Connectivity		
Catalogue coverage		
Enquiries		
Visitors to events etc		
Reading Room visits		
Media Profile		
Use of website		
Use of Collections		

Key
Green: achieved
Amber: partly achieved
Red: not achieved
Grey: In development/
Not Applicable

Connecting Knowledge
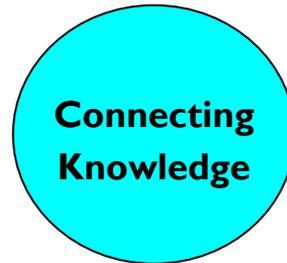
Organisational Effectiveness	
Staff absence	
Fundraising	

Content	
Items added	
Collections condition	
Digital images created	

Additions to Collections (NB figures exclude Manuscripts)		Targets	Actual	Traffic light at:
	Total accessions	**None**	**50545**	

Analysis
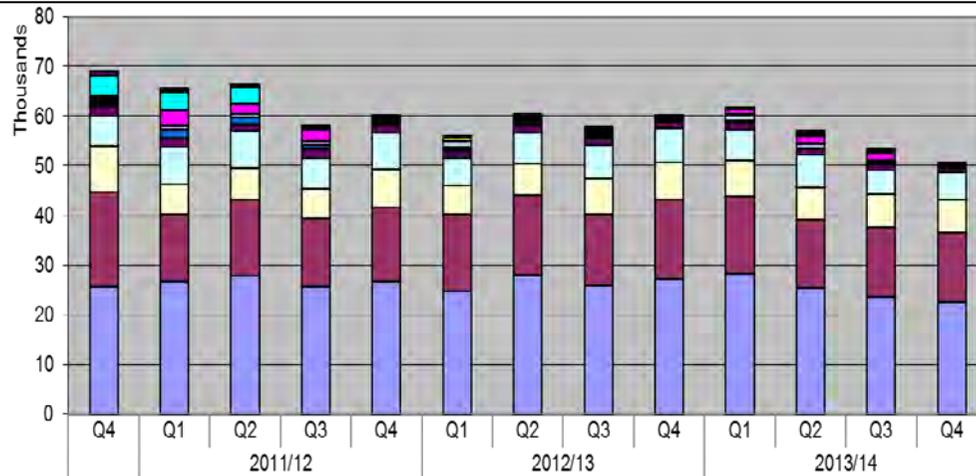
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2011/12				2012/13				2013/14		
Still Images	3	0	0	0	15	0	0	0	0	0	0	0	0
Sound	84	18	42	13	44	27	31	18	118	49	41	28	23
Mixed Media	34	42	91	77	19	73	36	22	33	52	62	53	43
Moving images	573	344	347	250	229	80	102	33	23	33	29	20	7
Micro-forms	3962	3497	3090	146	86	0	267	172	18	0	395	122	32
Music	209	227	291	308	218	516	345	194	338	314	201	263	287
Ephemera	410	3004	1915	2271	498	279	300	311	233	861	1618	1519	307
E-res: Physical format	260	110	130	137	123	106	230	320	44	108	91	122	67
British Stanrds	354	661	665	608	0	1089	140	326	5	1237	752	301	177
Maps	568	1805	1213	749	266	257	370	388	331	322	258	369	108
E-res: Remote	479	312	201	265	431	578	525	529	6	0	0	0	0
Law	1953	1571	1305	1811	1475	1233	1400	1151	1482	1263	1246	1248	807
Newspaper issues	5969	7388	7549	6021	7334	5692	6138	6846	6759	6374	6514	4872	5595
Monographs HB	9402	6150	6270	6111	7591	5594	6427	7164	7539	7278	6440	6601	6724
Monographs PB	19039	13518	15390	13694	14925	15624	15900	14257	16094	15500	13765	13946	13816
Serial issues	25551	26633	27791	25620	26715	24694	28109	25886	27069	28250	25397	23606	22552

