

# Metropolitan Borough of Wirral

CIPFAstats Comparative Profile

## public libraries

2015-16 Actuals and  
2016-17 Estimates

Comparison Group:

- (u) Wirral
- (z) Sefton
- (x) North Tyneside
- (s) Plymouth
- (k) Northumberland
- (t) Southend-on-Sea
- (a) Dudley
- (f) Redcar & Cleveland
- (d) Darlington
- (e) South Tyneside
- (n) Sunderland
- (w) St Helens
- (m) Calderdale
- (g) North East Lincolnshire
- (r) Rotherham
- (h) Bury



## FOREWORD

I am pleased to be able to present the sixth 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 2016 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

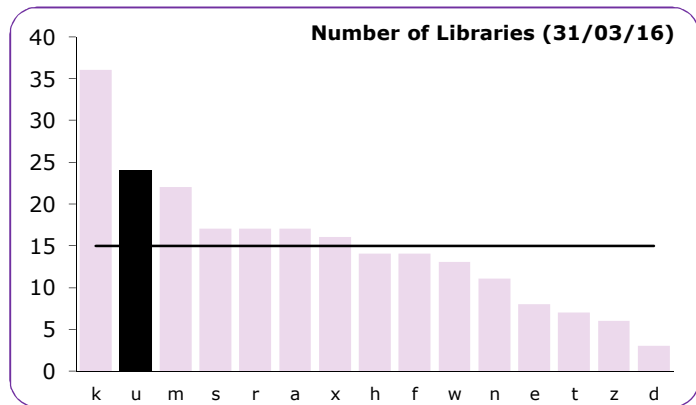
- 93% of UK Library Authorities provided data for the 2016 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. In such cases 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 comparison.
- 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](mailto:libraries@cipfa.org)

# EXECUTIVE SUMMARY

## Comparing Wirral 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 2015-16 Actuals.

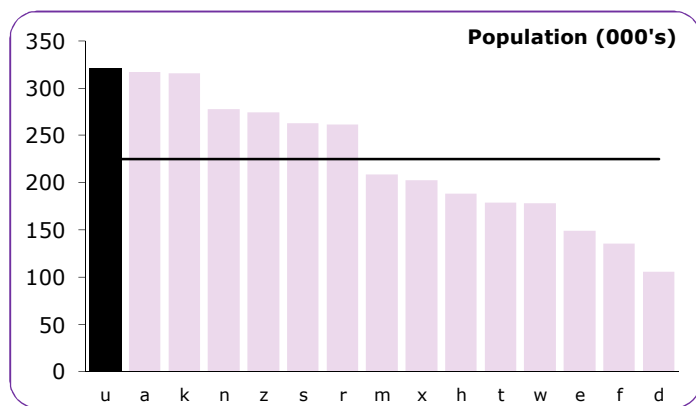
### A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Wirral has 24 libraries (the bar highlighted in black) compared to an average of 15 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.

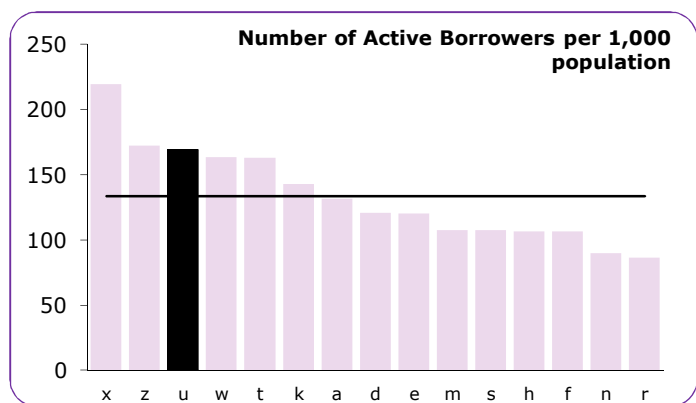
- Wirral has one of the highest numbers of libraries within the group giving an indication of the scale of the library service.

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).

- Wirral is the largest of the 15 authorities compared here (in terms of population).

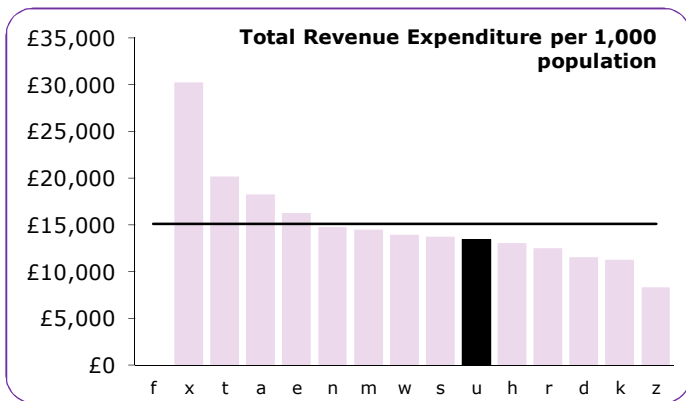


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

- Wirral is in the top quartile suggesting that the library service engages well with the population when compared to the other authorities.

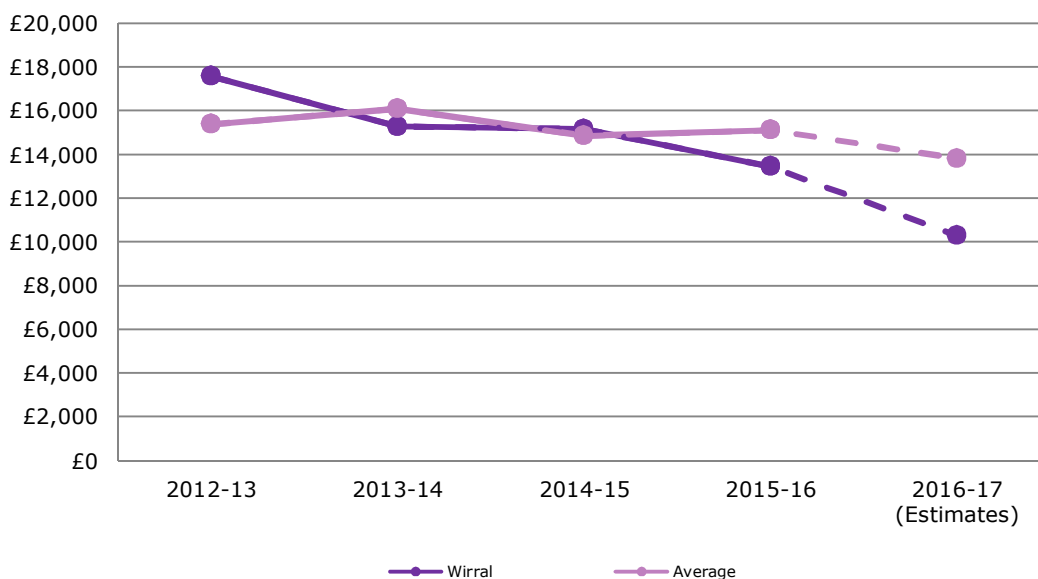
Please see appendix 1 for further details on quartiles.

## B: Resourcing

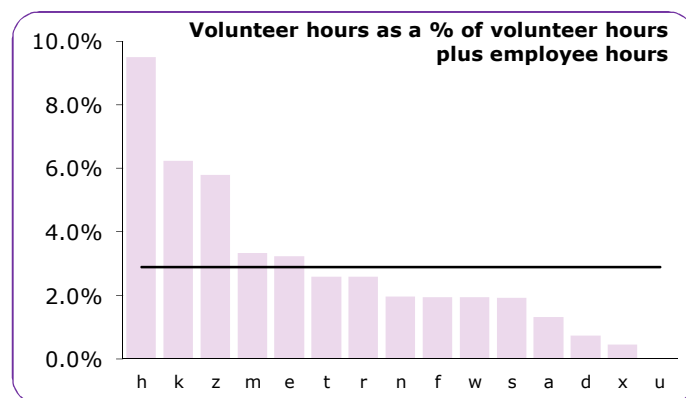


- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2015-16 actuals.
- Wirral comes out as being at the middle of the comparison, which suggests that its costs are similar to the group as a whole. It may be worthwhile looking at the authorities who are cheaper to see if there is anything it can learn from their approaches.

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

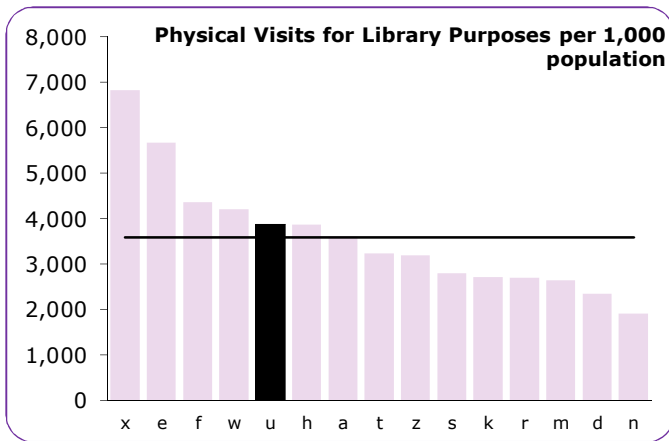


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2016-17. The population figure used for all years is the mid-year 2016 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a drop can be seen in the 2016-17 estimates.

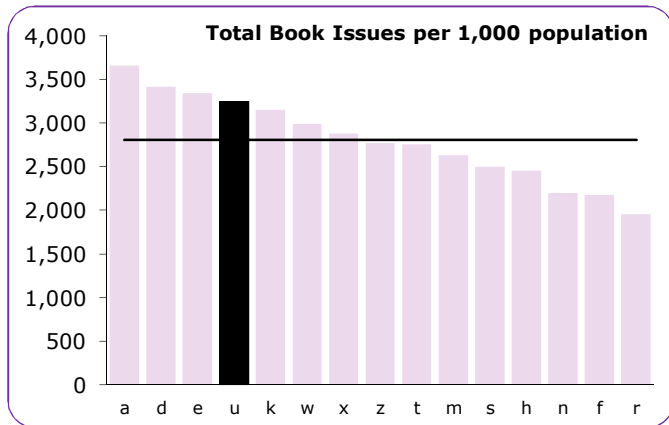


- One well publicised approach that library authorities are taking is using volunteers.
- Wirral had 0.0% of 'worked hours' provided by volunteers in 2015-16 compared to an average of 2.9%.

## C: Workload

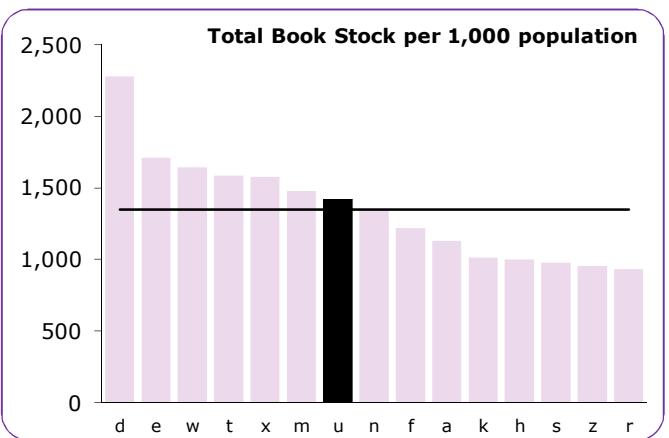


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



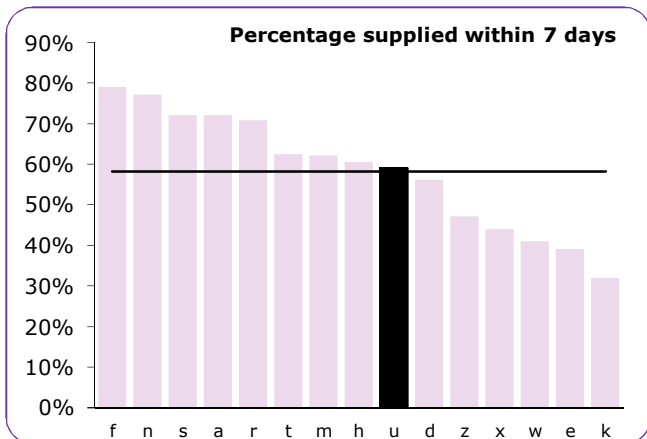
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock



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

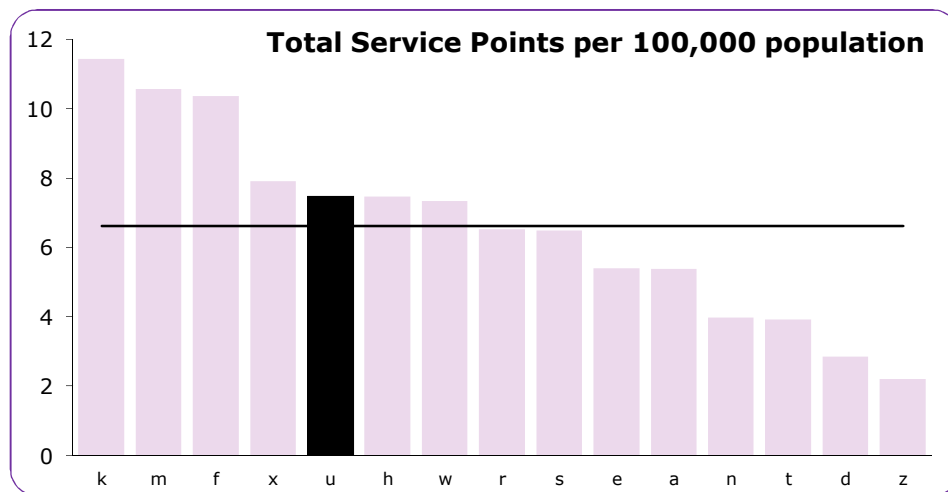
## E: Performance



- Wirral successfully supplied 59% 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)

### Section Contents

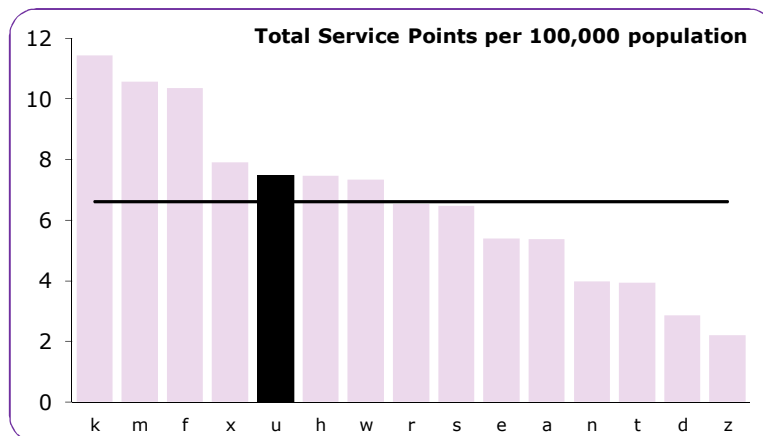
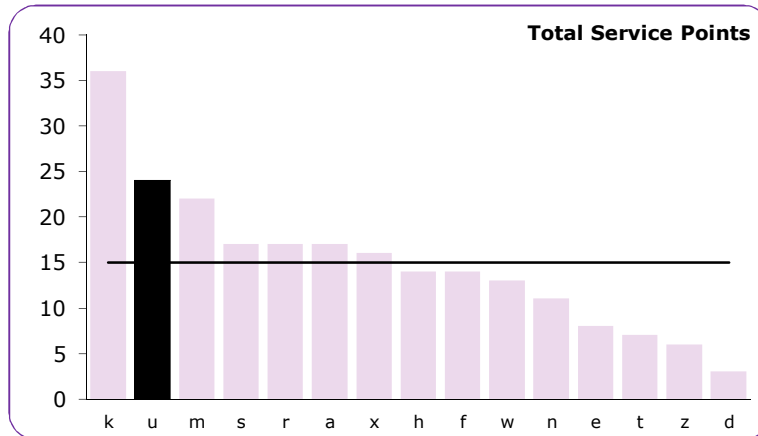
<b>Page 8</b>	<b>A1: Service Points</b> Number of service points Busiest service points
<b>Page 10</b>	<b>A2: Population Density</b> Comparisons for static & mobile libraries % authorities without mobile libraries
<b>Page 11</b>	<b>A3: Opening Hours</b> Distribution of opening hours Opening hours at busiest service points
<b>Page 12</b>	<b>A4: Library Users</b> Number of active borrows Number of housebound readers Number of visits Electronic counters Visits to website
<b>Page 14</b>	<b>A5: Electronic Workstations</b> Number of terminals Number of hours available & recorded Public wi-fi access

# A1: Service Points

at 31 March 2016

	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.3
Static Service Points	24	7.5	6.3
<b>Total Service Points</b>	<b>24</b>	<b>7.5</b>	<b>6.6</b>

	Authority	Average
Population	320,900	224,773



Source: CIPFA Public Library Statistics 2016 - Cells 1 to 45, ONS Population Estimates Mid 2016

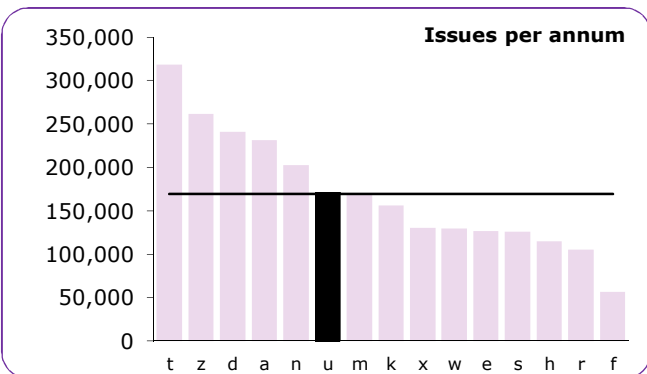
## Busiest Service Points

2015-16 Actuals

Busiest Service Point (Issues):

**Wallasey Central**

	Authority	Average
Issues per annum	171,112	169,094

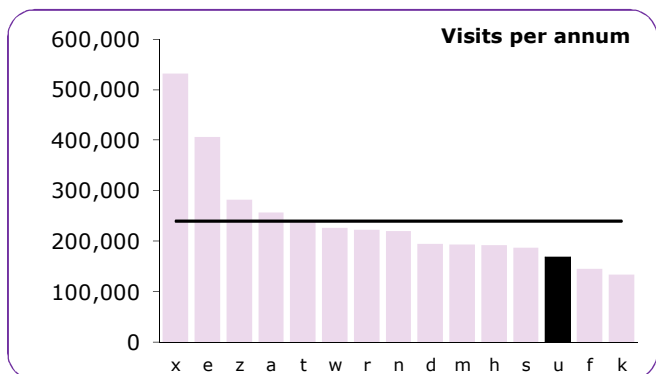


Source: CIPFA Public Library Statistics 2016 - Cells 48 & 49

Busiest Service Point (Visits):

**West Kirby**

	Authority	Average
Visits per annum	168,441	239,617



Source: CIPFA Public Library Statistics 2016 - Cells 50 & 51

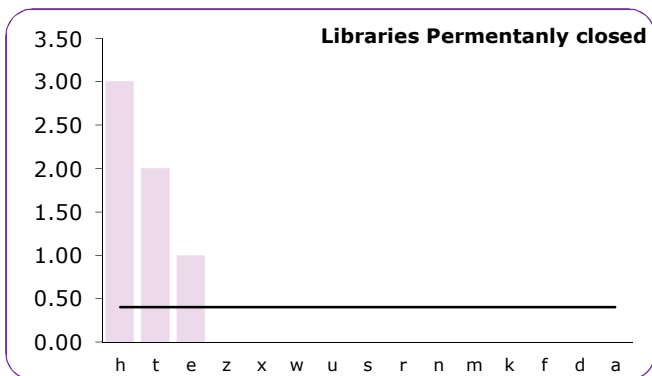


# A1: Service Points (continued)

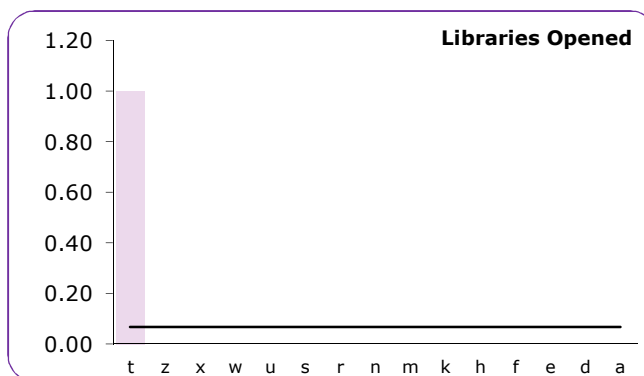
2015-16 Actuals

## Library Opening/Closures

	Authority	/100,000 pop	Avg
Libraries closed	0	0.0	0.40
Libraries Opened	0	0.0	0.07
<b>Net Library openings</b>	0	0.0	<b>-0.33</b>



