

BR ADSHEET

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SCOTTISH COUNCIL ON ARCHIVES

WELCOME TO THE ISSUE (number 17)

August promises lazy afternoons in the park, picnics on the beach, countless British Olympic golds and, of course, Issue 17 of *Broadsheet*. One out of four isn't too bad and hopefully our array of interviews, articles and images will help distract from any potential sporting disappointments. Over the next few pages you can escape to exotic South America, sample the finest Scottish whisky, help celebrate the birth of a Marquis or lose yourself in a Booker Prize-winning novel.

August 2012 also marks two years since the publication of a National Strategy for Business Archives in Scotland. Scotland's proud industrial past, along with a modern-day reputation for business innovation, is reflected in our many rich and diverse collections of business records and included in this issue are a number of examples. There are, of course, countless others and the Scottish Council on Archives would urge you to discover more about the work of the Business Archives Council of Scotland by visiting <http://www.scoarch.org.uk/projects/businessarchives>. We are also delighted to be involved in the 'Meet the Archivists' event on 9 November; a workshop designed to highlight the wonderful research potential of business archives. Early registration is recommended – see <http://meetthe Archivists.eventbrite.com/> for further information.

As ever, we hope you enjoy this edition of *Broadsheet*. And you never know, if August does go to plan Issue 17 could even be a little light reading to enjoy on the sandy shores of Portobello or Lossiemouth...

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The Editorial Team



THE BALLAST TRUST

Man on Hopper 7



Dan McDonald (pictured left, aboard the Glenshira) was born in the parish of Kingston on the South bank of the Clyde in 1899. At that time, Kingston was a thriving community of working class Highland and Lowland country Scots, who had migrated to Glasgow in search of respectable employment. There was also a substantial number of captains and chief engineers who preferred to live close to the quayside where their ships berthed.

McDonald spent his youth around the dockside, where he was able to question and yarn with those who served on the ships, and with his first (second-hand) camera, he began to record a key period in the history of the river Clyde.

His collection of books, articles, correspondence and thousands of negatives form an important legacy for future generations. From the earliest exposures illustrating an active, bustling major centre of industrial activity, to later scenes of apparent inactivity, these images span a period of forty years from 1920 to 1980.

(Abridged text from the introduction to the catalogue for the Dan McDonald collection of photographic negatives, by William Lind)

The nearly nine thousand negatives of the Dan McDonald collection have been listed and are housed by the Ballast Trust, a charitable foundation that provides a rescue, sorting and cataloguing service for business archives with an emphasis on technical records such as shipbuilding, railway and engineering plans, drawings and photographs. For more information please visit

<http://www.ballasttrust.org.uk>

THE LEARNING CURVE:

Experiences of a First-time Project Archivist

Louise Williams writes about her experiences as a first-time project archivist faced with the intimidating task of getting to grips with a mixed collection that includes paper material, lantern slides, photographs, cine-film, video and audio magnetic tape, that dates from 1870 right up to 2012 and involves languages such as Quechua and Tereno (yes, we had to look that last one up too...)

At the end of May 2012, the catalogue for the archives of The Evangelical Union of South America and Latin Link was made freely available online through the Archives Hub database after a four month funded project. As Project Archivist, the availability of the catalogue marks the end of four months of hard work in listing, appraisal, arrangement, cataloguing and re-housing – and has been particularly memorable for me since it was my first experience of both cataloguing mission records and working as a lone archivist after graduating from the University of Glasgow’s MSc in Information Management and Preservation in 2011.

The collection deposited by Latin Link is a fascinating one, and even has some Scottish roots. After it was decided that papers on Protestant mission activity in Latin America should be almost entirely excluded from the Edinburgh 1910 World Missionary Conference, a group of individuals joined together the work of existing organisations to form the interdenominational Evangelical Union of South America (EUSA) in 1911. EUSA worked mostly in Peru, Brazil and Argentina in medical mission work, building educational institutions, church planting and in enterprises such as mission farms and Christian publishing. In 1990, EUSA merged its work with that of Regions Beyond Missionary Union in South America to form Latin Link.

