CIPFA performance in public services

# Herefordshire Council

CIPFAstats Comparative Profile

# public libraries

2014-15 Actuals and
2015-16 Estimates

Comparison Group:

| | |
|---|---|
| (s) | Herefordshire |
| (t) | Shropshire |
| (a) | Cheshire East |
| (h) | Bath & North East Somerset |
| (n) | Wiltshire |
| (e) | Rutland |
| (x) | Cheshire West and Chester |
| (r) | North Somerset |
| (d) | Central Bedfordshire |
| (k) | East Riding of Yorkshire |
| (f) | Isle of Wight |
| (u) | Cornwall |
| (w) | Solihull |
| (z) | Northumberland |
| (m) | Bedford |
| (g) | York |

# FOREWORD

I am pleased to be able to present the fifth edition of the CIPFAstats Comparative Profile for Public Library Services.

These profiles provide a comprehensive analysis of public libraries data covering all the major topics collected in the CIPFAstats Public Libraries collection.

This means that there should be something for everyone interested in the running of public library services.

The analysis is simple and non-judgemental. You will not find any quartiles, traffic lights or subjective commentary. Instead the report seeks to visualise the data and to enable readers to draw their own conclusions.

The "Executive Report" acts as a high level summary, but is also designed as an introduction to the whole report. Most readers will find reading through these pages helpful as an introduction to the style and logic of the more detailed pages.

The reports will aid everyone interested in public library services to ask informed questions and come up with informed proposals for how the services should be delivered in the future.

We hope you find this report interesting and helpful. If you have any comments, suggestions or queries then CIPFA would be delighted to hear from you (please see appendix 5 for contact details).

Kind regards,

Ian Watson
Lancashire County Council
Chair of the CIPFA Public Library Statistics Working Party

# INTRODUCTION

The aim of the profile is to provide management information for decision makers involved in providing the libraries service. Due to the wide range of topics covered, the report will have a broad appeal and should be of interest to members, librarians and officers.

This profile compares your authority's library service figures from the 2015 CIPFAstats collection with the group of authorities specified on the title page.

This is the fifth year of the profile, CIPFA would greatly appreciate your feedback and suggestions on how we can make the profiles more interesting and useful.

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# Approach to missing data

• 93% of UK Library Authorities provided data for the 2015 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisions completely.

• In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. In such cases the breakdown has been estimated by techniques such as apportionment or comparison to previous years' figures.

• In a small number of cases authorities have not provided other pieces of information. Where CIPFA felt this value was important an estimation has been made. In no cases does this estimated data constitute more than 15% of the data used in a comparision.

• Should any authority not be fully happy with estimates provided for their authority we will be very happy to produce a new report for them using new data supplied by that authority.

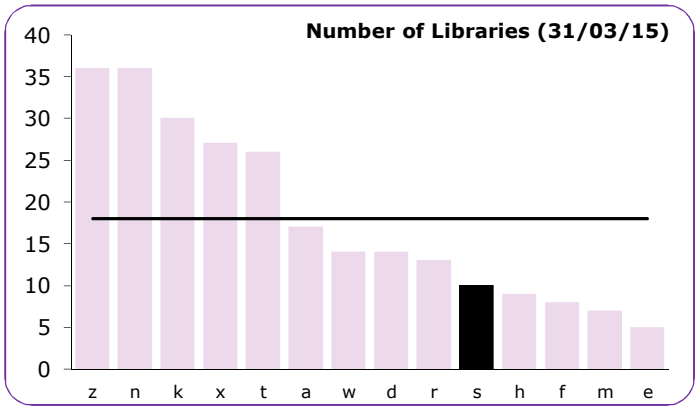
• If you have any queries about our approach please do not hesitate to contact us: libraries@cipfa.org

# EXECUTIVE SUMMARY

## Comparing Herefordshire with 13 Other Library Authorities

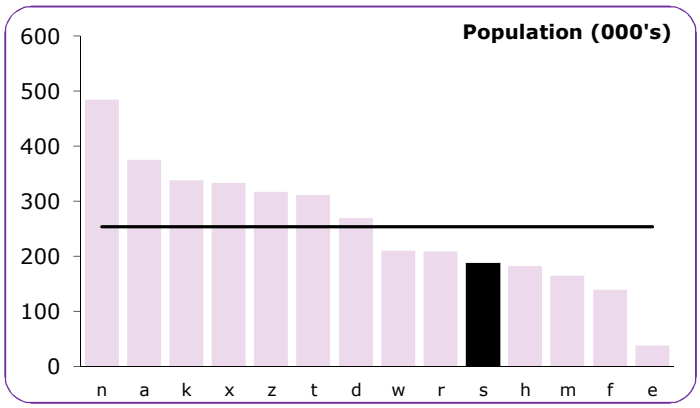
This summary provides an overview of the key indicators from the main report along with a few points of current interest, showing how your authority's library service compares against other authorities.
Unless specified otherwise all data relates to 2014-15 Actuals.

### A: Libraries and Library Users

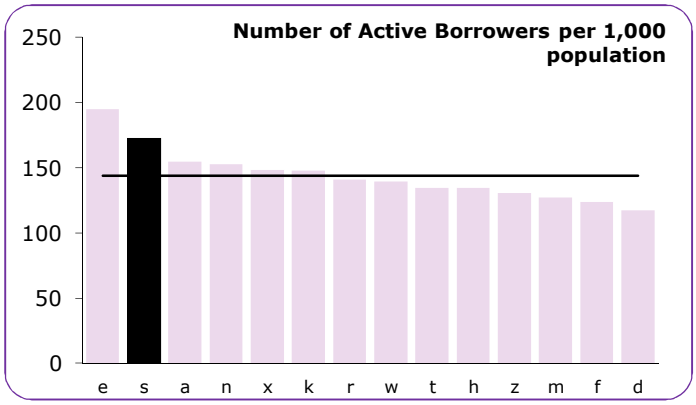



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Herefordshire has 10 libraries (the bar highlighted in black) compared to an average of 18 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.
- Herefordshire has close to the average number of libraries within the group giving an indication of the scale of the library service.

  For more information about this type of chart please see appendix 1.



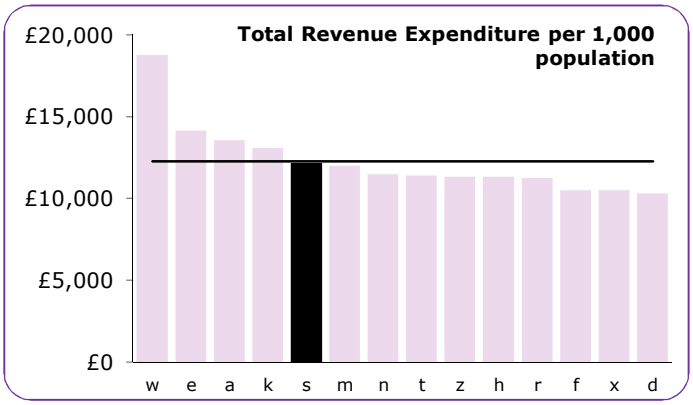

- Population is an important figure in this report as we use it as a denominator to adjust for the size of the authority (see next chart).
- Herefordshire is the 5th smallest of the 14 authorities compared here (in terms of population).



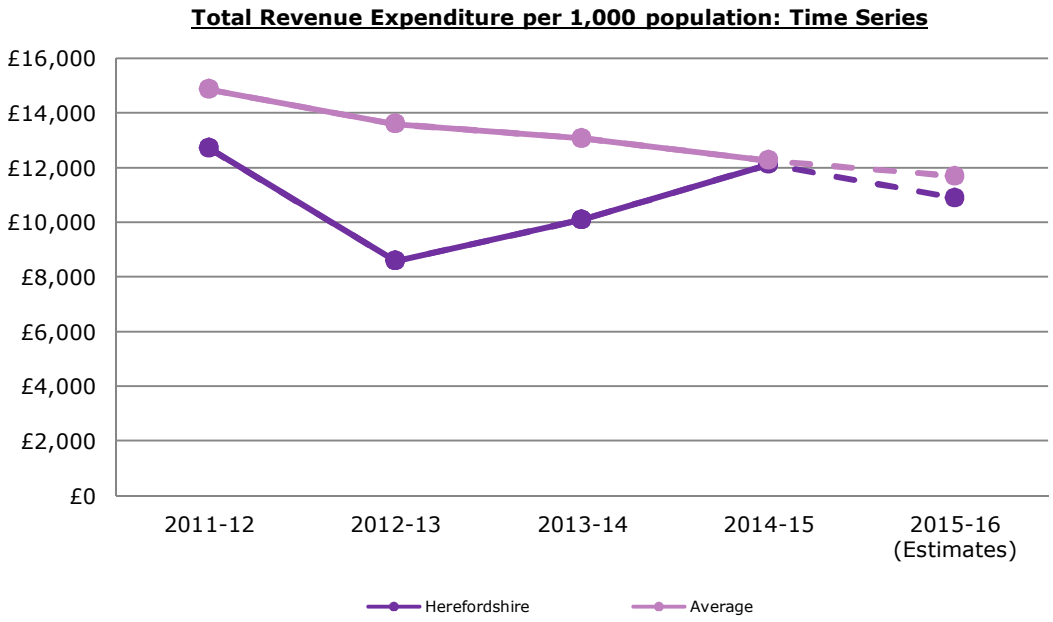

- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.
- Herefordshire is in the top quartile suggesting that the library service engages well with the population when compared to the other authorities.

  Please see appendix 1 for further details on quartiles.

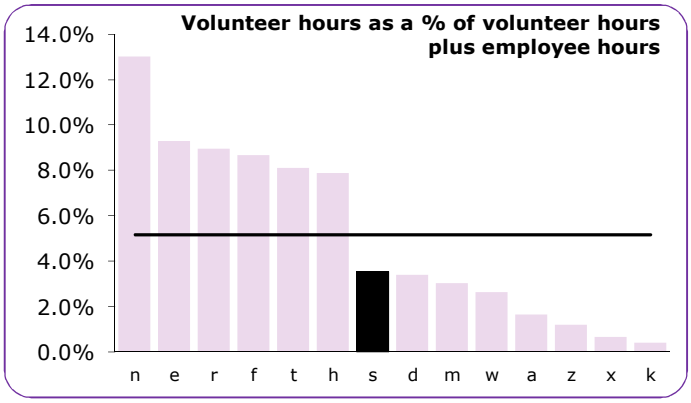
## B: Resourcing




- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2014-15 actuals.
- Herefordshire comes out as being at the middle of the comparison, which suggests that its costs are similar to the group as a whole. It may be worthwhile looking at the authorities who are cheaper to see if there is anything it can learn from their approaches.

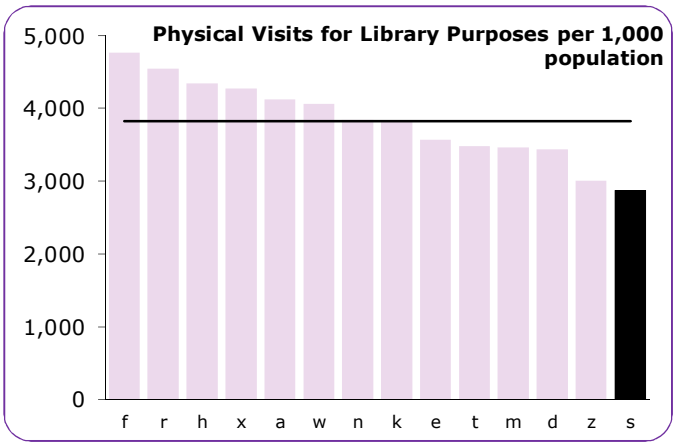



- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2015-16. The population figure used for all years is the mid-year 2014 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a drop can be seen in the 2015-16 estimates.

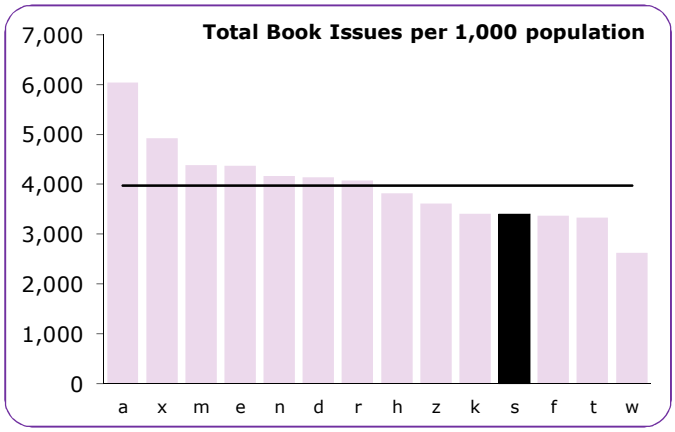



- One well publicised approach that library authorities are taking is using volunteers.
- Herefordshire had 3.5% of 'worked hours' provided by volunteers in 2014-15 compared to an average of 5.2%.

## C: Workload

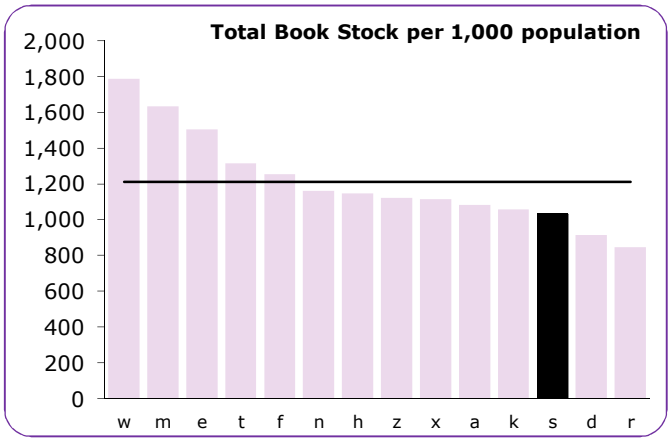



- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



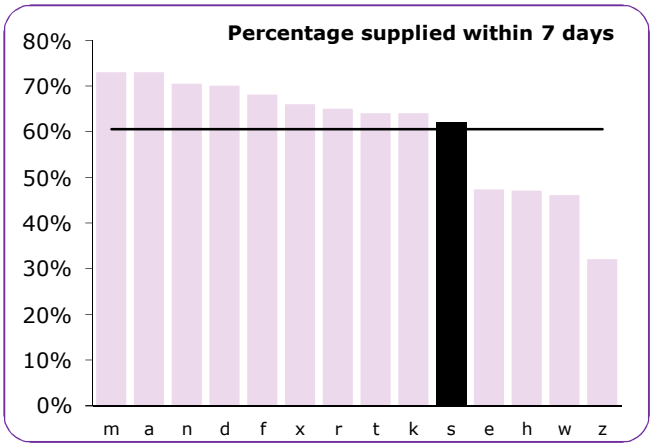

- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock




- This chart compares the overall book stock level of the library service.

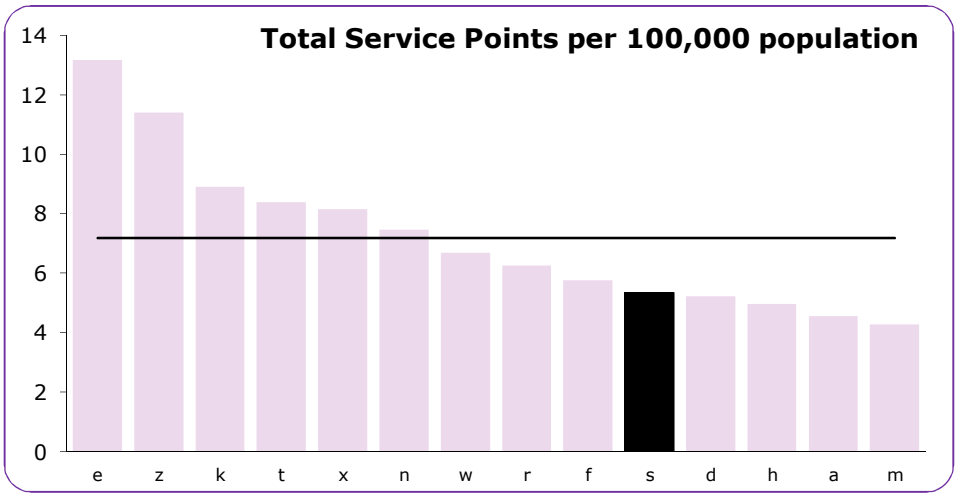
## E: Performance




- Herefordshire successfully supplied 62% of book requests within 7 days of request. This was just below average for the group of authorities compared.

# SECTION A: LIBRARIES AND LIBRARY USERS

• This section compares the information on numbers of libraries, opening hours, library users, visits and electronic access.




(See page 8 for details)

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| | Number of hours available & recorded |
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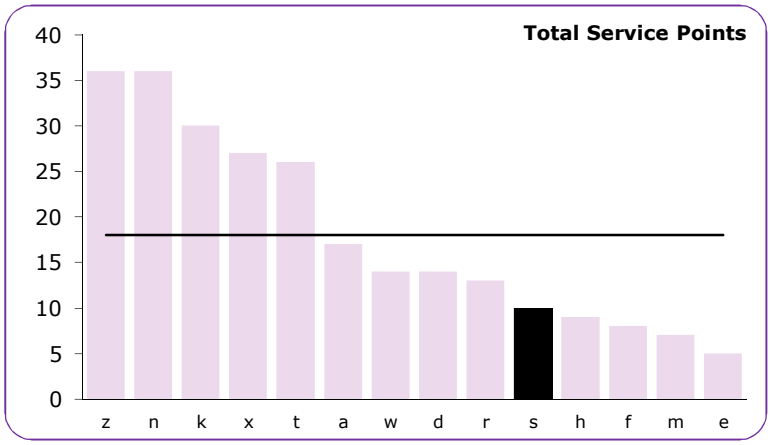
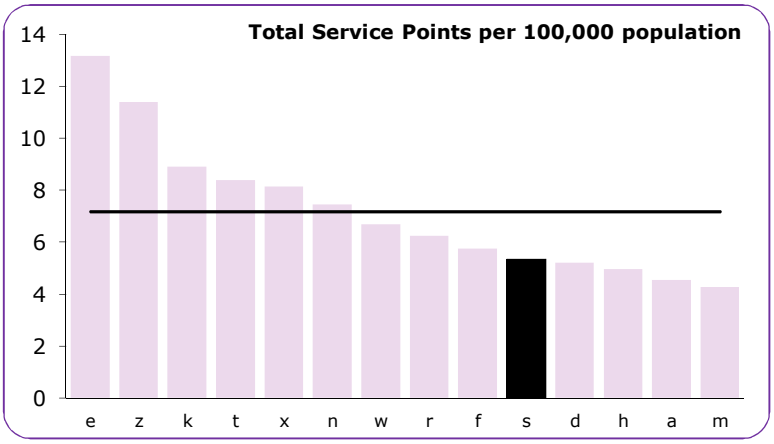
## A1: Service Points

at 31 March 2015

| | Number | / 100k pop | *Average* |
|---|---|---|---|
| Mobile Libraries | 0 | 0.0 | *1.0* |
| Static Service Points | 11 | 5.9 | *6.5* |
| **Total Service Points** | 10 | 5.3 | *7.2* |

| | Authority | *Average* |
|---|---|---|
| Population | 187,200 | *253,579* |



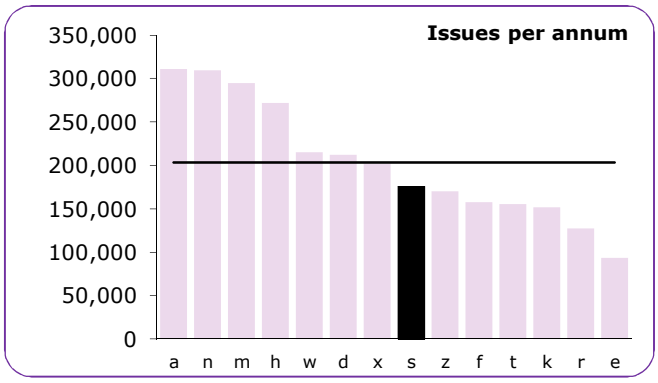

Source: CIPFA Public Library Statistics 2015 - Cells 1 to 45, ONS Population Estimates Mid 2014

## Busiest Service Points

2014-15 Actuals

Busiest Service Point (Issues): **Hereford**

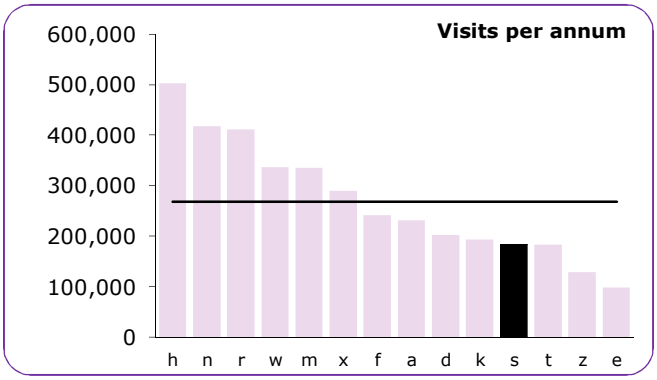
| | Authority | *Average* |
|---|---|---|
| Issues per annum | 175,618 | *203,083* |




Source: CIPFA Public Library Statistics 2015 - Cells 48 & 49

Busiest Service Point (Visits): **Hereford**

| | Authority | *Average* |
|---|---|---|
| Visits per annum | 184,434 | *267,844* |



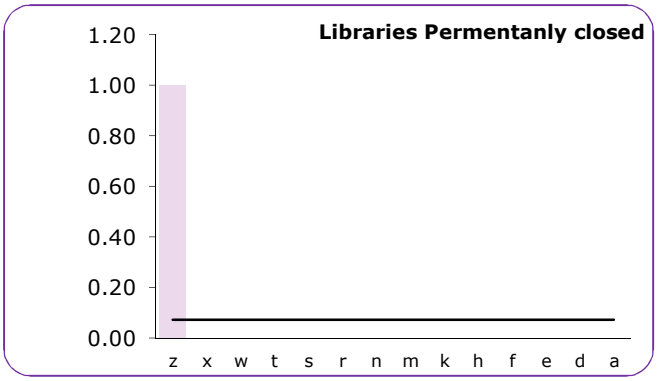

Source: CIPFA Public Library Statistics 2015 - Cells 50 & 51

# A1: Service Points (continued)

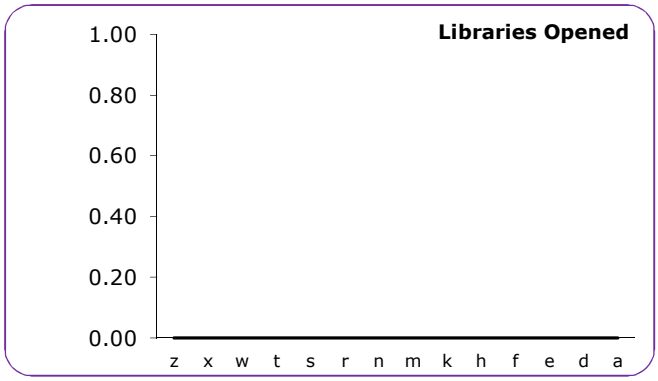
2014-15 Actuals

## Library Opening/Closures

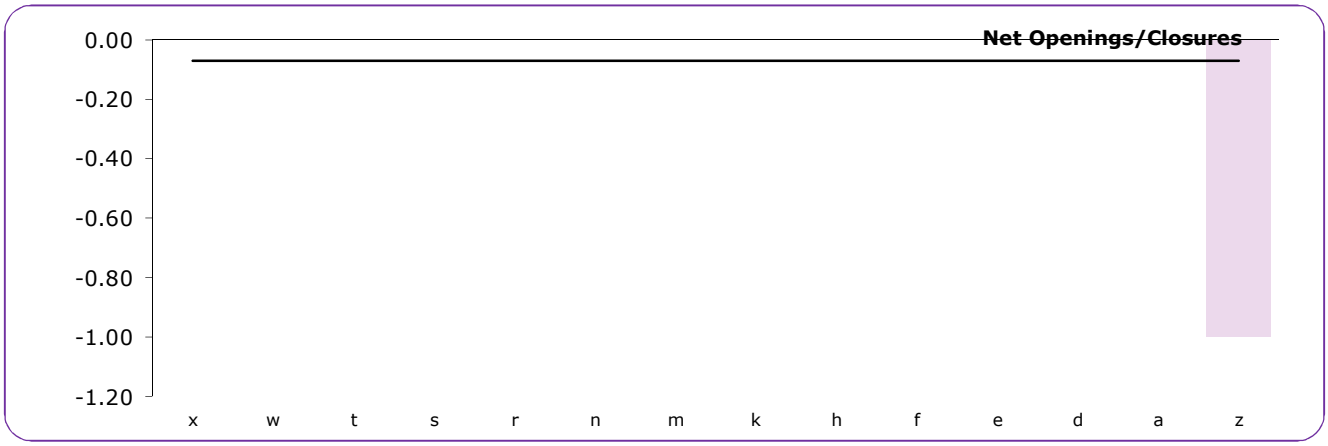
| | Authority | /100,000 pop | *Avg* |
|---|---|---|---|
| Libraries closed | 0 | 0.0 | *0.07* |
| Libraries Opened | 0 | 0.0 | *0.00* |
| **Net Library openings** | 0 | 0.0 | *-0.07* |




Source: CIPFA Public Library Statistics 2015 - Cell 46




Source: CIPFA Public Library Statistics 2015 - Cell 47



# A2: Population Density

2014-15 Actuals

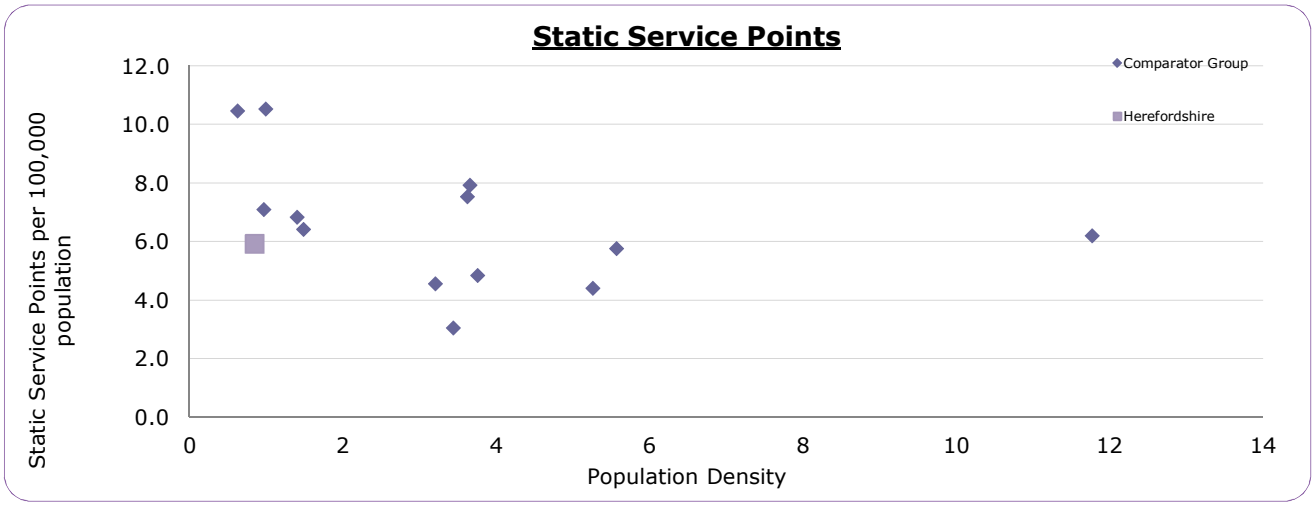
## Population Density and Number of Service Points

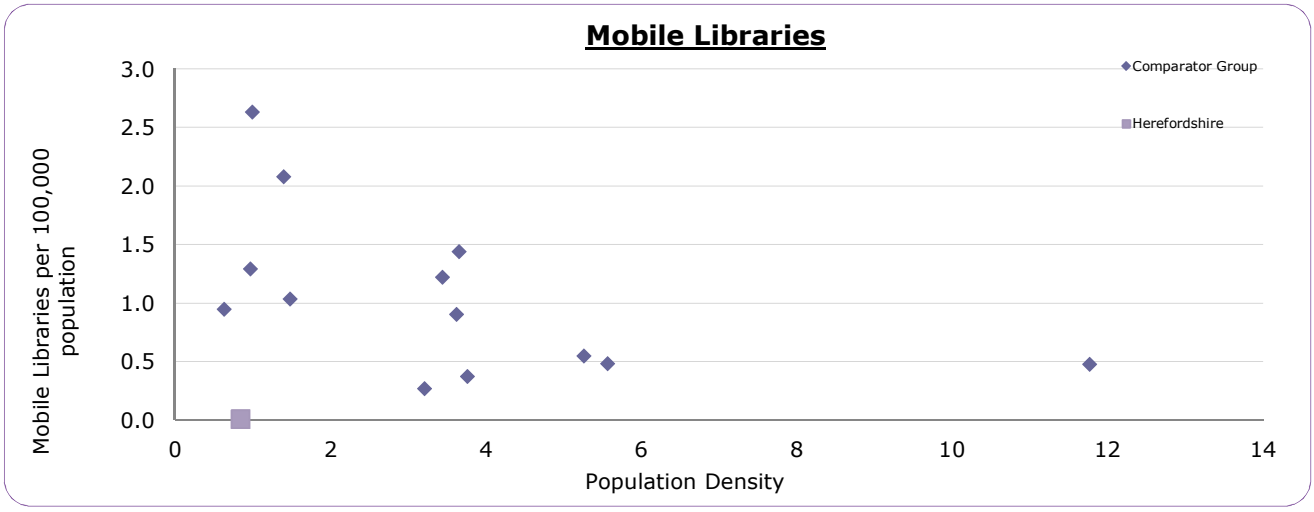
• In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.

