

# Trafford Metropolitan Borough Council

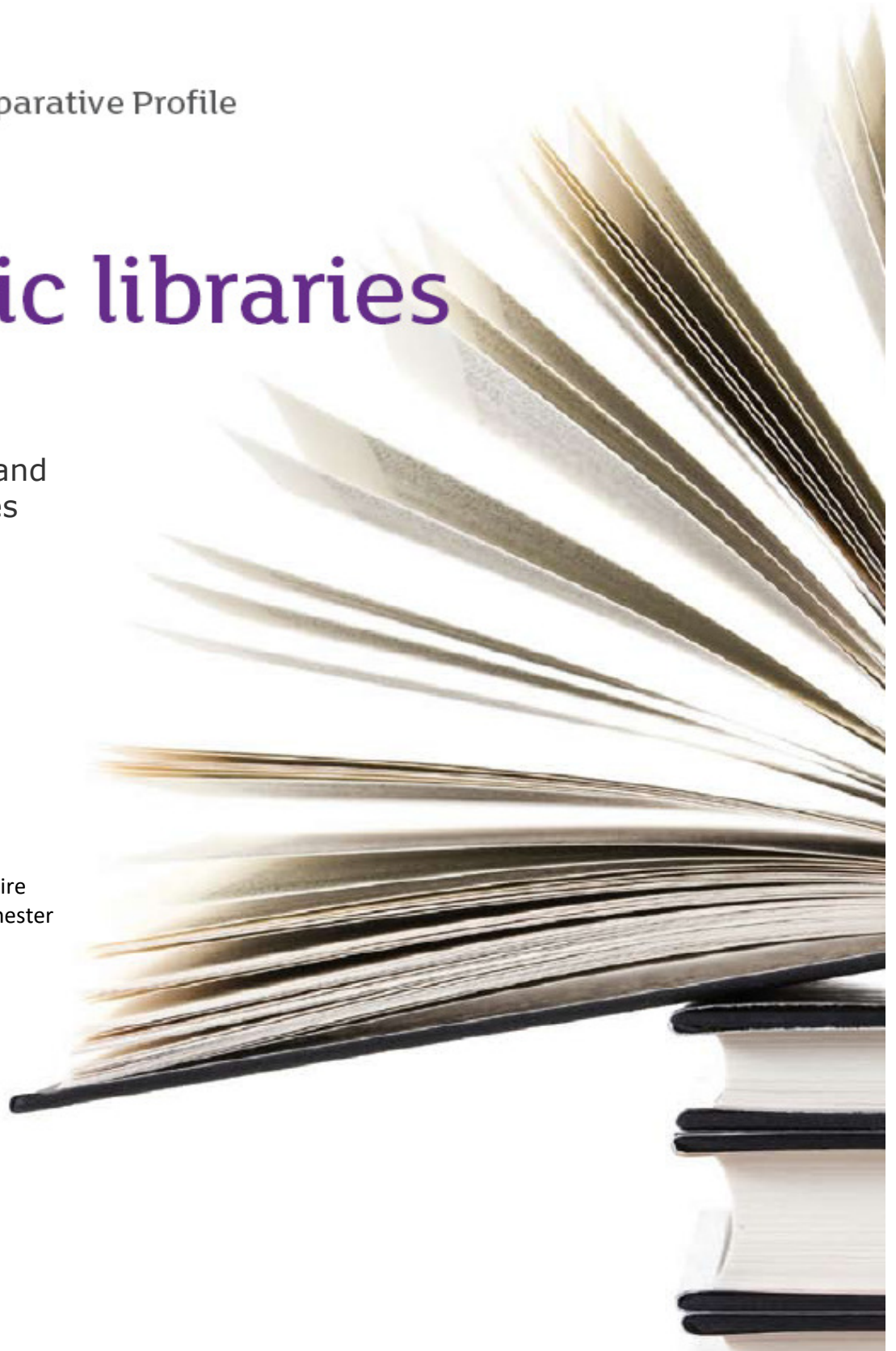
CIPFAstats Comparative Profile

## public libraries

2017-18 Actuals and  
2018-19 Estimates

Comparison Group:

- (e) Trafford
- (r) Swindon
- (k) Solihull
- (t) Warrington
- (z) Thurrock
- (w) York
- (f) Stockport
- (h) Bedford
- (s) South Gloucestershire
- (d) Cheshire West & Chester
- (x) Reading
- (m) Bristol
- (a) Peterborough



## 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

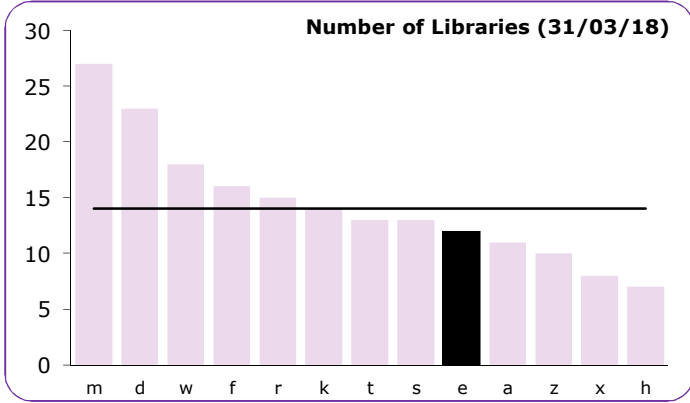
- 81% of UK Library Authorities provided data for the 2018 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. In such cases 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 Trafford with 12 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.

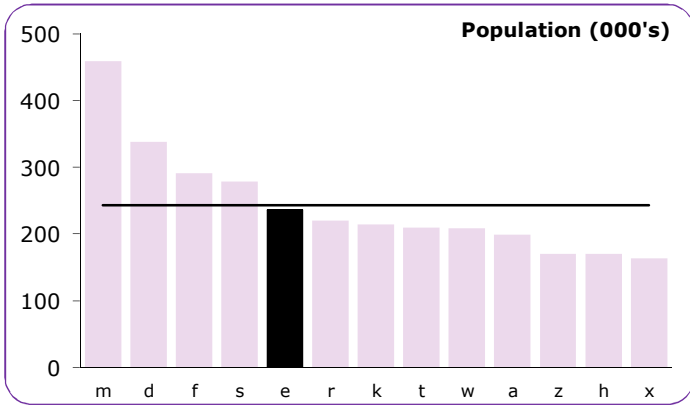
### A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Trafford has 12 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.

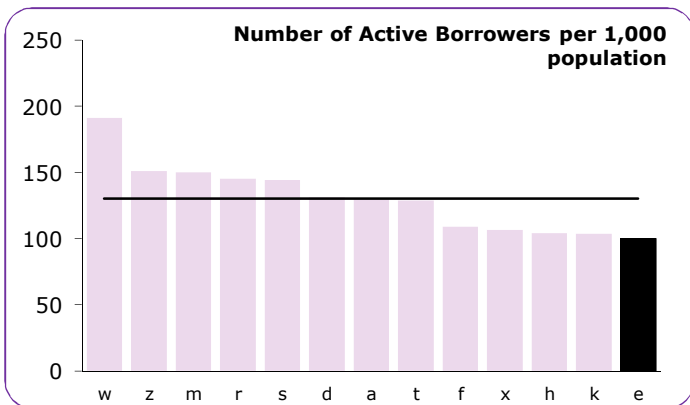
- Trafford has close to the average number of libraries within the group giving an indication of the scale of the library service.

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).

- Trafford is the 5th largest of the 13 authorities compared here (in terms of population).

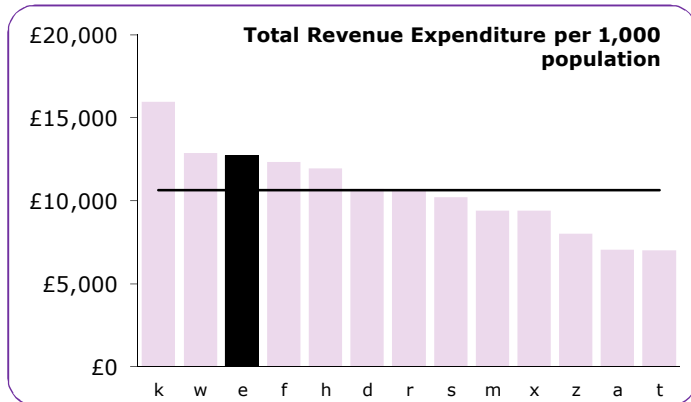


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

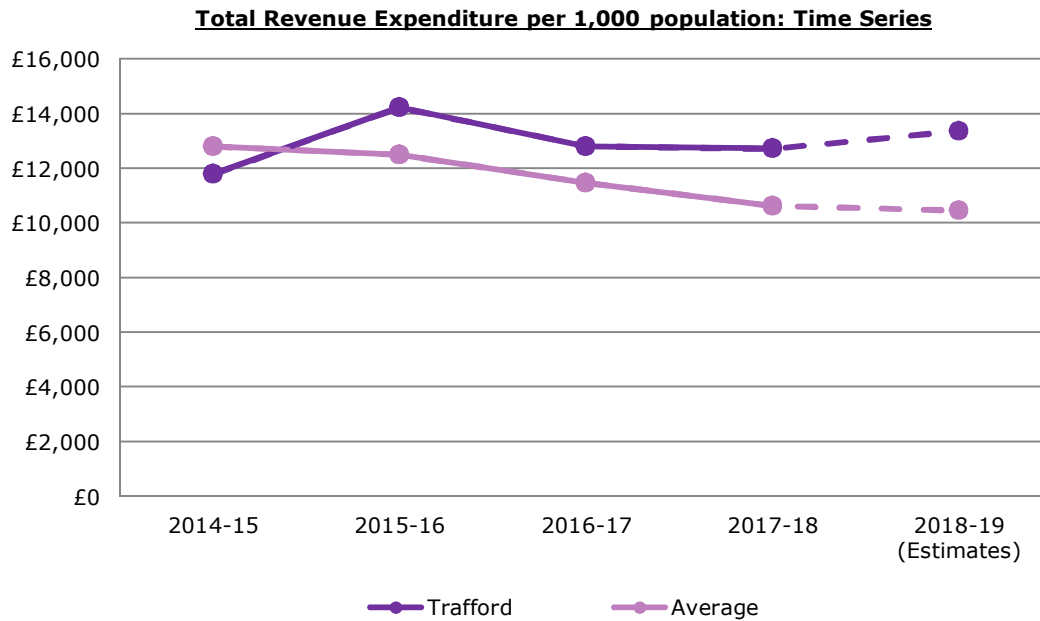
- Trafford is in the bottom quartile suggesting that the library service does not engage as well with the population when compared to the other authorities.

Please see appendix 1 for further details on quartiles.

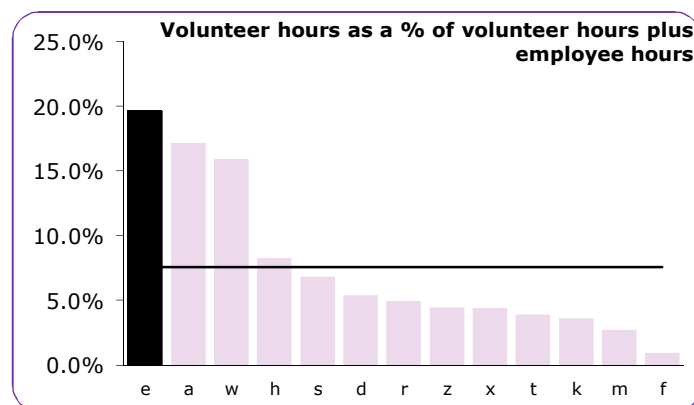
## B: Resourcing



- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2017-18 actuals.
- Trafford comes out as being at the higher end of the comparison, which suggests that it should compare its costs to other authorities to see if there are any ways it could learn from their approaches.

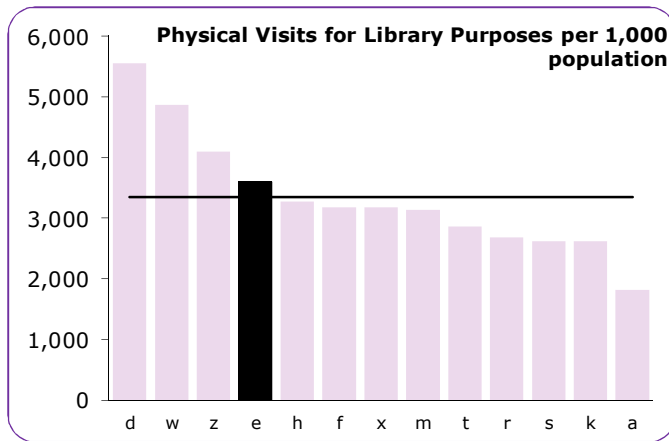


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2018-19. The population figure used for all years is the mid-year 2017 figure, so the changes in value relate to changes in expenditure only.
- For most authorities an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

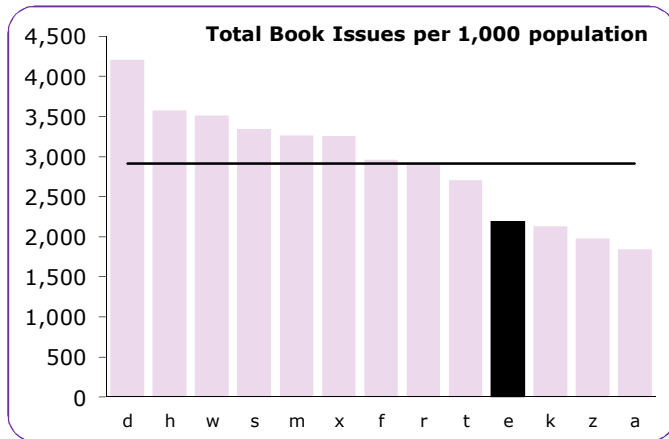


- One well publicised approach that library authorities are taking is using volunteers.
- Trafford had 19.6% of 'worked hours' provided by volunteers in 2017-18 compared to an average of 7.6%.

## C: Workload

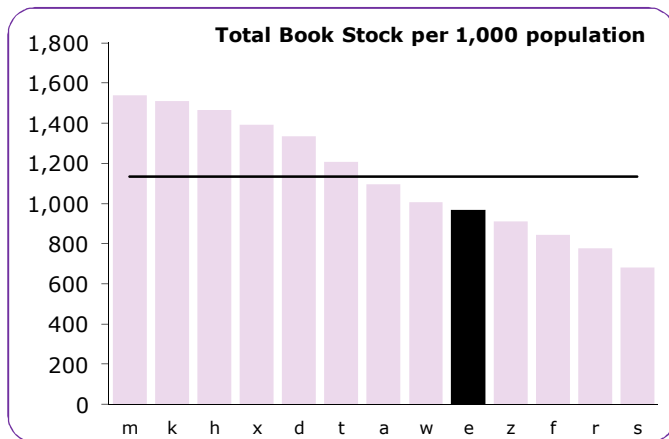


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



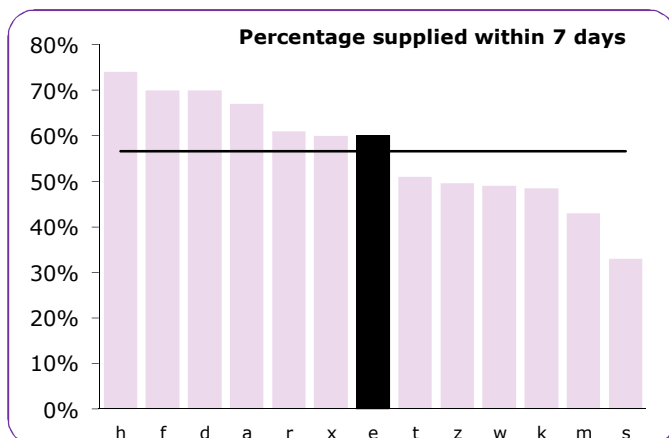
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock



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

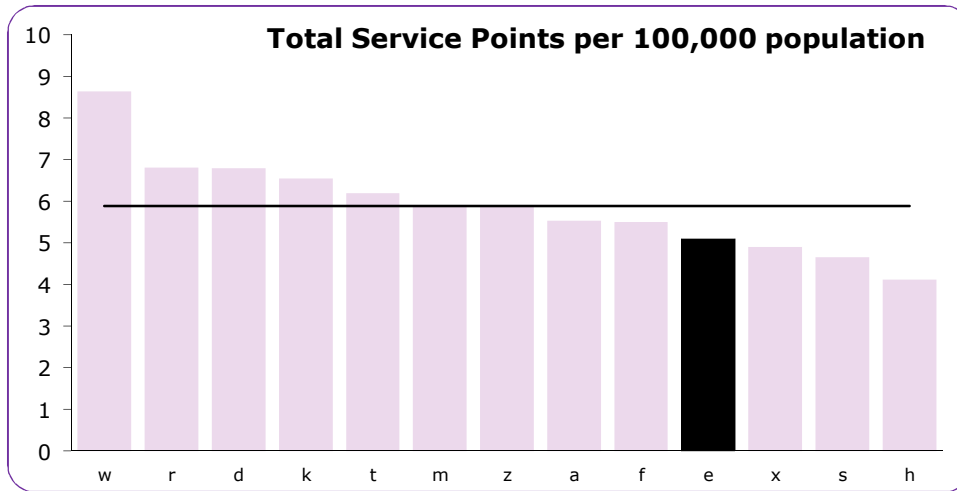
## E: Performance



- Trafford successfully supplied 60% 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.



(See page 8 for details)

## Section Contents

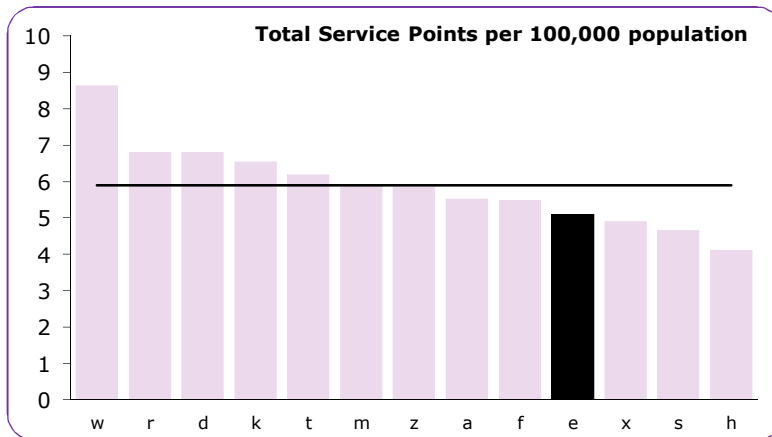
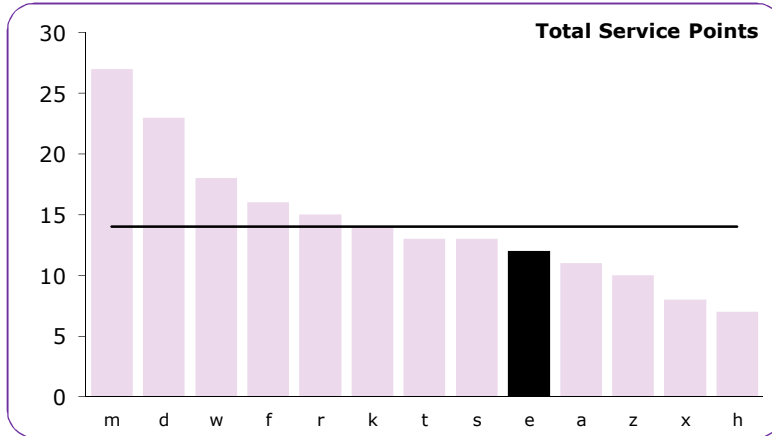
<b>Page 8</b>	<b>A1: Service Points</b> Number of service points Busiest service points
<b>Page 10</b>	<b>A2: Population Density</b> Comparisons for static & mobile libraries % authorities without mobile libraries
<b>Page 11</b>	<b>A3: Opening Hours</b> Distribution of opening hours Opening hours at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

# A1: Service Points

at 31 March 2018

	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.2
Static Service Points	12	5.1	5.7
<b>Total Service Points</b>	<b>12</b>	<b>5.1</b>	<b>5.9</b>

	Authority	Average
Population	235,500	242,869



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):

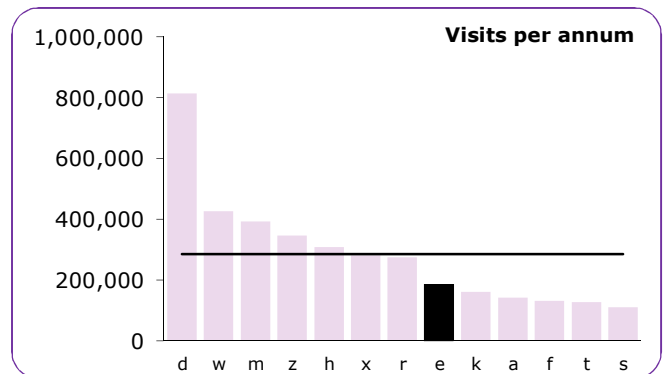
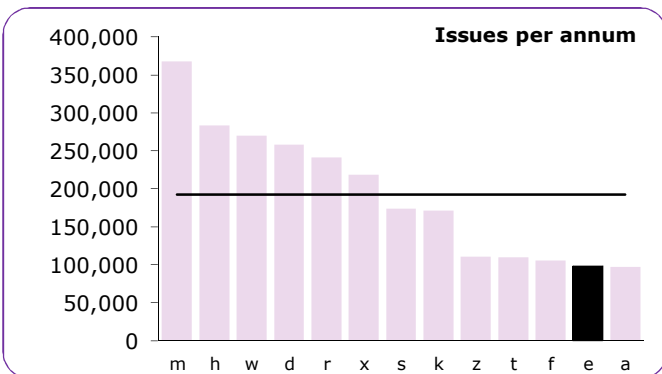
**Sale**

