



ENID BLYTON · FRANKLIN WATTS · WAYLAND
HODDER CHILDREN'S BOOKS · WREN & ROOK
LITTLE, BROWN BOOKS FOR YOUNG READERS
ORCHARD BOOKS · ORION CHILDREN'S BOOKS
QUERCUS CHILDREN'S BOOKS · PAT-A-CAKE



hachette CHILDREN'S GROUP

Agent Handbook **SUMMER 2018**



Hachette Children's Group

THE BEST EXPERIENCE IN
CHILDREN'S PUBLISHING



Welcome to the new edition of the Hachette Children's Group Agent Handbook.

The Handbook is now an established tradition at HCG. My thanks to all of you who have let me know how useful you find it. As well as being an up-to-date guide to our team and our commissioning focus, it's a practical opportunity for the agent community to connect with our strategy to grow the business. The main movement since the last Handbook has been the refining of the cross-imprint commissioning structure to create stronger focus on our core publishing areas.

I am proud of what we've achieved since our last Agent Presentation in 2017. We have won further awards, seen greater success in the UK TCM (three number ones at the time of writing) and made huge strides in our rights and co-edition business, in terms of both revenue and the penetration of new markets and channels.

Our aim is to provide the best experience in children's publishing: for our authors, illustrators, partners and staff. Everyone is working to realise that ambition and I hope the progress we make will be obvious to you.

Thank you for your essential contribution to the success of HCG and we look forward to building a truly world-class list with you.

With my very best wishes,

A handwritten signature in cursive script that reads "Hilary Murray Hill".

Hilary Murray Hill
CEO, Hachette Children's Group



Anne McNeil and Ruth Alltimes are joint Group Senior Publishers for Hachette Children's Group. Between them they oversee the editorial teams, and spearhead planning and strategy for the trade lists, including author-led fiction, series fiction, picture books, licensing, trade non-fiction and preschool.

The commissioning strategy across the imprints has resulted in prize-winning, commercial publishing which has given birth to global brands. Our focus is to build on the past and refine for the future – with clear objectives for commissioning in each genre. Editors concentrate on specific areas of publishing, each commissioning within a clearly defined centre of excellence. Clarity around what each editor is looking for will help our overriding objectives to focus on pace and ambition, and to provide the best experience in children's publishing for all our contributors.

In picture books, we are market leaders. Classics such as *Giraffes Can't Dance* and *Kipper* sit alongside the number-one bestselling *Oi Frog and Friends*. Our focus on commercial heart and humour alongside gift, across the two top picture book imprints, Hodder Children's and Orchard Books, means that we can penetrate every potential market.

Author-led fiction for every age group is a focus. Well-loved, stellar writers such as Cressida Cowell and Alex T. Smith; David Almond and Leigh Bardugo are joined by newcomers including Jessica Townsend, James Bishop and Emer Stamp. We are actively growing our younger illustrated and middle-grade fiction. We already publish some of the best – and we want to add to this canon.

Market leaders in the area of series fiction for many generations, our priority is to understand the requirements of retail in order to hold this position. We are proven developers of IP, and this will continue.

An Enid Blyton book is sold every minute, and last year we agreed more than ten new deals, bringing the total number of languages sold to 42. Wren and Rook and Pat-a-Cake, our new imprints, have ambitious growth plans.

Our teams are experienced and passionate. They show attention to detail alongside a proven ability to understand the big picture. We are committed to matching our authors' innovation with our own, pursuing excellent practice in all areas, and producing books that sell not just in the short term but for years to come – touching generations of readers.

Finally, all the genre teams work closely together on shared initiatives across the imprints; our digital and audio programme especially. We are committed to providing a book for every child at every stage of their reading journey.

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Please note you can access our handbook digitally here:
www.hachettechildrens.co.uk/agenthandbook

PRESCHOOL



**HEATHER CROSSLEY**

PUBLISHER

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Age range: 0 – 6

I joined Hachette in September 2015, having spent thirteen years at Penguin Random House where I was Publisher on the Ladybird list. I'm thrilled to be able to share the Pat-a-Cake list with children and their parents the world over.

Our series are bold, bright, visually strong and well crafted editorially, yet don't skimp on the fun factor. We are publishing a further 33 in-house created titles in 2018. Creating content in-house often means that an external author isn't necessary, but when we do need a writer we are working on a flat fee, rights-assigned model. This is also how we are commissioning our artwork.

As well as in-house created series, we continue to seek opportunities to acquire publishing rights for the best preschool licensed character brands. Pat-a-Cake began publishing tie-in books for TV smash hit PJ Masks in August 2017. Pat-a-Cake also acquired global publishing rights for CBeebies preschool favourite School of Roars, with publishing to come in 2019.

So far, Pat-a-Cake has had a flying start with coeditions, with 60 titles translated into eight languages and over 300,000 books printed. This includes a major deal with our French sister company and their new imprint, Pat-a-Pon.

What I'm looking for: art that shouts 'Look at me!'; illustrators that really get young children and can tell stories with pictures when sometimes words are sparse; authors that can weave words to create wonderful worlds.



IZZY BOOTH

EDITOR

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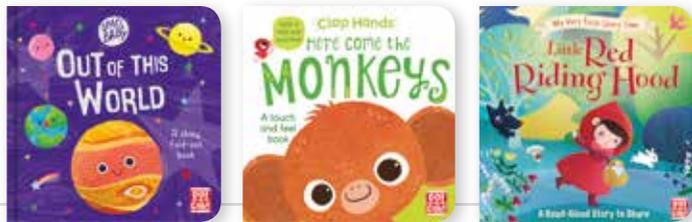
Age range: 0 – 6

I'm delighted to have joined Pat-a-Cake at the beginning of its journey and to be working on such a bright, varied list for the youngest of children. Previously I worked at Ladybird and at Andersen Press.

