

ANNUAL REVIEW 2010-2011

manuscripts archive
magazine book digital
events media festival
award national review
education screen literary
fund acquisition partnership
film library access
published relationships online
future legal consultation research
business learning scotland
deposit annual resources
programme benefit collections
dedicated publications services visitor
exhibition developed
treasures john murray year popular
papers historical website



National Librarian & Chief Executive and the Chairman

Introduction to the Annual Review

During 2010-11 the Library successfully continued to make its collections and resources available to as wide an audience as possible through both physical and digital access.

The popularity of our Visitor Centre during this period exceeded our expectations, as we welcomed more than 150,000 visitors into the Library, to see one of our exhibitions or Treasures displays, enjoy an event, access material from our collections in the reading rooms or simply enjoy a coffee or browse the NLS shop. We continued to broaden our reach with some exciting new introductions to our events calendar, enjoying our inaugural year as a Festival Fringe venue and linking up with Gutter, the new magazine of Scottish literary fiction, to host a number of after hours events at NLS.

Increasing accessibility to users further afield through our digital services also continued apace with a number of new initiatives. Our new online registration service has been extremely successful, with 9,500 registrations from over 100

countries between March 2010 and March 2011. We have also increased online availability of material from our physical collections, including Post Office Directories, as well as making more than 2,000 images from our digital archives available via Flickr Commons. Our social media presence continues to grow, we launched a mobile application for the John Murray Archive and we have developed a new online education resource, The Learning Zone, which provides a dedicated hub for teachers, learning providers and self-led learners.

We have continued to grow our collections with particular emphasis this year on collecting Scottish publications as comprehensively as possible. Notable and diverse acquisitions include a rare first French translation of David Hume's 'Dialogue's concerning Natural Religion' (1780) and two Oor Wullie cartoon annuals from 1940 and 1942 to complete our collection. We were also delighted to complete the acquisition of the John Murray Archive for the nation following five years of fundraising.

This has all been achieved against the backdrop of planning for a reduction in budgets and resources and we have taken steps to identify opportunities where we can reduce costs both now and in the future. Colleagues across the Library participated in our 'Planning for Savings' group and a significant number of staff left through our voluntary early exit scheme. Our focus on shared services with the National Galleries of Scotland for corporate support activities are making significant progress and future

improvements are taking shape through the integration of technical infrastructures. Improvements within the Library itself have also greatly reduced energy usage and carbon emissions.

All these ongoing developments and impending challenges have informed our new corporate strategy, 'Connecting Knowledge', which sets out our aims and objectives over the next three years to ensure the influence and relevance of NLS continues to grow.

Martyn Wade
National Librarian and Chief Executive



Professor Michael Anderson
Chairman of the Board of Trustees




Objectives & Achievements

During 2010-11, the National Library of Scotland (NLS) continued to be guided by the strategic goals outlined in *Expanding our Horizons*, our corporate strategy for 2008-2011. These goals fall into broad themes: Developing the Collections, Building Relationships, Widening Access to Knowledge and Developing the Organisation.

Developing the Collections

The Collections continue to grow, mainly through the legal deposit intake, but this also continues to be supplemented by a wide range of purchases and donations. Particular effort is being placed on attempting to collect Scottish publications as comprehensively as possible. Two significant initiatives this year have been collecting material in relation to the Pope's state visit in 2010, and starting work on a published record of the Commonwealth Games which will be held in Glasgow in 2014. Some notable new acquisitions brought in this year include:

- the pocketbook of diplomat and politician, Sir John Werden, from his visit to Scotland in 1679-80, which includes topographical drawings and early evidence of golfing activities
- a rare first French translation of Hume's 'Dialogues concerning Natural Religion' published in 1780
- a French atlas from 1828 which was produced to accompany a set of the complete works of Sir Walter Scott, with each map representing the area covered in one of his novels

- further papers of the mountaineer P R Oliver, including papers about the 1936 and 1938 Everest expeditions
- two Oor Wullie cartoon annuals for 1940 and 1942 bought at auction in order to fill the final gaps in the NLS collection

