

# Rotherham Metropolitan Borough Council

CIPFAstats Comparative Profile

## public libraries

2011-12 Actuals and  
2012-13 Estimates

Comparison group:

- (k) Barnsley
- (s) Doncaster
- (t) Wakefield
- (x) St Helens
- (n) Stockton-on-Tees
- (d) Tameside
- (a) Wigan
- (u) Stoke-on-Trent
- (h) Bolton
- (e) Walsall
- (z) Dudley
- (m) Rochdale
- (w) Halton
- (g) Telford & Wrekin
- (r) Gateshead



## FOREWORD

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

These profiles provide a comprehensive analysis of public libraries data covering all the major topics collected in the CIPFAstats Public Libraries collection.

This means that there should be something for everyone interested in the running of public library services.

The analysis is simple and non-judgemental. You will not find any quartiles, traffic lights or subjective commentary. Instead the report seeks to visualise the data and to enable readers to draw their own conclusions.

The "Executive Report" acts as a high level summary, but is also designed as an introduction to the whole report. Most readers will find reading through these pages helpful as an introduction to the style and logic of the more detailed pages.

It is pleasing that DCMS have seen fit to commission these profiles for all English library authorities enabling local authorities and the public access to these reports without charge. This 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 2012 CIPFAstats collection with the group of authorities specified on the title page.

This is the second 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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Section D - Stock	Page 29
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## Approach to missing data

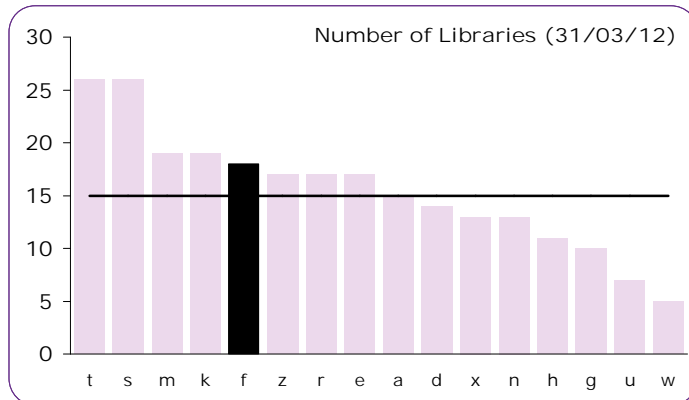
- 96% of UK Library Authorities (97% in England) provided data for the 2012 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown. 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 Rotherham with 15 Other Library Authorities

This summary provides an overview of the key indicators from the main report along with a few points of current interest, showing how your authority's library service compares against other authorities. Unless specified otherwise all data relates to 2011-12 Actuals.

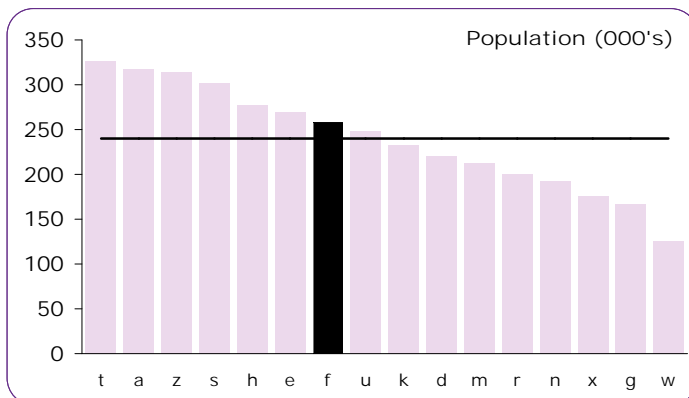
### A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Rotherham has 18 libraries (the bar highlighted in black) compared to an average of 15 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.

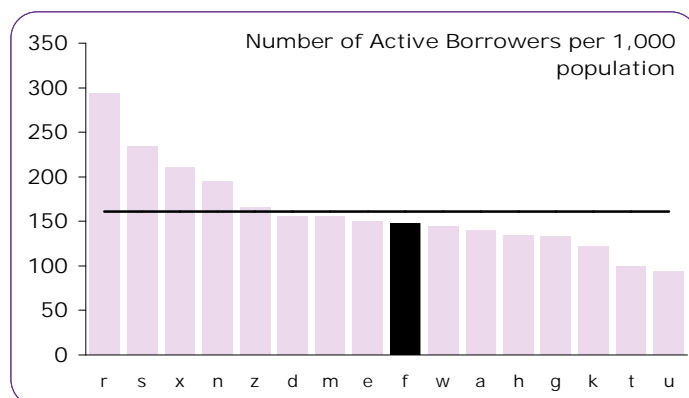
- Rotherham has close to the average number of libraries within the group giving an indication of the scale of the library service.

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).

- Rotherham is the 7th largest of the 16 authorities compared here (in terms of population).

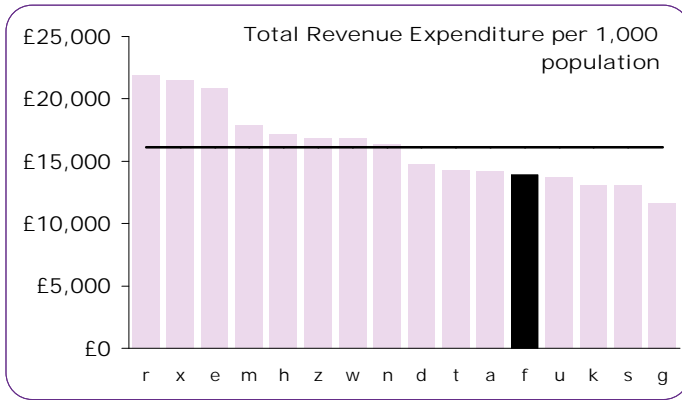


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

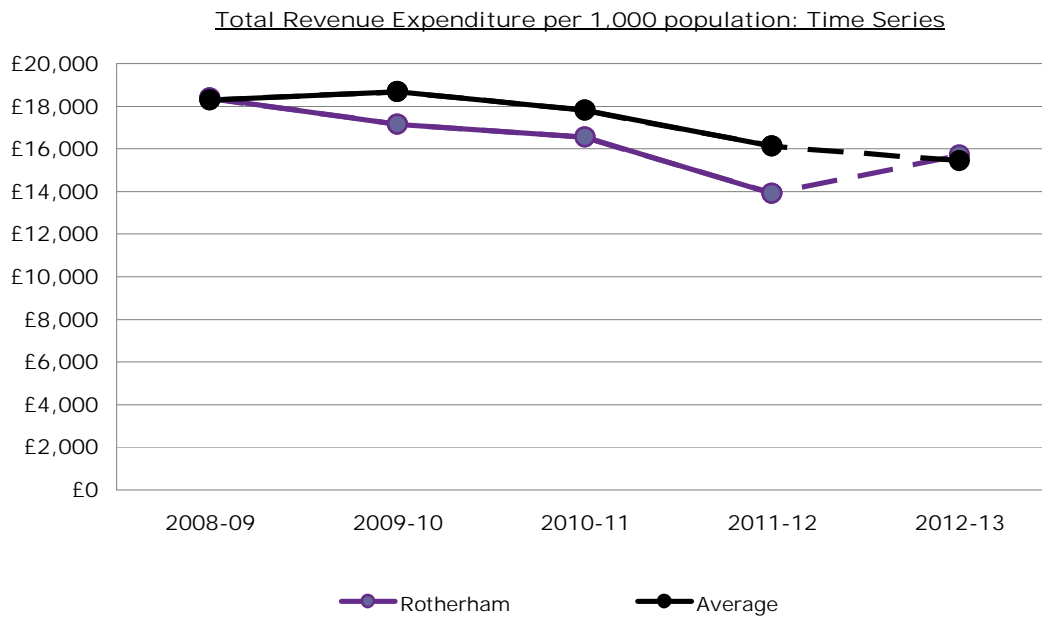
- Rotherham is in a lower quartile suggesting that the library service does not engage as well with the population when compared to the other authorities.

Please see appendix 1 for further details on quartiles.

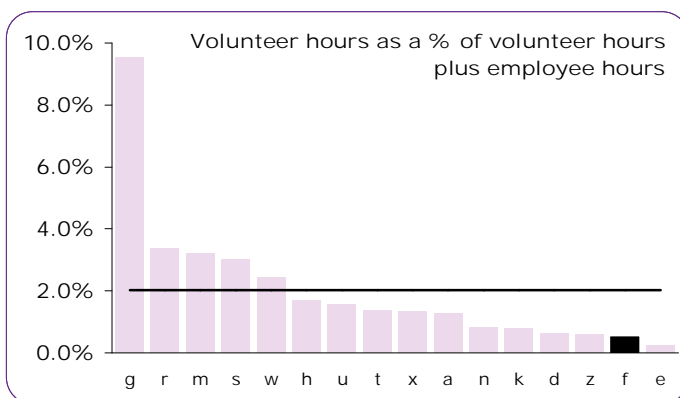
## B: Resourcing



- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2011-12 actuals.
- Rotherham comes out as being at the middle of the comparison, which suggests that its costs are similar to the group as a whole. It may be worthwhile looking at the authorities who are cheaper to see if there is anything it can learn from their approaches.

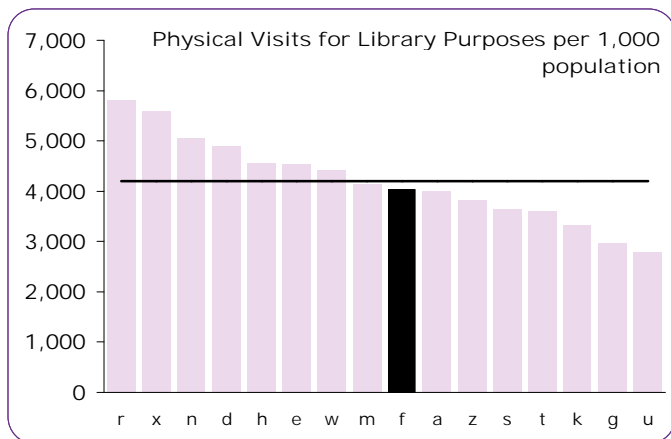


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2012-13. The population figure used for all years is the mid-year 2011 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a drop can be seen in the 2012-13 estimates.

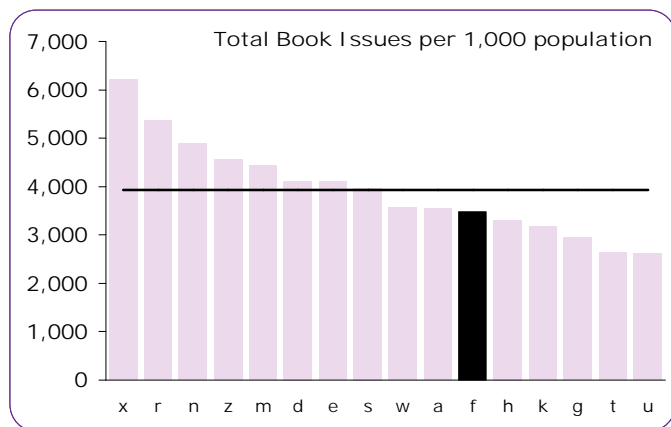


- One well publicised approach that library authorities are taking is using volunteers.
- Rotherham had 0.5% of 'worked hours' provided by volunteers in 2011-12 compared to an average of 2%.

## C: Workload

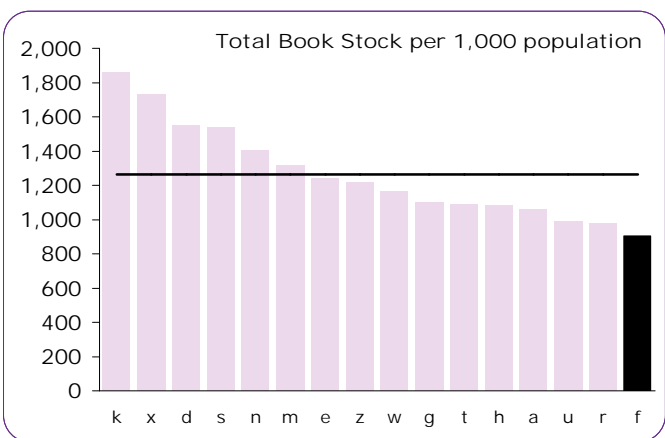


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



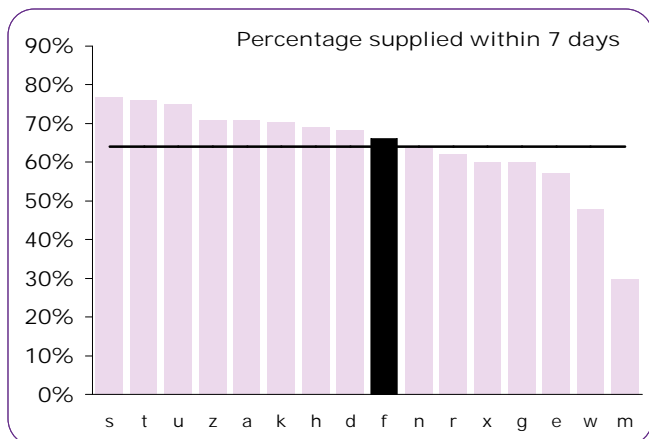
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

## D: Stock



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

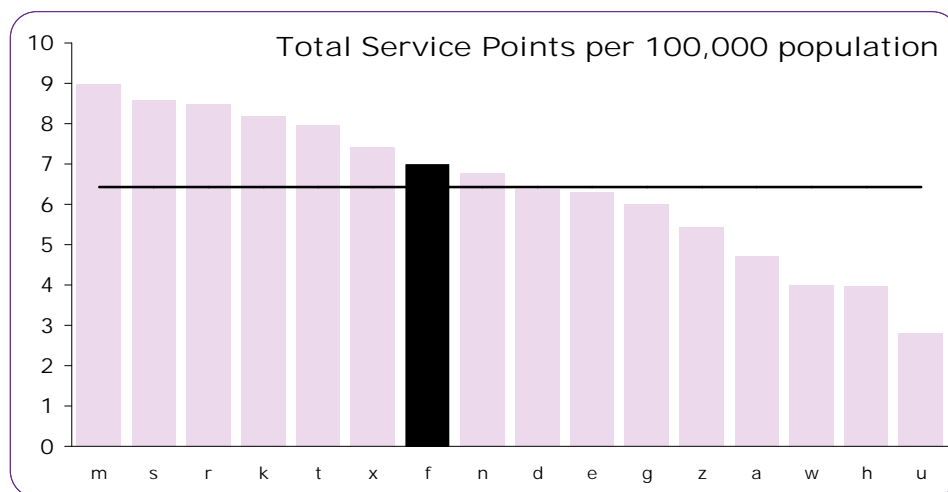
## E: Performance



- Rotherham successfully supplied 66.1% 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

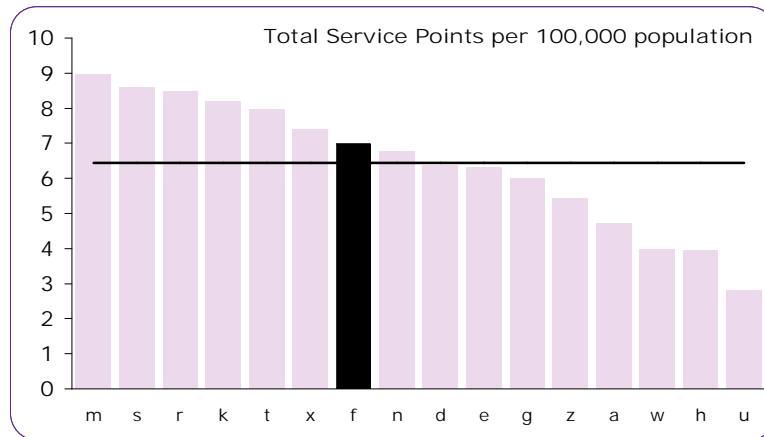
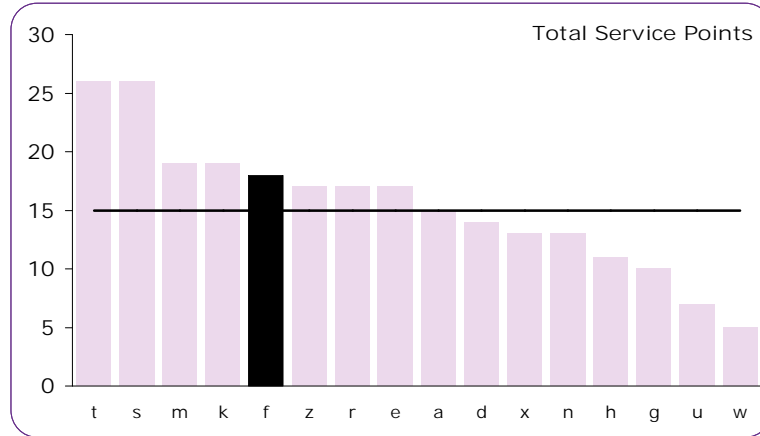
Page 8	A1: Service Points Number of service points Busiest service points
Page 9	A2: Population Density Comparisons for static & mobile libraries % authorities without mobile libraries
Page 10	A3: Opening Hours Distribution of opening hours Opening hours at busiest service points
Page 11	A4: Library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

# A1: Service Points

at 31 March 2012

	Number	/ 100k pop	Average
Mobile Libraries	2	0.8	0.3
Static Service Points	16	6.2	6.1
Total Service Points	18	7.0	6.4

	Authority	Average
Population	257,700	239,813



Source: CIPFA Public Library Statistics 2012 - Cells 1 to 7, ONS Population Estimates Mid 2011

## Busiest Service Points

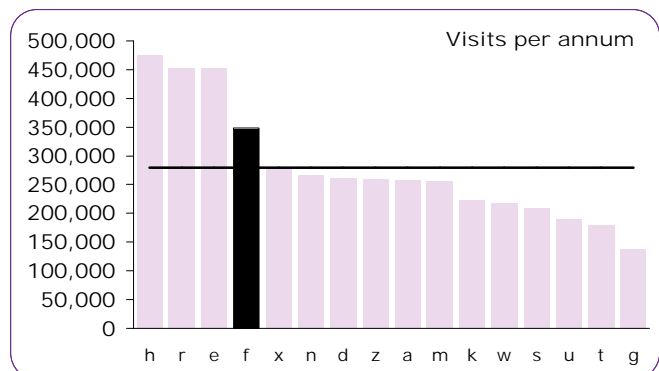
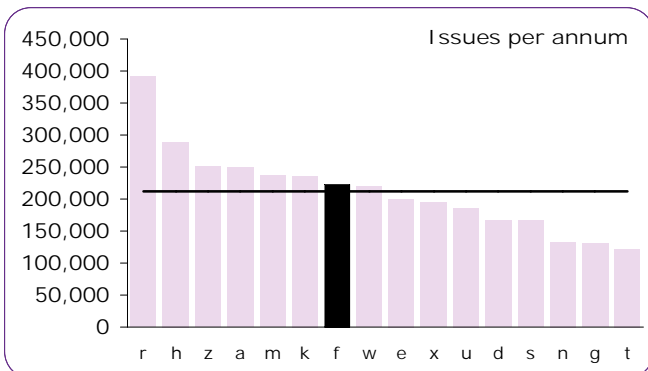
2011-12 Actuals

Busiest Service Point (Issues): Rotherham Central

Busiest Service Point (Visits): Rotherham Central

	Authority	Average
Issues per annum	223,302	212,293

	Authority	Average
Visits per annum	348,150	279,524



Source: CIPFA Public Library Statistics 2012 - Cells 13 & 14

Source: CIPFA Public Library Statistics 2012 - Cells 15 & 16



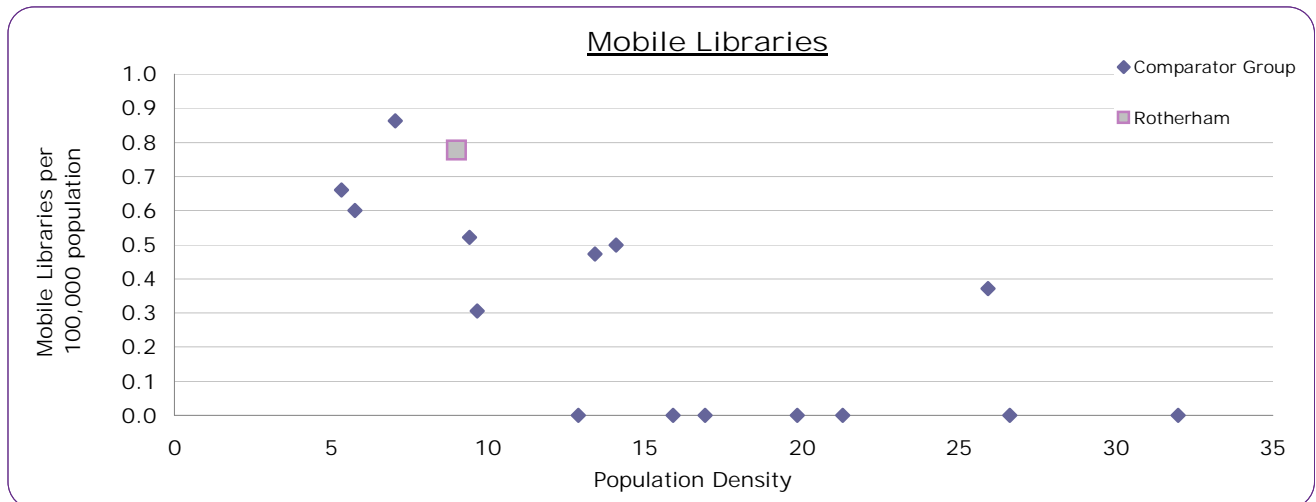
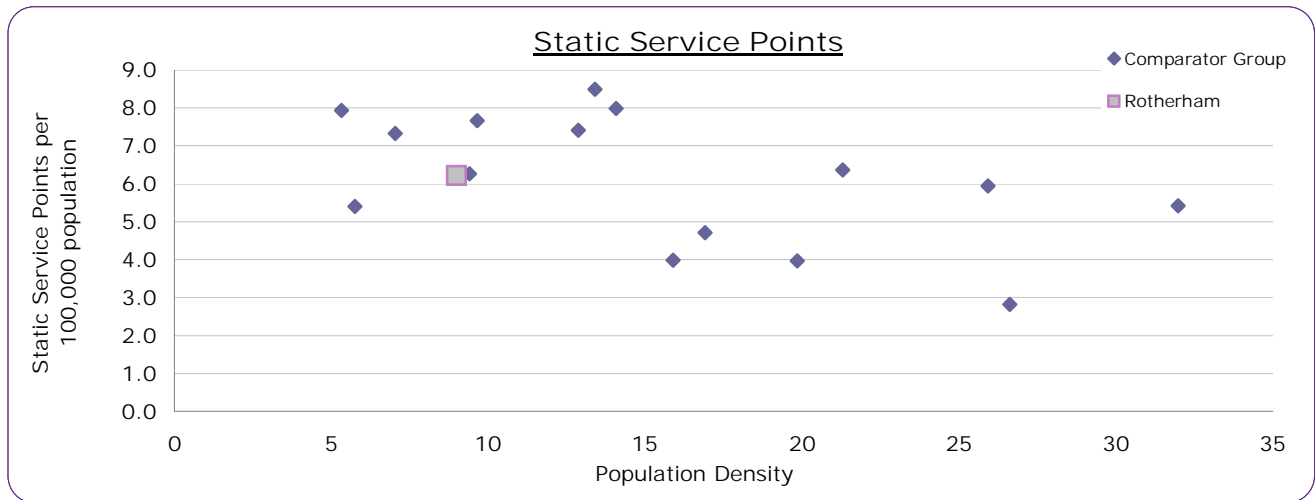
## A2: Population Density

2011-12 Actuals

### Population Density and Number of Service Points

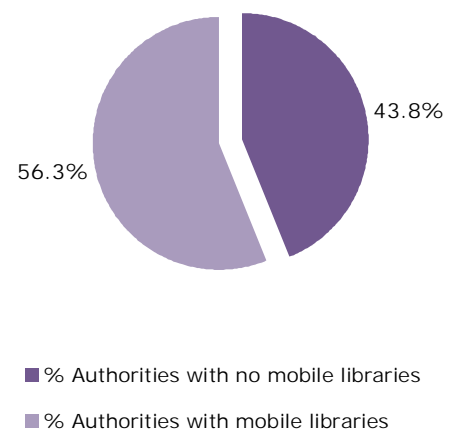
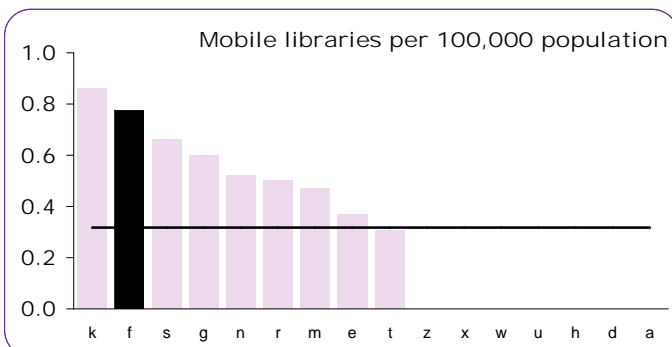
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library authorities it can be seen that as population density increases (on the horizontal axis), the number of libraries per 100,000 population tends to be lower.
- As these charts are strongly effected by outliers, values for population density are capped at 120 and service points per 100,000 population capped at 18.0 and 3.0 for static service points and mobile libraries respectively.