A selection of recent projects:

- Chatterbox Baby: Amazing Animals*
- Peek and Play Rhymes: Incy Wincy Spider*
- Clap Hands: Here Come the Monkeys*
- My Very First Story Time: Little Red Riding Hood*

What I'm looking for: bright, engaging artwork from illustrators who know what makes kids tick; art that illuminates the meaning of stories for pre-reading children; talented authors who can breathe life into stories and create fun, new takes on activities.



KIMBERLEY FARIA

SENIOR DESIGNER

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Age range: 0 – 6

Having previously focused on early-learning publishing at Priddy Books, I am thrilled to be working on the Pat-a-Cake list in these exciting early stages. I love using novelty to engage curious young minds and I am always looking for unique illustrators to bring our concepts to life.

A selection of recent projects:

- First Baby Days: Night, Night*
- Chatterbox Baby: Words*
- Big Stickers for Tiny Hands: Halloween*
- Flip-flap Friends: Mermicorns*

What I'm looking for: working on a flat fee, rights-assigned model, we are looking for bold, bright artwork and expressive use of simple imagery that will speak to the very youngest end user.



PICTURE BOOKS



ORCHARD



EMMA LAYFIELD

GROUP PICTURE BOOK PUBLISHER

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Age range: 0 – 6

I oversee the picture book and gift publishing at Hachette Children's Group, which comprises two of the nation's top picture book imprints, Orchard and Hodder Children's Books. We publish a range of picture books and gift books that encompasses laugh-out-loud funny books, exquisitely crafted gift books and character-led titles which have brand potential.

We are home to Giles Andreae and Guy Parker-Rees; Rachel Bright and Jim Field; Mike Brownlow and Simon Rickerty; Mick and Chloe Inkpen; Kes Gray and Steve Antony; and many other beloved picture-book creators. We're also thrilled to be the home of Lauren Child's iconic picture books as she continues her role as Children's Laureate.

We love to build long-term relationships, and continue to seek out the very best in new storytelling and stunning art that will sell around the globe.

What I'm looking for: the very best picture books that can grow into evergreens; strong commercial titles with series and brand potential.



FRANCES ELKS

EDITORIAL DIRECTOR, PICTURE BOOKS
AND GIFT BOOKS

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Age range: 0 – 6

I joined Hachette in 2010, having spent several years at independent publisher Boxer Books. As a lifelong lover of picture books, I feel very lucky to be working closely with Emma to head up two imprints of such talented authors and illustrators.

A selection of recent projects:

Ten Little Superheroes, Mike Brownlow & Simon Rickerty

A Dog with Nice Ears, Lauren Child

The Way Home for Wolf, Rachel Bright & Jim Field

What I'm looking for: picture books with heart, humour, style and irresistible characters; exciting new authors and illustrators; international appeal; award-winners and bestsellers!



EMILY LAMM
COMMISSIONING EDITOR

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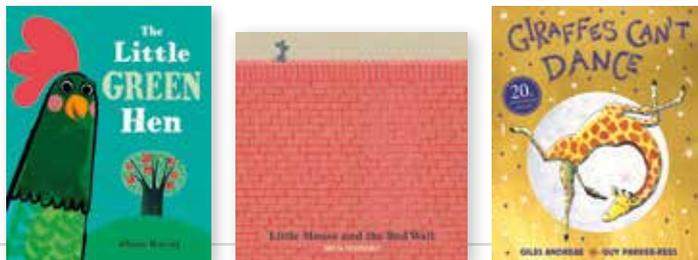
Age range: 0 – 6

I joined Hachette in February 2016. Having begun my editorial career at Walker Books in 2005, I've since worked at Gullane, Macmillan and Scholastic. I care about books – deeply and with commitment to long-lasting storytelling.

A selection of recent projects:

- Little Mouse and the Red Wall*, Britta Teckentrup
- Monty and Sylvester*, Carly Gledhill
- The Little Green Hen*, Alison Murray

What I'm looking for: beautifully crafted instant classics; showstopping concepts; playful use of form and voice; important theme; anarchic humour.



NICOLA CARTHY
COMMISSIONING EDITOR

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Age range: 3 – 7

I joined the picture and gift book team at Hachette Children's Group in 2018. I work on a wide variety of titles and authors/illustrators from David Melling to Fiona Robertson and Jim Field. I am thrilled to have joined this wonderful team.

What I'm looking for: strong stories that are a joy to share and that you want to read again and again; fresh voices and exciting, appealing characters.





PAULA BURGESS

GROUP ART DIRECTOR, PICTURE BOOKS

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Age range: 0 – 6

I began my publishing career at Dorling Kindersley Adult before moving to Reed Children's Books in 1991 where I started my love affair with children's publishing, which burns as brightly today as it did then.

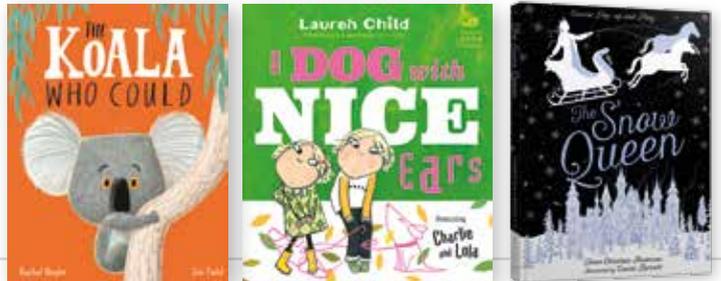
A selection of recent projects:

The Koala Who Could, Rachel Bright and Jim Field

A Dog with Nice Ears, Lauren Child

The Snow Queen, illustrated by Laura Barrett

What I'm looking for: exciting new talent, as well as established names who would like to explore new opportunities. What remains a constant across both Orchard and Hodder is the search for excellence.



