

# Telford & Wrekin Council

CIPFAstats Comparative Profile

## public libraries

2017-18 Actuals and  
2018-19 Estimates

Comparison Group:

- (z) Telford & Wrekin
- (x) Halton
- (f) Rotherham
- (h) Bolton
- (k) Medway
- (s) Rochdale
- (m) Bury
- (d) Calderdale
- (r) St Helens
- (e) Warrington
- (a) Darlington



## FOREWORD

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

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 2018 CIPFAstats collection with the group of authorities specified on the title page.

This is the eighth 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

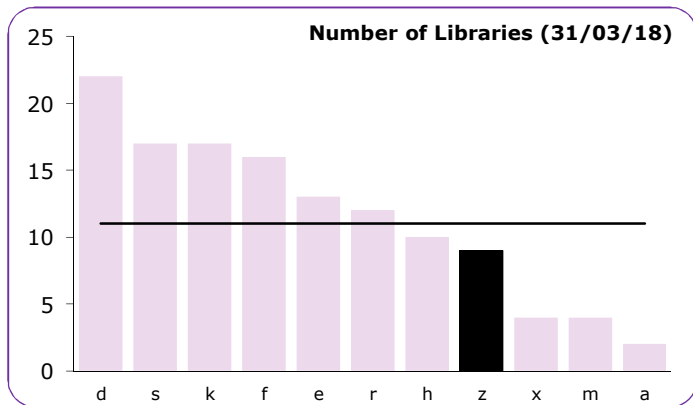
- 81% of UK Library Authorities provided data for the 2018 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. In such cases 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 Telford & Wrekin with 10 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 2017-18 Actuals.

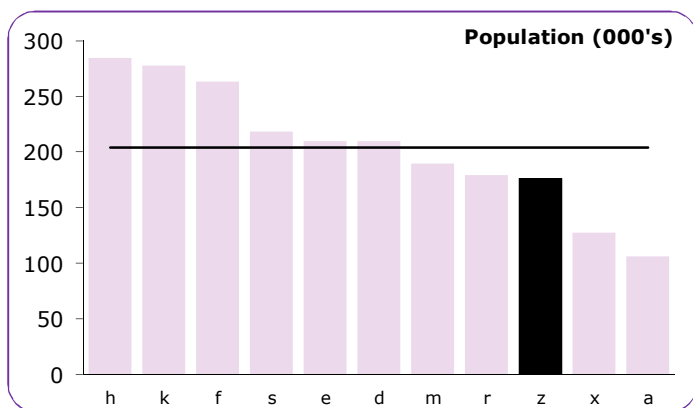
### A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Telford & Wrekin has 9 libraries (the bar highlighted in black) compared to an average of 11 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.

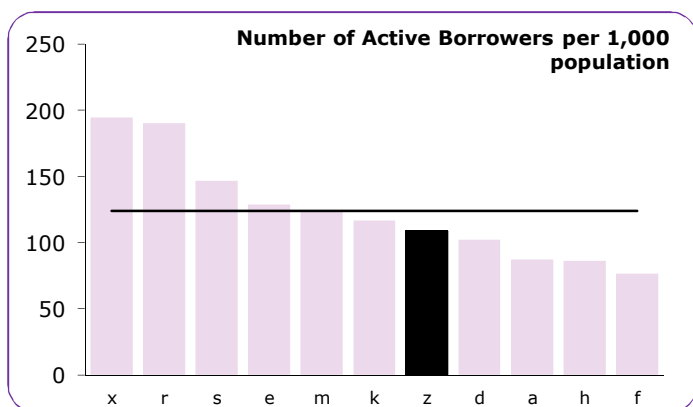
- Telford & Wrekin has close to the average number of libraries within the group giving an indication of the scale of the library service.

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).

- Telford & Wrekin is the 3rd smallest of the 11 authorities compared here (in terms of population).

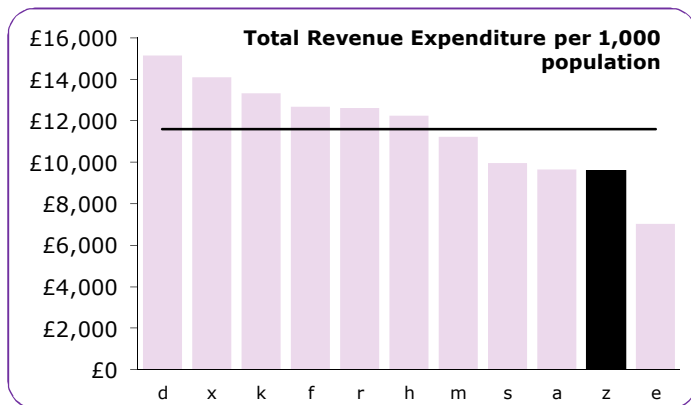


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

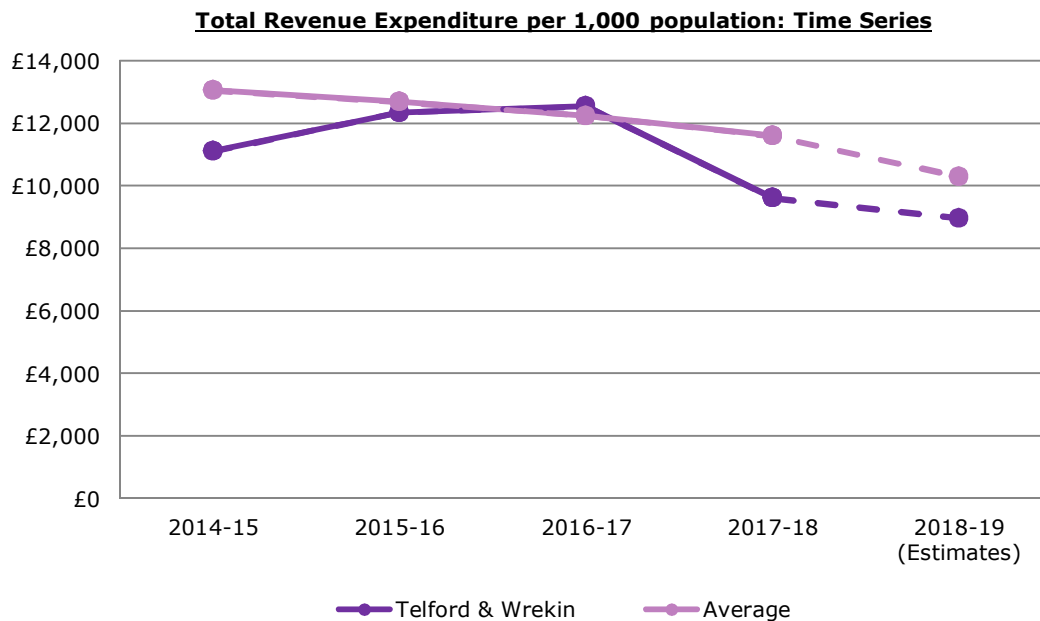
- Telford & Wrekin is within the lower quartiles suggesting that the library service does not engage as well with the population when compared to the other authorities.

Please see appendix 1 for further details on quartiles.

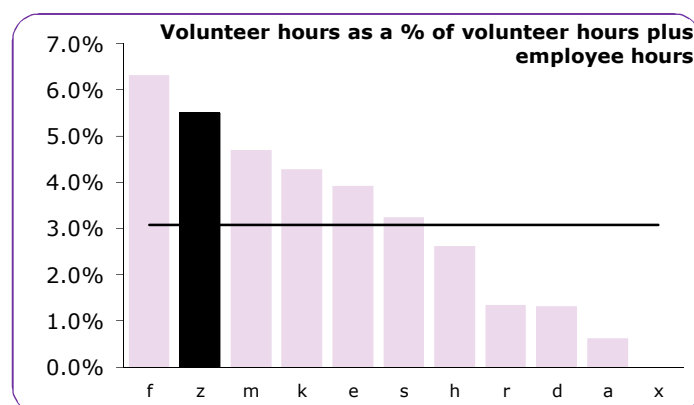
## B: Resourcing



- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2017-18 actuals.
- Telford & Wrekin comes out as being at the lowest end of the comparison, which suggests that it is providing a low cost service. It may be worth looking back to the number of active borrowers per 1,000 population to check that the service is successfully engaging with the public.

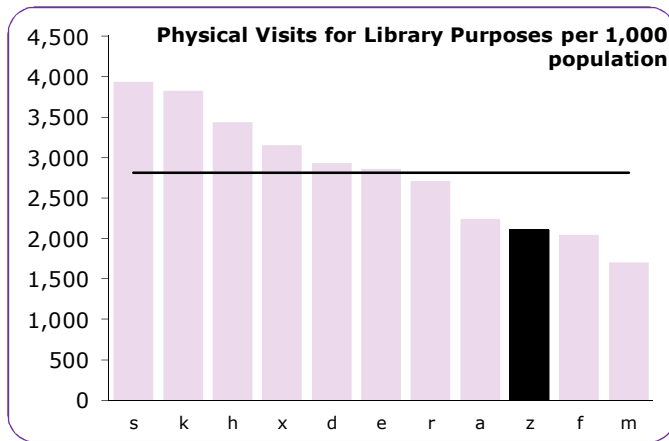


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2018-19. The population figure used for all years is the mid-year 2017 figure, so the changes in value relate to changes in expenditure only.
- For most authorities an increase can be seen in the 2018-19 estimates.

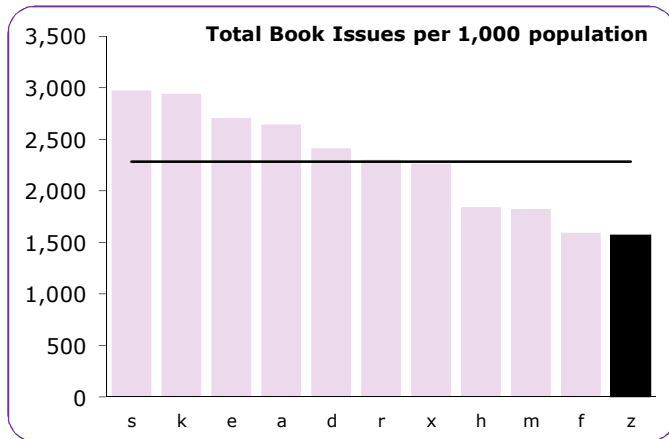


- One well publicised approach that library authorities are taking is using volunteers.
- Telford & Wrekin had 5.5% of 'worked hours' provided by volunteers in 2017-18 compared to an average of 3.1%.

## C: Workload

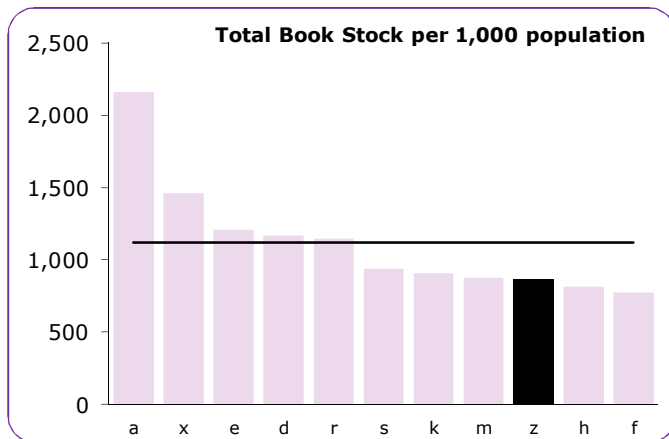


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



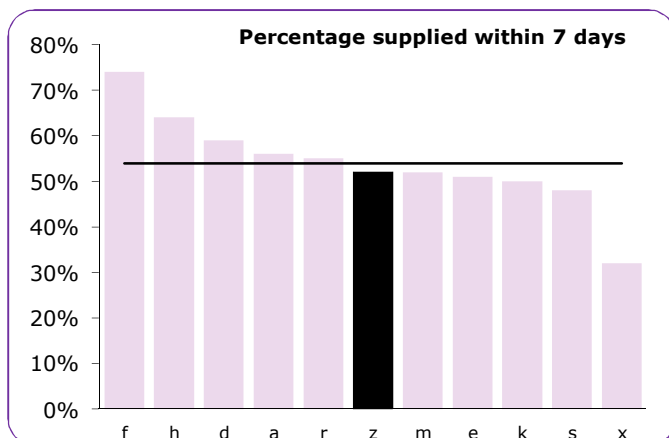
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock



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

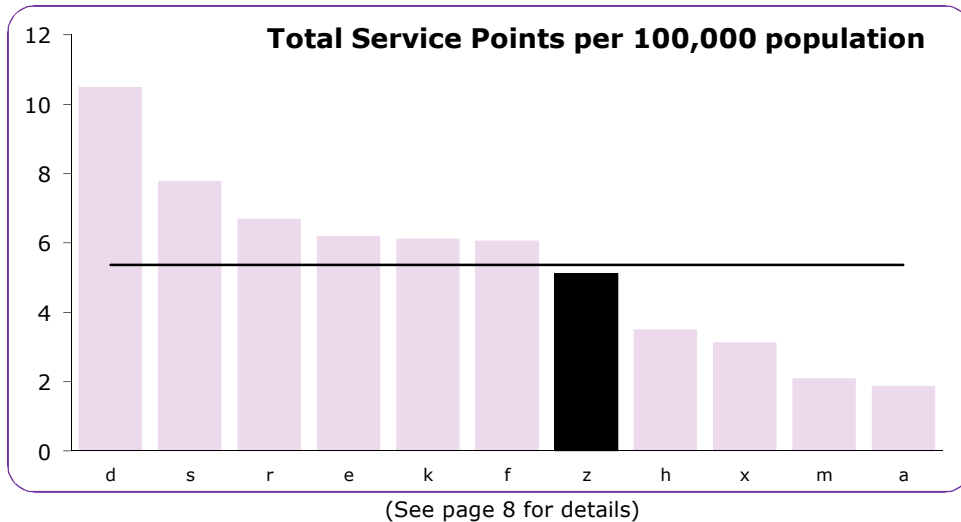
## E: Performance



- Telford & Wrekin successfully supplied 52% of book requests within 7 days of request. This was about 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.



## Section Contents

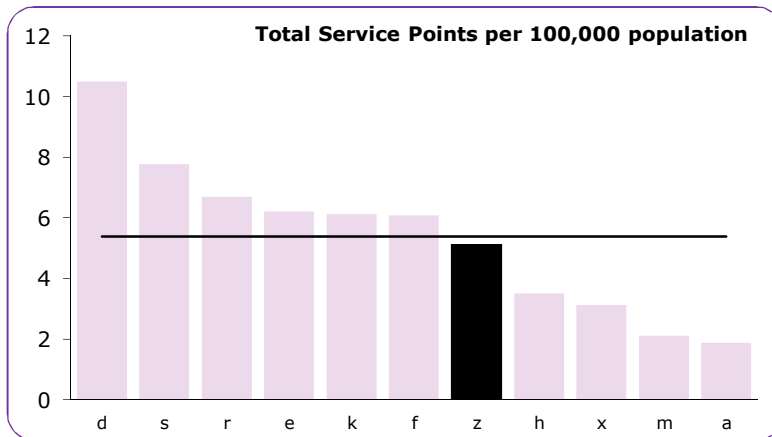
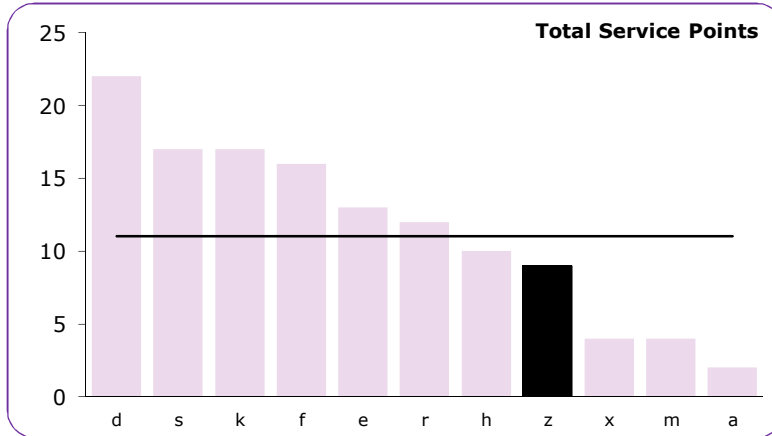
<b>Page 8</b>	<b>A1: Service Points</b> Number of service points Busiest service points
<b>Page 10</b>	<b>A2: Population Density</b> Comparisons for static & mobile libraries % authorities without mobile libraries
<b>Page 11</b>	<b>A3: Opening Hours</b> Distribution of opening hours Opening hours at 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 2018

	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.1
Static Service Points	9	5.1	5.3
<b>Total Service Points</b>	<b>9</b>	<b>5.1</b>	<b>5.4</b>

	Authority	Average
Population	175,800	203,827



Source: CIPFA Public Library Statistics 2018 - Cells 1 to 45, ONS Population Estimates Mid 2017

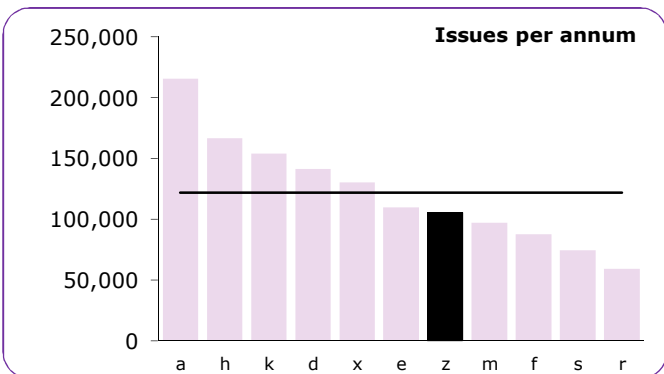
## Busiest Service Points

2017-18 Actuals

Busiest Service Point (Issues):

**Wellington**

	Authority	Average
Issues per annum	105,069	121,864

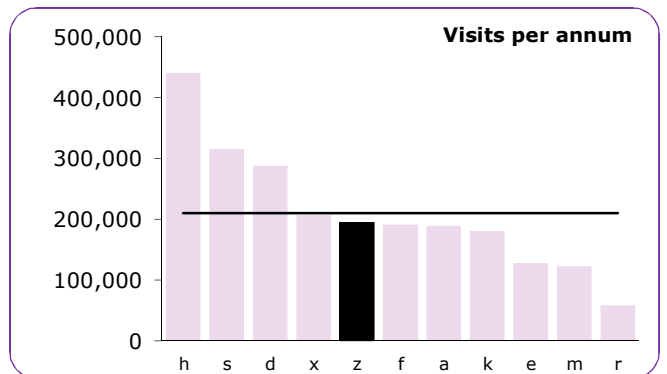


Source: CIPFA Public Library Statistics 2018 - Cells 48 & 49

Busiest Service Point (Visits):

**Southwater**

	Authority	Average
Visits per annum	194,272	210,187



Source: CIPFA Public Library Statistics 2018 - Cells 50 & 51

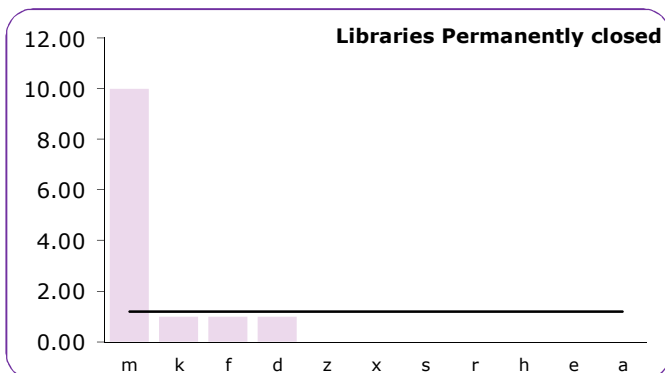


# A1: Service Points (continued)

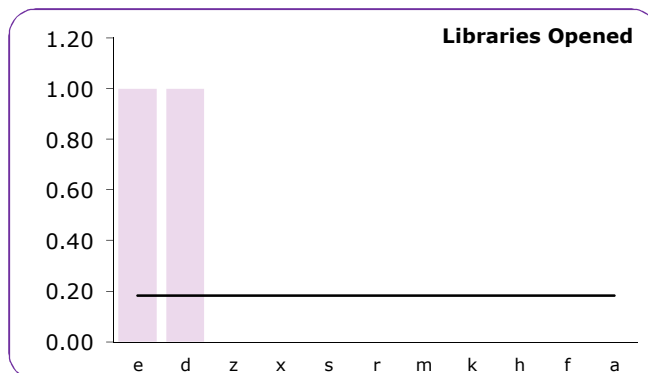
2017-18 Actuals

## Library Opening/Closures

	Authority	/100,000 pop	Avg
Libraries Closed	0	0.0	1.18
Libraries Opened	0	0.0	0.18
<b>Net Library Openings</b>	0	0.0	<b>-1.00</b>



