

# Swindon Borough Council

CIPFAstats Comparative Profile

## public libraries

2013-14 Actuals and  
2014-15 Estimates

Comparison Group:

- (t) Swindon
- (g) Warrington
- (s) Medway
- (n) Thurrock
- (r) Peterborough
- (f) Milton Keynes
- (h) Bedford
- (z) Stockport
- (e) Stockton-on-Tees
- (w) Telford & Wrekin
- (x) Derby
- (d) Bury
- (u) Trafford
- (a) Calderdale
- (m) Bolton
- (k) Dudley



## FOREWORD

I am pleased to be able to present the fourth 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 2014 CIPFAstats collection with the group of authorities specified on the title page.

This is the fourth 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

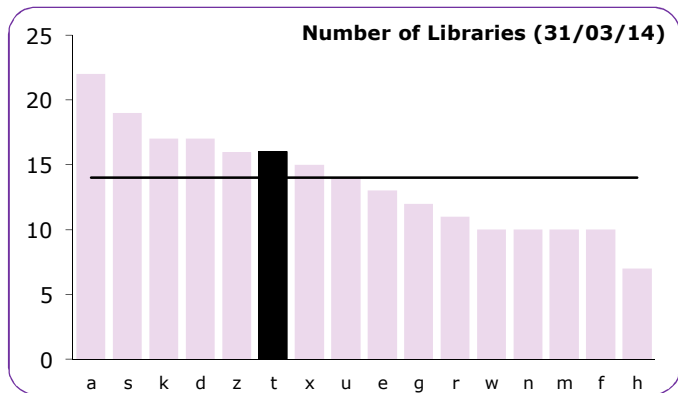
- 91% of UK Library Authorities (92% in England) provided data for the 2014 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. 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 Swindon with 15 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 2013-14 Actuals.

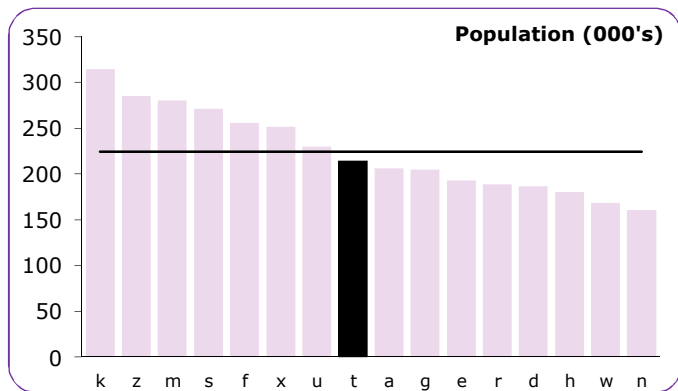
### A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Swindon has 16 libraries (the bar highlighted in black) compared to an average of 14 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.

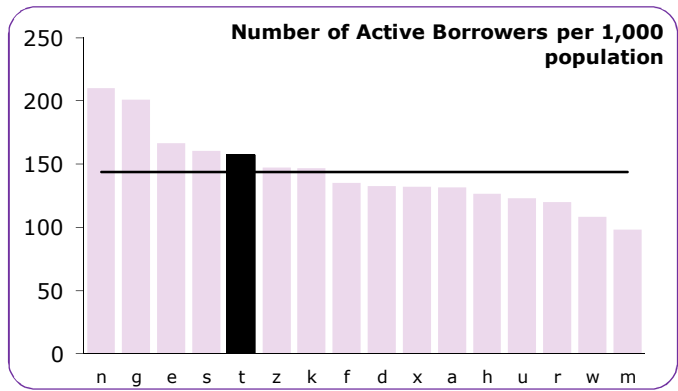
- Swindon has close to the average number of libraries within the group giving an indication of the scale of the library service.

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



- Population is an important figure in this report as we use it as a denominator to adjust for the size of the authority (see next chart).

- Swindon is the 8th largest of the 16 authorities compared here (in terms of population).

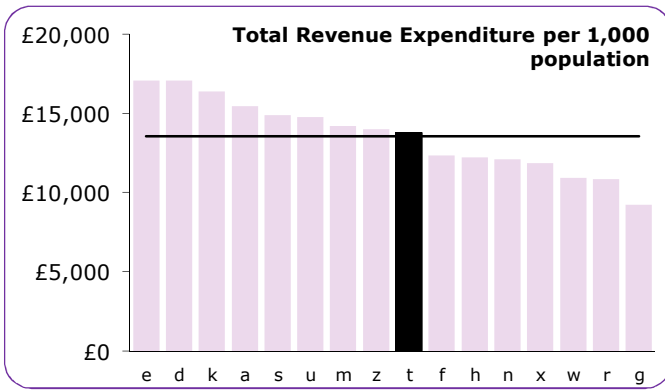


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

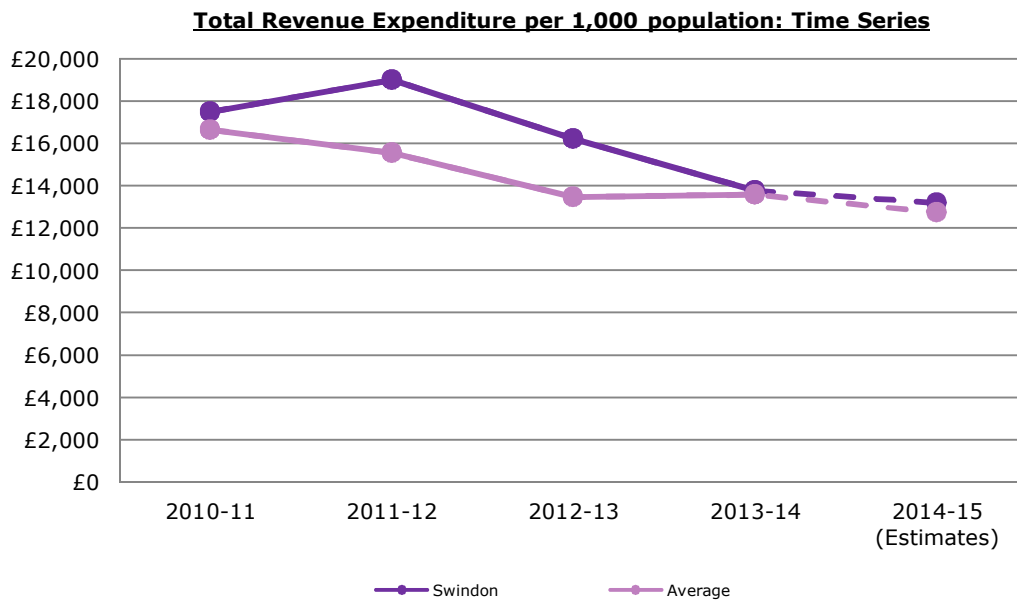
- Swindon is in a higher quartile suggesting that the library service engages well with the population when compared to the other authorities.

Please see appendix 1 for further details on quartiles.

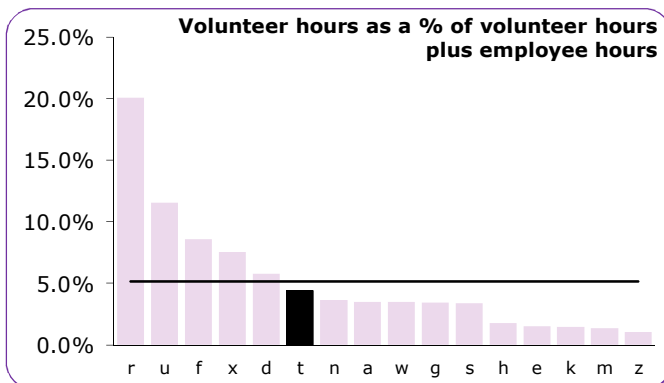
## B: Resourcing



- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2013-14 actuals.
- Swindon 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.

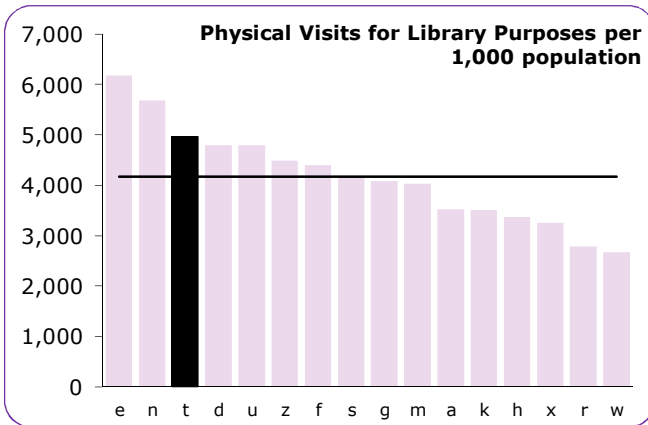


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2014-15. The population figure used for all years is the mid-year 2013 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a drop can be seen in the 2014-15 estimates.

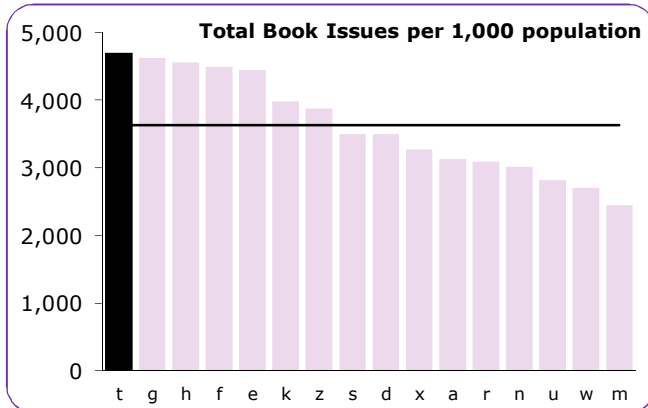


- One well publicised approach that library authorities are taking is using volunteers.
- Swindon had 4.4% of 'worked hours' provided by volunteers in 2013-14 compared to an average of 5.2%.

## C: Workload

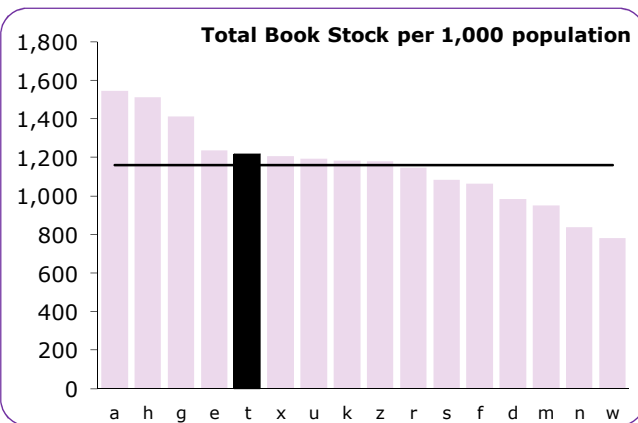


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



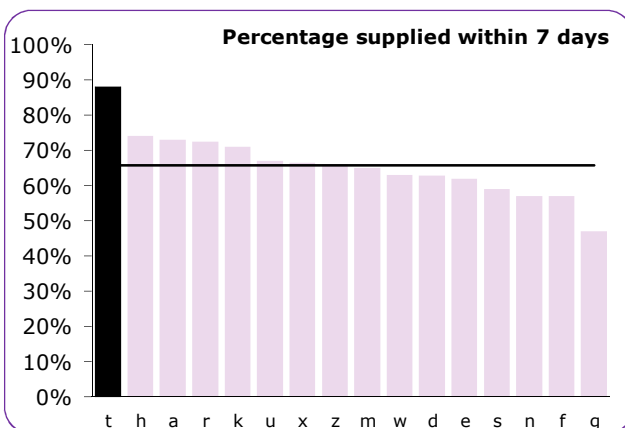
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock



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

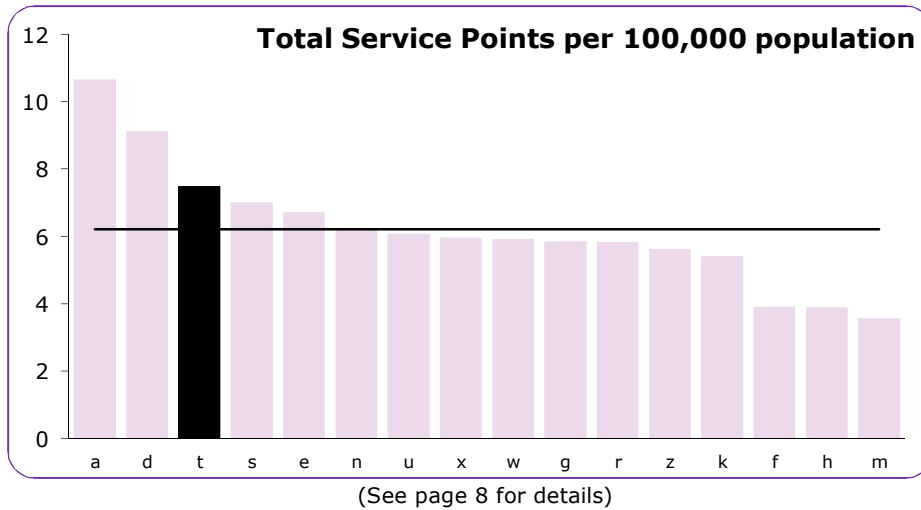
## E: Performance



- Swindon successfully supplied 88% 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.



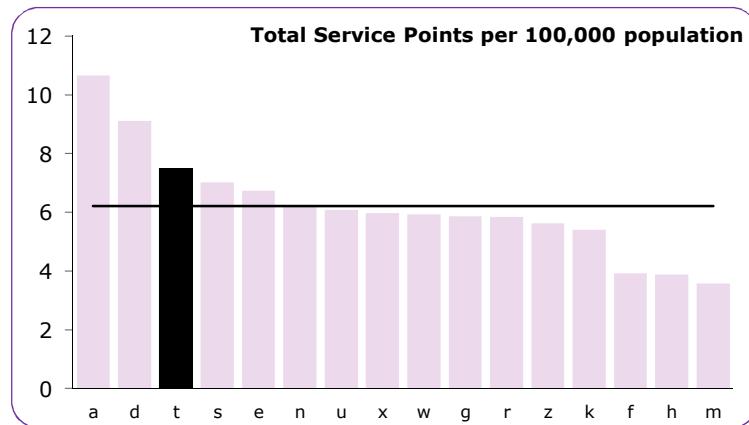
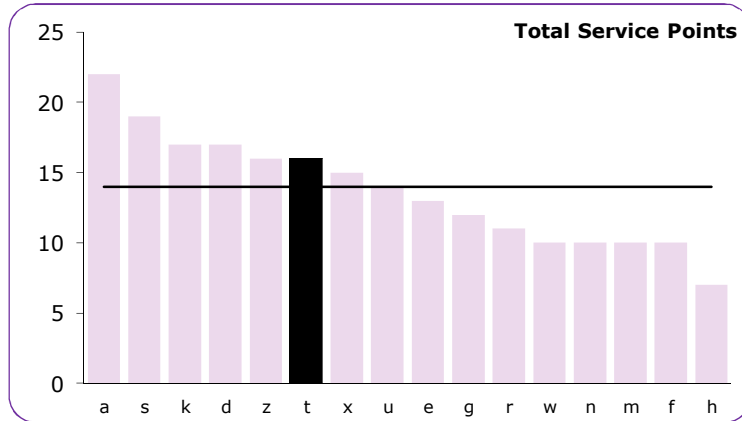
Section Contents	
<b>Page 8</b>	<b>A1: Service Points</b> Number of service points Busiest service points
<b>Page 9</b>	<b>A2: Population Density</b> Comparisons for static & mobile libraries % authorities without mobile libraries
<b>Page 10</b>	<b>A3: Opening Hours</b> Distribution of opening hours Opening hours at busiest service points
<b>Page 11</b>	<b>A4: Library Users</b> Number of active borrows Number of housebound readers Number of visits Electronic counters Visits to website
<b>Page 13</b>	<b>A5: Electronic Workstations</b> Number of terminals Number of hours available & recorded Public wi-fi access

# A1: Service Points

at 31 March 2014

	Number	/ 100k pop	Average
Mobile Libraries	1	0.5	0.4
Static Service Points	15	7.0	5.8
<b>Total Service Points</b>	<b>16</b>	<b>7.5</b>	<b>6.2</b>

	Authority	Average
Population	214,000	224,431



Source: CIPFA Public Library Statistics 2014 - Cells 1 to 14, ONS Population Estimates Mid 2013

## Busiest Service Points

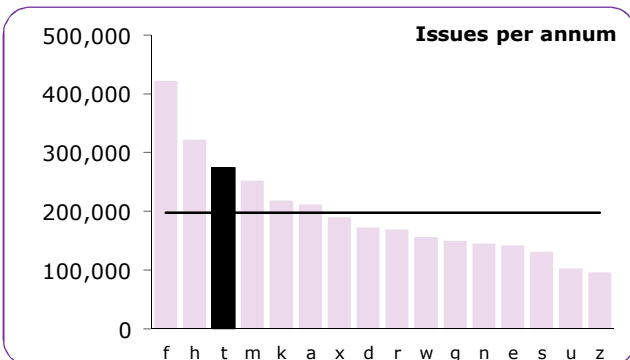
2013-14 Actuals

Busiest Service Point (Issues): **Central Library, Swindon**

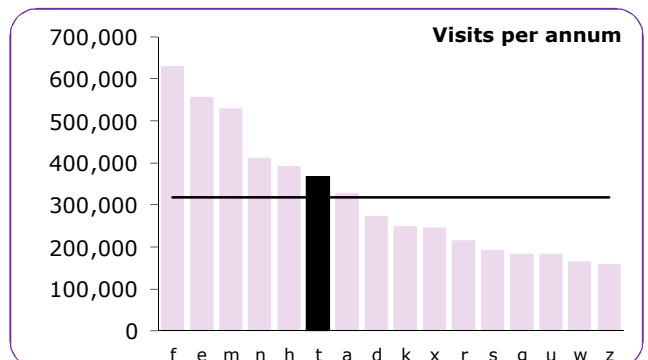
Busiest Service Point (Visits) **Central Library, Swindon**

	Authority	Average
Issues per annum	274,314	197,441

	Authority	Average
Visits per annum	367,192	318,250



Source: CIPFA Public Library Statistics 2014 - Cells 15 & 16



Source: CIPFA Public Library Statistics 2014 - Cells 17 & 18



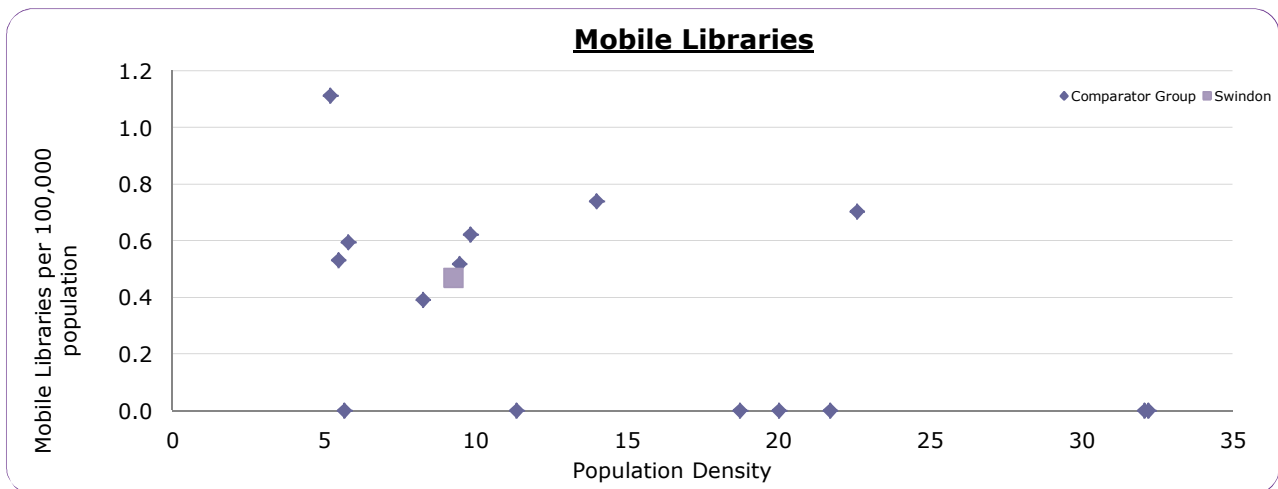
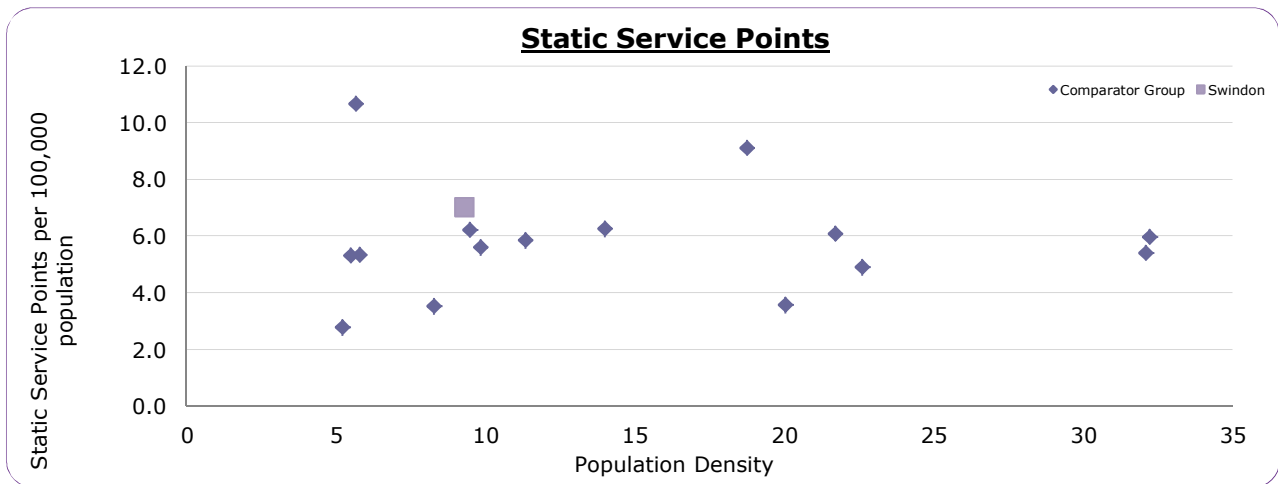
## A2: Population Density

