

SCA

SCOTTISH COUNCIL ON ARCHIVES

SCOTLAND'S  
ARCHIVES  
MATTER

## THE SCOTTISH COUNCIL ON ARCHIVES

Supported by funding from the Scottish Government, the Scottish Council on Archives (SCA) leads on advocacy and development of archive services in Scotland and is committed to developing a national strategy for those services.

The SCA acts both as a strategic agency and a facilitator of activity on the ground, represents and advises the sector, and provides a consensus voice on all matters affecting the Scottish archives and records management community and its users. Representation is drawn from user groups, local authorities, universities, health boards, national institutions and many others. The SCA seeks to identify and promote the positive impact Scotland's archives have for our communities, culturally and economically, and how the sector can contribute to Scottish Government priorities. It does so aware of funding pressures but confident that the case for archives is strong and can be made stronger by co-operation with professional colleagues in the museum and library sectors in Scotland.

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# FOREWORD



It's a bit of a cliché, but for once I can use the word and get it exactly right. Archives really are 'priceless'.

'Unique' is another overheated adjective, but even here I can offer it without the fastidious shade of my father interposing to

murmur: "Unique, dearest? Are you sure you really mean there is literally nothing like it?" Well, I'm on safe ground here, too. When you gaze at a document from the sixteenth century, say, you can be pretty sure you are looking at something which exists absolutely nowhere else.

What's more, together these unique and priceless treasures add up to something even more momentous. Our archives are our national memory. They show us the forging of the Scottish nation over the centuries and open a window on its contacts with other peoples and cultures.

It's this access to our evolving identity as a nation that most fires my imagination, I confess. But there are more prosaic, and equally important, reasons for cherishing our archives. Records management skills behind the scenes ensure that information generated from a plethora of modern sources is also available - and remains so for as long as we need it to support our daily lives. Archives don't freeze in time: they carry on growing every day. The national memory expands as it draws in ever more years. It is never completed.

Much as I love those precious old papers, the job these days is about much more than dusting the cobwebs off antique volumes. To remain accessible and meet the day-to-day needs of businesses and the

individual citizen, our documented memory has to embrace the technologies of the 21st century. Information is now recorded in a variety of different media, all subject to dizzying technological change. Those who work directly with the vast quantities of electronic records know just what a challenge it is to ensure the integrity of all that data and continued access to it.

This publication is a glimpse into the largely hidden world of archives and records. It is a taster, an appetite-whetter. But above all, it's an invitation - an invitation to experience what it's like to use archives and come into contact with part of the documented national memory. As an author, a journalist, an amateur genealogist and an inveterately curious citizen, I have never gone hunting for records without meeting enthusiasm and a willingness to go the extra mile to help. Archivists, I have found, are a friendly lot. It makes their day to match you up with the right document, to suggest other avenues of exploration, to help facilitate that conversation across the years that have brought you tiptoeing into their domain.

In fact, you'll find there's no need to tiptoe. It's refreshing to find that archives are fun. So, be your own detective. Enjoy the thrill of the chase and the incomparable excitement of piecing together the fragments of evidence that connect you to people, stories, events, places and times in ways you never dreamed possible.

I might even bump into you.

A handwritten signature in blue ink that reads "Sally Magnusson". The signature is fluid and cursive, with a long horizontal flourish at the end.

**Sally Magnusson**

# INTRODUCTION

'An important part of deciding where we want to go, as a society and culture, is knowing where we have come from, and indeed, how far we have come.'

Sara Sheridan, Scottish Author

'A civilized society, concerned to uphold the rights of the citizen, to encourage efficient administration and to ensure that its history is accessible to all, should make provision for its archives to be preserved and made available for public consultation.'

Scottish National Archives Policy, 1999



Archives are intrinsic to our national character and heritage. By recording our achievements and failures, they chronicle the growth of the Scottish people: from kings and queens, through engineers and philosophers, to crofters and labourers or soldiers and housewives. As important is the impact made in shaping our everyday lives and experiences and the central role played in shaping Scotland's future.

What is modern today and tomorrow does not exist without relation to the past. Where we have been and what we have done determines who we are. This is true for us as individuals, families, communities and as a nation. Modern Scotland sits on the shoulders of all Scotland's yesterdays. Our archives represent the cultural DNA of the nation. Human memory is fallible, but it can be tested - supported, challenged and enhanced - by the contemporary records that are now archives.

The astonishing variety of archives demonstrates that when as a nation we have been resolute and committed to archives and where we make sufficient investment, we receive a dividend. That dividend is in the form of the multitude of uses and functions integral to modern archive services, from tourism to learning (in the widest sense), from politics to entertainment. Above all archives provide evidence, and evidence ensures accountability and transparency. Archives underpin the rights of the citizen, allow scrutiny of the actions of government at every level, as well as of organisations and record the realities of community experiences.

The following pages showcase the work of Scotland's archives and illustrate their vital importance not only as priceless cultural treasures, but also as a critical part of modern Scottish society.



# WHAT ARE ARCHIVES?

In addition to medieval manuscripts, historic state documents, colourful royal charters and detailed maps, archives hold treasures of many types: minute books, company ledgers, personal letters and diaries, school registers, family photographs, newsreels, household accounts and even family recipe books. These seemingly unimportant examples of day-to-day life are also national treasures that represent a powerful connection to our past.

## Why do Archives Matter?

Taken together the individual documents found in archives provide a comprehensive picture of what over the centuries has created the Scottish nation. They give an insight into the nation's contacts with other peoples and cultures. Archives matter because they tell the story of Scotland, but they also tell my story, your story and the stories of our families and communities.

We also want to know archives will be there at those times in our lives when we need them, providing us with evidence of our rights and entitlements as individuals or citizens. At such times, archives make a real difference to people's lives. They may provide evidence for those seeking details of birth parents, or those seeking legal redress - perhaps for exposure to asbestos or other industrial injuries - or constitute vital evidence of a community's rights when in dispute with government.

In any one year, half-a-million people have direct contact with the services provided by archives office in Scotland and, of course, on-line access is opening up sources in a way hitherto impossible. Whether the visit is on-site or remote the message from archive services to users is the same - these are your Archives, your history and your stories, allowing you to make real connections with the past and

helping to shape your future. You can be informed by them and you can quite simply enjoy them. They are there for you.

## What Archives Offer...

Archive services are as varied and unique as the collections cared for and the communities served. Archives offer a range of services, from specialist knowledge on how to store and care for your own collections, through continuing professional development for educators, to engagement with communities.