Source: CIPFA Public Library Statistics 2018 - Cell 46



Source: CIPFA Public Library Statistics 2018 - Cell 47



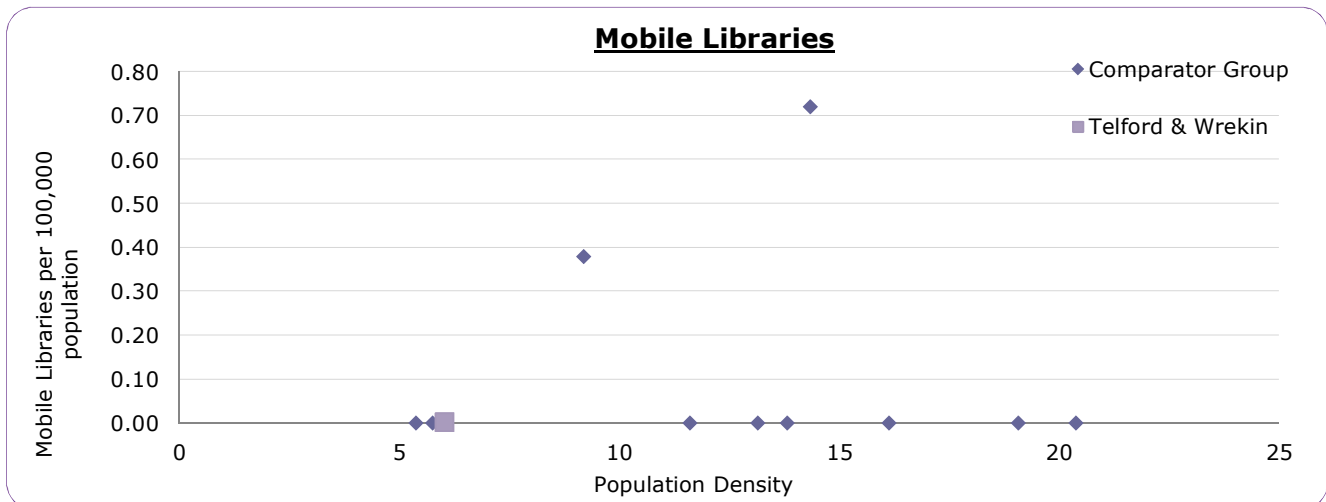
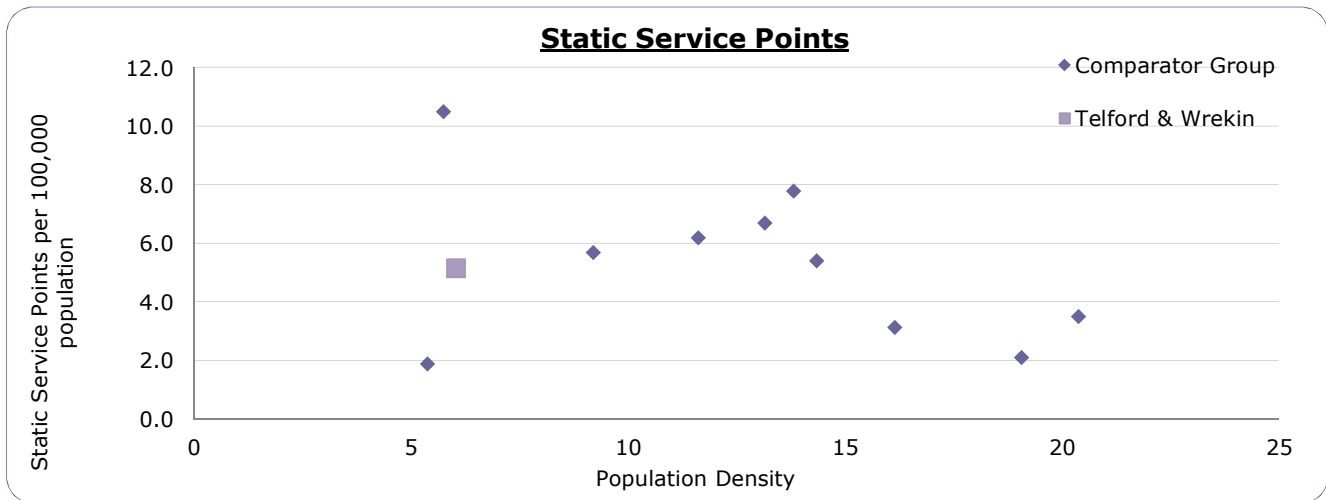
## A2: Population Density

2017-18 Actuals

### Population Density and Number of Service Points

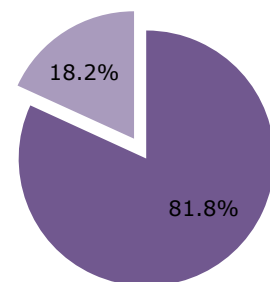
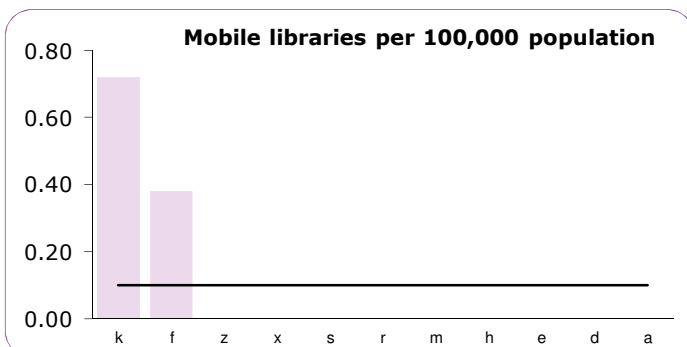
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library 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	6.1	13.1



### Mobile Libraries

	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.1

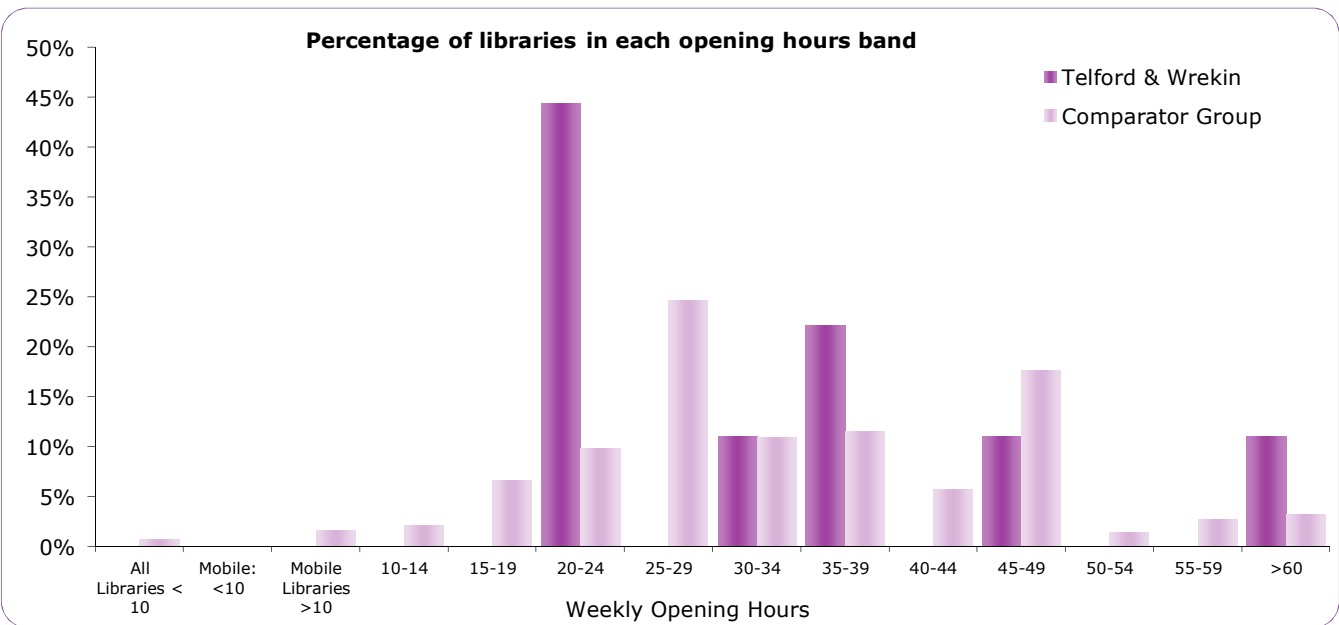


- % Authorities with no mobile libraries
- % Authorities with mobile libraries

### A3: Opening Hours

2017-18 Actuals

Hours Open	Statutory		Service Points Non-Statutory		Total		/ 100,000 population		% in Each Band	
	Authority	Average	Authority	Average	Authority	Average	Authority	Average	Authority	Average
All Libraries: < 10	0	0	0	0	0	0	0.0	0.1	0.0%	0.8%
Mobile: <10	0	0	0	0	0	0	0.1	0.0	0.0%	0.0%
Mobile: >10	0	0	0	0	0	0	0.0	0.1	0.0%	1.6%
Static: 10-14	0	0	0	0	0	1	0.0	0.2	0.0%	2.2%
Static: 15-19	0	1	0	0	0	1	0.0	0.0	0.0%	6.6%
Static: 20-24	4	1	0	0	4	1	2.3	0.6	44.4%	9.8%
Static: 25-29	0	2	0	0	0	2	0.0	1.1	0.0%	24.7%
Static: 30-34	1	1	0	0	1	1	0.6	0.6	11.1%	11.0%
Static: 35-39	2	2	0	0	2	2	1.1	0.8	22.2%	11.6%
Static: 40-44	0	1	0	0	0	1	0.0	0.4	0.0%	5.8%
Static: 45-49	1	1	0	0	1	1	0.6	0.7	11.1%	17.7%
Static: 50-54	0	0	0	0	0	0	0.0	0.1	0.0%	1.4%
Static: 55-59	0	0	0	0	0	0	0.0	0.2	0.0%	2.7%
Static: >60	1	0	0	0	1	0	0.6	0.2	11.1%	3.3%
<b>Total</b>	<b>9</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>11</b>	<b>5.2</b>	<b>4.8</b>		

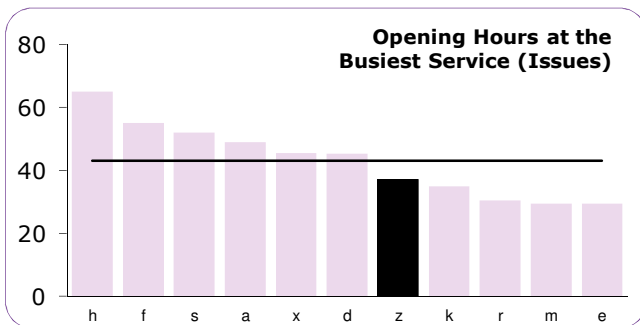


Source: CIPFA Public Library Statistics 2018 - Cells 1 to 45

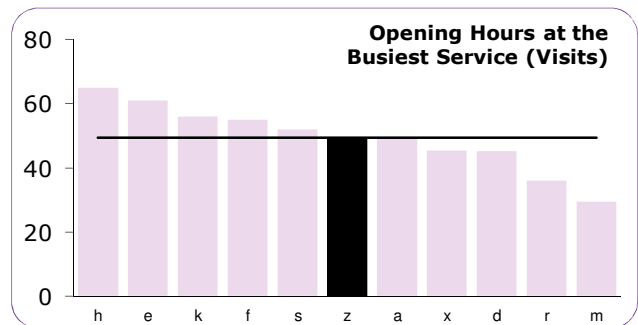
#### Opening Hours - Busiest Service Points

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

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



Telford & Wrekin 37.0 Average: 43.0



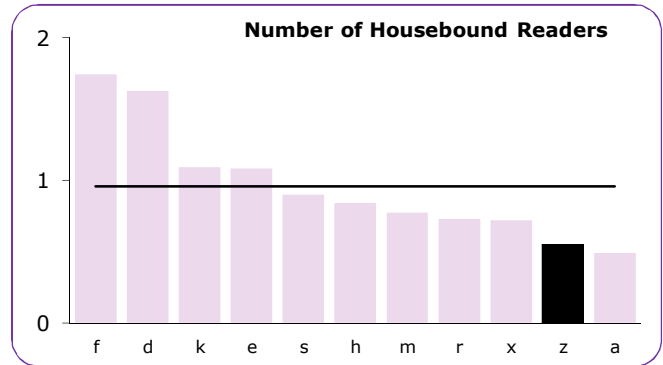
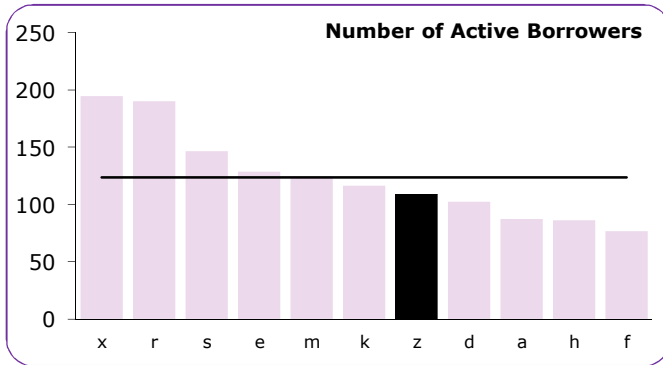
Telford & Wrekin 49.0 Average: 49.4

Source: CIPFA Public Library Statistics 2018 - Cells 48 to 51

## A4: Library Users

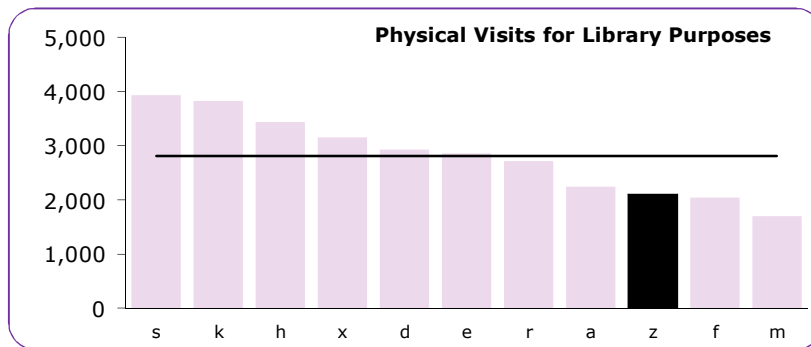
2017-18 Actuals

	Number	/1,000 pop	Average
<b>Active Borrowers</b>	19,108	109	124
Housebound Readers	97	0.6	1.0

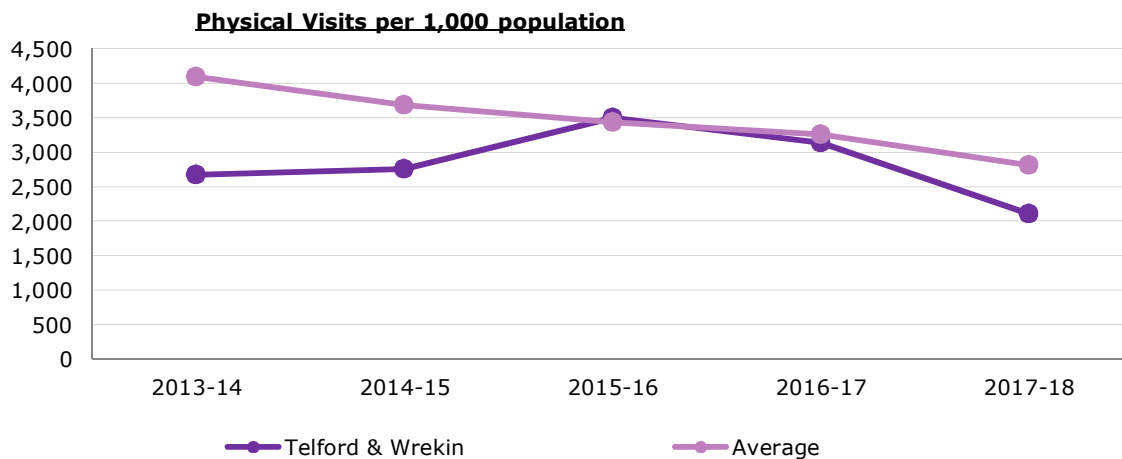


Source: CIPFA Public Library Statistics 2018 - Cells 122 & 123

### Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2013-14	449,991	2,671	4,092
2014-15	466,450	2,754	3,681
2015-16	598,900	3,498	3,436
2016-17	543,500	3,142	3,261
<b>2017-18</b>	<b>369,668</b>	<b>2,103</b>	<b>2,812</b>

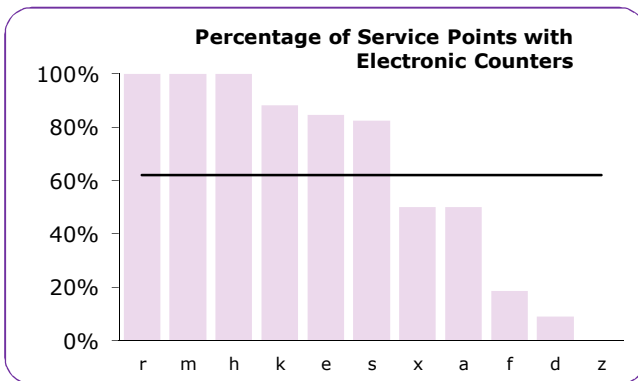


Source: CIPFA Public Library Statistics 2018 - Cell 124

## A4: Library Users (continued)

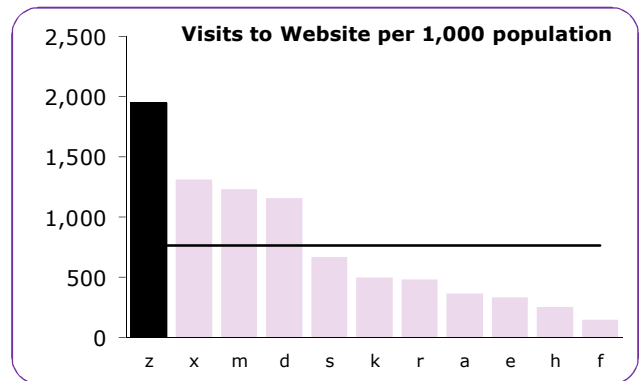
2017-18 Actuals

	Authority	Average
S.P. with Electronic Counters	0%	62%



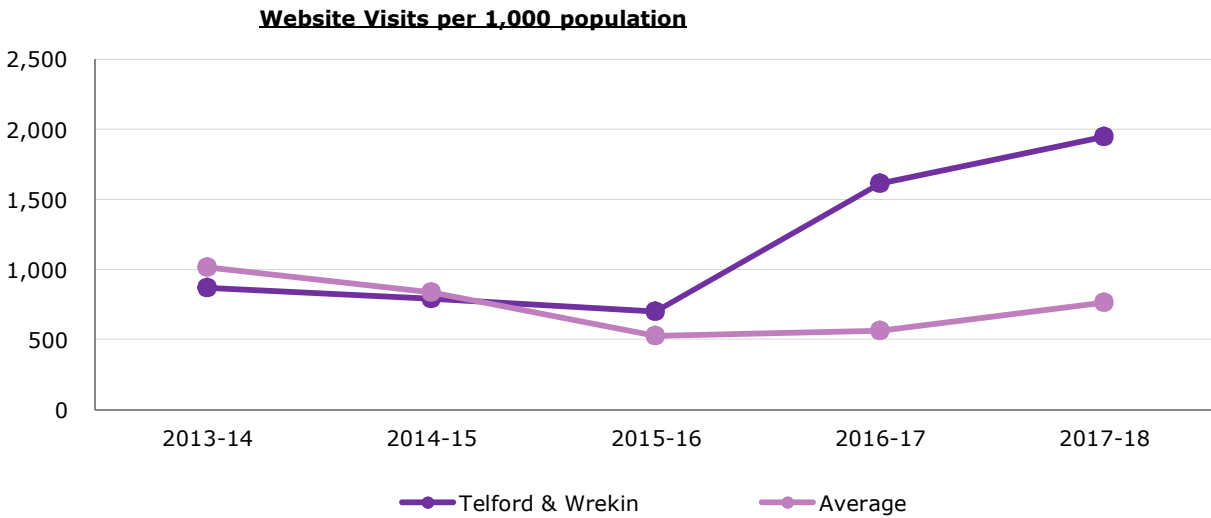
Source: CIPFA Public Library Statistics 2018 - Cell 127

	Number	per 1,000 pop	Average
Visits to Website	342,135	1,946	765



Source: CIPFA Public Library Statistics 2018 - Cell 128

Website Visits	Number	per 1,000 pop	Average
2013-14	146,319	868	1,013
2014-15	134,200	792	836
2015-16	119,819	700	526
2016-17	278,660	1,611	562
<b>2017-18</b>	<b>342,135</b>	<b>1,946</b>	<b>765</b>

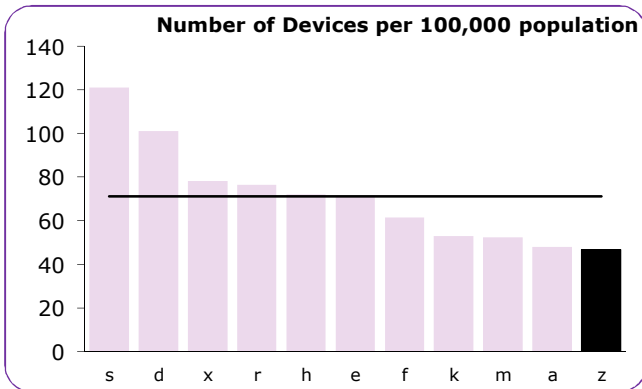


Source: CIPFA Public Library Statistics 2018 - Cell 128 and equivalent for previous years

## A5: Electronic Workstations

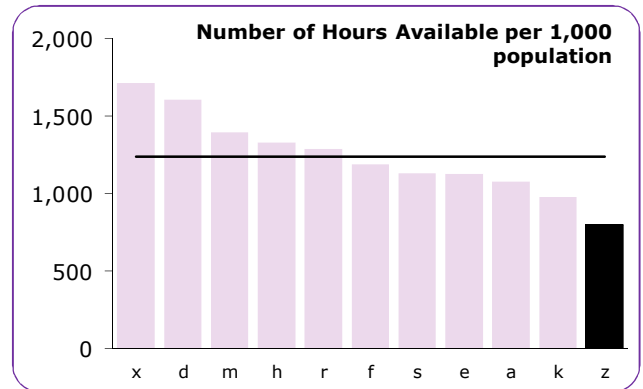
2017-18 Actuals

	Number	per 100,000 pop	Average
Terminals	82	46.6	71.1



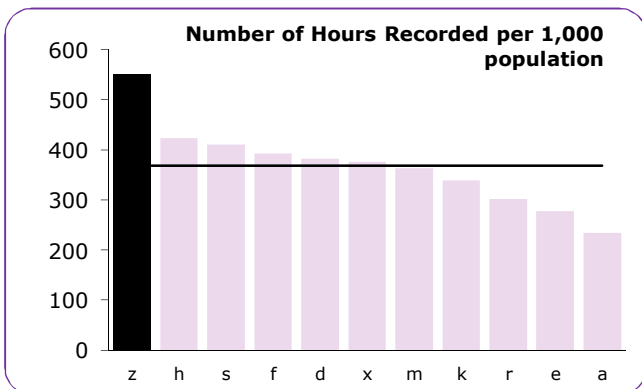
Source: CIPFA Public Library Statistics 2018 - Cell 52

