
National Library of Scotland

Annual Review 2004-2005

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Top: Visitors to our Summer 2004 exhibition
Read All About It!

Centre: A member of staff among the stacks
in our George IV Bridge building

Bottom: Interactive kiosk at George IV Bridge

Opposite:

Ground floor reading room at
George IV Bridge

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Delivering Excellence



Introduction by the Chairman and the National Librarian



Martyn Wade, National Librarian



Professor Michael Anderson
Chairman of the Board of Trustees

This has been the first full year since the National Library of Scotland's new strategy, *Breaking Through the Walls*, was launched in March 2004 and it has been a period of tremendous change. These changes have been customer driven, informed by vigorous research and evaluation, and focused towards developing our collections, services and the ways in which NLS reaches out to the wider world.

We would like to take this opportunity to express our gratitude to staff both new and long serving, not only for the consistent excellence and expertise with which they have performed their roles, but also for their commitment and positive response to the challenges such change brings. Our colleagues remain pivotal to achieving the ambitious strategic goals the Library has set itself.

This review reflects this by profiling staff in a cross-section of roles, both public facing and 'behind the scenes', which demonstrate the range of skills needed to serve a national library with changing customer needs and continually growing collections.

The year has seen a dramatic increase in outwardly focused activity such as exhibitions, events, outreach and consultation. This is due to the energy and efforts of multi-disciplinary teams working across the Library. We have also formulated a new strategy for the Digital National Library, which aims to improve access for the many people who are unable to come to Edinburgh. For those who can visit the Library, we have been developing plans to create more welcoming public spaces in our buildings, reflecting the changing face of the Library as it continues to evolve in the coming years.

Our relationship with the wider world remains central to our future success and we have explored partnerships with organisations in virtually every relevant sphere of learning, research, culture, heritage and public service over the past year.

Our mission to enrich lives through celebrating and preserving the recorded culture of Scotland and Scots, here and abroad, continues to be reflected in the varied and unique material collected during the year and the creativity and insight of our staff in finding fresh and interesting ways of sharing it with the people of Scotland and beyond.

Offering excellent collections, services and expertise for all remains at the heart of everything we do. The initiatives of the past year detailed within this year's Review give ourselves, the National Librarian and the Chairman of the Board of Trustees, every confidence that this aspiration remains a reality thanks to our colleagues, supporters and partners.

Martyn Wade, National Librarian

Professor Michael Anderson
Chairman of the Board of Trustees

Pictures opposite:

Top: *Four O'clock Friends* exhibition

Bottom left: *Representation of the Highlanders* from Rare Book Collections

Bottom right: Conservator working with photographic material

Listening to Customers

We completed a comprehensive schedule of market research and user consultation for the first time during 2004-2005. Our primary focus was on the views of both existing and potential users about the Library, its services and activities. The results of the research are now being used to help plan activities, and to set measurements for future achievements.

The research looked at customer satisfaction, perceptions, website usability and web feature content. We also drew results from a National Omnibus Survey, which gives a statistically balanced representation of opinions from across Scotland to gauge awareness of NLS and our range of services.

The market research results led to the development of a new corporate identity for NLS. As a visual expression of the new open direction that NLS is taking, our new logo has been well received by both internal and external stakeholders.

Research into the expectations of those searching the website for digitised content has influenced the NLS digitisation strategy.

We are committed to a continuing programme of market research and stakeholder consultation. Annual Omnibus Surveys will measure our progress in raising awareness.

The Issue Hall in our George IV Bridge building



Improving Access

Education and Interpretative Services

Our continuing mission to widen access and reach out to communities outside our traditional audience saw significant developments in 2004-2005, with the establishment of a year round exhibition and events programme for the first time in the Library's history boasting a 34% increase in visitor numbers to the four seasonal exhibitions.



Right: Visitors at a printing workshop connected to our *Read All About It!* exhibition

Bottom left: Visitors at our *Read All About It!* exhibition

Bottom right: Stuart Cosgrove and *The Scotsman's* Sports Editor, Donald Walker at our Sports Journalism event



Exhibitions

Our task to promote understanding of the significance of the John Murray Archive began in earnest in April 2004, with the launch of the public exhibition, *Four O'Clock Friends*. The Archive's rich spoils of manuscripts and private correspondence of many of the 19th century's most accomplished writers, scientists, explorers and politicians were used as the basis for this exhibition. The work of influential figures such as Jane Austen, Lord Byron, Sir Walter Scott, Charles Darwin and David Livingstone, to name but a few, were showcased.

By contrast, our summer exhibition turned the spotlight on altogether less literary themes. *Read All About It!* uncovered the story of the press over the past four centuries, demonstrating to thousands of fascinated visitors just how much-and how little-the press has changed over the years. This covered everything from the 17th century Scottish broadsides (tabloid style street handbills) dealing in sensational and often bawdy tales of body-snatching, wife-selling, robbery and executions, to the *Sunday Sport's* reporting of the 'discovery' of a bus on the North Pole. Interactive elements such as the 'create your own headline' board were a popular innovation, affirming our policy to engage and educate visitors in a variety of inventive ways.



Our collections comprise more than **13 million** items

Scholarly audiences were also catered for with *The Private Lives of Books* and Ian Hamilton Finlay exhibitions. *The Private Lives of Books* explored book provenance (the history behind the ownership of books), drawing on material from classic literary figures such as Robert Louis Stevenson to popular contemporary figures such as JK Rowling and Sir Alex Ferguson. The exhibition caught the imagination of both visiting school children and international research librarians, whom the Library entertained while hosting the annual Consortium of European Research Libraries (CERL) conference in November 2004.

Ian Hamilton Finlay: of Conceits and Collaborators was part of a wider celebration of the great poet and artist's 80th birthday, focusing on his collaborations with other artists and craftspeople. The exhibition gave us the opportunity to make connections between the material in our own collections and stunning visual art material such as the photography of his landscape idyll, *Little Sparta*, giving interpretative insights into his working practices with other established artists.

Below:
Ian Hamilton Finlay: Of Conceits and Collaborators exhibition



Improving Access



Pupils from across Scotland took part in our competition to design the annual NLS Christmas card, inspired by themes drawn from the digital library Fraser Meikle (10) from Stenton Primary School in East Lothian is pictured with his winning entry



Young visitors at our Zoo Lab event

Below: The late Robin Cook MP, pictured here with the Chairman of the Board of Trustees, delivered the 2004 Donald Dewar Memorial Lecture at the Edinburgh International Book Festival



Right: Journalists Roy Greenslade and John Lloyd at *The Media We Deserve*, a discussion event at the EIBF which was sponsored by the Library

Education and Outreach

The exhibitions provided inspiration for a variety of engaging education workshops for all levels of learners this year, with hundreds of school pupils from across Scotland visiting the Library. Teachers' packs and resources designed specifically to sustain involvement with young learners were produced for *Read All About It!* The foundations for an effective outreach programme were laid during the year, with plans to work closely with under-represented groups from all parts of the community, including children and young people, older people, those with a disability and others who might be socially excluded.