Authority	Median
Population Density	9.0
	13.7



### Mobile Libraries

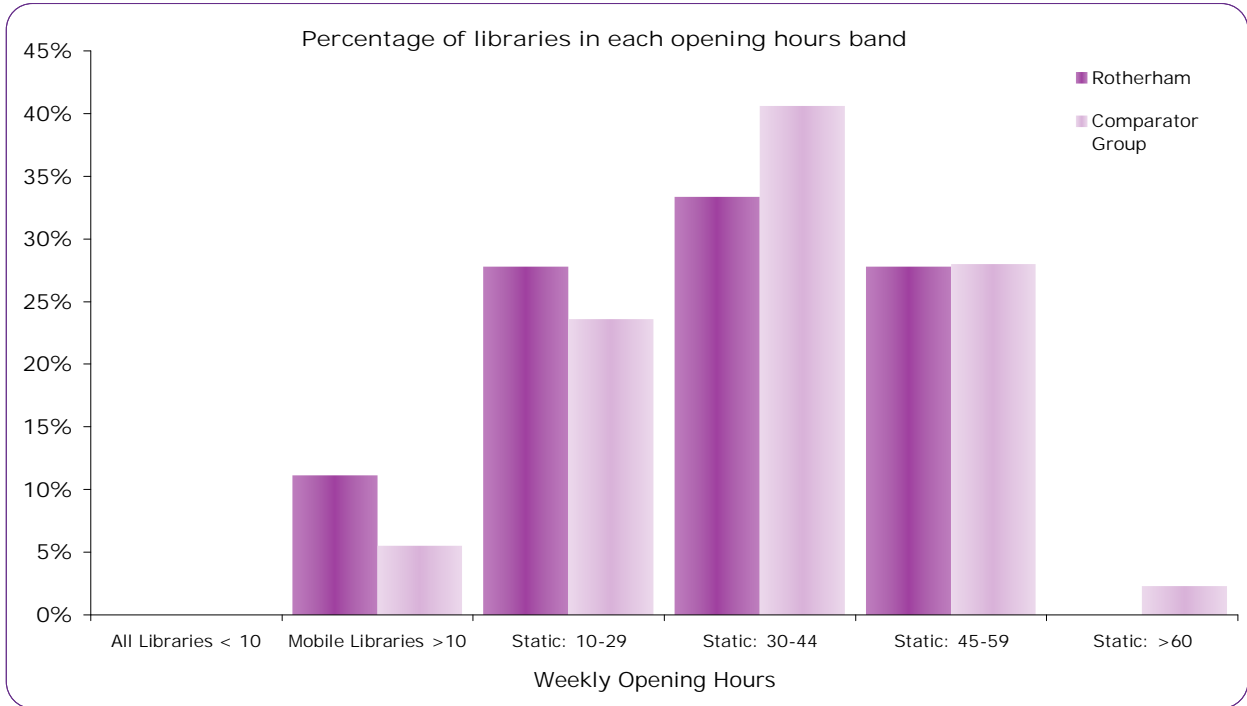
Number	/ 100k pop	Average
Mobile Libraries	2	0.3



# A3: Opening Hours

2011-12 Actuals

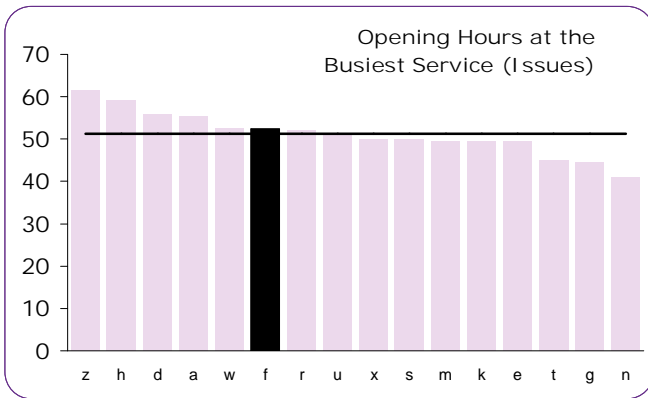
Hours Open	Service Points		/ 100,000 population		% in Each Band	
	Authority	Average	Authority	Average	Authority	Average
All Libraries < 10	0	0	0.0	0.0	0.0%	0.0%
Mobile Libraries >10	2	4	0.8	0.4	11.1%	5.5%
Static: 10-29	5	7	1.9	1.6	27.8%	23.6%
Static: 30-44	6	4	2.3	2.8	33.3%	40.6%
Static: 45-59	5	0	1.9	1.5	27.8%	28.0%
Static: >60	0	1	0.0	0.1	0.0%	2.3%
<b>Total</b>	<b>18</b>					



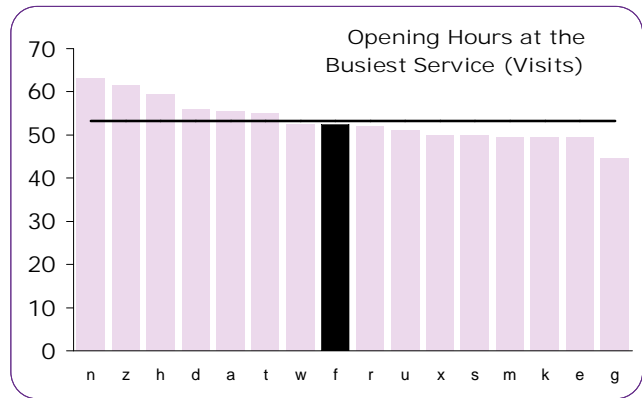
## Opening Hours - Busiest Service Points

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

Busiest Service Point (Visits): **Rotherham Central**



Rotherham 52.5 Average: 51.2

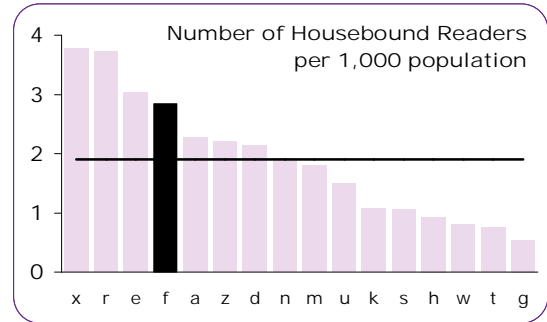
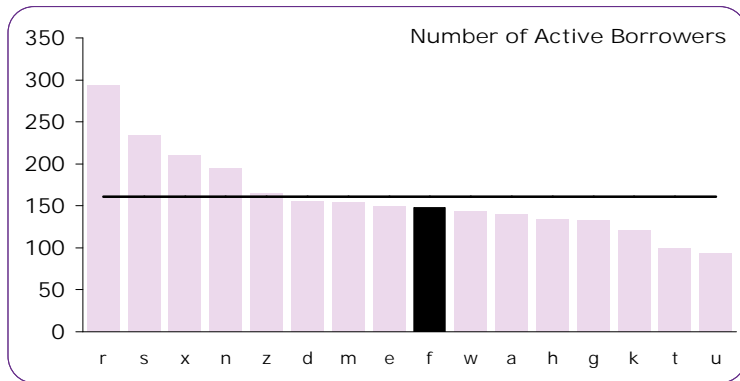


Rotherham 52.5 Average: 53.2

## A4: Library Users

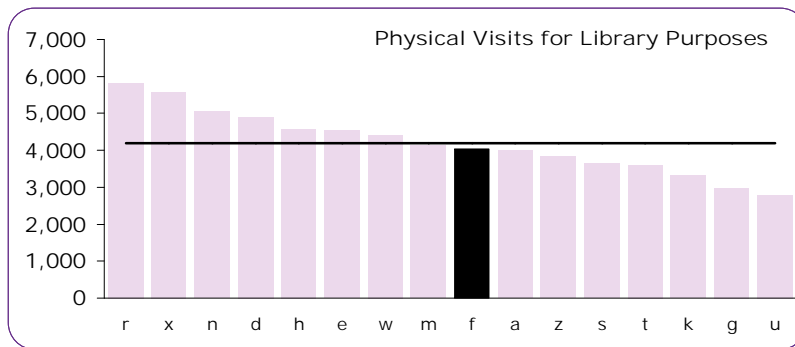
2011-12 Actuals

	Number	/1,000 pop	Average
Active Borrowers	38,067	148	161
Housebound Readers	733	2.8	1.9

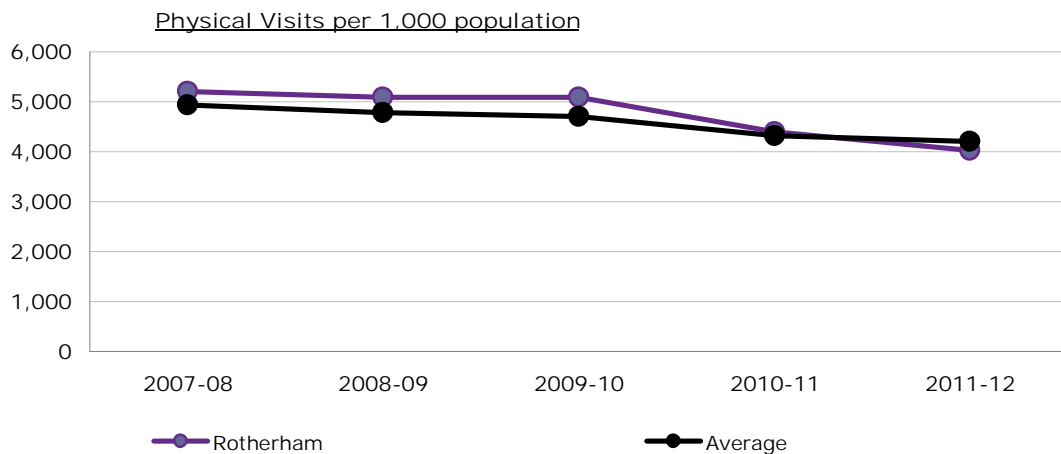


Source: CIPFA Public Library Statistics 2012 - Cells 91, 92

### Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2007-08	1,319,821	5,208	4,932
2008-09	1,290,799	5,084	4,781
2009-10	1,291,125	5,085	4,707
2010-11	1,119,383	4,397	4,316
2011-12	1,038,417	4,030	4,200

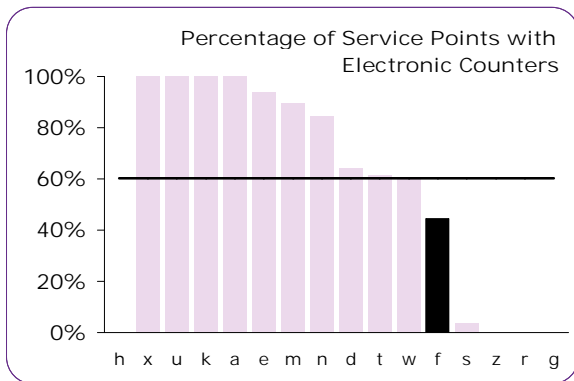


Source: CIPFA Public Library Statistics 2012 - Cell 93 and equivalent for previous years

## A4: Library Users (continued)

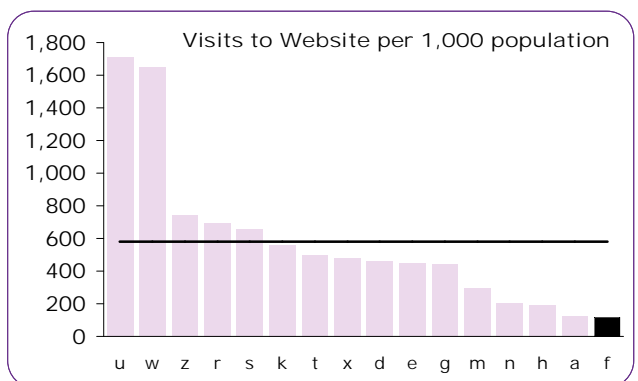
2011-12 Actuals

	Authority	Average
S.P. with Electronic Counters	44%	60%



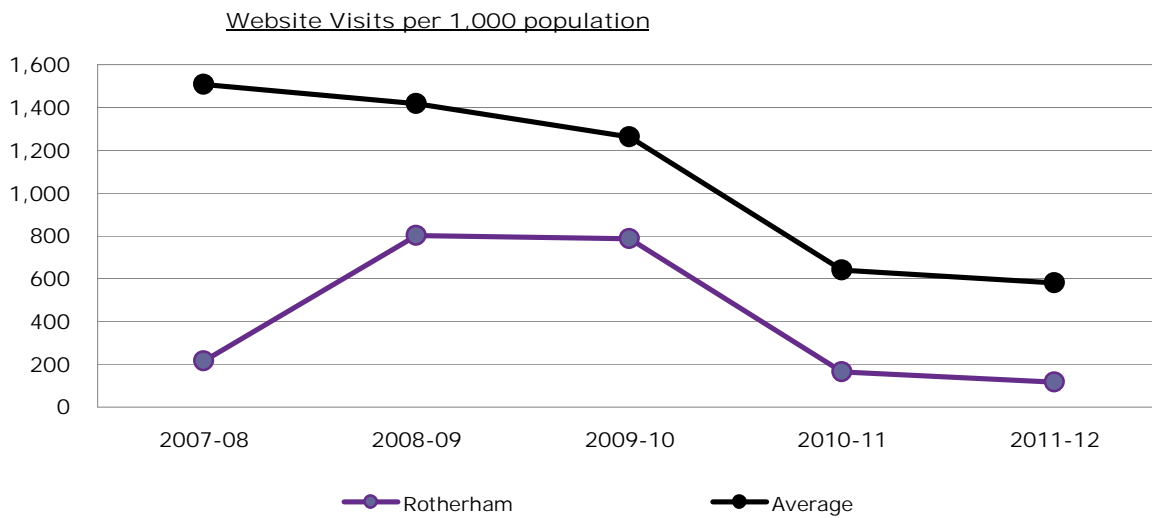
Source: CIPFA Public Library Statistics 2012 - Cell 96

	Number	per 1,000 pop	Average
Visits to Website	29,970	116	580



Source: CIPFA Public Library Statistics 2012 - Cell 97

Website Visits	Number	per 1,000 pop	Average
2007-08	54,359	215	1,507
2008-09	203,441	801	1,417
2009-10	199,996	788	1,262
2010-11	42,040	165	639
2011-12	29,970	116	580

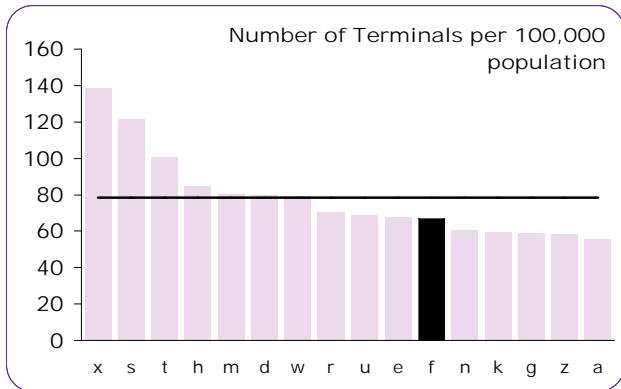


Source: CIPFA Public Library Statistics 2012 - Cell 97 and equivalent for previous years

# A5: Electronic Workstations

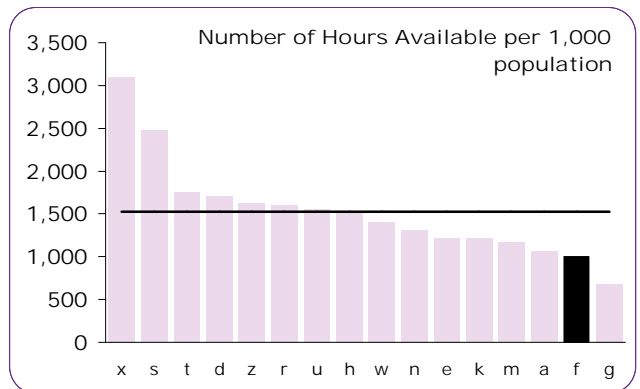
2011-12 Actuals

	Number	per 100,000 pop	Average
Terminals	173	67.1	78.3



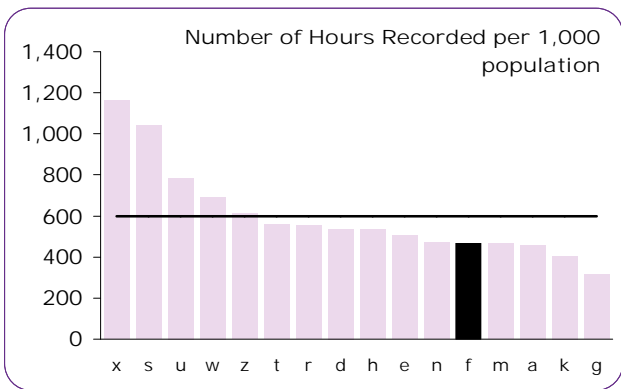
Source: CIPFA Public Library Statistics 2012 - Cell 17

	Number	per 1,000 pop	Average
Hours Available	258,357	1,003	1,525



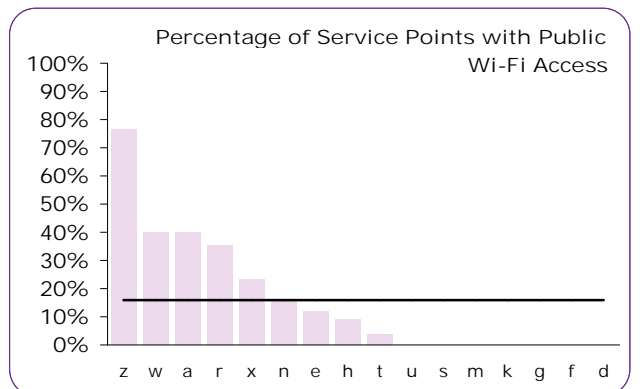
Source: CIPFA Public Library Statistics 2012 - Cell 18

	per 1,000 pop	Average
Hrs Recorded	120,851	469



Source: CIPFA Public Library Statistics 2012 - Cell 19

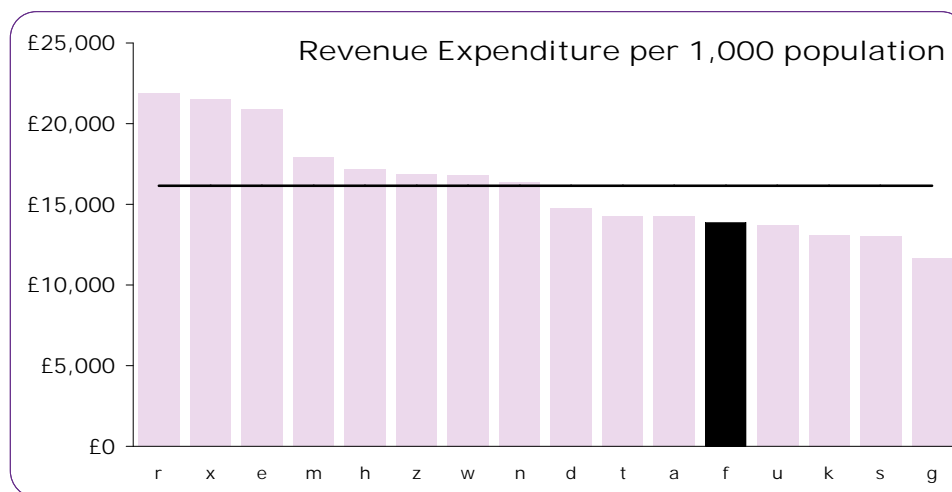
	Authority	Average
Service Points with Wi-Fi Access	0%	16%



Source: CIPFA Public Library Statistics 2012 - Cell 20

## SECTION B: RESOURCING

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



(See page 15 for details)

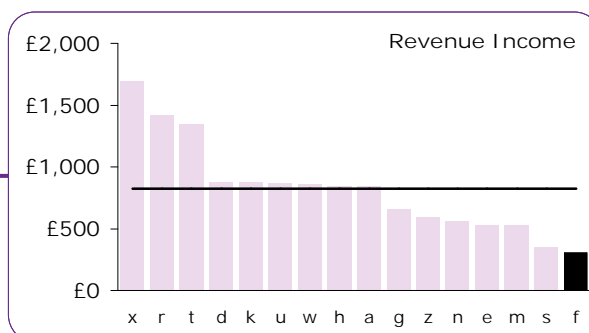
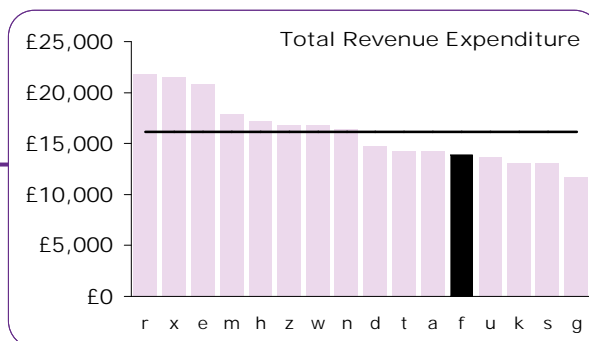
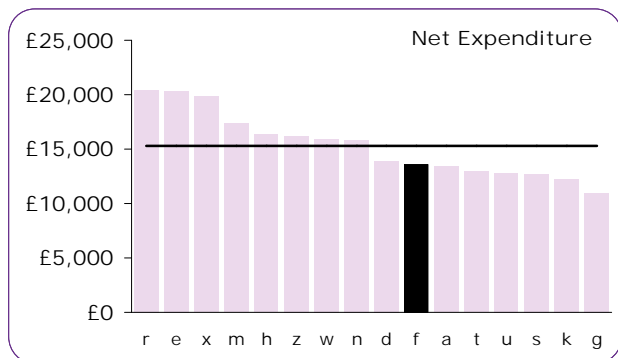
### Section Contents

Page 15	B1: Financial Information (Actuals) Net expenditure, revenue expenditure & income Revenue expenditure breakdown Revenue income breakdown
Page 18	B2: Cost Indicators Various cost indicators
Page 19	B3: Financial Information (Estimates) Net expenditure, revenue expenditure & income % expenditure on staff and materials
Page 20	B4: Staffing Staff per 100k population Professional & other paid staff Staff costs per employee Electronic counters Visits to website
Page 22	B5: Volunteers Analysis of numbers and hours

## B1: Financial Information (Actuals)

2011-12 Actuals	£	per 1,000 pop	Average
Revenue Expenditure	3,583,422	13,905	16,131
Revenue Income	(78,125)	(303)	(823)
Net Expenditure	3,505,297	13,602	15,308

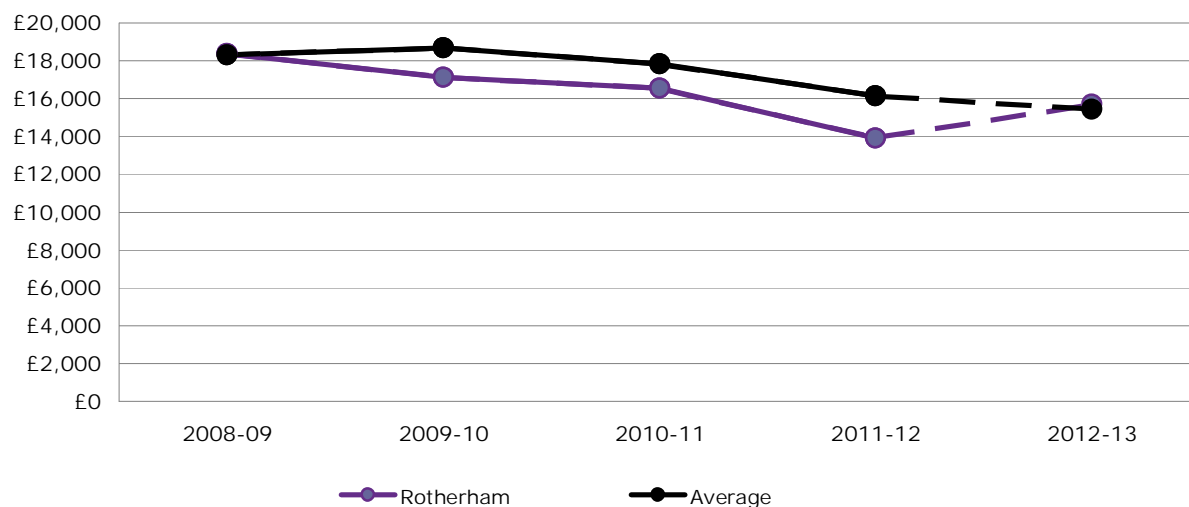
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cells 126, 136 & 137