	Number	per 1,000 pop	Average
Hours Available	140,348	798	1,240



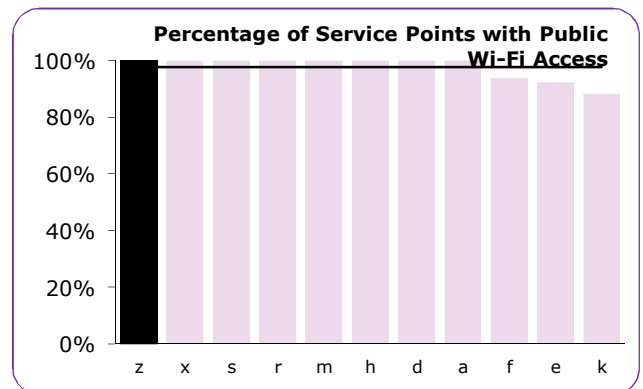
Source: CIPFA Public Library Statistics 2018 - Cell 53

	Number	per 1,000 pop	Average
Hrs Recorded	96,789	551	368



Source: CIPFA Public Library Statistics 2018 - Cell 54

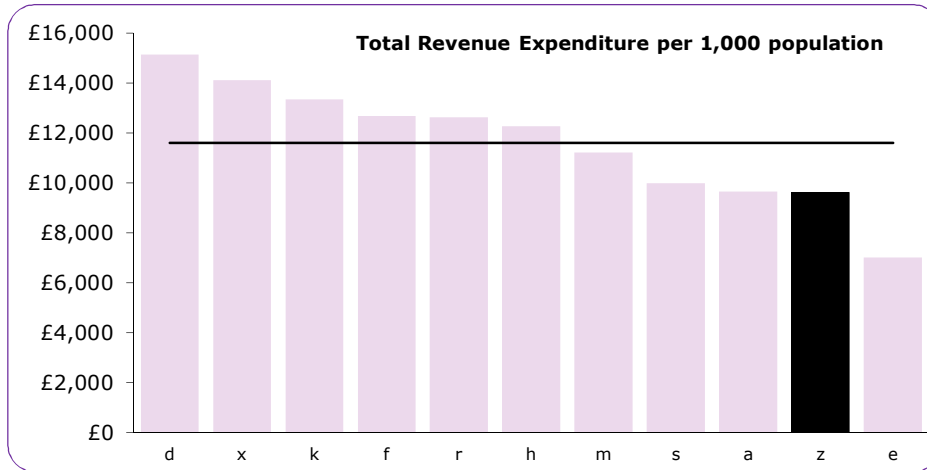
	Authority	Average
Service Points with Wi-Fi Access	100%	98%



Source: CIPFA Public Library Statistics 2018 - Cell 55

## SECTION B: RESOURCING

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



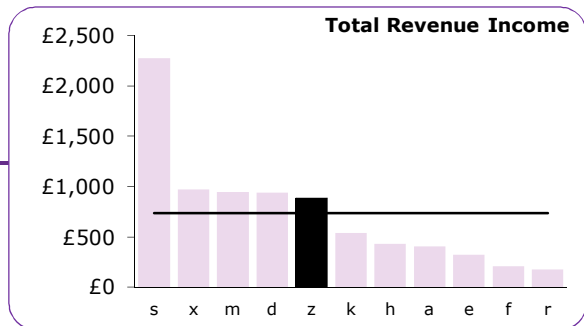
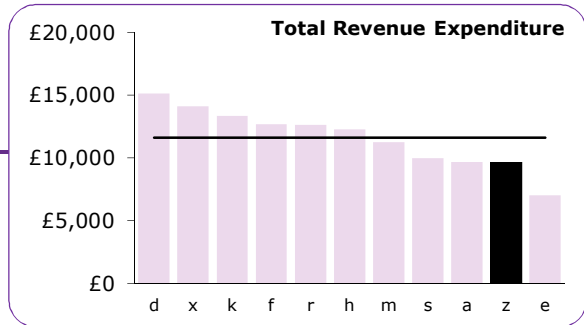
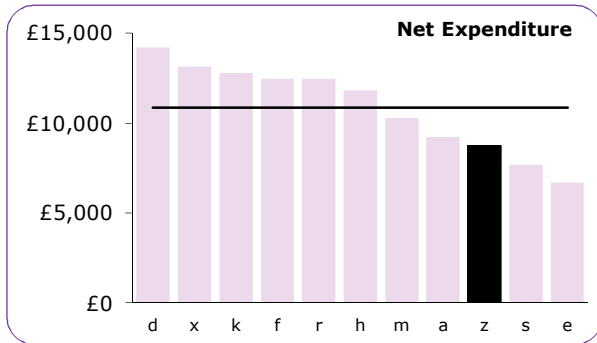
(See page 16 for details)

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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)

2017-18 Actuals	£	per 1,000 pop	Average
Revenue Expenditure	1,689,641	9,611	11,599
Revenue Income	(155,223)	(883)	(735)
<b>Net Expenditure</b>	<b>1,534,418</b>	<b>8,728</b>	<b>10,864</b>

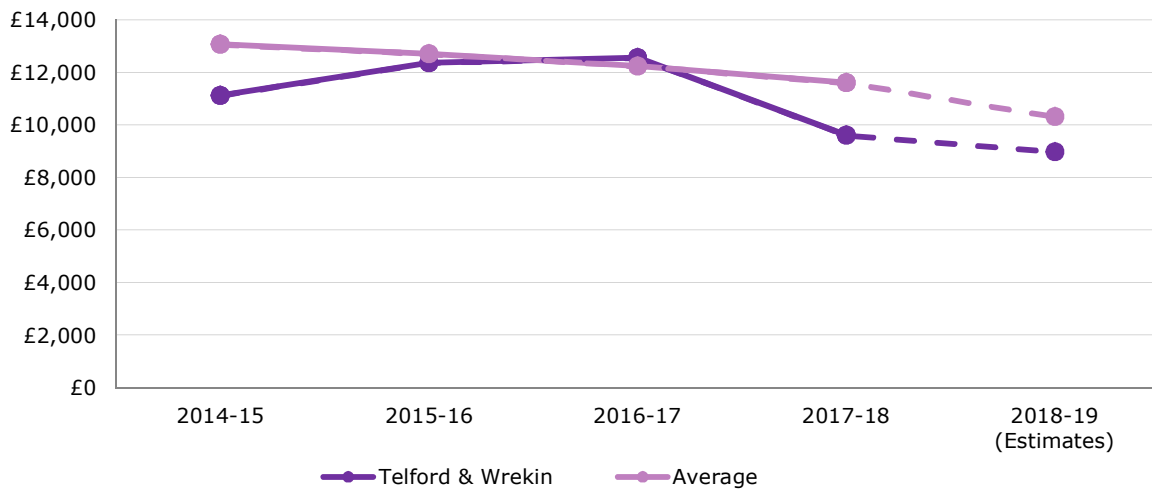
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 156, 166 & 167

Revenue Expenditure	£	per 1,000 pop	Average
2014-15	1,881,921	11,109	13,058
2015-16	2,114,740	12,352	12,690
2016-17	2,170,927	12,549	12,247
2017-18	1,689,641	9,611	11,599
2018-19 (Estimates)	1,576,950	8,970	10,302

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

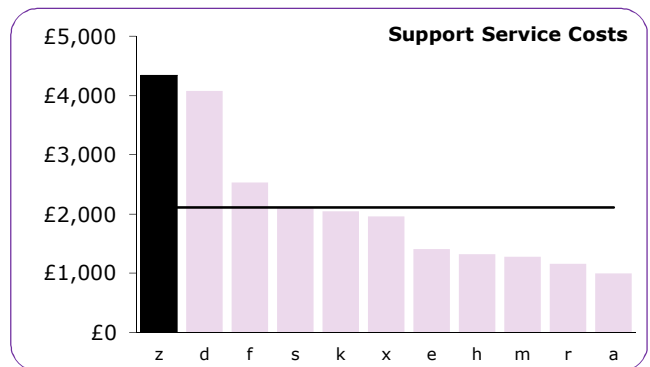
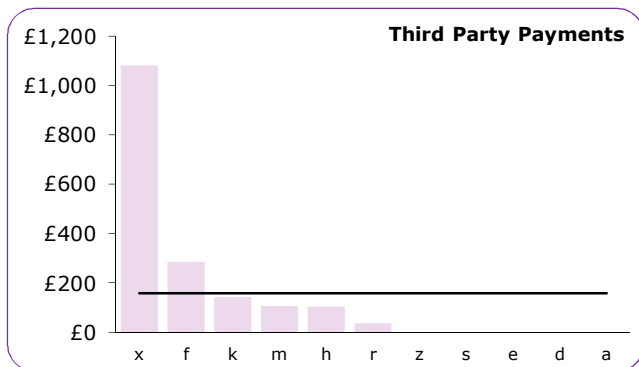
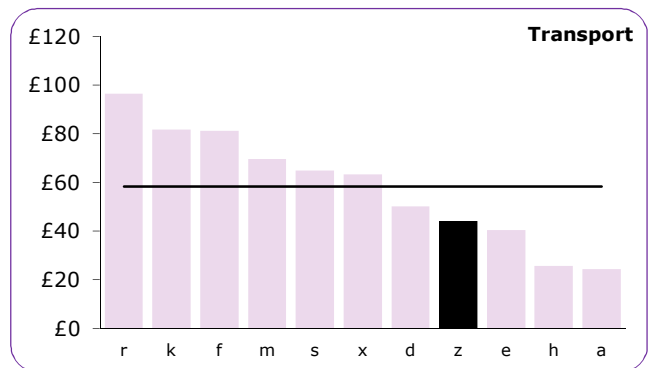
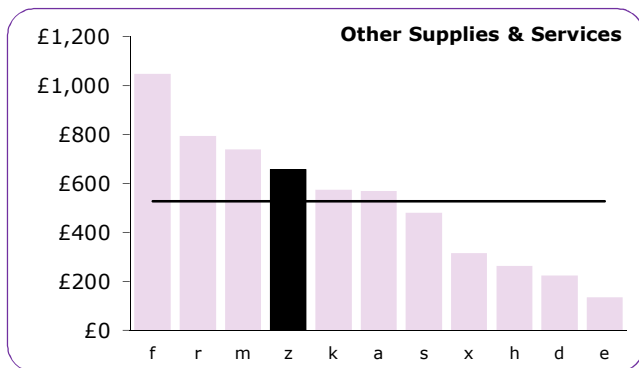
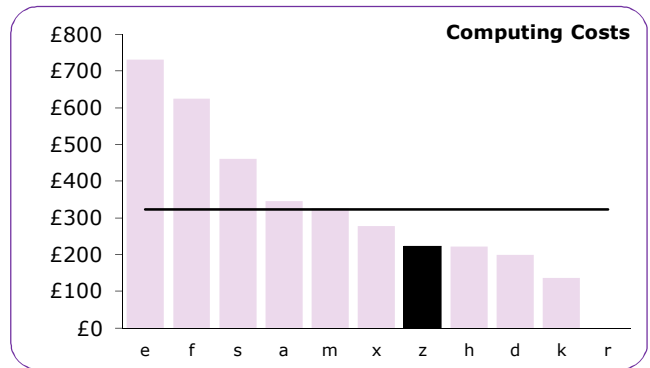
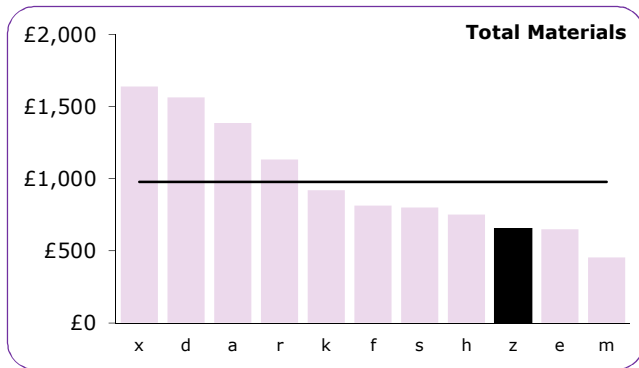
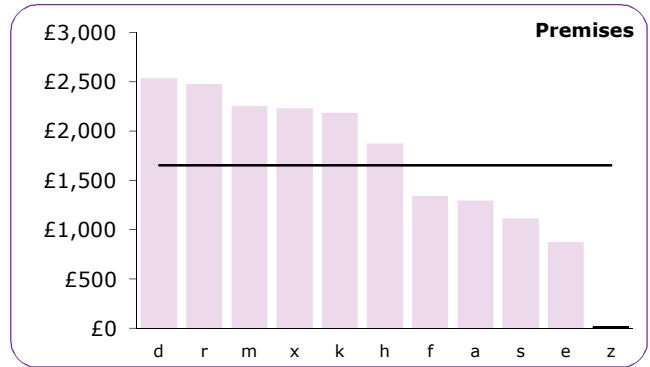
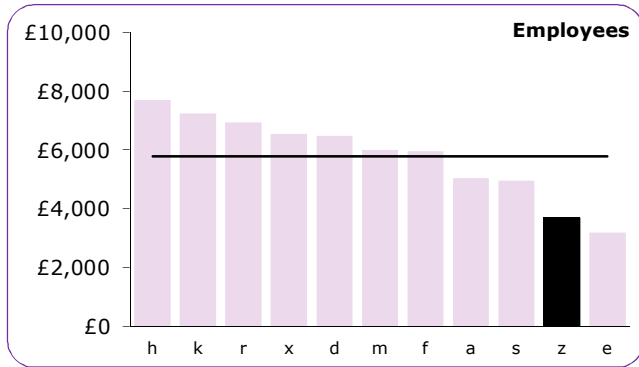


Source: CIPFA Public Library Statistics 2018 - Cell 156 and equivalent for previous years



Revenue Expenditure (2017-18 Actuals)	£	per 1,000 pop	Average
Employees	646,837	3,679	5,789
Premises	2,382	14	1,655
Total Materials	114,958	654	979
Computing Costs	39,086	222	322
Other Supplies & Services	115,305	656	527
Transport	7,704	44	58
Third Party Payments	0	0	159
Support Service Costs	763,370	4,342	2,110
<b>Total Revenue Expenditure</b>	<b>1,689,641</b>	<b>9,611</b>	<b>11,599</b>

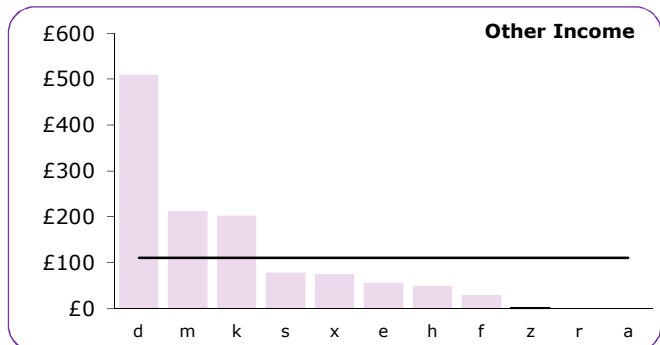
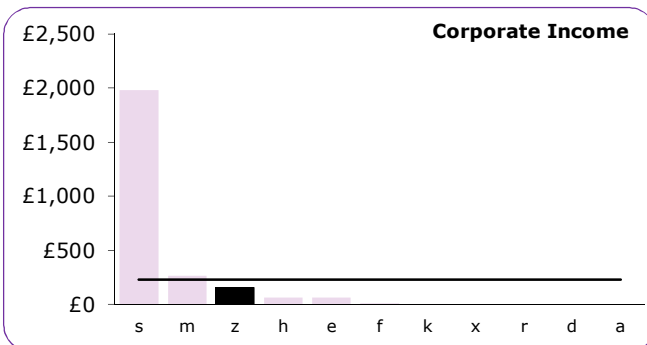
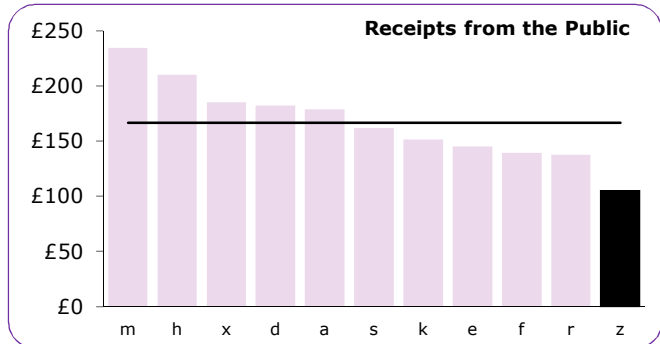
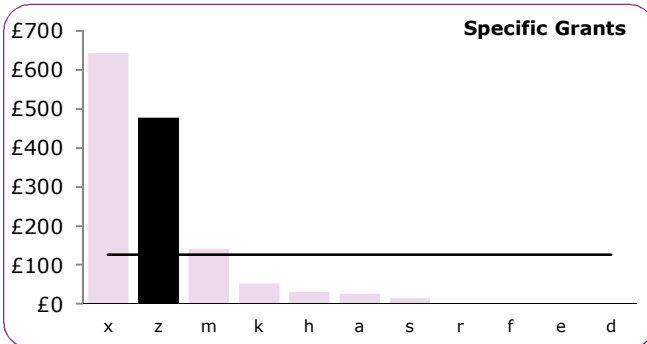
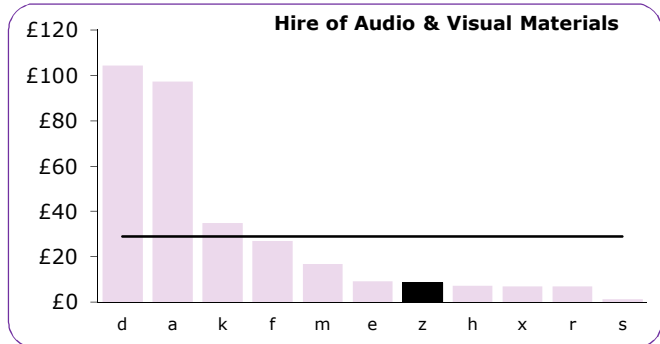
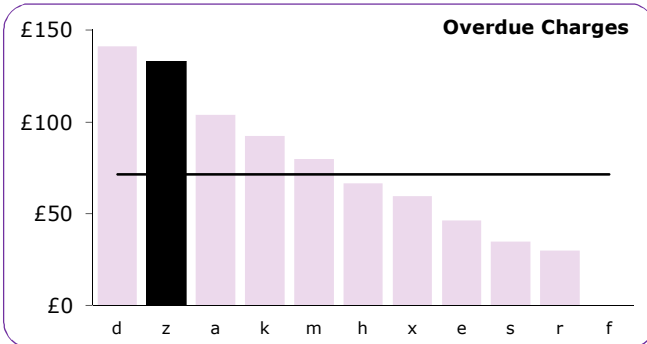
graphs show expenditure per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 131 to 156

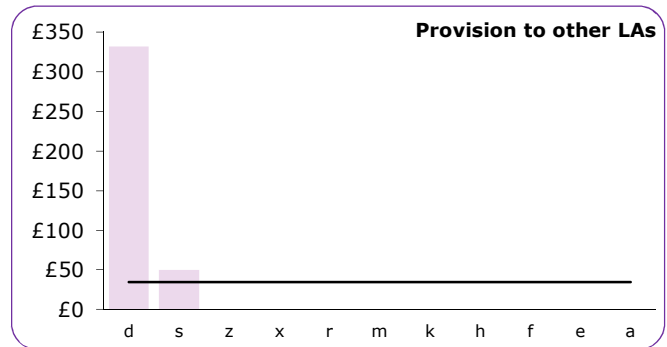
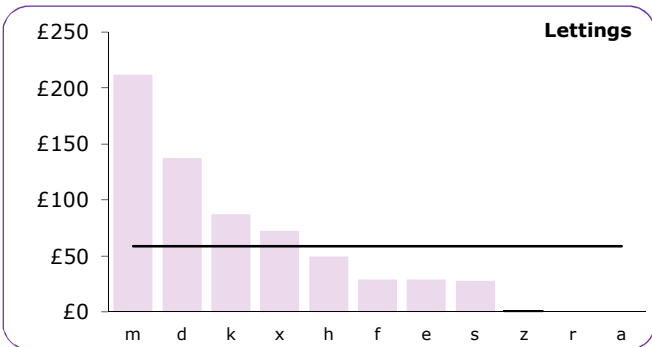
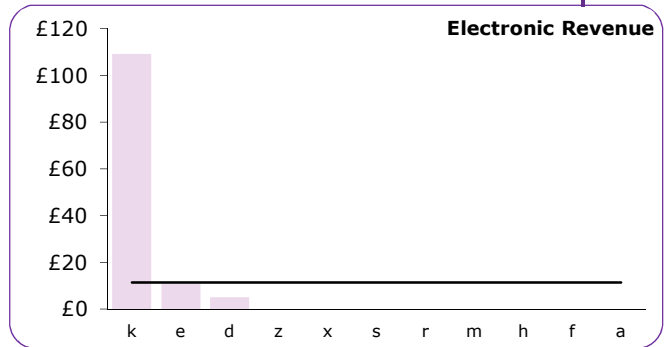
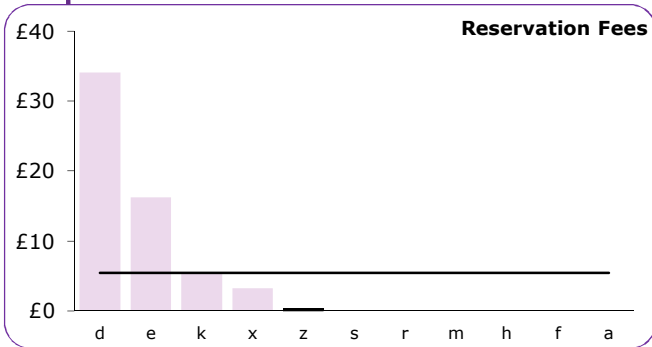
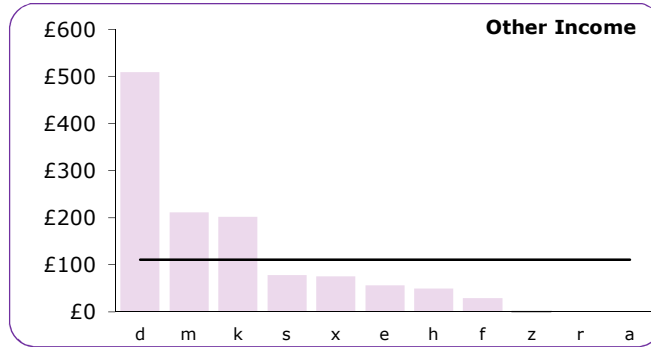
Revenue Income (2017-18 Actuals)	£	per 1,000 pop	Average
Overdue Charges	(23,341)	(133)	(72)
Hire of Audio & Visual Materials	(1,473)	(8)	(29)
Specific Grants	(83,772)	(477)	(126)
Receipts from the Public	(18,508)	(105)	(166)
Corporate Income	(27,851)	(158)	(232)
Other Income	(279)	(2)	(110)
Reservation Fees	(69)	(0)	(5)
Lettings	(210)	(1)	(59)
Electronic Revenue	0	0	(11)
Provision to other LAs	0	0	(35)
<b>Total Revenue Income</b>	<b>(155,223)</b>	<b>(883)</b>	<b>(735)</b>