Busiest Service Point (Visits):

**Sale**

	Authority	Average
Issues per annum	98,587	192,600

	Authority	Average
Visits per annum	184,791	284,140



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

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

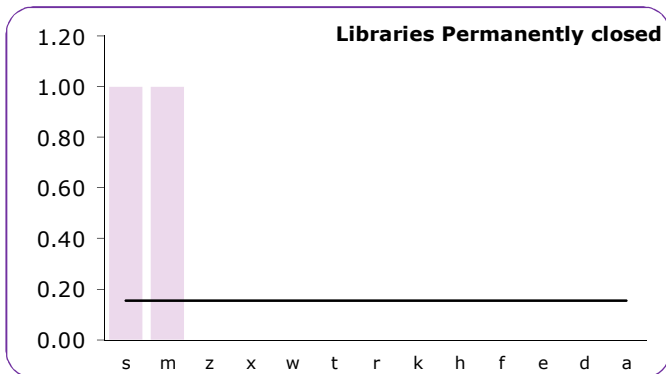


# A1: Service Points (continued)

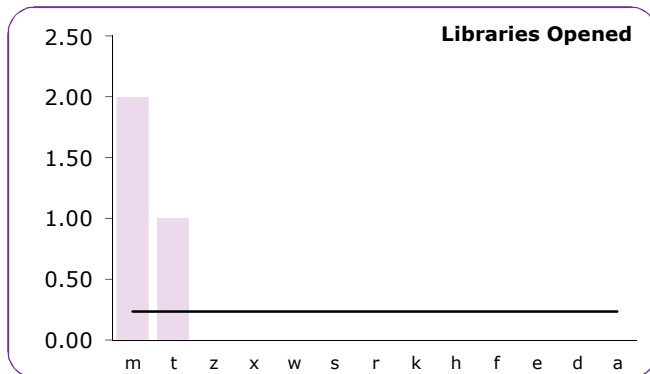
2017-18 Actuals

## Library Opening/Closures

	Authority	/100,000 pop	Avg
Libraries Closed	0	0.0	0.15
Libraries Opened	0	0.0	0.23
<b>Net Library Openings</b>	0	0.0	0.08



Source: CIPFA Public Library Statistics 2018 - Cell 46



Source: CIPFA Public Library Statistics 2018 - Cell 47



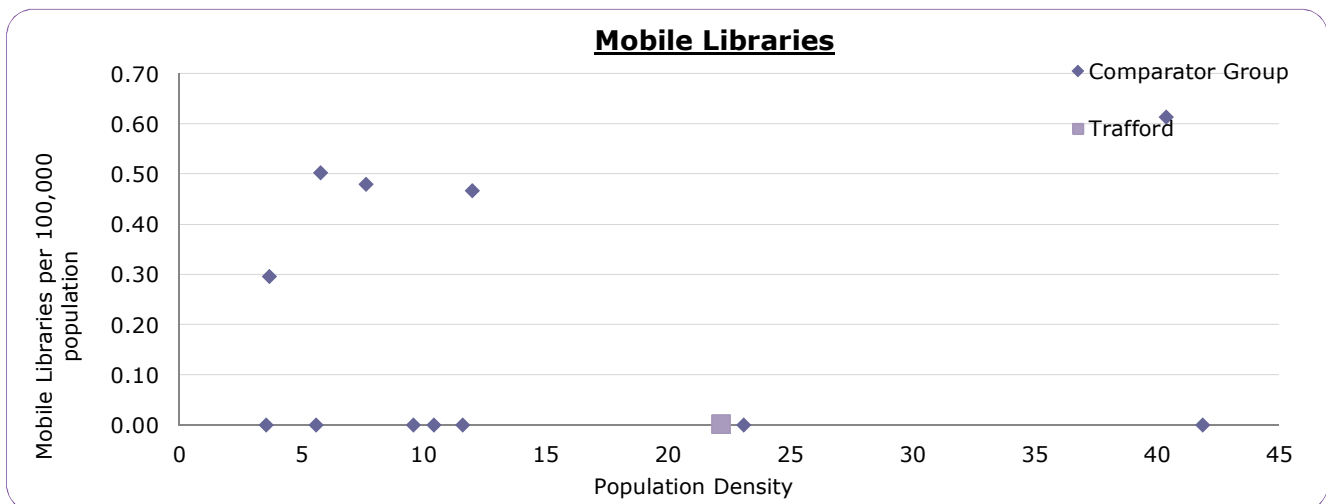
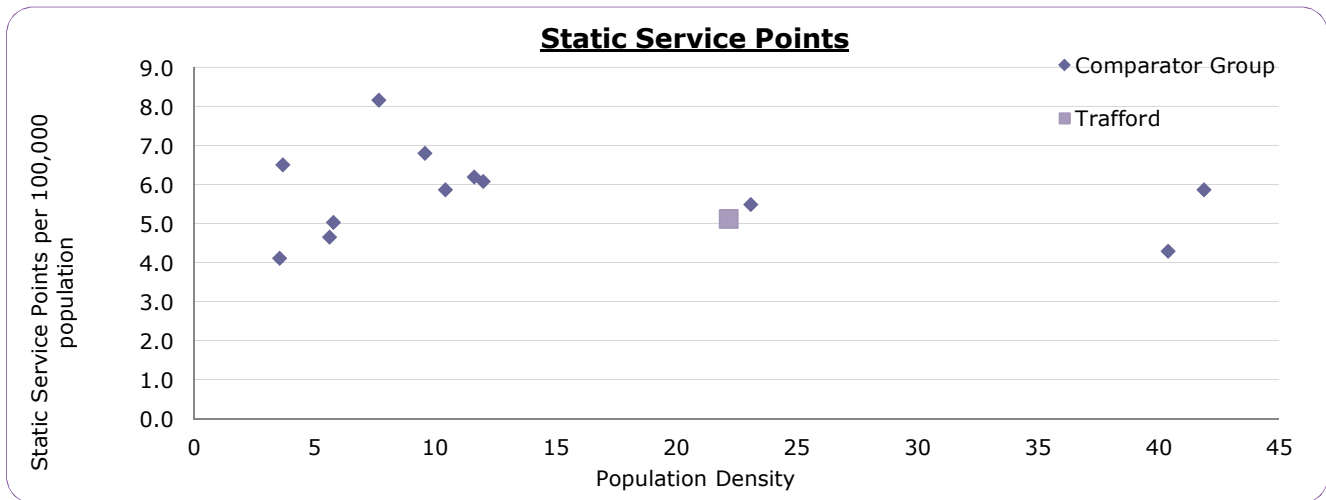
## A2: Population Density

2017-18 Actuals

### Population Density and Number of Service Points

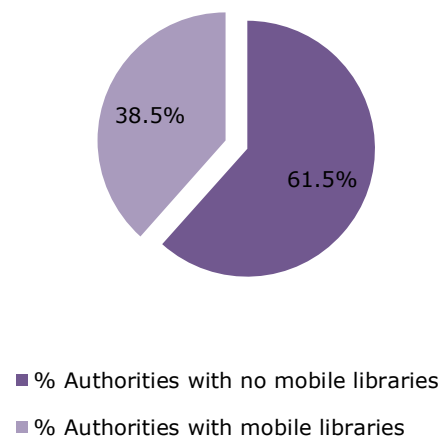
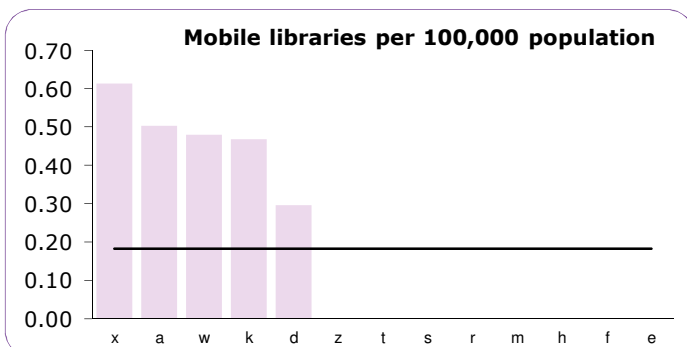
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library 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	22.2	10.4



### Mobile Libraries

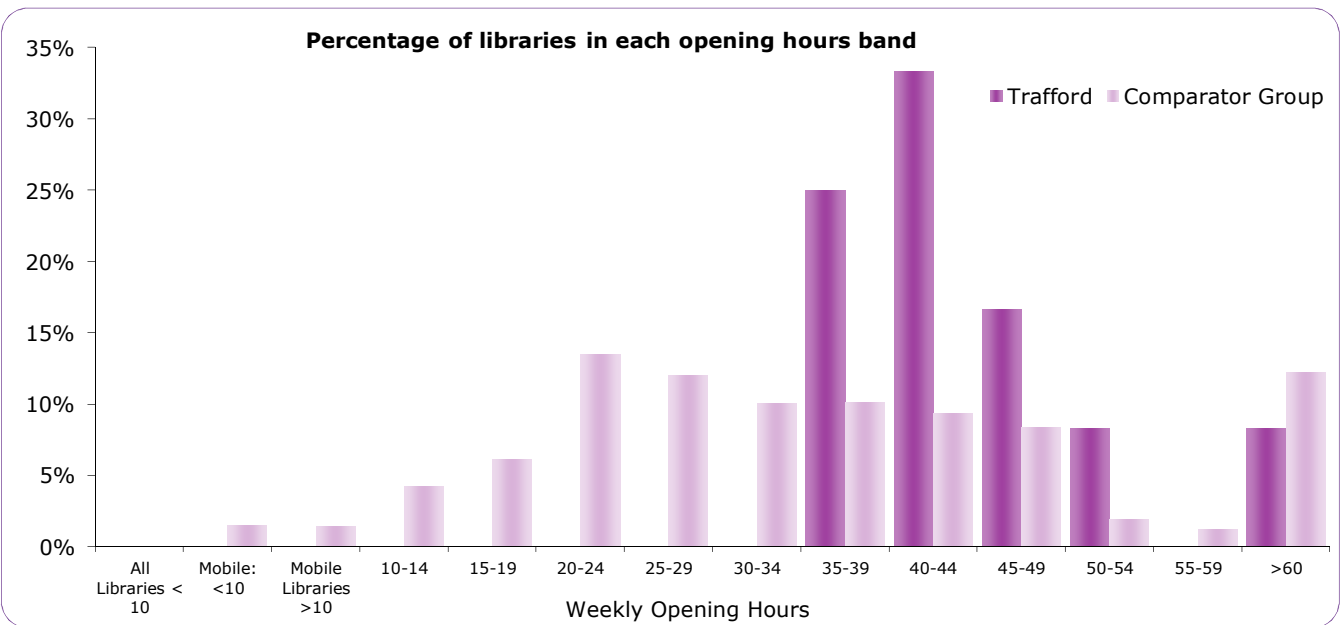
	Number	/ 100k pop	Average
Mobile Libraries	0	0.0	0.2



### 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	0.0	0.0%	0.0%
Mobile: <10	0	0	0	0	0	0	0.0	0.0	0.0%	1.5%
Mobile: >10	0	0	0	0	0	0	0.0	0.1	0.0%	1.5%
Static: 10-14	0	1	1	0	1	1	0.0	0.3	0.0%	4.3%
Static: 15-19	0	1	0	0	0	1	0.0	0.0	0.0%	6.2%
Static: 20-24	0	2	0	0	0	2	0.0	0.8	0.0%	13.5%
Static: 25-29	0	2	0	0	0	2	0.0	0.7	0.0%	12.0%
Static: 30-34	0	2	0	0	0	2	0.0	0.6	0.0%	10.1%
Static: 35-39	3	1	0	0	3	1	1.3	0.6	25.0%	10.2%
Static: 40-44	4	1	0	0	4	1	1.7	0.5	33.3%	9.4%
Static: 45-49	2	1	0	0	2	1	0.8	0.5	16.7%	8.4%
Static: 50-54	1	0	0	0	1	0	0.4	0.1	8.3%	1.9%
Static: 55-59	0	0	0	0	0	0	0.0	0.1	0.0%	1.2%
Static: >60	1	2	0	0	1	2	0.4	0.7	8.3%	12.3%
<b>Total</b>	<b>11</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>12</b>	<b>14</b>	<b>4.7</b>	<b>4.9</b>		

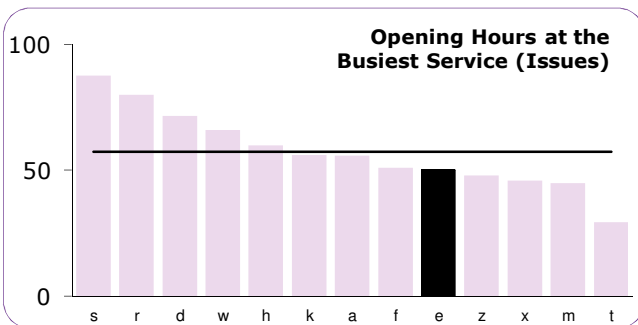


Source: CIPFA Public Library Statistics 2018 - Cells 1 to 45

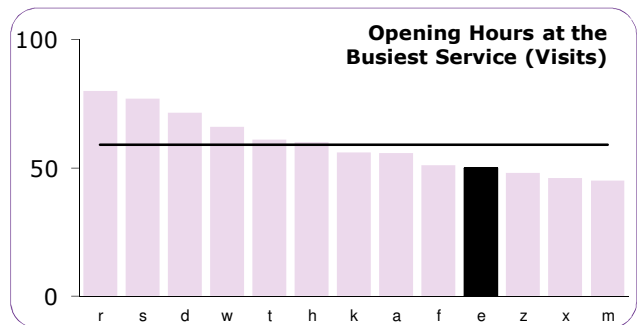
#### Opening Hours - Busiest Service Points

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

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



Trafford 50.0 Average: 57.4



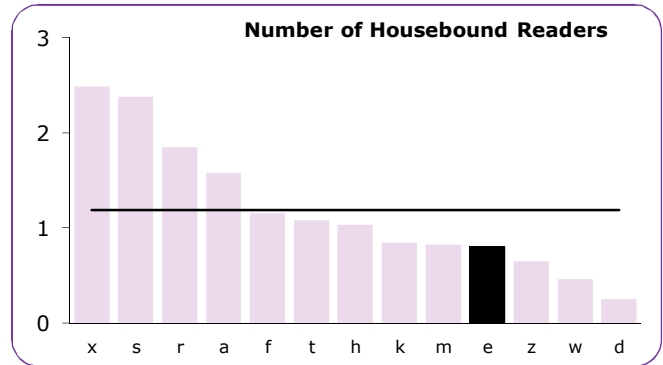
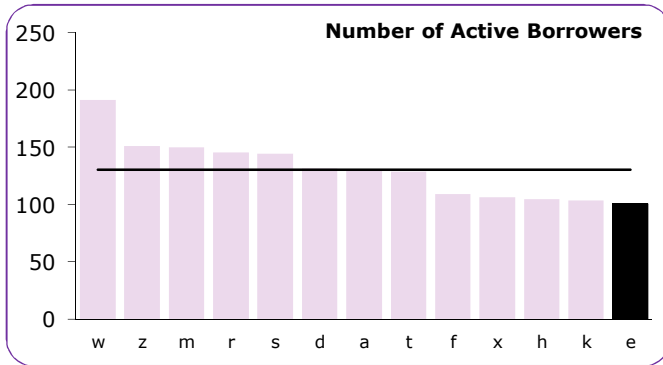
Trafford 50.0 Average: 59.0

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

## A4: Library Users

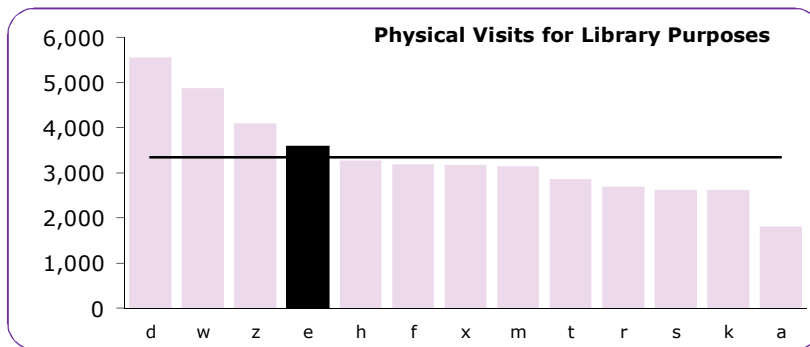
2017-18 Actuals

	Number	/1,000 pop	Average
<b>Active Borrowers</b>	23,600	100	130
Housebound Readers	189	0.8	1.2

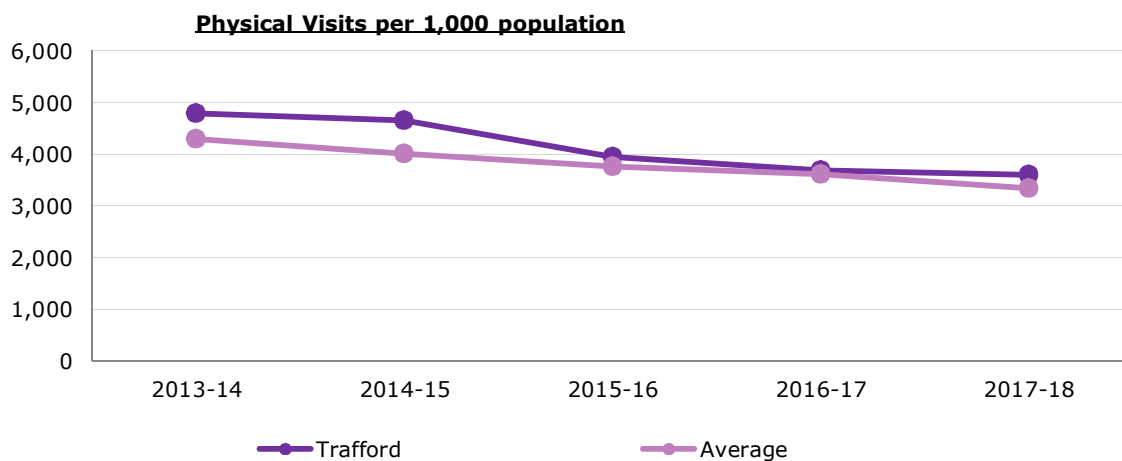


Source: CIPFA Public Library Statistics 2018 - Cells 122 & 123

### Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2013-14	1,103,710	4,795	4,300
2014-15	1,082,034	4,654	4,014
2015-16	920,317	3,945	3,767
2016-17	866,586	3,692	3,616
<b>2017-18</b>	<b>846,646</b>	<b>3,595</b>	<b>3,346</b>



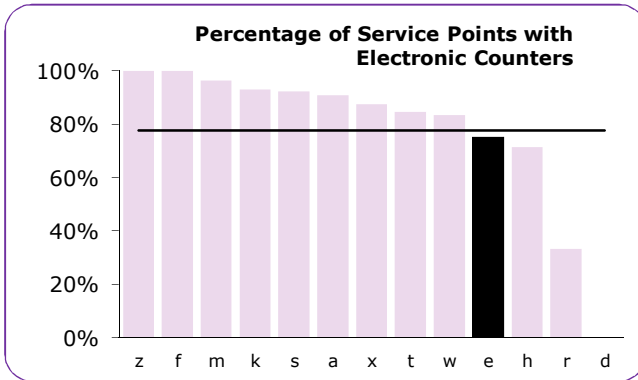
Source: CIPFA Public Library Statistics 2018 - Cell 124

## A4: Library Users (continued)

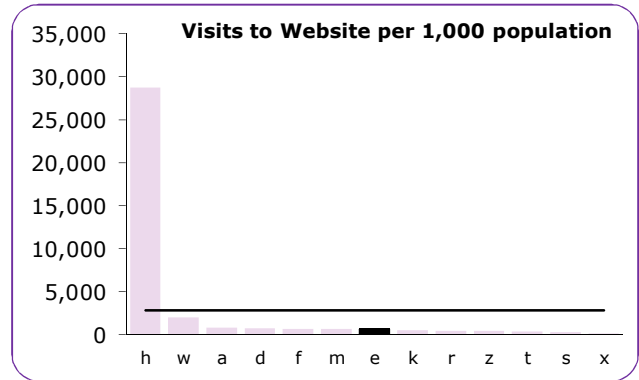
2017-18 Actuals

	Authority	Average
S.P. with Electronic Counters	75%	78%

	Number	per 1,000 pop	Average
Visits to Website	150,656	640	2,795

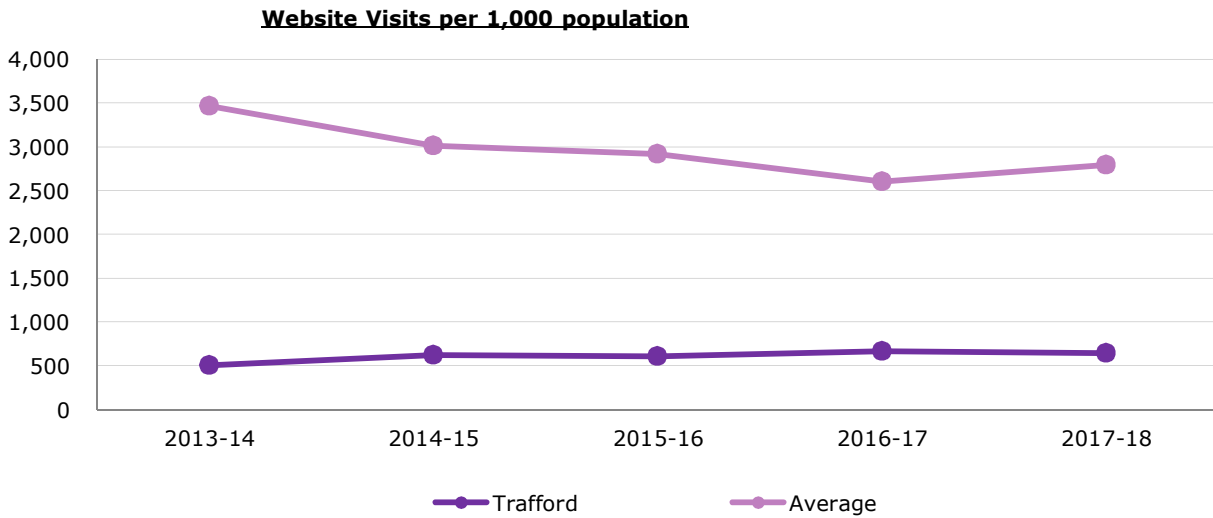


Source: CIPFA Public Library Statistics 2018 - Cell 127



Source: CIPFA Public Library Statistics 2018 - Cell 128

Website Visits	Number	per 1,000 pop	Average
2013-14	116,408	506	3,468
2014-15	143,707	618	3,010
2015-16	141,164	605	2,915
2016-17	156,195	666	2,605
<b>2017-18</b>	<b>150,656</b>	<b>640</b>	<b>2,795</b>