2013-14 Actuals

### Population Density and Number of Service Points

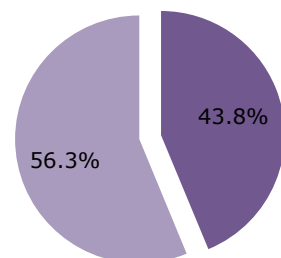
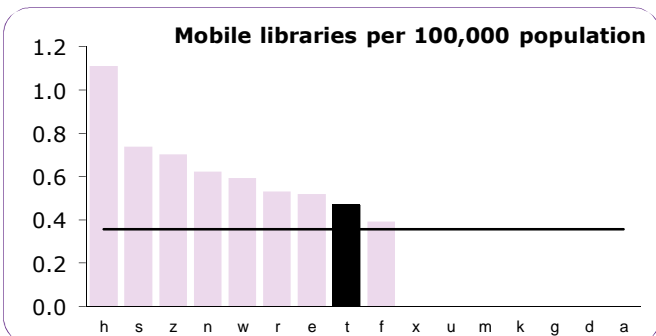
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library 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	9.3	10.6



### Mobile Libraries

	Number	/ 100k pop	Average
Mobile Libraries	1	0.5	0.4

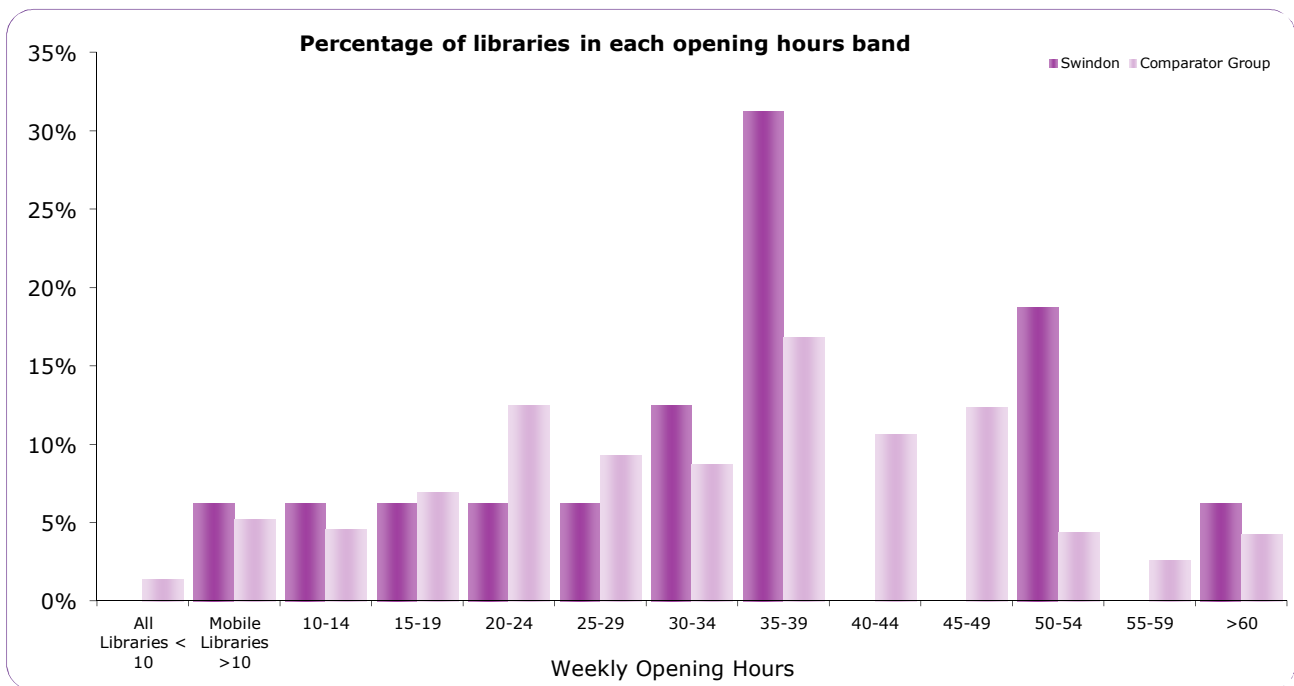


- % Authorities with no mobile libraries
- % Authorities with mobile libraries

### A3: Opening Hours

2013-14 Actuals

Hours Open	Service Points		/ 100,000 population		% in Each Band	
	Authority	Average	Authority	Average	Authority	Average
All Libraries < 10	0	0	0.0	0.1	0.0%	1.4%
Mobile Libraries >10	1	1	0.5	0.3	6.3%	5.3%
Static: 10-14	1	1	0.5	0.4	6.3%	4.6%
Static: 15-19	1	1	0.5	0.0	6.3%	7.0%
Static: 20-24	1	2	0.5	0.8	6.3%	12.5%
Static: 25-29	1	1	0.5	0.6	6.3%	9.3%
Static: 30-34	2	1	0.9	0.6	12.5%	8.7%
Static: 35-39	5	2	2.3	1.1	31.3%	16.8%
Static: 40-44	0	1	0.0	0.6	0.0%	10.7%
Static: 45-49	0	2	0.0	0.7	0.0%	12.4%
Static: 50-54	3	1	1.4	0.3	18.8%	4.4%
Static: 55-59	0	0	0.0	0.2	0.0%	2.6%
Static: >60	1	1	0.5	0.2	6.3%	4.3%
<b>Total</b>	<b>16</b>					

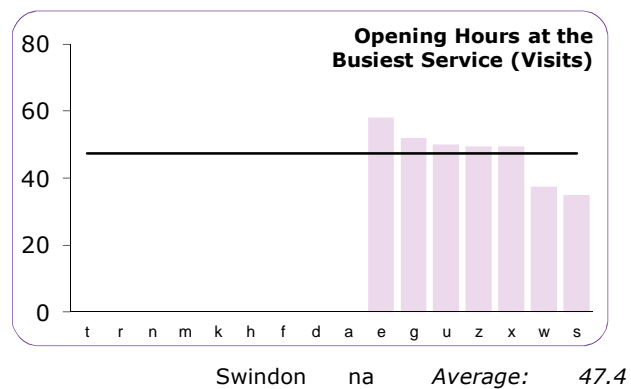
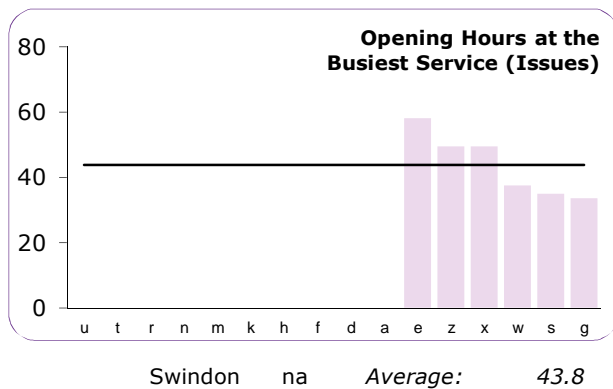


Source: CIPFA Public Library Statistics 2014 - Cells 1 to 14

#### Opening Hours - Busiest Service Points

Busiest Service Point (Issues): **Central Library, Swindon**

Busiest Service Point (Visits): **Central Library, Swindon**

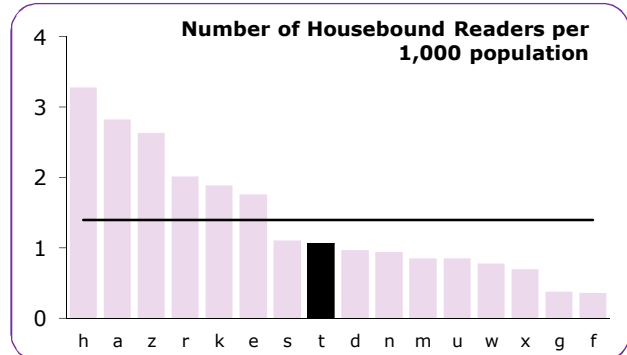
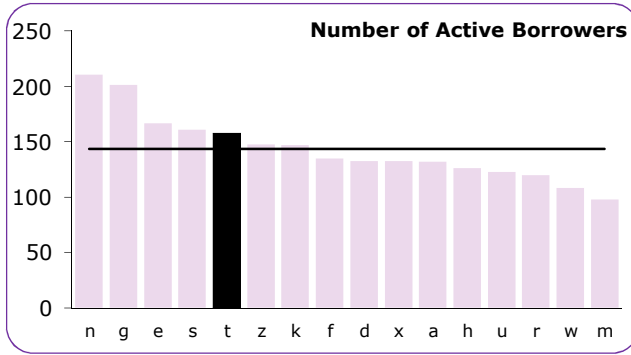


Source: CIPFA Public Library Statistics 2014 - Cells 15 to 18

## A4: Library Users

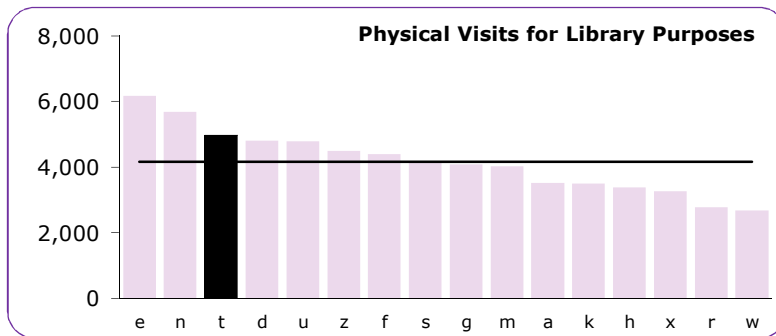
2013-14 Actuals

	Number	/1,000 pop	Average
<b>Active Borrowers</b>	33,679	157	144
Housebound Readers	228	1.1	1.4

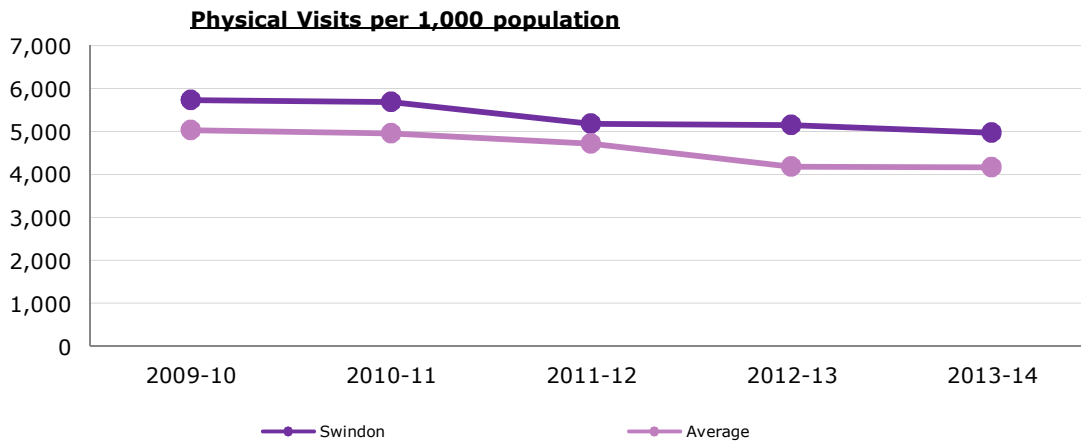


Source: CIPFA Public Library Statistics 2014 - Cells 89 & 90

### Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2009-10	1,214,620	5,732	5,032
2010-11	1,130,000	5,684	4,955
2011-12	1,045,491	5,181	4,713
2012-13	1,080,152	5,151	4,183
<b>2013-14</b>	<b>1,063,440</b>	<b>4,969</b>	<b>4,169</b>

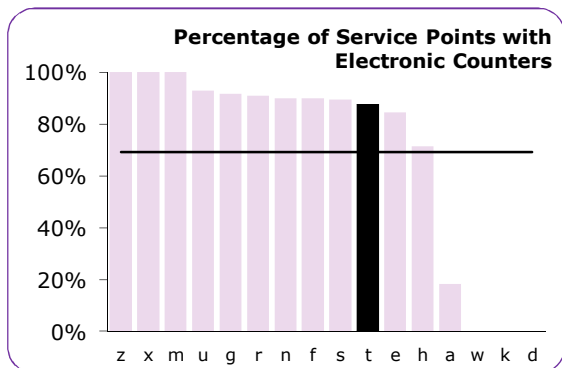


Source: CIPFA Public Library Statistics 2014 - Cell 91

## A4: Library Users (continued)

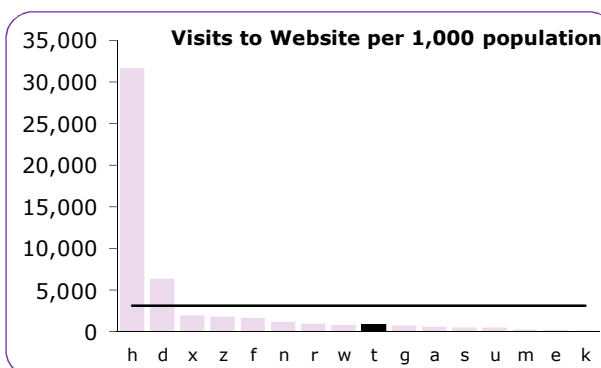
2013-14 Actuals

	Authority	Average
S.P. with Electronic Counters	88%	69%



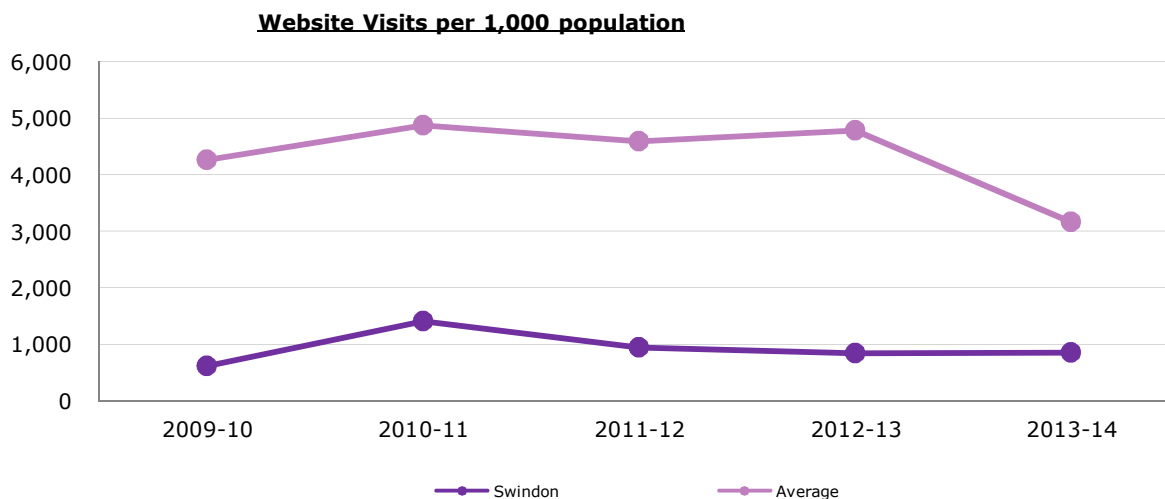
Source: CIPFA Public Library Statistics 2014 - Cell 94

	Number	per 1,000 pop	Average
Visits to Website	181,463	848	3,163



Source: CIPFA Public Library Statistics 2014 - Cell 95

Website Visits	Number	per 1,000 pop	Average
2009-10	128,568	607	4,263
2010-11	280,131	1,409	4,872
2011-12	189,097	937	4,586
2012-13	176,058	840	4,776
<b>2013-14</b>	<b>181,463</b>	<b>848</b>	<b>3,163</b>

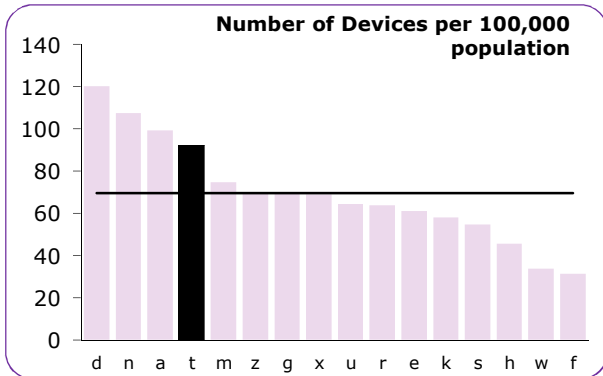


Source: CIPFA Public Library Statistics 2014 - Cell 95 and equivalent for previous years

## A5: Electronic Workstations

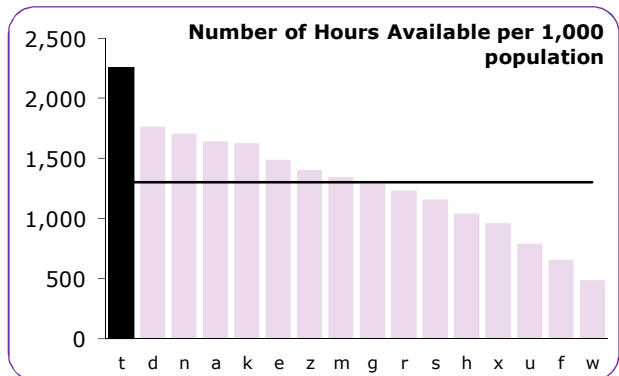
2013-14 Actuals

	Number	per 100,000 pop	Average
Terminals	197	92.1	69.6



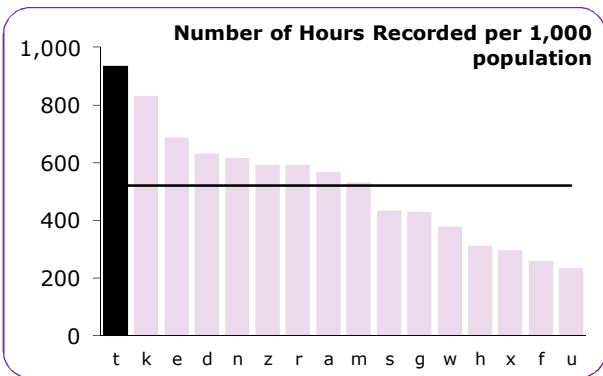
Source: CIPFA Public Library Statistics 2014 - Cell 19

	Number	per 1,000 pop	Average
Hours Available	482,898	2,257	1,302



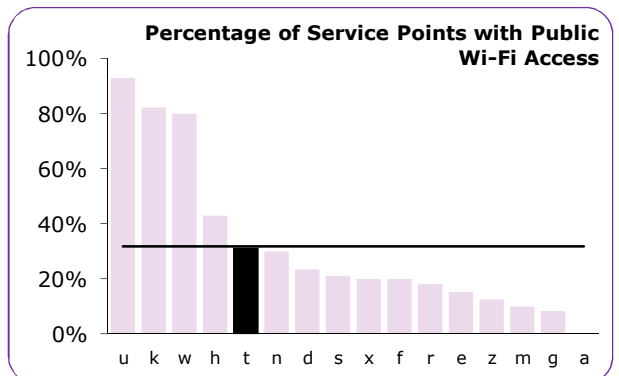
Source: CIPFA Public Library Statistics 2014 - Cell 20

	Number	per 1,000 pop	Average
Hrs Recorded	199,866	934	520



Source: CIPFA Public Library Statistics 2014 - Cell 21

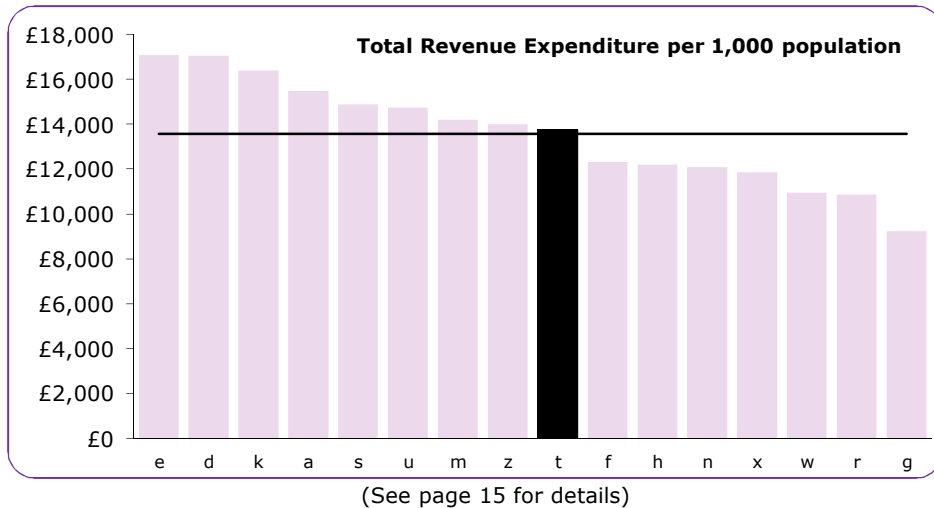
	Authority	Average
Service Points with Wi-Fi Access	31%	32%