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 157 to 166

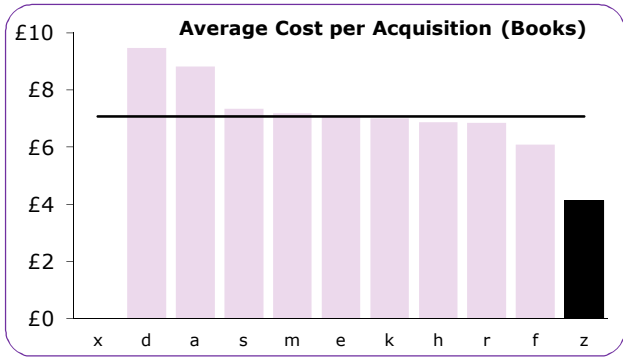
Total Other Income (2017-18 Actuals)	£	per 1,000 pop	Average
Reservation Fees	(69)	(0)	(5)
Lettings	(210)	(1)	(59)
Electronic Revenue	0	0	(11)
Provision to other LAs	0	0	(35)
<b>Total Other Income</b>	<b>(279)</b>	<b>(2)</b>	<b>(110)</b>



Source: CIPFA Public Library Statistics 2018 - Cells 158, 159, 161 & 163

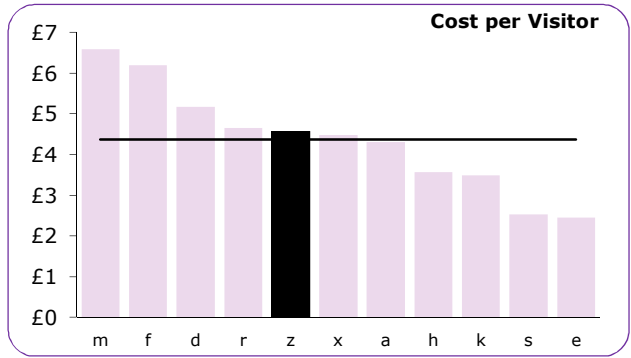
## B2: Cost Indicators

	£ p	Average
Average Cost per Book	£4.13	£7.08



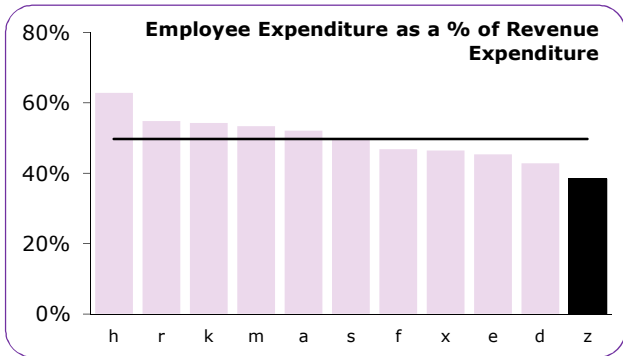
Source: CIPFA Public Library Statistics 2018 -  
Sum of Cells 133 to 137 divided by Cell 71

	£ p	Average
Cost per Visitor	£4.57	£4.36



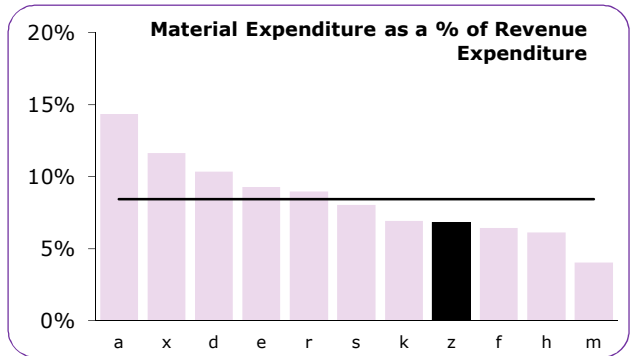
Source: CIPFA Public Library Statistics 2018 -  
Cell 156 divided by Cell 124

	%	Average
% Employee Expenditure	38%	50%



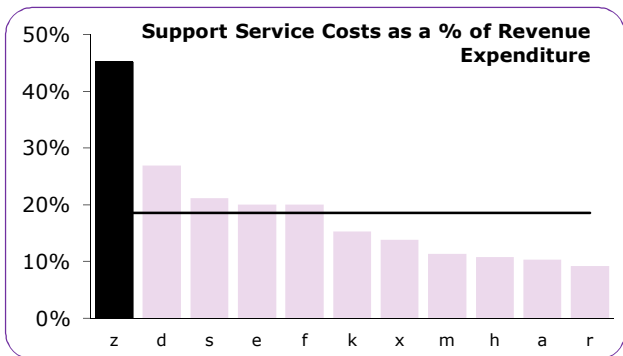
Source: CIPFA Public Library Statistics 2018 -  
Cell 131 as a percentage of Cell 156

	%	Average
% Material Expenditure	7%	8%



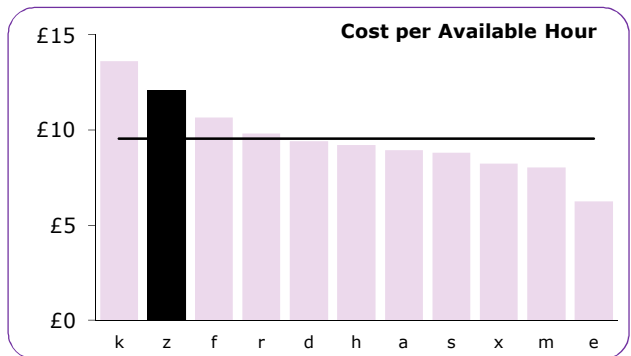
Source: CIPFA Public Library Statistics 2018 -  
Cell 150 as a percentage of Cell 156

	%	Average
% Support Services	45%	19%



Source: CIPFA Public Library Statistics 2018 -  
Cell 155 as a percentage of Cell 156

	£ p	Average
Cost per Available Hour	£12.04	£9.55

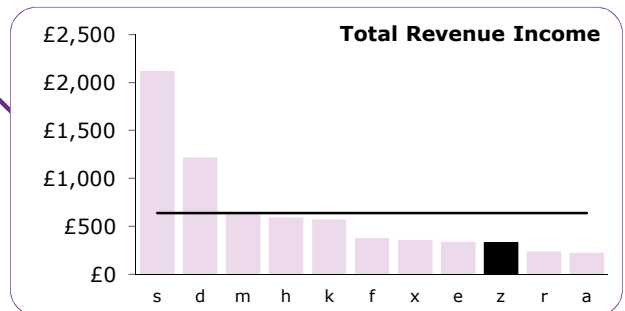
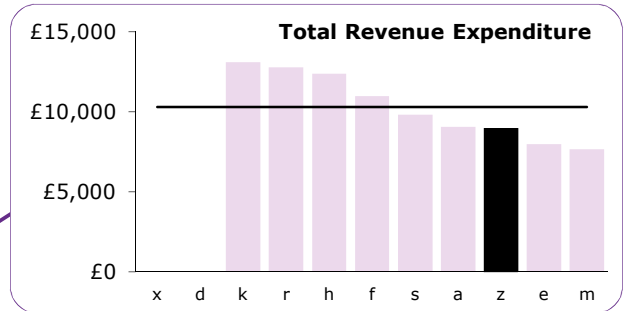
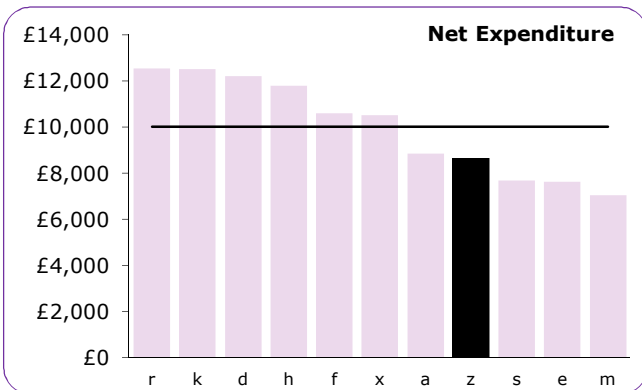


Source: CIPFA Public Library Statistics 2018 -  
Cell 156 divided by Cell 53

### B3: Financial Information (2018-19 Estimates)

graphs shown per 1,000 population

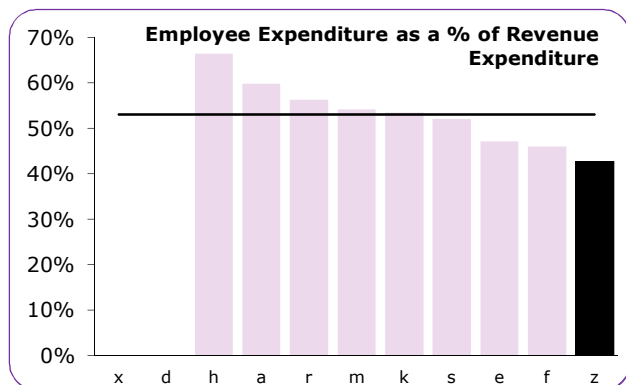
Net Expenditure	£	per 1,000 pop	Average
Employees	673,170	3,829	5,203
Premises	0	0	1,496
Supplies & Services - Materials	86,410	492	907
Other Expenditure	817,370	4,649	2,473
Revenue Expenditure	1,576,950	8,970	10,302
Revenue Income	(56,706)	(323)	(633)
<b>Net Expenditure</b>	<b>1,520,244</b>	<b>8,648</b>	<b>9,669</b>



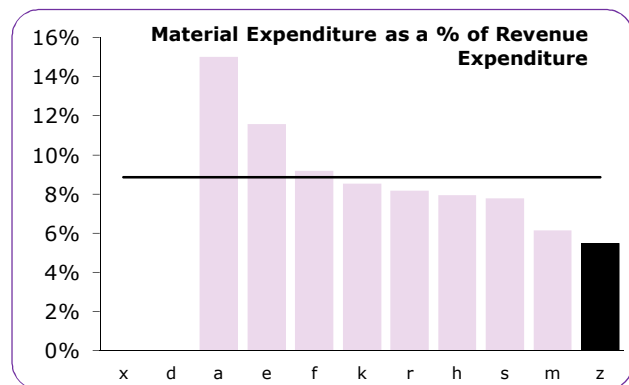
Source: CIPFA Public Library Statistics 2018 - Cell 169 to 175

2018-19 Estimates	%	Average
% Employee Expenditure	43%	53%

2018-19 Estimates	%	Average
% Material Expenditure	5%	9%



Source: CIPFA Public Library Statistics 2018 - Cell 169 as a percentage of Cell 173

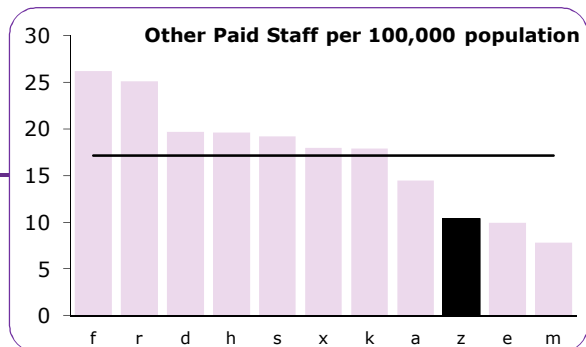
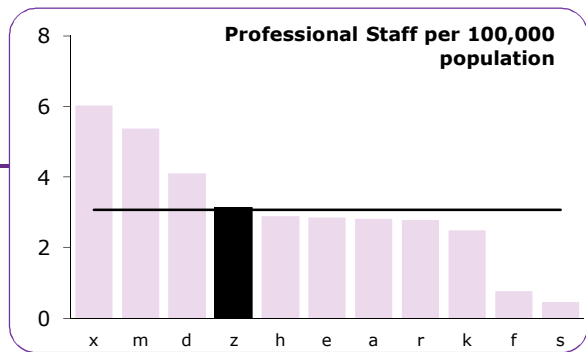
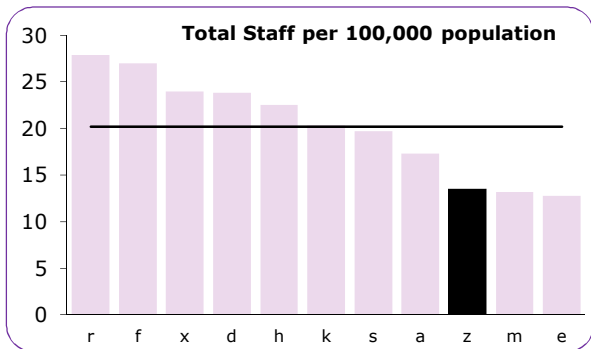


Source: CIPFA Public Library Statistics 2018 - Cell 171 as a percentage of Cell 173

## B4: Staffing

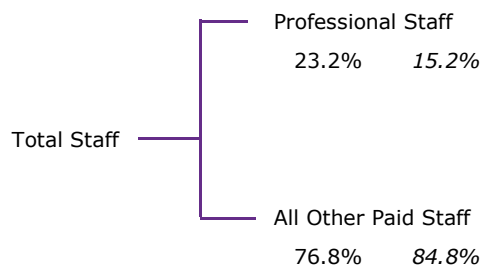
at 31 March 2018

	FTE	per 100,000 pop	Average
Professional Staff	5.5	3.1	<i>3.1</i>
All Other Staff	18.2	10.4	<i>17.1</i>
<b>Total Staff</b>	<b>23.7</b>	<b>13.5</b>	<b>20.2</b>



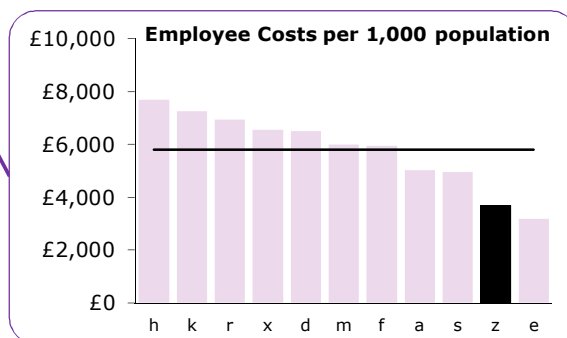
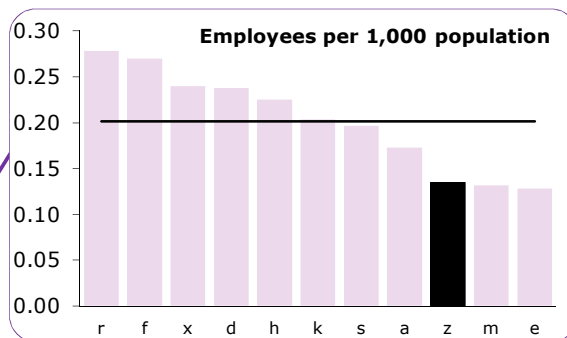
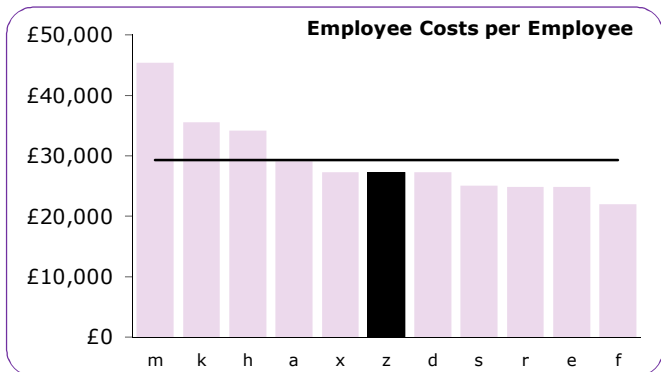
Source: CIPFA Public Library Statistics 2018 - Cells 95 to 97

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



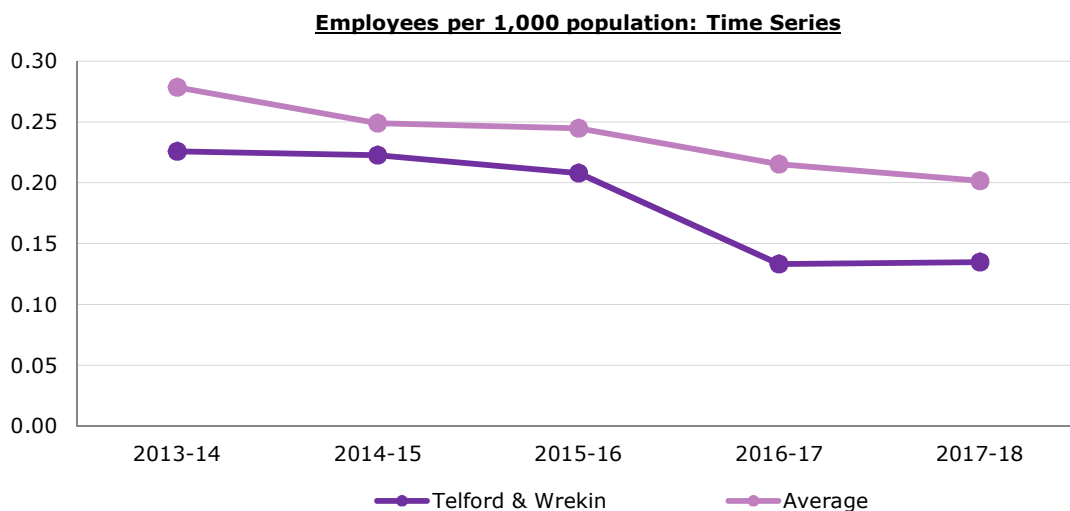
## B4: Staffing (continued)

	£	Average
Employee Costs per Employee	27,293	29,368
Employees per 1,000 population	0.13	0.20
Employee Costs per 1,000 population	3,679	5,789



Source: CIPFA Public Library Statistics 2018 -  
Cell 131 divided by Cell 97

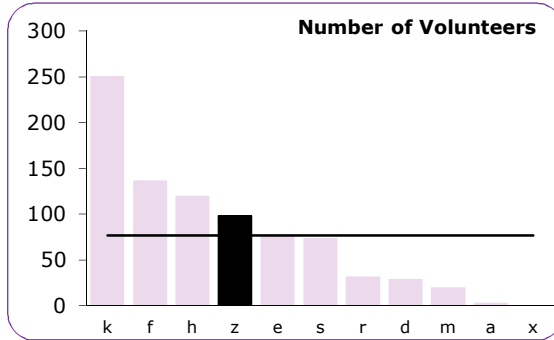
All Staff	FTE	per 1,000 pop	Average
2013-14	38.0	0.23	0.28
2014-15	37.7	0.22	0.25
2015-16	35.6	0.21	0.24
2016-17	23.0	0.13	0.22
2017-18	23.7	0.13	0.20



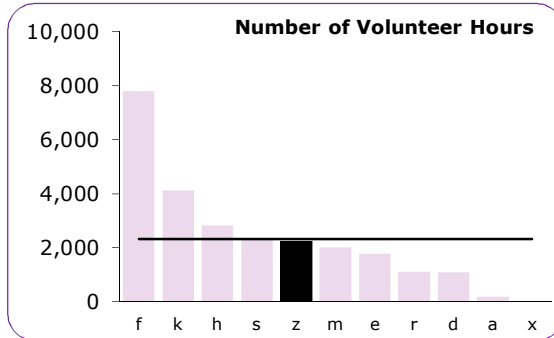
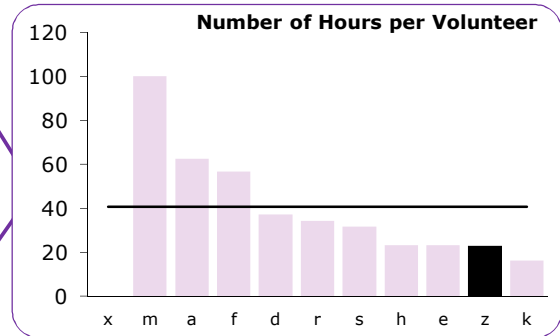
Source: CIPFA Public Library Statistics 2018 - Cell 97 and equivalent for previous years

## B5: Volunteers

2017-18 Actuals



	Number	Average
Volunteers	98	76
Volunteer Hours	2,237	2,311
Average Hours per Volunteer	22.8	40.9

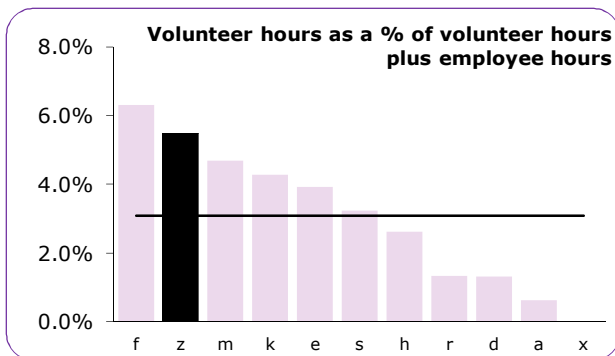


Source: CIPFA Public Library Statistics 2018 - Cells 98 & 99

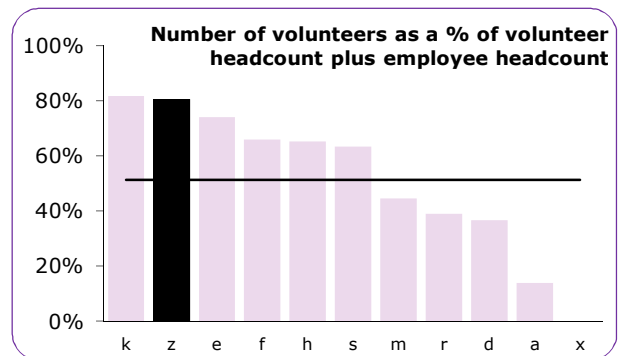
- The section below uses 1,625 hours as the annual hours worked by a full-time member of staff.
- We use this to compare hours provided by paid staff and volunteers.
- The two charts below compare the volunteers to the total of paid staff and volunteers.