Revenue Expenditure	£	per 1,000 pop	Average
2008-09	4,664,228	18,370	18,297
2009-10	4,351,454	17,138	18,676
2010-11	4,209,333	16,533	17,822
2011-12	3,583,422	13,905	16,131
2012-13 (Estimates)	4,048,194	15,709	15,447

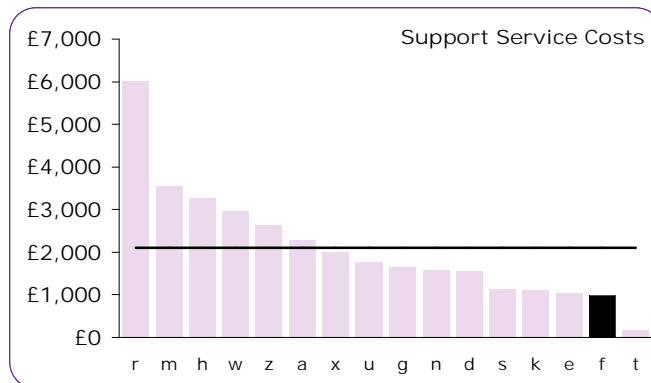
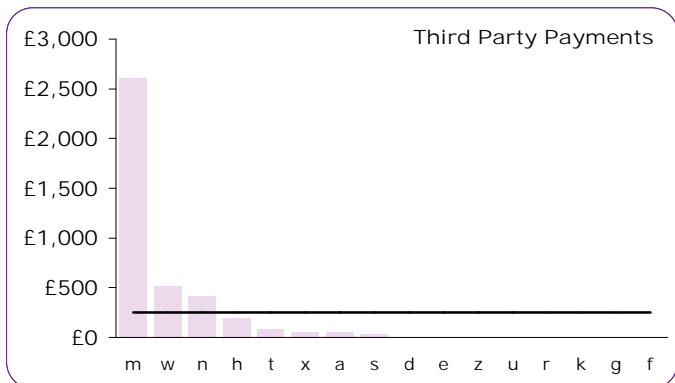
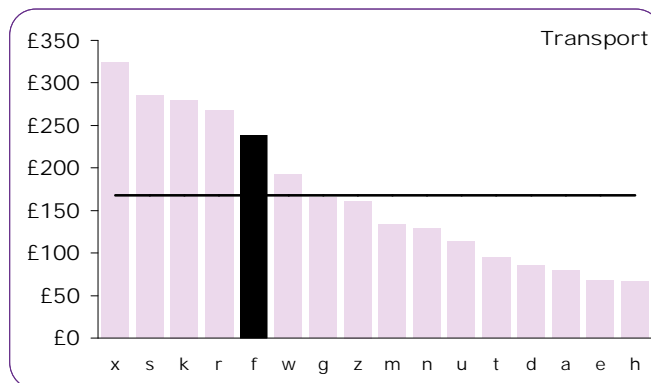
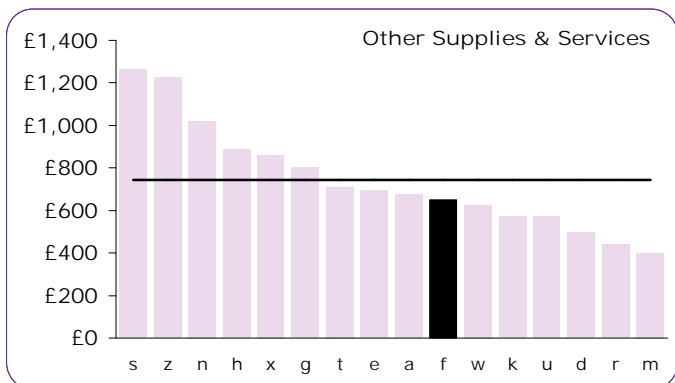
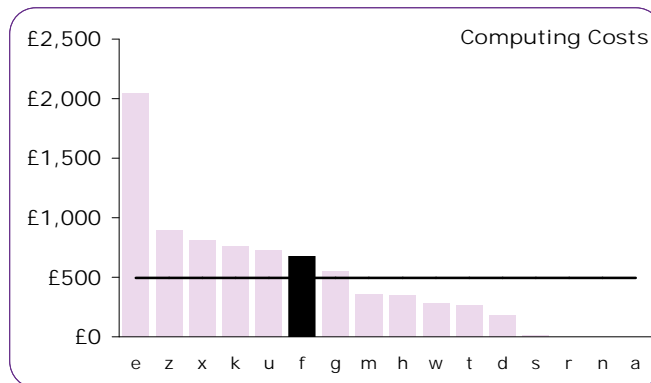
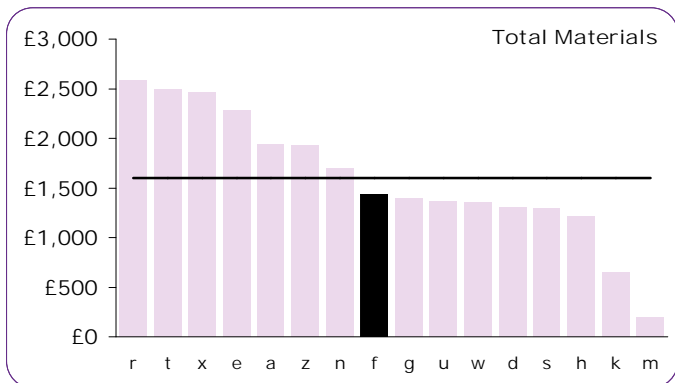
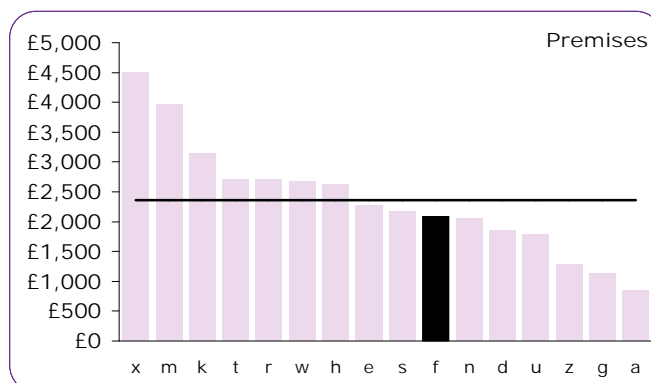
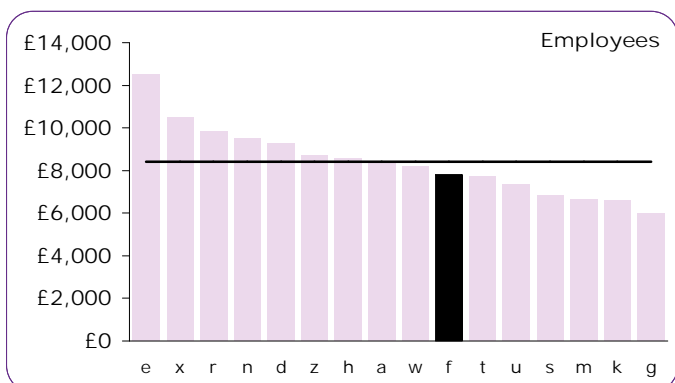
Revenue Expenditure per 1,000 population: Time Series



Source: CIPFA Public Library Statistics 2012 - Cell 126 and equivalent for previous years

Revenue Expenditure (2011-12 Actuals)	£	per 1,000 pop	Average
Employees	2,016,025	7,823	8,399
Premises	538,458	2,089	2,365
Total Materials	370,933	1,439	1,602
Computing Costs	173,956	675	495
Other Supplies & Services	167,807	651	744
Transport	61,490	239	168
Third Party Payments	0	0	249
Support Service Costs	254,753	989	2,110
<b>Total Revenue Expenditure</b>	<b>3,583,422</b>	<b>13,905</b>	<b>16,131</b>

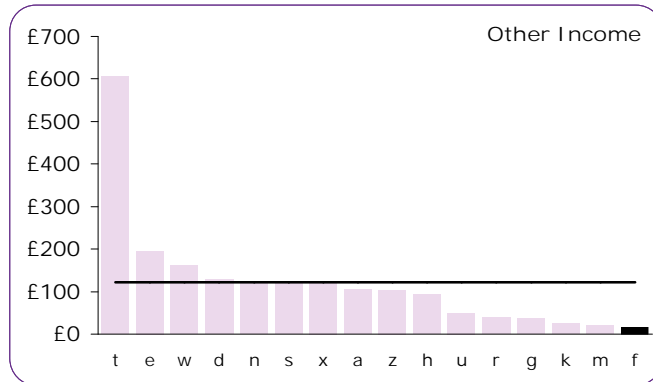
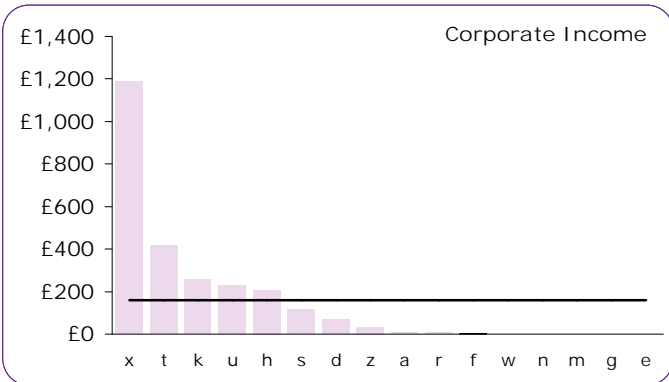
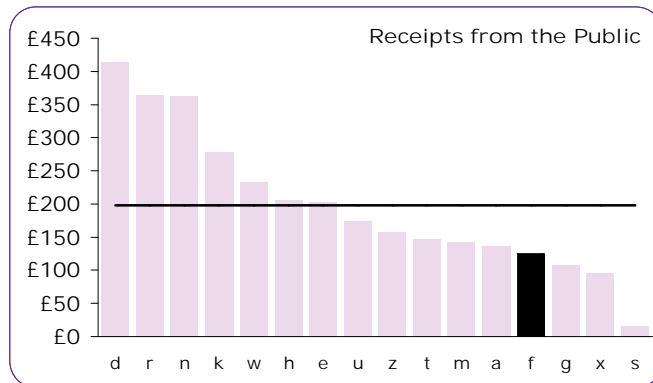
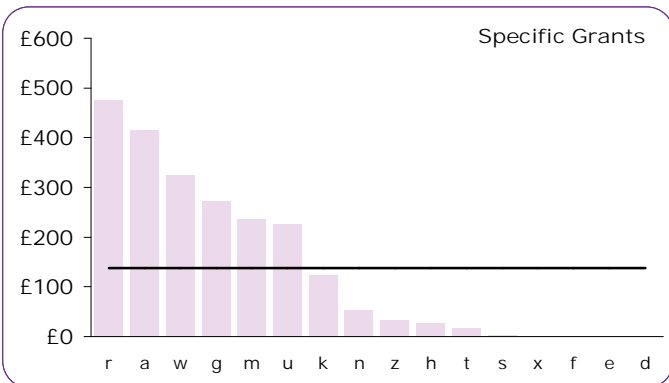
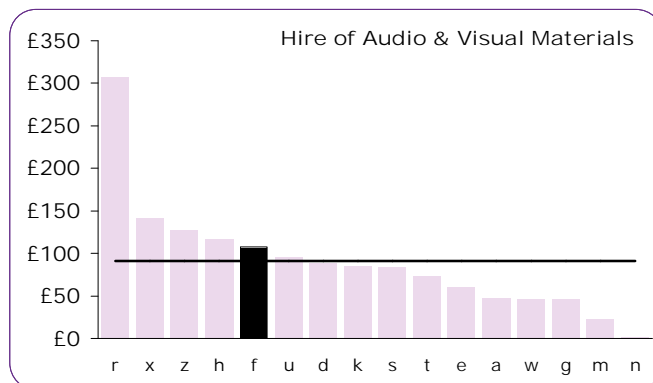
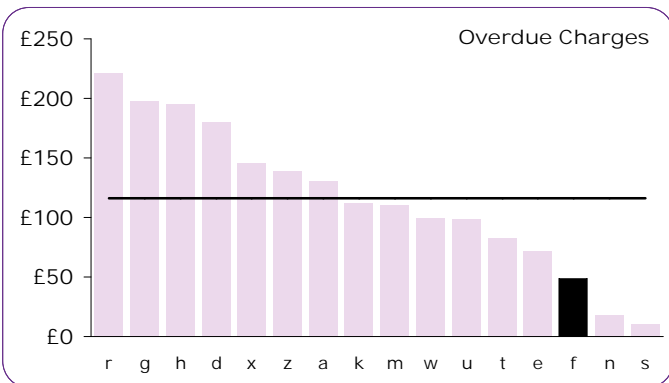
graphs show expenditure per 1,000 population





graphs shown per 1,000 population

Revenue Income (2011-12 Actuals)	£	per 1,000 pop	Average
Overdue Charges	(12,592)	(49)	(116)
Hire of Audio & Visual Materials	(27,829)	(108)	(91)
Specific Grants	0	0	(138)
Receipts from the Public	(32,292)	(125)	(198)
Corporate Income	(1,070)	(4)	(159)
Other Income	(4,342)	(17)	(121)
<b>Total Revenue Income</b>	<b>(78,125)</b>	<b>(303)</b>	<b>(823)</b>

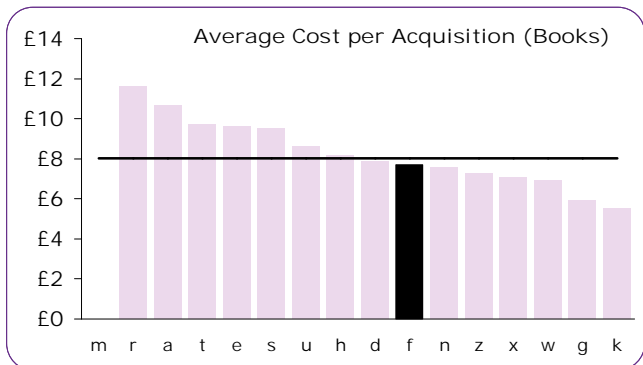


Source: CIPFA Public Library Statistics 2012 - Cells 127 to 136

## B2: Cost Indicators

	£ p	Average
Average Cost per Book	£7.71	£8.03

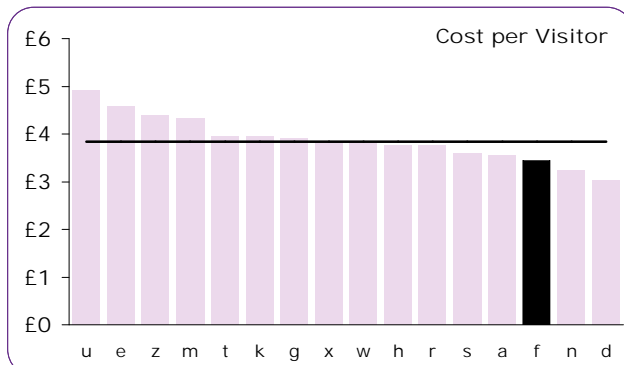
- Average cost per book acquisition.



Source: CIPFA Public Library Statistics 2012 -  
Sum of Cells 102 to 106 divided by Cell 36

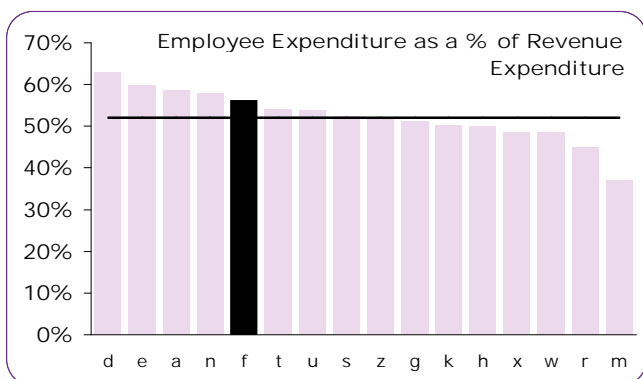
	£ p	Average
Cost per Visitor	£3.45	£3.84

- Revenue expenditure divided by visitor number.



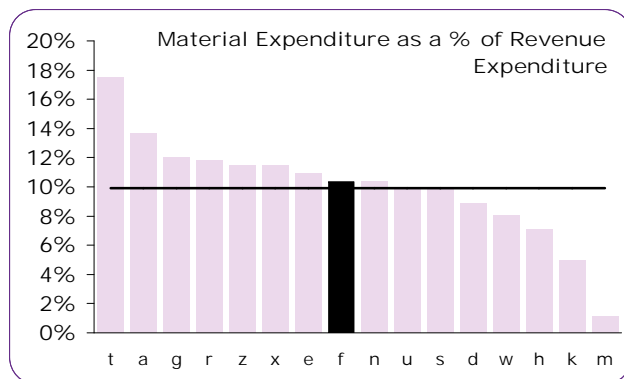
Source: CIPFA Public Library Statistics 2012 -  
Cell 126 divided by Cell 93

	%	Average
% Employee Expenditure	56%	52%



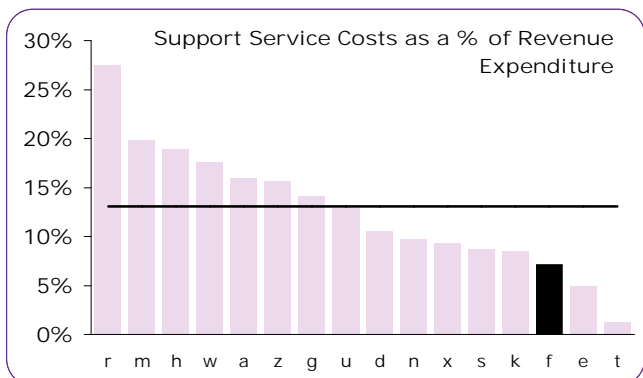
Source: CIPFA Public Library Statistics 2012 -  
Cell 100 as a percentage of Cell 126

	%	Average
% Material Expenditure	10%	10%



Source: CIPFA Public Library Statistics 2012 -  
Cell 120 as a percentage of Cell 126

	%	Average
% Support Services	7%	13%

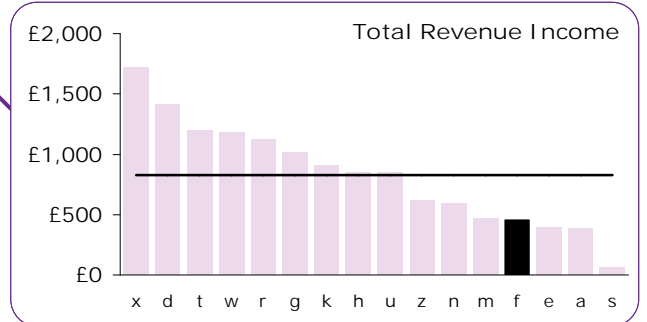
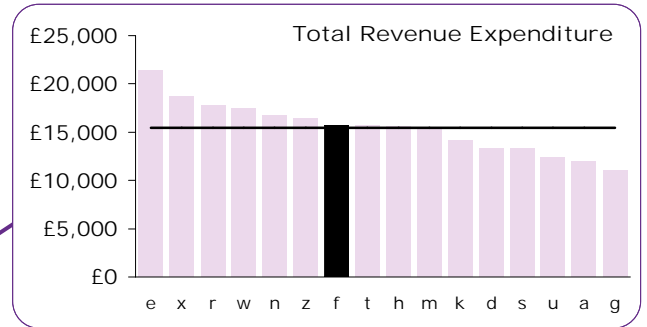
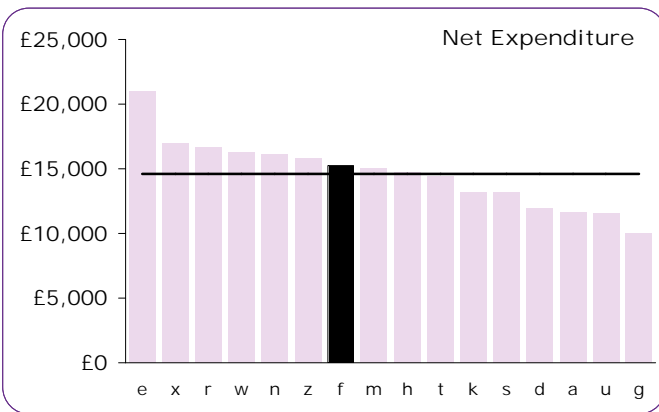


Source: CIPFA Public Library Statistics 2012 -  
Cell 125 as a percentage of Cell 126

## B3: Financial Information (2012-13 Estimates)

graphs shown per 1,000 population

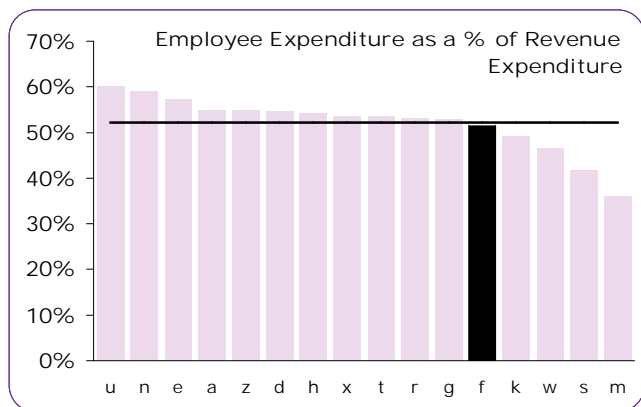
Net Expenditure	£	per 1,000 pop	Average
Employees	2,090,709	8,113	8,060
Premises	694,457	2,695	2,250
Supplies & Services - Materials	474,101	1,840	1,659
Other Expenditure	788,927	3,061	3,478
Revenue Expenditure	4,048,194	15,709	15,447
Revenue Income	(117,092)	(454)	(827)
<b>Net Expenditure</b>	<b>3,931,102</b>	<b>15,255</b>	<b>14,620</b>



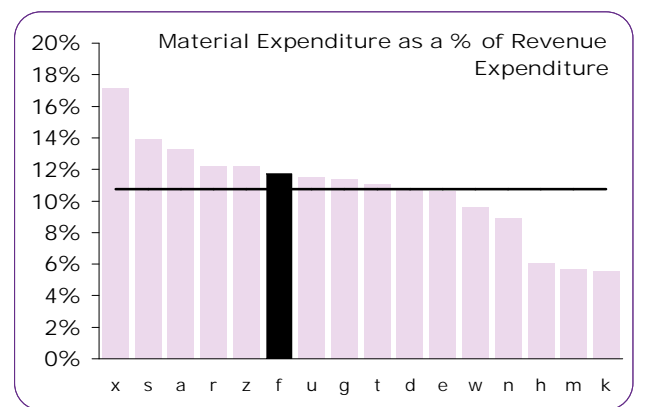
Source: CIPFA Public Library Statistics 2012 - Cell 140 to 144

2012-13 Estimates	%	Average
% Employee Expenditure	52%	52%

2012-13 Estimates	%	Average
% Material Expenditure	12%	11%



Source: CIPFA Public Library Statistics 2012 - Cell 140 as a percentage of Cell 144



Source: CIPFA Public Library Statistics 2012 - Cell 142 as a percentage of Cell 144

## B4: Staffing

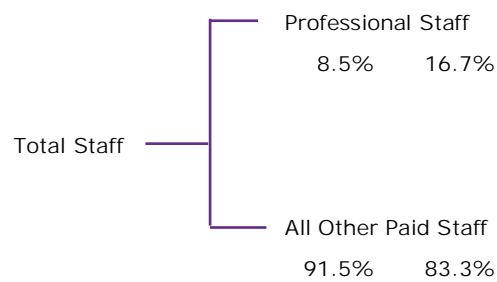
at 31 March 2012

	FTE	per 100,000 pop	Average
Professional Staff	9.0	3.5	5.5
All Other Staff	96.9	37.6	27.6
<b>Total Staff</b>	<b>105.9</b>	<b>41.1</b>	<b>33.1</b>



