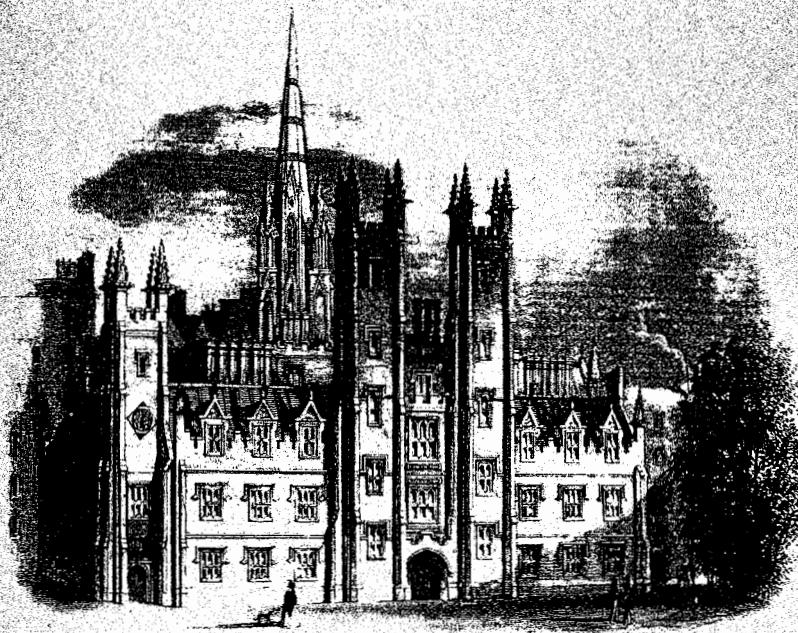


**BULLETIN**

*of the*

*Association of British Theological  
and Philosophical Libraries*



**Volume 14, Number 2**  
**June 2007**



#### BULLETIN 2007

The *Bulletin* is published by the Association of British Theological and Philosophical Librarians as a forum for professional exchange and development in the field of theological and philosophical librarianship. ABTAPL was founded in 1996 as being regular librarians working both as members in Theological and philosophical libraries in Great Britain. It is a member of ECTL (European Theological Libraries). The *Bulletin* is published three times a year (March, June and November) and now has a circulation of approximately 230 copies, with about one third of that number going to libraries in Europe, North America, and the Commonwealth. The *Bulletin* is indexed in LISA (Library & Information Science Abstracts).

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ECTL Website: <http://www.ectl.net>

ABTAPL will be coupled into the ECTL mailing list for other purposes than to generate mailing lists for use by the Association.

***Bulletin of the Association of British Theological  
and  
Philosophical Libraries***

Volume 14, Number 2  
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**CONTENTS**

Notices	2
Report of Annual General and Spring Meetings, Edinburgh 12 <sup>th</sup> – 14 <sup>th</sup> April 2007	5
To Glorify God in the Grassmarket	7
New College Library	16
My Life as A Marketing Librarian	22
National Church Institutions Archives and Manuscripts Collection	32
News and Notes	34
Theological Library Association Newsletters	35
Websites	36

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The front cover shows a view of New College, Edinburgh

## **ABTAPL UNION LIST OF PERIODICALS**

The Union List is available on the internet at <http://www.le.ac.uk/abtapl/>

It includes the philosophy, theology and religious studies journal holdings of 47 different institutions in the UK and is a useful tool in tracing the locations of titles. Publisher details are given for some titles and links to free electronic journals are also included. It is updated regularly.

Amendments can be sent to Evelyn Cornell,  
The Main Library, University of Leicester. E-mail: [ec37@leicester.ac.uk](mailto:ec37@leicester.ac.uk)

\* \* \* \* \*

## ***DIRECTORY OF THEOLOGICAL AND RELIGIOUS STUDIES COLLECTIONS OF GREAT BRITAIN AND IRELAND***

The *Directory* is available on the ABTAPL website at  
<http://www.abtpl.org.uk/pub.html>

Amendments should be sent to Steve Dixon, Senior Lecturer – ICT,  
Newman College of Higher Education, Birmingham B32 3NT.  
E-mail:[s.dixon@newman.ac.uk](mailto:s.dixon@newman.ac.uk)

\* \* \* \* \*

## **BETH PERIODICAL EXCHANGE LIST**

An email list for exchanges, particularly of duplicate periodicals, has been set up for members of BETH (European Theological Libraries Association)

To register contact Penelope Hall at [Prjhall@aol.com](mailto:Prjhall@aol.com)

## **MESSAGE FROM THE CHAIRMAN**

### ***ABTAPL ONLINE DIRECTORY OF THEOLOGICAL AND RELIGIOUS STUDIES COLLECTIONS***

The Association is urgently seeking a co-ordinator to update the online directory. Many of the entries are now out of date and, sadly, some libraries have now closed. Also there may well be some significant omissions. Although on the face of it, this might appear to be a daunting task, I am glad to say that most of the hard work was done when the decision was made to move from the hard copy to the online version. The previous co-ordinator, Wendy Bell at Oak Hill College, did a magnificent job at setting the whole thing up, with able assistance in proof reading from Rhys Morgan at Regent's Theological College. Finally Stephen Dixon, ABTAPL's webmaster at Newman College, dealt with all the technical side of the operation. Therefore everything is in place to make the updating a relatively straightforward task. Each entry is dated so it will be easy to work out which entries are the most out-of-date and Wendy has passed on to me the electronic version of the questionnaire. I am going to invite ABTAPL members to check their own entries and to send any amendments/changes to Stephen. Therefore the job is really concerned with checking the older entries and contacting the librarians of those institutions to invite them to update their entries. Also it would be good if the person concerned could have an interest in seeking out those libraries/collections which did not appear in the previous versions of the Directory but which should be included.

It may be that this is something which could be done by more than one person. If you have any interest at all, please contact me.

email: [j.powles@spurgeons.ac.uk](mailto:j.powles@spurgeons.ac.uk) or phone 020 8653 0850 x 236.

**YOUR ASSOCIATION NEEDS YOU!**

## **PARTNERSHIP HOUSE MISSION STUDIES LIBRARY**

PHMS Library, London, is now closed and the library re-opens on the 19th June as CMS's library. The new address is - The Library, Crowther Centre for Mission Education, Church Mission Society, Watlington Road, Cowley, Oxford, OX4 6BZ.

\* \* \* \* \*

### **NOTICE OF MEETINGS**

#### **2007 Autumn Meeting**

will be held on

**Thursday October 18<sup>th</sup> 2.00-4.30pm**

at

**Wesley's Chapel, London**

Please send items for inclusion in the agenda to the Honorary Secretary

\* \* \* \* \*

#### **2008 Spring Conference and Annual General Meeting**

will be held at

**Stranmillis University College  
Queen's University  
Belfast**

from

**Wednesday 9<sup>th</sup> to Saturday 12th April**

Details will be sent to UK members. Members not resident in the UK who would like further information should contact the Conference Secretary

## **REPORT OF ANNUAL GENERAL AND SPRING MEETINGS, EDINBURGH 12<sup>th</sup>-14<sup>th</sup> APRIL 2007**

By Marion Smith

On a very warm, sunny day in April some 30 ABTAPL delegates and guests assembled in Edinburgh for the Annual Conference. After settling into our rooms at Salisbury Green, on the university Pollock Halls site, we met for our evening meal in St Leonard's Hall. Both were built in the 1860s as homes for members of the family of Thomas Nelson, the printer and publisher: the former based on a small late 18<sup>th</sup> century mansion and the latter in a baronial style. From 1925 to the beginning of the Second World War, St. Leonard's Hall (formerly House) was the home of St. Trinnean's School, which gave Ronald Searle the inspiration for his cartoons. The evening finished with a talk from John Howard entitled "To glorify God in the Grassmarket" during which he described various places of interest in Edinburgh.