• The scatter plots below compare these two factors. For all UK library authorities it can be seen that as population density increases (on the horizontal axis), the number of libraries per 100,000 population tends to be lower.

• As these charts are strongly effected by outliers, values for population density are capped at 120 and service points per 100,000 population capped at 18.0 and 3.0 for static service points and mobile libraries respectively.

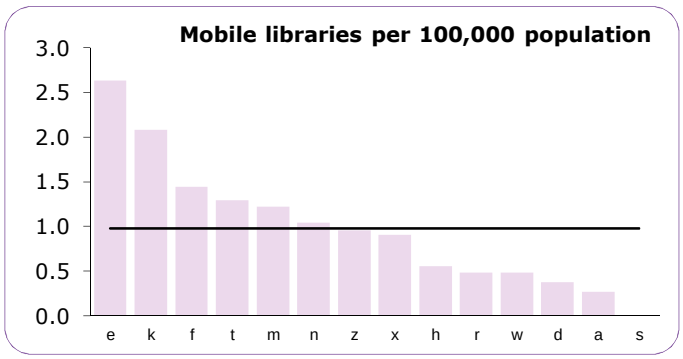
| | Authority | *Median* |
|---|---|---|
| Population Density | 0.9 | *3.3* |

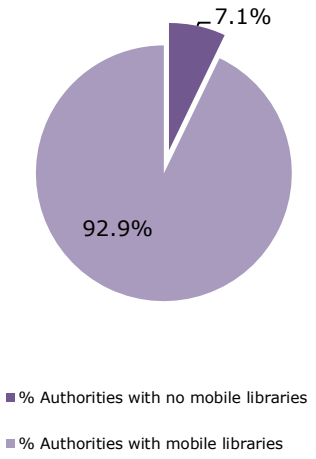



## Mobile Libraries

| | Number | / 100k pop | *Average* |
|---|---|---|---|
| Mobile Libraries | 0 | 0.0 | *1.0* |

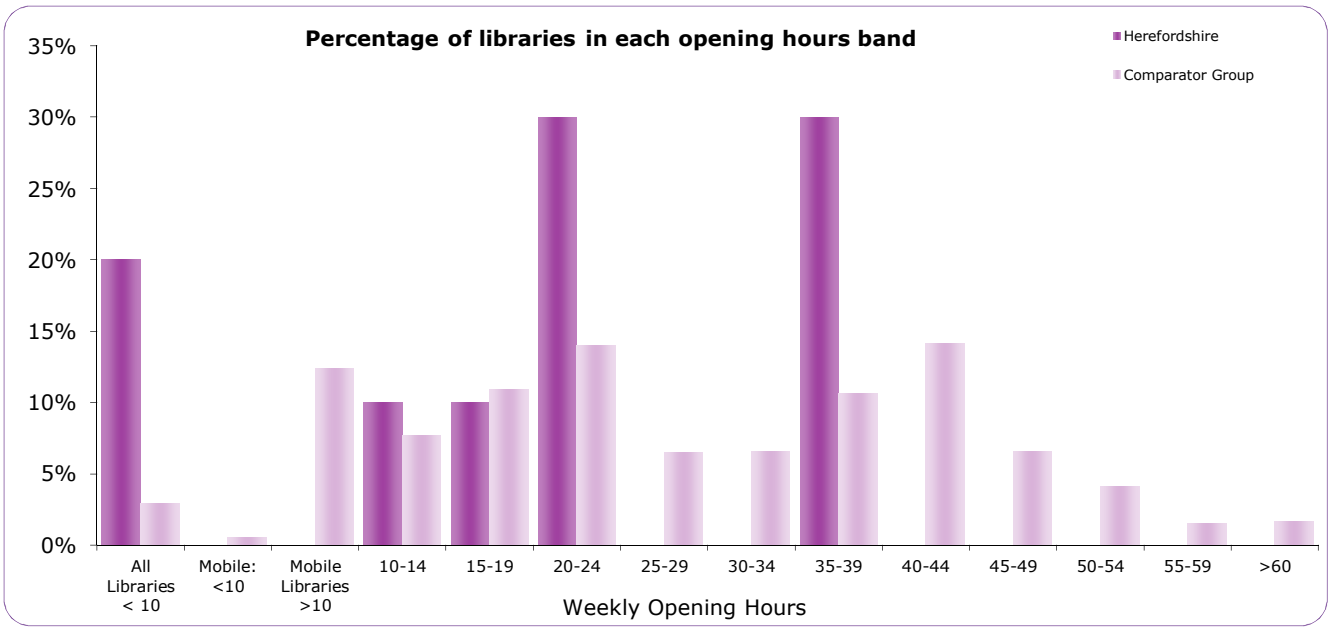


# A3: Opening Hours

2014-15 Actuals

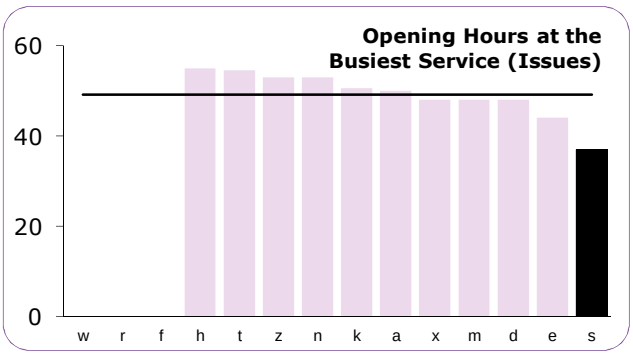
| Hours Open | Service Points Statutory Authority | Statutory Average | Non-Statutory Authority | Non-Statutory Average | Total Authority | Total Average | / 100,000 population Authority | / 100,000 population Average | % in Each Band Authority | % in Each Band Average |
|---|---|---|---|---|---|---|---|---|---|---|
| All Libraries: < 10 | 2 | *1* | 0 | *0* | 2 | *1* | 1.1 | *0.2* | 20.0% | *2.9%* |
| Mobile: <10 | 0 | *0* | 0 | *0* | 0 | *0* | 0.2 | *0.0* | 0.0% | *0.5%* |
| Mobile: >10 | 0 | *2* | 0 | *0* | 0 | *2* | 0.0 | *0.9* | 0.0% | *12.4%* |
| Static: 10-14 | 1 | *2* | 1 | *0* | 2 | *2* | 0.5 | *0.6* | 10.0% | *7.6%* |
| Static: 15-19 | 1 | *2* | 0 | *0* | 1 | *2* | 0.5 | *0.0* | 10.0% | *10.9%* |
| Static: 20-24 | 3 | *2* | 0 | *0* | 3 | *2* | 1.6 | *0.9* | 30.0% | *14.0%* |
| Static: 25-29 | 0 | *1* | 0 | *0* | 0 | *1* | 0.0 | *0.4* | 0.0% | *6.5%* |
| Static: 30-34 | 0 | *2* | 0 | *0* | 0 | *2* | 0.0 | *0.5* | 0.0% | *6.6%* |
| Static: 35-39 | 3 | *2* | 0 | *0* | 3 | *2* | 1.6 | *0.7* | 30.0% | *10.7%* |
| Static: 40-44 | 0 | *2* | 0 | *0* | 0 | *2* | 0.0 | *1.0* | 0.0% | *14.2%* |
| Static: 45-49 | 0 | *1* | 0 | *0* | 0 | *1* | 0.0 | *0.4* | 0.0% | *6.6%* |
| Static: 50-54 | 0 | *1* | 0 | *0* | 0 | *1* | 0.0 | *0.3* | 0.0% | *4.1%* |
| Static: 55-59 | 0 | *0* | 0 | *0* | 0 | *0* | 0.0 | *0.1* | 0.0% | *1.5%* |
| Static: >60 | 0 | *0* | 0 | *0* | 0 | *0* | 0.0 | *0.1* | 0.0% | *1.6%* |
| **Total** | 10 | *18* | 1 | *1* | 11 | *19* | 5.5 | *6.1* | | |




Source: CIPFA Public Library Statistics 2015 - Cells 1 to 45

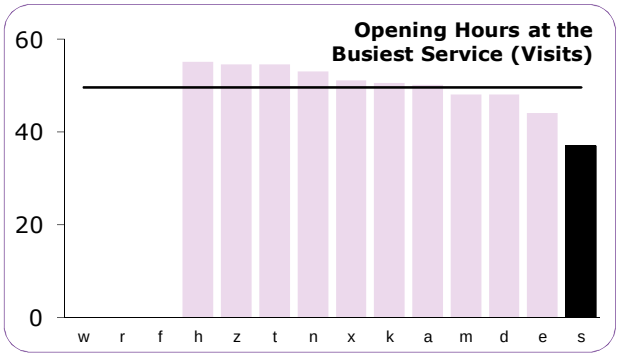
## Opening Hours - Busiest Service Points

Busiest Service Point (Issues): **Hereford**




Herefordshire 37.0 *Average:* *49.2*

Busiest Service Point (Visits): **Hereford**



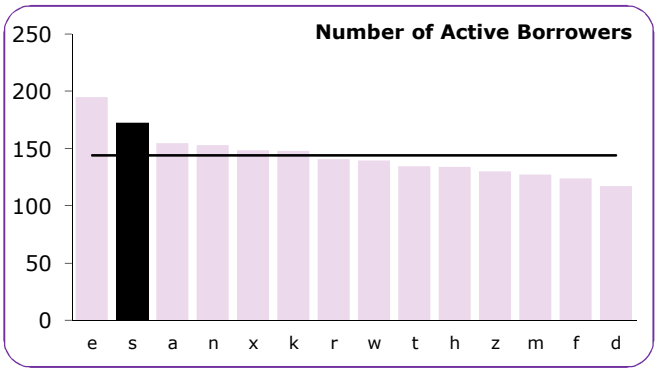

Herefordshire 37.0 *Average:* *49.6*

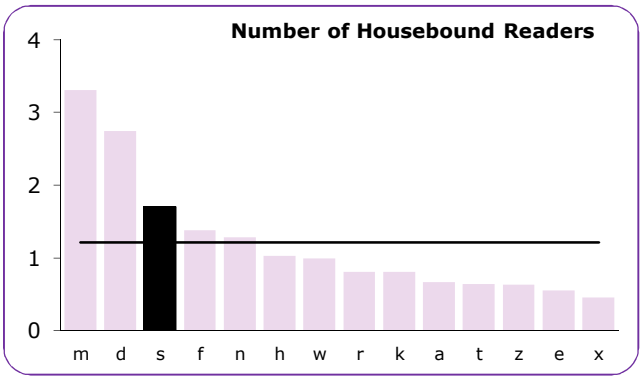
Source: CIPFA Public Library Statistics 2015 - Cells 48 to 51

# A4: Library Users

2014-15 Actuals

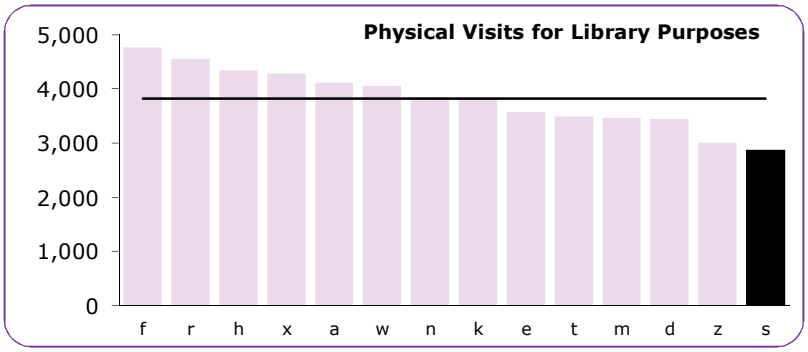
| | Number | /1,000 pop | *Average* |
|---|---|---|---|
| **Active Borrowers** | 32,235 | 172 | *144* |
| Housebound Readers | 318 | 1.7 | *1.2* |



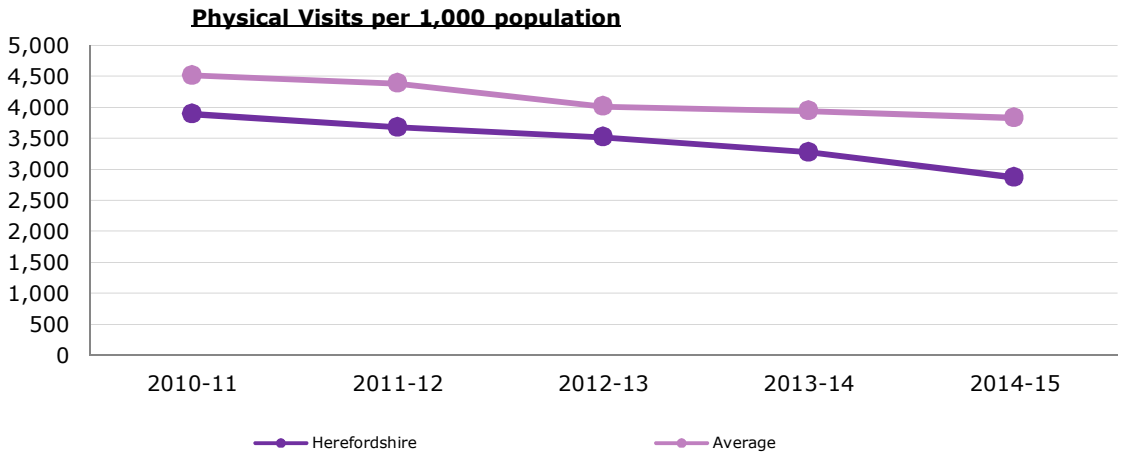




Source: CIPFA Public Library Statistics 2015 - Cells 122 & 123

## Physical Visits for Library Purposes




| **Physical Visits** | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| 2010-11 | 723,316 | 3,887 | *4,512* |
| 2011-12 | 659,089 | 3,676 | *4,381* |
| 2012-13 | 644,705 | 3,511 | *4,010* |
| 2013-14 | 604,609 | 3,270 | *3,937* |
| **2014-15** | **536,426** | **2,866** | ***3,824*** |



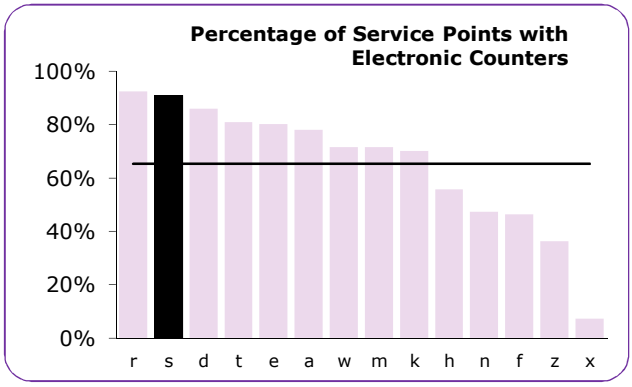

Source: CIPFA Public Library Statistics 2015 - Cell 124

# A4: Library Users (continued)

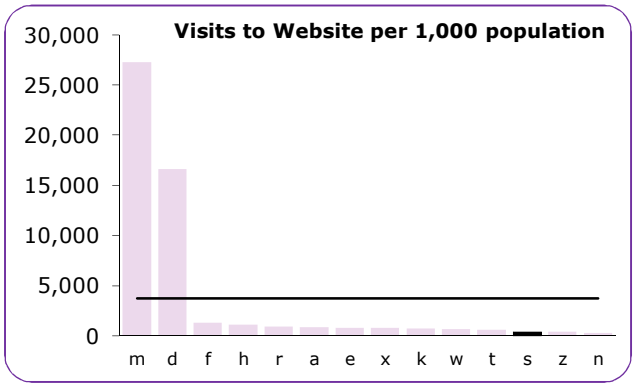
2014-15 Actuals

| | Authority | *Average* |
|---|---|---|
| S.P. with Electronic Counters | 91% | *65%* |

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Visits to Website | 65,693 | 351 | *3,733* |

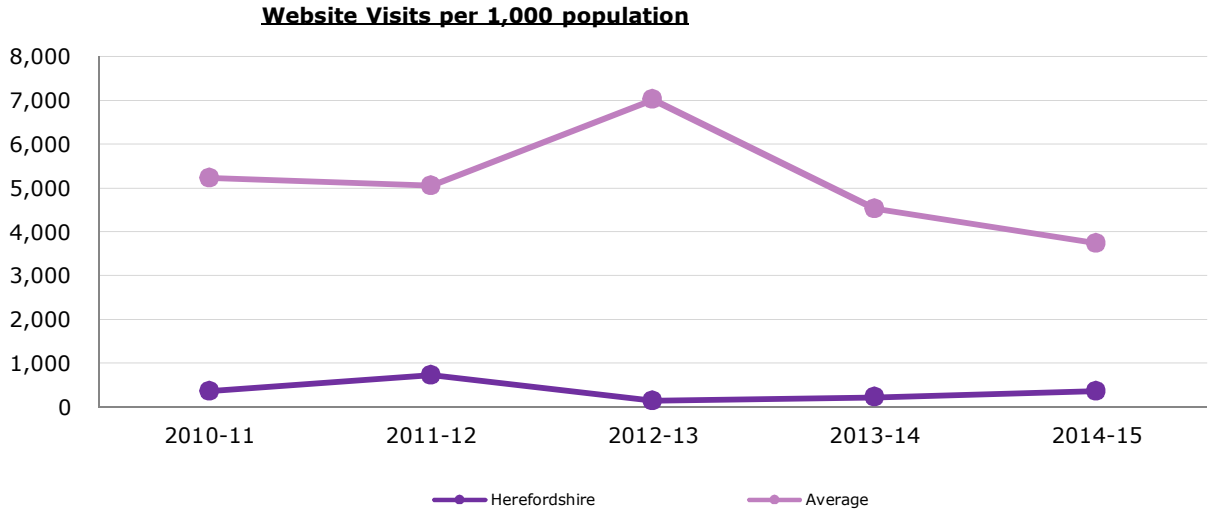



Source: CIPFA Public Library Statistics 2015 - Cell 127




Source: CIPFA Public Library Statistics 2015 - Cell 128

| **Website Visits** | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| 2010-11 | 65,923 | 354 | *5,226* |
| 2011-12 | 129,336 | 721 | *5,049* |
| 2012-13 | 24,296 | 132 | *7,014* |
| 2013-14 | 39,850 | 216 | *4,524* |
| **2014-15** | **65,693** | **351** | ***3,733*** |

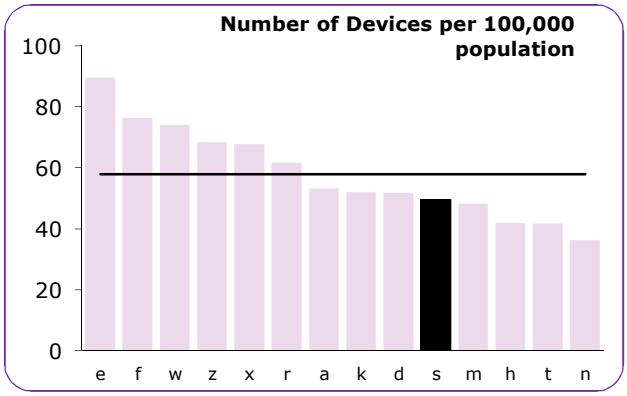



Source: CIPFA Public Library Statistics 2015 - Cell 128 and equivalent for previous years

# A5: Electronic Workstations

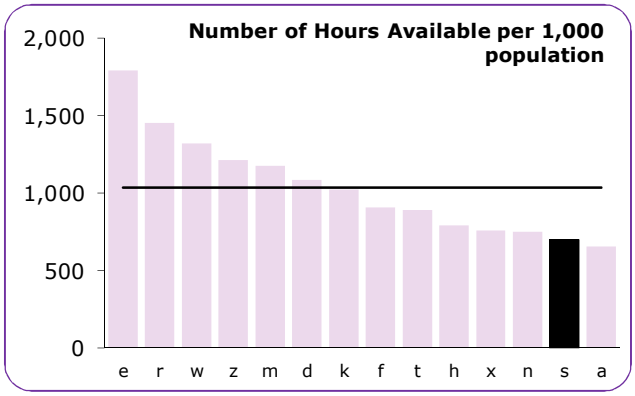
2014-15 Actuals

| | Number | per 100,000 pop | *Average* |
|---|---|---|---|
| Terminals | 93 | 49.7 | *57.9* |



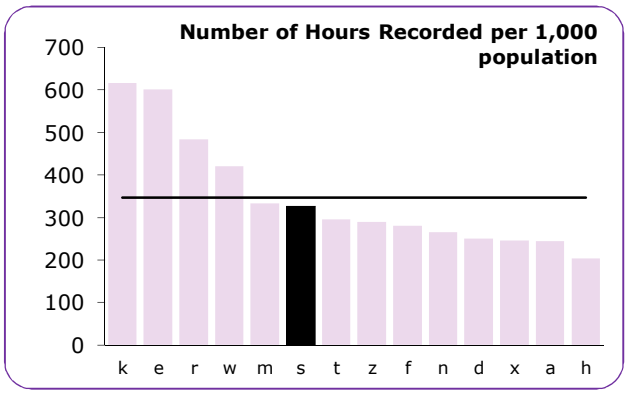

Source: CIPFA Public Library Statistics 2015 - Cell 52

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Hours Available | 130,378 | 696 | *1,034* |



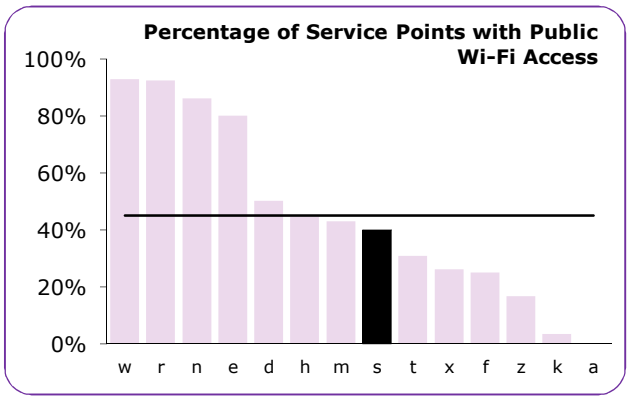

Source: CIPFA Public Library Statistics 2015 - Cell 53

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Hrs Recorded | 61,218 | 327 | *347* |




Source: CIPFA Public Library Statistics 2015 - Cell 54

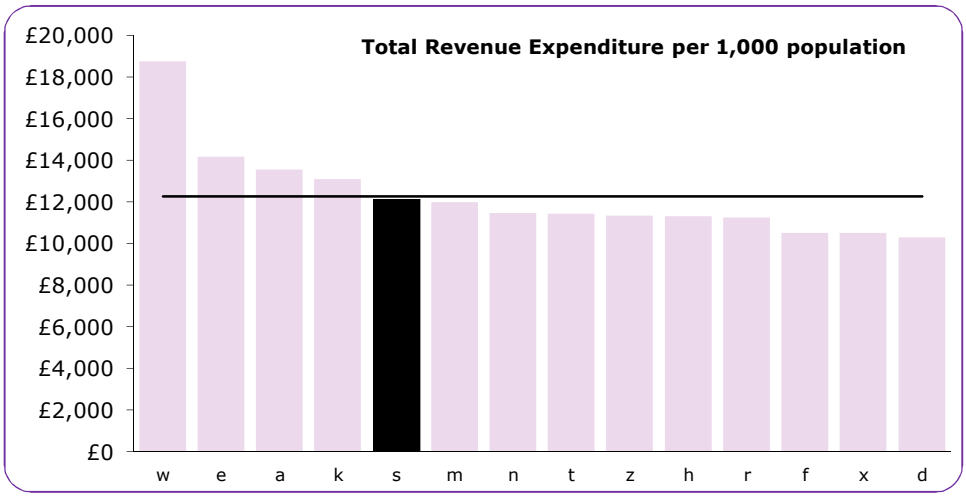
| | Authority | *Average* |
|---|---|---|
| Service Points with Wi-Fi Access | *40%* | *45%* |




Source: CIPFA Public Library Statistics 2015 - Cell 55

# SECTION B: RESOURCING

• This section examines levels of expenditure, staffing and the use of volunteers.