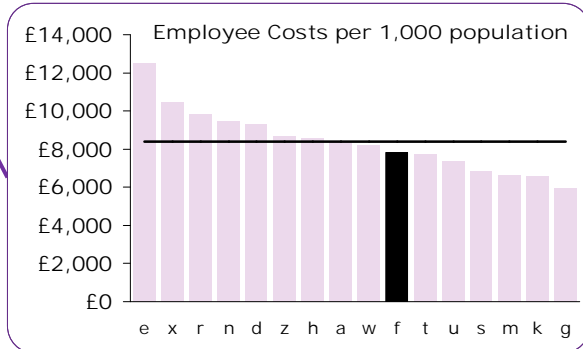
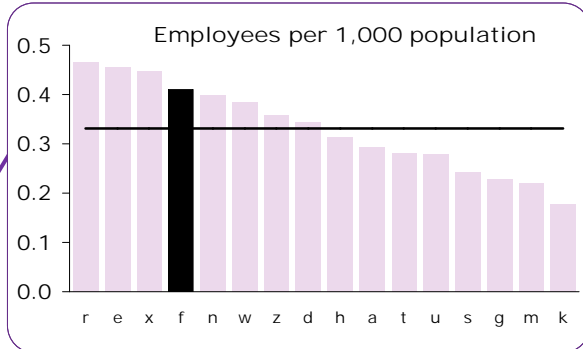
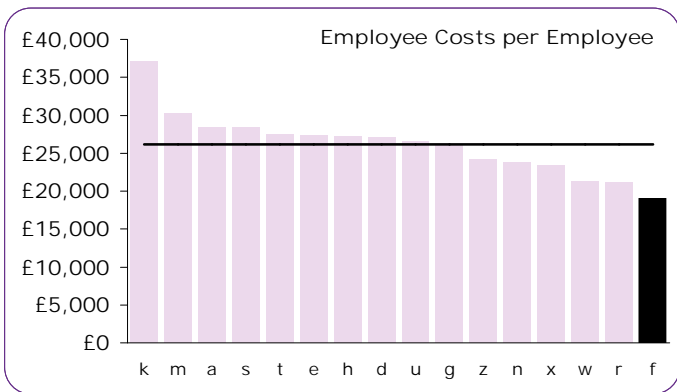
Source: CIPFA Public Library Statistics 2012 - Cells 62 to 64

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



B4: Staffing (continued)

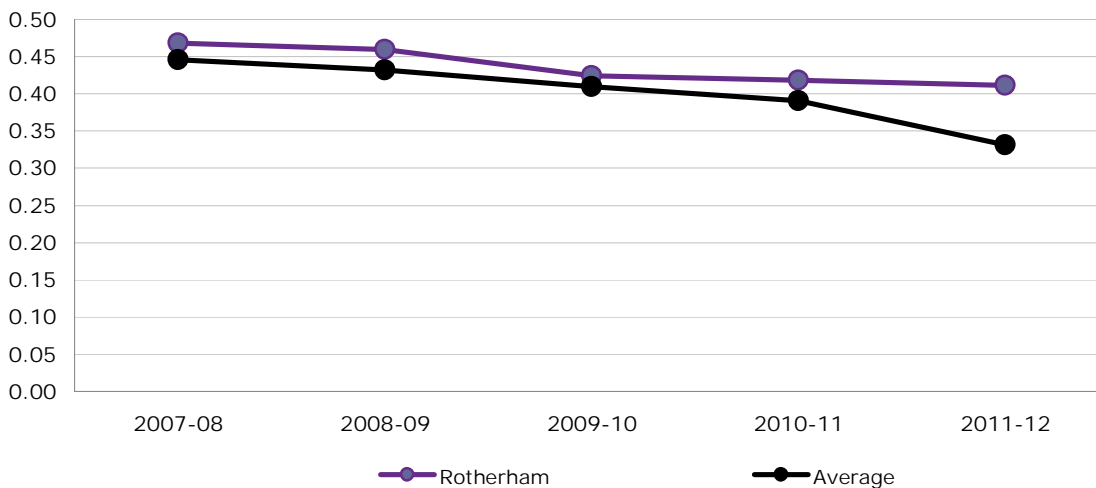
	£	Average
Employee Costs per Employee	19,037	26,200



Source: CIPFA Public Library Statistics 2012 - Cell 100 divided by Cell 64

All Staff	FTE	per 1,000 pop	Average
2007-08	118.7	0.47	0.45
2008-09	116.7	0.46	0.43
2009-10	107.8	0.42	0.41
2010-11	106.5	0.42	0.39
2011-12	105.9	0.41	0.33

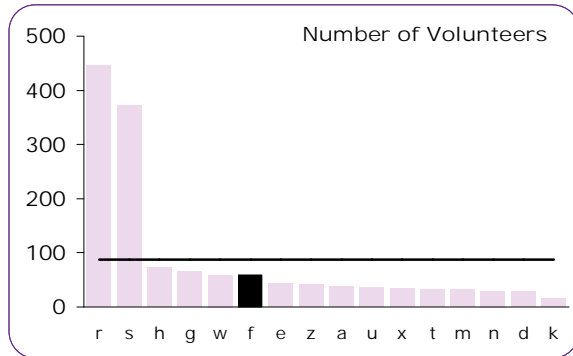
Staff Numbers per 1,000 population: Time Series



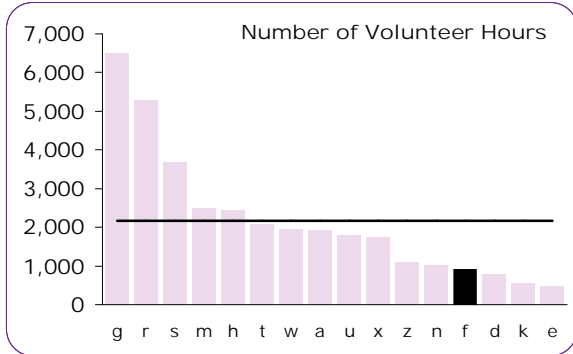
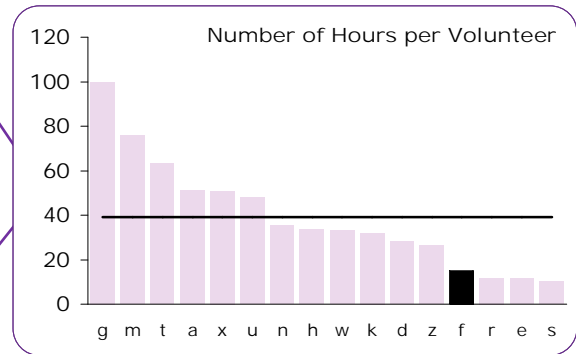
Source: CIPFA Public Library Statistics 2012 - Cell 64 and equivalent for previous years

## B5: Volunteers

2011-12 Actuals



	Number	Average
Volunteers	59	88
Volunteer Hours	905	2,172
Average Hours per Volunteer	15.3	39.2

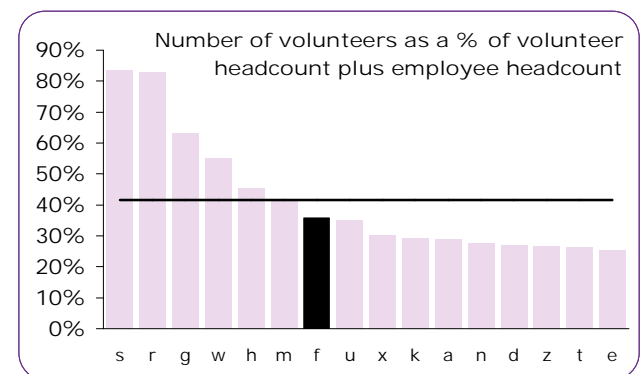
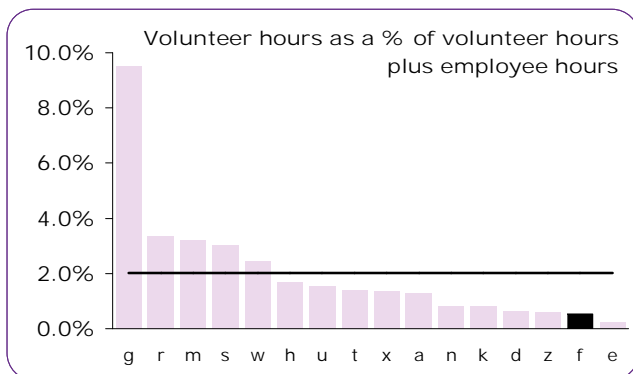


Source: CIPFA Public Library Statistics 2012 - Cells 65 & 66

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

	FTE	Average
% Hours worked by volunteers	0.5%	2.0%

	%	Average
Volunteers as % headcount	35.8%	41.5%

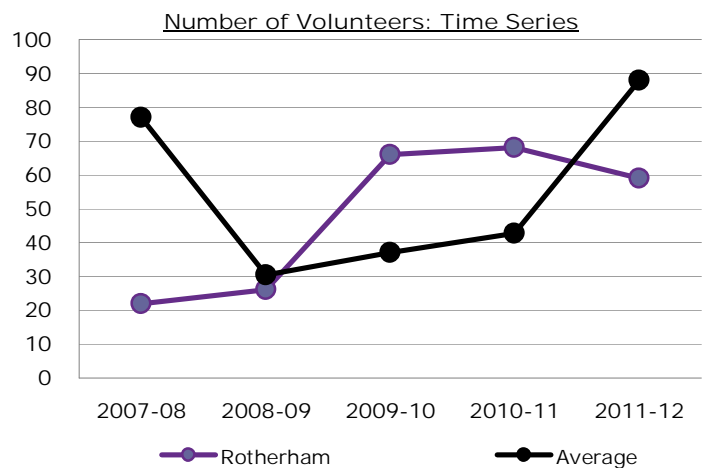


Source: CIPFA Public Library Statistics 2012 - Cells 65 & 66

Source: CIPFA Public Library Statistics 2012 - Cells 65 & 66

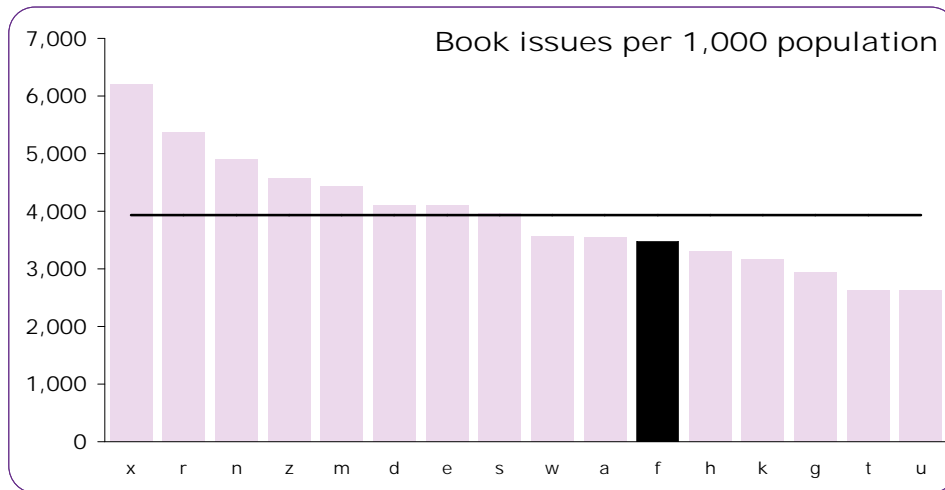
Volunteers	Number	Average
2007-08	22	77
2008-09	26	31
2009-10	66	37
2010-11	68	43
2011-12	59	88

Source: CIPFA Public Library Statistics 2012 - Cell 65 and equivalent for previous years



## SECTION C: WORKLOAD

- This section examines issues and stock turn for books and other items along with requests, enquiries and loans.



(See page 24 for details)

### Section Contents

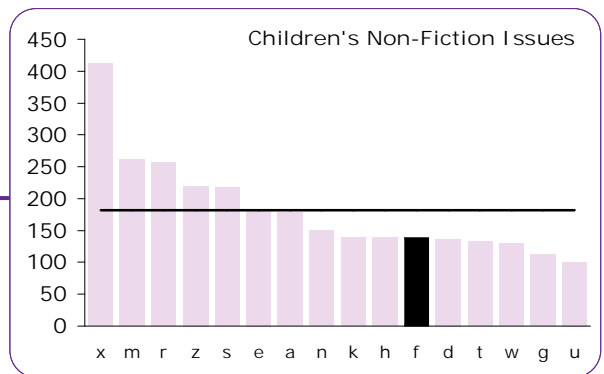
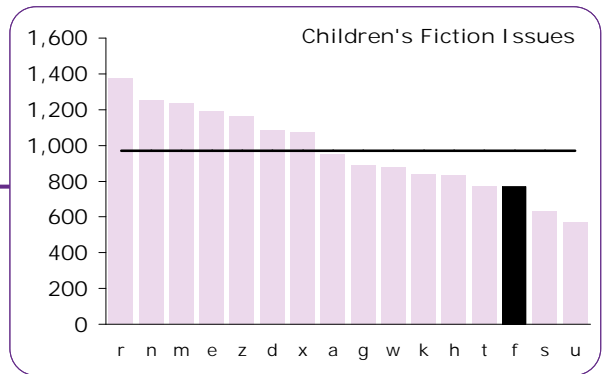
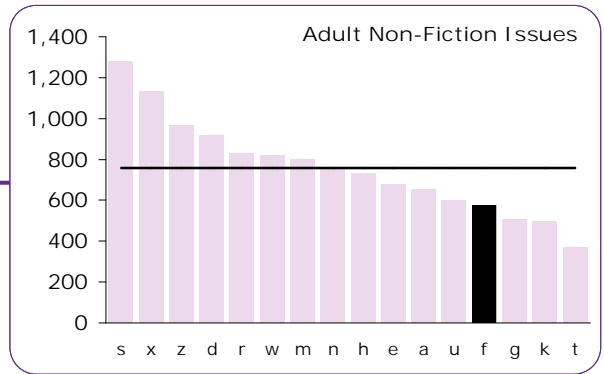
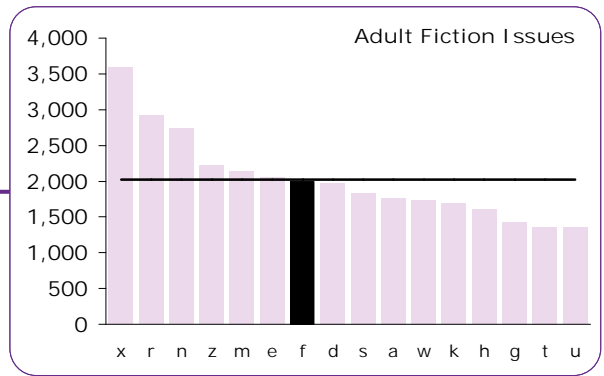
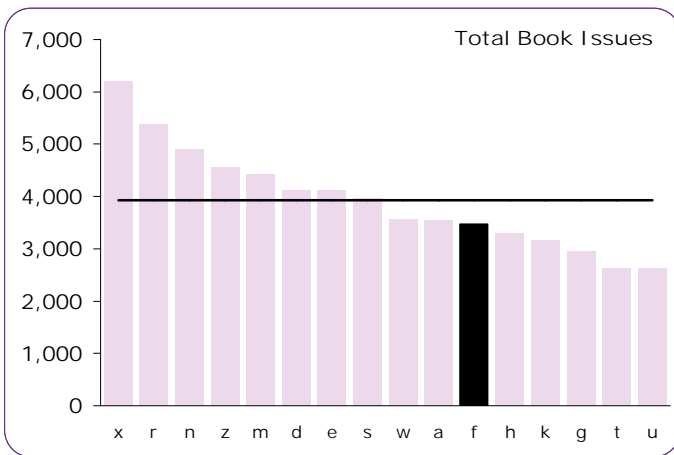
Page 24	C1: Book Issues Split by children/adult and fiction/non-fiction
Page 25	C2: Stock Turn Split by children/adult and fiction/non-fiction
Page 26	C3: Audio, Visual, Electronic & Other Issues Split by various categories
Page 28	C4: Request Service Total and online
Page 28	C5: Enquiries Total and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

# C1: Book Issues

2011-12 Actuals

	Number	/1,000 pop	Average
Adult Fiction	514,796	1,998	2,025
Adult Non-Fiction	148,352	576	757
Children's Fiction	198,049	769	970
Children's Non-Fiction	35,686	138	182
<b>Total Book Issues</b>	<b>896,883</b>	<b>3,480</b>	<b>3,933</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	57.4%	51.5%
Adult Non-Fiction	16.5%	19.3%
Children's Fiction	22.1%	24.7%
Children's Non-Fiction	4.0%	4.6%

Source: CIPFA Public Library Statistics 2012 - Cells 68 to 72

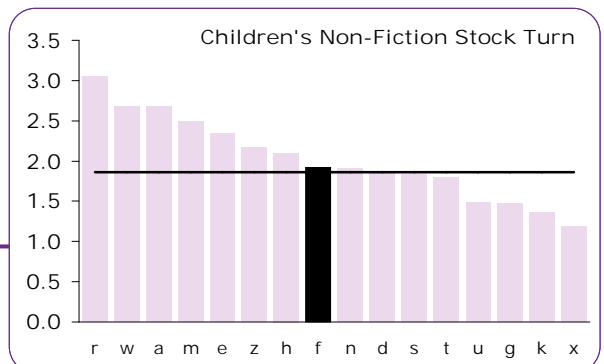
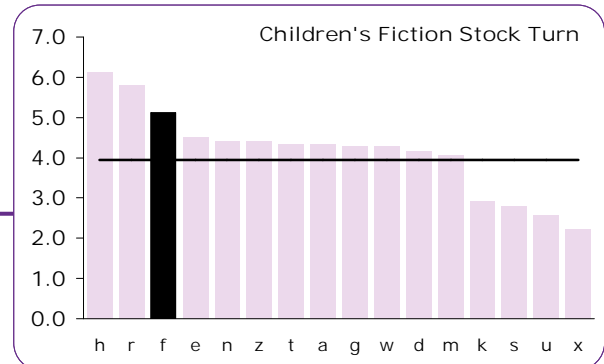
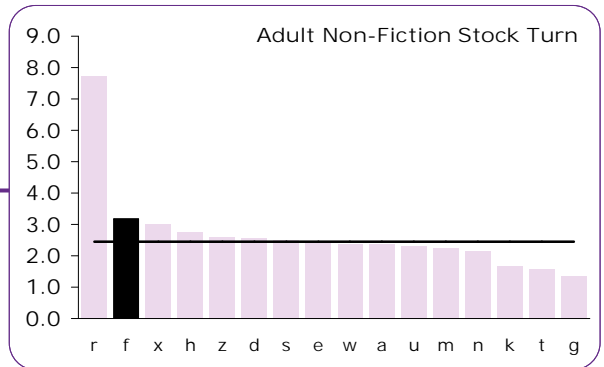
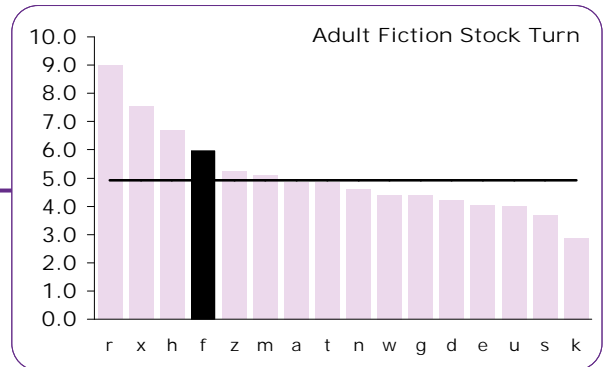
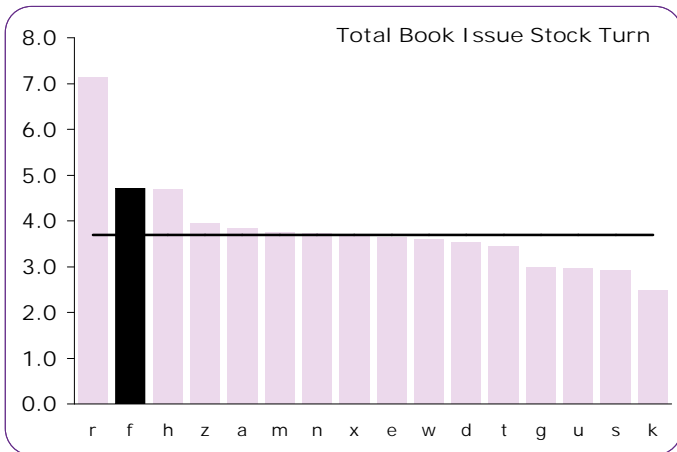


## C2: Stock Turn

2011-12 Actuals

	Number	Average
Adult Fiction	6.0	4.9
Adult Non-Fiction	3.2	2.4
Children's Fiction	5.1	3.9
Children's Non-Fiction	1.9	1.9
<b>Total Book Issues</b>	<b>4.7</b>	<b>3.7</b>

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



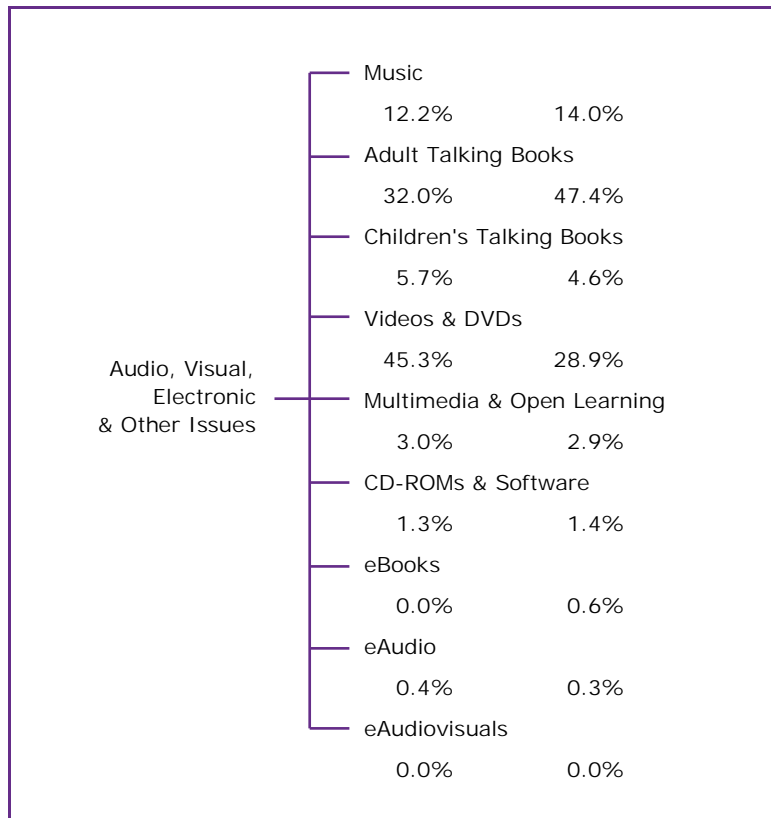
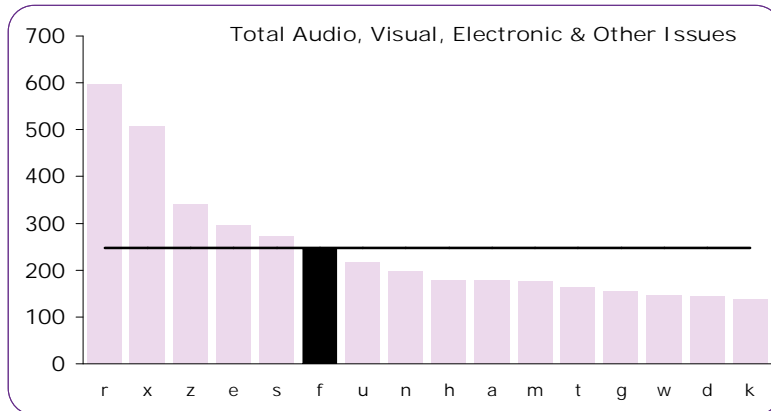
Source: CIPFA Public Library Statistics 2012 - Cells 68 to 72 divided by Cells 23 to 27 respectively