Events

The Library has also strengthened its reputation as a place for debate and cultural learning with a broad programme of events, in terms of both subject matter and format. In addition to the roster of lectures, talks and debates visitors have come to expect, we have hosted events as varied as an internationally flavoured Burns Night of music, song and celebration and a street theatre

production with students from Queen Margaret University College's drama department.

Other highlights included a historical news quiz chaired by Magnus Magnusson, printing workshops and even the arrival of spiders and snakes through the Library's doors, via our innovative Zoo Lab project, as part of the Glasgow Science Festival.

The diversity of our events programme has been instrumental in not only boosting event visitor numbers to over 3,000 a year, but crucially in reaching groups who do not normally use our services.

Topical events that sparked the imagination and stoked debate achieved equal prominence to those that reflect the Library's mainstay themes of scholarly literature and history. Topics included Stuart Cosgrove on sports journalism, former Foreign Secretary, Robin Cook on the Iraq War; historian Tom Devine on European migration and writer Liz Lochhead and singer Carol Laula bringing poetry and passion to the Library on Valentine's Night.



The Bookfetcher

‘I’m on my feet all day, often moving heavy materials, so you need a high level of physical fitness to do this job, as you can imagine. But it’s rewarding to be playing a part in preserving Scottish daily life and delivering it into the hands of our readers.’



Eddie Craighead is a Senior Bookfetcher working at both Causewayside and George IV Bridge sites, presently on Newspapers and Serials. Our collection of Newspapers stretches far back into the 19th century, so far back that if you were to line them all out they would span a distance of 20 miles! Bookfetchers like Eddie ensure that these reams of print get to readers quickly and safely and then back into their allocated spot in the stacks with the minimum of fuss for future customers to enjoy. Our bookfetchers walk an average of 10 miles a day in the course of these duties.

The Collections

Rare Books

An interesting variety of rare printed items were acquired this year, indicating the international influence of renowned Scottish writers and philosophers. This included the first Italian translation of David Hume's *Idea of a Perfect Commonwealth* from 1752, a Swedish translation of Adam Smith's *Wealth of Nations* from 1804 and pamphlets by Colonel Alexander Beatson, the Governor of St Helena, a small island in the South Atlantic from 1812 which indicates the long history of Scots' influence abroad.

We purchased a copy of Robert Louis Stevenson's copy of Burns' *Poetical Works* illustrated with woodcuts by Bewick, which stirred interest when displayed at *The Private Lives of Books* exhibition. As a result of the *Read All About It!* exhibition, an extremely rare Greenock newspaper of 1850, printed on calico, was donated by a reader. Highlights from our illustrated acquisitions included *Representation of the Highlanders* from 1743, a handsome Bible from 1772, *The Poster: An Illustrated Monthly Chronicle* and two titles



The Poster: An Illustrated Monthly Chronicle

produced by William Morris' Kelmscott Press, which completed our collection of Kelmscott publications intended for public sale.

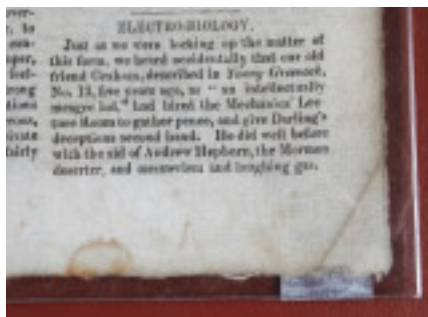
Items from our Rare Book collections were used in *The Private Lives of Books* exhibition, which complemented the provenance (book ownership) theme of this year's Consortium of European Research Libraries (CERL) conference.

Rare Book staff were engaged with promotional activities throughout the year, working with education groups at all levels, delivering workshops and organising displays for a wide variety of visiting groups.

Below: Detail from Greenock newspaper, printed on calico

Bottom left: Robert Louis Stevenson's personal copy of Robert Burns' *Poetical Works*, with inscription

Bottom right: *Beowulf* by the Kelmscott Press





Above: James Thin Archive items

Manuscripts

Principal accessions included substantial additional material from Dame Muriel Spark, adding to our already extensive collection of the author's papers, letters, diaries and photographs. This material is very recent and includes research papers for her latest novel, *The Finishing School*.

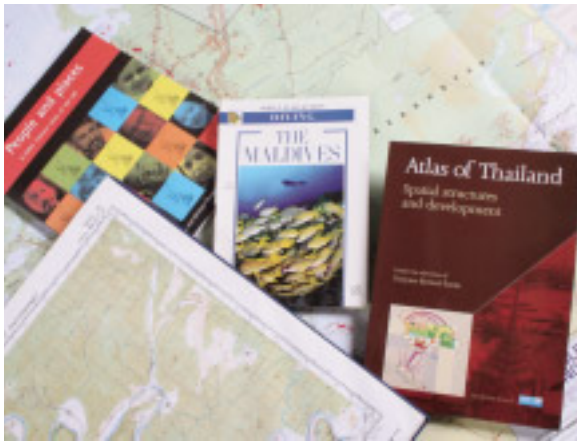
A major donation came in the form of the archive of James Thin from 1848 to 2004. The records of the Edinburgh bookselling firm are an important addition to our holdings of printing, publishing and bookselling archives. Although this world-famous business is no longer trading, its records are now available to those researching Scottish book-trade history.

Other key accessions included papers of the poet WS Graham, including pictorial items, as well as two letters from Jacob Wainwright, David Livingstone's African servant who accompanied the explorer's body back to England. The papers of Alastair Reid, the Scottish literary critic on the staff of *The New Yorker*, were also purchased. We also received as a bequest the papers of former NLS trustee, Dr Janet Adam Smith (1905-1999), which reflect her position at the centre of British literary life over many decades.

The Manuscripts Division was heavily involved in the Library's preparations for the implementation of the Freedom of Information (Scotland) Act 2002, which came into force on 1 January 2005, as well as undertaking substantial work towards the Heritage Lottery Fund bid for the John Murray Archive (see pages 18-19). Material and ideas were provided for several exhibitions including *The Private Lives of Books* and *Four O'Clock Friends*. In common with other divisions, there were promotional activities throughout the year, including workshops, seminars, displays and visits.

Jacob Wainwright letters





Above: A selection of international maps and atlases

Maps

Celebrations for the 350th anniversary of Scotland's first atlas, by Joan Blaeu, were a focal point for the Map Division's outreach activity this year. The anniversary inspired a winter exhibition: *Scotland's First Atlas: The Nation Displayed* by Joan Blaeu, which was accompanied

both by a host of public talks and the particularly well attended Scottish Maps Forum seminar *Look at Scotland and Enjoy a Feast For the Eyes*, which was organised in collaboration with the Royal Scottish Geographical Society.

Significant progress was made towards modernising the Map Library's catalogue, with over 40,000 records converted from paper to online records, allowing readers to find these items with greater ease and speed.

Major donations included a plan of the River Tweed from 1774, used to

rectify a fishing dispute of the time and some early coastal charts of Britain, Scandinavia and mainland Europe from the 1660s.