Graeme Forbes

Collection environment		Targets	Actual	Traffic light at:
Q4 - GB		**95.0%**	99.8%	**Green**
Q4 - CB		**95.0%**	100.0%	**Green**
Q4 - KB		**95.0%**	99.2%	**Green**
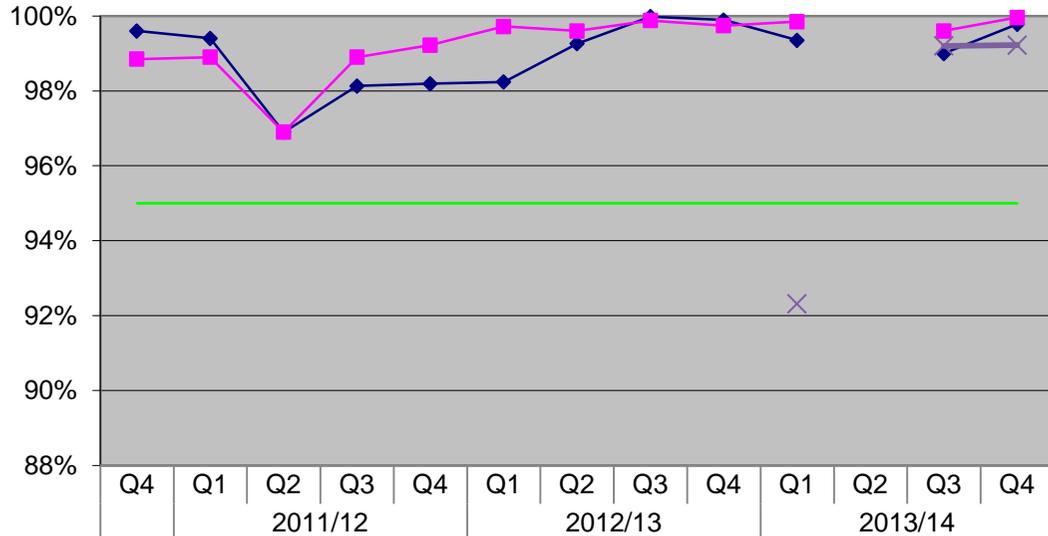
Analysis
The environmental controls were generally good. There was one period of non-conformity in the magnetic vault at KB, lasting less than a day, and there were two brief periods of non-conformity at GB due to humidifier faults, which were quickly rectified.
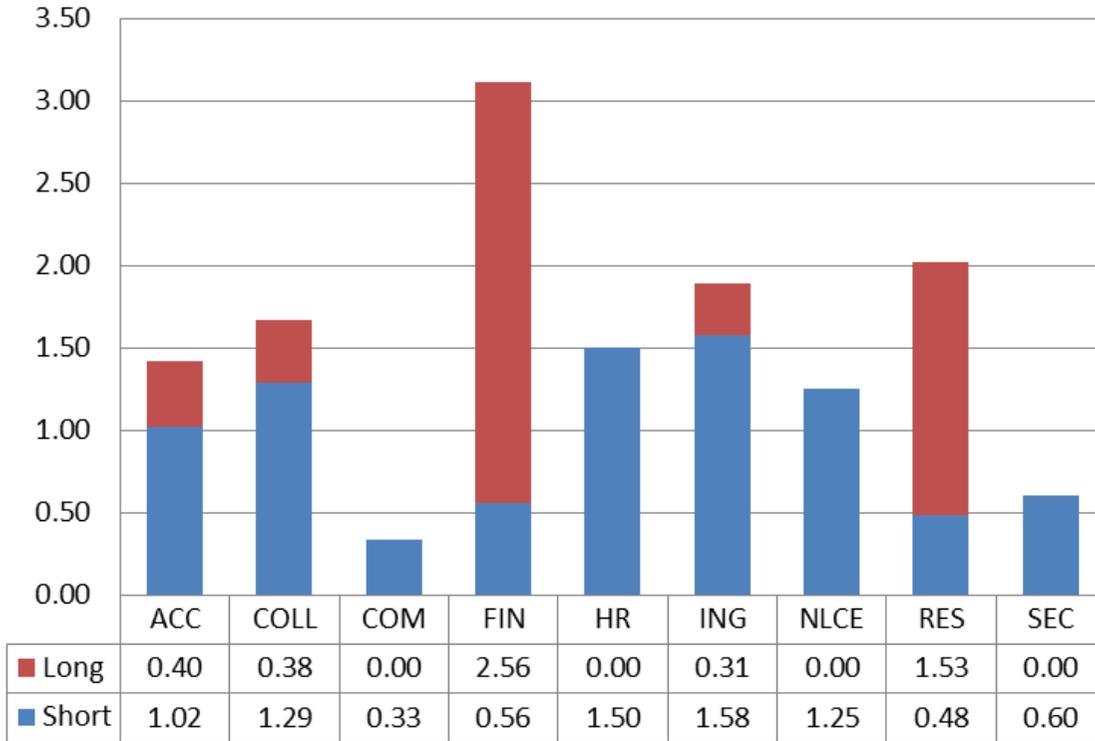
Action Plan
No further action is required.