(See page 15 for details)

## Section Contents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| | Revenue expenditure breakdown |
| | Revenue income breakdown |
| **Page 20** | **B2: Cost Indicators** |
| | Various cost indicators |
| **Page 21** | **B3: Financial Information (Estimates)** |
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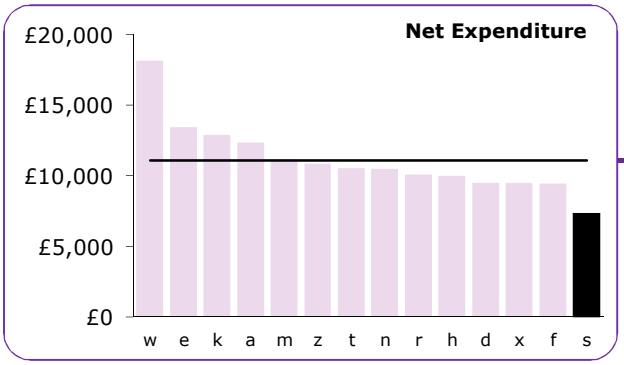
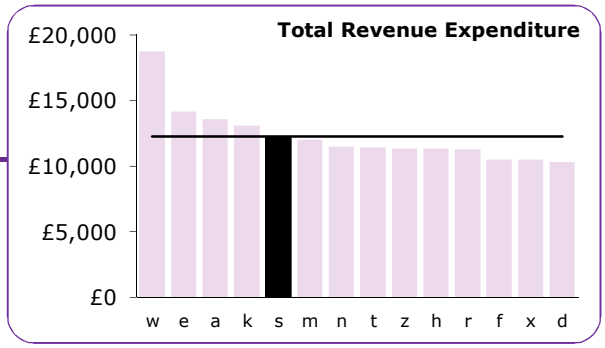
| | Professional & other paid staff |
| | Staff costs per employee |
| **Page 24** | **B5: Volunteers** |
| | Analysis of numbers and hours |

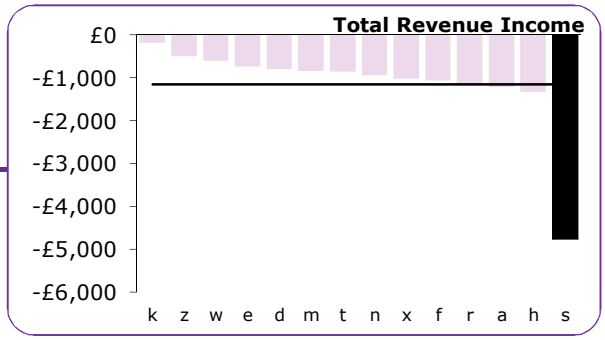
# B1: Financial Information (Actuals)

| 2014-15 Actuals | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Revenue Expenditure | 2,267,132 | 12,111 | *12,250* |
| Revenue Income | 895,689 | 4,785 | *1,158* |
| **Net Expenditure** | 1,371,443 | 7,326 | *11,092* |

graphs shown per 1,000 population



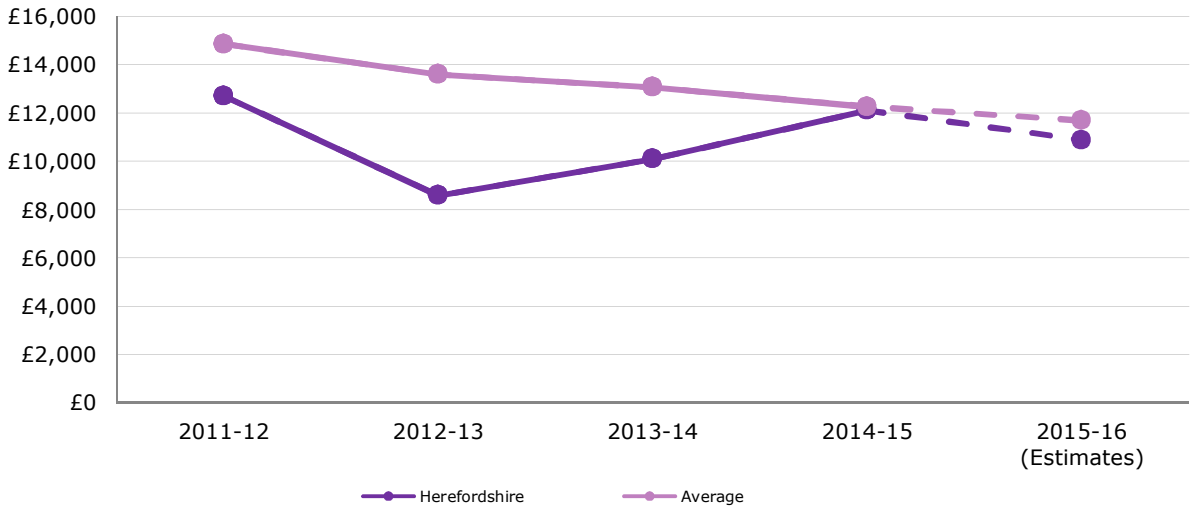




Source: CIPFA Public Library Statistics 2015 - Cells 157, 167 & 168

| Revenue Expenditure | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| 2011-12 | 2,276,348 | 12,696 | *14,850* |
| 2012-13 | 1,574,565 | 8,576 | *13,591* |
| 2013-14 | 1,865,380 | 10,089 | *13,059* |
| 2014-15 | 2,267,132 | 12,111 | *12,250* |
| 2015-16 (Estimates) | 2,036,697 | 10,880 | *11,683* |

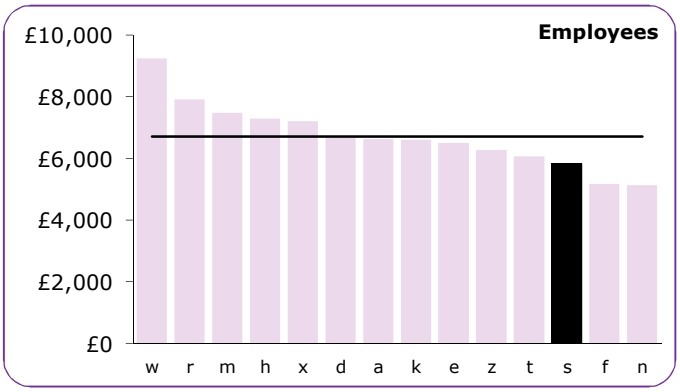
**Revenue Expenditure per 1,000 population: Time Series**

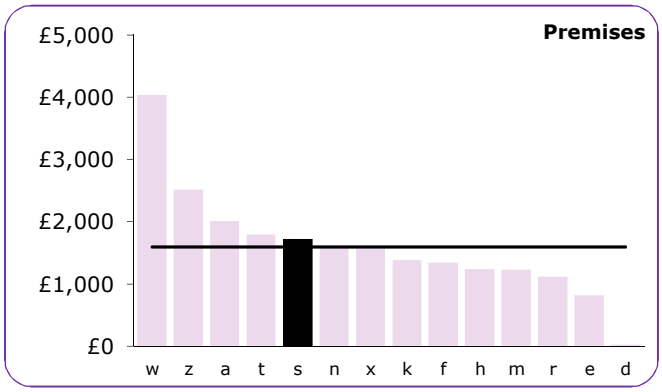


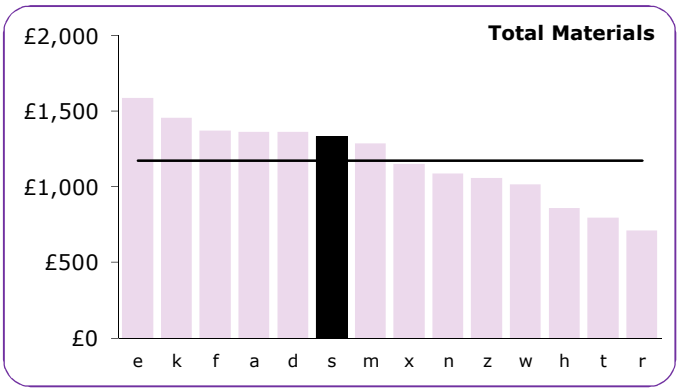

Source: CIPFA Public Library Statistics 2015 - Cell 157 and equivalent for previous years

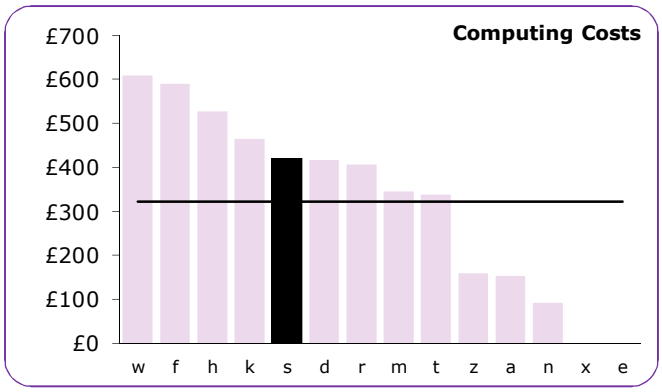
| Revenue Expenditure (2014-15 Actuals) | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Employees | 1,091,881 | 5,833 | *6,701* |
| Premises | 321,914 | 1,720 | *1,592* |
| Total Materials | 248,727 | 1,329 | *1,172* |
| Computing Costs | 78,554 | 420 | *322* |
| Other Supplies & Services | 212,448 | 1,135 | *592* |
| Transport | 36,493 | 195 | *190* |
| Third Party Payments | 14,674 | 78 | *211* |
| Support Service Costs | 262,441 | 1,402 | *1,468* |
| **Total Revenue Expenditure** | 2,267,132 | 12,111 | *12,250* |

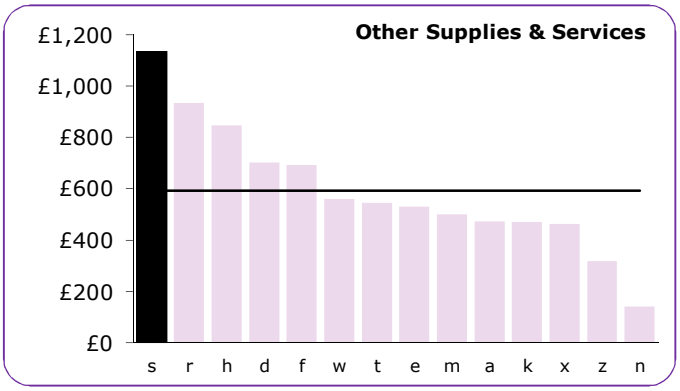
graphs show expenditure per 1,000 population

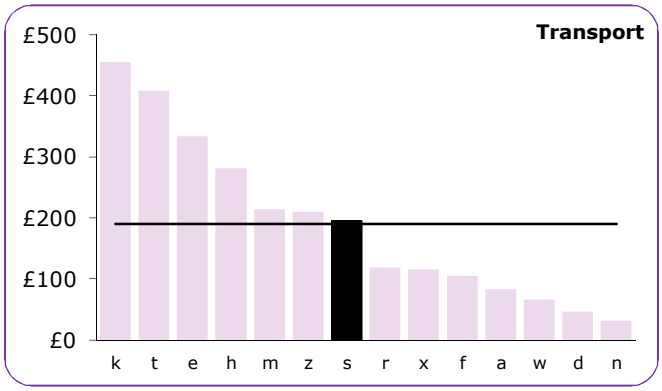


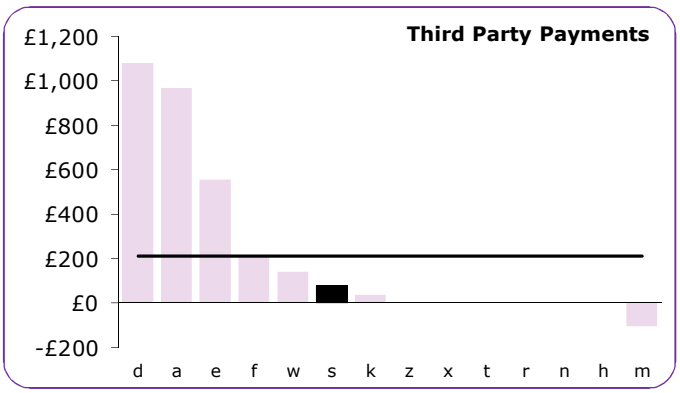



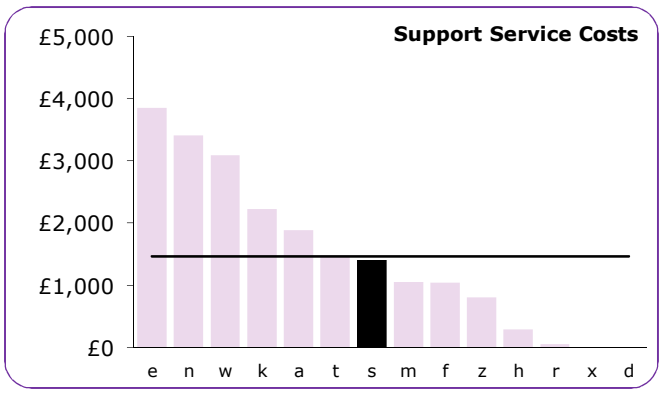



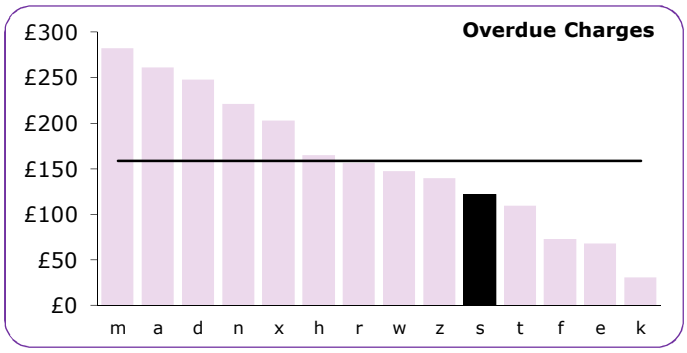



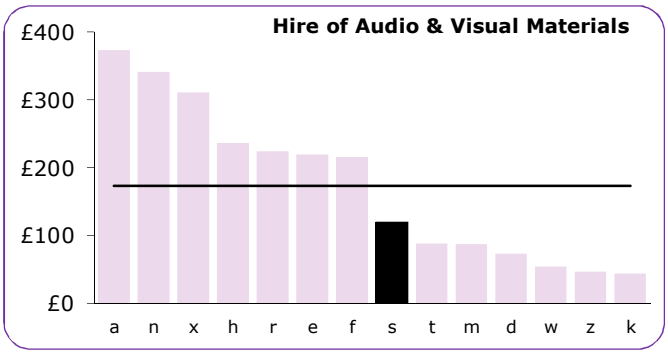



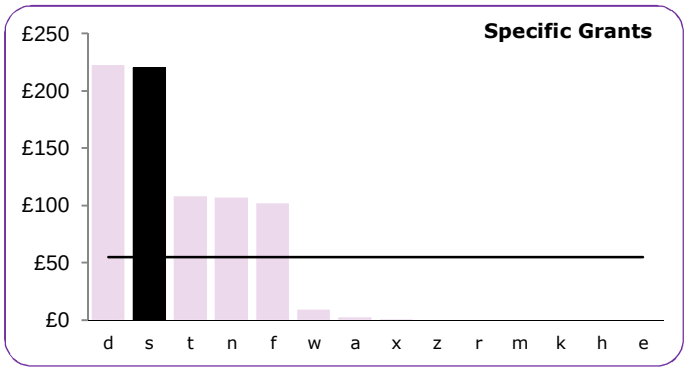

Source: CIPFA Public Library Statistics 2015 - Cells 131 to 157

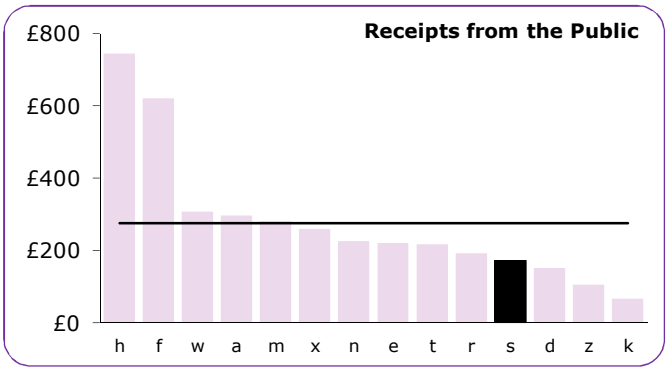
| Revenue Income (2014-15 Actuals) | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Overdue Charges | 22,759 | 122 | *159* |
| Hire of Audio & Visual Materials | 22,516 | 120 | *174* |
| Specific Grants | 41,142 | 220 | *55* |
| Receipts from the Public | 32,252 | 172 | *275* |
| Corporate Income | 772,645 | 4,127 | *337* |
| Other Income | 4,374 | 23 | *159* |
| Reservation Fees | 394 | 2 | *43* |
| Lettings | 3,980 | 21 | *94* |
| Electronic Revenue | 0 | 0 | *20* |
| Provision to other LAs | 0 | 0 | *2* |
| **Total Revenue Income** | 895,689 | 4,785 | *1,158* |

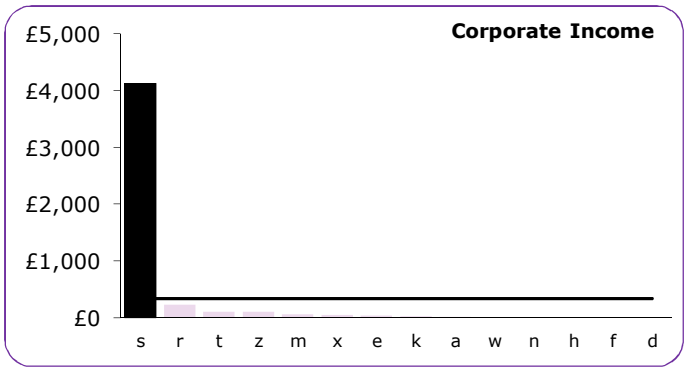
graphs shown per 1,000 population

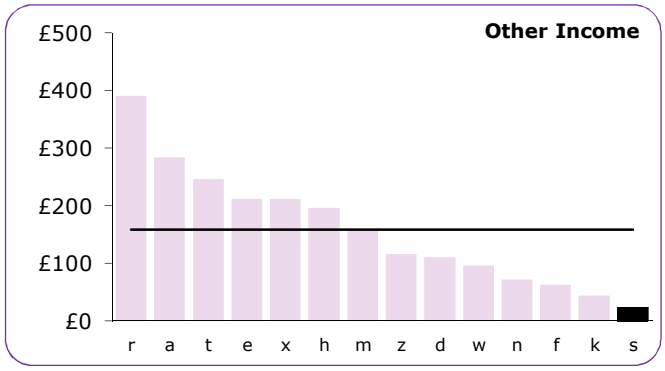


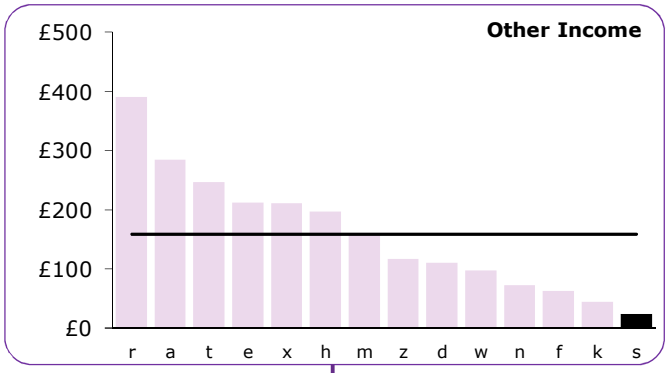



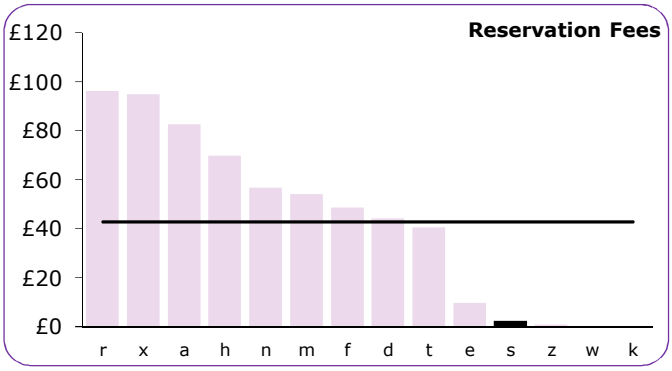



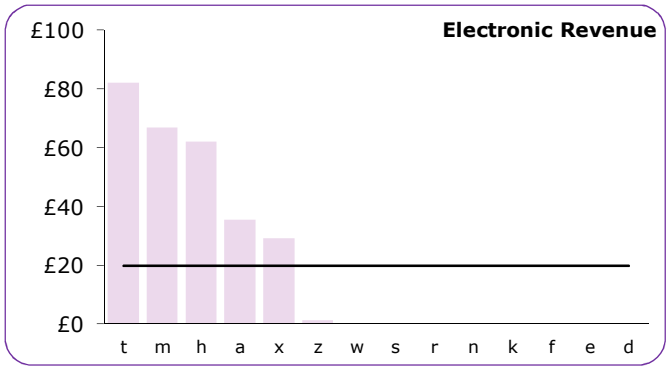



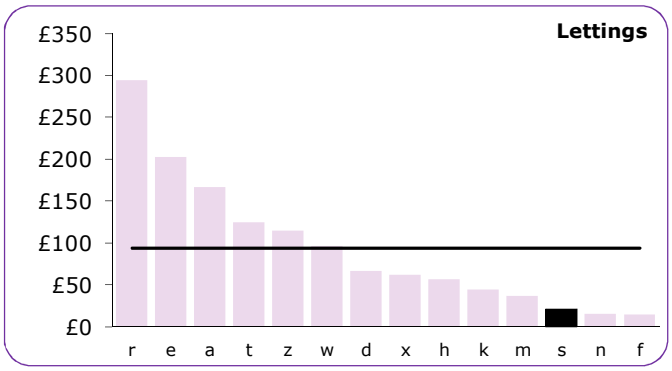

Source: CIPFA Public Library Statistics 2015 - Cells 158 to 167

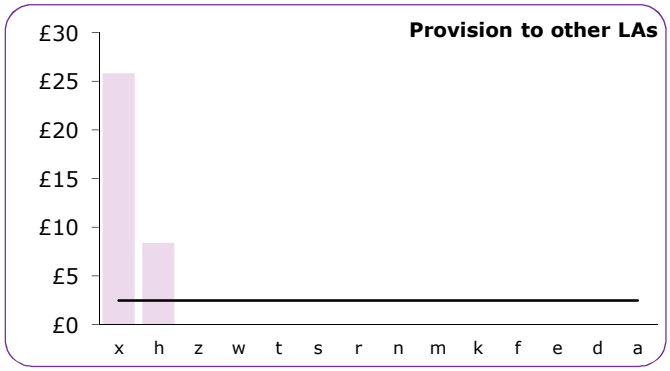
| Total Other Income (2014-15 Actuals) | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Reservation Fees | 394 | 2 | *43* |
| Lettings | 3,980 | 21 | *94* |
| Electronic Revenue | 0 | 0 | *20* |
| Provision to other LAs | 0 | 0 | *2* |
| **Total Other Income** | 4,374 | 23 | *159* |



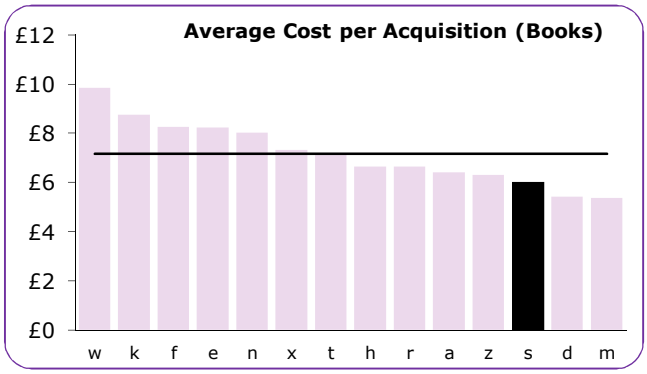




Source: CIPFA Public Library Statistics 2015 - Cells 159, 160, 162 & 163

## B2: Cost Indicators

| | £ p | *Average* |
|---|---|---|
| Average Cost per Book | £6.02 | *£7.16* |

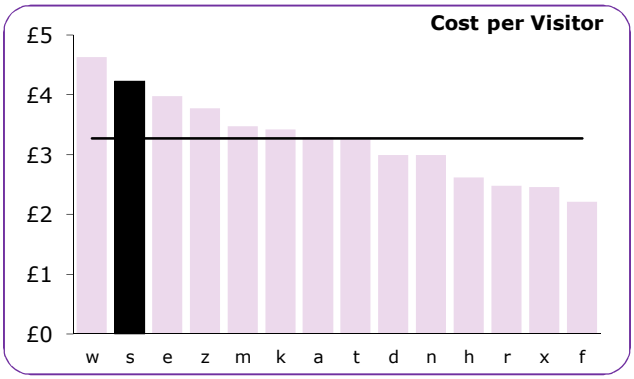
- Average cost per book acquisition.




Source: CIPFA Public Library Statistics 2015 - Sum of Cells 133 to 137 divided by Cell 71

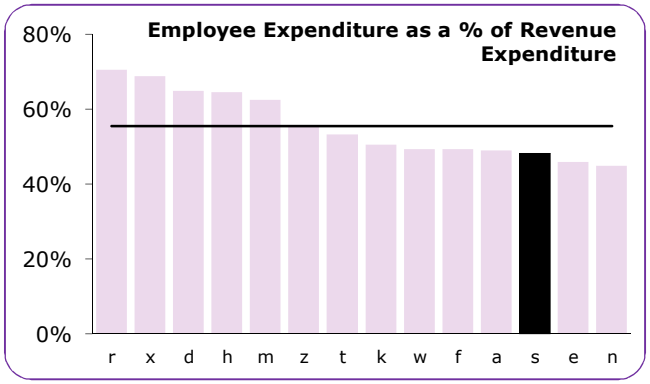
| | £ p | *Average* |
|---|---|---|
| Cost per Visitor | £4.23 | *£3.27* |

- Revenue expenditure divided by visitor number.