A notable acquisition was made of a Perthshire estate plan by Thomas Winter from 1751. This vast map documents the land belonging to the great-grandson of George Mackenzie of Rosehaugh, the founder of the Advocates' Library, on which the Library's historical foundations are built.

This year has also seen the arrival of a variety of maps pertaining to the wider world, including detailed maps of many eastern European countries released in the post-Soviet era, as well as North Korean atlases, all of which are of great potential interest to those researching global politics. We have also acquired maps of remote reaches such as Burkina Faso in west Africa, as well as a mid-19th century map published in Scotland to encourage and inform emigrants to New Zealand.

Below: Thomas Winter estate map



The Curator

‘It is rewarding to be able to guide readers, to suggest material they may not be aware of or know we have. The great joy of working here is that, with the range and scale of our collections, even after 25 years, I still come across new and fascinating items. There’s always something new to learn.’



Olive Geddes is a Senior Curator in our Manuscript Collections Division. The work of our curators is more wide-ranging than you might think. Many curators are long-serving, which has allowed them to acquire an intimate knowledge of their collections and to interpret this material for the benefit of readers and others.

The curator’s role is largely ‘hands-on’ and public serving. In addition to acquiring and cataloguing material for their collections, their expertise is often called on to select and interpret material for exhibitions and displays and to administer (and even accompany) items loaned to other organisations. Interaction with customers is an essential part of the role and curators spend a great deal of time with readers, advising and assisting them by drawing on their specialist knowledge of both the collections themselves and an array of archival sources worldwide.

Every year we receive around **320,000** new items



Above and below:
A typical selection of modern books acquired through Legal Deposit

Legal Deposit

As one of six legal deposit libraries in the UK and Ireland, we have the right to claim a free copy of all UK and Irish publications. Although we have a special responsibility to acquire material of Scottish interest, this privilege has enabled the Library to build an extensive general collection (over 13 million items) on all subjects. A full lorry load of material (roughly 6,500 items) arrives weekly from publishers and a wide range of organisations and individuals, representing many different sectors of the community.

This year we acquired nearly a quarter of a million items by legal deposit, including books, pamphlets, periodical parts, maps and music. Deposited titles were as diverse as Kim Johnson's graphic novel *Superman: True Brit*, Chris Clarke's *The Science of Ice Cream*, the *Western Isles Local Biodiversity Action Plan* and the *Auchterarder Local History Newsletter*.

We were pleased to host the Scottish launch event for the *Oxford Dictionary of National Biography*, which joined our collection. This set of 60 volumes documents the stories of more than 50,000 people who contributed to British life in any remarkable way and who passed away before the end of 2000.

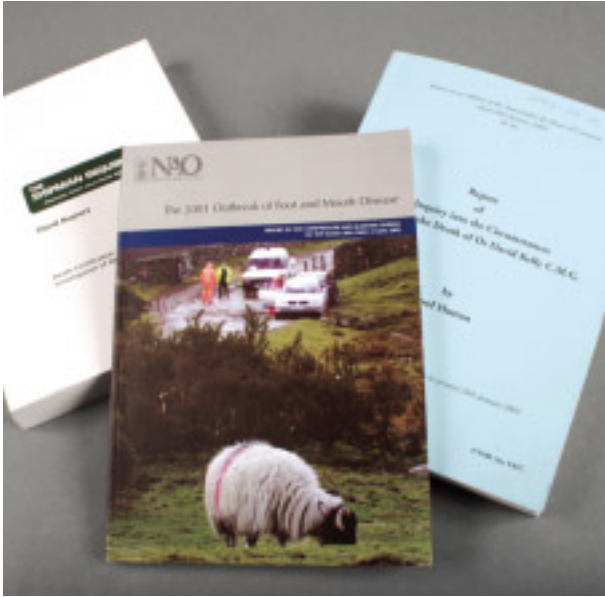
An innovative system for requesting and receiving local Scottish material directly is being implemented which will help us to identify any gaps in our collections, thus making them more comprehensive for our users.

Electronic Legal Deposit

Following the implementation of the Legal Deposit Libraries Act in 2003, work continues towards extending the regulations to include electronic publications with the setting up of the statutory Advisory Panel. This will govern how we will collect electronic publications in the coming years, from CD ROMs and electronic journals to websites and databases. In the meantime, we continue to collect hand-held electronic material under the Voluntary Code agreed with publishers, and to investigate voluntary collection of online materials in collaboration with publishers and the other legal deposit libraries.

As a member of the UK Web Archiving Consortium (UKWAC), we are responsible for collecting and archiving websites of Scottish cultural interest, while investigating solutions to the challenges of preserving this material in the longer term as the software and technology deteriorate and become obsolete.





Above:
Government Reports from our Official Publications collection: *Shipman Inquiry 3rd report*, *Dr David Kelly, Foot and Mouth Disease*

Below:
Items from the India Papers collection: *Kashmir what now?*, *The Kashmir Liberation Movement*, *Census of India 1921, v. XVII Baroda State pt. I report*; *A short account of the Siege of Delhi*, *President Ayub on the crisis over Kashmir*, *The Kashmir Dispute through neutral eyes*, *Pakistan welcomes constitution*



Official Publications

Our collection of Official Publications represents around a fifth of our total holdings, receiving over 40,000 printed items per year, plus an increasing amount of "born-digital" publications. We are a repository for both the Westminster and Scottish Parliaments and not only

house publications from UK Government departments but also those from Eire, Northern Ireland, Jersey, Pakistan, Australia and the USA. Additionally, this collection includes publications from major international organisations such as the United Nations and the World Health Organisation.

With support from NLS Foreign Collections, which has reinstated the purchasing of South Asian materials, we have concentrated our efforts on promoting and developing our India Papers Collection, which comprises publications from the Imperial government and many Indian states. This collection documents an important chapter of colonial history, containing items from the post-Mutiny

period to Indian Independence in 1947. A display in 2004 highlighted the diversity of this collection.

Music

The Music service continued to acquire material through legal deposit, purchase and donation. A notable donation was received from the granddaughter of Hugh S. Robertson, founding director of the Glasgow Orpheus Choir. The donation includes material relating to the Choir as well as music from the Robertson music publishing house.

We are contributing to an Arts and Humanities Research Council (AHRC) funded project to catalogue collections of concert programmes and related ephemera held in institutions in the UK and Ireland. Since our early involvement with the initial scoping study, NLS has played a lead role in the Scottish project. We have also contributed more widely to a related international working group, notably through a presentation at this year's International Association of Music Libraries conference in Oslo.

The service was active on the outreach front throughout the year; contributing to our Valentine's Night event, *The Private Lives of Books* exhibition, mounting a display in the entrance hall of our George IV Bridge building on the 19th century Scottish composer, John Thomson and giving tours of the music collections, as well as a workshop for music students.