FICTION

YOUNGER AND ILLUSTRATED FICTION
MIDDLE-GRADE, TEEN AND YA



Orion
Children's Books

Quercus
Children's Books



LITTLE, BROWN
BOOKS FOR YOUNG READERS



KATE AGAR

EDITORIAL DIRECTOR, YOUNGER AND ILLUSTRATED FICTION

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Age range: 5 – YA

I am excited to be at the helm of our young and illustrated fiction growth plan. This is a place where big ideas for young readers jostle with commercial author-led standalones and stunningly illustrated older fiction.

We are home to bestselling authors and brands including *Rabbit and Bear*, *Wizards of Once*, *Toto the Ninja Cat* by Dermot O’Leary, *Claude* and *Iguana Boy*. We also publish beautiful illustrated gift fiction including *Illegal*. We look forward to growing this area of the list in the UK and throughout the world.

A selection of recent projects:

Toto the Ninja Cat series, Dermot O’Leary

Mr Penguin series, Alex T. Smith

Coming soon: *Winnie’s Great War*, Lindsay Mattick and Josh Greenhut, Sophie Blackall (illus.)

What I’m looking for: humour, heart, style, big ideas, fresh voices and bold design.



RACHEL WADE

SENIOR COMMISSIONING EDITOR, YOUNGER AND ILLUSTRATED FICTION

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Age range: 5 – YA

I have worked at Hachette for over ten years, and I’m really proud of our list. I’m always keen to get involved with projects at an early stage, and I particularly like working with author-illustrators. I am excited to be growing this area of our list and working with some of the nation’s best talent.

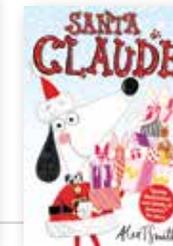
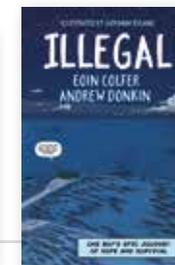
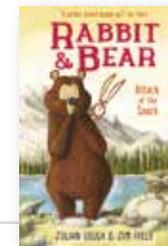
A selection of recent projects:

Rabbit and Bear series, Julian Gough, Jim Field (illus.)

Illegal, Eoin Colfer, Andrew Donkin, Giovanni Rigano (illus.)

Coming soon: *War is Over*, David Almond

What I’m looking for: I love humour, adventure, feminism and anything that plays with language and form – and am keen to work in partnership.





EMMA GOLDHAWK

SENIOR COMMISSIONING EDITOR,
YOUNGER AND ILLUSTRATED FICTION

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Age range: 5 – YA

I began my editorial career at BBC Magazines in 2003, moving to Templar Books in 2008. I joined Hachette in 2014 as maternity cover and am now a permanent member of this fantastic team. I enjoy working creatively with author/illustrator partnerships and growing reader loyalty.

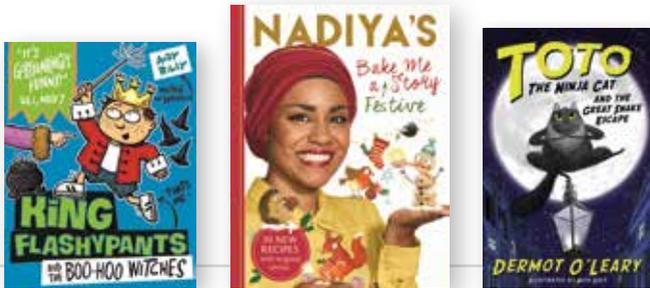
A selection of recent projects:

Indigo Donut, Patrice Lawrence

King Flashypants, Andy Riley

Nadiya's Bake Me a Festive Story, Nadiya Hussain

What I'm looking for: young humour and BAME voices.



POLLY LYALL GRANT

EDITOR, YOUNGER AND ILLUSTRATED
FICTION

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Age range: 5 – YA

I started my publishing career at Hachette Children's Group, before working at HarperCollins in the adult fiction team. I am ecstatic to be back at HCG, working with a diverse list of fantastic authors. I am working on young and illustrated fiction as well as covering a maternity leave spell on older fiction, so I am in my element.

A selection of recent projects:

The Wizards of Once, Cressida Cowell

I am Traitor, Sif Sigmarsdottir

The Taste of Blue Light, Lydia Ruffles

What I'm looking for: stand-out middle-grade series and high-concept YA. Those rare books that keep me reading late into the night.





SARAH LAMBERT

EDITORIAL DIRECTOR, MIDDLE-GRADE,
TEEN AND YA

On maternity leave

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Age range: 8 – YA

I began my career at Scholastic Children's Books, before moving to Orchard, and then to Quercus Children's Books. I am thrilled to now be directing the middle-grade and older fiction list across HCG.

Recent successes for this list area include *Nevermoor*, *Clean*, *Everless* and Taran Matharu's *Summoner* sequence. The team will be actively commissioning the very best voices to add to this already stellar list.

A selection of recent projects:

There May be a Castle, Piers Torday

Girlhood, Cat Clarke

What I'm looking for: the best of the best in commercial writing talent: stand-out character-led fiction, arrestingly brilliant debuts, funny-bone-breaking humour and heart-stopping teen and YA voices, especially UK-based.