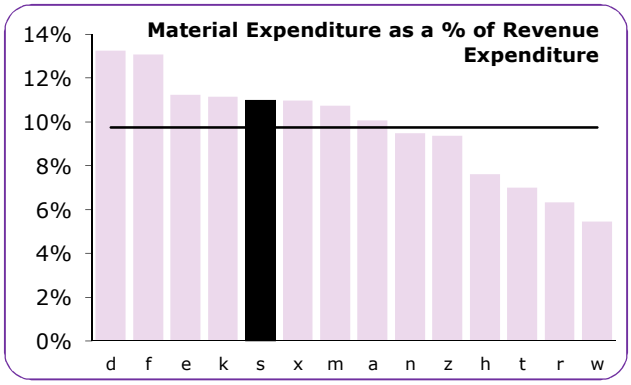

Source: CIPFA Public Library Statistics 2015 - Cell 157 divided by Cell 124

| | % | *Average* |
|---|---|---|
| % Employee Expenditure | 48% | *55%* |



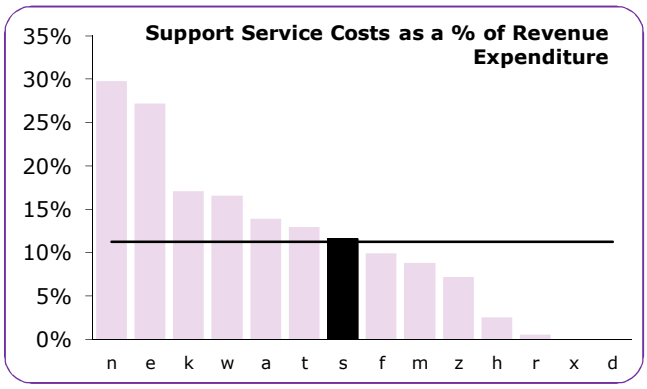

Source: CIPFA Public Library Statistics 2015 - Cell 131 as a percentage of Cell 157

| | % | *Average* |
|---|---|---|
| % Material Expenditure | 11% | *10%* |




Source: CIPFA Public Library Statistics 2015 - Cell 151 as a percentage of Cell 157

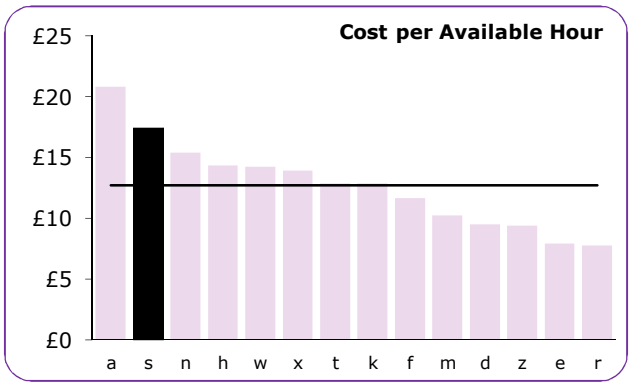
| | % | *Average* |
|---|---|---|
| % Support Services | 12% | *11%* |




Source: CIPFA Public Library Statistics 2015 - Cell 156 as a percentage of Cell 157

- Cost per Available Hour

| | £ p | *Average* |
|---|---|---|
| Cost per Available Hour | £17.39 | *£12.70* |

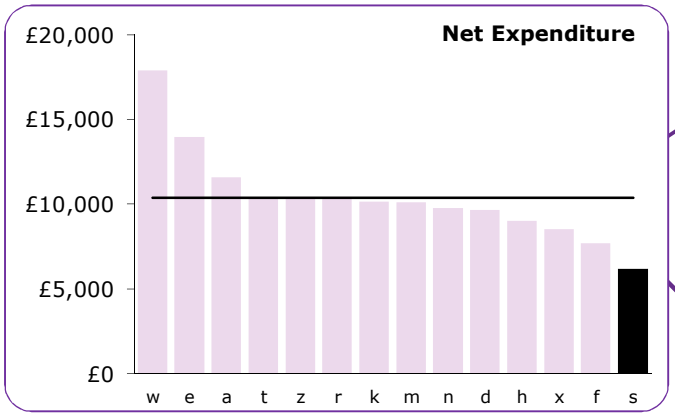


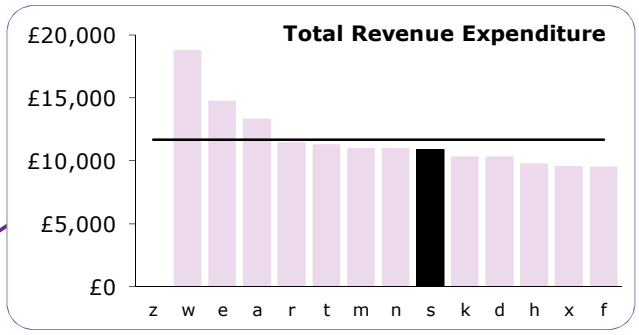

Source: CIPFA Public Library Statistics 2015 - Cell 157 divided by Cell 53

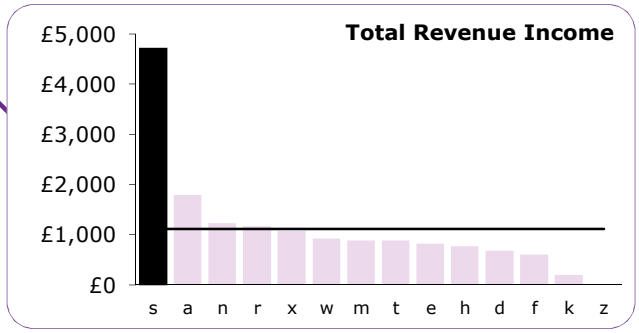
# B3: Financial Information (2015-16 Estimates)

graphs shown per 1,000 population

| Net Expenditure | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Employees | 991,424 | 5,296 | *6,613* |
| Premises | 309,897 | 1,655 | *1,405* |
| Supplies & Services - Materials | 246,141 | 1,315 | *1,218* |
| Other Expenditure | 489,235 | 2,613 | *2,908* |
| Revenue Expenditure | 2,036,697 | 10,880 | *11,683* |
| Revenue Income | (881,676) | (4,710) | *(1,116)* |
| **Net Expenditure** | 1,155,021 | 6,170 | *10,567* |



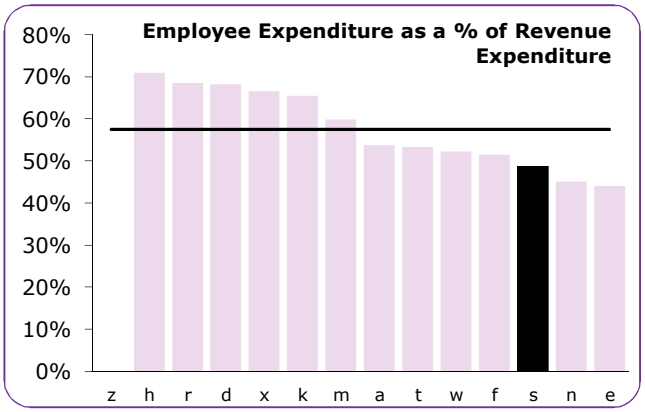



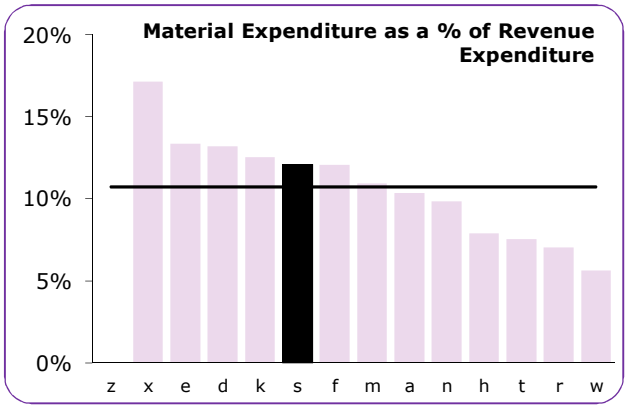

Source: CIPFA Public Library Statistics 2015 - Cell 170 to 174

| *2015-16 Estimates* | *%* | *Average* |
|---|---|---|
| % Employee Expenditure | 49% | *57%* |

| *2015-16 Estimates* | *%* | *Average* |
|---|---|---|
| % Material Expenditure | 12% | *11%* |




Source: CIPFA Public Library Statistics 2015 - Cell 170 as a percentage of Cell 174

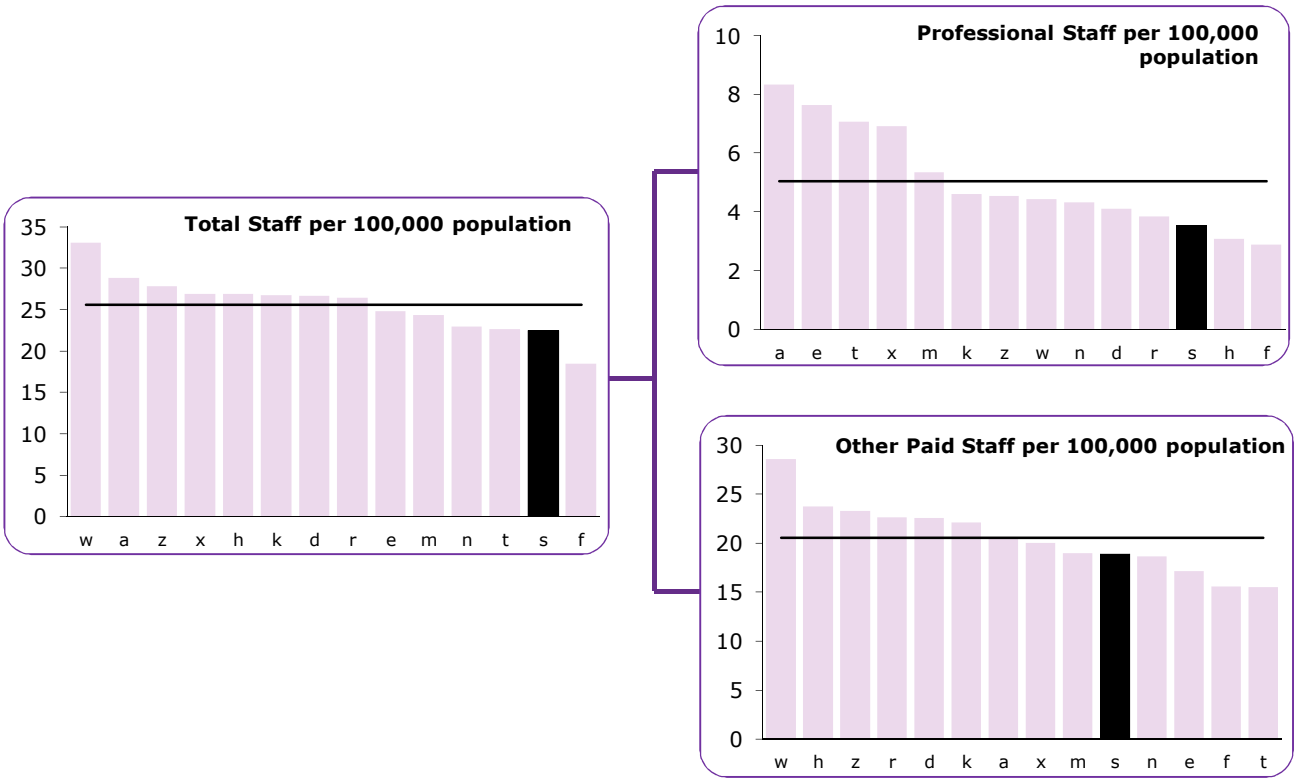



Source: CIPFA Public Library Statistics 2015 - Cell 172 as a percentage of Cell 174

# B4: Staffing

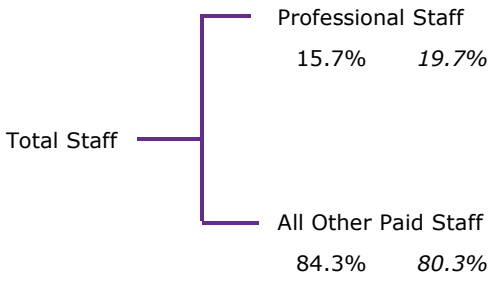
at 31 March 2015

| | FTE | per 100,000 pop | *Average* |
|---|---|---|---|
| Professional Staff | 6.6 | 3.5 | *5.0* |
| All Other Staff | 35.4 | 18.9 | *20.6* |
| **Total Staff** | 42.0 | 22.4 | *25.6* |



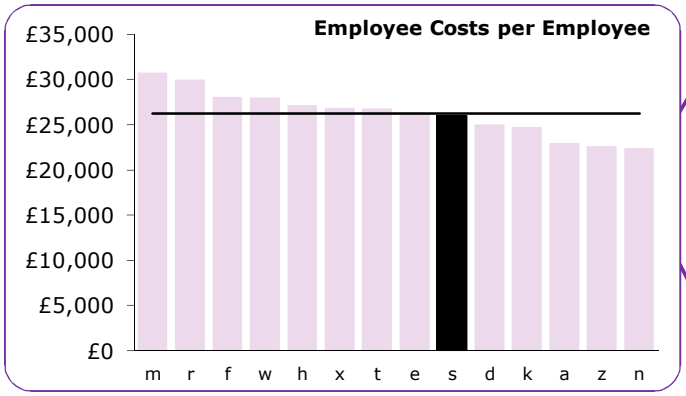

Source: CIPFA Public Library Statistics 2015 - Cells 95 to 97

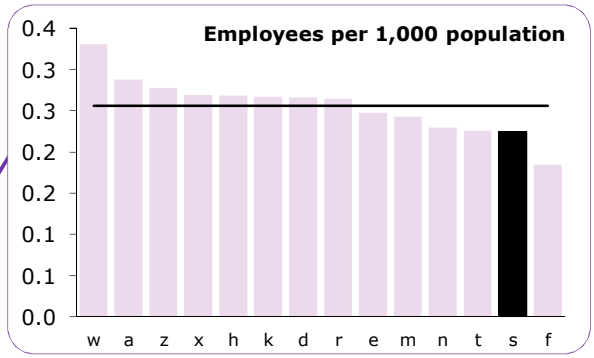
This tree diagram analyses professional and other staff as a percentage of total staff.
Your authority's value is followed by the average value in italics.

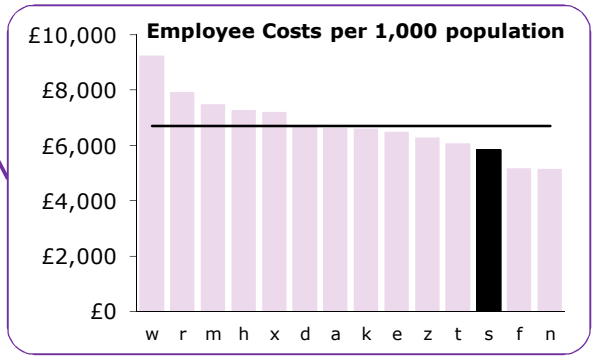


# B4: Staffing (continued)

| | £ | *Average* |
|---|---|---|
| Employee Costs per Employee | 25,997 | *26,225* |
| Employees per 1,000 population | 0.2 | *0.3* |
| Employee Costs per 1,000 population | 5,833 | *6,701* |



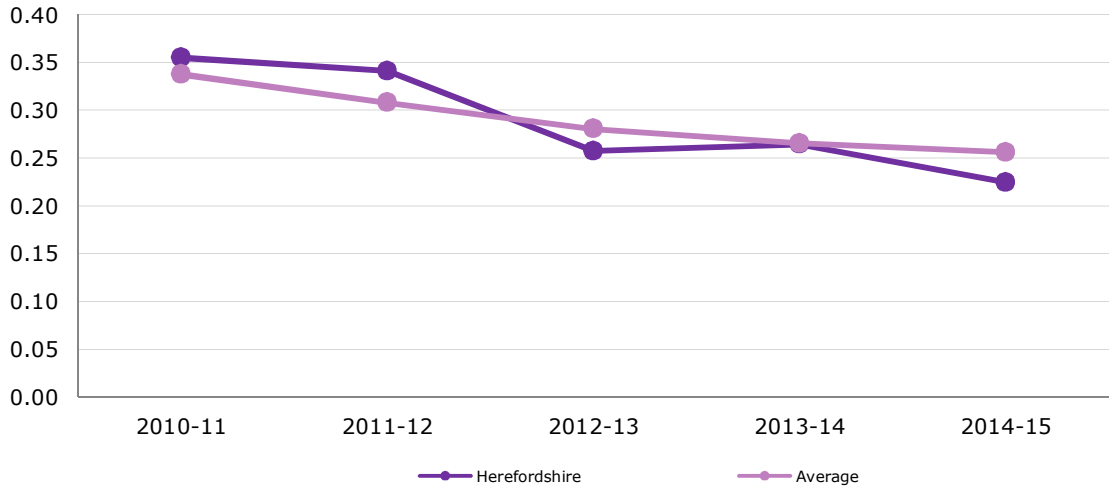




Source: CIPFA Public Library Statistics 2015 -

Cell 131 divided by Cell 97

| **All Staff** | FTE | per 1,000 pop | *Average* |
|---|---|---|---|
| 2010-11 | 63.6 | 0.35 | *0.34* |
| 2011-12 | 62.6 | 0.34 | *0.31* |
| 2012-13 | 47.5 | 0.26 | *0.28* |
| 2013-14 | 49.2 | 0.26 | *0.27* |
| 2014-15 | 42.0 | 0.22 | *0.26* |

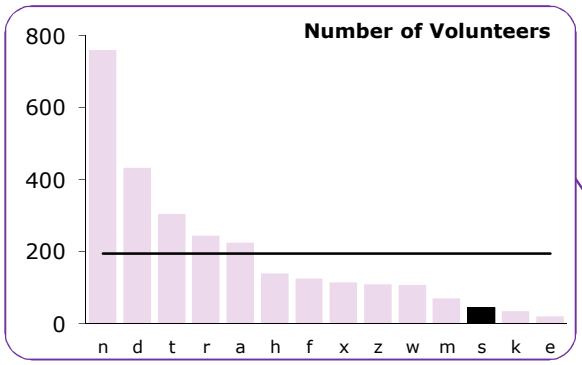
**Employees per 1,000 population: Time Series**



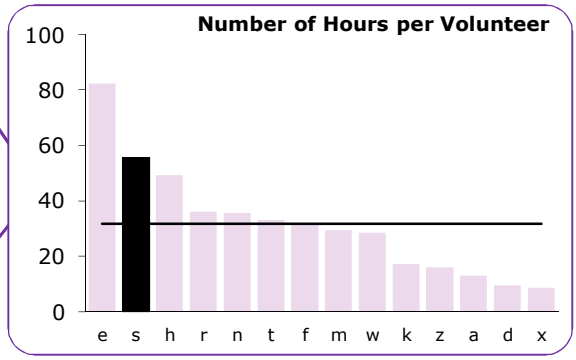

Source: CIPFA Public Library Statistics 2015 - Cell 97 and equivalent for previous years

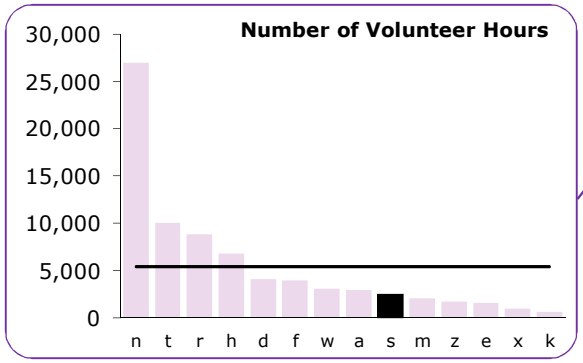
# B5: Volunteers

2014-15 Actuals




| | Number | Average |
|---|---|---|
| Volunteers | 45 | *194* |
| Volunteer Hours | 2,498 | *5,411* |
| Average Hours per Volunteer | 55.5 | *31.7* |



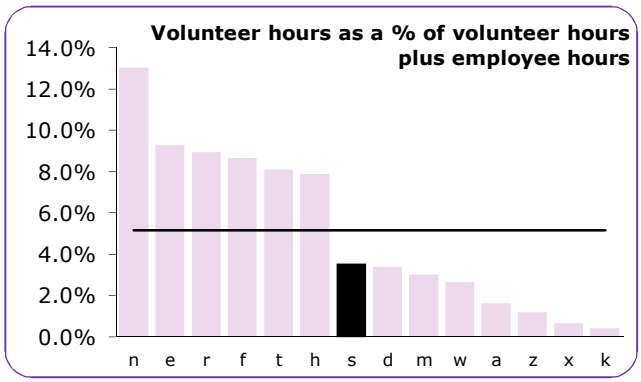




Source: CIPFA Public Library Statistics 2015 - Cells 98 & 99

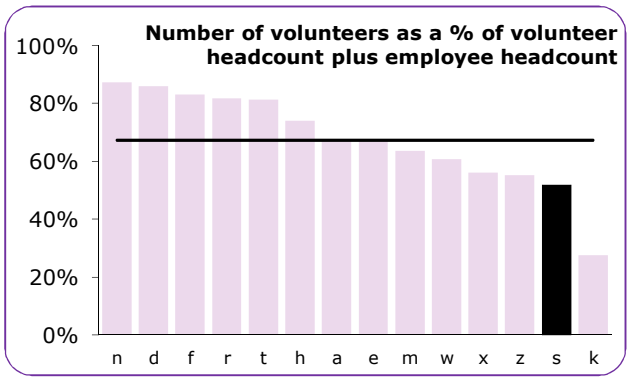
- The section below uses 1,625 hours as the annual hours worked by a full-time member of staff.
- We use this to compare hours provided by paid staff and volunteers.
- The two charts below compare the volunteers to the total of paid staff and volunteers.

| | FTE | *Average* |
|---|---|---|
| % Hours worked by volunteers | 3.5% | *5.2%* |

| | % | *Average* |
|---|---|---|
| Volunteers as % headcount | 51.7% | *67.2%* |




Source: CIPFA Public Library Statistics 2015 - Cells 98 & 99

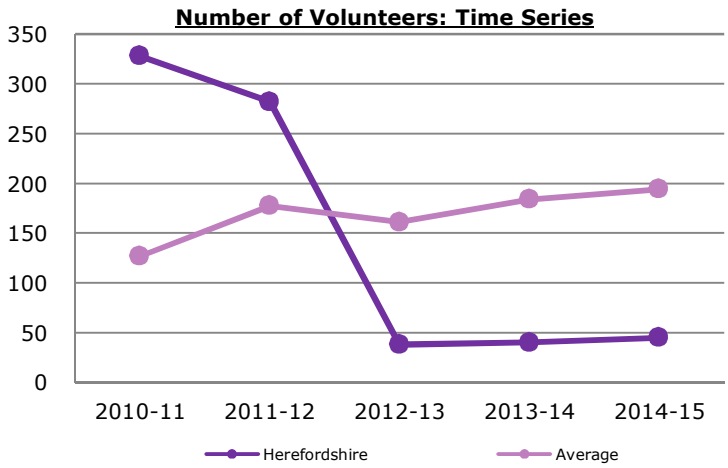



Source: CIPFA Public Library Statistics 2015 - Cells 98 & 99

| Volunteers | Number | *Average* |
|---|---|---|
| 2010-11 | 328 | *127* |
| 2011-12 | 282 | *177* |
| 2012-13 | 38 | *161* |
| 2013-14 | 40 | *184* |
| 2014-15 | 45 | *194* |

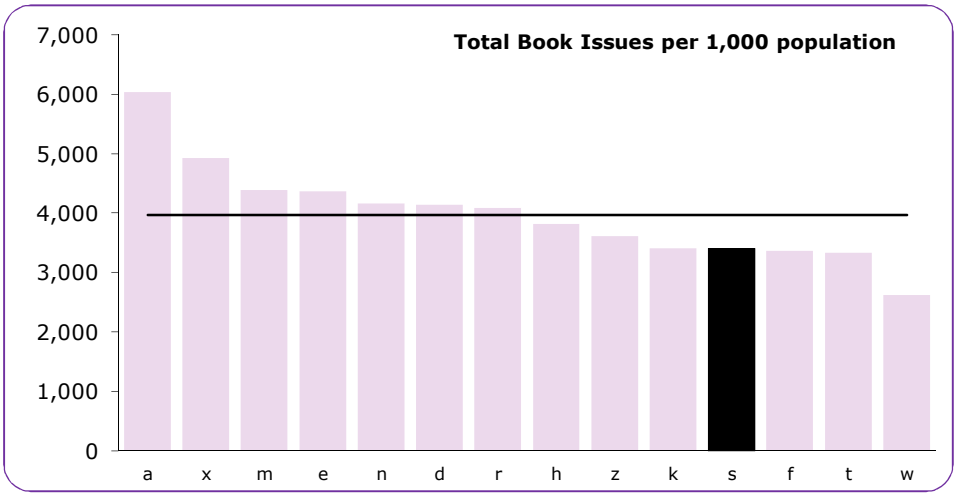
Source: CIPFA Public Library Statistics 2015 -

Cell 98 and equivalent for previous years



# SECTION C: WORKLOAD

• This section examines issues and stock turn for books and other items along with requests, enquiries and loans.




