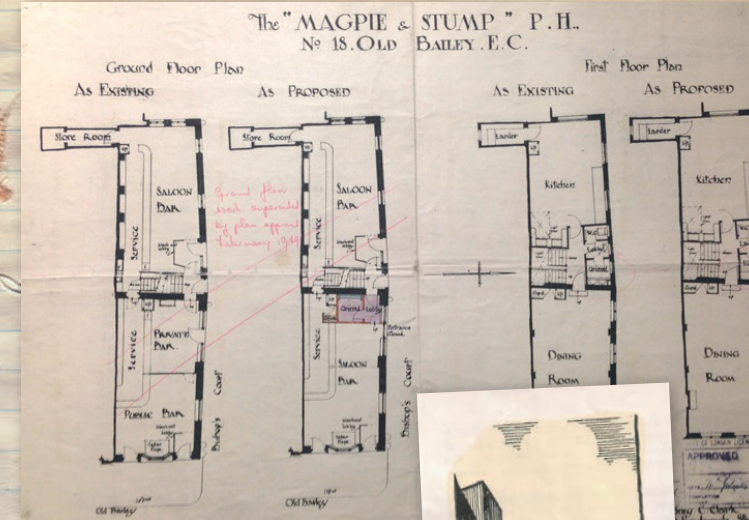
Example pages

18 LONDON COMMUNITY PUBS



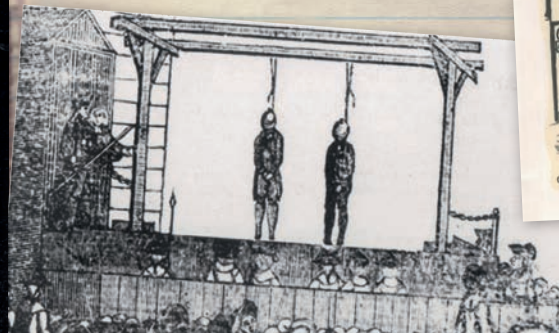
Magpie and Stump, 2014

THE MAGPIE AND STUMP 19



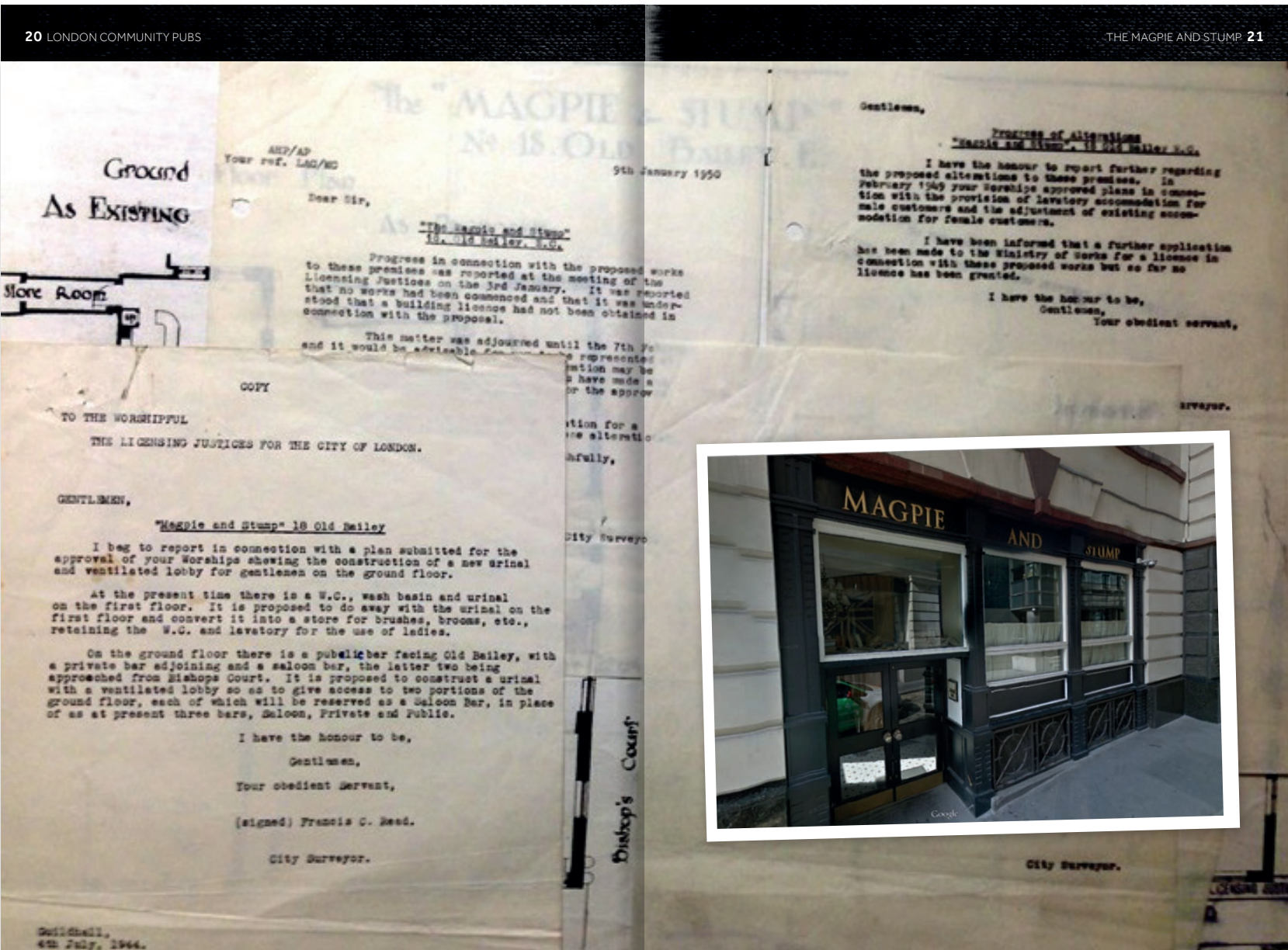
Floor plan of
Magpie and Stump
Courtesy of LMA