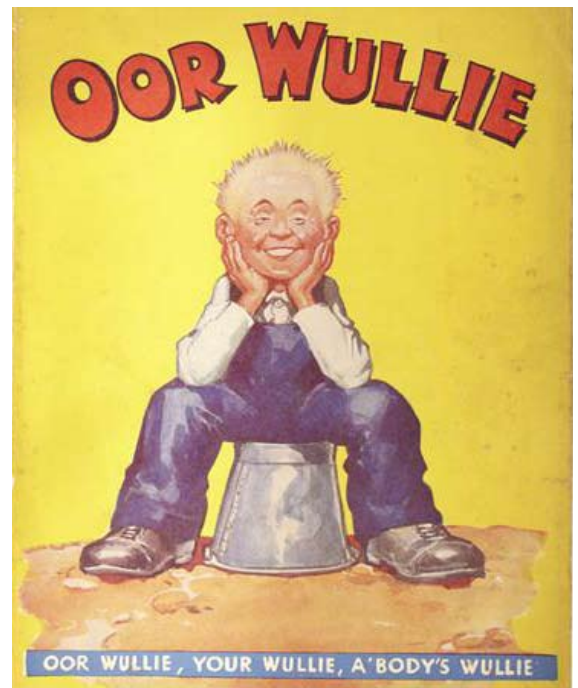


Image courtesy of Lyon & Turnbull

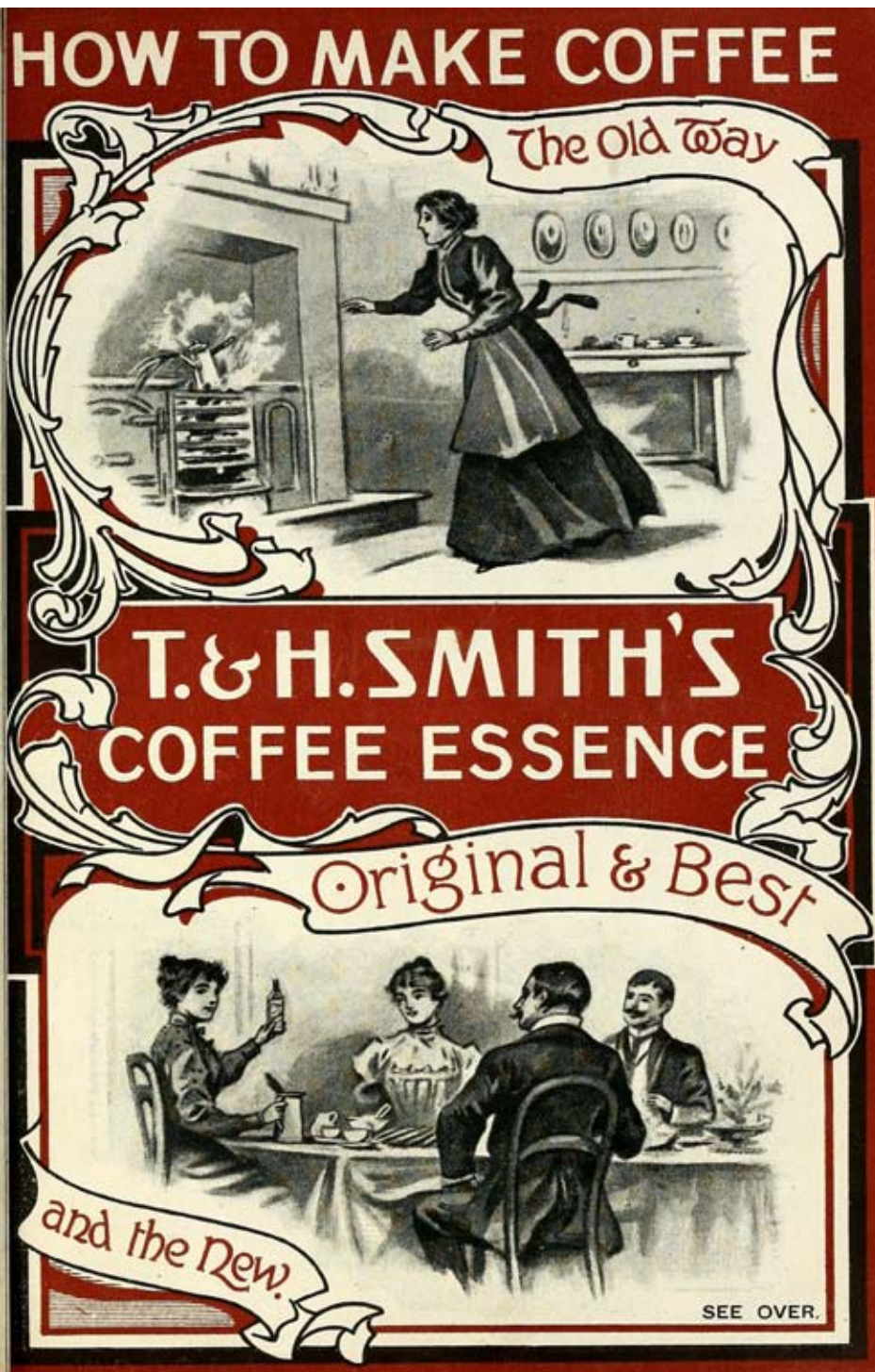
The developments in legal deposit of electronic materials are of great significance for the shape of future collecting by NLS