Most local archive services offer:

Advice on

- Depositing your collection
- Collections care
- Using archives to enhance learning experiences
- Records management
- Undertaking family history, local history or general research

Access to

- Original research materials
- Reference books
- Meeting spaces
- IT and copying facilities

Activities

- Volunteer opportunities
- Workshops and seminars
- Talks and open days
- Exhibitions





### Who Cares for Archives?

The management and conservation of archives and records are skilled disciplines. Science and technology are crucial ingredients. A wrong decision can mean that a unique piece of information cannot be easily retrieved and, in the worst case, is lost forever.

### The Archivist - Vicki Kerr, Archivist for the City of Edinburgh Council

"It is my role to preserve and make available the records of the Council, as

well as privately deposited collections relating to Edinburgh. One of the most enjoyable aspects of my job is helping members of the public with research and finding records that fill in missing pieces of their jigsaw. It can be the family historian looking for information on an ancestor, to an academic looking forward to proof of a theory.

Being a custodian of the past and bringing it to life for future generations is a very exciting and ever changing opportunity. Archivists keep the treasures of the past alive."

Archivist Vicki Kerr.



**The Records Manager - Frank Rankin,  
Records Manager with an NHS board**

"I'm responsible for the full range of information governance tasks within my NHS board. That means records management with information security and a lead role in Data Protection and Freedom of Information compliance.

As a records manager, one of my biggest challenges is the changing technologies. It's about data and records - created digitally across a range of systems - being shared and available whenever and wherever needed. I have to keep an eye on security, access only where appropriate and subject to robust audit trails. Good records and records management is key to maintaining public trust in the NHS and in supporting efficient service delivery."

**The Conservator - Linda Ramsay,  
Conservator with the National  
Records of Scotland**

"As one of the conservators working to preserve the collections of the National Records of Scotland my role is to support the efforts of archivist colleagues in opening up the national collections to much greater use. The work includes everything from the setting of policy, selection and testing of materials, and guiding all preservation

practices- environment, storage, surveys, handling, exhibition loans, appropriate use of surrogacy and the provision of conservation and preservation advice. Most important of all, it means working 'hands on' with the collections in terms of interventionist conservation treatments that fully meet professional standards.

How and why things are made in a particular way and the materials used enhance our knowledge. Often there are windows into the past that provide information you cannot read from the text. There are clues and connections - from water marks to the impressions on the reverse of seals - that connect directly with the maker of the document. A recently discovered letter in the national collection gives an account of the last journey by Robert Burns to collect his Customs and Excise salary and of his meeting with friends and colleagues. Examination of the ledger housing the letter reveals that a once-confident signature had deteriorated dramatically. It signalled the real state of his health and pointed to his imminent death. Science and technology offer ever more possibilities to open up and enhance this knowledge. It goes back to that old adage, 'You cannot always judge a book by its cover.'"



Conservators at Thomas Thomson House, National Records of Scotland.

# ARCHIVES AT WORK...

Archives are part of our national memory and contain irreplaceable historic documents. However, they do not belong exclusively to the past, but rather they inform, support and facilitate the development of Scotland's universities, businesses, local government, national institutions and much more. This section showcases some of the archives and collections from across the country and demonstrates the tangible impact on Scottish society.

## **National Collections**

Scotland is a richly diverse nation with a vibrant and ever-changing population. Some archives trace the development of a particular religious group, others honour the military prowess of regiments, one might aim to safeguard the built heritage, and another promotes the symbols at the heart of what it means to be a Scot. Whatever the individual focus, our national collections contribute to a shared history and sense of place that both defines individual character and binds the nation together. The most important of these is, of course, the National Records of Scotland, which is Scotland's premier custodian of archives and records.

## **● National Records of Scotland**

Formed in April 2011 the National Records of Scotland (NRS) merged the National Archives of Scotland and the General Register Office for Scotland. The merger brought together a wide range of skills in acquiring, processing and making available records and information to preserve the past, record the present and inform the future for Scotland.

The skills sets within NRS mean that it is uniquely placed to promote archive practice and development throughout

Scotland. Those skills inform its selection and preservation of the records of central government and its related public bodies, the Scottish courts and the Scottish Parliament as well as the advice given these bodies on managing their records. Scottish Ministers look to NRS expertise for advice on all archives and records matters. The merger that created NRS means that two important repositories of archives and records have been brought together. The office holds the registers of what are life changing events; births, deaths, marriages, civil partnerships, divorces and adoptions. It is not only responsible for running the population census - the snapshot of information on people and households taken every 10 years, then analysed and published - but also for much other statistical data.

The other invaluable asset held by NRS is the vast collection of government, court, private family, estate, business and church papers - some dating back to the twelfth century - supplemented by the National Register of Archives for Scotland reports detailing the rich variety of privately-held collections.

The quantity of archives and records held is astounding - 72 kilometres or roughly the distance between Edinburgh and Glasgow along the M8 motorway. The NRS is committed to making material readily available to users. Since 2009 it has released 12,000 Scottish Government files under Freedom of Information. During the year 2010-2011, over 11,000 individuals visited the NRS premises and through its historical web sites it reached 1.8 million individuals. Technology is being employed increasingly, on-line PCs in classrooms open up experience of archives to a new generation and digitisation has (to take just one example) created 600,000 images from the valuation rolls, which are a rich source of genealogical information.



Declaration of Arbroath (National Records of Scotland).

The NRS has a wide customer base - genealogists, historians, academics, the legal profession, schools and the media - and is committed to ensuring that the raw material for their diverse research, the archives and records, are available to them in convenient formats.

The NRS is proud of what it holds on behalf of the Scottish People. There are many famous documents, but one stands out as truly iconic - the Declaration of Arbroath. Made in 1320, this appeal to the Pope invoked the Celtic tradition of sovereignty vested in the people rather than a monarch (even one as loyally followed as Robert the Bruce) and made clear that subjection to England would be fiercely resisted:

**"It is in truth not for glory, nor riches, nor honours that we are fighting, but for freedom alone, which no honest man gives up but with life itself."**  
(Declaration of Arbroath, 1320)

### ● A symbol of National Identity

The Scottish Register of Tartans Act protects, promotes and preserves tartan as one of Scotland's most iconic and valuable assets. The on-line Register - maintained by the NRS - promotes across the world tartan as a symbol of kinship and provides a focal point for information and genealogical research, including registration of new tartan designs.

Anyone can register a new tartan, providing it meets the criteria in the Act, both the design and its proposed name must be unique to the Register.



Entrance to the University of Aberdeen's Special Collections Centre.

