

Towards our centenary in 2025

Using audience segmentation at the
National Library of Scotland

National Library of Scotland

The National Library of Scotland is many things to different people. We are one of Scotland's **national collections institutions** alongside National Galleries and National Museums of Scotland.

We are a **reference library**, which means you have to come to our reading rooms to consult material – we're not a lending library.

We collect **literally everything** that is published in the UK and Ireland every day. If you can think of it, we probably have it.

We are a **public service** – membership of the Library is free. About 50,000 'active' members at any given time.

We educate, entertain and inspire people throughout Scotland with **exhibitions, events and touring displays**.



We have lots of cool stuff

- A complete copy of the Gutenberg Bible
- Home of the moving image and sound collections of Scotland
- Maps – lots of old maps
- Letters and manuscripts in the **actual handwriting** of Robert Burns, Ludwig Von Beethoven, Muriel Spark, George Eliot, Charles Darwin, Jane Austin
- Mary, Queen of Scots' Last Letter
- Very rare and beautiful books, going back hundreds of years



Strategy 2020–2025 'Reaching People'

We launched our strategy called 'Reaching People' in 2020.

It places people and audiences at the heart of our goals for those five years:

- engage people throughout Scotland with the collections
- transform our public spaces
- create new programmes and services to reach a wider and more diverse audience
- take an audience-led approach to the development and delivery of all the Library's services and cultural experiences



Where we want to be all the time...



Left: A participant enjoying a Bookbug session. Right: Seattle-based choir group, International Byrd Singers, thrilled to view the original manuscript of the Carver Choir Book, a 16th century manuscript featuring music they have performed. Both pics taken in Edinburgh.

The case for an audience development programme

- current audiences – generally local to Edinburgh, wealthy, already highly engaged in cultural life
- we want everyone else to feel welcome and engage with **their** national library
- audience development plan
- culture change programme





Audience development programme

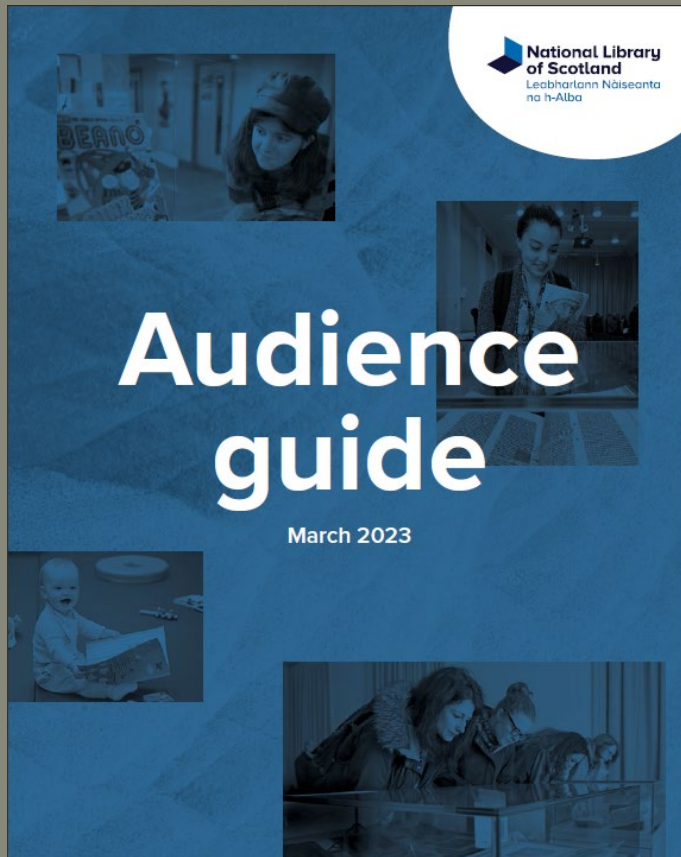
- Staff consultation
- Audience research and postcode analysis
- Staff training on audience segmentation
- Audience development plan for subsequent year
- Development of audience guide
- Workshops on practical applications of audience segmentation

Priority audiences for the Library

- Experience Seekers
- Dormitory Dependables
- Kaleidoscope Creativity
- Up Our Street
- Trips and Treats



Audience segmentation toolkit



National Library of Scotland
Leabharlann Nàiseanta na h-Alba

Audience guide

March 2023

Experience Seekers

Highly active, diverse, social and ambitious regular and eclectic cultural engagers.