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

2011-12 Actuals

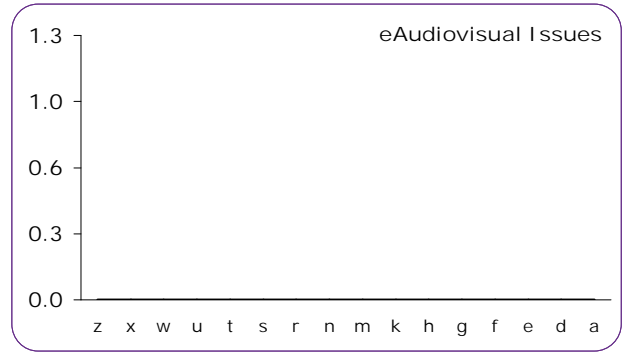
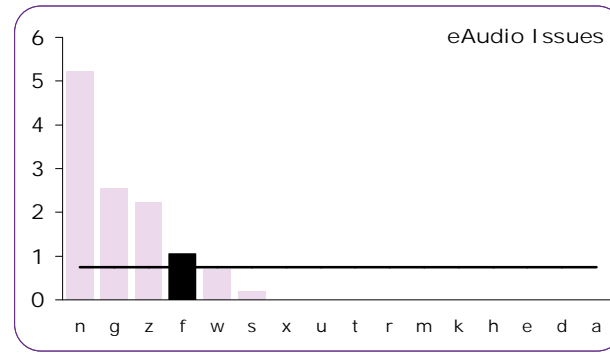
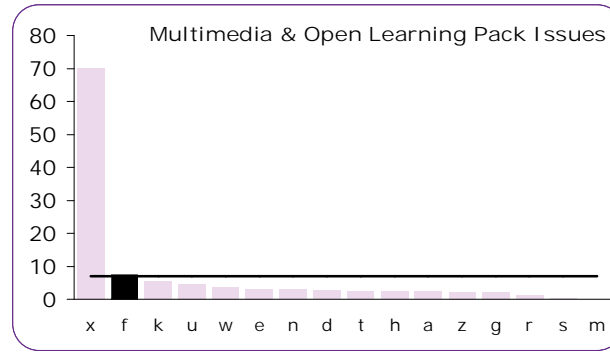
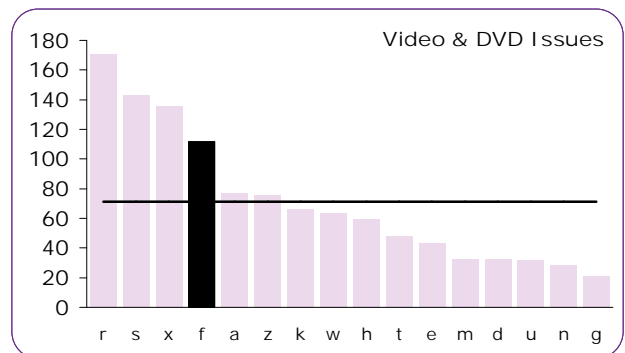
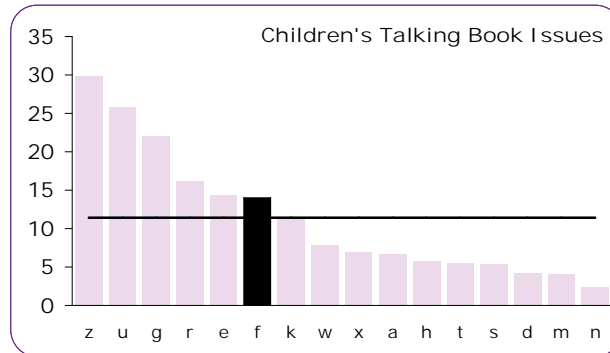
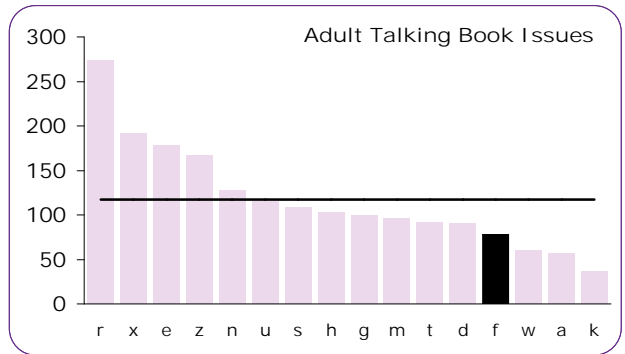
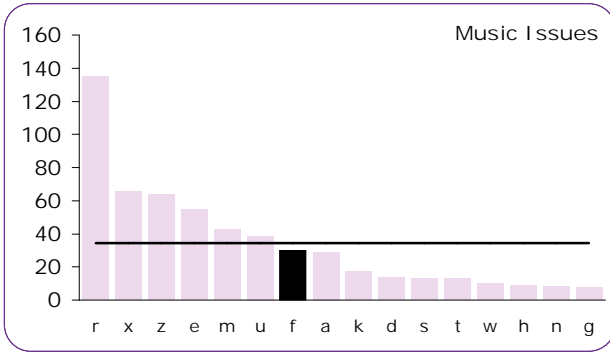
	Number	/1,000 pop	Avg
<b>Sound Recordings</b>			
Music	7,738	30.0	34.5
Adult Talking Books	20,297	78.8	117.1
Children's Talking Books	3,630	14.1	11.4
<b>Video &amp; DVDs</b>			
Video & DVDs	28,755	111.6	71.3
<b>Multimedia &amp; Open Learning</b>			
Multimedia & Open Learning	1,892	7.3	7.1
<b>CD-ROMs &amp; Software</b>			
CD-ROMs & Software	846	3.3	3.4
<b>Electronic Products</b>			
eBooks	0	0.0	1.5
eAudio	272	1.1	0.7
eAudiovisuals	0	0.0	0.0
<b>Total Audio Visual Issues</b>	<b>63,430</b>	<b>246.1</b>	<b>247.0</b>

graph shown per 1,000 population



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

graphs shown per 1,000 population

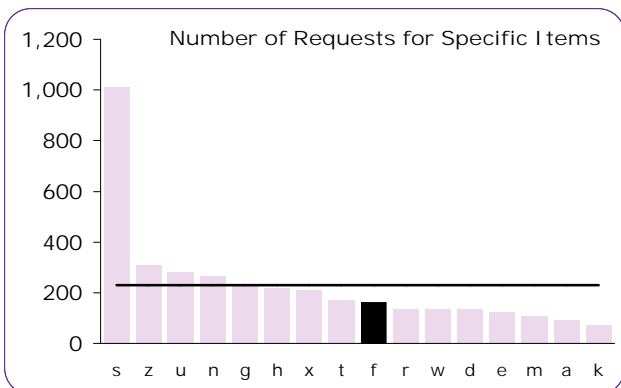


## C4: Request Service

2011-12 Actuals

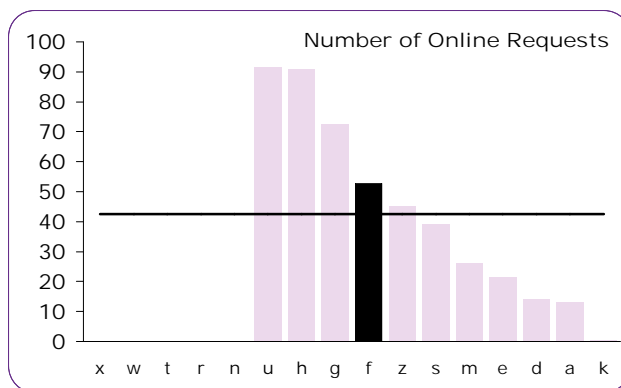
	Number	per 1,000 pop	Average
Requests	41,750	162	229

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 83

	Number	per 1,000 pop	Average
Online Requests	13,614	53	43



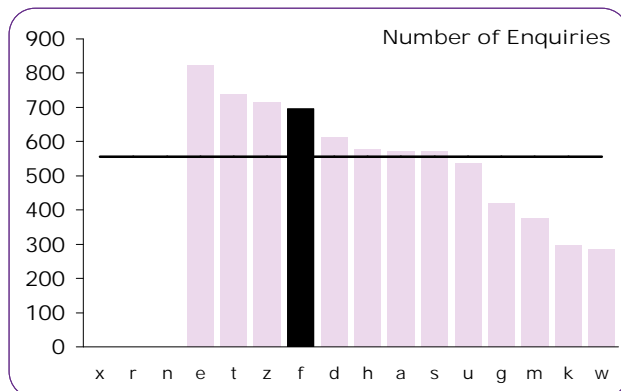
Source: CIPFA Public Library Statistics 2012 - Cell 84

## C5: Enquiries

2011-12 Actuals

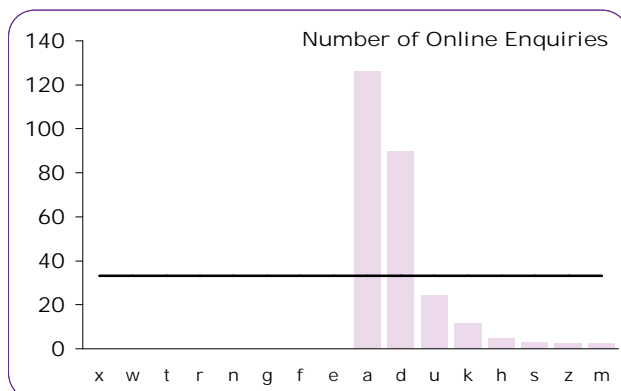
	Number	per 1,000 pop	Average
Enquiries	179,450	696	556

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 88

	Number	per 1,000 pop	Average
Online Enquiries	na	na	33.1



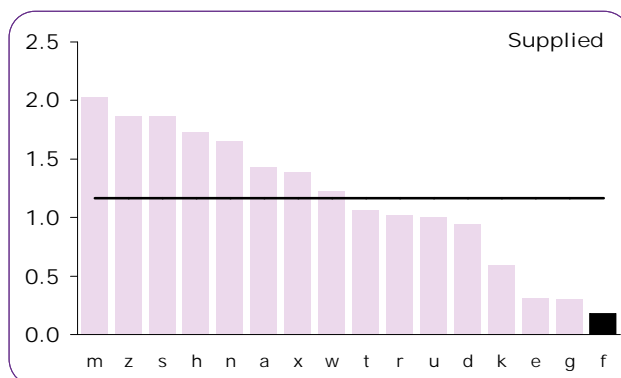
Source: CIPFA Public Library Statistics 2012 - Cell 89

## C6: Inter-Library Loans

2011-12 Actuals

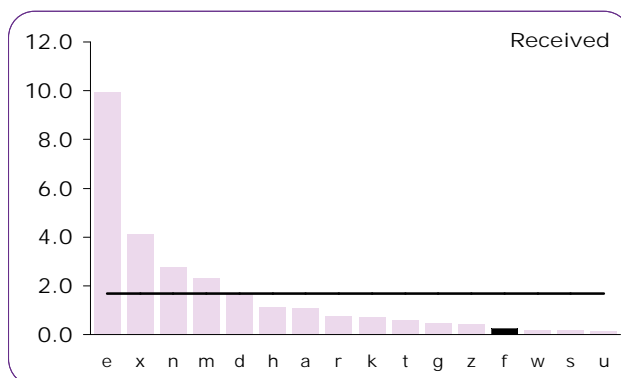
	Number	per 1,000 pop	Average
Loans Supplied	46	0.2	1.2

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 98

	Number	per 1,000 pop	Average
Loans Received	65	0.3	1.7



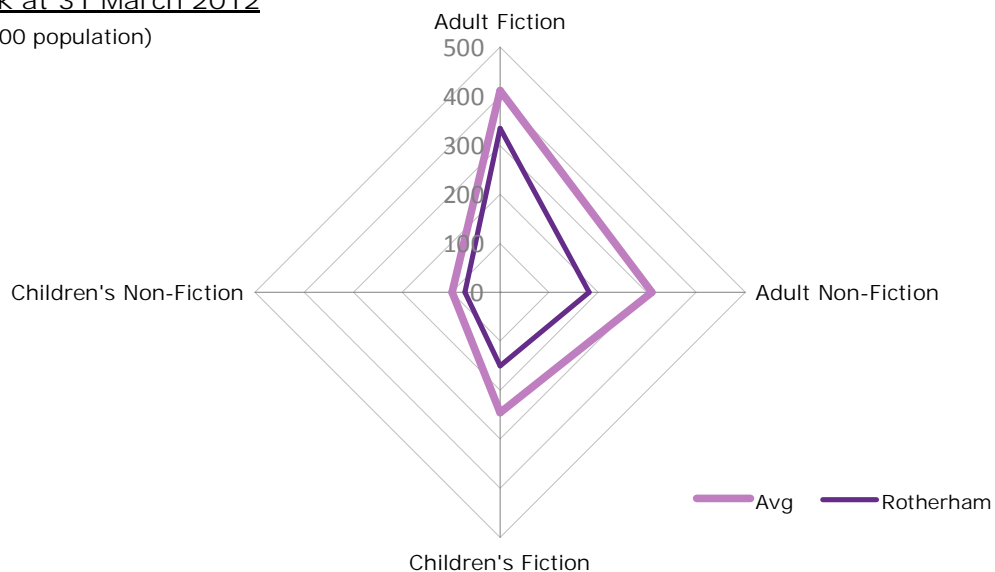
Source: CIPFA Public Library Statistics 2012 - Cell 99

## SECTION D: STOCK

- This section examines issues and stock turn for books and other items along with requests, enquiries and loans.

### Book Stock at 31 March 2012

(Stock per 1,000 population)



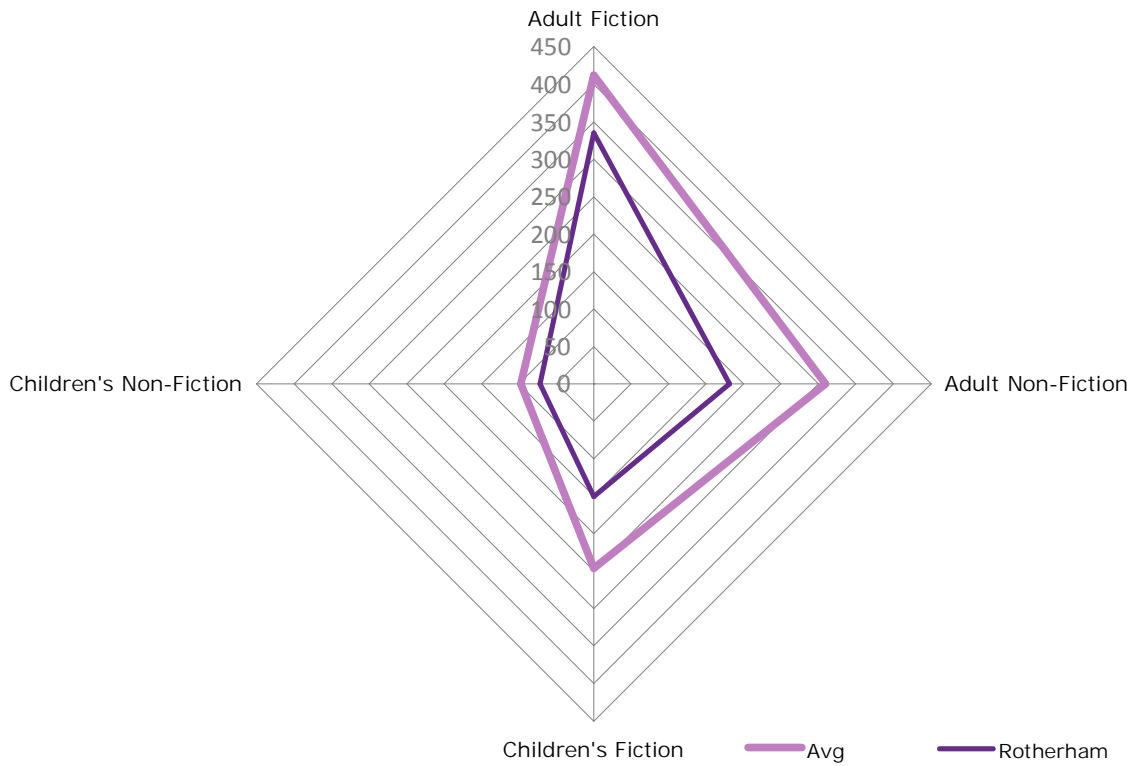
(See page 30 for details)

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

# D1: Book Stock

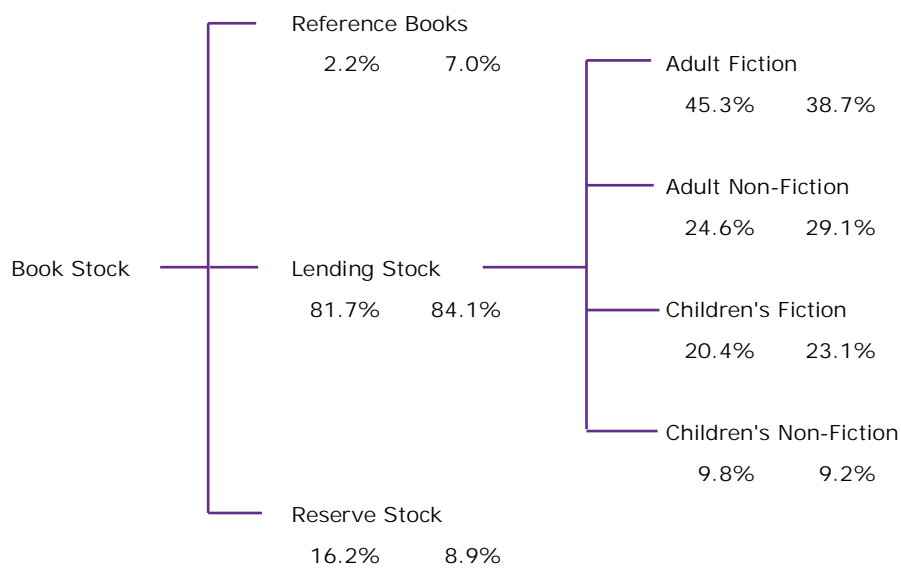
## Summary

Book Stock at 31 March 2012



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

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



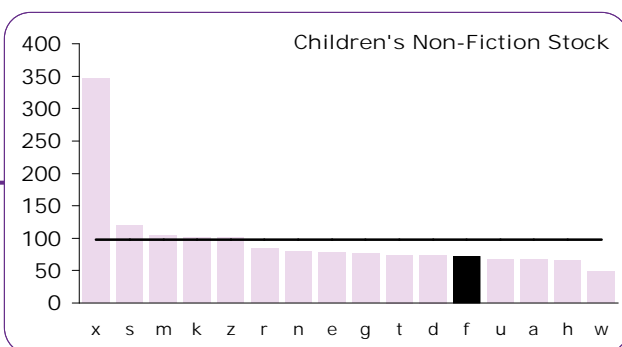
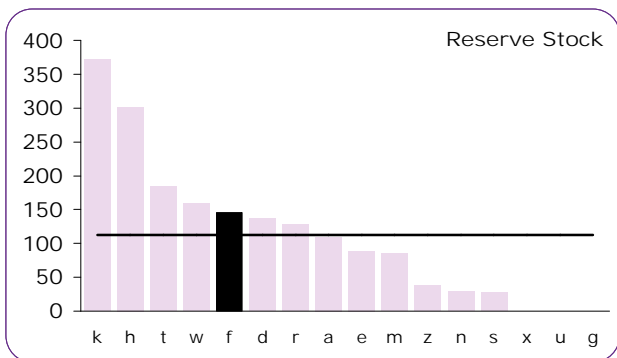
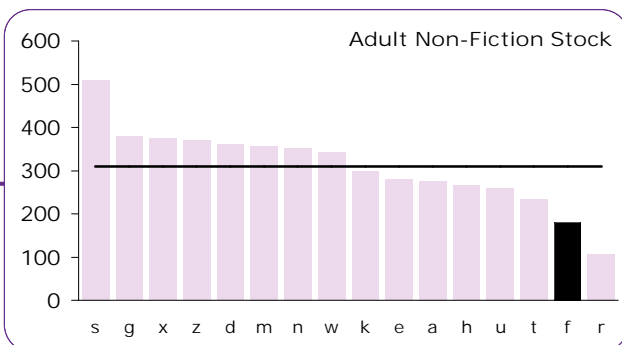
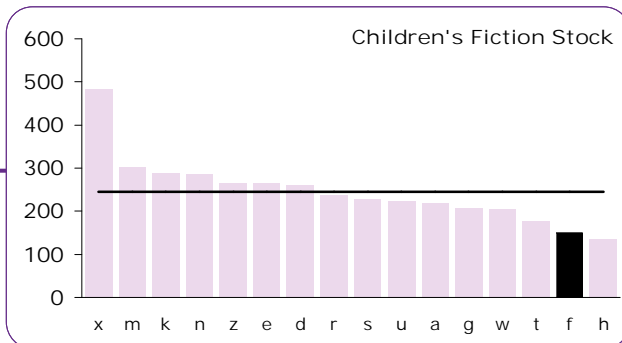
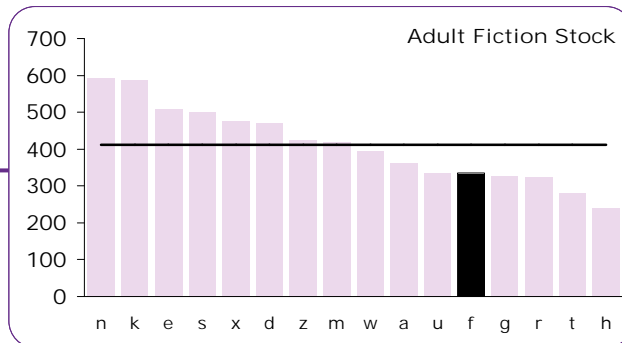
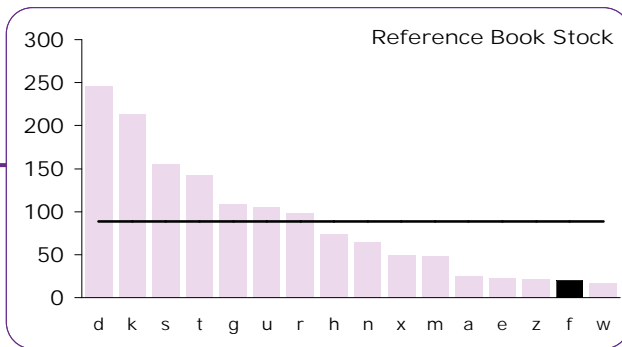
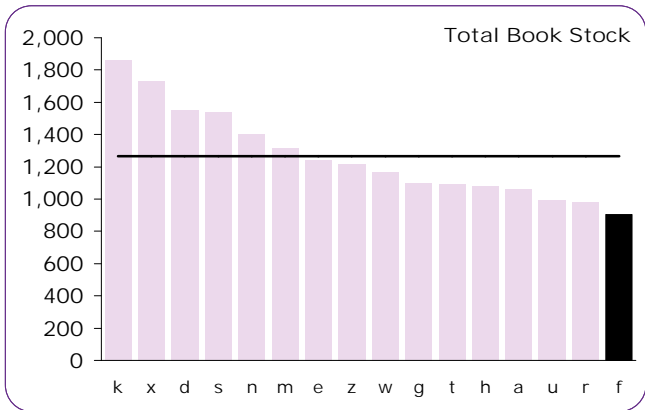
Source: CIPFA Public Library Statistics 2012 - Cells 22 to 29

# D1: Book Stock (continued)

at 31 March 2012

	No.	/1,000 pop	Avg
Reference Books	5,084	20	88
Lending Stock			
Adult Fiction	86,170	334	411
Adult Non-Fiction	46,663	181	309
Children's Fiction	38,679	150	246
Children's Non-Fiction	18,546	72	97
Reserve Stock	37,591	146	113
<b>Total Book Stock</b>	<b>232,733</b>	<b>903</b>	<b>1,265</b>