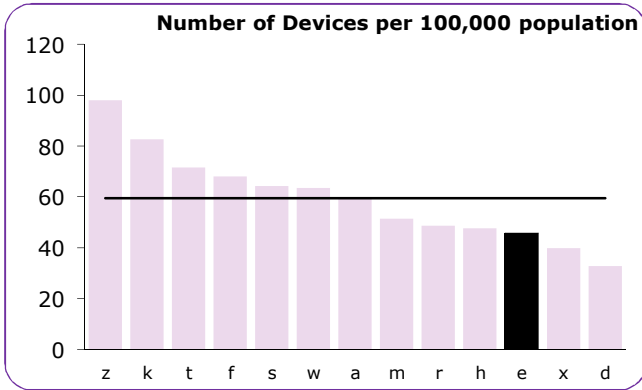


Source: CIPFA Public Library Statistics 2018 - Cell 128 and equivalent for previous years

# A5: Electronic Workstations

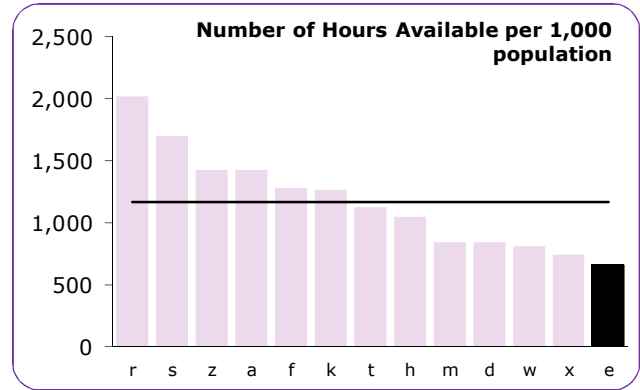
2017-18 Actuals

	Number	per 100,000 pop	Average
Terminals	108	45.9	59.5



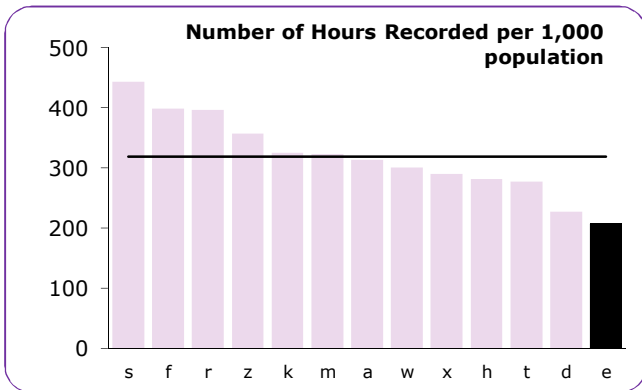
Source: CIPFA Public Library Statistics 2018 - Cell 52

	Number	per 1,000 pop	Average
Hours Available	154,382	656	1,167



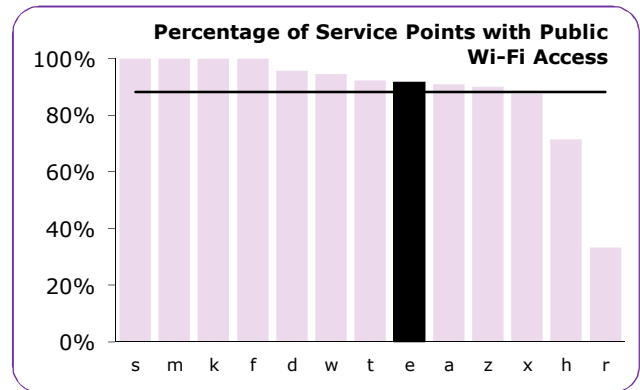
Source: CIPFA Public Library Statistics 2018 - Cell 53

	Number	per 1,000 pop	Average
Hrs Recorded	48,505	206	318



Source: CIPFA Public Library Statistics 2018 - Cell 54

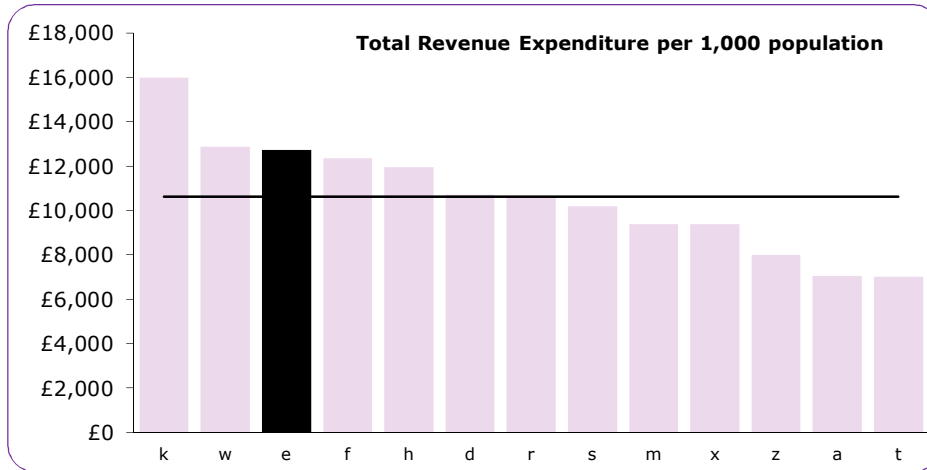
	Authority	Average
Service Points with Wi-Fi Access	92%	88%



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)

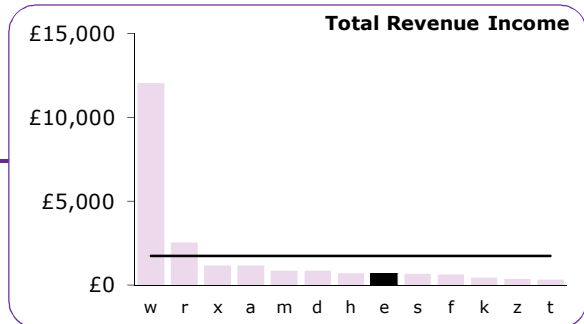
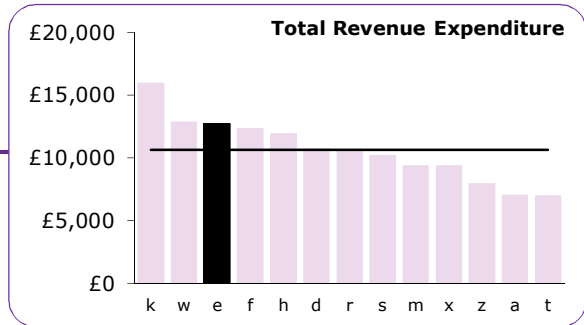
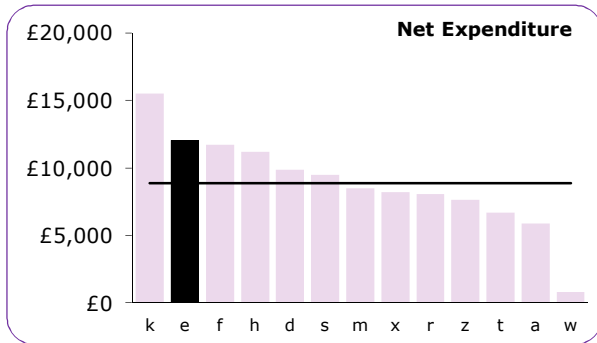
### Section Contents

<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	2,995,760	12,721	10,706
Revenue Income	(167,775)	(712)	(1,735)
<b>Net Expenditure</b>	<b>2,827,985</b>	<b>12,008</b>	<b>8,971</b>

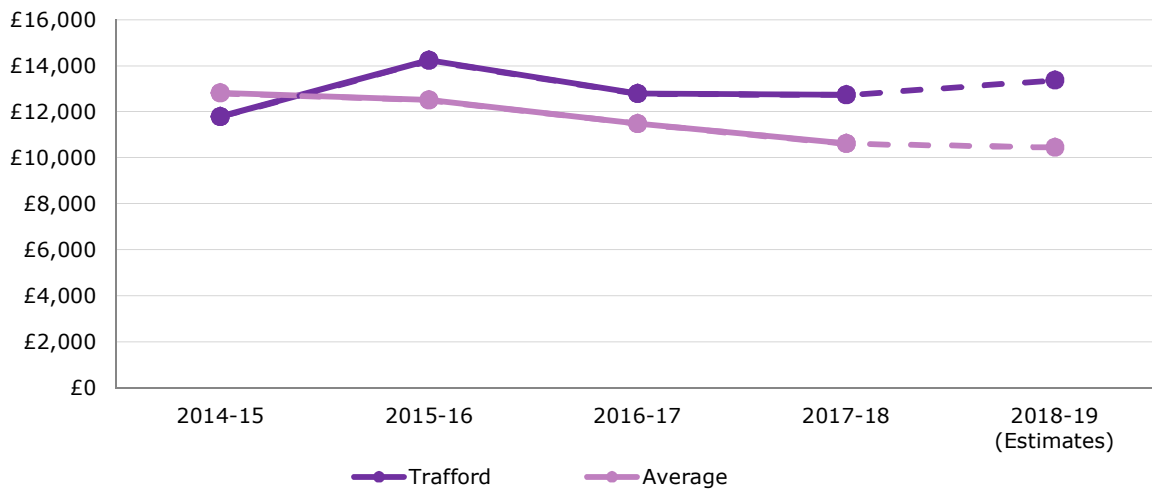
graphs shown per 1,000 population



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

Revenue Expenditure	£	per 1,000 pop	Average
2014-15	2,740,186	11,786	12,805
2015-16	3,319,091	14,227	12,504
2016-17	3,004,057	12,800	11,471
2017-18	2,995,760	12,721	10,631
2018-19 (Estimates)	3,148,142	13,368	10,460

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

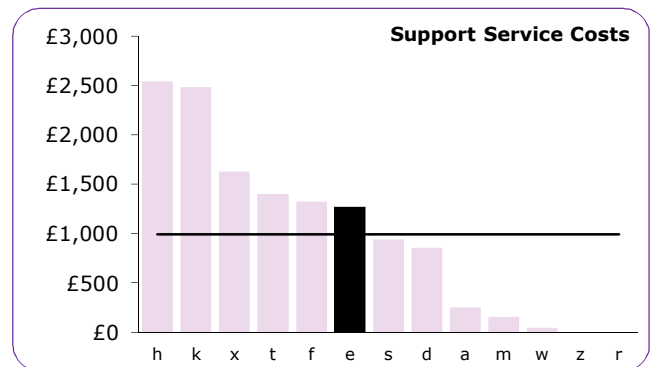
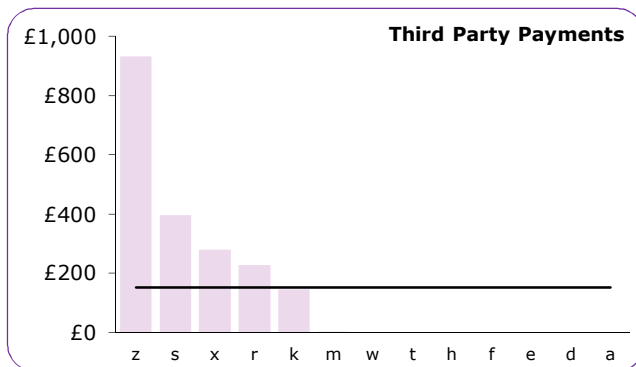
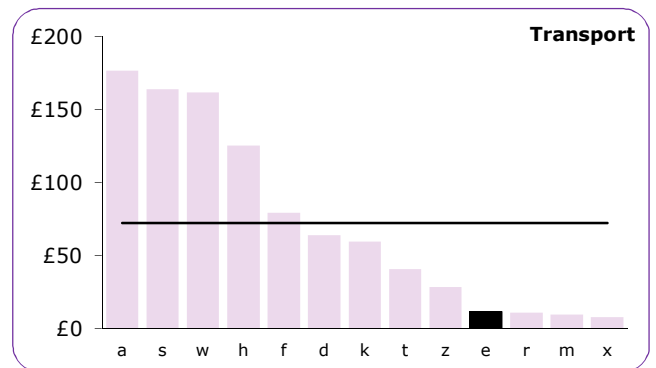
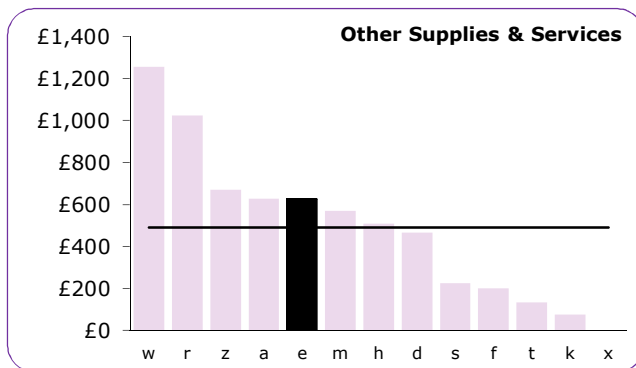
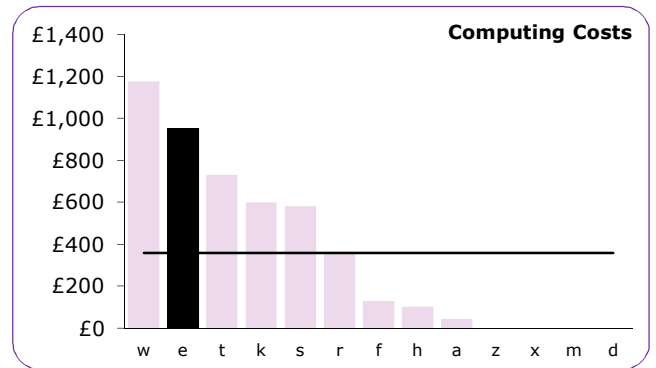
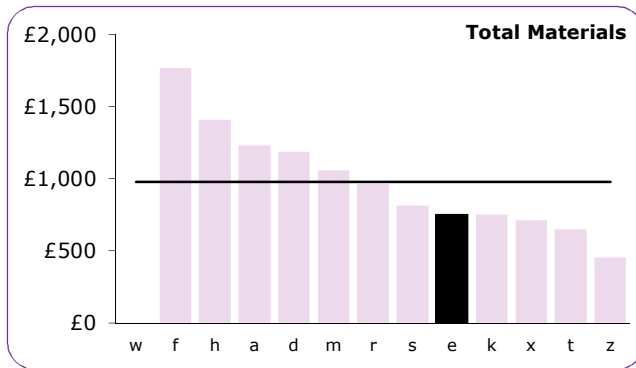
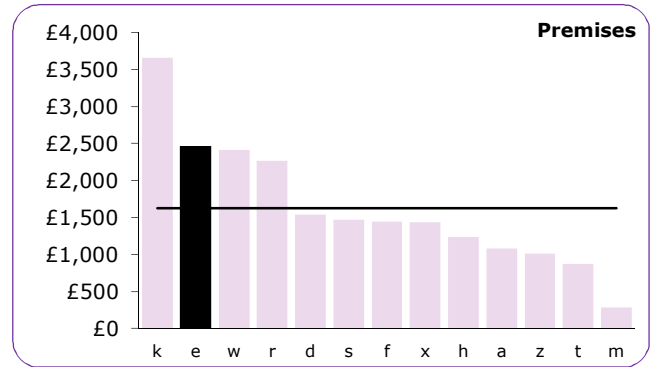
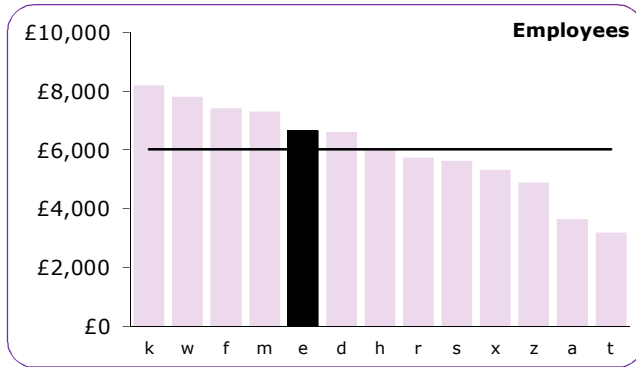


Source: CIPFA Public Library Statistics 2018 - Cell 156 and equivalent for previous years



Revenue Expenditure (2017-18 Actuals)	£	per 1,000 pop	Average
Employees	1,566,686	6,653	6,031
Premises	579,472	2,461	1,630
Total Materials	177,214	753	979
Computing Costs	223,883	951	359
Other Supplies & Services	147,623	627	491
Transport	2,608	11	72
Third Party Payments	0	0	152
Support Service Costs	298,274	1,267	992
<b>Total Revenue Expenditure</b>	<b>2,995,760</b>	<b>12,721</b>	<b>10,706</b>

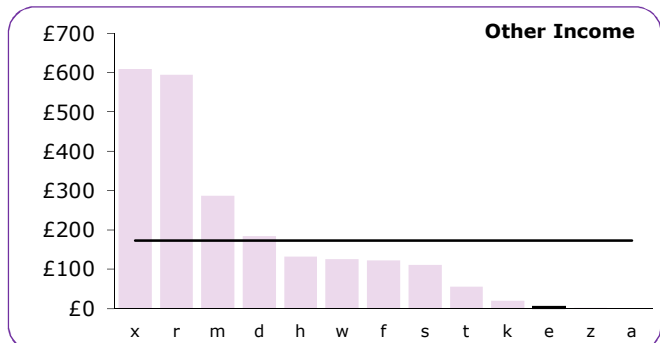
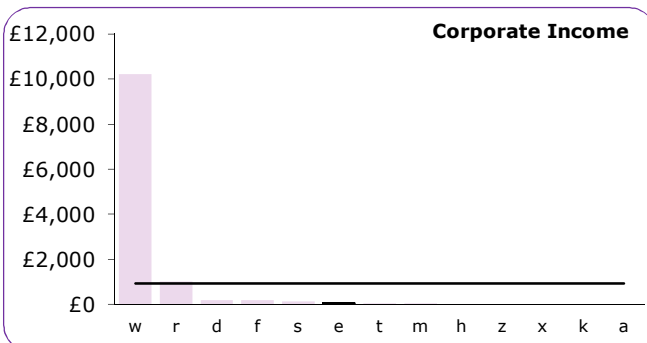
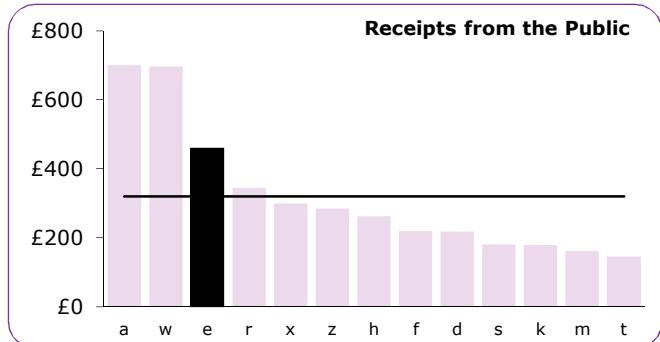
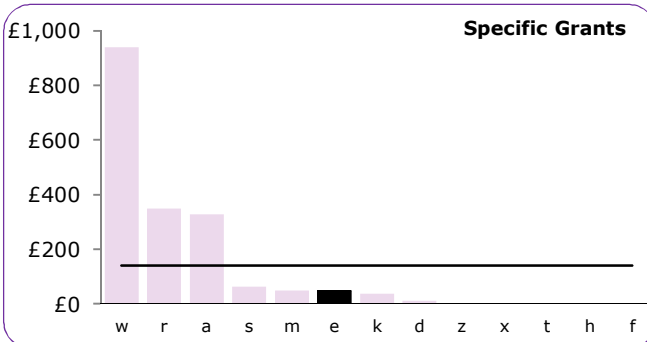
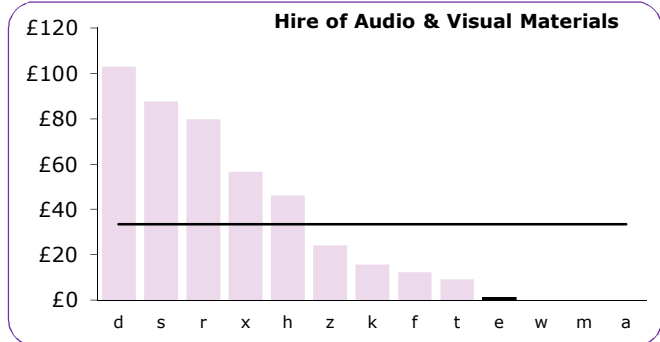
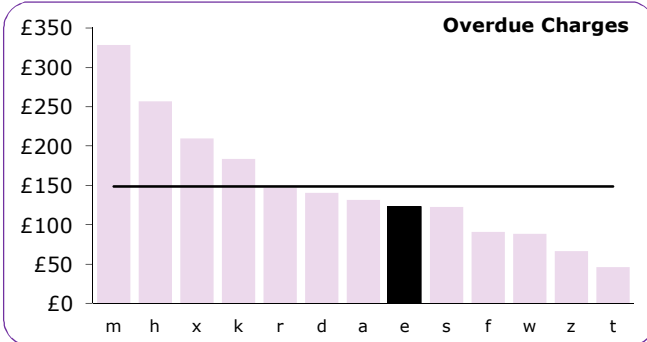
graphs show expenditure per 1,000 population



