

**35th CONFERENCE OF DIRECTORS OF NATIONAL LIBRARIES
(CDNL), QUEBEC CITY, CANADA, 13 AUGUST 2008**

TEMPLATE FOR COUNTRY REPORT

(Country reports will be made available on the CDNL website <http://www.cdnl.info>)

Name of Country: Scotland

Name of Library: National Library of Scotland

Name of Chief Executive: Martyn Wade

ANNUAL REPORT TO CDNL 2008

Introduction

The National Library of Scotland refreshed its corporate strategy, publishing *Expanding our Horizons* early in 2008 <http://www.nls.uk/professional/policy/index.html#strategy>. The strategy has four core themes, Developing the Collections, Developing the Organisation, Building Relationships and Widening Access. The strategy commits NLS to support further investment in digital services.

Developing the Collections

NLS prepared a draft Integrated Collections Strategy, providing a single strategic overview of the NLS approach to collecting which will guide detailed collecting policies for different types of material throughout the Library. It takes account of the continued transformation of publishing to digital formats, the need for collaboration over the 'distributed collections' and the need to understand 'life-cycle costs'.

During the year, two major new collections were integrated into NLS. The Scottish Screen Archive, with more than 32,000 items and 12 staff, became part of NLS in April 2007. One of the world's most significant publishers' archives, the John Murray Archive, is now the subject of a permanent exhibition at our main site, along with extended reading room facilities and a digitisation program. A £220,000 project is exploring the archive of the world-famous mapmaking Bartholomew publishing company.

NLS agreed to host the Agency for Legal Deposit Libraries, which collects legal deposit materials for all UK and Irish LD libraries (apart from the British Library). The Agency is expected to move to Edinburgh in early 2009, providing numerous operational efficiencies for all the copyright libraries it serves.

Developing the Organisation

NLS continued to develop our fundraising capacity, with over £2 million raised towards meeting the full cost of acquiring the John Murray Archive. We have begun to develop a People Strategy for the organisation and a structural review has reduced the number of senior posts, providing efficiencies and strengthening leadership and management. NLS has also completed the first phase of developing a Trusted Digital Repository (TDR) for Scotland with £1.8 million of funding from the Scottish Government, including the acquisition of 100 terabytes of storage space.

Building Relationships

NLS has played a leading role in the promotion of the celebration of 500 years of Scottish printing, with a major exhibition and website showcasing the history of printing across Scotland <http://www.500yearsofprinting.org>. Collaboration on interpretation included a joint exhibition with the National Galleries of Scotland on the father of modern engineering Thomas Telford. We strengthened our relationships with the Joint Information Services Committee (JISC) which supports education and research by promoting innovation in new technologies and with information services innovators OCLC. NLS prepared its first International Strategy during the year.

Widening Access

New facilities at George IV Bridge for visitors to NLS provide an open-access visitor centre with permanent exhibition, cultural, educational and multimedia spaces for interpretation of JMA material. Exhibitions ranged from *Happy Birthday Miffy*, *Crime Scene Edinburgh: 20 Years of Rankin and Rebus*, and *Tea and Tigers; Stories of Scotland and South Asia*.

Web-based developments included a comprehensive beginner's guide to family history, a web feature based on John Slezer's historic engravings of Scotland, and maps. Websites for the SCOTBIS business information service and the Scottish Screen Archive were re-launched, the latter complete with a YouTube-style interface for viewing over 1,000 film clips.

Progress in raising public awareness of NLS was reflected in a number of communication industry awards, record-breaking media coverage figures and strong customer feedback achieved. Public awareness (gauged by the annual Omnibus Survey) has risen to 40%, from 16% in 2005. Media coverage was valued at £1.7 million (advertising value equivalent, or AVE), the highest ever achieved.

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