The nature of the collection is as varied as the organisation that generated it – as well as the correspondence, minute books and reports that would be expected in a corporate archive, the Evangelical Union of South America collected

images of their work as photographs, lantern slides and 35mm slides, created

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The nature of the collection is as varied as the organisation that generated it...

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recordings on reel to reel tape and audio cassettes, and used moving images on video tape and on various gauges of cine-film. Protestant missions in Latin America is an area that has been largely neglected by scholarly research, and the availability of early periodicals containing unique images and accounts of indigenous peoples and landscapes, first-hand reports by missionaries from the first half of the twentieth century, and pamphlets in English, Spanish, Portuguese, Quechua and Tereno promises to generate interest from both research scholars and genealogical historians.

Managing a collection from its initial listing to its final delivery to researchers was an extremely valuable career experience for me, but it was also a sharp learning curve. In carrying out tasks such as selecting preservation equipment for different media, applying closure dates in accordance with the Data Protection Act (1998), creating non-commercial use agreements and writing final outcome project reports, I have certainly learned a lot in a very short time. Calling upon more experienced archivists and conservators working in other repositories was life-saving – the archive profession is a small world, and if you don't know exactly what to do in any situation, it is extremely likely that you know (or can be directed to) someone who does. The experience of working with mission archives has also been eye-opening – collections that, in their record of cross-cultural encounters and the meeting of belief systems, encourage us to test our own values and assumptions.

The financial straits in which many repositories find themselves mean that more and more archive graduates will be applying for temporary project based roles. Although this may not be an ideal situation in which to enter a profession, project roles can offer invaluable experience post-qualification, especially if you find yourself working as a lone archivist. Working to deadlines and planning tasks within tight timescales and budgets are sought-after skills, not to mention the opportunity to really call a project your own, take credit for the decisions that will render collections accessible and claim the satisfaction of welcoming the first reader consulting the materials into the search room.

By LOUISE WILLIAMS

You can access the catalogue at:
<http://tinyurl.com/LatinLink>

“ ...Calling upon more experienced archivists and conservators working in other repositories was life-saving... ”

DIAGEO ARCHIVE: A Critical Asset for the Business

The Diageo Archive is home to the heritage of the brands that make up Diageo's portfolio of alcohol beverages, such as Johnnie Walker Scotch whisky, Smirnoff vodka, Baileys liqueur, J&B Scotch whisky and Tanqueray gin. The Archive acts as Diageo's corporate memory and is used in many different ways by the company. It was established in 1990 and has gone from being a one-man show to a team of five with a purpose built store near Stirling in Central Scotland.

Heritage is a key growth driver for Diageo; it is crucially important for the success of many Diageo brands and is a significant asset for the company, often giving it a competitive edge over the rest of the drinks industry. The Archive is part of Diageo's Global Marketing function. This is perhaps not the traditional place to find an archive within the structure of a business, but we find the archive sits well here strategically as this is one of the places where we can offer the most value for the business. Diageo's chief marketing officer, Andy Fennell, has this to say about the Diageo Archive: *"Our Diageo Archive... brings to life the history of our brands and our founders' innovations. The Archive team can give a clear overview of our brand collections, sharing general historical information; packaging; marketing communications (both images and detail) and a record of key milestones over time. Whether you are simply interested in our brands history and heritage or you are a marketer working on new packaging or a marketing project, this is an invaluable research tool."*

The Archive is a real source of inspiration for Diageo; it inspires and informs new marketing campaigns, product developments and packaging designs. For example, *Johnnie Walker Blue Label King George V* was created by using details from historical blending sheets and stock records to develop a whisky blend using whiskies that John Walker & Sons had available to them during the reign of King George V, thereby creating a product that is firmly rooted in the history and heritage of the company. The Archive has also enabled marketing teams and agencies to create unique brand experiences, such as the 'Johnnie Walker House' in Shanghai. The Archive provided historical information and visual inspiration that really helped to shape the agency's thinking and output for the project.