Right:

Items from the Robertson Collection: concert and tour programmes, a photograph showing Hugh S. Robertson conducting members of the Glasgow Orpheus Choir in an Oslo railway station, an early test print shellac record and music published by Robertson Publications



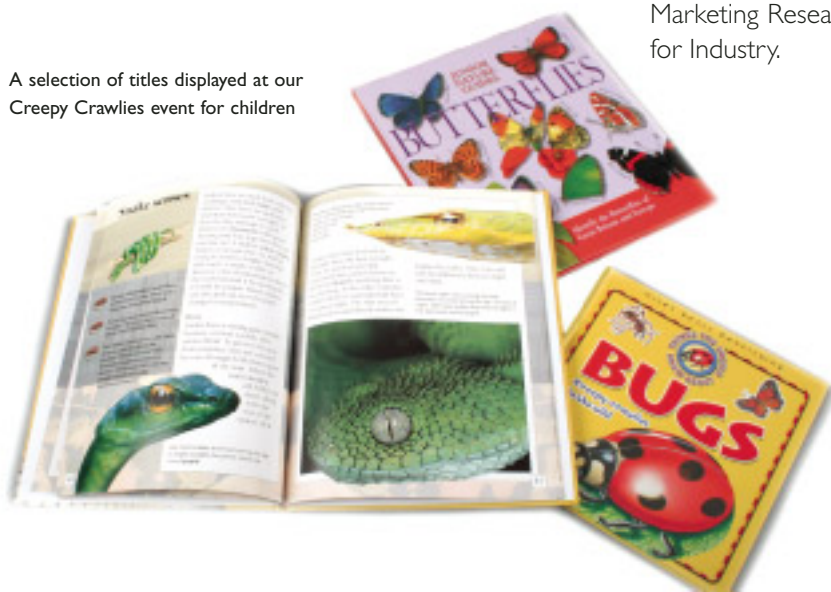


Above: John Coll, head of SCOTBIS

‘The business service is fantastic. We have been able to get information quickly that would have taken us months on our own. We are a small, growing business and this service has really helped us with market intelligence and access to databases.’

MD of a Scottish business

A selection of titles displayed at our Creepy Crawlies event for children



Business Information

SCOTBIS is our national business information service, used by Scottish, UK and international businesses ranging in size from sole traders to major companies. Research undertaken during the period as part of a Best Value Review confirmed that SCOTBIS has an important role to play in supporting economic development and enterprise and contributing towards the Scottish Executive's vision for a smart, successful Scotland.

Thorough research among the business community with both users and non-users revealed that the service had a crucial role in providing national business information for the people of Scotland and beyond. It also suggested that there was scope to raise the profile of SCOTBIS and as a result a detailed marketing strategy was devised which will be implemented by Spring 2006.

Another key recommendation suggested opening access to areas of the SCOTBIS website currently restricted to subscribers to reflect our strategy of widening participation.

Enquiries to SCOTBIS rose by 34% this year, showing the obvious demand for this unique collection which is the largest of its kind in Scotland. New additions include the complete set of reports published by MSI Marketing Research for Industry.

Our extensive market research collection (over 14,000 holdings) is now not only the largest collection of its kind outwith the British Library but, in the case of some specific reports, we are the only publicly accessible library in the world to hold such data. The wide range of our printed business collections and electronic resources, including the annual reports of all Scottish quoted companies and over 1,000 trade journals and trade directories, can benefit start-up enterprises or any growing company seeking up-to-date market data and analysis.

Science Information

A wide range of scientific and technical material can be accessed through our Science Information Service. In addition to printed collections, we subscribe to several electronic databases, such as *ScienceDirect*, *ISI Web of Knowledge*, *Journal Citation Reports* and *Ei Compendex*. One area of stock frequently consulted is our collection of British Standards. We are one of the few libraries to hold a complete set of both current and superseded printed Standards.

The Science Service continued to support promotional activities this year. This included involvement with the Edinburgh International Science Festival with a display exploring Genetics Then and Now, providing opportunities to link contemporary knowledge to historical material. Alongside recently published material on GM crops, DNA fingerprinting and the Human Genome Project was a first edition of Darwin's *On the Origin of Species*, papers on the work of Gregor Mendel, and the 1953 *Nature* article by Watson and Crick on the structure of DNA.

Foreign Collections

The Library continued its commitment to purchasing publications from overseas. A number of acquisitions were made from the USA and Commonwealth countries dealing with the Scottish diaspora, for example *Scottish Immigrants in Hamilton, Ontario, Canada: Their Onomastic Legacy* by W. Watson Buchanan and a more personal account, *From Scotland to the English River: An Account of the Carmichaels, Craigs, McKells & Templetons*, by Jean Furcall and Donna Templeton. Notable reference works acquired included the 4 volume *Hawaiian National Bibliography 1780-1900*.

We have continued to develop our South Asian collections, renewing our commitment to extending and promoting our collection of materials from India, Pakistan and Bangladesh. A large number of current titles covering colonial and post-colonial history and literature of the subcontinent were added to the collections. The provision of South Asian dictionaries, encyclopaedias, sacred texts, and reference works in general was also increased.



Above:
Items from our Foreign Collections



Above:
100 Years Of Football, donated by the Deputy General Secretary of FIFA and An Leabhar Mor - *The Great Book of Gaelic*, donated by the City Art Centre in Edinburgh

Donations

The Library has benefited from the generosity of more than 540 donors this year. Our donors range from private individuals to corporate bodies, providing us with a wealth of varied and often startling material. We receive material in all types of formats from print to electronic, and in many languages including Hebrew, Arabic, Japanese and Russian.

The year has seen some unusual donations, such as a pattern and sample book of crests, company letterheads, typefaces and fonts produced by the firm of printers TR Dale, dating from ca. 1950, accompanied by one box of 11 engraved plates and 79 printing blocks and plates.

Major donations included the Jackson Collection of 600 Faroese books, the Elizabeth Clark Collection amounting to ca. 1,000 books of mainly mountaineering and related subjects and the Naismith Collection of 52 maps, manuscripts and architectural books.



Left:
This pattern book is an example of the more unusual items the Library receives by donation every year

The John Murray Archive

Below: Letter and photographs by
Isabella Bird



About the Archive

The John Murray Archive is one of the most globally significant collections of literary and cultural material from the past 250 years.

It comprises over 150,000 letters and manuscripts from an enviable roll-call of eminent figures from the worlds of literature, science, exploration, politics, philosophy and the arts.