HELEN THOMAS

EDITORIAL DIRECTOR, MIDDLE-GRADE,
TEEN AND YA

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Age range: 8 – YA

I joined Hachette in July 2015, having previously worked at Scholastic and Walker Books. I am delighted to be working with such a raft of bestselling and award-winning authors. We have big plans and ideas for fiction for the coming years.

A selection of recent projects:

The Bone Sparrow, Zana Fraillon

Nevermoor: The Trials of Morrigan Crow, Jessica Townsend

Emily Windsnap, Liz Kessler

The List of Real Things, Sarah Moore Fitzgerald

What I'm looking for: fresh and surprising voices; heart and emotion; big concepts; diversity; timeless storytelling; the perfect combination of literary and commercial.



SAMANTHA SWINNERTON

SENIOR COMMISSIONING EDITOR,
MIDDLE-GRADE, TEEN AND YA

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Age range: 8 – YA

I recently joined Hachette, but began my editorial career at Macmillan, before moving to HarperCollins. I am excited to be part of the cross-imprint team, publishing stand-out children's books, and to be working with Hachette's exceptional authors, as well as acquiring new writing talent.

A selection of recent projects:

Nevermoor: The Trials of Morrigan Crow, Jessica Townsend

The Language of Thorns, Leigh Bardugo

Embassy of the Dead, Will Mabbitt

What I'm looking for: emotive, distinctive debut voices; characters that represent all children and teenagers; original new worlds; commercial and global appeal; future classics; humorous middle-grade adventure.



NAOMI GREENWOOD

SENIOR COMMISSIONING EDITOR,
MIDDLE-GRADE, TEEN AND YA

On maternity leave, covered by Polly Lyall Grant

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Age range: 8 – YA

I began my career at Hachette Children's Books twelve years ago and count myself lucky to have had the opportunity to 'grow up' working on a list brimming with passion, talent and range.

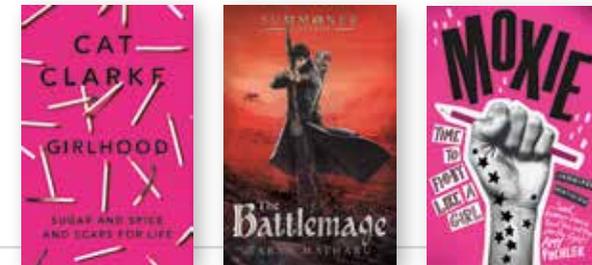
A selection of recent projects:

Songs About a Boy, Chris Russell

Summoner: The Outcast, Taran Matharu

Moxie, Jennifer Mathieu

What I'm looking for: authentic voices that jump off the page; immersive, unique fantasy worlds and time-stopping, world-changing romance. I have a special interest in teen and YA.





LENA MCCAULEY

EDITOR, MIDDLE-GRADE, TEEN AND YA

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Age range: 8 – YA

I began my career in publishing in New York, before moving to London and becoming an editor at Scholastic. I joined Hachette in March 2016.

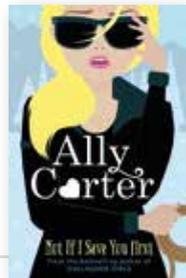
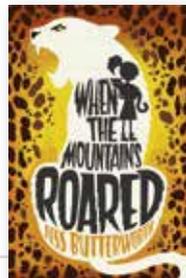
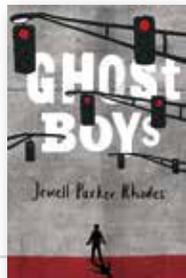
A selection of recent projects:

Escape, Linwood Barclay

When the Mountains Roared, Jess Butterworth

Ghost Boys, Jewell Parker Rhodes

What I'm looking for: absorbing worlds; stories that resonate with the reader long after she or he finishes reading; unexpected magic; romance; mystery; complex characters; progressive voices.



ALISON PADLEY

GROUP ART DIRECTOR, FICTION

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Age range: 5 – YA

I have worked in children's publishing for over 13 years, designing an extremely varied list including award-winning and chart-topping titles. I like to explore new trends and innovative formats and love to discover and nurture new illustrators.

My focus is fiction: stunning covers and brilliantly illustrated, integrated titles which will lead the way in the market.

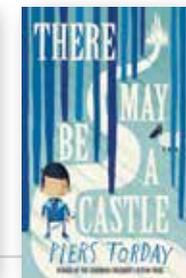
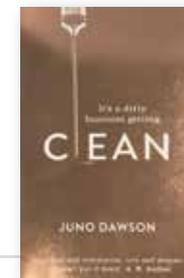
A selection of recent projects:

Clean, Juno Dawson

Toto the Ninja Cat series, Dermot O'Leary

Claude series, Alex T. Smith

What I'm looking for: fresh styles; innovative ideas and concepts; great characterisation.



SERIES FICTION AND LICENSING



ORCHARD

Orion[★]
Children's Books



LITTLE, BROWN
BOOKS FOR YOUNG READERS





MEGAN LARKIN

PUBLISHING DIRECTOR, SERIES, LICENSING
AND IP

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Age range: 0 – 12

Hachette Children's Group is extremely proud of its series publishing, including household brands like *Rainbow Magic* and *Beast Quest*. And we have new publishing coming from beloved brand *Animal Ark* as well as some exciting *Beast Quest* spin-offs.

We will be continuing to focus on our series development, but also more broadly on IP development across the Hachette Children's lists.

We continue to publish the very best in brand-licensed properties from the world of toys, games, TV and film, working with licensors such as Mattel, Hasbro and The Pokémon Company. We publish innovative, market-leading formats, as well as capitalising on our series expertise to publish the best quality fiction.