Another key way in which the archive is a critical asset for the business is the support we give to Diageo's legal department. With such globally successful brands imitators often attempt to capitalise on well recognised names and iconic designs by producing copycat counterfeit products. The archive helps to defend Diageo's business from such activity by using our records to provide evidence of continued use of trademarks and other brand identities around the world so that the Vat 96s and Johnnie Walker Black Tables of the world do not see the light of day.

We also work closely with corporate communications, brand teams and our legal department on approving any communications that have historical content. The archive team ensure that any communications about the brands or the company, whether it's back label copy on a bottle of whisky or content on a website, are authenticated and true to the brand's recorded history.

The Diageo Archive is heavily used by the business as well as externally, and we are as busy as ever; we answered 1825 enquiries in 2011 and at the half way point of this year we have already passed the 1000 mark. By taking its history and heritage seriously and ensuring it is well managed by a professional team, Diageo shows that it understands the value of the past and is committed to preserving it as an asset for the future.

By **HEATHER MALCOLM**
Archivist, Diageo Archive

Ceramic Johnnie Walker bottles illustrated with the story of the brand's journey around the world





As a policy adviser to the Scottish Council on Archives, Gerry Slater has a comprehensive sense of the most important issues for Scottish archives and records management. Although an essential part of the Scottish Council on Archives team, he describes himself as an outsider; a position that enables an independent analysis of the various matters relating to the sector and resulting in advice that is expert and, crucially, unbiased.

Describe Archives in three words.

Preservation - Access - Identity.

What do you feel are the main challenges currently faced by the sector?

The biggest is to show social and economic impact – robust, measurable and significant. Archives and records should not be an afterthought among decision makers. Archivists and records/information managers need to show these are assets that are unique, intriguing and essential for everyday life. Above all, we need to prove their impact.

As a small sector, archives and records management has difficulty being heard above the din of competing demands for resources. We will be heard if we seek out opportunities to pool our resources. Lack of common purpose and of co-operation offers only ‘also ran’ status.

Why Archives?

A friend sent me an advertisement for a job at the Public Record Office of Northern Ireland (PRONI). He circled the word ‘work’, adding, ‘A concept with which you are as yet unacquainted’.

What projects are you working on at the moment?

I’m a sort of Scarlet Pimpernel in the Scottish Council on Archives. I’m here, I’m there, I’m everywhere – well, really anywhere the Chair thinks I can help. Digital records one minute, then education and soon after what the Council might do next year. It all sounds a bit hectic, but the office team – Victoria and Ben – are very efficient. Of course, the Chair, Irene O’Brien, keeps my feet firmly on the ground.

If you had an unlimited budget what would you do?

I’m very keen on archives and learning. Invest there and you can open up new experiences and inspire young people. They are your future long-term users. The impact could be significant, sustained and transformative for both the sector and for education. That is why the Scottish Council on Archives Learning Plan is so exciting.

What has been the highlight of your career so far?

The obvious answer is being the Director of PRONI, but my work for the Scottish Council on Archives wins by a nose. Free of constraints imposed by ‘the system’, I can immerse myself in all sorts of ideas and initiatives and witness results in months, weeks, sometimes even days. The organisation has a can-do culture that inspires and delivers.

Do you have a favourite item or record?

The PRONI-held diary of a Unitarian minister, Anthony MacIntyre, in 1850s’ Belfast. He is a forgotten hero, who struggled to help the desperately poor with just a few pennies in his pocket. What he witnessed broke him, but his feet of clay make him all the more a hero. I would love to see such forgotten heroes remembered. They lurk in the archives. Their self-sacrifice has the potential to inspire us today.

INTERVIEW
DR GERRY SLATER

“A friend sent me an advertisement for a job at the Public Record Office of Northern Ireland (PRONI). He circled the word ‘work’, adding, ‘A concept with which you are as yet unacquainted’”



New Lanark Mills Archive at Glasgow University

New Lanark Mills was a pioneering industrial community, whose name is now synonymous with that of Robert Owen (1771-1858), the Welsh social reformer who dedicated his life to improving the rights, education, working life, and living standards of the working class.