Friday dawned quite sunny but, by the time we had arrived in Edinburgh for our visits, the mist (known locally as "haar") was rolling in and remained with us for the rest of the day – very atmospheric but chilly! Morning visits had been arranged to the Scottish Catholic Archive and New College Library, while the afternoon was spent in the National Library of Scotland. After an introduction to the history of the National Library, its collections, and the services offered, we were taken on a tour behind the scenes of the main building; unfortunately we were unable to appreciate the views of the city from the upper floors! Established in 1925, it succeeded the Advocates' Library as Scotland's national deposit library. Founded in the early 1680s, the Advocates' Library presented its non-law collections to the nation and thence to the National Library in the 1920s. A reference library of international importance, the National Library houses millions of books, manuscripts, music, maps, and ephemera, covering virtually every subject, and is the world's leading centre for the study of Scotland and the Scots. The library building on George IV Bridge was begun in 1938 but only completed in 1956; other premises to house collections have since been opened. After dinner on Friday evening, we reassembled to hear Anthony Brewerton on "Looking for Inspiration" in marketing libraries and the services they offer, based on his experiences at Oxford Brookes University.

The final day of the conference was taken up by the Annual General and Spring Meetings, followed by an open forum, during which we discussed donations and the disposal of non-required items, binding, the use of swipe cards as a security system, library inductions, charges for external enquiries,

services offered by public libraries, such as online databases and interlibrary loans, ABTAPL subscription rates for journals, and possible consortia. During the AGM, the Hon. Treasurer's report was presented and accepted; another appeal was made for an assistant treasurer to work alongside Ian Jackson, with a view to taking over. The committee are looking at ways of using some of the cash reserve and are working on a proposal on length of terms of office of committee members. Wendy Bell, Rosemary Pugh, and Elizabeth Williams resigned from the committee. Humeyra Ceylan, from the Islamic Foundation, and Paul James, of the Maryvale Institute, were elected as Honorary Assistant Editors; Carol Reekie and Michael Gale, who were co-opted to the committee last year, were elected as members. The remaining members were re-elected.

The Spring Meeting followed. A project manager would be needed for the revised version of the online *Guide to Theological and Religious Studies Collections of Great Britain and Ireland*; for the time being librarians should check their own entries and send amendments to Steve Dixon, who would also welcome entries and amendments to the website. Marion Smith thanked contributors to the *Bulletin of ABTAPL*; articles and suggestions can now be sent to any of the three editors. Amendments to the *Union List of Periodicals* should be sent to Evelyn Cornell. Carol Reekie and Michael Gale reported on the progress of the new edition of the *Guidelines for Theological Librarianship*. The Autumn Meeting is to be held at Wesley's Chapel, London, on 18<sup>th</sup> October; plans for the 2008 Spring Meeting in Belfast are progressing well. Suggestions for venues for future meetings are welcome. Proposals for training days were marketing and setting up IT consortia. There were reports on BETH, the Network of European Theological Libraries, and on the recent Conference of European Librarians, held in Prague.

Once again our thanks are due to Alan Linfield, our conference secretary, for organising an interesting programme, to our speakers, to the librarians who made us welcome, and to Penny Hall for acting as a guide. Also to Elizabeth, Rosemary and Wendy for their hard work as committee members, and to Humeyra and Paul for agreeing to assist with the *Bulletin*. The conference ended, as it had begun, in bright sunshine.

*Marion Smith  
Birmingham Central Library  
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## TO GLORIFY GOD IN THE GRASSMARKET

By John V. Howard

I was asked to speak to you last year in Prague about the history of ABTAPL. This year my remit is ABTAPL and Edinburgh – theology, religion and philosophy.

Let us begin with the curious fact that Edinburgh has three cathedrals. There is the Metropolitan Cathedral of St Mary at the top of Leith Walk, built as a parish church in 1813 and elevated to cathedral status in 1878, which is the centre for the Roman Catholic Diocese of St Andrews and Edinburgh. It is of great interest to musicians at present, because a new organ situated over the West door, is under construction, with some horizontal organ pipes in the continental style.

In the following year, 1879, the newly built St Mary's Episcopal Cathedral opened in the West End. This is the centre for the Diocese of Edinburgh in the Scottish Episcopal Church, part of the Anglican Communion (but separate from the Provinces of Canterbury and York). You can see its three spires from very many parts of Edinburgh. The Ecclesiastical Insurance Company takes a dim view of churches with tall spires, so their risk assessment of this building is dimmer still. If, when you see it, you recognise an affinity with the Law Courts in the Strand, or St Pancras Station, it is because they were all designed by Sir Gilbert Scott, the apostle of Victorian Gothic Revival.

St Giles Cathedral in the High Street, the central part of the so-called Royal Mile, was of course the mediaeval pre-reformation cathedral. Strictly speaking, it is the High Kirk of Edinburgh, because the Church of Scotland does not have bishops.

St Giles brings us to John Knox, who was its most famous Minister. For 21 years I passed his carved statue daily in the courtyard of New College, where it often wore a traffic cone on top of his bonnet. There is also a rather fine full-length bronze of him inside the High Kirk. He had been a colleague of the Reformer George Wishart, who was burnt at the stake at St Andrews in 1546. Knox was captured and served nearly two years as a galley-slave. When released he worked with the English Reformers during the short reign of Edward VI, and preached at Berwick and Newcastle. England became too hot for him after he published *The First Blast of the Trumpet against the Monstrous Regiment of Women* in 1558. The two female rulers he had it in for were the Regent Mary of Guise in Scotland, and the Catholic Queen Mary of England. Back in Edinburgh, he

condemned Mary Queen of Scots for her private Mass, and even more, for allowing dancing at court. What not many Presbyterians know is that Knox's first wife was the daughter of the English commander of the castle at Norham on the Tweed, and that his two sons were educated in England and became clergymen in the Church of England.

But we should still say that Knox was a forceful character and a charismatic preacher. Only yesterday I came across a nice tribute to him in the will of Adam Foulis, minister at Heriot, who died in Edinburgh in 1573, the year after Knox. In his will he asked to be buried in Edinburgh kirkyard "besyd Johnne Knox sepulcure if it may be possible".

This is becoming a bit like *1066 and All That*, or perhaps we should say 1560 and All That, because I am gradually working round to the story of Jenny Geddes and her stool. But first, the story of King Charles, born in Scotland in 1600 (actually in Dunfermline), just before the Union of the Crowns, and the departure of King James VI to London to become King James I of England. Charles was crowned King of England in 1625, but he only got round to arranging his Scottish coronation in 1633. St Giles had by that time been divided into three kirks so that each was of a size that the three congregations could hear the preachers. Charles insisted on having the dividing walls pulled down, which must have cost the city fathers a lot of money. Archbishop William Laud's new *Liturgy for the Holy Communion* was duly read for the first time on 23 July 1637, when Jenny Geddes started a riot by throwing her folding stool at the bishop, shouting "Villain, do you say Mass at my lug?". Whether or not she is historical, the signing of the National Covenant in Greyfriars Churchyard certainly followed, protesting against the royally appointed bishops and the formal liturgies and ceremonies imposed on the Kirk by the Five Articles of Perth.

The next date we commemorate in Edinburgh is 30 January 1649. The event didn't happen here but at Whitehall. You may find it difficult to believe, but there is an annual service held in St Mary's Episcopal Cathedral to remember the Martyrdom of King Charles I. This is partly because it was he who created the Diocese of Edinburgh in 1633. This year's service had as its speaker none other than our own Andrew Lacey, who knows more about the subject than most of the members of the Royal Martyr Church Union, as some of you who heard his talk at Durham on Bishop John Cosin will realise.

Moving on a few decades, we come to the Covenanters. After the Restoration of 1660 the spiritual descendants of the original signatories of the Covenant battled against royal authoritarianism and Episcopalian

persecution. The Pentland Rising of 1666 culminated in the battle of Rullion Green on 28 November. 50 Covenanters died and 80 were captured. Half of them were transported to Barbados, but the others were sentenced to hang as traitors. Their supporters described their fate as “glorifying God in the Grassmarket”. If you go to that area below the Castle, now full of cafes and pubs, you will see at the East end a small walled garden enclosing a horizontal saltire surrounded by the somewhat partisan inscription – “On this spot many Martyrs and Covenanters died for the Protestant Faith”. The economical city fathers have sited the memorial on top of convenient underground public toilets. The nearest pub has a signboard with the title “The Last Drop”.