	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2011/12					2012/13				2013/14	
GB	99.60	99.40	96.90	98.13	98.19	98.24	99.26	99.98	99.89	99.35		99.00	99.78
CB	98.85	98.90	96.90	98.90	99.22	99.72	99.60	99.88	99.74	99.85		99.60	99.96
KB										92.32		99.20	99.22
Target	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00	95.00

Isobel Griffin

Staff Absence (days per employee)	Target	Actual	Traffic light
Access	1.75	1.42	Green
Comms. & Enterprise	1.75	0.33	Green
Collections & Interpretation	1.75	1.67	Green
Finance	1.75	3.11	Red
Human Resources	1.75	1.5	Green
Ingest	1.75	1.89	Amber
Resources	1.75	2.02	Amber
Secretary	1.75	0.6	Green
National Librarian	1.75	1.25	Green
Overall Q4	1.75	1.7	Green

	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2012/13				2013/14		
Overall	1.95	1.92	1.46	2.15	2.35	1.86	1.6	2.36	1.7

Analysis

Absence has returned to a more acceptable level this quarter. This was not anticipated in light of the recent pay and grading review. However HR has been working closely with managers to improve and actively manage both long and short-term absence.

This is an improvement on the same quarter last year which saw another spike due to a number of viruses which have not been prevalent this year.

Action Plan

Reporting data will be changed for the coming year in line with the balanced scorecard KPI's.

HR are continuing to focus on absence management as a priority action.

Louise Stewart	**22 May 2014**

Staff Absence – Short vs. Long Term Absence

	ACC	COLL	COM	FIN	HR	ING	NLCE	RES	SEC
■ Long	0.40	0.38	0.00	2.56	0.00	0.31	0.00	1.53	0.00
■ Short	1.02	1.29	0.33	0.56	1.50	1.58	1.25	0.48	0.60

Analysis

There has been a reduction in absence in general however some absences did move over 4 weeks contributing to a slight increase in log-term absence cases.

HR has introduced referral at 4 weeks for those not returning to work which should assist in reducing this figure for the coming year.
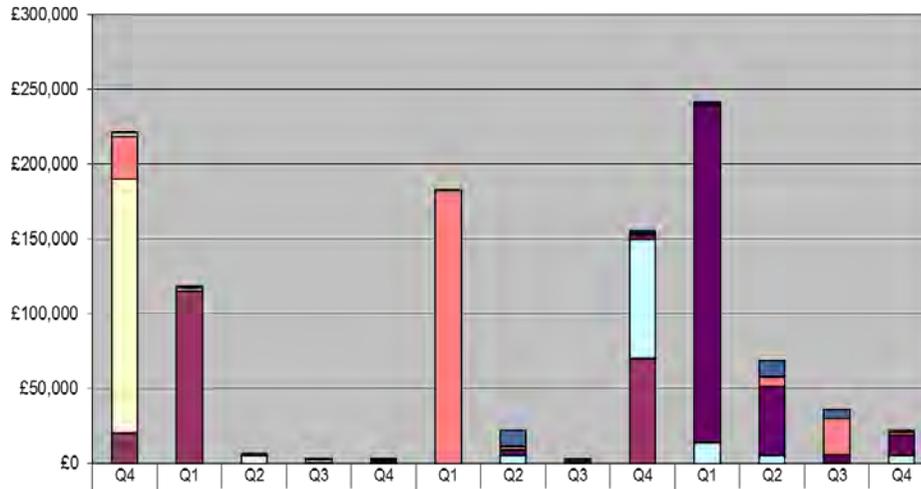
Action Plan

The new KPI's will allow us to report on more useful absence data for the coming year.