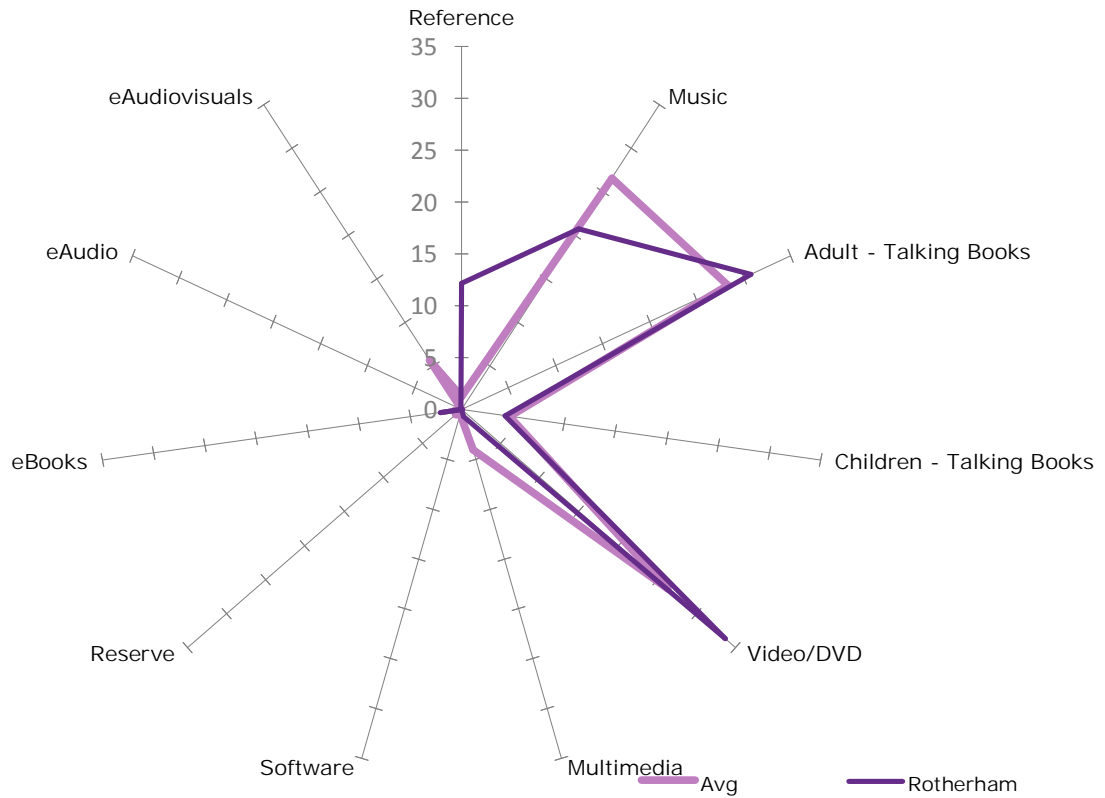
graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cells 22 to 29

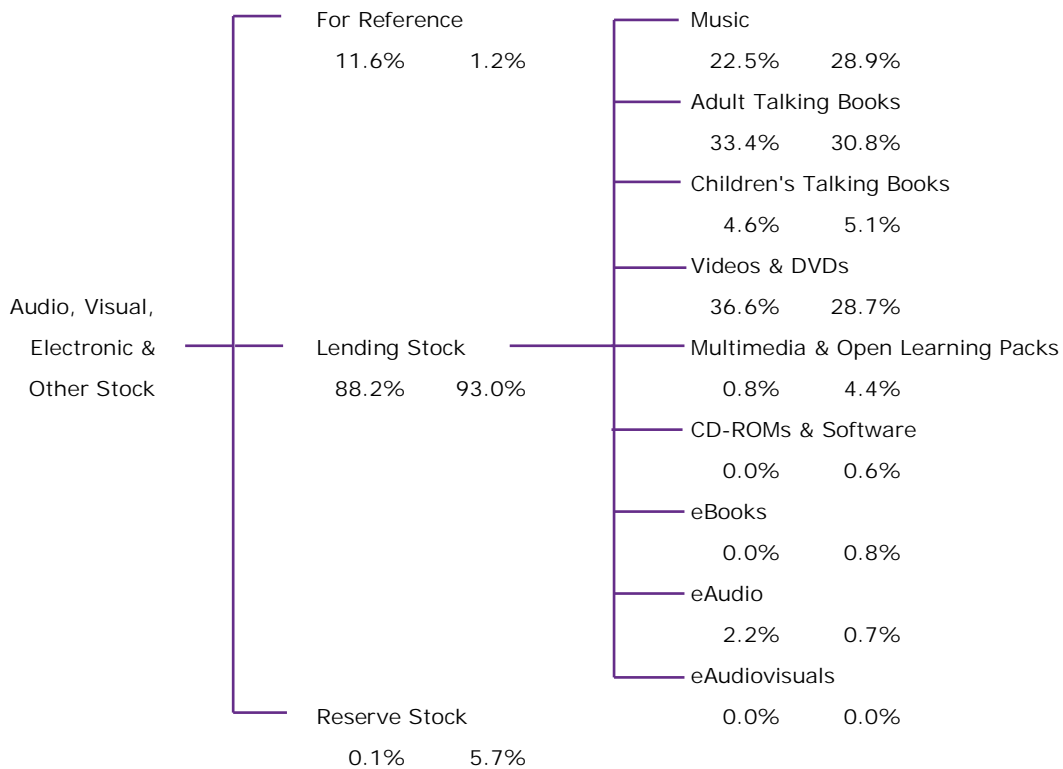
## D2: Audio, Visual, Electronic & Other Stock

Stock at 31 March 2012



• 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 2012 - Cells 37 to 49

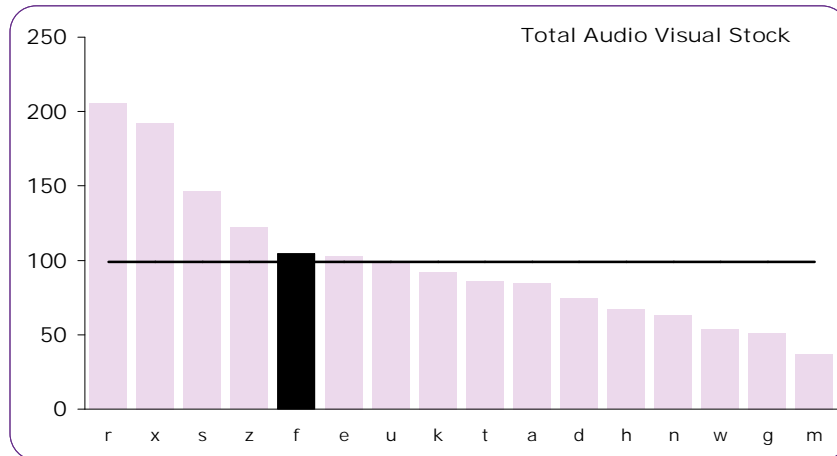


## D2: Audio, Visual, Electronic & Other Stock (continued)

at 31 March 2012

	Number	per 1,000 pop	Avg
For Reference	3,136	12.2	1.2
Lending Stock			
Sound - Music	5,338	20.7	26.6
Sound - Adult Talking Books	7,935	30.8	28.3
Sound - Children's Talking Books	1,097	4.3	4.7
Video & DVDs	8,684	33.7	26.4
Multimedia & Open Learning	182	0.7	4.1
CD-ROMs & Software	2	0.0	0.5
Electronic - eBooks	0	0.0	0.8
Electronic - eAudio	521	2.0	0.7
Electronic - eAudiovisuals	0	0.0	0.0
Reserve Stock	35	0.1	5.7
<b>Total Audio Visual Stock</b>	<b>26,930</b>	<b>104.5</b>	<b>100.1</b>

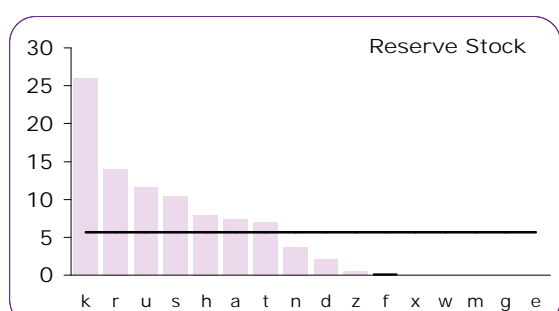
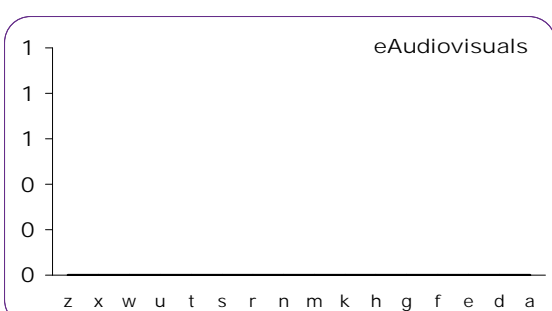
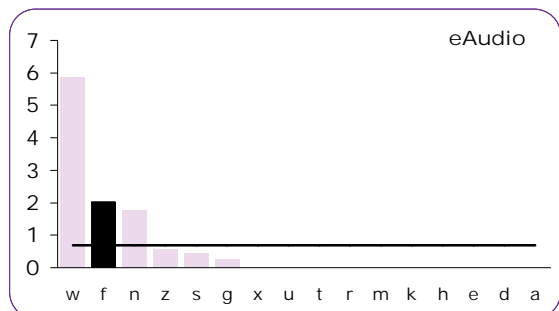
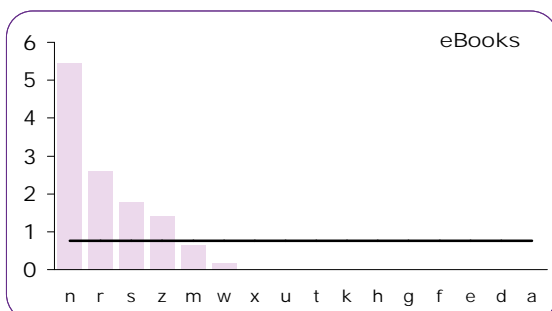
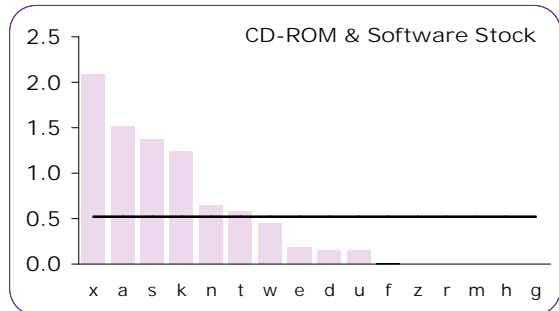
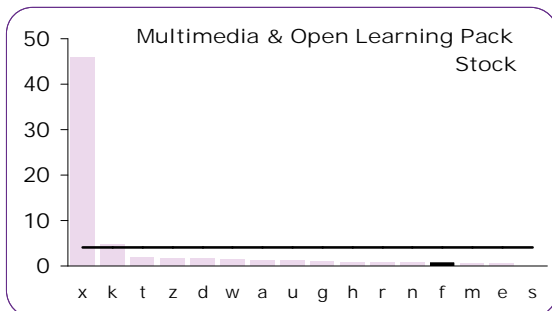
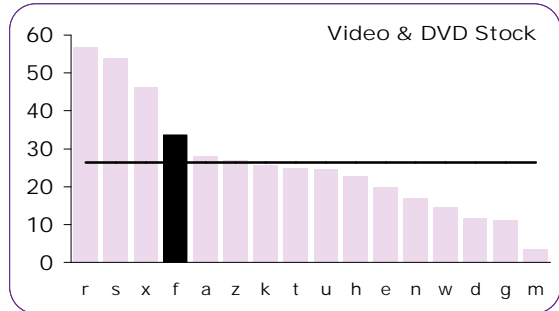
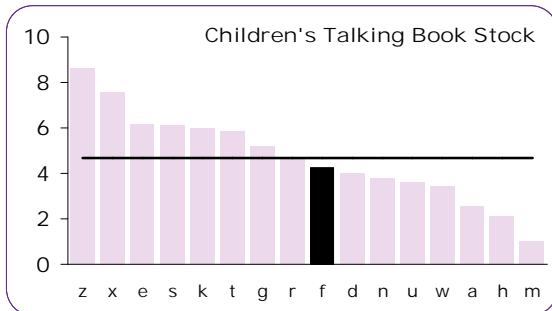
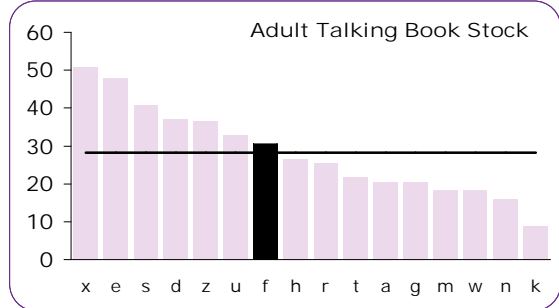
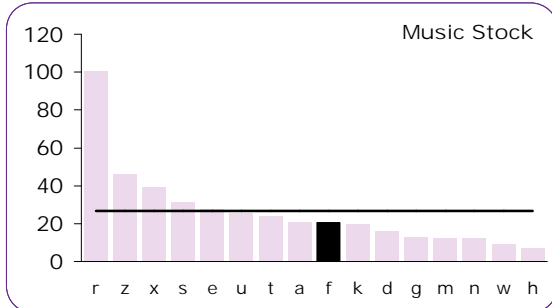
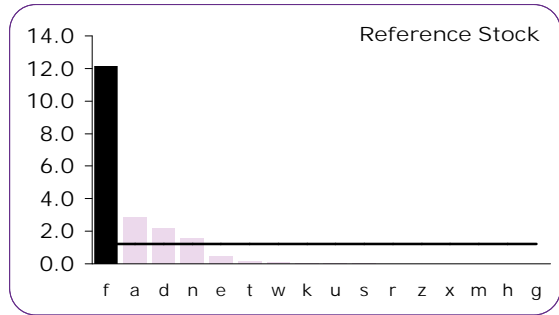
graph shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cells 37 to 49

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

graphs shown per 1,000 population



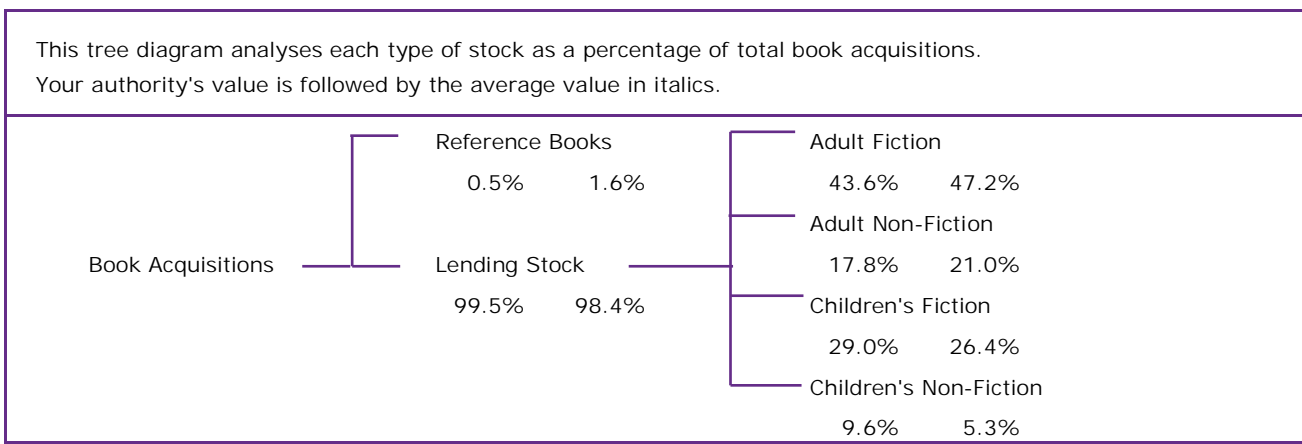
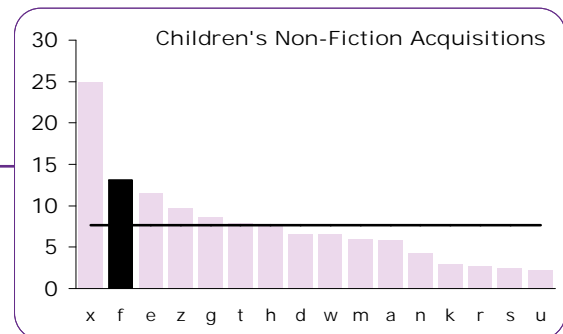
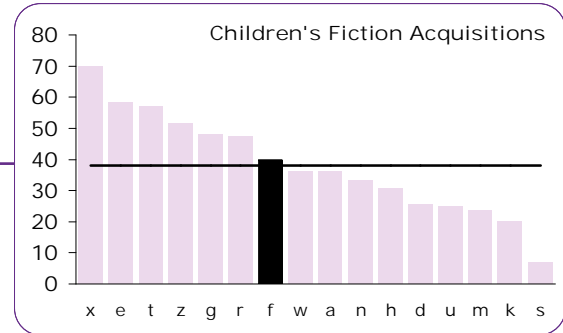
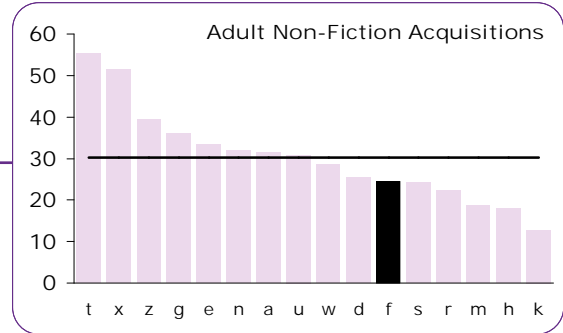
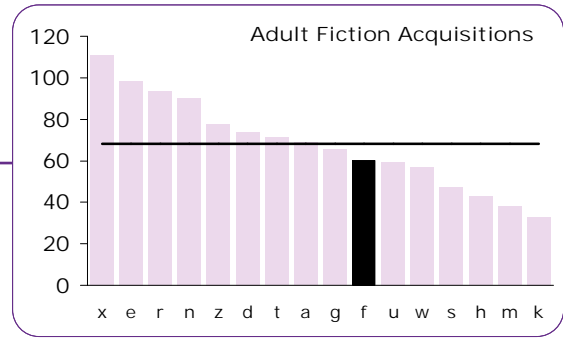
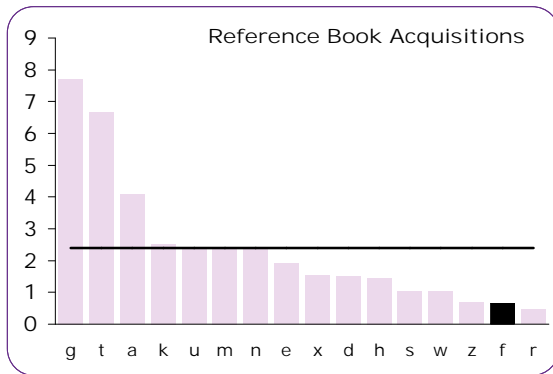
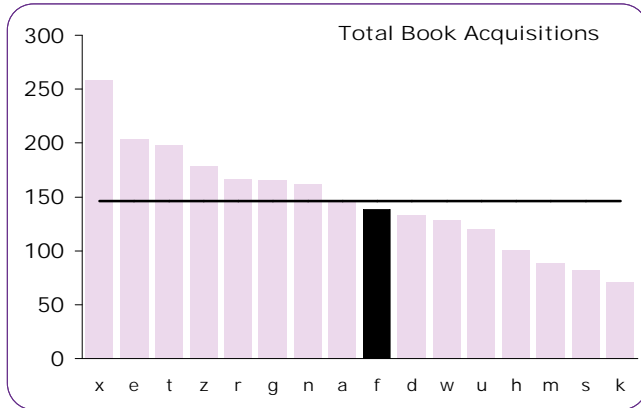
Source: CIPFA Public Library Statistics 2012 - Cells 37 to 49

# D3: Book Acquisitions

2011-12 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Average
Reference Books	169	0.7	2.4
Lending Stock			
Adult Fiction	15,474	60.0	68.0
Adult Non-Fiction	6,313	24.5	30.3
Children's Fiction	10,272	39.9	38.0
Children's Non-Fiction	3,393	13.2	7.7
<b>Total Book Acquisitions</b>	<b>35,621</b>	<b>138.2</b>	<b>146.4</b>



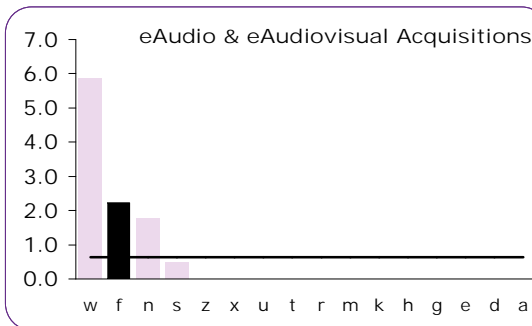
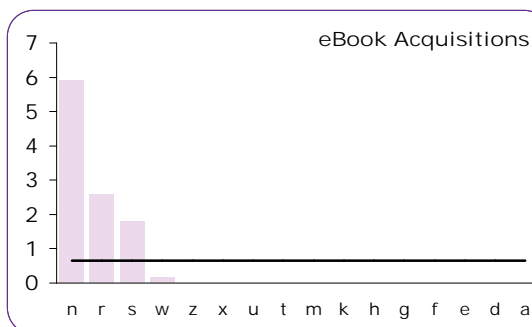
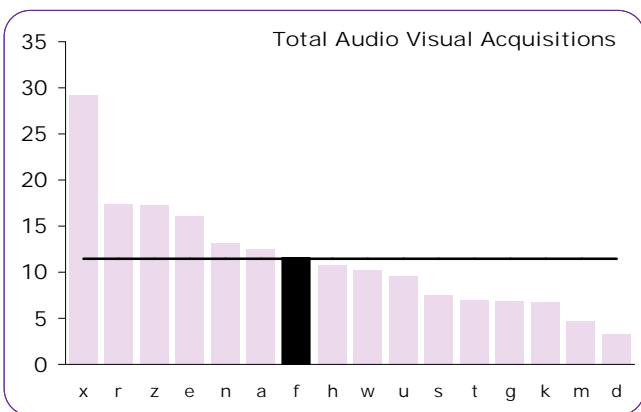
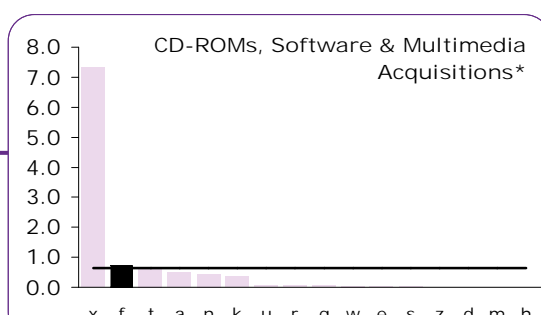
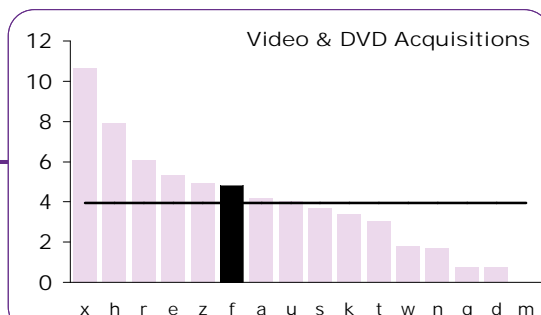
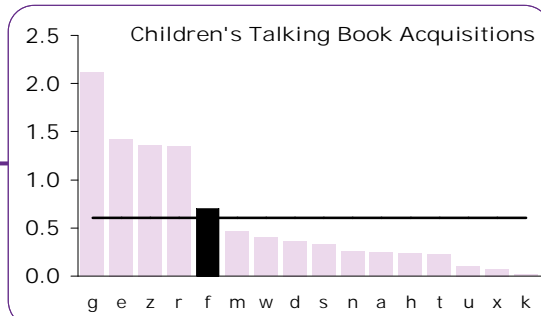
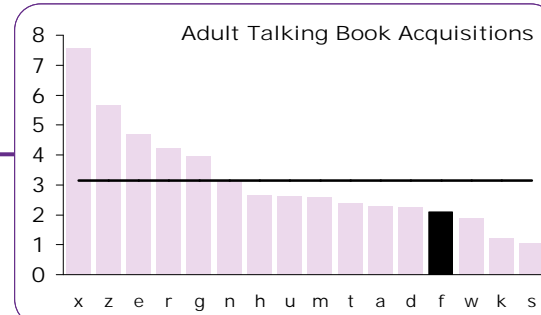
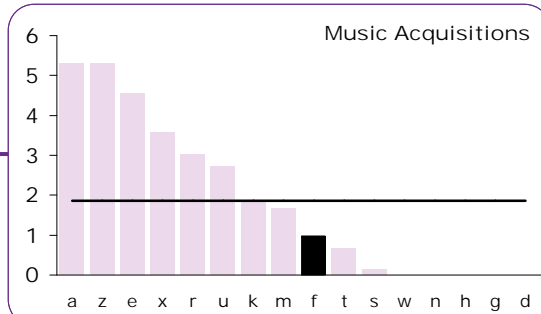
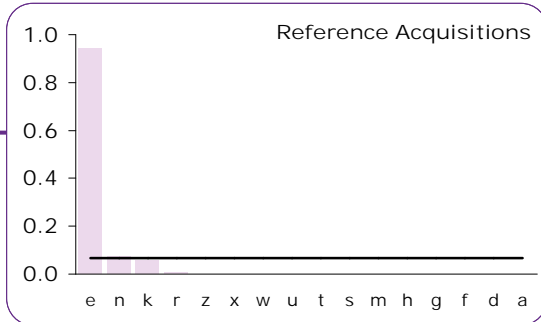
Source: CIPFA Public Library Statistics 2012 - Cells 30 to 36

