CIPFA performance in public services

London Borough of Hounslow

CIPFAstats Comparative Profile

public libraries

2012-13 Actuals and
2013-14 Estimates

Comparison group:

(t) Merton
(s) Enfield
(w) Redbridge
(k) Ealing
(u) Waltham Forest
(g) Hillingdon
(h) Greenwich
(r) Harrow
(d) Bexley
(f) Haringey
(a) Brent
(x) Croydon
(n) Sutton
(m) Lewisham
(e) Kingston-upon-Thames

FOREWORD

I am pleased to be able to present the third 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,

I. Wat

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 2013 CIPFAstats collection with the group of authorities specified on the title page.

This is the third 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

• 96% of UK Library Authorities (97% in England) provided data for the 2013 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.

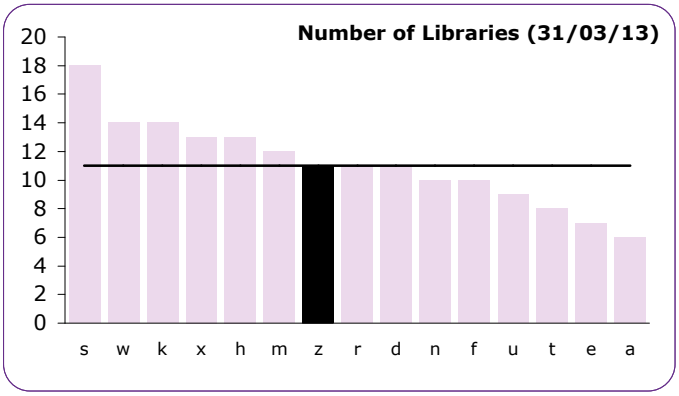
• If you have any queries about our approach please do not hesitate to contact us: libraries@cipfa.org

EXECUTIVE SUMMARY

Comparing Hounslow with 14 Other Library Authorities

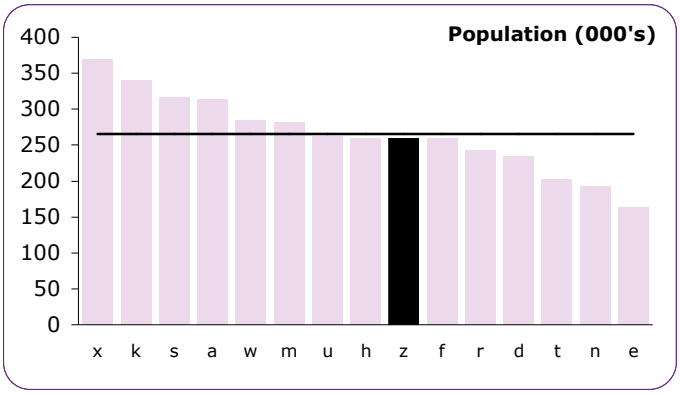
This summary provides an overview of the key indicators from the main report along with a few points of current interest, showing how your authority's library service compares against other authorities.
Unless specified otherwise all data relates to 2012-13 Actuals.

A: Libraries and Library Users

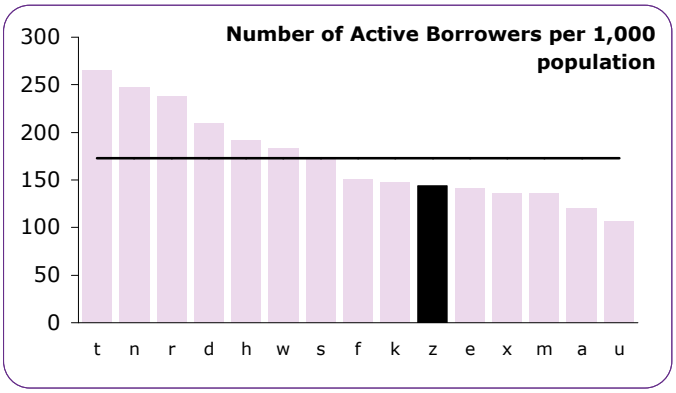


- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Hounslow has 11 libraries (the bar highlighted in black) compared to an average of 11 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.
- Hounslow has an 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.



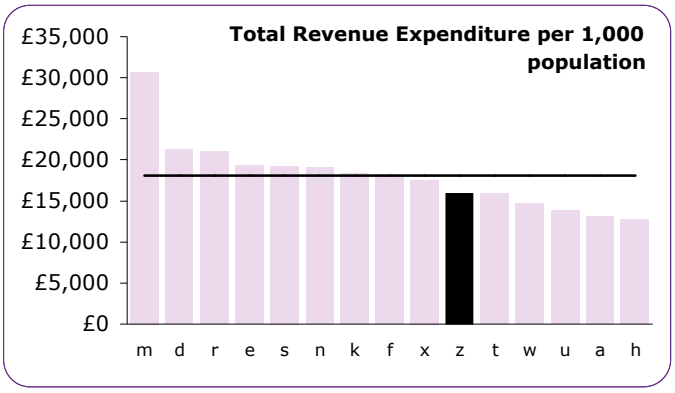
- Population is an important figure in this report as we use it as a denominator to adjust for the size of the authority (see next chart).
- Hounslow is the 7th smallest of the 15 authorities compared here (in terms of population).



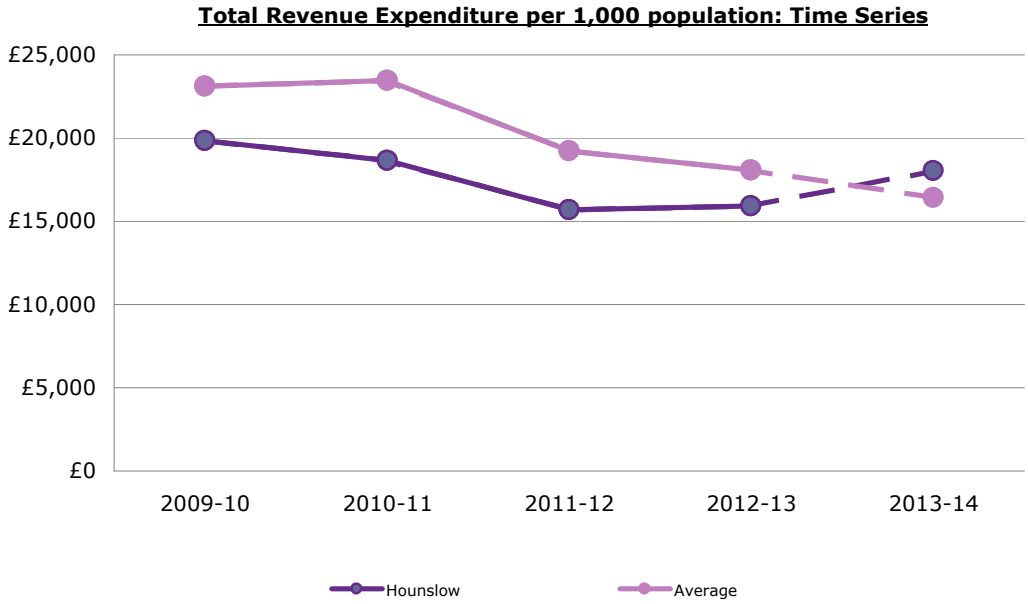
- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.
- Hounslow is in a lower quartile suggesting that the library service does not engage as well with the population when compared to the other authorities.

  Please see appendix 1 for further details on quartiles.

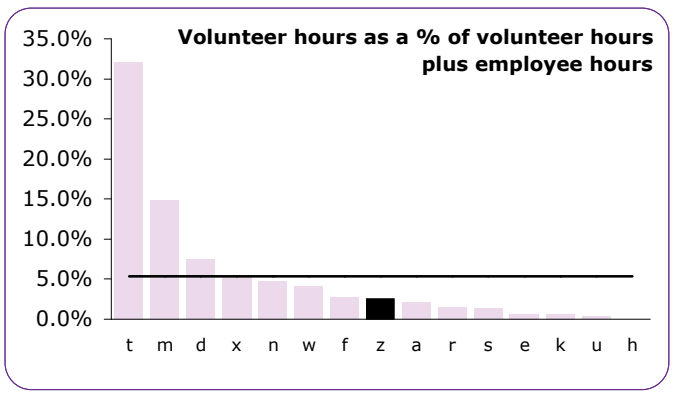
B: Resourcing



- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2012-13 actuals.
- Hounslow 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.

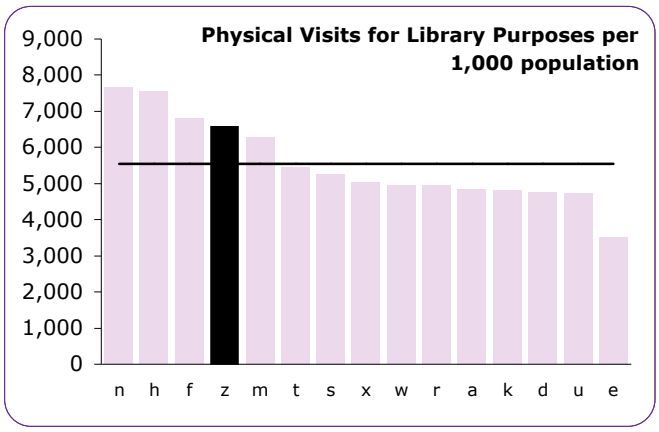


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2013-14. The population figure used for all years is the mid-year 2012 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a drop can be seen in the 2013-14 estimates.

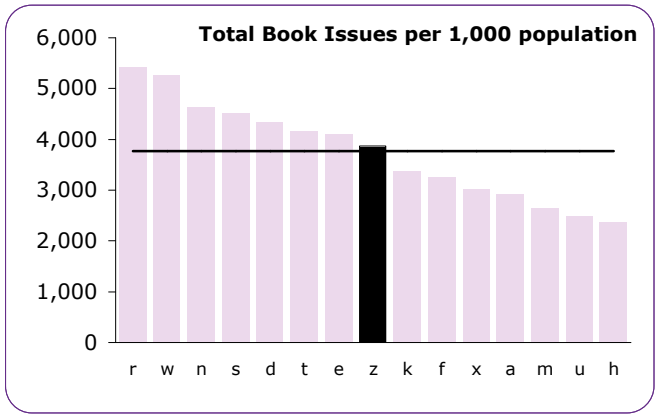


- One well publicised approach that library authorities are taking is using volunteers.
- Hounslow had 2.6% of 'worked hours' provided by volunteers in 2012-13 compared to an average of 5.4%.

C: Workload

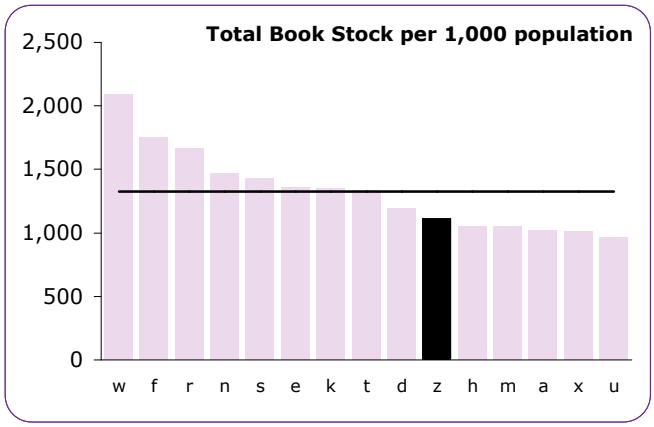


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



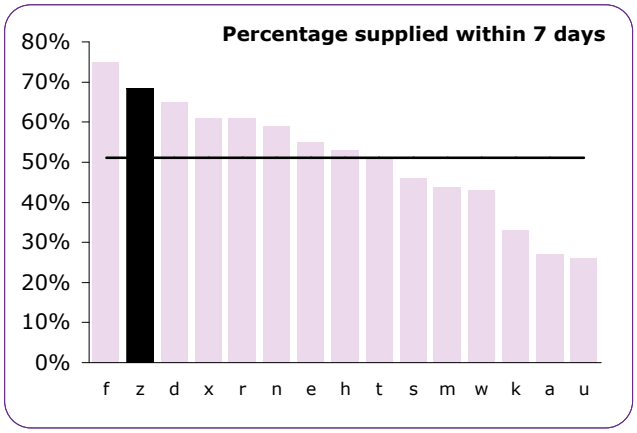
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

D: Stock



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

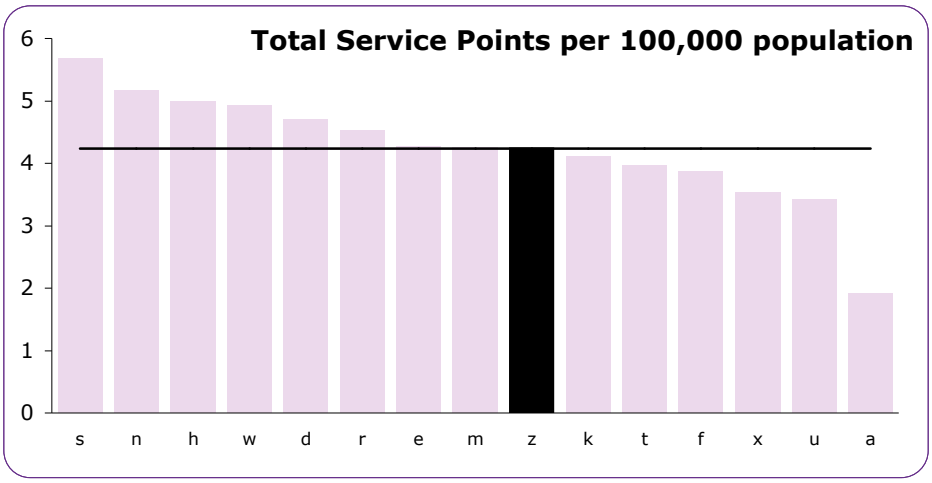
E: Performance



- Hounslow successfully supplied 68.5% of book requests within 7 days of request. This compares very favourably with the other 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 visits
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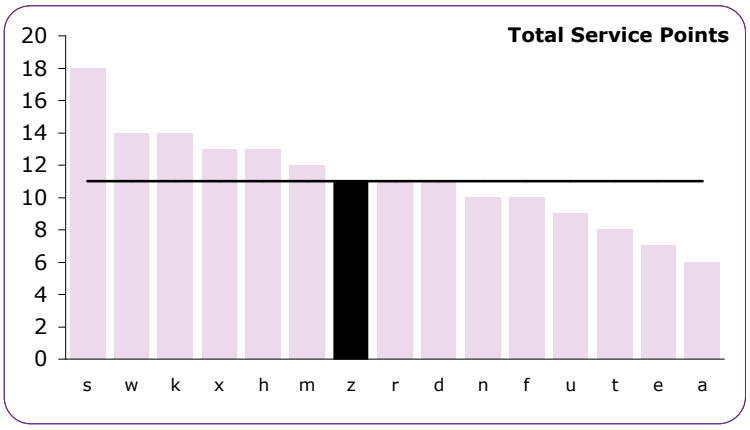
	Number of hours available & recorded
	Public wi-fi access

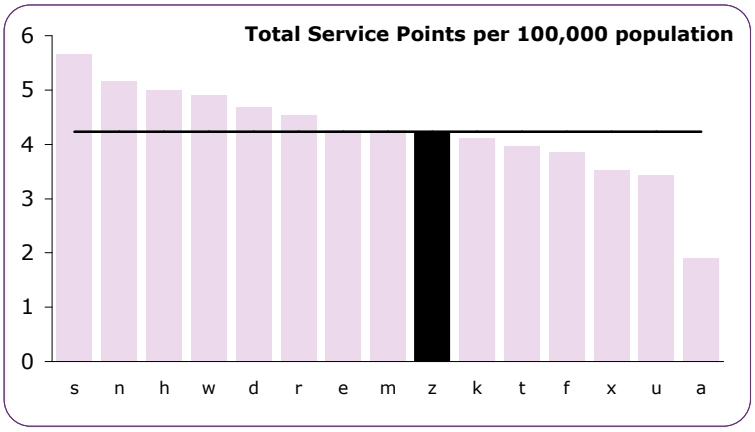
A1: Service Points

at 31 March 2013

	Number	/ 100k pop	*Average*
Mobile Libraries	0	0.0	*0.2*
Static Service Points	11	4.2	*4.1*
Total Service Points	11	4.2	*4.2*

	Authority	*Average*
Population	259,100	*265,660*





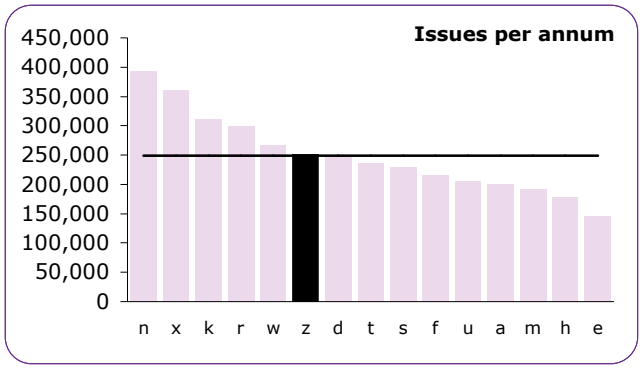
Source: CIPFA Public Library Statistics 2013 - Cells 1 to 14, ONS Population Estimates Mid 2012

Busiest Service Points

2012-13 Actuals

Busiest Service Point (Issues **Hounslow**

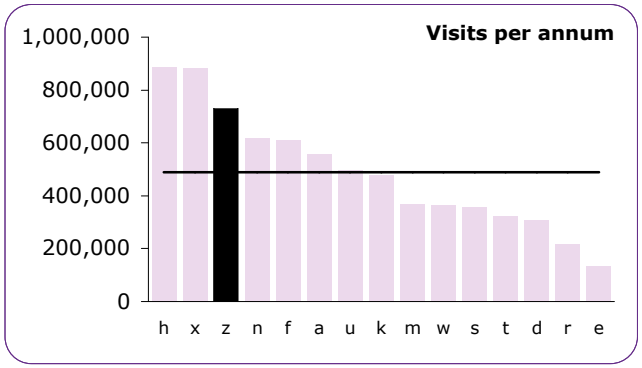
	Authority	*Average*
Issues per annum	251,744	*248,933*



Source: CIPFA Public Library Statistics 2013 - Cells 15 & 16

Busiest Service Point (Visits) **Hounslow**

	Authority	*Average*
Visits per annum	730,053	*489,770*



Source: CIPFA Public Library Statistics 2013 - Cells 17 & 18

A2: Population Density

2012-13 Actuals

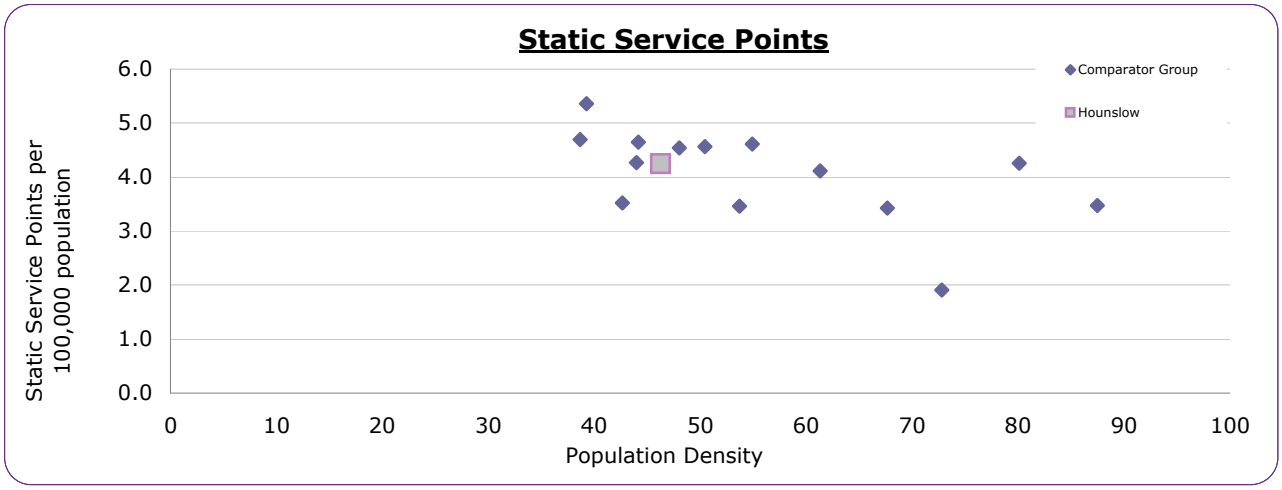
Population Density and Number of Service Points

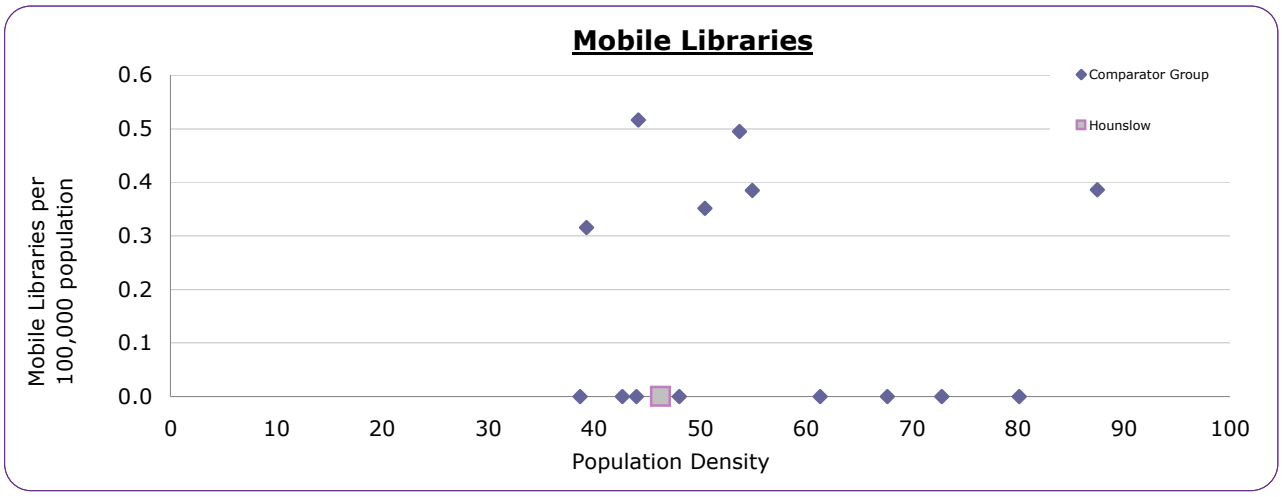
• In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.

• 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.