Source: CIPFA Public Library Statistics 2014 - Cell 22

## SECTION B: RESOURCING

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

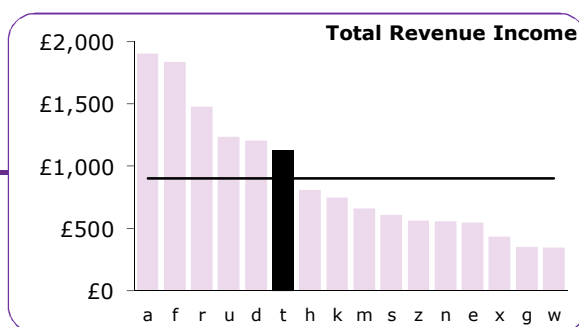
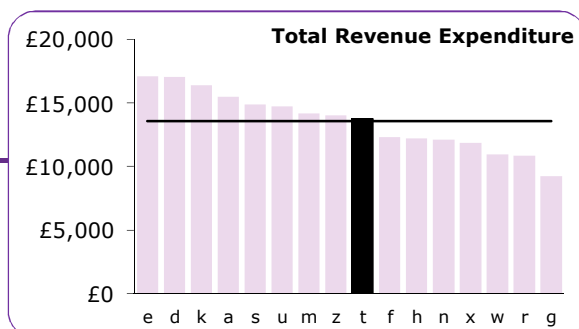
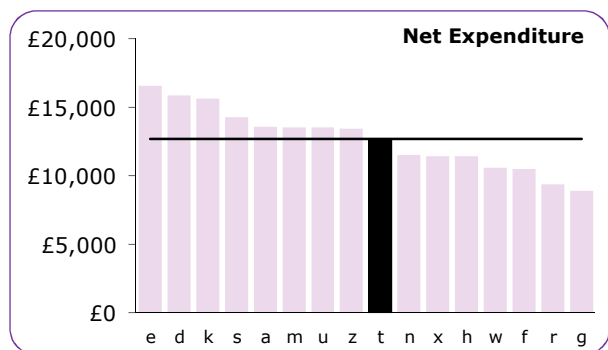


<b>Section Contents</b>	
<b>Page 15</b>	<b>B1: Financial Information (Actuals)</b> Net expenditure, revenue expenditure & income Revenue expenditure breakdown Revenue income breakdown
<b>Page 19</b>	<b>B2: Cost Indicators</b> Various cost indicators
<b>Page 20</b>	<b>B3: Financial Information (Estimates)</b> Net expenditure, revenue expenditure & income % expenditure on staff and materials
<b>Page 21</b>	<b>B4: Staffing</b> Staff per 100k population Professional & other paid staff Staff costs per employee
<b>Page 23</b>	<b>B5: Volunteers</b> Analysis of numbers and hours

## B1: Financial Information (Actuals)

2013-14 Actuals	£	per 1,000 pop	Average
Revenue Expenditure	2,943,825	13,756	13,565
Revenue Income	(240,383)	(1,123)	(901)
<b>Net Expenditure</b>	<b>2,703,442</b>	<b>12,633</b>	<b>12,665</b>

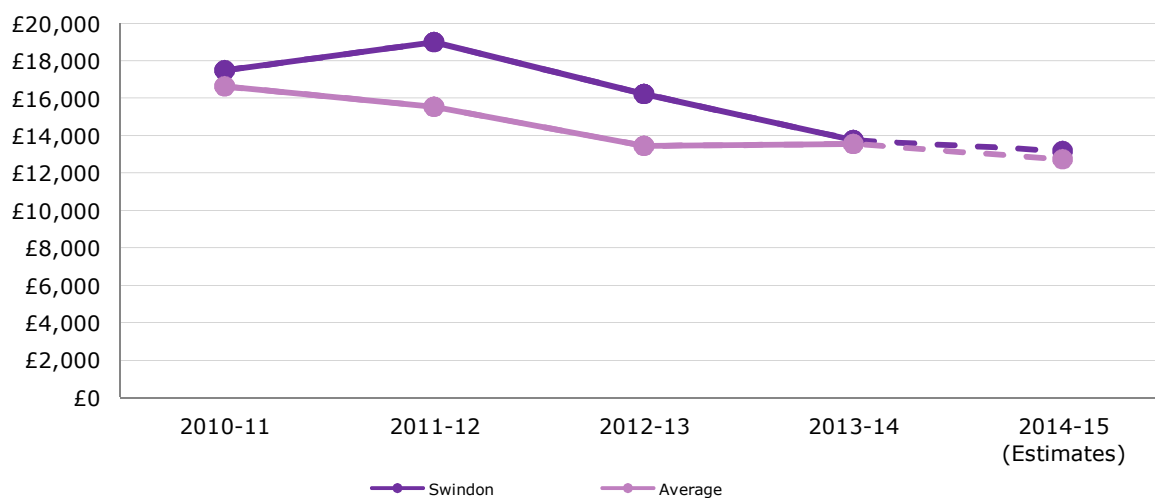
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cells 124, 134 & 135

Revenue Expenditure	£	per 1,000 pop	Average
2010-11	3,475,879	17,484	16,619
2011-12	3,835,089	19,004	15,540
2012-13	3,399,568	16,212	13,457
2013-14	2,943,825	13,756	13,565
2014-15 (Estimates)	2,820,900	13,182	12,741

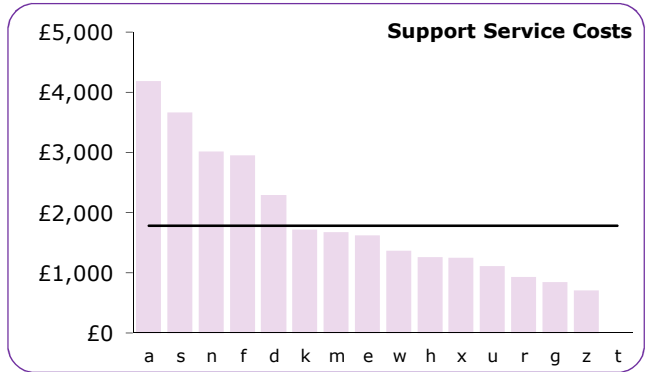
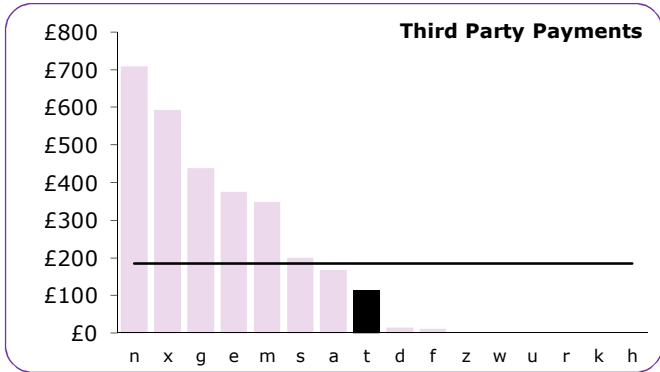
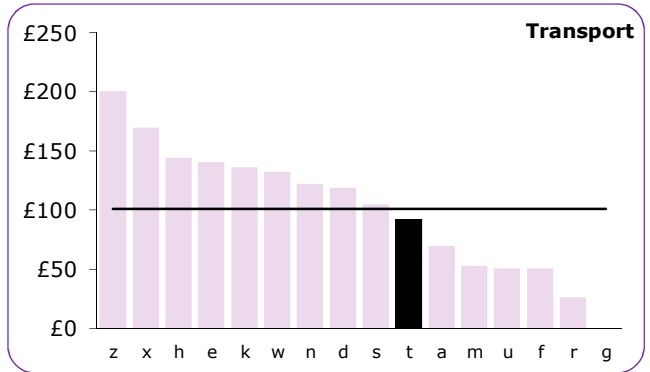
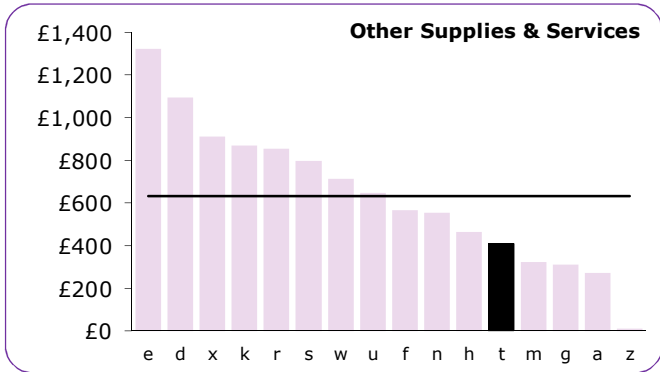
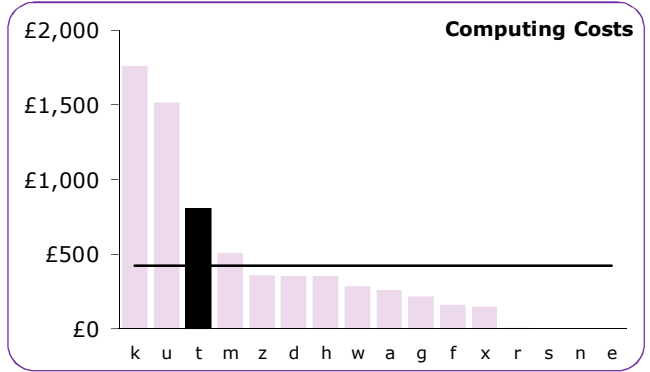
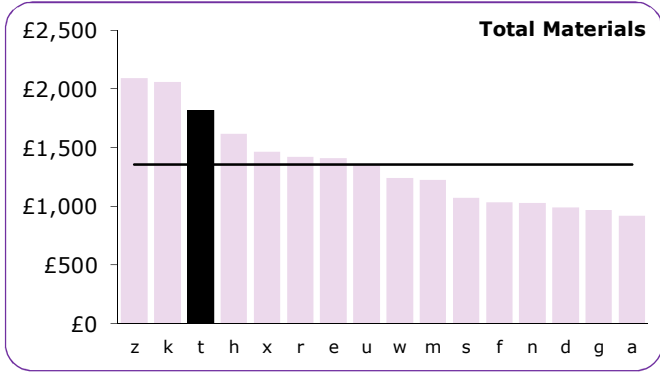
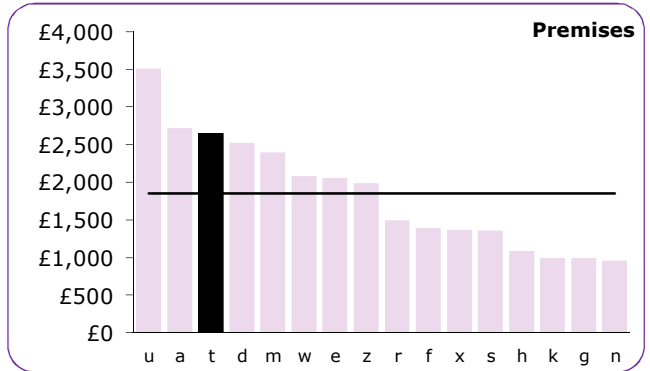
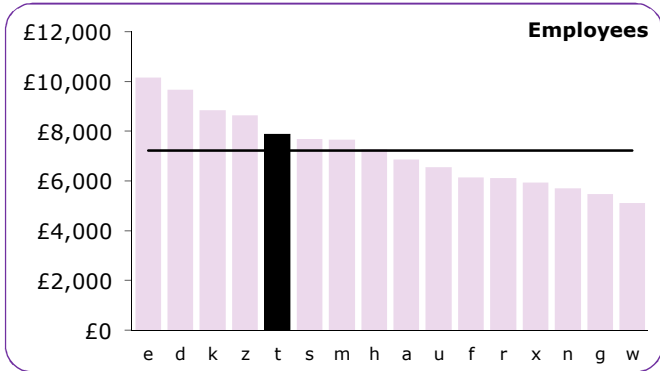
**Revenue Expenditure per 1,000 population: Time Series**



Source: CIPFA Public Library Statistics 2014 - Cell 124 and equivalent for previous years

Revenue Expenditure (2013-14 Actuals)	£	per 1,000 pop	Average
Employees	1,684,341	7,871	7,233
Premises	566,806	2,649	1,848
Total Materials	388,828	1,817	1,357
Computing Costs	172,457	806	421
Other Supplies & Services	87,655	410	632
Transport	19,693	92	101
Third Party Payments	24,045	112	186
Support Service Costs	0	0	1,788
<b>Total Revenue Expenditure</b>	<b>2,943,825</b>	<b>13,756</b>	<b>13,565</b>

graphs show expenditure per 1,000 population

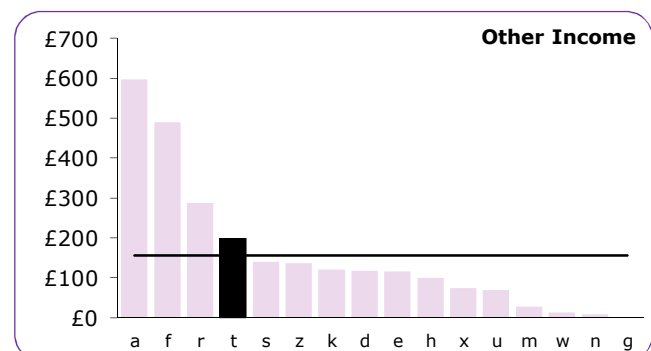
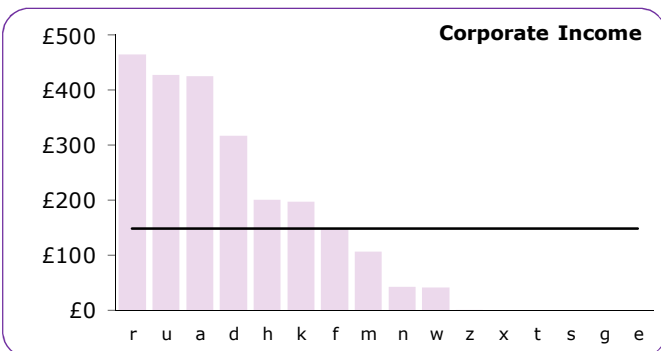
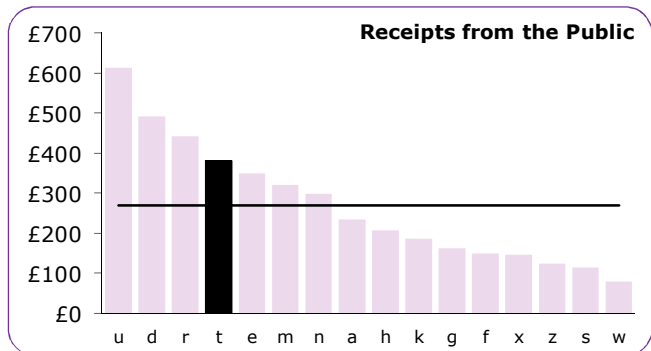
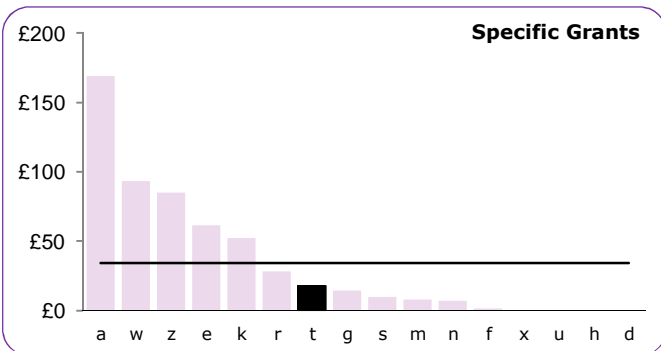
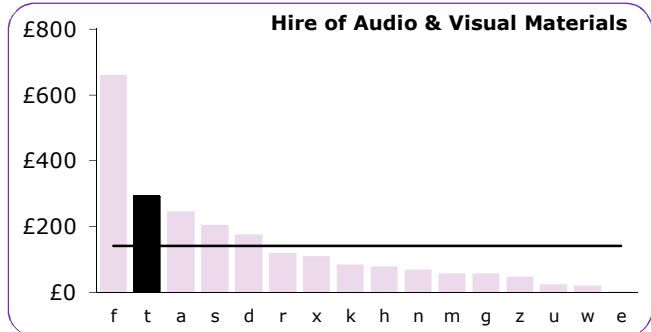
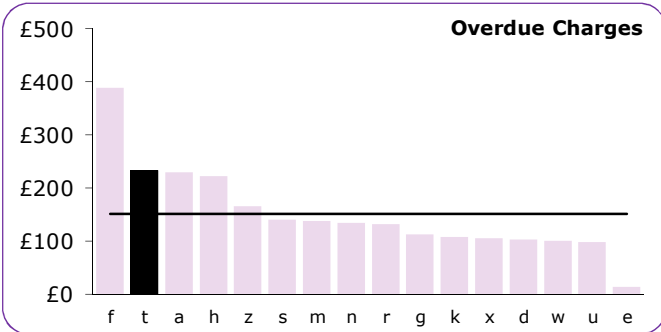


Source: CIPFA Public Library Statistics 2014 - Cells 98 to 124



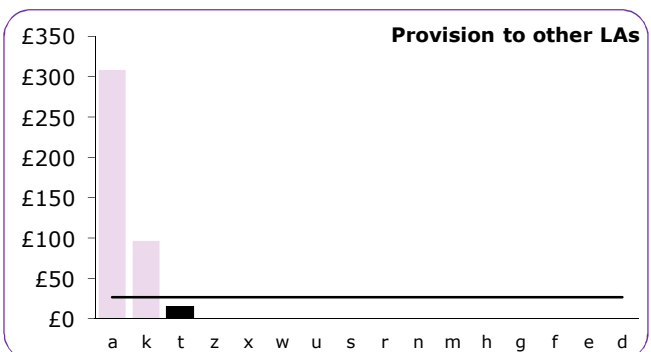
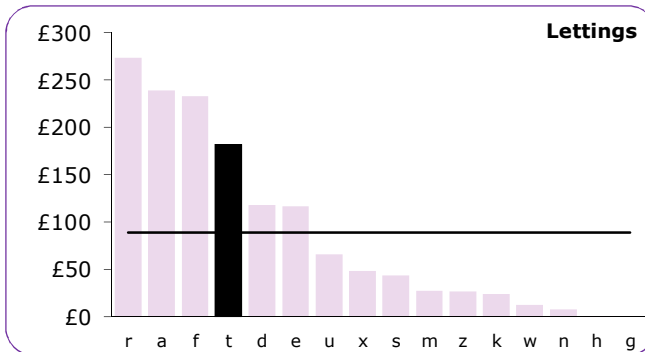
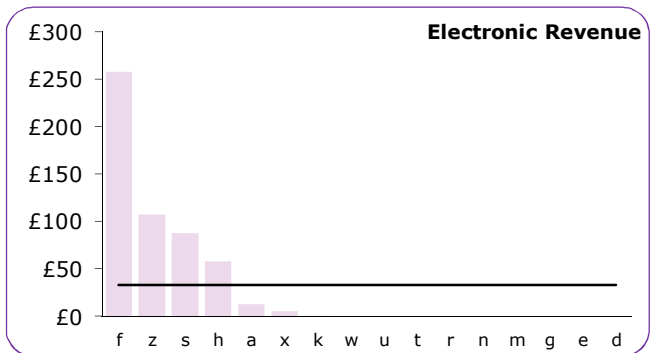
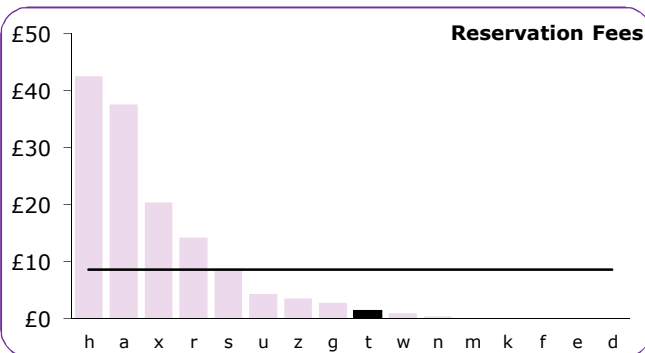
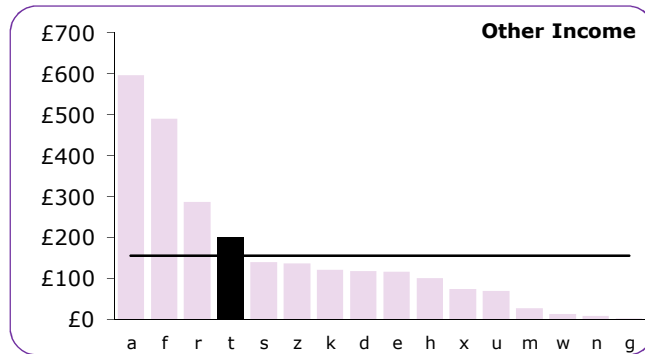
Revenue Income (2013-14 Actuals)	£	per 1,000 pop	Average
Overdue Charges	(49,807)	(233)	(151)
Hire of Audio & Visual Materials	(62,595)	(293)	(141)
Specific Grants	(3,871)	(18)	(34)
Receipts from the Public	(81,601)	(381)	(269)
Corporate Income	0	0	(148)
Other Income	(42,509)	(199)	(157)
Reservation Fees	(309)	(1)	(9)
Lettings	(38,967)	(182)	(89)
Electronic Revenue	0	0	(33)
Provision to other LAs	(3,233)	(15)	(26)
<b>Total Revenue Income</b>	<b>(240,383)</b>	<b>(1,123)</b>	<b>(901)</b>

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cells 125 to 134

Total Other Income (2013-14 Actuals)	£	per 1,000 pop	Average
Reservation Fees	(309)	(1)	(9)
Lettings	(38,967)	(182)	(89)
Electronic Revenue	0	0	(33)
Provision to other LAs	(3,233)	(15)	(26)
<b>Total Other Income</b>	<b>(42,509)</b>	<b>(199)</b>	<b>(157)</b>

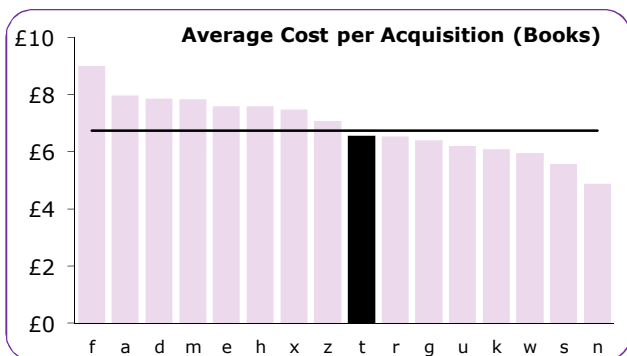


Source: CIPFA Public Library Statistics 2014 - Cells 126, 127, 129 & 131

## B2: Cost Indicators

	£ p	Average
Average Cost per Book	£6.54	£6.74

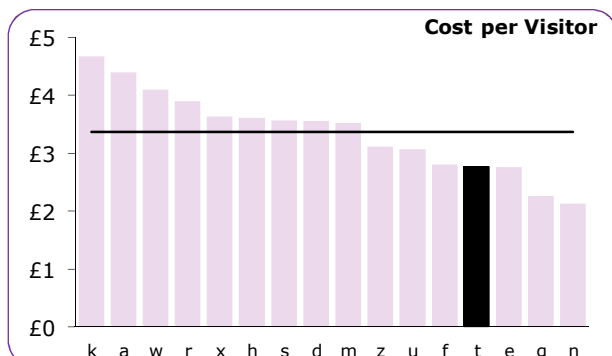
- Average cost per book acquisition.