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E1 Socially minded midlife professionals with varied tastes. **7%** of population in Scotland

E2 Students/graduates with adventurous attitudes in diverse urban areas. **5%** of population in Scotland

12% of population in Scotland

23% of Readers at the Library

14% of Online Event Bookers at the Library

Location and profile

Local authority hotspots
Highest numbers in the population
City of Edinburgh
Glasgow City
Aberdeen City

Local authority hotspots
Highest % of the population
University Cities:
City of Edinburgh, Glasgow City, Aberdeen City, Dundee City, Stirling

Have children in household

E1 10%

E2 12%

Age profile of segment

Age Group	Percentage
18-25	14%
26-35	28%
36-45	40%
46-55	22%
56-65	10%
66+	9%

Population map shows % of total households in segment in each postal sector.

Experience Seekers in the population

E1 **E2** Age and children in household are estimates based on modelled population data.

Cultural interests

They engage with culture on a regular basis and their interests cover mainstream, contemporary and culturally diverse offers. Attending is at the heart of their social lives.

Potential to engage with National Library of Scotland

★★★★ Readers
Experience Seekers are already a core group as Readers, and opportunities are likely to be in continuing to engage the large numbers of the group who are students, subsegment E2 – both in-person in Edinburgh and online. Partnerships with universities and colleges are likely to be important in increasing engagement from this group as Readers.

★★★★ Physical events
For those living in Edinburgh and Glasgow, events and exhibitions may appeal as well as the opportunity for quiet workspace. As cultural visitors, their interests cover mainstream, contemporary and culturally diverse offers. Events such as live music, film nights, exhibitions and author talks are all likely to appeal, dependent on the topic and their own specific interests. The social opportunities and whole 'experience' around these will be important, with something new and unique often sought.

★★★ Digital events
Experience Seekers are showing less propensity to engage with digital events at the Library. They may however be more inclined to engage with an event directly related to their studies.

☆☆☆ Outreach and co-creation approaches
This group are an unlikely target for this type of activity, unless it is directly related to their studies.

☆☆☆ Family activities and events
Very few in the group have children so they are not a target for family activities.

Messages and tools to reach them

The key channels to reach more in this segment are likely to be social media, including creation of engaging, shareable content; the Library and other websites; and routes via universities.

Newspapers including Metro, The Guardian, The Independent, The Times and the Daily Record are well read. Once engaged they may sign up to email lists.

As cultural visitors they are looking for new and unique experiences with a strong social element.

Partnerships with universities and colleges to engage the group as Readers.

Considerations and challenges

In targeting the group as Readers, they are likely to be a transient audience who will engage with specific research interests around their studies.

As cultural audiences, they are constantly looking for new things to do and have a tendency towards lack of loyalty to individual organisations. Therefore, keeping them engaged in the longer term may be a challenge.

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Centenary journey mapping

- On the Shelf – major co-production with well-kent faces
- National tour
- Love Libraries campaign
- Centenary stories



Next steps

MORE RESEARCH AND TESTING OF IDEAS

- Track progress against 2022 baseline
- Test Centenary ideas
- Kelvin Hall pilot

TESTING AGAIN

- Kelvin Hall pilot evaluation
- Enhanced events programme
- Design of next major exhibition on the Renaissance in Scotland

AUDIENCE DEVELOPMENT PLAN 24/25

- Centenary focus





Thanks!

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