

Trafford Metropolitan Borough Council

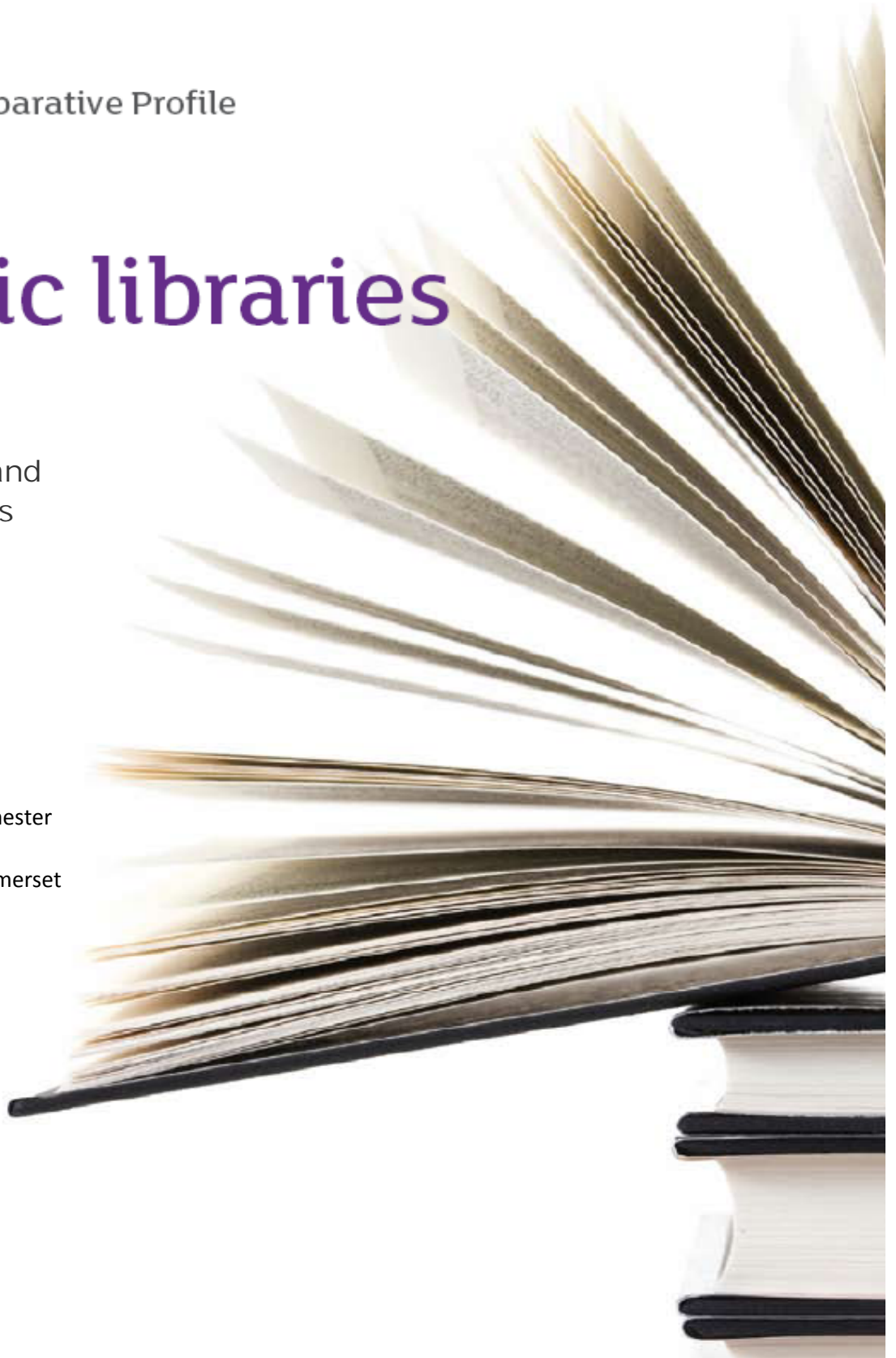
CIPFAstats Comparative Profile

public libraries

2011-12 Actuals and
2012-13 Estimates

Comparison group:

- (h) Stockport
- (u) Warrington
- (n) Swindon
- (g) York
- (a) Solihull
- (z) Cheshire West and Chester
- (s) Bedford
- (f) Bath & North East Somerset
- (x) Calderdale
- (r) Cheshire East
- (t) Derby
- (k) Kirklees
- (w) Peterborough
- (e) Darlington
- (d) Dudley



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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Approach to missing data

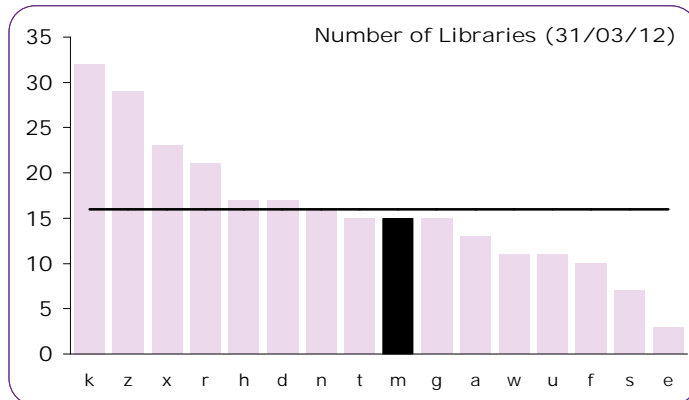
- 96% of UK Library Authorities (97% in England) provided data for the 2012 CIPFAstats Public Library Statistics. Authorities who did not provide data are excluded from these comparisons completely.
- In a small number of cases authorities have provided totals (e.g. for costs), but not a complete breakdown.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

EXECUTIVE SUMMARY

Comparing Trafford 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.

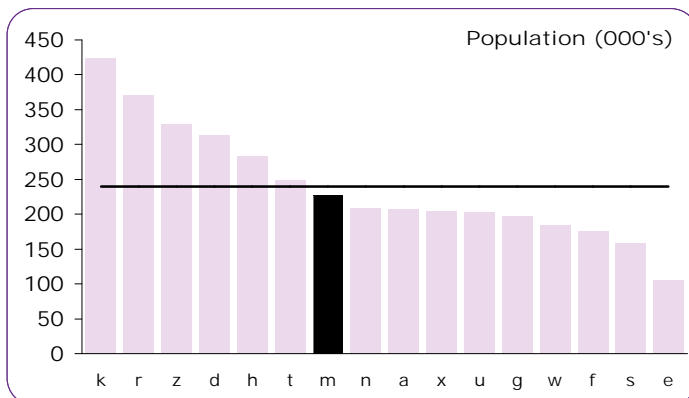
A: Libraries and Library Users



- The chart on the left compares the number of libraries your authority has with the other authorities in the comparison. Trafford has 15 libraries (the bar highlighted in black) compared to an average of 16 libraries (as shown by the horizontal line). Each pale bar represents one of the authorities in the comparator group.

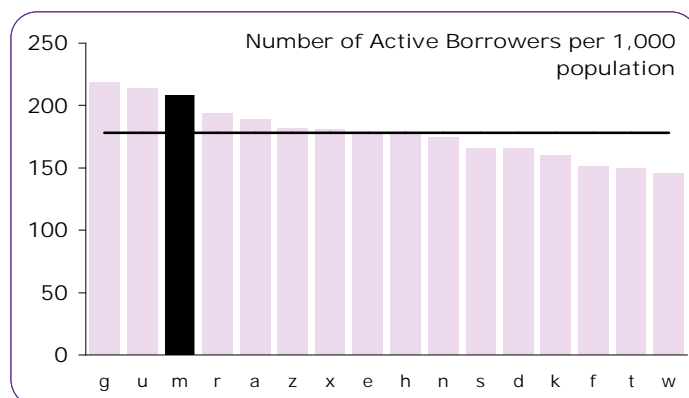
- Trafford has an average number of libraries within the group giving an indication of the scale of the library service.

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

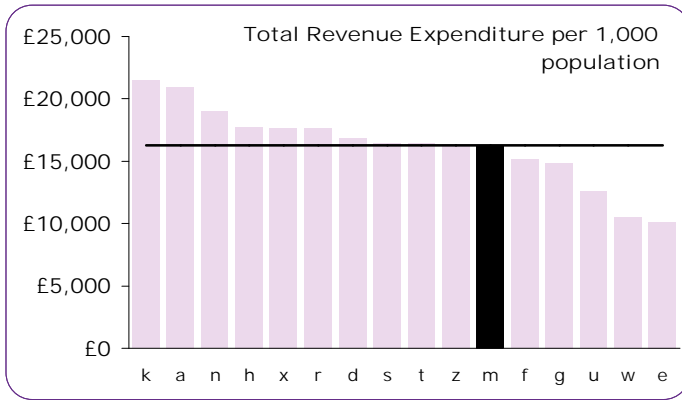


- The number of active borrowers per 1,000 population is a key indication of how well the library service engages with the public.

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

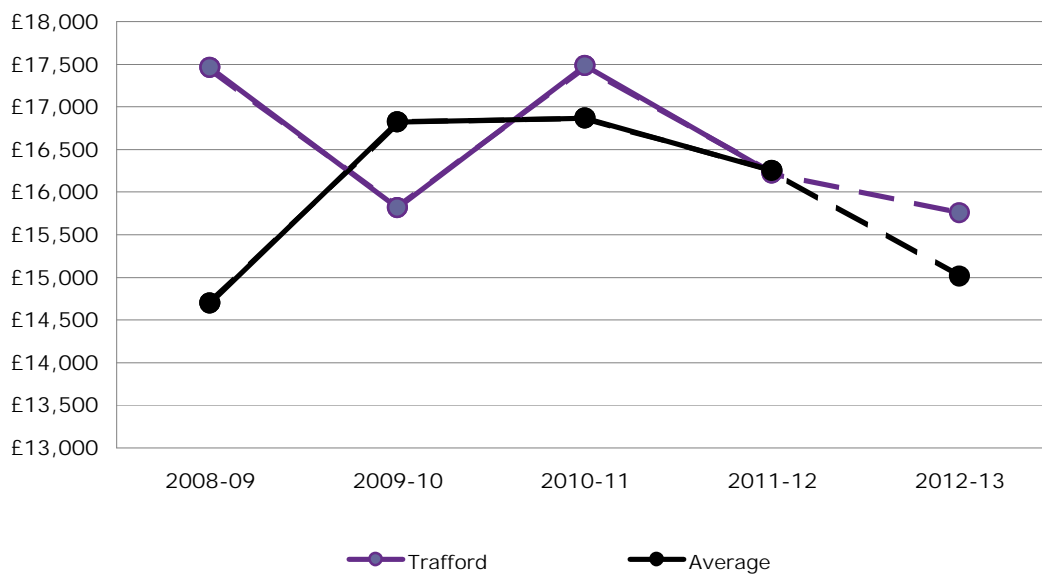
Please see appendix 1 for further details on quartiles.

B: Resourcing

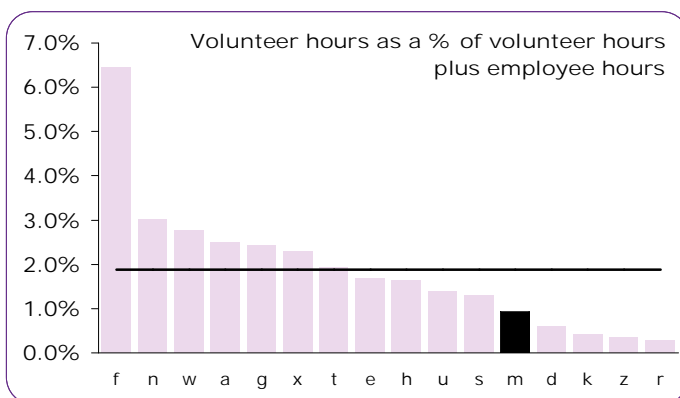


- Total revenue expenditure per 1,000 population is a key cost indicator. Figures in the graph opposite are 2011-12 actuals.
- Trafford comes out as being at the middle of the comparison, which suggests that its costs are similar to the group as a whole. It may be worthwhile looking at the authorities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

Total Revenue Expenditure per 1,000 population: Time Series

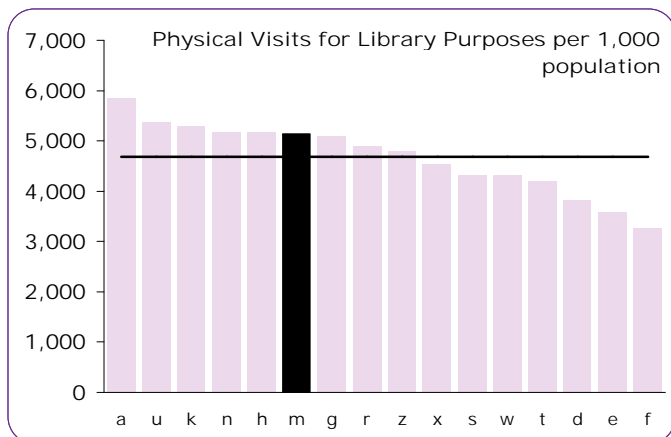


- The line chart plots the total revenue expenditure per 1,000 population over the last four years and shows the estimated figure for 2012-13. The population figure used for all years is the mid-year 2011 figure, so the changes in value relate to changes in expenditure only.
- For most authorities a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

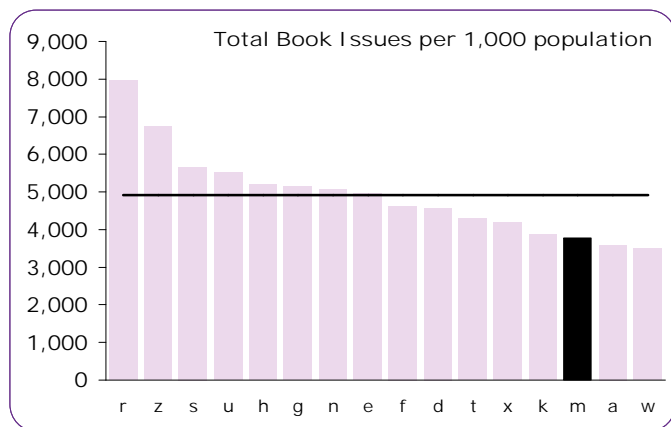


- One well publicised approach that library authorities are taking is using volunteers.
- Trafford had 0.9% of 'worked hours' provided by volunteers in 2011-12 compared to an average of 1.9%.