Source: CIPFA Public Library Statistics 2014 -  
Sum of Cells 100 to 104 divided by Cell 38

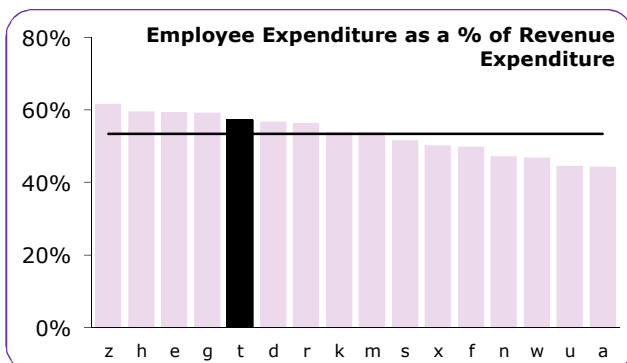
	£ p	Average
Cost per Visitor	£2.77	£3.37

- Revenue expenditure divided by visitor number.



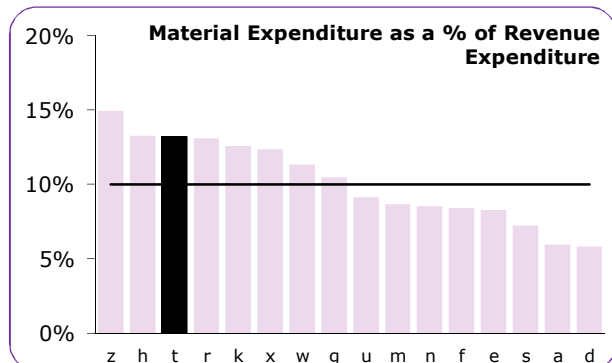
Source: CIPFA Public Library Statistics 2014 -  
Cell 124 divided by Cell 91

	%	Average
% Employee Expenditure	57%	53%



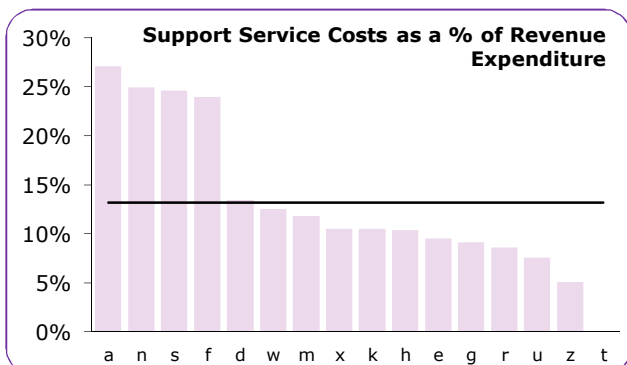
Source: CIPFA Public Library Statistics 2014 -  
Cell 98 as a percentage of Cell 124

	%	Average
% Material Expenditure	13%	10%



Source: CIPFA Public Library Statistics 2014 -  
Cell 124 divided by cell 20

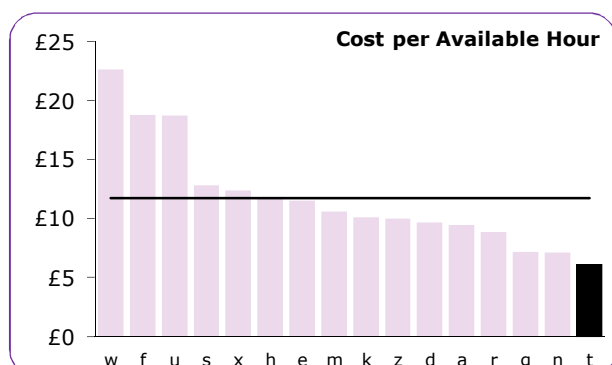
	%	Average
% Support Services	0%	13%



Source: CIPFA Public Library Statistics 2014 -  
Cell 123 as a percentage of Cell 124

	£ p	Average
Cost per Available Hour	£6.10	£11.71

- Cost per Available Hour

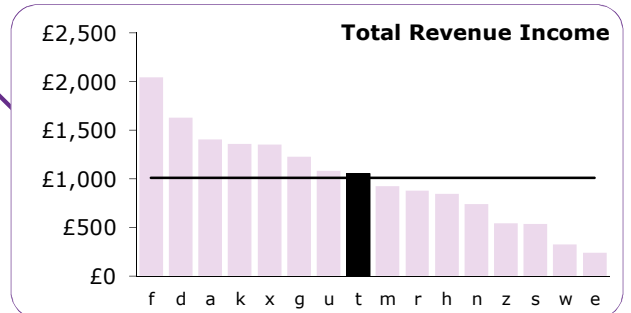
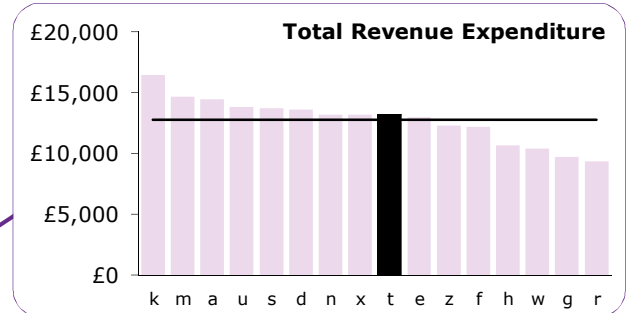
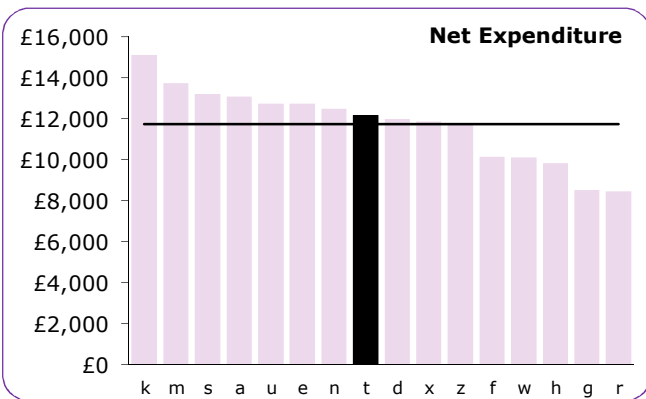


Source: CIPFA Public Library Statistics 2014 -  
Cell 118 as a percentage of Cell 124

### B3: Financial Information (2014-15 Estimates)

graphs shown per 1,000 population

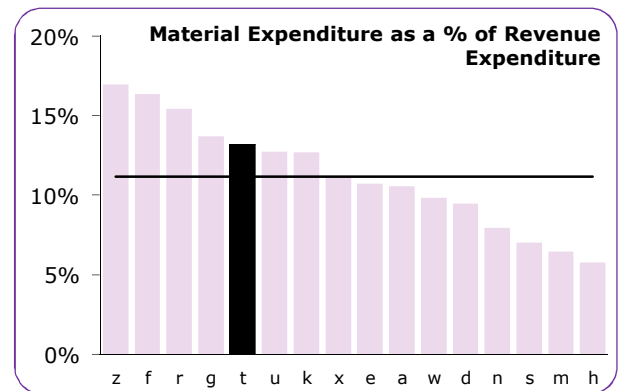
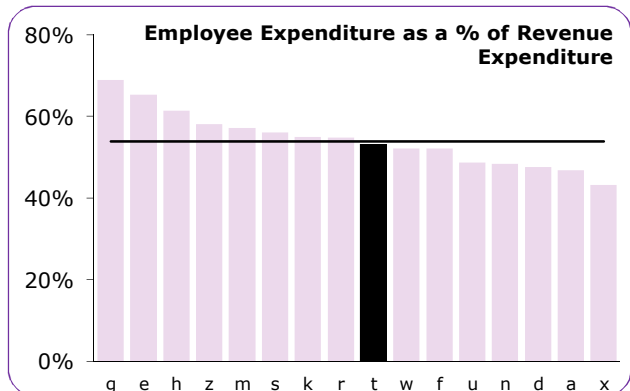
Net Expenditure	£	per 1,000 pop	Average
Employees	1,497,800	6,999	6,869
Premises	626,000	2,925	1,876
Supplies & Services - Materials	371,900	1,738	1,419
Other Expenditure	325,200	1,520	2,577
Revenue Expenditure	2,820,900	13,182	12,741
Revenue Income	(224,200)	(1,048)	(1,009)
<b>Net Expenditure</b>	<b>2,596,700</b>	<b>12,134</b>	<b>11,732</b>



Source: CIPFA Public Library Statistics 2014 - Cell 137 to 141

2014-15 Estimates	%	Average
% Employee Expenditure	53%	54%

2014-15 Estimates	%	Average
% Material Expenditure	13%	11%



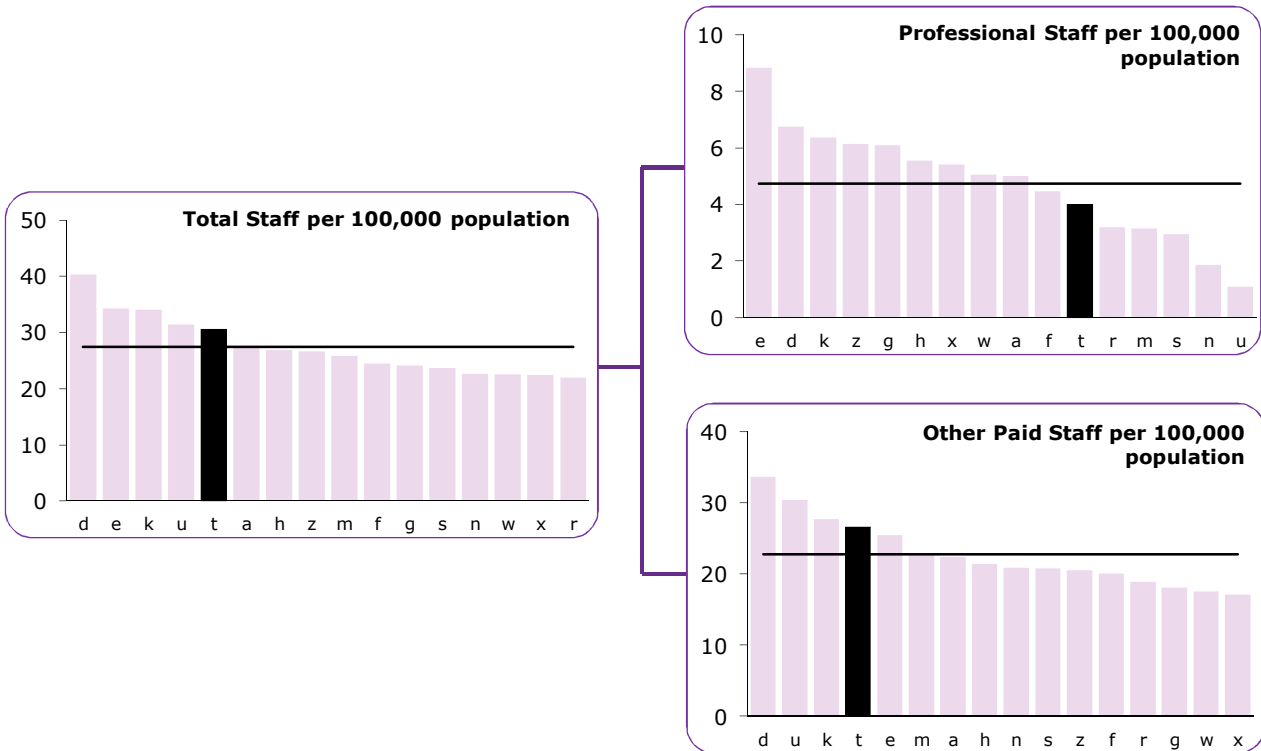
Source: CIPFA Public Library Statistics 2014 - Cell 137 as a percentage of Cell 141

Source: CIPFA Public Library Statistics 2014 - Cell 139 as a percentage of Cell 141

## B4: Staffing

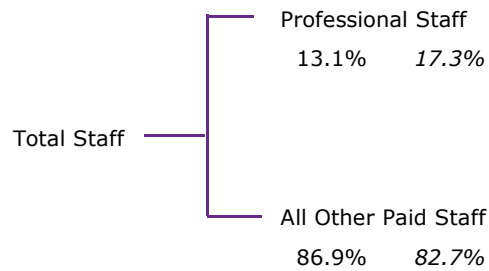
at 31 March 2014

	FTE	per 100,000 pop	Average
Professional Staff	8.5	4.0	4.7
All Other Staff	56.9	26.6	22.7
<b>Total Staff</b>	<b>65.4</b>	<b>30.6</b>	<b>27.5</b>



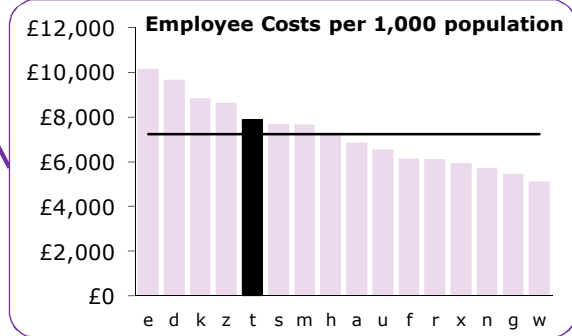
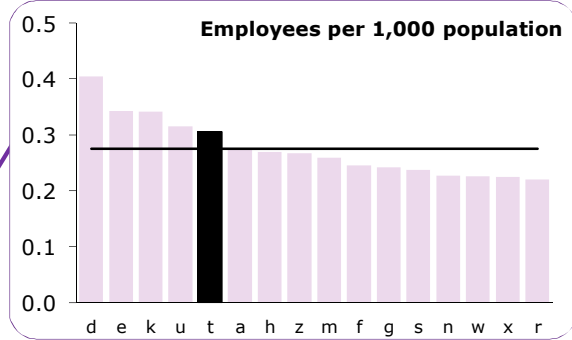
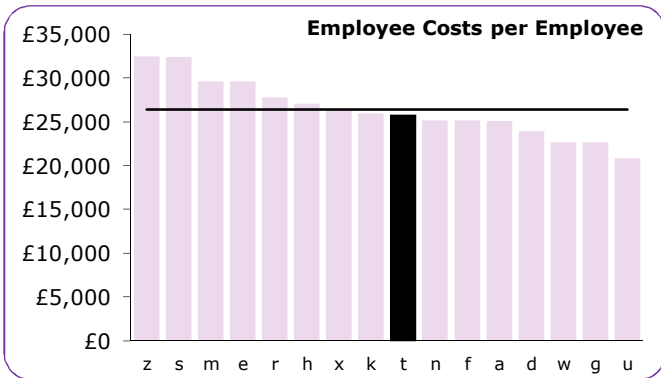
Source: CIPFA Public Library Statistics 2014 - Cells 62 to 64

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



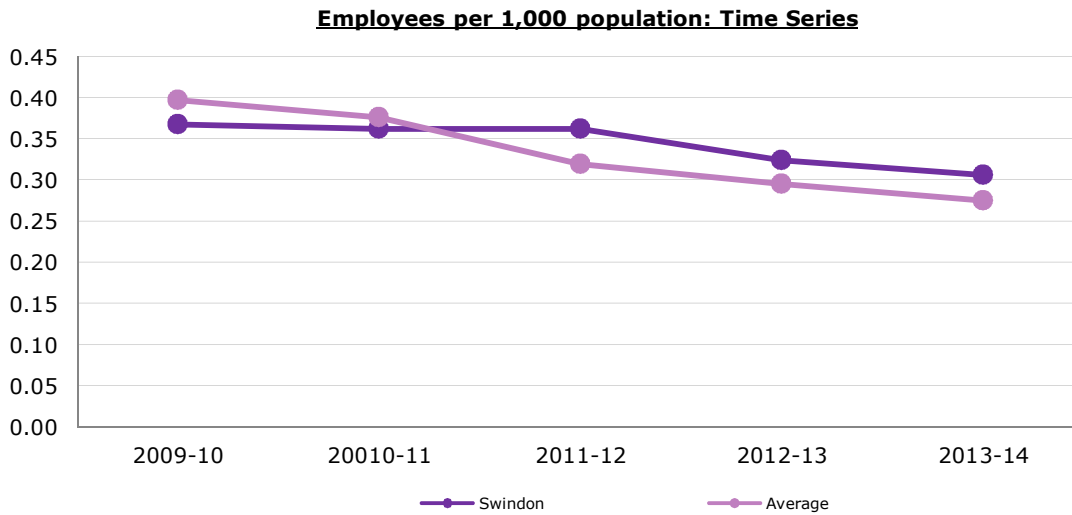
## B4: Staffing (continued)

	£	Average
Employee Costs per Employee	25,739	26,402
Employees per 1,000 population	0.3	0.3
Employee Costs per 1,000 population	7,871	7,233



Source: CIPFA Public Library Statistics 2014 - Cell 98 divided by Cell 64

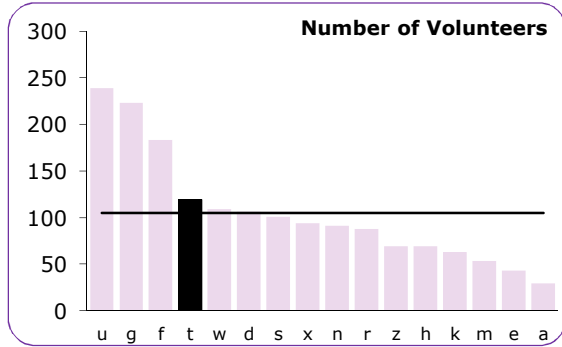
All Staff	FTE	per 1,000 pop	Average
2009-10	73.0	0.37	0.40
2010-11	73.0	0.36	0.38
2011-12	75.8	0.36	0.32
2012-13	68.6	0.32	0.30
2013-14	65.4	0.31	0.27



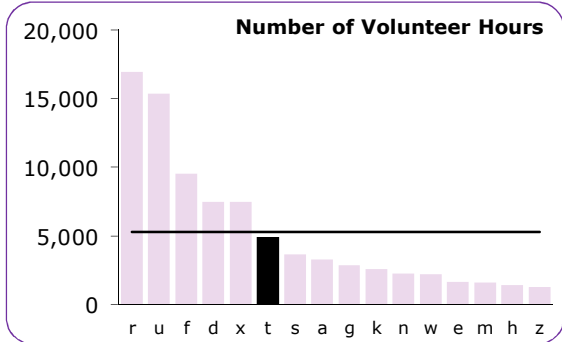
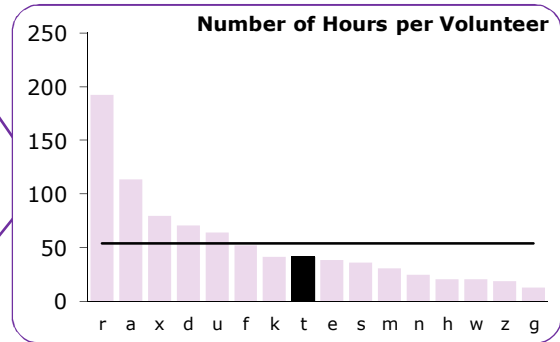
Source: CIPFA Public Library Statistics 2014 - Cell 64 and equivalent for previous years

## B5: Volunteers

2013-14 Actuals



	Number	Average
Volunteers	119	105
Volunteer Hours	4,888	5,286
Average Hours per Volunteer	41.1	53.6

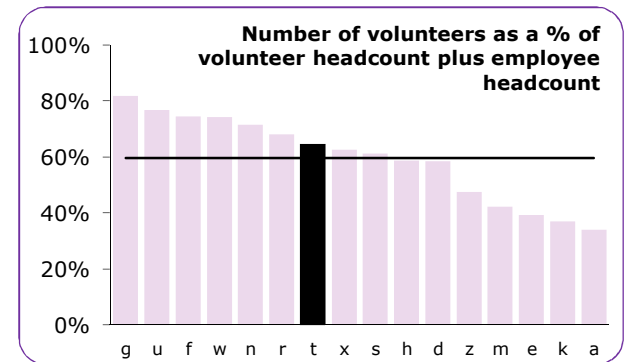
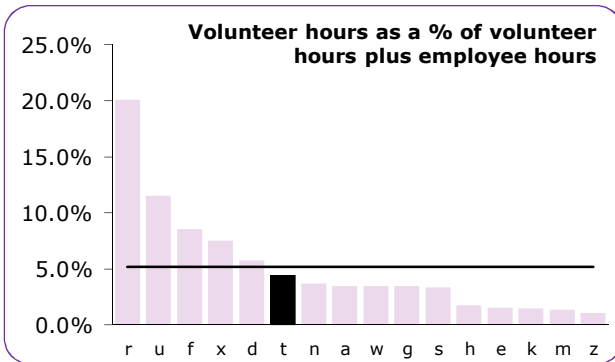