Prisoners hanged
at Newgate



Around 1950s woodcut

Example pages



Example pages

16 LONDON COMMUNITY PUBS

The Magpie and Stump

Though rebuilt many times, the Magpie and Stump has been on the same site for over 300 years. A stone's throw from the Old Bailey courthouse and Newgate prison, it's been the local for detectives and criminals for three centuries.

When Newgate Prison was still standing, rich people would be able to order 'hanging breakfasts' in the pub. They'd enjoy kidneys and liver while watching prisoners dangle.

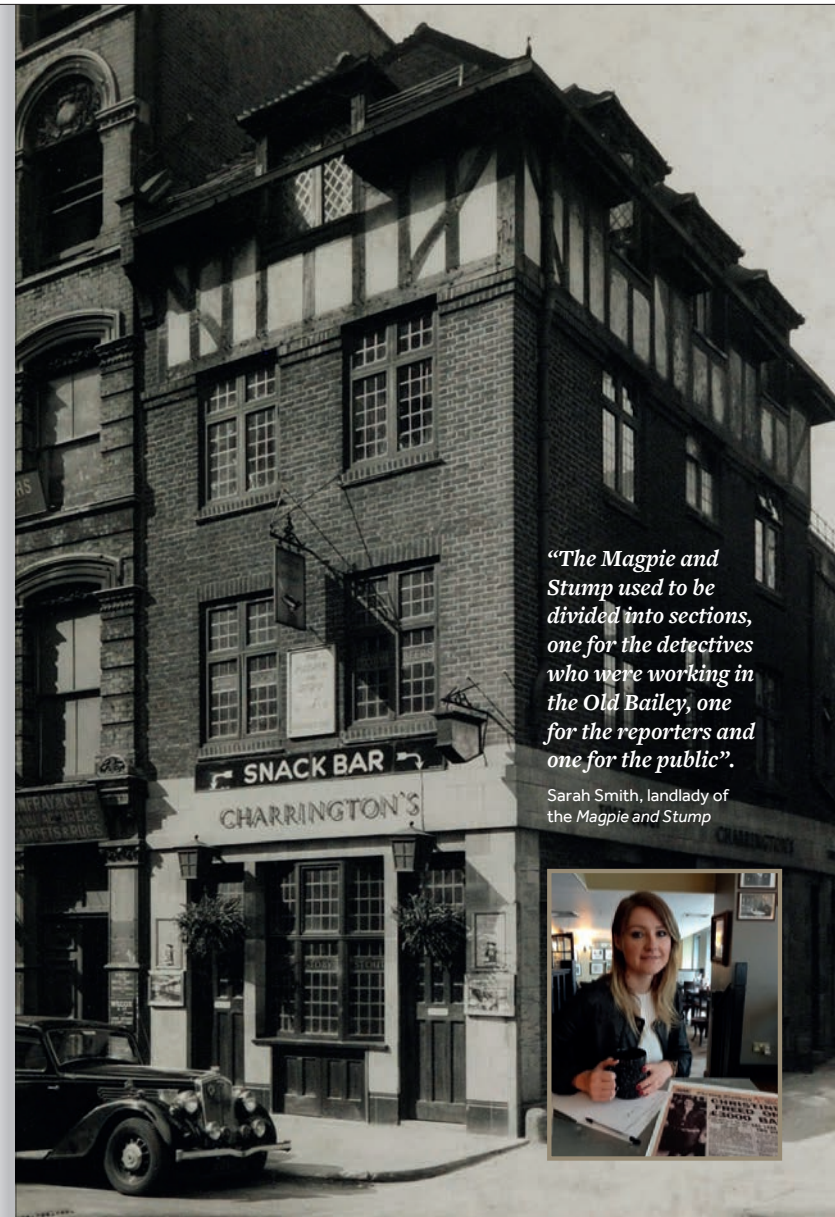


Magpie and Stump in the 1900s



View of Newgate Prison and The Magpie & Stump pub and guest house (right)