Louise Stewart

22 May 2014

Fundraising – Cash only income

	Targets	Actual	Traffic light at:
Q4	**£100,00**	**£21,709.83**	**Red**
2013-14	**£450,000**	**£369,335.19**	**Red**

	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		2011/12				2012/13				2013/14			
Patrons & Benefactors' Scheme	£0	£0	£0	£0	£0	£60	£10,060	£2,188	£2,128	£1,728	£11,064	£5,835	£1,585
Curator's Chest	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Trust Funds	£3,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Bengali Book Fund	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
American Patrons	£28,057	£0	£0	£0	£987	£182,500	£2,500	£0	£0	£1,058	£6,225	£24,399	£1,981
Unrestricted	£0	£1,188	£1,319	£1,307	£558	£0	£4,200	£821	£3,141	£225,161	£46,716	£5,150	£13,183
Restricted	£0	£2,030	£5,250	£2,020	£1,540	£0	£5,000	£0	£80,010	£14,020	£5,000	£500	£5,500
Conditional Income (JMA)	£170,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
JMA	£20,150	£115,100	£0	£140	£140	£0	£0	£0	£70,000	£0	£0	£0	£0
TOTAL	£221,207	£125,924	£6,569	£3,467	£3,224	£182,560	£23,548	£3,009	£165,279	£241,966	£69,005	£36,885	£23,731

Analysis

Further pledges worth over £120,000 were secured in this final Quarter, but will not be fulfilled until Q1 2014-15.

The restricted funds secured in 2013-14 are below target, due to the delay in projects being approved to raise funds against.

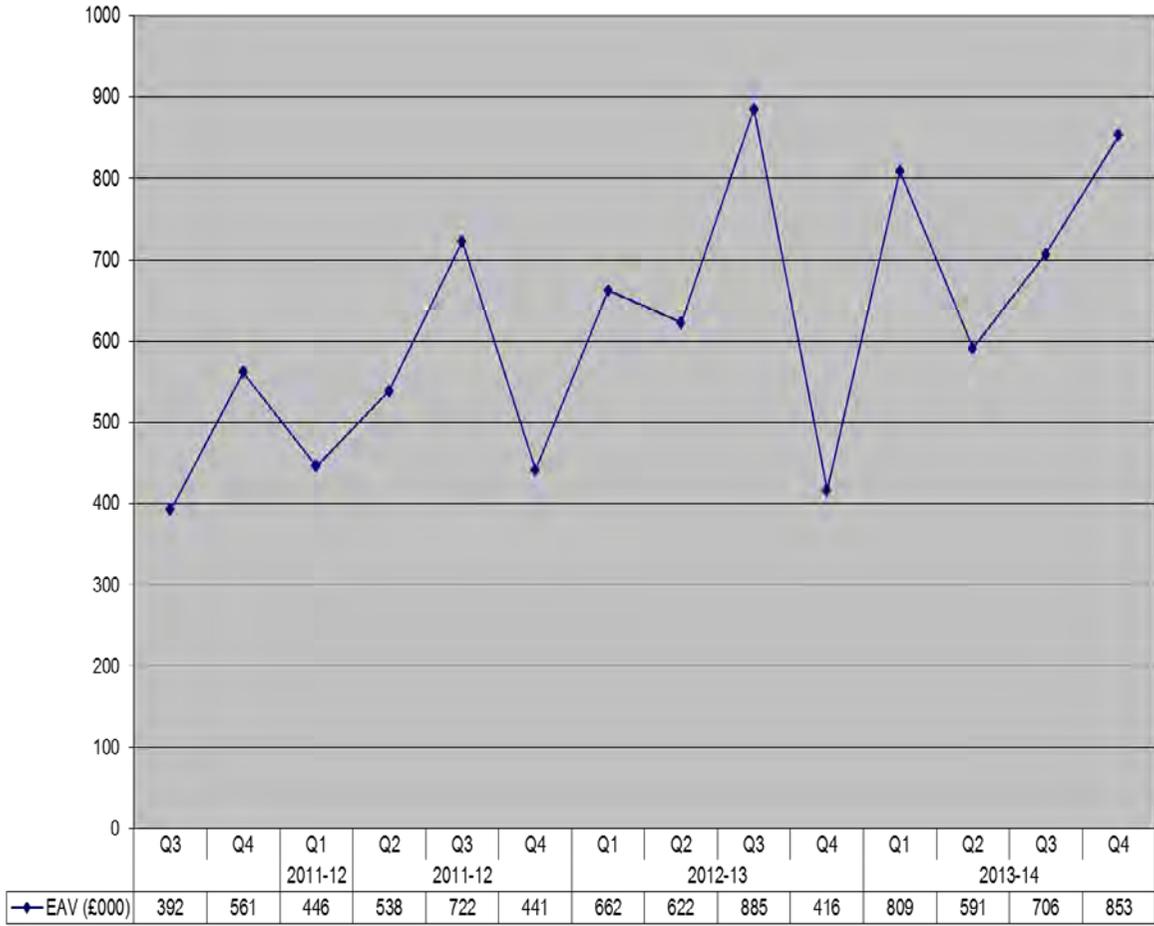Unrestricted funds secured are above target for 2013-14.