Source: CIPFA Public Library Statistics 2016 - Cell 46



Source: CIPFA Public Library Statistics 2016 - Cell 47



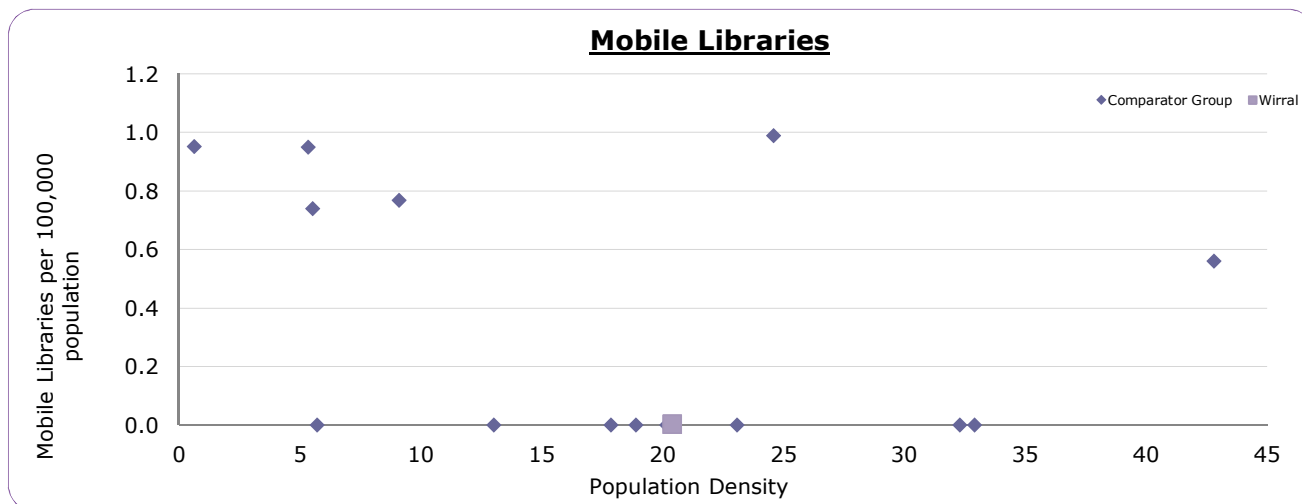
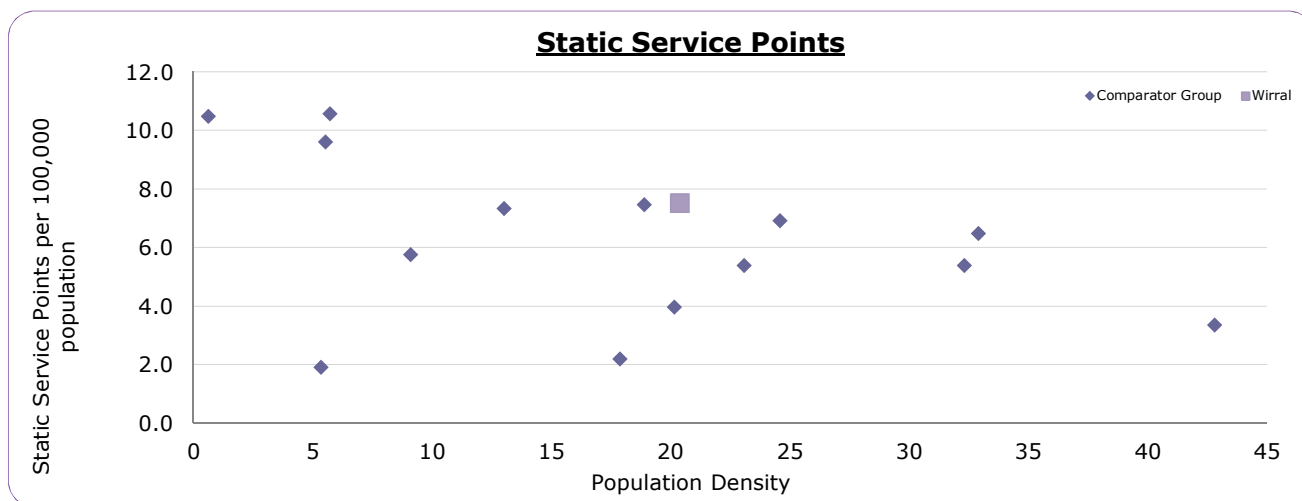
## A2: Population Density

2015-16 Actuals

### Population Density and Number of Service Points

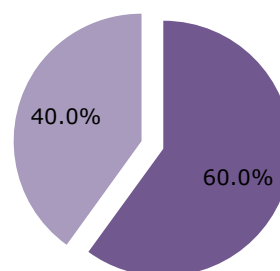
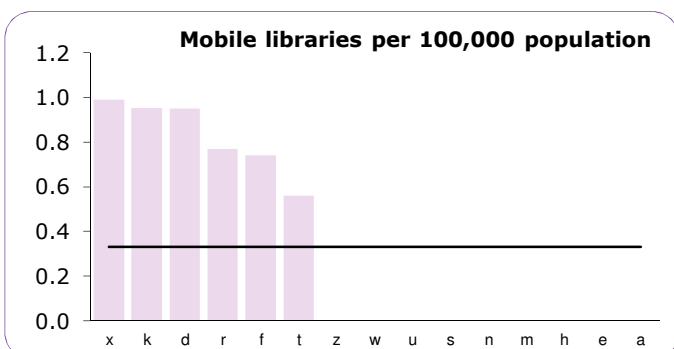
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library 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	20.4	18.9



### Mobile Libraries

	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.3

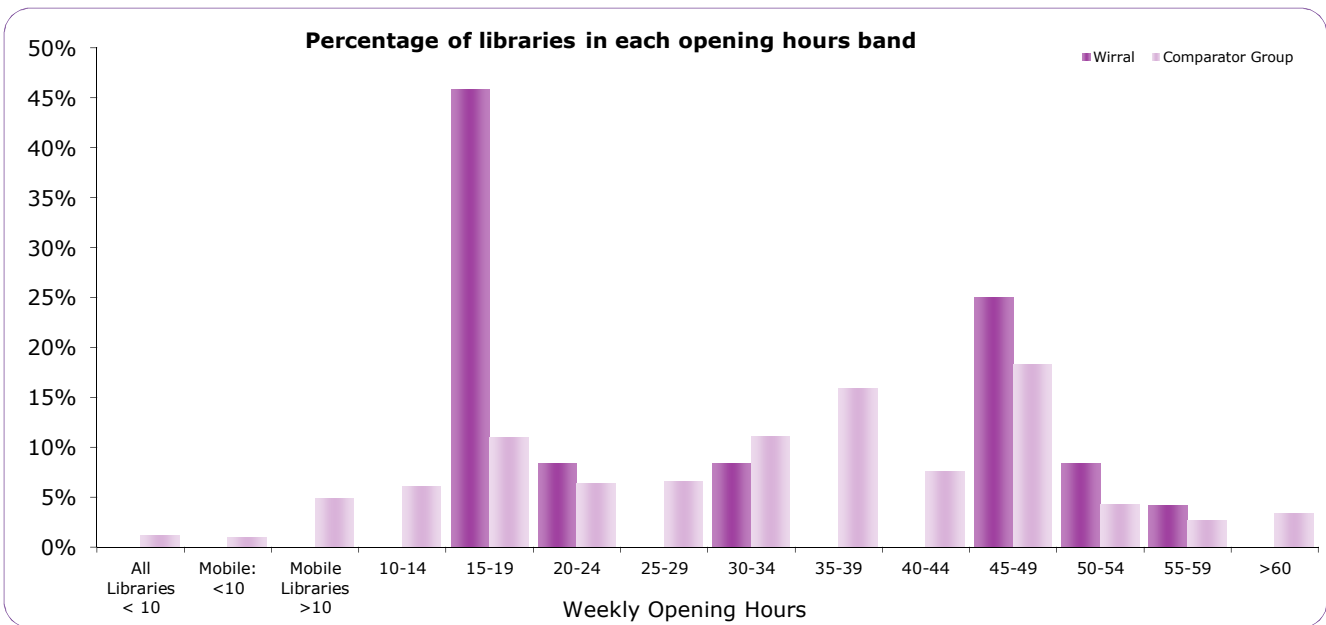


- % Authorities with no mobile libraries
- % Authorities with mobile libraries

### A3: Opening Hours

2015-16 Actuals

Hours Open	Statutory		Service Points				/ 100,000 population		% in Each Band	
	Authority	Average	Non-Statutory		Total		Authority	Average	Authority	Average
			Authority	Average	Authority	Average				
All Libraries: < 10	0	0	0	0	0	0	0.0	0.1	0.0%	1.2%
Mobile: <10	0	0	0	0	0	0	0.1	0.0	0.0%	1.0%
Mobile: >10	0	1	0	0	0	1	0.0	0.3	0.0%	4.9%
Static: 10-14	0	1	0	0	0	1	0.0	0.5	0.0%	6.1%
Static: 15-19	11	2	0	0	11	2	3.4	0.0	45.8%	10.9%
Static: 20-24	2	1	0	0	2	1	0.6	0.5	8.3%	6.4%
Static: 25-29	0	1	0	0	0	1	0.0	0.4	0.0%	6.6%
Static: 30-34	2	2	0	0	2	2	0.6	0.9	8.3%	11.1%
Static: 35-39	0	2	0	0	0	2	0.0	1.0	0.0%	15.9%
Static: 40-44	0	1	0	0	0	1	0.0	0.5	0.0%	7.5%
Static: 45-49	6	2	0	0	6	2	1.9	1.0	25.0%	18.3%
Static: 50-54	2	1	0	0	2	1	0.6	0.3	8.3%	4.2%
Static: 55-59	1	0	0	0	1	0	0.3	0.2	4.2%	2.6%
Static: >60	0	0	0	0	0	0	0.0	0.2	0.0%	3.4%
<b>Total</b>	<b>24</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>15</b>	<b>7.6</b>	<b>5.9</b>		

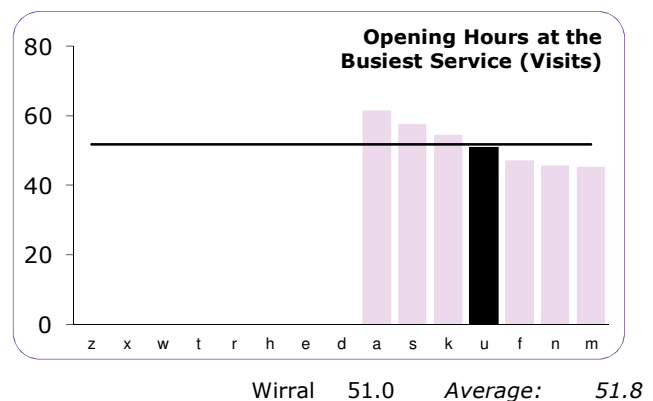
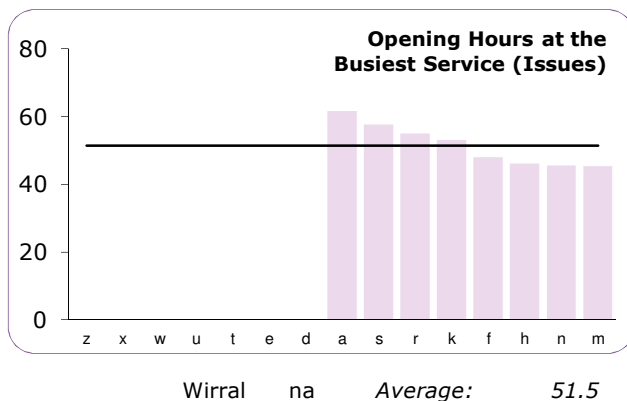


Source: CIPFA Public Library Statistics 2016 - Cells 1 to 45

#### Opening Hours - Busiest Service Points

Busiest Service Point (Issues): **Wallasey Central**

Busiest Service Point (Visits): **West Kirby**

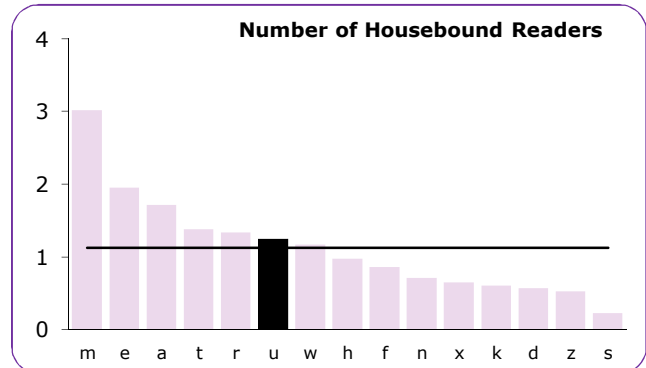
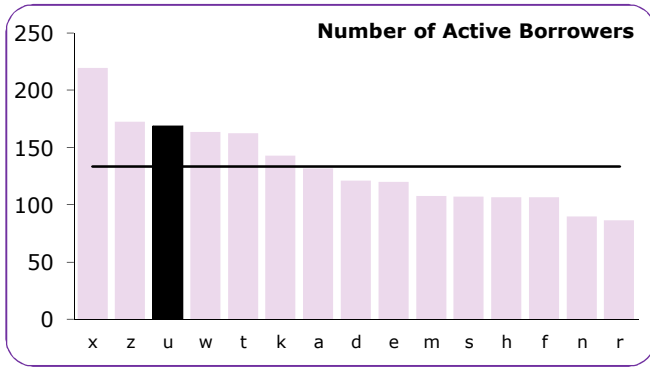


Source: CIPFA Public Library Statistics 2016 - Cells 48 to 51

## A4: Library Users

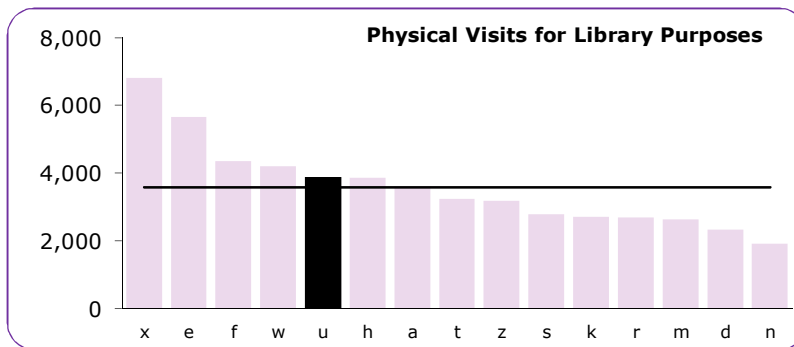
2015-16 Actuals

	Number	/1,000 pop	Average
<b>Active Borrowers</b>	54,167	169	133
Housebound Readers	398	1.2	1.1

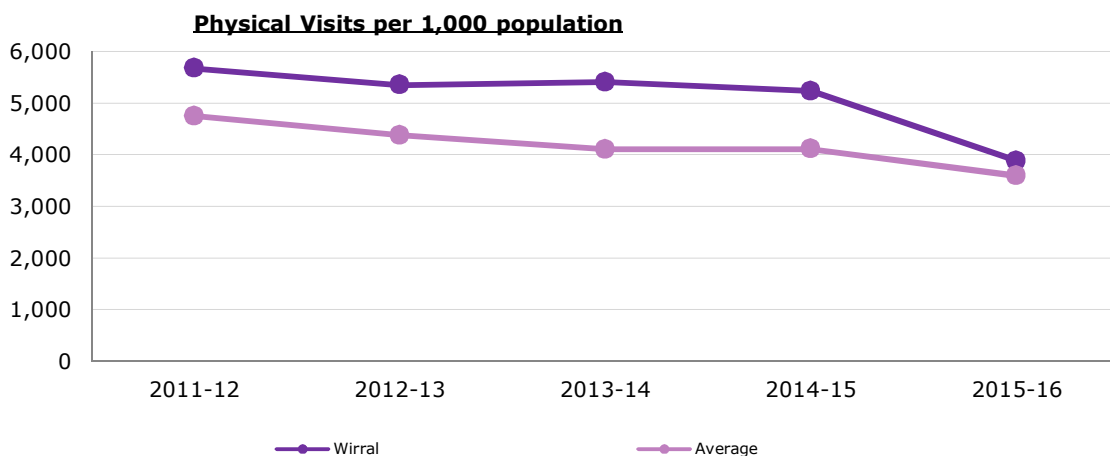


Source: CIPFA Public Library Statistics 2016 - Cells 122 & 123

### Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2011-12	1,817,456	5,664	4,745
2012-13	1,708,122	5,341	4,371
2013-14	1,728,056	5,397	4,102
2014-15	1,673,848	5,226	4,107
<b>2015-16</b>	<b>1,243,317</b>	<b>3,874</b>	<b>3,587</b>

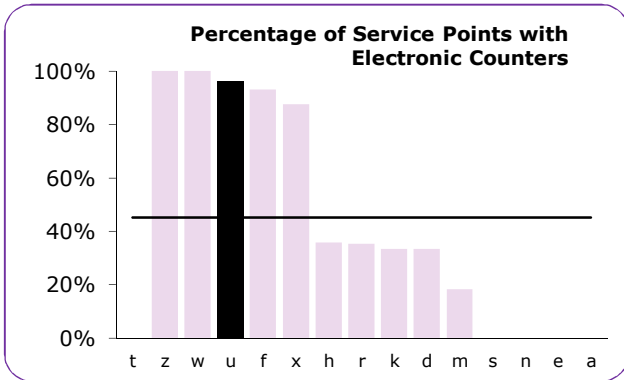


Source: CIPFA Public Library Statistics 2016 - Cell 124

## A4: Library Users (continued)

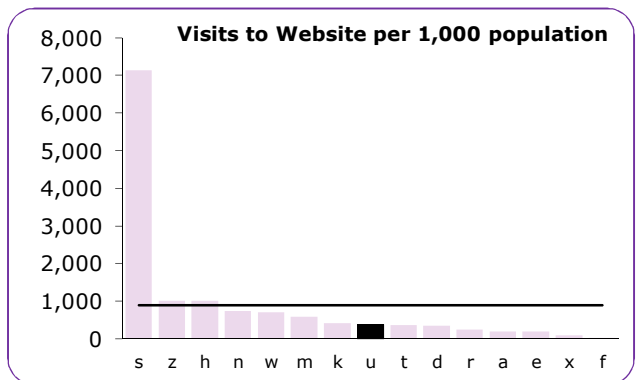
2015-16 Actuals

	Authority	Average
S.P. with Electronic Counters	96%	45%



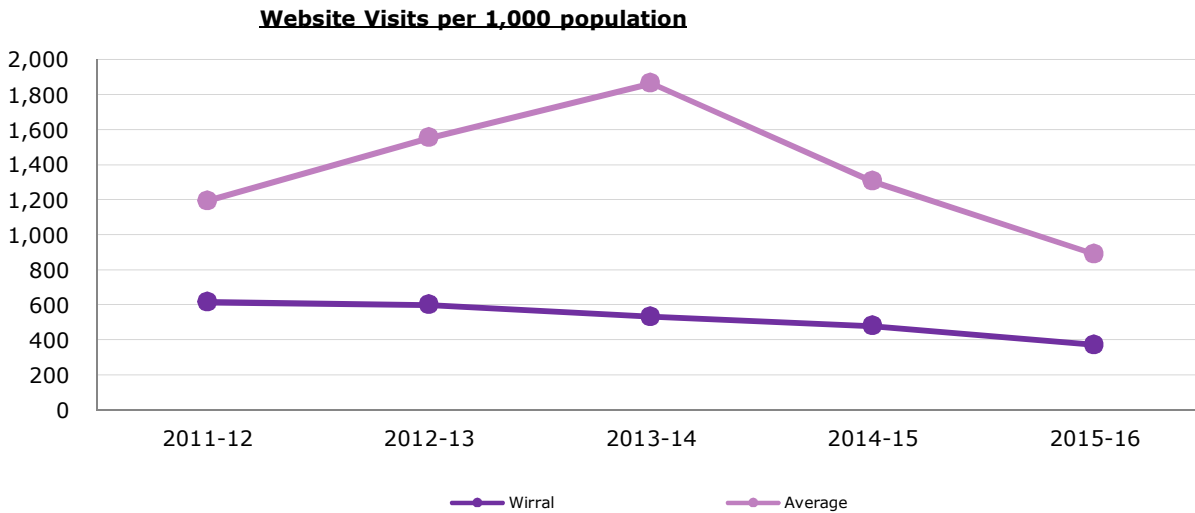
Source: CIPFA Public Library Statistics 2016 - Cell 127

	Number	per 1,000 pop	Average
Visits to Website	118,722	370	888



Source: CIPFA Public Library Statistics 2016 - Cell 128

Website Visits	Number	per 1,000 pop	Average
2011-12	196,877	614	1,193
2012-13	191,454	599	1,552
2013-14	169,996	531	1,864
2014-15	152,798	477	1,305
<b>2015-16</b>	<b>118,722</b>	<b>370</b>	<b>888</b>

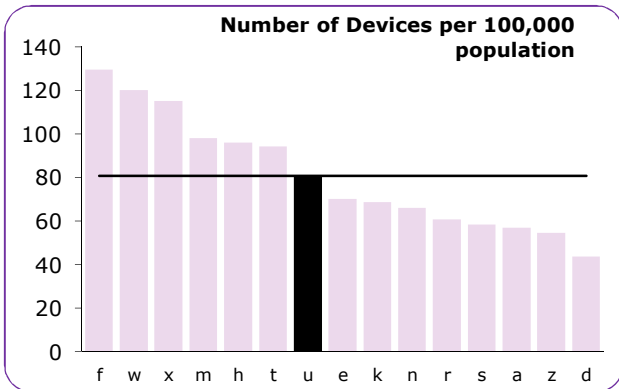


Source: CIPFA Public Library Statistics 2016 - Cell 128 and equivalent for previous years

## A5: Electronic Workstations

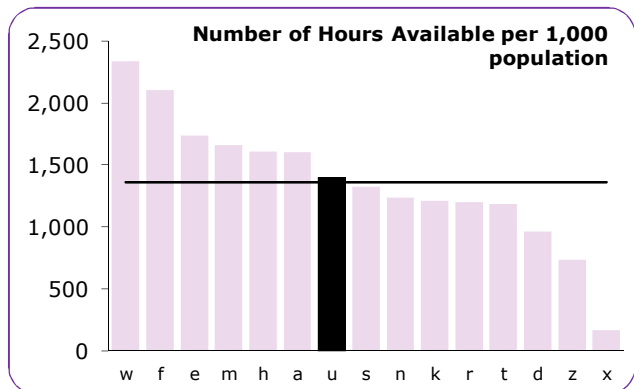
2015-16 Actuals

	Number	per 100,000 pop	Average
Terminals	259	80.7	80.7



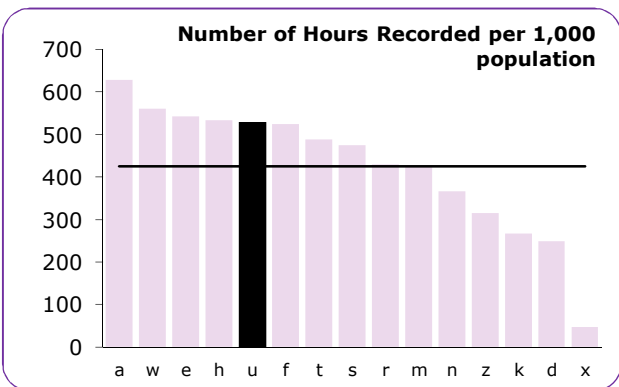
Source: CIPFA Public Library Statistics 2016 - Cell 52

	Number	per 1,000 pop	Average
Hours Available	448,447	1,397	1,362



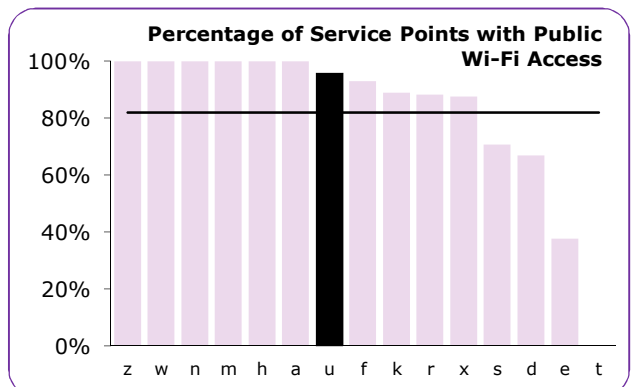
Source: CIPFA Public Library Statistics 2016 - Cell 53