	FTE	Average
% Hours worked by volunteers	5.5%	3.1%

	%	Average
Volunteers as % headcount	80.5%	51.3%



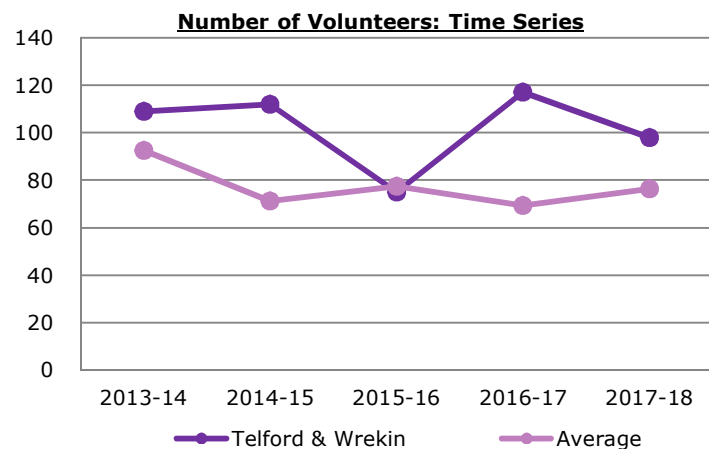
Source: CIPFA Public Library Statistics 2018 - Cells 97 to 99



Source: CIPFA Public Library Statistics 2018 - Cells 97 & 98

Volunteers	Number	Average
2013-14	109	92
2014-15	112	71
2015-16	75	78
2016-17	117	69
2017-18	98	76

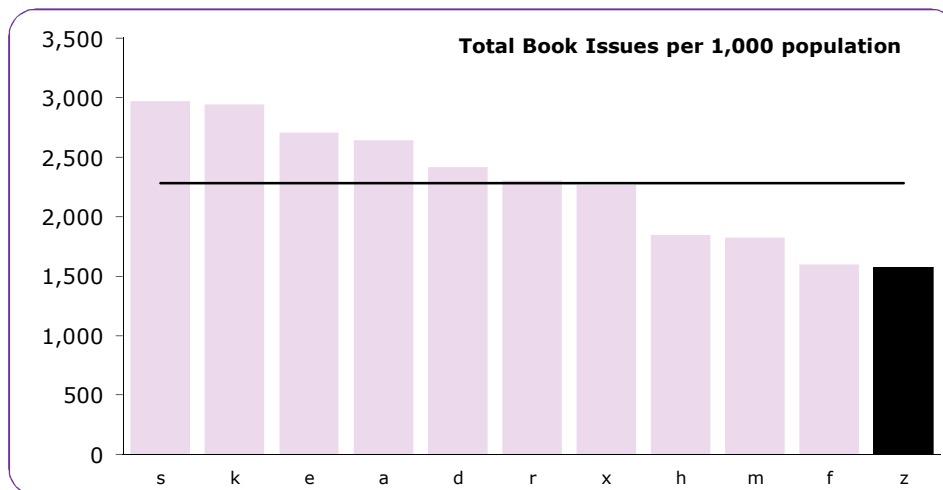
Source: CIPFA Public Library Statistics 2018 - Cell 98 and equivalent for previous years





## 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)

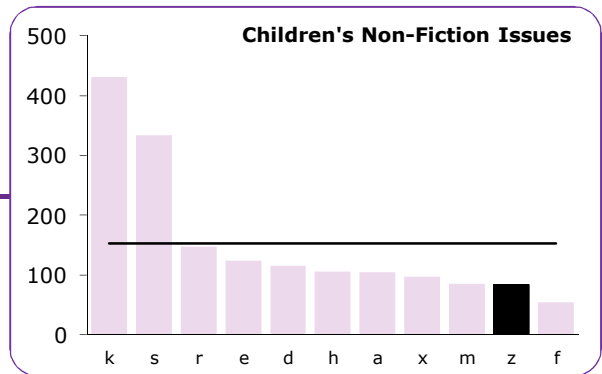
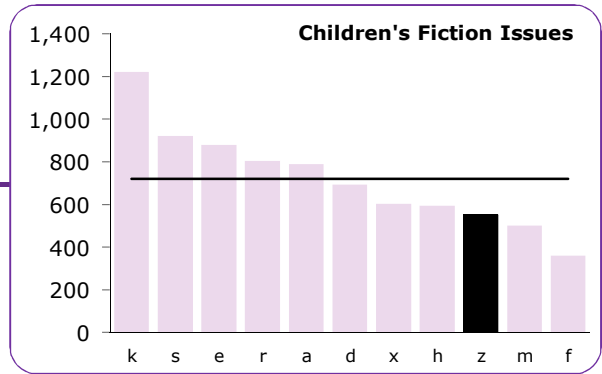
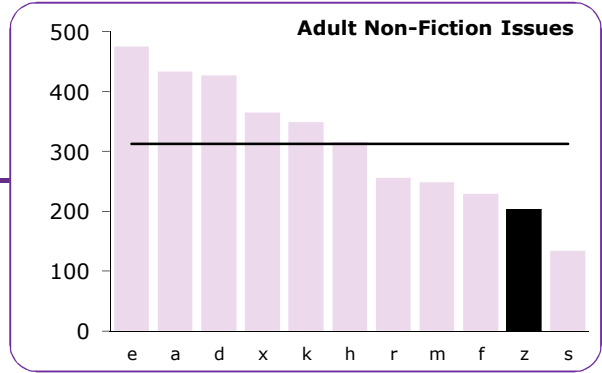
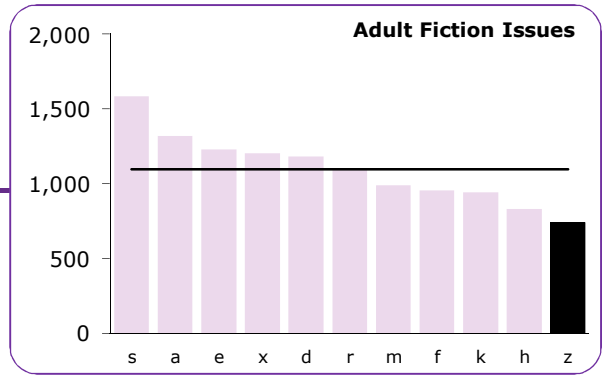
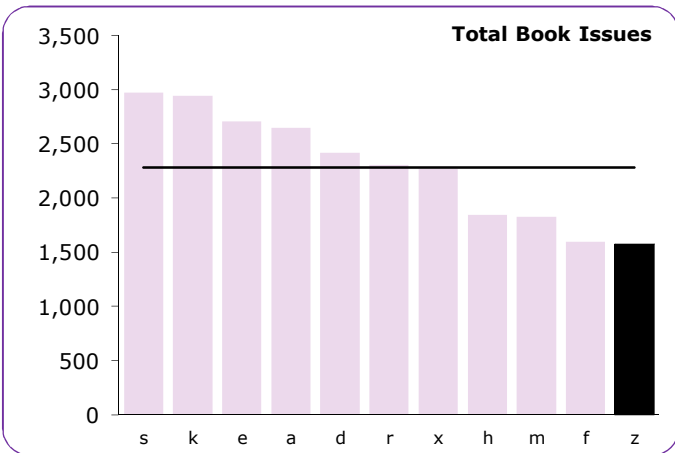
Section Contents	
<b>Page 26</b>	<b>C1: Book Issues</b> Split by children/adult and fiction/non-fiction
<b>Page 27</b>	<b>C2: Stock Turn</b> Split by children/adult and fiction/non-fiction
<b>Page 28</b>	<b>C3: Audio, Visual &amp; Other Issues</b> Split by various categories
<b>Page 30</b>	<b>C4: Request 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

2017-18 Actuals

	Number	/1,000 pop	Average
Adult Fiction	129,491	737	<i>1,096</i>
Adult Non-Fiction	35,645	203	<i>312</i>
Children's Fiction	96,597	549	<i>720</i>
Children's Non-Fiction	14,830	84	<i>153</i>
<b>Total Book Issues</b>	<b>276,563</b>	<b>1,573</b>	<b><i>2,281</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	Your Authority	Average
Adult Fiction	46.8%	<i>48.0%</i>
Adult Non-Fiction	12.9%	<i>13.7%</i>
Children's Fiction	34.9%	<i>31.6%</i>
Children's Non-Fiction	5.4%	<i>6.7%</i>

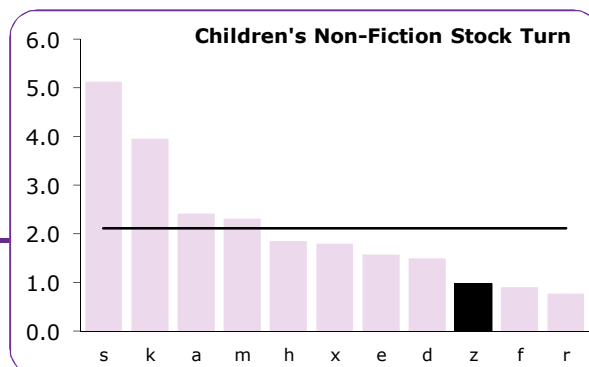
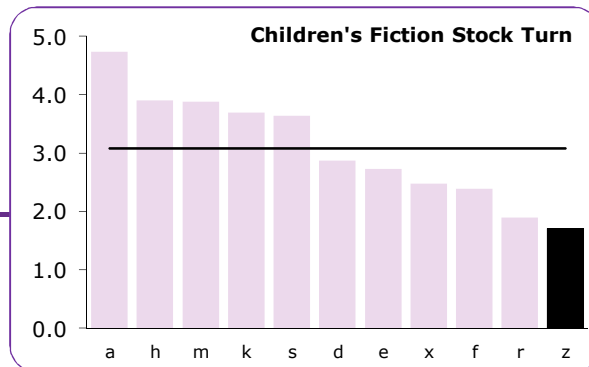
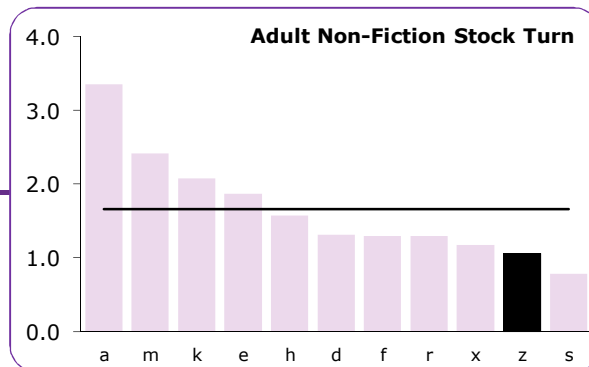
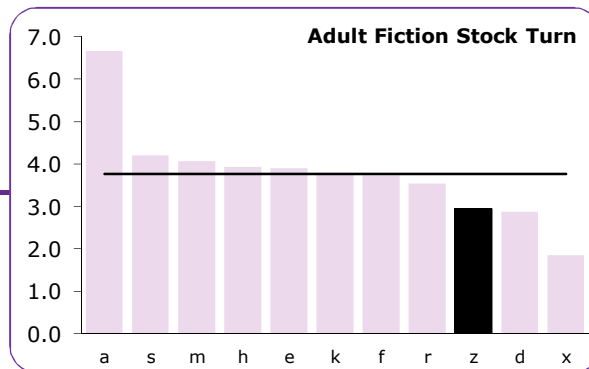
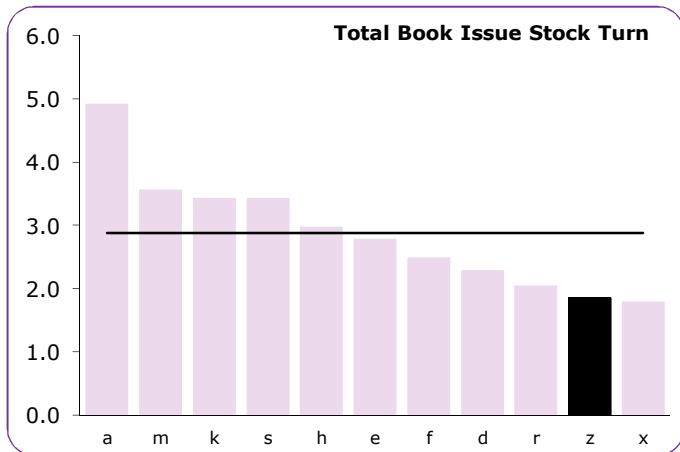
Source: CIPFA Public Library Statistics 2018 - Cells 100 to 104

## C2: Stock Turn

2017-18 Actuals

	Number	Average
Adult Fiction	2.9	3.8
Adult Non-Fiction	1.1	1.7
Children's Fiction	1.7	3.1
Children's Non-Fiction	1.0	2.1
<b>Total Book Issues</b>	<b>1.9</b>	<b>2.9</b>

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



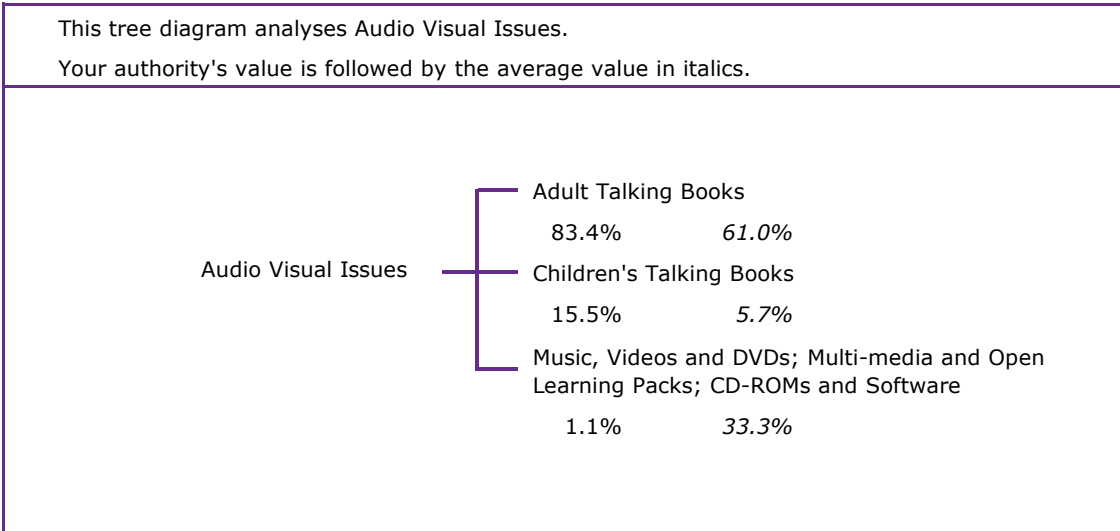
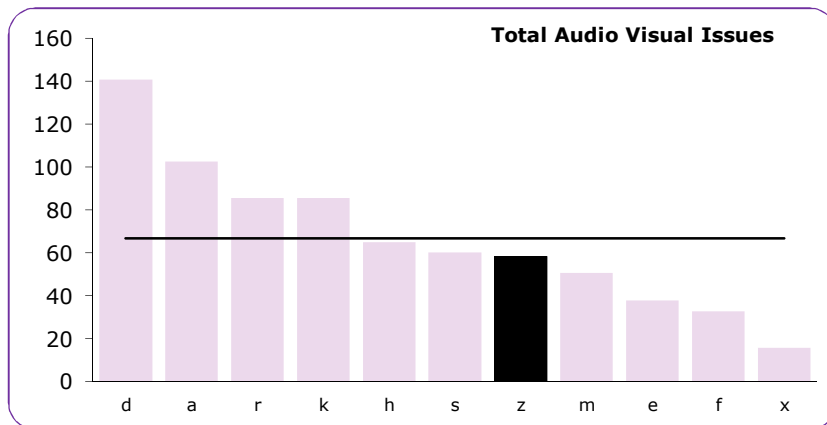
Source: CIPFA Public Library Statistics 2018 - Cells 100 to 104 divided by Cells 58 to 62 respectively

### C3: Audio, Visual & Other Issues

2017-18 Actuals

	Number	/1,000 pop	Avg
<b>Sound Recordings</b>			
Adult Talking Books	8,530	48.5	40.7
Children's Talking Books	1,582	9.0	3.8
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	117	0.7	22.2
<b>Total Audio Visual Issues</b>	<b>10,229</b>	<b>58.2</b>	<b>66.7</b>

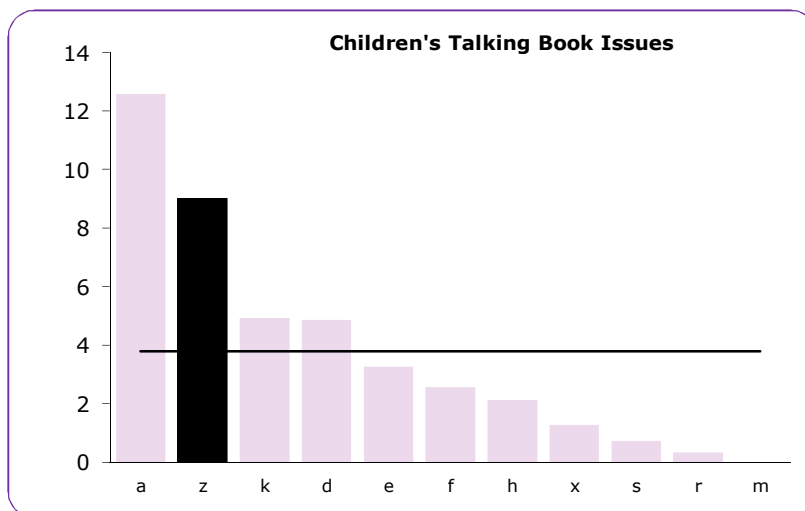
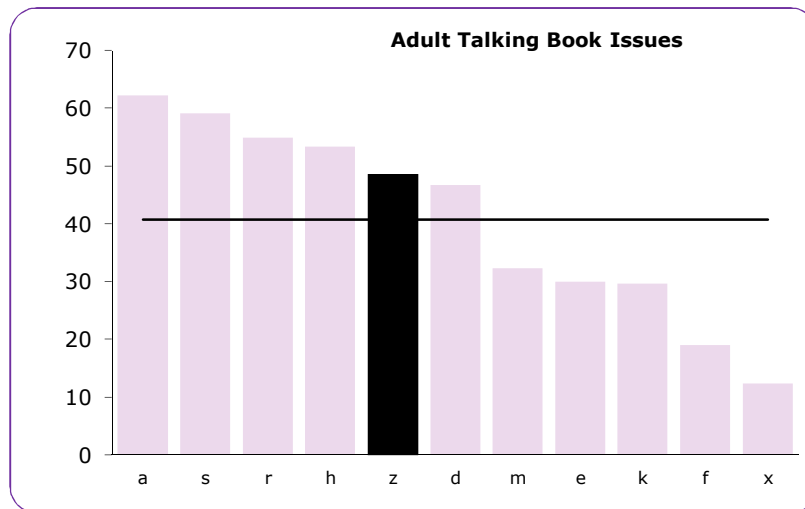
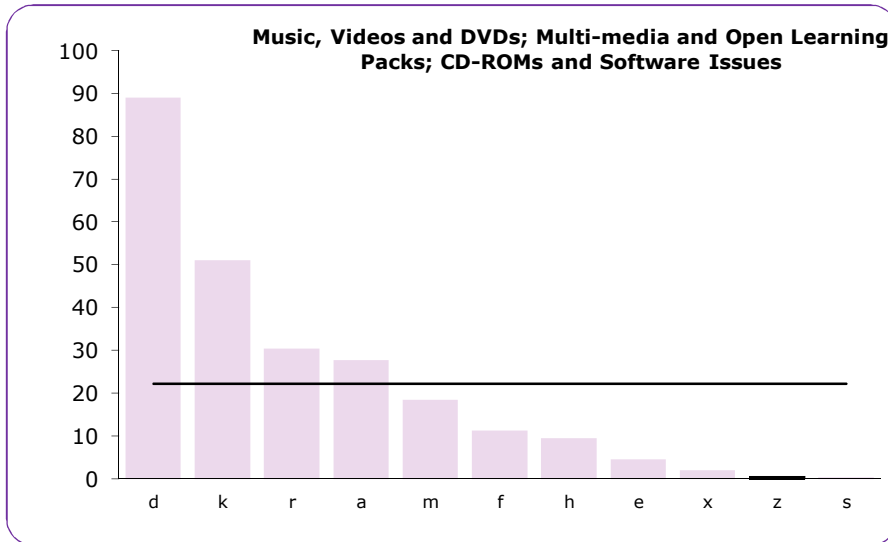
graph shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 105 to 107

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

graphs shown per 1,000 population



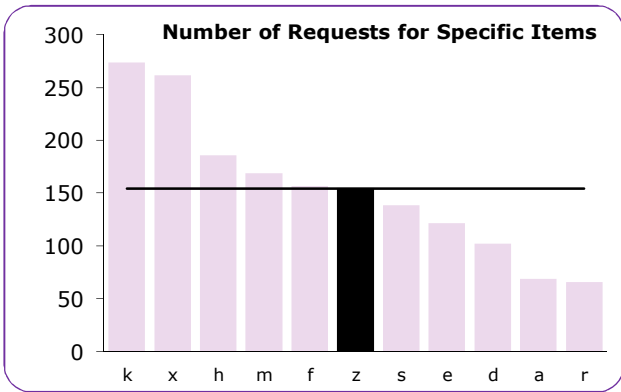
Source: CIPFA Public Library Statistics 2018 - Cells 105 to 107