Action Plan

Fundraising plans have been developed to secure funds for approved projects for 2014-15.

Lois Wolffe

21 May 2014

Media Profile (Advertising Value Equivalent, £thousands)		Target	Actual	Traffic light at:
	Q4	**£450,000**	**£853,673**	**Green**
	2013-14	**£1,800,000**	**£2,960,151**	**Green**

	Q3	Q4	Q1 2011-12	Q2 2011-12	Q3 2011-12	Q4	Q1 2012-13	Q2 2012-13	Q3 2012-13	Q4	Q1 2013-14	Q2 2013-14	Q3 2013-14	Q4
EAV (£000)	392	561	446	538	722	441	662	622	885	416	809	591	706	853

Analysis: This quarter's target and the target for the year were comfortably exceeded owing to continuing strong coverage of NLS activities.

In quarter 4 there was widespread coverage for the Treasures display on the Robert Burns' Glenriddell Manuscripts and for the week-long display of a special edition of the first Harry Potter book with annotations by J K Rowling. There was also some continuing coverage for the Wha's Like Us exhibition and for the First Minister's New Year message which was broadcast from NLS.

Action Plan:

Alex Miller

Visitors and Outreach – George IV Bridge footfall		Target	Actual	Traffic light at:
	2013 -14		**247,534**	
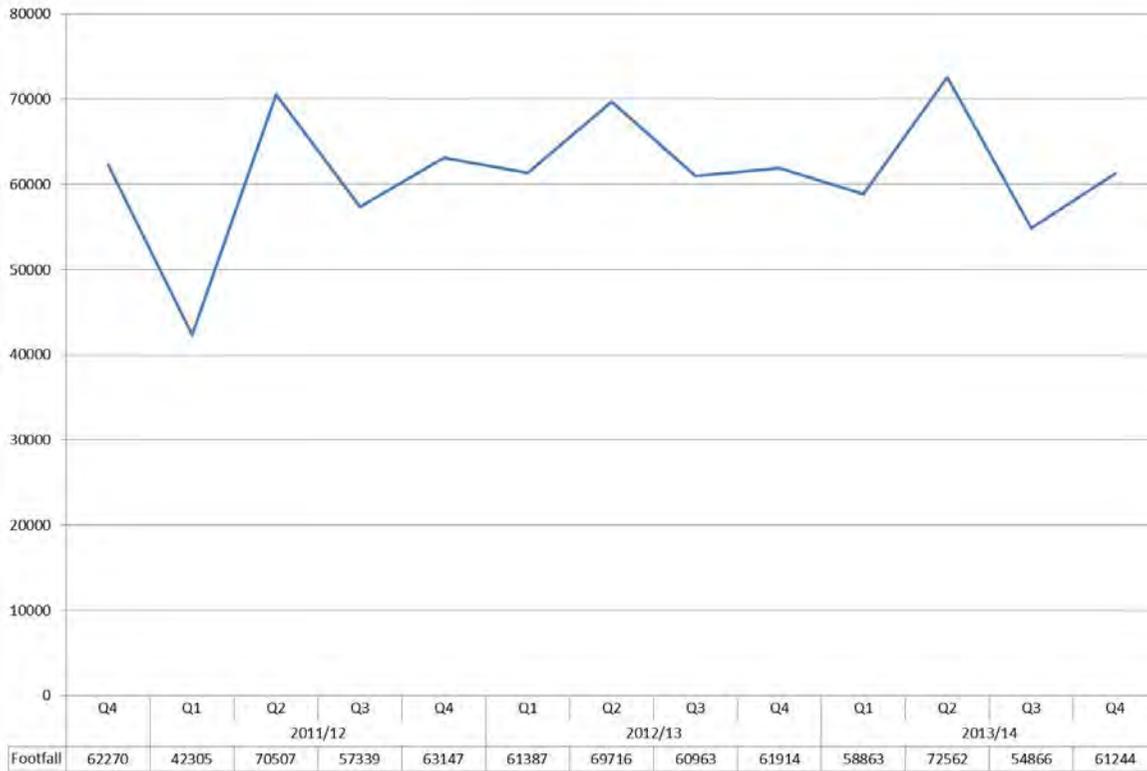
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		2011/12				2012/13				2013/14			
Footfall	62270	42305	70507	57339	63147	61387	69716	60963	61914	58863	72562	54866	61244

Analysis:
Q4 footfall for 2013/4 was broadly in line with Q4 12/13 with numbers down just over 1%. However, annual footfall was up an impressive 10% over 12/13 rising from 247,000 to 253,000. An increase in exhibition visitors, an extensive series of events and outreach activities and a growth in reading room usage have all contributed to this rise in numbers.