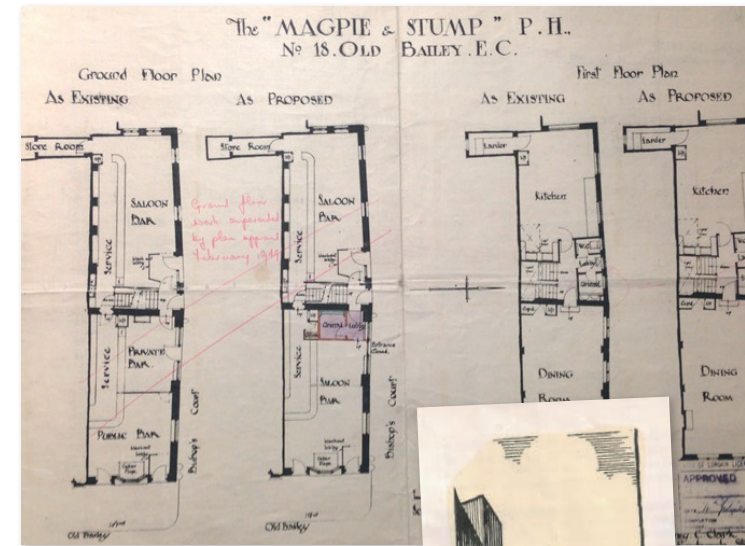
Right: Magpie and Stump, 1930s



"The Magpie and Stump used to be divided into sections, one for the detectives who were working in the Old Bailey, one for the reporters and one for the public".

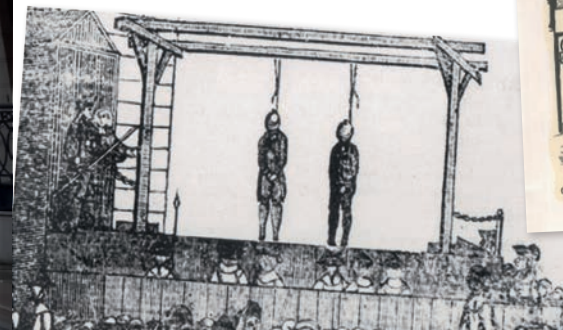
Sarah Smith, landlady of the Magpie and Stump

Example pages



Floor plan of
Magpie and Stump
Courtesy of LMA

Prisoners hanged
at Newgate



Around 1950s woodcut

Market

We believe this book will appeal to a mass audience and will target UK markets with an interest in:

- local history
- pub history
- beer and brewing
- architecture

Distribution

We have good connections with a number of interest groups, such as the National Brewery Heritage Trust, the British Guild of Beer Writers, the Brewery History Society and the All Party Parliamentary Beer Group, who have all expressed interest in the book and can provide channels for marketing, sales and distribution.

Uniquely, the book will include contributions from hundreds of people connected to the individual pubs featured. These contributors will form a strong distribution network, enabling the book to be sold via the networks of the people and pubs featured.

We also have links to commercial companies such as the Stonegate Pub Company and Mitchells & Butlers, who can provide access to sales channels.

Subsequent Editions

Our ongoing community engagement programme in pubs will create more content for subsequent editions of the book. Using the digital community archive space at historypin.org, local communities will gradually add photographs and stories, expanding the depth and breadth of this snapshot of community pub life in London.

We believe that there is scope to expand this model into other localities in the future.



The White Bear in London, then and now

Specifications

Print book

- 'London Community Pubs' is a working title and will be adapted according to the type of content that we receive from the community events
- The book will be Standard size, around 134 x 197mm
- Approximately 80% of the book will be photographs and 20% will be text
- The book will have around 60 pages
- Between 25 and 30 pubs will be featured in the book
- 6 of these will be extensively described on 4 to 6 pages and have additional material, which will be gathered through the collection days
- the rest of the pubs will be shown on a two-page spread, with a Charrington photo and a commissioned current photo, and a short history of the pub
- The book will include an illustrated map which indicates the locations of all the featured pubs
- We are anticipating an initial print run of 500 copies, of which we can potentially acquire around 100 copies with our European funding

ebook

- The ebook will have the same theme and content as the print book
- Any links provided in the book will be clickable
- Images, including the map, will be zoomable

Rough timeline



Contact

Please contact Lise den Brok with any comments or questions regarding this proposal.

Lise den Brok

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