My own brush with some Covenanters was in 1966, shortly after I was appointed to New College Library. An enthusiastic minister wanted to re-enact the conventicle which had been held just before the battle of Rullion Green (less than ten miles from here), and to borrow some original hymnbooks, which had words and music printed upsidedown at the top half of the page as well as on the bottom half in the usual way. They may have wanted to sing from the same hymn sheet, but even at that stage of my career, I knew enough to refuse to let them be used in the rain on a wet hillside.

Can Scottish Church history get any more bizarre? This is the true story of Sir Walter Scott’s pew. His mother had been an Episcopalian, and he followed her into that communion. Somewhere he describes the proscribed Episcopalian church of the 18<sup>th</sup> century (proscribed because they refused to pray for the House of Hanover and hoped too long for a restoration of the Stuarts) – he described them a “shadow of a shade”. He worshipped at St George’s Church in York Place, a curious octagonal building which is still there, but has been a casino for many years. His wooden box pew was transferred to the later St Paul’s & St George’s Church across the road, and about 18 months ago, because of building work there, it was transferred to St Mary’s Episcopal Cathedral, where you may see it – in the Chapel of King Charles the Martyr!

There is one more Episcopalian anecdote that you should hear. It concerns Alexander Rose, who was Bishop of Edinburgh in 1688 when William and Mary were invited to the throne in place of James VII & II. William seems to have genuinely wanted an accommodation between the Presbyterians and Episcopalians in Scotland, and said to Bishop Rose “I hope you will be kind to me and follow the example of England”. Rose seems to have assumed that the wheel of fortune would soon turn, and that the exiled Stuarts would be back before long to restore Episcopal government. He answered “Sir, I

will serve you so far as law, reason or conscience shall allow me”, which was obviously not far enough for King William, and which resulted in the establishment of Presbyterianism in Scotland from 1690 to this day.

It is time to remember some Edinburgh philosophers, especially those two ornaments of the 18<sup>th</sup> century Enlightenment, Adam Smith and David Hume. Adam Smith is also associated with Kirkcaldy, where he was born, and Glasgow, where he was Professor of Moral Philosophy. But later he held the post of Commissioner of Customs here, and is buried in the Canongate Kirkyard. His library, or a large part of it, was eventually left to New College, and I can vouch for the fact that it contains several tax tables and details of customs duties, so perhaps the job was not merely a sinecure. He is chiefly known of course for *An Inquiry into the Nature and Causes of the Wealth of Nations* published in 1766. It must be famous: it was recently in Melvyn Bragg’s TV selection of 12 Books that Changed the World, along with the King James’ Bible and Magna Carta. I chiefly think of it every two or three months when at the morning service we recite part of Second Isaiah’s verses “I will send peace flowing over her like a river, and the wealth of nations like a stream in flood”.

David Hume actually died in that same year, 1766, and Adam Smith’s account of his friend’s serene death shocked righteous Edinburgh, which thought that an atheist should not have been let off so lightly. Although an intellectual giant, and former diplomat and Secretary to the British Embassy in Paris, he was excluded from any University post, but did serve as Librarian to the Faculty of Advocates, whose Library eventually became the National Library of Scotland. His house was just off St Andrew Square, and it is said that a servant girl went out and found that someone had chalked “St David’s Street” on the wall. This amused him so much that it was not rubbed out, and remains the name of the street today. There is a circular monument to him in the Old Calton Cemetery designed by Robert Adam, and also a statue in the High Street near St Giles erected only about 10 years ago. He sits wearing a Roman toga, with sandals and a prominent big toe. I am told that it has now become a custom for students and tourists to rub this big toe for good luck

An 18<sup>th</sup> century visitor to the city was John Wesley, usually more concerned with spiritual matters than on this occasion, which was in May 1761. He wrote “I took my leave of Edinburgh for the present. The situation of the city, on a hill shelving down on both sides, as well as to the east, with the stately castle upon a craggy rock on the west, is inexpressibly fine; and the main street so broad and finely paved, with the lofty houses on either hand

(many of them seven or eight stories high) is far beyond any in Great Britain. But how can it be suffered that all manner of filth should still be thrown even into this street continually? Where are the magistracy, the gentry, the nobility of the land? Have they no concern for the honour of their nation? How long shall the capital city of Scotland, yea, and the chief street of it, stink worse than a common sewer?"

In 1773 Dr Samuel Johnson was here with James Boswell, who quoted Johnson saying, as they plodded down the High Street one night "I smell you in the dark!"

The greatest ecclesiastical event in Edinburgh in the 19<sup>th</sup> century was the Disruption of 1843. About half the ministers and elders walked out of a meeting of the General Assembly, abandoning financial security and setting up the Free Church of Scotland. It was the culmination of a long period of church-state conflict, brought to a head by legal cases over the rights of patronage, eventually supported by the House of Lords. The new Free Church knew all about publicity and spin, and engaged a young artist called David Octavius Hill to record the first session of their own General Assembly. Hill and Robert Adamson, a chemist from St Andrews, adapted the newly discovered calotype process of W.H.Fox Talbot, and took individual photographs of all the individuals involved.

Hill and Adamson worked from 1843 till the death of Adamson in 1848, and produced many remarkable images, including laboriously posed soldiers, fishermen and fishwives, and even the building of the Scott Monument. I had the care of a set of some 500 of these prints at New College, and at that time, another set came on the market and were fetching over a thousand pounds each print. Hill worked at his picture for many years. A book about it, called *Mr Hill's Big Picture*, was published last year. In it, the author, John Fowler, relates how, after the early death of his first wife, Hill married the much younger Amelia Paton, a sculptor, and sister of the painter Joseph Noel Paton. She made portrait busts of her husband, of Thomas Carlyle, and particularly of David Livingstone, who stands beside the Scott Monument in Princes Street. It is suggested that she also contributed a good deal to the Disruption picture, which still hangs, 12 feet wide and nearly 5 feet high, in the Presbytery Hall of the Free Church College on the Mound. But I think her chief claim to fame is that after 22 years, in 1866, she decided that she wanted it out of the house, so it was then completed, exhibited, sold and reproduced in hundreds of copies.

Jumping to the 20<sup>th</sup> century, there are connections for those of us who have studied missionary history and the ecumenical movement. “Edinburgh 1910” and “Edinburgh 1937” are shorthand for two ground-breaking conferences held in New College and the adjoining Assembly Hall. In 1910 it was the first World Missionary Conference, which brought over 1,000 Protestant missionaries from different churches together, and set up the International Board of Missions. The chairman was J.R. Mott, an American Methodist who also led the YMCA. The organising secretary was J.H.Oldham, educated at Edinburgh Academy and New College, who had worked in Indian missions and later became very influential in British African missions. He was editor of the *International Review of Missions*, and left a large archive, which is housed in New College.

“Edinburgh 1937” was the 2<sup>nd</sup> World Conference on Faith and Order, which in turn led to the foundation of the World Council of Churches. New College Library has for many years been a deposit library for the publications of the WCC.

While speaking about library collections I should also mention two which may be referred to on your visit to the National Library of Scotland. The first is the Blairs College books. Blairs was a Roman Catholic junior seminary near Aberdeen from 1829-1986. The historic part of its library was transferred then to NLS. It includes a significant number of books from the pre-revolutionary Scots College in Paris. You may see some of its MSS at the Scottish Catholic Archive.

The second is a collection of books from the Abbey of Fort Augustus. This also includes items which have travelled from the Continent, and are part of the history of the Benedictine Order. The late Dom Mark Dilworth, historian of the medieval church in Scotland, was the last Abbot of Fort Augustus, and had previously been responsible for organising the Scottish Catholic Archive in its present location.