Action Plan:
Continue to develop the Access outreach activities to support greater awareness and use of the Library's collections and in doing so, assist in footfall growth.

John Coll

22 May 2014

Visitors and Outreach – Exhibition Visitors		Target	Actual	Traffic light at:
	Q4	16,00	27,434	**Green**

Analysis:

Action Plan

	Q4	Q1	Q2 2011/12	Q3	Q4	Q1	Q2 2012/13	Q3	Q4	Q1	Q2 2013/14	Q3	Q4
Exhibition visitors	14784	15881	38363	15435	18278	17596	29229	15461	20738	20563	29993	19117	27434

John Coll

Visitors and Outreach – Events attendance		Target	Actual	Traffic light at:
	Q4	650	1810	Green
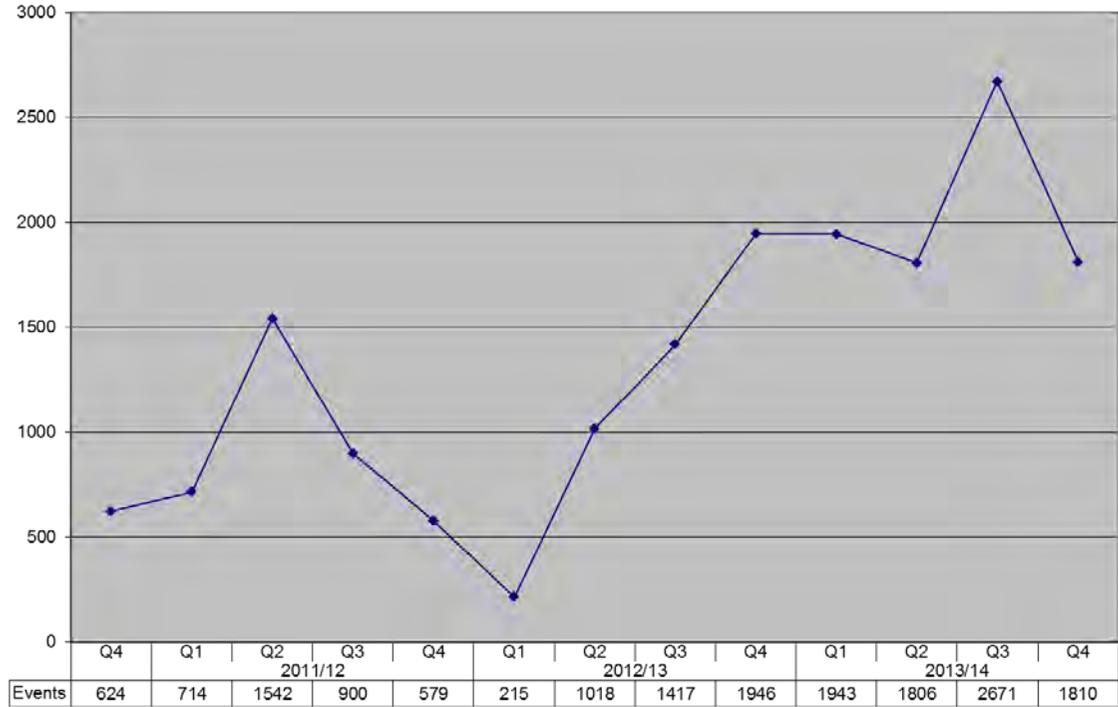
Analysis:

	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2011/12				2012/13				2013/14		
Events	624	714	1542	900	579	215	1018	1417	1946	1943	1806	2671	1810