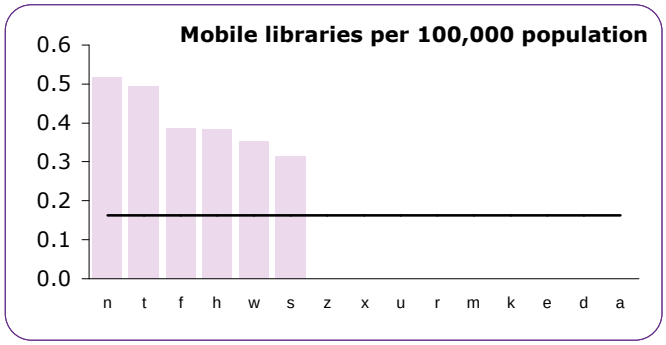
	Authority	*Median*
Population Density	46.3	*50.4*

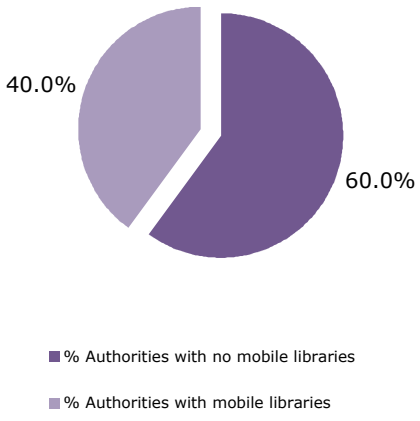




Mobile Libraries

	Number	/ 100k pop	*Average*
Mobile Libraries	0	0.0	*0.2*

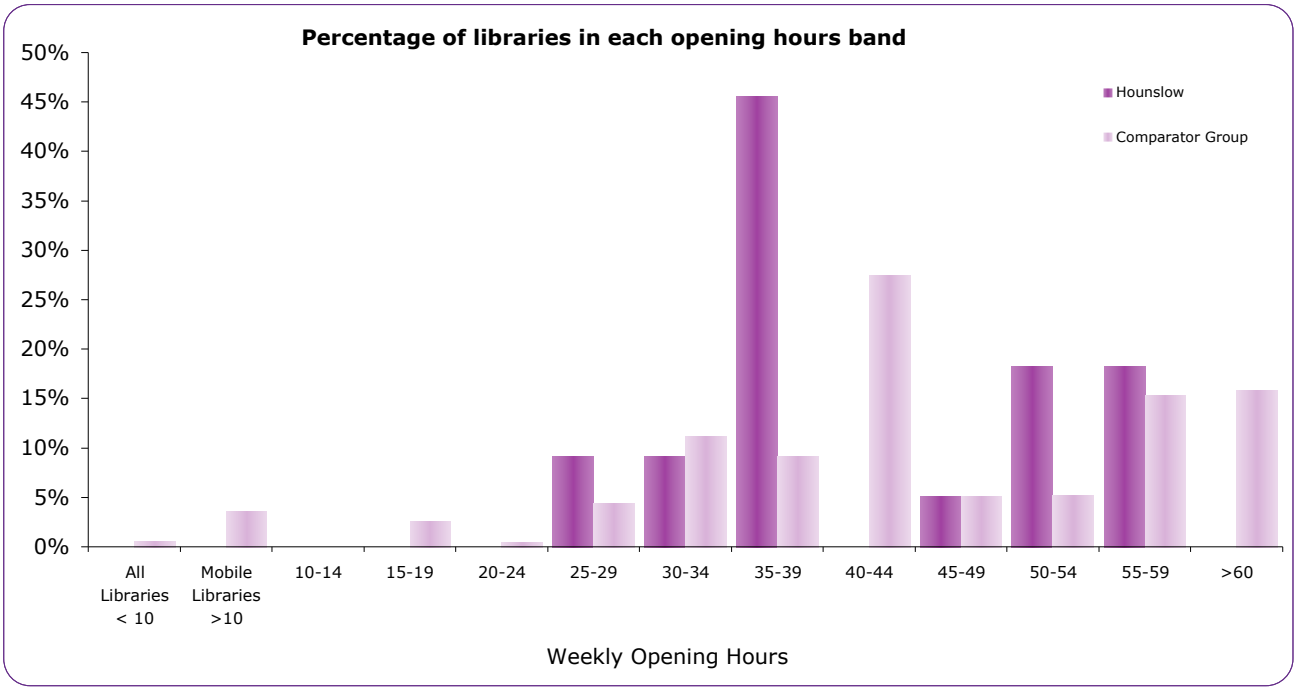




A3: Opening Hours

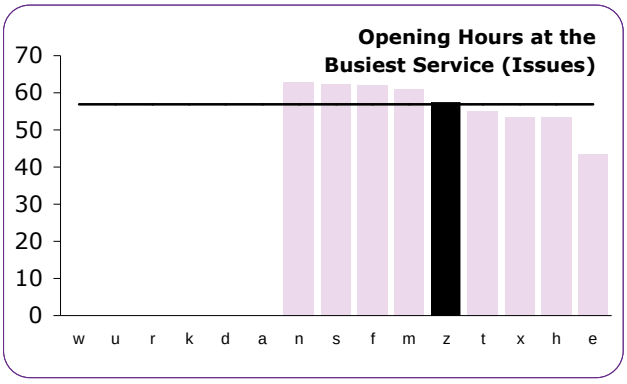
2012-13 Actuals

Hours Open	Service Points Authority	Service Points *Average*	/ 100,000 population Authority	/ 100,000 population *Average*	% in Each Band Authority	% in Each Band *Average*
All Libraries < 10	0	*0*	0.0	*0.0*	0.0%	*0.5%*
Mobile Libraries >10	0	*0*	0.0	*0.2*	0.0%	*3.5%*
Static: 10-14	0	*0*	0.0	*0.0*	0.0%	*0.0%*
Static: 15-19	0	*0*	0.0	*0.0*	0.0%	*2.5%*
Static: 20-24	0	*0*	0.0	*0.0*	0.0%	*0.4%*
Static: 25-29	1	*1*	0.4	*0.2*	9.1%	*4.3%*
Static: 30-34	1	*1*	0.4	*0.5*	9.1%	*11.2%*
Static: 35-39	5	*1*	1.9	*0.4*	45.5%	*9.0%*
Static: 40-44	0	*3*	0.0	*1.2*	0.0%	*27.4%*
Static: 45-49	0	*1*	0.0	*0.2*	5.0%	*5.0%*
Static: 50-54	2	*1*	0.8	*0.2*	18.2%	*5.1%*
Static: 55-59	2	*2*	0.8	*0.6*	18.2%	*15.3%*
Static: >60	0	*2*	0.0	*0.6*	0.0%	*15.8%*
Total	11					



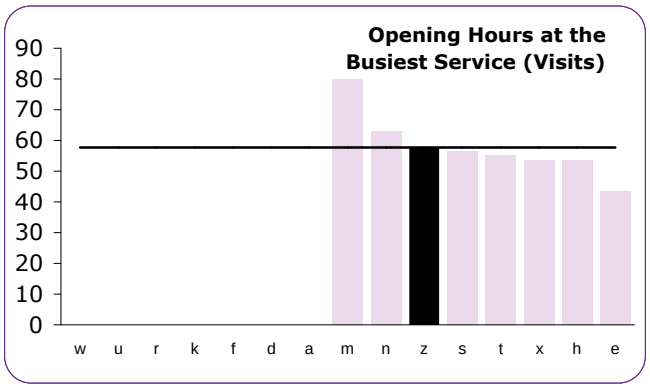
Opening Hours - Busiest Service Points

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



Hounslow 57.5 *Average:* *56.8*

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

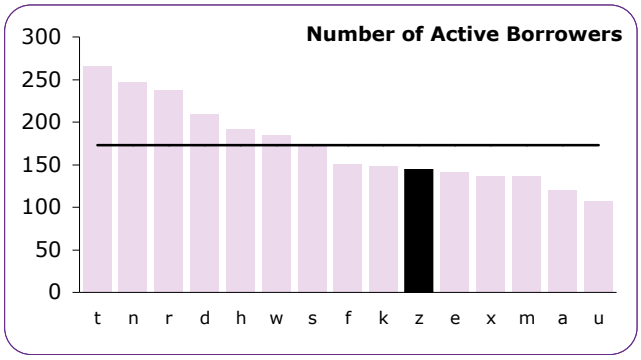


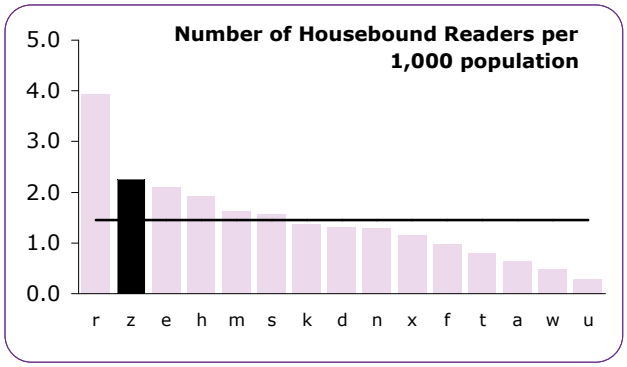
Hounslow 57.5 *Average:* *57.8*

A4: Library Users

2012-13 Actuals

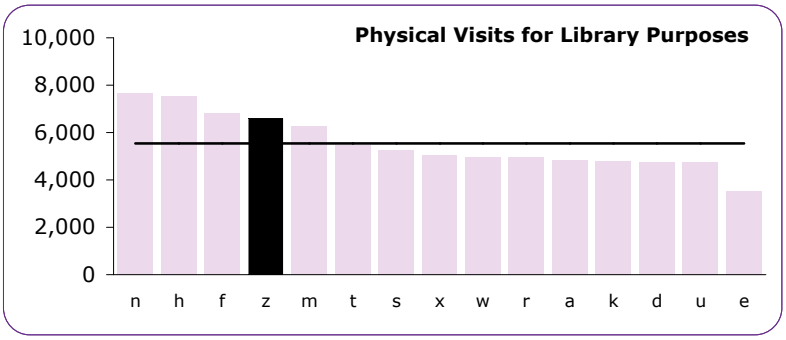
	Number	/1,000 pop	*Average*
Active Borrowers	37,338	144	*173*
Housebound Readers	585	2.3	*1.4*



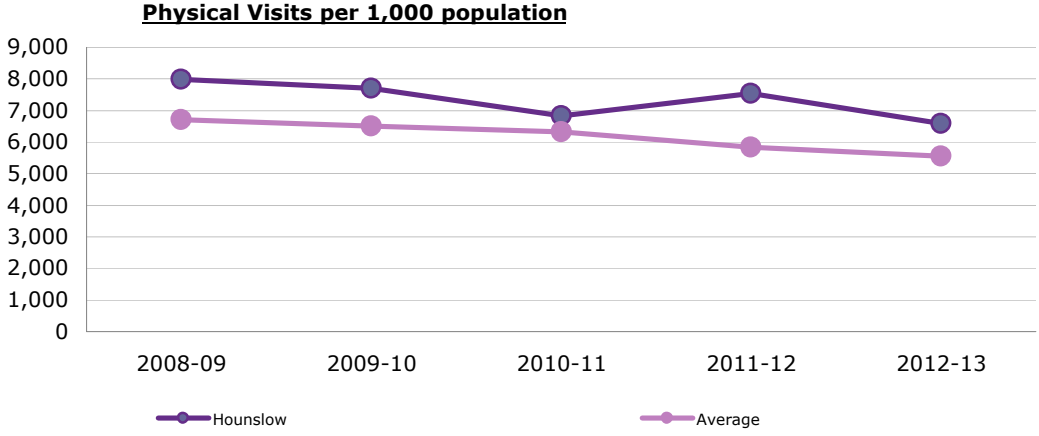


Source: CIPFA Public Library Statistics 2013 - Cells 92, 93

Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	*Average*
2008-09	1,775,735	7,977	*6,719*
2009-10	1,804,560	7,705	*6,516*
2010-11	1,615,327	6,821	*6,317*
2011-12	1,921,161	7,537	*5,838*
2012-13	**1,708,515**	**6,594**	***5,544***



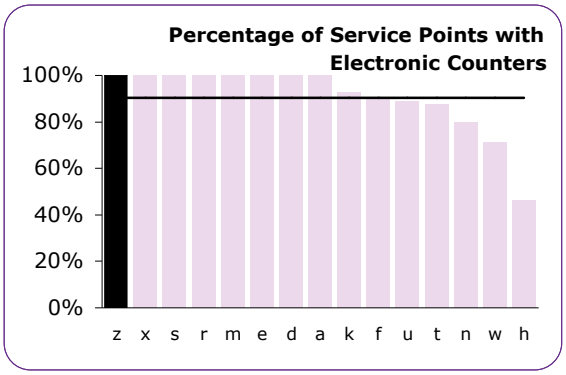
Source: CIPFA Public Library Statistics 2013 - Cell 94

A4: Library Users (continued)

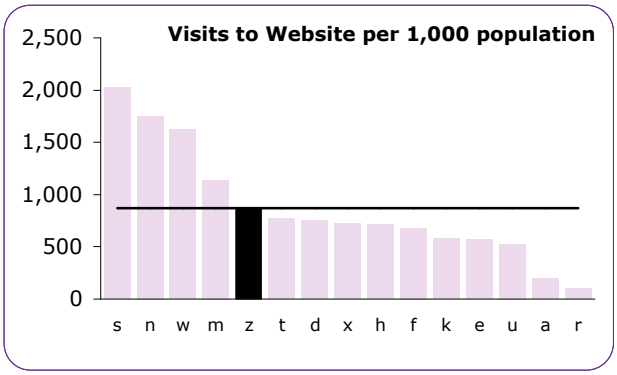
2012-13 Actuals

	Authority	*Average*
S.P. with Electronic Counters	100%	*90%*

	Number	per 1,000 pop	*Average*
Visits to Website	223,491	863	*868*

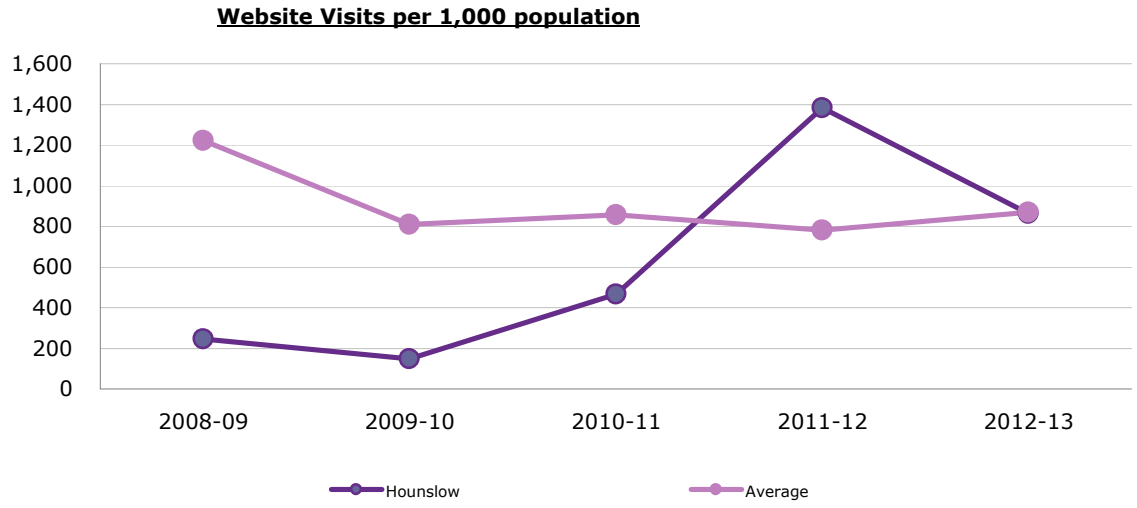


Source: CIPFA Public Library Statistics 2013 - Cell 97



Source: CIPFA Public Library Statistics 2013 - Cell 98

Website Visits	Number	per 1,000 pop	*Average*
2008-09	55,011	247	*1,224*
2009-10	34,964	149	*809*
2010-11	110,716	468	*858*
2011-12	352,211	1,382	*781*
2012-13	**223,491**	**863**	***868***

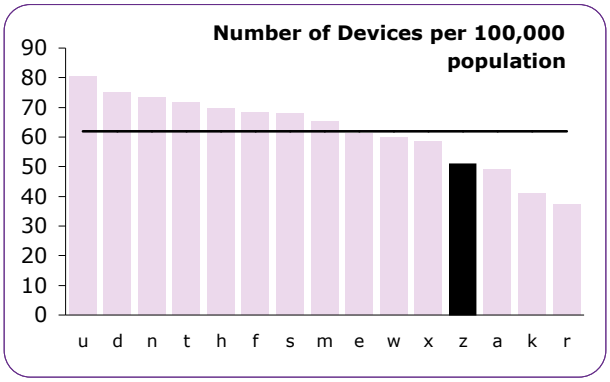


Source: CIPFA Public Library Statistics 2013 - Cell 98 and equivalent for previous years

A5: Electronic Workstations

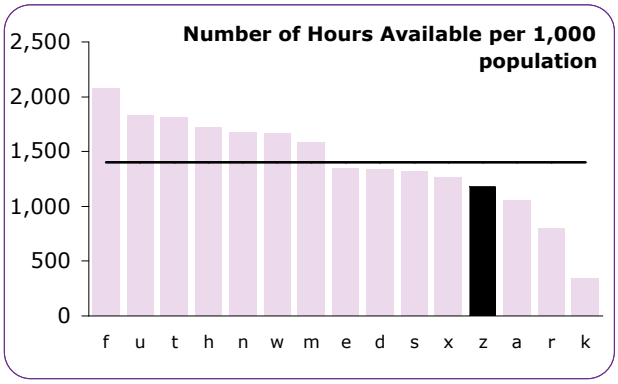
2012-13 Actuals

	Number	per 100,000 pop	*Average*
Terminals	132	50.9	*62.0*



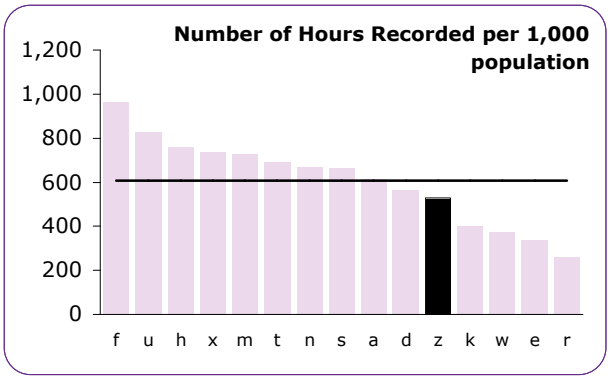
Source: CIPFA Public Library Statistics 2013 - Cell 19

	Number	per 1,000 pop	*Average*
Hours Available	306,351	1,182	*1,400*



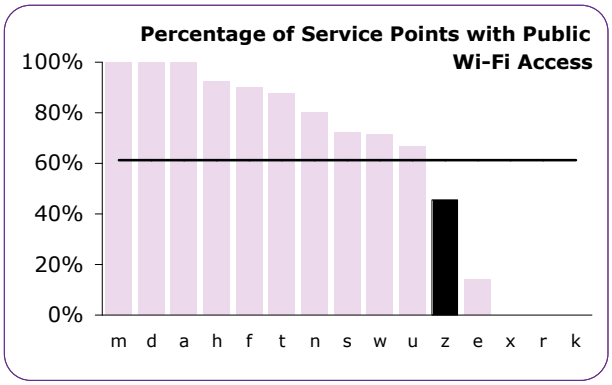
Source: CIPFA Public Library Statistics 2013 - Cell 20

	Number	per 1,000 pop	*Average*
Hrs Recorded	136,722	528	*607*



Source: CIPFA Public Library Statistics 2013 - Cell 21

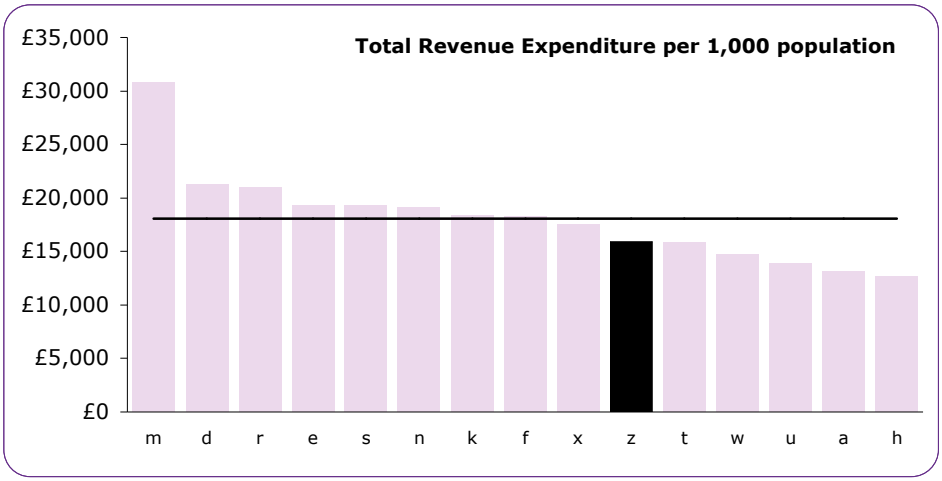
	Authority	*Average*
Service Points with Wi-Fi Access	*45%*	*61%*



Source: CIPFA Public Library Statistics 2013 - Cell 22

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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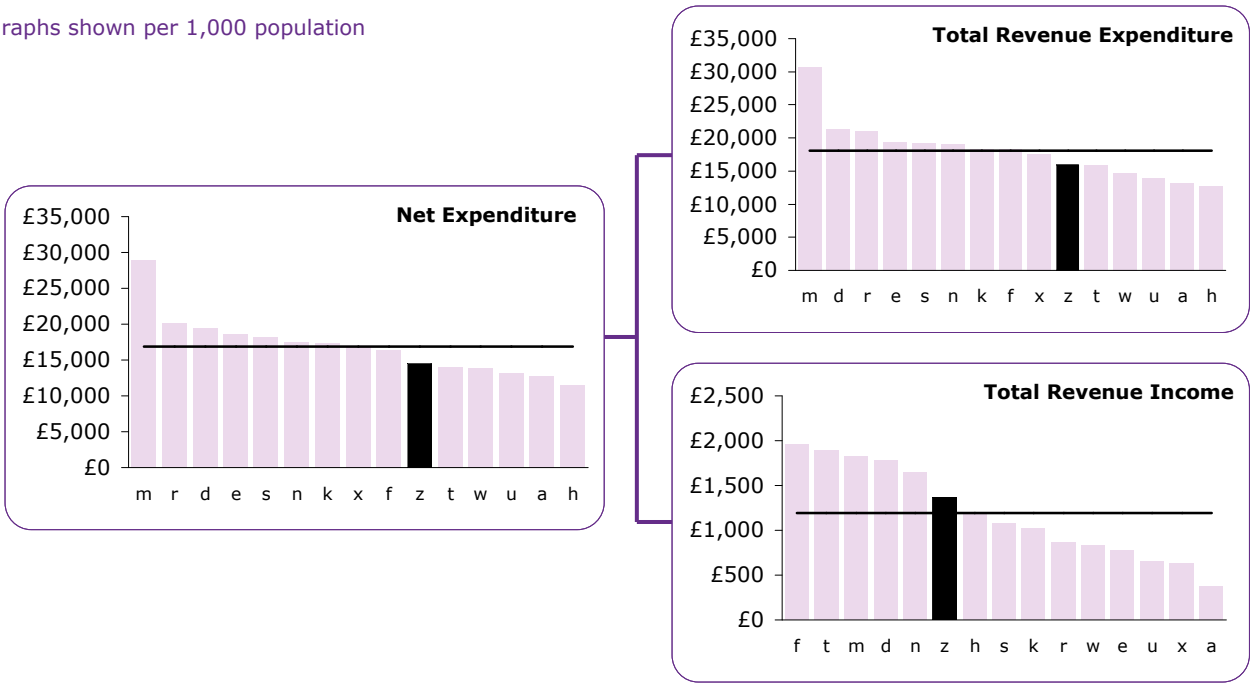
B1: Financial Information (Actuals)

2012-13 Actuals	£	per 1,000 pop	*Average*
Revenue Expenditure	4,123,483	15,915	18,074
Revenue Income	(354,483)	(1,368)	(1,190)
Net Expenditure	3,769,001	14,547	16,884