JESSICA TARRANT

EDITORIAL DIRECTOR, SERIES FICTION
AND IP

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Age range: 0 – 12

I joined Hachette in 2012, and have been Editorial Director since the end of 2013. I commission both author and packager-derived series fiction, as well as developing our overall series publishing programme.

I am especially excited about our new focus on IP development and look forward to talking to you more about your writing and illustrator talents who might be interested in these kinds of projects.

A selection of recent projects:

The World of Norm, Jonathan Meres

Team Hero series, Adam Blade

The Mermaid's Sister, Holly Webb

Animal Ark new series, Lucy Daniels

What I'm looking for: unforgettable heroes and heroines and series concepts for readers up to 12; YouTubers and other talent for fiction for all ages; humour.



SARAH LEONARD

SENIOR COMMISSIONING EDITOR, SERIES FICTION AND IP

On maternity leave, covered by Anne Marie Ryan

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I'm a creative editor who worked at RHC and packager Hothouse Fiction before joining Hachette in 2014. I love developing big brand series fiction and working with a variety of content creators and our own IP team to come up with commercial, compelling books, across all age ranges.

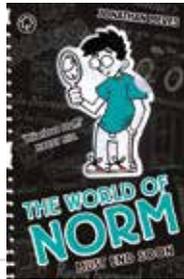
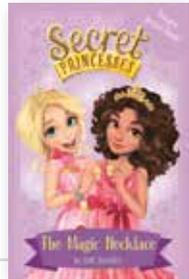
A selection of recent projects:

Secret Princesses, Rosie Banks

The Erth Dragons, Chris d'Lacey

Coming soon: *Adventure Duck*, Steve Cole

What I'm looking for: writing talents who are open to collaboration, commercial voices and humour. I like high-concept ideas elevated by imagination and talent. Please knock my socks off!



ANNA SOLEMANI

SENIOR EDITOR, SERIES FICTION AND IP

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Age range: 0 – 12

I joined Hachette in 2013, managing some of the top-selling young fiction and licensed properties such as *Rainbow Magic*. I love to pair top talent and commercial concept for maximum child appeal.

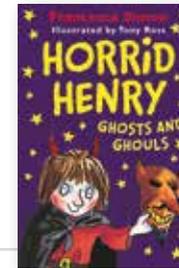
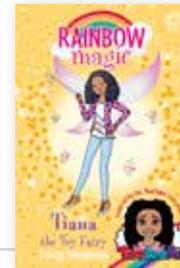
A selection of recent projects:

Rainbow Magic, DHX Media licensed brand

Team Hero series, Working Partners licensed brand

Frankie's Magic Football: Game Over, Frank Lampard

What I'm looking for: As well as traditional series and concepts full of humour, adventure and magic, I'm particularly looking for ideas that incorporate themes of diversity and empowerment.





ELLIE ROSE

SENIOR EDITOR, LICENSING

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Age range: 3 – 12

I joined Hachette in 2017 to focus on the licensing list. I previously worked on children's magazines at Egmont, before moving to DK to work in their licensing department for brands such as American Girl, LEGO and *Star Wars*.

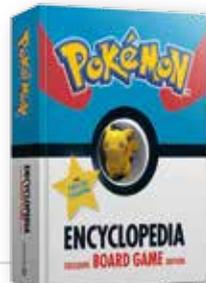
A selection of recent projects:

Asterix and the Chariot Race: Album 37, Jean-Yves Ferri, Didier Conrad (illus.)

My Little Pony TV and movie tie-ins, Hasbro licensed brand

Pokémon, The Pokémon Company licensed brand

What I'm looking for: the best licensed properties from the world of toys; gaming, TV and movie tie-ins. We publish a range of heritage brands and exciting new properties, with a focus on brands that deliver strong characters and world-building, and offer a wealth of opportunity for story-telling.



SHELLEY NICOLI

ART DIRECTOR FOR LICENSING, IP AND SERIES FICTION

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Age range: 0 – 12

I joined the Hachette design team in 2016 after spending many years working across a range of charity, travel and membership magazines. I now head up a brilliant team of expert designers that focus solely on our licensing and series fiction lists, as well as IP development.

A selection of recent projects:

Pokémon Ultimate Guide, The Pokémon Company licensed brand

My Little Pony Creative Colouring Book, Hasbro licensed brand

Secret Princesses: Princess Prom, Rosie Banks

Pokémon 1001 Sticker Book, The Pokémon Company licensed brand

What I'm looking for: innovative formats that help create extensions for the brands and properties children love as well as new ways of establishing great, collectable series design.



ENID BLYTON
ENTERTAINMENT

Enid Blyton[®]
ENTERTAINMENT



ALEXANDRA ANTSCHERL

EDITORIAL DIRECTOR,
ENID BLYTON ENTERTAINMENT

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Age range: 5 – 12

I'm delighted to have joined Hachette in 2016 to publish our evergreen national treasure, Enid Blyton, having elsewhere acquired fiction for all ages and worked with fabulous authors and brands including Jacqueline Wilson and Roald Dahl.

A selection of recent projects:

Favourite Enid Blyton Stories

Jolly Good Food Cookbook, with Allegra McEvedy

Secret Seven: Mystery of the Skull, Pamela Butchart

What I'm looking for: exciting and innovative ways (including authors and illustrators) to engage today's children with the excitement of the Famous Five, Malory Towers, the Secret Seven and more, to ensure that Enid Blyton remains at the heart of every childhood.



TRADE NON-FICTION

wren
&rook



DEBBIE FOY

PUBLISHING DIRECTOR

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Age range: 5 – YA

My publishing career began in adult illustrated non-fiction at Quarto, before I made the move into children's publishing in 2002.