## ARCHIVES AT WORK...

### The University Archive

Scotland's educational institutions are internationally renowned. They are respected historic seats of learning whilst simultaneously performing at the cutting edge of developmental research. Founded in the fifteenth century, St Andrews is Scotland's first university and the third oldest in the English-speaking world. Since its earliest days, the University Library has been collecting manuscripts and books to support teaching and world-renowned research. Its Special Collections Department is a vital and important centre for historical studies, with resources ranging from thirteenth century manuscripts to an internationally significant photographic collection.

Our universities are custodians of a number of internationally significant archival collections. For example, Glasgow University Archive Services manages the Scottish Business Archive. This internationally important collection of business records reflects the contribution and breadth of activity that Scotland's business, industry and enterprise has made, and continues to make, to the world economy. With over 400 collections dating from the eighteenth century, the Archive covers almost every commercial and industrial activity pursued in Scotland in the last 200 years.

*"It's sad but often true that we often don't fully appreciate the gem that's before our eyes! Sometimes that's down to taking our assets for granted - sometimes it's just about not realising how good something really is. I know the latter is often the case for our Archives - but I can confirm that with our Archive Services and our collections we do indeed have something special - another jewel in Glasgow's crown."*

**Principal Anton Muscatelli on the opening of GUAS new research facilities, 14 June 2010**

### ● The Ancient Institution in the 21st Century

The University of Aberdeen is about to enter a new phase of its 500-year-old history, and the archival collections are centre stage, highlighting their national and global significance.

The University of Aberdeen's new Library and Special Collections Centre will be one of the most iconic and architecturally innovative buildings in the UK. This learning and research environment - open to both the academic community and the wider public - will ensure that the University continues to play a vital role in the social, cultural, economic and intellectual life of Aberdeen and the North East of Scotland. Furthermore, it will safeguard and display the University's key cultural asset of internationally significant collections of historic books and manuscripts.

*"For me, visiting an archive is like a scientist investigating his petri dish. The work of art, precious manuscript, or compendious pile of documents is placed before you, and you never know what is going to emerge from this encounter with primary evidence. This is where the breakthrough takes place, not by poring over other scholars' work but at the eureka moment when the new-found proof clinches an argument. For teaching, it's the moment of initiation when students are introduced for the first time to the actual touch of the past. With their fingers, they are stroking the exact molecules of paper or parchment once held by an ancient monk or clerk. That privilege is enough to fire the love of history for the rest of their lives."*

**Professor Jane Geddes,  
Director of Undergraduate  
Programme, University of Aberdeen**



Photograph of John Lennon  
(University of Dundee Archives).

### ● The Michael Peto Collection, University of Dundee

The University of Dundee holds the Michael Peto Photographic Collection, some 130,000 (mainly black and white) negatives and prints. Michael Peto, a Hungarian Jew, came to Britain at the outset of the Second World War, and in the early post-war years developed photography as a career.

The collection contains a rich variety of images from the world of politics, literature, music, ballet, film and theatre, as well as capturing evocative and dignified images of ordinary people going about their daily business. Notable figures include Nelson Mandela, Nikita Khrushchev, Indira Gandhi, Rudolf Nureyev, Margot Fonteyn, Ian McKellen, Richard Burton, Peter O'Toole, The Beatles, Louis Armstrong, Samuel Beckett, C.S. Lewis and Iris Murdoch. Amongst the portraits of the less famous are miners, shipbuilders, market vendors and street 'urchins'. The collection also reflects Peto's extensive travels throughout Europe, the Middle and Far East and India, which included three tours with the Save the Children Fund.

Peto's major interest lay in the study of the human form in its natural surroundings. In this he was encouraged by the artist, Josef Herman, a close friend and great influence. Visiting the National Galleries in London he saw 'the basic serenity of the human form', which is reflected in almost all his images. There is no doubt that Peto was one of the supreme masters of this aspect of photographic art.

### ● Glasgow School of Art

Founded in 1845, the Glasgow School of Art is inextricably linked to Charles Rennie Mackintosh. As architect, designer, artist and alumnus, Mackintosh heralded the birth of a new style in 20th century European architecture with his designs in 1896 for the innovative art school building, which was completed in 1909. Peter Howson, Alasdair Gray and many Turner Prize nominees and winners are amongst its alumni. The archives hold detailed documentation of the School's rich history, including minute books, correspondence, and reports dating from the late 19th century. They are also rich in visual sources, such as photographs, posters, architectural drawings and textiles.

The archives represent the School's past while supporting the core teaching, learning and research activities of the present. Induction sessions introduce students to primary sources, research techniques and issues related to access and handling. The archives have stimulated a number of creative student projects, for example, current promotional materials provided a practical photography project for students, while an exhibition involving the Textiles Department showcased new archive-inspired designs.



Design for a War Memorial by Charles Rennie Mackintosh  
(University of Strathclyde Archives).

A WAR MEMORIAL IN A PUBLIC PLACE

CHARLES RENNIE MACKINTOSH  
FRIBA ARCHITECT

## ARCHIVES AT WORK...

### The Local Authority Archive

Scotland's local authority archives network serves diverse communities across the nation. They are responsible for the rich archives generated by individual councils together with private collections from individuals, families, and organisations, all of which allow the community to understand the history, society, culture and people of their local areas. These archives contribute to a shared history and sense of place and reinforce community identity. Our local authority archives include collections of national and international importance in Edinburgh and Glasgow (our capital and largest city respectively). Aberdeen City holds the finest and most complete collection of medieval and early modern burgh records in Scotland, including minutes dating from 1398. The following illustrates the impressive commitment to archives among smaller and more remote services and how they celebrate and promote their community history and identity.

#### ● The Heritage Hub, Hawick

The Heritage Hub Archive and Local History Centre is the state-of-the-art facility of the Scottish Borders Council Archive that includes a Local and Family History Centre.



The Heritage Hub, Hawick.

With an archive collection spanning the four Border counties, the Heritage Hub provides public access to records it holds, from school log books and poor relief records to personal diaries, letters, estate, agricultural and business records.

Public access, outreach and education are key priorities. In addition to creating information sheets that aid researchers and range in subject from tracing military ancestors to charting the history of your house, the Borders team has developed community and educational resources and packs to aid teaching in schools. The hub has also contributed to local education through projects that engaged schools with archive material. One project connected archive material with archaeology, which resulted in the school participating in a site survey and then an animation production telling the story from the archive material. Other projects have used new technology to deliver easier ways to connect with the archives.

The collections held at the hub have been used by local communities as evidence for ownership of buildings, assisted with legal enquiries, provided media stories and supported businesses both through knowledge of their background and use of the archive to promote their business.