C: Workload

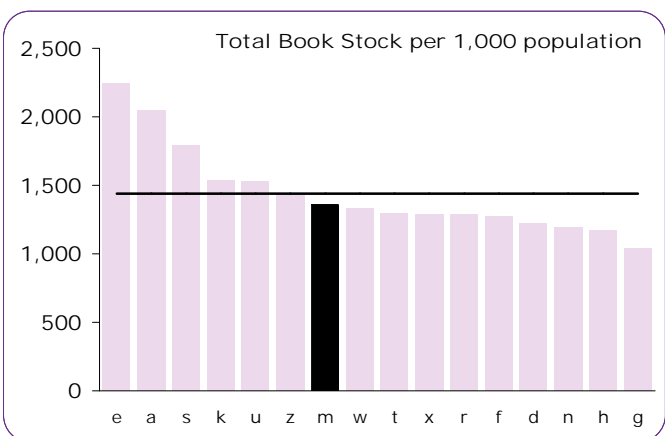


- The number of visits per 1,000 population is a strong indicator of workload faced by the authority.
- It is also another measure of engagement and offers a more complete picture as it will include other reasons for visiting the library as well as borrowing.



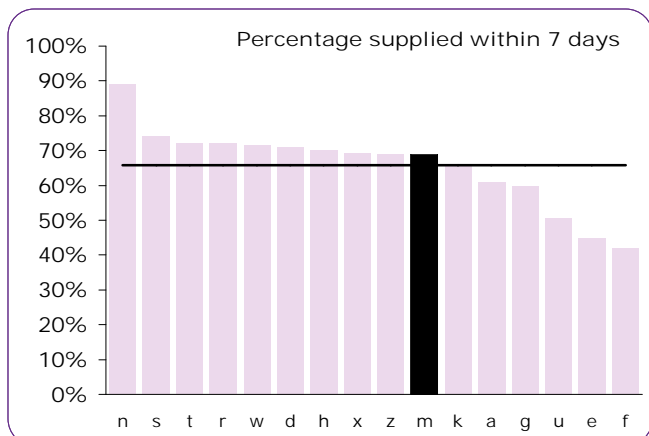
- This chart compares another core library activity, providing an indicator for both workload and the demand placed on the library book stock.

D: Stock



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

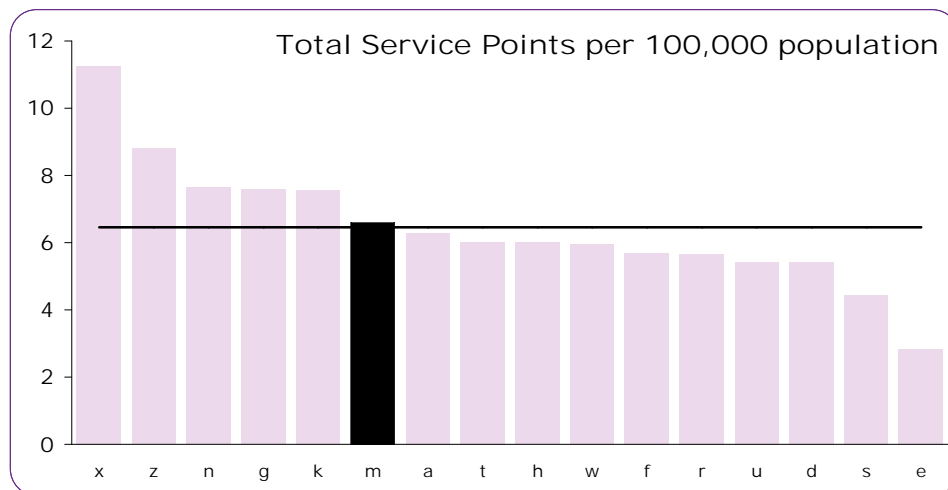
E: Performance



- Trafford successfully supplied 69% 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

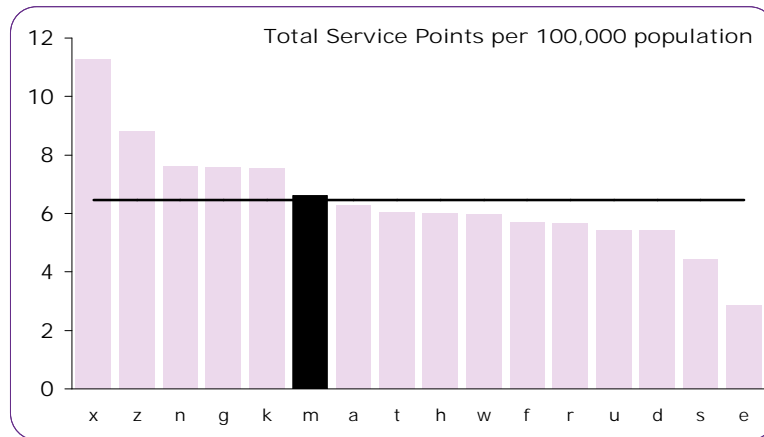
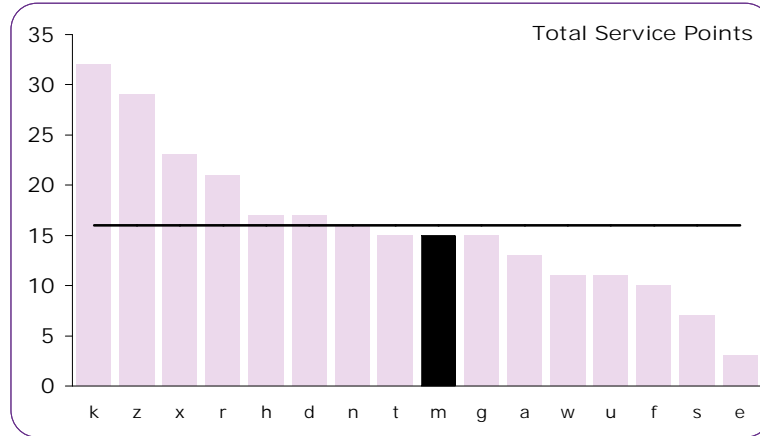
Page 8	A1: Service Points Number of service points Busiest service points
Page 9	A2: Population Density Comparisons for static & mobile libraries % authorities without mobile libraries
Page 10	A3: Opening Hours Distribution of opening hours Opening hours at busiest service points
Page 11	A4: Library 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	1	0.4	0.6
Static Service Points	14	6.2	5.9
Total Service Points	15	6.6	6.5

	Authority	Average
Population	227,100	240,031



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

Busiest Service Points

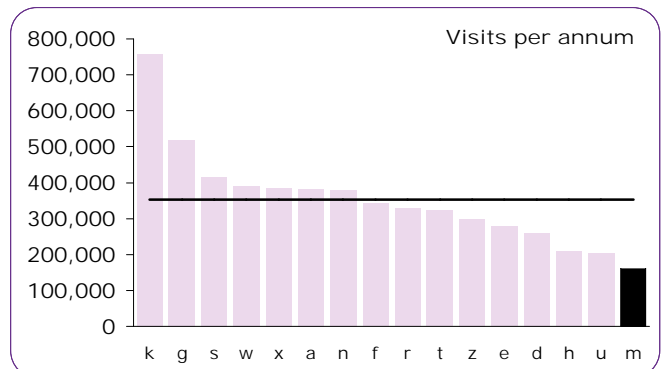
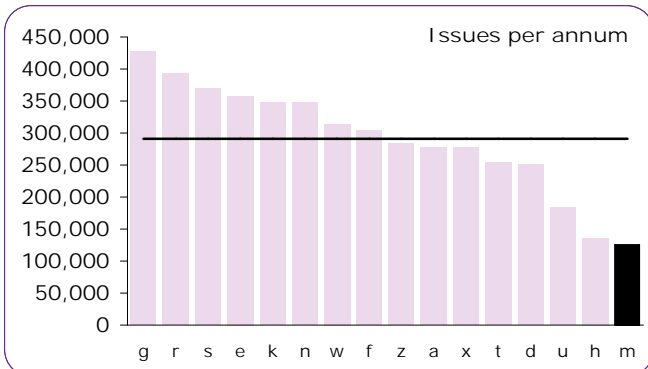
2011-12 Actuals

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

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

	Authority	Average
Issues per annum	125,650	290,706

	Authority	Average
Visits per annum	162,488	352,002



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

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

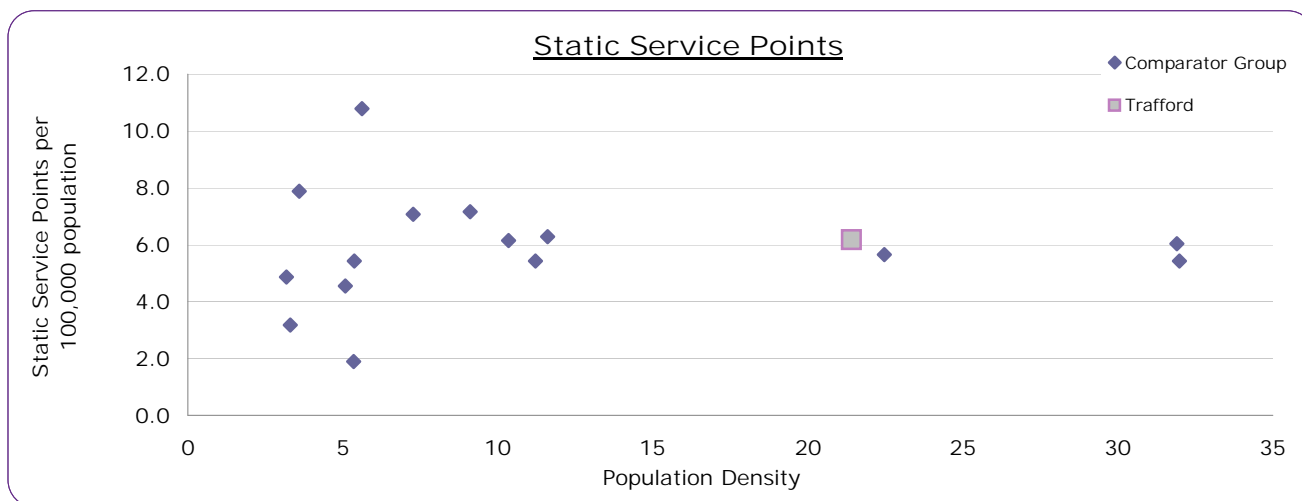
A2: Population Density

2011-12 Actuals

Population Density and Number of Service Points

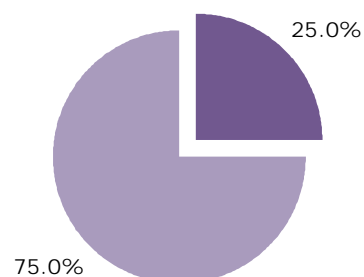
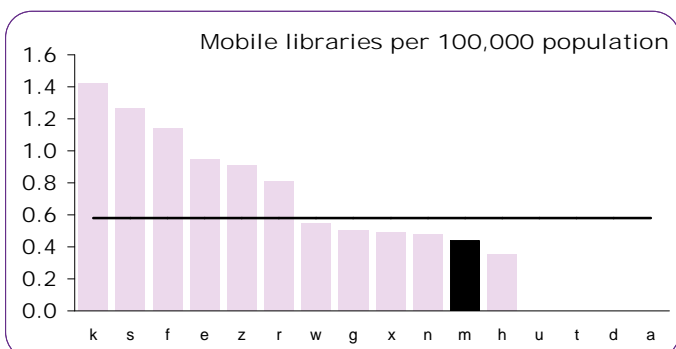
- In urban areas of high population density a small number of service points will be able to provide service to a large population. In rural areas more service points will be required to enable the population to have easy access.
- The scatter plots below compare these two factors. For all UK library 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	21.4
	8.2