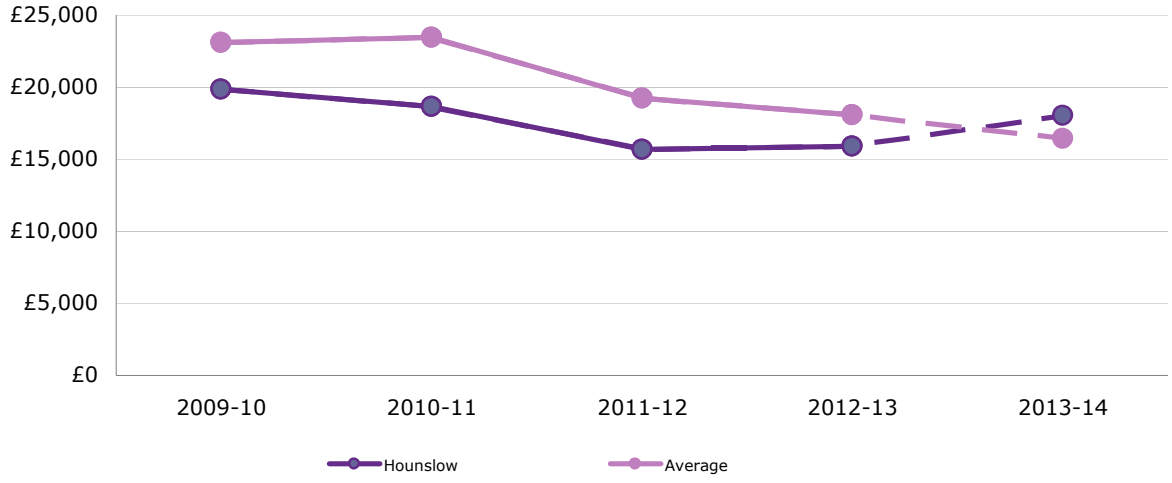
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2013 - Cells 127, 137 & 138

Revenue Expenditure	£	per 1,000 pop	*Average*
2009-10	4,649,958	19,855	*23,104*
2010-11	4,416,429	18,650	*23,447*
2011-12	3,997,379	15,682	*19,226*
2012-13	4,123,483	15,915	*18,074*
2013-14 (Estimates)	4,669,593	18,022	*16,421*

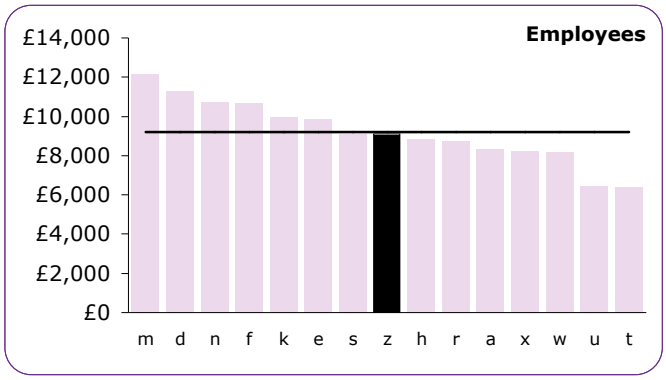
Revenue Expenditure per 1,000 population: Time Series

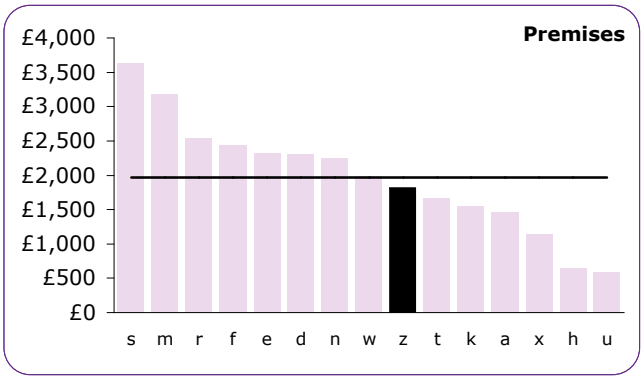


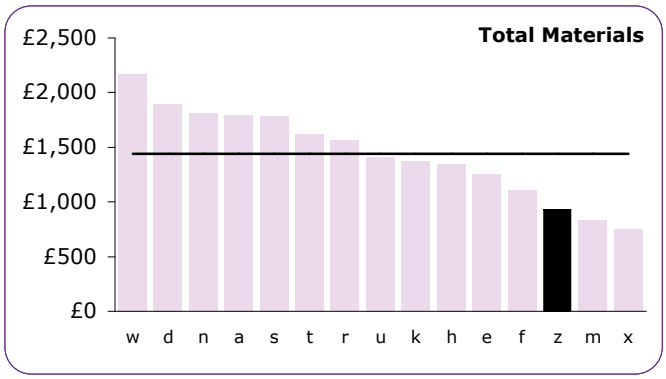
Source: CIPFA Public Library Statistics 2013 - Cell 127 and equivalent for previous years

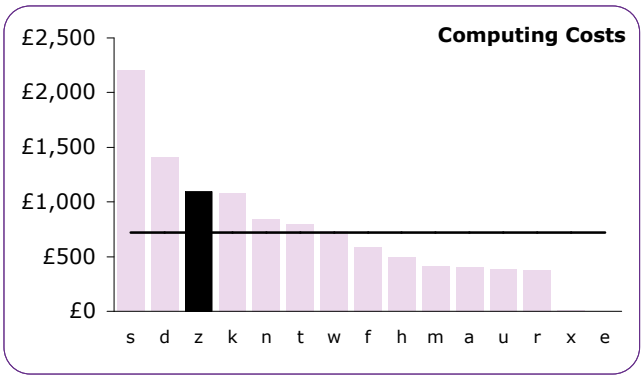
Revenue Expenditure (2012-13 Actuals)	£	per 1,000 pop	*Average*
Employees	2,358,143	9,101	9,209
Premises	472,289	1,823	1,969
Total Materials	240,801	929	1,442
Computing Costs	283,461	1,094	722
Other Supplies & Services	303,541	1,172	733
Transport	9,999	39	73
Third Party Payments	0	0	353
Support Service Costs	455,250	1,757	3,573
Total Revenue Expenditure	4,123,483	15,915	18,074

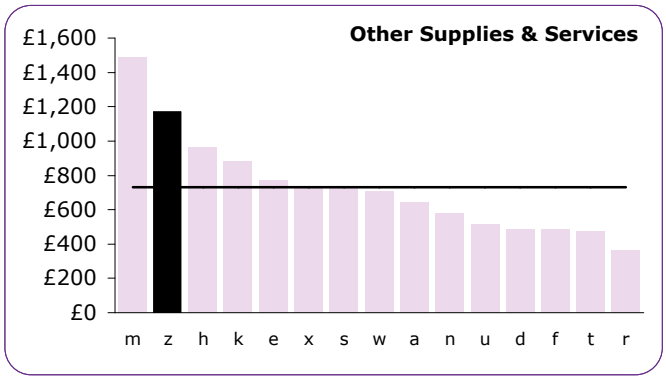
graphs show expenditure per 1,000 population

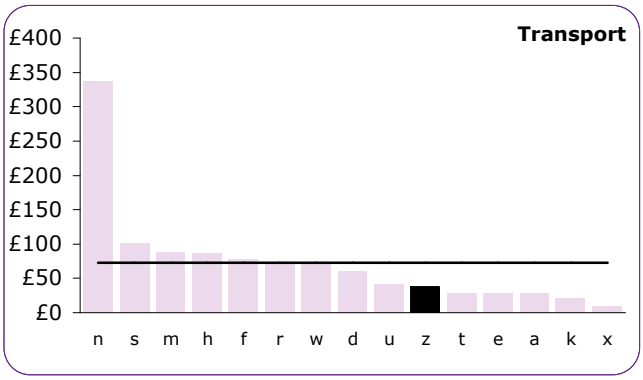


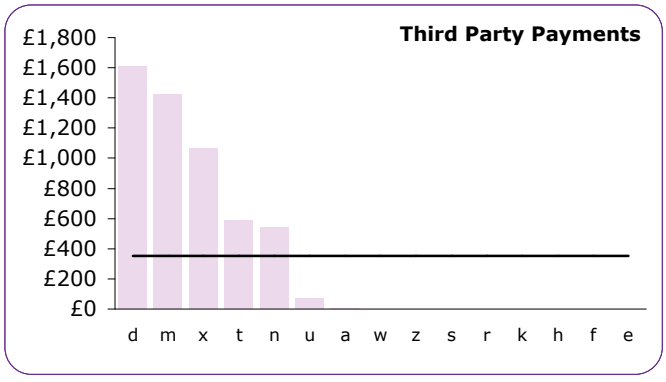


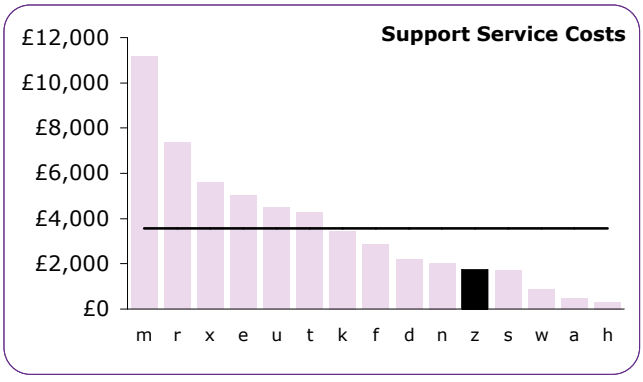








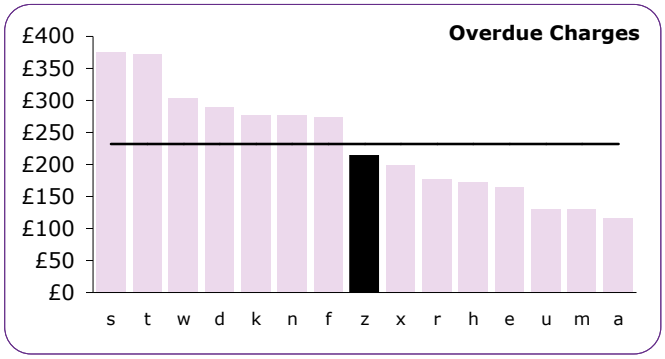


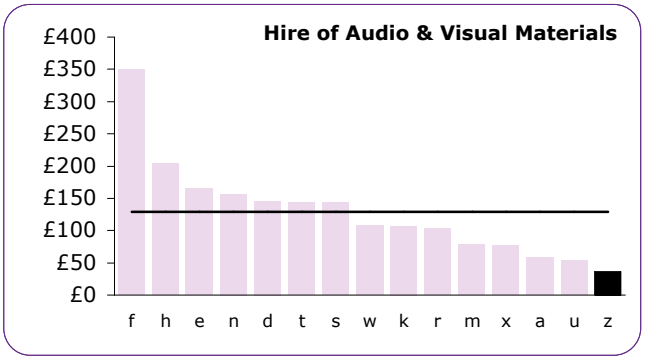


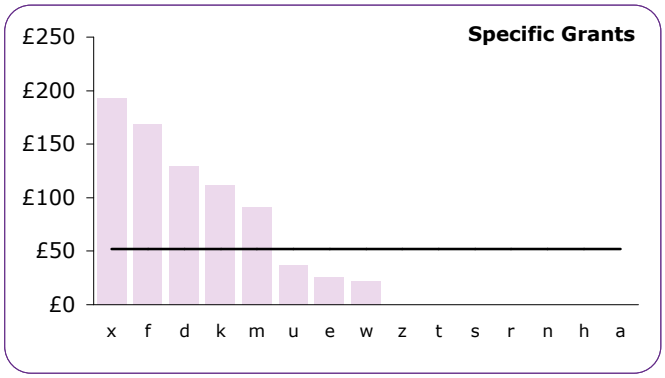
Source: CIPFA Public Library Statistics 2013 - Cells 101 to 127

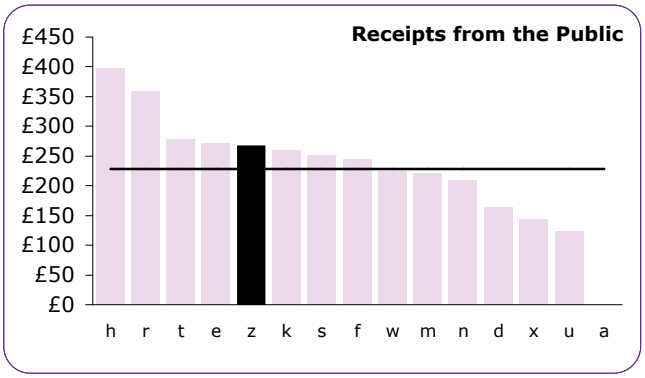
Revenue Income (2012-13 Actuals)	£	per 1,000 pop	*Average*
Overdue Charges	(55,414)	(214)	(232)
Hire of Audio & Visual Materials	(9,397)	(36)	(129)
Specific Grants	0	0	(52)
Receipts from the Public	(69,038)	(266)	(228)
Corporate Income	0	0	(218)
Other Income	(220,634)	(852)	(332)
Total Revenue Income	(354,483)	(1,368)	(1,190)

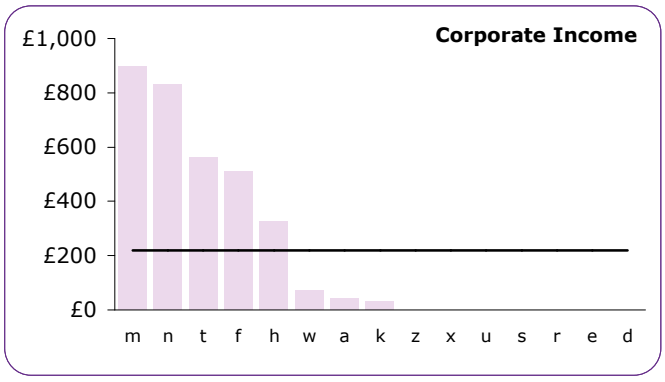
graphs shown per 1,000 population

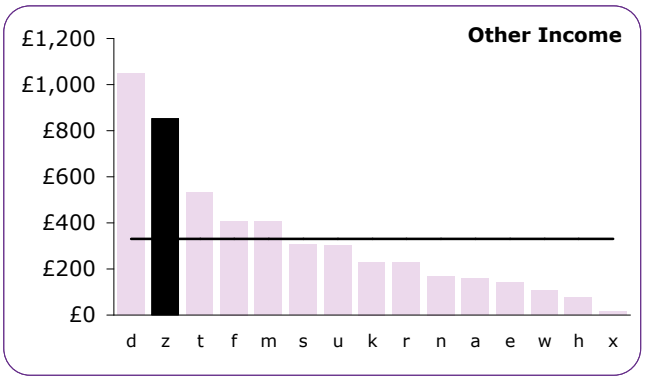










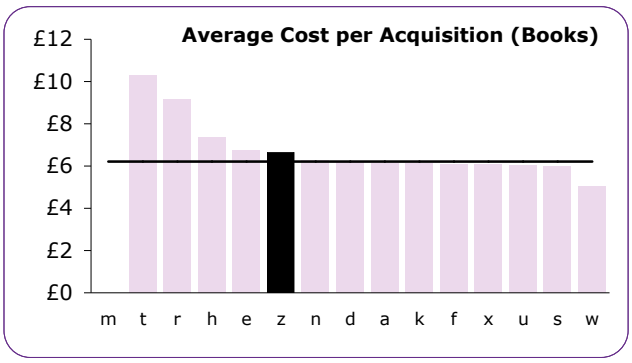


Source: CIPFA Public Library Statistics 2013 - Cells 128 to 137

B2: Cost Indicators

	£ p	*Average*
Average Cost per Book	£6.63	*£6.22*

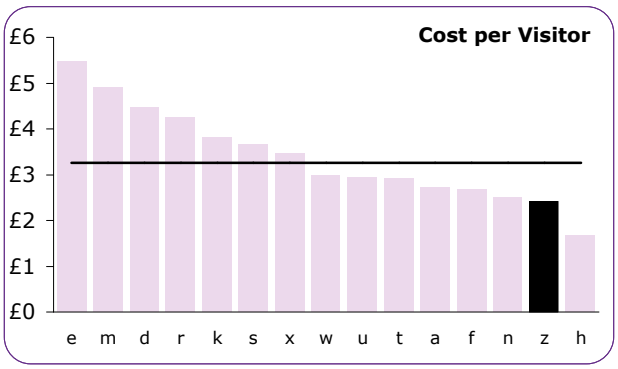
- Average cost per book acquisition.



Source: CIPFA Public Library Statistics 2013 -
Sum of Cells 103 to 107 divided by Cell 38

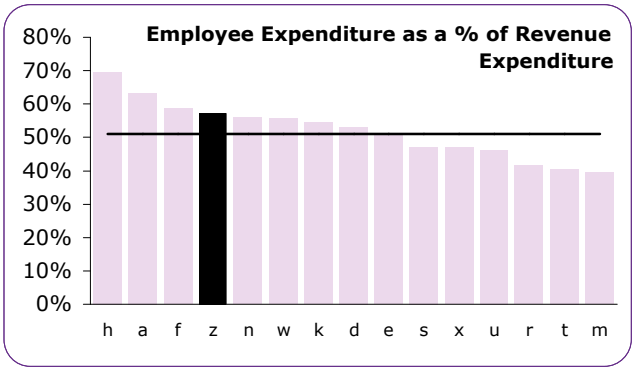
	£ p	*Average*
Cost per Visitor	£2.41	*£3.26*

- Revenue expenditure divided by visitor number.



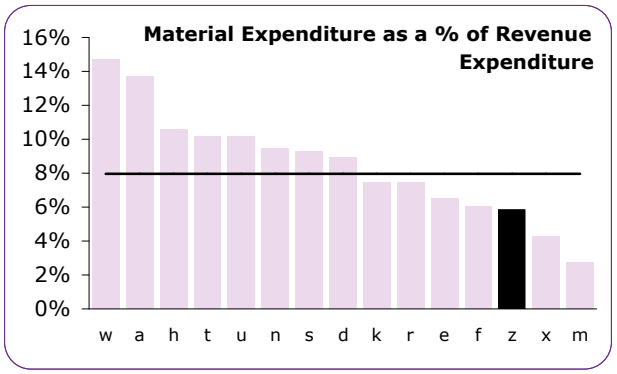
Source: CIPFA Public Library Statistics 2013 -
Cell 127 divided by Cell 94

	%	*Average*
% Employee Expenditure	57%	*51%*



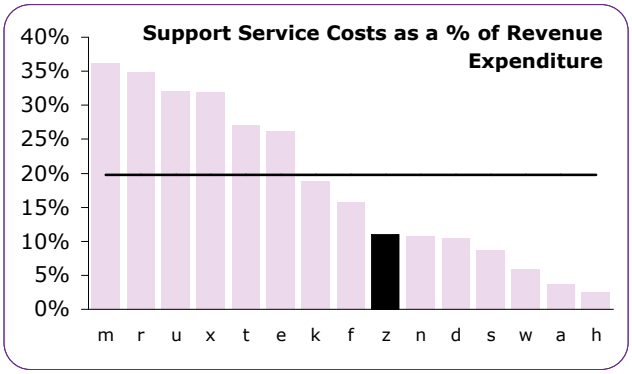
Source: CIPFA Public Library Statistics 2013 -
Cell 101 as a percentage of Cell 127

	%	*Average*
% Material Expenditure	6%	*8%*



Source: CIPFA Public Library Statistics 2013 -
Cell 121 as a percentage of Cell 127

	%	*Average*
% Support Services	11%	*20%*

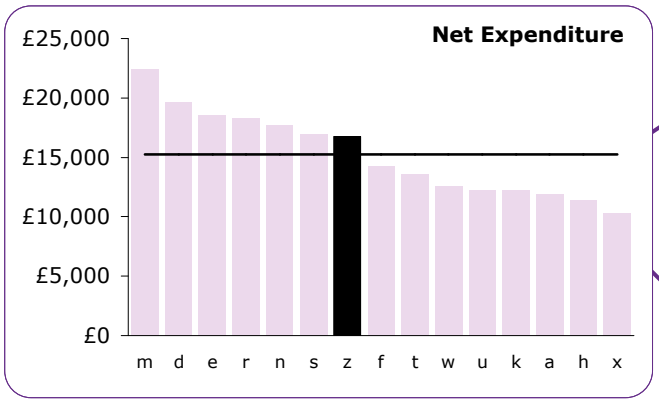


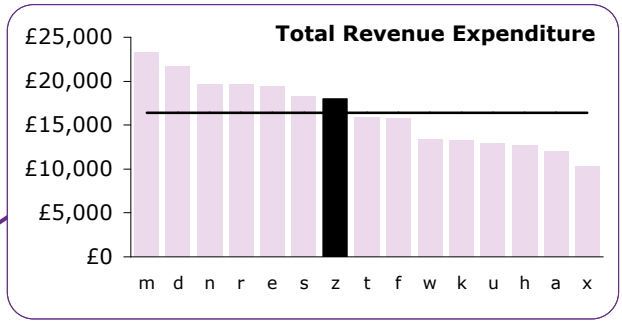
Source: CIPFA Public Library Statistics 2013 -
Cell 126 as a percentage of Cell 127

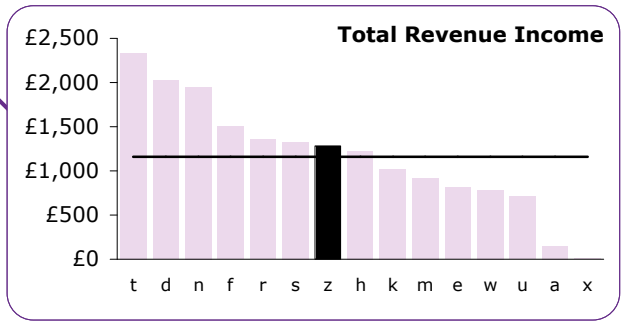
B3: Financial Information (2013-14 Estimates)

graphs shown per 1,000 population

Net Expenditure	£	per 1,000 pop	*Average*
Employees	2,417,096	9,329	8,525
Premises	484,096	1,868	1,900
Supplies & Services - Materials	718,400	2,773	1,436
Other Expenditure	1,050,000	4,052	4,560
Revenue Expenditure	4,669,593	18,022	16,421
Revenue Income	(332,210)	(1,282)	(1,159)
Net Expenditure	4,337,383	16,740	15,263

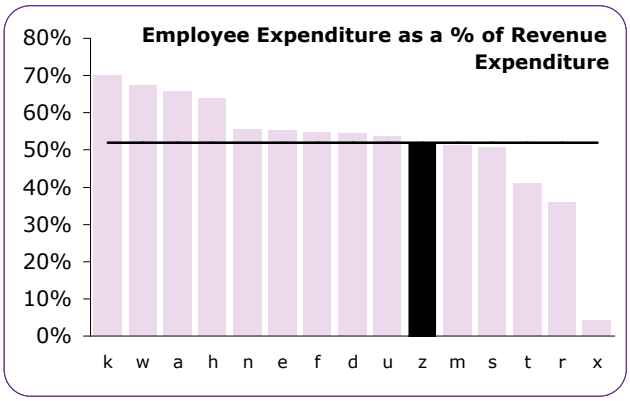






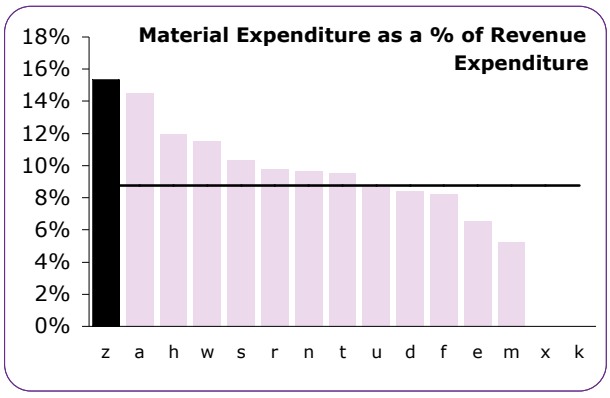
Source: CIPFA Public Library Statistics 2013 - Cell 140 to 145