***“By exploring the rich diversity of material presented by archival collections, all manner of topics can be addressed thereby enabling new audiences to engage with history and culture in exciting and innovative ways.”***

**Rachel Hosker, Scottish Borders Archivist**

***“Thank you for your help with family tree, never knew I could do anything like this. At 60! Smashing.”***

#### ● The Highland Archive Service

The Highland Council serves a diverse area the size of Wales and with many remote communities and delivers its Archive service from a central Highland Archive Centre in Inverness, and Area Archive Centres in centres of population remote from Inverness (at Wick, Fort William and Portree).

The Highland Archive Centre - a purpose-built facility opened in 2009 with Heritage Lottery Fund support - has the standard



repository and search room, as well as a dedicated record store for modern records. The Centre includes a conservation studio serving all the Highland Archives repositories.

The Centre at Inverness is enormously enhanced by co-location of the Registration Service for Inverness with the Archive Service to create a dedicated Family History Centre. This 'one-stop' facility is jointly operated by Archive Service staff specialising in genealogy and clan history, Registration staff and Highland Family History Society volunteers.

In its first year the Inverness facility saw a 50 per cent increase in public use, proving it is the place for research into Highland history with the added attraction of extensive conference and meeting facilities. It attracts organisations such as the Highland Family History Society, the University of the Highlands & Islands and the WEA as well as being a regular venue for visits by numerous clan societies during their Highland summer gatherings.

Secure and environmentally-controlled repositories at the Highland Archive Centre facilitated the National Records of Scotland in returning important classes of archives - such as Presbytery and Kirk Session records - to the Highlands, where they can be more conveniently accessed by local people.

The three Area Archive Centres in the Highlands of Scotland respond specifically to the community identity and unique cultural heritage of their respective areas and communities. Each holds collections of original documents relating to the local area, and local and family history groups are encouraged to visit. With each centre overseen by a qualified archivist, researchers have access to expertise, including skills in interpreting the collections.

### ● **Tasglann nan Eilean Siar (Hebridean Archives)**

The Gaelic-speaking stronghold of Scotland, the Western Isles, has a population of around 27,000 spread over six main island groups - Lewis, Harris, North Uist, Benbecula, South Uist and Barra - and smaller islands. Each of island community has a rich history and identity owned and championed in the locality. Over the past 35 years, a network of over 20 local volunteer-lead Comainn Eachdraidh (Gaelic for historical societies) have worked hard capturing and recording a history that manifests itself in strong oral tradition, the Gaelic language, stories, poetry, genealogy as well as through traditional artefacts and archives.

Tasglann nan Eilean Siar is Scotland's newest local government archive service. In addition to mapping these local resources, the service offers practical advice and support on their preservation and care. It is building an archive brand for the Islands, so that these collections are seen as part of a larger network of resources worthy of further investigation.

The collections are a vital part of its identity and collective memory, and essential in attracting tourists to their areas, including the international Hebridean Diaspora and researchers.

***"Tha clàran na Comainn Eachdraidh defamach airson cultar agus Eachdraidh sonraichte na coimhearsnachan dlùth seo a thuigsinn."***

***Translation: "These archives held by the Comainn Eachdraidh are key to understanding the unique culture and history of these tight-knit communities."***

**David Powell,  
Tasglann nan Eilean Siar Archivist**

## ARCHIVES AT WORK...

### The Business Archive

As Scotland's businesses and industries have been crucial in shaping its economic and social development, business archives naturally have a wider value to society. Every business is unique, with its own story of achievement, organisational culture, reputation, products and people. Business archive collections provide evidence of business activity and of the relationship with staff and the communities where they are based or traded. Business archives are a crucial business tool, contributing to current economic activity as well as highlighting their social impact on local communities and internationally.

#### ● Company Heritage (Lloyds Banking Group)

Edinburgh's Museum on the Mound, located in Bank of Scotland's historic head office, is the public face of the heritage of Lloyds Banking Group. The company's extensive archive includes records of several well-known Scottish financial brands, such as Scottish Widows and Bank of Scotland.



Exhibition at the Museum on the Mound  
(Lloyds Banking Group Archives).

For the Bank, the archive is a hugely rich resource regularly employed in support of the business. One recent project was the development of an interactive timeline charting the history of the Lloyds Group from 1695 to the present. Using images and TV adverts from the archive, the timeline promotes a sense of corporate identity in a fun and engaging way. It has been very well received: "I LOVE this timeline. Didn't appreciate what a fascinating history we have."

The Bank also seeks to make its historical collections available to the wider community, including schools. At the Museum on the Mound, the Bank's heritage has been used to develop hands-on workshops for school children. These have proved very popular. One pupil commented: "It was fantastic. We learnt lots about the history of money. We got to make money, feel money, smell money and see money."

***"Our history gives us a distinct identity in today's competitive market. We are proud to be the custodians of such a significant archive, not only for the benefit of the business, but also for the wider community."***

**Susan Rice,  
MD of Lloyds Banking Group Scotland**

#### ● The Ballast Trust

Business collections are essential in understanding Scotland's industrial and economic past and their technical records provide important contextual information. Since 1988 the Ballast Trust has worked in partnership with businesses and archive services to preserve records of business and industry in Scotland by providing a rescue, sorting and cataloguing service for technical records.

Technical records are the plans, drawings and photographs found in manufacturing, engineering, architectural, design and construction businesses. They are a key source of evidence of the creation and development of products, and complement and enhance administrative records to give a full understanding of business operations.

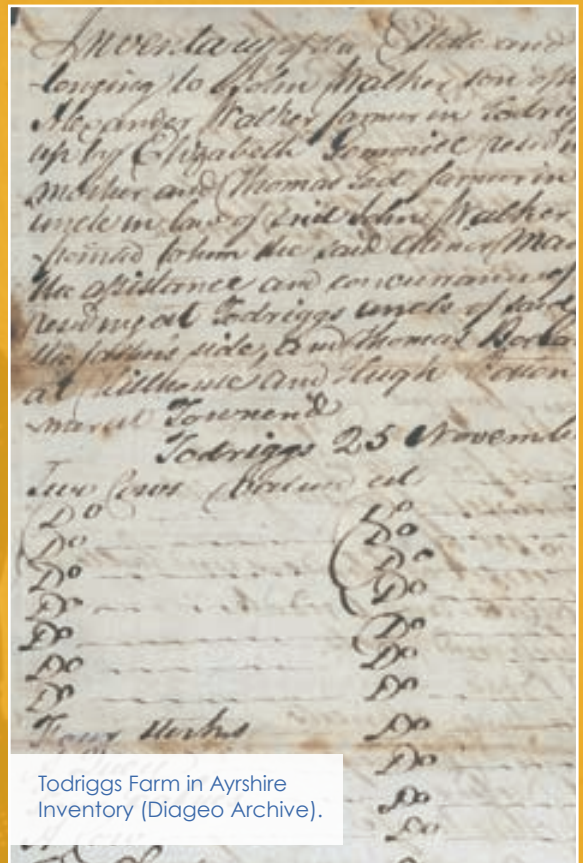
***"...much that has been saved [by the Ballast Trust] might have been lost or at best neglected for many years."***

**George P. MacKenzie, Registrar General and Keeper of the Records of Scotland**





Tom Browne's Drawing of 'The Striding Man' (Diageo Archive).