	Number	per 1,000 pop	Average
Hrs Recorded	169,583	528	425



Source: CIPFA Public Library Statistics 2016 - Cell 54

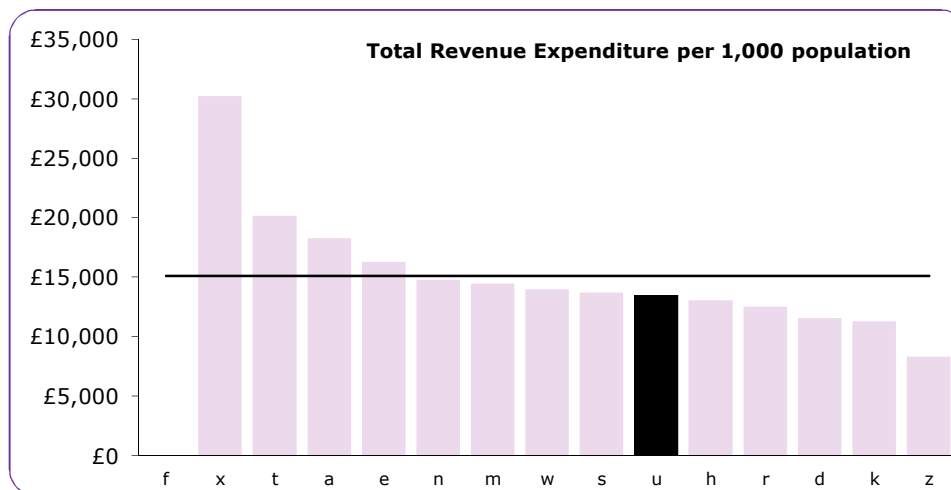
	Authority	Average
Service Points with Wi-Fi Access	96%	82%



Source: CIPFA Public Library Statistics 2016 - Cell 55

## SECTION B: RESOURCING

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

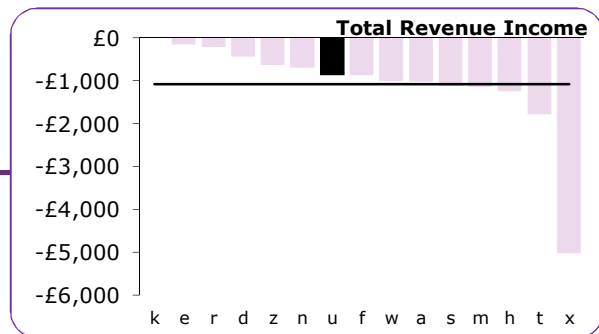
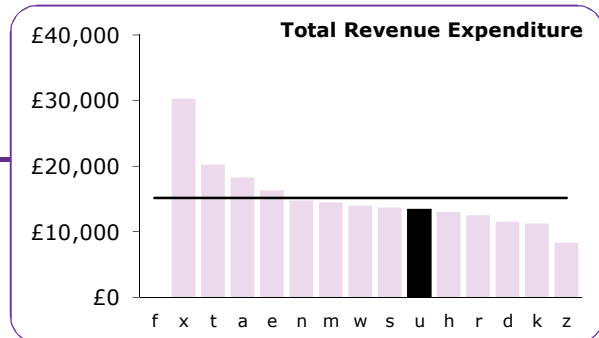
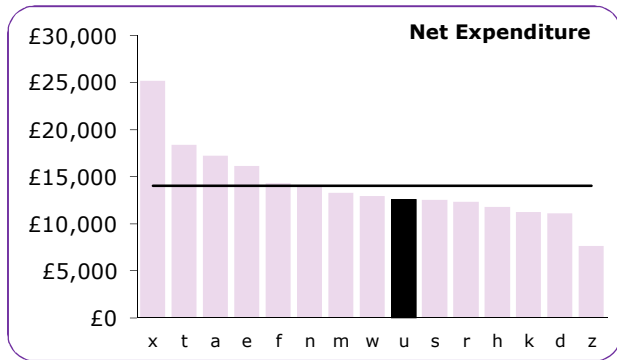


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<b>Page 16</b>	<b>B1: Financial Information (Actuals)</b> Net expenditure, revenue expenditure & income Revenue expenditure breakdown Revenue income breakdown
<b>Page 20</b>	<b>B2: Cost Indicators</b> Various cost indicators
<b>Page 21</b>	<b>B3: Financial Information (Estimates)</b> Net expenditure, revenue expenditure & income % expenditure on staff and materials
<b>Page 22</b>	<b>B4: Staffing</b> Staff per 100k population Professional & other paid staff Staff costs per employee
<b>Page 24</b>	<b>B5: Volunteers</b> Analysis of numbers and hours

## B1: Financial Information (Actuals)

2015-16 Actuals	£	per 1,000 pop	Average
Revenue Expenditure	4,314,326	13,444	15,115
Revenue Income	276,802	863	1,091
<b>Net Expenditure</b>	<b>4,037,524</b>	<b>12,582</b>	<b>14,024</b>

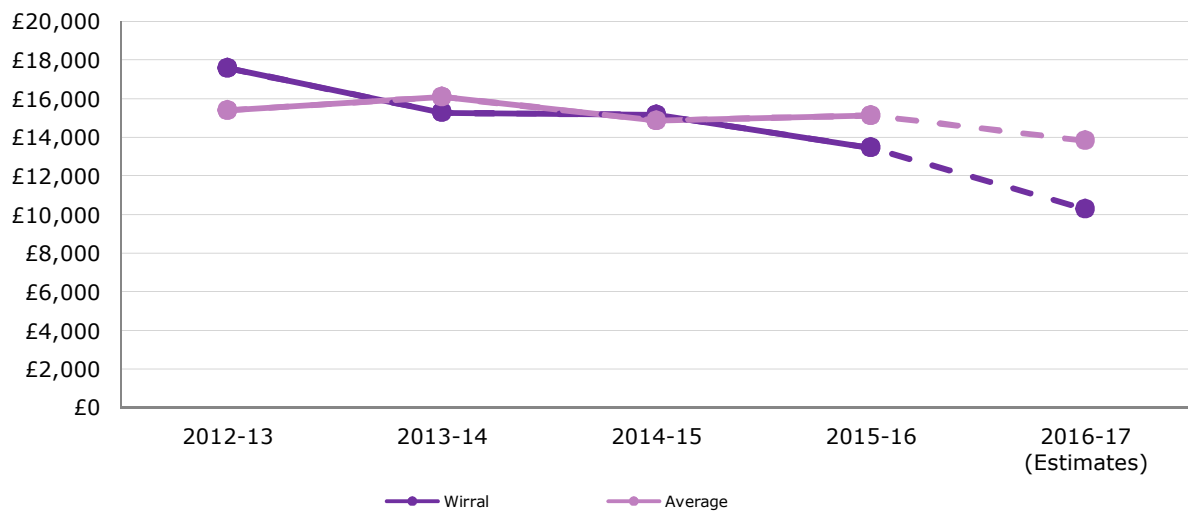
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cells 157, 167 & 168

Revenue Expenditure	£	per 1,000 pop	Average
2012-13	5,618,973	17,570	15,379
2013-14	4,888,502	15,267	16,084
2014-15	4,855,306	15,159	14,856
2015-16	4,314,326	13,444	15,112
2016-17 (Estimates)	3,298,900	10,280	13,816

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

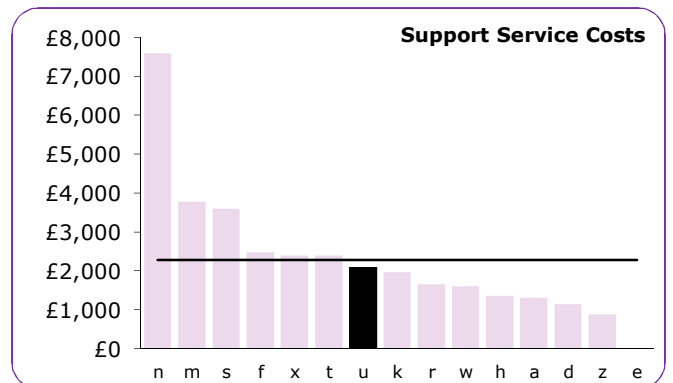
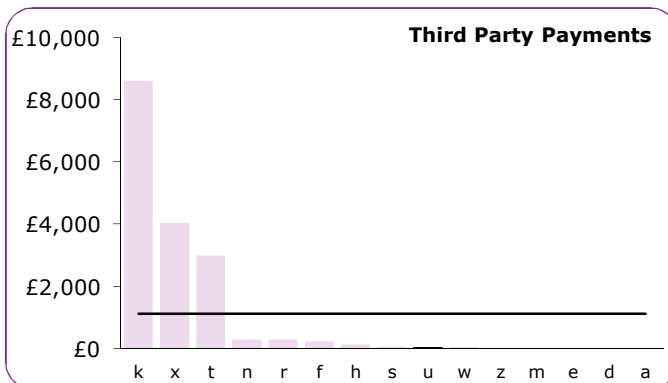
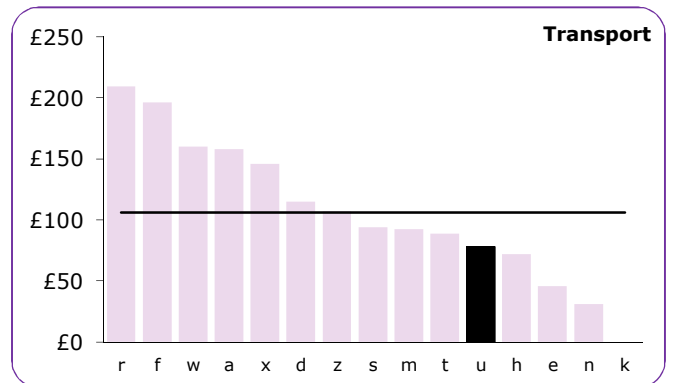
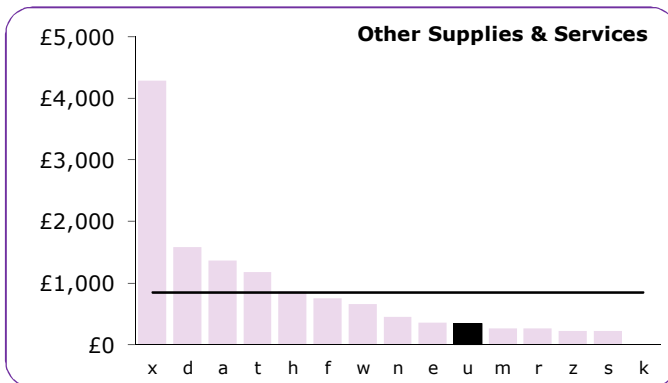
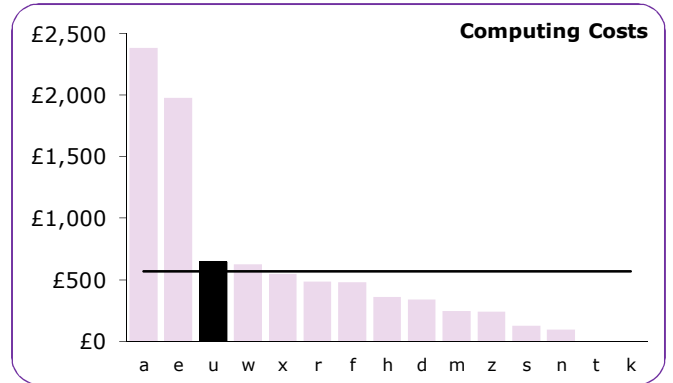
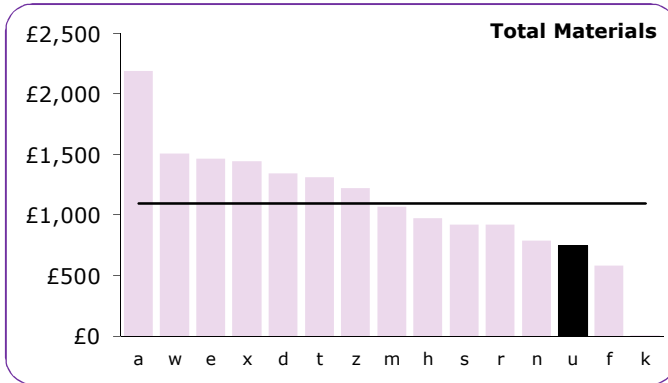
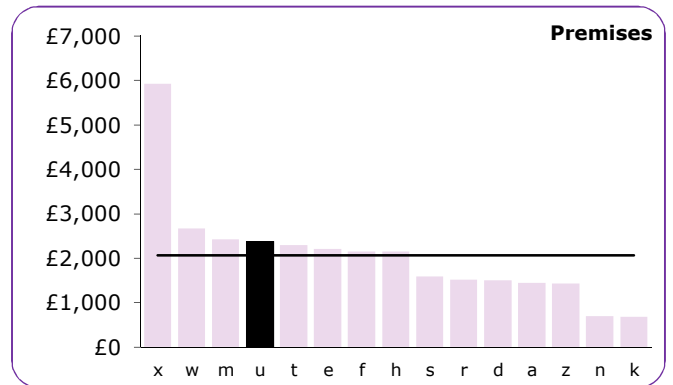
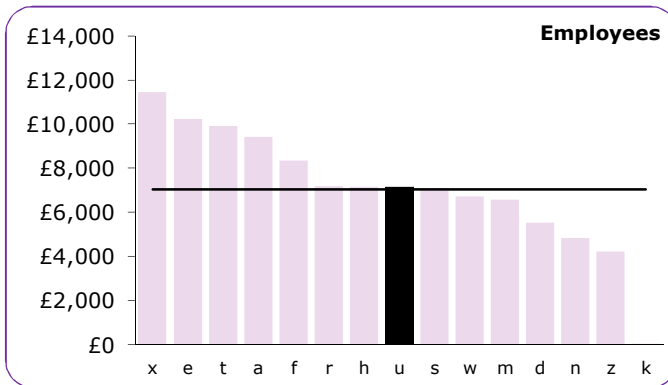


Source: CIPFA Public Library Statistics 2016 - Cell 157 and equivalent for previous years



Revenue Expenditure (2015-16 Actuals)	£	per 1,000 pop	Average
Employees	2,288,069	7,130	7,042
Premises	762,311	2,376	2,063
Total Materials	238,342	743	1,096
Computing Costs	206,925	645	568
Other Supplies & Services	110,411	344	849
Transport	25,035	78	106
Third Party Payments	11,528	36	1,112
Support Service Costs	671,705	2,093	2,277
<b>Total Revenue Expenditure</b>	<b>4,314,326</b>	<b>13,444</b>	<b>15,115</b>

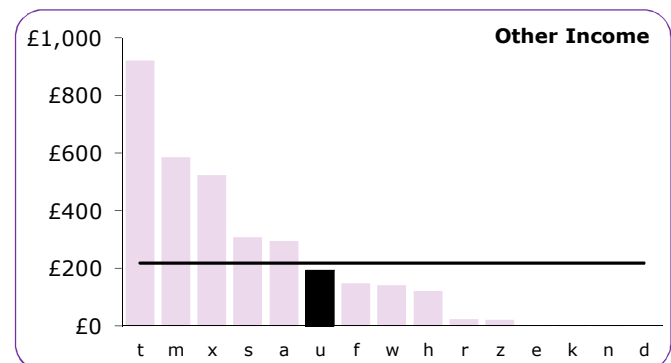
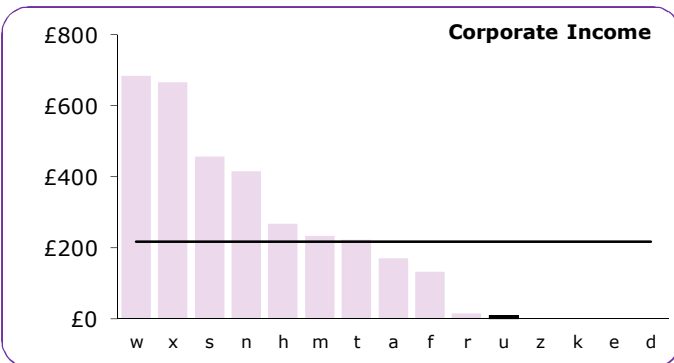
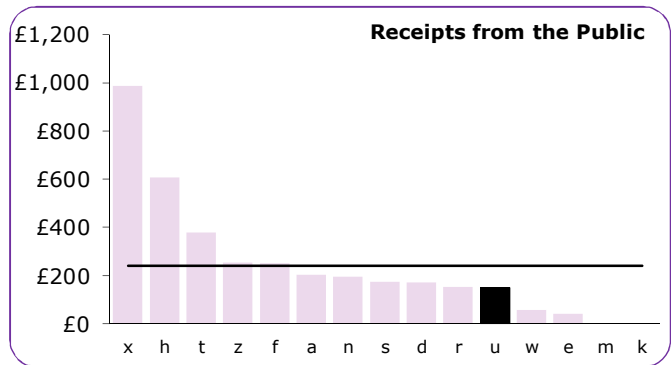
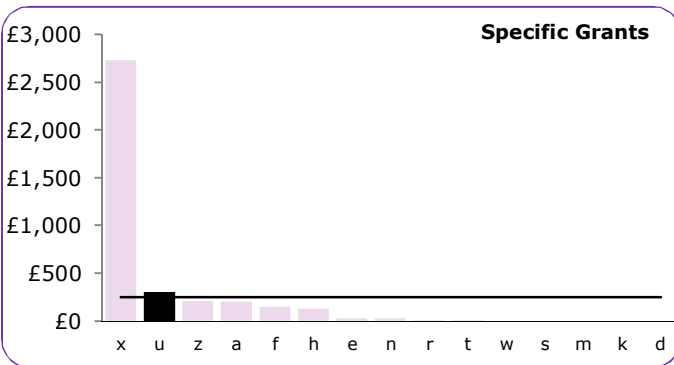
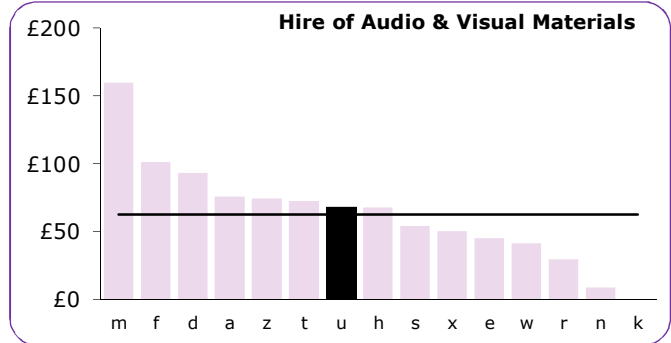
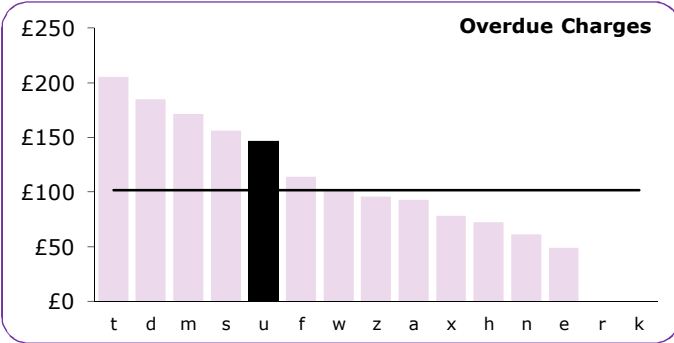
graphs show expenditure per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cells 131 to 157

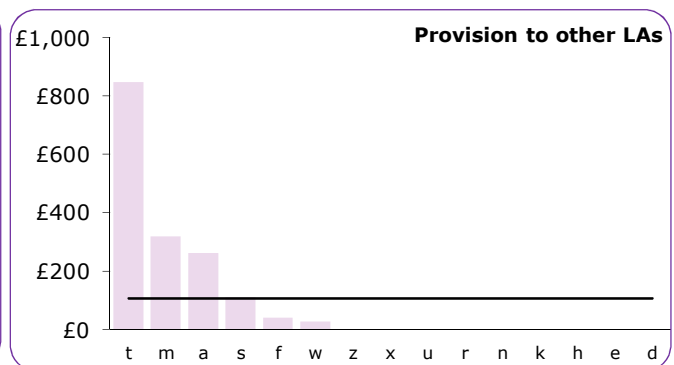
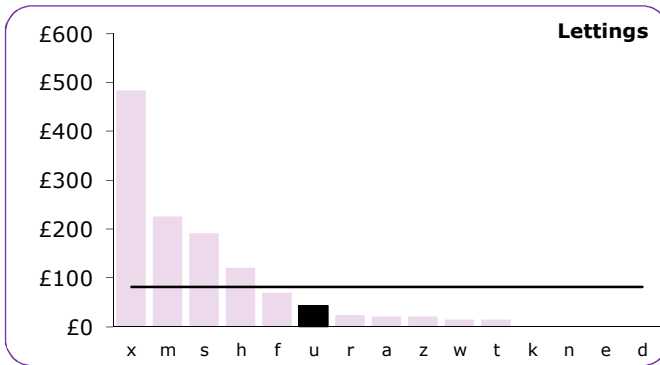
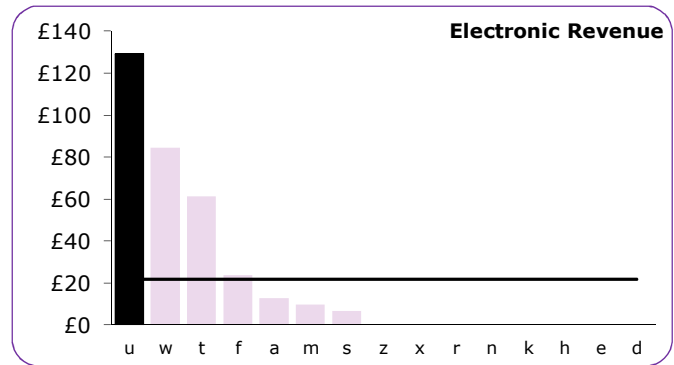
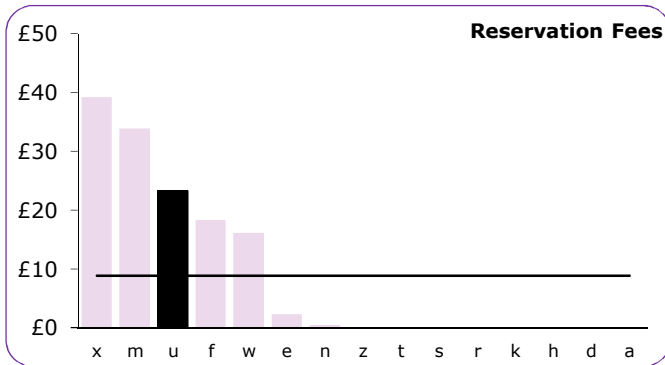
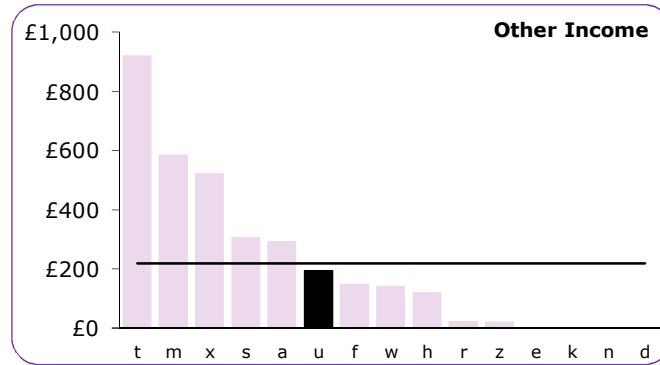
Revenue Income (2015-16 Actuals)	£	per 1,000 pop	Average
Overdue Charges	46,980	146	102
Hire of Audio & Visual Materials	21,909	68	63
Specific Grants	94,909	296	250
Receipts from the Public	47,737	149	240
Corporate Income	2,788	9	217
Other Income	62,479	195	219
Reservation Fees	7,447	23	9
Lettings	13,619	42	81
Electronic Revenue	41,413	129	22
Provision to other LAs	0	0	106
<b>Total Revenue Income</b>	<b>276,802</b>	<b>863</b>	<b>1,091</b>

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cells 158 to 167

<b>Total Other Income (2015-16 Actuals)</b>	£	per 1,000 pop	Average
Reservation Fees	7,447	23	9
Lettings	13,619	42	81
Electronic Revenue	41,413	129	22
Provision to other LAs	0	0	106
<b>Total Other Income</b>	<b>62,479</b>	<b>195</b>	<b>219</b>

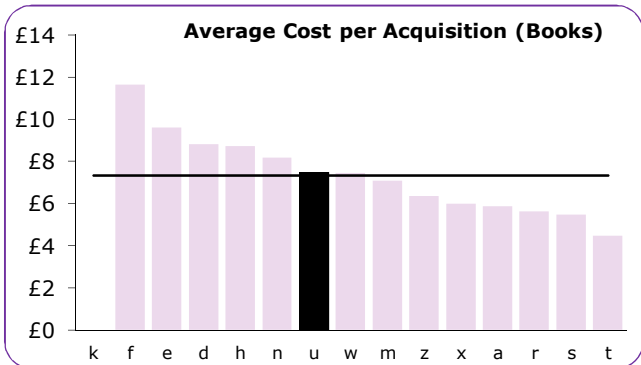


Source: CIPFA Public Library Statistics 2016 - Cells 159, 160, 162 & 164

## B2: Cost Indicators

	£ p	Average
Average Cost per Book	£7.48	£7.33

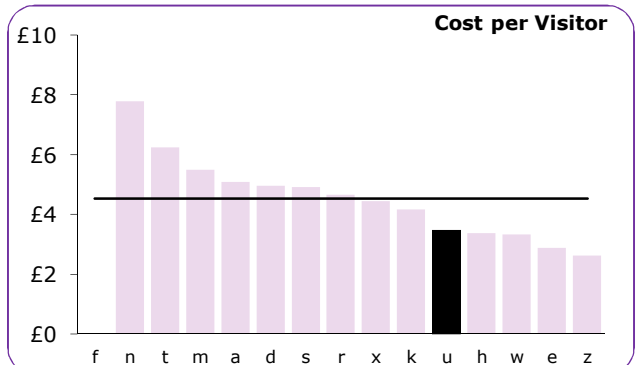
- Average cost per book acquisition.