2013-14 Estimates	%	*Average*
% Employee Expenditure	52%	*52%*



Source: CIPFA Public Library Statistics 2013 - Cell 140 as a percentage of Cell 144

2013-14 Estimates	%	*Average*
% Material Expenditure	15%	*9%*

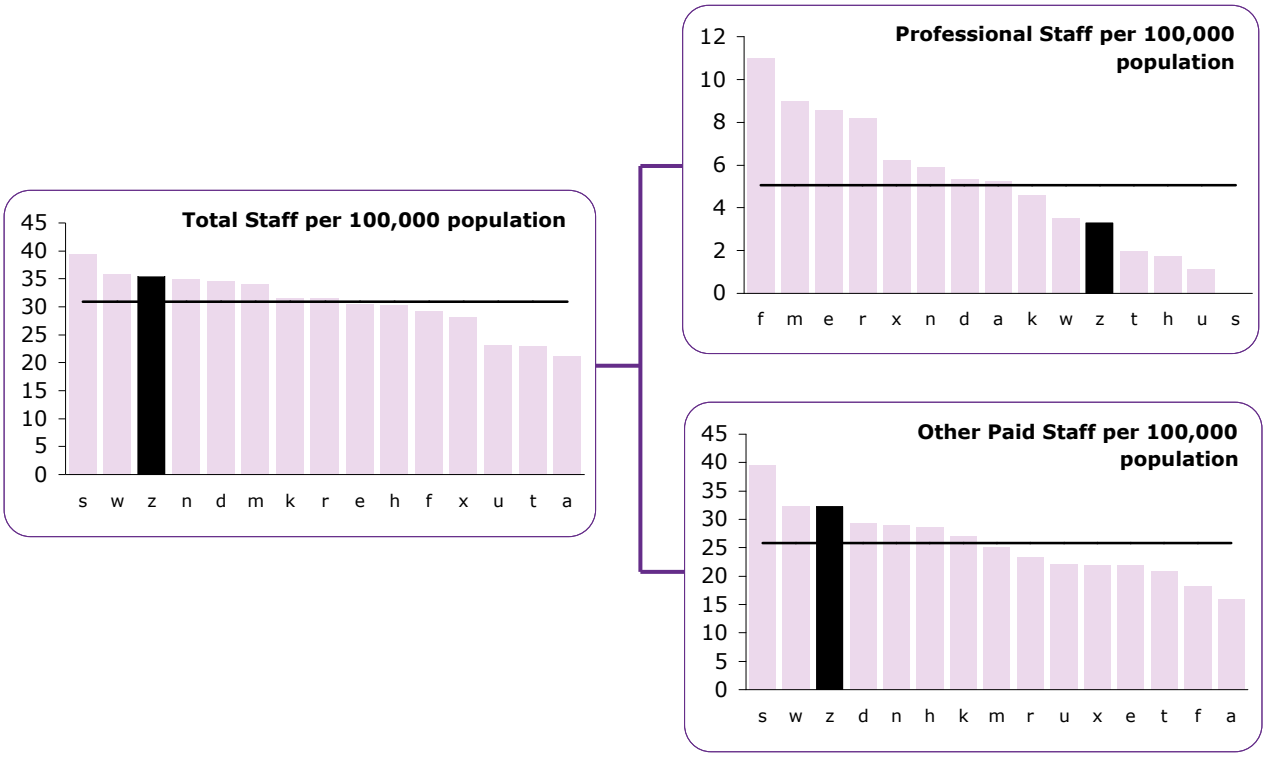


Source: CIPFA Public Library Statistics 2013 - Cell 142 as a percentage of Cell 144

B4: Staffing

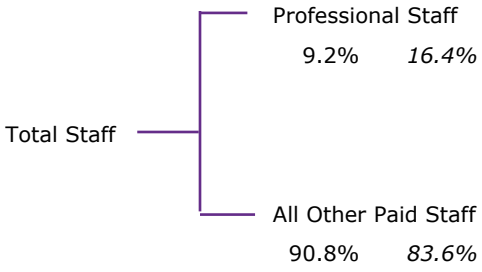
at 31 March 2013

	FTE	per 100,000 pop	*Average*
Professional Staff	8.5	3.3	*5.1*
All Other Staff	83.5	32.2	*25.8*
Total Staff	92.0	35.5	*30.9*

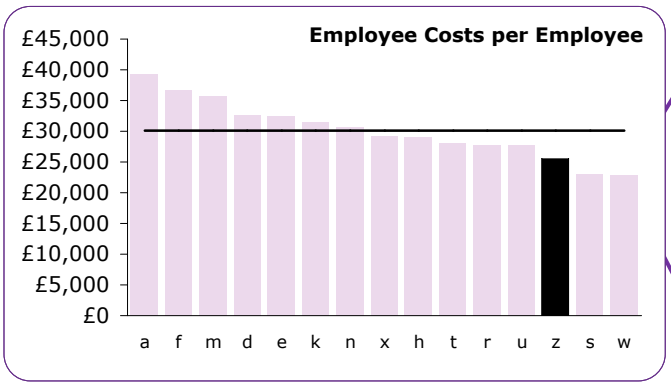


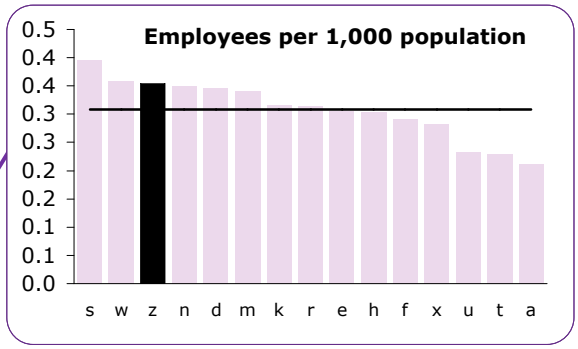
Source: CIPFA Public Library Statistics 2013 - Cells 64 to 66

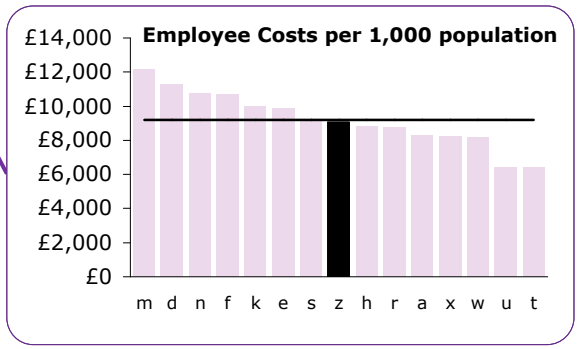
This tree diagram analyses professional and other staff as a percentage of total staff.
Your authority's value is followed by the average value in italics.



	£	*Average*
Employee Costs per Employee	25,632	*30,153*





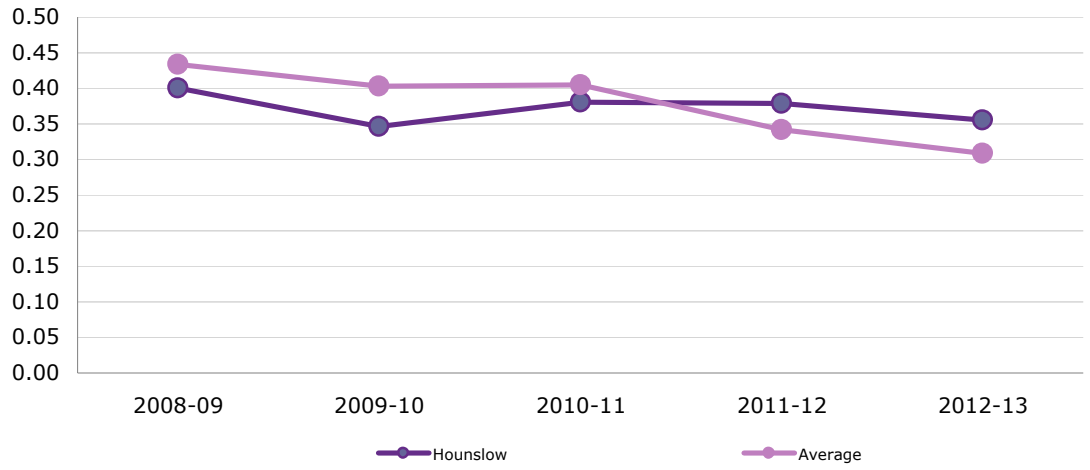


Source: CIPFA Public Library Statistics 2013 -

Cell 101 divided by Cell 66

All Staff	FTE	per 1,000 pop	*Average*
2008-09	89.0	0.40	*0.43*
2009-10	81.0	0.35	*0.40*
2010-11	90.0	0.38	*0.40*
2011-12	96.5	0.38	*0.34*
2012-13	92.0	0.36	*0.31*

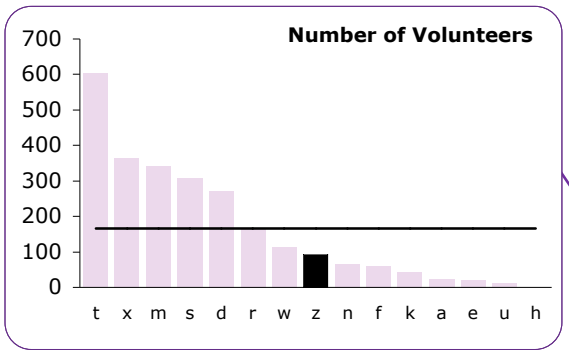
Employees per 1,000 population: Time Series

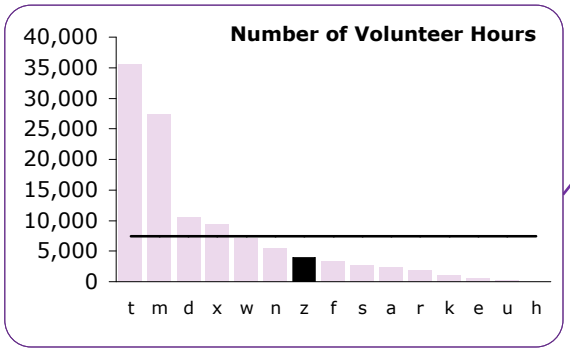


Source: CIPFA Public Library Statistics 2013 - Cell 66 and equivalent for previous years

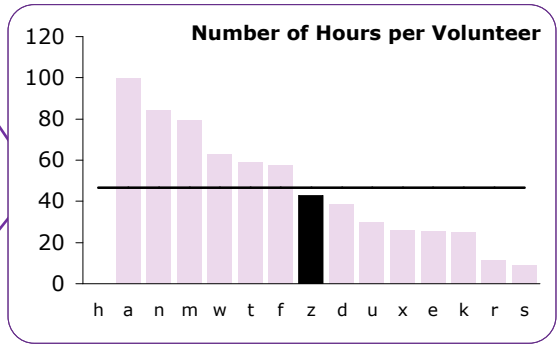
B5: Volunteers

2012-13 Actuals





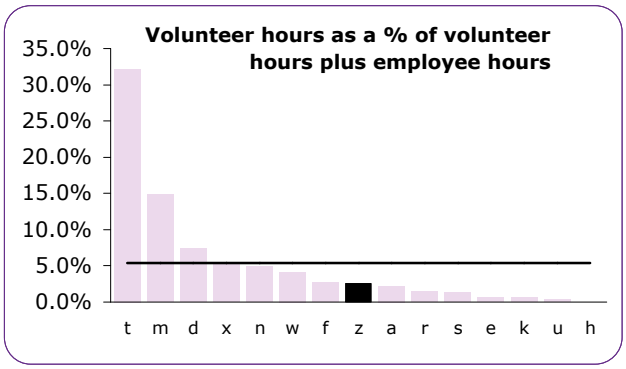
	Number	Average
Volunteers	93	*166*
Volunteer Hours	3,982	*7,461*
Average Hours per Volunteer	42.8	*46.5*



Source: CIPFA Public Library Statistics 2013 - Cells 67 & 68

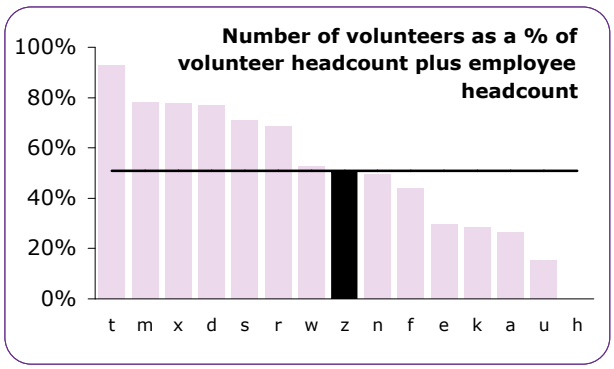
- The section below uses 1,625 hours as the annual hours worked by a full-time member of staff.
- We use this to compare hours provided by paid staff and volunteers.
- The two charts below compare the volunteers to the total of paid staff and volunteers.

	FTE	*Average*
% Hours worked by volunteers	2.6%	*5.4%*



Source: CIPFA Public Library Statistics 2013 - Cells 67 & 68

	%	*Average*
Volunteers as % headcount	50.3%	*50.8%*

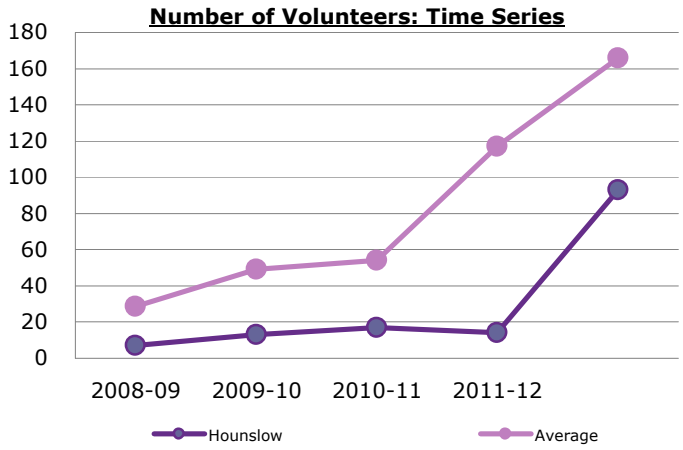


Source: CIPFA Public Library Statistics 2013 - Cells 66 & 67

Volunteers	Number	*Average*
2008-09	7	*29*
2009-10	13	*49*
2010-11	17	*54*
2011-12	14	*117*
2012-13	93	*166*

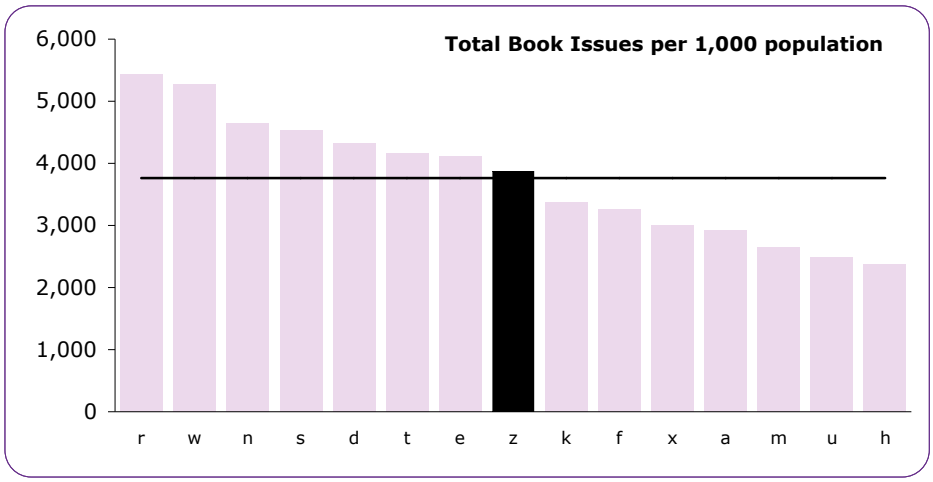
Source: CIPFA Public Library Statistics 2013 -

Cell 67 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 24 for details)

Section Contents

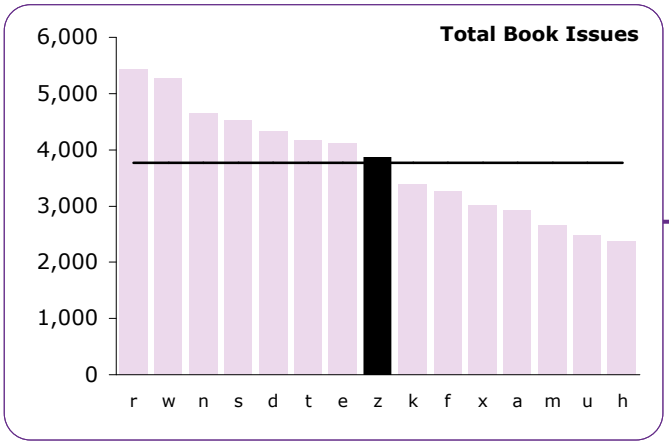
Page 24	**C1: Book Issues**
	Split by children/adult and fiction/non-fiction
Page 25	**C2: Stock Turn**
	Split by children/adult and fiction/non-fiction
Page 26	**C3: Audio, Visual, Electronic & Other Issues**
	Split by various categories
Page 28	**C4: Request Service**
	Total and online
Page 28	**C5: Enquiries**
	Total and online
Page 28	**C6: Inter-Library Loans**
	Supplied and received

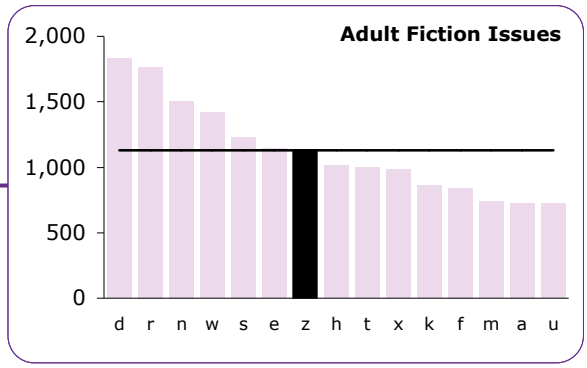
C1: Book Issues

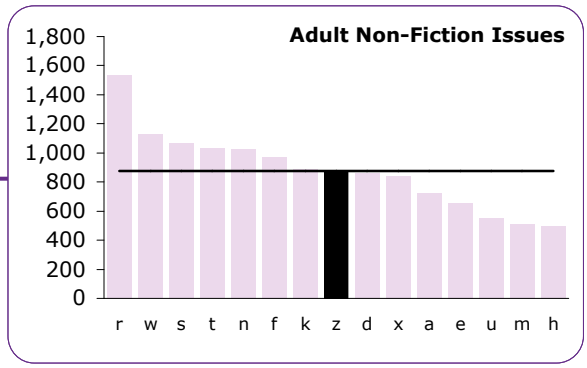
2012-13 Actuals

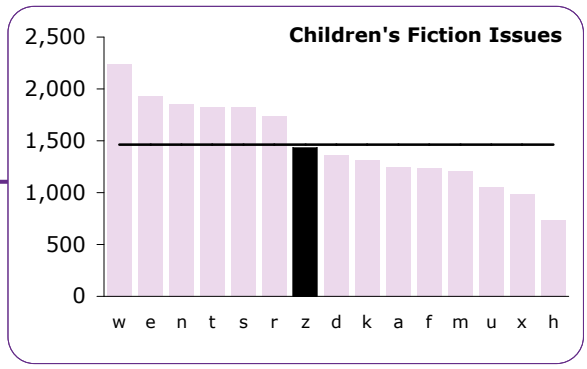
	Number	/1,000 pop	*Average*
Adult Fiction	295,303	1,140	*1,128*
Adult Non-Fiction	227,339	877	*878*
Children's Fiction	371,890	1,435	*1,466*
Children's Non-Fiction	109,147	421	*292*
Total Book Issues	1,003,679	3,874	*3,763*

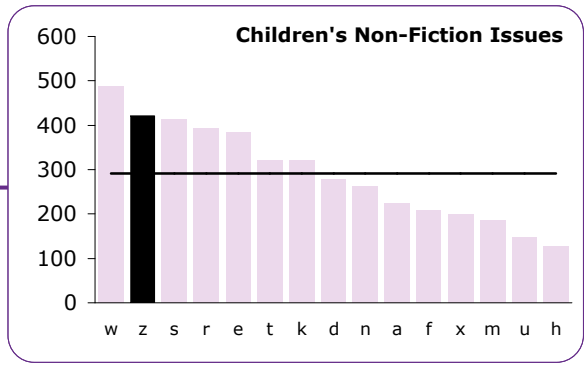
graphs shown per 1,000 population



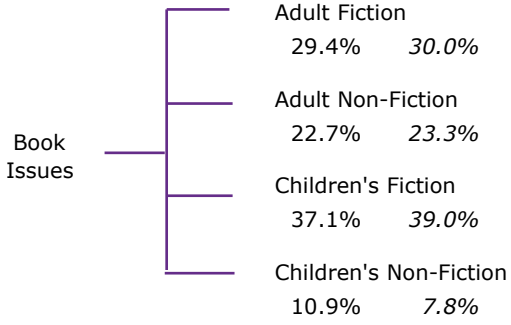








Breakdown of issues (percentage). Your authority's value is followed by the average value in italics.



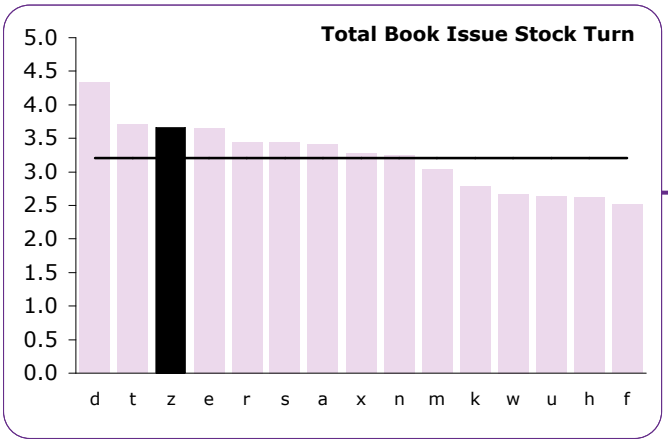
Source: CIPFA Public Library Statistics 2013 - Cells 69 to 73

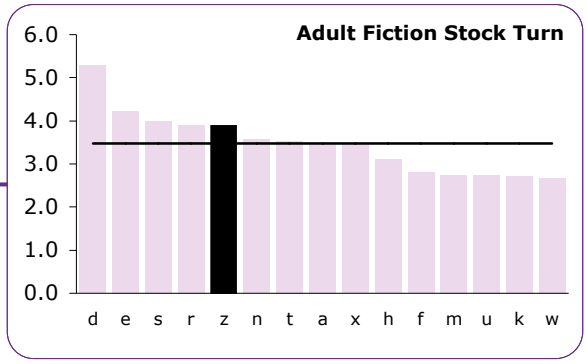
C2: Stock Turn

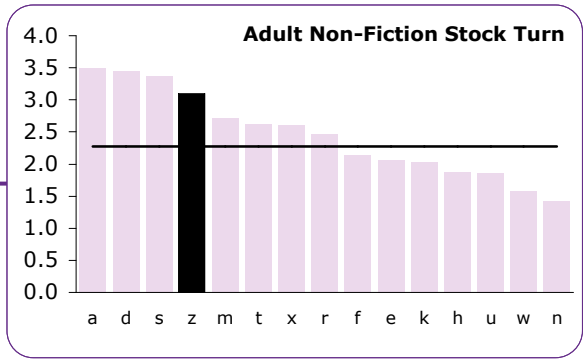
2012-13 Actuals

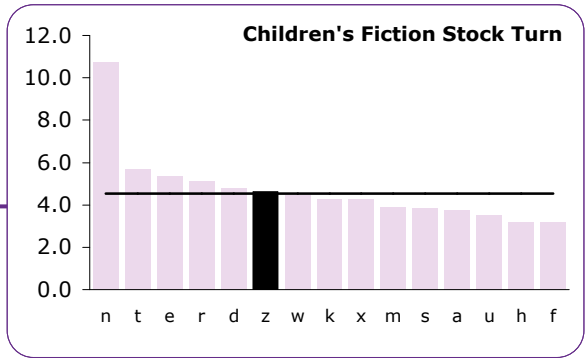
	Number	*Average*
Adult Fiction	3.9	*3.5*
Adult Non-Fiction	3.1	*2.3*
Children's Fiction	4.6	*4.5*
Children's Non-Fiction	2.5	*2.1*
Total Book Issues	3.7	*3.2*

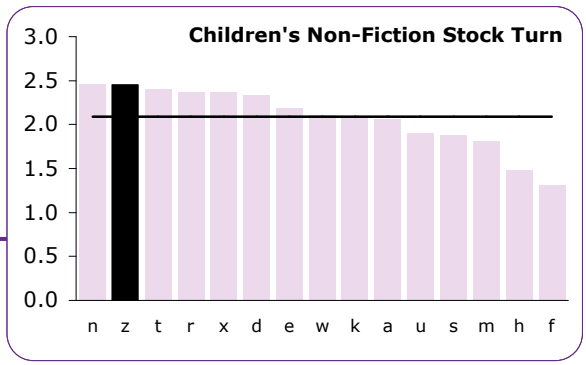
• Number of books issued divided by the book stock (i.e. the average number of times each book was issued during the year).