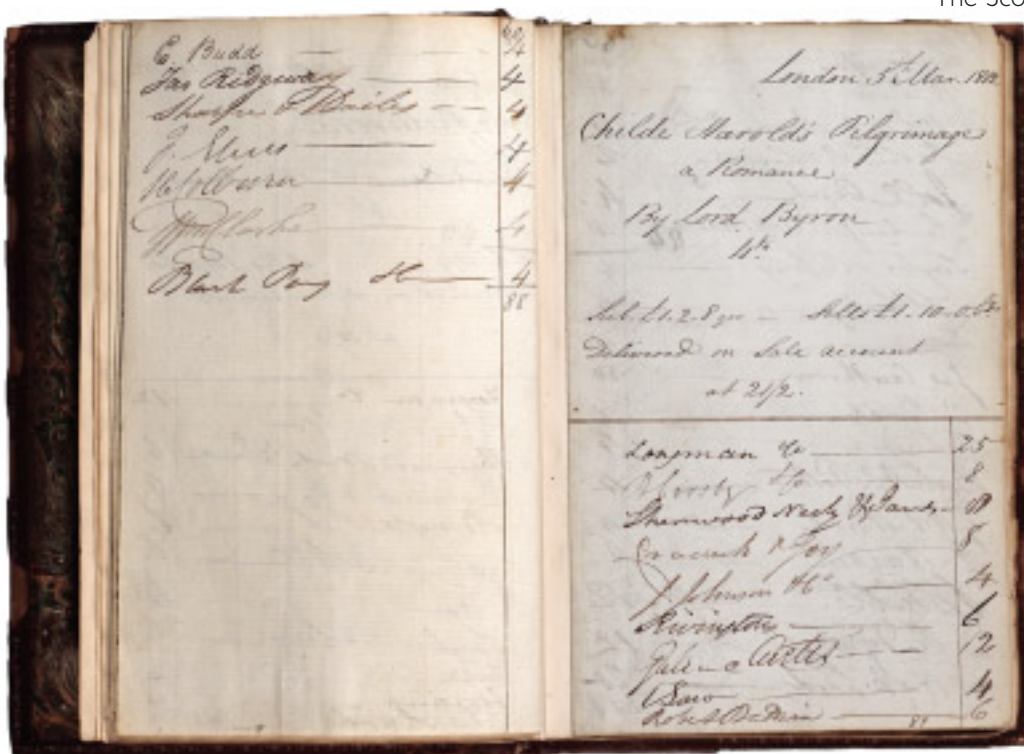
The Archive contains private letters, manuscripts and other correspondence from Jane Austen, Lord Byron, Sir Walter Scott, Benjamin Disraeli, Herman Melville, Charles Darwin, David Livingstone, Thomas Carlyle, Sir Arthur Conan Doyle and Edith Wharton, among others.

Financing the Archive

The Archive has been independently valued at £45 million but has been offered for sale to the NLS at a reduced price of £31.2 million in order to keep the collection in the United Kingdom. Of these funds, £3.2 million is to go toward creating a trust to secure the preservation and maintenance of the historic building at 50 Albemarle Street as a place for visitors and researchers. The remaining £28 million will endow the John R Murray Charitable Trust. One of the main purposes of this trust will be to support access to and preservation of the Archive, as well as enabling additional, related material to be purchased. The Trust has already pledged £3m to cover the day-to-day running costs of the Archive. Additionally, the Trust has committed up to £200,000 annually for cataloguing, digitisation, conservation and widening access to the Archive, including exhibitions.

The Scottish Executive have

demonstrated their support by committing a total of £8.3m towards securing the Archive. Our bid for £17.7m from the Heritage Lottery Fund (HLF) met with Stage 1 approval in January 2005.



Left: Register showing sales of Byron's
Childe Harold



Above: Passport of Sir Austen Layard, 19th century British author and diplomat

Development Plans

In 2004 specialist fundraising consultancy Brakeley Ltd produced a feasibility study for filling the funding gap and we have set to work on implementing their recommendations, most notably the establishment of a Development Department for the first time in the Library's history, comprising a director and a supporting team. This department will be tasked with helping the Library to raise the additional £6.5m towards the cost of the Archive, while also providing us with a foundation on which to generate funds for our wider activities and collections.

The story of our bid to acquire the Archive was a source of intense media interest and has contributed to raising the profile of the Library as a whole. The Stage 1 HLF approval was granted following a lengthy assessment period and much preparatory work during the year. Following the HLF funding announcement we appointed a Project Manager who will help to progress our bid towards the

outcome of the HLF Stage 2 decision in March 2006. We also appointed a Project Curator who will undertake a thorough audit of the Archive and help us uncover items of particular interest.

Bringing the Archive to life

Interpreting the material from this vast Archive and making it accessible is vital to the success of the bid and significant effort has been dedicated towards how the material is preserved, displayed and interpreted. Towards this end, we organised exhibitions and displays which drew heavily on material from the Archive and work has begun on an audience development plan.

Additionally, we have employed the services of award-winning, UK specialist museum and visitor attraction consultancy, Event Communication, who will complement our efforts to bring to life the many stories and people documented in the Archive, through designing creative and accessible exhibitions and displays.

Visualisation by Event Communication showing a proposal for the permanent John Murray Archive exhibition



The Digitiser

‘It’s very satisfying to see the end result of my work being accessed all over the world. With the level of detail our technology provides, you can zoom in and see what the naked eye could not possibly see, so you can also get some fascinating glimpses into all sorts of historic photographs, maps and manuscripts.’



Betty Neil is the Digital Camera Operator in our Digital Library Division. Betty creates digital images from our collections of printed material, maps and manuscripts for use on the NLS web site, while also helping to preserve the original items. Betty works on a number of concurrent projects, digitising everything from complete volumes of books to assorted items for exhibitions or displays.

Items are scanned to the highest possible quality (400 dpi), reproduced to scale and then prepared for use online. Our three-year programme for digitisation is based on research with website users and non-users and in close consultation with Library curators. The programme is rigorous and continual - in 2004-05 we exceeded our target for the number of items scanned by nearly 40 per cent. Many of the items scanned have never been previously available online.

The Digital Library

Research and Strategy

A key element of the Library's strategy is the development and expansion of the Digital National Library of Scotland. Much of the past year has been occupied with the preparation of the Digital NLS Strategic Plan for 2005-2008. By March 2005, the Strategic Plan had reached a draft stage, and the strategy will ensure that the customer is placed firmly at the centre of what the Digital Library aims to achieve.

The strategy recognises that all Scottish citizens are entitled to have access to our resources and services, and that these should be tailored to meet our users' needs. Accordingly, much of the strategy is based upon the findings of market research carried out during the last year. This research looked at the website as a whole, including analysis of how easy it is to use and how users interact with it.