Mobile Libraries

Number	/ 100k pop	Average
Mobile Libraries	1	0.4
		0.6

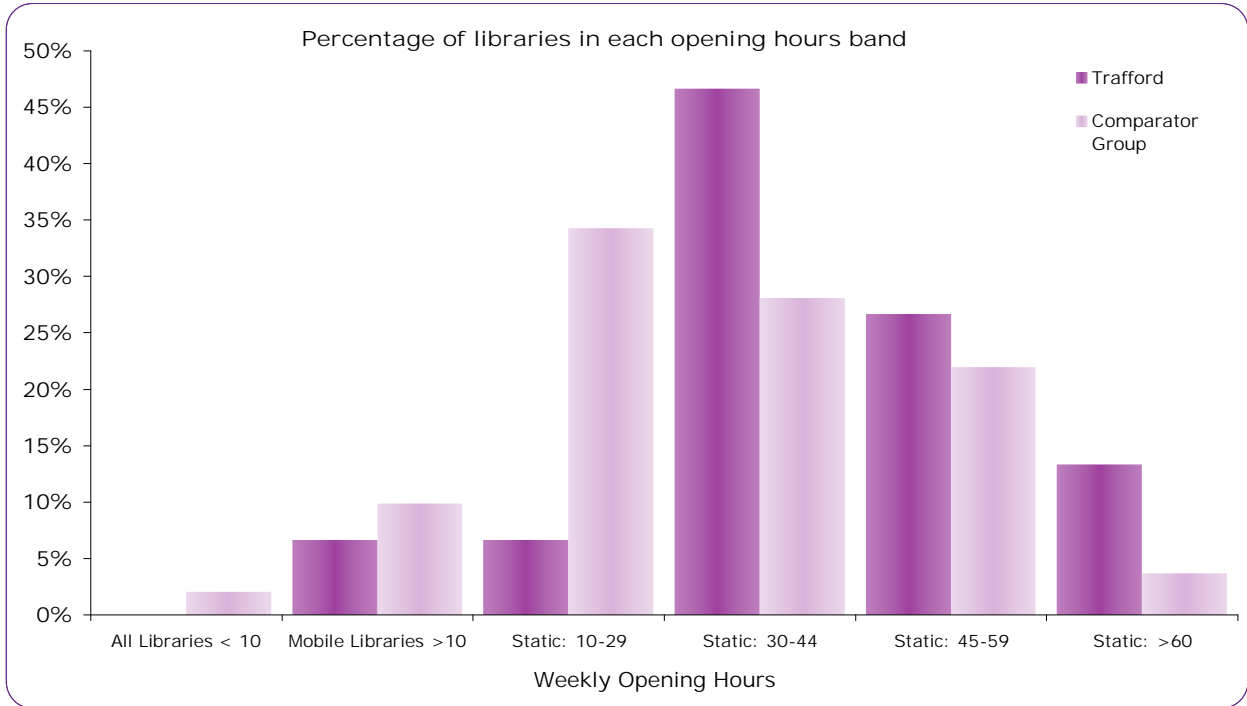


- % Authorities with no mobile libraries
- % Authorities with mobile libraries

A3: Opening Hours

2011-12 Actuals

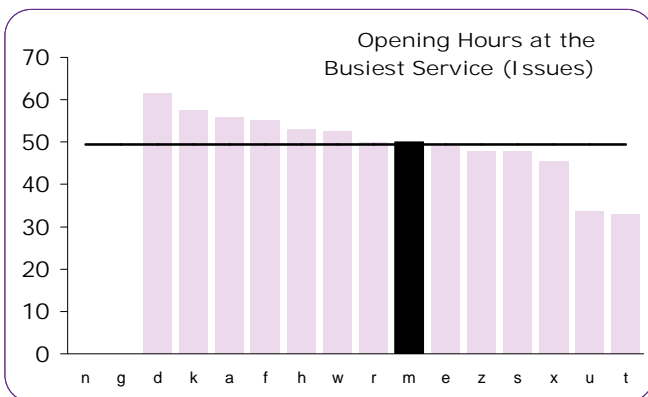
Hours Open	Service Points		/ 100,000 population		% in Each Band	
	Authority	Average	Authority	Average	Authority	Average
All Libraries < 10	0	1	0.0	0.2	0.0%	2.1%
Mobile Libraries >10	1	6	0.4	0.6	6.7%	9.9%
Static: 10-29	1	5	0.4	2.3	6.7%	34.3%
Static: 30-44	7	3	3.1	1.8	46.7%	28.1%
Static: 45-59	4	1	1.8	1.3	26.7%	22.0%
Static: >60	2	1	0.9	0.2	13.3%	3.7%
Total	15					



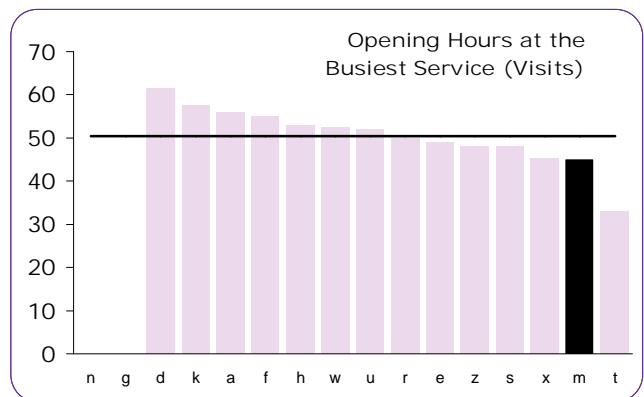
Opening Hours - Busiest Service Points

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

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



Trafford 50.0 Average: 49.5

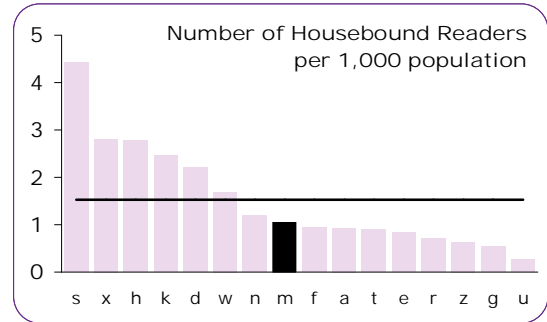
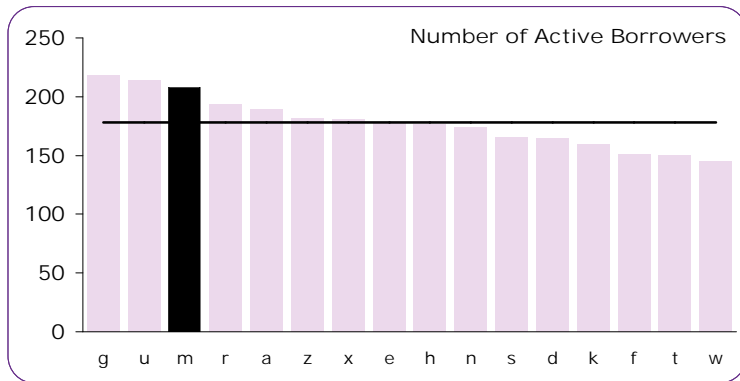


Trafford 45.0 Average: 50.4

A4: Library Users

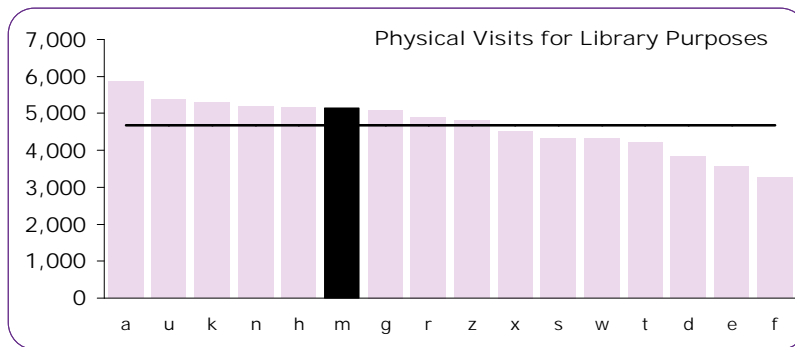
2011-12 Actuals

	Number	/1,000 pop	Average
Active Borrowers	47,303	208	178
Housebound Readers	240	1.1	1.5

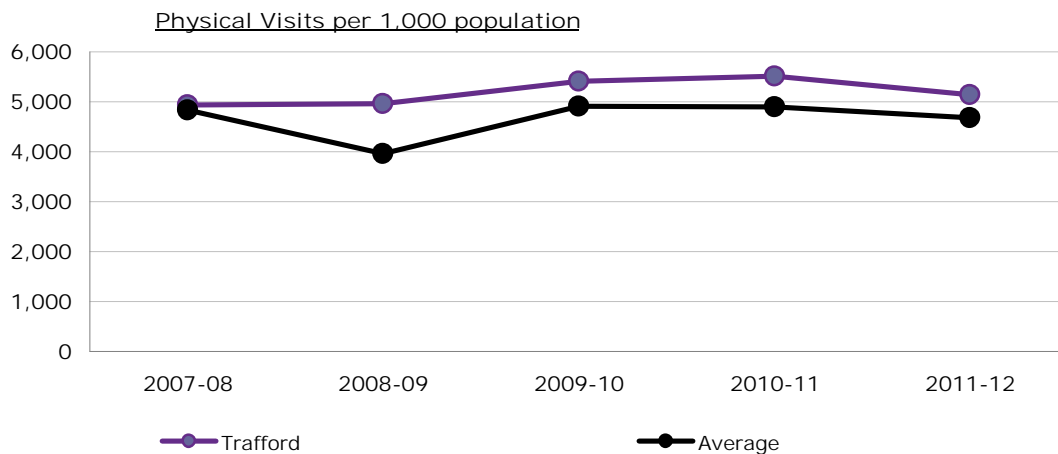


Source: CIPFA Public Library Statistics 2012 - Cells 91, 92

Physical Visits for Library Purposes



Physical Visits	Number	per 1,000 pop	Average
2007-08	1,049,347	4,931	4,834
2008-09	1,056,193	4,963	3,961
2009-10	1,164,749	5,410	4,914
2010-11	1,198,143	5,514	4,894
2011-12	1,167,408	5,141	4,681



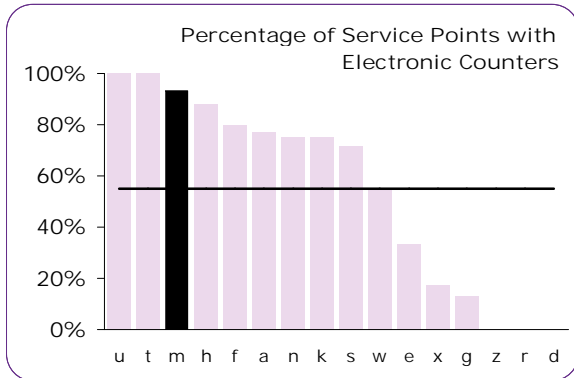
Source: CIPFA Public Library Statistics 2012 - Cell 93 and equivalent for previous years

A4: Library Users (continued)

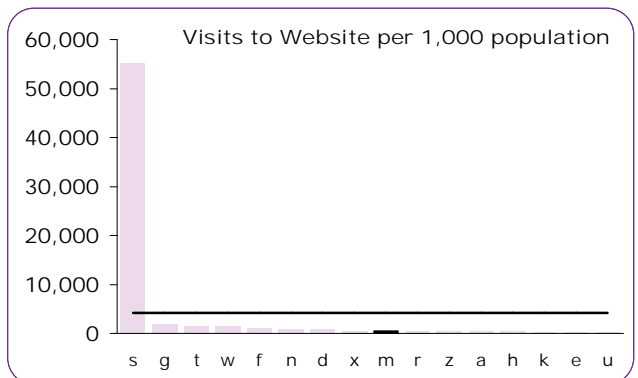
2011-12 Actuals

	Authority	Average
S.P. with Electronic Counters	93%	55%

	Number	per 1,000 pop	Average
Visits to Website	116,234	512	4,161

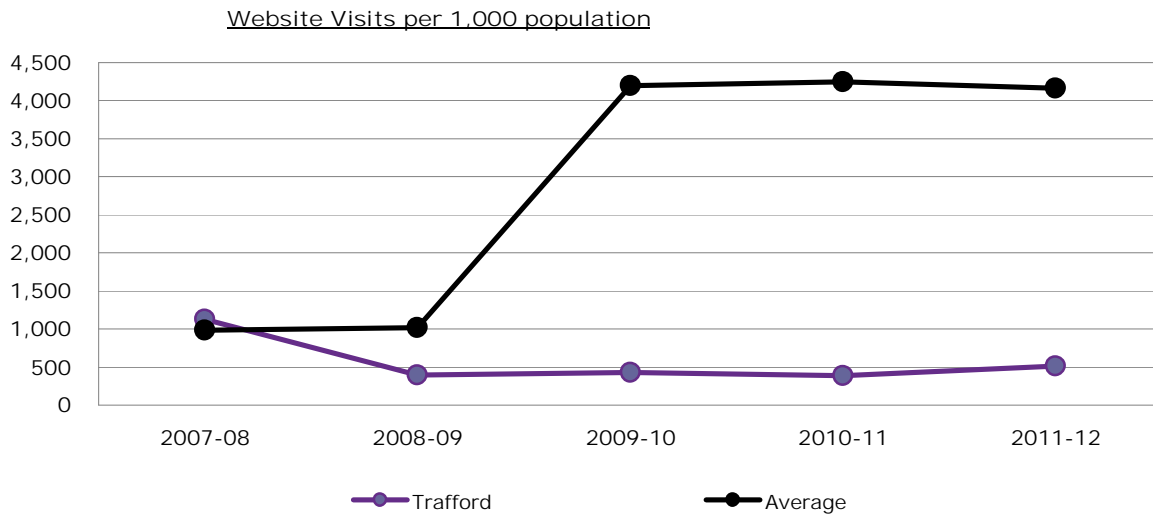


Source: CIPFA Public Library Statistics 2012 - Cell 96



Source: CIPFA Public Library Statistics 2012 - Cell 97

Website Visits	Number	per 1,000 pop	Average
2007-08	239,145	1,124	983
2008-09	83,402	392	1,014
2009-10	92,797	431	4,199
2010-11	84,601	389	4,250
2011-12	116,234	512	4,161