Wren & Rook publishes diverse and imaginative books for all ages. From highly illustrated non-fiction stories to our personality-led titles for teens and young adults, our books are crafted with authentic voices and strong visual appeal. Wren & Rook books are designed to be loved by children, to empower teens and to be admired by adults.

Our recent and upcoming titles include *You Are Awesome* by Matthew Syed – a number one bestseller that shows the power of confidence, grit, resilience and a positive attitude; and *Saving Species* – an exploration of some of the world's most endangered animals with stunning graphic illustrations.

And later this year comes *This Book is Not Rubbish*: a timely title that informs and empowers children to enable them to find ways to reduce their carbon imprint.

What I'm looking for: brilliant new voices and illustrators across a range of styles; YA or fiction authors who would like to turn their hand to non-fiction and well-known individuals who have a tale to tell.



ALICE HORROCKS

SENIOR EDITOR

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Age range: 5 – YA

Having started my career in marketing at Oxford University Press, I then moved into the non-fiction editorial team at Walker in 2011 and joined Wren & Rook in 2017.

A selection of forthcoming projects:

The Legend of Tutankhamun, Sally Morgan, James Weston Lewis (illus.)

Saving Species, Jess French, James Gilleard (illus.)

Space Dogs, Vix Southgate, Iris Deppe (illus.)

What I'm looking for: bold authors and illustrators who are passionate about creating elegant narrative non-fiction and exploring new subject areas within the genre, as well as those with imaginative, modern takes on traditional topics.





LIZA MILLER
SENIOR EDITOR

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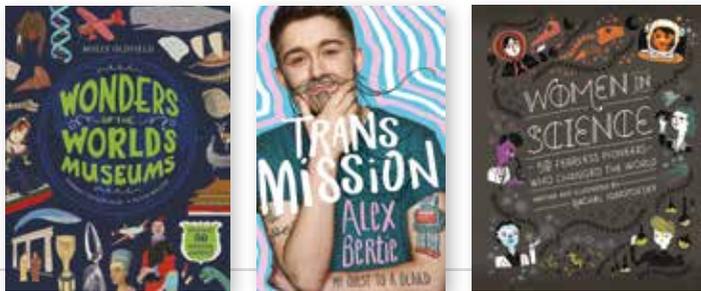
Age range: 5 – YA

I began my career at Templar before moving to Walker, then Penguin. My experience spans non-fiction, novelty and picture books, but since my arrival at Hachette in 2015 I've specialised in non-fiction, most recently on the Wren & Rook imprint.

A selection of recent projects:

Wonders of the World's Museums, Molly Oldfield
The Revolution Handbook, Alice Skinner

What I'm looking for: authors with a distinctive voice and a talent for making non-fiction accessible and memorable; illustrators who can breathe life into information; trailblazing teen and YA role models with a message to share.



LAURA HAMBLETON
ART DIRECTOR

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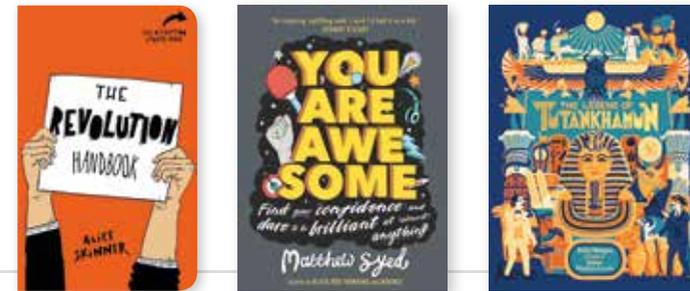
Age range: 5 – YA

My career spans over 16 years in children's publishing, designing a hugely varied list from baby and pre-school fiction to young adult trade non-fiction. I've worked for a wide variety of children's publishers including HarperCollins, Quarto, Scholastic, Orion and Pat-a-Cake.

A selection of recent projects:

The Revolution Handbook, Alice Skinner
The Legend of Tutankhamun, Sally Morgan, James Weston Lewis (illus.)
You Are Awesome, Matthew Syed

What I'm looking for: innovative and unique illustrators; stylish and fresh approaches bringing life to non-fiction subjects; stand-out bold styles for YA non-fiction.



EDUCATION AND NON-FICTION

W
FRANKLIN
WATTS


WAYLAND



I oversee **Franklin Watts** and **Wayland**, which provide schools and libraries with high-quality books, packed with up-to-date content to help pupils understand and excel within the National Curriculum.

Our market-leading range provides titles on all key subject areas from reading to coding, geography to history, sport to STEM and PSHE.

We are also the home of *Reading Champion*, a dazzling new reading programme developed with the UCL Institute of Education (IOE). With over 200 titles over the next four years, this series of original stories helps children progress their reading skills, creating avid readers.

What I'm looking for: brilliant authors and illustrators who can bring original ideas to life; authors with a passion for their area of expertise, who can communicate ideas and difficult concepts well and have an understanding of the curriculum from Early Years to Key Stage 3.

PAUL ROCKETT

PUBLISHER, EDUCATION

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SARAH PEUTRILL

EDITORIAL DIRECTOR

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Age range: 3 – 14

I began my career in classroom publishing and moved to Franklin Watts' library publishing in 2001. I work on an eclectic mix of photographic and illustrated non-fiction across a range of subjects including science, history and personal well-being.

A selection of recent projects:

Battersea Dogs & Cats Home: I Want a Dog, Ben Hubbard and Jason Chapman

Dot.Common Sense: How to Stay Smart and Safe Online, Ben Hubbard and Beatriz Castro

Living on the Veg: A Kids' Guide to Life Without Meat, Clive Gifford and Jacqueline Meldrum

Suffragettes and the Fight for the Vote, Sarah Ridley

Trans Global: Transgender Then, Now and Around the World, Honor Head

What I'm looking for: strong non-fiction authors and illustrators; narrative non-fiction; specialist non-traditional authors.