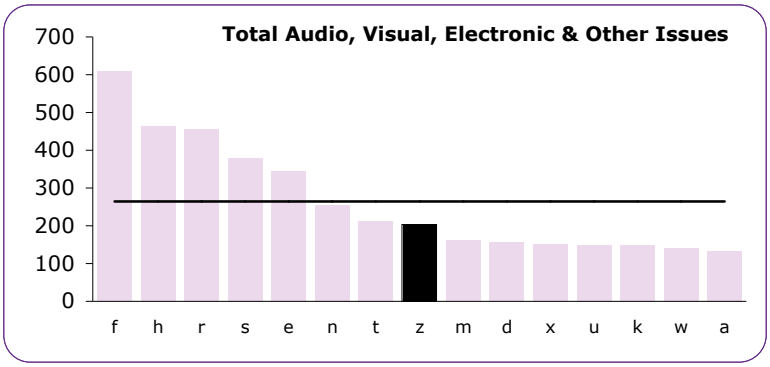
Source: CIPFA Public Library Statistics 2013 - Cells 69 to 73 divided by Cells 25 to 28 respectively

C3: Audio, Visual, Electronic & Other Issues

2012-13 Actuals

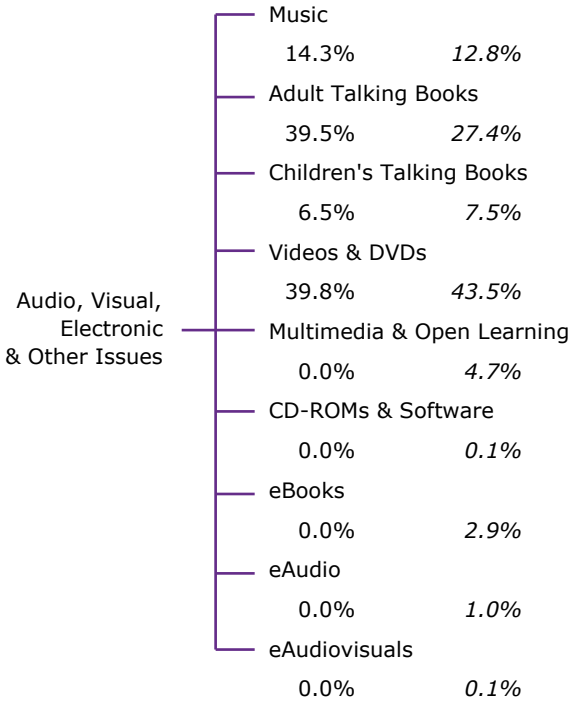
	Number	/1,000 pop	*Avg*
Sound Recordings			
Music	7,492	28.9	*33.8*
Adult Talking Books	20,747	80.1	*72.5*
Children's Talking Books	3,397	13.1	*19.8*
Video & DVDs	20,875	80.6	*115.1*
Multimedia & Open Learning	0	0.0	*12.4*
CD-ROMs & Software	0	0.0	*0.4*
Electronic Products			
eBooks	0	0.0	*7.6*
eAudio	0	0.0	*2.7*
eAudiovisuals	0	0.0	*0.4*
Total Audio Visual Issues	52,511	202.7	*264.7*

graph shown per 1,000 population



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

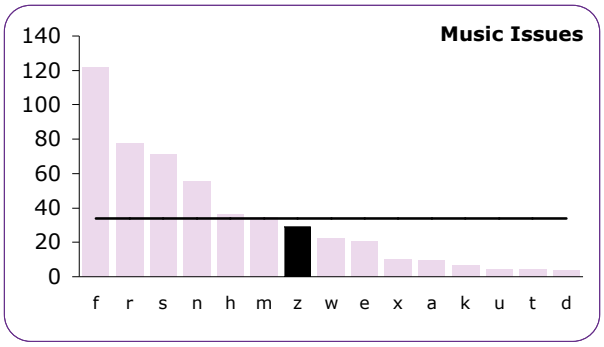
Your authority's value is followed by the average value in italics.

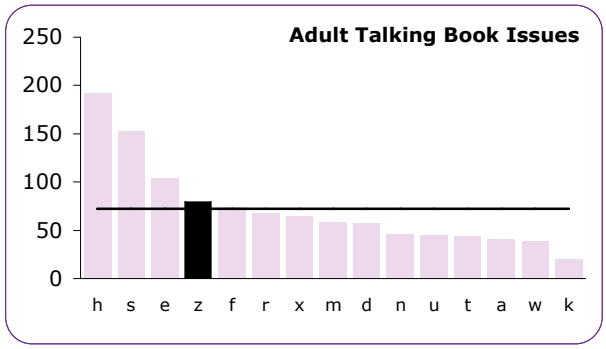


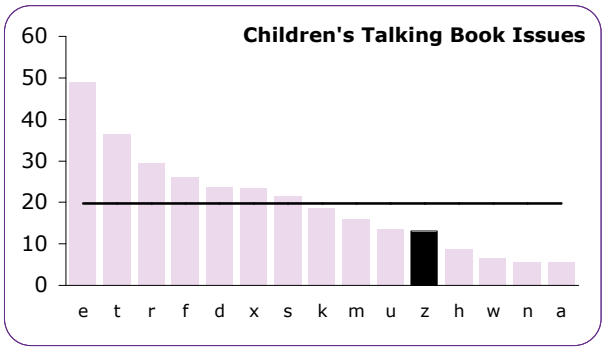
Source: CIPFA Public Library Statistics 2013 - Cells 74 to 83

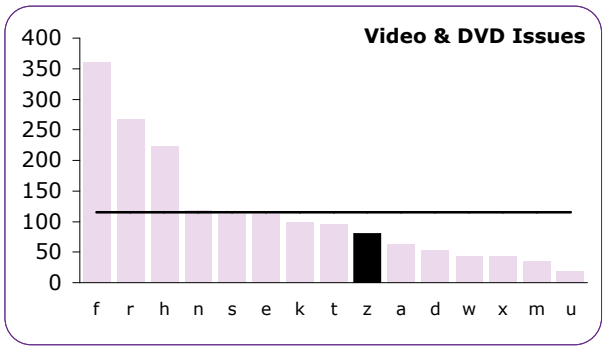
C3: Audio, Visual, Electronic & Other Issues (continued)

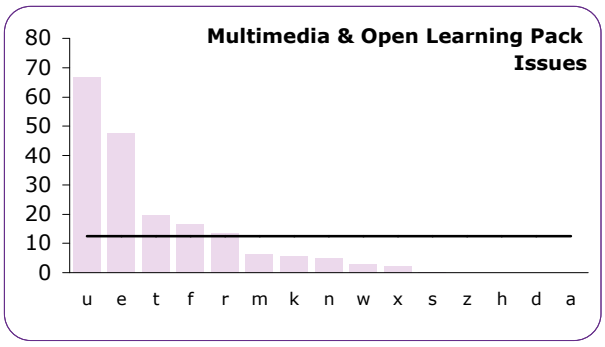
graphs shown per 1,000 population

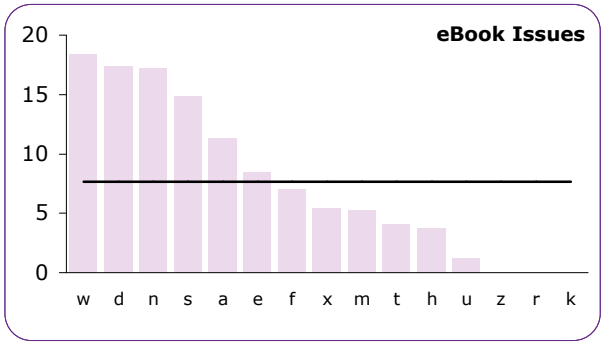


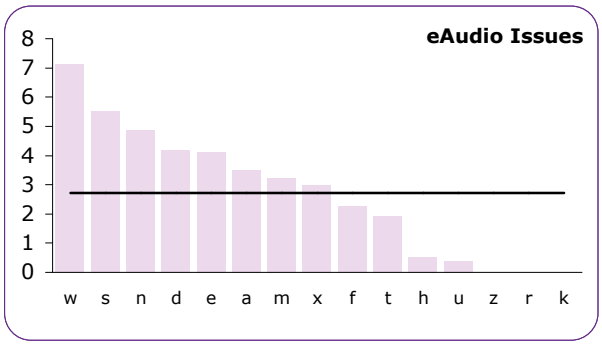


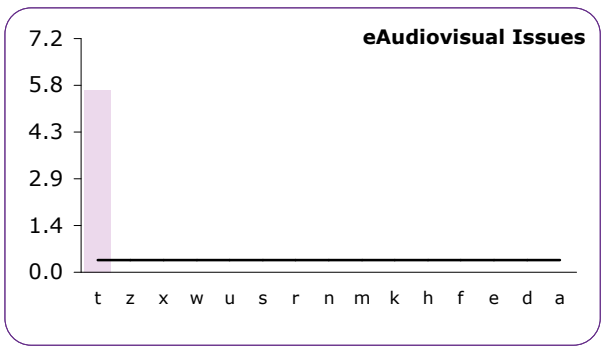












Source: CIPFA Public Library Statistics 2013 - Cells 73 to 82

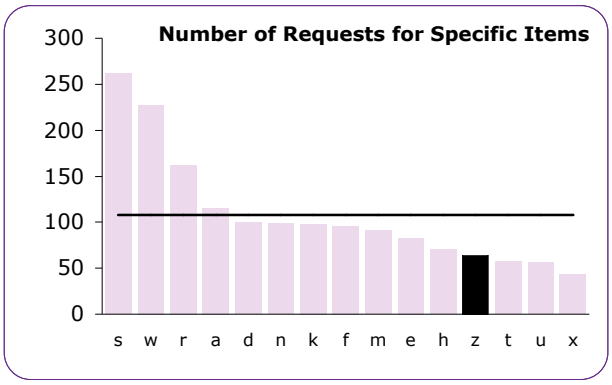
C4: Request Service

2012-13 Actuals

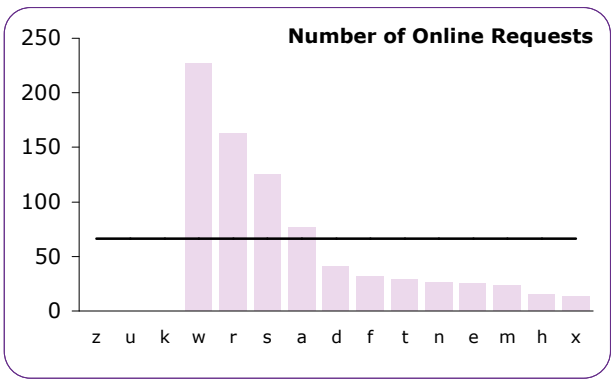
	Number	per 1,000 pop	*Average*
Requests	16,523	64	*108*

	Number	per 1,000 pop	*Average*
Online Requests	na	na	*66*

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2013 - Cell 84



Source: CIPFA Public Library Statistics 2013 - Cell 85

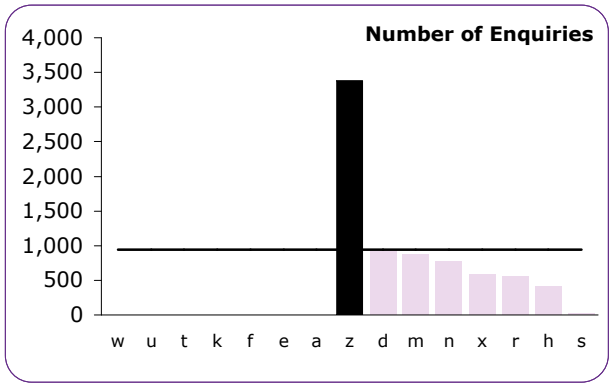
C5: Enquiries

2012-13 Actuals

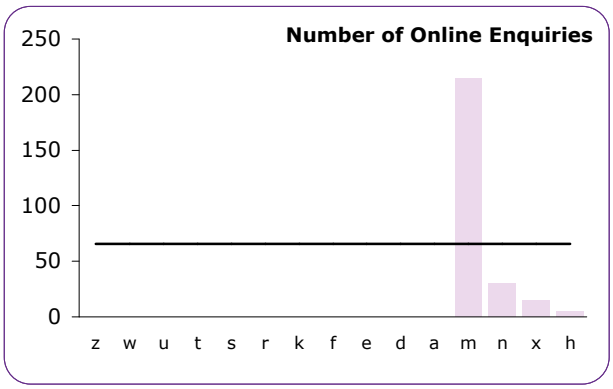
	Number	per 1,000 pop	*Average*
Enquiries	876,140	3,381	*945*

	Number	per 1,000 pop	*Average*
Online Enquiries	na	na	*65.8*

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2013 - Cell 89



Source: CIPFA Public Library Statistics 2013 - Cell 90

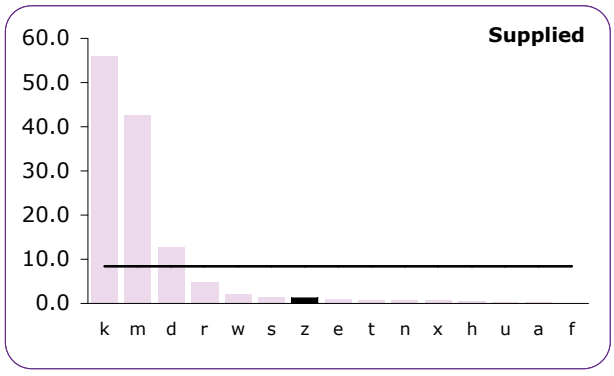
C6: Inter-Library Loans

2012-13 Actuals

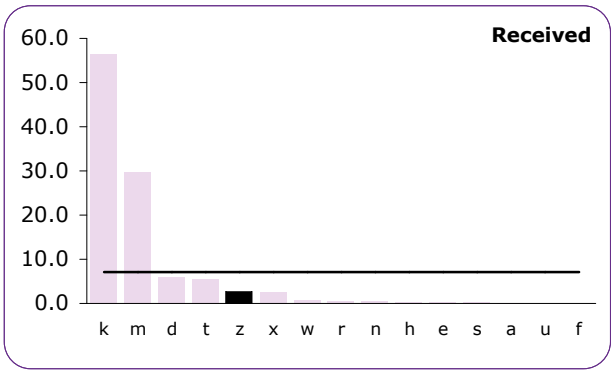
	Number	per 1,000 pop	*Average*
Loans Supplied	362	1.4	*8.4*

	Number	per 1,000 pop	*Average*
Loans Received	721	2.8	*7.1*

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2013 - Cell 99



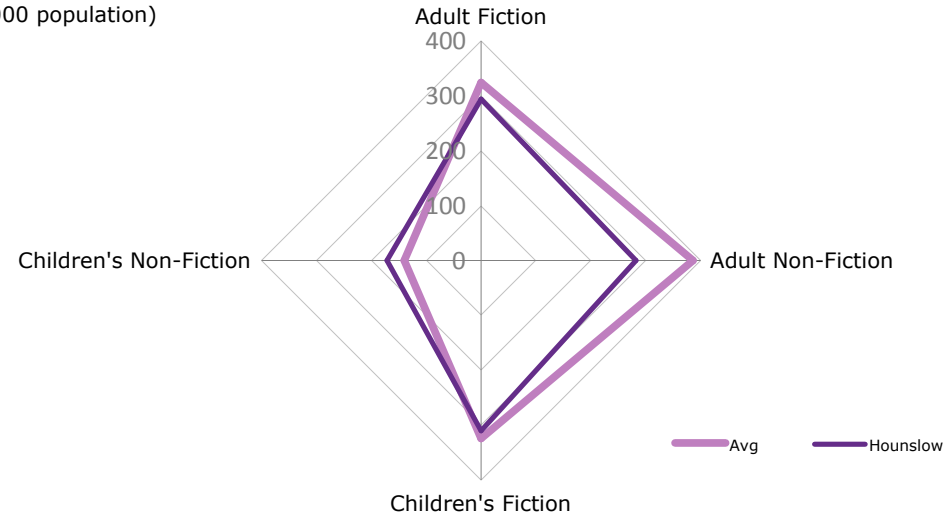
Source: CIPFA Public Library Statistics 2013 - Cell 100

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 2012

(Stock per 1,000 population)



(See page 30 for details)

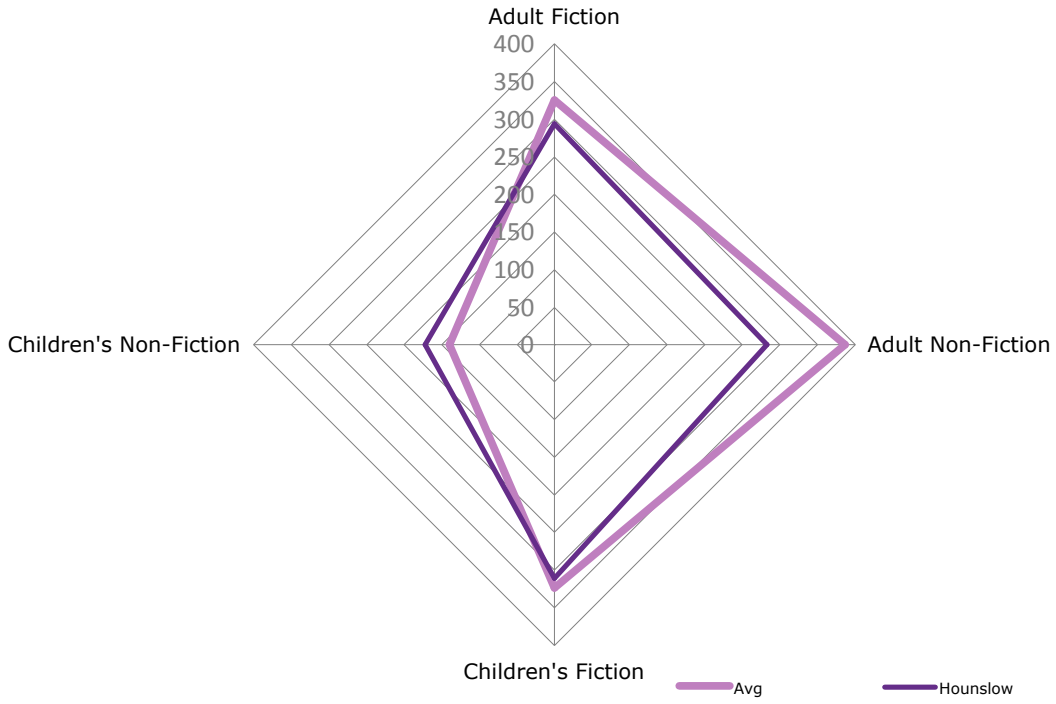
Section Contents

Page 30	**D1: Book Stock**
	Split by children/adult and fiction/non-fiction
Page 32	**D2: Audio, Visual, Electronic & Other Stock**
	Split by various categories
Page 35	**D3: Book Acquisitions**
	Split by children/adult and fiction/non-fiction
Page 36	**D4: Audio, Visual, Electronic & Other Acquisitions**
	Split by various categories
Page 37	**D5: All Acquisitions (Books & Audio Visual)**
	Trendline
Page 38	**D6: Lending Stock Replenishment Rate**
	Overall replenishment rate

D1: Book Stock

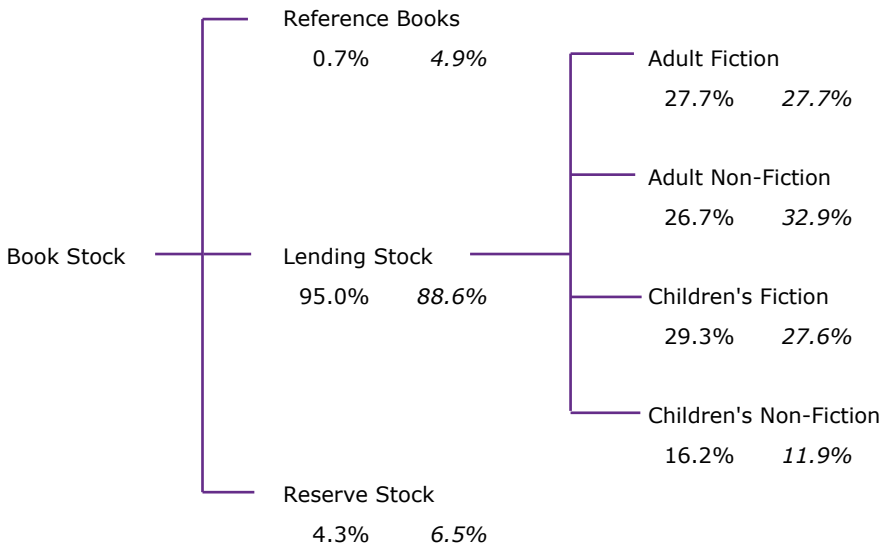
Summary

Book Stock at 31 March 2013



- 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.