Source: CIPFA Public Library Statistics 2016 -  
Sum of Cells 133 to 137 divided by Cell 71

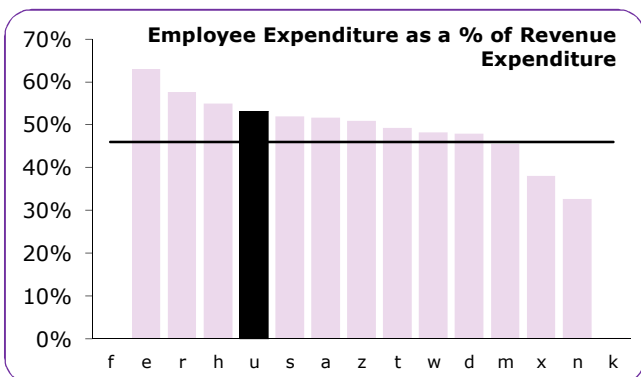
	£ p	Average
Cost per Visitor	£3.47	£4.52

- Revenue expenditure divided by visitor number.



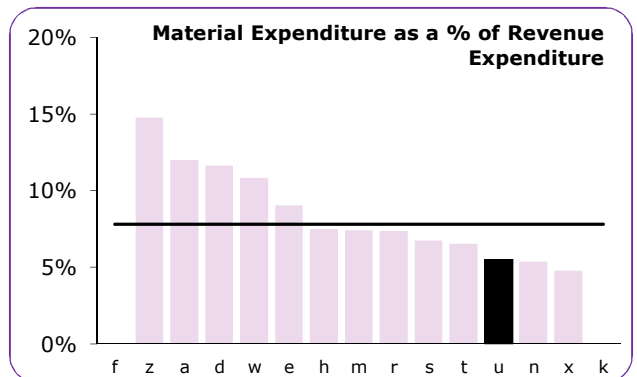
Source: CIPFA Public Library Statistics 2016 -  
Cell 157 divided by Cell 124

	%	Average
% Employee Expenditure	53%	46%



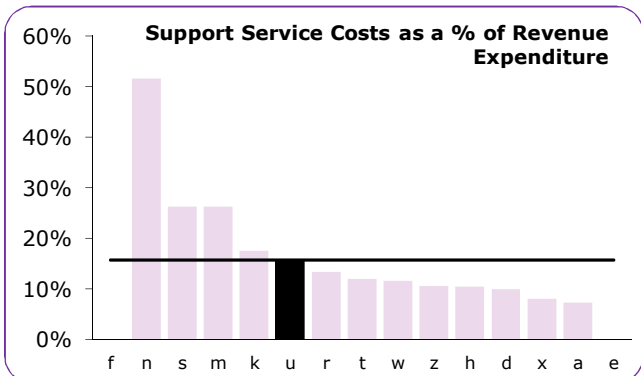
Source: CIPFA Public Library Statistics 2016 -  
Cell 131 as a percentage of Cell 157

	%	Average
% Material Expenditure	6%	8%



Source: CIPFA Public Library Statistics 2016 -  
Cell 151 as a percentage of Cell 157

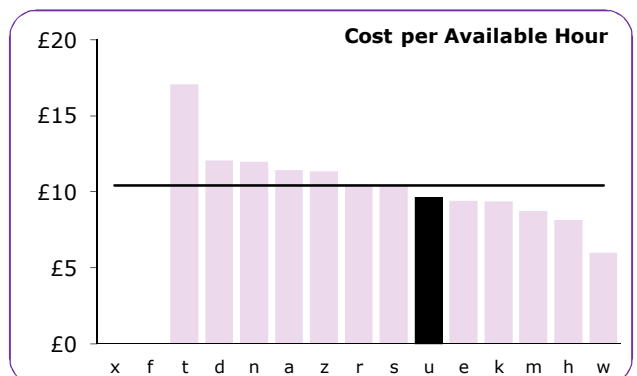
	%	Average
% Support Services	16%	16%



Source: CIPFA Public Library Statistics 2016 -  
Cell 156 as a percentage of Cell 157

	£ p	Average
Cost per Available Hour	£9.62	£10.43

- Cost per Available Hour

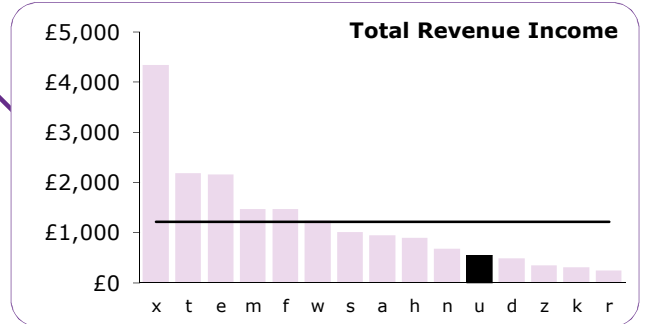
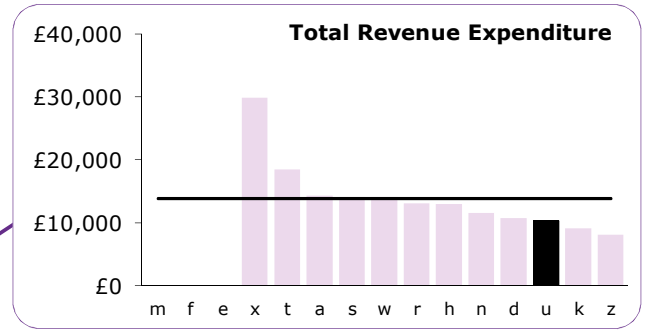
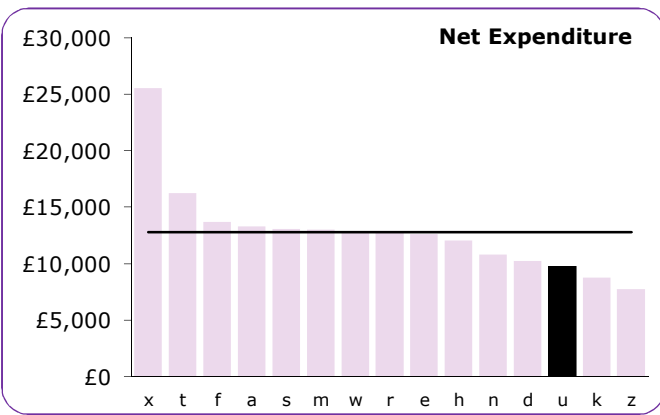


Source: CIPFA Public Library Statistics 2016 -  
Cell 157 divided by Cell 53

### B3: Financial Information (2016-17 Estimates)

graphs shown per 1,000 population

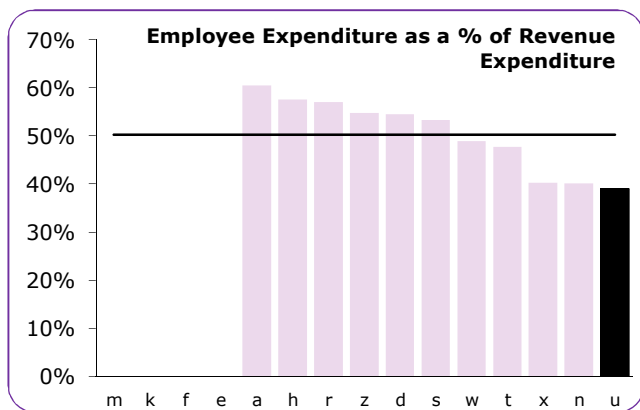
Net Expenditure	£	per 1,000 pop	Average
Employees	1,284,900	4,004	7,241
Premises	778,900	2,427	1,975
Supplies & Services - Materials	319,600	996	1,234
Other Expenditure	915,500	2,853	4,002
Revenue Expenditure	3,298,900	10,280	13,816
Revenue Income	(175,200)	(546)	(1,216)
<b>Net Expenditure</b>	<b>3,123,700</b>	<b>9,734</b>	<b>12,600</b>



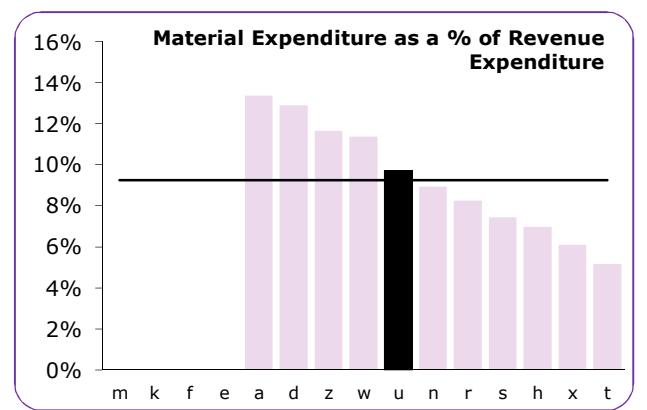
Source: CIPFA Public Library Statistics 2016 - Cell 170 to 174

2016-17 Estimates	%	Average
% Employee Expenditure	39%	50%

2016-17 Estimates	%	Average
% Material Expenditure	10%	9%



Source: CIPFA Public Library Statistics 2016 - Cell 170 as a percentage of Cell 174

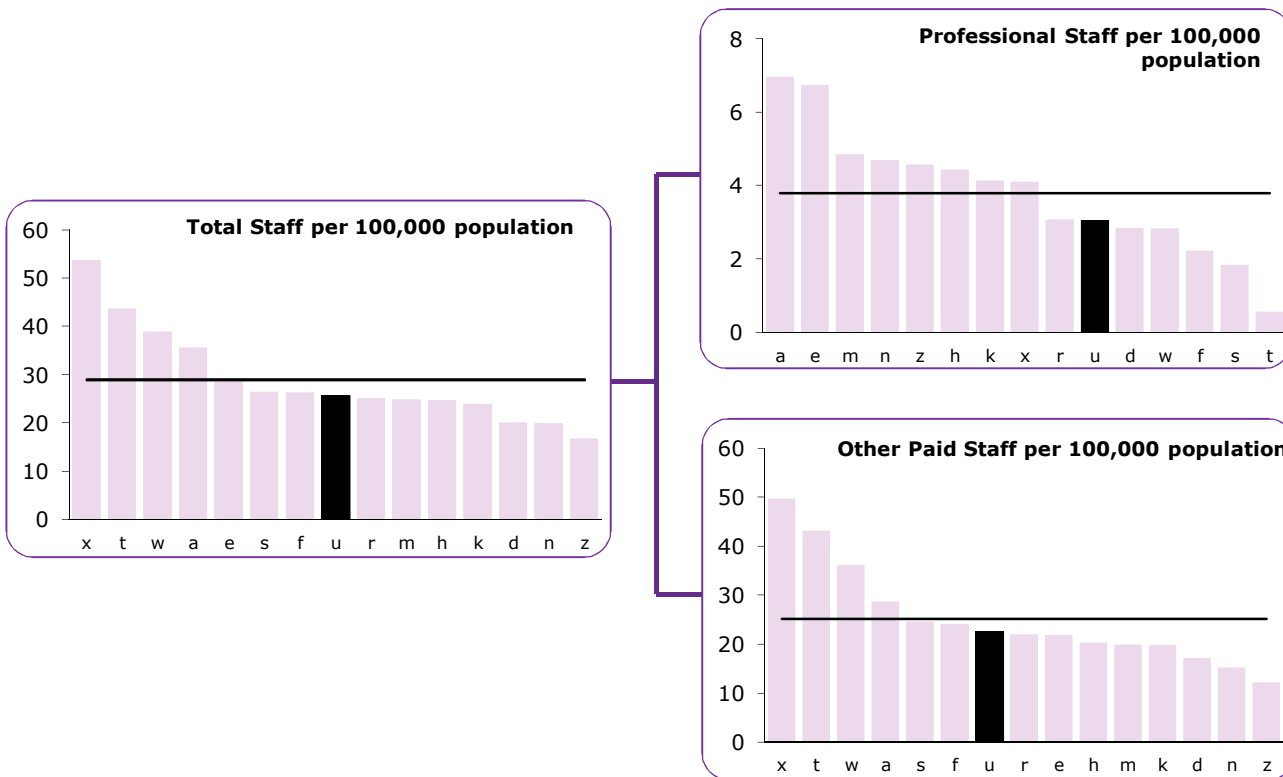


Source: CIPFA Public Library Statistics 2016 - Cell 172 as a percentage of Cell 174

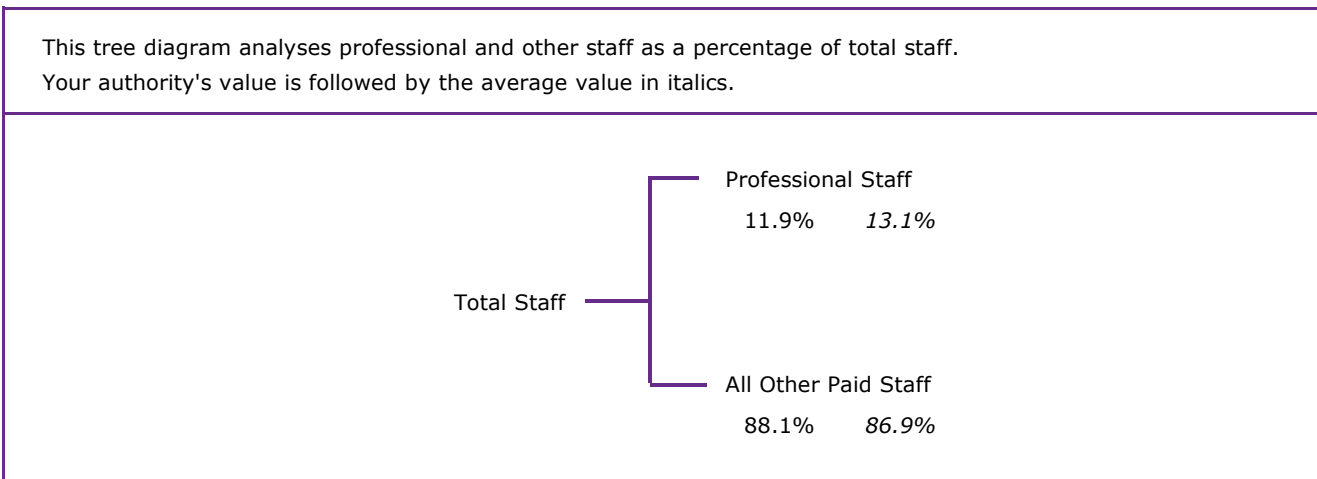
## B4: Staffing

at 31 March 2016

	FTE	per 100,000 pop	Average
Professional Staff	9.8	3.1	3.8
All Other Staff	72.5	22.6	25.1
<b>Total Staff</b>	<b>82.3</b>	<b>25.6</b>	<b>28.9</b>

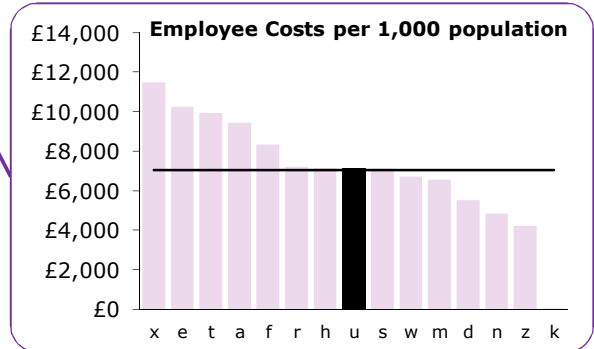
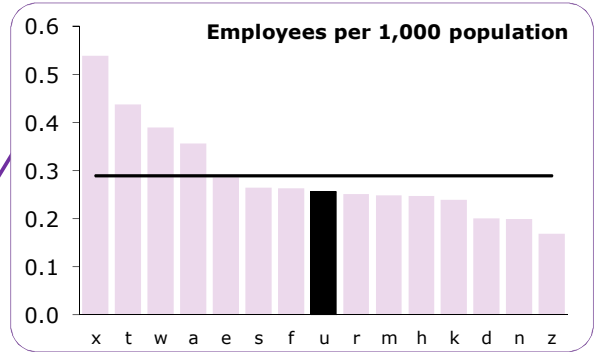
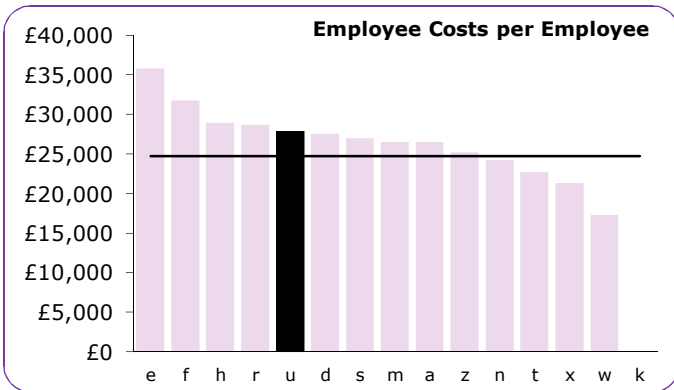


Source: CIPFA Public Library Statistics 2016 - Cells 95 to 97



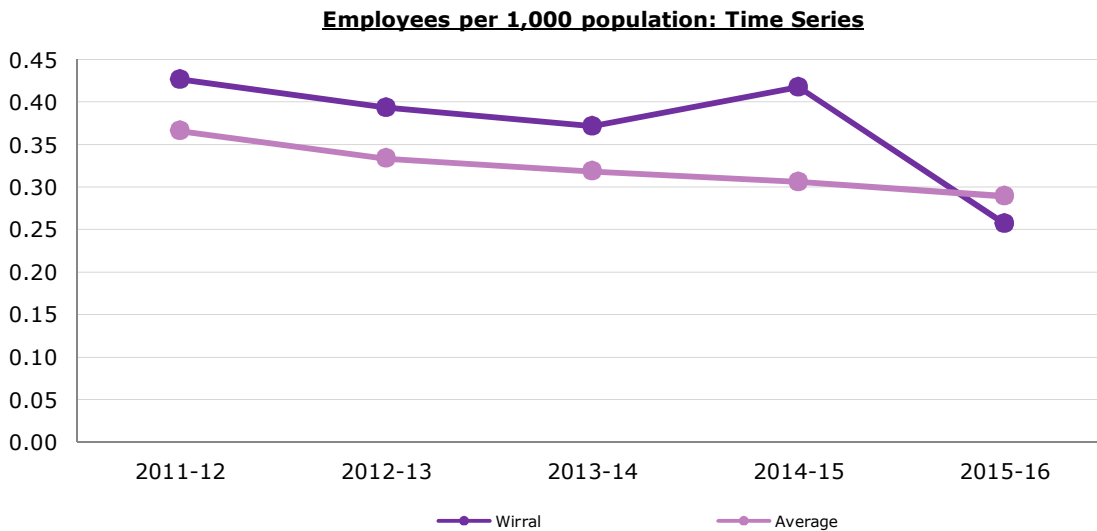
## B4: Staffing (continued)

	£	Average
Employee Costs per Employee	27,802	24,721
Employees per 1,000 population	0.26	0.29
Employee Costs per 1,000 population	7,130	7,042



Source: CIPFA Public Library Statistics 2016 -  
Cell 131 divided by Cell 97

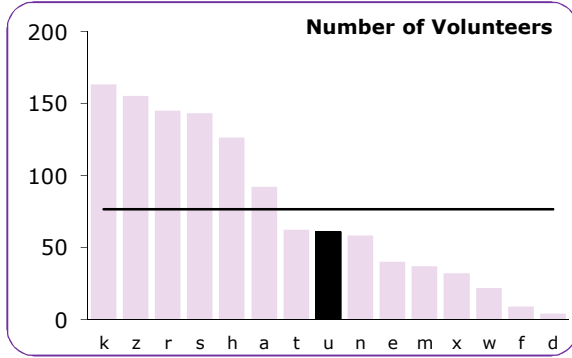
All Staff	FTE	per 1,000 pop	Average
2011-12	136.4	0.43	0.37
2012-13	125.9	0.39	0.33
2013-14	119.0	0.37	0.32
2014-15	133.9	0.42	0.31
2015-16	82.3	0.26	0.29