Owen purchased the mills from his father-in-law, David Dale (1739 –1806), in 1799. As Dale shared many of Owen's socialist beliefs, the conditions of the mill and the mill workers homes were good, providing Owen with a solid base on which to start his model community.

Under Owen's management, the village boasted the first infant school in the world, free medical care, and structured education. Owen believed that each individual should be able to achieve their potential, and workers were encouraged to attend evening classes. He also set up a shop in the village, for which workers could use tokens provided as part of their pay, and purchase high quality goods at low prices.

The collection, which dates from 1795 to the mid 20th century, gives an excellent insight into the lives of the villagers. Amongst its unexpected gems, the collection includes Robert Owen's diary, which details everyday events, such as the ringing of the bell and the effects of the weather, as well as commentary on the moral norms of the village. Other highlights include a births, marriages, and deaths register; rent records; photographs, including scenes of the village and employees at work; artifacts, including the sign for Robert Owen & Co and a medal; and production records.

The collection is a fantastic resource for genealogists, social historians and those interested in social reform and urban planning. The full catalogue is now online (<http://tinyurl.com/LanarkMills>) for the first time following catalogue enhancements.

By **EMMA ANTHONY**

Business Archives Cataloguer, Glasgow University Archive Services

CASE STUDY:

Loaning Documents for Exhibition

To mark the occasion of the 400th anniversary of the birth of the 1st Marquis of Montrose, James Graham (1612-1650), the Montrose Museum has organised an exhibition entitled *To Win or Lose it All*. As part of the exhibition, the Museum asked the National Records of Scotland (NRS) to display some documents from the muniments of the Montrose family, held on behalf by the NRS hold on the current Marquis's behalf, a collection of great importance to the history of Scotland.

Johana Langerova, Eva Moya (pictured right preparing the display cases) and Gloria Conti formed the expert team that led on the conservation, paperwork and installation of the documents.

When a request like this is received, the first task is to assess the condition of the items to ensure they are not too fragile to be displayed and to check whether they need any conservation work. In the case of the Montrose documents, we carried out the necessary treatments and also made a site visit to confirm the required safety and environmental requirements were in place. Furthermore, as some of the documents are on deposit and therefore not owned by the NRS, permission from the current Marquis had to be sought.

In total, NRS lent 8 documents and provided one facsimile for the exhibition. High quality digital images of the requested documents were taken by our Digital Imaging Unit and all the paperwork, such as condition reports, were completed.

The final step in the process was to concentrate on display and mounting, preparing all the material we needed for the venue in order to be able to install it quickly and effectively. Montrose Museum is far too many miles away to afford any mistakes! One document in particular that caused some discussion regarding its display was a 1440mm long scroll. The bottom of the scroll was the part intended to be shown but the rolled area also needed to be well supported. Anything we used had to be both technically effective but also pleasing to the eye. In the end we built a cylinder made of transparent polyester and rolled the document around it, thus allowing the public to enjoy the written text inside the rolled paper. Plus it looks really good!

Summarised here in just a few words, the process of loaning items for exhibition can sound quite easy and straightforward. However, the numerous factors to consider – such as the various individuals and organisations involved, transport and display and, of course, conservation concerns – can result in a complex juggling act and a lot of work.

Enabling the public to appreciate our nation's history and heritage is, of course, the main reward. However, in this case the additional silver lining came in the form of a delicious Arbroath Smokie on the way back to Edinburgh!

The free exhibition runs until 22 September 2012. Visit <http://tinyurl.com/MontroseExhibition> for more information.

By **GLORIA CONTI**
Conservator, National Records of Scotland



Special Collections Blog Surpasses 50,000 Hits

In an age where libraries are experiencing a rapid regularization of collections through electronic resource subscriptions and stock-thinning, the physical holdings of a library and, in particular, special collections departments are slowly becoming what defines one library from another. Standard forms of communications have also changed, and enquiries are no longer coming only via the traditional lines of telephone calls and face-to-face research. Students, researchers, faculty and peers are Tweeting, blogging, Facebook-ing, sharing photographs and videos, and creating whole new forums for multi-directional communication that are ripe for tapping into by special collections departments.