This information, as well as helping us to understand how to make the

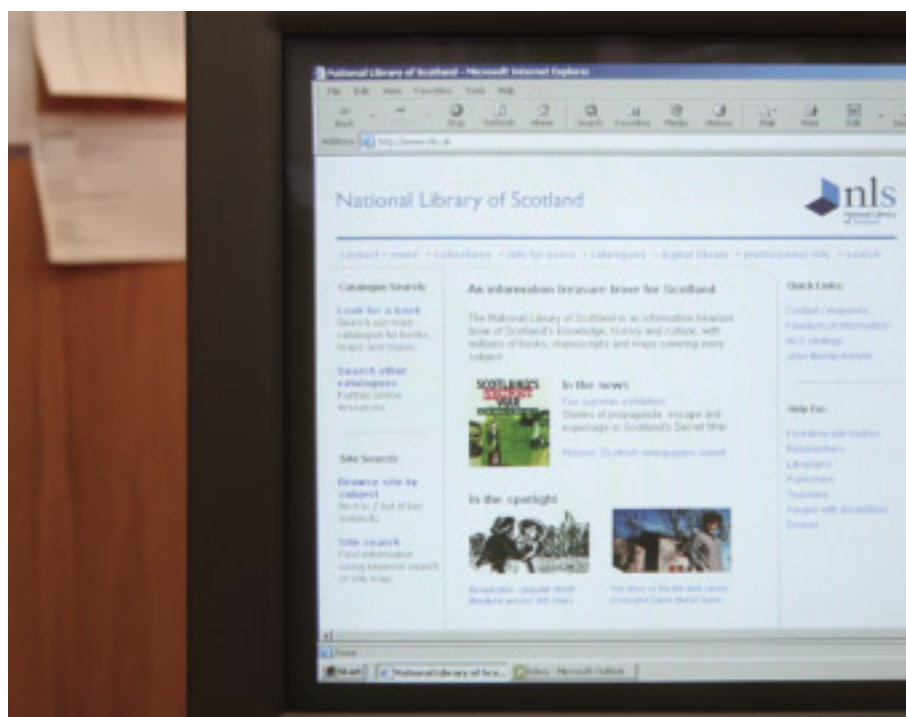
website more accessible to a wider range of people, will also guide the decisions we make about selecting material from the collections for digitisation.

As a result of this research and testing, a number of improvements have already been made to our online services. Changes include making the website more accessible to users with visual impairments as well as to those with slower PCs.

Our vision is to provide an experience for the online user which matches as closely as possible that of a visitor to one of our buildings, in terms of the range of content and services available. We have also improved our online delivery systems to ensure our digital content is exposed to search engines like Google. This will allow people to discover us easily through subject searches and, having discovered our range of online resources, return to use our site as a research tool in future.

Below: NLS website homepage

Below right: Interactive kiosk at George IV Bridge



‘I sat back in my chair, dumbstruck. I punched the air with both arms and shouted ‘Yahoo!’. It was there recorded in the National Library of Scotland’s website. As I read it, line after line came flooding back, familiar once more.’

Website user

Above right: Muriel Spark website

Below: Computer terminals at our George IV Bridge site

The Word on the Street

Our mini-site *The Word On The Street* is one of the most visited areas of www.nls.uk and it offers a good example of the kind of audience interaction at the heart of our digital strategy. This was launched in conjunction with the *Read All About It!* exhibition and featured digital images of over 1800 ‘broadsides’, single sheet newsletters, which were in effect the tabloids of their day, often posted on walls in houses and ale-houses.

The feedback from users has been very positive, with people from all over Scotland and beyond vividly responding to the opportunity to engage with these slices of local social history.



Muriel Spark

An important project launched in the period was a web feature devoted to Dame Muriel Spark, which contains biographical information, images and extracts from Dame Muriel's published work as well as other material donated by the author herself.

Web Mapping

Meanwhile, the digitisation of our map collection continues apace, with the implementation of prototype web-mapping. This is a facility which allows users to click anywhere on a map of Scotland and access all of the digitised maps in our collection that pertain to that area. We hope to apply this innovative means of searching to all digital content in future.

Bathymetric Survey

The variety of applications for our online maps continues to develop in exciting directions. In April 2004, the Scottish Environmental Protection Agency agreed to fund the digitisation of bathymetrical maps, a unique resource which shows the depth and dimensions of freshwater lochs. The results of this survey of over 500 lochs, originally conducted over 100 years ago, are now freely available online for the benefit of environmental researchers and those tasked with assessing water quality.



Organisational Development

Technology

A significant investment was made in the Library's Information and Communications Technology (ICT) infrastructure, resulting in improved performance and reduced system downtime. Systems were significantly upgraded to further support staff in serving customers and to keep up with the growth in corporate information and digitised content.

ICT continued to develop important partnerships outside of NLS, including working with the Legal Deposit Librarians' sub-group, which is looking at the infrastructure and technical requirements of implementing the Legal Deposit Libraries Act 2003. Staff in ICT have been elected to sit on international committees, highlighting our expertise in these subjects. Closer working relationships with counterpart ICT functions in other national cultural bodies proved to be valuable and a shared services review was undertaken in light of Efficient Government initiatives.

Equality & Health

The Library continues to set and maintain high standards for providing a safe, healthy and fair working environment. The British Safety Council awarded us five star accreditation this year in recognition of our continuing maintenance of facilities which were substantially upgraded several years ago. Additionally a number of our cleaning staff have successfully completed a Scottish Vocational Qualification (SVQ) training programme this year.

The Library completed the Scotland's Health At Work Bronze Award this year. Staff had already instigated a Health at Work group before making a formal application to enter the national scheme. Numerous healthy living initiatives were enthusiastically embraced by staff, including activities such as a corporate fun run, regular yoga classes, drop-in visits from dieticians and occupational nurses and a coffee morning to raise funds and awareness for Macmillan Cancer Relief. Work towards achieving the Silver Award is well under way in 2005.

Our development of a progressive equalities policy was demonstrated by the Disability Rights Commission (DRC) adopting us as a best practice case study, inviting our Human Resources team to speak at conferences and write in the DRC journal, *Eight Point Six*, on the Library's positive experience of employing people with a disability.

NLS receives the Scotland's Health At Work Bronze award



The Educator

‘It’s a real pleasure to work with people who are new to the Library and to see just how much it means to them to experience the riches of our collections first-hand. Learning at the Library is increasingly becoming a two-way process. We’re building some great long term relationships with community groups which often stimulate ideas for developing exhibition content or our collections.’



Laura Murphy is an Education and Outreach Officer in our Education & Interpretative Services Division. Laura's role is new - and not without its challenges - as it requires working with people outside of our traditional audience who often have little or no prior awareness of the Library. She works with a diverse range of learners of all ages, from nursery school children to adults with special educational needs, delivering workshops to visiting school and community groups. She also ventures out across Scotland visiting communities who, for whatever reason, cannot get to the Library. On any given day she may be running a schools' workshop, visiting a community group in the Highlands, producing a teacher's pack or developing online educational resources.

Partnerships and Collaboration

Library Partnerships

The *Breaking Through the Walls* strategy launched last year stressed the importance of building relationships with partner organisations and this year has seen significant progress in doing so within the public library sector.

NLS has taken a leading role in developing pilot projects with library authorities in Moray, Glasgow and Aberdeen. The aim of these partnerships is to raise awareness among public librarians of the depth and breadth of our collections, as well as exploring the scope to link to their own local collections, with a view to researching digitisation priorities, joint catalogue searching and visits for local community groups. The ultimate aim is to offer library users a more joined-up service and hence stimulate further uptake of services across the board.