(See page 26 for details)

## Section Contents

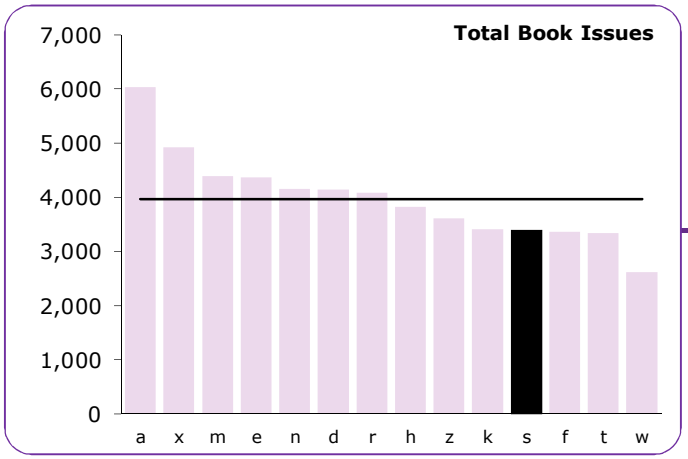

| | |
|---|---|
| **Page 26** | **C1: Book Issues** |
| | Split by children/adult and fiction/non-fiction |
| **Page 27** | **C2: Stock Turn** |
| | Split by children/adult and fiction/non-fiction |
| **Page 28** | **C3: Audio, Visual, Electronic & Other Issues** |
| | Split by various categories |
| **Page 30** | **C4: Request Service** |
| | Total and online |
| **Page 30** | **C5: Enquiries** |
| | Total and online |
| **Page 30** | **C6: Inter-Library Loans** |
| | Supplied and received |

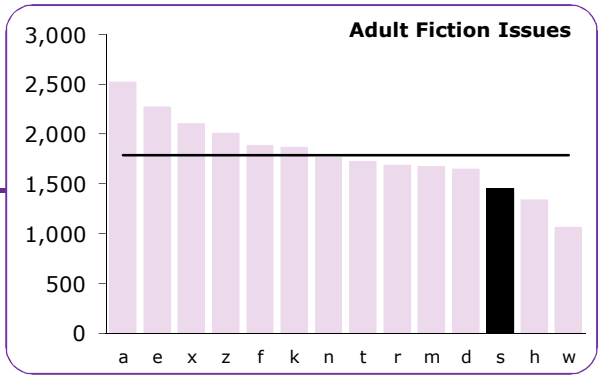
# C1: Book Issues

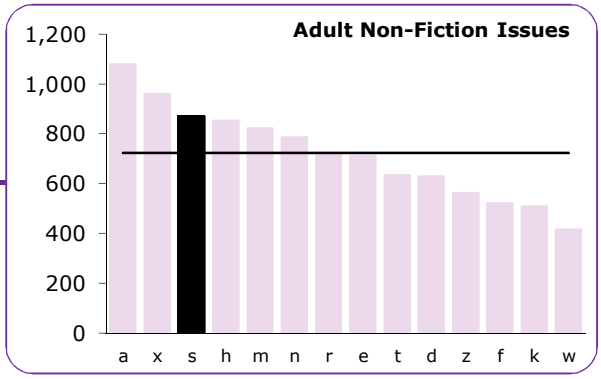
2014-15 Actuals

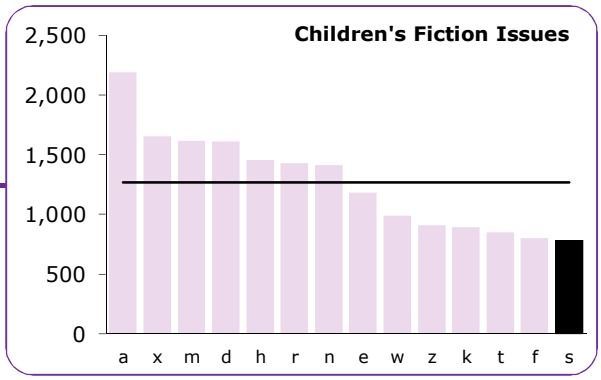
| | Number | /1,000 pop | *Average* |
|---|---|---|---|
| Adult Fiction | 272,220 | 1,454 | *1,789* |
| Adult Non-Fiction | 162,782 | 870 | *722* |
| Children's Fiction | 146,270 | 781 | *1,267* |
| Children's Non-Fiction | 54,776 | 293 | *191* |
| **Total Book Issues** | 636,048 | 3,398 | *3,969* |

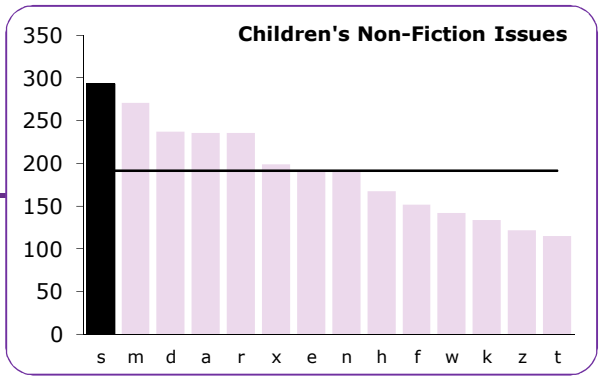
graphs shown per 1,000 population




Breakdown of issues (percentage). Your authority's value is followed by the average value in italics.

Book Issues

| | | |
|---|---|---|
| Adult Fiction | 42.8% | *45.1%* |
| Adult Non-Fiction | 25.6% | *18.2%* |
| Children's Fiction | 23.0% | *31.9%* |
| Children's Non-Fiction | 8.6% | *4.8%* |

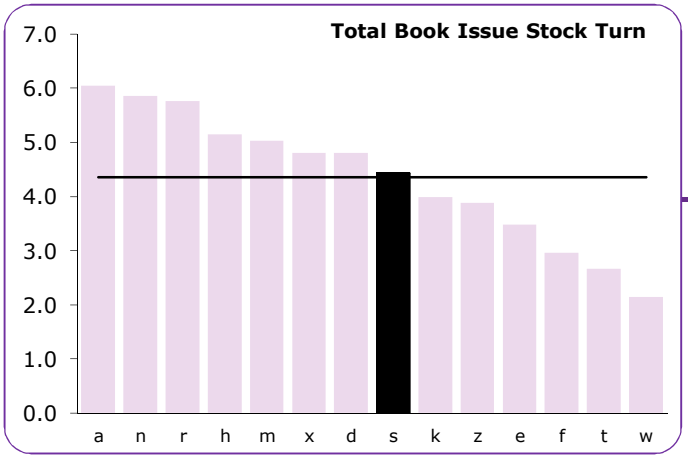
Source: CIPFA Public Library Statistics 2015 - Cells 100 to 103

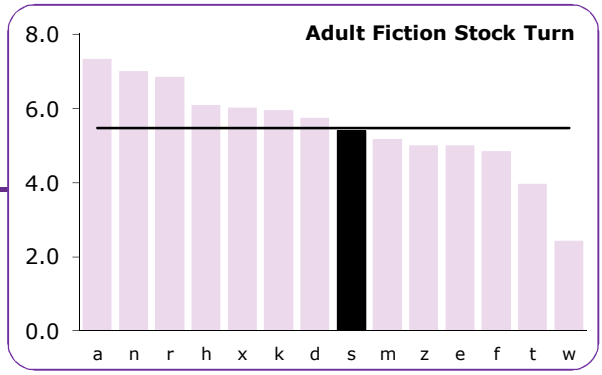
# C2: Stock Turn

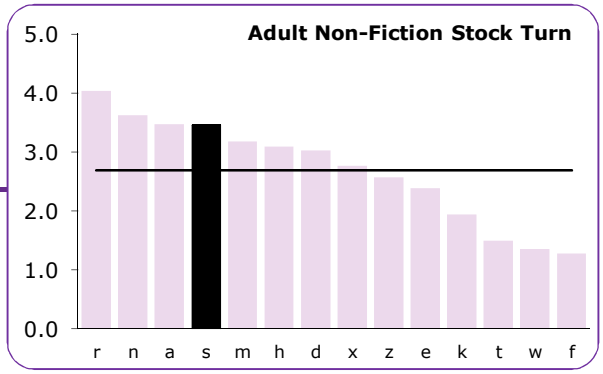
2014-15 Actuals

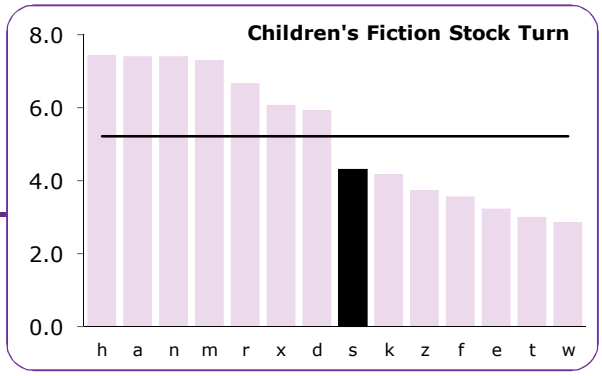
| | Number | *Average* |
|---|---|---|
| Adult Fiction | 5.4 | *5.5* |
| Adult Non-Fiction | 3.5 | *2.7* |
| Children's Fiction | 4.3 | *5.2* |
| Children's Non-Fiction | 4.6 | *2.9* |
| **Total Book Issues** | 4.4 | *4.4* |

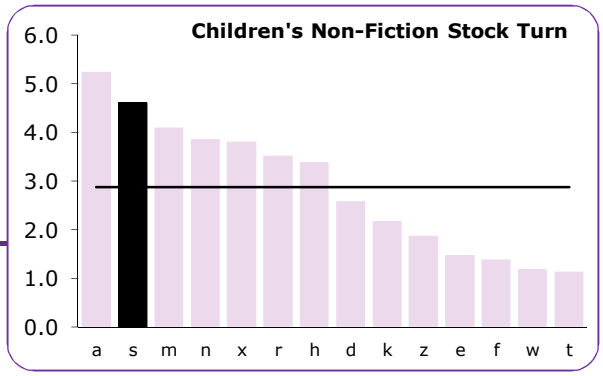
• Number of books issued divided by the book stock (i.e. the average number of times each book was issued during the year).



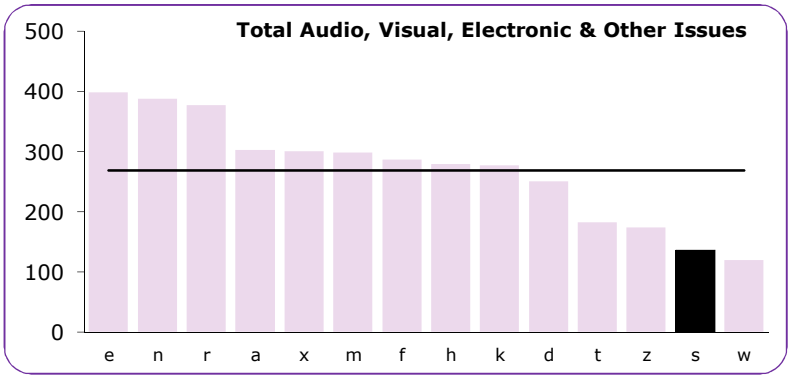

Source: CIPFA Public Library Statistics 2015 - Cells 100 to 104 divided by Cells 58 to 62 respectively

# C3: Audio, Visual, Electronic & Other Issues

2014-15 Actuals

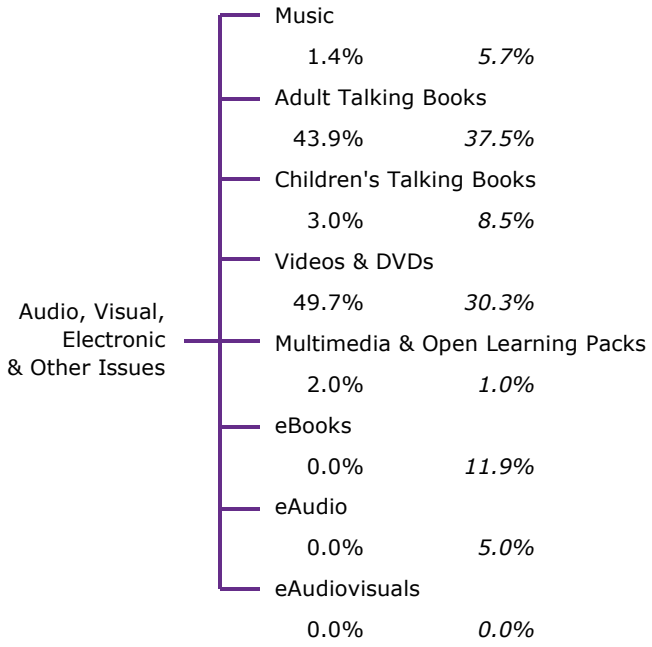
| | Number | /1,000 pop | *Avg* |
|---|---|---|---|
| **Sound Recordings** | | | |
| Music | 363 | 1.9 | *15.4* |
| Adult Talking Books | 11,199 | 59.8 | *100.8* |
| Children's Talking Books | 773 | 4.1 | *22.9* |
| Video & DVDs | 12,679 | 67.7 | *81.5* |
| Multimedia & Open Learning Packs | 504 | 2.7 | *2.6* |
| **Electronic Products** | | | |
| eBooks | 0 | 0.0 | *32.1* |
| eAudio | 0 | 0.0 | *13.5* |
| eAudiovisuals | 0 | 0.0 | *0.0* |
| **Total Audio Visual Issues** | 25,518 | 136.3 | *268.8* |

graph shown per 1,000 population




This tree diagram analyses Audio, Visual, Electronic & Other Issues.

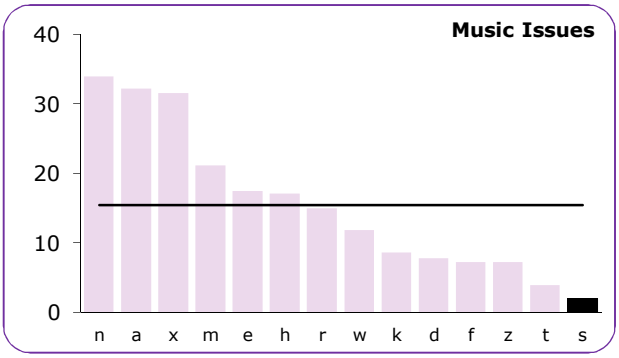
Your authority's value is followed by the average value in italics.

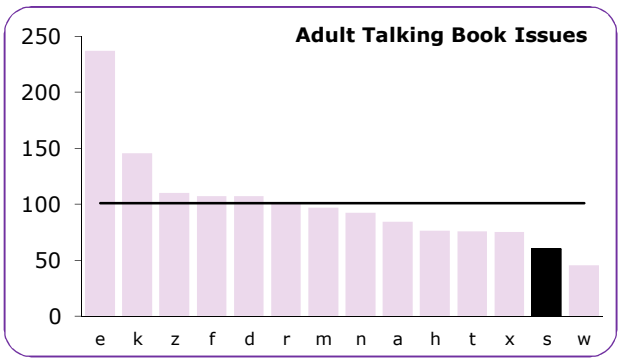


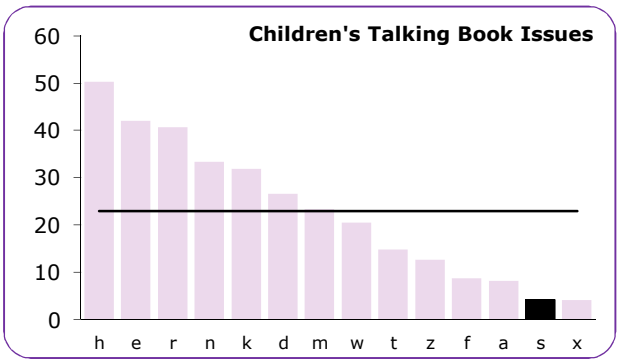

Source: CIPFA Public Library Statistics 2015 - Cells 105 to 113

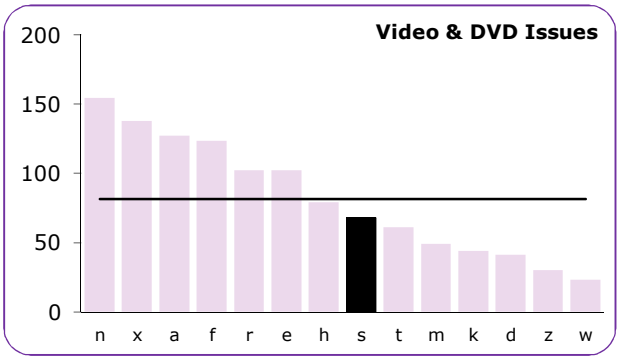
## C3: Audio, Visual, Electronic & Other Issues (continued)

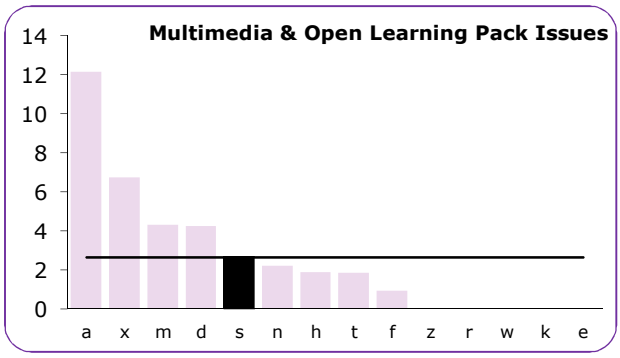
graphs shown per 1,000 population

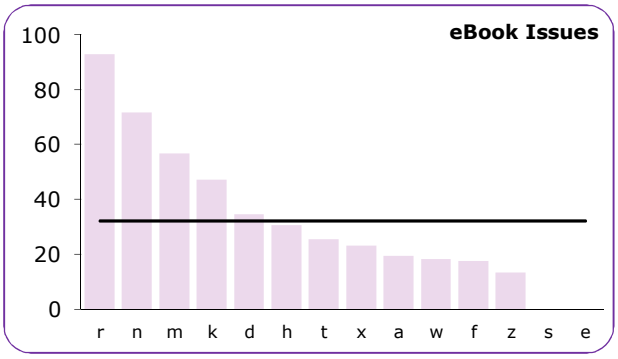


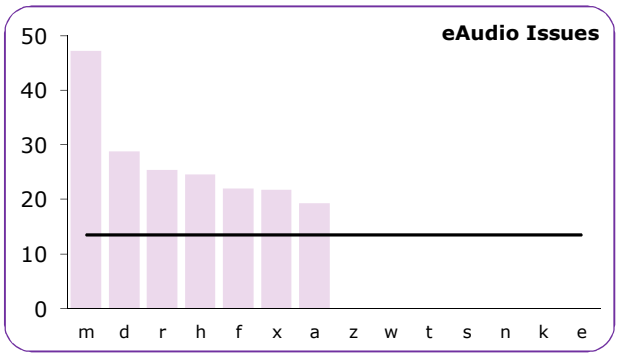



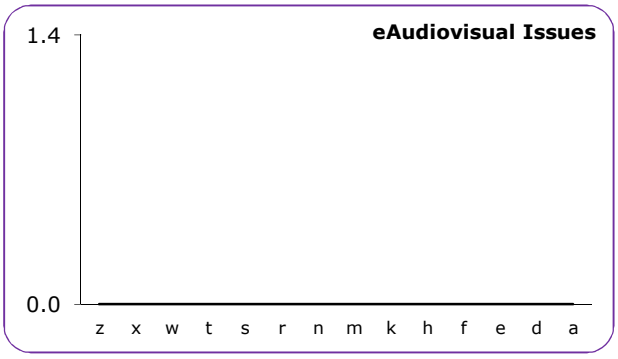




Source: CIPFA Public Library Statistics 2015 - Cells 105 to 113

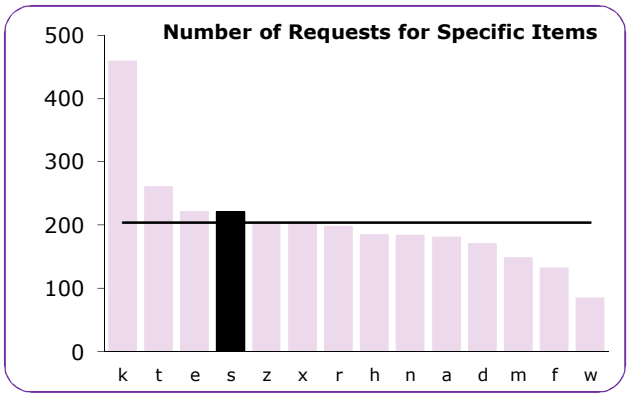
## C4: Request Service

2014-15 Actuals

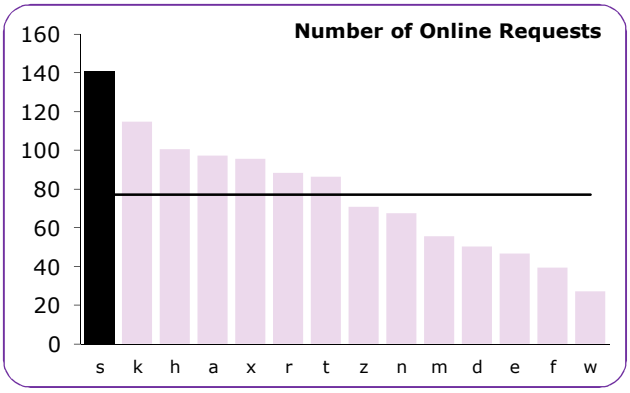
| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Requests | 41,269 | 220 | *204* |

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Online Requests | 26,291 | 140 | *77* |

graphs shown per 1,000 population




Source: CIPFA Public Library Statistics 2015 - Cell 114




Source: CIPFA Public Library Statistics 2015 - Cell 115

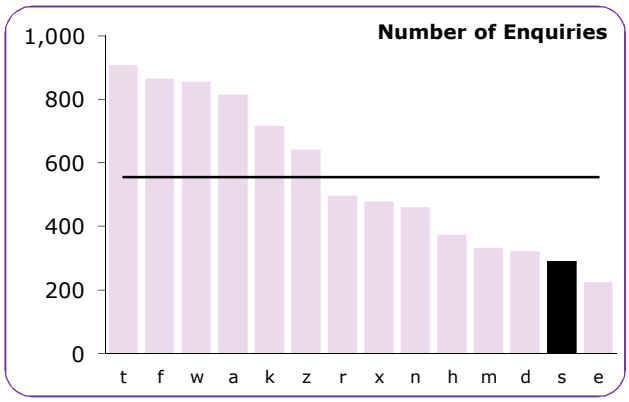
## C5: Enquiries

2014-15 Actuals

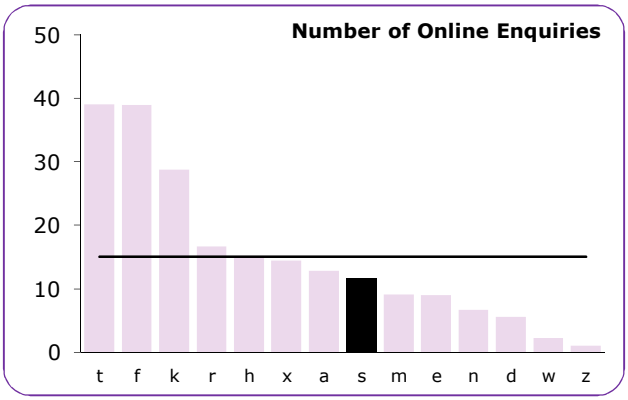
| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Enquiries | 54,130 | 289 | *555* |

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Online Enquiries | 2,168 | 11.6 | *15.0* |

graphs shown per 1,000 population




Source: CIPFA Public Library Statistics 2015 - Cell 119




Source: CIPFA Public Library Statistics 2015 - Cell 120

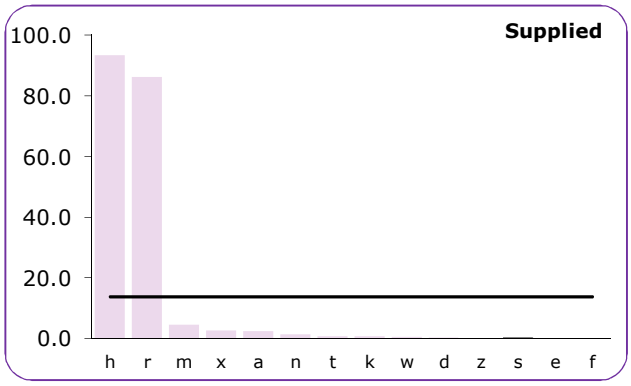
## C6: Inter-Library Loans

2014-15 Actuals

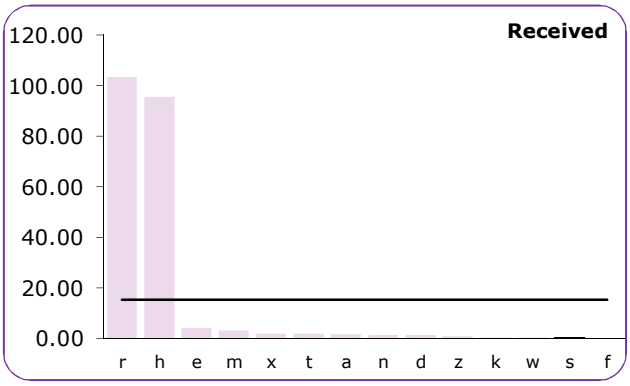
| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Loans Supplied | 24 | 0.1 | *13.8* |

| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Loans Received | 64 | 0.34 | *15.43* |

graphs shown per 1,000 population




Source: CIPFA Public Library Statistics 2015 - Cell 129



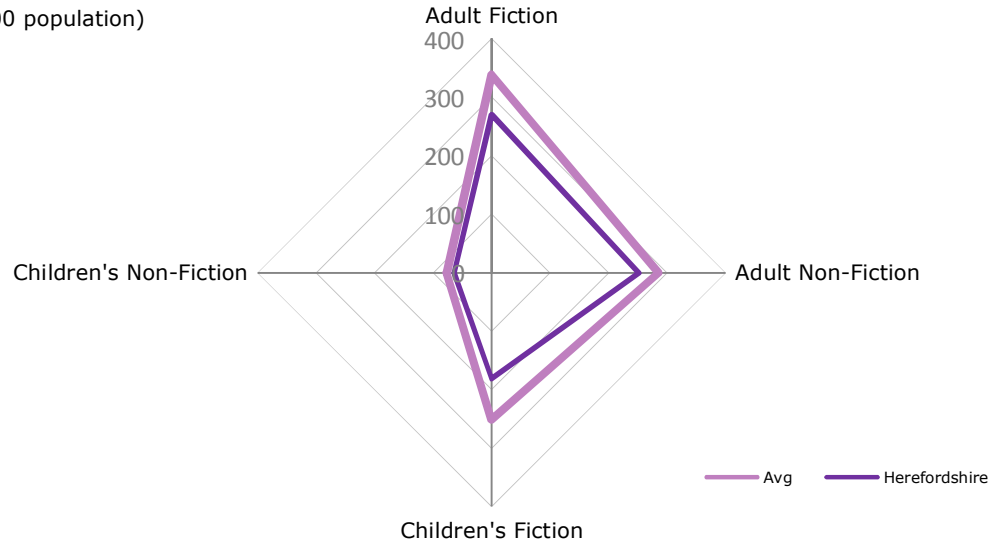

Source: CIPFA Public Library Statistics 2015 - Cell 130

# SECTION D: STOCK

• This section examines issues and stock turn for books and other items along with requests, enquiries and loans.