The Library continues to provide access to a wide range of electronic resources through purchase, subscription and licensing. Material available includes over half a million full-text facsimile titles through our historical archives (e.g. Early English Books Online, 18th

Century Collections Online), over half a million pages of manuscripts (e.g. British Literary Manuscripts Online 1660-1690, Perdita Manuscripts: Women Writers 1500-1700), over 4,000 reference works and e-books (e.g. Credo and Oxford Reference collections, Netlibrary, Oxford English Dictionary and Oxford Dictionary of National Biography), over 2,000 e-journal titles, many with complete backfiles (e.g. JSTOR, Oxford Journals Online), 14,000 news sources (via Factiva and Infotrac Custom Newspapers) and databases providing information on millions of research articles, companies and products plus thousands of business reports (e.g. Web of Science, Fame, Mintel).

Key additions in 2010-11 include the Economist Historical Archive 1843-2006; the Times Literary Supplement Historical Archive 1902-2005; the Complete Dictionary of Scientific Biography via the Gale Virtual Reference Library; and the Bibliography of British and Irish History.

The developments in legal deposit of electronic materials are of great significance for the shape of future collecting by NLS. The Library responded to the UK-wide consultation on the draft regulations for e-legal deposit in December 2010. It is also actively involved with the other UK legal deposit libraries in preparing the infrastructure and policies needed to collect electronic publications and make them accessible. There has also been continued emphasis this year on making existing physical collections available online. Some of the images from the mass digitisation project on Post Office Directories and Army Lists undertaken last year have now been made accessible through the NLS website. The popularity of this resource underlines the importance of such projects in widening access to the collections.



Images from the Post Office Directories online:
<http://www.nls.uk/family-history/directories/post-office>

Research

The research outputs demonstrate the amount of innovative thinking at NLS

The implementation of the Library's research strategy has seen a continued high level of activity by NLS staff. Talks and papers were given on diverse historical and cultural topics, and on a range of professional interests. The research outputs aimed at professional audiences demonstrate the amount of innovative thinking at NLS: subjects included carbon management, crowd sourcing, social media and website archiving.

In addition, a wide range of subjects in the NLS collections were explored by staff for a range of audiences. Most notable of these was the publication of 'Rax Me That Buik', an illustrated guide to treasures in the NLS collections, which drew on the personal research experience of Dr Iain Gordon Brown built up over his many years working with the manuscript collections in NLS.

A number of partnership research projects continued during this period.

Three Arts & Humanities Research Council (AHRC) doctoral projects are in progress and work continues on the Wellcome funded project on 'The Medical History of British India'. The benefits of opening up access to the official publications on Indian medical history are now being demonstrated by the direct involvement of a number of students in various medical disciplines in the project who are using the papers for their research.

A major new film research project was initiated this year, with substantial funding from AHRC. The project, which is based at our Scottish Screen Archive and is being run jointly with Glasgow University, will research children in amateur films in Scotland. The Scottish Screen Archive is using the project as a platform to develop a representative collection of examples of amateur films which will provide a vivid picture of life in late 20th century Scotland for social historians and other researchers.

Visitors to the Library also produce a variety of original research as a direct result of using material in NLS' collections which could not be consulted elsewhere. During this period about 400 additional citations appeared in Google Scholar citing NLS as a source. The most readily identified fruits of research, such as in the field of Scottish literature, are regularly published by academic presses and scholarly societies across Scotland and Europe. As well as the collections themselves, authors frequently record their thanks to NLS staff for technical assistance with locating material and directing them to sources.