I seem to have been dropping an awful lot of names, so here are a few items where I shall not mention any names, but which themselves exist to commemorate some of very many who died in wars of the 20<sup>th</sup> century. If you have a sandwich lunch tomorrow, and it is a fine day, you could do worse than to stroll along the terrace below Princes Street, overlooking West Princes Street Gardens, beyond the Floral Clock at the Mound. Half way along there is the American Memorial for Scottish volunteers, entitled “The Call, 1914”. It is a striking bronze figure of a young soldier in kilt and sporran with his rifle resting on his bare knees. On the wall behind him in

relief is a frieze of Scottish soldiers preceded by a pipe band, and followed by miners, farmers, fishermen and men from all walks of life. It is accompanied by these enigmatic words of Walt Whitman “If it be life that waits, I shall live forever unconquered: If death, I shall die at last, strong in my pride and free”. I walked past this nearly morning for twenty years, marvelling at the artistry, but wondering what the words actually meant.

Below, in the gardens, is a huge irregular block of granite, which is an unusual memorial inscribed “During the war years 1940-1945 the Norwegian Brigade and other army units were raised and trained in Scotland. Here we found hospitality, friendship and hope during dark years of exile...”

And in East Princes Street Gardens, on the Waverley Station side of the National Gallery and down below New College, is a memorial to men of Lothian and Fife who died in the Spanish Civil War, 1936-39:

“Not to a fanfare of trumpets  
Nor even the skirl of the pipes  
Not for the offer of a shilling  
Nor to see their name in lights  
Their call was a cry of anguish  
From the hearts of the people of Spain...”

It was erected by the Friends of the International Brigade, who of course fought against Franco. It is a pity they didn’t employ one of the real poets who wrote at that time.

If such reminders move you, and you are long enough in the city, you should also visit the Scottish National Memorial at the top of the Castle. It is a large cruciform building, in formidable masonry designed by Sir Robert Lorimer, with what I think are splendid windows in strong colours and bold designs by Douglas Strachan, who also designed and made the 1920s and 1930s windows in New College Library.

Edinburgh is full of redundant church buildings, and indeed of redundant banks, newspaper offices and a general post office which nobody seems to want. But some of these have been put to good use, such as New College Library itself. One other I must mention, though. It is the former Catholic Apostolic Church in Mansfield Place. The congregation gave up the building in 1958 on the death of their last priest (there had been no ordinations of new Apostles or priests since 1901, in the expectation of the Second Coming). The church has magnificent murals painted by Phoebe Anna Traquair from 1893 onwards. The paintings were in danger of destruction, but have been fully restored by Historic Scotland conservators,

and the building is in regular secular use. (It is now called the Mansfield Traquair Centre.) The hundreds of angels with trumpets on the chancel arch are specially fine, and the South Chapel has some delightful allegorical scenes. The irony is that the final section of paintings, on the West wall, showing the Second Coming of Christ, was only completed by Phoebe Traquair in 1901, when the anticipated Millennium failed to materialise.

Unless you go to George Square and the University Library, you are not likely to see the Edinburgh Mosque. This building, beautifully carpeted and with a marvellous chandelier over the main prayer hall, has an interesting local flavour in that it has a curious chequer-patterned minaret which could almost be called tartan.

Also outside your range is the Sikh Gurdwara in Leith. This is a 19<sup>th</sup> century Gothic Revival building which was originally provided for a Presbyterian congregation by Sir John Gladstone, father of William Ewart Gladstone, who himself had various Edinburgh connections. He supported the reviving Scottish Episcopal church, was Rector of the University, and MP for Midlothian from 1880-1895.

I would like to end my perambulation by quoting from a memorable autobiography. Here is the beginning of it.

“A windy Spring day in Edinburgh, with bits of paper blown down the street and two small boys from Sciennes School kicking an empty tin can along the gutter... The year is 1919, and I am six and a half years old. I am swinging on the heavy iron gate of our house... I am wearing a pair of dirty navy-blue shorts and a far from fresh brown jersey, and my uncombed hair is blowing about my face. My mother would be shocked indeed if she could see me now, but she is ill in a nursing home... and the aunt who has come up from London to look after my brother and sister and myself is out somewhere – with a young man, as my brother Lionel and I knowingly tell each other, though this is mere surmise: we are already precociously aware that my mother’s younger sisters should be looking for husbands. As for my father, he is out at a meeting, or working in his study, or busy trying to reconcile some dispute among different factions of his congregation...”

Has he given you enough clues to identify him? The book is called *Two Worlds; an Edinburgh Jewish Childhood*. The author was David Daiches. His father was the local rabbi; his brother Lionel became a noted QC. He himself taught and wrote about English and Scottish literature, held posts in Cornell, Cambridge, and the new Sussex Universities, and in his so-called retirement was employed by Edinburgh University (at last) as Director of

the Institute of Advanced Studies in the Humanities. He died in July 2005. Some ten years earlier I had called on him to collect some letters of Hugh Macdiarmid which he was giving the University Library. I quote from his obituary writer William Baker:

"His study in his flat was lined with books towering upwards to the high ceiling and threatening to collapse upon the frail bald dome beneath. As he opened the door for me to leave, he pointedly touched his father's Old Testament. The silence was uncharacteristic and spoke volumes. As a first-year undergraduate finding Milton difficult to understand, with temerity I [that is, William Baker] went to Daiches for an explication of lines about "free will". Daiches stopped, looked at me, and said that he had asked his father the very same question and his reply concerned the necessity to have faith in spite of everything."

[The talk was followed by everyone present joining in the singing of Jean Holloway's hymn "Lord, we come to ask your healing, Teach us of love" to the tune of Ar Hyd y Nos (All Through the Night).]

*John V. Howard  
Edinburgh*

## **NEW COLLEGE LIBRARY: FROM A LIBRARY APART TO A LIBRARY ONLINE**

By Christine Love-Rodgers

If you were able to visit New College Library at the ABTAPL Conference this year, you might have looked around the austere and ecclesiastical library hall and felt that very little has ever changed. In fact the library has constantly changed over the years to meet the different needs of its students and scholars. I hope to give you some glimpses into the past, present and future of New College Library. Before I start I must give credit to the librarians whose histories of the Library I have drawn upon – Dr A. Mitchell Hunter, whose chapters on the library are contained in the 1946 *New College Edinburgh: a centenary history*, and John Howard, whose chapter in *Disruption to Diversity* brings the Library's history into the 1990s.

### **New College Library: the institution**

New College Library was born out of the Disruption of 1843, in which the Church of Scotland split, led by Thomas Chalmers, to form the Free Church of Scotland. The new Church had to have a training college for its ministers, and that college had to have a library as the library of the Free Church college – a library that had to start from scratch. The Library's first beginnings in 1843 were as a collection of books in the home of Dr David Welsh, who acted as the very first librarian and left his books to the library when he died in 1844. As donations flooded in, the library was eventually transferred to the New Free Church College in 80, George St. Eventually when the library had reached 13,000 volumes there were concerns about the strength of the floors to sustain them. Furthermore, the merger of the New College with the Divinity Faculty of the University in 1929 brought increasing demands for additional and better library accommodation. 1936 saw the opening of the library building that we know today. It is a sympathetic adaptation of the former Free High Church building, which retained the roof of the church with its hanging candelabra lights. Three floors were excavated below the church to provide accommodation for over 200,000 books. The fabric of the library building has continued to be updated and adapted to meet the needs of its users. With major redecoration in the mid 1990s, and most recently with rewiring, redecoration and refurbishment in 2005 and 2006, the whole building has been updated to meet the highest modern standards. The 2005 refurbishment of the David Welsh Reading room has been particularly successful, making this quiet study area one of the most pleasant study environments within the

University. It's a far cry from the first days of the library, when Hunter (1946: 196) described the early Reading Room as "most uncomfortable in its furnishings, and such a shivery place that few students frequented it". To see how the Library looks today, take the Virtual Tour available on the Library's website at <http://www.lib.ed.ac.uk/resbysub/virtourdiv.shtml>



New College Library, 1946 [From New College Archive]

New College Library has come to be the prevalent theological library in Scotland, absorbing other libraries such as the library of the University Divinity School in 1936 and the Library of the General Assembly in 1958. In 1962, an agreement was ratified by the General Assembly of the Church of Scotland in which New College Library's buildings and collections were given to Edinburgh University on permanent loan, subject to certain conditions. This agreement has shaped the character of the present New College Library collections and services, which reflect a partnership between the University and the Church of Scotland. Today New College Library is both a part of Edinburgh University Library, which as a parent body provides staffing, bibliographic services and financial resources, and a thriving research library in its own right, probably the largest single purpose library for theology and religious studies in the UK. As such it primarily supports the School of Divinity at New College, but its facilities and

collections are also used by students from elsewhere in the University and by visiting scholars, ministers and the general public.