## C4: Request Service

2017-18 Actuals

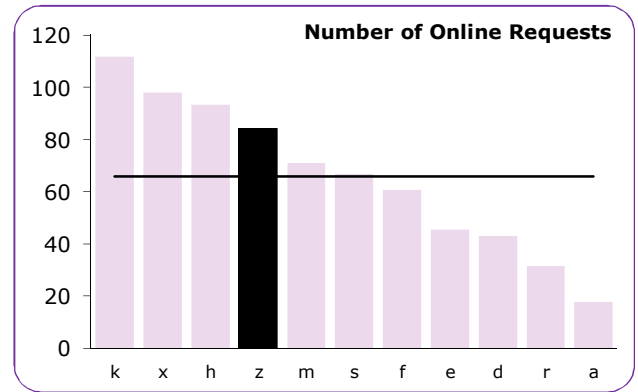
	Number	per 1,000 pop	Average
Requests	27,114	154	154

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 114

	Number	per 1,000 pop	Average
Online Requests	14,800	84	66



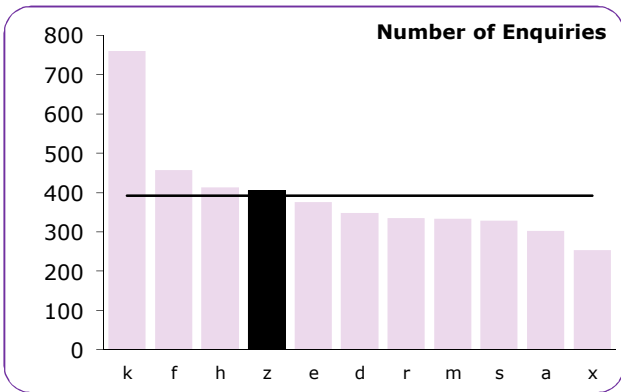
Source: CIPFA Public Library Statistics 2018 - Cell 115

## C5: Enquiries

2017-18 Actuals

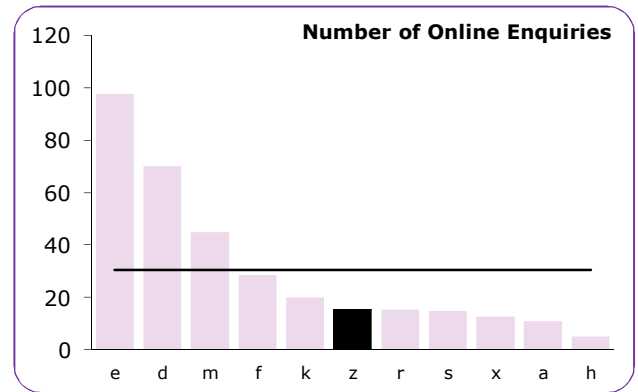
	Number	per 1,000 pop	Average
Enquiries	70,928	403	392

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 119

	Number	per 1,000 pop	Average
Online Enquiries	2,700	15.4	30.4



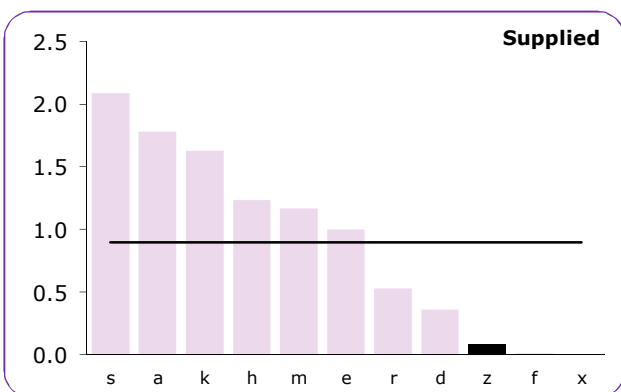
Source: CIPFA Public Library Statistics 2018 - Cell 120

## C6: Inter-Library Loans

2017-18 Actuals

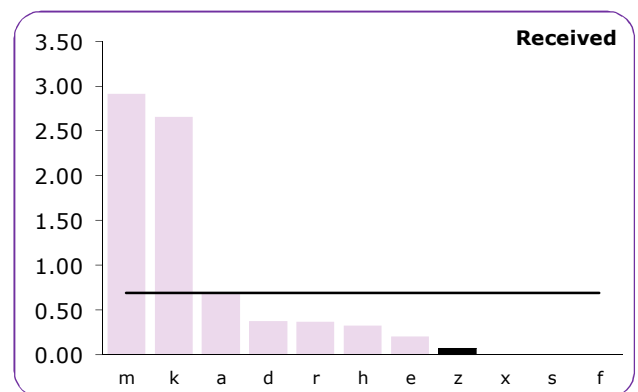
	Number	per 1,000 pop	Average
Loans Supplied	14	0.1	0.9

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 129

	Number	per 1,000 pop	Average
Loans Received	12	0.07	0.69



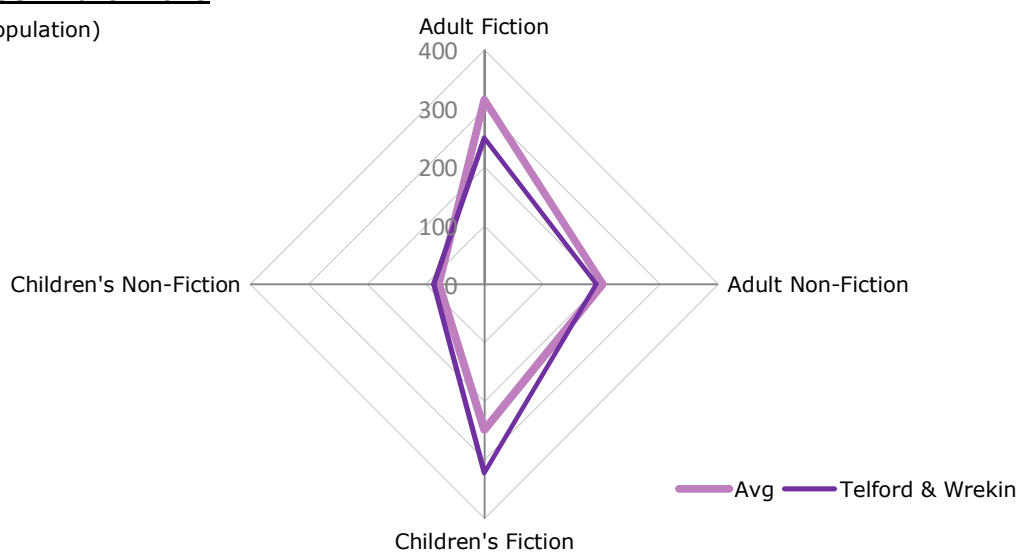
Source: CIPFA Public Library Statistics 2018 - Cell 130

## 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 2018**

(Stock per 1,000 population)



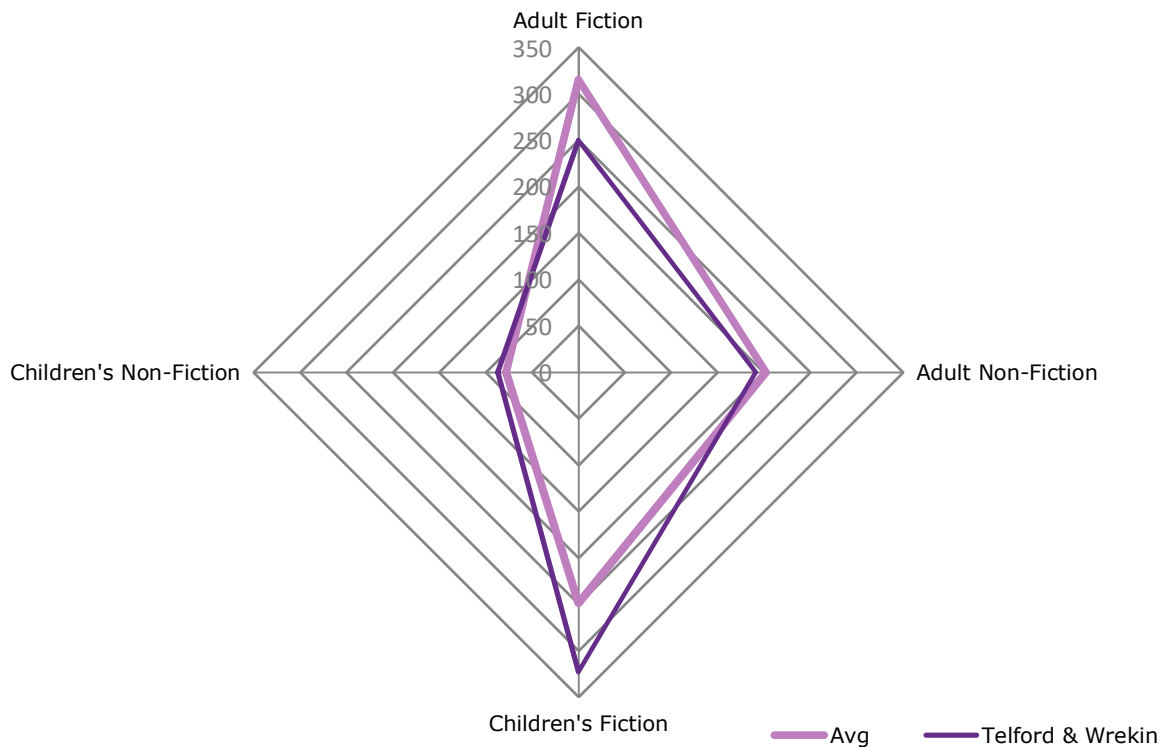
(See page 32 for details)

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 &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 &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

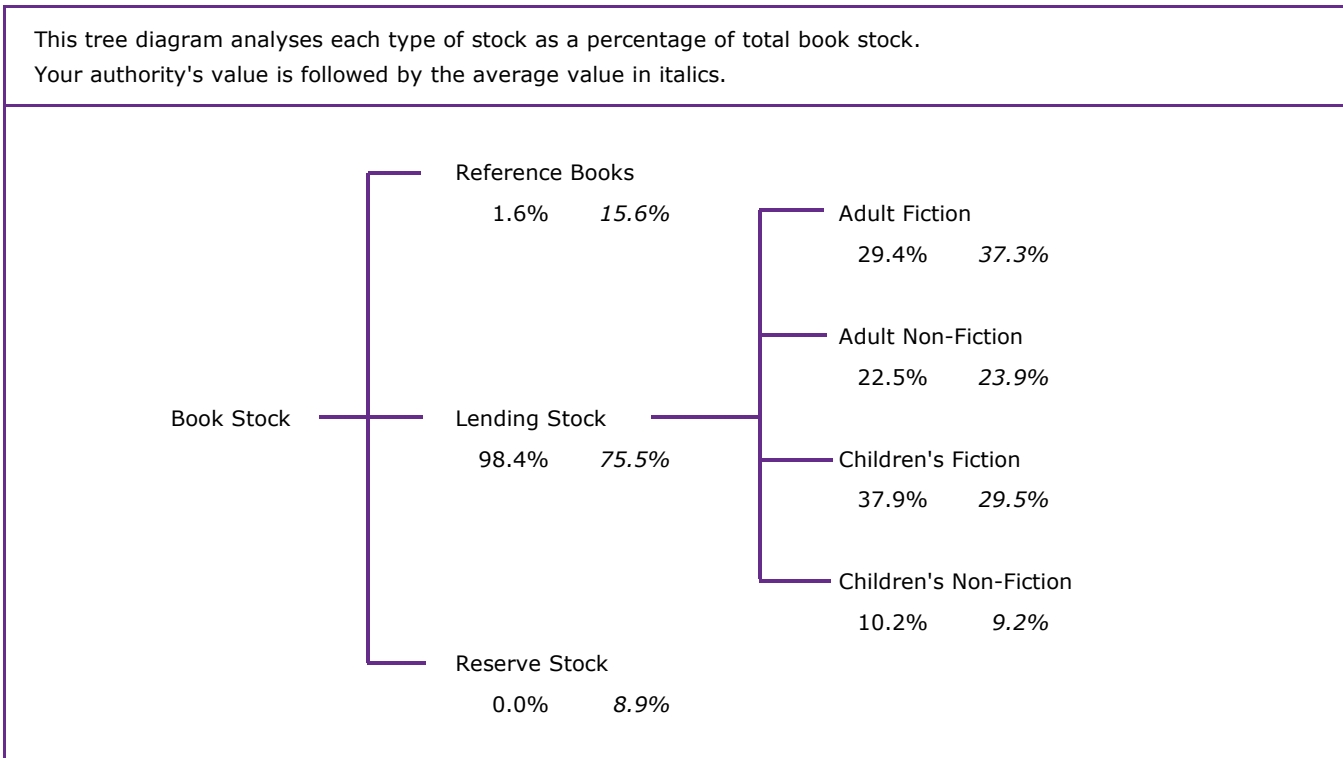
# D1: Book Stock

## Summary

### Book Stock at 31 March 2018



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



Source: CIPFA Public Library Statistics 2018 - Cells 57 to 64

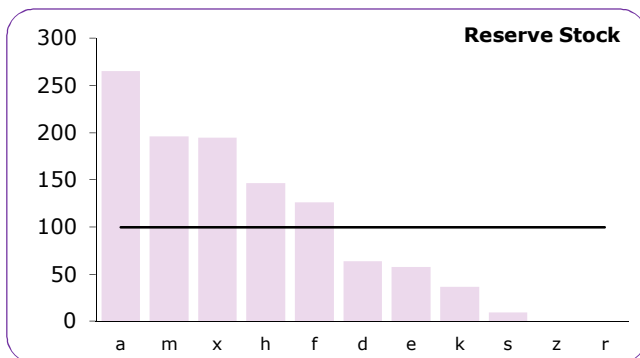
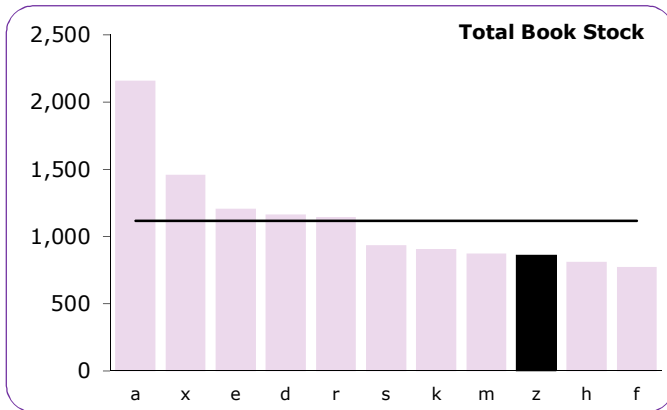
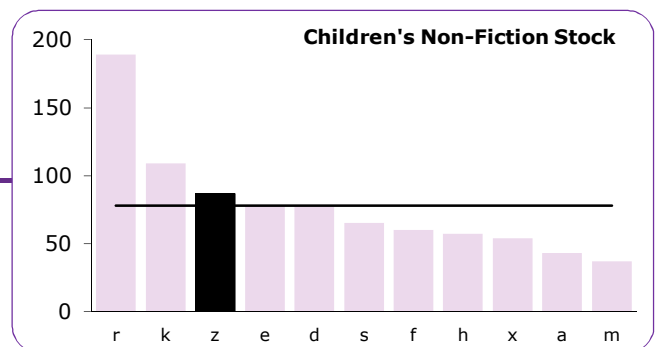
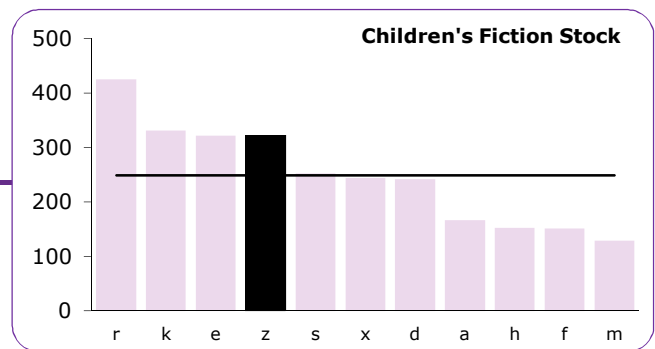
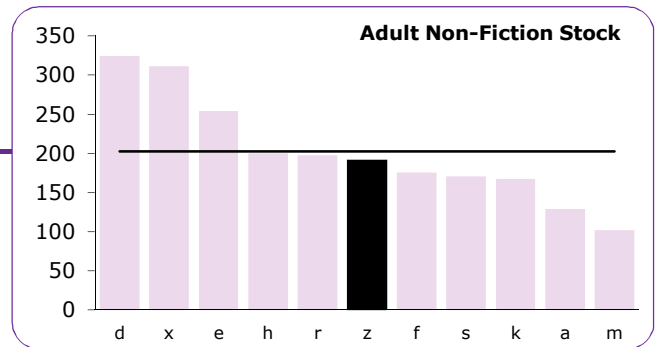
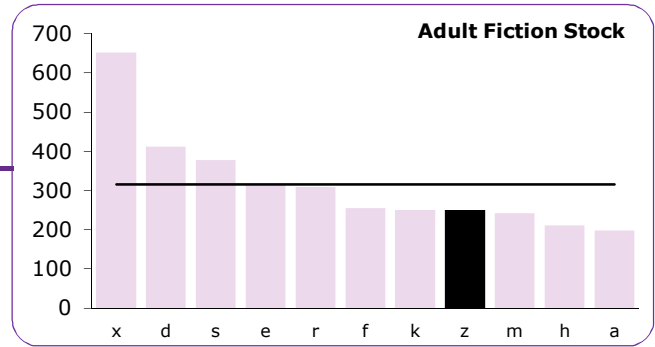
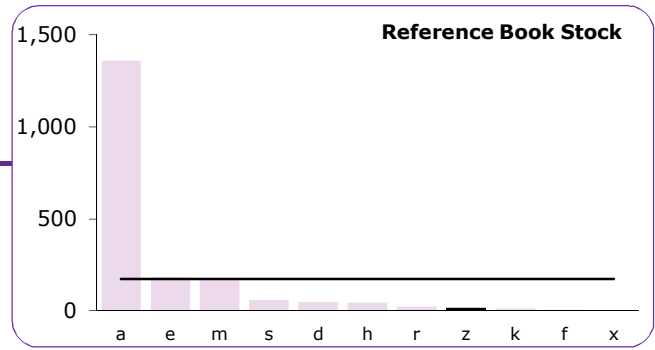


# D1: Book Stock (continued)

at 31 March 2018

	No.	/1,000 pop	Avg
Reference Books	2,501	14	175
<b>Lending Stock</b>			
Adult Fiction	43,901	250	316
Adult Non-Fiction	33,621	191	202
Children's Fiction	56,697	323	249
Children's Non-Fiction	15,221	87	78
Reserve Stock	0	0	99
<b>Total Book Stock</b>	<b>151,941</b>	<b>864</b>	<b>1,119</b>

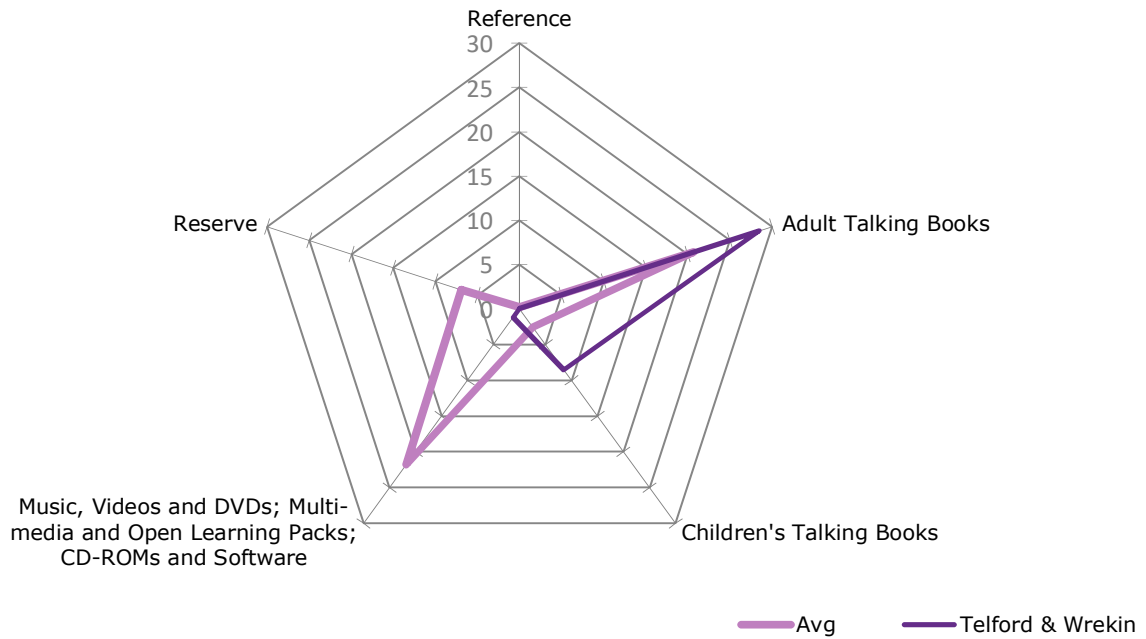
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 57 to 64

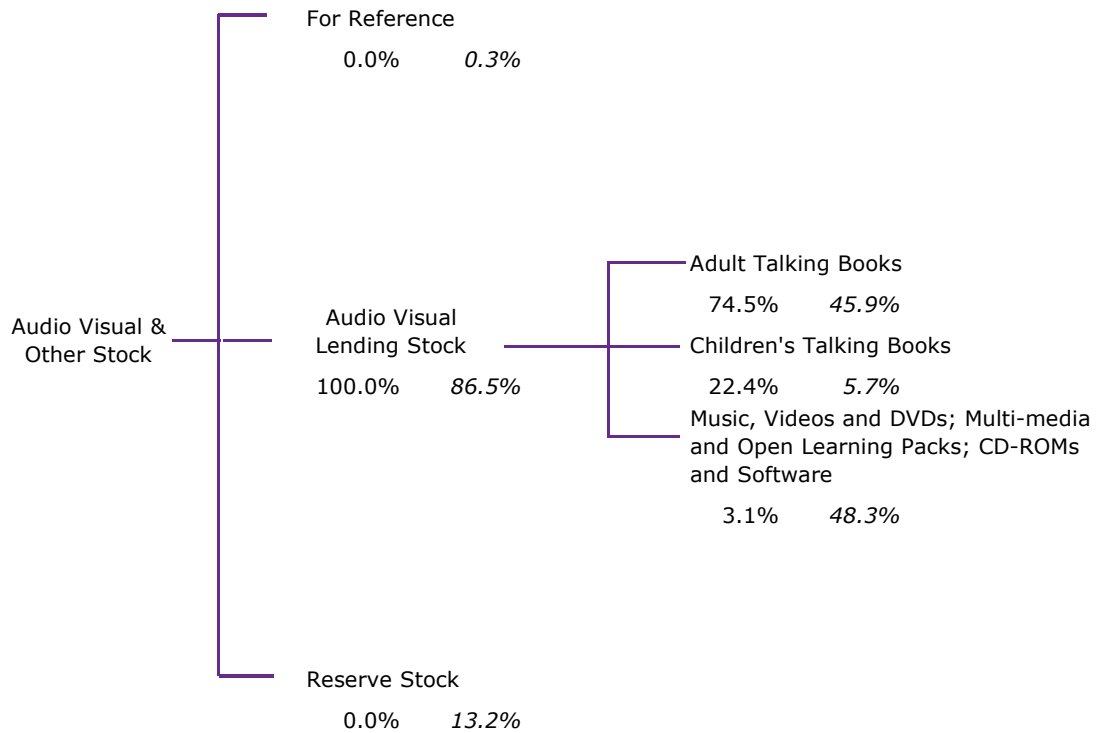
## D2: Audio, Visual & Other Stock

**Stock at 31 March 2017**



- 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.



