

The Publishing Project

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The UK's first MA in Creative Writing was established at UEA by the novelists Malcolm Bradbury and Angus Wilson in 1970. Since that time, Creative Writing at UEA has made a significant contribution to the literary landscape, both in the UK and internationally, with many students and teachers having been published and going on to become household names, winning major prizes. In 2011, in recognition of its continuing excellence in delivering innovative courses at a world-class level, UEA's Creative Writing programme was awarded a Queen's Anniversary Prize for Higher and Further Education, the UK's most prestigious higher education award. Despite this extraordinary publishing legacy, there is currently no university press in operation at UEA or the Norwich Research Park. The Publishing Project has been established in order to address this lack.

In the current climate, the business models of the major publishers can seem at odds with the interests of the author. In establishing a not-for-profit social enterprise, the Publishing Project will operate in collaboration with authors, literary agents, publishers, and other relevant partners, in seeking to prioritise and reward the original creative producer. This innovative approach is mirrored in The Publishing Project's distribution model which, whilst maintaining the physical book at the heart of its offering, will also see the development of a digital network of engaged readers, pointed towards and supporting easy-interface book purchases.

The Publishing Project is being formed from an existing company which provides an established distribution network and a track record of publishing titles for UEA. It also plans to absorb Full Circle Editions, another outstanding local imprint. Alongside UEA's prestige and expertise in Creative Writing, this will give the enterprise a distinct competitive advantage over other fledgling university presses.