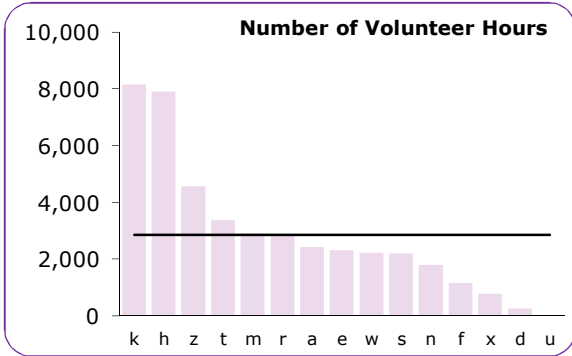
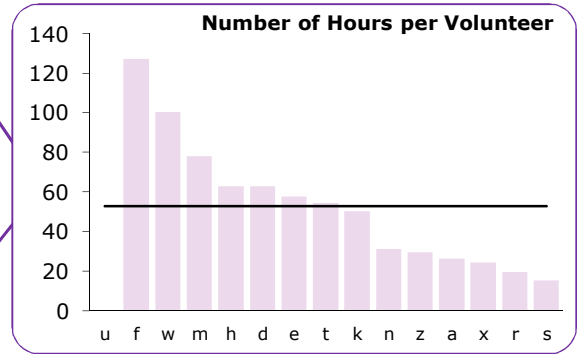
Source: CIPFA Public Library Statistics 2016 - Cell 97 and equivalent for previous years

## B5: Volunteers

2015-16 Actuals



	Number	Average
Volunteers	61	77
Volunteer Hours	0	2,848
Average Hours per Volunteer	na	52.7

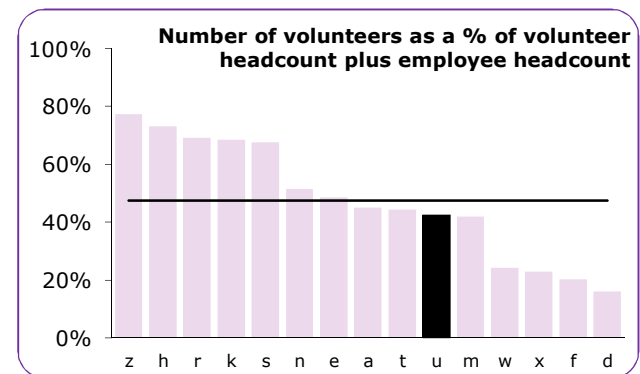
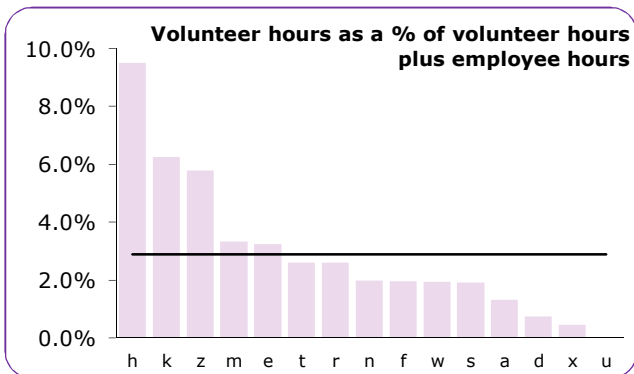


Source: CIPFA Public Library Statistics 2016 - Cells 98 & 99

- 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	0.0%	2.9%

	%	Average
Volunteers as % headcount	42.6%	47.4%

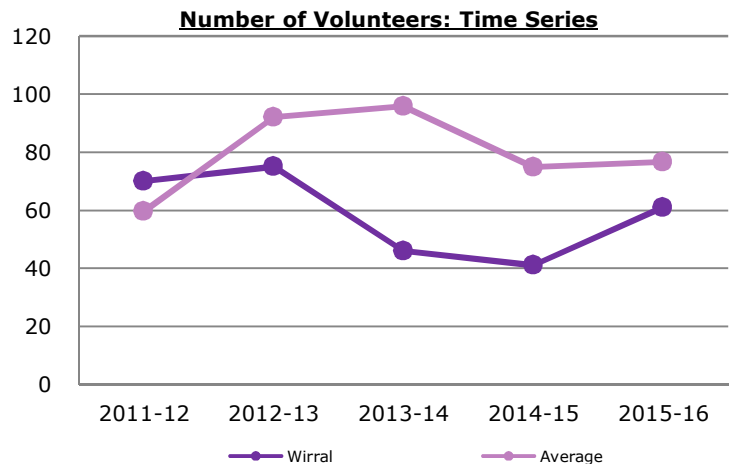


Source: CIPFA Public Library Statistics 2016 - Cells 98 & 99

Source: CIPFA Public Library Statistics 2016 - Cells 98 & 99

Volunteers	Number	Average
2011-12	70	60
2012-13	75	92
2013-14	46	96
2014-15	41	75
2015-16	61	77

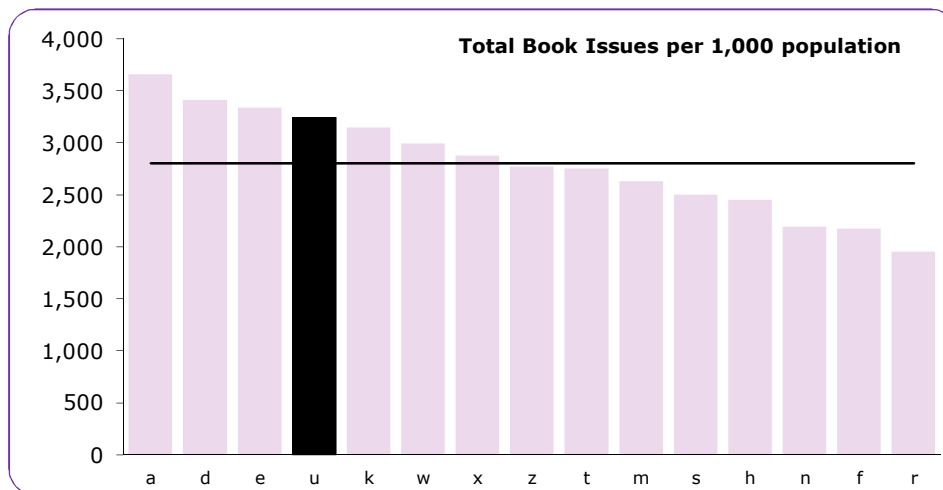
Source: CIPFA Public Library Statistics 2016 - Cell 98 and equivalent for previous years





## 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)

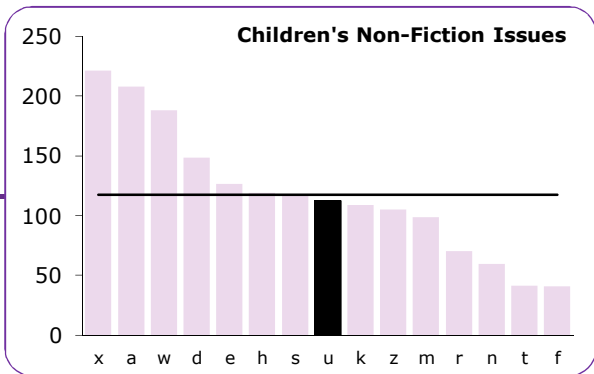
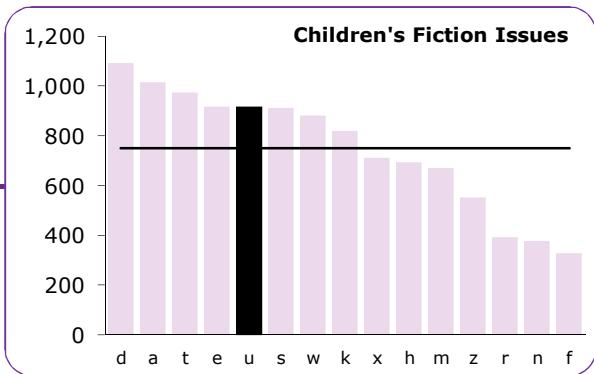
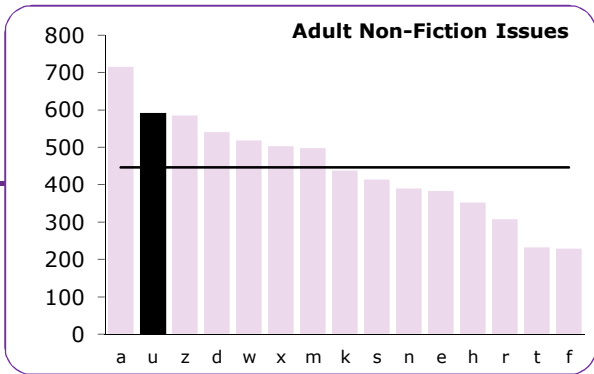
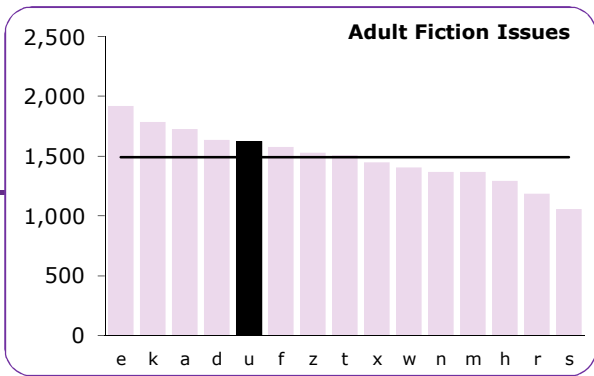
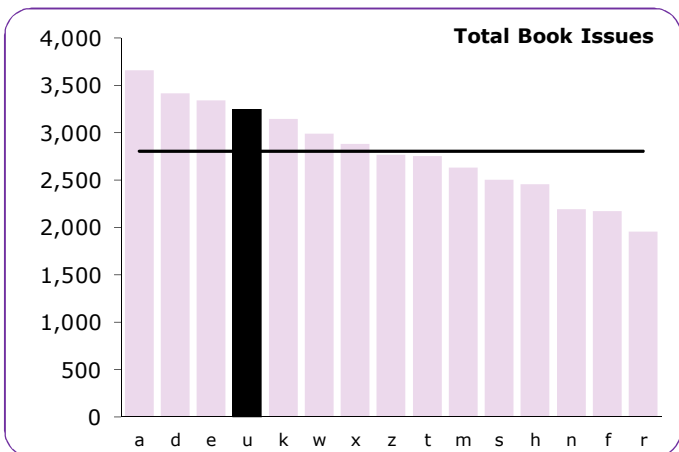
Section Contents	
<b>Page 26</b>	<b>C1: Book Issues</b> Split by children/adult and fiction/non-fiction
<b>Page 27</b>	<b>C2: Stock Turn</b> Split by children/adult and fiction/non-fiction
<b>Page 28</b>	<b>C3: Audio, Visual, Electronic &amp; Other Issues</b> Split by various categories
<b>Page 30</b>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

# C1: Book Issues

2015-16 Actuals

	Number	/1,000 pop	Average
Adult Fiction	520,438	1,622	<i>1,491</i>
Adult Non-Fiction	189,786	591	<i>445</i>
Children's Fiction	293,754	915	<i>749</i>
Children's Non-Fiction	36,016	112	<i>117</i>
<b>Total Book Issues</b>	<b>1,039,994</b>	<b>3,241</b>	<b><i>2,803</i></b>

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	50.0%	<i>53.2%</i>
	Adult Non-Fiction	18.2%	<i>15.9%</i>
	Children's Fiction	28.2%	<i>26.7%</i>
	Children's Non-Fiction	3.5%	<i>4.2%</i>

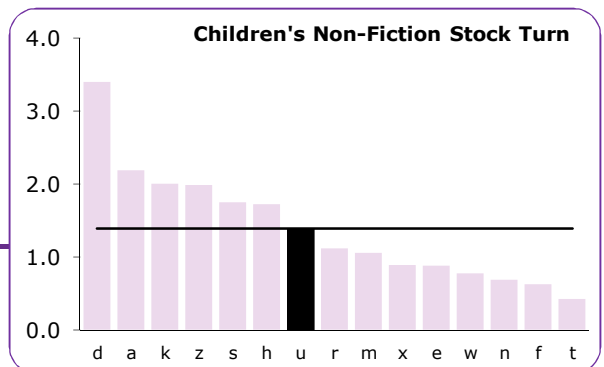
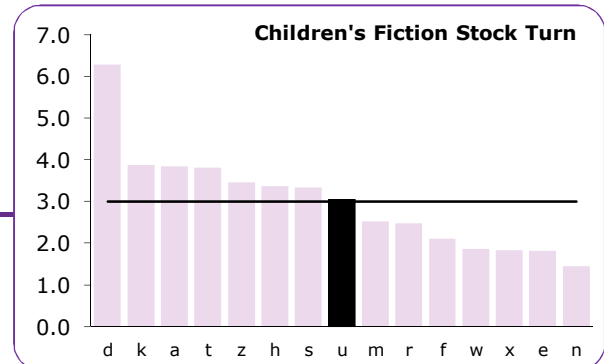
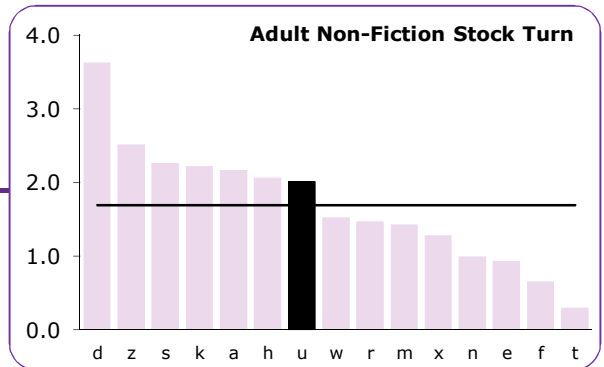
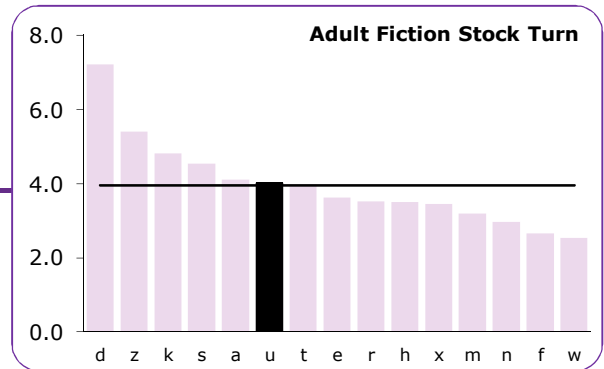
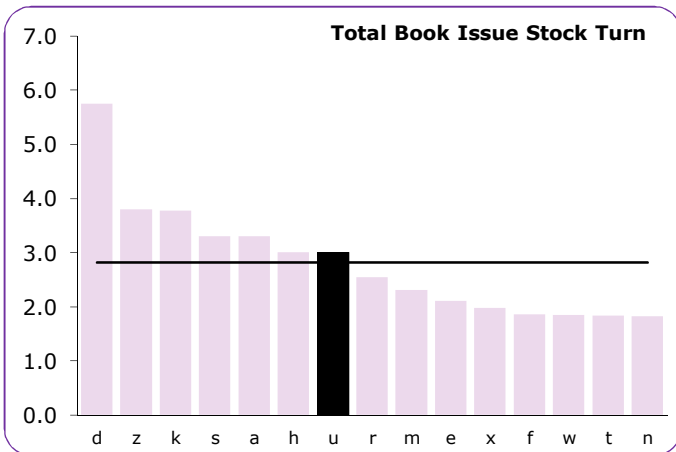
Source: CIPFA Public Library Statistics 2016 - Cells 100 to 103

## C2: Stock Turn

2015-16 Actuals

	Number	Average
Adult Fiction	4.0	4.0
Adult Non-Fiction	2.0	1.7
Children's Fiction	3.1	3.0
Children's Non-Fiction	1.4	1.4
<b>Total Book Issues</b>	<b>3.0</b>	<b>2.8</b>

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



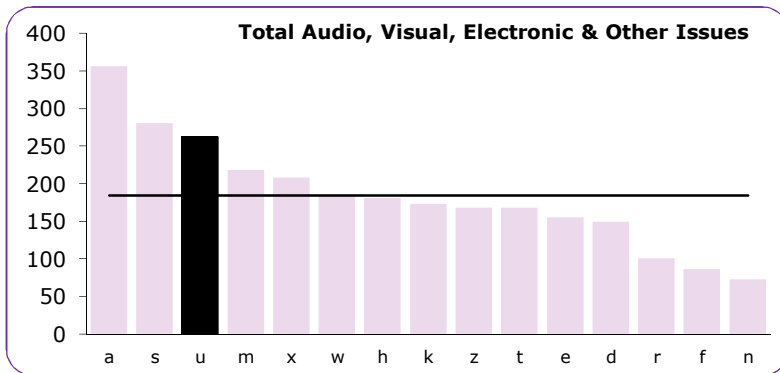
Source: CIPFA Public Library Statistics 2016 - Cells 100 to 104 divided by Cells 58 to 62 respectively

### C3: Audio, Visual, Electronic & Other Issues

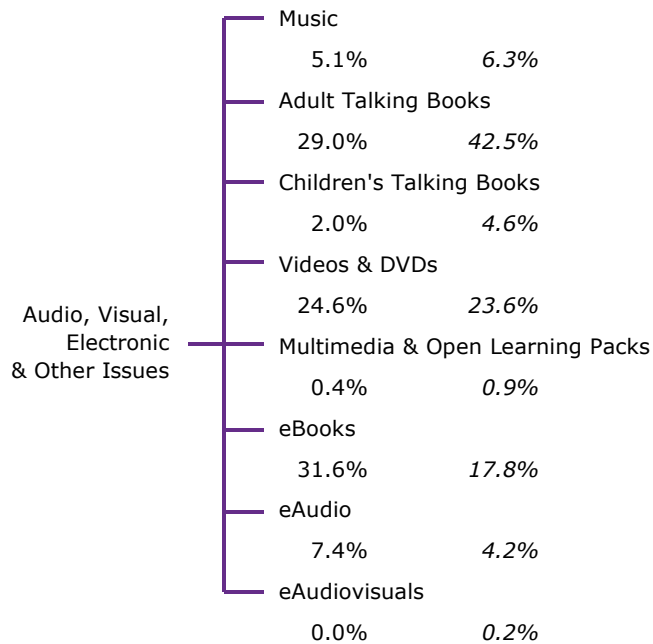
2015-16 Actuals

	Number	/1,000 pop	Avg
<b>Sound Recordings</b>			
Music	4,266	13.3	<i>11.6</i>
Adult Talking Books	24,443	76.2	<i>78.1</i>
Children's Talking Books	1,665	5.2	<i>8.4</i>
Video & DVDs	20,704	64.5	<i>43.4</i>
Multimedia & Open Learning Packs	311	1.0	<i>1.7</i>
<b>Electronic Products</b>			
eBooks	26,570	82.8	<i>32.7</i>
eAudio	6,240	19.4	<i>7.7</i>
eAudiovisuals	0	0.0	<i>0.3</i>
<b>Total Audio Visual Issues</b>	<b>84,199</b>	<b>262.4</b>	<b>183.9</b>

graph shown per 1,000 population



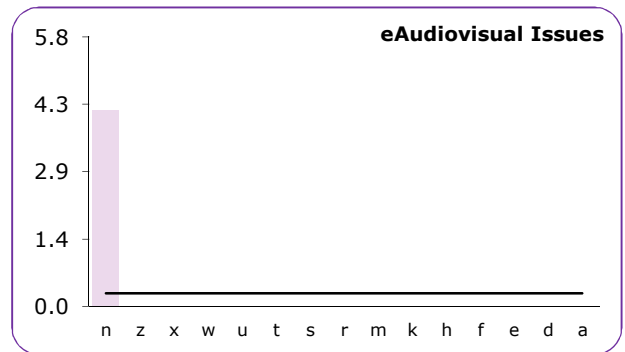
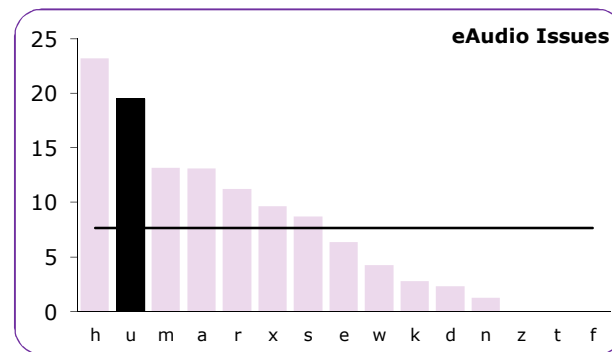
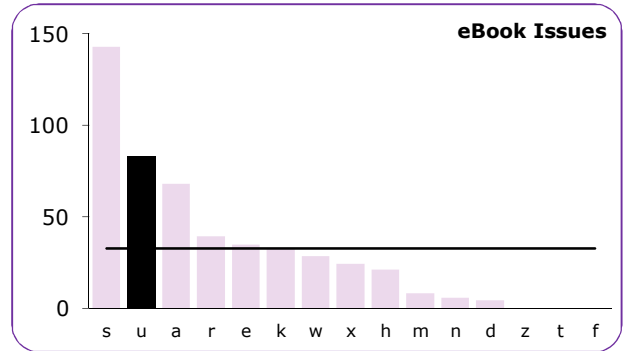
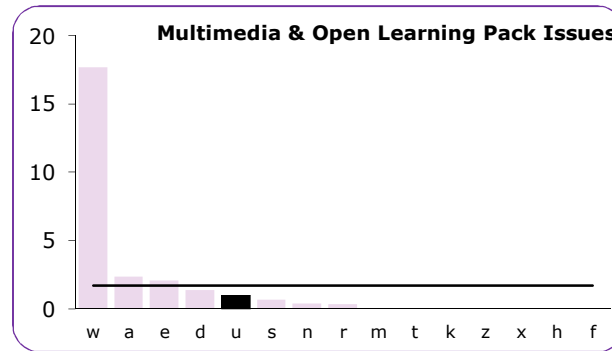
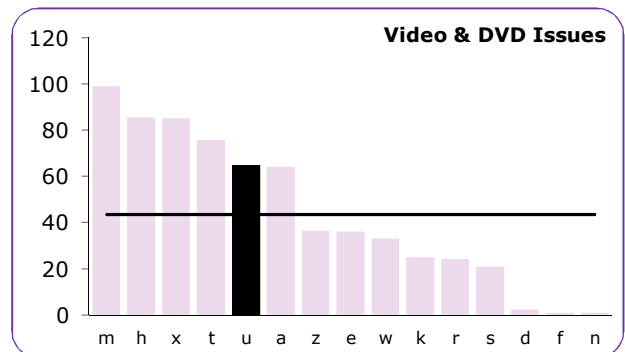
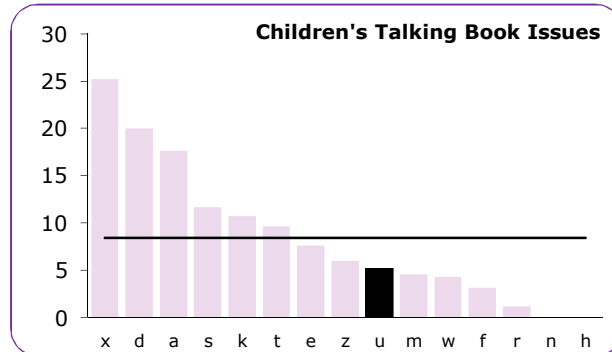
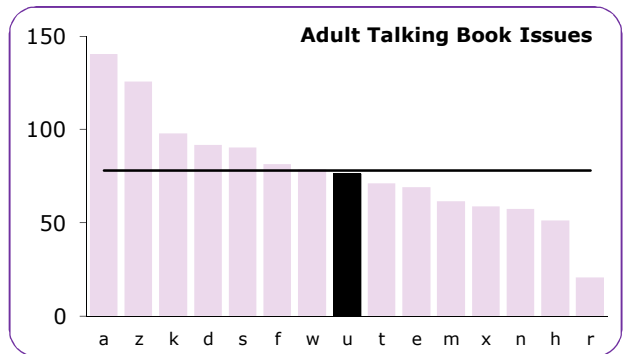
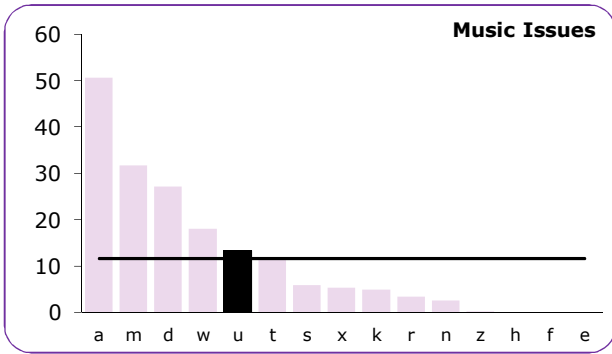
This tree diagram analyses Audio, Visual, Electronic & Other Issues.  
Your authority's value is followed by the average value in italics.