Todriggs Farm in Ayrshire Inventory (Diageo Archive).

#### Marketing (Diageo)

In October 2008 Diageo launched Johnnie Walker Blue Label King George V in Madrid. The use of archive material was a key part of the launch. Materials included the 1819 inventory of the original farm, Todriggs, where Johnnie Walker hailed from, Tom Browne's famous drawing of 'The Striding Man' and some early adverts from 1908 and 1909.

***"The impact of having the archive materials [...] to support the launch was huge because we had the chance to present original documents. It was a very important hook for the media and it gives even more credibility than any other message we could transmit." She added: "The sense of history and the storytelling that came from utilising the archive out in the market enables Johnnie Walker to move away from being just a blend and makes it a brand, and especially, a luxury brand with real values, credentials and authenticity."***

Sarah Castillo, Diageo Spain

# ARCHIVES INSPIRE...

## Creativity

Archives tell stories and provide unusual and inspiring images. They fire the imagination and creativity of writers, designers, architects and the media. They support the creative economy by providing a source of inspiration, in the production of textiles, wallpapers and other furnishing. Every year many Scots experience the richness of the films from the Scottish Screen Archives and from the many photographs in archives across Scotland, in presentations and educational work and through the incorporation of film footage and archival images into television programmes. These collections provide knowledge and entertainment and touch people's lives in cinemas, classrooms, community centres, on television and on the internet.

## ● The Writer

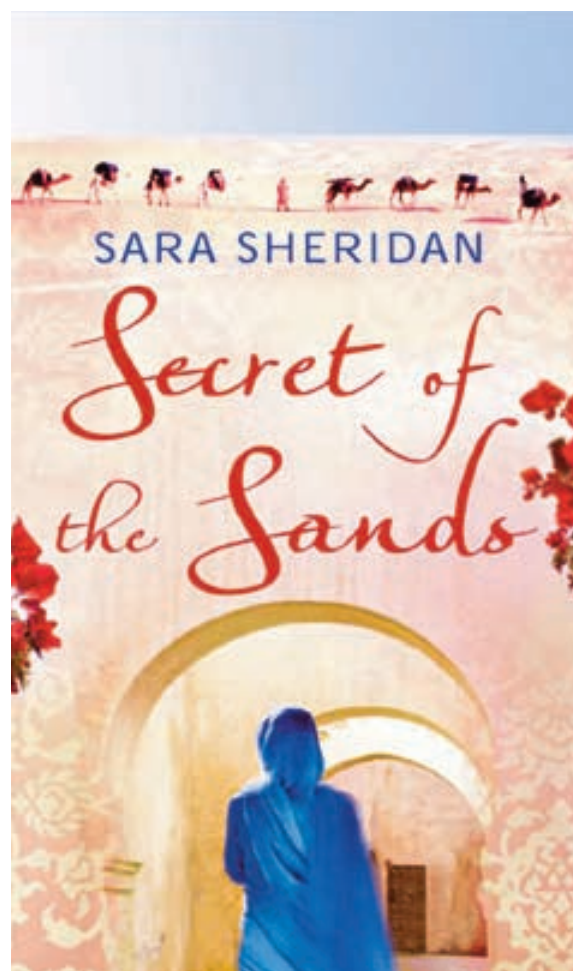
Scottish author Sara Sheridan is an award winning historical novelist. Her latest book, *Secret of the Sands*, is based on three letters she found in the John Murray Archive in Edinburgh.

Archive material is vital to the writer of historical fiction. Stories are built organically and material from diverse original sources can be pieced together to create a vivid representation of the period. Archives take into account the complexity of many bigger trends or movements - individual stories, slices of people's real lives. Unlike contemporary fiction, the world these stories inhabit is an unfamiliar one and small details are a vital part of allowing a reader to make an imaginative connection with historical figures - to gape, to marvel, to be horrified and to admire.

Without archives many stories of real people who weren't titled, rich or famous, would be lost and along with those stories, vital clues that allow us to reflect and interpret our lives today.

***"Our archives are treasure troves - a testament to many lives lived and the complexity of the way we move forward. They contain clues to the real concerns of day-to-day life that bring that past alive - like an echo from history."***

**Sara Sheridan, Scottish Author**





Broken slates screenprinted with hand-written poetry.

**○ The Artist**

The many and varied collections and archives at the National Library of Scotland offer a wealth of material for anyone researching the lives, work and literature of Scots. When visual artist Catriona Taylor started a two-month residency at the Library she was spoilt for choice.

Her theme, 'sense of place', allowed her to focus on material imbued with a haunting sense of how various places in time had affected the lives of Scots both at home and overseas. Her exploration among the library's archives took her to eighteenth century Edinburgh, the Highlands after the clearances and to the Scots who emigrated to America and Australia.

The result was 'Words out of Place', an evocative exhibition held in Edinburgh. Catriona produced original artworks in response to the material such as a six-foot boat covered with copies of letters written by Scots emigrants, slates inscribed with

words from Hallaig (copied from the poet's own handwriting) and the recreation of a ruined croft from a cleared Highland village.

***"It was very inspiring to see all this fantastic material up close. It sparked a plethora of ideas for an exhibition."***

**Catriona Taylor, Artist**



## ARCHIVES INSPIRE...

### Exploration

The astonishing variety and richness of our archives means that they are a superb resource for discovery across a wide range of cultural and educational activities. For instance the desire to explore personal identity draws people to archives - not least to those of faith communities - as they wish to know who they are and where they come from. This passion to locate ourselves in terms of time, place and community drives the ever increasing interest in family and local history. This has been fuelled by the availability of digital sources, notably ScotlandsPeople and family history television programmes such as Who Do You Think You Are? Scotland's archives are also a major resource for academic research across a wide-range of subjects, including history, geography, philosophy, the natural and built environment, and science.