Source: CIPFA Public Library Statistics 2014 - Cells 65 & 66

- 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	4.4%	5.2%

	%	Average
Volunteers as % headcount	64.5%	59.5%

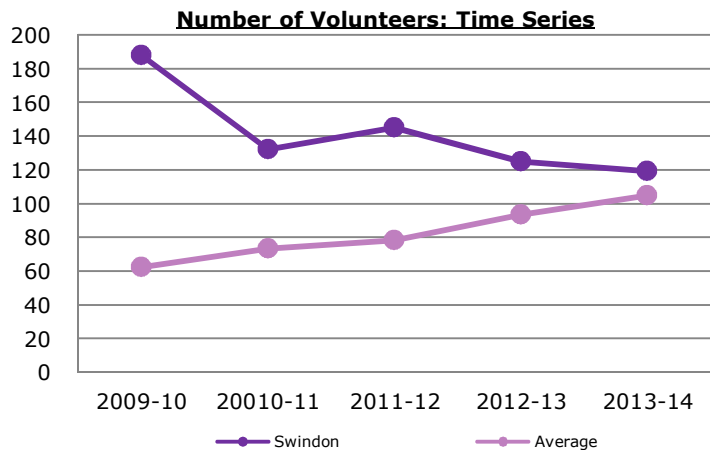


Source: CIPFA Public Library Statistics 2014 - Cells 65 & 66

Source: CIPFA Public Library Statistics 2014 - Cells 64 & 65

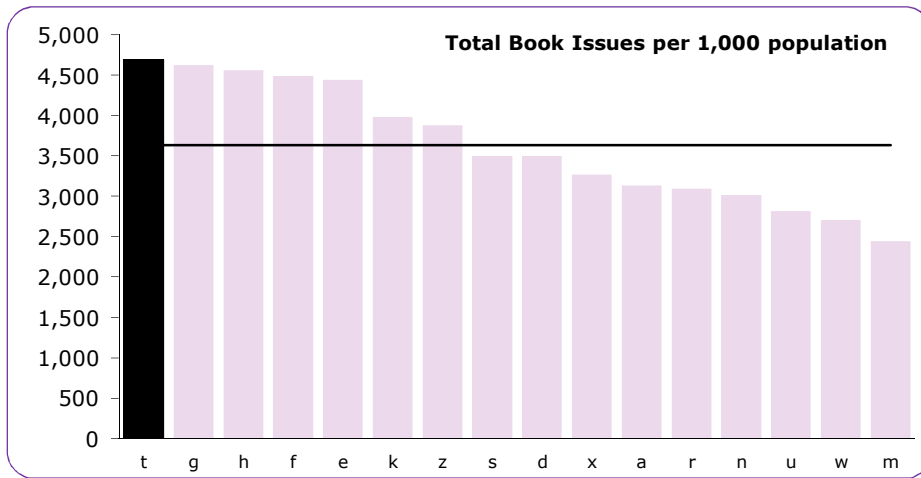
Volunteers	Number	Average
2009-10	188	62
2010-11	132	73
2011-12	145	78
2012-13	125	93
2013-14	119	105

Source: CIPFA Public Library Statistics 2014 - Cell 65 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 25 for details)

Section Contents	
<b>Page 25</b>	<b>C1: Book Issues</b> Split by children/adult and fiction/non-fiction
<b>Page 26</b>	<b>C2: Stock Turn</b> Split by children/adult and fiction/non-fiction
<b>Page 27</b>	<b>C3: Audio, Visual, Electronic &amp; Other Issues</b> Split by various categories
<b>Page 29</b>	<b>C4: Request Service</b> Total and online
<b>Page 29</b>	<b>C5: Enquiries</b> Total and online
<b>Page 29</b>	<b>C6: Inter-Library Loans</b> Supplied and received

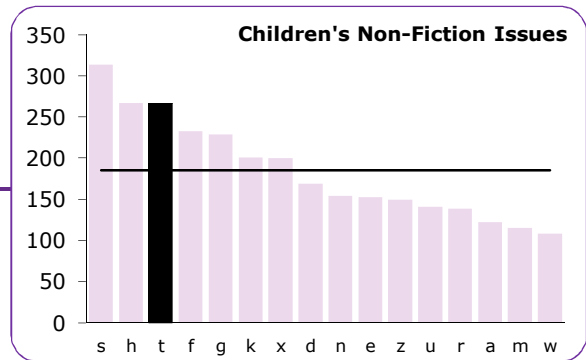
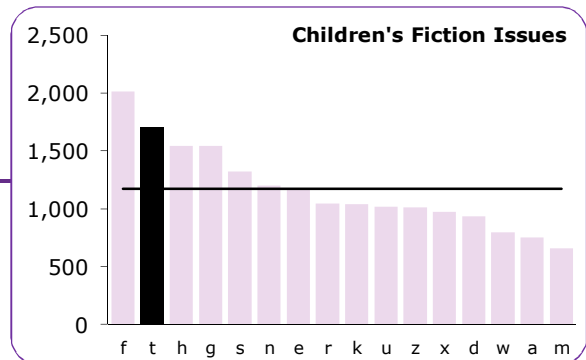
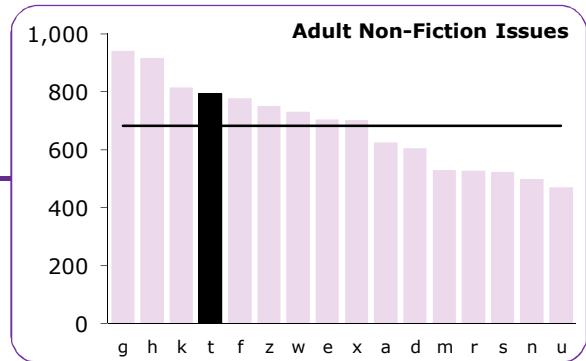
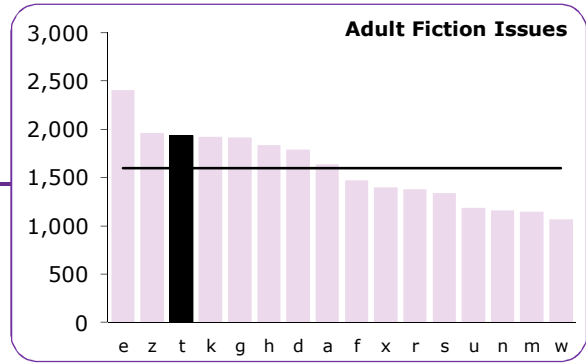
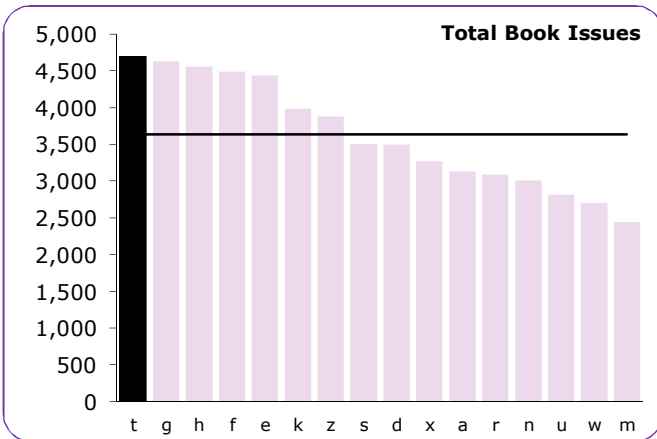


# C1: Book Issues

2013-14 Actuals

	Number	/1,000 pop	Average
Adult Fiction	413,735	1,933	<i>1,596</i>
Adult Non-Fiction	169,273	791	<i>682</i>
Children's Fiction	363,978	1,701	<i>1,171</i>
Children's Non-Fiction	57,022	266	<i>185</i>
<b>Total Book Issues</b>	<b>1,004,008</b>	<b>4,692</b>	<b><i>3,634</i></b>

graphs shown per 1,000 population



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

Category	Your Authority (%)	Average (%)
Adult Fiction	41.2%	<i>43.9%</i>
Adult Non-Fiction	16.9%	<i>18.8%</i>
Children's Fiction	36.3%	<i>32.2%</i>
Children's Non-Fiction	5.7%	<i>5.1%</i>

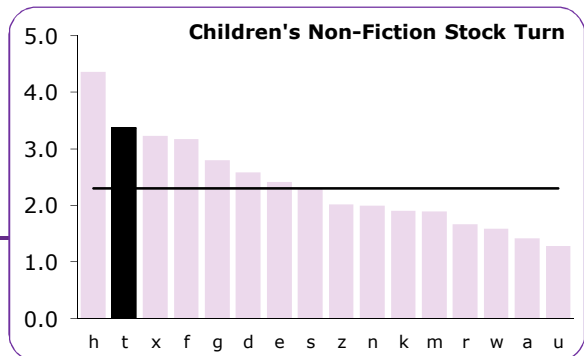
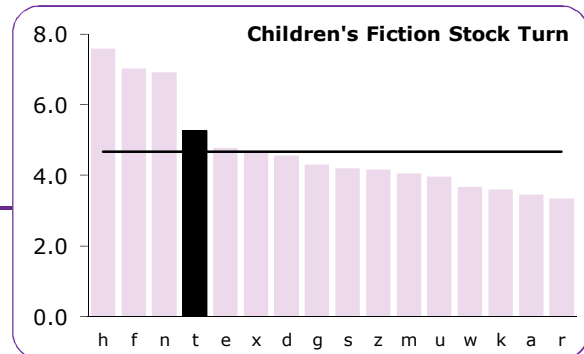
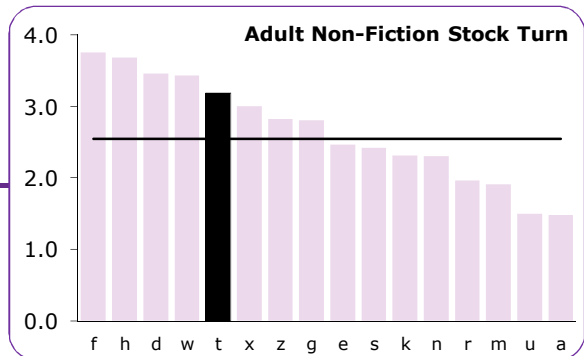
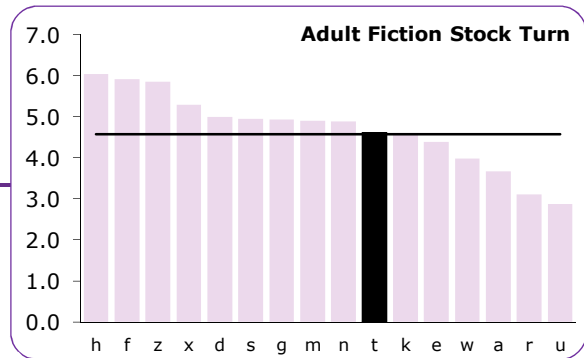
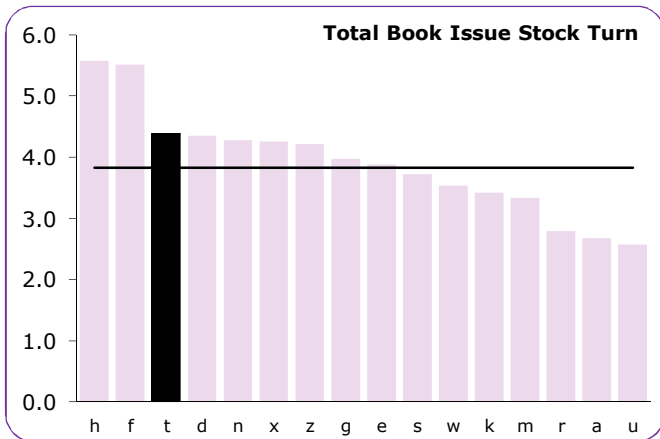
Source: CIPFA Public Library Statistics 2014 - Cells 67 to 71

## C2: Stock Turn

2013-14 Actuals

	Number	Average
Adult Fiction	4.6	4.6
Adult Non-Fiction	3.2	2.5
Children's Fiction	5.3	4.7
Children's Non-Fiction	3.4	2.3
<b>Total Book Issues</b>	<b>4.4</b>	<b>3.8</b>

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



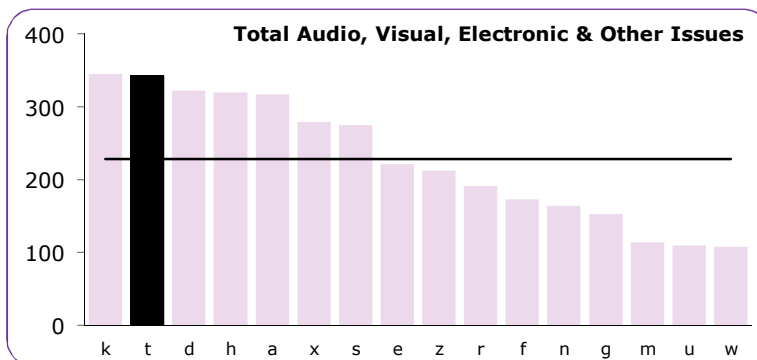
Source: CIPFA Public Library Statistics 2014 - Cells 67 to 71 divided by Cells 25 to 29 respectively

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

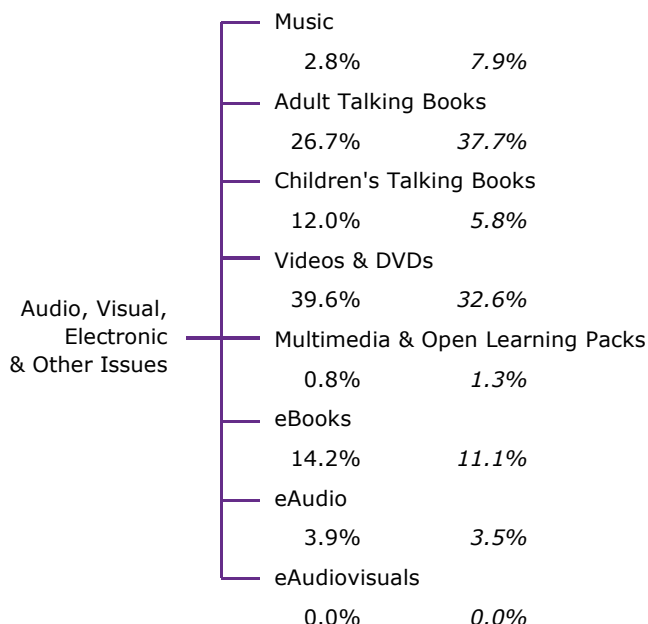
2013-14 Actuals

	Number	/1,000 pop	Avg
<b>Sound Recordings</b>			
Music	2,072	9.7	<i>18.0</i>
Adult Talking Books	19,547	91.3	<i>85.9</i>
Children's Talking Books	8,831	41.3	<i>13.2</i>
Video & DVDs	29,014	135.6	<i>74.3</i>
Multimedia & Open Learning Packs	554	2.6	<i>3.0</i>
<b>Electronic Products</b>			
eBooks	10,444	48.8	<i>25.4</i>
eAudio	2,875	13.4	<i>8.1</i>
eAudiovisuals	0	0.0	<i>0.0</i>
<b>Total Audio Visual Issues</b>	<b>73,337</b>	<b>342.7</b>	<b>228.0</b>

graph shown per 1,000 population



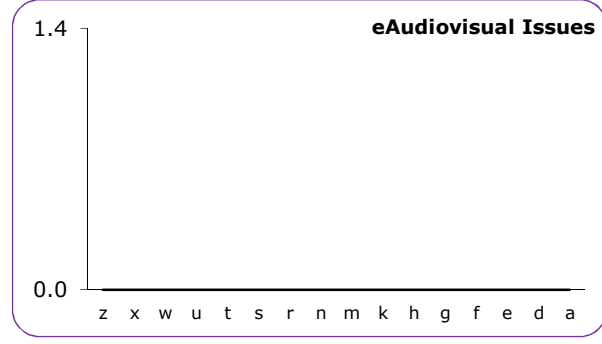
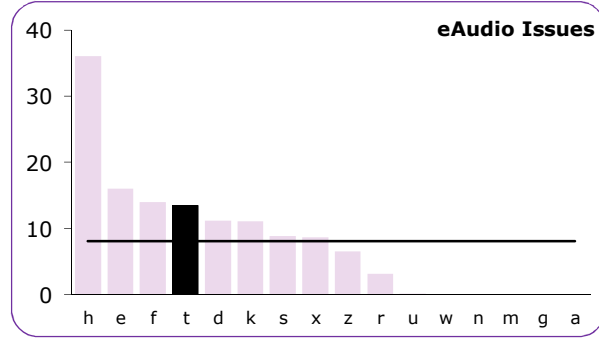
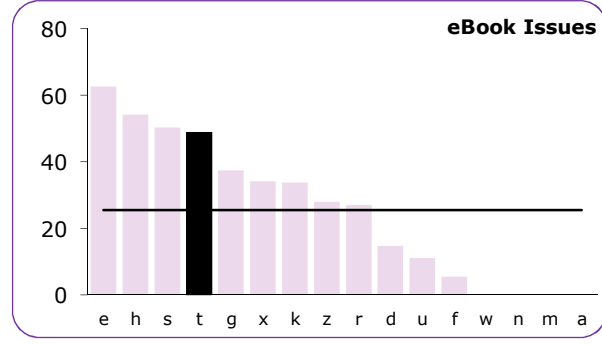
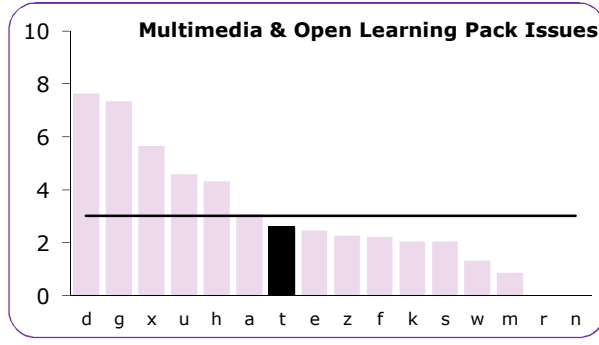
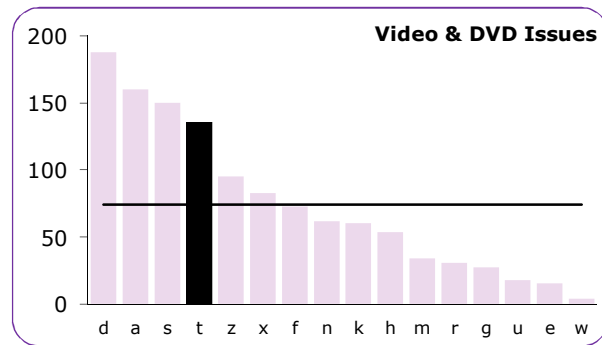
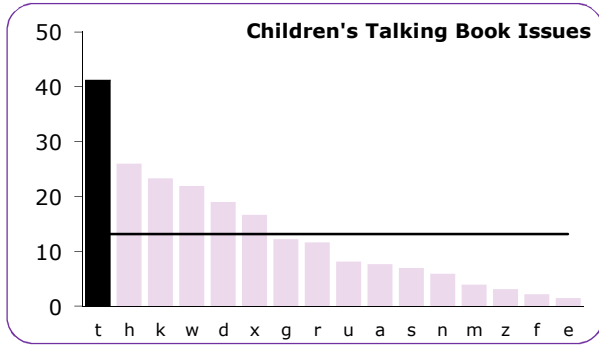
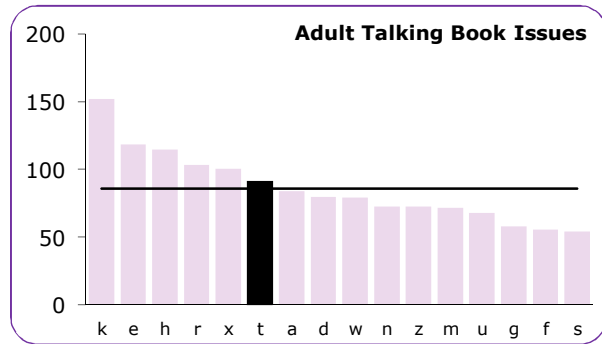
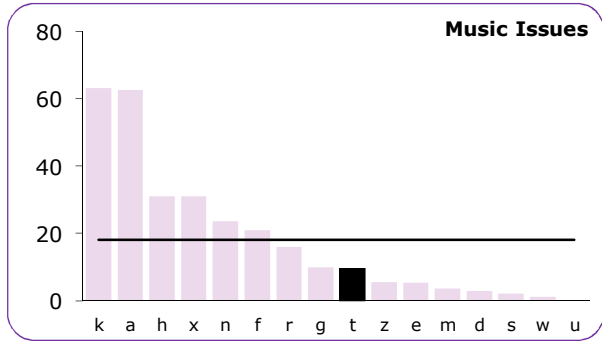
This tree diagram analyses Audio, Visual, Electronic & Other Issues.  
Your authority's value is followed by the average value in italics.