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

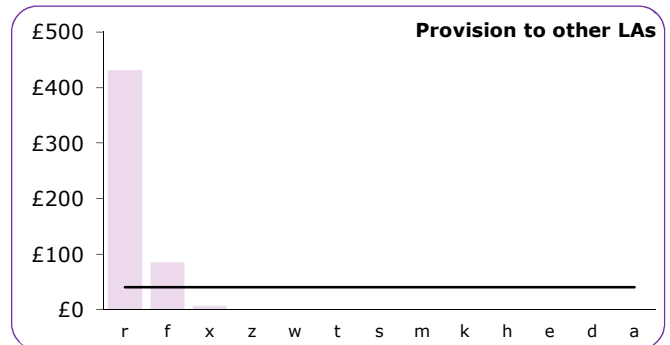
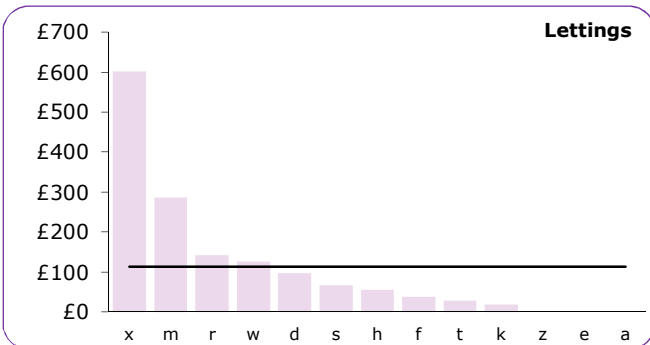
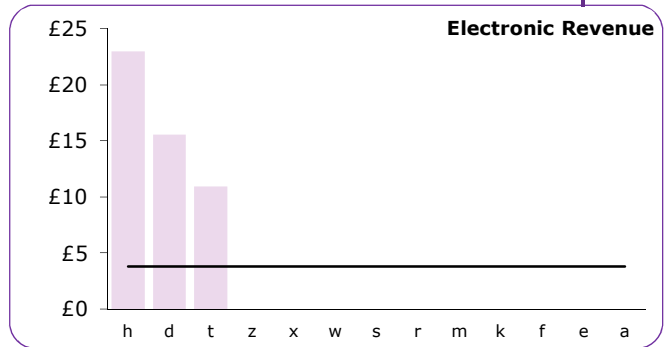
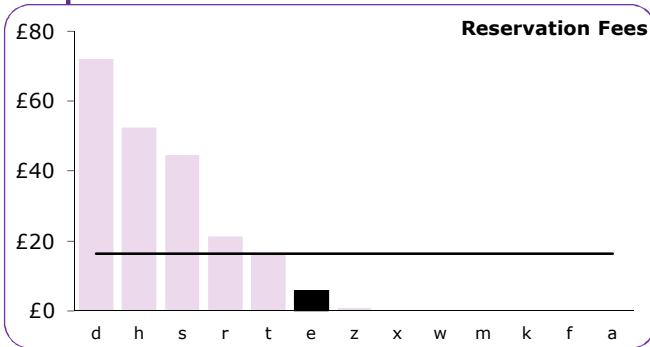
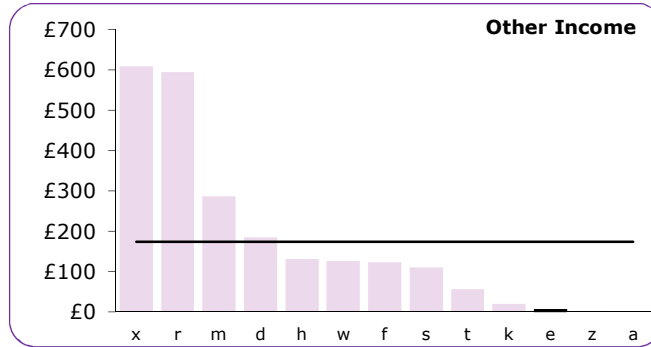
Revenue Income (2017-18 Actuals)	£	per 1,000 pop	Average
Overdue Charges	(29,031)	(123)	(149)
Hire of Audio & Visual Materials	(283)	(1)	(33)
Specific Grants	(11,169)	(47)	(140)
Receipts from the Public	(108,357)	(460)	(319)
Corporate Income	(17,570)	(75)	(920)
Other Income	(1,365)	(6)	(173)
Reservation Fees	(1,365)	(6)	(16)
Lettings	0	0	(112)
Electronic Revenue	0	0	(4)
Provision to other LAs	0	0	(40)
<b>Total Revenue Income</b>	<b>(167,775)</b>	<b>(712)</b>	<b>(1,735)</b>

graphs shown per 1,000 population



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

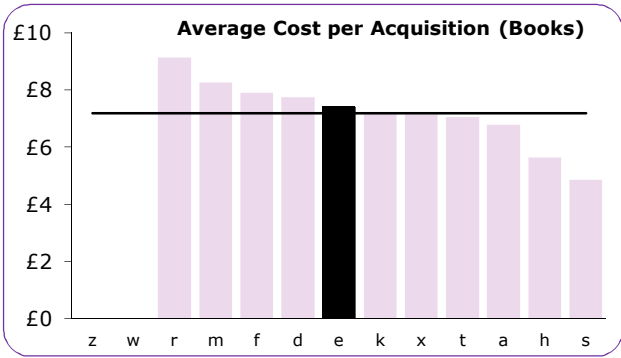
<b>Total Other Income (2017-18 Actuals)</b>	<b>£</b>	<b>per 1,000 pop</b>	<b>Average</b>
Reservation Fees	(1,365)	(6)	(16)
Lettings	0	0	(112)
Electronic Revenue	0	0	(4)
Provision to other LAs	0	0	(40)
<b>Total Other Income</b>	<b>(1,365)</b>	<b>(6)</b>	<b>(173)</b>



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

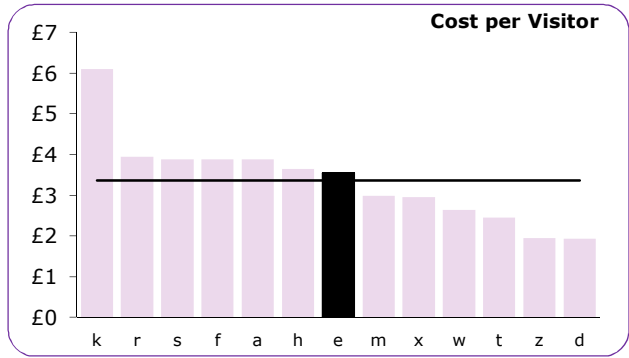
## B2: Cost Indicators

	£ p	Average
Average Cost per Book	£7.39	£7.19



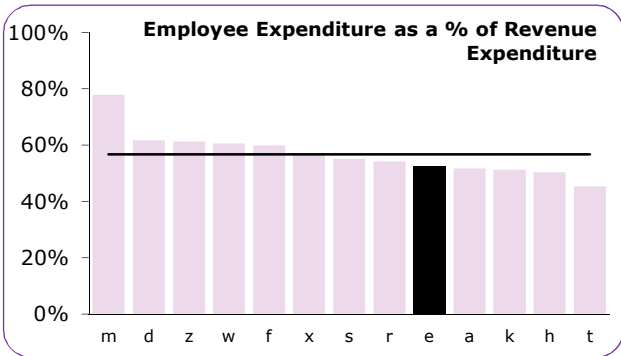
Source: CIPFA Public Library Statistics 2018 -  
Sum of Cells 133 to 137 divided by Cell 71

	£ p	Average
Cost per Visitor	£3.54	£3.37



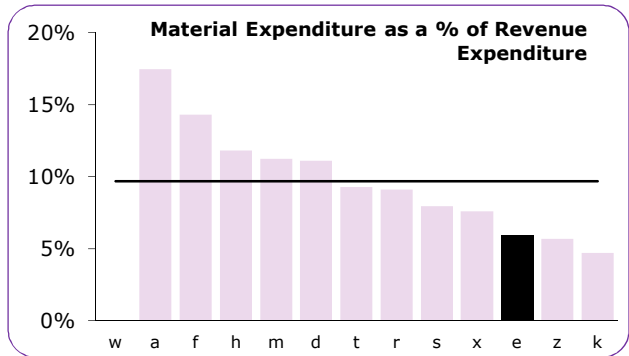
Source: CIPFA Public Library Statistics 2018 -  
Cell 156 divided by Cell 124

	%	Average
% Employee Expenditure	52%	57%



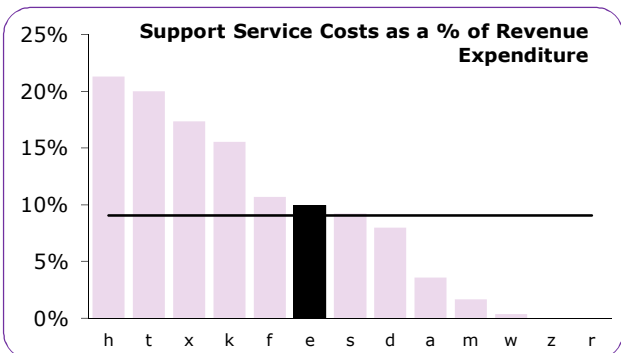
Source: CIPFA Public Library Statistics 2018 -  
Cell 131 as a percentage of Cell 156

	%	Average
% Material Expenditure	6%	10%



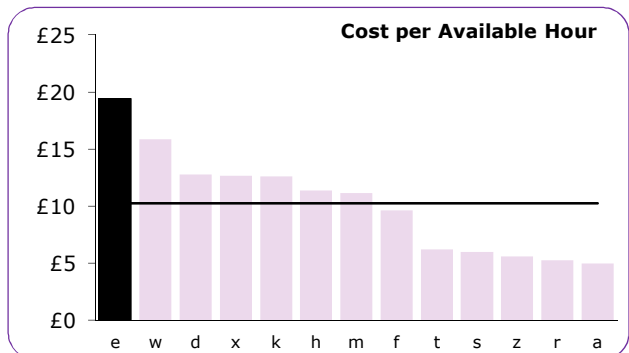
Source: CIPFA Public Library Statistics 2018 -  
Cell 150 as a percentage of Cell 156

	%	Average
% Support Services	10%	9%



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

	£ p	Average
Cost per Available Hour	£19.40	£10.27

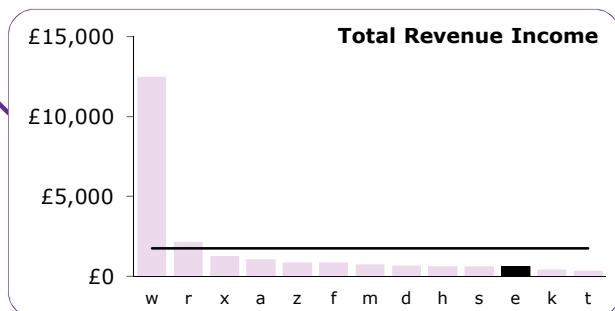
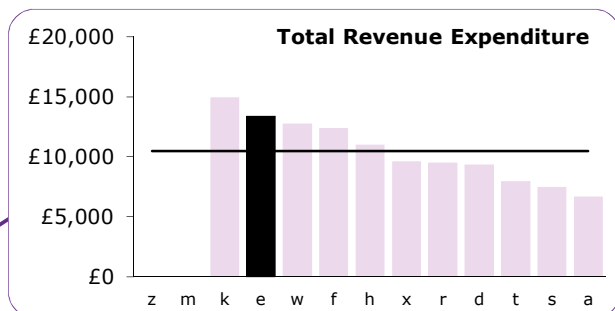
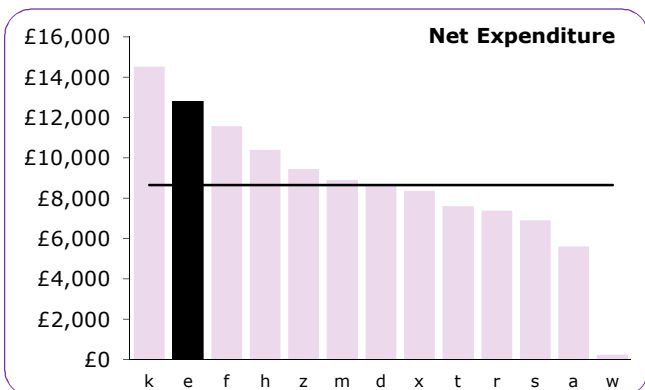


Source: CIPFA Public Library Statistics 2018 -  
Cell 156 divided by Cell 53

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

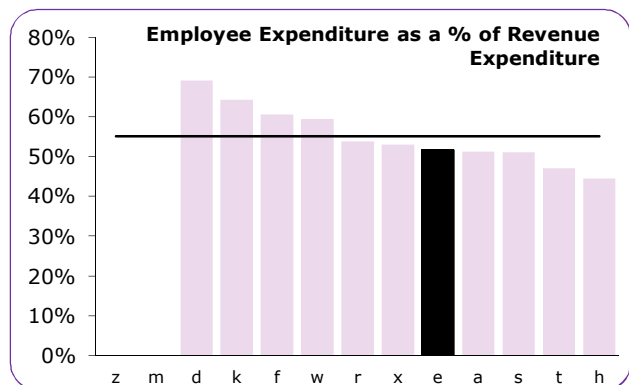
graphs shown per 1,000 population

Net Expenditure	£	per 1,000 pop	Average
Employees	1,623,251	6,893	5,831
Premises	643,722	2,733	1,893
Supplies & Services - Materials	261,215	1,109	1,031
Other Expenditure	619,954	2,633	1,791
Revenue Expenditure	3,148,142	13,368	10,460
Revenue Income	(137,020)	(582)	(1,732)
<b>Net Expenditure</b>	<b>3,011,122</b>	<b>12,786</b>	<b>8,729</b>



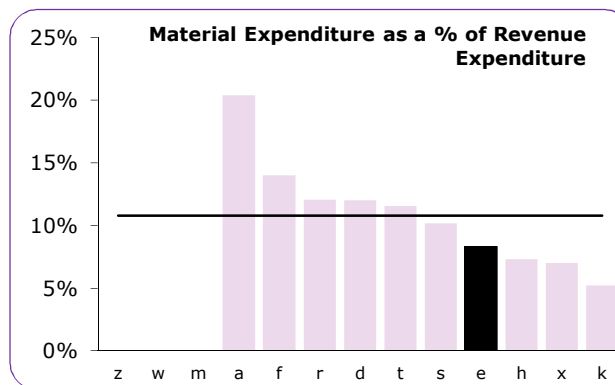
Source: CIPFA Public Library Statistics 2018 - Cell 169 to 175

2018-19 Estimates	%	Average
% Employee Expenditure	52%	55%



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

2018-19 Estimates	%	Average
% Material Expenditure	8%	11%

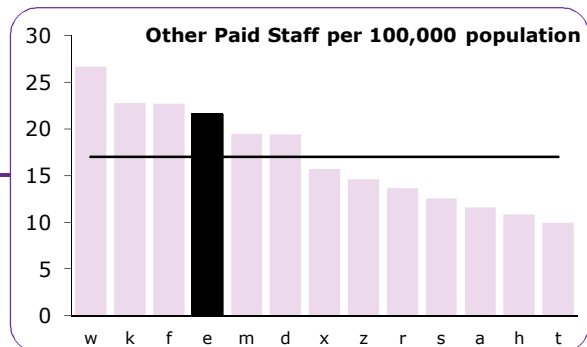
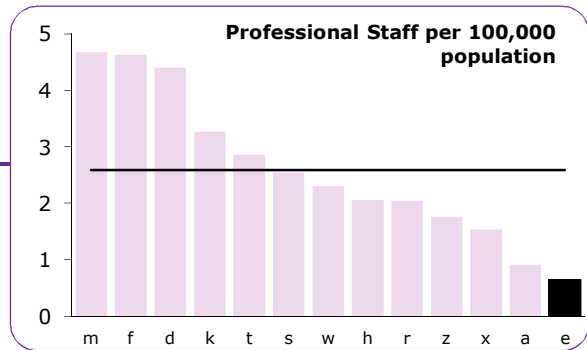
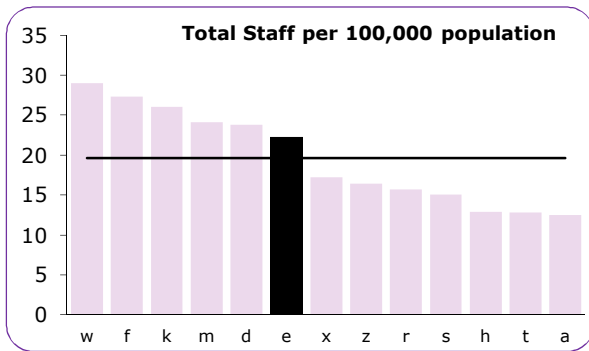


Source: CIPFA Public Library Statistics 2018 - Cell 171 as a percentage of Cell 173

## B4: Staffing

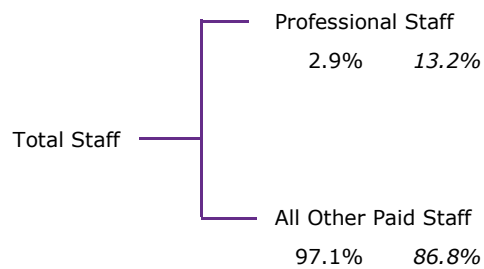
at 31 March 2018

	FTE	per 100,000 pop	Average
Professional Staff	1.5	0.6	2.6
All Other Staff	50.8	21.6	17.0
<b>Total Staff</b>	<b>52.3</b>	<b>22.2</b>	<b>19.6</b>



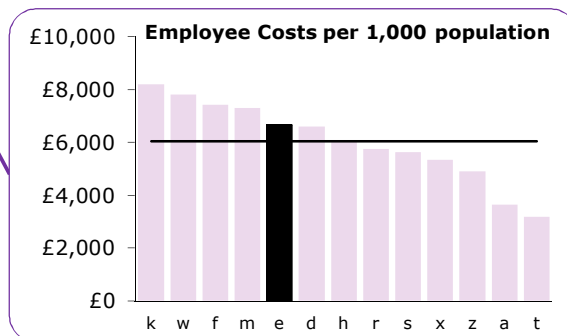
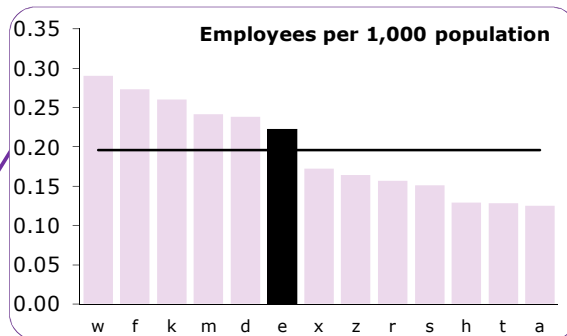
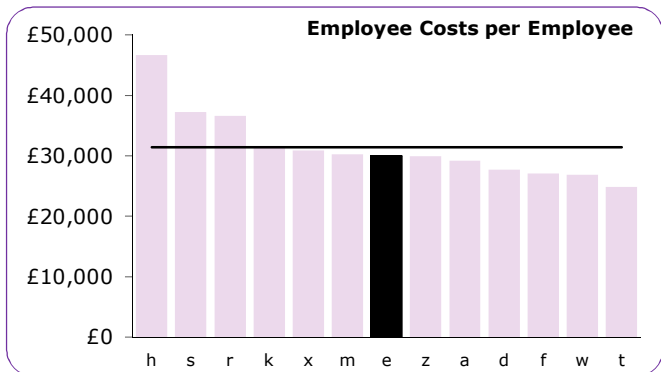
Source: CIPFA Public Library Statistics 2018 - Cells 95 to 97

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.