At the beginning of June 2011, I was asked by the University Librarian, John MacColl, to launch a blog based on the work that I had been doing as the Rare Books Cataloguer. I had previously been running an internal monthly update that highlighted some of my regular finds for all of the library staff to read just to save my sanity from full-time cataloguing, and the transition to writing for the public was natural.

Echoes from the Vault was launched and operated as a blog for the Rare Book Collections of the University of St Andrews until January 2012, when we decided, because of its success both within the University and outwith (garnering c. 15,000 hits in its first 6 months), that the blog should be re-branded as the blog from the Department of Special Collections (in order to include our Manuscript Archives, Muniments and Photographic Collections). To-date, *Echoes* has posted 140 articles and received over 50,000 hits from 115 countries. *Echoes* was the Department of Special Collection's first steps into the world of social media and it has opened new channels of communication and allowed us to learn more about items we hold.



Image: Blog Screen-shot

Earlier this year we began an irregular series entitled "Cataloguer's conundrum" in which we asked the readers of our blog to help us identify an unknown building in an old photograph an unknown motif in a medieval manuscript. These threads were wildly successful, the first three of which all garnered over 1,000 hits in the first week of their posting and many comments from academics, special collections profes-

sionals and members of the general public. *Echoes* has also been a great way to get academics, students and volunteers involved with our collections, as it has provided a platform for short-form articles and commentaries on highlighted items from the collections by members of staff within the University.

“Perhaps because I am not a Special Collections librarian, I could see how effectively *Echoes from the Vault* communicates nuggets of information about the beautiful books and other materials in our care,” says John MacColl, University Librarian, “I think that the success of *Echoes* – which is now amply evidenced both by usage statistics as well as by the many positive comments I and my colleagues receive about it – is not simply because it conveys descriptive and historical information about the materials it describes, but also because it conveys the delight of the cataloguer or librarian making the discovery. If ever a blog were to act as a recruiting tool for new entrants to rare books librarianship, this would be it.”

The blogosphere is new and wild frontier in which many special collections and archives are setting up shop. Each month I see new blogs coming online from special collections, archives and libraries both big and small and from all over the world. The networks that these new platforms for communication build, both with our users and with other professionals, are an exciting new opportunity for more people to learn about our collections and work, and also for us to learn more about our own collections.

By **DARYL GREEN**
University of St Andrews

Image: Hits by Country Screen-shot



Views by Country		
	Today	Yesterday
Country	Views	
United States	108	
United Kingd...	75	
Czech Repu...	8	
Australia	8	
France	7	
Germany	4	
Japan	2	
Canada	2	
South Africa	1	
Russian Fed...	1	
Republic of ...	1	

140
Articles Posted

15,000
Hits Received in First 6 Months

115
Countries Have Accessed Blog

50,000
Total Number of Hits Received

... So Far



RECORDING IDEAS AND DREAMS: the Canongate Books Archive

In 2009 the University of Dundee Archive Services and Canongate Books discussed the possibility of establishing an archive to represent one of the UK's most exciting publishing companies. The project was first suggested by author and Professor of Creative Writing at the University, Kirsty Gunn, and the suggestion was taken up with great enthusiasm by Jamie Byng, Canongate's charismatic Managing Director, who supported and encouraged the development of a 'Living Archive'. Jamie Byng reported at the time:

"Publishing is, at its core, a business in which one makes public an individual's ideas and dreams, sharing a writer's words with the wider world. And a publisher is a temporary custodian of those words, responsible for ensuring they are handled with care.

So when we were approached by Dundee University with a proposal to create and house a Canongate Archive, we were both flattered and thrilled. Flattered for obvious reasons, thrilled because as the world becomes increasingly digital there are ever more ways in which language is experienced and communicated and stored. Having the expertise and knowledge of Dundee University's Archive Department to help us record and document our past, present and future at this turbulent juncture in time is a generous gift and a wonderful opportunity.