Source: CIPFA Public Library Statistics 2014 - Cells 72 to 80

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

graphs shown per 1,000 population



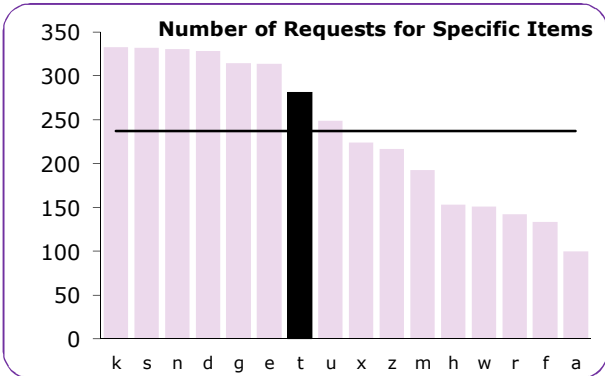
Source: CIPFA Public Library Statistics 2014 - Cells 72 to 79

## C4: Request Service

2013-14 Actuals

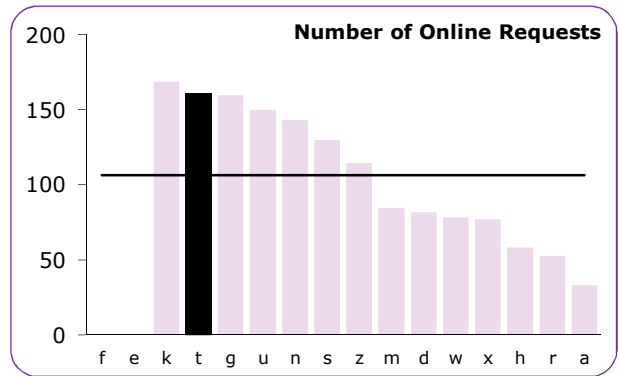
	Number	per 1,000 pop	Average
Requests	60,207	281	237

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cell 81

	Number	per 1,000 pop	Average
Online Requests	34,394	161	107



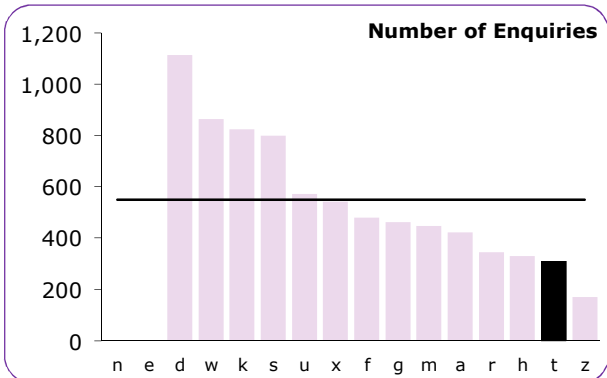
Source: CIPFA Public Library Statistics 2014 - Cell 82

## C5: Enquiries

2013-14 Actuals

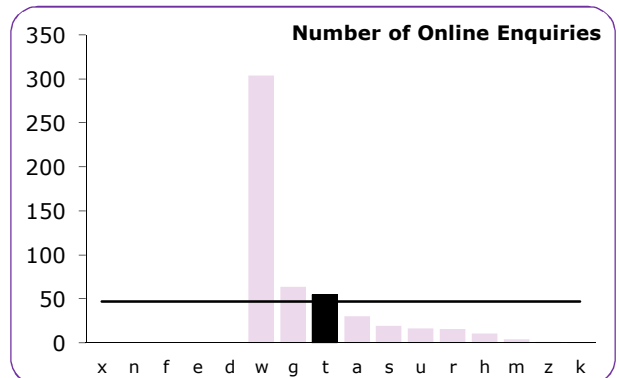
	Number	per 1,000 pop	Average
Enquiries	66,350	310	549

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cell 86

	Number	per 1,000 pop	Average
Online Enquiries	11,650	54.4	47.3



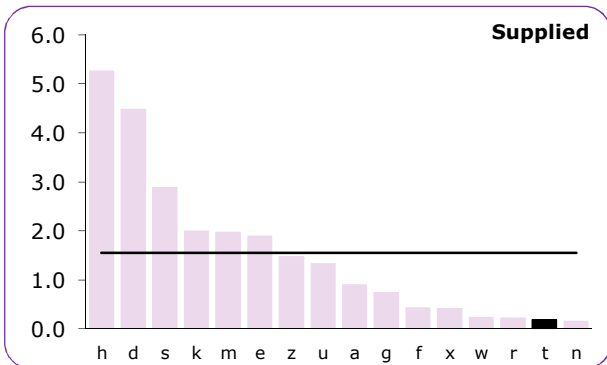
Source: CIPFA Public Library Statistics 2014 - Cell 87

## C6: Inter-Library Loans

2013-14 Actuals

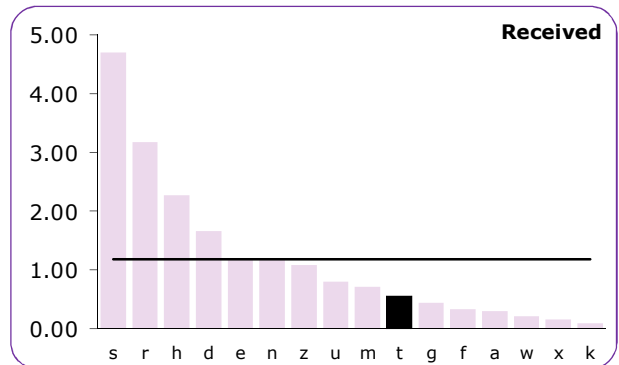
	Number	per 1,000 pop	Average
Loans Supplied	39	0.2	1.5

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cell 96

	Number	per 1,000 pop	Average
Loans Received	119	0.56	1.18



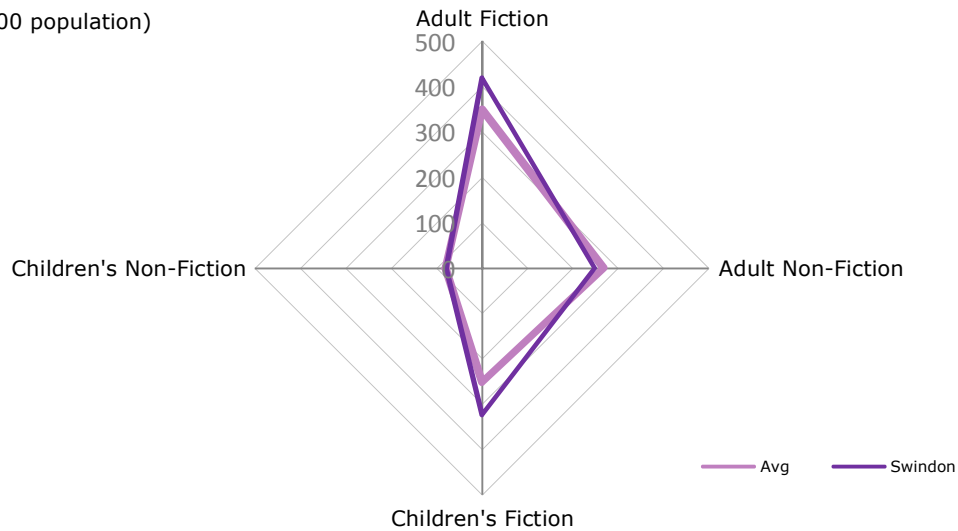
Source: CIPFA Public Library Statistics 2014 - Cell 97

## 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 2014**

(Stock per 1,000 population)



(See page 31 for details)

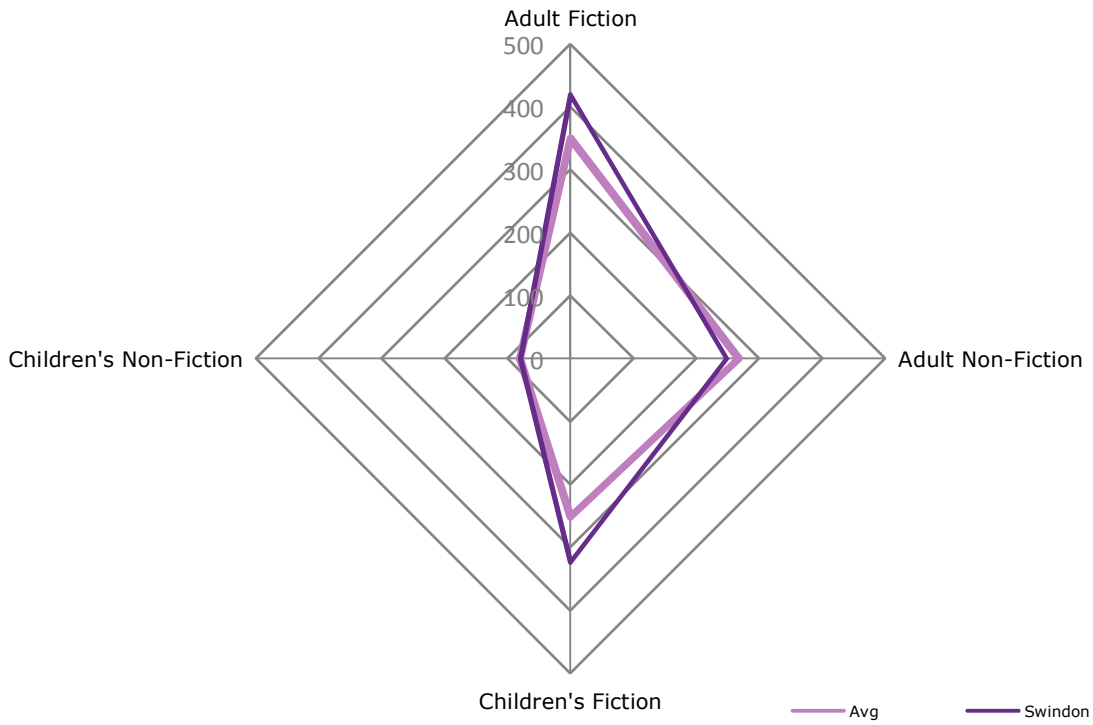
### Section Contents

<b>Page 31</b>	<b>D1: Book Stock</b> Split by children/adult and fiction/non-fiction
<b>Page 33</b>	<b>D2: Audio, Visual, Electronic &amp; Other Stock</b> Split by various categories
<b>Page 36</b>	<b>D3: Book Acquisitions</b> Split by children/adult and fiction/non-fiction
<b>Page 37</b>	<b>D4: Audio, Visual, Electronic &amp; Other Acquisitions</b> Split by various categories
<b>Page 38</b>	<b>D5: All Acquisitions (Books &amp; Audio Visual)</b> Trendline
<b>Page 39</b>	<b>D6: Lending Stock Replenishment Rate</b> Overall replenishment rate

# D1: Book Stock

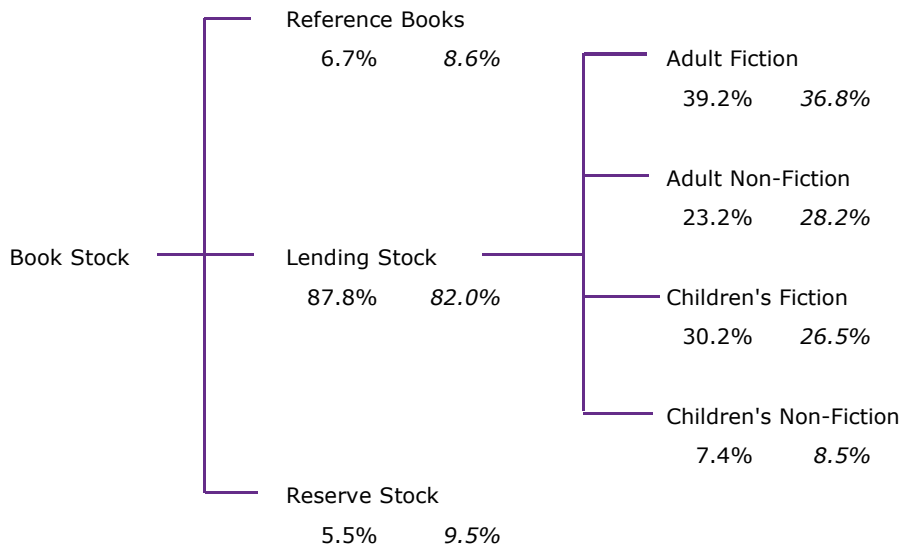
## Summary

### Book Stock at 31 March 2014



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

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



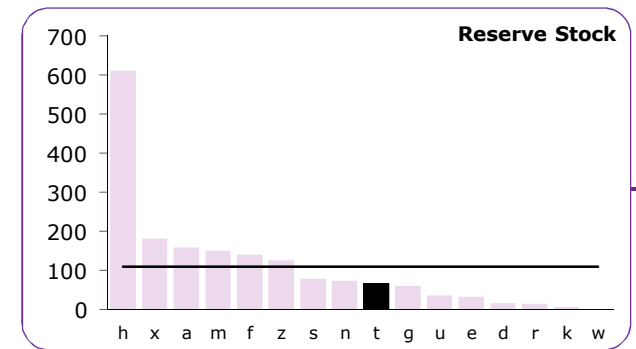
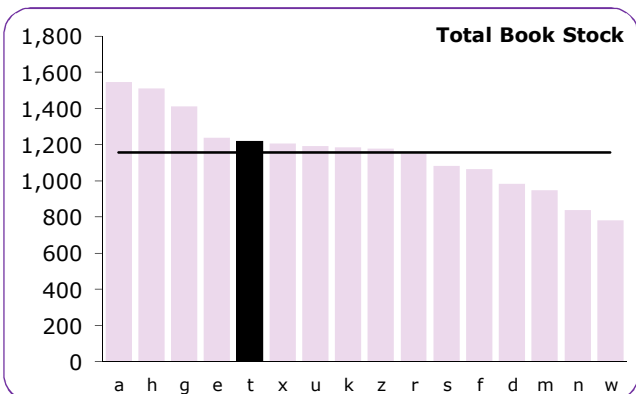
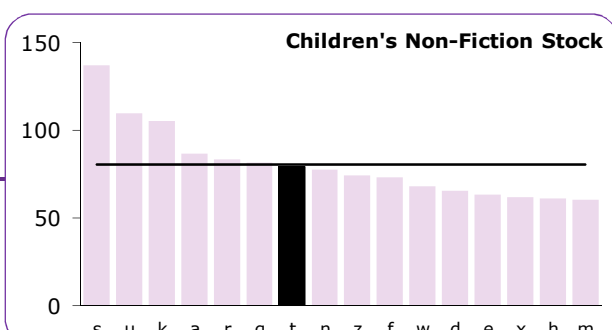
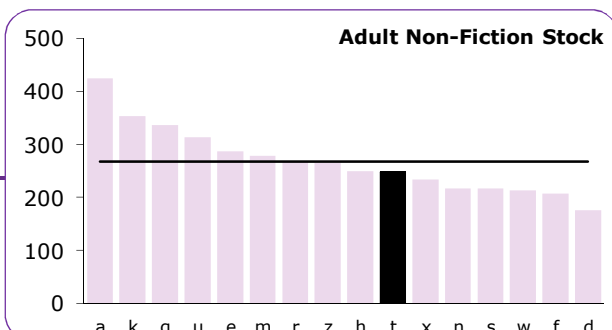
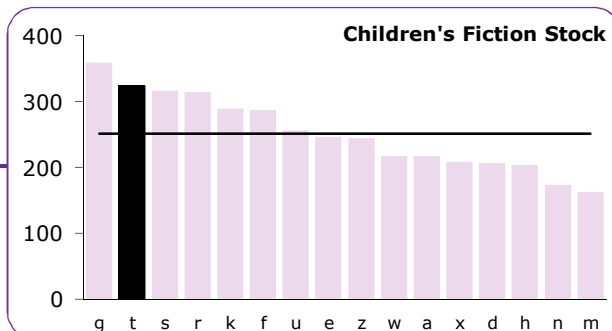
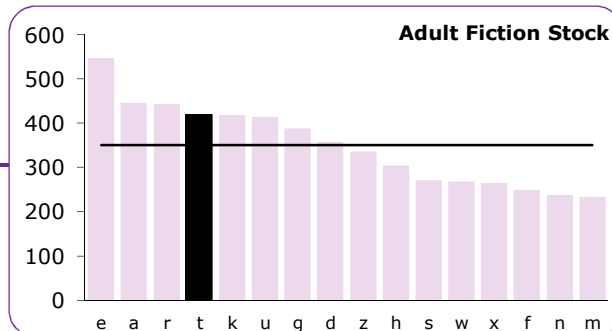
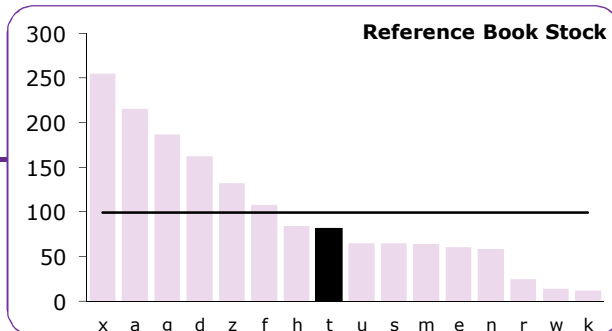
Source: CIPFA Public Library Statistics 2014 - Cells 24 to 31

# D1: Book Stock (continued)

at 31 March 2014

	No.	/1,000 pop	Avg
Reference Books	17,481	82	99
<b>Lending Stock</b>			
Adult Fiction	89,658	419	350
Adult Non-Fiction	53,101	248	268
Children's Fiction	69,172	323	251
Children's Non-Fiction	16,911	79	81
Reserve Stock	14,302	67	110
<b>Total Book Stock</b>	<b>260,625</b>	<b>1,218</b>	<b>1,158</b>

graphs shown per 1,000 population

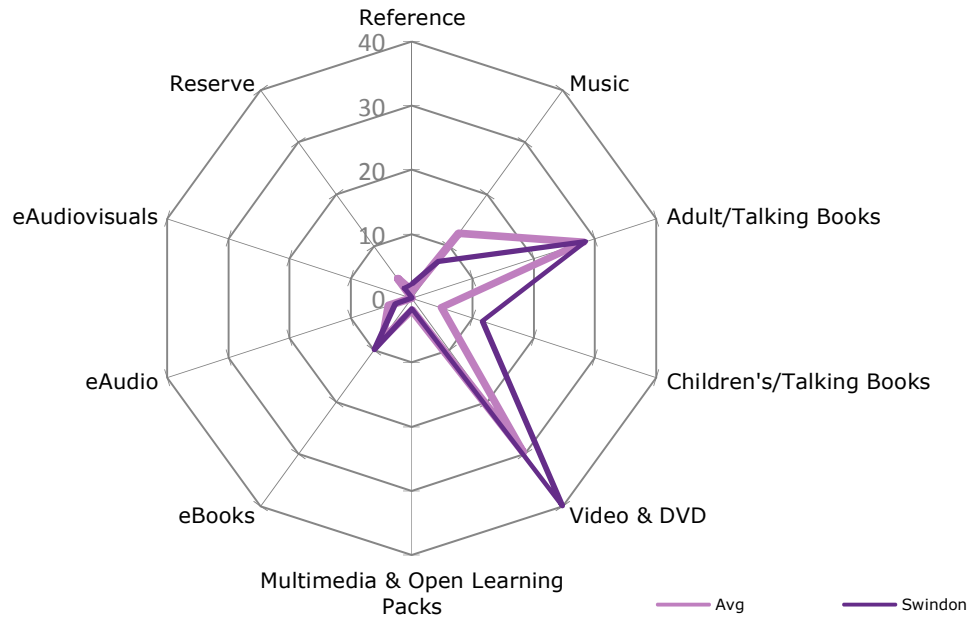


Source: CIPFA Public Library Statistics 2014 - Cells 24 to 31



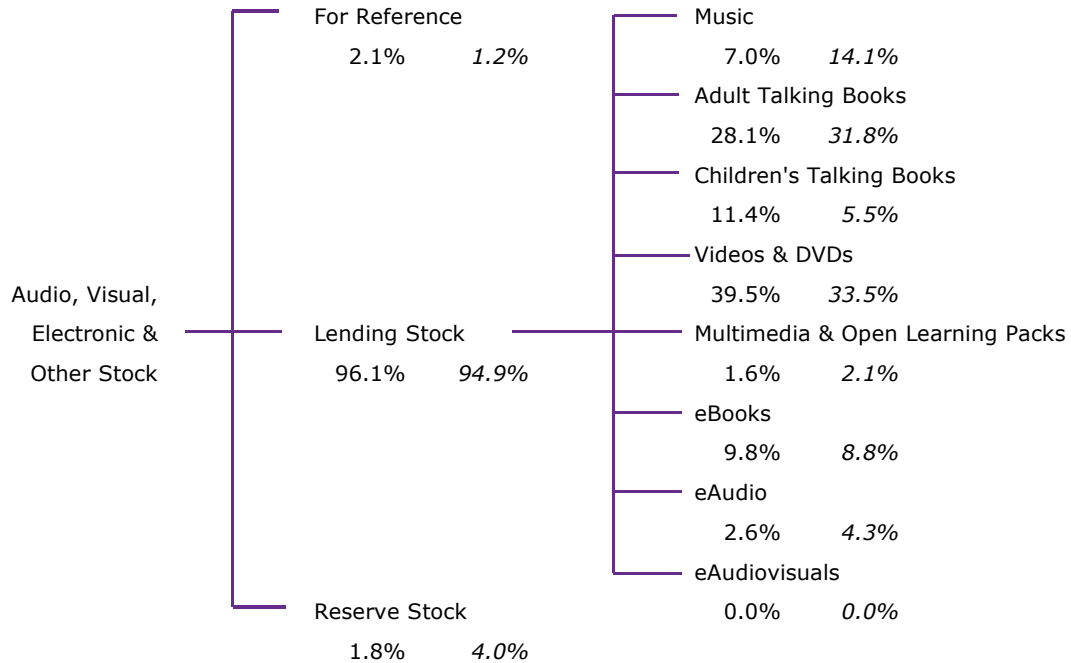
## D2: Audio, Visual, Electronic & Other Stock