"Treading ganja, Ahmednagar, 27th November 1893"
from *Report of the Indian Hemp Drugs Commission, 1894-1895 Volume I.*

B Building Relationships

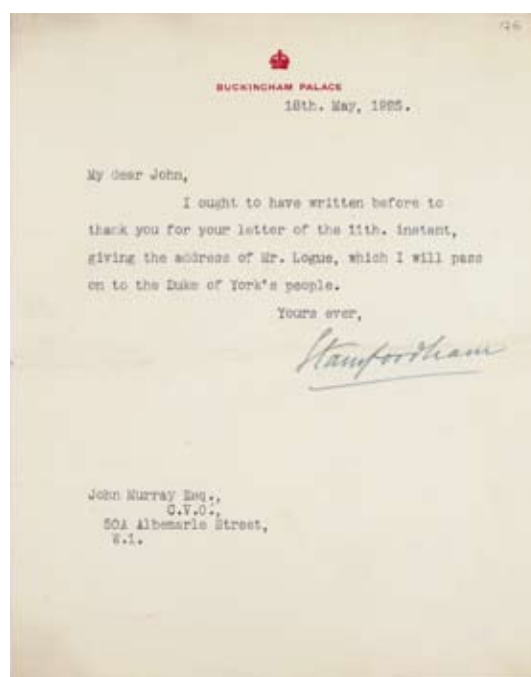
Various outreach activities enabled the Library to continue building and reinforcing relationships

The Library responded to the Scottish Government consultation on the role and governance of NLS and also continued to play an active role in the ongoing Department for Culture Media & Sport consultation on the collection of digital publications through legal deposit. Participation in various other consultations throughout this period included The Royal Society of Edinburgh's consultation on Digital Scotland; the European Commission on proposals for changes to the EU Copyright Directive regarding Orphan Works; the Scottish Government/National Archives of Scotland consultation on proposals for new Public Records (Scotland Bill); and an Ofcom consultation regarding online infringement of copyright and the Digital Economy Act.

Various outreach activities, including two roadshows in Inverness and Dunfermline and support for the Ullapool, Borders and Lennoxlove Book Festivals, enabled the Library to continue building and reinforcing relationships. NLS' ongoing involvement in the Edinburgh International Book Festival also continued with two events that sold out within a week, including the Donald Dewar Memorial Lecture with former Chancellor Alistair Darling. The Library continues to support the Elizabeth Soutar Bookbinding Competition and the Callum Macdonald Memorial Award for pamphlet poetry.

To maximise the mutual benefit gained from partnership working, the Library has produced a Partnership Framework,

which provides direction on partnering, partnerships and different levels of collaborative work carried out by NLS as well as establishing, managing and evaluating partnerships.



Letter to John Murray V from Buckingham Palace

Along with Edinburgh University, the Library hosted the 2010 Research Libraries UK conference and worked in partnership with the Edinburgh University Data Library on a JISC-funded project entitled 'Addressing History'. This allows online users to combine historic Scottish Post Office Directories with contemporaneous historical maps and was developed by working in collaboration with nine other Scottish libraries.

The success of Discover NLS continued with a Certificate of Excellence by



Images from flickr commons:

<http://www.flickr.com/search/?w=commons&q=national+library+of+scotland&m=text>

Communicators in Business UK Excellence Award and Best Customer Magazine of the Year Award at the Periodical Publishers Association Scotland Scottish Magazine Awards 2010, the latter for the second year running.

Among the media highlights which attracted good publicity during this

<http://www.facebook.com/home.php#!/NationalLibraryOfScotland>
<http://twitter.com/#!/natlibscot>



period were the contribution of over 2,000 images from our digital archive to Flickr Commons; the acquisition of the first Oor Wullie annual; UNESCO World Audiovisual Heritage Day; the John Murray Archive connection to King George VI's speech therapist; as well as articles on Treasures displays, 'A Swing Through Time' exhibition and associated events.

The Library also featured in a number of BBC programmes including its popular 'Who do you think you are?' series and a programme on the Scottish Reformation. Several films from Scottish Screen Archive were included in a three part series for BBC2 entitled 'Home Movie Roadshow'.