### Family History

At the heart of all family history and local history research lie our vast and richly informative vital records - births, marriage, death and census - together with a wide range of other sources which help Scots and the Scottish diaspora to identify with,

and make connections to, long-gone ancestors. Wills and testaments, valuation rolls, exchequer, kirk sessions, poor law, school, and university admissions are among the many records found in the NRS, local authority, university and private archives which enable genealogists to find out so much more about their ancestors and how they lived their lives.

From its inception in 1986 membership of the Scottish Association of Family History Societies has grown to include all the established family history societies in Scotland. Amongst its membership are several national and regional bodies from around the world. It represents some 37,000 individual family historians in the UK and almost as many overseas.

***“Without our nation's archivists and records managers, family history research would be drastically more difficult. They support researchers and genealogists, encouraging them to venture into the world of archives, enabling them to experience the wealth of knowledge and expertise, not to mention the warm welcome, they will receive when they visit a local or national archive centre.”***

**Bruce Bishop, Chairman, The Scottish Association of Family History Societies**

The searchroom at Falkirk Council Archives.







Students at the University of Glasgow Archives.

### ● The Student

Scottish history student Kirsteen Mulhern always enjoyed research using original records, finding them a rich source of primary material. But it wasn't until her PhD research about the George Douglas Campbell, 8th Duke of Argyll that, she became truly engrossed in archives and realised the powerful potential of original documents to inform her thesis.

Archives not only underpinned Kirsteen's thesis, they also inspired her to undertake further postgraduate study at the University of Glasgow where she recently qualified as a professional archivist.

***“As a student, you realise that having access to these documents opens up a wealth of voices and possibilities that you could never have imagined through reading a biography. [...] Although our knowledge and values will change in the future, as we are driven forward by new technologies and enterprises, the way in which we develop our ideas and learning will never change, and I hope that the students of the future can always call upon original records to bring that process to life.”***

**Dr Kirsteen Mulhern**

## ● Scientific Discovery

In the Royal Botanic Garden in Edinburgh, Scotland boasts the second richest collection of plant species in the world. A major tourist attraction, it provides inspiration and relaxation to visitors from all over the world.

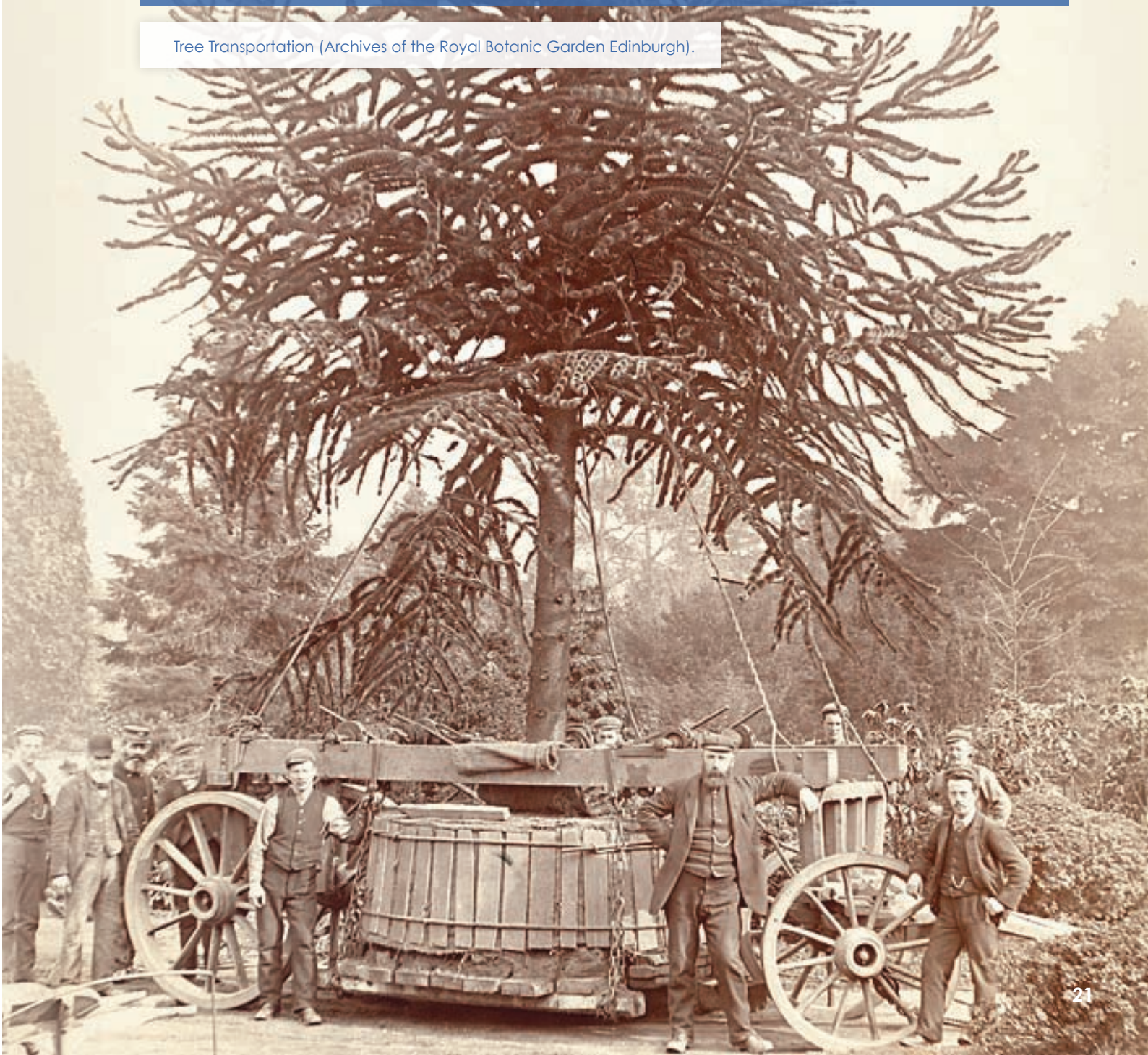
The Botanic Gardens are also a renowned scientific institution, dedicated to discovering and researching plants and their evolution, conservation and biology. This research is supported by the Gardens' internationally important collections and a specialist library housing a wealth of archive material of local, national and international importance, not only to botanists and

plant lovers, but also to genealogists, cultural historians and environmentalists. Its 300-year-old collections have been used to trace the origins of plants, to discover more about ancestors (be they intrepid travellers or garden labourers) to inspire artists and to track changes in the natural environmental landscape.