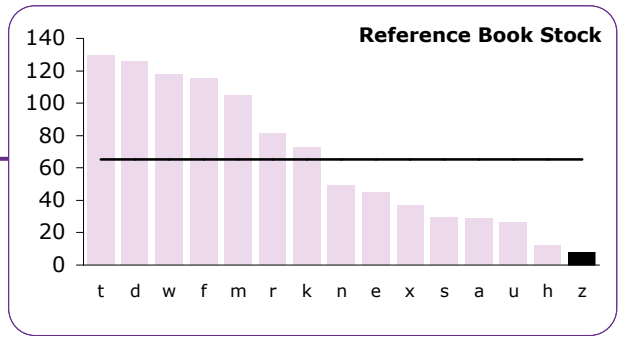
Source: CIPFA Public Library Statistics 2013 - Cells 24 to 31

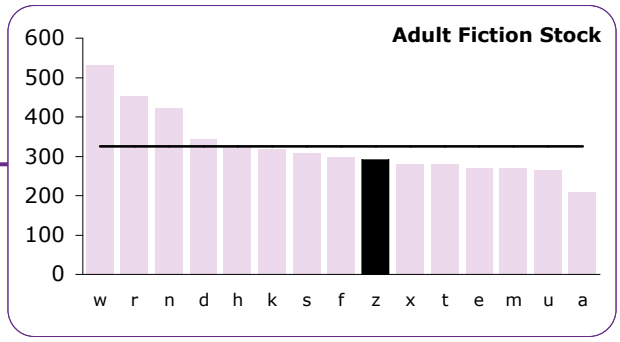
D1: Book Stock (continued)

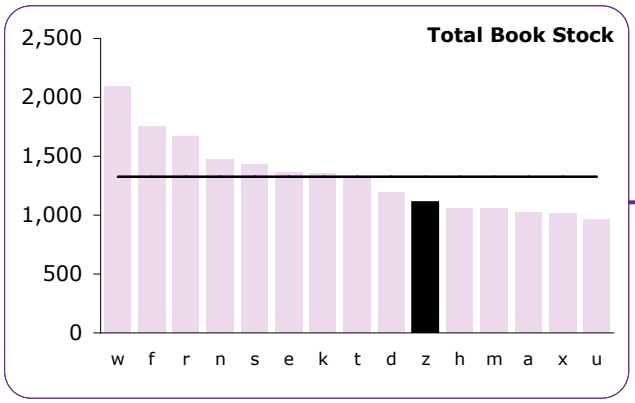
at 31 March 2013

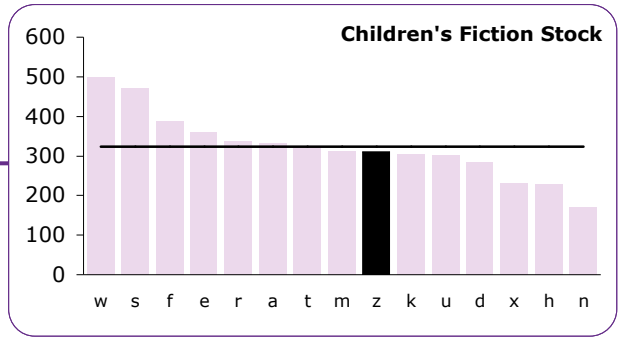
	No.	/1,000 pop	*Avg*
Reference Books	2,010	8	*65*
Lending Stock			
Adult Fiction	76,033	293	*325*
Adult Non-Fiction	73,242	283	*386*
Children's Fiction	80,442	310	*324*
Children's Non-Fiction	44,475	172	*140*
Reserve Stock	12,281	47	*86*
Total Book Stock	288,483	1,113	*1,325*

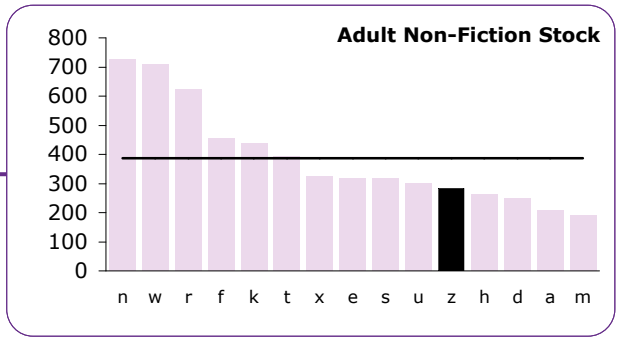
graphs shown per 1,000 population

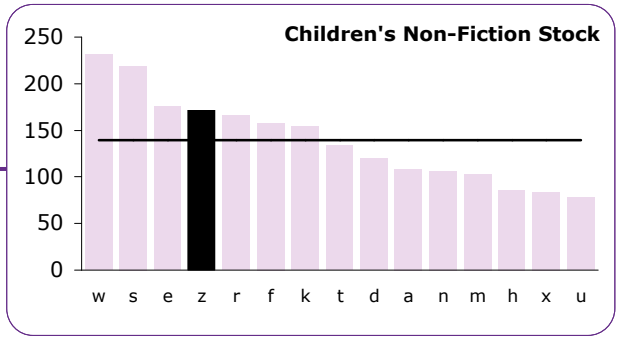


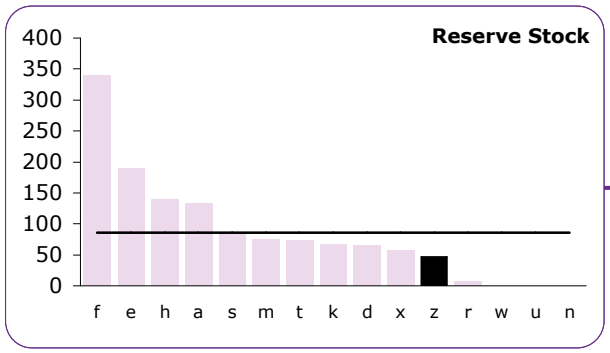








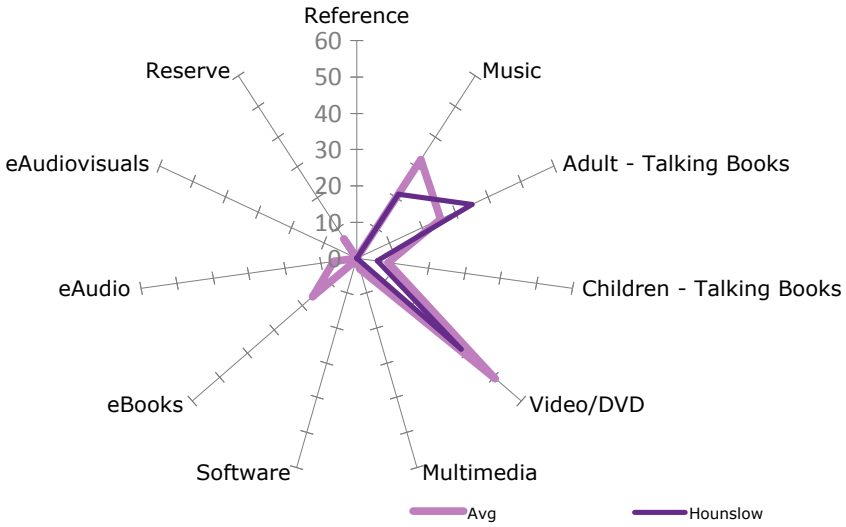




Source: CIPFA Public Library Statistics 2013 - Cells 24 to 31

D2: Audio, Visual, Electronic & Other Stock

Stock at 31 March 2013



- 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.

- Audio, Visual, Electronic & Other Stock
  - For Reference — 0.0% *0.0%*
  - Lending Stock — 100.0% *95.8%*
    - Music — 21.1% *22.6%*
    - Adult Talking Books — 35.2% *17.9%*
    - Children's Talking Books — 5.6% *6.0%*
    - Videos & DVDs — 38.1% *35.2%*
    - Multimedia & Open Learning Packs — 0.0% *2.3%*
    - CD-ROMs & Software — 0.0% *0.4%*
    - eBooks — 0.0% *11.2%*
    - eAudio — 0.0% *4.4%*
    - eAudiovisuals — 0.0% *0.0%*
  - Reserve Stock — 0.0% *4.2%*

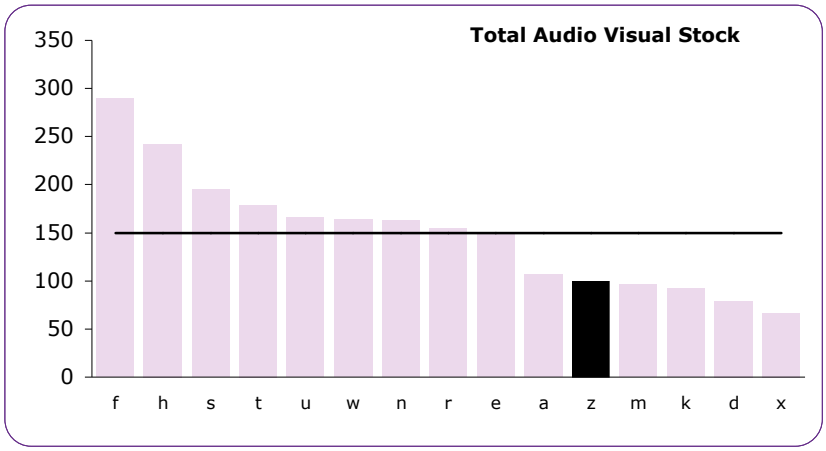
Source: CIPFA Public Library Statistics 2013 - Cells 39 to 51

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

at 31 March 2013

	Number	per 1,000 pop	*Avg*
For Reference	0	0.0	*0.0*
Lending Stock			
Sound - Music	5,460	21.1	*32.4*
Sound - Adult Talking Books	9,096	35.1	*25.6*
Sound - Children's Talking Books	1,441	5.6	*8.6*
Video & DVDs	9,865	38.1	*50.5*
Multimedia & Open Learning	0	0.0	*3.2*
CD-ROMs & Software	0	0.0	*0.5*
Electronic - eBooks	0	0.0	*16.0*
Electronic - eAudio	0	0.0	*6.3*
Electronic - eAudiovisuals	0	0.0	*0.0*
Reserve Stock	0	0.0	*6.3*
Total Audio Visual Stock	25,862	99.8	*149.6*

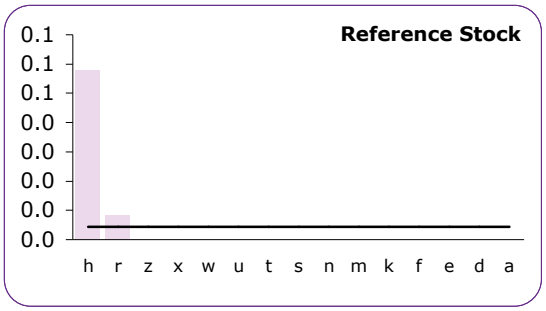
graph shown per 1,000 population

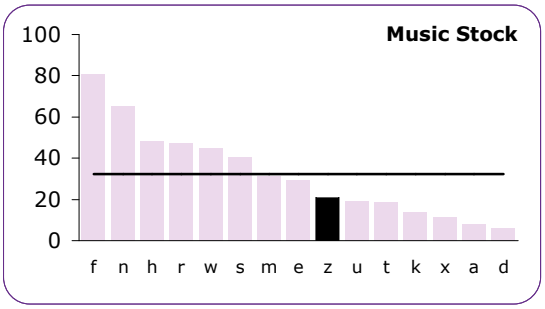


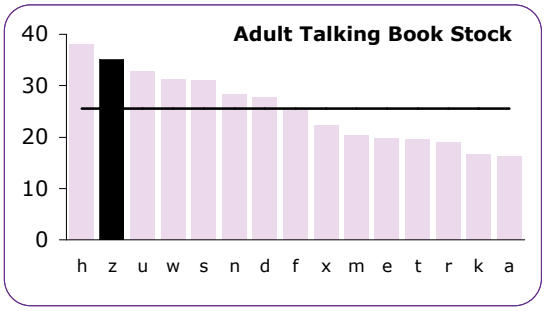
Source: CIPFA Public Library Statistics 2013 - Cells 39 to 51

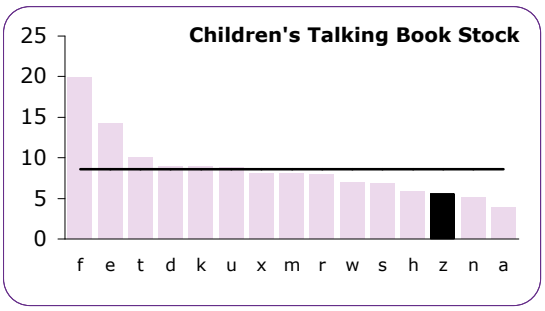
D2: Audio, Visual, Electronic & Other Stock (continued)

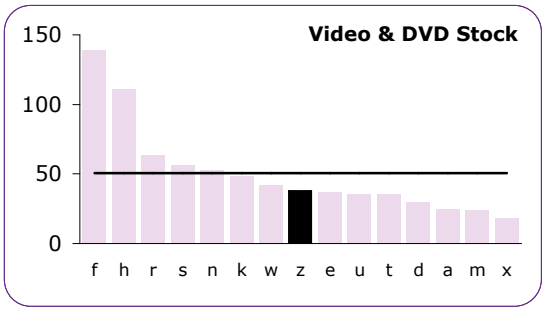
graphs shown per 1,000 population

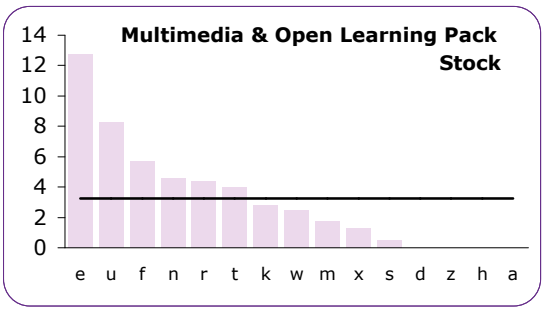


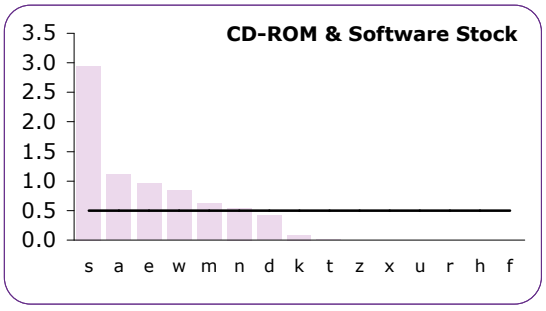


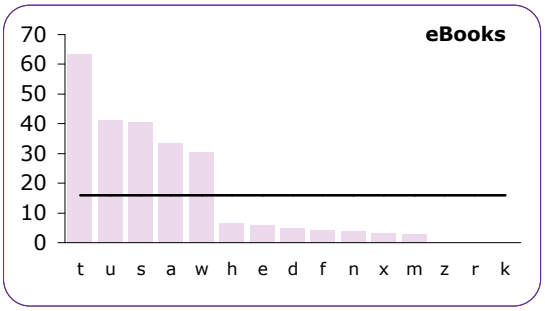


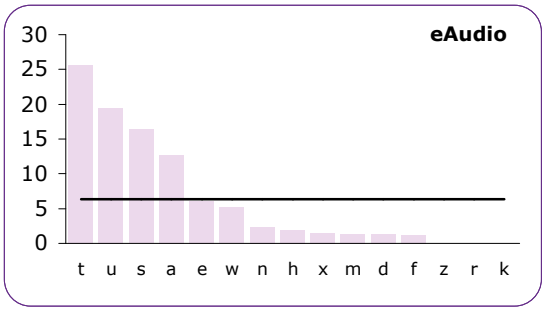


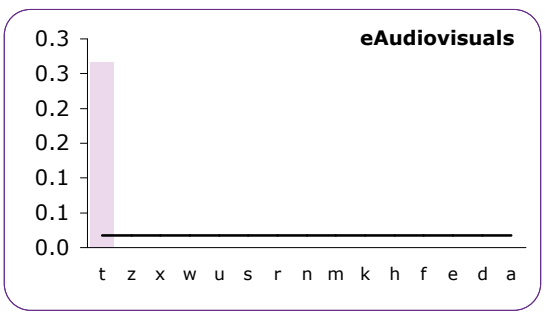


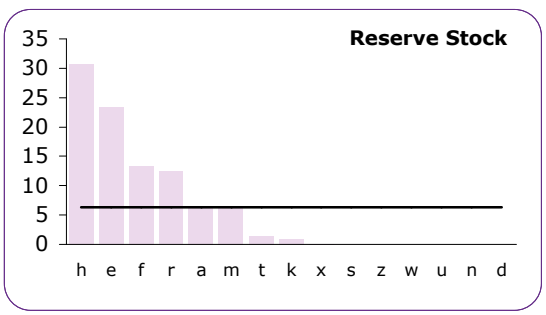










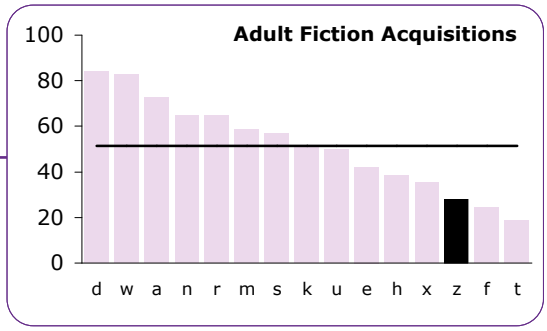


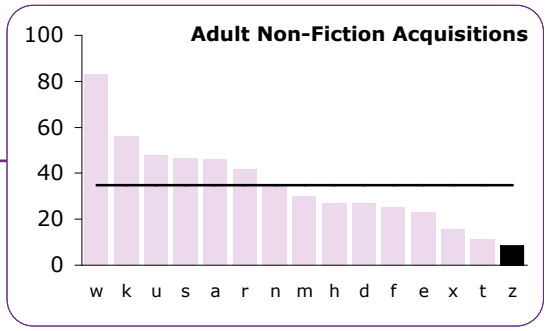
Source: CIPFA Public Library Statistics 2013 - Cells 39 to 51

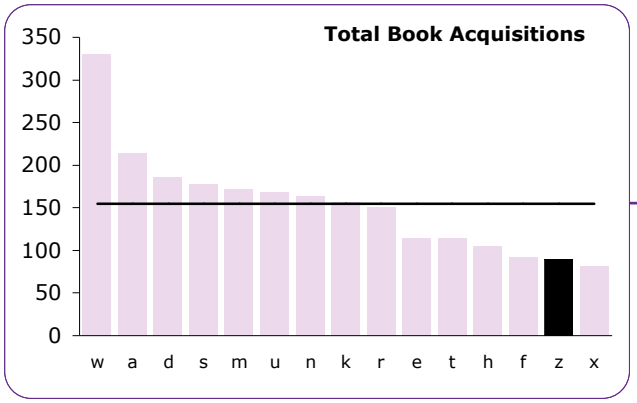
D3: Book Acquisitions

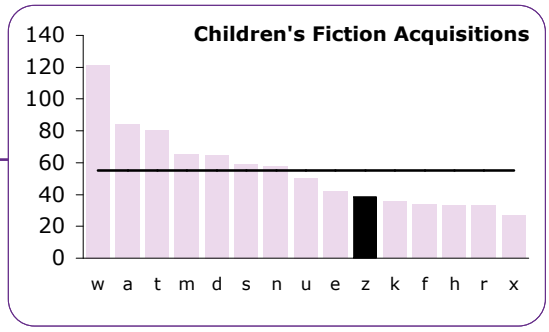
2012-13 Actuals graphs shown per 1,000 population

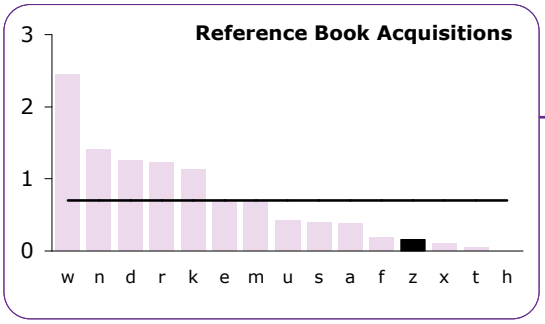
	Number	per 1,000 pop	*Average*
Reference Books	41	0.2	*0.7*
Lending Stock			
Adult Fiction	7,307	28.2	*51.5*
Adult Non-Fiction	2,237	8.6	*34.9*
Children's Fiction	9,989	38.6	*55.0*
Children's Non-Fiction	3,537	13.7	*12.3*
Total Book Acquisitions	23,111	89.2	*154.4*

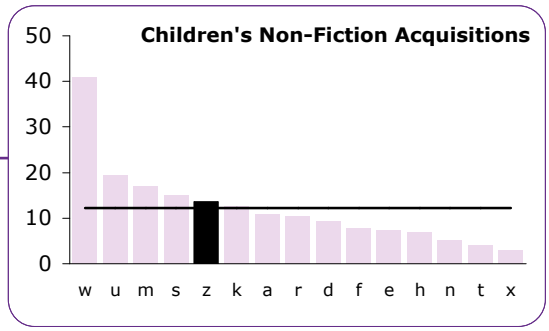




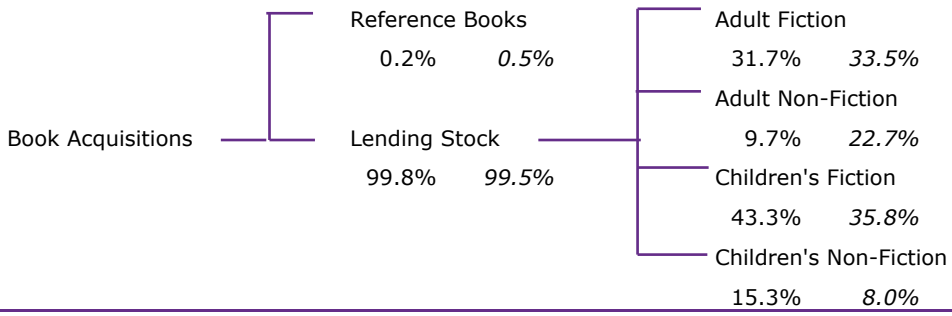








This tree diagram analyses each type of stock as a percentage of total book acquisitions.
Your authority's value is followed by the average value in italics.