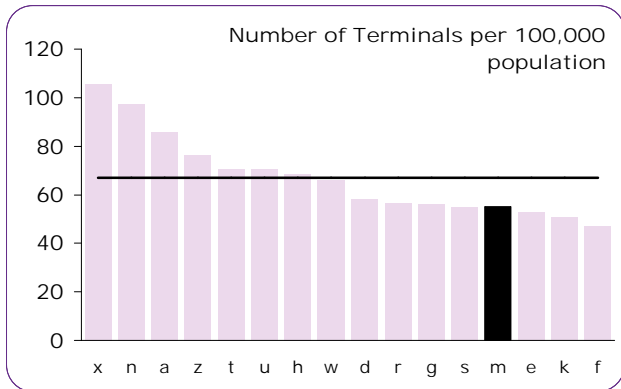


Source: CIPFA Public Library Statistics 2012 - Cell 97 and equivalent for previous years

A5: Electronic Workstations

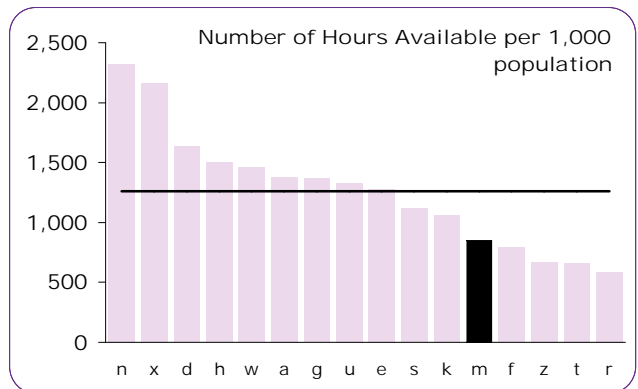
2011-12 Actuals

	Number	per 100,000 pop	Average
Terminals	125	55.0	67.1



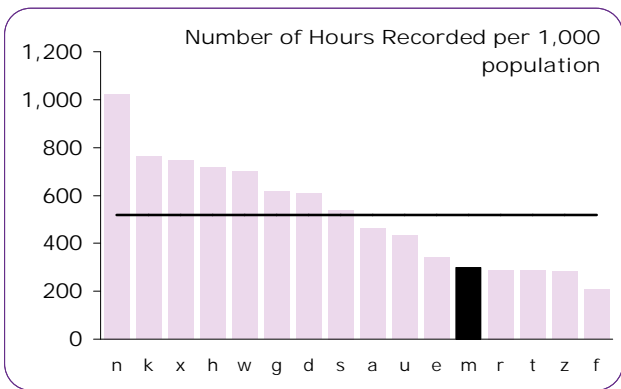
Source: CIPFA Public Library Statistics 2012 - Cell 17

	Number	per 1,000 pop	Average
Hours Available	192,810	849	1,261



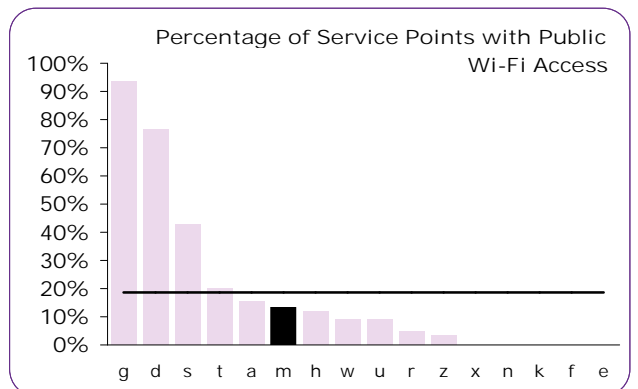
Source: CIPFA Public Library Statistics 2012 - Cell 18

	per 1,000 pop	Average
Hrs Recorded	67,767	298



Source: CIPFA Public Library Statistics 2012 - Cell 19

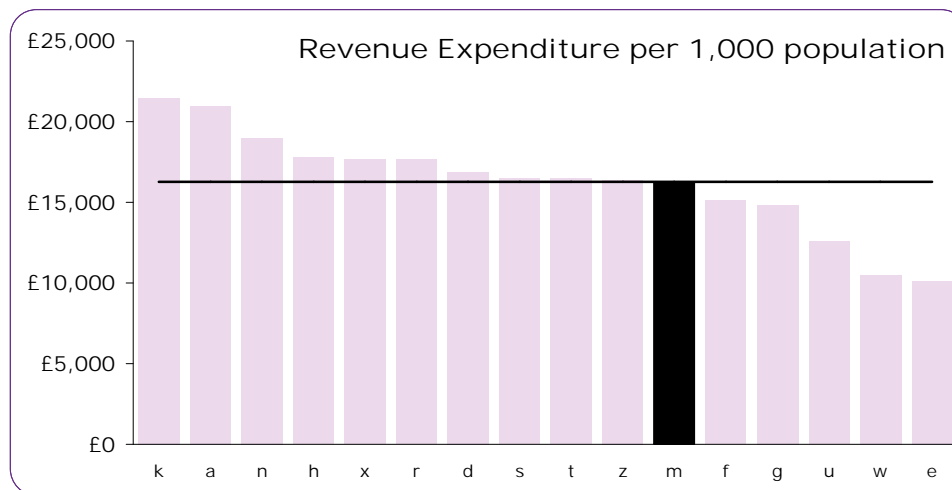
	Authority	Average
Service Points with Wi-Fi Access	13%	19%



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)

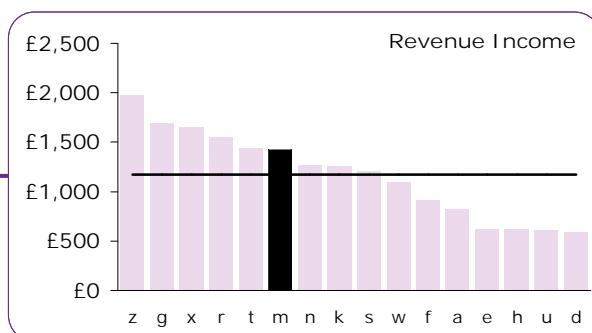
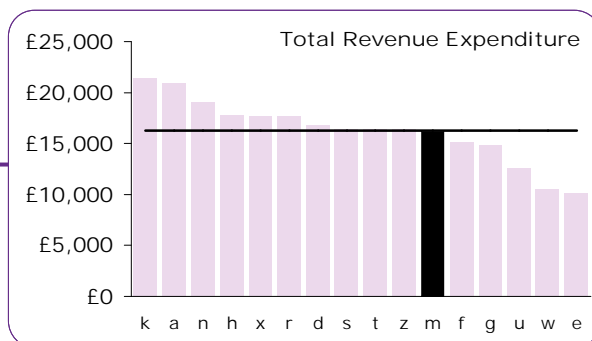
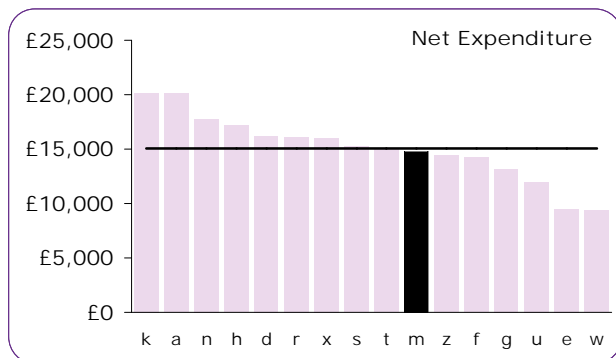
Section Contents

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	3,684,328	16,223	16,254
Revenue Income	(324,346)	(1,428)	(1,174)
Net Expenditure	3,359,982	14,795	15,080

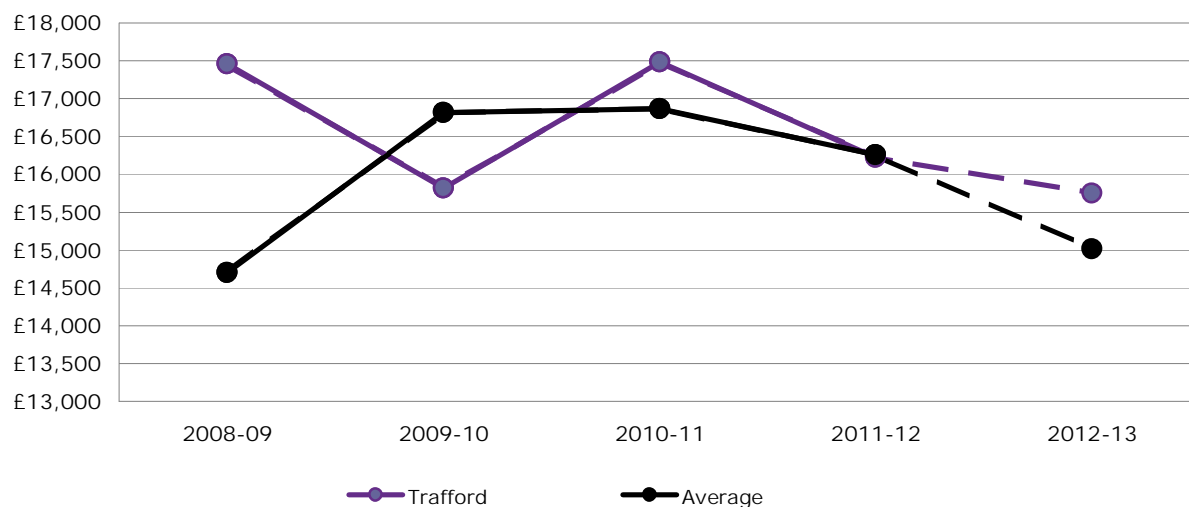
graphs shown per 1,000 population



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

Revenue Expenditure	£	per 1,000 pop	Average
2008-09	3,714,657	17,456	14,700
2009-10	3,405,670	15,818	16,818
2010-11	3,798,604	17,481	16,866
2011-12	3,684,328	16,223	16,254
2012-13 (Estimates)	3,577,445	15,753	15,014