***“Of course, as in any other job, there are challenges but it is still a wonderful job in a thought-provoking environment, and every day there is a new challenge, or a previously unknown or forgotten piece of information, or a fascinating story to look forward to.”***

**Leonie Paterson, Archives Librarian**

Tree Transportation (Archives of the Royal Botanic Garden Edinburgh).



## ◉ Religious Identity

The Scottish Jewish Archives Centre was established in 1987 and is based in the Garnethill Synagogue (Scotland's oldest, opened in 1879). The centre collects, preserves, catalogues and documents material about the Jewish experience in Scotland and encourages the study of Jews in Scotland.

The archives tell the stories of the religious, social, economic, political, and cultural life of the Jewish community in Scotland. It includes records of congregations, charity organisations, youth groups, friendly societies and businesses. There are also collections of personal papers, immigration documents, Holocaust material, family histories, newspapers, photographs, theatre programmes and cemetery lists. There is also a growing collection of oral histories, testimonies and film materials.

The centre contains a museum exhibiting the highlights of 200 years of the Jewish experience in Scotland. It is a unique educational and cultural resource for the Scottish Jewish community and indeed the nation at large.

Prolific and ground-breaking Glasgow artist and sculptor Hannah Frank died in 2008 aged 100. The daughter of Jewish immigrants to Scotland, her work illustrated the brochures and posters of Jewish community groups. Hannah

bequeathed to the Centre diaries, correspondence and other personal papers. The Hannah Frank and Lionel Levy Collection will be an important resource for researchers in the future.



Scottish Jewish Archives Centre.

Jewish Soldiers Outside the South Portland Street Synagogue, Gorbals (Scottish Jewish Archives Centre).







Scottish Archives for Schools Workshop (National Records of Scotland).

## ARCHIVES INSPIRE...

### Education and Learning

Archives play a crucial role in formal education - from primary school to post-graduate studies - but also in learning in a much broader sense by engaging people at every stage of life. Archive services provide a stimulating environment for individual, family and lifelong learning in terms of family or local history or other personal research. Some services have harnessed the diverse resources within their collections so they can respond to the schools' curriculum requirements in innovative and exciting ways. Better links and close co-operation between education services and archives maximises learning opportunities and unlocks the rich potential for both education and archives.

#### ● The Pupil

The Scottish Archives for Schools programme, organised by the National Records of Scotland, provides opportunities for pupils and teachers to connect with Scotland's history, heritage and culture. The programme is delivered through on-line resources, workshops and web conferencing using Glow, the Scottish schools intranet that supports the Curriculum for Excellence and National Qualifications

Pupils use archives from the 12th to the 21st centuries to investigate curriculum topics, such as identity, rights and responsibilities, conflict, and cooperation. Pupils can explore the symbols used to represent Scotland now and in the past, research sixteenth century witchcraft trials, learn



Materials Used by the Scottish Archives for Schools Programme (National Records of Scotland).

how to read and interpret census records, trace a family's experience of emigration, and investigate the impact of the Second World War on lighthouse keepers and their families. The range of activities demonstrates the power of archives to challenge pupils and inspire active learning and skills development across the curriculum.

***"I really liked using the old documents and being an archive researcher ... I wish the day was longer"***

**Pupil feedback from Scottish Archives for Schools workshop**



Volunteers documenting the lifestory of Canadian war-bride, Mrs Boon, (Glasgow Women's Library).

## ARCHIVES INSPIRE...

### Participation

Encouraging community participation and ensuring that our archival collections are culturally inclusive are key to promoting a strong sense of identity and place. Dundee and Perth & Kinross Council archives have formal friends' groups, while many other services encourage people to contribute through volunteering opportunities. Such participation contributes to a sense of community well-being and cohesion and supports access to community heritage, culture and identity. Archive services collect records of other organisations to document particular aspects of Scottish society and culture. Collections policies can target under-represented groups and thus ensure that Scotland's archives tell diverse stories about our society.

### ● The Volunteer

Glasgow Women's Library (GWL) holds unique, ephemeral material such as posters, flyers and newsletters related to Women's Movements and history that cannot be found anywhere else in Scotland. Its collections include the Lesbian Archive consisting of material relating to lesbian

lives from across the UK. The Library was founded and run by volunteers for many years, creating an inclusive, welcoming environment and a sound ethos based on equality and diversity.

Volunteers remain valuable to the organisation. They are now trained to mentor other volunteers, learn about research and cataloguing and develop new skills such as oral history. The Library is well respected for attracting and engaging to its learning programmes those most remote from accessing both formal education and cultural-heritage sites. Many women volunteering for GWL have been attracted to it because of its 'special ingredient', an interest in getting to know others and a desire to know more about different women from the past.

***"The strength of archives is in the unexpected, and the thrill of discovery."***

**Hannah Little, Archivist**

***"I will always carry on reading now. That is one of my dreams which has come true thanks to the Glasgow Women's Library, [...] brilliant, inspirational and uplifting."***

**Visitor comment**



Detail of research into women's history, (Glasgow Women's Library).

## ARCHIVES INSPIRE...

### Trust

Trust is essential to democracy. As a society we assume that when needed we can access the archives and records which provide evidence of how government actions impact on us as individuals and contribute to our protection and community well-being. More than anything else, we need to ensure that archives and records can inspire the trust of the people, communities and the individual citizen.

### ● The Shaw Report

Scotland has come face-to-face with the disturbing human cost of failings in record-keeping as highlighted in Tom Shaw's *Historical Abuse Systemic Review: Residential Schools and Children's Homes in Scotland 1950 and 1995* (2007). The Shaw Report identified thousands of records about children's residential services as having been created but then often destroyed owing to inadequate law and records management. Thus many former residents, unable to access their own vital records, were denied knowledge of their formative years as children. In a spirit of 'never again', the Scottish Parliament passed the first public records legislation for more than 70 years, the Public Records (Scotland) Act, 2011. This will ensure that public authorities manage their records appropriately, thus inspiring trust from individual citizens.

***"It should be a priority where any child or young person has had their life taken out of their hands, to hold on to records they're likely to want to see later on."***

#### Young woman survivor

***"Records are vital to ensuring '...that past experiences and lessons are not lost'. It was within the spirit of learning lessons that this report was written. From the knowledge we have gained, we would like to encourage all those individuals who found it difficult to place importance on records to learn more about records - to see beyond records as administrative inconveniences to how records connect to the humanity of children living away from home and in state care. Records have significance beyond the immediate, they have importance in perpetuity."***

Tom Shaw

### ● The Social Worker

Paul Woolich is a Social Work Manager and Sandra Scott is Records Manager with the Children and Families department at Edinburgh City Council. Here they share their views about the vital importance of recordkeeping and how its future might shape up.