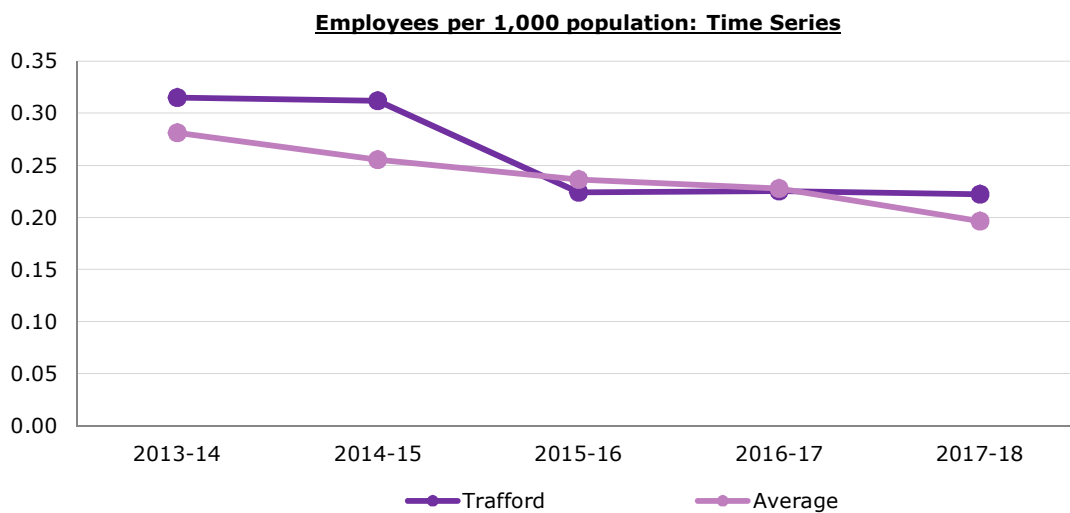
## B4: Staffing (continued)

	£	Average
Employee Costs per Employee	29,956	31,456
Employees per 1,000 population	0.22	0.20
Employee Costs per 1,000 population	6,653	6,031



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

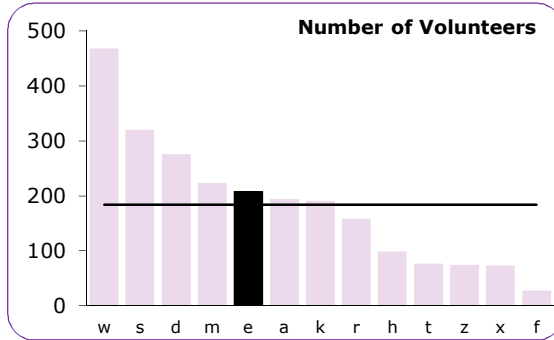
All Staff	FTE	per 1,000 pop	Average
2013-14	72.5	0.31	0.28
2014-15	72.5	0.31	0.26
2015-16	52.3	0.22	0.24
2016-17	52.8	0.22	0.23
2017-18	52.3	0.22	0.20



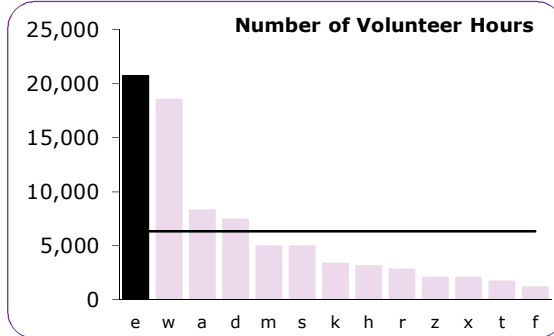
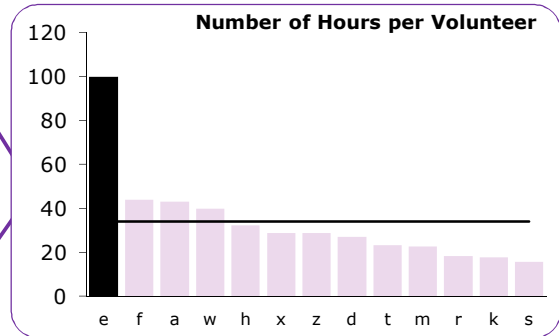
Source: CIPFA Public Library Statistics 2018 - Cell 97 and equivalent for previous years

## B5: Volunteers

2017-18 Actuals



	Number	Average
Volunteers	208	184
Volunteer Hours	20,757	6,309
Average Hours per Volunteer	99.8	34.0

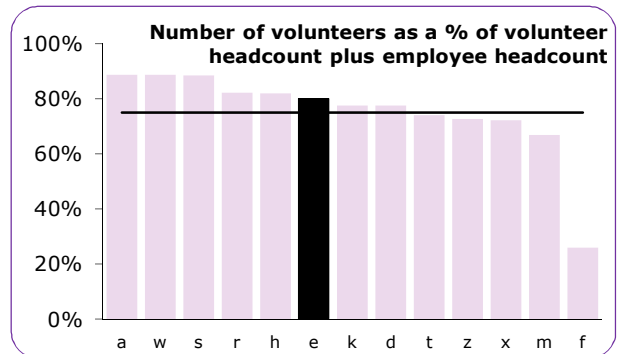
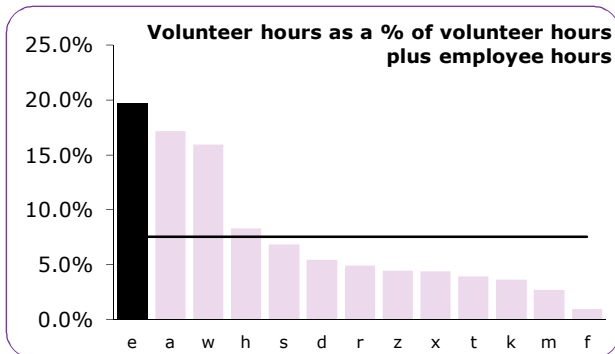


Source: CIPFA Public Library Statistics 2018 - Cells 98 & 99

- 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	19.6%	7.6%

	%	Average
Volunteers as % headcount	79.9%	75.1%

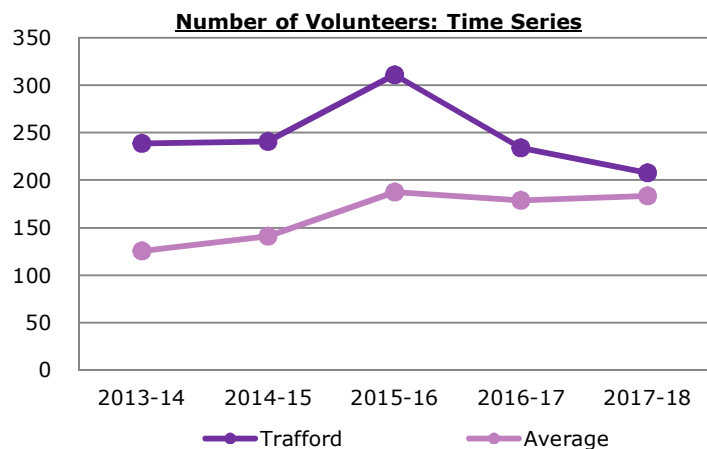


Source: CIPFA Public Library Statistics 2018 - Cells 97 to 99

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

Volunteers	Number	Average
2013-14	239	125
2014-15	241	141
2015-16	311	188
2016-17	234	179
2017-18	208	184

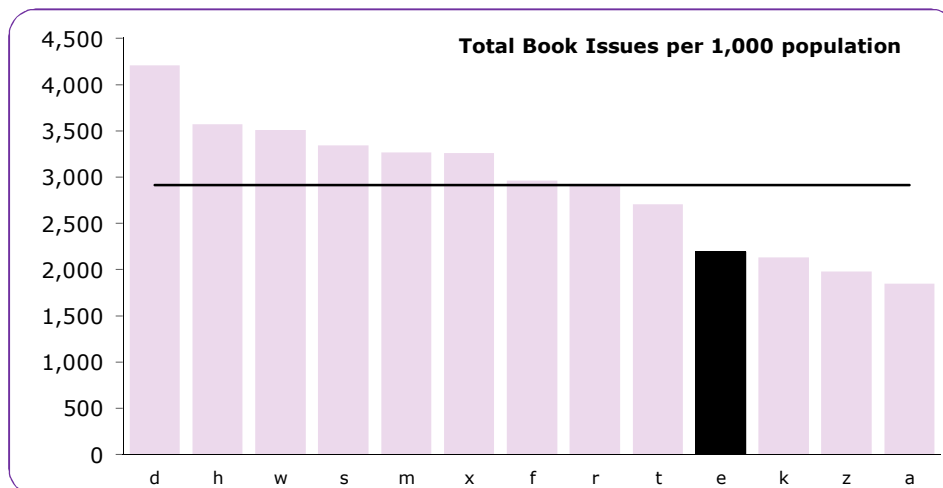
Source: CIPFA Public Library Statistics 2018 - Cell 98 and equivalent for previous years





## 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)

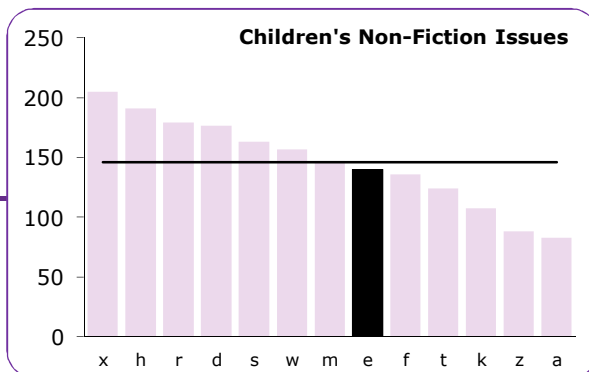
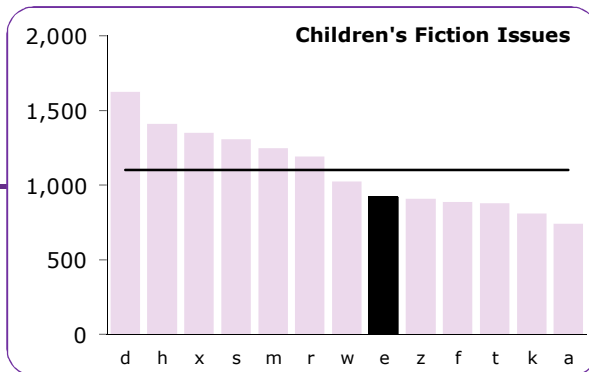
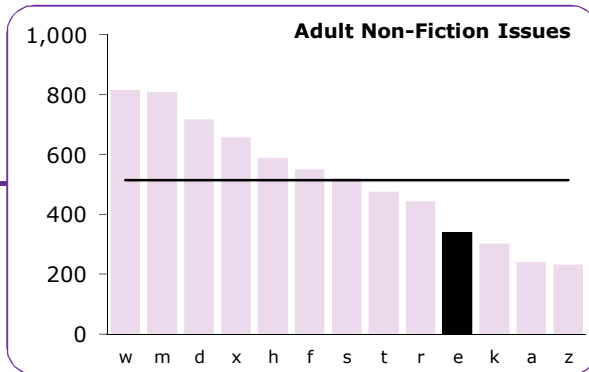
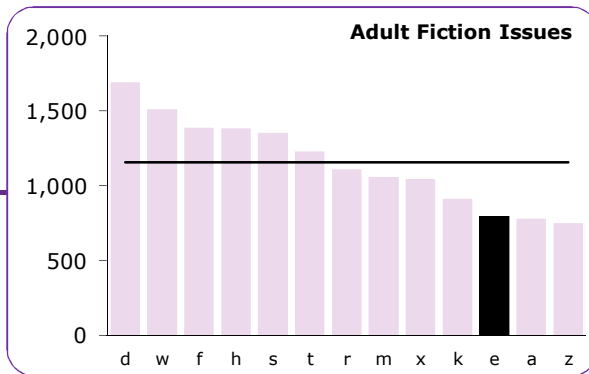
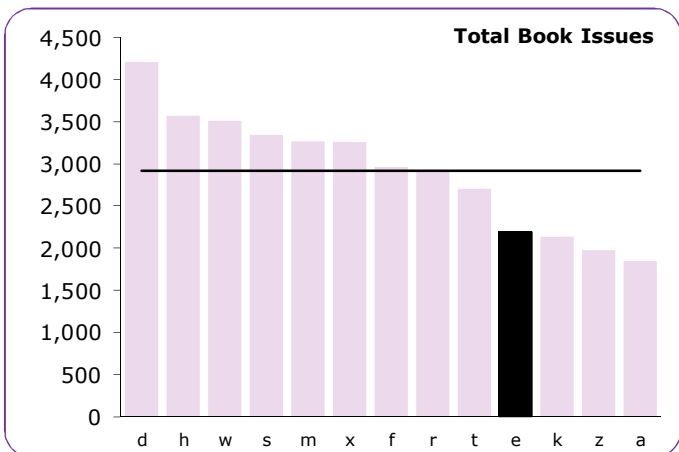
Section Contents	
<b>Page 26</b>	<b>C1: Book Issues</b> Split by children/adult and fiction/non-fiction
<b>Page 27</b>	<b>C2: Stock Turn</b> Split by children/adult and fiction/non-fiction
<b>Page 28</b>	<b>C3: Audio, Visual &amp; Other Issues</b> Split by various categories
<b>Page 30</b>	<b>C4: Request 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	187,097	794	<i>1,154</i>
Adult Non-Fiction	79,840	339	<i>514</i>
Children's Fiction	216,534	919	<i>1,101</i>
Children's Non-Fiction	32,916	140	<i>146</i>
<b>Total Book Issues</b>	<b>516,387</b>	<b>2,193</b>	<b><i>2,915</i></b>

graphs shown per 1,000 population



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

Book Issues	Adult Fiction	36.2%	<i>39.6%</i>
	Adult Non-Fiction	15.5%	<i>17.6%</i>
	Children's Fiction	41.9%	<i>37.8%</i>
	Children's Non-Fiction	6.4%	<i>5.0%</i>

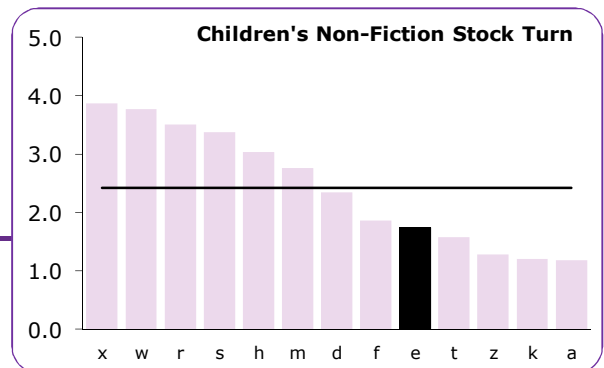
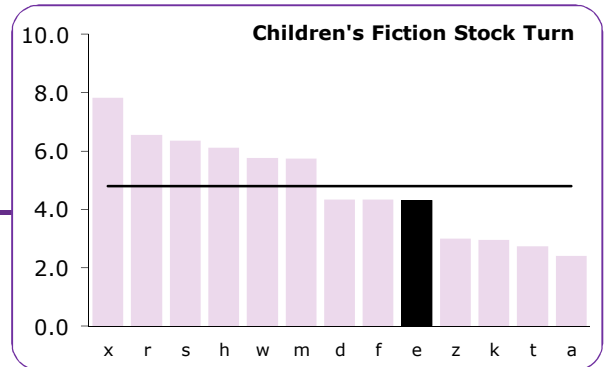
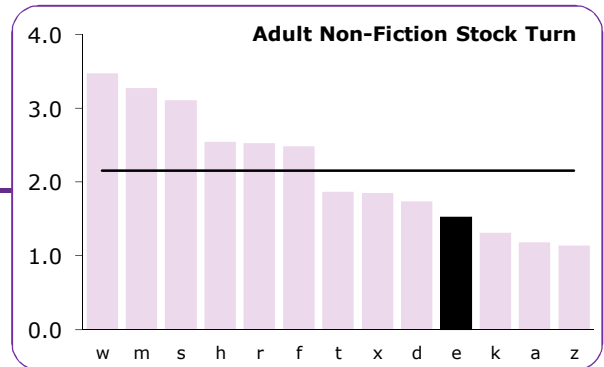
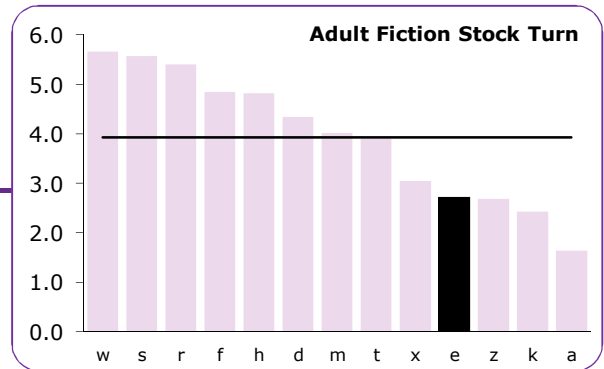
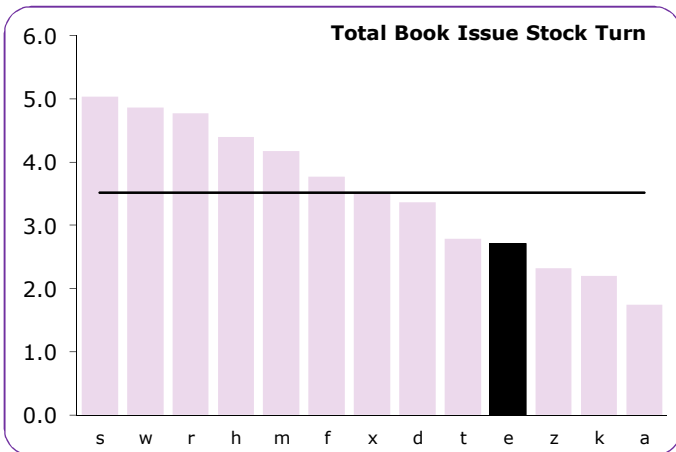
Source: CIPFA Public Library Statistics 2018 - Cells 100 to 104

## C2: Stock Turn

2017-18 Actuals

	Number	Average
Adult Fiction	2.7	3.9
Adult Non-Fiction	1.5	2.2
Children's Fiction	4.3	4.8
Children's Non-Fiction	1.7	2.4
<b>Total Book Issues</b>	<b>2.7</b>	<b>3.5</b>

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



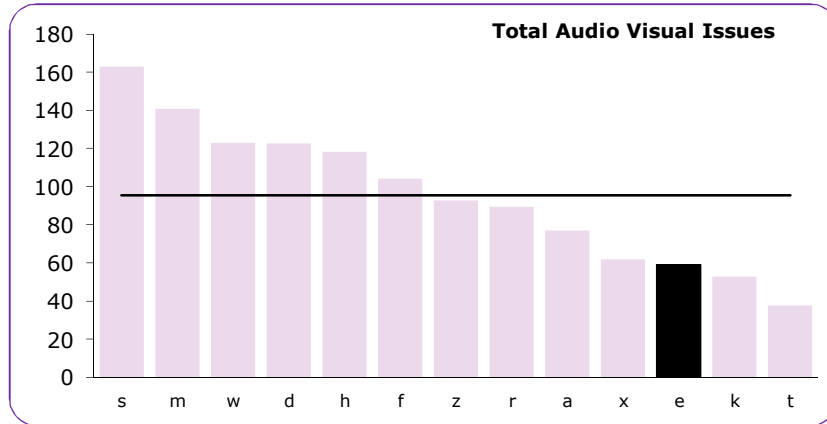
Source: CIPFA Public Library Statistics 2018 - Cells 100 to 104 divided by Cells 58 to 62 respectively

### C3: Audio, Visual & Other Issues

2017-18 Actuals

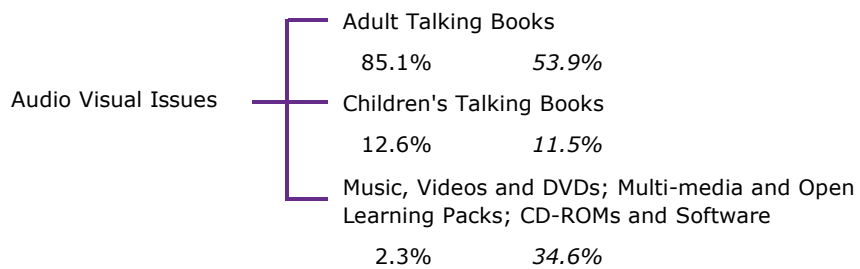
	Number	/1,000 pop	Avg
<b>Sound Recordings</b>			
Adult Talking Books	11,851	50.3	<i>51.5</i>
Children's Talking Books	1,751	7.4	<i>11.0</i>
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	326	1.4	<i>33.1</i>
<b>Total Audio Visual Issues</b>	<b>13,928</b>	<b>59.1</b>	<b>95.6</b>

graph shown per 1,000 population



This tree diagram analyses Audio Visual Issues.

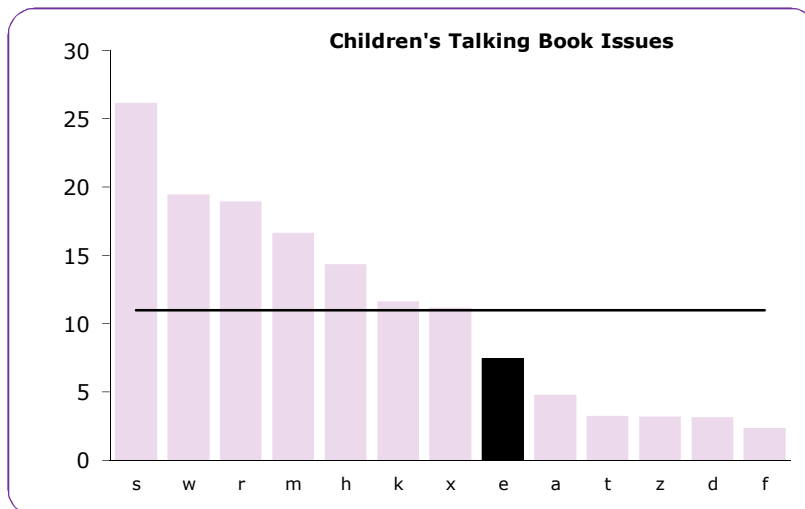
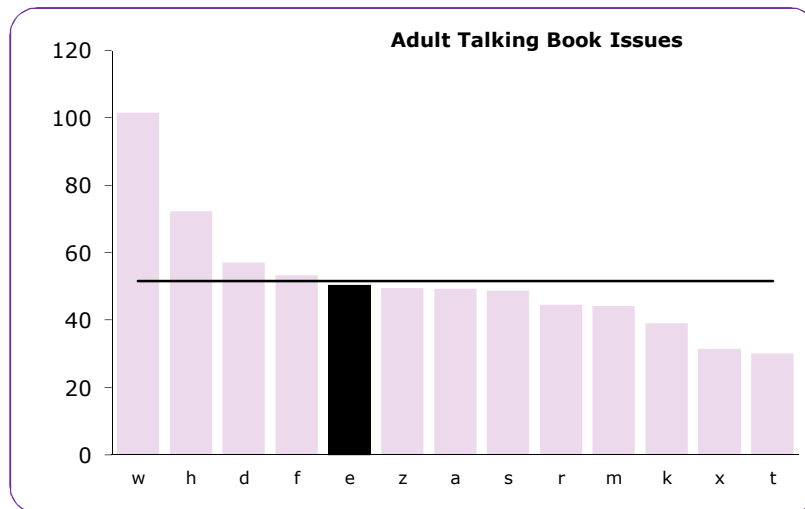
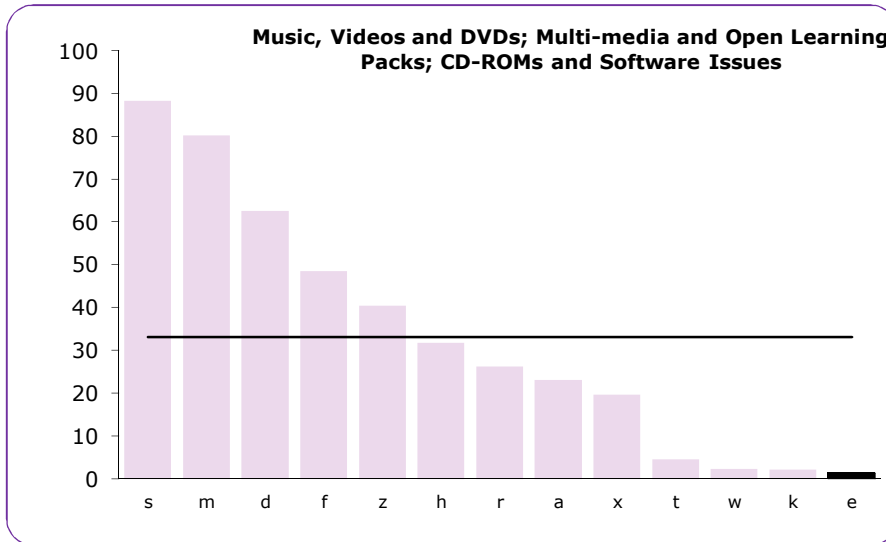
Your authority's value is followed by the average value in italics.