Source: CIPFA Public Library Statistics 2016 - Cells 105 to 113

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

graphs shown per 1,000 population



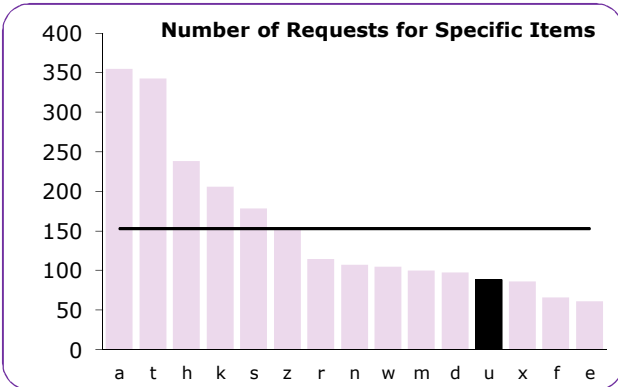
Source: CIPFA Public Library Statistics 2016 - Cells 105 to 113

## C4: Request Service

2015-16 Actuals

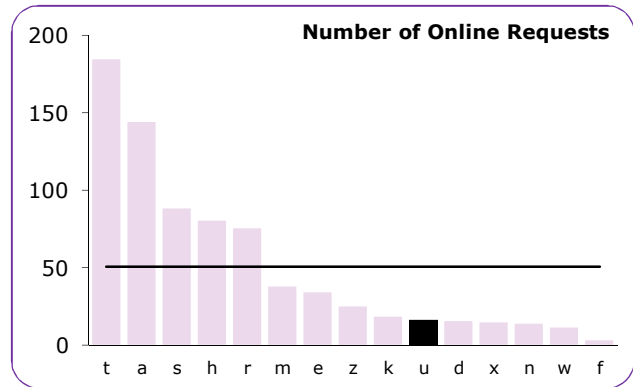
	Number	per 1,000 pop	Average
Requests	28,315	88	153

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cell 114

	Number	per 1,000 pop	Average
Online Requests	5,117	16	51



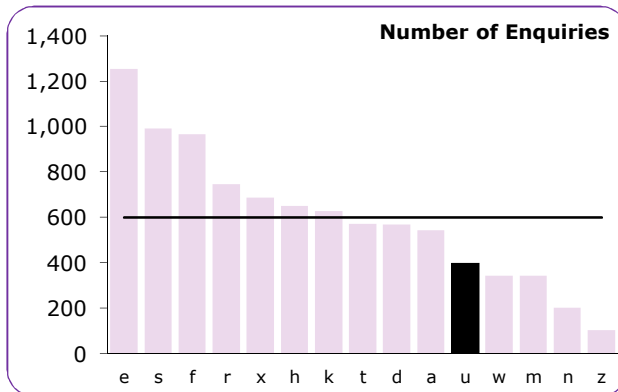
Source: CIPFA Public Library Statistics 2016 - Cell 115

## C5: Enquiries

2015-16 Actuals

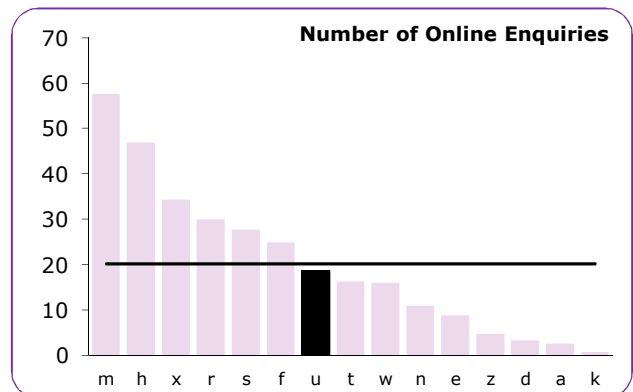
	Number	per 1,000 pop	Average
Enquiries	127,801	398	598

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cell 119

	Number	per 1,000 pop	Average
Online Enquiries	5,952	18.5	20.2



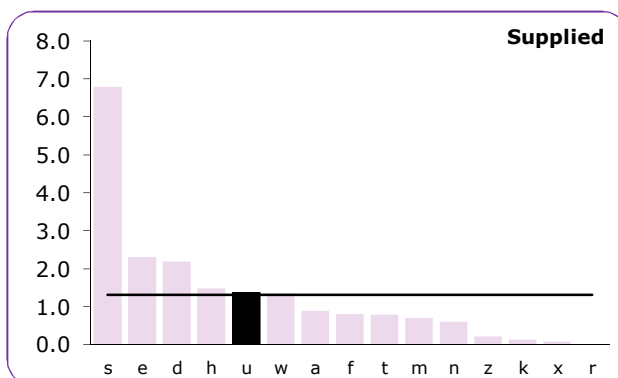
Source: CIPFA Public Library Statistics 2016 - Cell 120

## C6: Inter-Library Loans

2015-16 Actuals

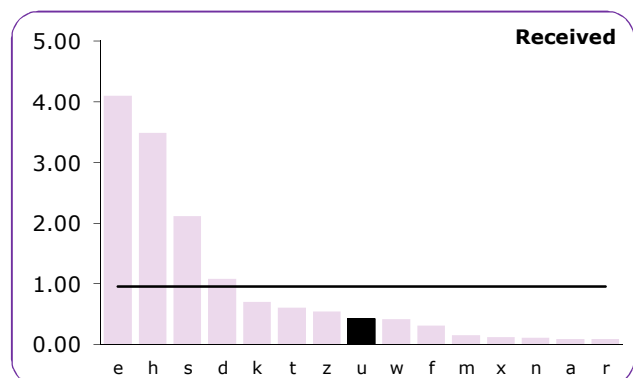
	Number	per 1,000 pop	Average
Loans Supplied	438	1.4	1.3

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cell 129

	Number	per 1,000 pop	Average
Loans Received	136	0.42	0.95



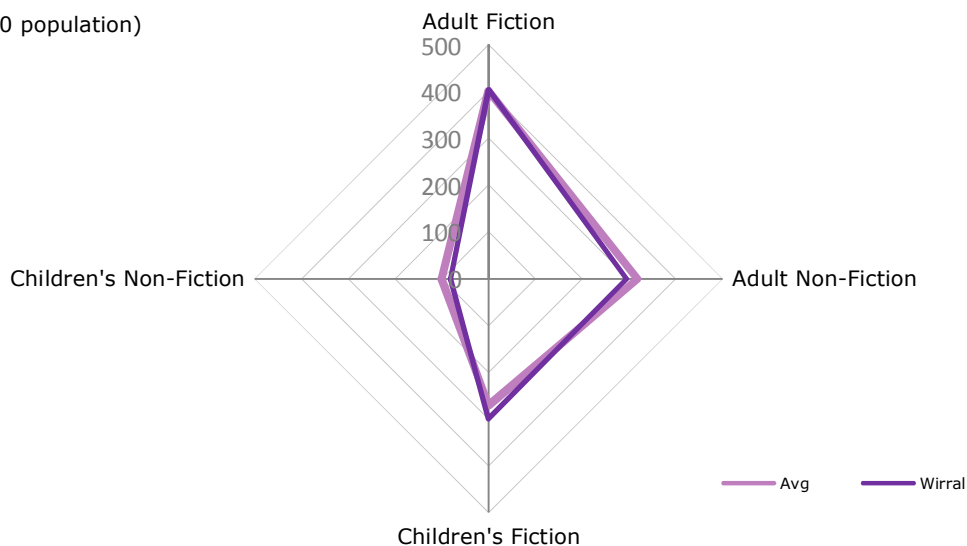
Source: CIPFA Public Library Statistics 2016 - Cell 130

## 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 2016**

(Stock per 1,000 population)



(See page 32 for details)

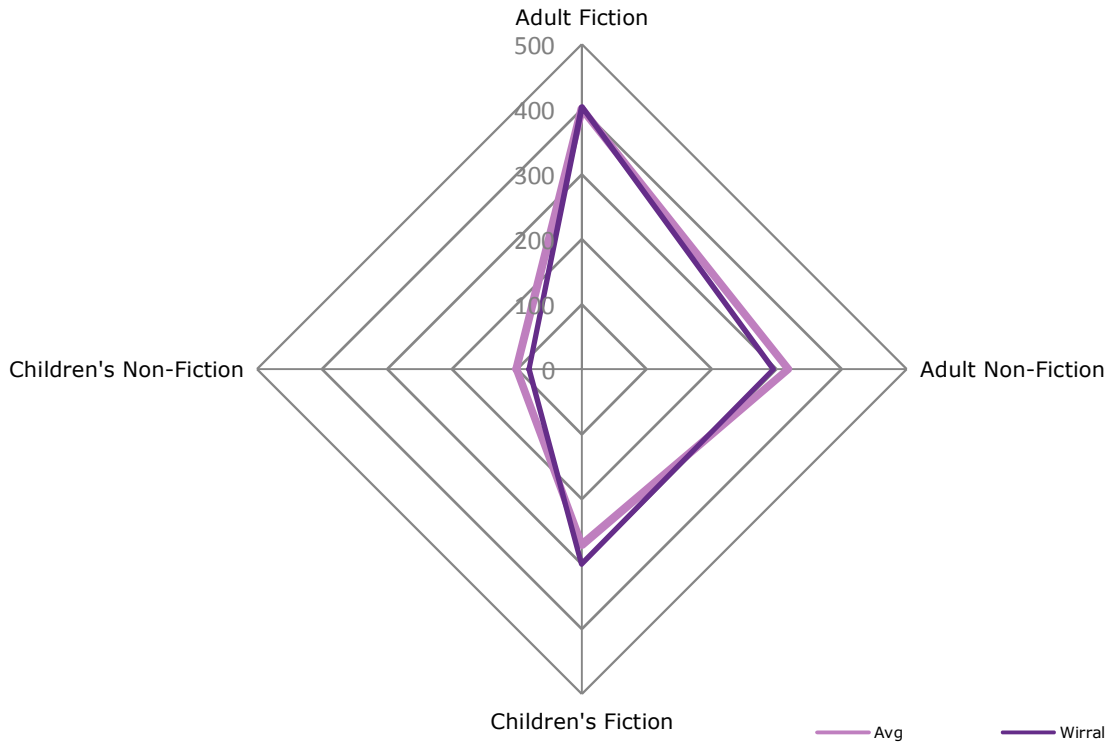
### Section Contents

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

# D1: Book Stock

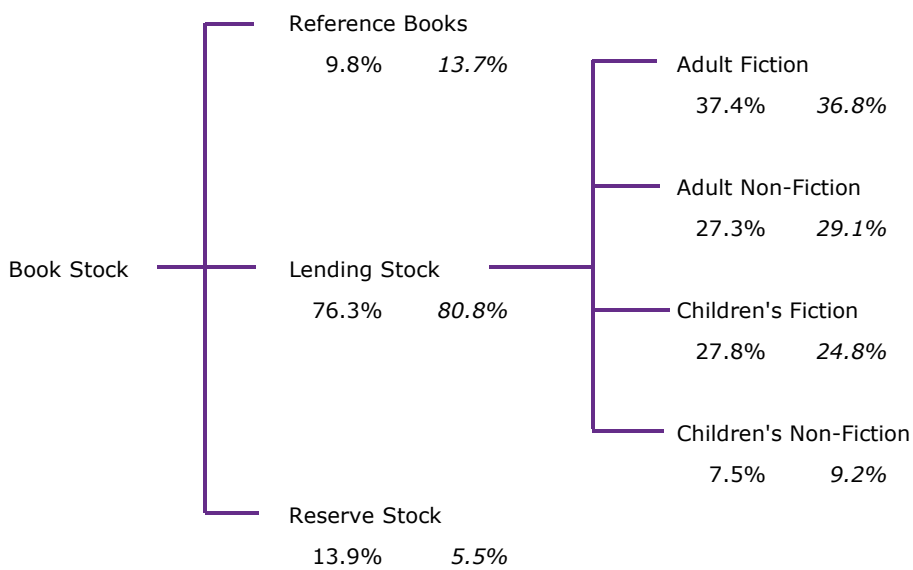
## Summary

### Book Stock at 31 March 2016



- 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 2016 - Cells 57 to 64

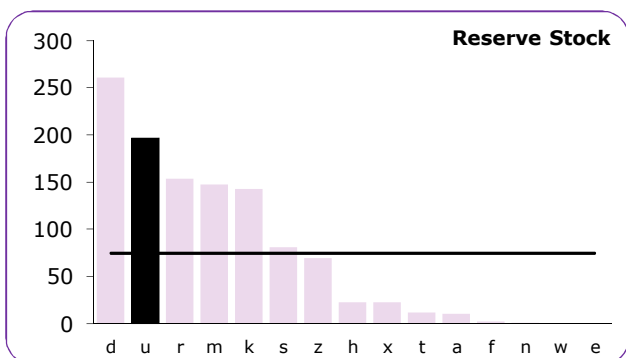
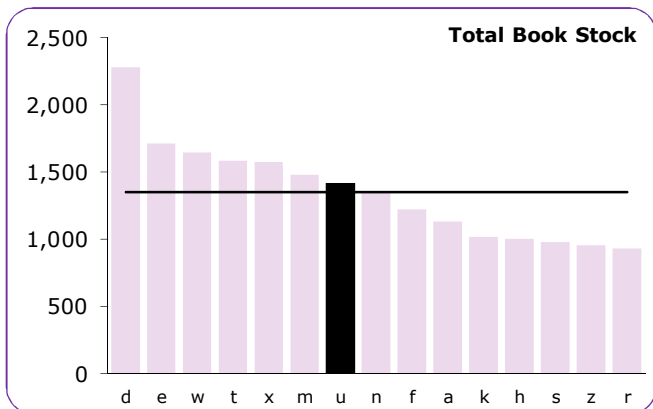
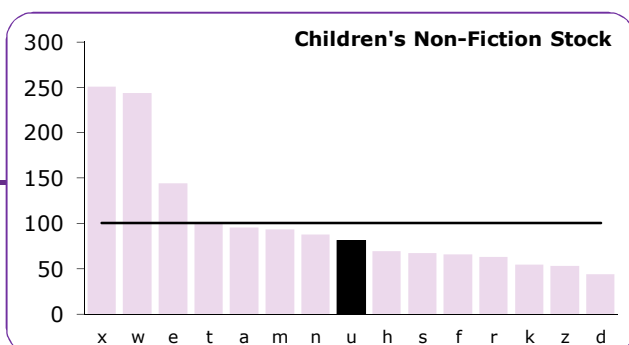
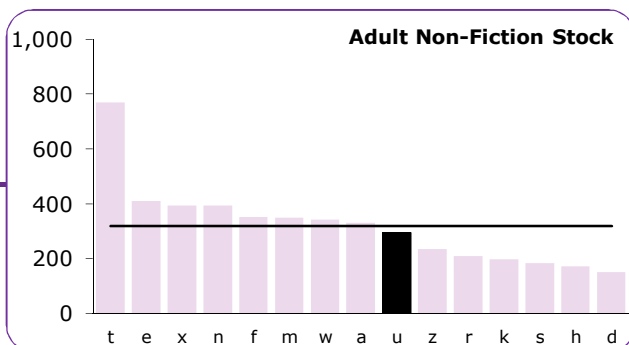
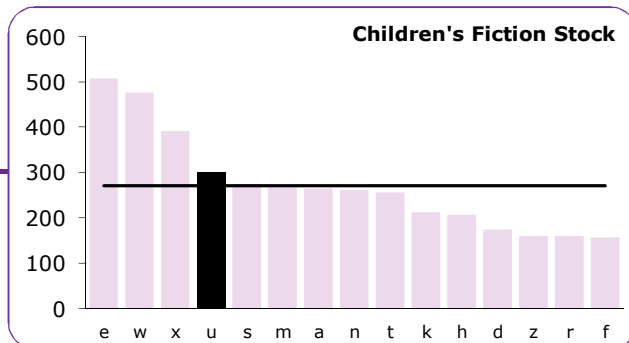
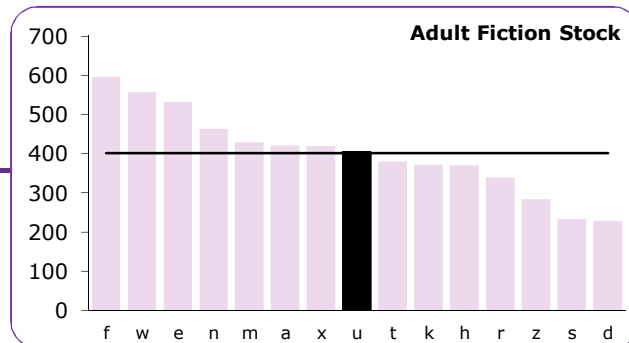
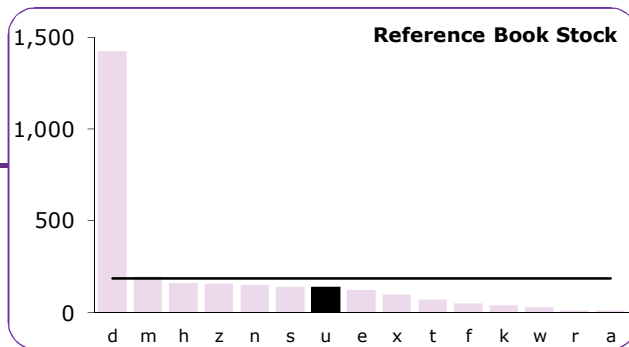


# D1: Book Stock (continued)

at 31 March 2016

	No.	/1,000 pop	Avg
Reference Books	44,424	138	185
<b>Lending Stock</b>			
Adult Fiction	129,634	404	401
Adult Non-Fiction	94,653	295	318
Children's Fiction	96,306	300	271
Children's Non-Fiction	26,092	81	101
Reserve Stock	63,054	196	75
<b>Total Book Stock</b>	<b>454,163</b>	<b>1,415</b>	<b>1,349</b>

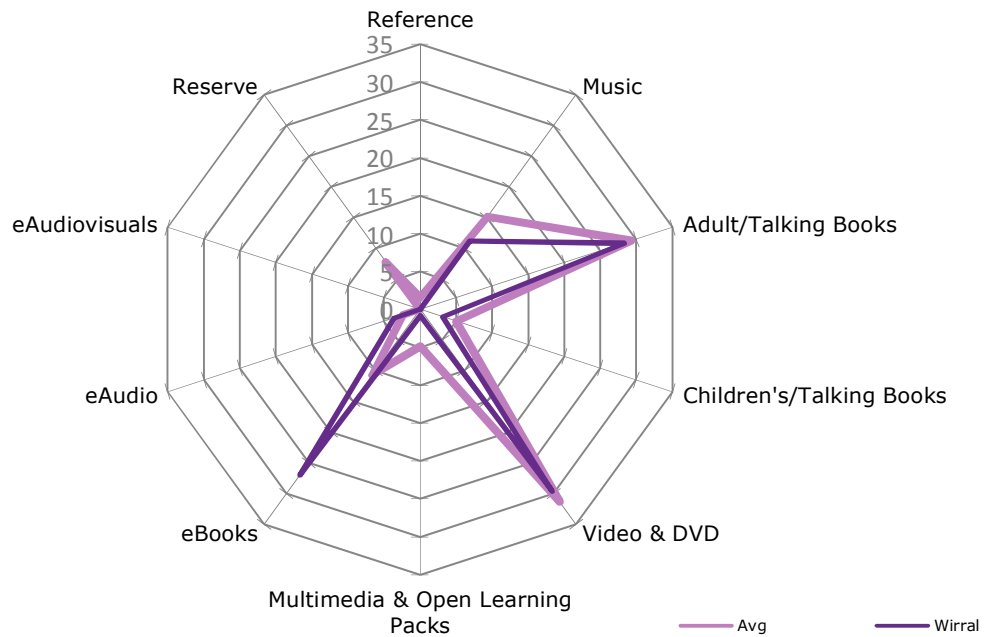
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cells 57 to 64

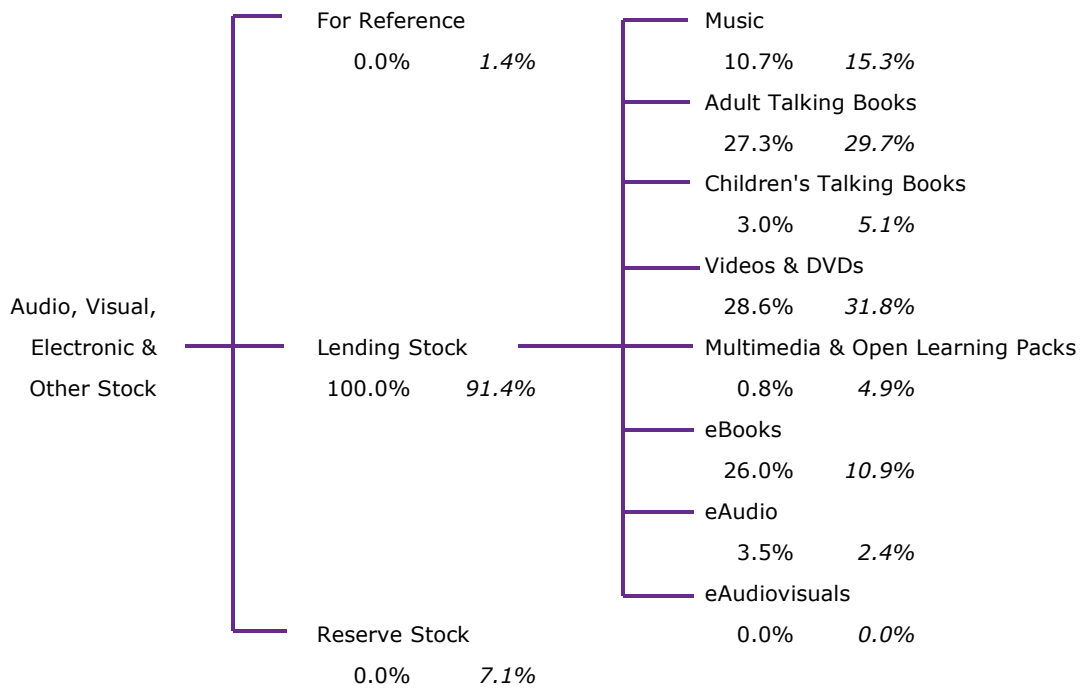
## D2: Audio, Visual, Electronic & Other Stock

**Stock at 31 March 2016**



- 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.