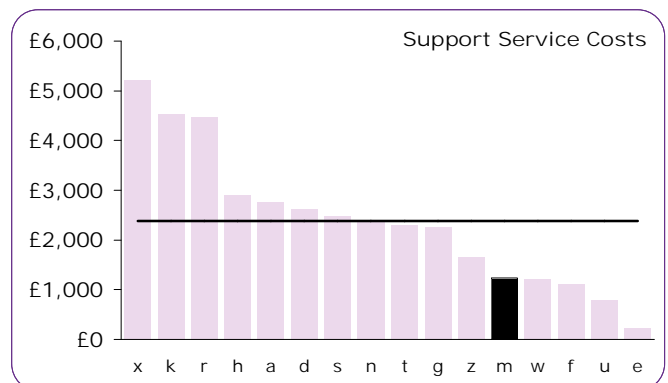
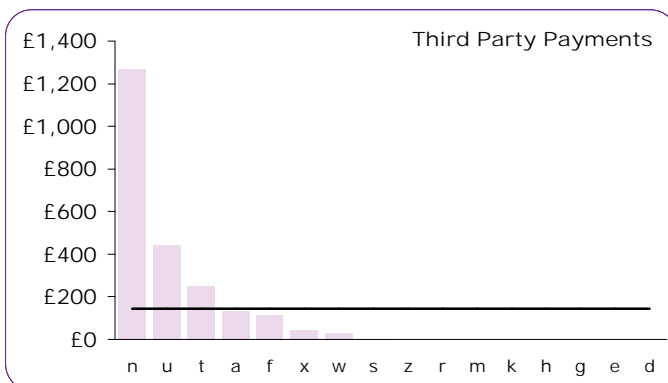
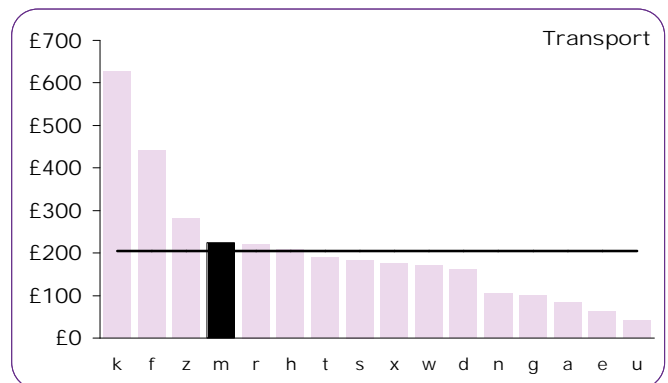
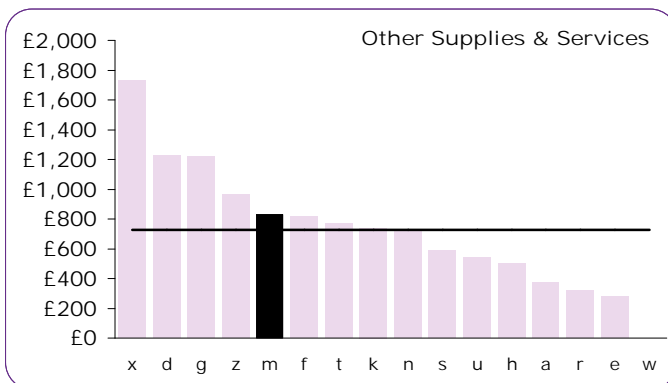
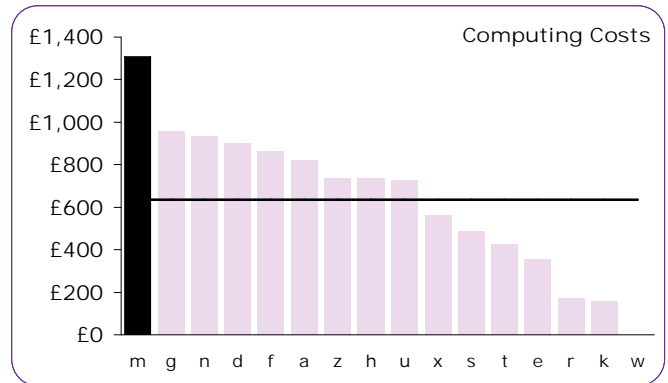
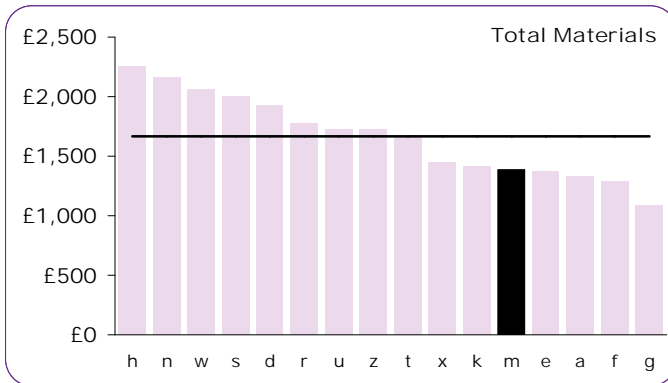
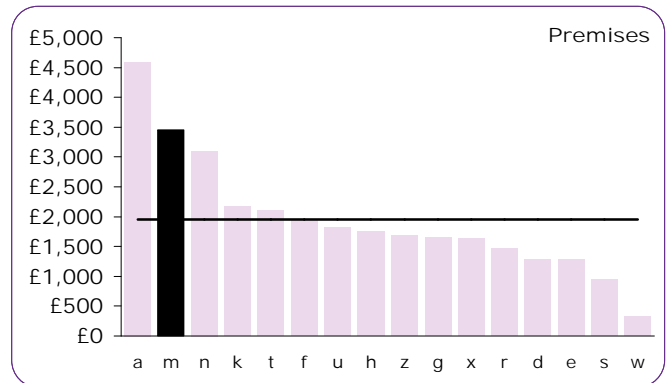
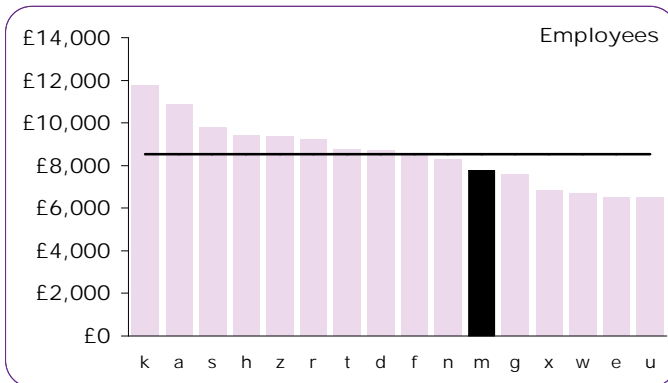
Revenue Expenditure per 1,000 population: Time Series



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

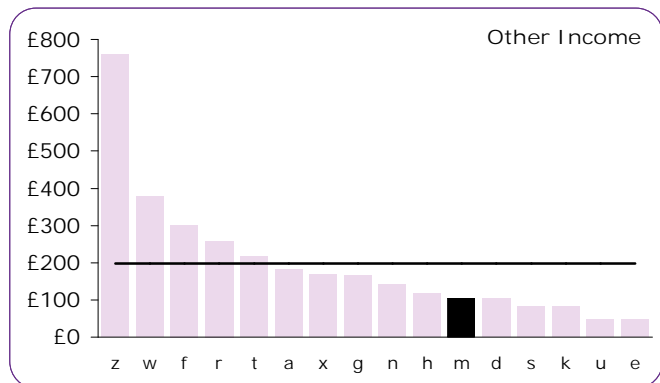
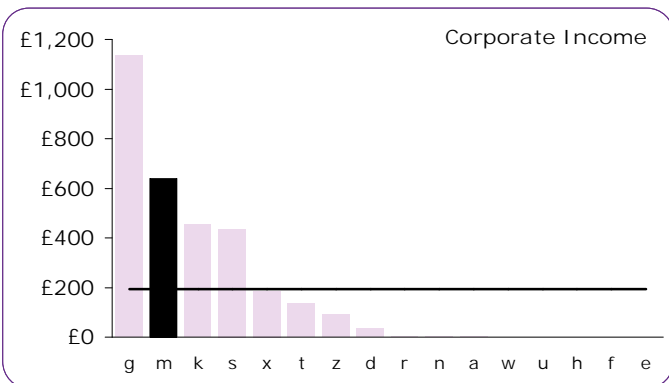
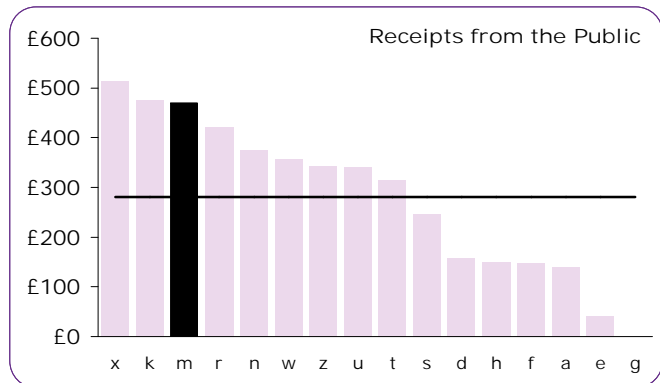
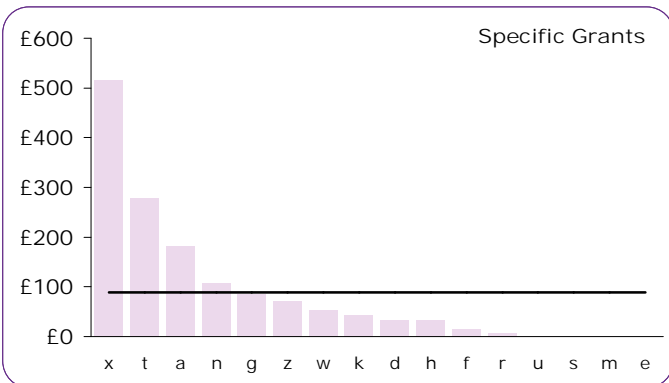
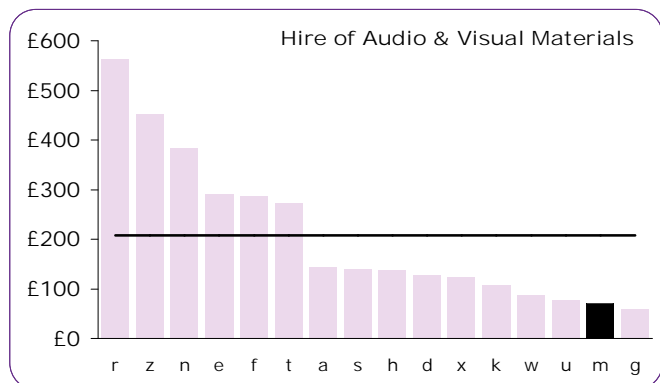
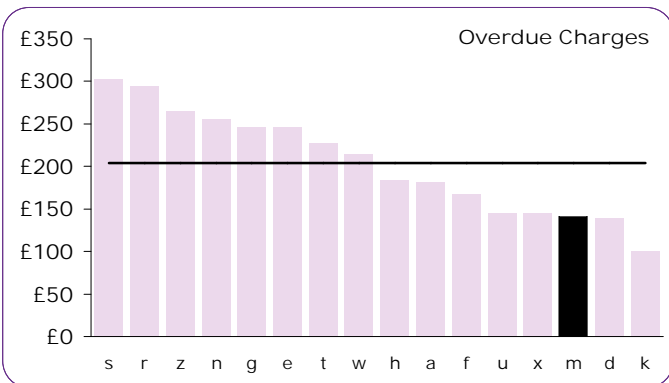
Revenue Expenditure (2011-12 Actuals)	£	per 1,000 pop	Average
Employees	1,768,577	7,788	8,541
Premises	783,978	3,452	1,952
Total Materials	315,444	1,389	1,665
Computing Costs	297,602	1,310	634
Other Supplies & Services	188,150	828	726
Transport	51,016	225	205
Third Party Payments	0	0	143
Support Service Costs	279,562	1,231	2,387
Total Revenue Expenditure	3,684,328	16,223	16,254

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	(32,178)	(142)	(204)
Hire of Audio & Visual Materials	(16,071)	(71)	(208)
Specific Grants	0	0	(89)
Receipts from the Public	(106,859)	(471)	(281)
Corporate Income	(145,575)	(641)	(195)
Other Income	(23,663)	(104)	(197)
Total Revenue Income	(324,346)	(1,428)	(1,174)

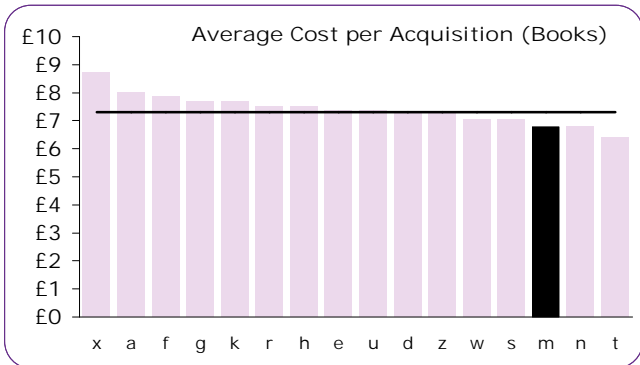


Source: CIPFA Public Library Statistics 2012 - Cells 127 to 136

B2: Cost Indicators

	£ p	Average
Average Cost per Book	£6.79	£7.31

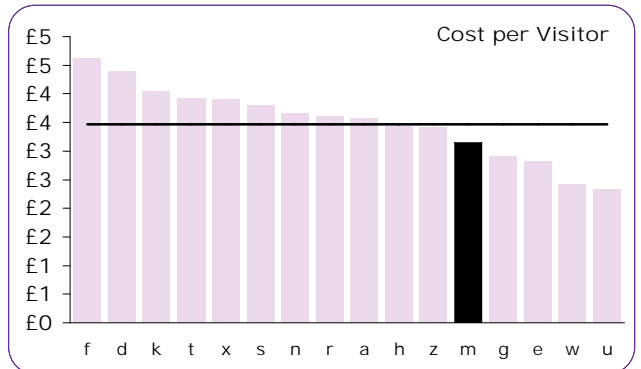
- Average cost per book acquisition.



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

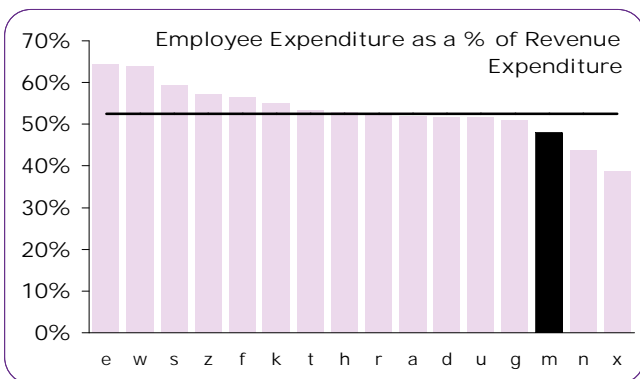
	£ p	Average
Cost per Visitor	£3.16	£3.47

- Revenue expenditure divided by visitor number.