Scottish Chapbooks

We were awarded £10,000 by the British Library's Full Disclosure Fund in June 2004 to catalogue all the Scottish chapbooks in the Lauriston Castle

Collection. Chapbooks are small paper-covered booklets, which made for cheap and popular reading from the 17th to the 19th century. The project to catalogue 3,200 chapbooks began in November 2004 following consultation with Glasgow University Library (who manage the Scottish Chapbooks Catalogue), Edinburgh Central Library, Stirling University Library and the Advocates Library. Staff have been working on procedures for copying data from the NLS online catalogue to Glasgow's database, thus providing additional access and material for chapbook researchers. NLS continues to take an active role in other collaborative groups such as the Scottish Confederation of University Research Libraries, the Consortium of European Research Libraries and the Collaborative Academic Store for Scotland.

Newsplan

The year has seen the successful completion of the Newsplan Scotland project. Newsplan is a major UK-wide project centred around preserving local newspapers by reproducing damaged, fragile or rare papers in microfilm form. NLS took the lead role in Newsplan Scotland, overseeing the conversion of nearly 4 million pages spanning a 250 year period. The project also gave us the opportunity to build the most comprehensive archive of Scottish newspapers worldwide, dating as far back as the early 18th century. Researchers in Scotland can now access local newspapers that are long out of circulation, with many titles available outside of the British Library for the first time since their publication, including the *Aberdeen Shaver*, *Piper O' Dundee*, *Glasgow Clincher*, *Greenock Election Squib*, *Scottish Prohibitionist* and *Saturday Smile*.

NLS staff meeting counterparts in Moray Libraries



SUNCAT

NLS is pleased to be participating in the UK National Serials Union Catalogue (SUNCAT) pilot initiative, which launched in January 2005. The pilot pulls together journal catalogue records from 22 research libraries. There are over 3.5 million records so far, and these can now be searched and accessed from a single source to the great benefit of researchers. The project aims to ensure that the highest quality records are maintained and eventually shared by more than 80 participating libraries.

Academic Partnerships

We have continued our involvement with the Carnegie-funded Scotland's Transatlantic Relations (STAR) project, hosting a postgraduate seminar dedicated to the poet, John Burnside. We also take an active role in the teaching of Transatlantic Studies in Scottish universities, hosting bibliographical seminars at the Library.

Islamic influences on Spanish culture were explored with a study-day entitled *al-Andalus: Legends and Legacies*, jointly organised by the Hispanic Studies and Islamic and Middle Eastern Studies departments at Edinburgh University in January 2005.

This event attracted nationwide interest from university staff and students and the general public. Topics included architecture, art, literature, religion, history and issues such as Jihad and crusades, with material drawn from our evolving Spanish collection.

Ordnance Survey Project

The Map Division have continued to work with partners such as the Royal Commission on the Ancient and Historical Monuments of Scotland and Historic Scotland on a project involving early Ordnance Survey maps of Scotland from the 19th century. This project involves geo-referencing and edge-matching the maps in the collection, creating a seamless picture of the wider area and ensuring modern coordinates are applied to these historical documents.

Scotland and Medicine Collections

Staff from several Collections divisions are participating in Scotland and Medicine Collections and Connections, a partnership led by the Royal College of Surgeons of Edinburgh to promote medical and health collections in Scottish Museums to local, national and international audiences. Our role will be to share expertise and resources with the museums sector and help demonstrate the worldwide influence of Scots writers and thinkers on medical matters.

Below:
Manuscript Curator Kenneth Dunn with John Higgitt, a Reader in History of Art at Edinburgh University, working together on the Learning and Teaching Scotland project



Shakespeare Quarto Project

The Rare Books team has been working with Octavo, a company which specialises in producing digital facsimiles of early printed books. Octavo digitised our holdings of early quarto editions of Shakespeare's plays published before 1642, when the theatres were closed by the order of the Puritans. Thirty-one quartos have been digitised so far, which will help preserve the original printed items and allow them to be accessed by anyone with an internet connection. These books are a vital resource for anyone studying Shakespeare, English drama, theatre history or Elizabethan and Jacobean history. They are the closest we have to a working manuscript of Shakespeare's output and thus offer many fascinating insights into his processes and thinking. The quartos form part of the Bute Collection, an extensive collection of English plays, dating from the 1580s to the early 19th century.

Digital Partnerships

NLS was proud to become a signatory to the Declaration of Open Access along with a number of other organisations in October 2004. The Declaration marked the launch of a

movement to revolutionise the world of academic publishing and widen the availability of such material.

Our involvement with the Digital Preservation Coalition continues to develop, with NLS taking full membership and representation on its board. The Coalition is an important international movement which concerns itself with the capture and preservation of the increasing amount of digital material being published worldwide.

In addition, we have joined the the Common Information Environment (CIE). The CIE is a cross-sector group of public sector organisations working together to overcome barriers to access by ensuring online information is easily available to all in the appropriate formats.

Marketing Partnerships

The depth and breadth of our collections offers vast potential for collaboration with other organisations involved with culture and learning, and this year we have begun to explore such possibilities in earnest. Exploratory meetings took place with Scottish Enterprise Digital Inclusion, Learn Direct Scotland and the Scottish Further Education Unit.

A significant partnership was forged with Learning and Teaching Scotland (LTS), who have invited us to become a national digital content provider. Being able to add digital content to existing communication and teaching networks is an efficient method of breaking down the geographical barriers to accessing our collections, while simultaneously raising awareness of NLS across the country.