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

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

graphs shown per 1,000 population



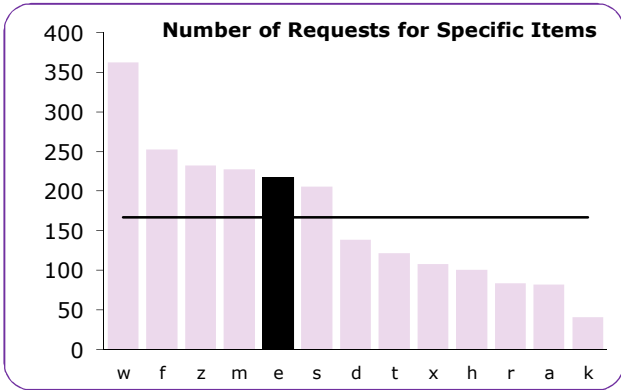
Source: CIPFA Public Library Statistics 2018 - Cells 105 to 107

## C4: Request Service

2017-18 Actuals

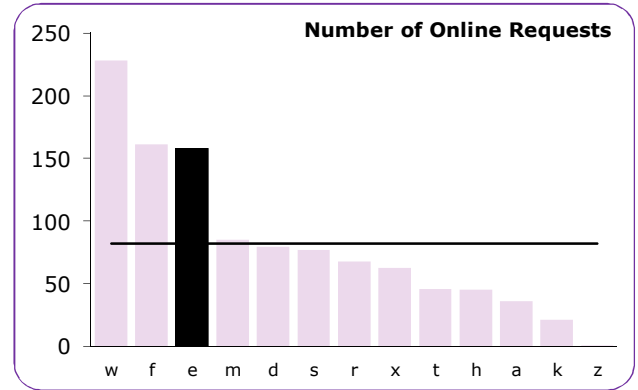
	Number	per 1,000 pop	Average
Requests	51,252	218	167

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 114

	Number	per 1,000 pop	Average
Online Requests	37,186	158	82



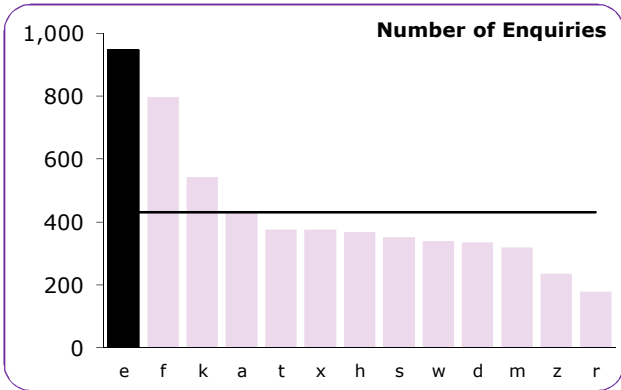
Source: CIPFA Public Library Statistics 2018 - Cell 115

## C5: Enquiries

2017-18 Actuals

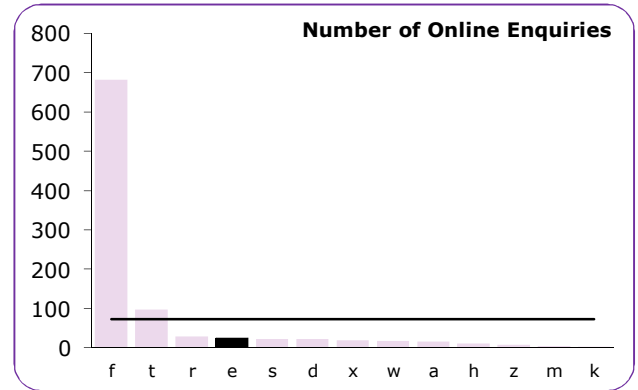
	Number	per 1,000 pop	Average
Enquiries	222,873	946	430

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 119

	Number	per 1,000 pop	Average
Online Enquiries	5,905	25.1	73.5



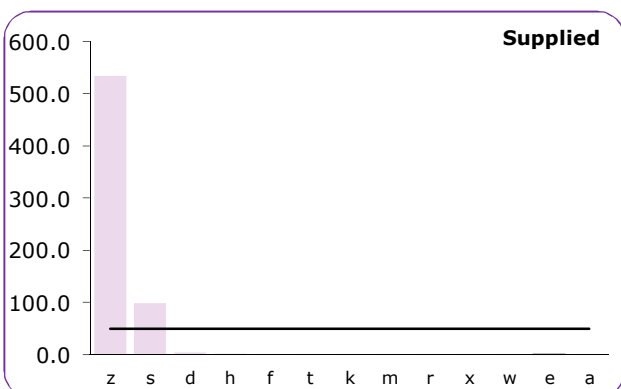
Source: CIPFA Public Library Statistics 2018 - Cell 120

## C6: Inter-Library Loans

2017-18 Actuals

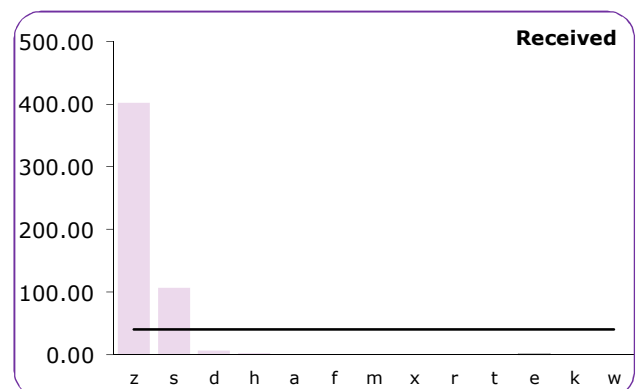
	Number	per 1,000 pop	Average
Loans Supplied	38	0.2	49.4

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2018 - Cell 129

	Number	per 1,000 pop	Average
Loans Received	44	0.19	40.01



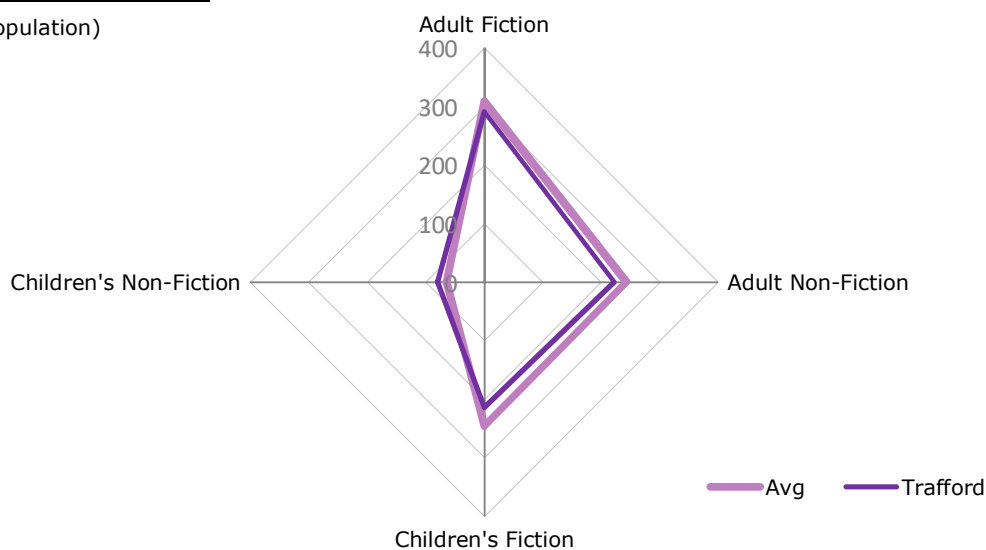
Source: CIPFA Public Library Statistics 2018 - Cell 130

## 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)



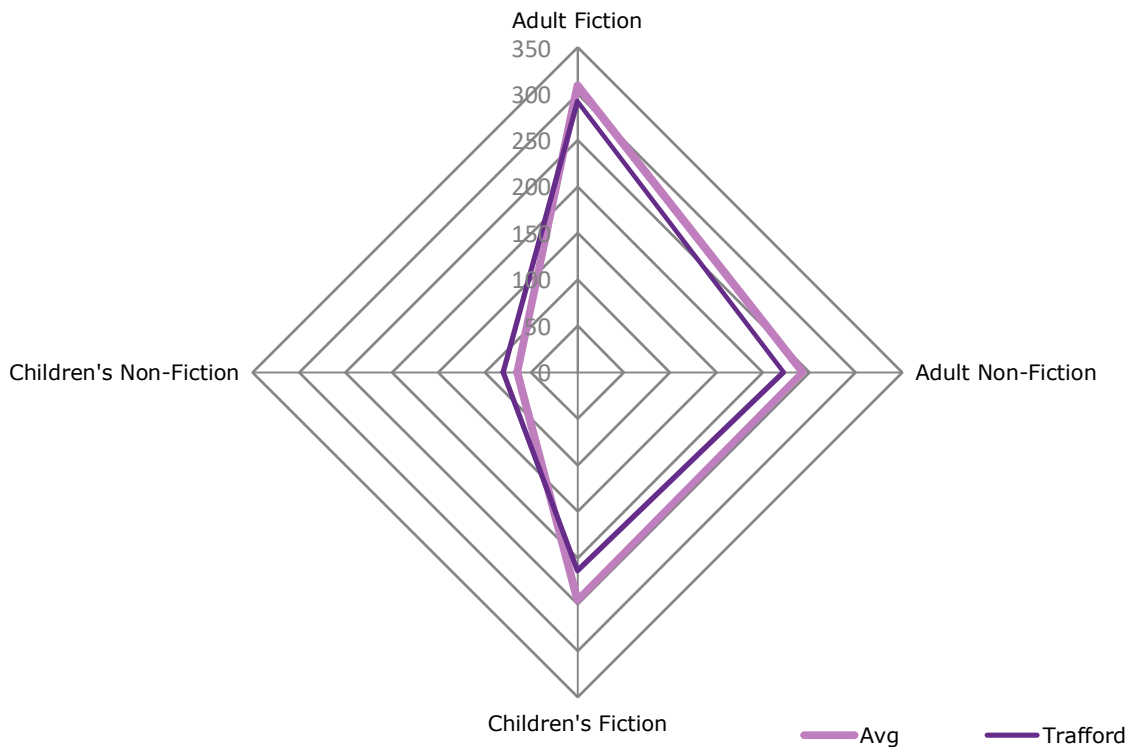
(See page 32 for details)

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

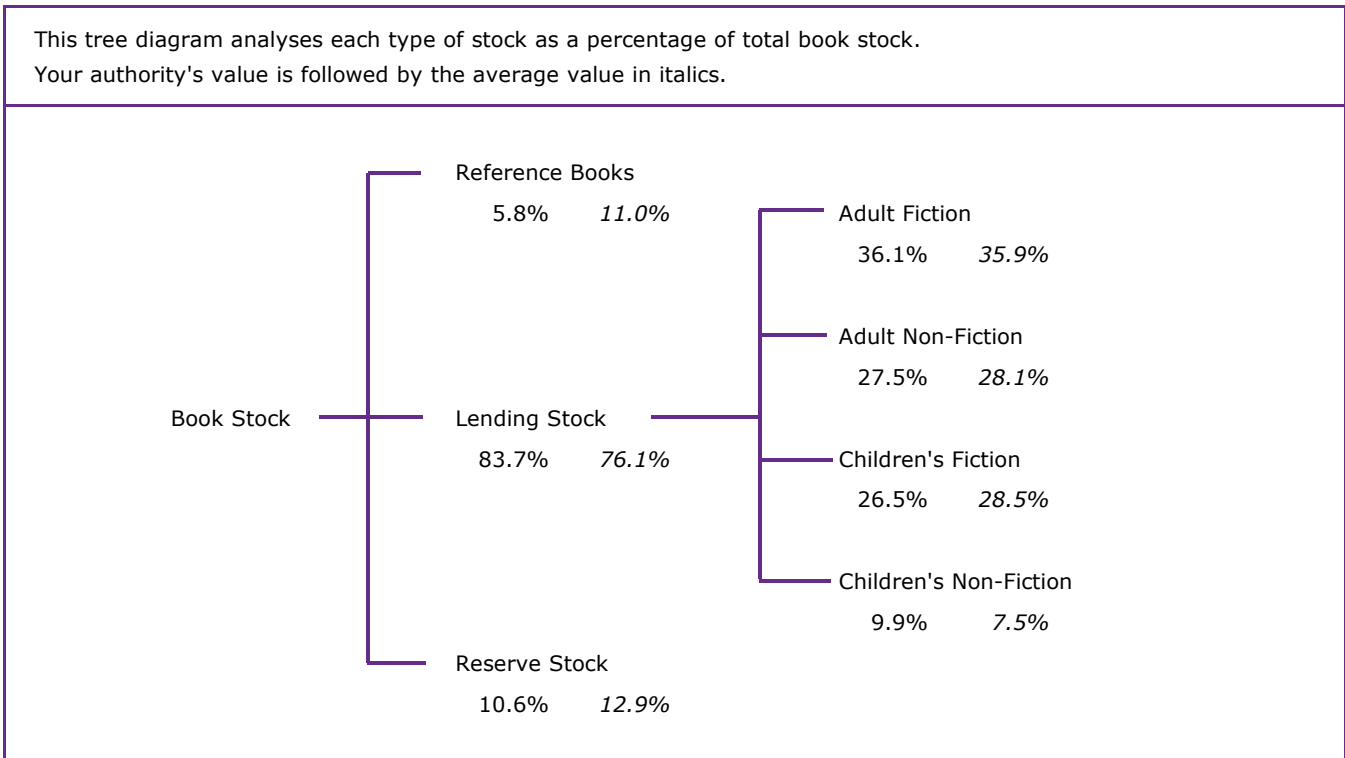
# D1: Book Stock

## 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

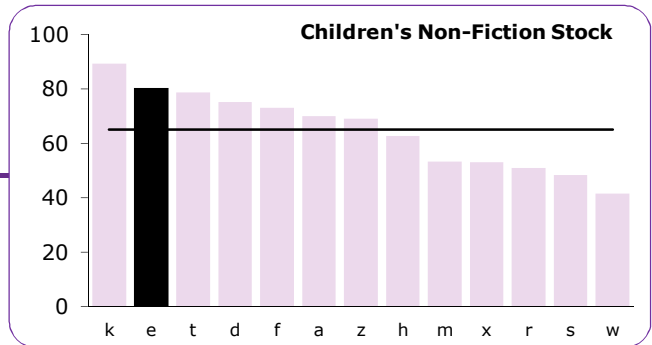
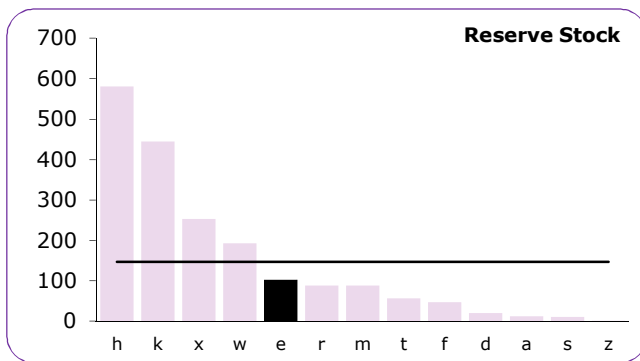
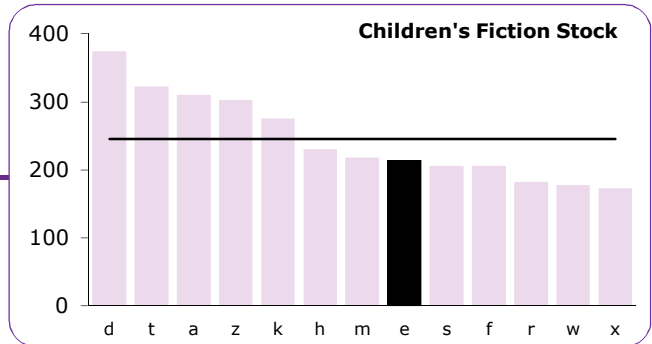
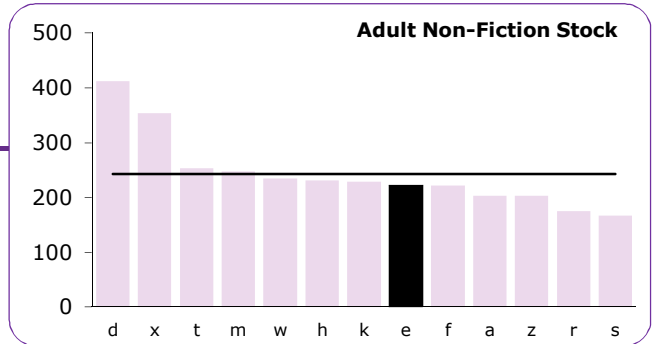
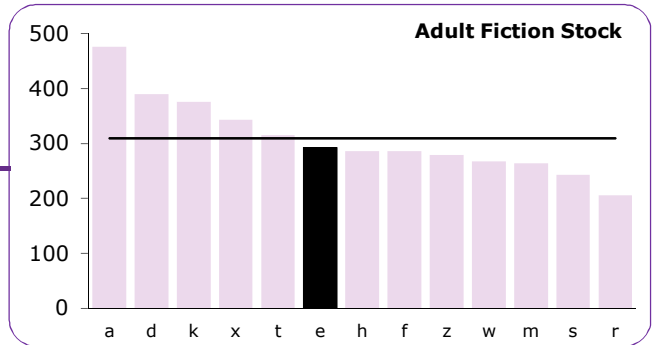
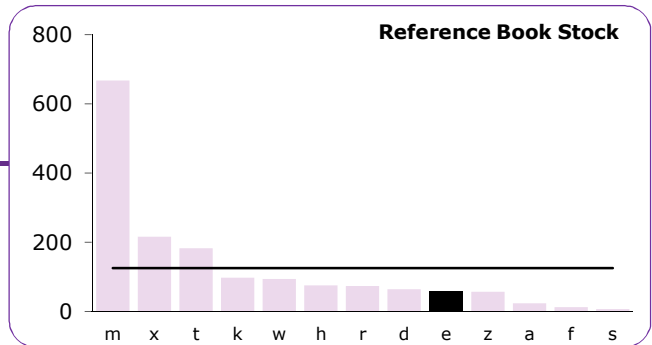
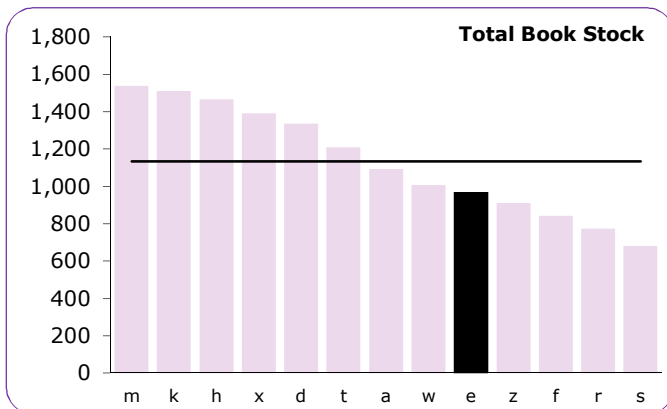


# D1: Book Stock (continued)

at 31 March 2018

	No.	/1,000 pop	Avg
Reference Books	13,157	56	124
<b>Lending Stock</b>			
Adult Fiction	68,794	292	309
Adult Non-Fiction	52,313	222	243
Children's Fiction	50,358	214	246
Children's Non-Fiction	18,920	80	65
Reserve Stock	24,044	102	146
<b>Total Book Stock</b>	<b>227,586</b>	<b>966</b>	<b>1,133</b>