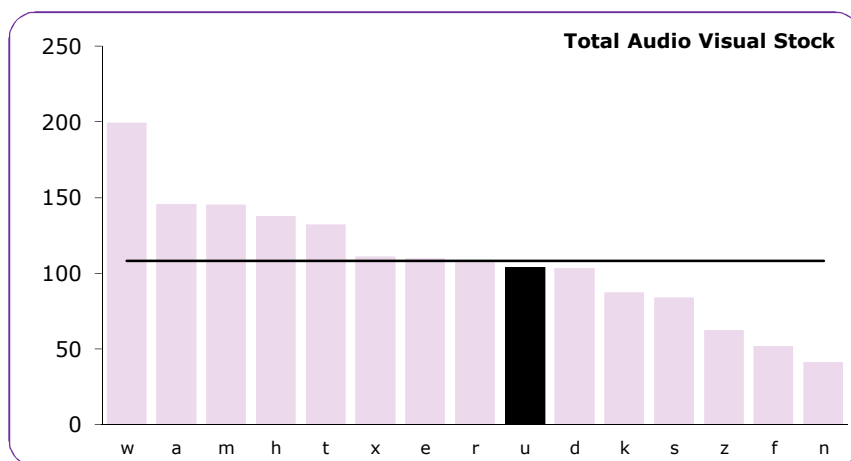
Source: CIPFA Public Library Statistics 2016 - Cells 72 to 83

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

at 31 March 2016

	Number	per 1,000 pop	Avg
For Reference	0	0.0	1.5
<b>Lending Stock</b>			
Sound - Music	3,574	11.1	15.1
Sound - Adult Talking Books	9,092	28.3	29.3
Sound - Children's Talking Books	1,010	3.1	5.0
Video & DVDs	9,513	29.6	31.4
Multimedia & Open Learning Packs	257	0.8	4.9
Electronic - eBooks	8,656	27.0	10.7
Electronic - eAudio	1,148	3.6	2.3
Electronic - eAudiovisuals	0	0.0	0.0
Reserve Stock	0	0.0	7.7
<b>Total Audio Visual Stock</b>	<b>33,250</b>	<b>103.6</b>	<b>109.6</b>

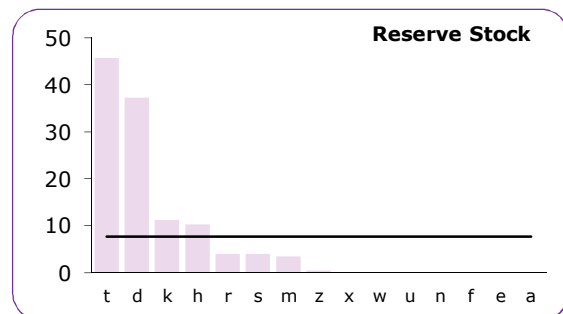
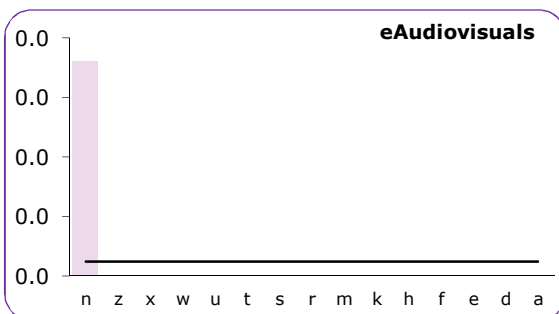
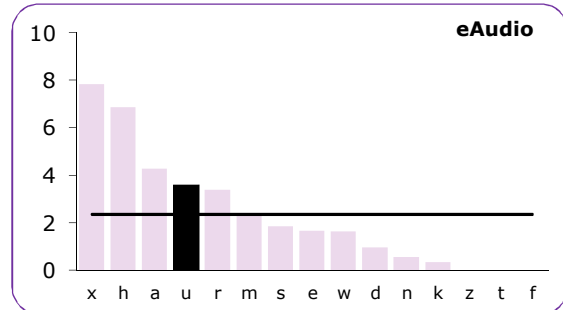
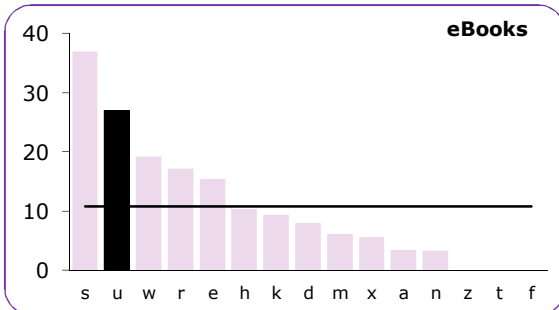
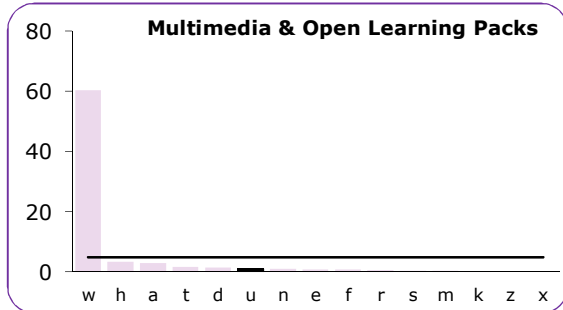
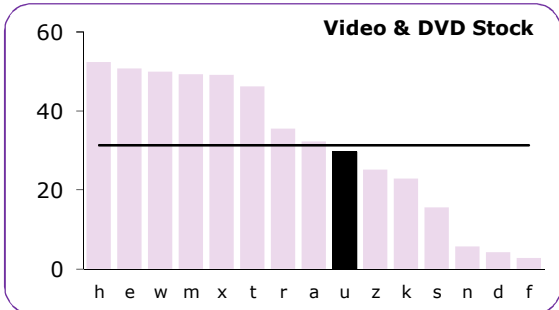
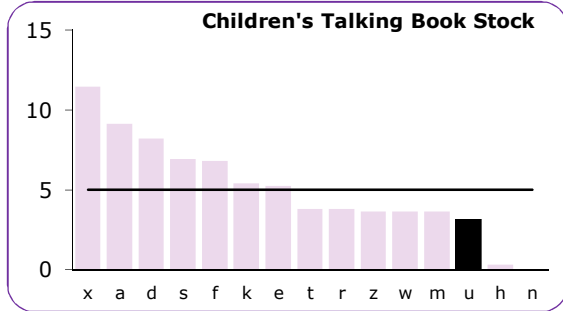
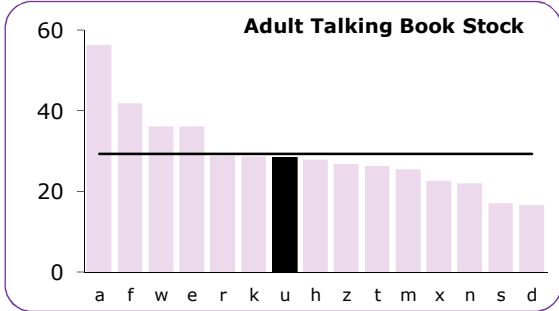
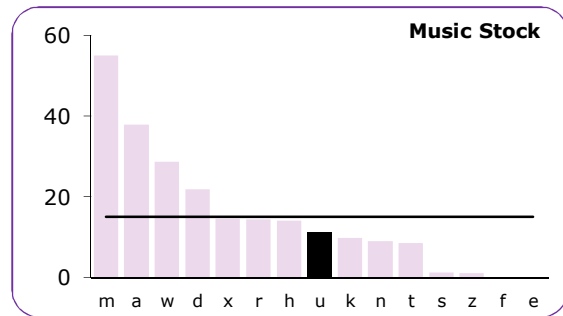
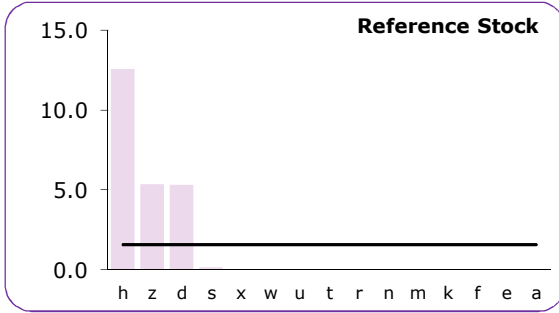
graph shown per 1,000 population



Source: CIPFA Public Library Statistics 2016 - Cells 72 to 83

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

graphs shown per 1,000 population



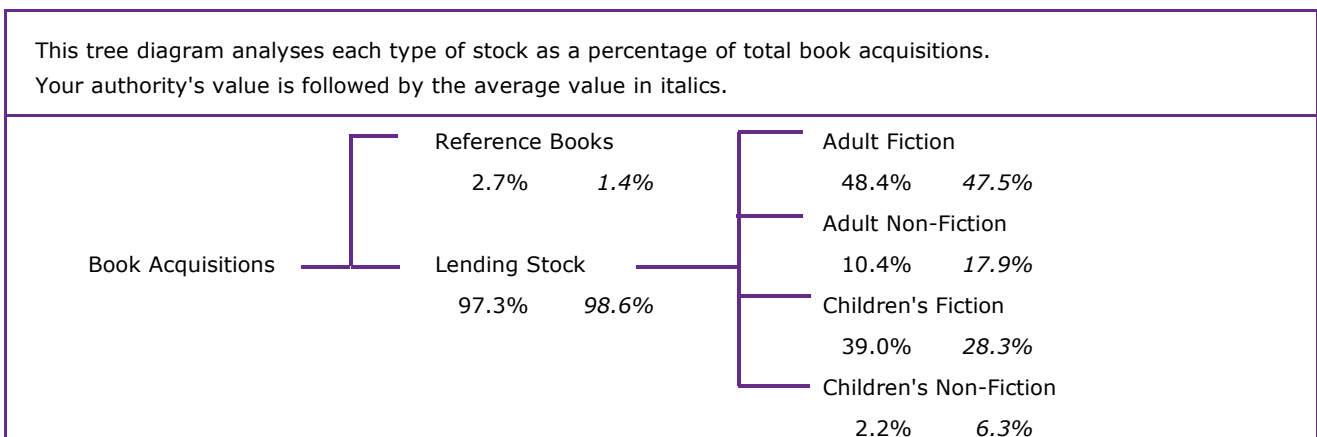
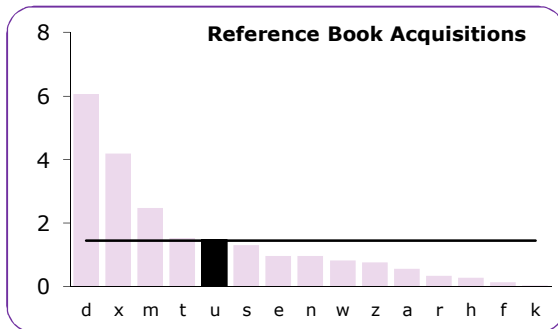
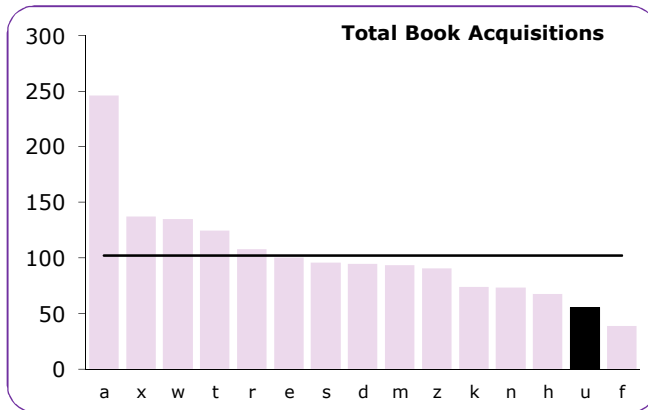
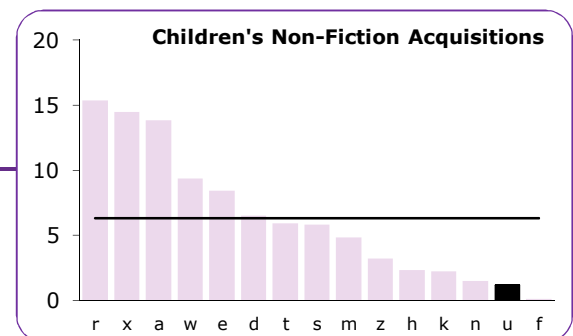
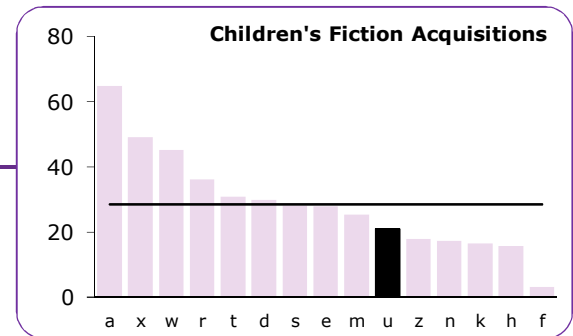
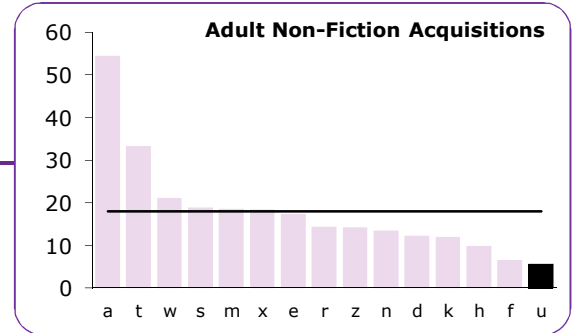
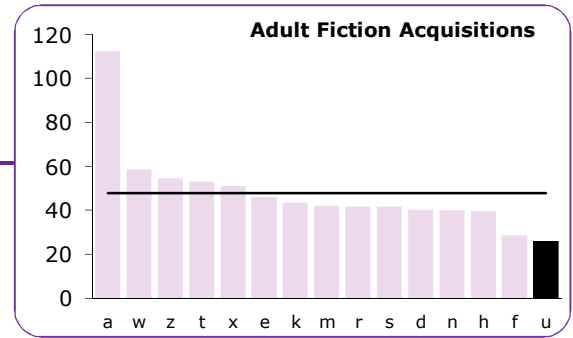
Source: CIPFA Public Library Statistics 2016 - Cells 72 to 83

### D3: Book Acquisitions

2015-16 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	<i>Average</i>
Reference Books	475	1.5	<i>1.5</i>
<b>Lending Stock</b>			
Adult Fiction	8,325	25.9	<i>47.8</i>
Adult Non-Fiction	1,785	5.6	<i>18.0</i>
Children's Fiction	6,701	20.9	<i>28.4</i>
Children's Non-Fiction	378	1.2	<i>6.3</i>
<b>Total Book Acquisitions</b>	<b>17,664</b>	<b>55.0</b>	<b><i>102.0</i></b>



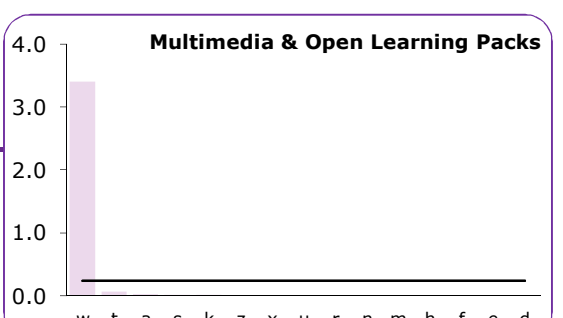
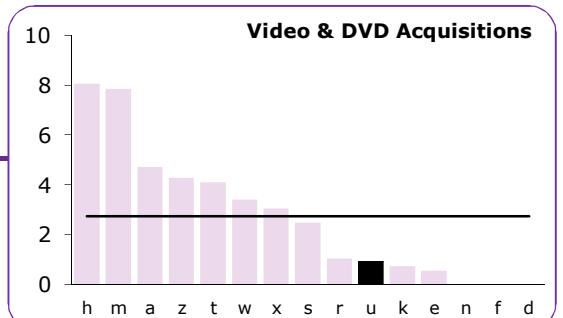
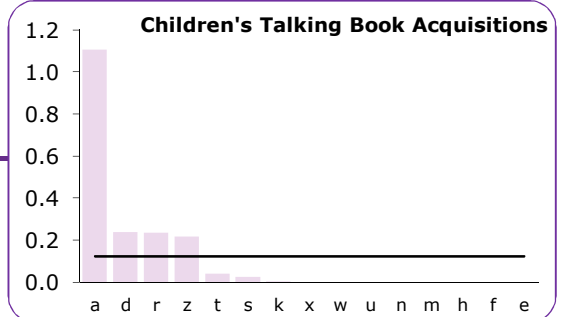
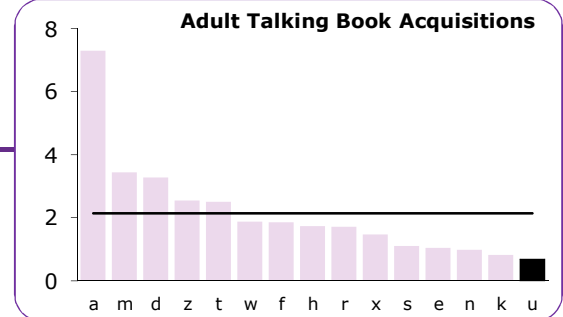
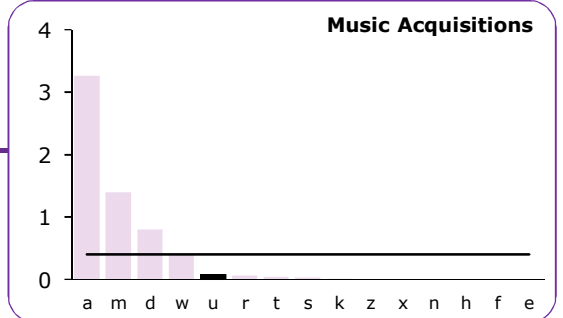
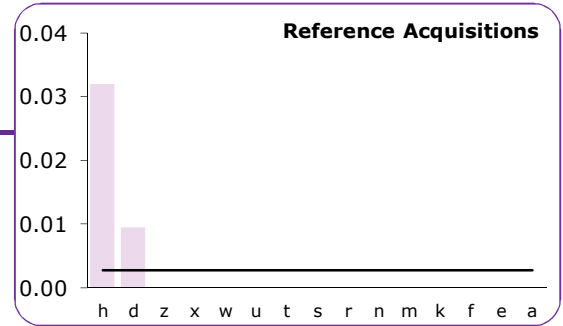
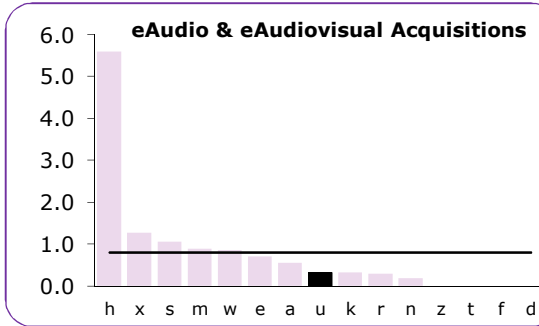
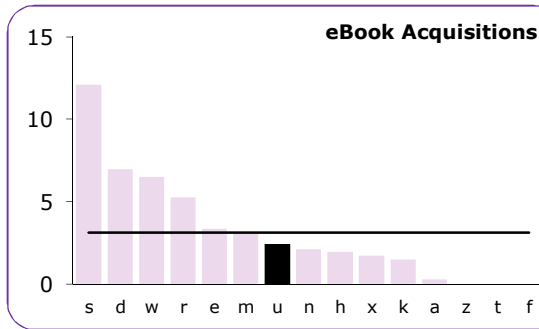
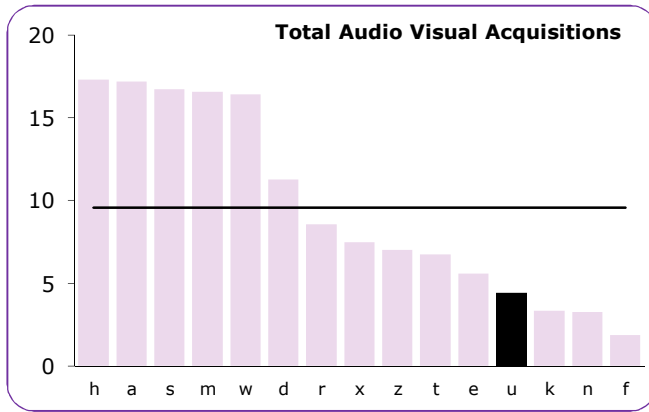
Source: CIPFA Public Library Statistics 2016 - Cells 65 to 71