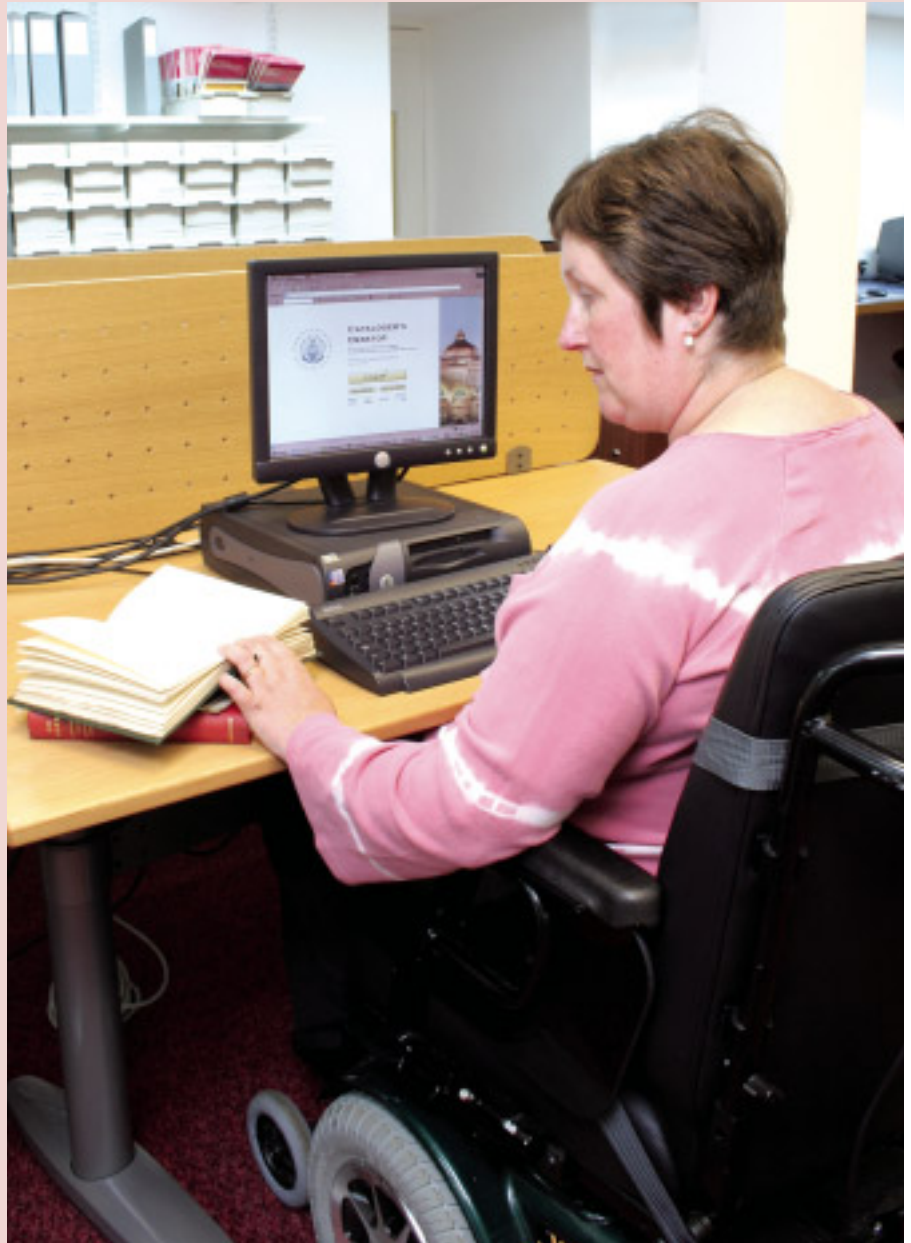
Additionally, we have been working with LTS to provide digital content for use in their Schools Out project, which aims to re-engage those whose learning has been interrupted.

Below:
The Digital Preservation Coalition



The Cataloguer

‘I help to standardise records on our electronic catalogue, which makes it easier for our readers to find what they are looking for. The constant expansion of our collections means that this is a never-ending task, but the work we put into cataloguing saves our readers’ time and effort.’



Deborah Marsden is an Authority Control Curator in our Authority Control Unit. The unit's key task is to ensure that readers can easily find what they are looking for when searching our electronic catalogues. As the database comprises several millions of entries, added to on a weekly basis, a clear and consistent reference system is crucial. Deborah allocates standard headings to every one of these entries, allowing customers to access all relevant material.

As with most cataloguing functions, the work of the unit is virtually infinite. It requires constantly developing expertise, which might entail, for example, keeping up to date with the changing names of government and corporate bodies across the world as well as building a comprehensive knowledge of historic literary figures such as Sir Walter Scott.

Acknowledgements

We are extremely grateful to the many individuals and organisations, who, in donating a wide range of material, have uniquely enriched the collections. While space allows only a selection to be listed, the Library values all of its donors (over 500) for their generosity in the past year.

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The Conservator

‘The National Library is an excellent place to start my career as a conservator. It gives me the opportunity to work with an interesting variety of historic items and materials, not to mention the professional prestige of developing my craft in a national institution with a strong international reputation.’



Giordana Santoro is an Assistant Conservator in our Preservation and Conservation Division. Conservators play an essential role in carrying out remedial treatment of our more important collections that stretch back into the 9th century. Giordana has moved from Italy to join us after studying at The European School for the Conservation of Books and Library Material and is undergoing a professional accreditation scheme as part of her training in the Conservation Unit.

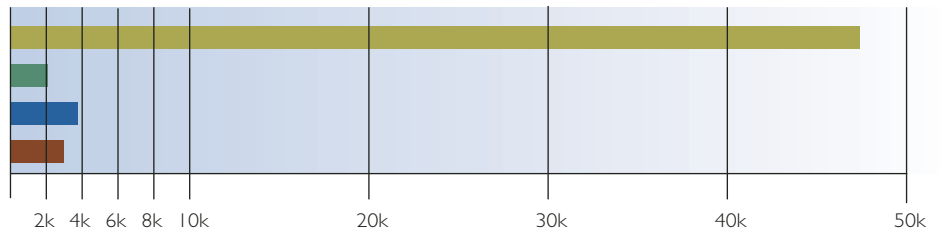
As part of a team of six, Giordana works on all parts of the Library's vast and varied collections including rare printed books, manuscripts, photographs and maps. Conservators use traditional and modern techniques such as de-acidification, paper repair, leafcasting, parchment and vellum repair, encapsulation and re-sewing books in original format. Treasures that have received some form of treatment in the Conservation Unit include the Last Letter of Mary, Queen of Scots and The Murthly Hours.

Annual Statistics 2004-2005

Total reading room visitors

56,244

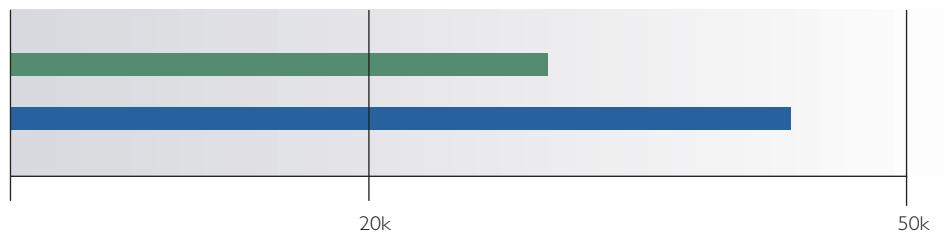
- General Reading Room 47,403
- Microform Reading Room 2,084
- North Reading Room: Manuscripts 3,760
- North Reading Room: Rare Books 2,997



Total Enquiries

73,642

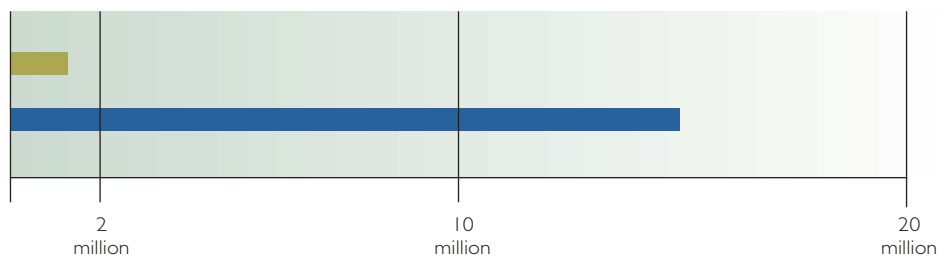
- Enquiries Correspondence/Telephone 30,067
- Enquiries dealt with in person 43,575



Website user sessions

1,299,214

- Website user sessions 1,299,214
- Website page views 15,012,944



Total items receiving conservation treatment

87,503

- Volumes bound or conserved 580
- Other printed items conserved 7,572
- Photographs conserved 893
- Volumes cleaned 78,458