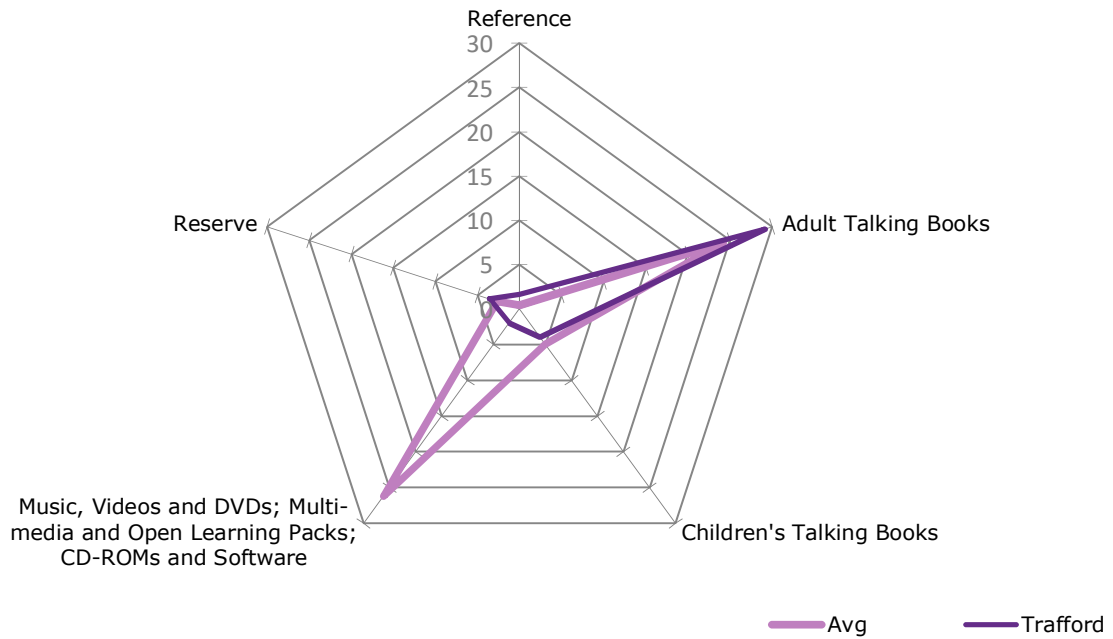
graphs shown per 1,000 population



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

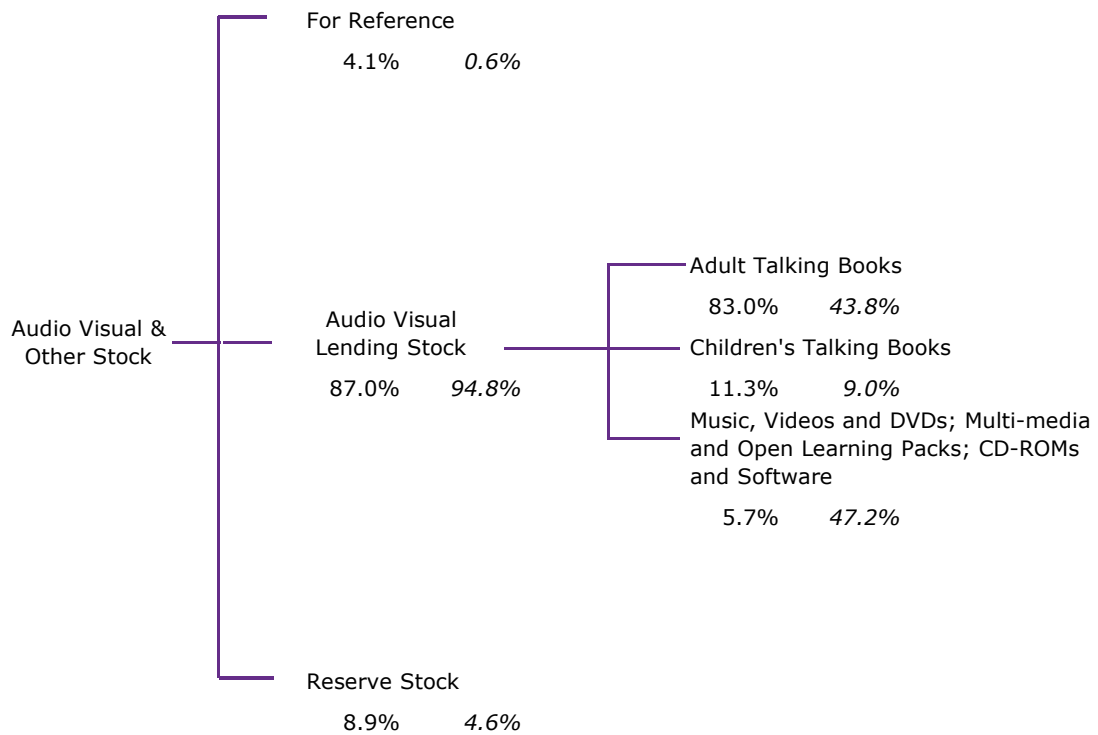
## D2: Audio, Visual & Other Stock

**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.



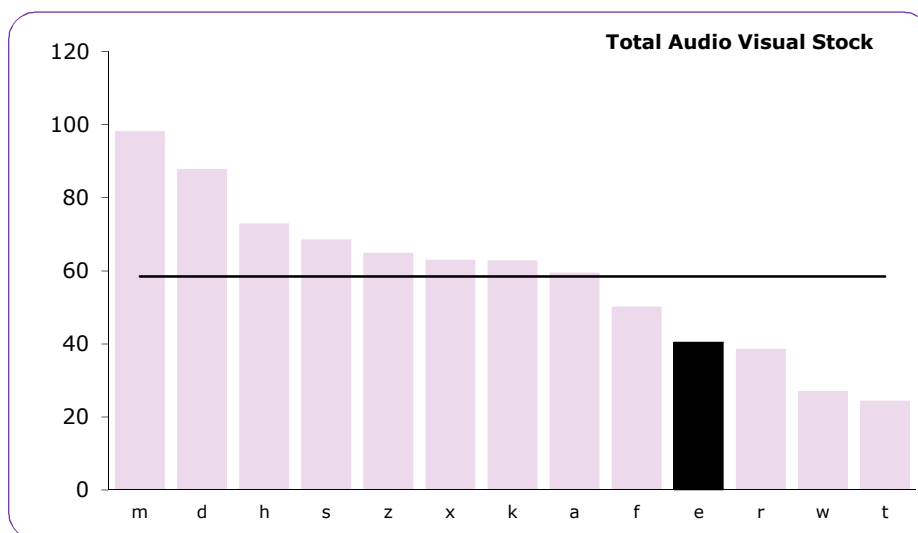
Source: CIPFA Public Library Statistics 2018 - Cells 72 to 83

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

at 31 March 2018

	Number	per 1,000 pop	Avg
Reserve Stock	848	3.6	2.7
For Reference	388	1.6	0.4
Sound - Adult Talking Books	6,877	29.2	24.2
Sound - Children's Talking Books	932	4.0	5.0
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	472	2.0	26.1
<b>Total Audio Visual Lending Stock</b>	<b>9,517</b>	<b>40.4</b>	<b>58.4</b>

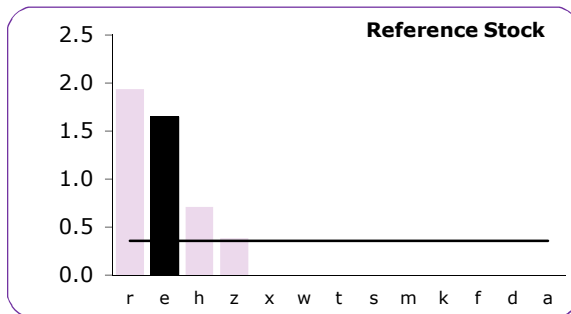
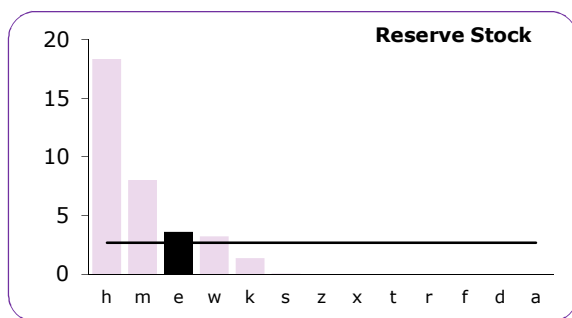
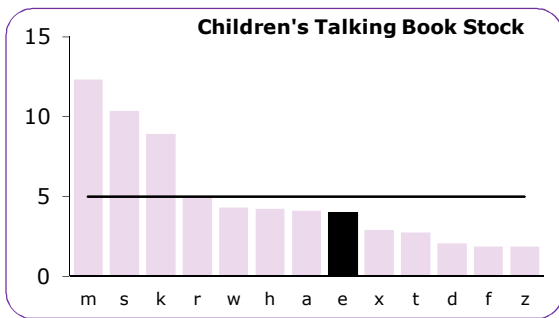
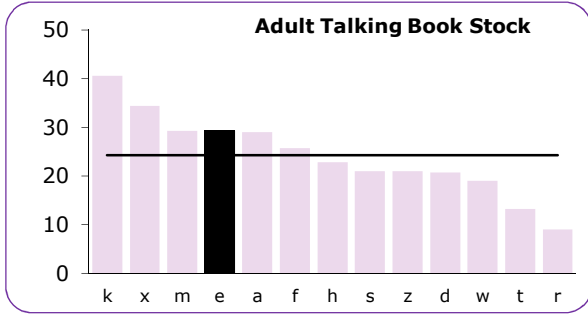
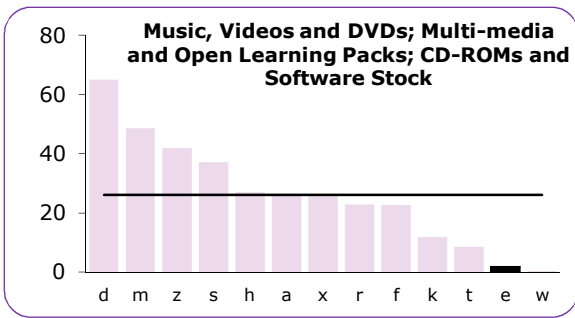
graph shown per 1,000 population



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

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

graphs shown per 1,000 population



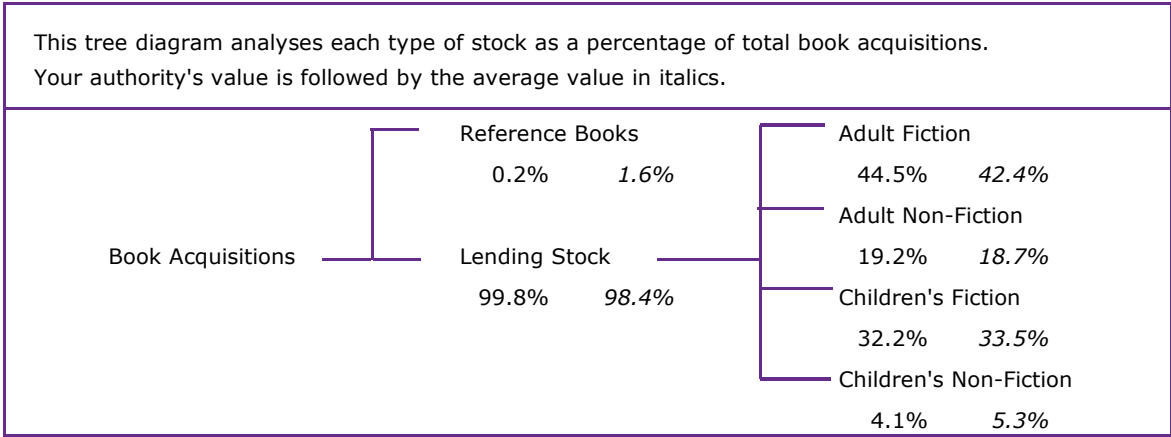
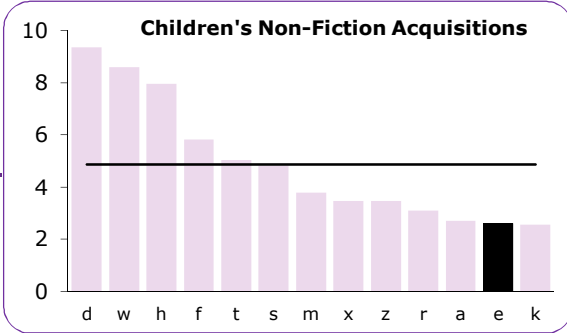
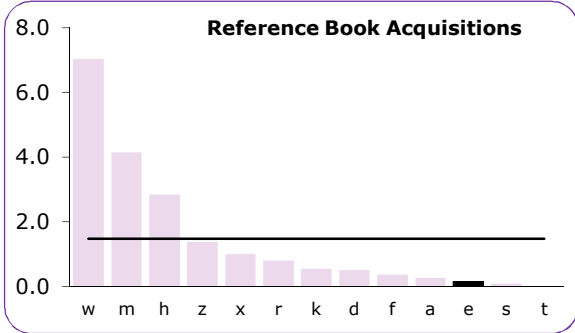
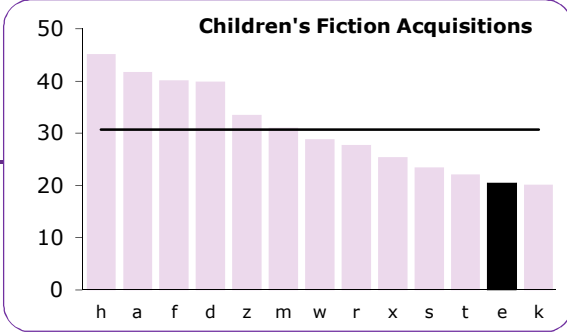
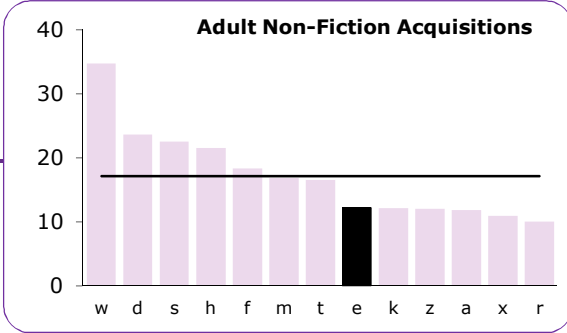
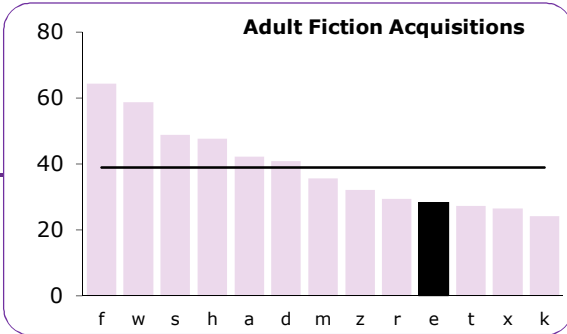
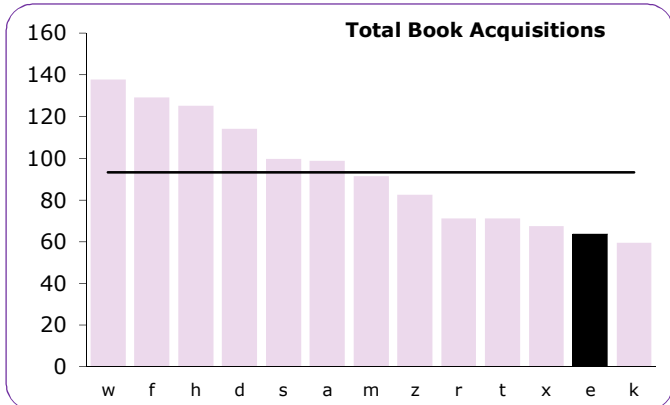
Source: CIPFA Public Library Statistics 2018 - Cells 72 to 83

### D3: Book Acquisitions

2017-18 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Average
Reference Books	33	0.1	1.5
<b>Lending Stock</b>			
Adult Fiction	6,662	28.3	39.0
Adult Non-Fiction	2,875	12.2	17.2
Children's Fiction	4,830	20.5	30.8
Children's Non-Fiction	614	2.6	4.9
<b>Total Book Acquisitions</b>	<b>15,014</b>	<b>63.8</b>	<b>93.3</b>



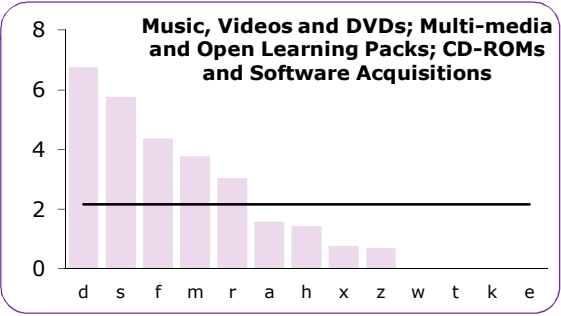
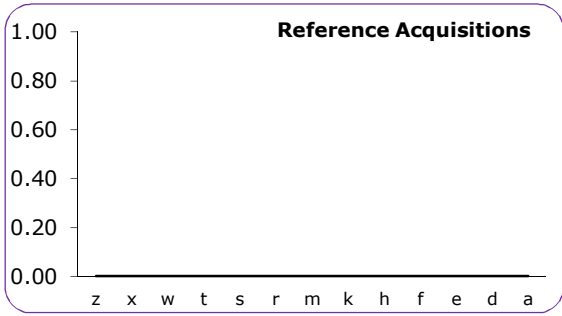
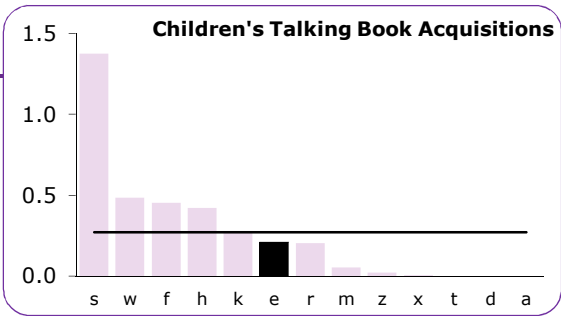
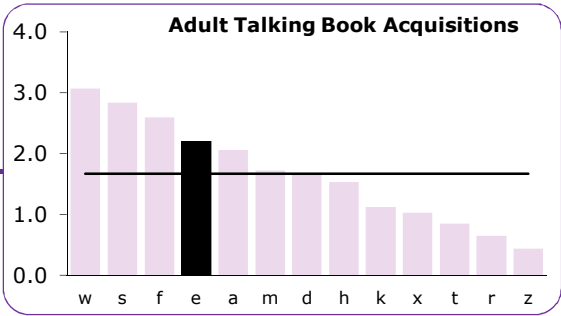
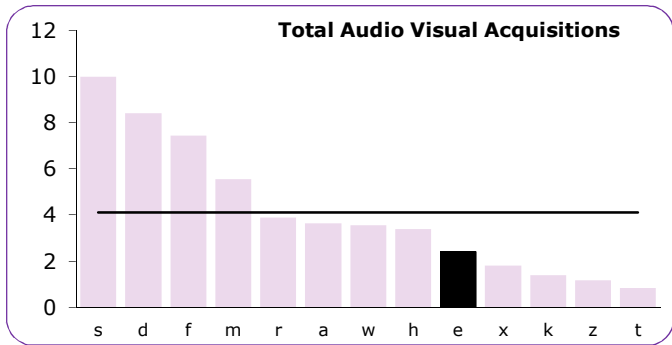
Source: CIPFA Public Library Statistics 2018 - Cells 65 to 71

## D4: Audio, Visual & Other Acquisitions

2017-18 Actuals

graphs shown per 1,000 population

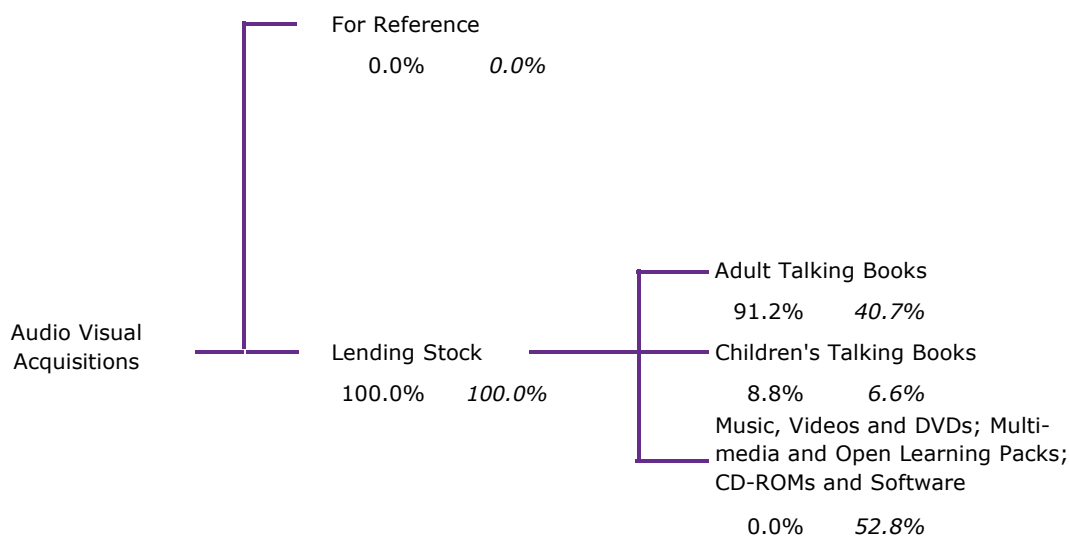
	Number	per 1,000 pop	Avg
For Reference	0	0.0	0.0
<b>Lending Stock</b>			
Sound - Adult Talking Books	518	2.2	1.7
Sound - Children's Talking Books	50	0.2	0.3
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	0	0.0	2.2
<b>Total Audio Visual Acquisitions</b>	568	2.4	4.1



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.