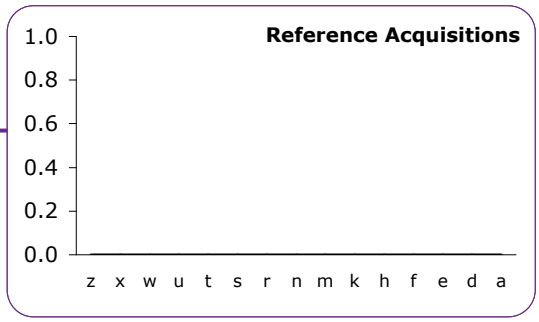
Source: CIPFA Public Library Statistics 2013 - Cells 32 to 38

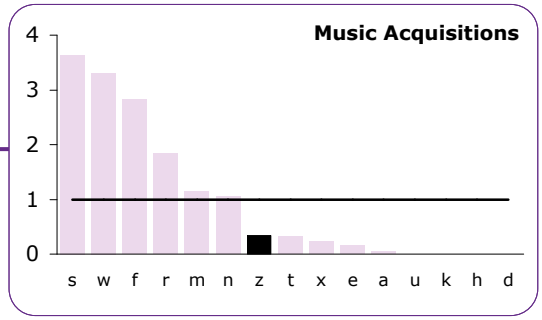
D4: Audio, Visual, Electronic & Other Acquisitions

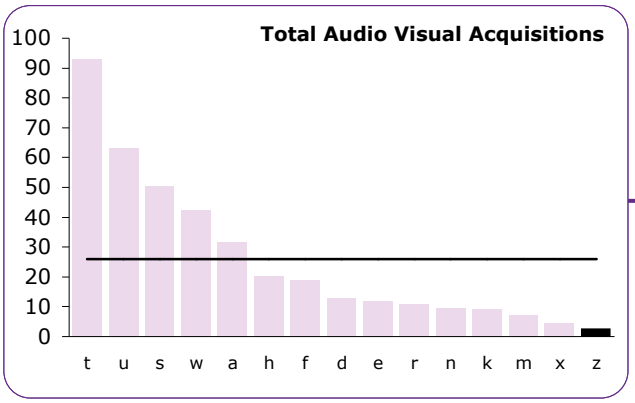
2012-13 Actuals

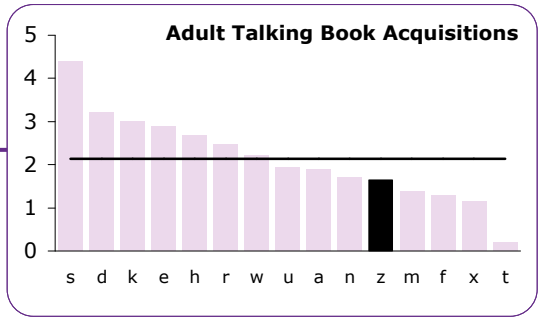
graphs shown per 1,000 population

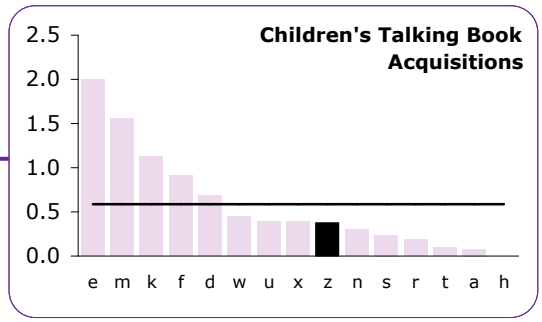
	Number	per 1,000 pop	*Avg*
For Reference	0	0.0	*0.0*
Lending Stock			
Sound - Music	87	0.3	*1.0*
Sound - Adult Talking Books	425	1.6	*2.1*
Sound - Children's Talking Books	97	0.4	*0.6*
Video & DVDs	77	0.3	*5.7*
CD-ROMs, Software & Multimedia*	0	0.0	*0.0*
eBooks	0	0.0	*12.2*
eAudio	0	0.0	*4.2*
eAudiovisuals	0	0.0	*0.0*
Total Audio Visual Acquisitions	686	2.6	*25.9*

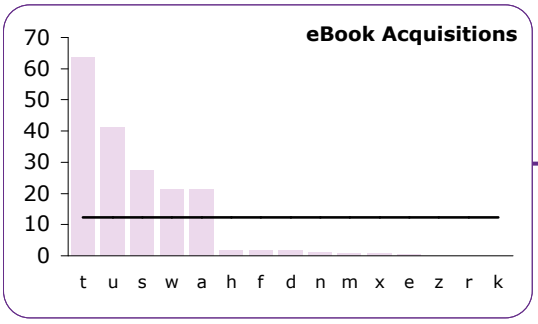


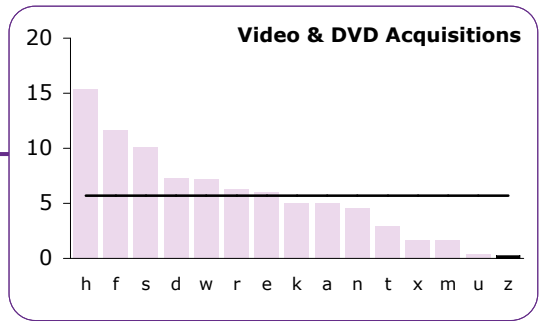


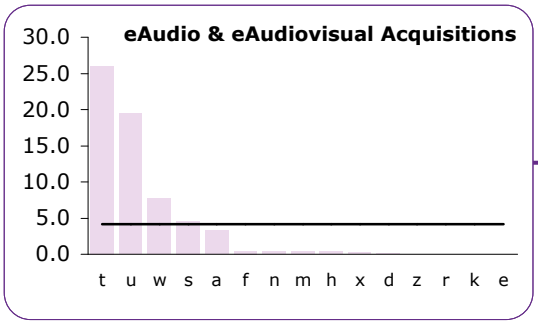


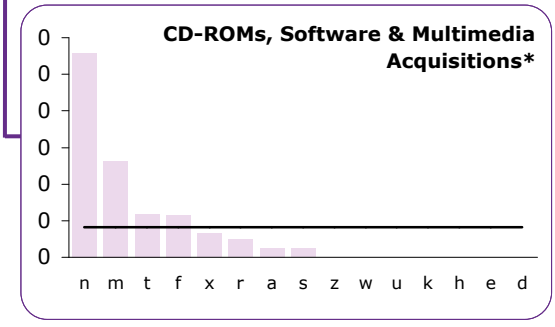










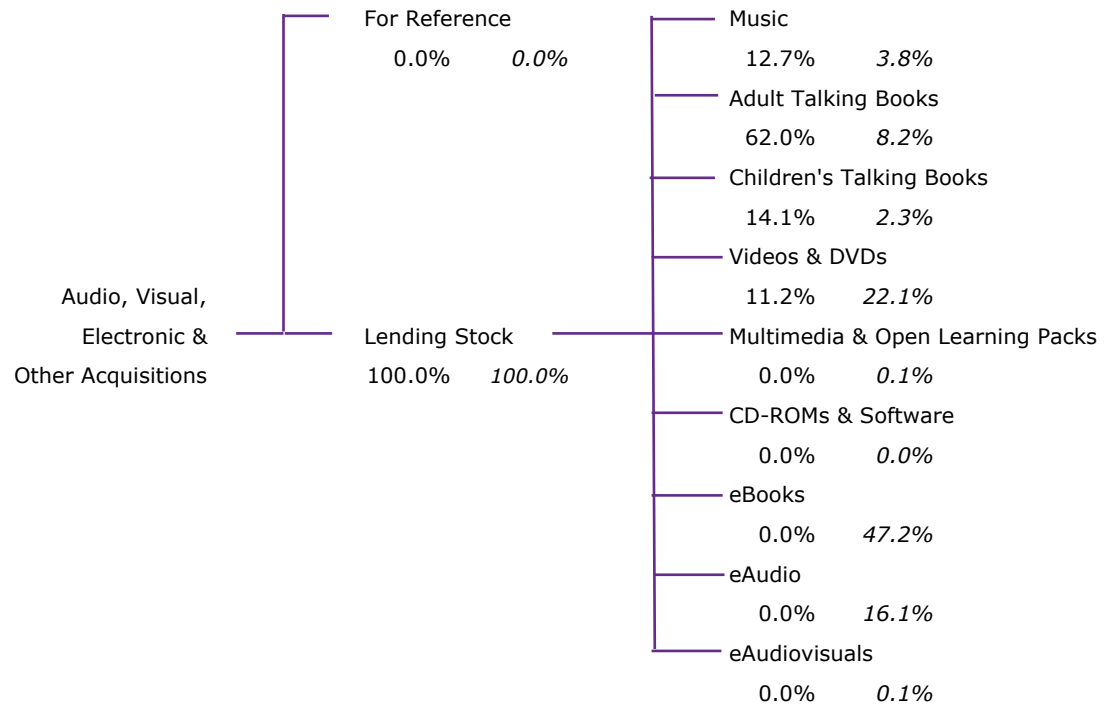


* Includes CD-ROMs & Software, Multimedia & Open Learning

Source: CIPFA Public Library Statistics 2013 - Cells 52 to 63

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 2013 - Cells 52 to 63

D5: All Acquisitions (Books and Audio Visual)

Acquisitions	Number	per 1,000 pop	*Average*
2008-09	45,018	202	*204*
2009-10	57,682	246	*206*
2010-11	51,691	218	*178*
2011-12	16,470	65	*147*
2012-13	23,797	92	*181*

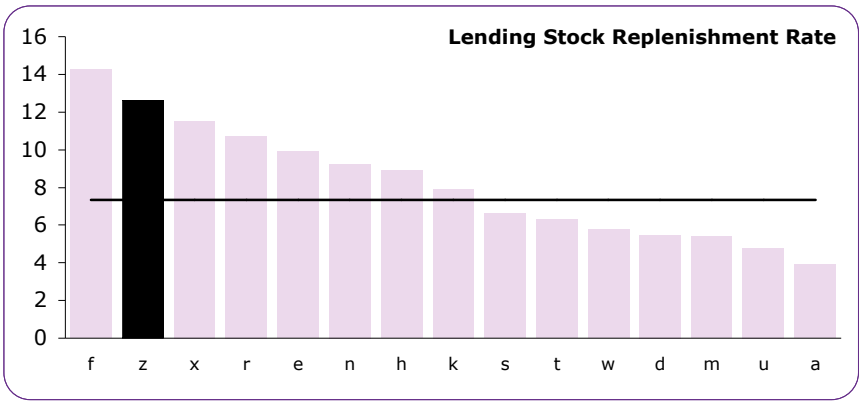
Acquisitions per 1,000 population: Time Series

Source: CIPFA Public Library Statistics 2013 - Cells 38 & 63

D6: Lending Stock Replenishment Rate

Lending Stock	Years	*Average*
Replenishment Rate	12.6	*7.3*

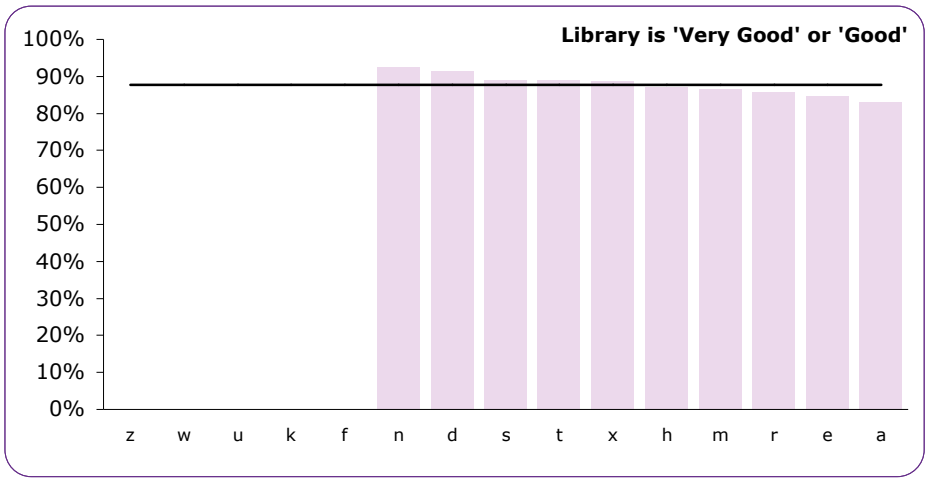
- Time taken in years to replenish the lending stock on open access or available on loan at 2012-13 rate.



Source: CIPFA Public Library Statistics 2013 - (Cell 29 + Cell 49) / (Cell 37 + Cell 62)

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 39 for details)

Section Contents

Page 40	**E1: Requests**
	% supplied in 7, 15 and 30 days
Page 41	**E2: Adults Public Library Users Survey (PLUS)**
	Satisfaction Measures
Page 42	**E2: Childrens Public Library Users Survey (PLUS)**
	Satisfaction Measures Outcome Measures

*Public Library Users Survey (PLUS)

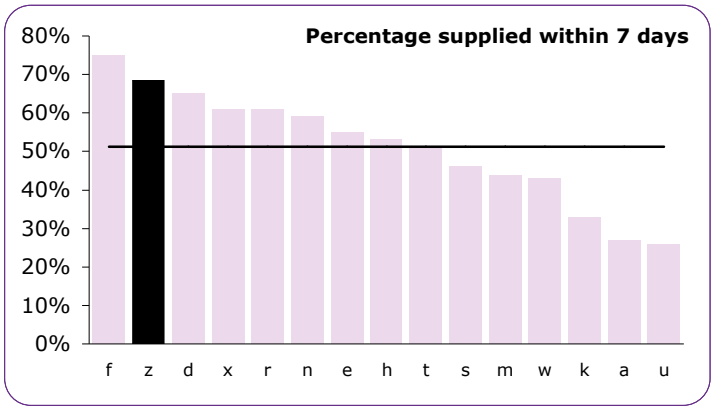
This PLUS data is the feedback from the individuals who makes use of library services. It contains the views of children, young people and adults from diverse neighbourhoods who have been surveyed on a variety of topics including books, homework and computers. Examples of the way the PLUS data is used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

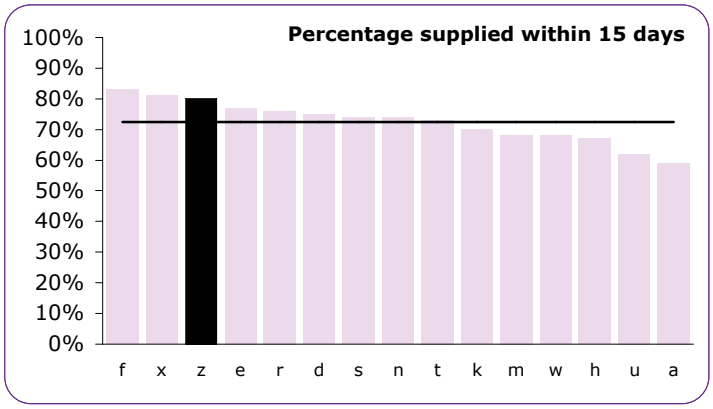
If you would like to learn more about PLUS please contact research@cipfa.org

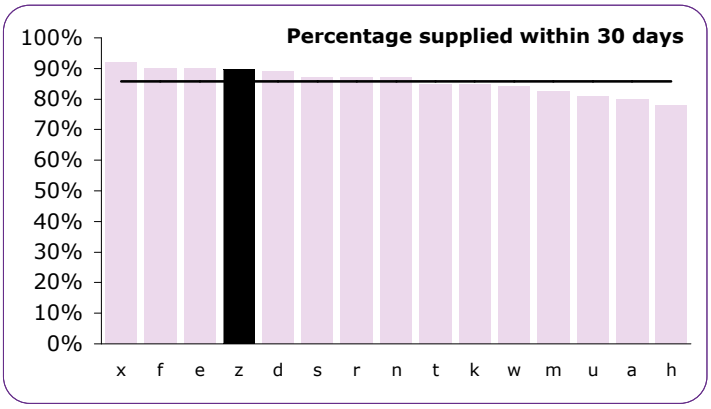
E1: Requests

2012-13 Actuals

Percentage Supplied	Authority	*Average*
within 7 days	69%	*51%*
within 15 days	80%	*72%*
within 30 days	90%	*86%*





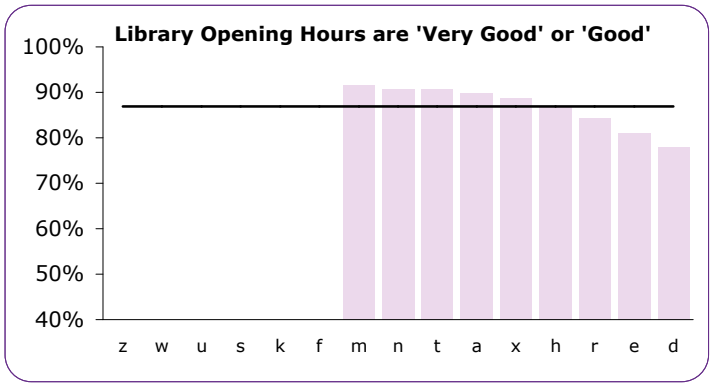


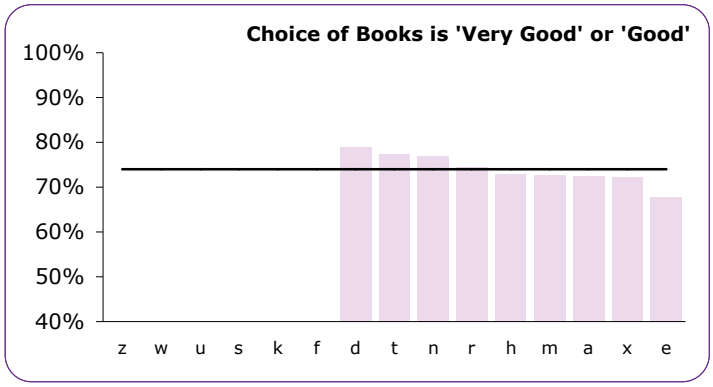
Source: CIPFA Public Library Statistics 2013 - Cells 84 to 86

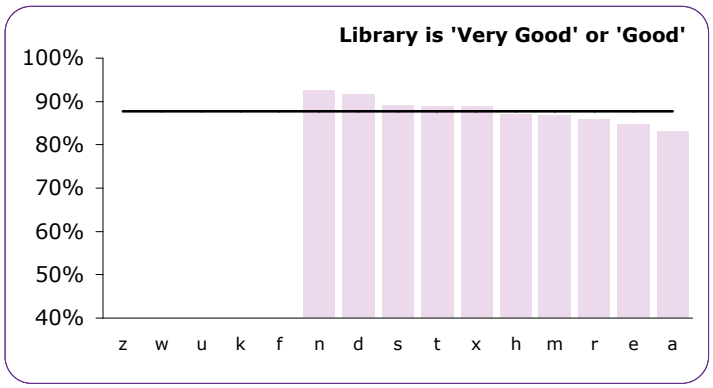
E2: Public Library User Survey (PLUS)

Over 16

Survey Year: ..	Authority	*Average*
Proportion who view their library opening hours as 'very good' or 'good'	na	*87%*
Proportion who find the choice of books as 'very good' or 'good'	na	*74%*
Proportion who view their library as 'very good' or 'good'	na	*88%*





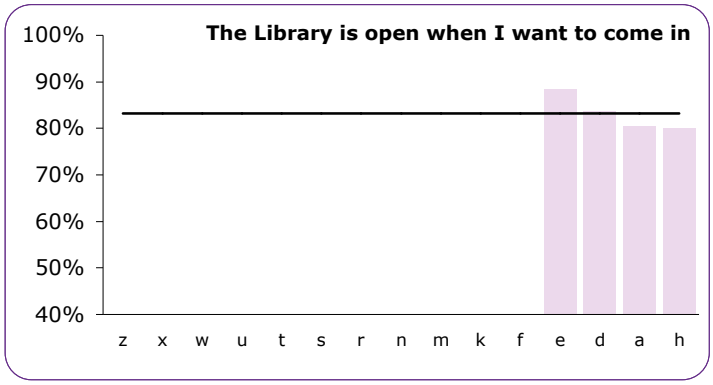


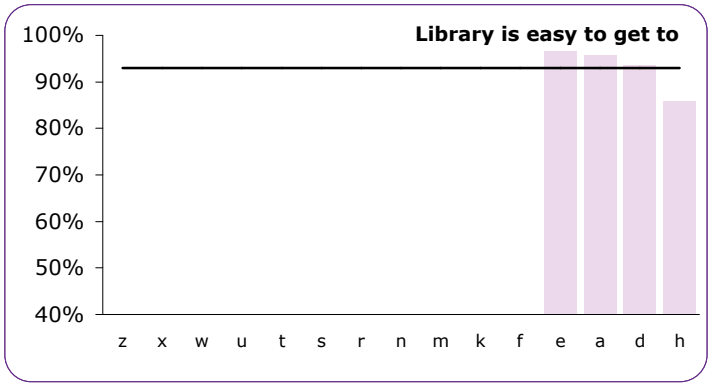
Source: CIPFA Public Library Statistics 2013 - Cells 157 to 159

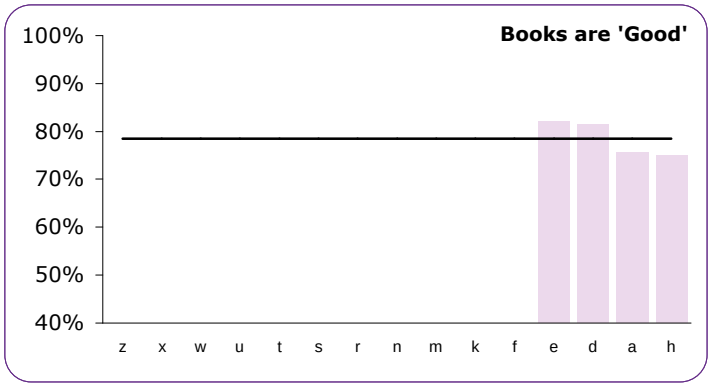
E3: Public Library User Survey (PLUS)

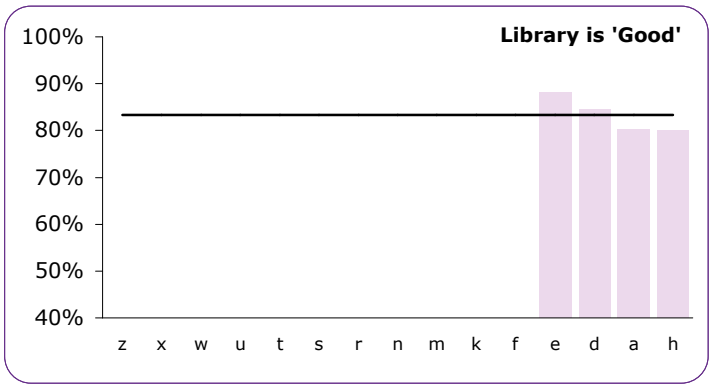
Under 16

Survey Year: ..	Authority	*Average*
Proportion who view their library to have convenient opening hours	na	*83%*
Proportion who find it easy to access the library	na	*93%*
Proportion who view the books in their library as 'good'	na	*79%*
Proportion who view their library as 'good'	na	*83%*







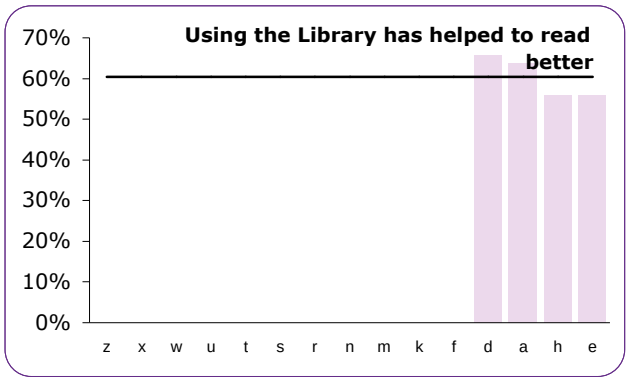


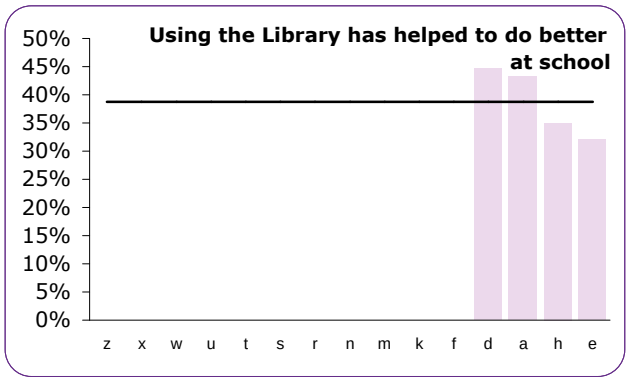
Source: CIPFA Public Library Statistics 2013 - Cells 160 to 163

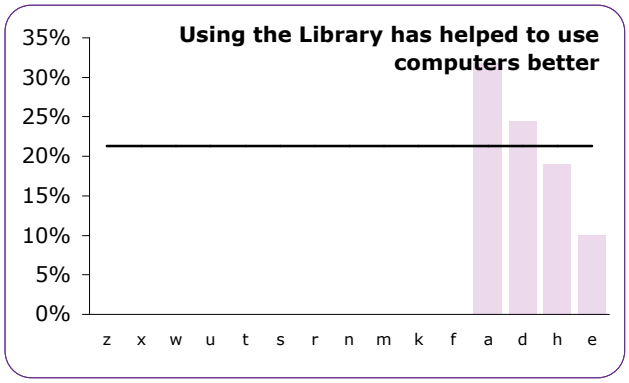
E3: Public Library User Survey (PLUS)

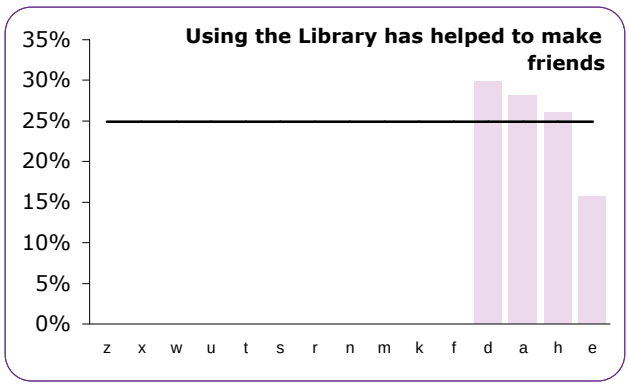
Under 16 (continued)

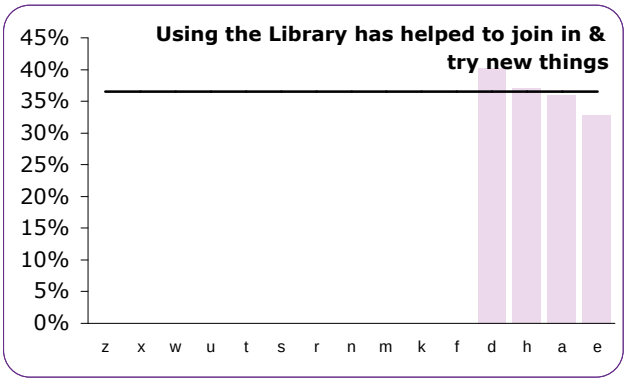
Proportion who view their library to have helped the	Authority	*Average*
Read better	na	*60%*
Do better at school	na	*39%*
Use computers better	na	*21%*
Make friends	na	*25%*
Join in and try new things	na	*37%*
Learn and find things out	na	*54%*

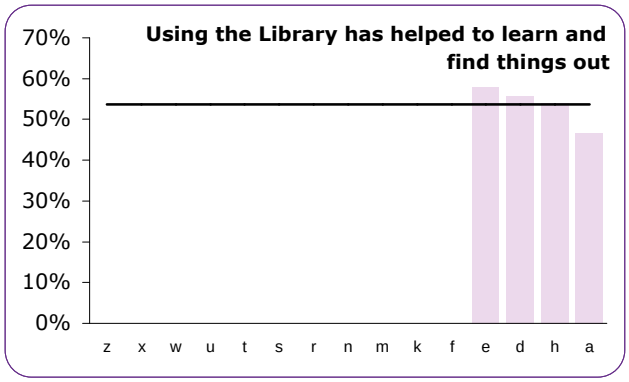












Source: CIPFA Public Library Statistics 2013 - Cells 164 to 169

If there are no figures for your authority in Section E2 & E3, your authority may not have taken part in the PLUS surveys recently. For more information contact research@cipfa.org

APPENDICES

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

APPENDIX 1 - Comparative Bar Charts Page 45

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 48

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 50

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

APPENDIX 4 - Other CIPFA Libraries Services Page 52

Links to other services that CIPFA provides for library authorities.