VICTORIA BROOKER

MANAGING EDITOR

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Age range: 3 – 14

I joined Wayland in 2000. Since then I have commissioned and developed a huge range of titles across many genres including non-fiction and fiction, picture books, poetry, joke books, craft books, books for reluctant readers and high-interest titles.

A selection of recent projects:

- From Prejudice to Pride: A History of the LGBTQ+ Movement*, Amy Lamé
- Go Green!*, Liz Gogerly and Miguel Sanchez
- Look and Wonder*, Kay Barnham and Maddie Frost
- Mindful Me*, Paul Christelis and Elisa Paganelli
- Positively Teenage: A Positively Brilliant Guide to Teenage Well-being*, Nicola Morgan

What I'm looking for: authors and illustrators who can bring fresh ideas and approaches to non-fiction curriculum and high-interest topics.



MELANIE PALMER

SENIOR COMMISSIONING EDITOR

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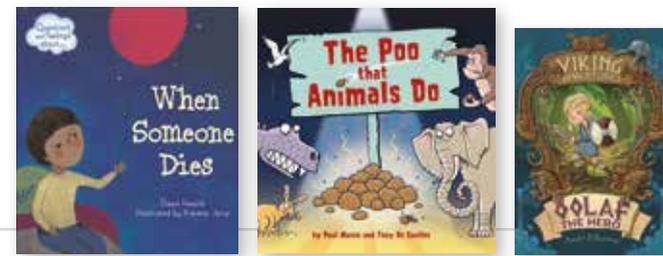
Age range: 3 – 11

I work primarily on the reader development list, building a range of readers from 50 to 2,000 words and beyond, plus quirky picture books, puzzle adventures, poetry and board books.

A selection of recent projects:

- Happy Ever Crafter*, Annalees Lim and Supriya Sahai
- If Sharks Disappeared*, Lily Williams
- Questions and Feelings About*, Dawn Hewitt and Ximena Jeria
- The Poo that Animals Do*, Paul Mason and Tony De Saulles
- Viking Adventures*, Andy Elkerton

What I'm looking for: wow-factor illustrators; writers with flair and an understanding of the literacy needs of young readers.





PETE SCOULDING

DESIGN MANAGER

+44 (0)20 3122 6161
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Age range: 3 – 14

My first job in children’s publishing was with Walker Books in 1990. Since joining Franklin Watts in 2001, I have created some fantastic non-fiction and early reader titles with award-winning authors and illustrators.

A selection of recent projects:

- Awesome Engineering*, Sally Spray and Mark Ruffle
- Far From Home: Refugees and Migrants Fleeing War, Persecution and Poverty*, Cath Senker
- Fighting Forces of the Second World War*, John C. Miles
- Graphic Timelines*, Liz Gogerly, Ron Hunt and Øivind Hovland
- Project Code*, Kevin Wood

What I’m looking for: fresh, innovative and talented illustrators and lettering artists to work on an incredibly varied range of non-fiction and early reader titles.



LISA PEACOCK

DESIGN MANAGER

+44 (0)20 3122 6144
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Age range: 3 – 14

I started working as children’s non-fiction designer at Wayland in 2010 and before that spent 3.5 years at QED as their designer.

A selection of recent projects:

- Brilliant Women*, Georgia Amson-Bradshaw and Rita Petruccioli
- Inside Art Movements*, Susie Brooks
- Science Makers*, Anna Claybourne
- This is Australia: An Illustrated Guide to an Extraordinary Country*, Kevin Pettman
- What is Race? Who are Racists? Why Does Skin Colour Matter? And Other Big Questions*, Claire Heuchan and Nimesh Shukla

What I’m looking for: outstanding creative designers, contemporary illustrators and hand-lettering artists.



GROUP DEPARTMENTS



KATIE PRICE

LICENSING DIRECTOR

+44 (0)20 3122 7045

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Age range: 0 – YA

I joined Hachette in order to grow the licensing programme, both in and out. I worked at HIT Entertainment and Mattel for 14 years, with global publishing responsibility for brands such as *Thomas the Tank Engine*, *Bob the Builder* and *Barbie*. I worked closely with consumer products, live events and TV sales, and understand that publishing is the category which gives a brand gravitas and parental buy-in. Brands with their roots and heritage in publishing often have the most success and longevity.

Licensing is a growing area for Hachette Children's Group, with a core programme of strong evergreen brands and an expanding list of new and innovative properties. We approach each of our brands with individual attention, developing an in-depth understanding of their core values, audience and potential. Our biggest brands include *My Little Pony*, *Pokémon* and *Dreamworks' Dragons*.

The licensing team also licenses our books to film, TV and theatre producers, as well as to merchandise companies. This dual role allows us to build partnerships with producers, content owners and licensors. We now have our first animated series: Alex T. Smith's *Claude* launched on Disney Junior across EMEA and Australia in December 2017.



KAREN LAWLER

HEAD OF LICENSED CONTENT

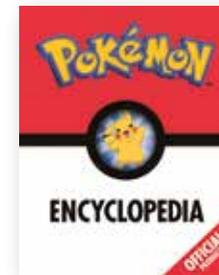
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Age range: 0 – YA

I have worked across television, publishing and licensing industries in the UK and the US, where I've seen the way good content can inspire children's imaginations and build successful brands. Before Hachette, I worked at FremantleMedia and Chorion, developing licensing across multiple categories for brands like *The X Factor*, *Danger Mouse*, *Paddington* and *Peter Rabbit*.