**Book Stock at 31 March 2015**

(Stock per 1,000 population)




(See page 32 for details)

## Section Contents


| | |
|---|---|
| **Page 32** | **D1: Book Stock** |
| | Split by children/adult and fiction/non-fiction |
| **Page 34** | **D2: Audio, Visual, Electronic & Other Stock** |
| | Split by various categories |
| **Page 37** | **D3: Book Acquisitions** |
| | Split by children/adult and fiction/non-fiction |
| **Page 38** | **D4: Audio, Visual, Electronic & Other Acquisitions** |
| | Split by various categories |
| **Page 39** | **D5: All Acquisitions (Books & Audio Visual)** |
| | Trendline |
| **Page 40** | **D6: Lending Stock Replenishment Rate** |
| | Overall replenishment rate |

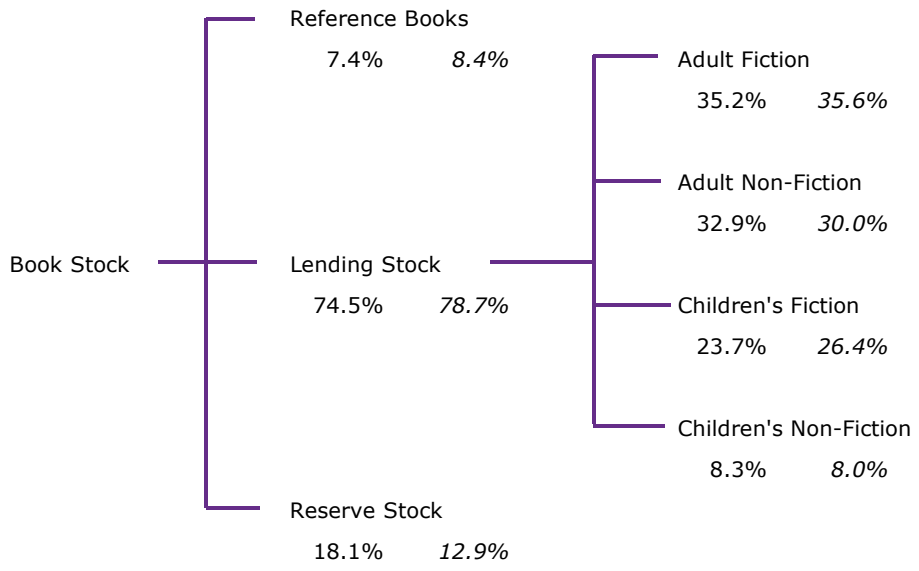
# D1: Book Stock

## Summary

**Book Stock at 31 March 2014**

- Books per 1,000 population, see next page for detail.

This tree diagram analyses each type of stock as a percentage of total book stock.
Your authority's value is followed by the average value in italics.



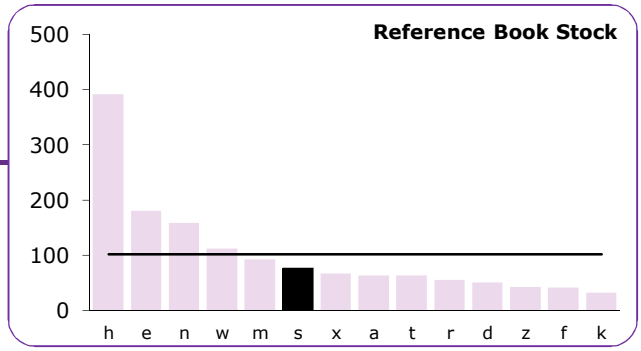

Source: CIPFA Public Library Statistics 2015 - Cells 57 to 64

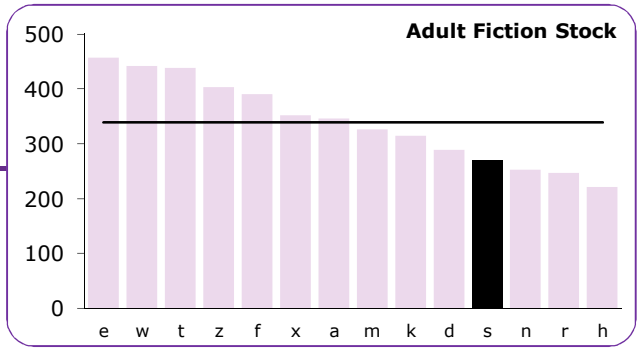
# D1: Book Stock (continued)

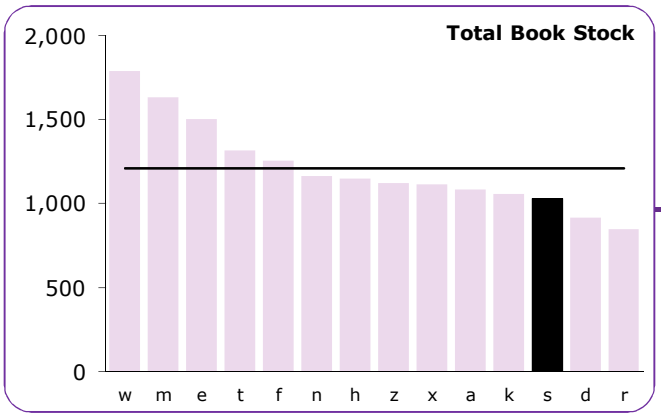
at 31 March 2015

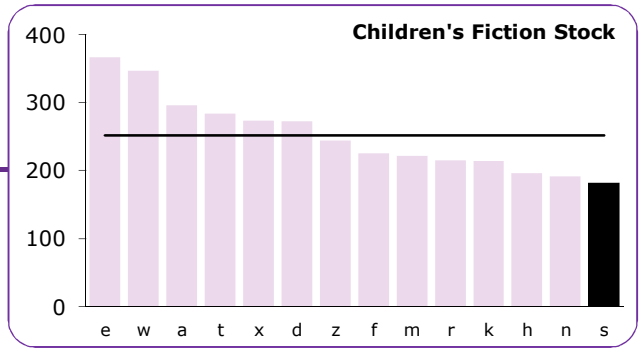
| | No. | /1,000 pop | *Avg* |
|---|---|---|---|
| Reference Books | 14,258 | 76 | *101* |
| **Lending Stock** | | | |
| Adult Fiction | 50,535 | 270 | *339* |
| Adult Non-Fiction | 47,144 | 252 | *285* |
| Children's Fiction | 33,941 | 181 | *252* |
| Children's Non-Fiction | 11,892 | 64 | *77* |
| Reserve Stock | 34,929 | 187 | *156* |
| **Total Book Stock** | 192,699 | 1,029 | *1,210* |

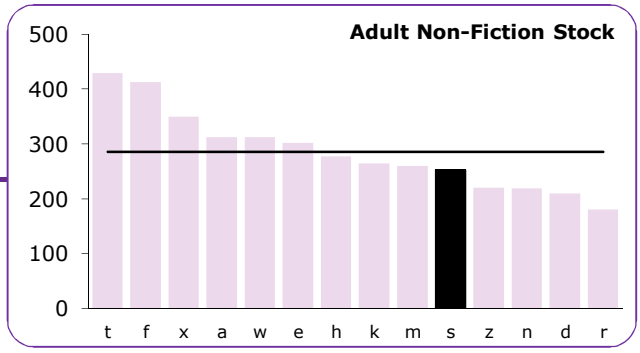
graphs shown per 1,000 population

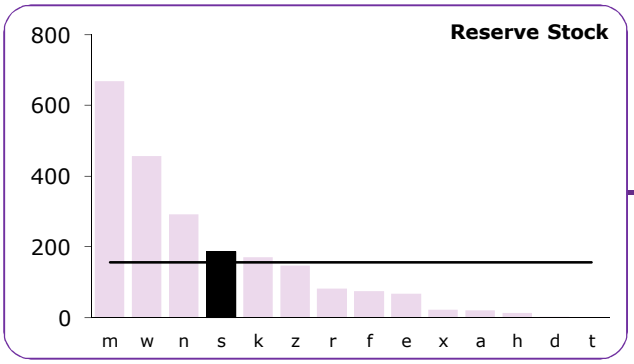


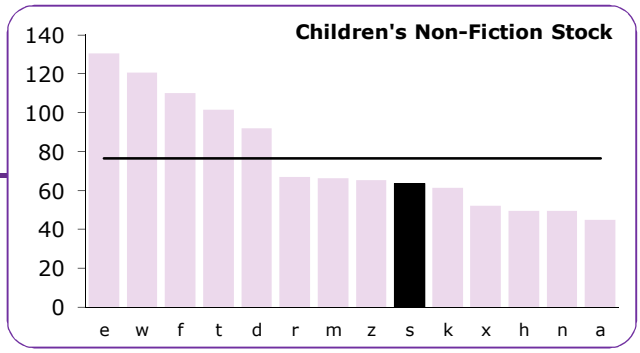



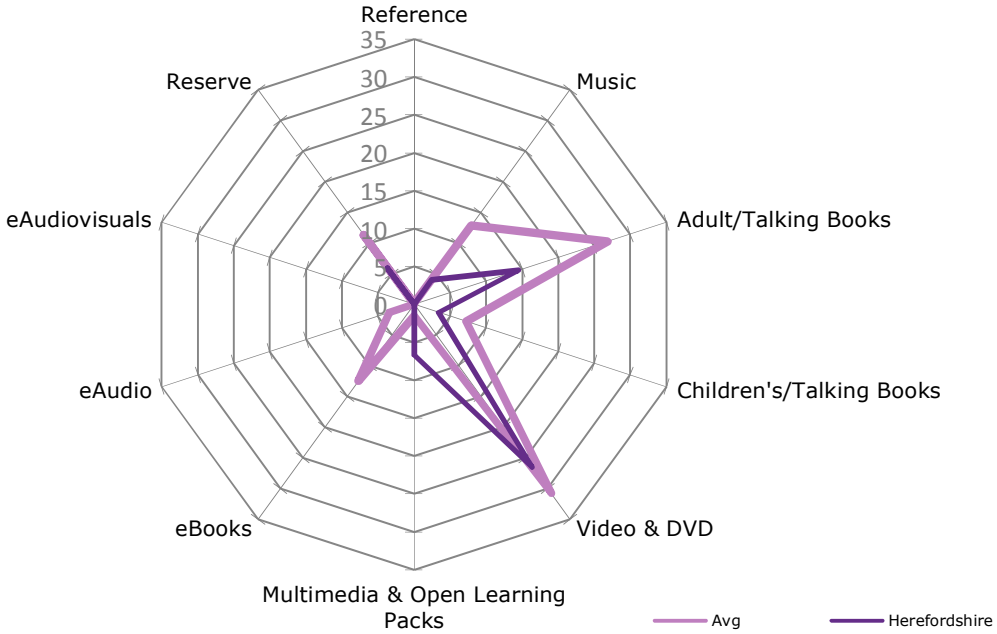




Source: CIPFA Public Library Statistics 2015 - Cells 57 to 64

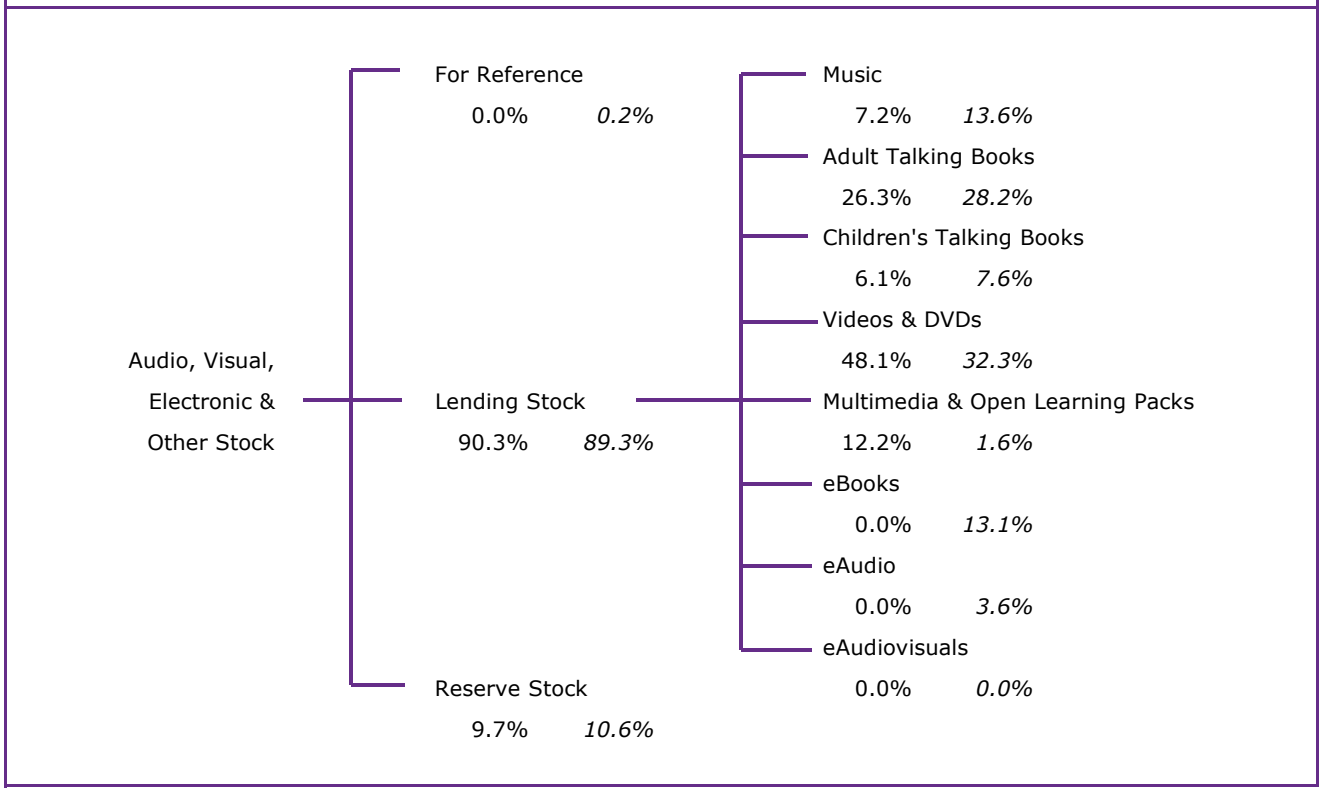
## D2: Audio, Visual, Electronic & Other Stock

**Stock at 31 March 2014**




- Stock per 1,000 population, see next page for detail.

This tree diagram analyses each type of stock as a percentage of total audio visual stock.
Your authority's value is followed by the average value in italics.



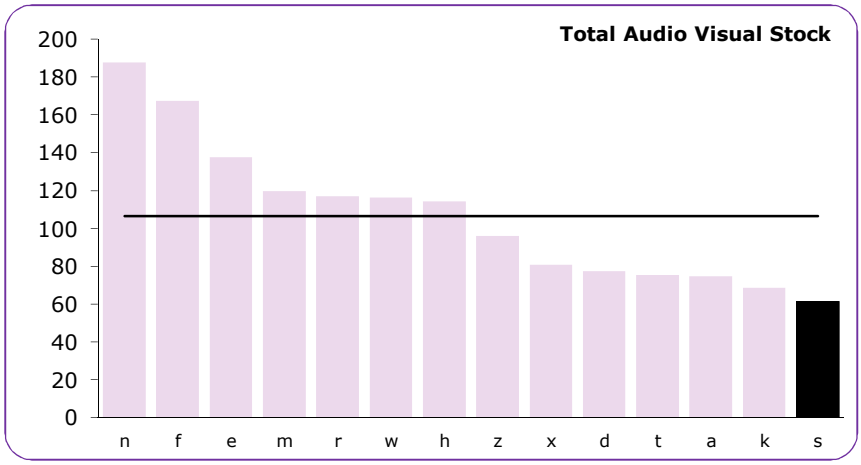

Source: CIPFA Public Library Statistics 2015 - Cells 105 to 113

## D2: Audio, Visual, Electronic & Other Stock (continued)

at 31 March 2015

| | Number | per 1,000 pop | *Avg* |
|---|---|---|---|
| For Reference | 0 | 0.0 | *0.2* |
| **Lending Stock** | | | |
| Sound - Music | 749 | 4.0 | *12.9* |
| Sound - Adult Talking Books | 2,721 | 14.5 | *26.9* |
| Sound - Children's Talking Books | 635 | 3.4 | *7.2* |
| Video & DVDs | 4,967 | 26.5 | *30.7* |
| Multimedia & Open Learning Packs | 1,263 | 6.7 | *1.5* |
| Electronic - eBooks | 0 | 0.0 | *12.5* |
| Electronic - eAudio | 0 | 0.0 | *3.4* |
| Electronic - eAudiovisuals | 0 | 0.0 | *0.0* |
| Reserve Stock | 1,109 | 5.9 | *11.3* |
| **Total Audio Visual Stock** | 11,444 | 61.1 | *106.7* |

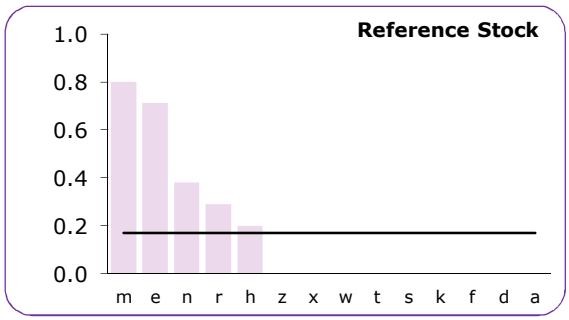
graph shown per 1,000 population

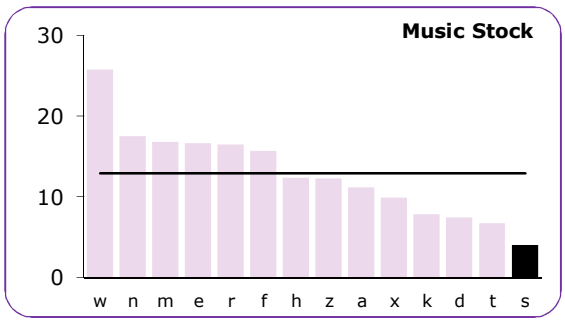


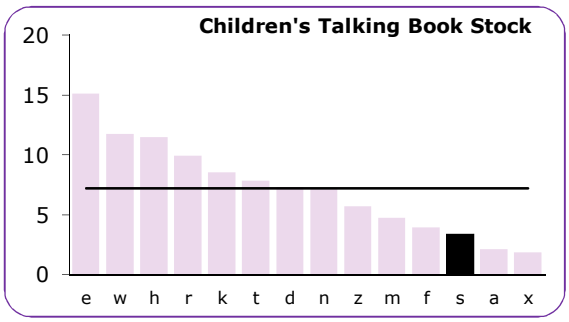

Source: CIPFA Public Library Statistics 2015 - Cells 105 to 113

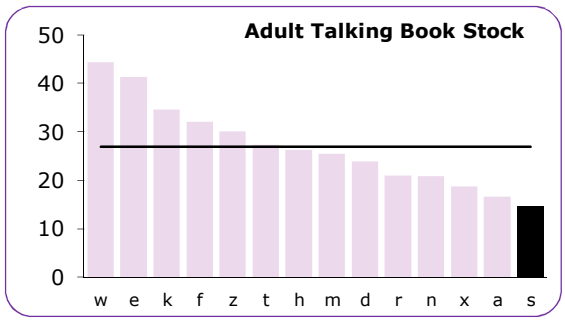
## D2: Audio, Visual, Electronic & Other Stock (continued)

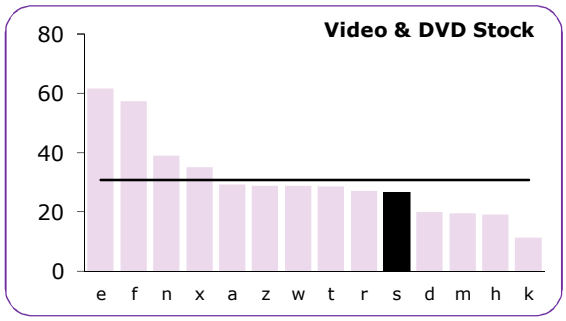
graphs shown per 1,000 population

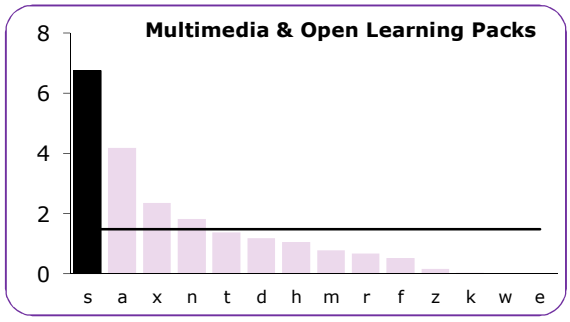


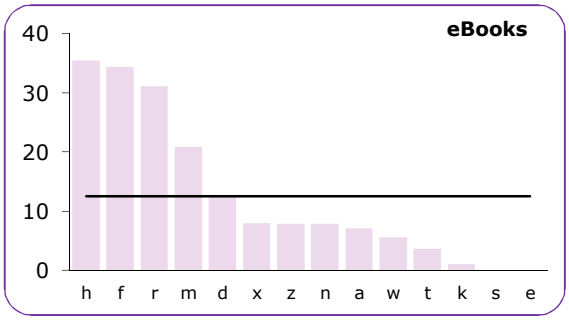



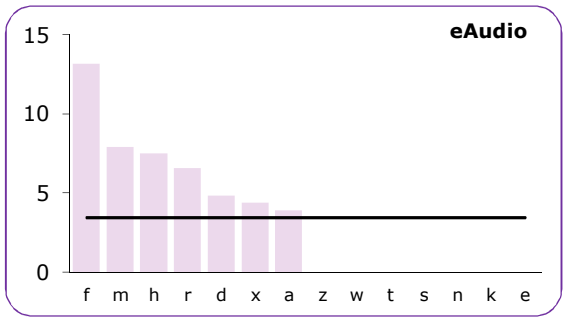



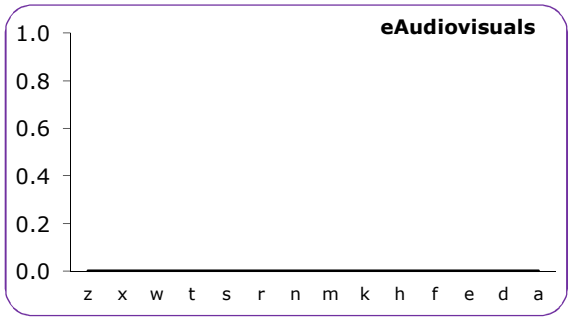



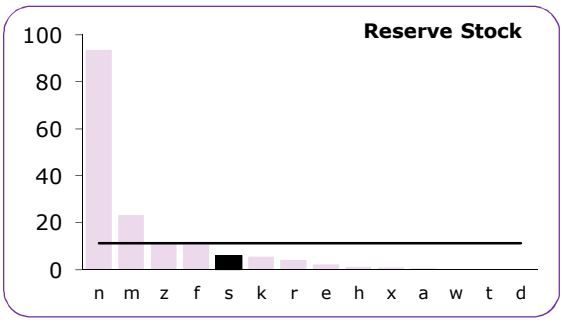



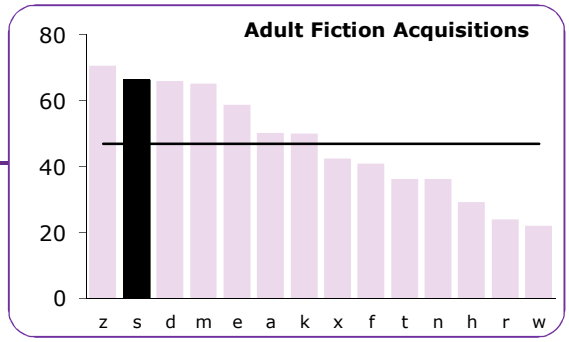



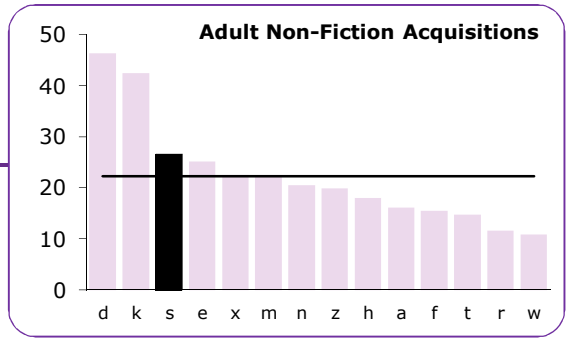

Source: CIPFA Public Library Statistics 2015 - Cells 105 to 113

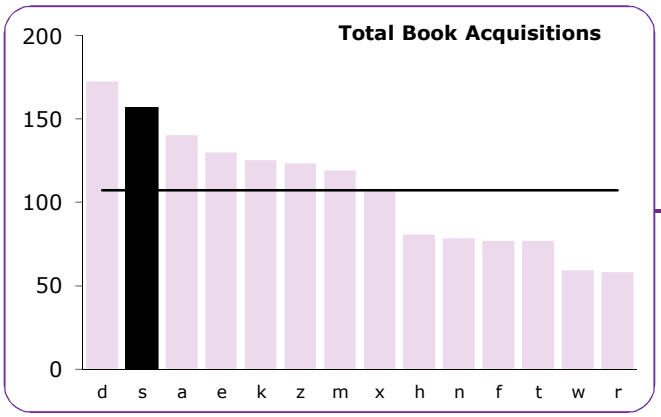
# D3: Book Acquisitions

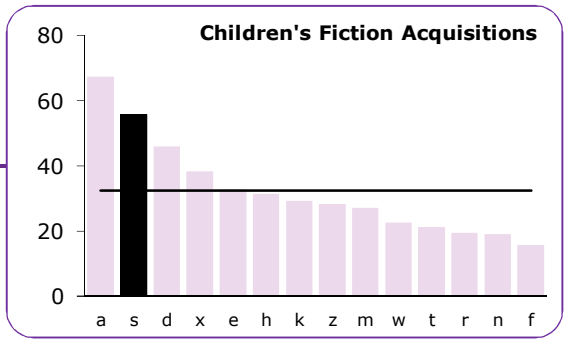
2014-15 Actuals graphs shown per 1,000 population

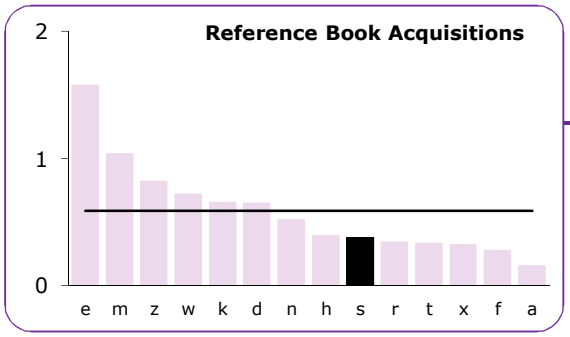
| | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| Reference Books | 71 | 0.4 | *0.6* |
| **Lending Stock** | | | |
| Adult Fiction | 12,400 | 66.2 | *46.8* |
| Adult Non-Fiction | 4,965 | 26.5 | *22.2* |
| Children's Fiction | 10,416 | 55.6 | *32.3* |
| Children's Non-Fiction | 1,528 | 8.2 | *5.4* |
| **Total Book Acquisitions** | 29,380 | 156.9 | *107.3* |

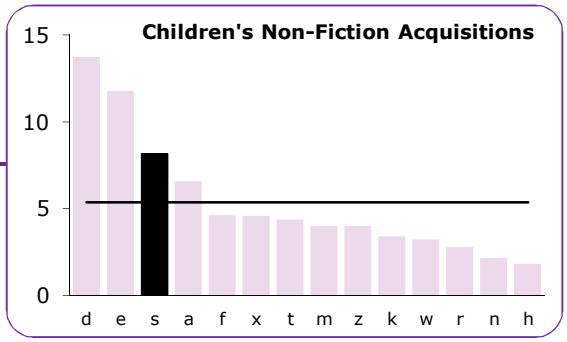



This tree diagram analyses each type of stock as a percentage of total book acquisitions.
Your authority's value is followed by the average value in italics.