**Stock at 31 March 2014**



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

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



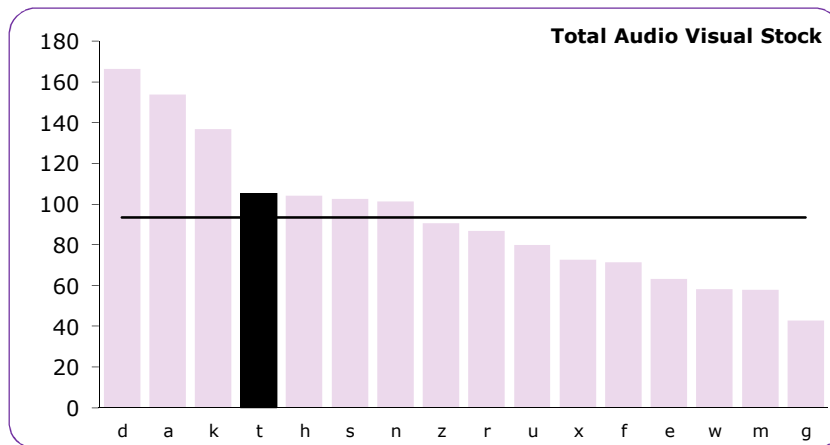
Source: CIPFA Public Library Statistics 2014 - Cells 39 to 50

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

at 31 March 2014

	Number	per 1,000 pop	Avg
For Reference	476	2.2	1.1
<b>Lending Stock</b>			
Sound - Music	1,515	7.1	12.5
Sound - Adult Talking Books	6,085	28.4	28.2
Sound - Children's Talking Books	2,469	11.5	4.9
Video & DVDs	8,545	39.9	29.6
Multimedia & Open Learning Packs	356	1.7	1.8
Electronic - eBooks	2,127	9.9	7.8
Electronic - eAudio	561	2.6	3.8
Electronic - eAudiovisuals	0	0.0	0.0
Reserve Stock	402	1.9	3.7
<b>Total Audio Visual Stock</b>	<b>22,536</b>	<b>105.3</b>	<b>94.5</b>

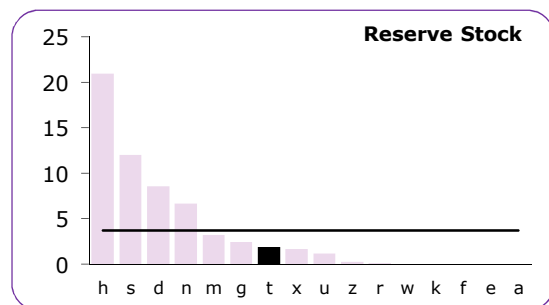
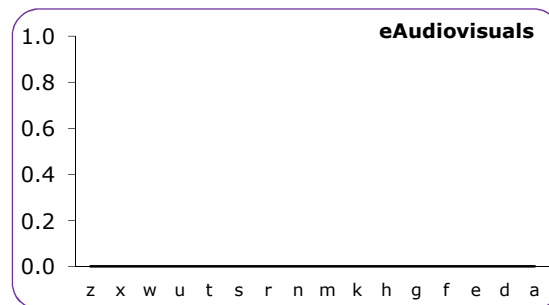
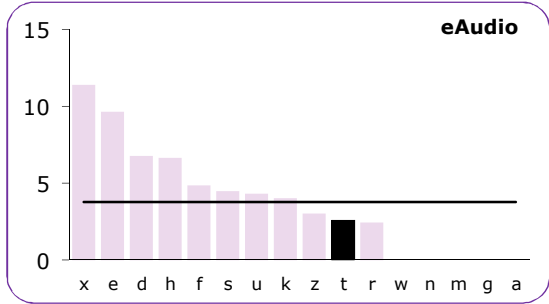
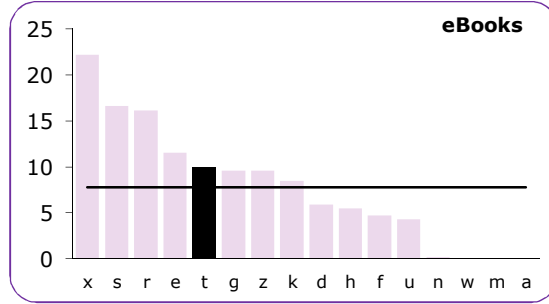
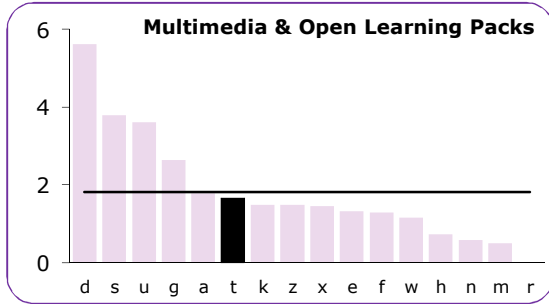
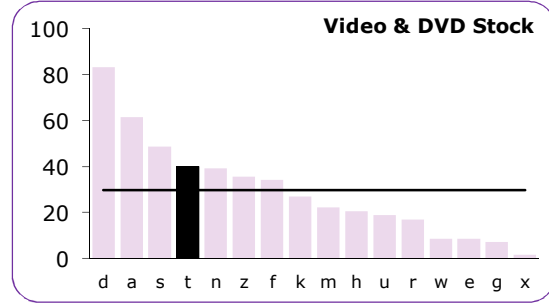
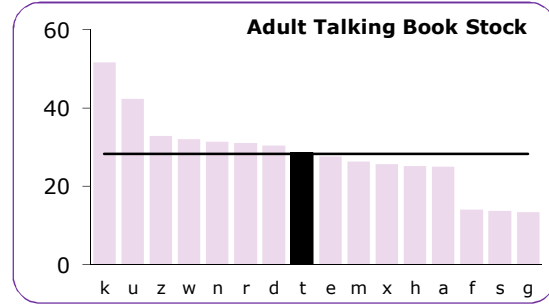
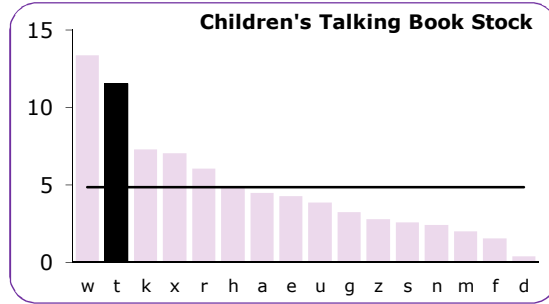
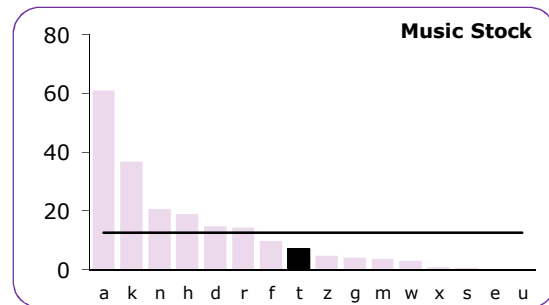
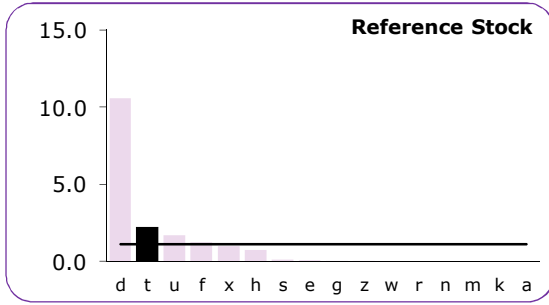
graph shown per 1,000 population



Source: CIPFA Public Library Statistics 2014 - Cells 39 to 50

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

graphs shown per 1,000 population



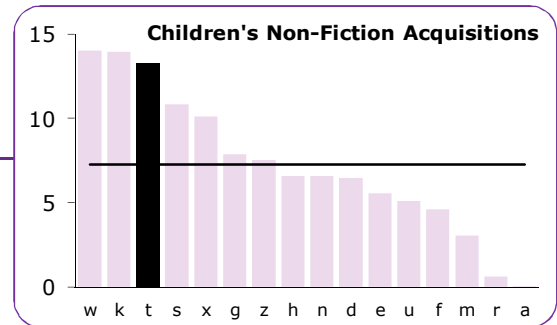
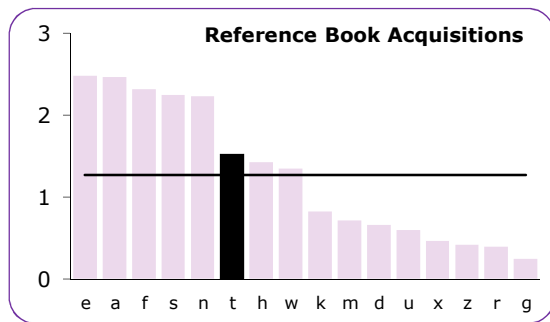
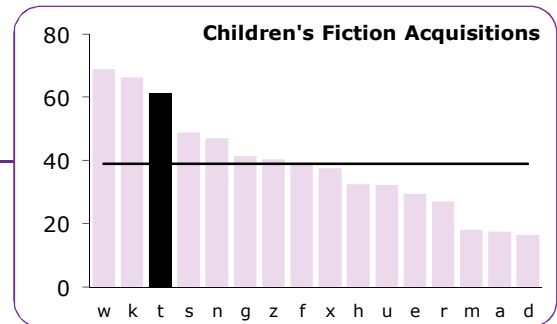
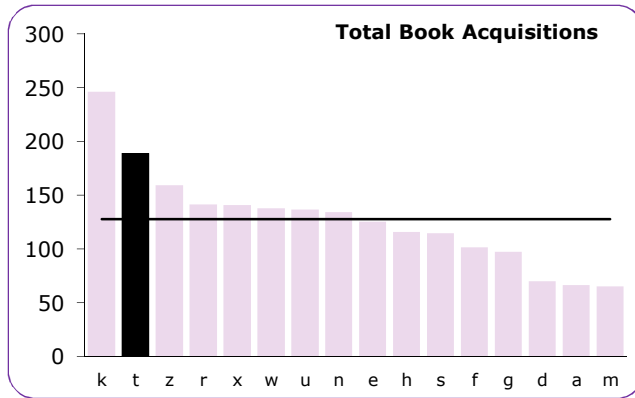
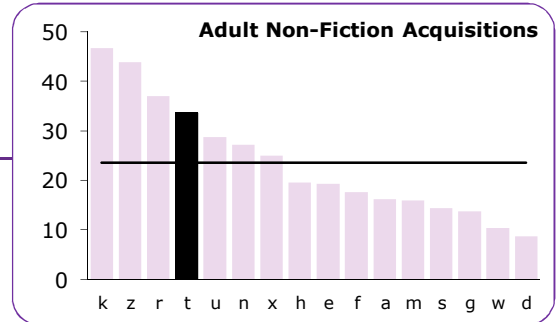
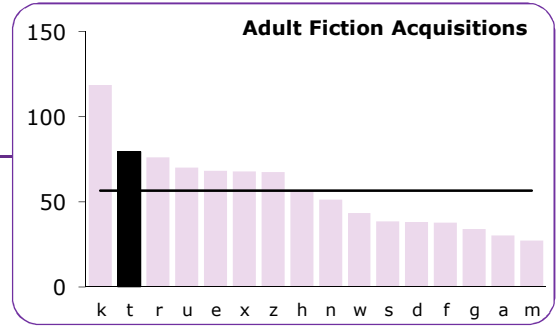
Source: CIPFA Public Library Statistics 2014 - Cells 39 to 50

### D3: Book Acquisitions

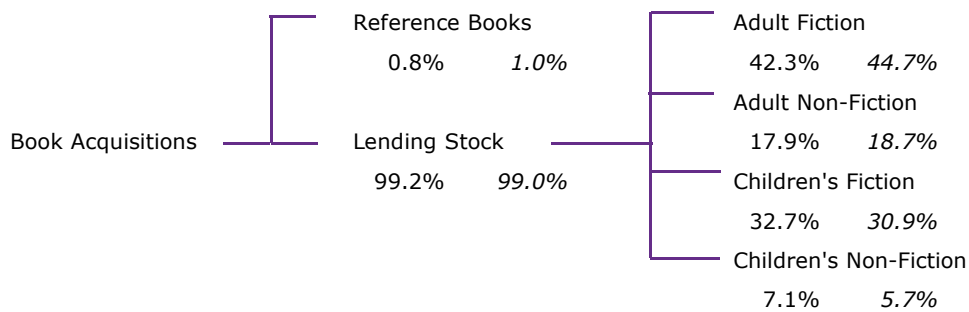
2013-14 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Average
Reference Books	325	1.5	1.3
<b>Lending Stock</b>			
Adult Fiction	16,931	79.1	56.5
Adult Non-Fiction	7,180	33.6	23.6
Children's Fiction	13,096	61.2	39.0
Children's Non-Fiction	2,831	13.2	7.3
<b>Total Book Acquisitions</b>	<b>40,363</b>	<b>188.6</b>	<b>127.6</b>



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.



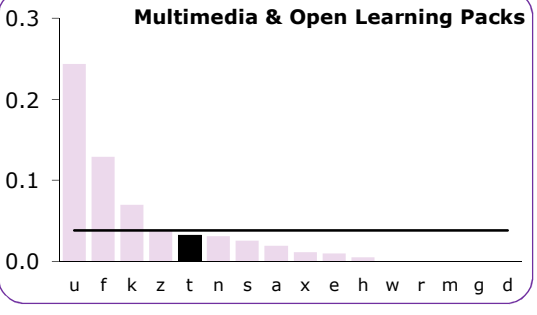
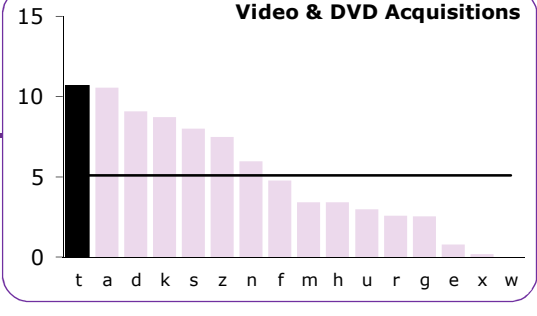
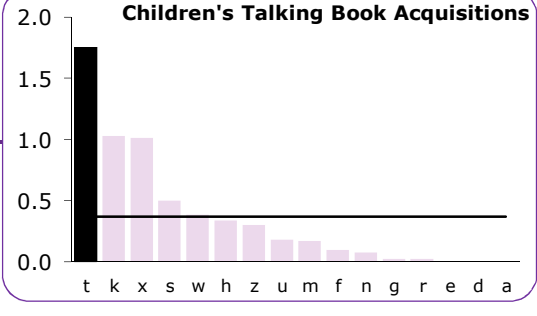
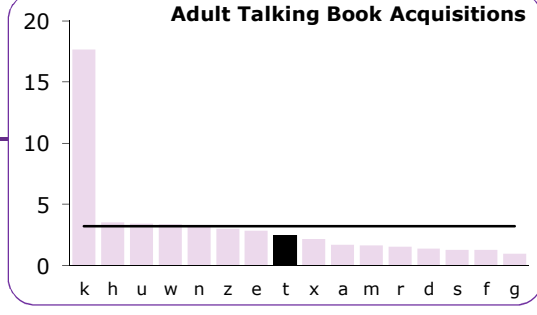
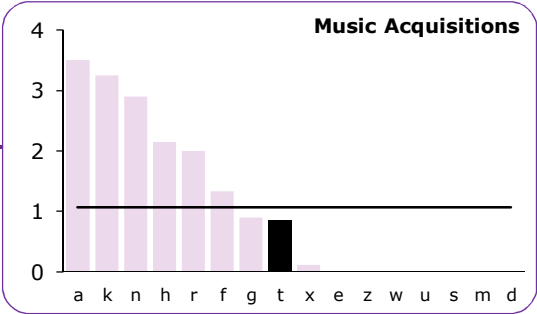
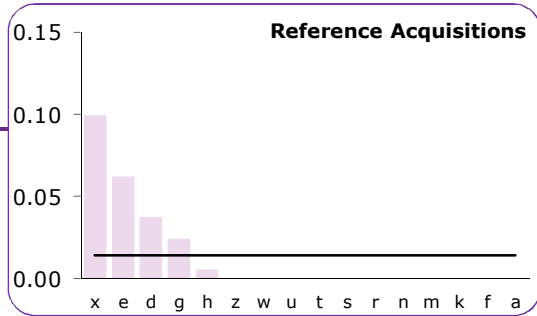
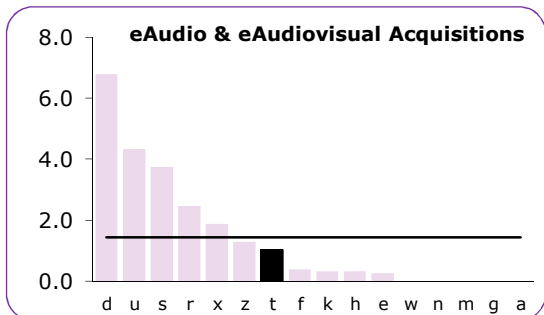
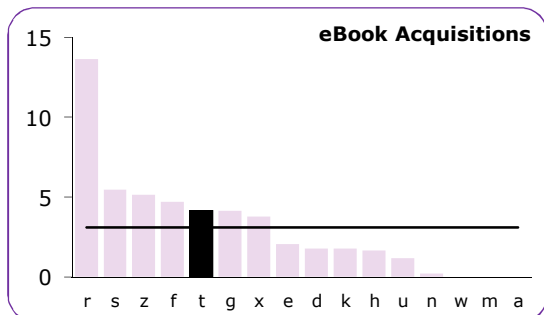
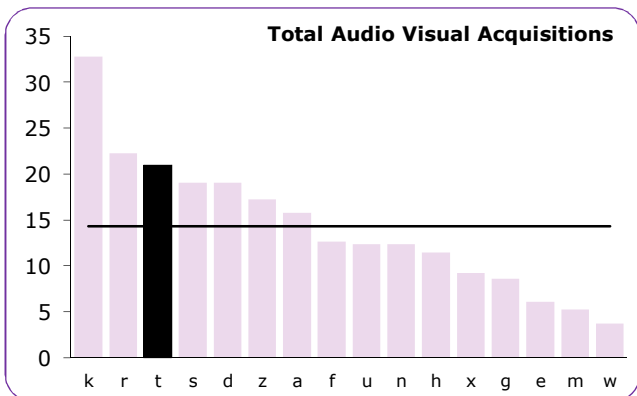
Source: CIPFA Public Library Statistics 2014 - Cells 32 to 38

# D4: Audio, Visual, Electronic & Other Acquisitions

2013-14 Actuals

graphs shown per 1,000 population

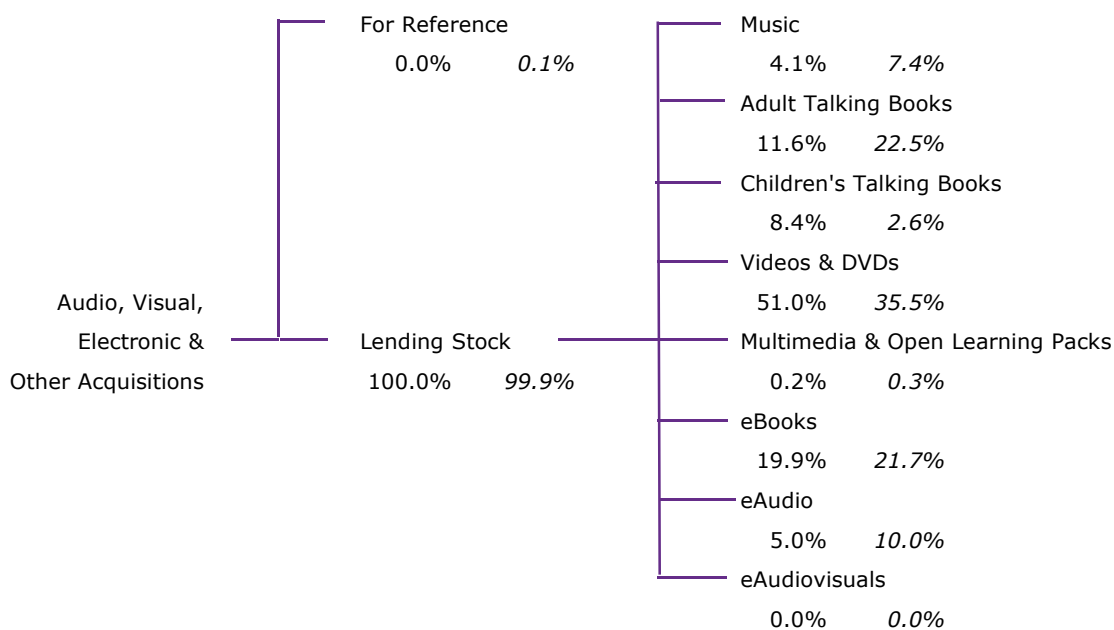
	Number	per 1,000 pop	Avg
For Reference	0	0.0	0.0
<b>Lending Stock</b>			
Sound - Music	182	0.9	1.1
Sound - Adult Talking Books	521	2.4	3.2
Sound - Children's Talking Books	375	1.8	0.4
Video & DVDs	2,285	10.7	5.1
Multimedia & Open Learning Packs	7	0.0	0.0
eBooks	891	4.2	3.1
eAudio	222	1.0	1.4
eAudiovisuals	0	0.0	0.0
<b>Total Audio Visual Acquisitions</b>	<b>4,483</b>	<b>20.9</b>	<b>14.3</b>