### **Library staff and library users**

In the early days of the library, there was a sole librarian, often also a member of teaching staff, who struggled valiantly on a small salary to meet the challenges of the position. He (and until 1995 the Librarian was always a ‘he’) was helped by the students of the college on numerous occasions, as well as sub-librarians who were appointed to manage the business of helping readers whilst the librarian got on with cataloguing. I feel I must make a special mention here of the team of students who helped the Librarian, Dr Kennedy, produce the 1893 printed library catalogue, as there are some fantastic photographic images of them in the New College Archive.

Today the library staff comprises the New College Librarian (part-time), the Site and Services Supervisor, one full time and three part-time library assistants. We also have additional support from staff at the main library for cataloguing, acquisitions and inter-library loans. The tradition of student assistants continues too, with a part time student shelver post supported by the Church of Scotland and currently filled by a New College student.

Of course, the experience of using the library has changed over the years. The computer catalogue was introduced in 1986, and today, computers are part of the fabric of teaching and learning and thus part of the fabric of the library. We aim to strike a delicate balance between providing the facilities students need to use IT resources for their studies and maintaining the historic environment of the library. In summer of 2005, the rewiring of the Library allowed us to install wiring and sockets for laptop use throughout the library, permitting flexible use of the space. Wireless network access is available throughout New College Library and two laptops are available for 3 day loans to students.

### **Catalogues and classification**

Three early catalogues, two of them printed, were produced by the Librarians before the first card index in 1922, compiled by Dr Mitchell Hunter. This was followed by a sheaf catalogue compiled by “two young women graduates who also had the Diploma of the London University School of Librarianship” (Howard, 1996: 196) – they sorted the books into subject order, put the shelf marks on the books and on the catalogue entries.

Work on the catalogues continued throughout 1970-1984 to create a single unified catalogue, and this completed the sheaf catalogue which is still in use today. Now about 60% of the library collections are accessible via the University's computerized catalogue.

In all of the early printed catalogues, no location marks for any of the books were given. Mitchell Hunter (1946: 165) describes New College Library pre 1936 as being “to a large extent in ‘much admired disorder’.” New College Library was then largely closed access, with students relying on library staff to fetch books for them, and in some cases, to select appropriate books for them –according to Mitchell Hunter Dr Kennedy was “timid about exposing callow minds to the influence of books of a tendency which he regarded as dangerous to their orthodoxy.” However, the main reason for the closed access arrangements was that the library was severely overcrowded. The opening of the new library building in 1936 provided the opportunity to reorganise the stock and to make the majority of it open access, which has continued to this day. From 1967-2002, Union Theological Seminary Classification Scheme was used as a subject arrangement in the library, and from 2002 new acquisitions have been classified according to the University wide Library of Congress Scheme.

## Collections

The core of New College Library’s collections reflects the Scottish Protestant tradition, and includes many ministers’ libraries – working copies of theological texts. However New College Library’s collections are catholic in their diversity, and include many surprises, for instance the natural history Special Collections that reflect the Chair of Natural Science that was part of New College for many years. New College has continued to be a diverse institution, with new courses and research interests in media and film studies, modern Judaism and most recently, Islamic religion. The library collections are constantly being shaped by these changes.

From the early days of the library a book was provided for recommendations for suitable additions to the collections. Hunter (1946: 167) records the Library Committee’s complaints about “gentlemen inserting false and fantastic suggestions”. Today a system of online book recommendations is in place which actively encourages book recommendations from all subject areas within the School, and from students.

Of course, as well as purchasing volumes, the previous librarians of New College Library built their collections from donations that were gratefully received. The Library has constantly received donations, and from the beginning this has been on the basis that volumes which were duplicate or unsuitable for the library collections could be sold in aid of library funds. Lesser used parts of the collection were also sold as part of regular attempts to manage the available space in the library. Shelf space is now at a premium in New College Library, and this means that we have to be more discriminating than ever in terms of the donations we accept.

The first Reading Room for periodicals was started in 1852, originally located in the college's common room. Students and staff paid a subscription to be allowed to read the periodicals available. In the 1850s, about twenty periodicals were available. Strict regulations were imposed for use of the periodicals, as Hunter (1946: 165) explains: "No-one might peruse a newspaper for longer than quarter of an hour if someone else wanted it, or retain a magazine for more than half an hour."

Today we have a collection of more than two hundred print journal titles. We also have over 100 online journal titles, and our provision in this area is growing all the time as Edinburgh University Library invests in electronic library provision. Online journals are particularly appreciated by part time and distance learning students, as well as candidates for the ministry who are away from Edinburgh on placement. Students and staff also benefit from online reference works such as the Dictionary of National Biography and the complete Oxford English Dictionary.

New College Library holds rich and distinctive Special Collections. Highlights of the printed book collections include a copy of the first edition of Calvin's *Institutes of the Christian Religion* (1536), and a complete set of the *Acta Sanctorum*, published from the seventeenth century onwards. But we also count among our treasures nearly a hundred incunabula, examples of early Bibles, the James Thin Hymnology collections and a significant collection of early pamphlets. The large and rich manuscript collections include the papers of Thomas Chalmers, J. H. Oldham and James S. Stewart. A recent review of Special Collections estimated that New College Library contains 3376.5 linear metres of Special Collections items – that's over two miles of shelving. New College Library Special Collections a living collection, in active use not only by staff and researchers, but also as part of teaching. Early Bibles and prayer books are used to teach reformation history and Torah scrolls are used to illustrate Modern Judaism and Biblical Studies classes. An online exhibition of images chosen to represent the diversity of New College Library's Special Collections can be seen at <http://www.lib.ed.ac.uk/resbysub/newcollspeccoll/>.

We look forward to a positive future for New College Library. The University has recently invested significantly in the fabric and facilities of New College Library, and we are already reaping the benefits in increased usage of the reading rooms and collections. In 2005 we were delighted to receive a commitment to donate £1 million dollars from a New College alumnus, for the development and improvement of facilities for Special Collections at New College Library. Much work has been done, but there remains much to do, both on an ongoing basis to serve the students and scholars of the New College community, and as guardians of the Special Collections which make New College Library's collections so distinctive.

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## **MY LIFE AS A MARKETING LIBRARIAN**

By Antony Brewerton

Until recently (November 2006), I was Subject Team Leader at Oxford Brookes University Library. My job seemed to cover four main duties. I led a subject team of 13 members of staff supporting students and academic colleagues in the Arts, Social Sciences, Health Care and Hospitality disciplines. I was also subject librarian for History, with a growing portfolio of special collections. On top of this I had a variety of library-wide management responsibilities including strategic planning and co-ordination, as well as the development of roving, peer review programmes for teaching, and a variety of other service enhancements.

In many ways, though, the most interesting –and increasingly most important- work I was involved with was the fourth element: co-ordination of marketing programmes, including convening the Oxford Brookes University Library Marketing Group. The Marketing Group has been responsible for many successful marketing activities including the award-winning *Inspiration* campaign.

What follows is a snap shot –or a memoir perhaps- of my time as Convenor of the Marketing Group at Oxford Brookes and a review of how we tackled the thorny issue of library marketing (1).

### **Managing marketing at Oxford Brookes University Library**

I've started by giving away the end of the story: our success in the CILIP/Emerald PR and Publicity Awards. So where did it all go right? The key to (our) success in marketing the Library at Oxford Brookes University has been a co-ordinated, business-like approach. Although everyone in the Library has a marketing responsibility (we all have customers, we are all ambassadors), the marketing *function* is managed by the Library's Marketing Group.

This Functional Group was set up in 2000, alongside a number of other "Fun" Groups established by Jan Haines, the Library's Head of Academic Services, to manage some of the more traditional aspects of our work (such as the areas taken on by the Information Skills Group, the Web Group, the Enquiry Services Group and the Collection Development Group) plus explore new departures for us: special collections; virtual learning; increased research support; raising disability awareness issues; and so on. Employing a matrix management approach, these groups took staff from the

Library's departmental teams to develop new services and take the Library's portfolio forwards.