In addition, the Library's following on social media outlets such as Facebook and Twitter is growing, with over 2,000 friends on Facebook and just under 2,000 Twitter followers. Updates to promote exhibitions, displays and other Library news are carried out regularly and a pilot has been undertaken of NLS events bookings via Facebook.

Widening Access to Knowledge

Visitor Centre

The Visitor Centre, with its café, shop and interesting exhibitions and events, has continued to prove popular since its opening, with visitor figures in excess of 150,000 during this period – significantly exceeding the target of 120,000.



Exhibitions & Events

The main exhibition for this period was 'A Swing Through Time', which explored the history of golf in Scotland and attracted almost 60,000 visitors. It featured key golfing history documents from NLS collections, plus iconic portraits of 18th century golfers from the Scottish National Portrait Gallery and loans from the British Golf Museum. The award-winning John Murray Archive permanent exhibition

benefited from the introduction of two new characters, Washington Irving and Heinrich Schliemann. Treasures on display during this period included items relating to J M Barrie, the Scottish Missions Overseas, the Reformation of Scotland, the Bell Rock Lighthouse, Alice in Wonderland and the Aberdeen Breviary – Scotland's first substantial printed book.



An ink drawing of John Knox, made after a Dutch print of 1602. From manuscript Wod.Fol.VIII (1636).

The success of the display celebrating the 450th anniversary of the Scottish Reformation led to a number of items being exhibited at a multi-faith event at Edinburgh Castle at the request of the Scottish Government and last summer Byron's manuscript, 'English Bards and Scotch Reviewers' c. 1808, was loaned to Harvard University for an exhibition of the same name.

Among the highlights of the events programme during this period was the attendance of Sir Sean Connery at

a reception to celebrate his years as Patron of the Edinburgh Film Festival and a book signing event to coincide with 'A Swing Through Time' exhibition attended by golfer, Colin Montgomerie; golf writer, David Purdie; and illustrator, Hugh Dodd. The Inspirations series continued with a great line of sell out speakers, including AL Kennedy, Janice Galloway, Mark Cousins and Alan Cumming (in New York), while Iain Banks spoke at the Ullapool Book Festival. Last summer was the Library's first year as a Festival Fringe venue, with acclaimed author and playwright Alan Bissett's *Moira Monologues*, which received rave reviews and introduced the Library to hundreds of new visitors.

NLS continued to promote new literature and attract new audiences through an event with Scottish publisher Cargo, which launched Scotland's first e-book on demand service, and three successful events with *Gutter*, the new magazine of Scottish literary fiction.

Education & Outreach

The Learning Zone takes a theme-based approach to the Library's collections

The focus of the education and outreach team during this period has been the development of the Library's new online education resource, The Learning Zone,

which will provide a dedicated NLS hub for learning information and resources for teachers, learning providers and self-led learners. It takes a theme-based approach to the Library's collections in support of the Curriculum for Excellence in Scottish schools, and offers a number of learning resources, web features, video guides and links to relevant information on collections and services for learning audiences.

Phase two of the educational website, Scotland On Screen, developed in partnership with Learning and Teaching Scotland (LTS) and Scottish Screen, went live with a further 300 clips of archival footage, embedded into teaching and learning packages that can be downloaded through the LTS GLOW network in the classroom. The site was shortlisted in the General Educational Resources category for the UK Learning on Screen Awards 2010.

A dedicated group page was also set up on GLOW, the national intranet for schools, to communicate news and other links to NLS websites, resources and events programmes to teachers all over Scotland.



Digital Services

Scottish-based customers have free remote access to NLS' licensed digital content

A new online registration service to make it easier for people to gain access to the Library's resources went live in June 2010 following a short trial. The system enables all customers of the Library to register online and provides Scottish-based customers with free remote access to NLS' licensed digital content including full-text reference works, full-text newspapers, journals and reports and digitized books, manuscripts and periodicals. The system has proved extremely successful with more than 9,500 registrations from over 100 countries between March 2010 and March 2011.

Following recommendations from customer research and user testing, the Library developed and implemented a new look for its main website. As well as introducing a more flexible page design and fresh appearance, the development has altered the main navigation with the intention of simplifying the process for users. There are still some areas under development and further changes will be implemented from the recommendations of user testing.