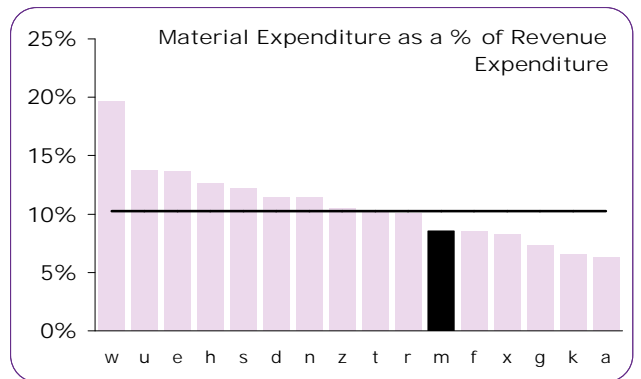
Source: CIPFA Public Library Statistics 2012 -
Cell 126 divided by Cell 93

	%	Average
% Employee Expenditure	48%	53%



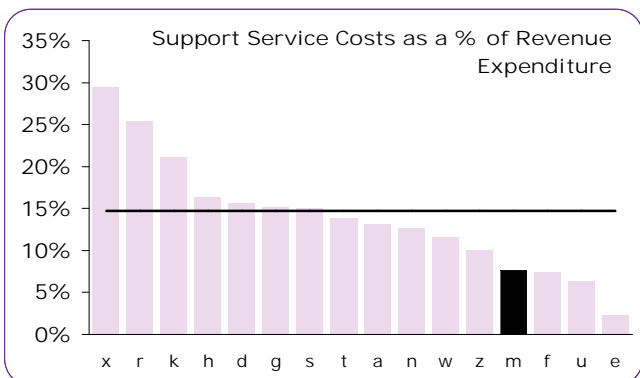
Source: CIPFA Public Library Statistics 2012 -
Cell 100 as a percentage of Cell 126

	%	Average
% Material Expenditure	9%	10%



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

	%	Average
% Support Services	8%	15%

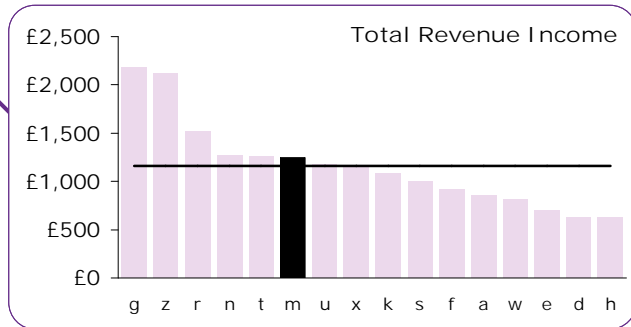
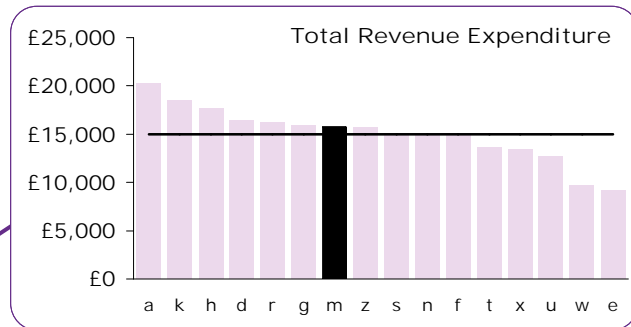
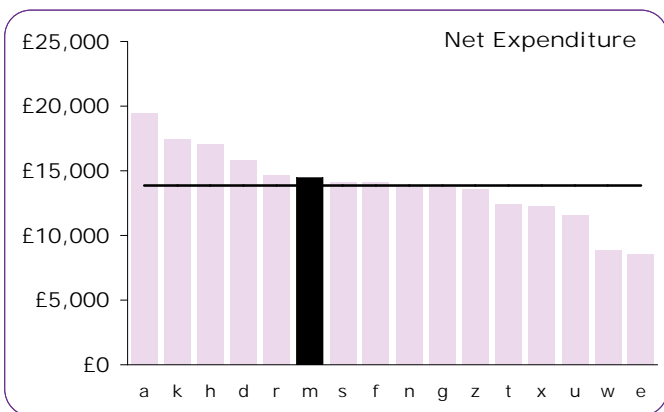


Source: CIPFA Public Library Statistics 2012 -
Cell 125 as a percentage of Cell 126

B3: Financial Information (2012-13 Estimates)

graphs shown per 1,000 population

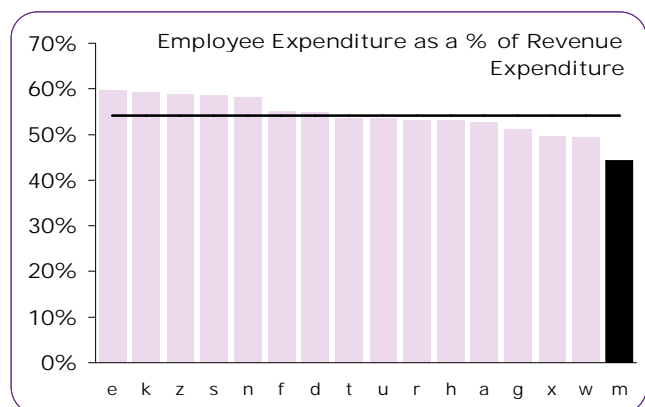
Net Expenditure	£	per 1,000 pop	Average
Employees	1,586,854	6,987	8,124
Premises	772,210	3,400	1,995
Supplies & Services - Materials	315,444	1,389	1,565
Other Expenditure	902,937	3,976	3,329
Revenue Expenditure	3,577,445	15,753	15,014
Revenue Income	(282,487)	(1,244)	(1,158)
Net Expenditure	3,294,958	14,509	13,856



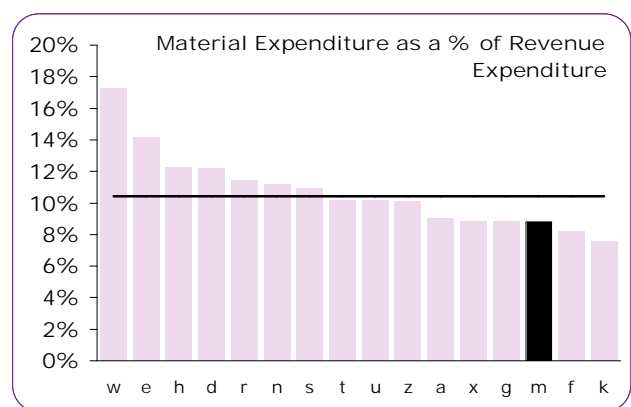
Source: CIPFA Public Library Statistics 2012 - Cell 140 to 144

2012-13 Estimates	%	Average
% Employee Expenditure	44%	54%

2012-13 Estimates	%	Average
% Material Expenditure	9%	10%



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

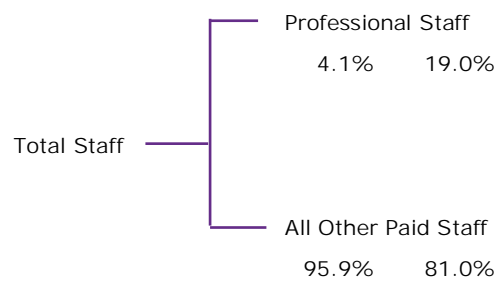
at 31 March 2012

	FTE	per 100,000 pop	Average
Professional Staff	4.0	1.8	6.7
All Other Staff	93.5	41.2	28.7
Total Staff	97.5	42.9	35.5



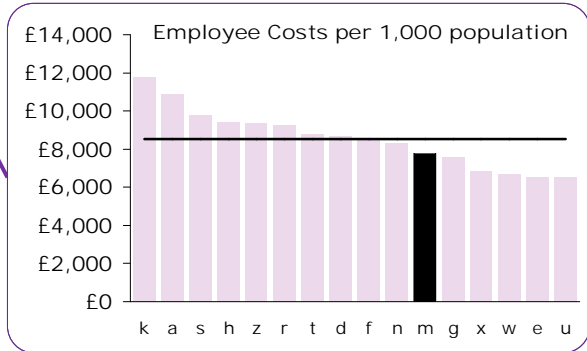
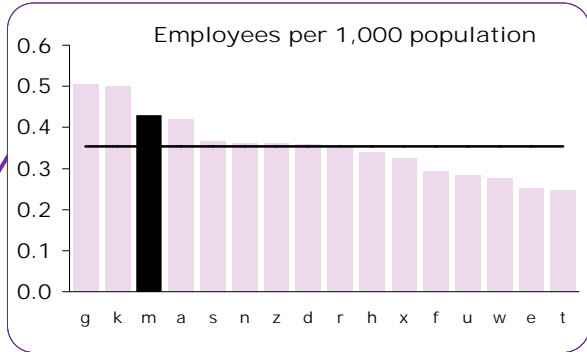
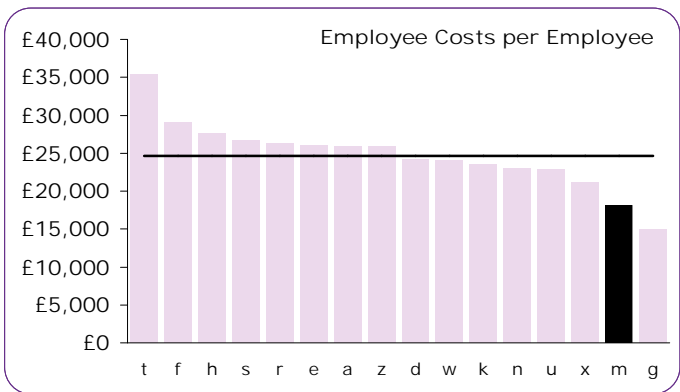
Source: CIPFA Public Library Statistics 2012 - Cells 62 to 64

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)

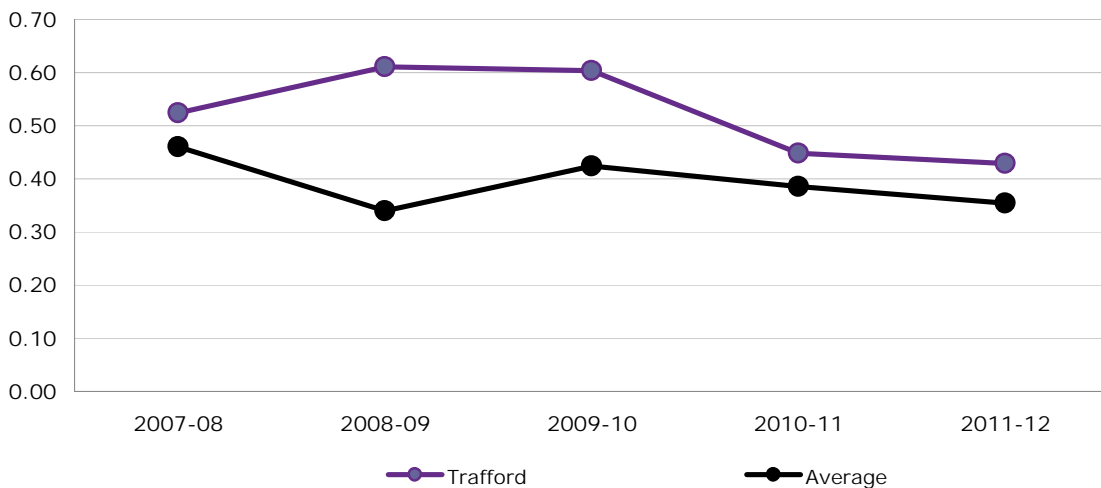
	£	Average
Employee Costs per Employee	18,139	24,675



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

All Staff	FTE	per 1,000 pop	Average
2007-08	111.5	0.52	0.46
2008-09	130.0	0.61	0.34
2009-10	130.0	0.60	0.42
2010-11	97.5	0.45	0.39
2011-12	97.5	0.43	0.35

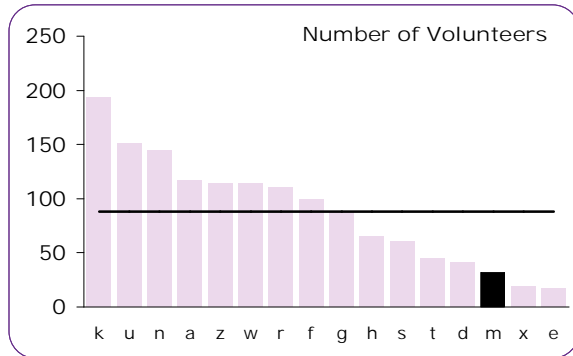
Staff Numbers per 1,000 population: Time Series



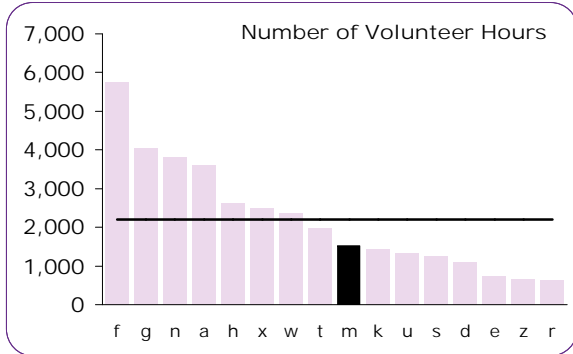
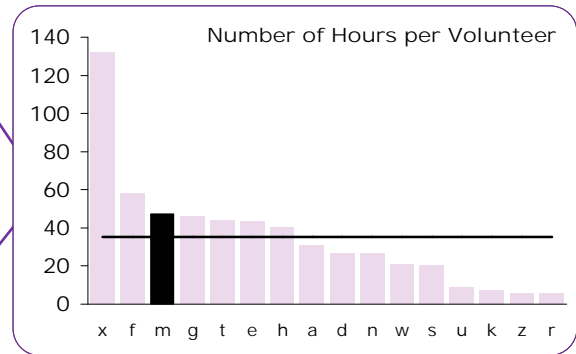
Source: CIPFA Public Library Statistics 2012 - Cell 64 and equivalent for previous years

B5: Volunteers

2011-12 Actuals



	Number	Average
Volunteers	32	88
Volunteer Hours	1,515	2,209
Average Hours per Volunteer	47.3	35.2

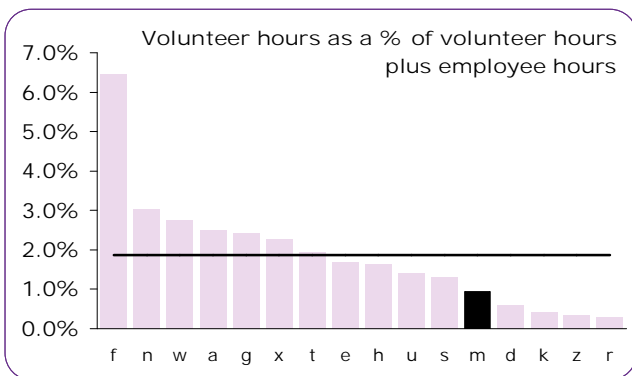


Source: CIPFA Public Library Statistics 2012 - Cells 65 & 66

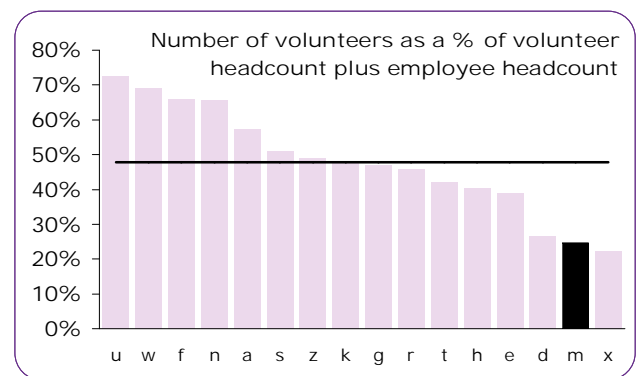
- The section below uses 1,625 hours as the annual hours worked by a full-time member of staff.
- We use this to compare hours provided by paid staff and volunteers.
- The two charts below compare the volunteers to the total of paid staff and volunteers.