The aims and objectives of each Group are set down in the Group's remit. For the Marketing Group they read thus:

1. To take responsibility for the co-ordination of marketing at Oxford Brookes University Library and its services, focusing particularly on:
  - staff training
  - publications
  - marketing programmes
  - PR initiatives;
2. To identify the needs of different groups of Library stakeholders and develop services (in conjunction with appropriate colleagues) to meet these needs. Particular use will be made of:
  - focus groups
  - suggestion forms
  - questionnaires
  - informal feedback mechanisms;
3. To improve communication with all the Library's stakeholders, using various methods including:
  - Library newsletters
  - targeted communications
  - electronic publications
  - informal networks;
4. To raise the profile of the Library within the University and the wider LIS/HE sector by publishing and promoting the Library in appropriate fora;
5. To keep abreast of developments in the field of marketing and to feed these into the Library's working practices as appropriate.

The main function of the Group, then, is to co-ordinate marketing programmes Library-wide (that is, across all the Library sites on campuses at Headington, Wheatley and Harcourt Hill). As true marketing is customer-focused (2), special mention is made of finding out what our customers actually want ('how can we meet demands if we do not know what they are?'). Point 3 really tackles one of the key issues for me and is

related (somewhat) to the work of the other Functional Groups: why provide existing services and develop new ones if nobody knows about them? Marketing is invariably not fancy and mysterious. It is largely about getting the message across. Hence communication (to appropriate groups, at the appropriate time and in the appropriate medium) is properly highlighted. The fourth point is very much in line with University aspirations. Brookes invariably gets voted "Best New University" in the polls and league tables that appear in the newspapers. As the University starts to get older –and the term "new" starts to look a bit dusty- the Vice Chancellor is keen for Brookes just to be one of the best universities, full stop. Likewise, the Library is keen to promote itself as a successful university library. If this helps to raise its profile internally as well, so be it! The final point is common to all the Functional Groups and is particularly forward-looking, encouraging continuing professional development and practical applications of learning initiatives.

The Marketing Group first met in January 2000. Although there have been changes in personnel over the last four years, some things have remained constant. The Group is not just made up of main site staff: all sites and departments are represented. It is not just made up of 'front of house' staff: subject staff (like me) and the Lending Services Librarian have worked alongside the Head of Cataloguing and colleagues in Acquisitions. Probably most important of all, it is not just librarians in the Marketing Group. One of the things I have enjoyed about working at Brookes is that there is not a huge divide between the work of librarians and library assistants. Library assistants are just as important in developing services as the (horrible, divisive term coming up....) 'professional staff'. This is particularly the case –I feel- with marketing. For a marketing group you need sparky individuals with an interest in the marketing function: this is one field into which you cannot easily dragoon people. Also, if true marketing is customer-focused, my library assistants are often better placed to be customer-focused than me, simply because they spend more time with the customers, rather than sitting in meetings, staring at screens or shuffling bits of paper ...and all the other essential things a manager does.

All very good so far. We have got a bunch of committed people keen on marketing the Library and its services. But how does the Group ensure its remit is fulfilled? How do we ensure all this gets carried out?

The Functional Groups –just like the Library's Departmental Teams- operate a planning cycle approach. At the beginning of the year we compile an Operational Plan, outlining all the things we hope to achieve over the

coming twelve months. At the end of the year, we look back at the Plan, reflect on (and shout about) our successes in an Annual Report, and carry anything that has not been achieved over into the Operational Plan for the following year. In between these milestones, the Group has regular (formal) meetings and on-going (less formal) pushes to take our business forwards.

The other thing we have had is a budget. In our first year we had no funds allocated to marketing and “made do” with petty cash. We were relatively successful with this approach but we felt we could do better if we had some monies that we knew we could devote to marketing initiatives. Hence, for Year Two we made a case to Senior Management for an annual allocation. This proved successful so the Group now receives a modest –but essential– budget of £600 pa.

All of this –the allocation of staff time (Functional Group work appears as a line in job descriptions), a specified budget and a planning cycle approach– has helped make the Marketing Group the success it is.

### **Successes to date**

So what have been our key successes?

#### **Establishing customer needs**

As mentioned earlier, true marketing is all about having a customer-focus. The textbook definition of ‘marketing’, from the Chartered Institute of Marketing reads “Marketing is the management process that identifies, anticipates and supplies customer requirements efficiently and profitably.” Note: “*identifies*”. More specifically, Baker’s ‘four essential features’ of marketing are:

1. Start with the customer
2. A long-run perspective
3. Full use of all the company’s resources
4. Innovation (3)

By its nature, the Marketing Group (with its planning approach, budget and sparky staff) aims to supply points 2, 3 and 4. But point 1 is most important of all and that is why it features so prominently in our remit.

Early successes in establishing customer needs have been largely focused on focus groups. Some of these have been general (promoted to staff and

students at all levels and covering the spectrum of library services) whilst others have been subject-specific, sometimes tied in with QAA programmes or aimed at particular segments of our customer-base (eg. researchers). Service enhancements that have come directly from customer comments include the repositioning of the photocopier card re-charger machines (now sensibly in the Photocopier Room) and the re-subscription to *Art Abstracts* (a particular bug bear at a Fine Art focus group).

In 2003, a Learning Resources-wide (the Library and Computer Services are a converged service at Brookes) Customer Care Group was set. Part of the Group's remit concerns market research.

Under the Group's direction, a customer satisfaction survey now runs once every two years, promoted –of course- by the Marketing Group. One of the chief outcomes from the first survey was a new campaign to promote different working environments in the Library and attendant noise zones (4). Employing 7" singles with different coloured labels (vinyl now has a new cache with many of our students), the *Noise Annoys* campaign utilised different song titles to promote different zones: most of the Library was Bjork (oh so quiet); in some areas we were happy for students to talk (up pops Captain Sensible); whilst in others, silence is golden (and the Tremeloes come out of retirement).

One of the first things the Marketing Group did was consider the Library's brand. The old Library "logo" was composed of the word "Library" repeated five times in a box. This was starting to look a bit tired so in 2000 we set about establishing a new brand identity. To encapsulate our hybrid future (part e-delivery, part traditional) the Group came up with a new logo made up of the word "library" from our URL ("library/") surrounded by a more traditional bookshelf motif (Fig. 1). This was used in all publications, with a blue version for general guides, a green one for subject guides, a pink variety for journals lists, plus an adapted header for the Library News. The logo was also adopted on our Web site (with a new "Welcome to the Library" front page), used on pens promoting our URL and provided the sign that appears over the front door of our Headington Library.



Figure 1

In 2003, the University as a whole went through a re-branding exercise so it was all change again. The Marketing Group worked with colleagues in Corporate Affairs to develop new branding within University guidelines and then promote (correct) use by colleagues Library-wide.

### **Consistency of style**

But branding is only half the story. To give a professional impression, there must be a consistency of style in everything an organisation produces. Even after newly branded paper was produced in 2000, we could still find a variety of styles at play in the Library. Some guides were in Arial, others were in Times New Roman. Some were justified, others aligned to the left. Some had titles in bold, minimum caps, whilst others screamed in underlined capitals. Something had to be done!

To save us from this fearsome font fiasco, the Marketing Group compiled a *Style Manual*. This guide to good practice covers typography and terminology, with guidelines illustrated by annotated examples. Colleagues who found header sizes a headache, were never bold enough to use bold or always queried whether it should be the Enquiry Desk or Information Point, have taken this to heart and publications now have a more consistent, corporate feel.

### **Revitalising publications**

Whilst we are on publications, one of the Marketing Group's most practical achievements came with the establishment of a Publications Sub-Group which set about revitalising Library publications in 2003. The Sub-Group did two simple –but essential- things. Firstly, it reviewed the management of publications. In the past, there was no central organisation overseeing supply and demand. As a result, some guides would be constantly running out and emergency copies being produced whilst we waited for the University's Print Room to supply a new batch. Alternatively, some guides would be printed at the beginning of the year, sit on the shelves and then be destroyed (once information had become out-dated) at the end of the year. The Sub-Group reviewed administration and monitored *actual* demand on a title-by-title basis to provide a truer picture so print runs could be increased (or reduced) for the following year.