The John Murray Archive mobile application for iPhone and iTouch users went live, with downloads available from the Apple iTunes store and links from the NLS website. A microsite, Heroes, about John Murray Archive author Samuel Smiles was also launched. The resource was developed from a Scottish National Portrait Gallery exhibition and workshops developed in conjunction with Scottish Youth Theatre.



D

Developing the Organisation

Improvements in our procurement procedures resulted in a higher rating under the Scottish Government's Procurement Capability Assessment standard

The Library has continued its space rationalisation programme, in accordance with the strategic Property Asset Management Plan. In 2010-11 this exercise created a further 1125 linear metres of collections' storage space, equivalent to six months intake. A new method for storing microfilm reduced the costs of this from £3 to 34 pence per microfilm.

Technical infrastructure improvements were made with the creation of a new server room in Causewayside and a server virtualisation programme, which resulted in major savings from a reduction in energy usage and provided a significant contribution to the achievement of carbon emission reductions.

Improvements in our procurement procedures resulted in a higher rating under the Scottish Government's Procurement Capability Assessment standard.

The Library is working with National Galleries of Scotland on developing shared services for corporate support activities. The present focus of this is on the integration of information technology functions with an overall aim of creating an extended IT infrastructure and support service across both organisations. During this initial transitional period, achievements include:

- the implementation of shared finance software
- the integration of the two organisations' domains
- the implementation of a help desk covering both organisations

- NLS providing storage space and server maintenance services to NGS for their Digital Asset Management System

Major progress in integrating the technical infrastructures continues in order to facilitate further shared service developments. A shared services programme board and governance group is in place and the HR teams are working together under the direction of an Interim Head of Organisational Development.

A voluntary early exit scheme was introduced during the year, which resulted in 21 staff (6% of the workforce) leaving the organisation. Ongoing recruitment restrictions resulted in a further reduction of the workforce through natural attrition, helping NLS to meet the budget reductions applied.



Fundraising

NLS is very grateful to the many trusts, businesses and private donors who have contributed to the acquisition of the John Murray Archive

One of the Library's key milestones during this period was the successful completion of the acquisition of the John Murray Archive for the nation. The acquisition has been made possible through generous contributions from private and public donations, including the Scottish Government, the Heritage Lottery Fund and NLS funds over the past five years. NLS is very grateful to the many trusts, businesses and private donors who contributed to this major acquisition. Featuring over 250,000 items, the John Murray Archive contains letters, manuscripts and business records from over 16,000 people, including some of the greatest writers, politicians, explorers and scientists of the late 18th to the mid 20th centuries. Charles Darwin, Lord Byron, Jane Austen, Sir Walter Scott and David Livingstone are just some of the great names published by the Murray family since 1768. The acquisition of the John Murray Archive included a commitment by NLS to make it accessible through dedicated curatorial, cataloguing, conservation, educational and digital resources and through the creation of a permanent John Murray Archive

exhibition space at the Library's George IV Bridge building in Edinburgh.

The American Associates of the National Library of Scotland, the Library's network of supporters in the US, championed the John Murray Archive Campaign in 2010. In particular they hosted an event with the film, television and Broadway actor, Alan Cumming in New York in November 2010, exploring Alan's many inspirations by drawing on some of the items from across the national collection, and raising nearly \$30,000 for the John Murray Archive Campaign.

The Library also has a growing network of company supporters, hiring its event spaces and sponsoring its exhibitions and events. In particular in 2010, the Library benefitted from Aberdeen Asset Management's sponsorship of its golf exhibition.

The Library is now looking forward to new fundraising projects in 2011 and beyond to encourage access to and exploration and enjoyment of the national collections.



Items from the John Murray Archive. Photography by Torquil Cramer

Thank you

The National Library of Scotland is most grateful to all of our donors, funders and supporters for the year from 1 April 2010 to 31 March 2011. We would like to thank those listed below for their support of the work of the Library, as well as those supporters who wish to remain anonymous. We also extend our thanks to our Board of Trustees, Development Committee, John Murray Archive (JMA) Campaign Group and the American Associates of the National Library of Scotland (AANLS) Board. We are pleased to report that the Campaign to acquire the JMA was successfully closed on 6 April 2011. A full donor list can be found at www.nls.uk/support-nls/donor-list

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