Action Plan

John Coll

Website Usage (Web sessions – all NLS-driven content)		Target	Actual	Traffic light at:
Q4			590,348	
2013-14		1,700,000	2,264,571	**Green**
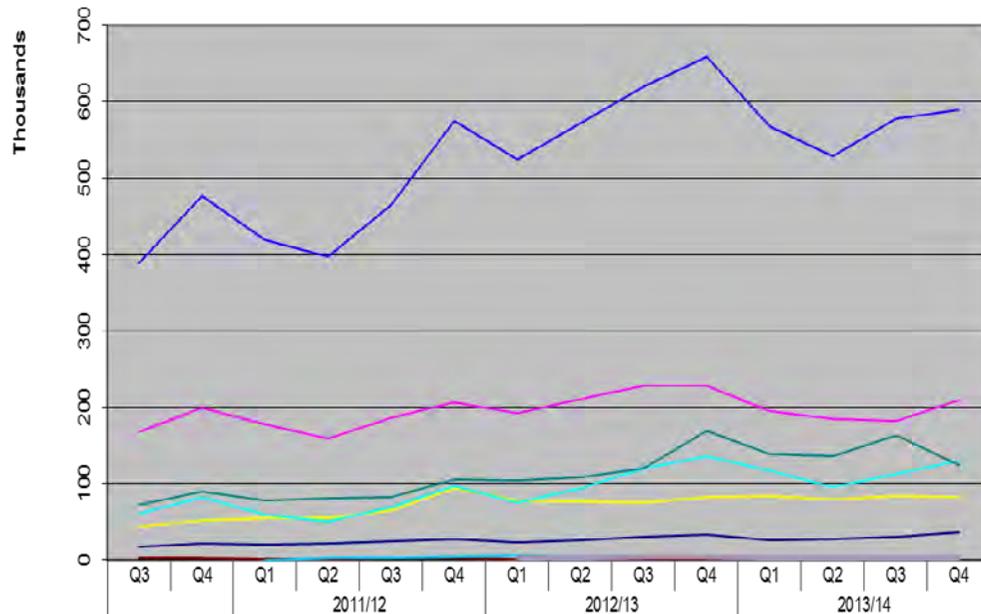
|	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2011/12				2012/13				2013/14			
www.nls.uk	168,299	199,252	177,175	159,487	186,265	206,566	192,217	211,686	227720	227670	194,417	184,453	182,611	209,408
ssa.nls.uk	43,710	52535	55,034	55,549	65,440	93,828	78,294	77,049	75288	82948	84,170	79,669	83,150	82,026
digital.nls.uk	60,636	82,971	59,816	50,349	68,794	96,073	75,662	93,181	119445	136249	117,031	94,647	113,152	130,649
scotbis.com	2,459	2,376	1,997	1,875	2,224	2,517	1,741	1,405	1585	1340	1,219	1,088	1,015	1,019
auth.nls.uk	17,370	21,184	20,508	21,970	24,712	27,638	23,765	26,587	29982	33051	26,189	27,948	30,225	36,184
maps.nls.uk	71,803	89,426	78,295	80,600	82,720	105,664	104,210	107,671	119372	168760	138,192	135,145	162,647	123,793
blogs.nls.uk			196	2,474	3,063	4,774	5,541	4,752	5271	4568	3,625	3,125	2,234	3,864
auchinleck.nls.uk							2,893	2,199	3768	4,533	3,374	2,272	2,625	3,405
TOTAL	388,926	476,820	418,811	397,801	464,670	575,313	525,039	572,019	620,636	659,119	568,217	528,347	577,659	590,348

Analysis

This quarter, visitor sessions on all sites were down compared with Q1 this year and Q4 last year, apart from auth.nls.uk (registration, licensed digital collections, events booking and digital orders), and blogs.nls.uk. Although total sessions dropped from 2,376,813 in 2012-2013, the drop was less than 1%, and not therefore a cause for major alarm.

On digital.nls.uk the most popular resource continues to be the 'Scottish Post Office directories', which ties in with family history being the most popular content on www.nls.uk and the second most visited blog. Research relating to the anniversary of the First World War would account for 'British military lists' sitting in 2nd place in the top 20 list on digital.nls.uk, followed by 'First World War official photographs'. Close behind them are our resources on Gaelic books, broadsides, music and scientists.

Ordnance Survey and geo-referenced maps continue to be very well visited on maps.nls.uk, with a noticeable peak when the OS maps of England and Wales went live in March. On nls.uk, after family history, our pages about the collections, catalogues, exhibitions and reader services (opening hours, library cards) were visited most frequently.