The other thing the Sub-Group did was to compile a master list of all publications produced by the Library (no mean feat!), number them, and then review what was relevant, what had seen its day, what could be

augmented and what could be pruned. Our Lending Services Librarian proved particularly fierce with her blue pencil! As a result, although we developed some new guides (like the newly branded all-in-one student guide), overall we trimmed our portfolio, leaving it more lean, mean ...and read.

### **Developing displays**

Displays are one of the cheapest –and most effective- marketing tools open to libraries. Our Library has always had display space but this has been woefully under-exploited.

To promote use, the Marketing Group developed a Displays Calendar. This guide fulfils two functions. Firstly, it provides booking sheets for all the display areas in the Library. Not only does this enable us to avoid clashes, it also places a “value” on display space. Secondly –and more importantly- the calendar offers *opportunities* for displays. We already knew about -and made good use of- the obvious dates (Valentines Day allowed us to promote our poetry collections, World Aids Day the 616.9792 stock) but we felt that we may be missing out. In August 2002 we put a plea on lis-link for help. We were inundated with useful suggestions of Web sites listing “Days” and “Weeks” and quickly compiled a list of sources of inspiration (5). Nowadays, National Bike Week, Farmhouse Breakfast Week and even British Cheese Week are all suitably celebrated. Not only does this make the Library look a lot brighter, it means the stock gets promoted and used. At the bottom line, this is what marketing libraries is largely about.

### **Supporting other Functional Groups**

But it is not just about books. Why develop new services if they do not get used? The success of the Functional Groups can be largely measured by the new services they now offer: induction tours, subject surgeries and research sessions from the Information Skills Group; a new, improved Web site from the Web Group; a public Collection Management Policy Guide from the Collection Management Group; newly accessible special collections managed by the Special Collections Group; a new Electronic Enquiry Service developed in conjunction with the Enquiry Services Group; and so on.

The Marketing Group has worked with these colleagues to help promote their good works. For the Information Skills Group, we have produced posters, displays, flyers and newsletter entries to promote induction tours,

generic surgeries, dissertation workshops and research sessions. Attendance at each of these continues to increase, rising from a mere handful to room capacity for some recent sessions.

We worked with the Web Group on our award-winning *Inspiration* campaign to promote our re-launched Web site in 2001(6). Since then, we have used pens, posters and (re-branded) publications to keep promoting our URL. The hit rate for the site continues to increase, doubling in hits with a high-profile re-launch and markedly growing each year with further promotion to Freshers. Now, the site regularly receives over 300,000 visits per month.

Latterly, the Marketing Group has started to work more with the Special Collections Group. Space in the Library is at an absolute premium. If these weird and wonderful collections of old books, letters and other ephemera are to earn their shelf space they need to be used. We now find ourselves marketing them to internal customers (special collections are a standing item in the *Library News*) and external customers. Cheekily we sent beer mats to a variety of brewing trade journals. Intrigued by our approach, the Institute and Guild of Brewing's *The Brewer International* and CAMRA's *What's Brewing* have run stories on our campaign resulting in a lot of approaches from professionals wishing to use the NBL ...not to mention a few requests from real ale pub landlords for beer mats!

#### **Increasing awareness amongst Library colleagues of the need for marketing**

One small –but hugely significant- change is the attitude of colleagues to marketing. There is invariably still some hostility/coolness to marketing concepts in the Library world. Colleagues are not always comfortable with the “m” word.

At Brookes, I am pleased to say such reticence has largely melted away. Admittedly, some colleagues are less keen on us using the “c” word when referring to our readers/users as customers, but the general principles of marketing are embraced and “we must, of course, market this” is now a regular cry at meetings.

The Marketing Group's greatest success, though, must be in the field of outreach activities, notably its Freshers' Fair programmes. I won't revisit all the full and frightening facts here, but this has indeed been an

experience. From our first foray in 2000 we learnt a variety of useful lessons about:

- “product” -just what product/service to promote;
- “freebies” -even glamorous stalls for night clubs and exotic-sounding societies do not attract visitors if they do not have something to give away;
- the importance of an abstruse campaign -students do not recoil from a stall staked out by Dracula but they would probably flee from a librarian staffing a stall with the word “LIBRARY” writ large.

For our second year we decided to use Freshers’ Fair as the ideal opportunity to promote our newly re-launched Web site to new students, including those who might not necessarily visit the Library physically. By employing bold images (of Sir Isaac Newton’s apple, Rodin’s Thinker, a light bulb and a penny dropping) and giving away apples and stickers, we spread a simple message alongside our URL: “inspiration ...available now ...from the Library”. Not only was this a simple message, it was also an effective one, with hits on our Web site trebling in a year.

But this is not the end of the story. One of the objectives of the Marketing Group is:

“To raise the profile of the Library within the University and the wider LIS/HE sector by publishing and promoting the Library in appropriate fora;”

Consequently, we have written up these successes. Freshers’ Fair is always followed up by a piece in the *Library News* thanking students for visiting our stall and reinforcing messages given out on the day about our services. New campaigns regularly get reported in the pages of CILIP’s *Library and Information Update* and the ‘News from member libraries’ column of *SCONUL Focus*. Fuller articles in a range of LIS publications have explored our activities further (7).

When the CILIP/Emerald PR and Publicity Awards came up we saw Category 1 for a promotional campaign with a budget under £500 as the ideal opportunity. And when our *Inspiration* campaign won, well, this was just the beginning of a whole new cycle of publicity with pieces in variety of journals from the University newsletter and the local press to the *THES* and *PR Week*, plus requests to speak on our successes all over the UK and beyond, and an invite to write up our experiences in an IFLA guide to good

practice, *Marketing Library and Information Services: International Perspectives* (8). The resulting chapter (Marketing academic libraries in the UK: the Oxford Brookes University Library approach) appeared under the section heading “Excellence in marketing” just before I left Brookes.

A fitting tribute to an inspirational group.

## References

1. This article is based on Brewerton, A. “I think it’s wicked the library does this sort of thing!” *SCONUL Focus*, Spring 2004, 31, p.5-12 (elements repeated by kind permission); for fuller details of the award-winning *Inspiration* campaign see Brewerton, A. Inspirational marketing ...available now from Oxford Brookes University Library, *SCONUL Newsletter*, Winter 2001, 24, p.18-24
2. As Levitt so concisely put it in 1960: “The difference between marketing and selling is more than semantic. Selling focuses on the needs of the seller, marketing on the needs of the buyer.” Levitt, T. *Marketing myopia*, *Harvard business review*, July-August 1960, p.45-56
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5. These were summarised for the list under the heading “Happy Days are here again”, posted 23 August 2003. This can still be accessed via the lis-link archives.
6. Brewerton, A. Making our Web site a hit: how Oxford Brookes University weaved a Web marketing programme. *Managing Information*, January/February 2002, 9 (1), p.34-35
7. For further examples see: Brewerton, A. “I was a vampire librarian!” or getting new blood into the Library needn’t be a pain in the neck. *Oxford University Libraries Bulletin*. Winter 2000, 133, p.15-18; Brewerton, A. Inspired! Award-winning library marketing. *New Library World*, 1 August 2003, 104 (7/8), p.267-277
8. Brewerton, A. Marketing academic libraries in the UK: the Oxford Brookes University Library approach in Gupta, D.K. et al (eds.) *Marketing Library and Information Services: International Perspectives*, Munchen, Germany: KG Saur Verlag, 2006, p.335-348

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## **NATIONAL CHURCH INSTITUTIONS ARCHIVES AND MANUSCRIPTS COLLECTION**

The catalogue to the extensive collection of archives and manuscripts held by the National Church Institutions is now available online for the first time. Users worldwide can search the catalogue via the website at <http://www.lambethpalacelibrary.org>

The catalogue cross-searches data from Lambeth Palace Library alongside the Church of England Record Centre, enabling users to retrieve information across the complementary holdings and transforming access to the collection. Nearly 130,000 catalogue records are now available.