"Social workers have always had a good understanding of records and the importance of recording information well, as it's at the very heart of what we do," said Sandra. Applying legislation to retention schedules and pursuing best practice will help ensure that no records are lost or jeopardised and encourage a better understanding of record keeping amongst social care professionals.

Paul talked about the move from paper to new technology. With respect to records like text messages and emails most local authorities do not presently have funding to implement an EDRMS (Electronic Document and Records Management System). "At present, the department is moving towards an electronic system," said Paul, "where client data are captured digitally. This will help maintain accurate and consistent records, and tackle one of the perceived problems in social work. The new electronic system will make data capture more efficient. It also paves the way for inter-agency sharing. In future schools, the police and social work and health agencies could share information and prevent tragedies where professionals have not been able to consult with each other or access the range of information."

There is the potential for new technologies to create 'the Child's Record', a multimedia archive for each child. "Most children have their own 'archives', created for them with family photo albums, home videos and memories passed down to them by their families. A child in care has none of this. Technological advances may allow us to create 'archives' for each child, to add colour and texture to their childhood, something which is so desperately needed."

***"The recommendations from the Shaw Report show how important record keeping is, and what can be deprived from future generations when records are lost, not made available, or simply not kept. We now see how vital records are to those who have suffered childhood abuse; to help them rebuild a sense of identity, and come to terms with what they have been through."***

George P. MacKenzie, Registrar General and Keeper of the Records of Scotland

# ISSUES FOR THE FUTURE

## Investment

Scotland has what may be termed an archives and records management infrastructure. It is the sum of all information assets for which the sector is directly responsible or for which it provides support. It also includes all the non-records physical assets: the buildings that house archives and records or allow services to make information available to the public and to other users. It is the range of equipment - from heavy-duty shelving to precision microscopes - that are the behind-the-scenes necessities for a service that is both traditional and at the leading in the harnessing of technology. And, of course, there is another key asset, the expertise and practical experience of those who have chosen a career in the managing of archives and records.

If they are to mean anything, fine words must be accompanied by something that carries with it a commitment and a price tag - action. Archives and records management has a marked ability to juggle competing priorities while still providing an impressive service. Nonetheless, it cannot achieve the impossible. Investment is essential.

The Scottish Council on Archives is now benefitting from the provision of a relatively small amount of government funding. Financial stability creates a new atmosphere and unleashes a flood of ideas. The accent is on the positive rather than just surviving. There are potential funders outside government who could make an immense difference to individual archives and records management services by providing modest sums guaranteed for even a few years.

But there can be no escaping the big question: 'Do we want to see archives and records management services deliver their full potential for learning at all levels, supporting the day-to-day business and policy needs of government, and meeting the needs (usually behind the scenes) of vulnerable people?' The remit of archives and records is as broad and as deep as the society in which we live. That should be a key factor in making funding decisions, but it can only be so if archivists and records managers make a comprehensive and robust case. The decision-makers cannot be criticised if they are not fully briefed by the sector. The case is there. Pick it up. Make it.

## Training

Training can be formal (short or extended education courses) or informal (passing on information to workplace colleagues). There is no right answer; no preference for one over the other. On a case-by-case basis it is about identifying two related requirements: the priority needs of the organisation, which can change over time; and the development needs of the individual so that they can make the maximum contribution to the organisation and its services.

There is an immense amount of expertise and experience across the full range of archives and records management services in Scotland. That expertise and experience can be fully exploited for the good of the sector as a whole only if shared with others. The alternative is to leave colleagues to waste valuable resources and time as they unwittingly 're-invent the wheel'. Bodies such as the Scottish Council on Archives are playing an important role in ensuring that



knowledge is readily available to those who need it when they need it.

Sharing is not restricted to the sector, but goes far beyond it. Archivists and records managers turn readily to experts in other fields - for example, in the whole area of learning - to access their knowledge and thereby bring together two or more disciplines. Of course, the exchange works the other way when archivists and records managers explain the principles of their work and the benefits it can bring to many different areas of endeavour.

### **More outreach**

'What is the meaning of archives?' Answering it in full could create a whole shelf of learned theses, if not a substantial part of a library. But we can come up with one part of the answer immediately simply because it is at the core of how we must regard archives - outreach. If archives are indeed the documented national memory, and if they cover all aspects of life, then every citizen has a democratic right to access them.

Such access is not a theoretical concession but a reality that must be increasingly extended. How often do archivists hear, 'I wish I had known about this place before' or 'I never knew you had so much'? While such words are appreciative of the service given, they also indicate that the archives and records management sector needs to 'get the message out'. Much more often than not, the reality is that potential users will remain precisely that, unless some personal or family need for information nudges them towards visiting an archives office. To break down the barriers of perception (or rather misconception) archivists are increasingly focusing on outreach, on bringing to potential users in their own environment the message that archives are interesting and sometimes even exciting and that they are there for everyone. So the necessarily precisely-defined terminology of archives and records management gives way to explaining in terms readily understood by all the value of the information assets available. Such outreach is immensely rewarding. It sits at the very heart of archives and the future.



Collection of Documents  
(University of Stirling Archives).

## Promotion and audience development

The Scottish Council on Archives and other bodies seek to promote the use of archives and of records management, but producing results - sustainable long-term results - require experiment, testing, measurement, consultation and planning. It is no longer good enough to have a well-intentioned foray into outreach that produces no discernible increased interest in terms of users.

So what are promotion and audience development about? They are about understanding the message you wish to deliver and doing so with precision and in terms that can be understood by different audiences. They are about relating archives - or rather different aspects of them - to the interests and needs of the particular audience being addressed. They are about consulting, listening and adapting. They are quite simply about removing barriers - physical, terminological (why the big words?) and perceived.

Often the word 'marketing' conjures up images of competing widget advertisements and endless promotional offers. However, it is also about identifying potential audiences and explaining in their language the value of archives and the associated services. It means researching what are those audiences and mapping their interests to existing services, all with a view to adapting them to their needs. Above all, it is about consulting and listening.

The aims of audience development are to expand the numbers of users, to secure greater diversity of users and to deliver what those users want. It means that new users are encouraged to visit the archives either in person or online, and that they feel sufficiently at ease to want to do it again. That sense of ease and of relevance for users is the guarantee that archives will thrive in the twenty first century.

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Vicki Kerr



## **The Scottish Council on Archives**

**General Register House  
2 Princes Street  
Edinburgh, EH1 3YY**

**Email: [info@scoarch.org.uk](mailto:info@scoarch.org.uk)**

**Web: [www.scoarch.org.uk](http://www.scoarch.org.uk)**