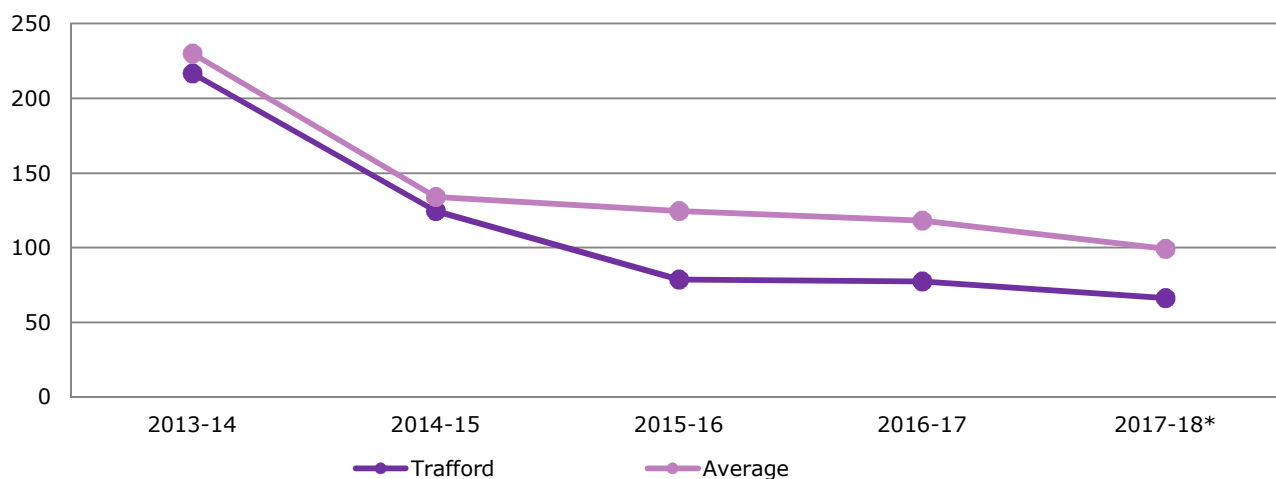
Source: CIPFA Public Library Statistics 2018 - Cells 84 to 94

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

Acquisitions	Number	per 1,000 pop	Average
2013-14	49,866	217	230
2014-15	28,993	125	134
2015-16	18,348	79	124
2016-17	18,211	78	118
2017-18*	15,582	66	99

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

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

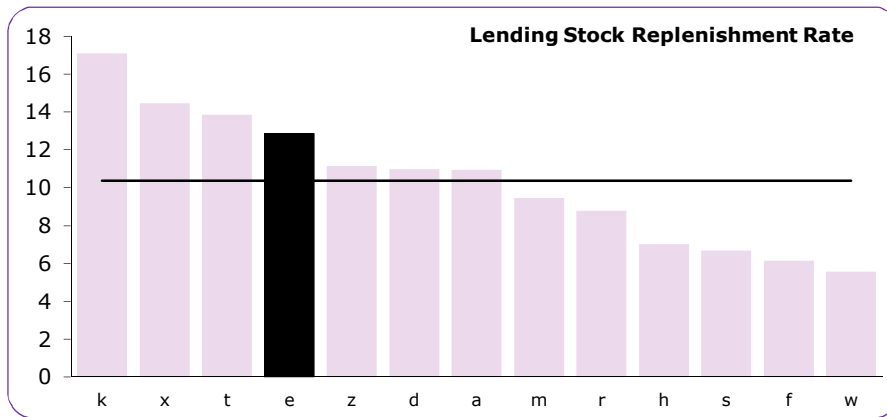


Source: CIPFA Public Library Statistics 2018 - Cells 71 & 94

## D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	12.9	10.4

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

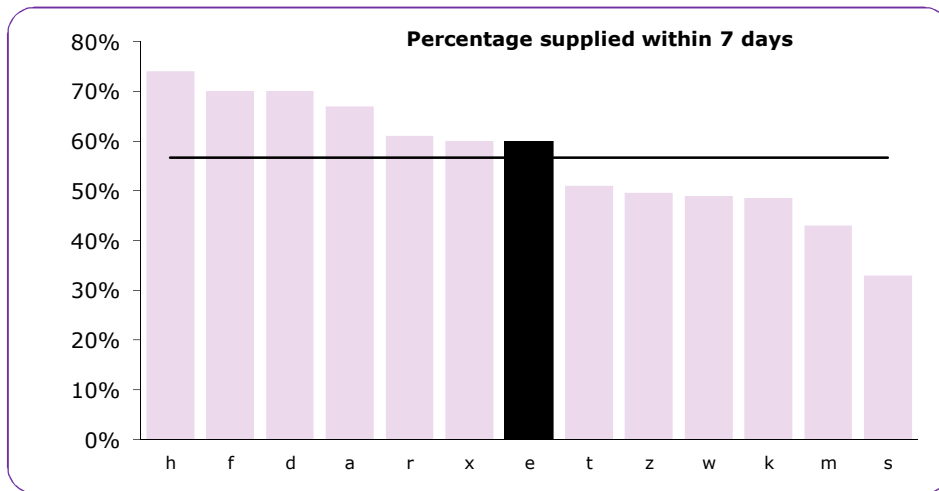


Source: CIPFA Public Library Statistics 2018 - (Cell 62 + Cell 81) / (Cell 70 + Cell 93)



## 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**

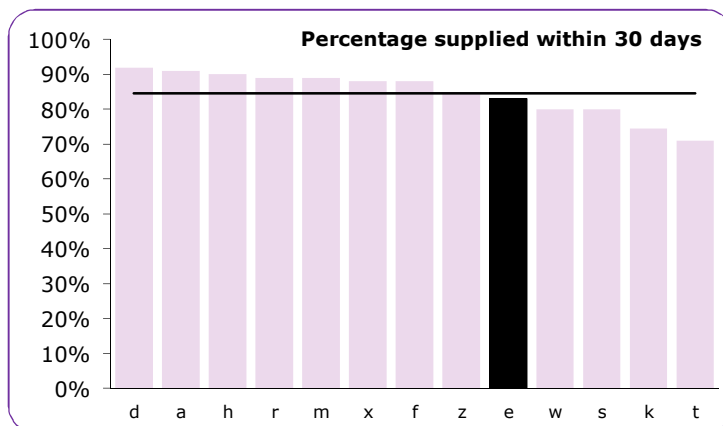
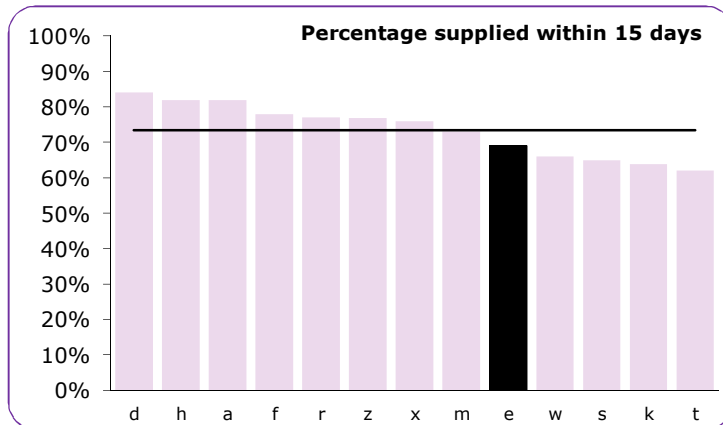
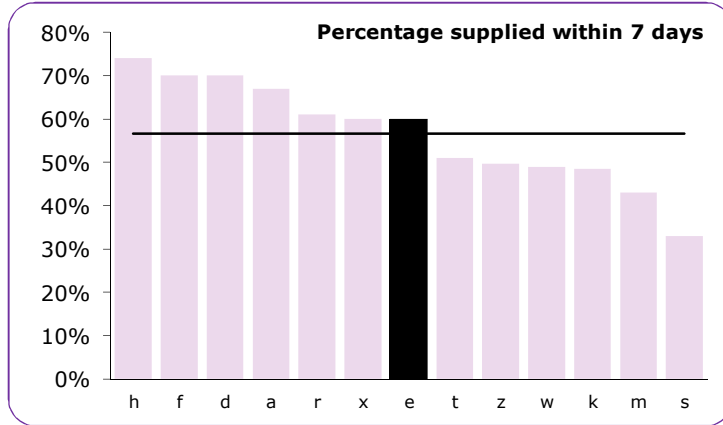
**E1: Requests**

% supplied in 7, 15 and 30 days

## E1: Requests

2017-18 Actuals

Percentage Supplied	Authority	Average
within 7 days	60%	57%
within 15 days	69%	73%
within 30 days	83%	85%



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.

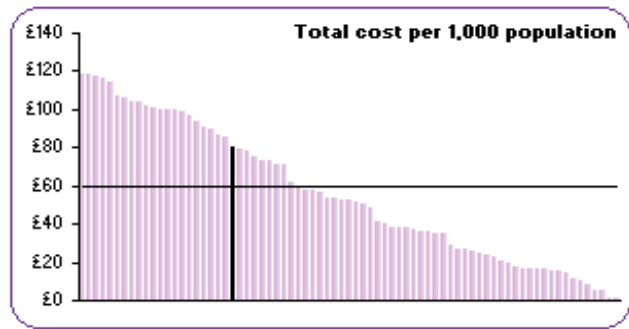


## Examples 5-8: Example distributions and help in interpreting them

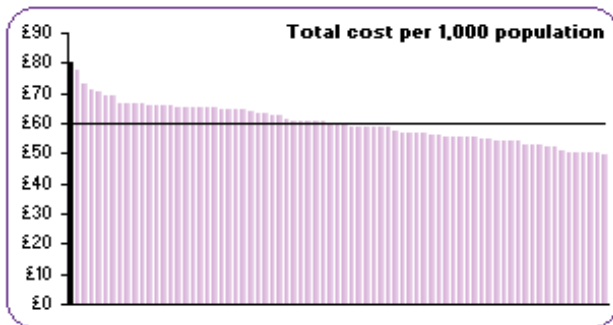
The distributions of values shown on the charts can vary greatly. Here we show some examples to help readers understand how the distributions can vary. In each case we will keep the black bar authority's value the same and the group average the same, however the shape of the graph and distribution of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

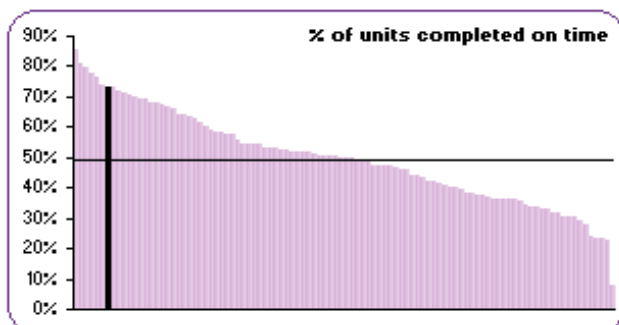
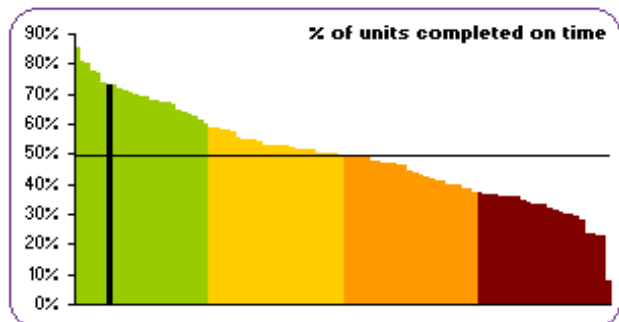
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

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.

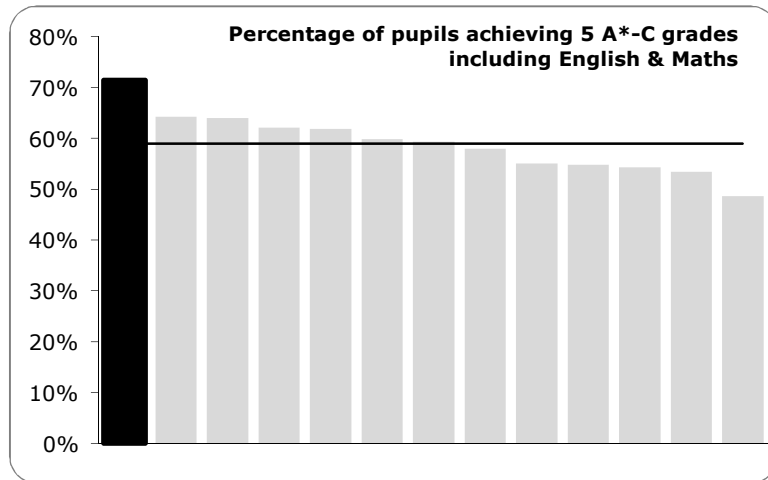
We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the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



# APPENDIX 2 - Background Information

## Educational Attainment

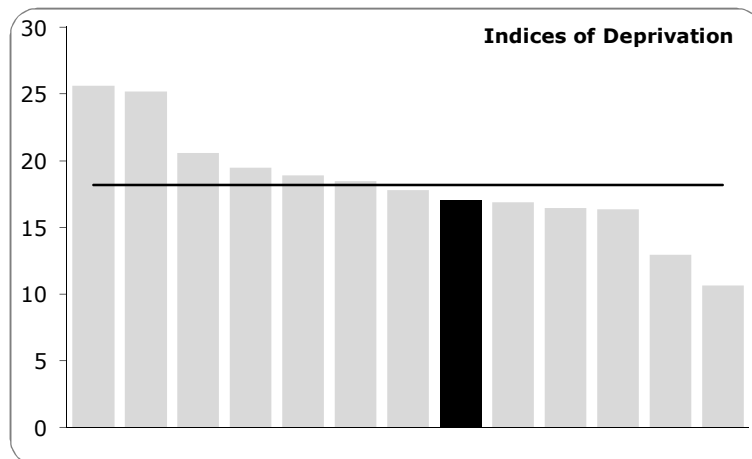
		Average
Educational Attainment	71.4%	59.0%



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

## Deprivation

		Average
Index of Deprivation	17.0	18.2

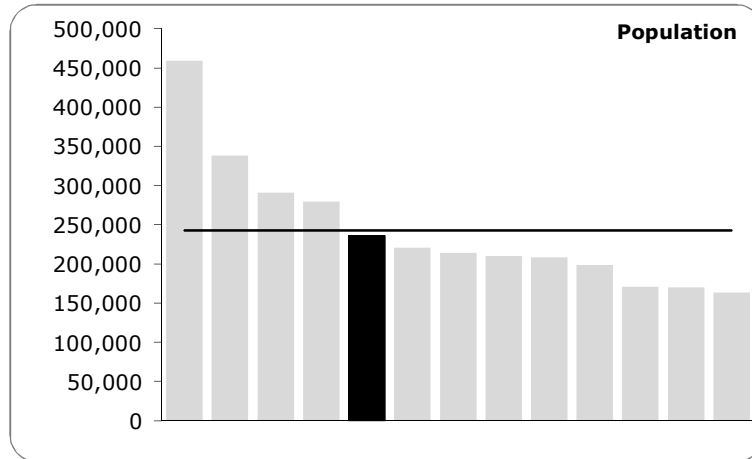


- The higher the index, the more deprived the authority is.

Source: DCLG Indices of Deprivation 2010

## Population

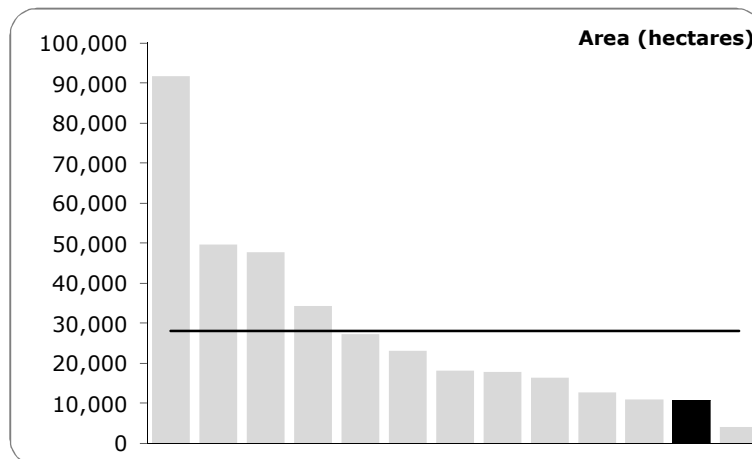
		Average
Population	235,500	242,869



Source: ONS Mid 2017 Population Estimates

## Area

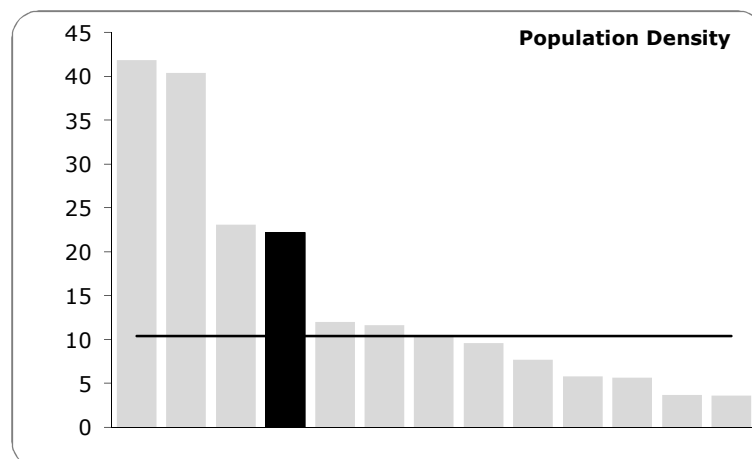
		Average
Area (hectares)	10,604	28,000



Source: ONS Area 2017

## Population Density

		Median
Population Density	22.2	10.4





## APPENDIX 3 - Financial Information

### For Trafford Metropolitan Borough Council Financial Information 2017-18 (Actuals)

Revenue Expenditure	£	per 1,000 pop	Average
<b>Employees</b>	1,566,686	6,653	6,031
<b>Premises</b>	579,472	2,461	1,630
<b>Supplies &amp; Services</b>			
Books & Pamphlets			
- Reference	872	4	24
- Adult Fiction	59,976	255	284
- Adult Non-Fiction	22,443	95	128
- Children's Fiction	23,589	100	143
- Children's Non-Fiction	4,123	18	31
Newspapers, Periodicals & Magazines	10,600	45	35
Sound Recordings			
- Adult Talking Books	26,844	114	73
- Children's Talking Books	0	0	8
Music, Videos and DVDs; Multi-media and Open Learning Packs; CD-ROMs and Software	0	0	30
Electronic Products			
- eBooks (lending and reference)	10,995	47	40
- eNewspapers, eMagazines & eComics	4,207	18	30
- eAudio & eAudiovisual	2,635	11	33
- Music Streaming	0	0	4
- Hardware	0	0	0
Online/Electronic (Internet etc.)	10,930	46	59
Other Acquisitions	0	0	41
Bookbinding	0	0	1
<b>Total Materials</b>	<b>177,214</b>	<b>753</b>	<b>965</b>
Computing Costs	223,883	951	359
Other Supplies & Services	147,623	627	491
<b>Transport</b>	<b>2,608</b>	<b>11</b>	<b>72</b>
<b>Third Party Payments</b>	<b>0</b>	<b>0</b>	<b>152</b>
<b>Support Service Costs</b>	<b>298,274</b>	<b>1,267</b>	<b>992</b>
<b>Total Revenue Expenditure</b>	<b>2,995,760</b>	<b>12,721</b>	<b>10,692</b>
<b>Revenue Income</b>	£	per 1,000 pop	Average
Overdue Charges	(29,031)	(123)	(149)
Reservation Fees	(1,365)	(6)	(16)
Lettings	0	0	(112)
Hire of Audio & Visual Materials	(283)	(1)	(33)
Electronic Revenue	0	0	(4)
Specific Grants	(11,169)	(47)	(140)
Provision of Library Services to other Local Authorities	0	0	(40)
Miscellaneous - receipts from the public	(108,357)	(460)	(319)
Miscellaneous - corporate income	(17,570)	(75)	(920)
<b>Total Revenue Income</b>	<b>(167,775)</b>	<b>(712)</b>	<b>(1,735)</b>
Net Expenditure (excluding Capital Charges)	2,827,985	12,008	8,957
Capital Charges	28,133	119	1,168
<b>Total Net Expenditure (including Capital Charges)</b>	<b>2,856,118</b>	<b>12,128</b>	<b>10,125</b>

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

Capital Expenditure	£	per 1,000 pop	Average
New Buildings	0	0	8,421
Refurbishment of Premises	0	0	(7,974)
IT Investment, Networks etc.	0	0	131
Books and Pamphlets	0	0	91
Other Library Materials	0	0	0
Other Capital Expenditure (please specify)	0	0	93
<b>Total Capital Expenditure</b>	<b>0</b>	<b>0</b>	<b>762</b>

## Financial Information 2018-19 (Estimates)

Revenue Expenditure	£	per 1,000 pop	Average
Employees	1,623,251	6,893	5,831
Premises	643,722	2,733	1,893
Supplies & Services - Materials	261,215	1,109	1,031
Other Expenditure	619,954	2,633	1,791
<b>Total Revenue Expenditure</b>	<b>3,148,142</b>	<b>13,368</b>	<b>10,546</b>

<b>Revenue Income</b>	<b>(137,020)</b>	<b>(582)</b>	<b>(1,732)</b>
Net Expenditure (excluding Capital Charges)	3,011,122	12,786	8,814
Capital Charges	28,134	119	1,043
<b>Total Net Expenditure (including Capital Charges)</b>	<b>3,039,256</b>	<b>12,906</b>	<b>9,857</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.