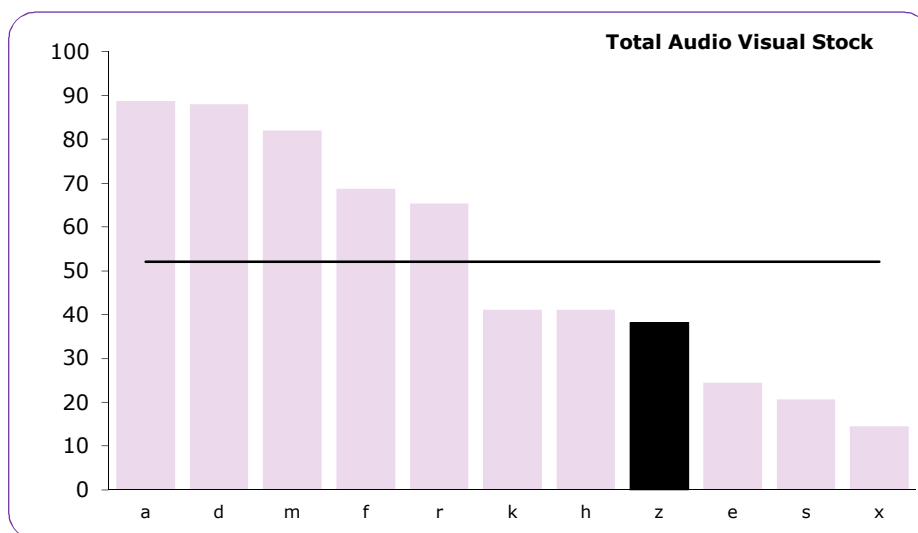
Source: CIPFA Public Library Statistics 2018 - Cells 72 to 83

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

at 31 March 2018

	Number	per 1,000 pop	Avg
Reserve Stock	0	0.0	6.9
For Reference	0	0.0	0.1
Sound - Adult Talking Books	5,001	28.4	20.7
Sound - Children's Talking Books	1,502	8.5	2.6
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	206	1.2	21.8
<b>Total Audio Visual Lending Stock</b>	<b>6,709</b>	<b>38.2</b>	<b>52.1</b>

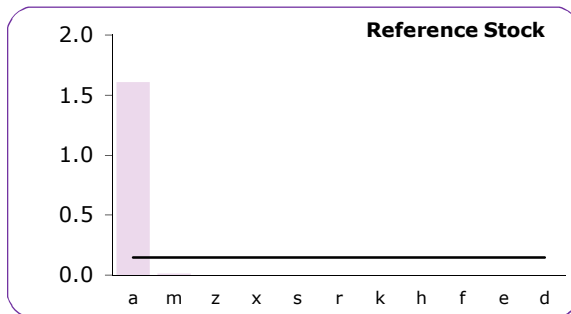
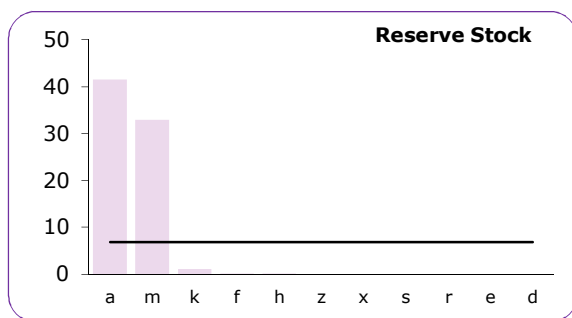
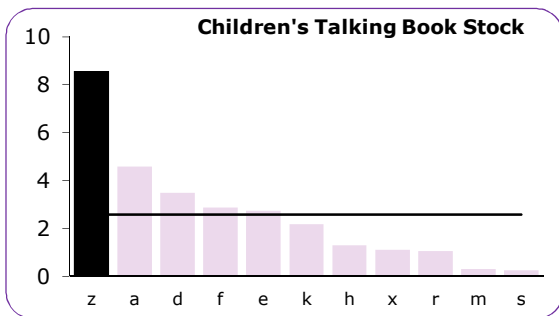
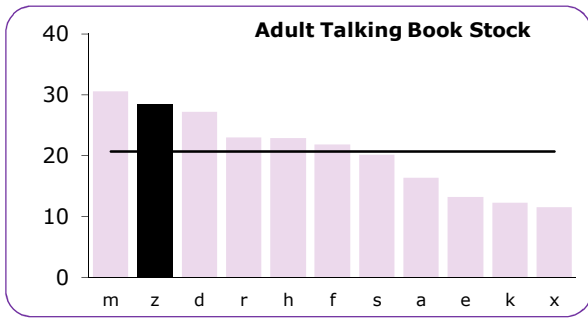
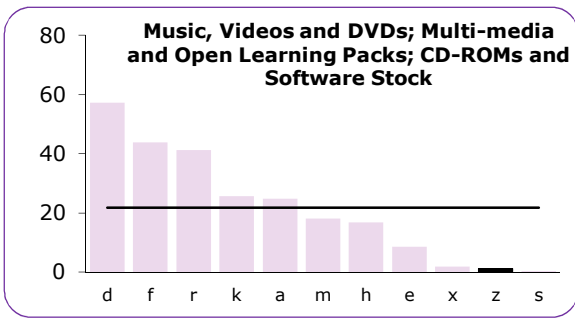
graph shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cells 72 to 83

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

graphs shown per 1,000 population



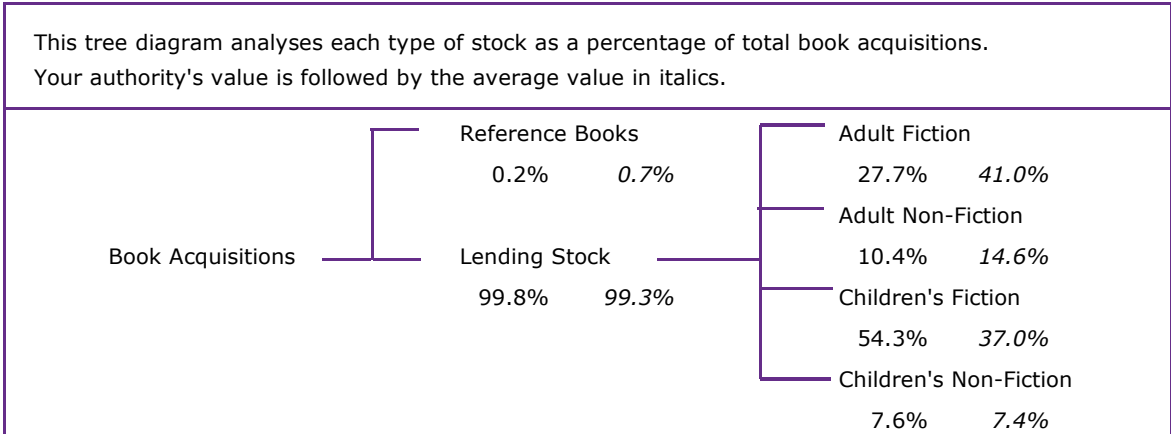
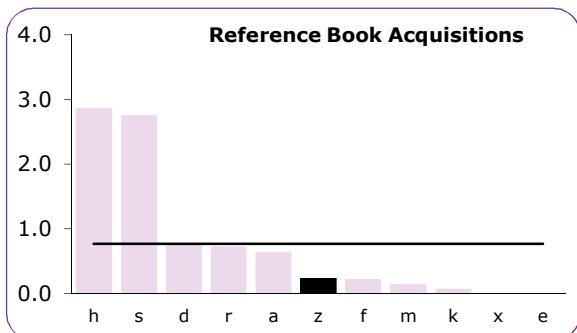
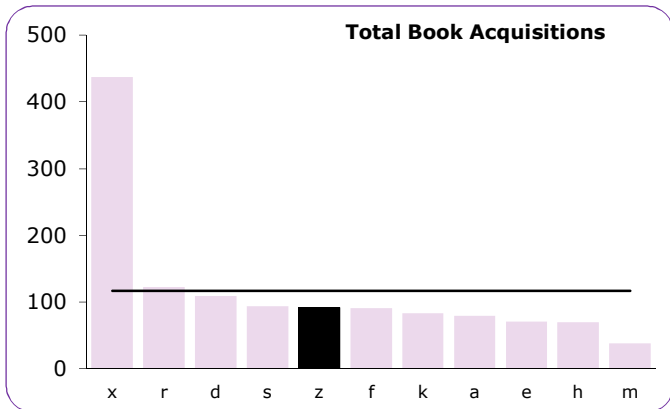
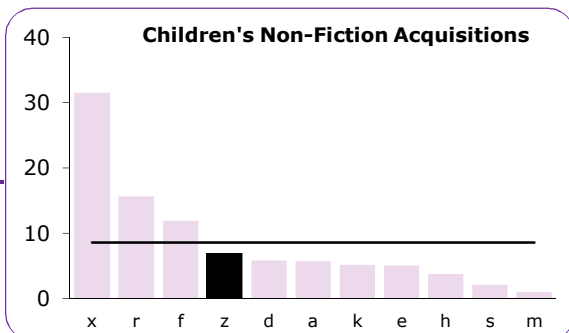
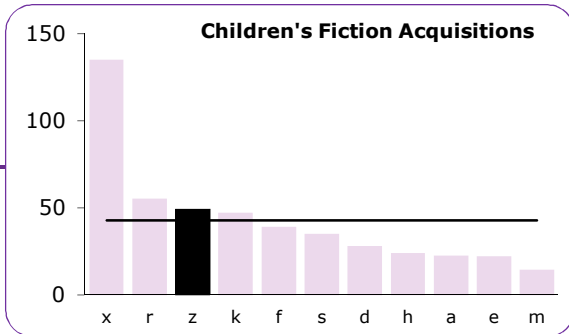
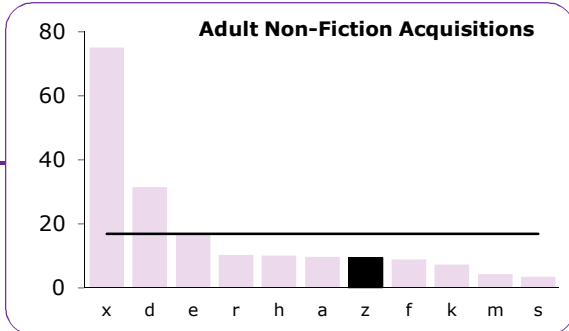
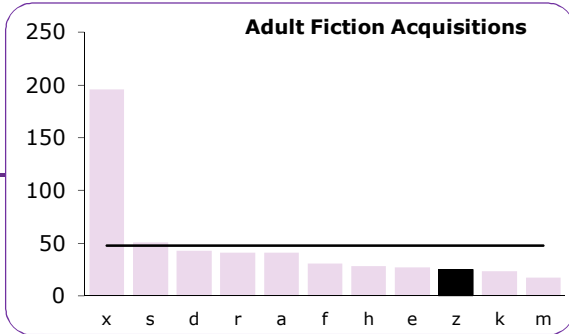
Source: CIPFA Public Library Statistics 2018 - Cells 72 to 83

### D3: Book Acquisitions

2017-18 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Average
Reference Books	39	0.2	<i>0.8</i>
<b>Lending Stock</b>			
Adult Fiction	4,429	25.2	<i>47.7</i>
Adult Non-Fiction	1,666	9.5	<i>17.0</i>
Children's Fiction	8,670	49.3	<i>43.0</i>
Children's Non-Fiction	1,207	6.9	<i>8.6</i>
<b>Total Book Acquisitions</b>	<b>16,011</b>	<b>91.1</b>	<b><i>117.0</i></b>



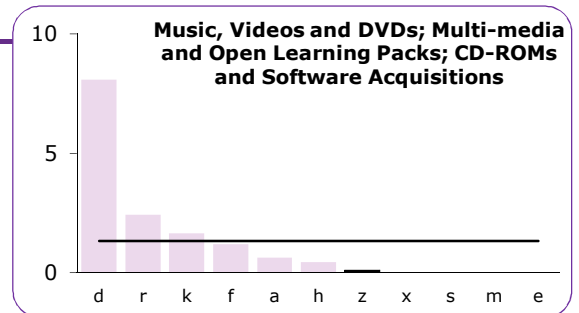
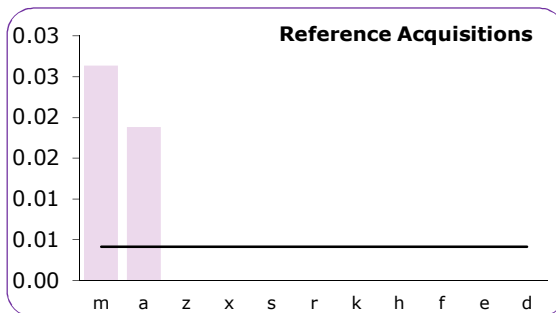
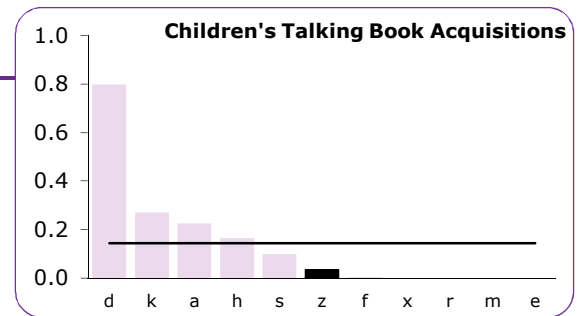
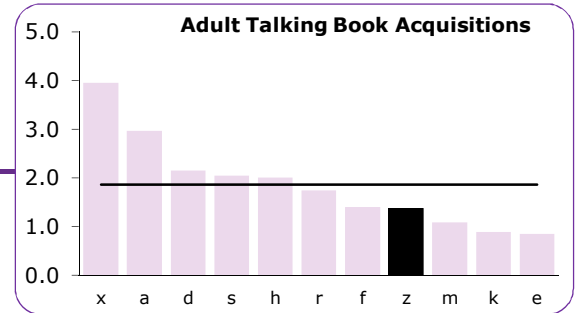
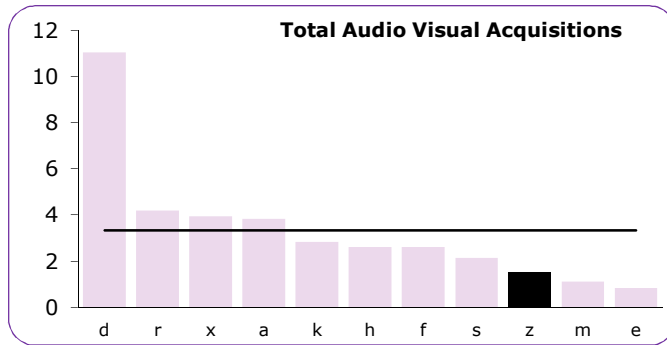
Source: CIPFA Public Library Statistics 2018 - Cells 65 to 71

## D4: Audio, Visual & Other Acquisitions

2017-18 Actuals

graphs shown per 1,000 population

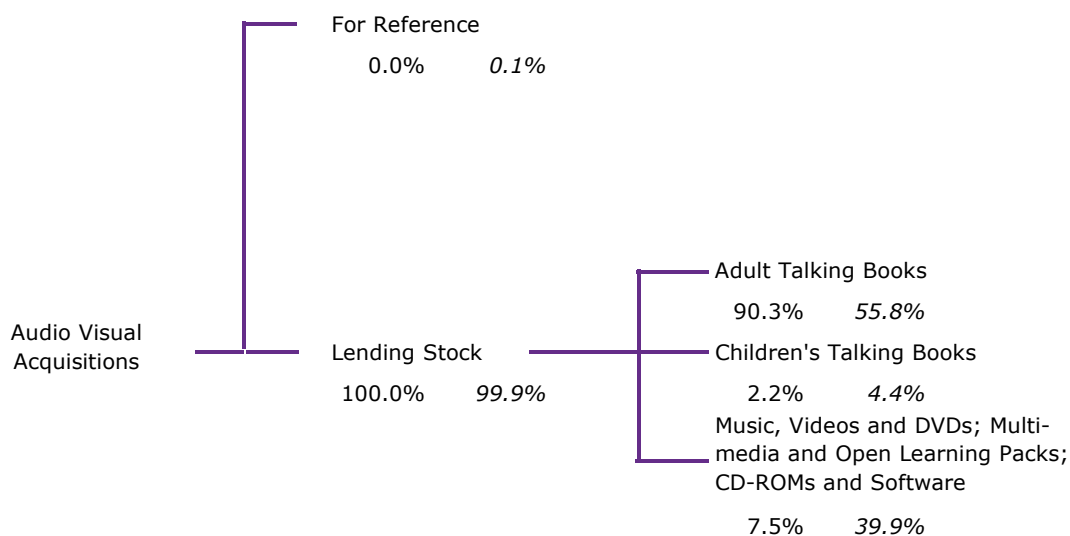
	Number	per 1,000 pop	Avg
For Reference	0	0.0	0.0
<b>Lending Stock</b>			
Sound - Adult Talking Books	241	1.4	1.9
Sound - Children's Talking Books	6	0.0	0.1
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	20	0.1	1.3
<b>Total Audio Visual Acquisitions</b>	267	1.5	3.3



Source: CIPFA Public Library Statistics 2018 - Cells 84 to 94

## D4: Audio, Visual & 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.



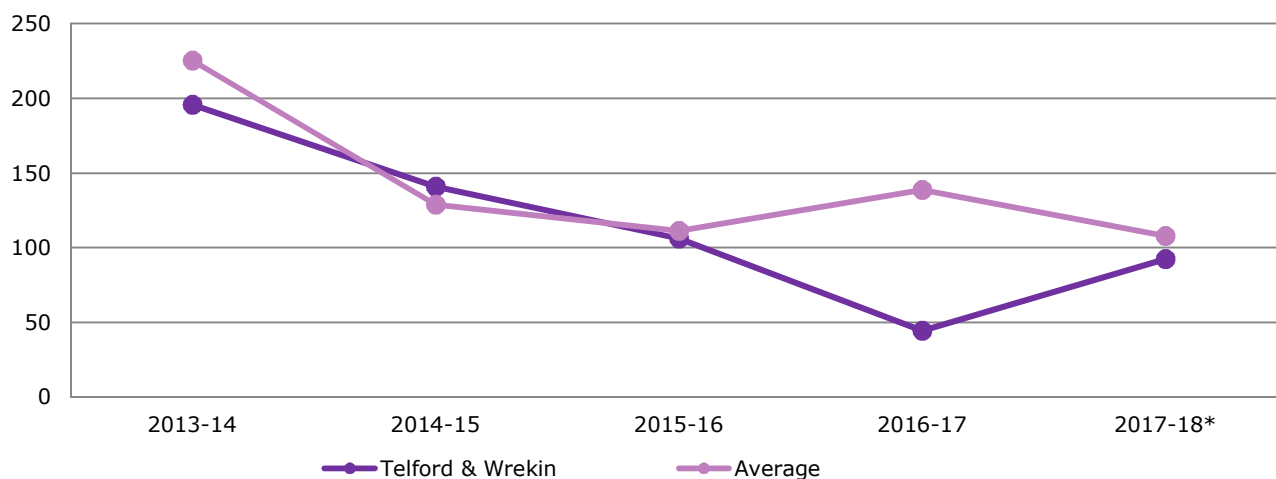
Source: CIPFA Public Library Statistics 2018 - Cells 84 to 94

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

Acquisitions	Number	per 1,000 pop	Average
2013-14	32,996	196	225
2014-15	23,835	141	129
2015-16	18,161	106	111
2016-17	7,661	44	139
2017-18*	16,278	93	108

\*does not include Electronic Acquisitions (eBooks, eNewspapers, eAudio, Music Streaming and Hardware)

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

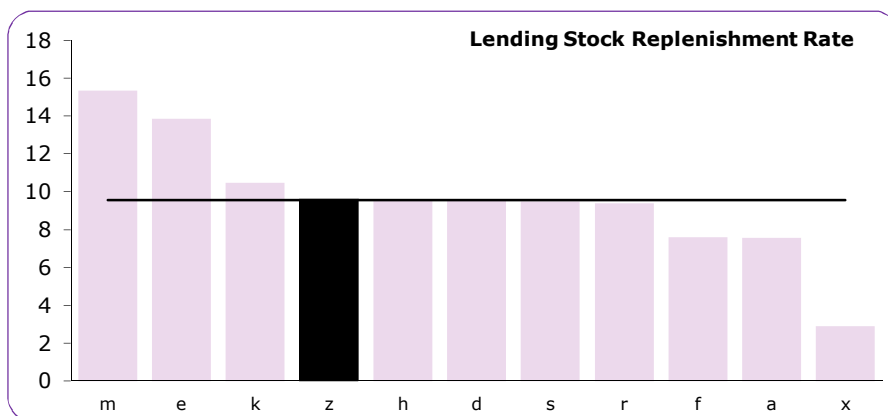


Source: CIPFA Public Library Statistics 2018 - Cells 71 & 94

## D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	9.6	9.6

- Time taken in years to replenish the lending stock (not including electronic products) on open access or available on loan at 2017-18 rate.