# D4: Audio, Visual, Electronic & Other Acquisitions

2011-12 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Avg
For Reference	0	0.0	0.1
Lending Stock			
Sound - Music	251	1.0	1.9
Sound - Adult Talking Books	538	2.1	3.1
Sound - Children's Talking Books	181	0.7	0.6
Video & DVDs	1,249	4.8	3.9
CD-ROMs, Software & Multimedia*	189	0.7	0.6
eBooks	0	0.0	0.7
eAudio	572	2.2	0.6
eAudiovisuals	0	0.0	0.0
<b>Total Audio Visual Acquisitions</b>	<b>2,980</b>	<b>11.6</b>	<b>11.5</b>

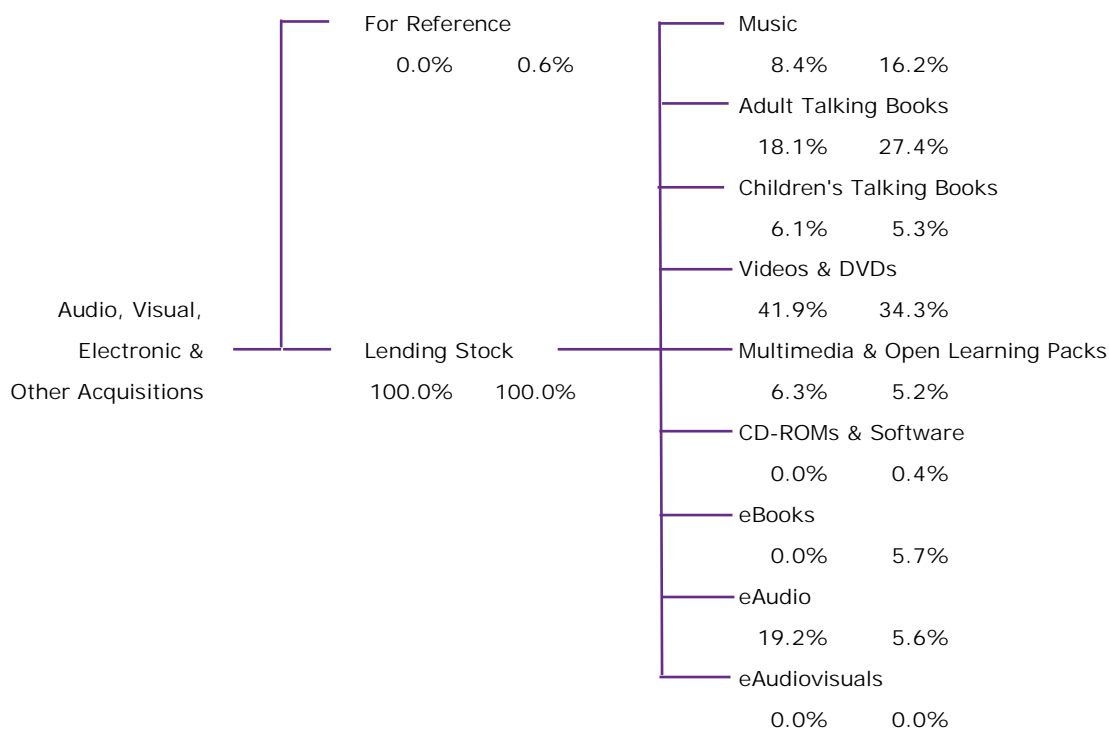


\* Includes CD-ROMs & Software, Multimedia & Open Learning

Source: CIPFA Public Library Statistics 2012 - Cells 50 to 61

## D4: Audio, Visual, Electronic & Other Acquisitions (continued)

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

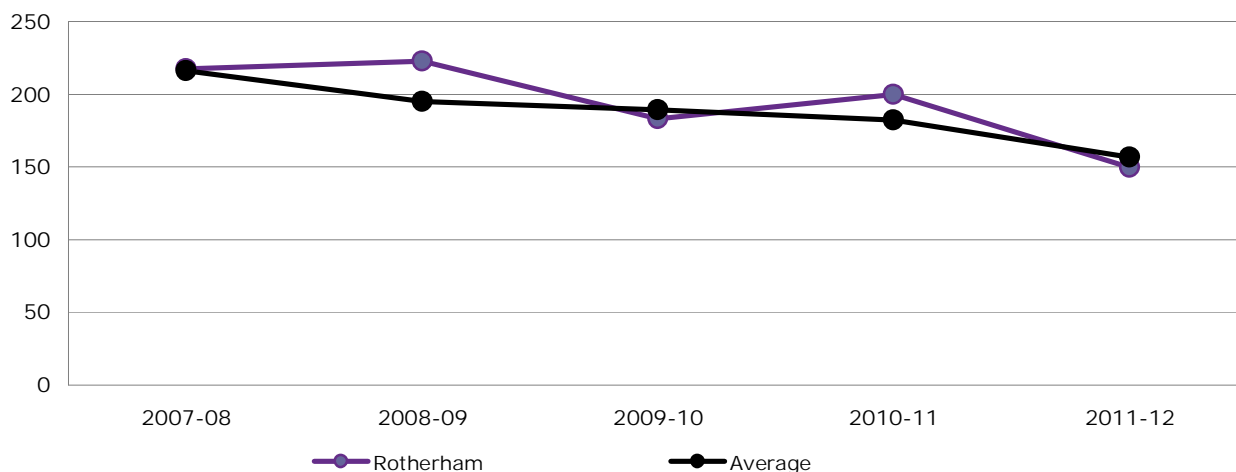


Source: CIPFA Public Library Statistics 2012 - Cells 50 to 61

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

Acquisitions	Number	per 1,000 pop	Average
2007-08	55,111	217	216
2008-09	56,563	223	195
2009-10	46,483	183	189
2010-11	50,919	200	182
2011-12	38,601	150	157

Acquisitions per 1,000 population: Time Series

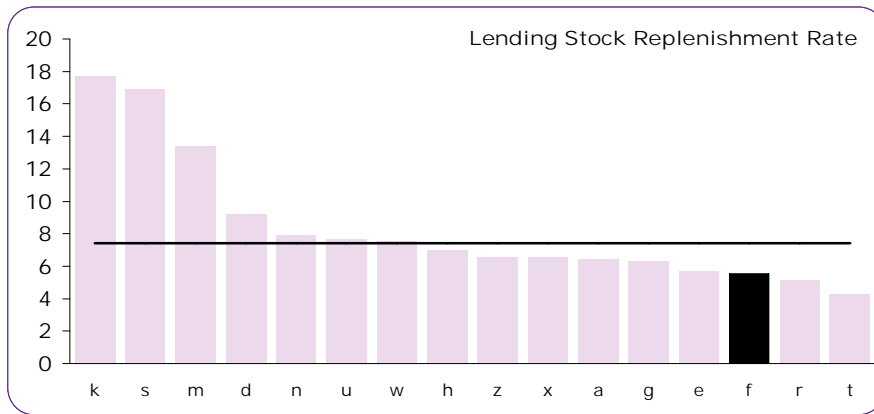


Source: CIPFA Public Library Statistics 2012 - Cells 36 & 61

## D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	5.6	7.4

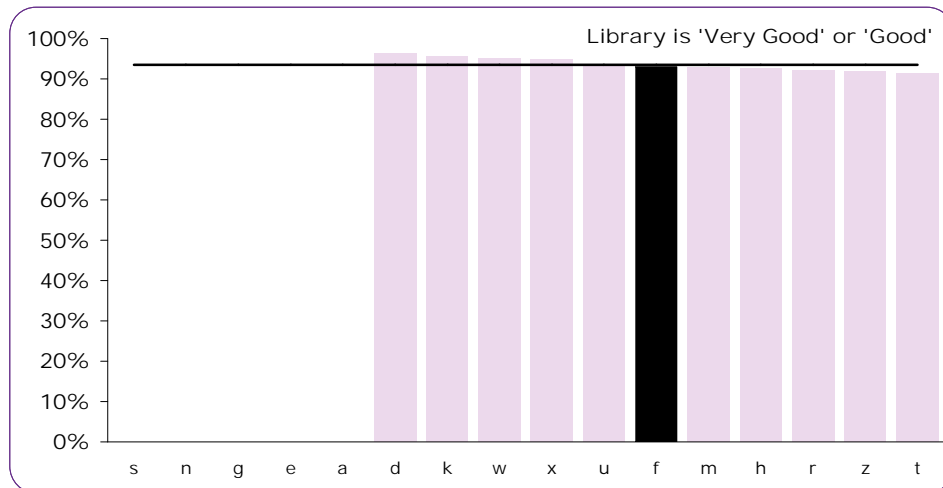
- Time taken in years to replenish the lending stock on open access or available on loan at 2011-12 rate.



Source: CIPFA Public Library Statistics 2012 - (Cell 27 + Cell 47) / (Cell 35 + Cell 60)

## SECTION E: PERFORMANCE

- The CIPFAstats Public Library Statistics primarily collect cost and quantity figures. Here we analyse the performance data included, in particular the results of the latest PLUS surveys\*.



(See page 39 for details)

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

\*Public Library Users Survey (PLUS)

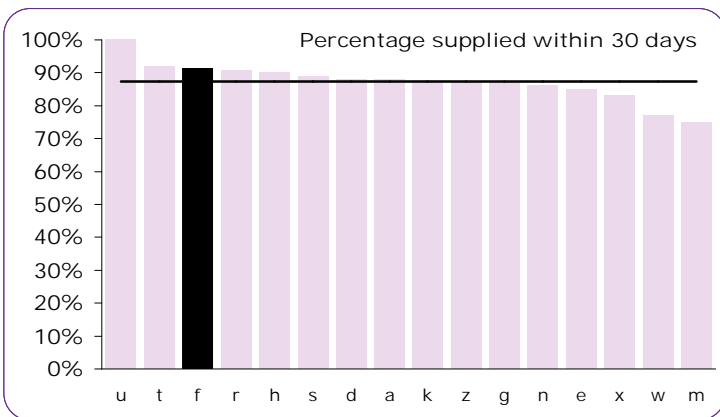
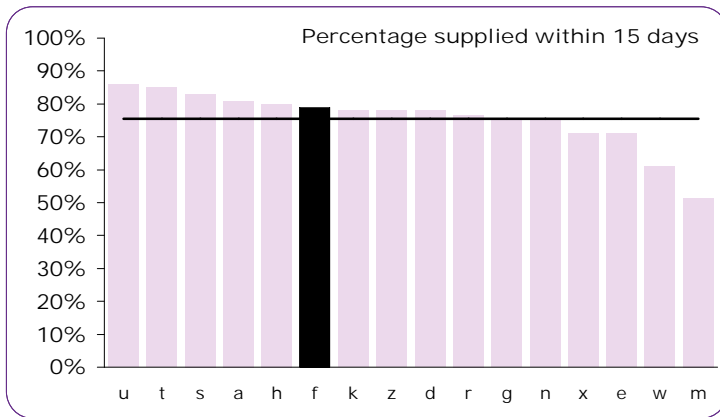
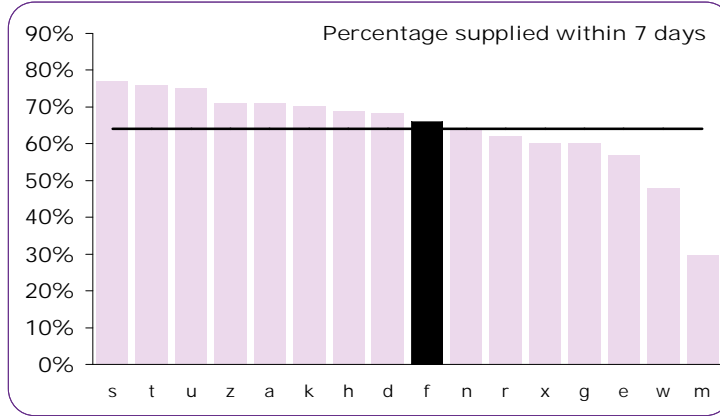
This PLUS data is the feedback from the individuals who makes use of library services. It contains the views of children, young people and adults from diverse neighbourhoods who have been surveyed on a variety of topics including books, homework and computers. Examples of the way the PLUS data is used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

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

# E1: Requests

2011-12 Actuals

Percentage Supplied	Authority	Average
within 7 days	66%	64%
within 15 days	79%	76%
within 30 days	92%	87%



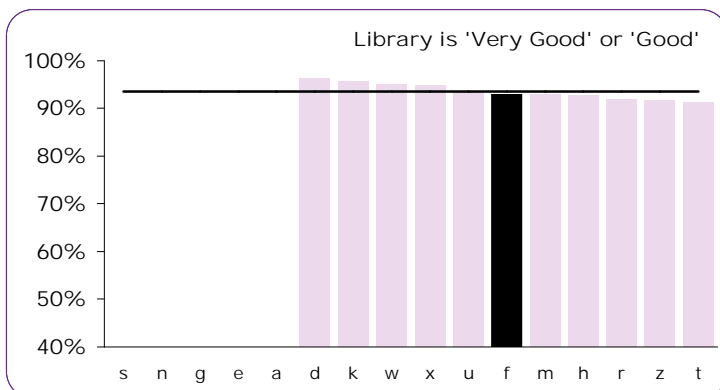
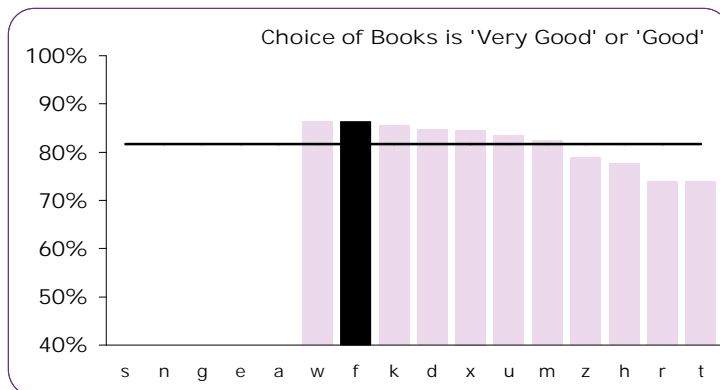
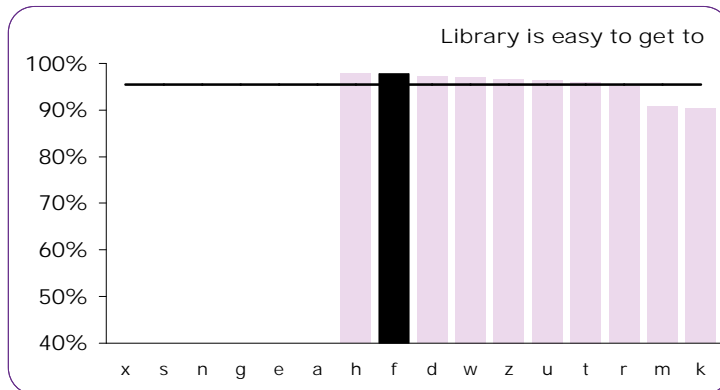
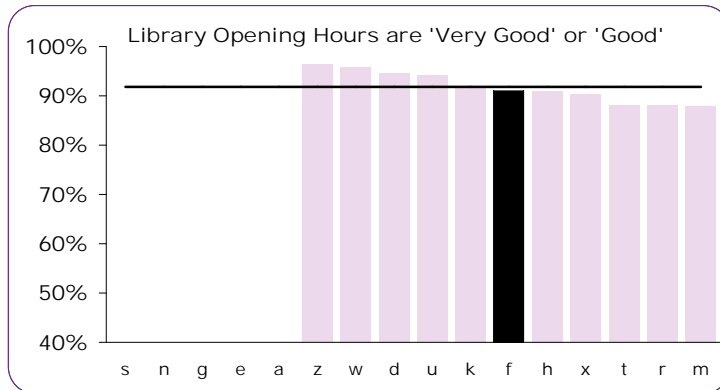
Source: CIPFA Public Library Statistics 2012 - Cells 85 to 87



## E2: Public Library User Survey (PLUS)

Over 16

Survey Year: 2009-10	Authority	Average
Proportion who view their library opening hours as 'very good' or 'good'	91%	92%
Proportion who find the library easily accessible	98%	96%
Proportion who find the choice of books as 'very good' or 'good'	86%	82%
Proportion who view their library as 'very good' or 'good'	93%	94%

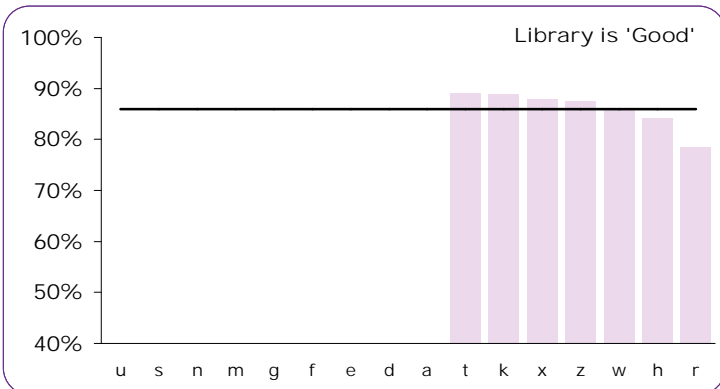
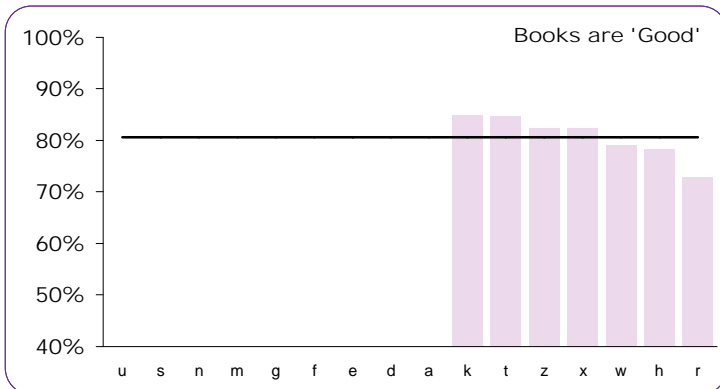
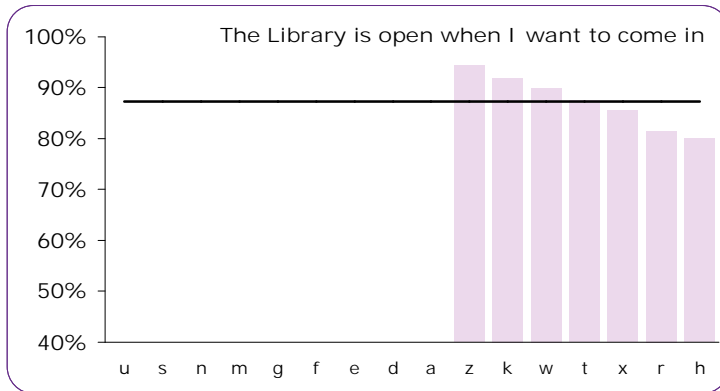


Source: CIPFA Public Library Statistics 2012 - Cells 155 to 163

# E3: Public Library User Survey (PLUS)

Under 16

Survey Year: **	Authority	Average
Proportion who view their library to have convenient opening hours	na	87%
Proportion who find it easy to access the library	na	95%
Proportion who view the books in their library as 'good'	na	81%
Proportion who view their library as 'good'	na	86%

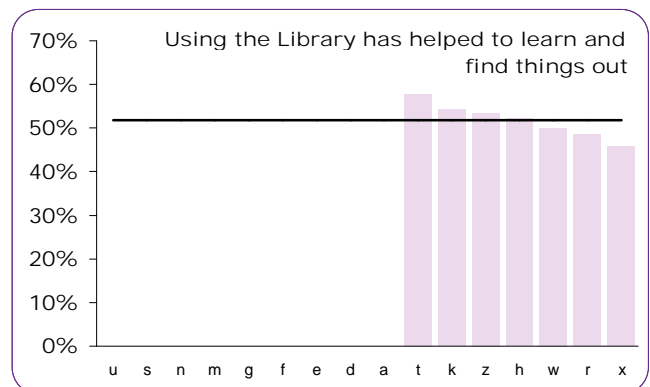
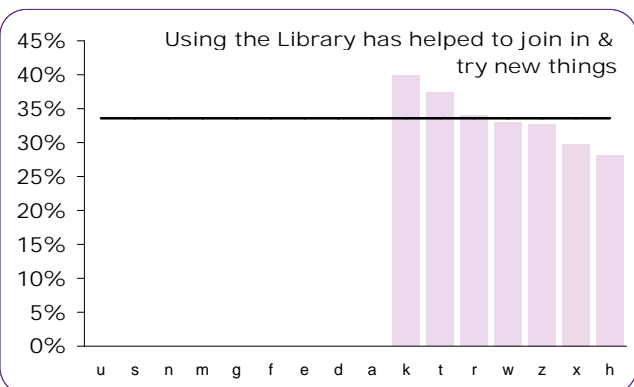
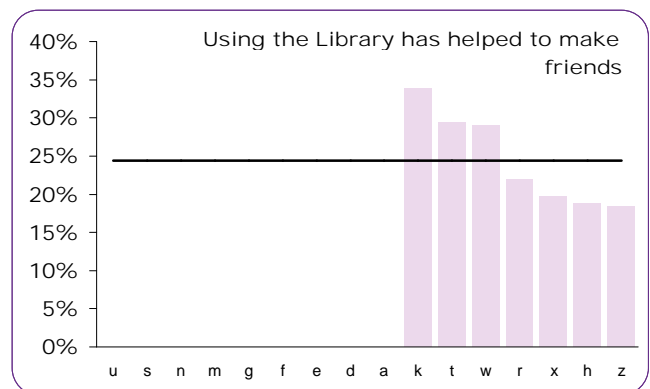
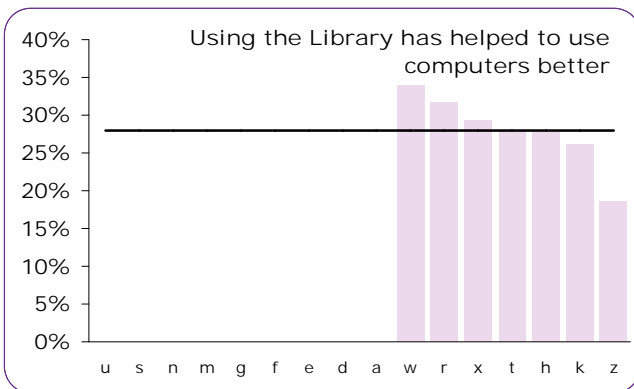
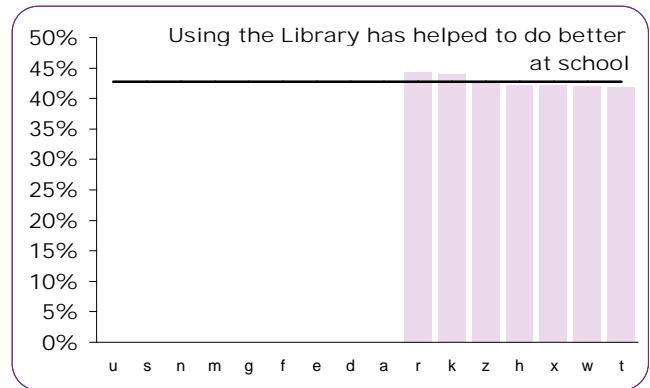
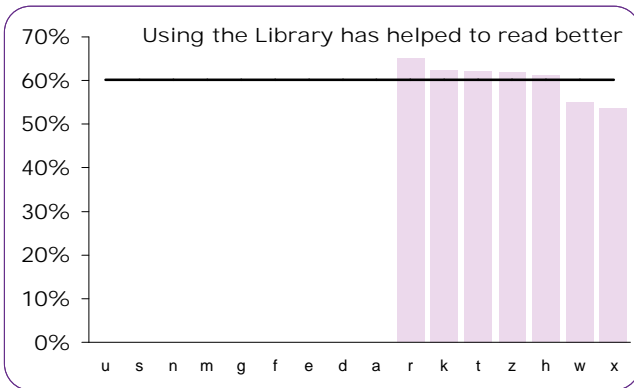


Source: CIPFA Public Library Statistics 2012 - Cells 155 to 163

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

Under 16 (continued)

Proportion who view their library to have helped them	Authority	Average
Read better	na	60%
Do better at school	na	43%
Use computers better	na	28%
Make friends	na	24%
Join in and try new things	na	34%
Learn and find things out	na	52%



Source: CIPFA Public Library Statistics 2012 - Cells 165 to 170

If there are no figures for your authority in Section E2 & E3, your authority may not have taken part in the PLUS surveys recently. For more information contact [socialresearch@cipfa.org](mailto:socialresearch@cipfa.org)

# APPENDICES

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

## APPENDIX 1 - Comparative Bar Charts

Page 45

The report makes a great deal of use of one simple type of chart that is used by many organisations including the consultants McKinsey & Co. to display data simply and effectively. This section provides a detailed overview of the chart and instructions on how to read the charts to get the most out of them.