Source: CIPFA Public Library Statistics 2014 - Cells 51 to 61

## 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.

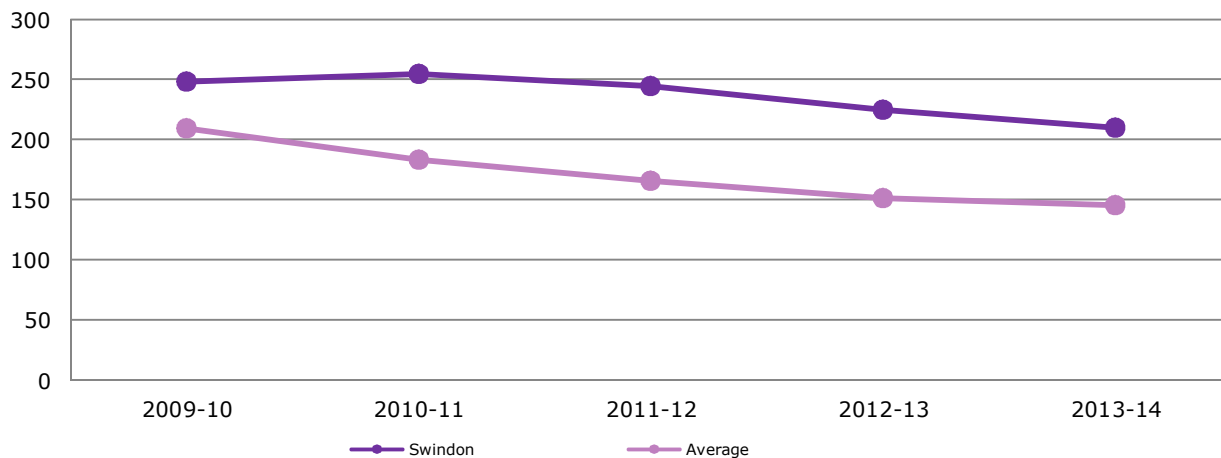


Source: CIPFA Public Library Statistics 2014 - Cells 51 to 61

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

Acquisitions	Number	per 1,000 pop	Average
2009-10	49,323	248	209
2010-11	51,400	255	183
2011-12	51,201	244	166
2012-13	47,610	225	151
2013-14	44,846	210	145

Acquisitions per 1,000 population: Time Series

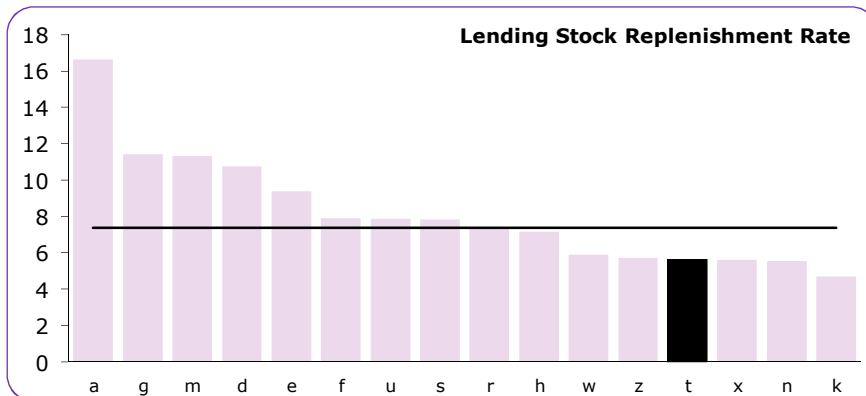


Source: CIPFA Public Library Statistics 2014 - Cells 38 & 61

## D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	5.6	7.4

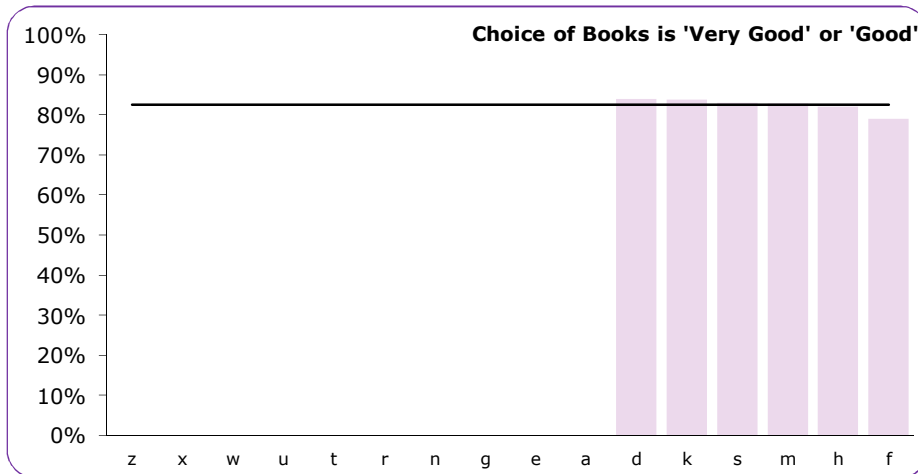
- Time taken in years to replenish the lending stock on open access or available on loan at 2013-14 rate.



Source: CIPFA Public Library Statistics 2014 - (Cell 29 + Cell 48) / (Cell 37 + Cell 60)

## 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 42 for details)

Section Contents	
<b>Page 41</b>	<b>E1: Requests</b> % supplied in 7, 15 and 30 days
<b>Page 42</b>	<b>E2: Adults Public Library Users Survey (PLUS)</b> Satisfaction Measures
<b>Page 43</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.

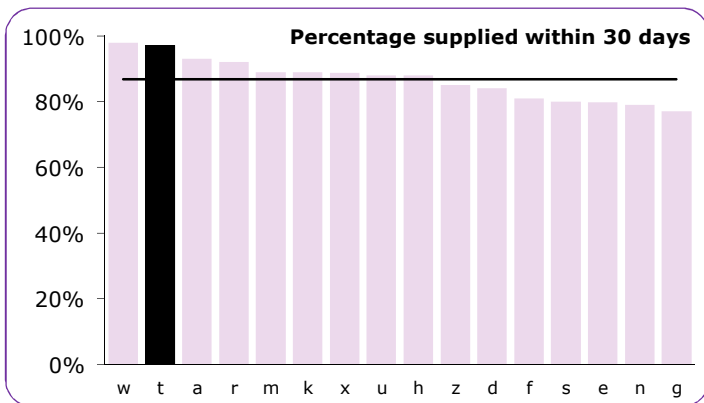
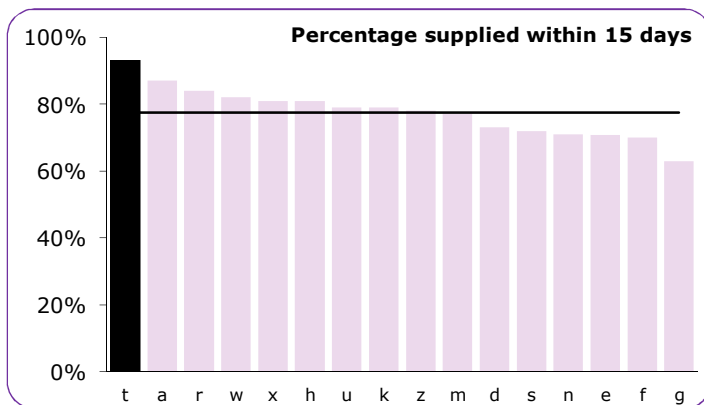
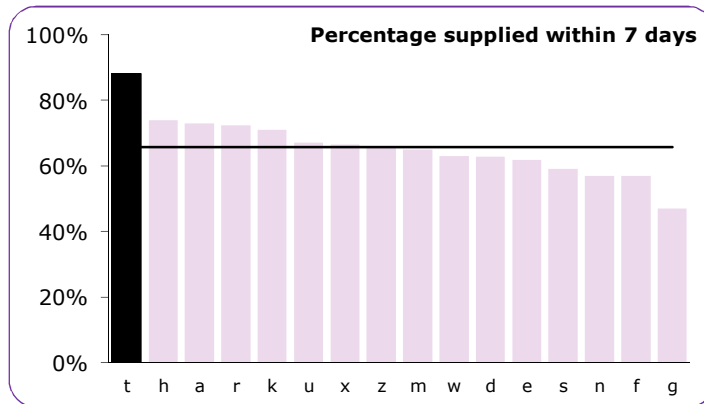
If you would like to learn more about PLUS please contact [research@cipfa.org](mailto:research@cipfa.org)



## E1: Requests

2013-14 Actuals

Percentage Supplied	Authority	Average
within 7 days	88%	66%
within 15 days	93%	78%
within 30 days	97%	87%

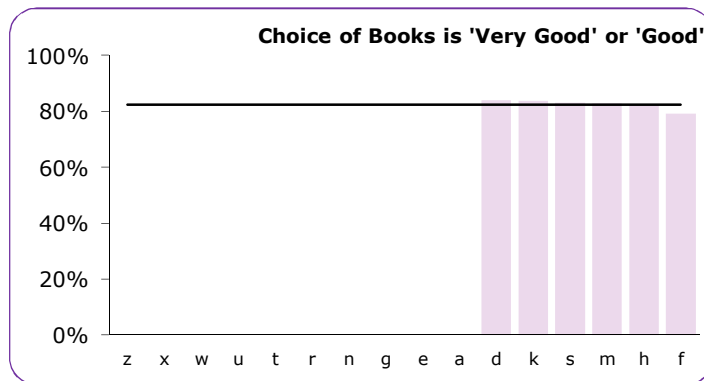
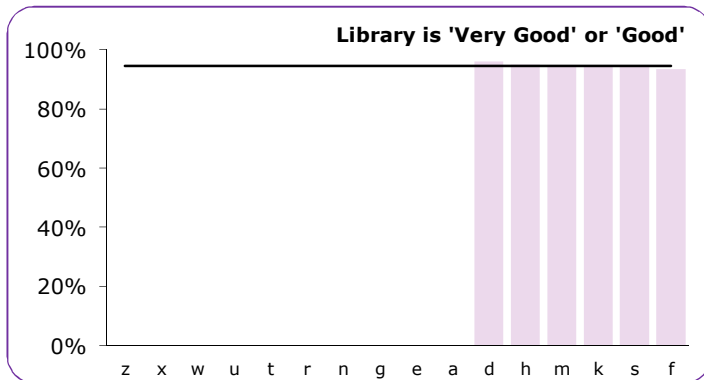
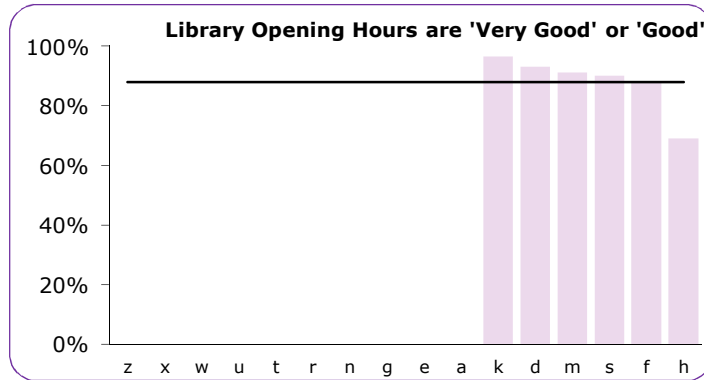


Source: CIPFA Public Library Statistics 2014 - Cells 83 to 85

## 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	88%
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	82%

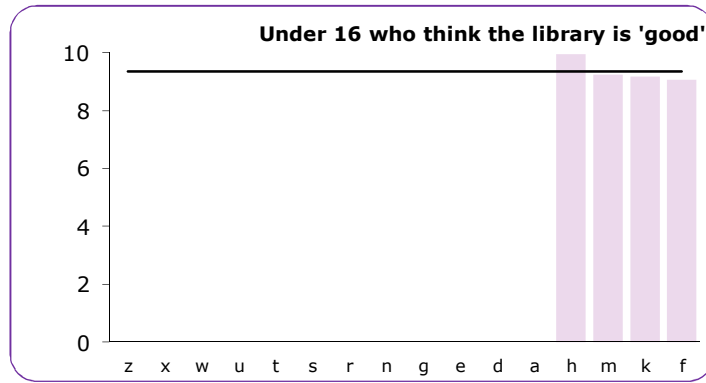


Source: CIPFA Public Library Statistics 2014 - Cells 154 to 156

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

Under 16

Survey Year:	..	Authority	Average
Who think the library is 'good' (average score out of 10)	..	..	9.4



# 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 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 48

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 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 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.

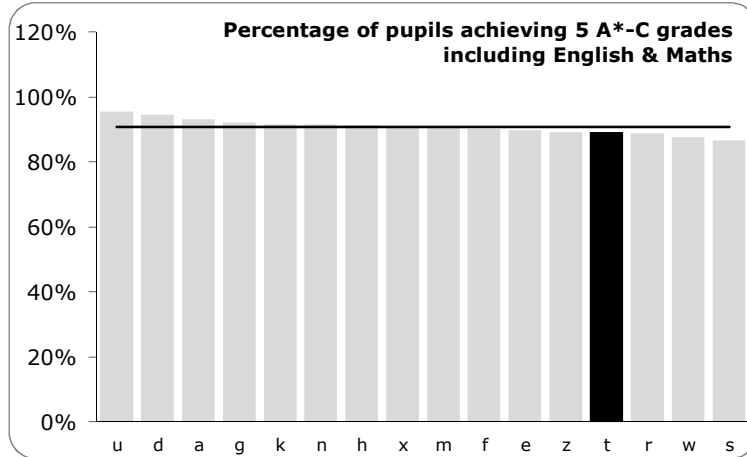
We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the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



# APPENDIX 2 - Background Information

## Educational Attainment

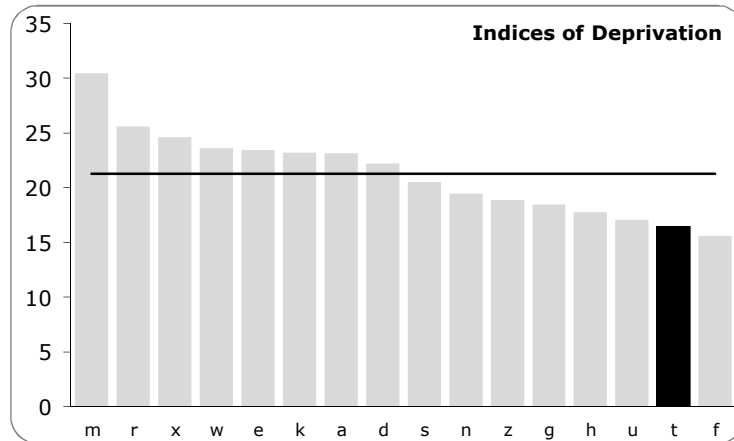
		Average
Educational Attainment	89.1%	90.9%



Source: CIPFA Children's Services Actuals Statistics 2011-12 - Column 325

## Deprivation

		Average
Index of Deprivation	16.5	21.3



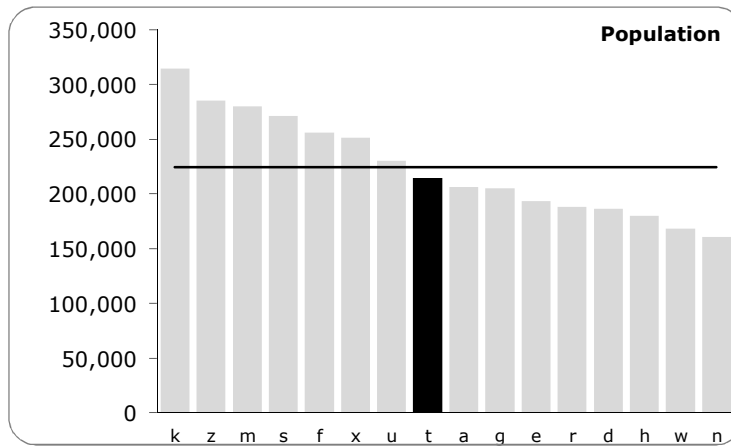
- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010



## Population

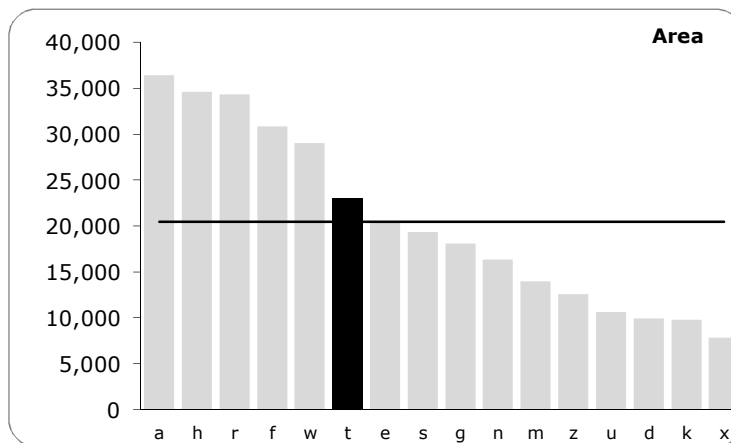
		Average
Population	214,000	224,431



Source: ONS Mid 2013 Population Estimates

## Area

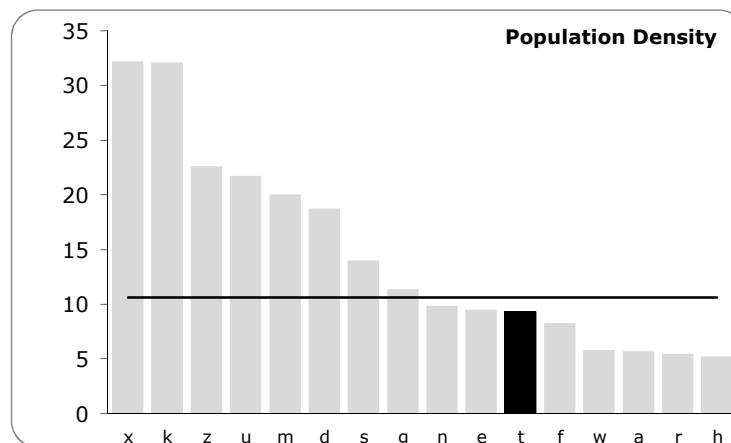
		Average
Area	23,009	20,445



Source: ONS Area 2013

## Population Density

		Median
Population Density	9.3	10.6



## APPENDIX 3 - Financial Information

### For Swindon Borough Council Financial Information 2013-14 (Actuals)

Revenue Expenditure	£	per 1,000 pop	Average
<b>Employees</b>	1,684,341	7,871	7,233
<b>Premises</b>	566,806	2,649	1,848
<b>Supplies &amp; Services</b>			
Books & Pamphlets			
- Reference	12,615	59	36
- Adult Fiction	118,187	552	413
- Adult Non-Fiction	62,695	293	198
- Children's Fiction	56,975	266	174
- Children's Non-Fiction	13,480	63	39
Newspapers, Periodicals & Magazines	7,680	36	58
Sound Recordings <sup>1</sup>	29,747	139	115
DVDs, CD-ROMs, Software & Multimedia <sup>2</sup>	32,467	152	70
Electronic & Online Products <sup>3</sup>	47,812	223	177
Other Acquisitions	4,552	21	72
Bookbinding	2,618	12	5
<b>Total Materials</b>	<b>388,828</b>	<b>1,817</b>	<b>1,357</b>
Computing Costs	172,457	806	421
Other Supplies & Services	87,655	410	632
<b>Transport</b>	<b>19,693</b>	<b>92</b>	<b>101</b>
<b>Third Party Payments</b>	<b>24,045</b>	<b>112</b>	<b>186</b>
<b>Support Service Costs</b>	<b>0</b>	<b>0</b>	<b>1,788</b>
<b>Total Revenue Expenditure</b>	<b>2,943,825</b>	<b>13,756</b>	<b>13,565</b>

Revenue Income	£	per 1,000 pop	Average
Overdue Charges	49,807	233	151
Reservation Fees	309	1	9
Lettings	38,967	182	89
Hire of Audio & Visual Materials	62,595	293	141
Electronic Revenue	0	0	33
Specific Grants	3,871	18	34
Provision of Library Services to other Local Authorities	3,233	15	26
Miscellaneous - receipts from the public	81,601	381	269
Miscellaneous - corporate income	0	0	148
<b>Total Revenue Income</b>	<b>240,383</b>	<b>1,123</b>	<b>901</b>

Net Expenditure (excluding Capital Charges)	3,184,208	14,879	14,466
Capital Charges	341,223	1,595	1,094
<b>Total Net Expenditure (including Capital Charges)</b>	<b>3,525,431</b>	<b>16,474</b>	<b>15,561</b>

<b>Total Capital Expenditure</b>	<b>0</b>	<b>0</b>	<b>784</b>
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<sup>1</sup> Includes Music, Adult Talking Books and Children's Talking Books (Cells 106 to 108)

<sup>2</sup> Includes DVDs, Multimedia & Open Learning Packs and CD-ROMs & Software (Cells 107 & 108)

<sup>3</sup> Includes eBooks, eAudio, eAudiovisual, Subscriptions and Online / Electronic Products (Cells 111 to Cell 115)

## Financial Information 2014-15 (Estimates)

<b>Revenue Expenditure</b>	£	per 1,000 pop	<i>Average</i>
Employees	1,497,800	6,999	6,869
Premises	626,000	2,925	1,876
Supplies & Services - Materials	371,900	1,738	1,419
Other Expenditure	325,200	1,520	2,577
<b>Total Revenue Expenditure</b>	2,820,900	13,182	12,741
<b>Revenue Income</b>	(224,200)	(1,048)	(1,009)
Net Expenditure (excluding Capital Charges)	2,596,700	12,134	11,732
Capital Charges	296,325	1,385	1,167
<b>Total Net Expenditure (including Capital Charges)</b>	2,893,025	13,519	12,898

## 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 fourth 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.