	FTE	Average
% Hours worked by volunteers	0.9%	1.9%

	%	Average
Volunteers as % headcount	24.7%	47.9%



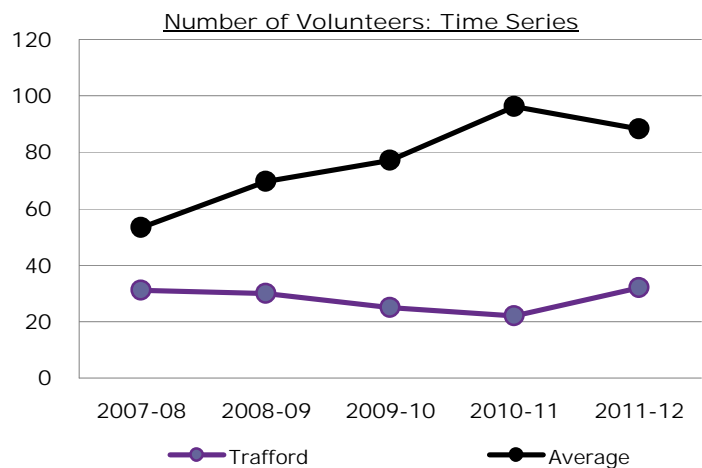
Source: CIPFA Public Library Statistics 2012 - Cells 65 & 66



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

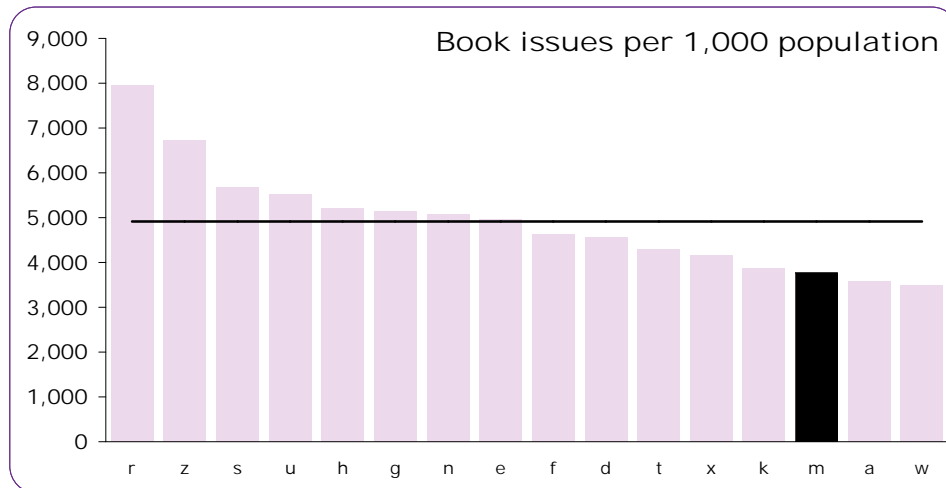
Volunteers	Number	Average
2007-08	31	53
2008-09	30	70
2009-10	25	77
2010-11	22	96
2011-12	32	88

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

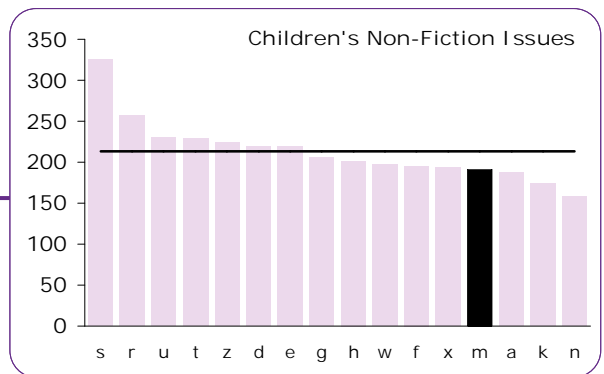
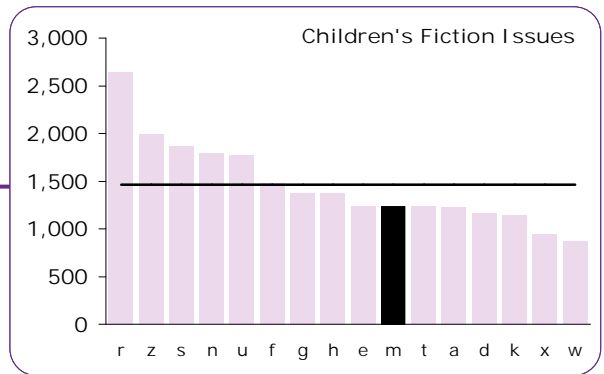
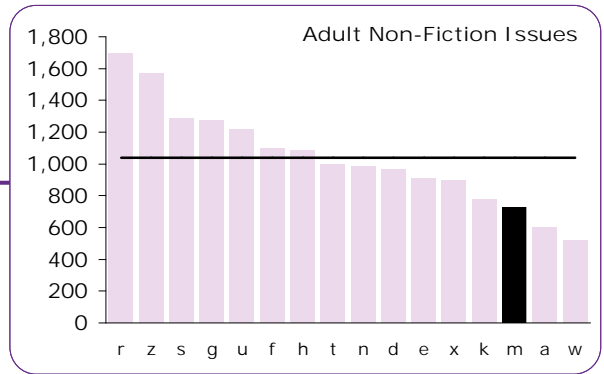
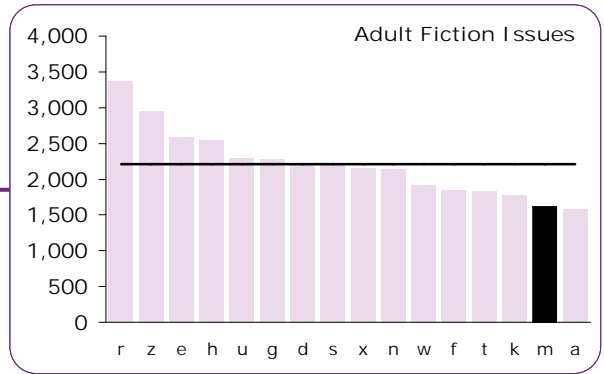
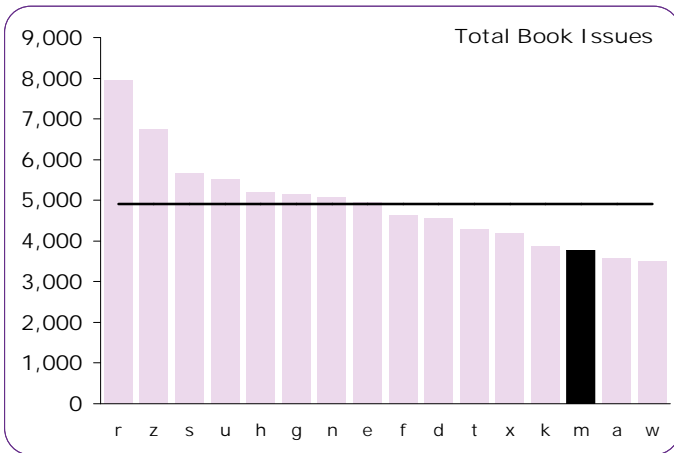
Page 24	C1: Book Issues Split by children/adult and fiction/non-fiction
Page 25	C2: Stock Turn Split by children/adult and fiction/non-fiction
Page 26	C3: Audio, Visual, Electronic & Other Issues Split by various categories
Page 28	C4: Request Service Total and online
Page 28	C5: Enquiries Total and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

C1: Book Issues

2011-12 Actuals

	Number	/1,000 pop	Average
Adult Fiction	368,032	1,621	2,206
Adult Non-Fiction	165,932	731	1,037
Children's Fiction	280,233	1,234	1,460
Children's Non-Fiction	43,449	191	213
Total Book Issues	857,646	3,777	4,917

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	42.9%	44.9%
Adult Non-Fiction	19.3%	21.1%
Children's Fiction	32.7%	29.7%
Children's Non-Fiction	5.1%	4.3%

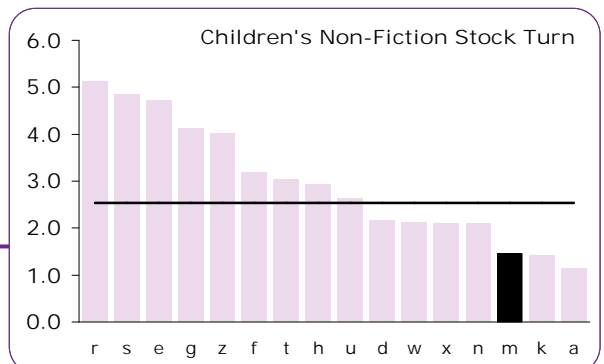
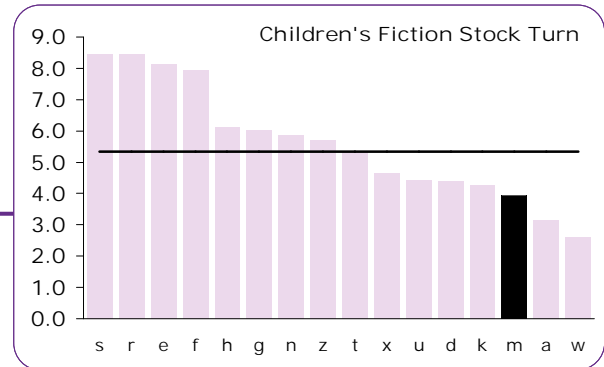
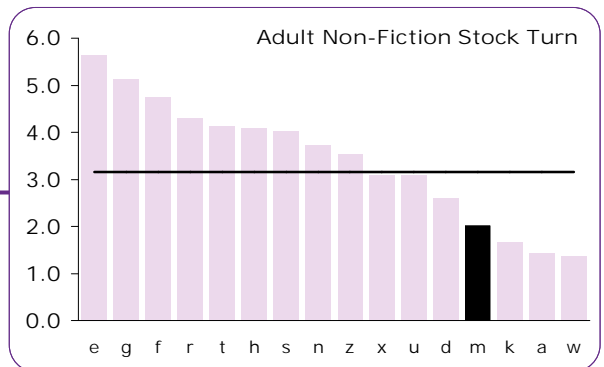
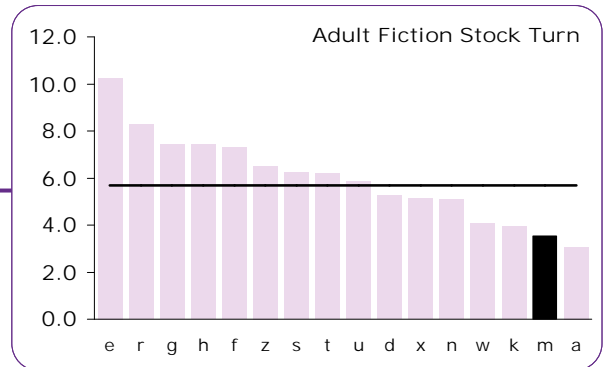
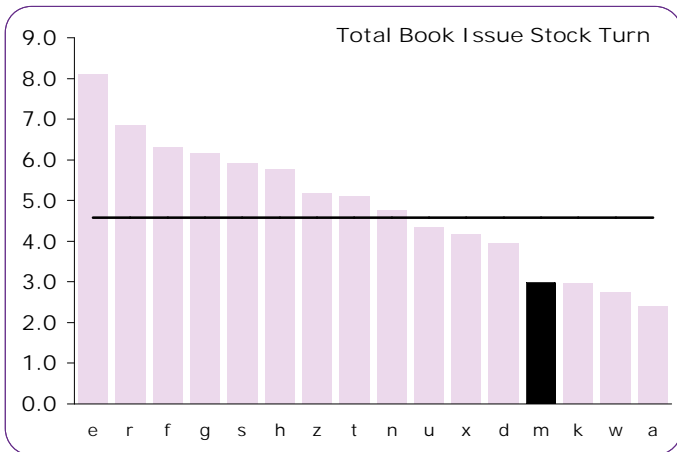
Source: CIPFA Public Library Statistics 2012 - Cells 68 to 72