- Book Acquisitions
  - Reference Books 0.2% *0.5%*
  - Lending Stock 99.8% *99.5%*
    - Adult Fiction 42.3% *43.9%*
    - Adult Non-Fiction 16.9% *20.8%*
    - Children's Fiction 35.5% *30.3%*
    - Children's Non-Fiction 5.2% *5.0%*

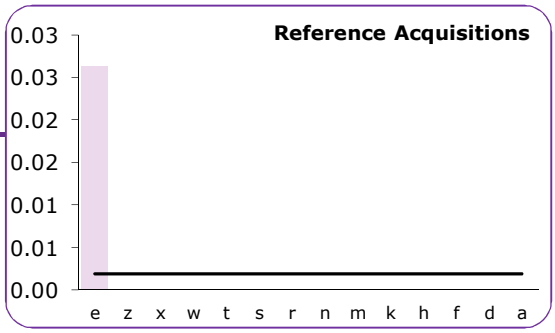
Source: CIPFA Public Library Statistics 2015 - Cells 65 to 71

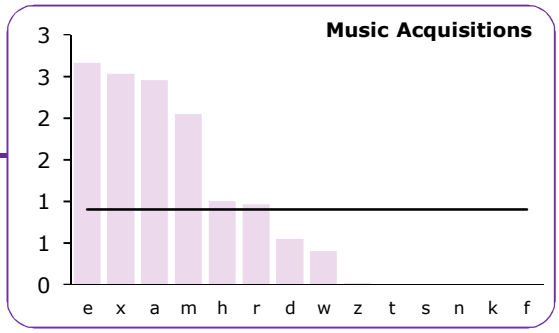
# D4: Audio, Visual, Electronic & Other Acquisitions

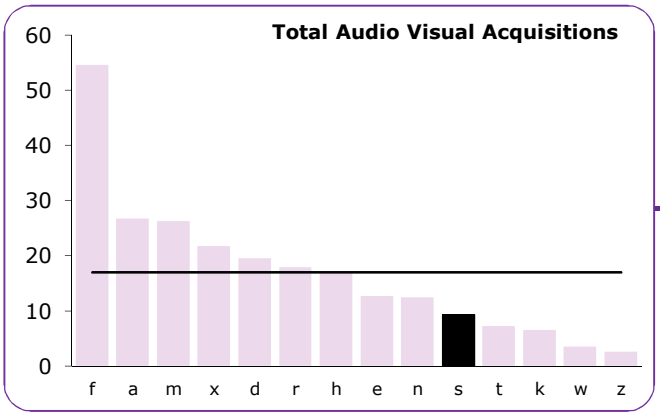
2014-15 Actuals

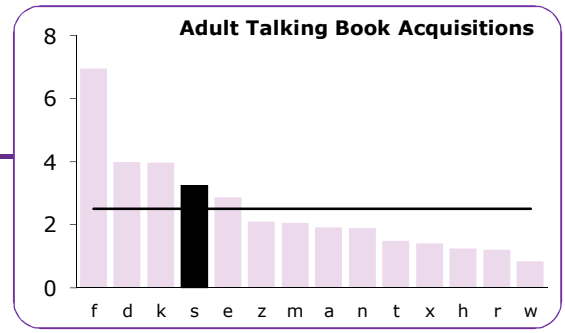
graphs shown per 1,000 population

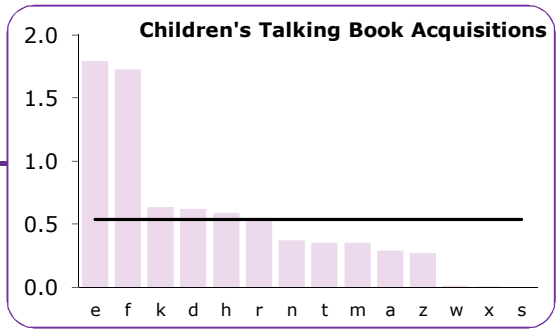
| | Number | per 1,000 pop | *Avg* |
|---|---|---|---|
| For Reference | 0 | 0.0 | *0.0* |
| **Lending Stock** | | | |
| Sound - Music | 0 | 0.0 | *0.9* |
| Sound - Adult Talking Books | 609 | 3.3 | *2.5* |
| Sound - Children's Talking Books | 0 | 0.0 | *0.5* |
| Video & DVDs | 1,097 | 5.9 | *5.2* |
| Multimedia & Open Learning Packs | 20 | 0.1 | *0.1* |
| eBooks | 0 | 0.0 | *6.7* |
| eAudio | 0 | 0.0 | *1.0* |
| eAudiovisuals | 0 | 0.0 | *0.0* |
| **Total Audio Visual Acquisitions** | 1,726 | 9.2 | *16.9* |

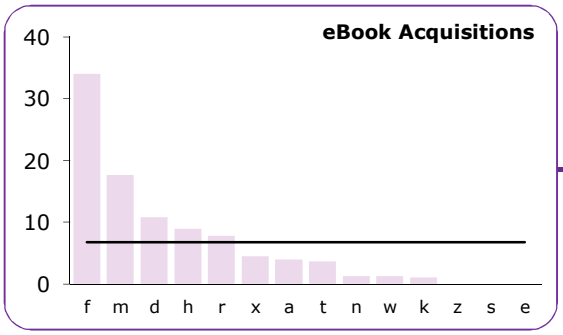


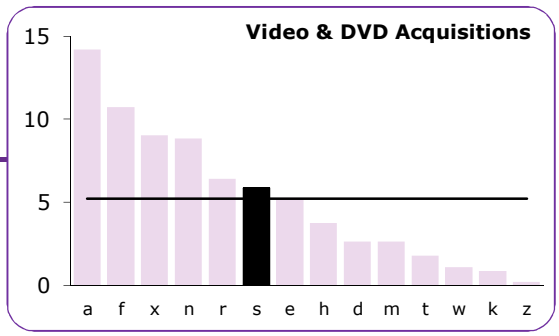



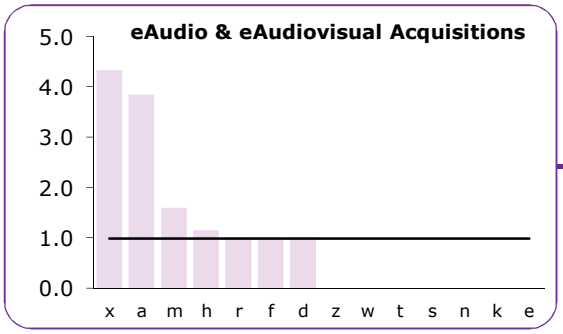



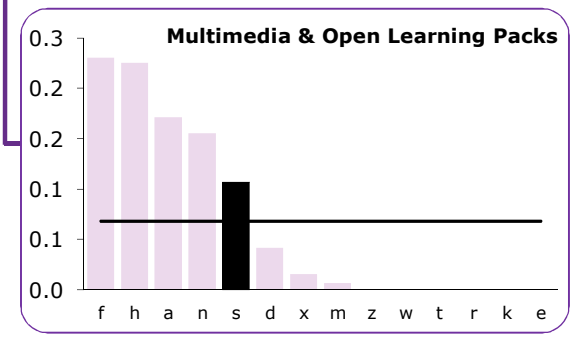



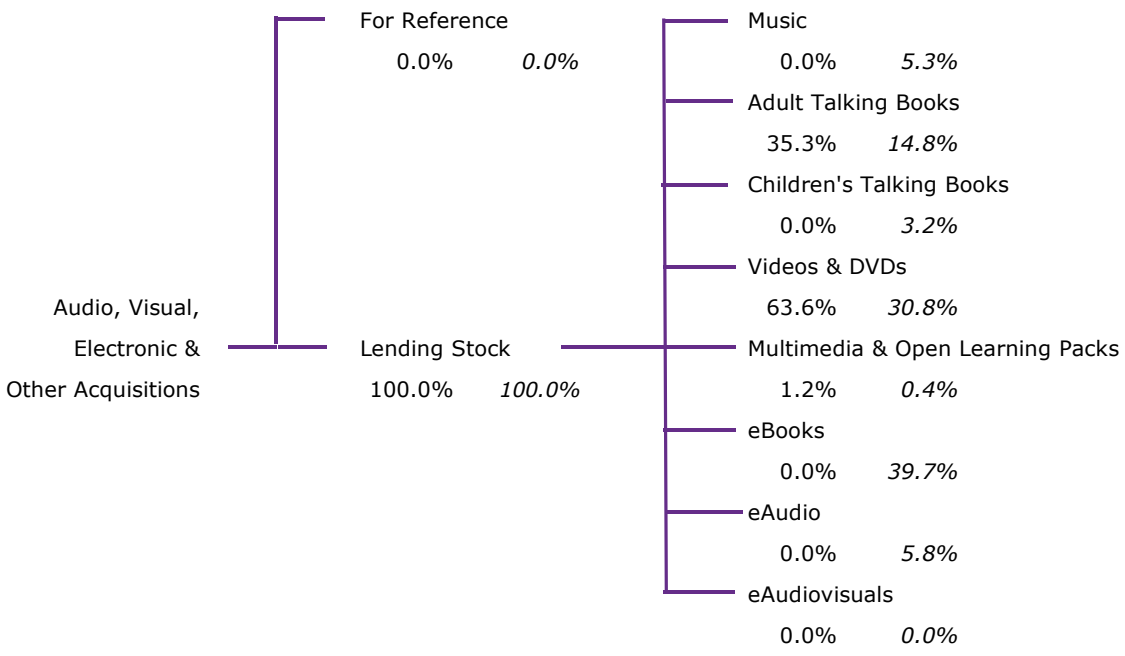




Source: CIPFA Public Library Statistics 2015 - Cells 84 to 94

## D4: Audio, Visual, Electronic & Other Acquisitions (continued)

This tree diagram analyses each type of stock as a percentage of total audio visual acquisitions. Your authority's value is followed by the average value in italics.

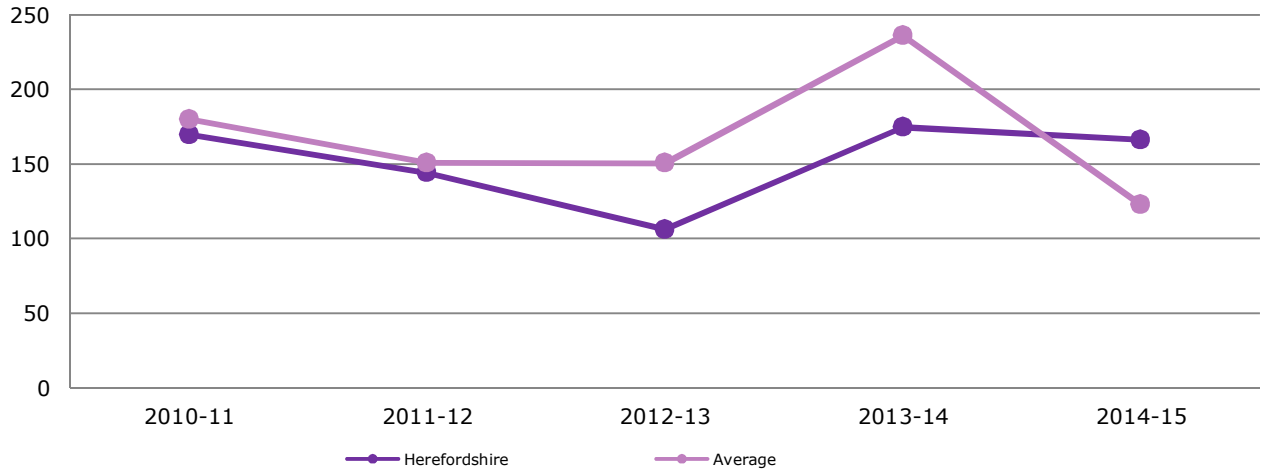



Source: CIPFA Public Library Statistics 2015 - Cells 84 to 93

## D5: All Acquisitions (Books and Audio Visual)

| Acquisitions | Number | per 1,000 pop | *Average* |
|---|---|---|---|
| 2010-11 | 30,418 | 170 | *180* |
| 2011-12 | 26,444 | 144 | *151* |
| 2012-13 | 19,602 | 106 | *150* |
| 2013-14 | 32,493 | 175 | *236* |
| 2014-15 | 31,106 | 166 | *123* |

**Acquisitions per 1,000 population: Time Series**

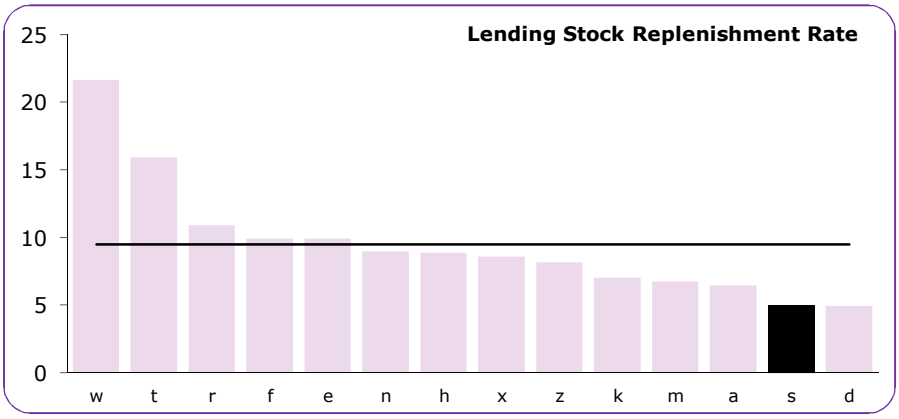



Source: CIPFA Public Library Statistics 2015 - Cells 71 & 94

## D6: Lending Stock Replenishment Rate

| Lending Stock | Years | *Average* |
|---|---|---|
| Replenishment Rate | 5.0 | *9.5* |

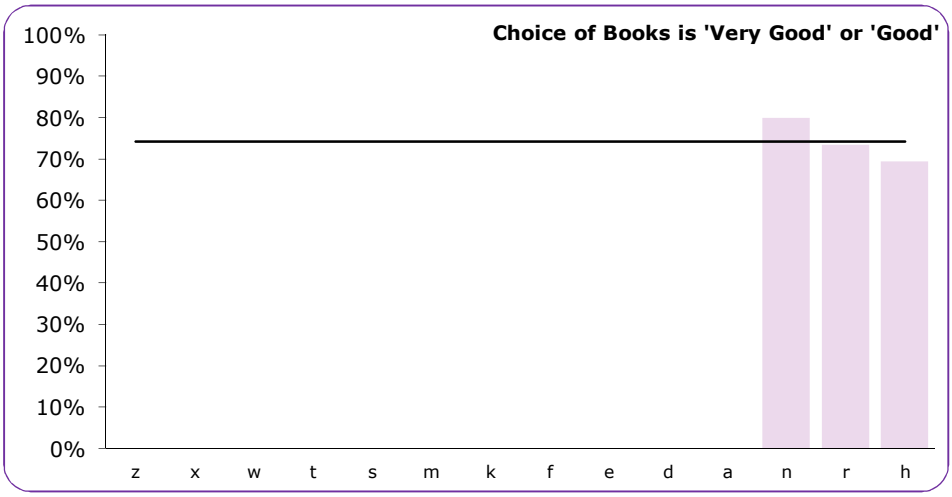
- Time taken in years to replenish the lending stock on open access or available on loan at 2014-15 rate.




Source: CIPFA Public Library Statistics 2015 - (Cell 62 + Cell 81) / (Cell 70 + Cell 93)

# SECTION E: PERFORMANCE

• The CIPFAstats Public Library Statistics primarily collect cost and quantity figures. Here we analyse the performance data included, in particular the results of the lastest PLUS surveys*.




(See page 43 for details)

## Section Contents


| | |
|---|---|
| **Page 42** | **E1: Requests** |
| | % supplied in 7, 15 and 30 days |
| **Page 43** | **E2: Adults Public Library Users Survey (PLUS)** |
| | Satisfaction Measures |
| **Page 44** | **E3: Childrens Public Library Users Survey (PLUS)** |
| | Satisfaction Measures<br>Outcome Measures |


*Public Library Users Survey (PLUS)

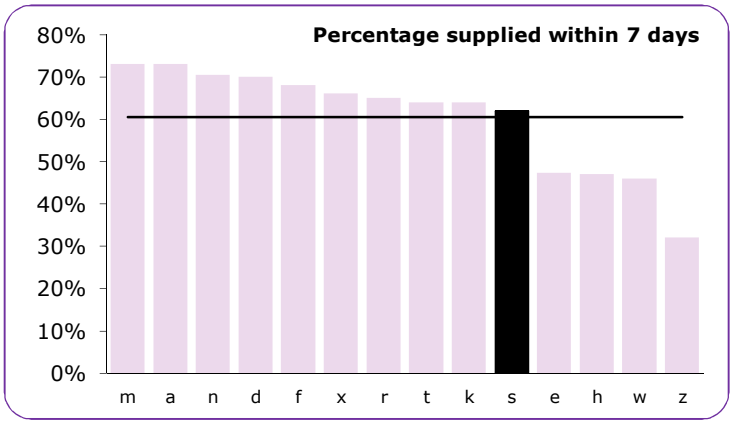
This PLUS data is the feedback from the individuals who makes use of library services. It contains the views of children, young people and adults from diverse neighbourhoods who have been surveyed on a variety of topics including books, homework and computers. Examples of the way the PLUS data is used includes, for example, demographic profiling to determine demand amongst key groups for services.

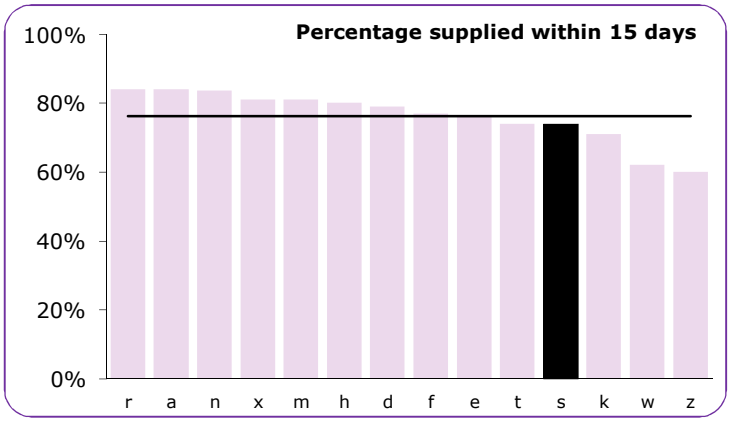
If you would like to learn more about PLUS please contact research@cipfa.org

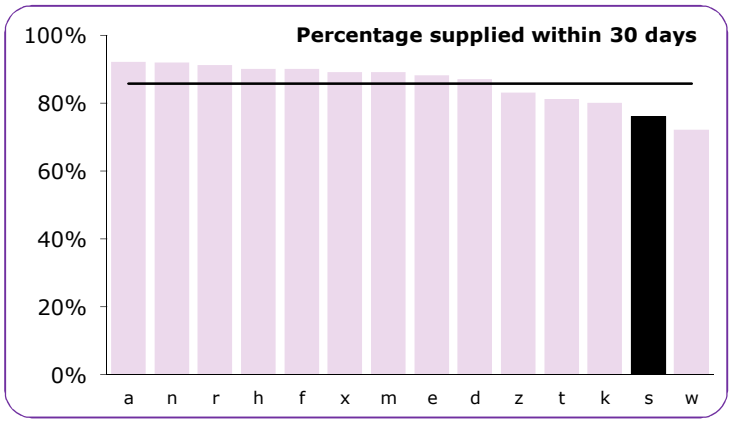
# E1: Requests

2014-15 Actuals

| Percentage Supplied | Authority | *Average* |
|---|---|---|
| within 7 days | 62% | *61%* |
| within 15 days | 74% | *76%* |
| within 30 days | 76% | *86%* |



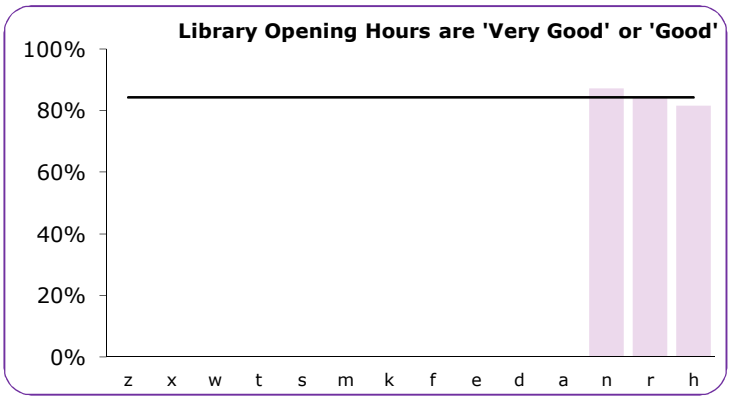



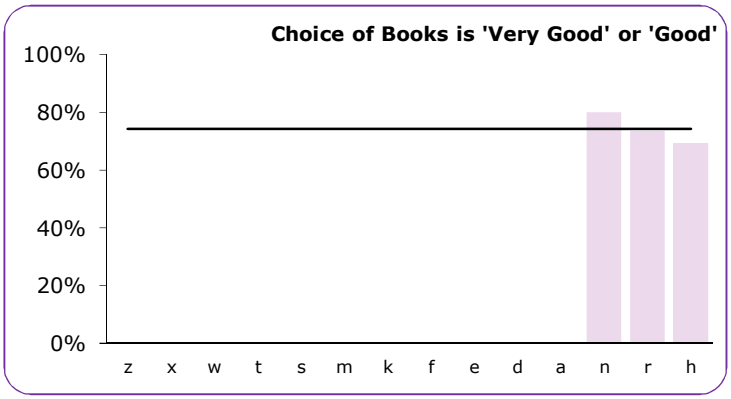

Source: CIPFA Public Library Statistics 2015 - Cells 116 to 118

# E2: Public Library User Survey (PLUS)

**Over 16**

| **Survey Year: 2012-13** | Authority | *Average* |
|---|---|---|
| Proportion who view their library opening hours as 'very good' or 'good' | na | *84%* |
| Proportion who view their library as 'very good' or 'good' | na | *90%* |
| Proportion who find the choice of books as 'very good' or 'good' | na | *74%* |

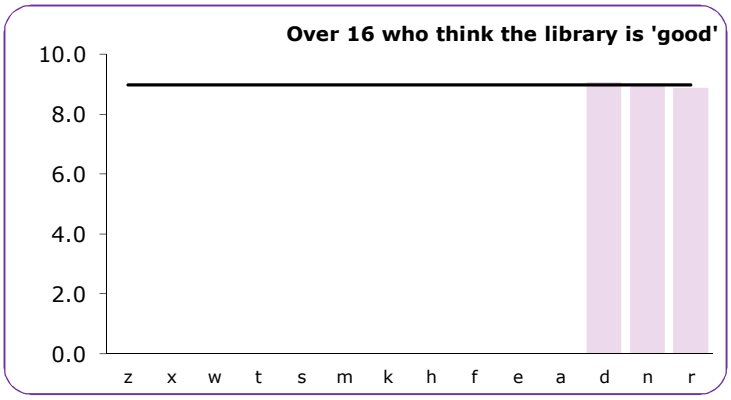




# E3: Public Library User Survey (PLUS)

**Under 16**

| **Survey Year: 2012-13** | Authority | *Average* |
|---|---|---|
| Who think the library is 'good' (average score out of 10) | .. | *9.0* |



# APPENDICES

- Information to help you get the most out of the report.


## APPENDIX 1 - Comparative Bar Charts Page 46

The report makes a great deal of use of one simple type of chart that is used by many organisations including the consultants McKinsey & Co. to display data simpy and effectively. This section provides a detailed overview of the chart and instructions on how to read the charts to get the most out of them.

## APPENDIX 2 - Background Information Page 49

This appendix provides comparisons for educational achievement, deprivation, area, population and population density as all these can have in impact on libraries planning.

## APPENDIX 3 - Financial Information Page 51

This appendix provides more detailed tables of the financial data analysed in section B.

## APPENDIX 4 - Other CIPFA Libraries Services Page 53

Links to other services that CIPFA provides for library authorities.

## APPENDIX 5 - Contact Us! Page 53

Let us know what you think and how we can make the profile more useful.

# APPENDIX 1 - Comparative Bar Charts

**Comparative bar charts**

This type of chart is the backbone of our report. It enables us to display the data for the entire group efficiently, displays clearly to readers where their authority sits compared to the group and provides key information about the range of values being compared.

While we hope these charts will be intuitive to many readers, some readers will benefit from a little more information. In this appendix we clarify how these charts work and present techniques for getting the most out of the them.

**Example 1: Anatomy of a comparative bar chart**

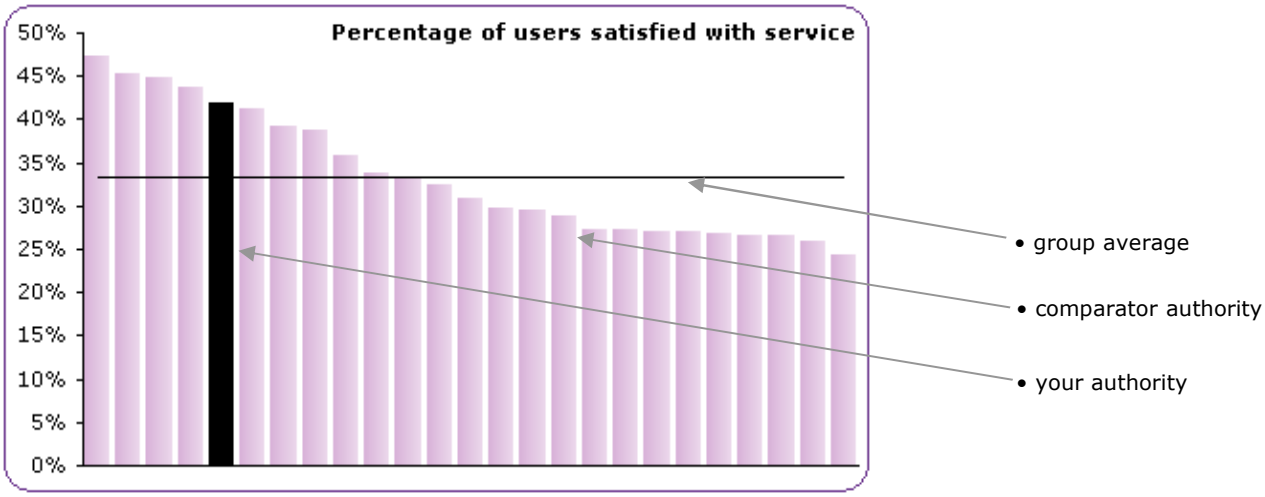
This chart displays fictional user satisfaction data for 25 authorities. Each bar represents an individual authority and the bar for the reader's authority highlights in black.