### **Lambeth Palace Library**

As the historic library of the Archbishops, the collections comprise a great wealth of material reflecting the role of the Archbishop and the Church of England in national life, covering many subjects and ranging in date from charters of c. 1100 - soon after the Norman Conquest - to correspondence of 20th-century churchmen. Data available online includes:

- papers of the Archbishops spanning a century, 1862-1961 - some 2,200 volumes covering the great variety of religious, political and social subjects on which they corresponded
- papers of the Lambeth Conferences, 1867-1968, relating to the worldwide Anglican Communion, ecclesiastical and theological affairs
- estate documents, charters and testamentary records from the archives of the Archbishops, dating from the 12th century to the 20th century
- visitation returns including the diocese of Canterbury, 1758-1935, documenting religious and social life in many parishes in Kent and other counties, of interest to local historians and others

The project to convert to electronic format the catalogues and indexes at Lambeth Palace Library is supported by funds generously donated by many charities and individuals following a public appeal. Data inputting for phase 1 (Archives of the Archbishops of Canterbury, nearly 10,000 pages of paper catalogues and indexes) was completed at the end of 2006, and work is continuing on phase 2 (Heritage Collections of the Archbishops), including records of the Bishops of London, 1676-1945, among them material relating to colonial America, and the catalogues to the Library's

holdings of 4,500 medieval and post-medieval manuscripts. Further collections will become available regularly: the ultimate aim is to make all existing descriptions of the archive and manuscript collections (some 40,000 pages in total) available online in time for the 400th anniversary of the Library's foundation in 2010.

### **Church of England Record Centre**

The Record Centre holds the archives of the central institutions of the Church of England and their predecessor organisations relating to the organisation and activities of the Anglican Church in England, the Channel Islands and the Isle of Man, as well as holding the records of some external church bodies. Data available online includes:

- part of the archive of the Governors of the Bounty of Queen Anne for the Augmentation of the Maintenance of the Poorer Clergy, 1704-1948
- records of HM Commissioners for Building New Churches, 1818-1856
- part of the archive of the Ecclesiastical Commissioners for England, 1836-1948
- part of the archive of the National Society, 1811-
- records of the Society of Patrons of the Anniversary of the Charity Schools, 1706-1896
- the Church of England Sunday School Institute archive, 1843-1941
- part of the archive of the British Council of Churches, 1942-1990

The archives and manuscripts catalogue sits alongside the electronic catalogue to printed books, the creation of which was funded by public support and which has been freely available online since 2002.

## **NEWS AND NOTES**

### ***Amazing Grace***

The Library of Congress has launched a website devoted to the history of the hymn *Amazing Grace* and the Library's Chasanoff/Elozua *Amazing Grace* Collection, comprising 3,049 published recordings of the hymn by different individual musicians or musical ensembles.

<http://memory.loc.gov/cocoon/ihas/html/grace/grace-home.html>

### **Exhibition**

*Sacred and secular: the library of Sion College* is on display at the Maughan Library & Information Services Centre, King's College London, Chancery Lane, London WC2A 1LR from 1<sup>st</sup> May to 29<sup>th</sup> June 2007. Entry is free; admission is by exhibition ticket only which should be printed and completed before the visit. Tickets are available via the following web page: <http://www.kcl.ac.uk/iss/library/spec/exhib>

This exhibition is part of an overarching campaign, *Sion College Collections: Access for All*, which with funding from the Museums, Libraries and Archives Council (MLA) seeks to promote the rich resource that is the Sion College collections. An online exhibition featuring some of the collections' highlights and hosted by Lambeth Palace Library, in association with King's College London and the Guildhall Library, can be accessed via the following web page: <http://www.lambethpalacelibrary.org/>

### **ISBNs**

The International ISBN Agency has announced that ISBNs with a prefix of 979 are likely to start being assigned in the second quarter of 2008; the ISBN changed from 10 to 13 digits in January 2007 in line with the revised ISO standard (ISO 2108). Up till now, 13-digit ISBNs have all carried the 978 prefix, allowing systems to carry both 10 and 13-digit ISBNs. Once the 979 prefix is introduced there can be no 10-digit equivalent as this could lead to duplication of numbers. It is therefore essential that book trade and library systems are prepared to process the full 13-digit number.

### **Learning-Space Design**

JISC infoNet has launched its newest infoKit *Planning and Designing Technology-Rich Learning Spaces*. It is richly illustrated with case studies, images of buildings across the sector and a virtual tour around an imaginary campus. See <http://www.jiscinfonet.ac.uk/infokits/learning-space-design>

## **Librarians' Christian Fellowship Annual Lecture**

This is to be given by the author G.P. Taylor on 6<sup>th</sup> October 2007 at 2.30pm in the Belfrey Hall, York. Further details on <http://www.librarianscf.org.uk>

### **People**

Sue Mills has retired as Librarian/Archivist of Regent's Park College, Oxford; the April 2007 issue of the *Baptist Quarterly* honours her work. She has been succeeded by Andrew Hudson.

### **Publications**

The Higher Education Academy has produced a series of leaflets: *Faith Guides to Christianity, Hinduism, Islam, Judaism, and Sikhism*. They can be downloaded from the website at <http://prs.heacademy.ac.uk/publications> which also gives contact details for purchase of hard copies.

*Learning German for Theological Study - a self education tool for Post Graduate students* by Kay Avery, B.A. Dip. Ed., Dip. Bible and Missions, has just been published. Its purpose is to teach German for reading. The course includes the text book and DVD and has exercises consisting of verses from the Bible and passages from various German theological publications. The cost of the course (Book and DVD) is Au\$28.00 + \$4.00 for Postage (\$13.00 – overseas.) For more information or an order email averak@bigpond.com.au

## **THEOLOGICAL LIBRARY ASSOCIATION NEWSLETTERS**

A copy of the following has been sent to Marion Smith, Editor of the *Bulletin*.

### **Associazione dei Bibliotecari Ecclesiastici Italiani**

*Bollettino di Informazione* Vol. 15, No. 3, 2006.

This issue contains papers from the Conference “Le Biblioteche Ecclesiastiche: Lineamenti di un Progetto Condiviso” held in Rome, September 2006. (Text in Italian)

## WEBSITES

### *AMAZING GRACE*

<http://memory.loc.gov/cocoon/ihas/html/grace/grace-home.html>  
Library of Congress site devoted to the history of the hymn *Amazing Grace* and the Chasanoff/Elozua *Amazing Grace* Collection

### BOPCRIS: BRITISH OFFICIAL PUBLICATIONS COLLABORATIVE READER INFORMATION SERVICE

<http://www.bopcris.ac.uk/>  
Bibliographic database of approximately 39,000 selected official publications from the period 1688 to 1995

### CORPUS VITREARUM MEDII AEVI (GB)

<http://www.cvma.ac.uk>  
National survey of mediaeval stained glass, with on-line picture archive

### HIGHER EDUCATION ACADEMY PUBLICATIONS

<http://prs.heacademy.ac.uk/publications>

LAMBETH PALACE LIBRARY <http://www.lambethpalacelibrary.org>  
Has links to the catalogues of Printed Books and Archives and Manuscripts, as well as an online exhibition of the Sion College Collections

NATIONAL LIBRARY OF SCOTLAND <http://www.nls.uk>

### NEW COLLEGE LIBRARY, EDINBURGH

<http://www.lib.ed.ac.uk/sites/newcoll.shtml>

NEWSFILM ONLINE <http://newsfilm.bufvc.ac.uk>

*PLANNING AND DESIGNING TECHNOLOGY-RICH LEARNING SPACES* <http://www.jiscinfonet.ac.uk/infokits/learning-space-design>

### SCOTTISH CATHOLIC ARCHIVES

<http://www.catholic-heritage.net/sca/>

### UNITARIAN HISTORY SOCIETY

<http://www.unitariansocieties.org.uk/historical/hsindex.html>

### *VIDIMUS*

<http://www.vidimus.org>  
Free on-line magazine devoted to mediaeval stained glass, with useful links