Action Plan

John Coll
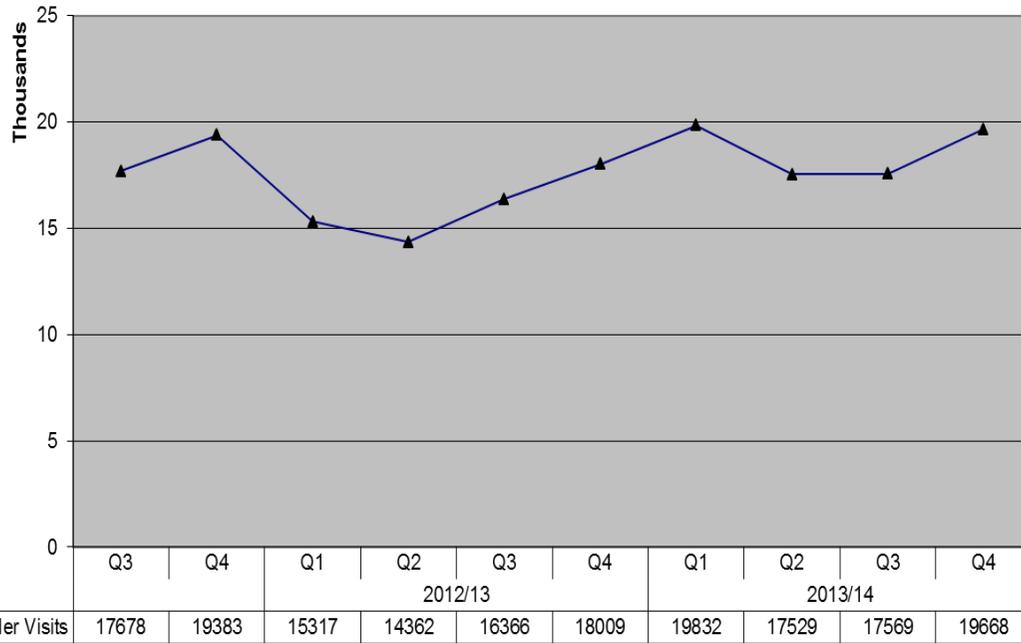
Reading Room Visits		Target	Actual	Traffic light at:
	Q4		**19,668**	
	2013-14	**65,000**	**74,598**	**Green**

Analysis

Q4 2013/14 Reading Room visits grew by 9% over Q4 2012/13 and saw an impressive 16% increase for the full year compared with 2012/13. The number of registered readers also increased with a rise of just under 10% compared with 2012/13.

Action Plan

Continue to monitor visits and assess impact of outreach activities for targeted groups against growth in usage.

	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
				2012/13				2013/14		
Reader Visits	17678	19383	15317	14362	16366	18009	19832	17529	17569	19668

John Coll

Enquiries		Target	Actual	Traffic light at:
		N/A	6309	

	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	2011/12		2012/13				2013/14			
Series2	6293	6768	6075	6235	6533	6904	6686	6134	5934	6309

Analysis
Enquiries fell by just under 9% for Q4 13/14 compared to Q4 12/13. For the full reporting year, enquiries were also down although the fall was smaller with a drop of under 3%. The drop in enquiries contrasts with a rise in reader visits but does correspond with a fall in the use of the printed collections. The data suggests a slow but continued decline in enquiries as users migrate to digital content which require reduced staff interaction and related enquiry support.

Action Plan
Continue to review statistics to confirm trend; Consider impact on future enquiry service delivery as part of 2014/15 scoping work on review of reading rooms.

John Coll

22 May 2014

Use of Collections		Target (Physical Collections)	Actual	Traffic light:
	Q4		**81671**	
	2013-14		**302,709**	

	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			2011/12				2012/13				2013/14			
Licensed Digital Resources	20062	20333	22244	27131	36004	30948	31807	28960	56218	46452	26156	23833		
Total Physical	81858	101753	89051	79935	83265	102166	81477	72165	73877	88912	79965	72216	68857	81671

Analysis:

Q4 13/14 use of physical collections fell by 21% compared with Q4 12/13. Usage of physical collections for the full 2013/14 year also fell but by a smaller number of 4.5%. However, comparisons with 2011/12 show a fall of over 14% and suggest a continuous downward trend in use of the physical collections.

Data for the licensed digital collection remains incomplete due to delays in implementing an automated counting solution through the use of Ebsconet. It is hoped to have this product in operation by early June.

Action Plan:

Backfill Q3 and Q4 following successful implementation of Ebsconet.

John Coll

22 May 2014