## D4: Audio, Visual, Electronic & Other Acquisitions

2015-16 Actuals

graphs shown per 1,000 population

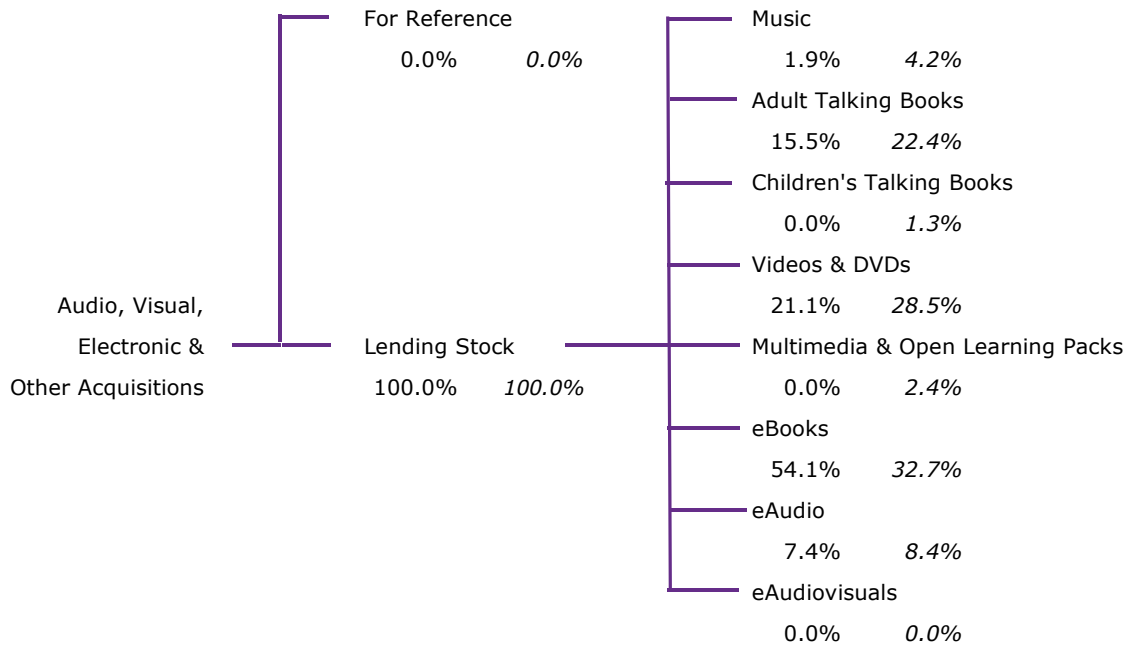
	Number	per 1,000 pop	Avg
For Reference	0	0.0	0.0
<b>Lending Stock</b>			
Sound - Music	27	0.1	0.4
Sound - Adult Talking Books	219	0.7	2.1
Sound - Children's Talking Books	0	0.0	0.1
Video & DVDs	298	0.9	2.7
Multimedia & Open Learning Packs	0	0.0	0.2
eBooks	765	2.4	3.1
eAudio	105	0.3	0.8
eAudiovisuals	0	0.0	0.0
<b>Total Audio Visual Acquisitions</b>	<b>1,414</b>	<b>4.4</b>	<b>9.6</b>



Source: CIPFA Public Library Statistics 2016 - 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 2016 - Cells 84 to 93

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

Acquisitions	Number	per 1,000 pop	Average
2011-12	52,226	163	147
2012-13	29,002	91	139
2013-14	76,919	240	244
2014-15	32,939	103	128
2015-16	19,078	59	114

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

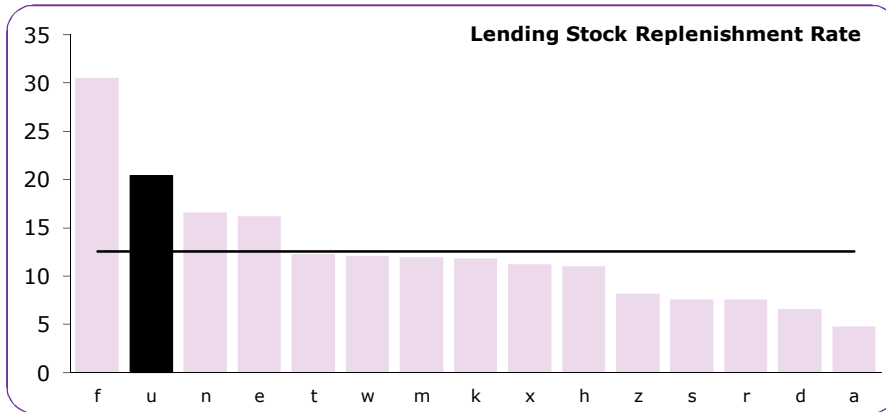


Source: CIPFA Public Library Statistics 2016 - Cells 71 & 94

## D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	20.4	12.6

- Time taken in years to replenish the lending stock on open access or available on loan at 2015-16 rate.

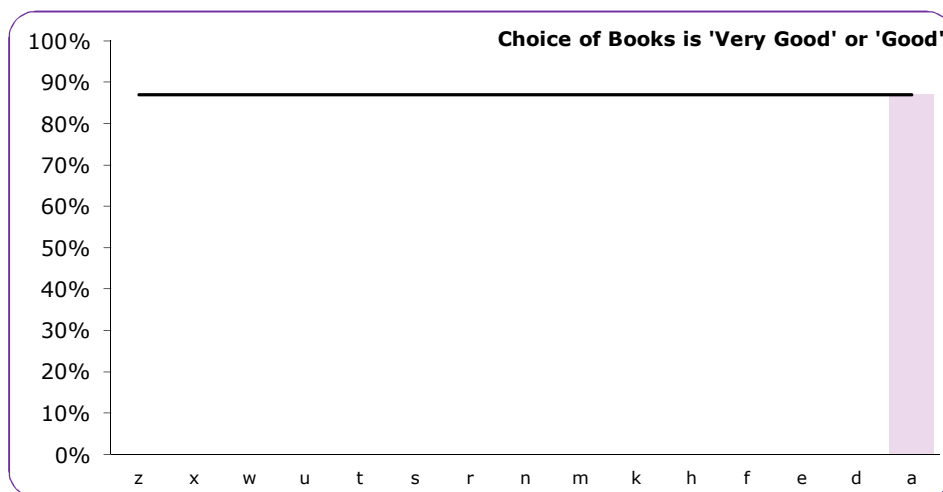


Source: CIPFA Public Library Statistics 2016 - (Cell 62 + Cell 81) / (Cell 70 + Cell 93)



## 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 latest PLUS surveys\*.



(See page 43 for details)

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

\*Public Library Users Survey (PLUS)

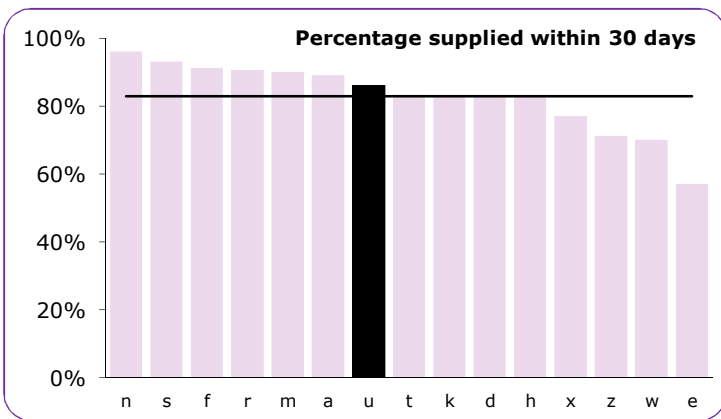
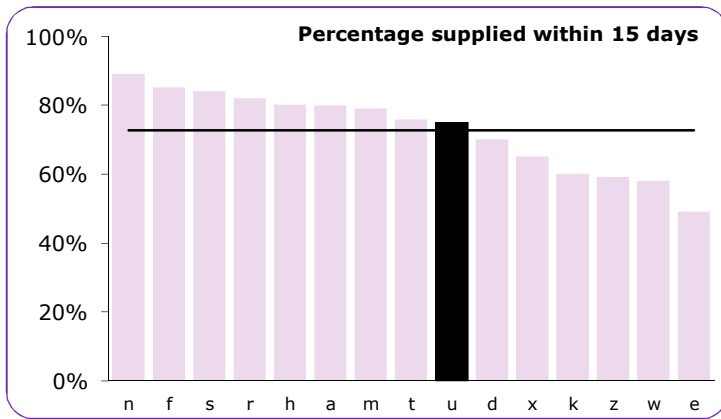
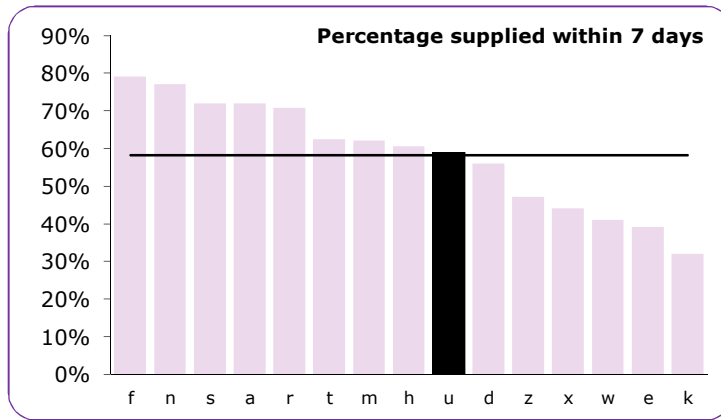
This PLUS data is the feedback from the individuals who makes use of library services. It contains the views of children, young people and adults from diverse neighbourhoods who have been surveyed on a variety of topics including books, homework and computers. Examples of the way the PLUS data is used 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](mailto:research@cipfa.org)

## E1: Requests

2015-16 Actuals

Percentage Supplied	Authority	Average
within 7 days	59%	58%
within 15 days	75%	73%
within 30 days	86%	83%

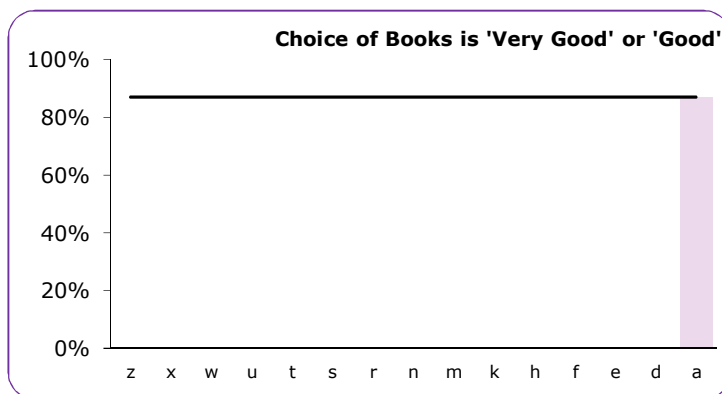
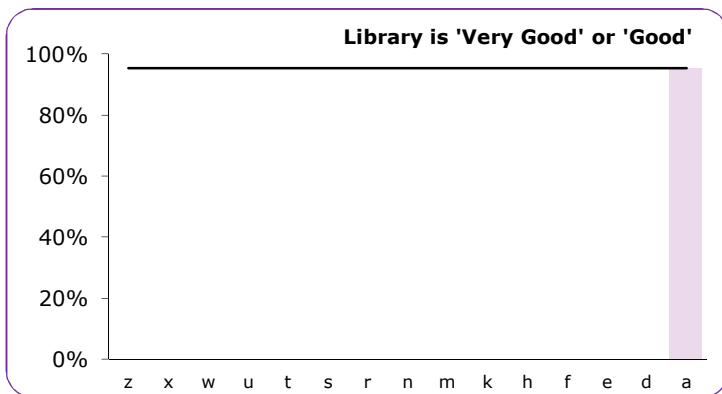
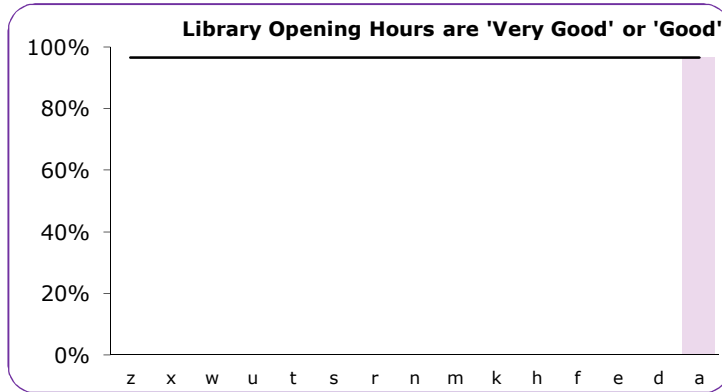


Source: CIPFA Public Library Statistics 2016 - Cells 116 to 118

## E2: Public Library User Survey (PLUS)

Over 16

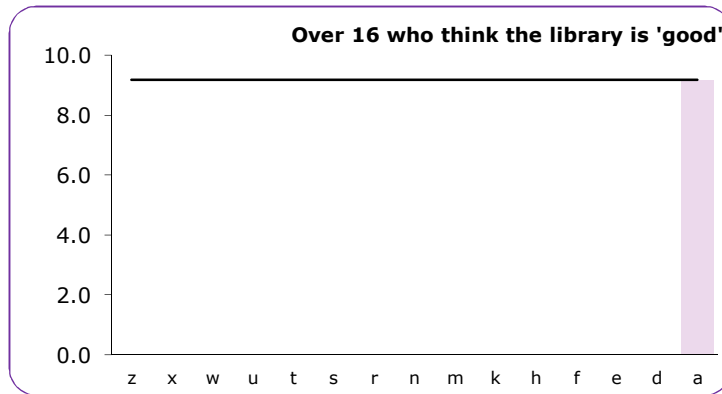
Survey Year: 2015-16	Authority	Average
Proportion who view their library opening hours as 'very good' or 'good'	na	97%
Proportion who view their library as 'very good' or 'good'	na	95%
Proportion who find the choice of books as 'very good' or 'good'	na	87%



### E3: Public Library User Survey (PLUS)

Under 16

Survey Year:	2013-14	Authority	Average
Who think the library is 'good' (average score out of 10)		..	9.2



# 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 simply 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 an 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 naturally 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 significantly 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.

Mathematically 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 describe 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.

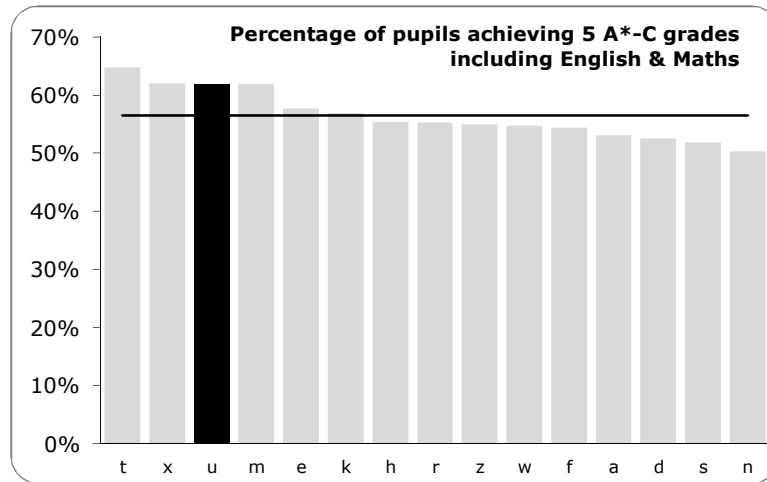




# APPENDIX 2 - Background Information

## Educational Attainment

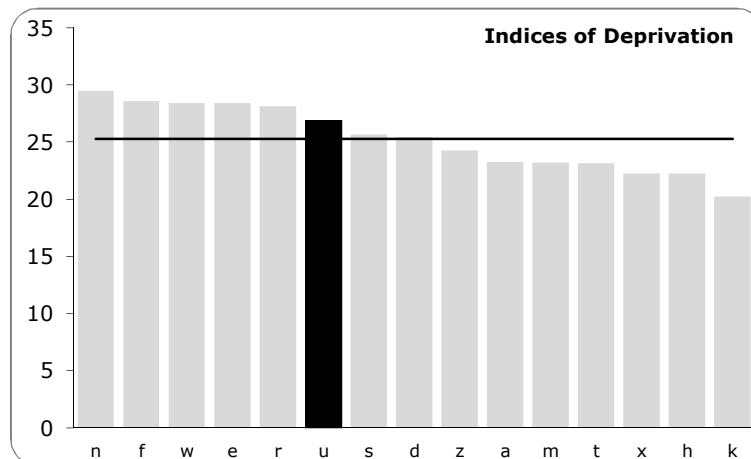
		Average
Educational Attainment	61.8%	56.5%



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

## Deprivation

		Average
Index of Deprivation	26.8	25.3

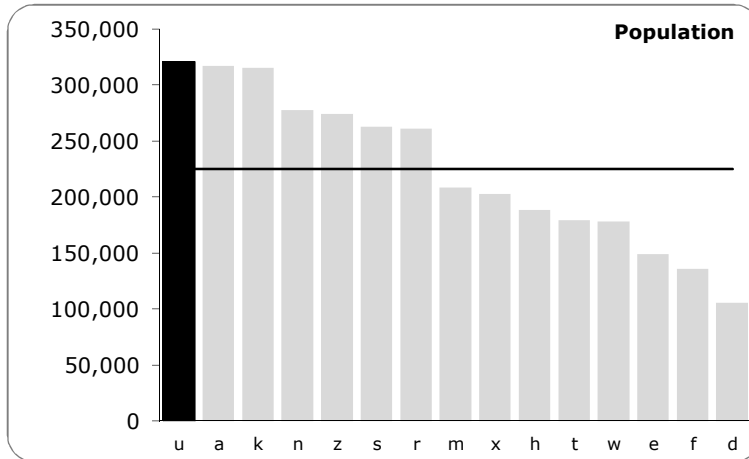


- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010

## Population

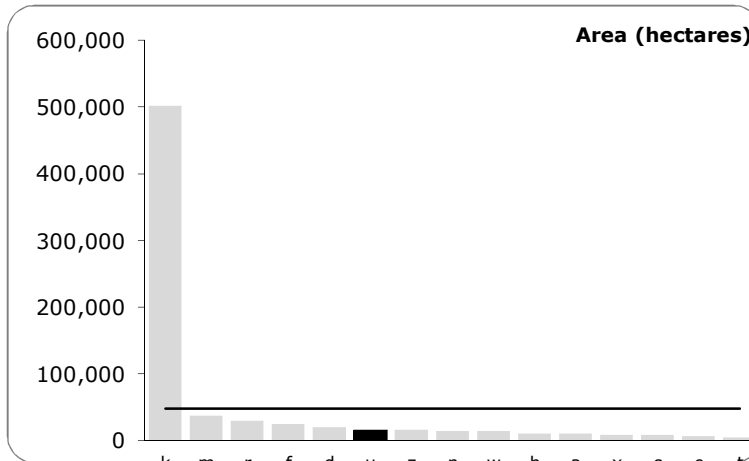
		Average
Population	320,900	224,773



Source: ONS Mid 2015 Population Estimates

## Area

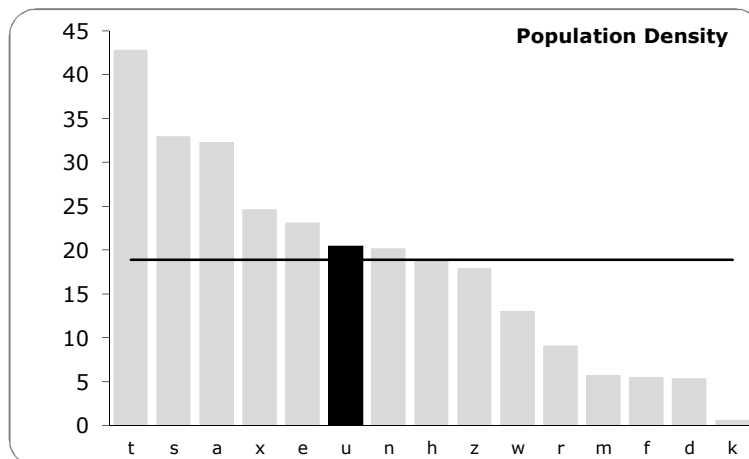
		Average
Area (hectares)	15,705	47,708



Source: ONS Area 2015

## Population Density

		Median
Population Density	20.4	18.9



## APPENDIX 3 - Financial Information

### For Metropolitan Borough of Wirral Financial Information 2015-16 (Actuals)

Revenue Expenditure	£	per 1,000 pop	Average
<b>Employees</b>	2,288,069	7,130	7,042
<b>Premises</b>	762,311	2,376	2,063
<b>Supplies &amp; Services</b>			
Books & Pamphlets			
- Reference	5,904	18	33
- Adult Fiction	75,799	236	354
- Adult Non-Fiction	16,447	51	166
- Children's Fiction	31,681	99	123
- Children's Non-Fiction	2,275	7	38
Newspapers, Periodicals & Magazines	24,381	76	70
Sound Recordings <sup>1</sup>	10,944	34	88
DVDs, CD-ROMs, Software & Multimedia <sup>2</sup>	5,853	18	73
Electronic & Online Products <sup>3</sup>	57,004	178	156
Other Acquisitions	6,930	22	53
Bookbinding	1,124	4	4
<b>Total Materials</b>	238,342	743	1,158
Computing Costs	206,925	645	568
Other Supplies & Services	110,411	344	849
<b>Transport</b>	25,035	78	106
<b>Third Party Payments</b>	11,528	36	1,112
<b>Support Service Costs</b>	671,705	2,093	2,277
<b>Total Revenue Expenditure</b>	4,314,326	13,444	15,176

Revenue Income	£	per 1,000 pop	Average
Overdue Charges	(46,980)	(146)	(102)
Reservation Fees	(7,447)	(23)	(9)
Lettings	(13,619)	(42)	(81)
Hire of Audio & Visual Materials	(21,909)	(68)	(63)
Electronic Revenue	(41,413)	(129)	(22)
Specific Grants	(94,909)	(296)	(250)
Provision of Library Services to other Local Authorities	0	0	(106)
Miscellaneous - receipts from the public	(47,737)	(149)	(240)
Miscellaneous - corporate income	(2,788)	(9)	(217)
<b>Total Revenue Income</b>	(276,802)	(863)	(1,091)

Net Expenditure (excluding Capital Charges)	4,037,524	12,582	14,086
Capital Charges	128,213	400	1,218
<b>Total Net Expenditure (including Capital Charges)</b>	4,165,737	12,981	15,304

<b>Total Capital Expenditure</b>	258,853	807	1,855
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<sup>1</sup> Includes Music, Adult Talking Books and Children's Talking Books (Cells 139 to 141)

<sup>2</sup> Includes DVDs, Multimedia & Open Learning Packs and CD-ROMs & Software (Cells 142 & 143)

<sup>3</sup> Includes eBooks, eAudio, eAudiovisual, Subscriptions and Online / Electronic Products (Cells 144 to Cell 148)

## Financial Information 2016-17 (Estimates)

<b>Revenue Expenditure</b>	<b>£</b>	<b>per 1,000 pop</b>	<b>Average</b>
Employees	1,284,900	4,004	7,241
Premises	778,900	2,427	1,975
Supplies & Services - Materials	319,600	996	1,234
Other Expenditure	915,500	2,853	4,002
<b>Total Revenue Expenditure</b>	<b>3,298,900</b>	<b>10,280</b>	<b>14,452</b>
<b>Revenue Income</b>	<b>(175,200)</b>	<b>(546)</b>	<b>(1,216)</b>
Net Expenditure (excluding Capital Charges)	3,123,700	9,734	13,236
Capital Charges	367,000	1,144	1,151
<b>Total Net Expenditure (including Capital Charges)</b>	<b>3,490,700</b>	<b>10,878</b>	<b>14,387</b>

## 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](http://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](http://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](http://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](http://www.cipfasocialresearch.net)

## APPENDIX 5 - Contact Us!

We hope you have found the profile interesting and informative.

This is the sixth 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](mailto:libraries@cipfa.org)

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