I am looking for production partners to bring HCG's books from page to screen.





SOPHIE STERICKER

CREATIVE DIRECTOR

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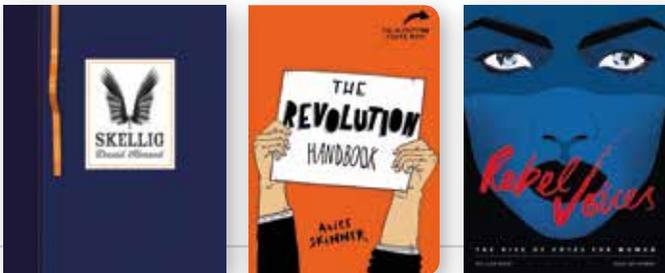
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I became Creative Director in 2015; prior to that I was Art Director for Orchard, and Creative Director at HarperCollins Children's Books and Egmont.

I lead a team of talented, consumer-focused designers who work closely with our creative partners to create market-leading, award-winning design. In 2017 we had many short-listers and winners for national design awards, including ABCD, Junior Design Award and British Book Design & Production Award.

We have design expertise in all areas from interior layout to cover design. We understand the creative needs of our illustrators, authors and brand owners and our consumers. Working collaboratively ensures an enjoyable creative experience for our artists and results in the very best commercial package for our end reader.

We are always looking for image-makers with commercial potential, originality and flair. All the designers at HCG commission illustration and look forward to hearing from you.



CLARE MILLS

ART DIRECTOR

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I began my career at Walker Books before joining Orchard in 2001. While at Orchard, I designed the original *Rainbow Magic* series, plus picture book and gift titles. Among many others, I am extremely proud to have worked with the amazing talents of James Mayhew on the *Katie* and *Ella Bella* series and Simon Rickerty on *Ten Little Pirates* – now an award-winning and recognised brand.

In January 2015 I became Orion Children's Art Director. I am now Art Director for HCG, working across all imprints with particular responsibility for Special Sales, promotions and exclusive gift product.





LUCY UPTON

GROUP MARKETING DIRECTOR

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With over 16 years of experience at top UK publishers, I'm now thrilled to be heading up Hachette Children's Group's marketing at this exciting time. My team of eight have a collective passion for, and expertise in, children's books and we have specialist marketers for particular ages and genres, as well as experts in the digital and education fields.

We'll be creating comprehensive and energetic campaigns that will deliver high awareness and impact for our authors, illustrators and brands within the trade, school and library markets, and will also focus on driving and amplifying consumer engagement. We're expanding our direct reach to parents and readers through online communities for pre-school, middle grade and teen/YA audiences, as well as developing a bespoke channel for schools into a trusted and respected platform. We work closely with the Hachette UK Consumer Insight and wider Group Digital teams to ensure we're always on top of the latest trends.

I look forward to the opportunity to work closely with you and your clients this year.



KATY CATTELL

GROUP COMMUNICATIONS DIRECTOR

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It's a pleasure to work with such a talented team of PR professionals, creating ambitious, creative and industry-leading communications plans for your authors and illustrators.

The team has expertise in all genres of children's publishing, from babies to teenagers and young adults, an excellent knowledge of the children's book market and well-established relationships with media, bloggers, awards organisers and judges, reading organisations, festival planners, bookshops, schools and libraries.

We pride ourselves on providing an outstanding level of publicity service across HCG and are looking forward to working with you to attract the greatest possible attention to our publishing.



NICOLA GOODE

GROUP SALES DIRECTOR

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I head up a focussed and dedicated sales team who sell throughout the UK and internationally. We have passion and enthusiasm for children's books and expertise in the children's retail landscape both at home and overseas. Our team comprises specialists within the schools and libraries market, online and digital, high street, mass-market, international and export, UK independents and custom and special sales markets.

We are the home of series fiction on the high street and have developed, and substantially grown, our licensed publishing list across all channels. We are market leaders in the schools and education market with a team who market and sell directly into schools. Our picture book business grew more by percentage than any other publisher last year and we are dominating this space at retail. We have key international sales representation on five continents, with Hachette businesses in Australia, New Zealand, Ireland, India, USA and Canada and joint trans-Atlantic management to assist with communication and strategic goal-setting.

Working closely with our marketing and PR colleagues we ensure each of our books has a clear sales strategy to achieve the best positioning in order to generate maximum sales return. We work tirelessly alongside our retailers to make the most of key promotional and seasonal sales opportunities, ensuring our books have the presence they require.

We look forward to selling your books!



ANDREW SHARP

GROUP RIGHTS DIRECTOR

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My team is dynamic, passionate and dedicated to promoting and selling rights. We pride ourselves on working strategically with all departments within HCG to create the best children's content which can be sold in co-edition and sublicensed into print and ebooks in translation, digital apps, film, audio downloads, TV and stage adaptations across our range of stellar imprints.

Between us we speak eleven languages and travel extensively, attending the major trade fairs in Bologna, London, Frankfurt and Shanghai, as well as Bienal do Livro, Guadalajara and Sharjah book fairs and the Children's Media Conference. This enables us to build strong relationships and to find the best possible publishing partners for our books all around the world. We have a fantastic track record in selling rights and building authors and illustrators in multiple foreign territories.

Some of our successes include:

- *Emily Windsnap* series (24 languages)
 - *Giraffes Can't Dance* (24 languages)
 - *Horrid Henry* series (33 languages)
 - *How to Train Your Dragon* series (40 languages)
 - *Hugless Douglas* series (27 languages, stage rights, animation rights optioned and development of an award-winning app)
 - *The Lion Inside* (31 languages)
 - *The Wizards of Once* (31 languages)
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