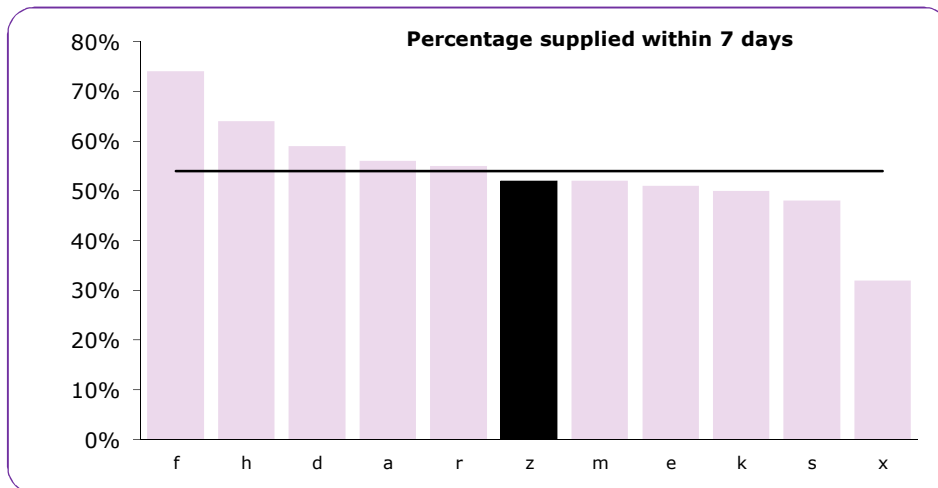


Source: CIPFA Public Library Statistics 2018 - (Cell 62 + Cell 81) / (Cell 70 + Cell 93)



## SECTION E: PERFORMANCE

- The CIPFAstats Public Library Statistics primarily collect cost and quantity figures. Here we analyse the performance data included.



(See page 42 for details)

### Section Contents

**Page 42**

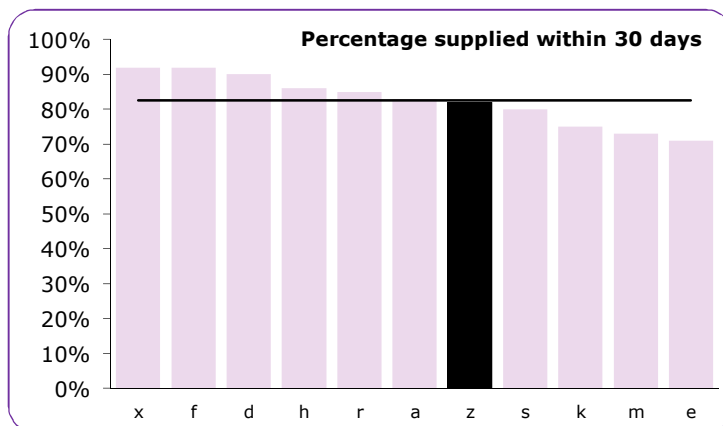
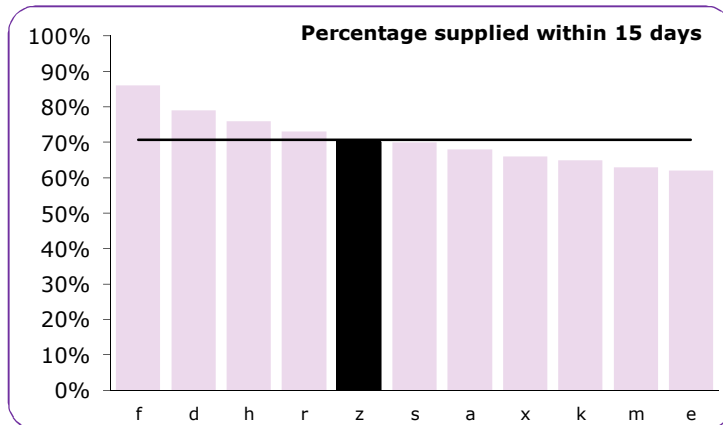
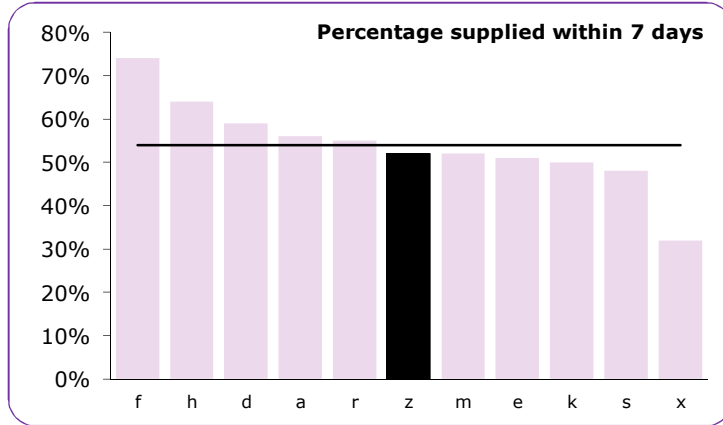
**E1: Requests**

% supplied in 7, 15 and 30 days

## E1: Requests

2017-18 Actuals

Percentage Supplied	Authority	Average
within 7 days	52%	54%
within 15 days	70%	71%
within 30 days	82%	83%



Source: CIPFA Public Library Statistics 2018 - Cells 116 to 118

# APPENDICES

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

## APPENDIX 1 - Comparative Bar Charts

Page 44

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 47

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 49

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

## APPENDIX 4 - Other CIPFA Libraries Services

Page 51

Links to other services that CIPFA provides for library authorities.

## APPENDIX 5 - Contact Us!

Page 51

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

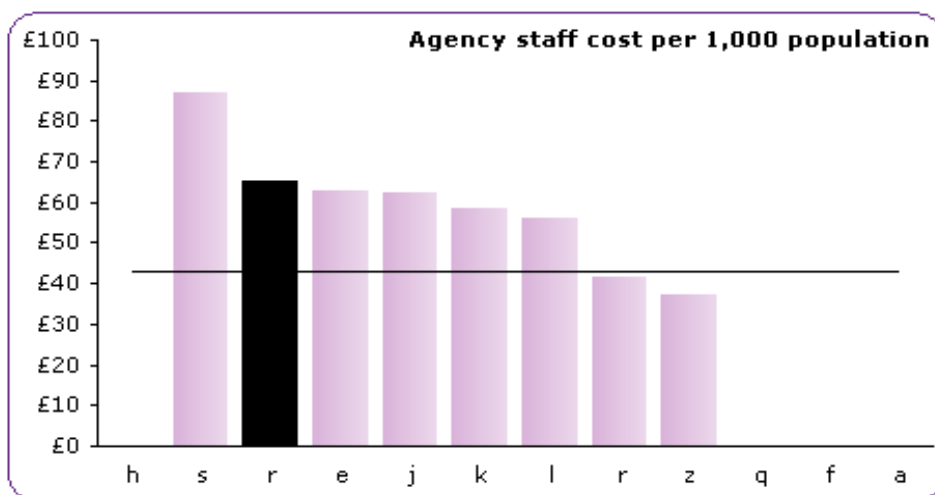
Zero values: In some cases the value for any authority might be zero, in this case the value 'displays' as a bar of zero height (i.e. no bar) on the right of the distribution (which follows the pattern of lowest values to the right of the chart).

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.

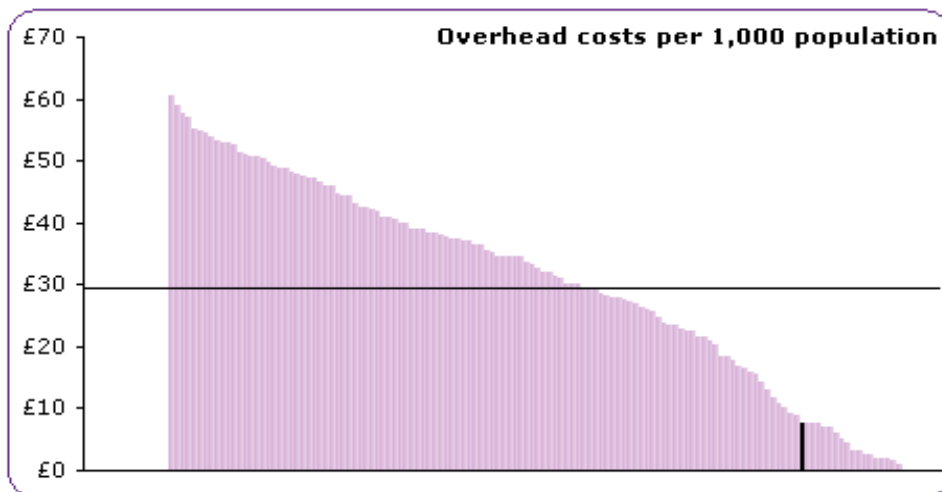


### Example 4: Comparisons with large numbers of authorities

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.

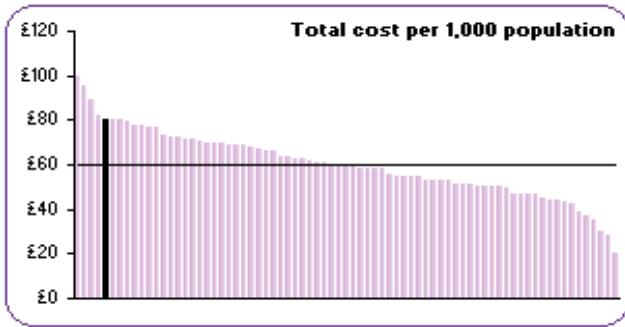
This chart shows fictional overhead costs for 150 authorities. By looking at the shape of the graph and position of the black bar and average line the following information can be observed.

- 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.

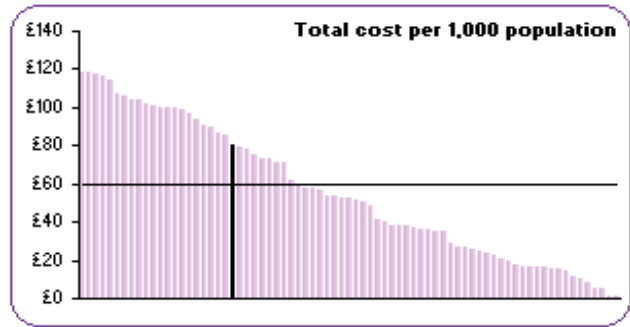


**Examples 5-8: Example distributions and help in interpreting them**

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.

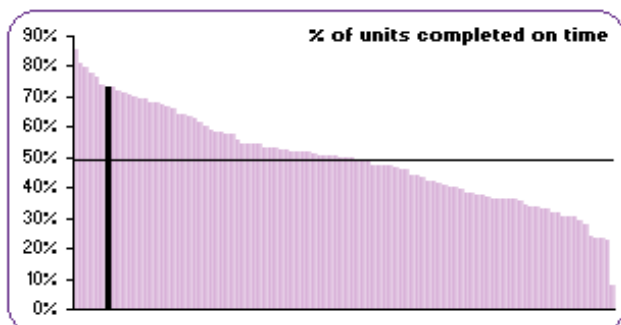
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

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.

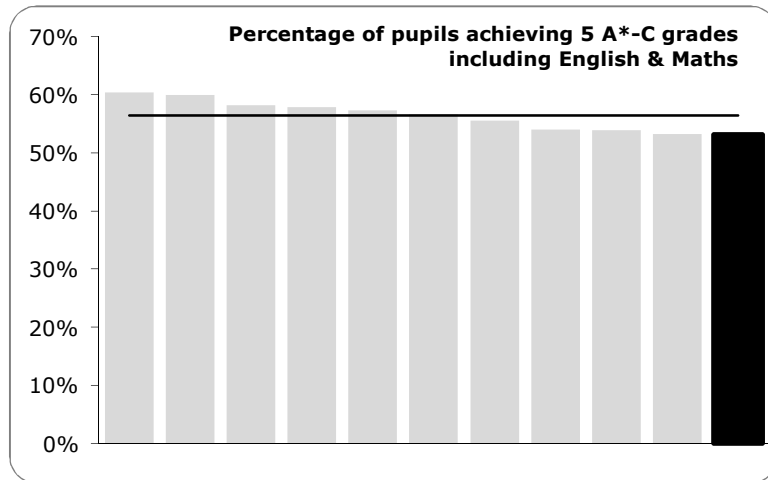
We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the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



# APPENDIX 2 - Background Information

## Educational Attainment

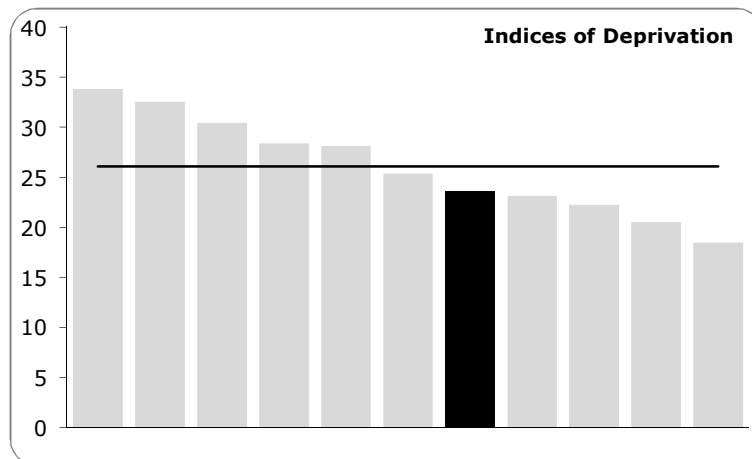
		Average
Educational Attainment	53.1%	56.4%



Source: CIPFA Children's Services Actuals Statistics 2015-16 - Column 308

## Deprivation

		Average
Index of Deprivation	23.6	26.1

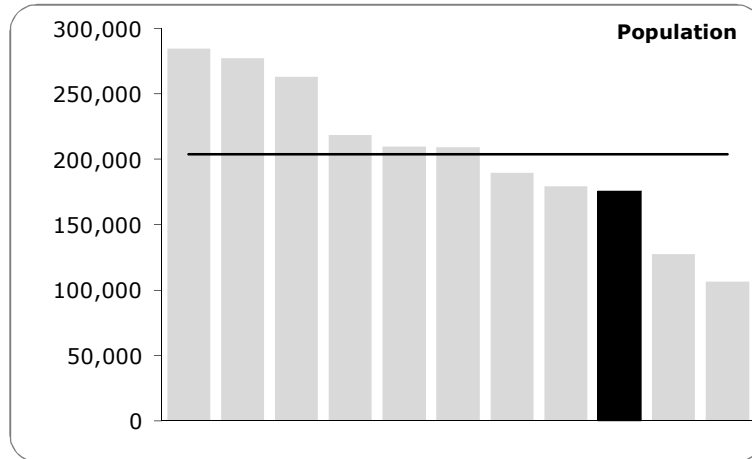


- The higher the index, the more deprived the authority is.

Source: DCLG Indices of Deprivation 2010

## Population

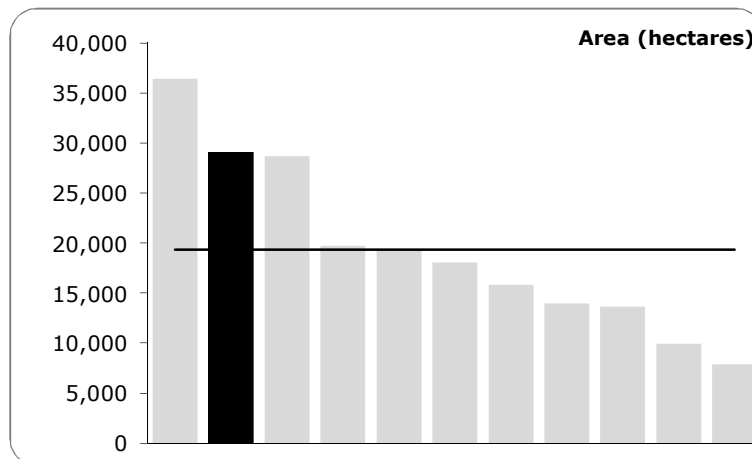
		Average
Population	175,800	203,827



Source: ONS Mid 2017 Population Estimates

## Area

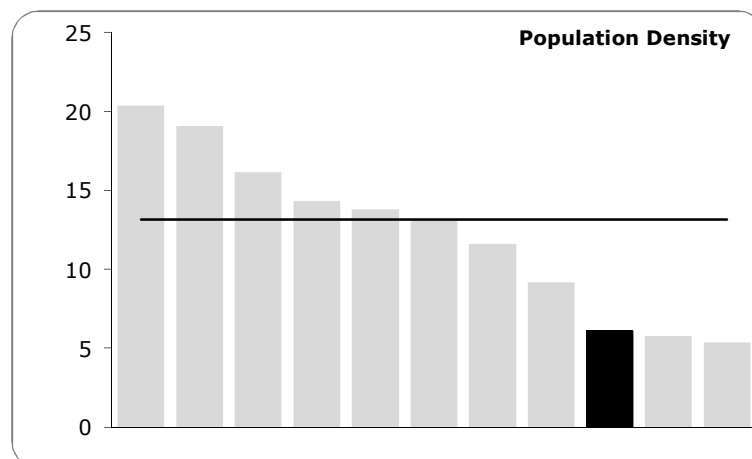
		Average
Area (hectares)	29,031	19,321



Source: ONS Area 2017

## Population Density

		Median
Population Density	6.1	13.1





## APPENDIX 3 - Financial Information

### For Telford & Wrekin Council

#### Financial Information 2017-18 (Actuals)

Revenue Expenditure	£	per 1,000 pop	Average
<b>Employees</b>	646,837	3,679	5,789
<b>Premises</b>	2,382	14	1,655
<b>Supplies &amp; Services</b>			
Books & Pamphlets			
- Reference	475	3	19
- Adult Fiction	21,539	123	283
- Adult Non-Fiction	16,326	93	136
- Children's Fiction	15,888	90	158
- Children's Non-Fiction	11,944	68	47
Newspapers, Periodicals & Magazines	1,200	7	29
Sound Recordings			
- Adult Talking Books	7,610	43	83
- Children's Talking Books	1,202	7	5
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	0	0	14
Electronic Products			
- eBooks (lending and reference)	5,695	32	58
- eNewspapers, eMagazines & eComics	6,452	37	38
- eAudio & eAudiovisual	2,050	12	18
- Music Streaming	0	0	0
- Hardware	0	0	0
Online/Electronic (Internet etc.)	18,710	106	75
Other Acquisitions	5,866	33	17
Bookbinding	0	0	0
<b>Total Materials</b>	<b>114,958</b>	<b>654</b>	<b>979</b>
Computing Costs	39,086	222	322
Other Supplies & Services	115,305	656	527
<b>Transport</b>	<b>7,704</b>	<b>44</b>	<b>58</b>
<b>Third Party Payments</b>	<b>0</b>	<b>0</b>	<b>159</b>
<b>Support Service Costs</b>	<b>763,370</b>	<b>4,342</b>	<b>2,110</b>
<b>Total Revenue Expenditure</b>	<b>1,689,641</b>	<b>9,611</b>	<b>11,599</b>
<b>Revenue Income</b>	£	per 1,000 pop	Average
Overdue Charges	(23,341)	(133)	(72)
Reservation Fees	(69)	(0)	(5)
Lettings	(210)	(1)	(59)
Hire of Audio & Visual Materials	(1,473)	(8)	(29)
Electronic Revenue	0	0	(11)
Specific Grants	(83,772)	(477)	(126)
Provision of Library Services to other Local Authorities	0	0	(35)
Miscellaneous - receipts from the public	(18,508)	(105)	(166)
Miscellaneous - corporate income	(27,851)	(158)	(232)
<b>Total Revenue Income</b>	<b>(155,223)</b>	<b>(883)</b>	<b>(735)</b>
Net Expenditure (excluding Capital Charges)	1,534,418	8,728	10,864
Capital Charges	0	0	1,715
<b>Total Net Expenditure (including Capital Charges)</b>	<b>1,534,418</b>	<b>8,728</b>	<b>12,580</b>

## Financial Information 2017-18 (Actuals - Continued)

Capital Expenditure	£	per 1,000 pop	Average
New Buildings	0	0	1,395
Refurbishment of Premises	0	0	288
IT Investment, Networks etc.	0	0	0
Books and Pamphlets	0	0	0
Other Library Materials	0	0	0
Other Capital Expenditure (please specify)	0	0	0
<b>Total Capital Expenditure</b>	<b>0</b>	<b>0</b>	<b>1,684</b>

## Financial Information 2018-19 (Estimates)

Revenue Expenditure	£	per 1,000 pop	Average
Employees	673,170	3,829	5,203
Premises	0	0	1,496
Supplies & Services - Materials	86,410	492	907
Other Expenditure	817,370	4,649	2,473
<b>Total Revenue Expenditure</b>	<b>1,576,950</b>	<b>8,970</b>	<b>10,079</b>

<b>Revenue Income</b>	<b>(56,706)</b>	<b>(323)</b>	<b>(633)</b>
Net Expenditure (excluding Capital Charges)	1,520,244	8,648	9,446
Capital Charges	0	0	872
<b>Total Net Expenditure (including Capital Charges)</b>	<b>1,520,244</b>	<b>8,648</b>	<b>10,318</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 TISonline Leisure and Culture Services Stream

TISonline is CIPFA's online information resource which supports financial managers in the public services. TISonline provides over 30 information streams of guidance on the financial and service functions of local authorities and other bodies, supported by news updates, discussion forums and e-alert services.

[www.cipfa.org/services/tisonline/tisonline-leisure-and-cultural-services](http://www.cipfa.org/services/tisonline/tisonline-leisure-and-cultural-services)

## APPENDIX 5 - Contact Us!

We hope you have found the profile interesting and informative.

This is the eighth 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.