## APPENDIX 2 - Background Information

Page 48

This appendix provides comparisons for educational achievement, deprivation, area, population and population density as all these can have an impact on libraries planning.

## APPENDIX 3 - Financial Information

Page 50

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

## APPENDIX 4 - Other CIPFA Libraries Services

Page 52

Links to other services that CIPFA provides for library authorities.

## APPENDIX 5 - Contact Us!

Page 52

Let us know what you think and how we can make the profile more useful.

# APPENDIX X 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

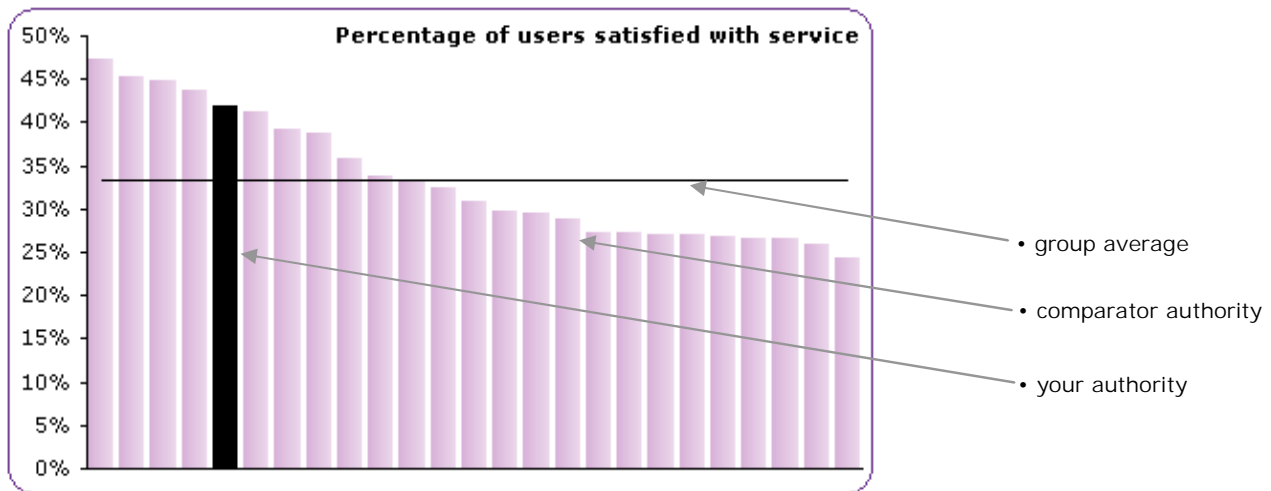
This chart displays fictional user satisfaction data for 25 authorities. Each bar represents an individual authority and the bar for the reader's authority highlights in black.

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.

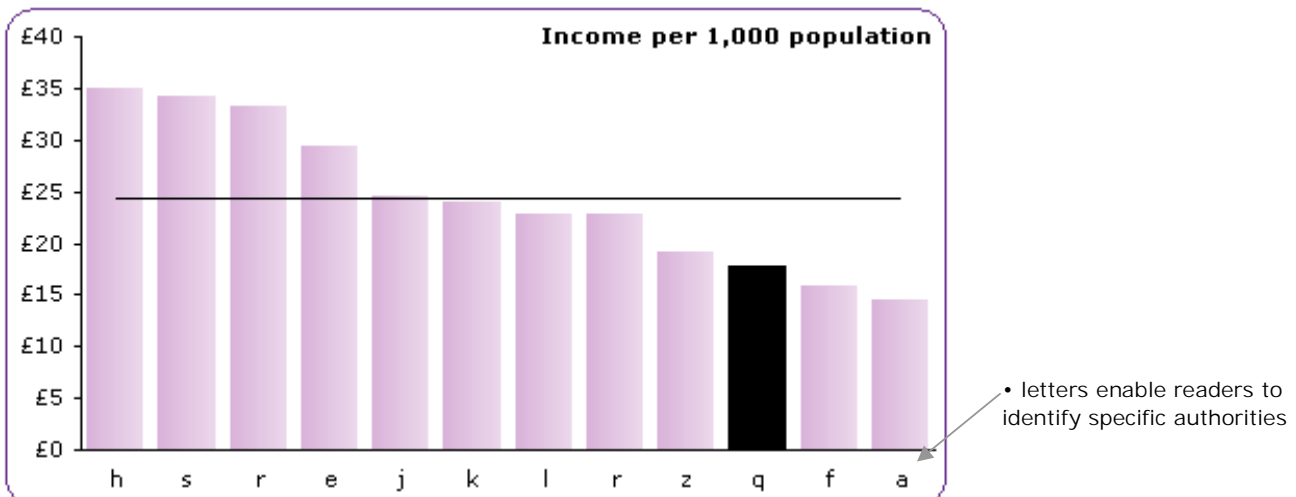


### Example 2: Comparative bar charts for reports with small numbers of authorities

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

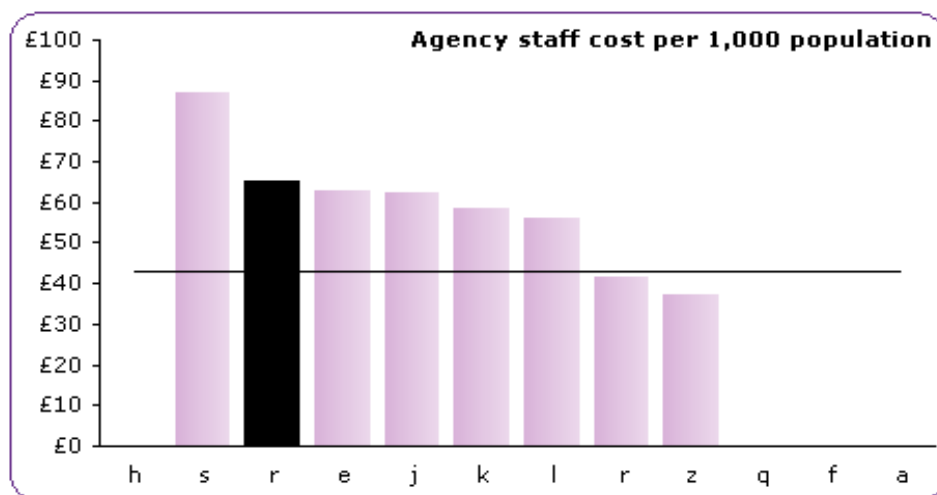
Zero values: In some cases the value for any authority might be zero, in this case the value 'displays' as a bar of zero height (i.e. no bar) on the right of the distribution (which follows the pattern of lowest values to the right of the chart).

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.

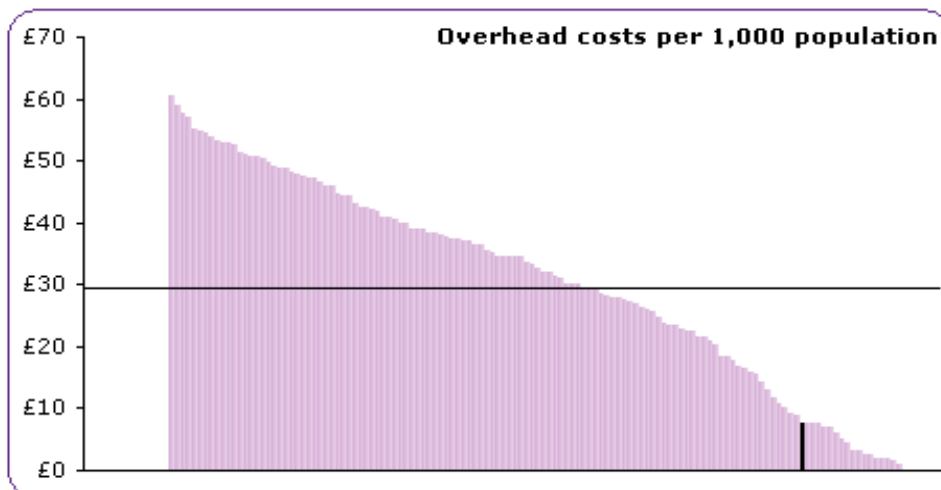


### Example 4: Comparisons with large numbers of authorities

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.

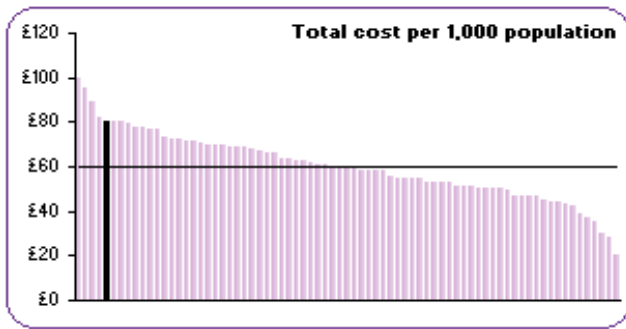
This chart shows fictional overhead costs for 150 authorities. By looking at the shape of the graph and position of the black bar and average line the following information can be observed.

- 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.

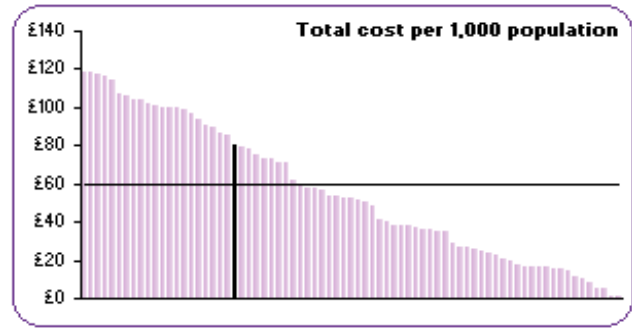


Examples 5-8: Example distributions and help in interpreting them

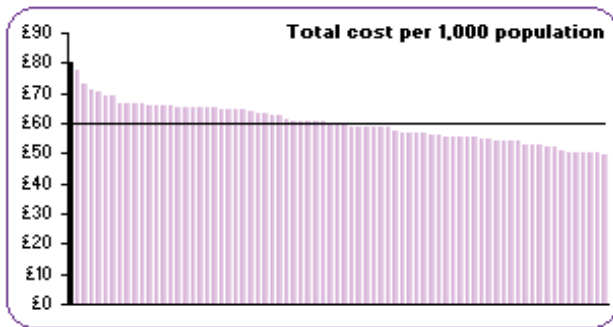
The distributions of values shown on the charts can vary greatly. Here we show some examples to help readers understand how the distributions can vary. In each case we will keep the black bar authority's value the same and the group average the same, however the shape of the graph and distribution of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



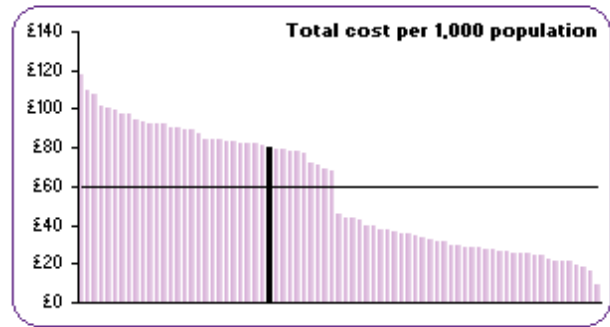
- This chart shows a very common distribution (which a statistician would appropriately call the 'normal' distribution).
- While there is a wide range of values (20-100) the majority of authorities are in a much tighter range (about half are between 50 and 70).
- In this particular case the highlighted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

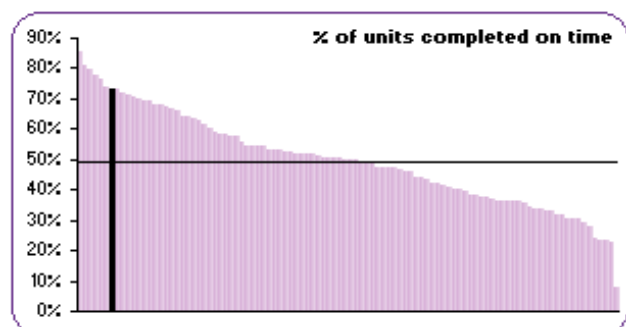
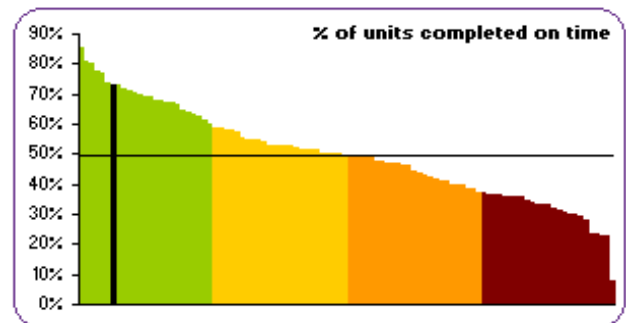
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

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.

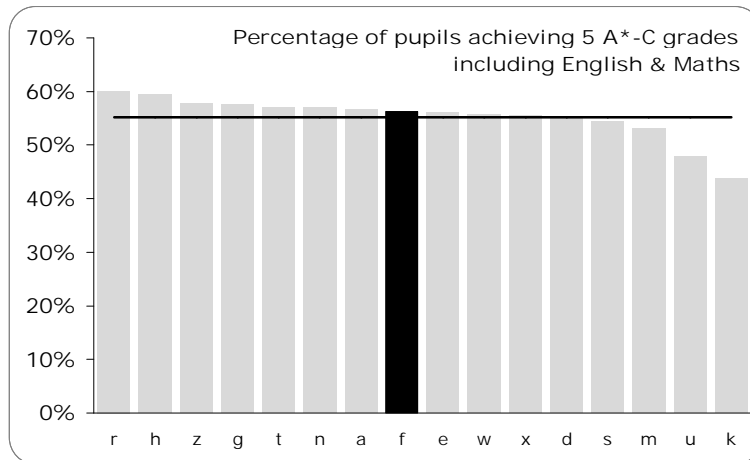
We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the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



# APPENDIX 2 - Background Information

## Educational Attainment

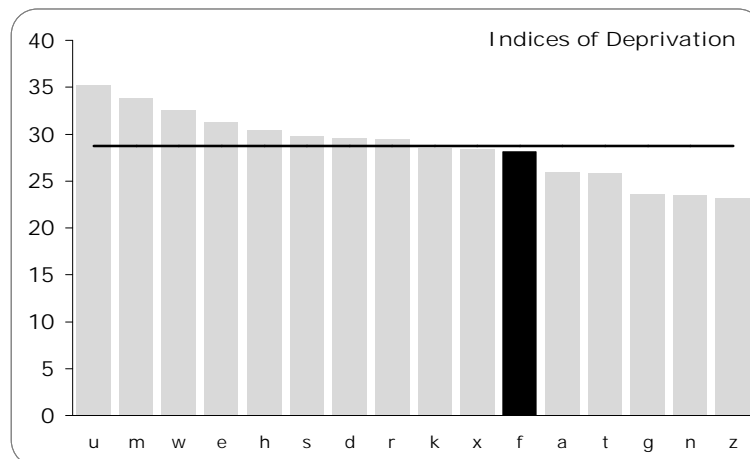
		Average
Educational Attainment	56.3%	55.2%



Source: CIPFA Children's Services Actuals Statistics 2010-11 - Column 313

## Deprivation

		Average
Index of Deprivation	28.1	28.7



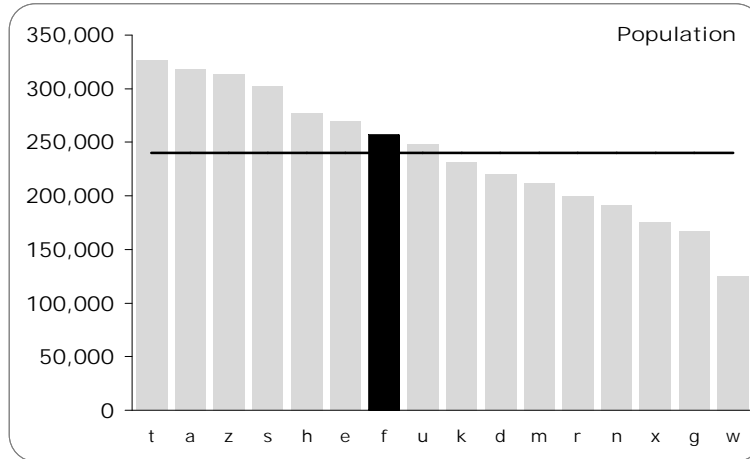
- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010



## Population

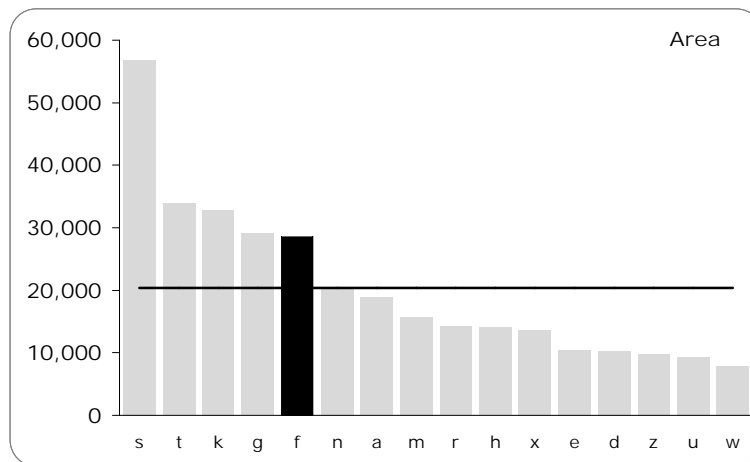
		Average
Population	257,700	239,813



Source: ONS Mid 2011 Population Estimates

## Area

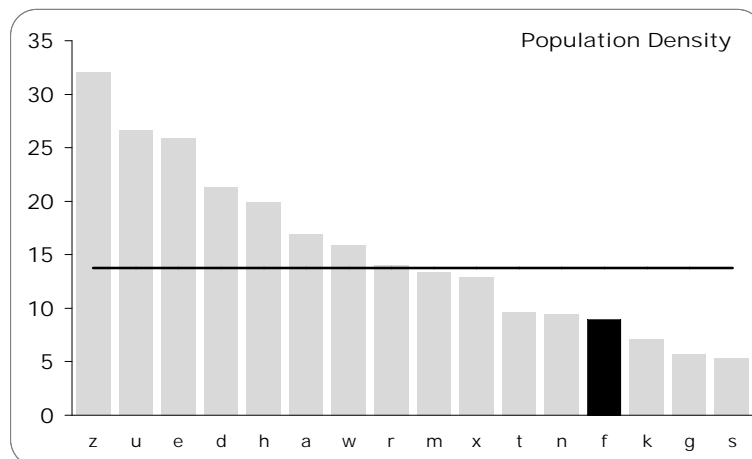
		Average
Area	28,654	20,368



Source: ONS Area 2011

## Population Density

		Median
Population Density	9.0	13.7



## APPENDIX 3 - Financial Information

For Rotherham Metropolitan Borough Council  
Financial Information 2011-12 (Actuals)

Revenue Expenditure	£	per 1,000 pop	Average
Employees	2,016,025	7,823	8,399
Premises	538,458	2,089	2,365
Supplies & Services			
Books & Pamphlets			
- Reference	17,350	67	154
- Adult Fiction	149,188	579	538
- Adult Non-Fiction	76,923	298	270
- Children's Fiction	26,883	104	164
- Children's Non-Fiction	4,333	17	49
Newspapers, Periodicals & Magazines	19,318	75	81
Sound Recordings <sup>1</sup>	25,596	99	139
Videos, DVDs, CD-ROMs, Software & Multimedia <sup>2</sup>	19,373	75	57
Electronic & Online Products <sup>3</sup>	24,443	95	132
Other Acquisitions	7,526	29	15
Bookbinding	0	0	3
<b>Total Materials</b>	<b>370,933</b>	<b>1,439</b>	<b>1,602</b>
Computing Costs	173,956	675	495
Other Supplies & Services	167,807	651	744
Transport	61,490	239	168
Third Party Payments	0	0	249
Support Service Costs	254,753	989	2,110
<b>Total Revenue Expenditure</b>	<b>3,583,422</b>	<b>13,905</b>	<b>16,131</b>

Revenue Income	£	per 1,000 pop	Average
Overdue Charges	(12,592)	(49)	(116)
Reservation Fees	(322)	(1)	(11)
Lettings	(4,006)	(16)	(81)
Hire of Audio & Visual Materials	(27,829)	(108)	(91)
Electronic Revenue	(14)	(0)	(18)
Specific Grants	0	0	(138)
Provision of Library Services to other Local Authorities	0	0	(11)
Miscellaneous - receipts from the public	(32,292)	(125)	(198)
Miscellaneous - corporate income	(1,070)	(4)	(159)
<b>Total Revenue Income</b>	<b>(78,125)</b>	<b>(303)</b>	<b>(823)</b>

Net Expenditure (excluding Capital Charges)	3,505,297	13,602	15,308
Capital Charges	194,492	755	1,420
<b>Total Net Expenditure (including Capital Charges)</b>	<b>3,699,789</b>	<b>14,357</b>	<b>16,728</b>

<b>Total Capital Expenditure</b>	<b>710,402</b>	<b>2,757</b>	<b>1,862</b>
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<sup>1</sup> Includes Music, Adult Talking Books and Children's Talking Books (Cells 108 to 110)

<sup>2</sup> Includes Video Recordings & DVDs, Multimedia & Open Learning Packs and CD-ROMs & Software (Cells 111 to 113)

<sup>3</sup> Includes eBooks, eAudio, eAudiovisual and Online / Electronic Products (Cells 114 to Cell 117)

## Financial Information 2012-13 (Estimates)

Revenue Expenditure	£	per 1,000 pop	Average
Employees	2,090,709	8,113	8,060
Premises	694,457	2,695	2,250
Supplies & Services - Materials	474,101	1,840	1,659
Other Expenditure	788,927	3,061	3,478
<b>Total Revenue Expenditure</b>	<b>4,048,194</b>	<b>15,709</b>	<b>15,447</b>
Revenue Income	(117,092)	(454)	(827)
Net Expenditure (excluding Capital Charges)	3,931,102	15,255	14,620
Capital Charges	194,492	755	1,246
<b>Total Net Expenditure (including Capital Charges)</b>	<b>4,125,594</b>	<b>16,009</b>	<b>15,865</b>

## APPENDIX 4 - Other CIPFA Libraries Services

- CIPFA Public Library Statistics

CIPFA are the leading independent source of data about local government services, undertaking more than 30 surveys annually. We have been collecting data relating to public libraries for more than fifty years. The data collected represents the most comprehensive source of information relating to measuring the performance of public library authorities in the UK.

A working group of local authority practitioners and central government representatives meet bi-annually to help shape the direction of the questionnaire and data that is collected to ensure that it is continually adapted to remain relevant in an ever-changing environment.

Datasets provide financial and non-financial information for local government managers engaged in comparative analysis and performance measurement. Subscribers to [www.cipfastats.net](http://www.cipfastats.net) have access to our historical archive of downloadable data in addition to a range of interactive and visual tools to help with further analysis.

[www.cipfastats.net/leisure/publiclibrary](http://www.cipfastats.net/leisure/publiclibrary)

- CIPFA Public Library User Survey (PLUS)

CIPFA have been developing and supporting a range of library survey tools, enabling authorities to collect feedback from users of their services, since 1995. This began with the launch of PLUS in 1995, which was followed by Children's PLUS in 1997, ePLUS in 2001 and the Home Delivery Survey in 2005.

Indicators from PLUS were adopted by the Audit Commission and the Department for Transport, Local Government and the Regions (DTLR now DCLG) for the collection of a number of Best Value Performance Indicators (BVPIs). It was also adopted by the Department for Culture, Media and Sport (DCMS) for their Public Library Service Standards (PLSS) and Public Library Impact Measures (PLIMs).

New from July 2012: The 2012 Adult PLUS survey has now been updated and includes new questions on transport, use of computers and living arrangements. The questionnaire and manual of guidance can be accessed by subscribers from [www.cipfasocialresearch.net/subscribersarea](http://www.cipfasocialresearch.net/subscribersarea), which will also include details on how CIPFA can help you to deliver your survey and make best use of the results.

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

## APPENDIX 5 - Contact Us!

We hope you have found the profile interesting and informative.

This is the second 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.