APPENDIX 5 - Contact Us! Page 52

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

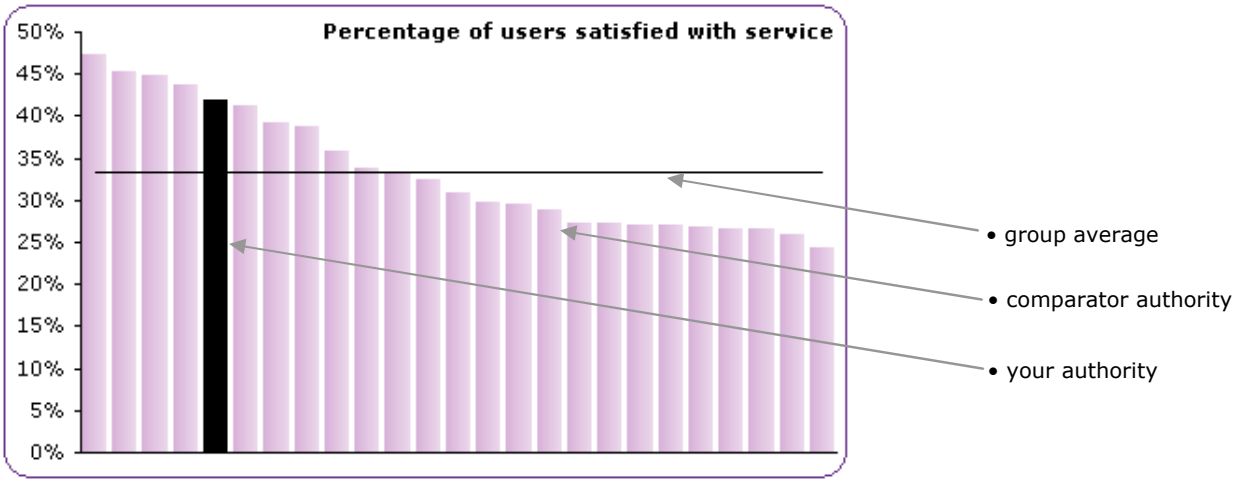
This chart displays fictional user satisfaction data for 25 authorities. Each bar represents an individual authority and the bar for the reader's authority highlights in black.

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.

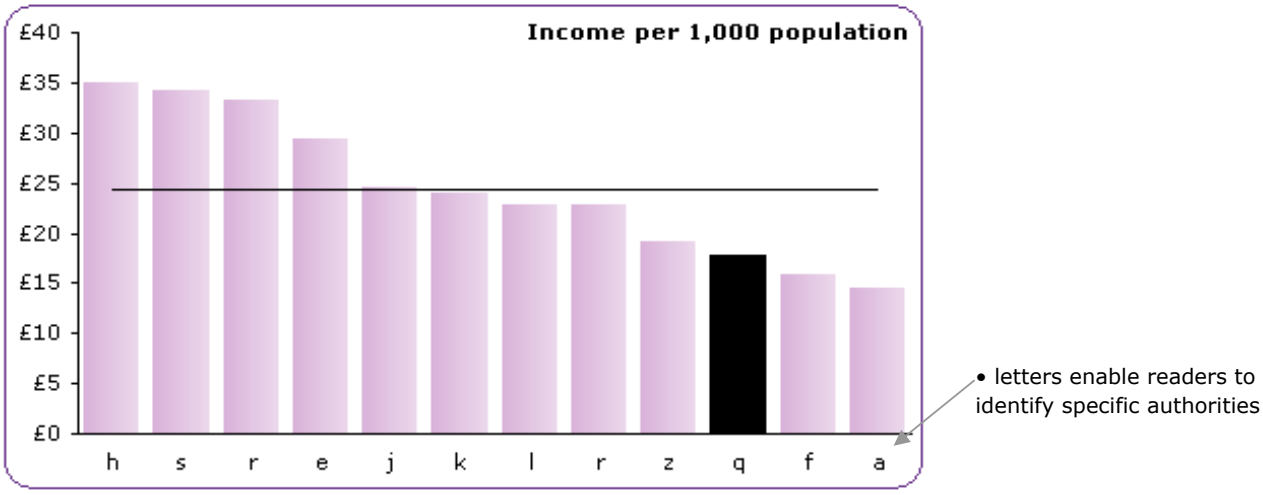


Example 2: Comparative bar charts for reports with small numbers of authorities

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

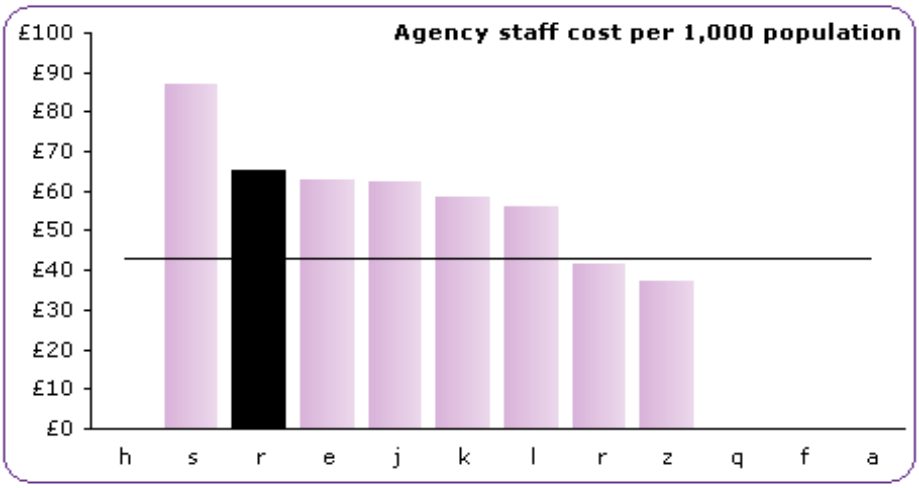
Zero values: In some cases the value for any authority might be zero, in this case the value 'displays' as a bar of zero height (i.e. no bar) on the right of the distribution (which follows the pattern of lowest values to the right of the chart).

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.

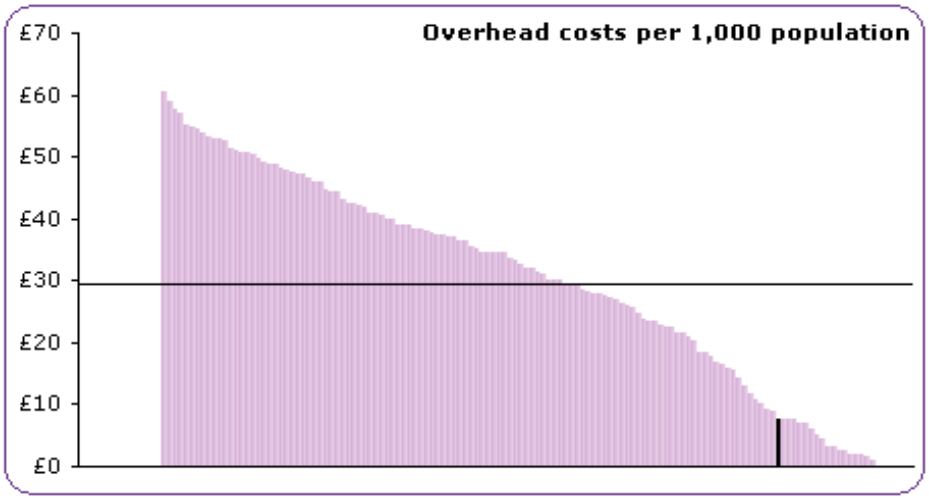


Example 4: Comparisons with large numbers of authorities

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.

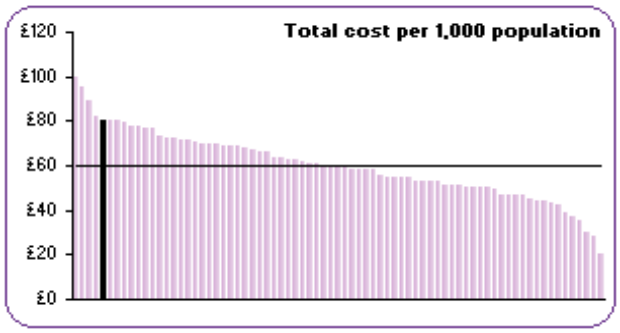
This chart shows fictional overhead costs for 150 authorities. By looking at the shape of the graph and position of the black bar and average line the following information can be observed.

- 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.

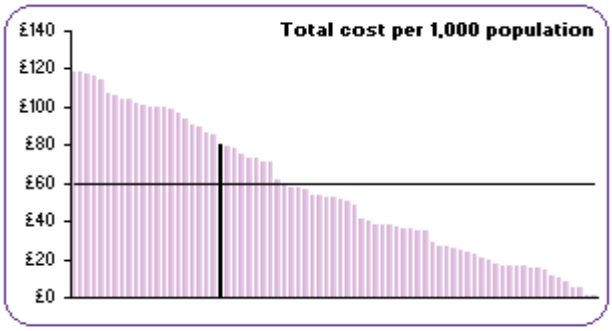


Examples 5-8: Example distributions and help in interpreting them

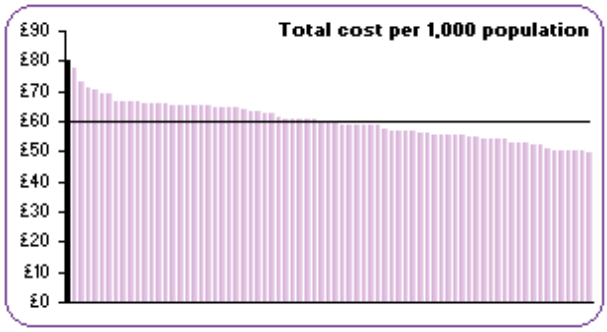
The distributions of values shown on the charts can vary greatly. Here we show some examples to help readers understand how the distributions can vary. In each case we will keep the black bar authority's value the same and the group average the same, however the shape of the graph and distribution of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



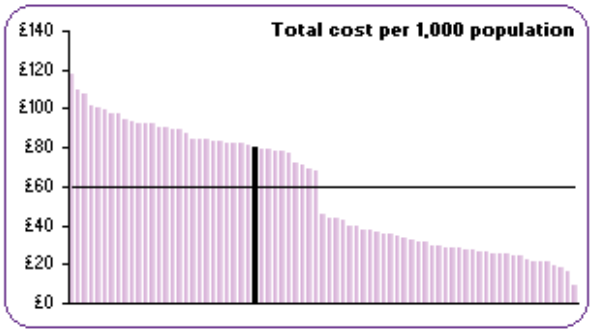
- This chart shows a very common distribution (which a statistician would appropriately call the 'normal' distribution).
- While there is a wide range of values (20-100) the majority of authorities are in a much tighter range (about half are between 50 and 70).
- In this particular case the highlighted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

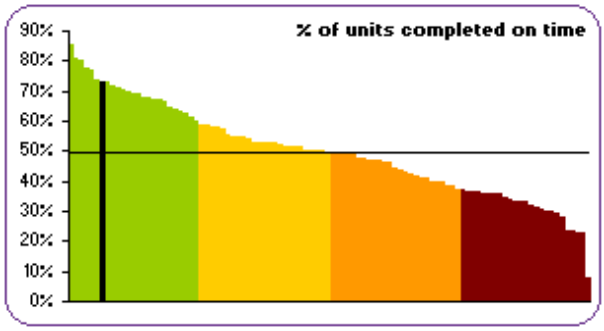
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

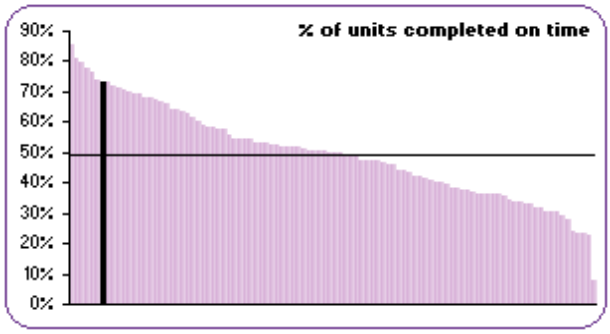
Mathmatically the word quartile refers to the boundaries between the quarters (called the lower quartile, median and upper quartile).

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.

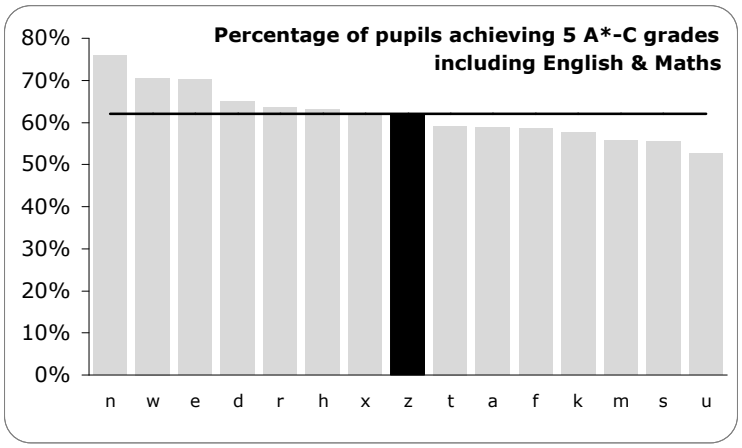




APPENDIX 2 - Background Information

Educational Attainment

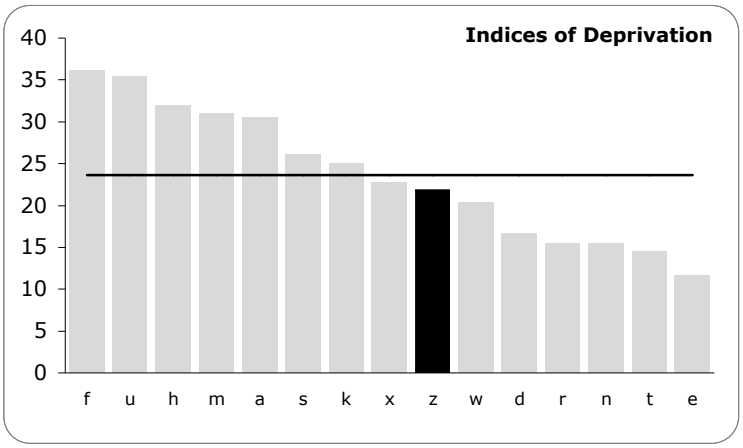
		Average
Educational Attainment	61.8%	*62.0%*



Source: CIPFA Children's Services Actuals Statistics 2011-12 - Column 296

Deprivation

		Average
Index of Deprivation	21.8	*23.7*

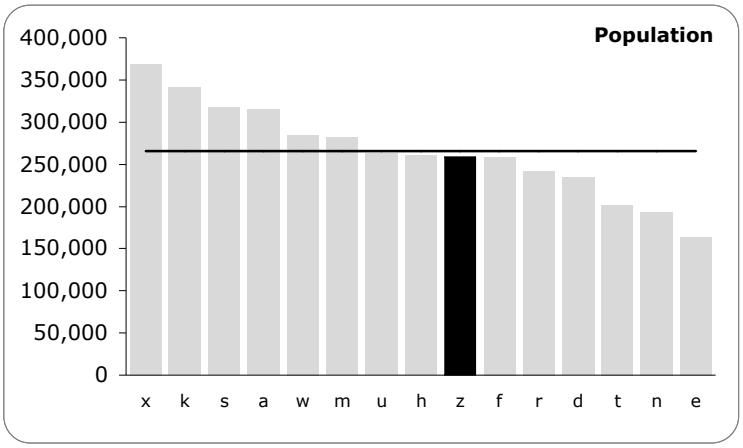


- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010

Population

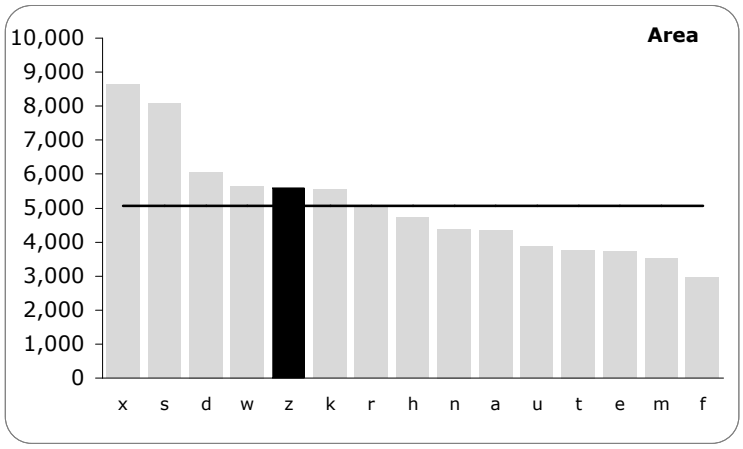
		Average
Population	259,100	*265,660*



Source: ONS Mid 2012 Population Estimates

Area

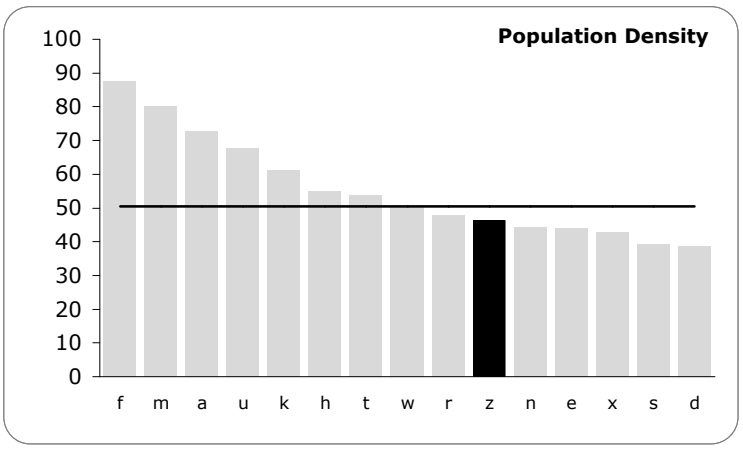
		Average
Area	5,598	*5,061*



Source: ONS Area 2012

Population Density

		Median
Population Density	46.3	*50.4*



APPENDIX 3 - Financial Information

For London Borough of Hounslow
Financial Information 2012-13 (Actuals)

Revenue Expenditure	£	per 1,000 pop	*Average*
Employees	2,358,143	9,101	9,209
Premises	472,289	1,823	1,969
Supplies & Services			
Books & Pamphlets			
- Reference	128	0	46
- Adult Fiction	69,245	267	337
- Adult Non-Fiction	28,074	108	315
- Children's Fiction	54,880	212	203
- Children's Non-Fiction	1,016	4	59
Newspapers, Periodicals & Magazines	20,557	79	87
Sound Recordings[1]	18,037	70	103
DVDs, CD-ROMs, Software & Multimedia[2]	960	4	68
Electronic & Online Products[3]	15,533	60	178
Other Acquisitions	32,371	125	44
Bookbinding	0	0	2
Total Materials	240,801	929	1,442
Computing Costs	283,461	1,094	722
Other Supplies & Services	303,541	1,172	733
Transport	9,999	39	73
Third Party Payments	0	0	353
Support Service Costs	455,250	1,757	3,573
Total Revenue Expenditure	4,123,483	15,915	18,074

Revenue Income	£	per 1,000 pop	*Average*
Overdue Charges	(55,414)	(214)	(232)
Reservation Fees	(4,139)	(16)	(16)
Lettings	(50,416)	(195)	(160)
Hire of Audio & Visual Materials	(9,397)	(36)	(129)
Electronic Revenue	0	0	(47)
Specific Grants	0	0	(52)
Provision of Library Services to other Local Authorities	(166,079)	(641)	(109)
Miscellaneous - receipts from the public	(69,038)	(266)	(228)
Miscellaneous - corporate income	0	0	(218)
Total Revenue Income	(354,483)	(1,368)	(1,190)

Net Expenditure (excluding Capital Charges)	3,769,001	14,547	16,884
Capital Charges	0	0	1,561
Total Net Expenditure (including Capital Charges)	3,769,001	14,547	18,445

Total Capital Expenditure	320,729	1,238	1,235

[1] Includes Music, Adult Talking Books and Children's Talking Books (Cells 109 to 111)

[2] Includes DVDs, Multimedia & Open Learning Packs and CD-ROMs & Software (Cells 112 to 113)

[3] Includes eBooks, eAudio, eAudiovisual, Subcriptions and Online / Electronic Products (Cells 114 to Cell 118)

Financial Information 2013-14 (Estimates)

Revenue Expenditure	£	per 1,000 pop	*Average*
Employees	2,417,096	9,329	8,525
Premises	484,096	1,868	1,900
Supplies & Services - Materials	718,400	2,773	1,436
Other Expenditure	1,050,000	4,052	4,560
Total Revenue Expenditure	4,669,593	18,022	16,421
Revenue Income	(332,210)	(1,282)	(1,159)
Net Expenditure (excluding Capital Charges)	4,337,383	16,740	15,263
Capital Charges	226,071	873	1,689
Total Net Expenditure (including Capital Charges)	4,563,454	17,613	16,952

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 third year of the profile and we aim for this to 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.