I also believe that a Canongate archive for the 21st century, one which allows the public free access to the increasing wealth of material that has been generated by Canongate and its hundreds of authors over the past few decades, is of genuine cultural value and not just here in Scotland. From its founding in 1973 by Stephanie and Angus Wolfe Murray through its publication of Alasdair Gray's masterpiece, *Lanark*, in 1981 to some of its more recent successes, Canongate has always attempted to publish the best writing and in the most imaginative ways. This new venture with Dundee University will help us to continue to do so." - Jamie Byng, Publisher and Managing Director, Canongate Books

Since then, the team at Dundee (composed of Pat Whatley, Caroline Brown and Alan Bell) have been surveying the Edinburgh and London Canongate offices to determine the structure and functions of the business. The Archive will include a complete set of books published, including foreign editions and earlier imprints such as Payback Press and Rebel Inc., draft and annotated manuscripts, artwork and marketing material. Significant electronic records held in Edinburgh and London, including emails and texts from authors such as Nick Cave, will also be included on a regular basis, which will provide a full record of the company and its ongoing development within the digital age. The preparations for the transfer of the company's electronic records are underway and will be carried out during 2012.

Future activity will involve oral interviews with key Canongate staff and authors, both past and present, which will be stored within the University's Archive Services Oral History Archive. The Canongate Archive will also be featured in the Festival of Politics 2011, organised by the Scottish Parliament and supported by the Scottish Council on Archives, on Friday 24 August. Jamie Byng will discuss his publishing career with Richard Holloway, chaired by journalist Alan Taylor. More information is available at <http://www.festivalofpolitics.org.uk/159.htm>

The Archive will complement other collections held by Archive Services, including the Publishing Scotland Archive. It will be used to support teaching and research and will be available to a wide range of users.

By PATRICIA WHATLEY

Director, Centre for Archive and Information Studies University of Dundee

Image: advertising poster for the Life of Pi, by Yann Martel—the 2002 Canongate edition was the first Scottish-published book to win the Booker Prize.

SCA

CELEBRATING TEN YEARS
SCA

2002 - 2012

A Lasting Contribution

John McLintock officially retired on 27 July 2012. He will be missed, but his many friends and colleagues look forward to being able to call upon his knowledge, experience and expertise. Long time co-worker (and general 'partner in crime'), Linda Ramsay, helps the Scottish Council on Archives and the entire sector wish John the very best for his retirement by taking a brief glimpse at a distinguished career.

John began his time in Scottish archives in the 1980s, working at Glasgow University before joining the Government Records Branch of the then Scottish Record Office, focussing on the early stages of computerisation.

With the professionalisation of the service and its transition to the NRAS in the 1990s, he managed conservation and preservation, along with reprography, through a period of significant change. By establishing contacts and closely working with the collections, combined with sheer enthusiasm and enjoyment for the work, he produced the preservation guidelines for private owners of papers. They have since been revised, but remain a popular download. Before moving post, John even found time to take the lead in the re-design of the West Search Room.

As Head of Maps, Plans and Graphic Collections he wrote and produced rules and guidance to enable cataloguing to professional standards and completed vital work on many of the important NRS collections. The coordination of the transfer of plans collections to their new home at Thomas Thomson House, along with the establishment of research access and support, is a lasting legacy of his time in the department.

Recently John's private research on Damer, Adam and General Register House has appeared in many professional journals. It was also the driving force that guided the 3D imaging project, conducted in collaboration with Historic Scotland, of General Register House—a cutting edge collaboration of technology and scholarship.

John remains a member of the Archives and Records Association and has served on many professional committees. His work on 'An Archival Account of Scotland' is due to bear fruit later this year when a national profile report on the preservation of Scottish archive collections will be published by the Scottish Council on Archives, in conjunction with the NRS and the British Library Preservation Advisory Centre.



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