The values for the authorities are displayed in order starting at the highest value at the left of the chart and dropping to the lowest at the right of the chart.

In this example, the black bar highlights on the left of the chart, showing that the authority is performing strongly (has a high value) for this indicator when compared to the other 24 authorities.

The horizontal black line is the average value for the group. In this example it can literally 'be seen' that the authorities user satisfaction is clearly above average as the black bar is taller than the height of the average line.

The y-axis shows the scale and enables readers to judge the values of individual authorities and the average. While readers natually cannot read exact values off the chart, your authority's own value and the group average will be displayed near the chart, often with the associated raw data.

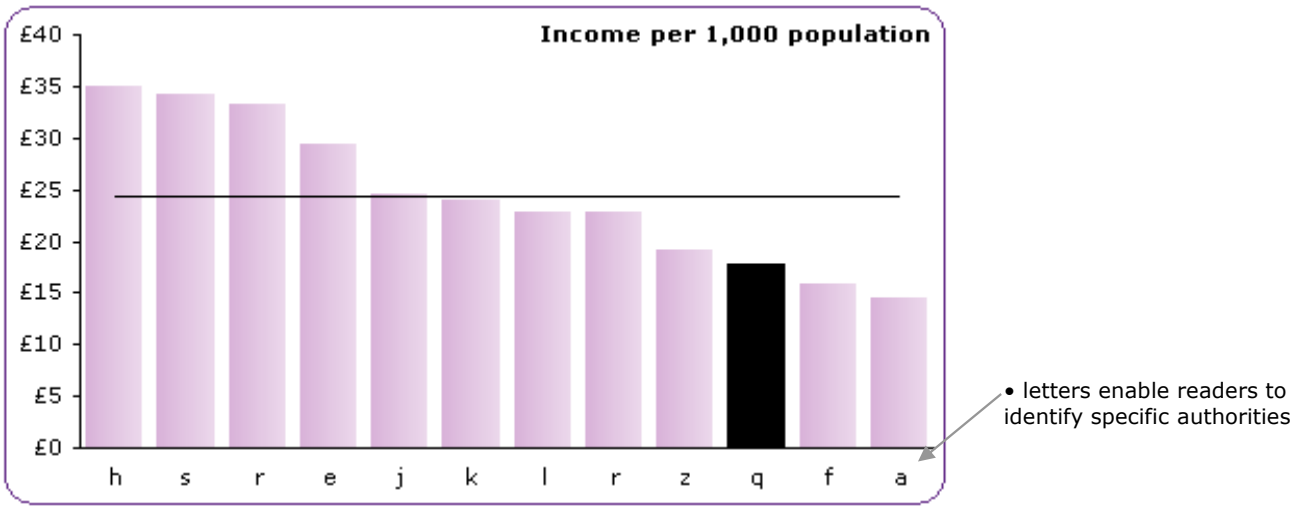



**Example 2: Comparative bar charts for reports with small numbers of authorities**

This example displays fictional income data for 12 authorities.

Authorities can request copies of this report using any grouping of authorities that they wish (e.g. small regional groupings, nearest neighbours or family groupings, core cities up to the whole of Britain).

For small groupings of authorities (19 or less) we display letters under the charts and provide a key in the report to enable readers to identify each of their comparator authorities individually.



**Example 3: Zero values and unavailable data**

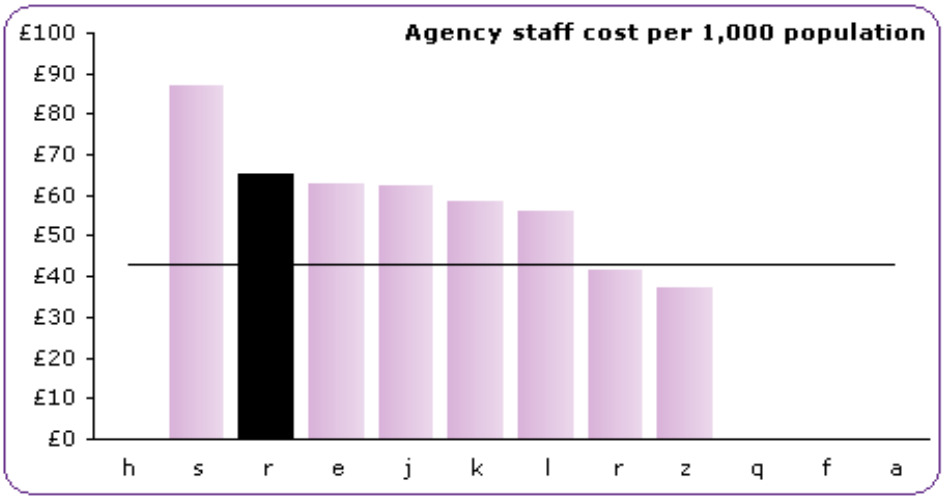
Zero values: In some cases the value for any authority might be zero, in this case the value 'displays' as a bar of zero height (i.e. no bar) on the right of the distribution (which follows the pattern of lowest values to the right of the chart).

Unavailable data: In other cases there may not be data available, either because the data were not supplied, or because the data supplied have been rejected. These are displayed by missing bars on the left of the chart.

Averages: Zero values are included in the average as they are genuine values for authorities. The average however excludes unavailable data.

This chart shows fictional agency staff costs for 12 authorities. The four missing bars can potentially cause confusion, however it will quickly become second nature to readers.

In this chart, authorities q, f and a have no spend on agency staff, i.e. they have not used agency staff and therefore their values are genuinely zero. However the use by authority h is unknown and has been excluded from the analysis (represented by the gap on the left of the chart). The chart average is based on only 11 authorities as authority h is excluded.

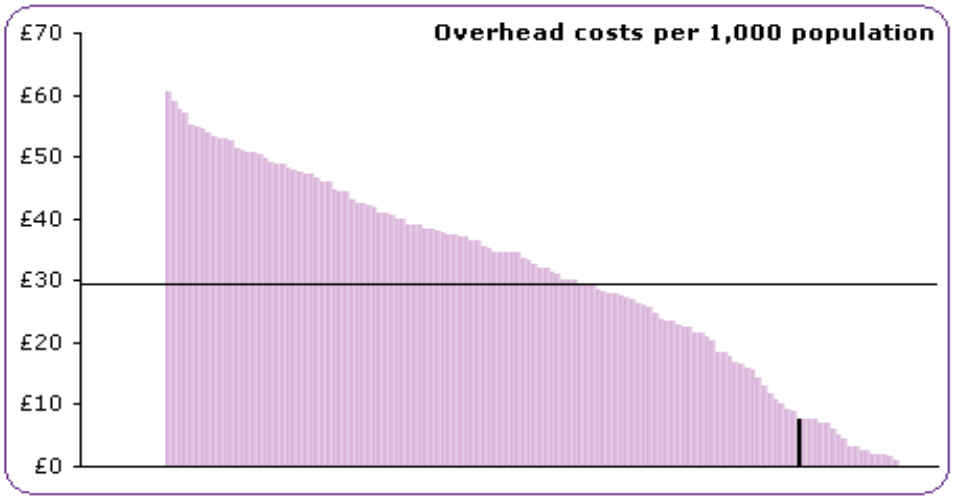



**Example 4: Comparisons with large numbers of authorities**

When a large number of authorities are displayed the individual bars get so small that they start to merge. The value for your authority should still be clearly visible as the black bar. While individual bars cannot be seen, this does not detract from the readers ability to compare their value to the group, or learn about overall range of values.

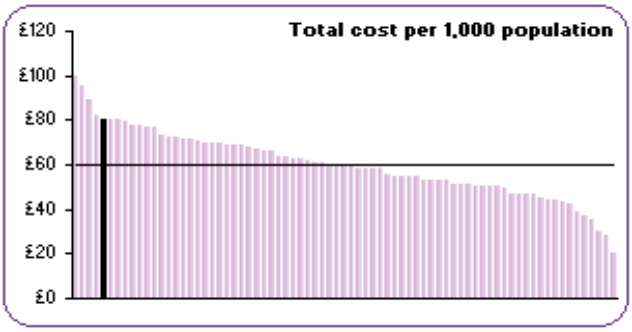
This chart shows fictional overhead costs for 150 authorities. By looking at the shape of the graph and position of the black bar and average line the following information can be observed.

- The black bar authority has a very low figure, being less than a third of the group average.
- Data were not available for around 10% of the authorities (gap on left of the chart).
- 5% of the authorities report either zero or miniscule costs (gap on right of the chart).
- There is great variation in these costs, as the distribution slopes smoothly from left to right showing that there is no 'typical' value for this cost.

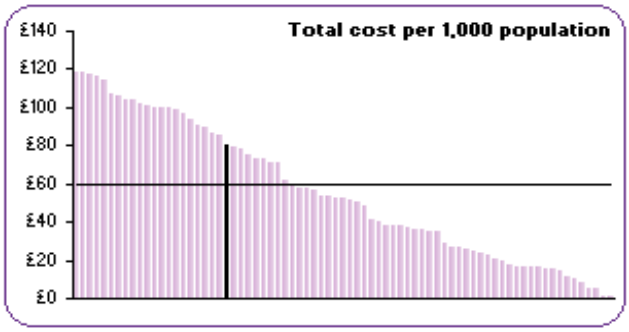


**Examples 5-8: Example distributions and help in interpreting them**

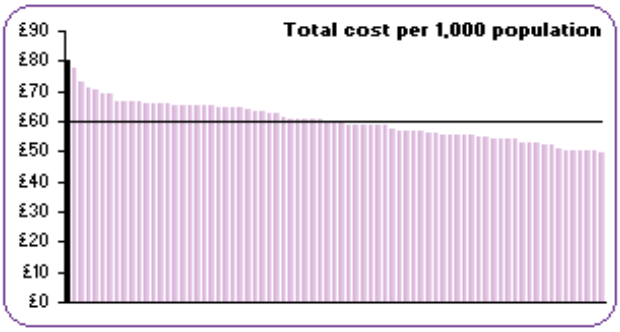
The distributions of values shown on the charts can vary greatly. Here we show some examples to help readers understand how the distributions can vary. In each case we will keep the black bar authority's value the same and the group average the same, however the shape of the graph and distribution of the groups values are varied to give quite different pictures of the example authority's costs.



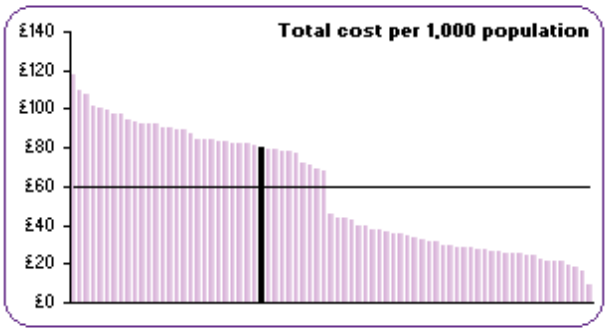

- This chart shows a very common distribution (which a statistician would appropriately call the 'normal' distribution).
- While there is a wide range of values (20-100) the majority of authorities are in a much tighter range (about half are between 50 and 70).
- In this particular case the highlighted authority has one of the highest costs.




- This chart shows a straight sloping distribution.
- There is no consistency between authorities and no such thing as a typical value.
- In this particular case the highlighted authority is above average, but not signficantly so.




- This chart shows little variation between authorities.
- In this particular case the highlighted authority is clearly the most expensive per 1,000 population.




- This distribution is quite rare, the chart clearly displays two distinct groupings of authorities.
- In this case interpreting the highlighted authorities value is difficult and it is important to investigate the reasons behind this variation.

---

**Quartiles**

We finish this introduction with a quick note about quartiles. Quartiles are a popular simple way to examine distributions of cost or performance data.

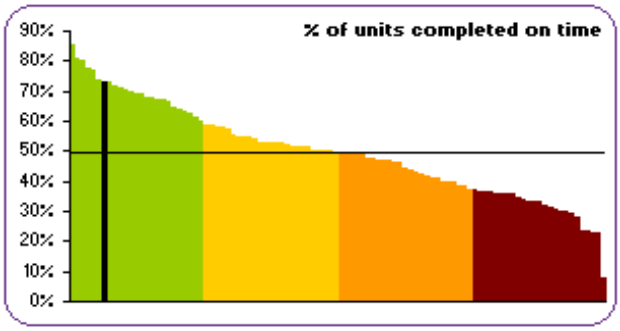
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

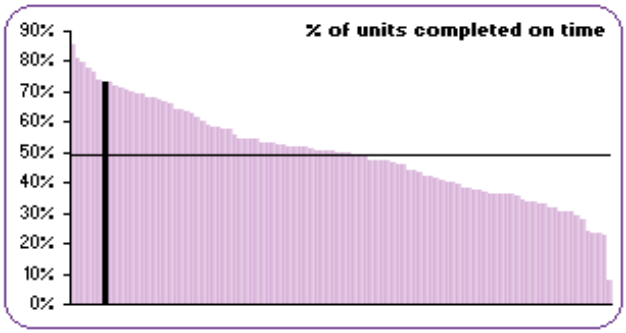
Mathmatically the word quartile refers to the boundaries between the quarters (called the lower quartile, median and upper quartile).

In business & management the word quartile is more often used to refer to the quarters themselves. "Top quartile" is used to desribe the best quarter (e.g. highest performance) while "bottom quartile" refers to the worse (e.g. high cost or low performance).

It is common approach to view "being in the top quartile" as a benchmark to be achieved, and "being in the bottom quartile" as a sign of problems.

We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the mind's eye.

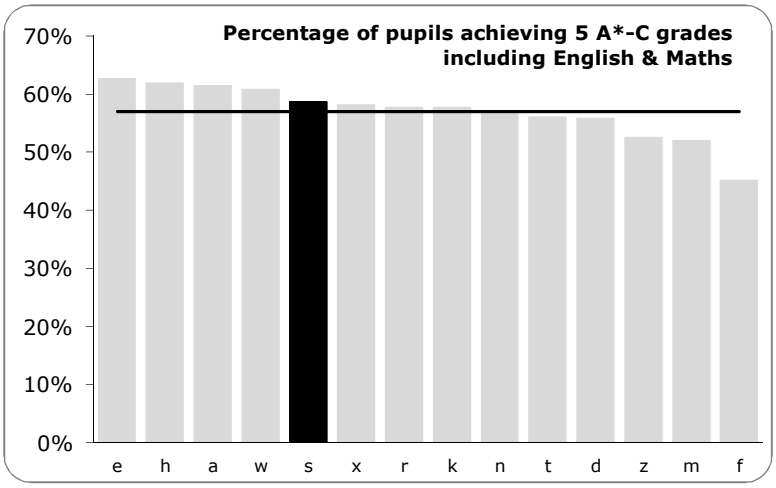


# APPENDIX 2 - Background Information

## Educational Attainment

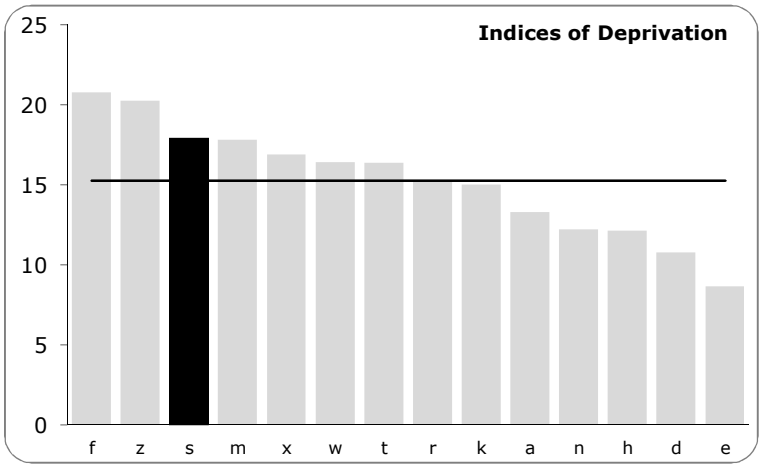
| | | Average |
|---|---|---|
| Educational Attainment | 58.7% | *57.0%* |




Source: CIPFA Children's Services Actuals Statistics 2013-14 - Column 316

## Deprivation

| | | Average |
|---|---|---|
| Index of Deprivation | 17.9 | *15.2* |

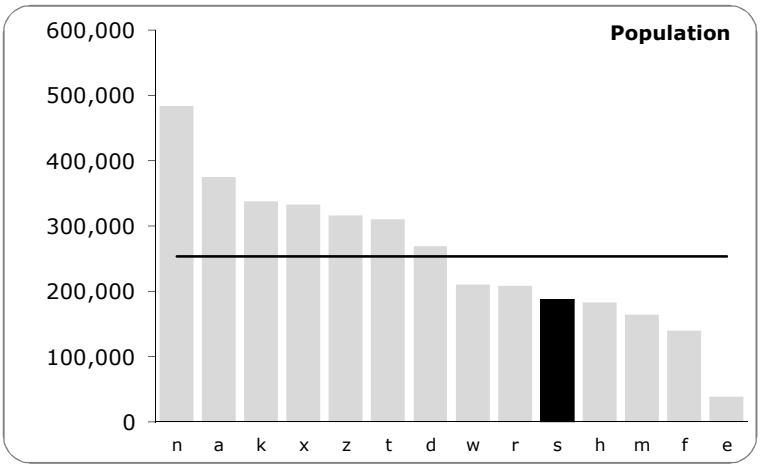



- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010

## Population

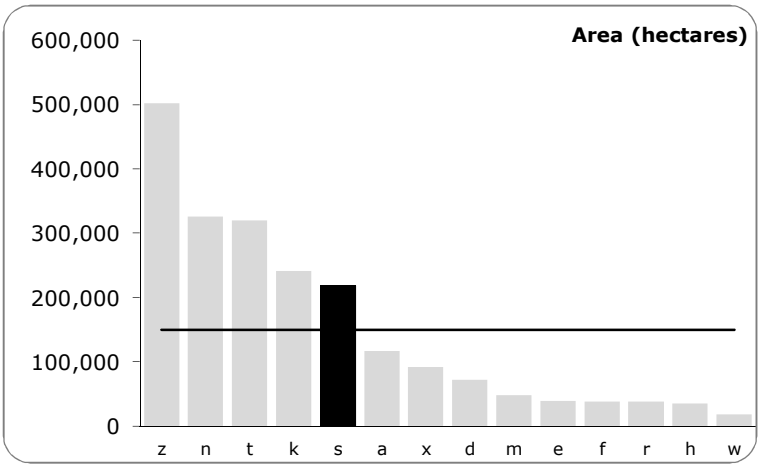
| | | Average |
|---|---|---|
| Population | 187,200 | *253,579* |




Source: ONS Mid 2014 Population Estimates

## Area

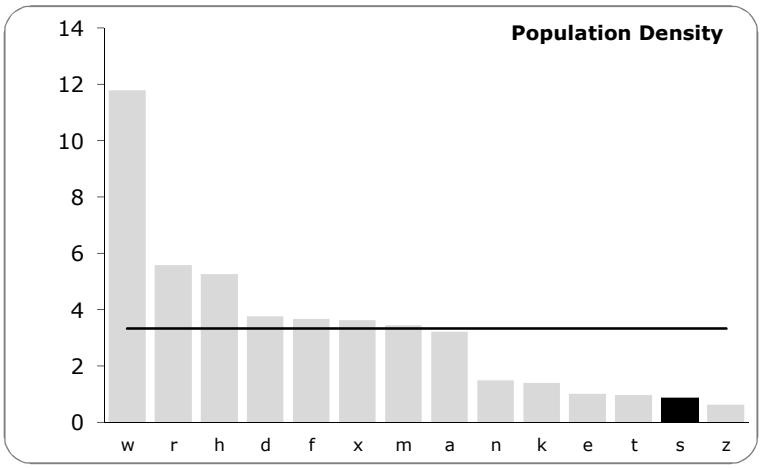
| | | Average |
|---|---|---|
| Area (hectares) | 217,971 | *149,903* |




Source: ONS Area 2014

## Population Density

| | | Median |
|---|---|---|
| Population Density | 0.9 | *3.3* |



# APPENDIX 3 - Financial Information

## For Herefordshire Council
## Financial Information 2014-15 (Actuals)

| Revenue Expenditure | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| **Employees** | 1,091,881 | 5,833 | *6,701* |
| **Premises** | 321,914 | 1,720 | *1,592* |
| **Supplies & Services** | | | |
| Books & Pamphlets | | | |
| - Reference | 1,120 | 6 | *28* |
| - Adult Fiction | 77,125 | 412 | *350* |
| - Adult Non-Fiction | 42,635 | 228 | *183* |
| - Children's Fiction | 45,955 | 245 | *150* |
| - Children's Non-Fiction | 9,950 | 53 | *33* |
| Newspapers, Periodicals & Magazines | 8,244 | 44 | *61* |
| Sound Recordings[1] | 23,081 | 123 | *116* |
| DVDs, CD-ROMs, Software & Multimedia[2] | 17,563 | 94 | *86* |
| Electronic & Online Products[3] | 23,054 | 123 | *140* |
| Other Acquisitions | 0 | 0 | *19* |
| Bookbinding | 0 | 0 | *4* |
| **Total Materials** | 248,727 | 1,329 | *1,172* |
| Computing Costs | 78,554 | 420 | *322* |
| Other Supplies & Services | 212,448 | 1,135 | *592* |
| **Transport** | 36,493 | 195 | *190* |
| **Third Party Payments** | 14,674 | 78 | *211* |
| **Support Service Costs** | 262,441 | 1,402 | *1,468* |
| **Total Revenue Expenditure** | 2,267,132 | 12,111 | *12,250* |

| Revenue Income | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Overdue Charges | (22,759) | (122) | *(159)* |
| Reservation Fees | (394) | (2) | *(43)* |
| Lettings | (3,980) | (21) | *(94)* |
| Hire of Audio & Visual Materials | (22,516) | (120) | *(174)* |
| Electronic Revenue | 0 | 0 | *(20)* |
| Specific Grants | (41,142) | (220) | *(55)* |
| Provision of Library Services to other Local Authorities | 0 | 0 | *(2)* |
| Miscellaneous - receipts from the public | (32,252) | (172) | *(275)* |
| Miscellaneous - corporate income | (772,645) | (4,127) | *(337)* |
| **Total Revenue Income** | (895,689) | (4,785) | *(1,158)* |

| | | | |
|---|---|---|---|
| Net Expenditure (excluding Capital Charges) | 1,371,443 | 7,326 | *11,092* |
| Capital Charges | 96,893 | 518 | *1,346* |
| **Total Net Expenditure (including Capital Charges)** | 1,468,336 | 7,844 | *12,438* |

| | | | |
|---|---|---|---|
| **Total Capital Expenditure** | 1,496,486 | 7,994 | *1,069* |

[1] Includes Music, Adult Talking Books and Children's Talking Books (Cells 139 to 141)

[2] Includes DVDs, Multimedia & Open Learning Packs and CD-ROMs & Software (Cells 140 & 141)

[3] Includes eBooks, eAudio, eAudiovisual, Subscriptions and Online / Electronic Products (Cells 144 to Cell 148)

## Financial Information 2015-16 (Estimates)

| **Revenue Expenditure** | £ | per 1,000 pop | *Average* |
|---|---|---|---|
| Employees | 991,424 | 5,296 | *6,613* |
| Premises | 309,897 | 1,655 | *1,405* |
| Supplies & Services - Materials | 246,141 | 1,315 | *1,218* |
| Other Expenditure | 489,235 | 2,613 | *2,908* |
| **Total Revenue Expenditure** | 2,036,697 | 10,880 | *12,143* |
| **Revenue Income** | (881,676) | (4,710) | *(1,116)* |
| Net Expenditure (excluding Capital Charges) | 1,155,021 | 6,170 | *11,027* |
| Capital Charges | 96,893 | 518 | *863* |
| **Total Net Expenditure (including Capital Charges)** | 1,251,914 | 6,688 | *11,890* |

# APPENDIX 4 - Other CIPFA Libraries Services

**• CIPFA Public Library Statistics**

CIPFA are the leading independent source of data about local government services, undertaking more than 30 surveys annually. We have been collecting data relating to public libraries for more than fifty years. The data collected represents the most comprehensive source of information relating to measuring the performance of public library authorities in the UK.

A working group of local authority practitioners and central government representatives meet bi-annually to help shape the direction of the questionnaire and data that is collected to ensure that it is continually adapted to remain relevant in an ever-changing environment.

Datasets provide financial and non-financial information for local government managers engaged in comparative analysis and performance measurement. Subscribers to www.cipfastats.net have access to our historical archive of downloadable data in addition to a range of interactive and visual tools to help with further analysis.

www.cipfastats.net/leisure/publiclibrary

**• CIPFA Public Library User Survey (PLUS)**

CIPFA have been developing and supporting a range of library survey tools, enabling authorities to collect feedback from users of their services, since 1995. This began with the launch of PLUS in 1995, which was followed by Children's PLUS in 1997, ePLUS in 2001 and the Home Delivery Survey in 2005.

Indicators from PLUS were adopted by the Audit Commission and the Department for Transport, Local Government and the Regions (DTLR now DCLG) for the collection of a number of Best Value Performance Indicators (BVPIs). It was also adopted by the Department for Culture, Media and Sport (DCMS) for their Public Library Service Standards (PLSS) and Public Library Impact Measures (PLIMs).

New from July 2012: The 2012 Adult PLUS survey has now been updated and includes new questions on transport, use of computers and living arrangements. The questionnaire and manual of guidance can be accessed by subscribers from www.cipfasocialresearch.net/subscribersarea, which will also include details on how CIPFA can help you to deliver your survey and make best use of the results.

www.cipfasocialresearch.net

# APPENDIX 5 - Contact Us!

We hope you have found the profile interesting and informative.

This is the fifth year of the profile and we aim for this to be a user-led product that improves year-on-year.

Please help us improve the next round by contacting us with your thoughts and suggestions!

libraries@cipfa.org

We will also be happy to answer any queries you have regarding the profiles.