C2: Stock Turn

2011-12 Actuals

	Number	Average
Adult Fiction	3.5	5.7
Adult Non-Fiction	2.0	3.2
Children's Fiction	4.0	5.3
Children's Non-Fiction	1.5	2.5
Total Book Issues	3.0	4.6

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



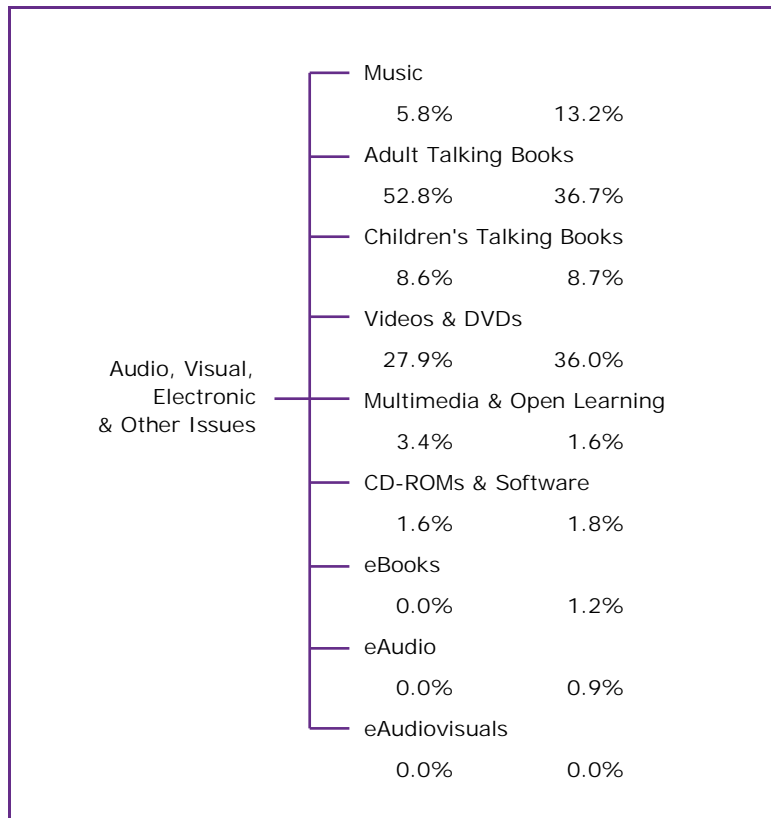
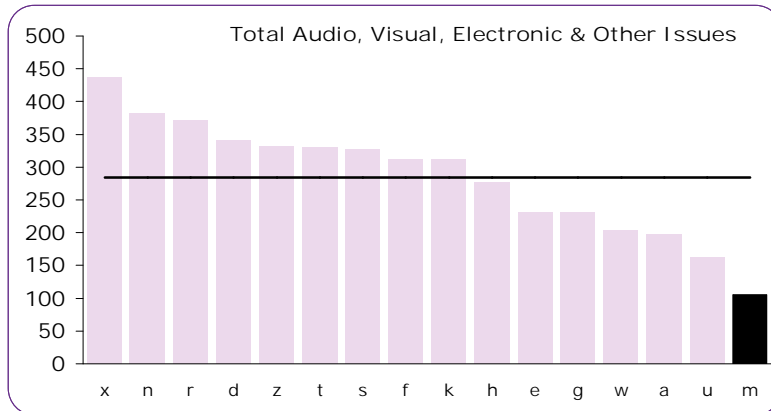
Source: CIPFA Public Library Statistics 2012 - Cells 68 to 72 divided by Cells 23 to 27 respectively

C3: Audio, Visual, Electronic & Other Issues

2011-12 Actuals

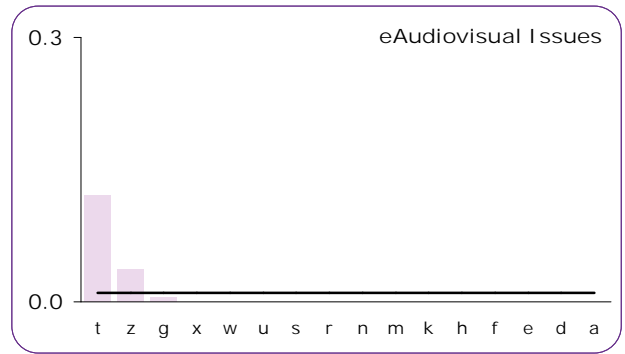
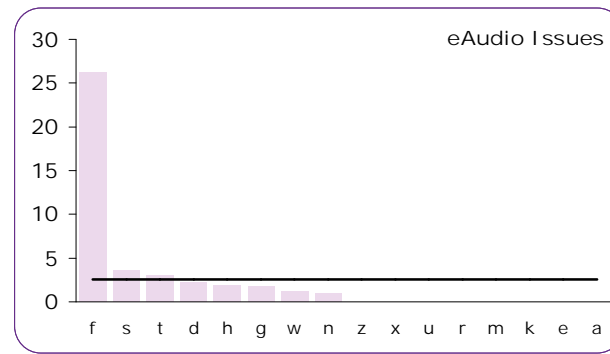
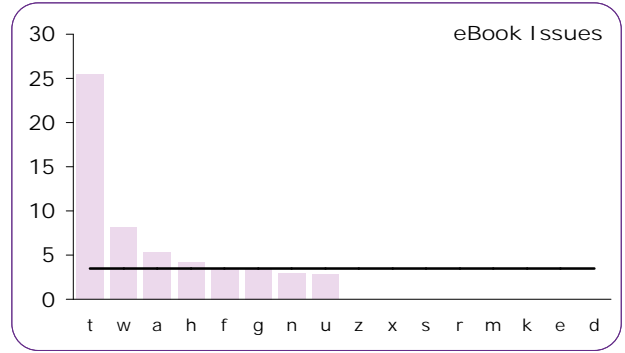
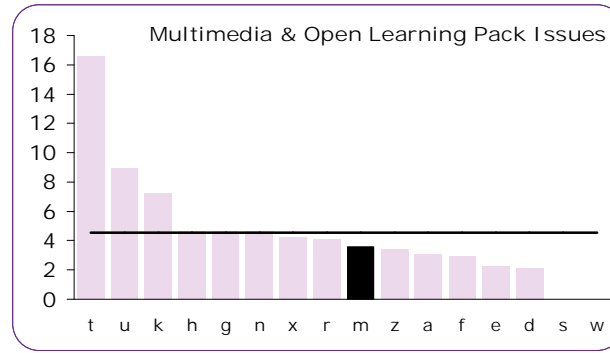
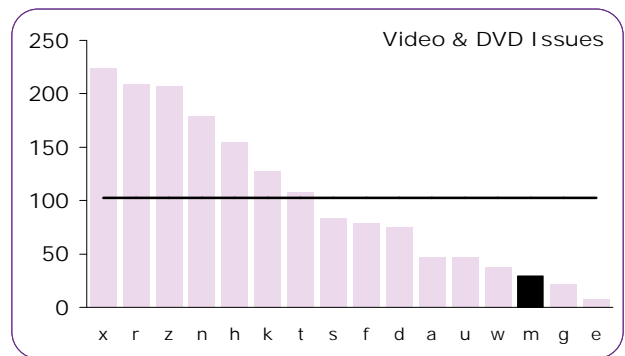
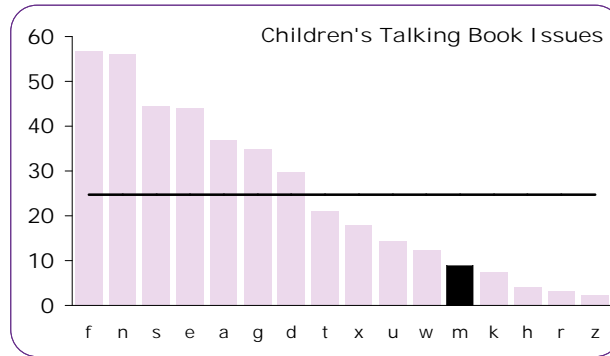
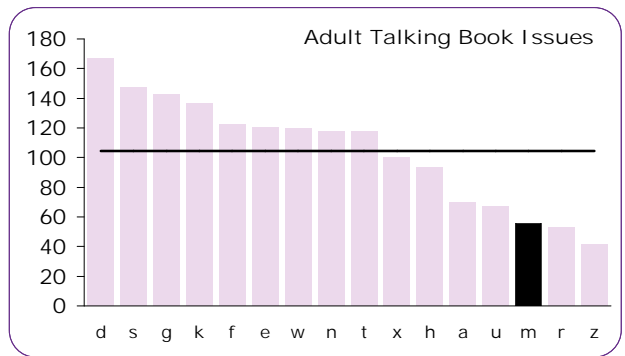
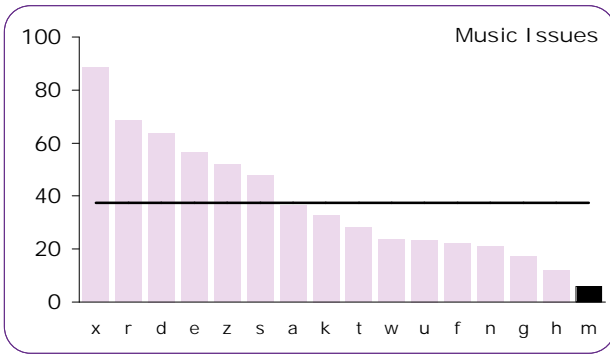
	Number	/1,000 pop	Avg
Sound Recordings			
Music	1,382	6.1	37.5
Adult Talking Books	12,668	55.8	104.5
Children's Talking Books	2,054	9.0	24.7
Video & DVDs			
Video & DVDs	6,697	29.5	102.3
Multimedia & Open Learning			
Multimedia & Open Learning	809	3.6	4.5
CD-ROMs & Software			
CD-ROMs & Software	391	1.7	5.0
Electronic Products			
eBooks	0	0.0	3.5
eAudio	0	0.0	2.6
eAudiovisuals	0	0.0	0.0
Total Audio Visual Issues	24,001	105.7	284.6

graph shown per 1,000 population



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

graphs shown per 1,000 population

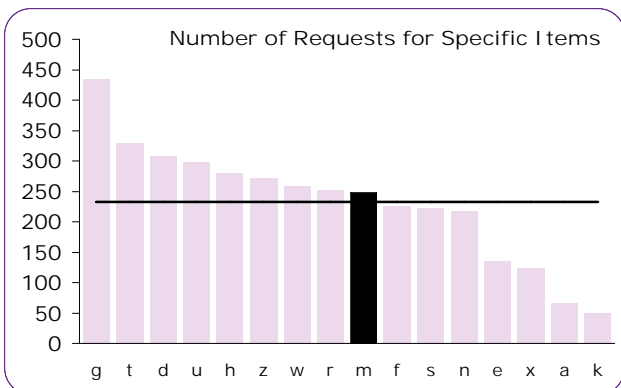


C4: Request Service

2011-12 Actuals

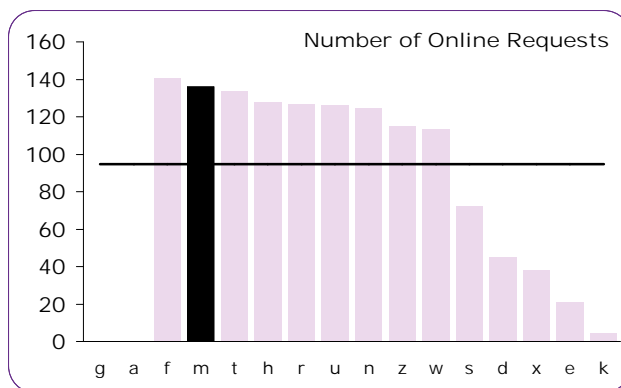
	Number	per 1,000 pop	Average
Requests	56,417	248	233

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 83

	Number	per 1,000 pop	Average
Online Requests	30,904	136	95



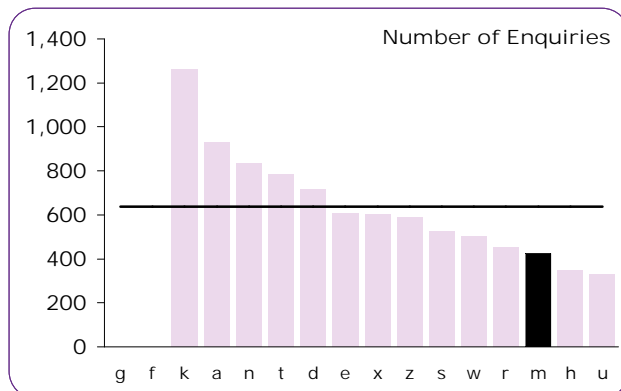
Source: CIPFA Public Library Statistics 2012 - Cell 84

C5: Enquiries

2011-12 Actuals

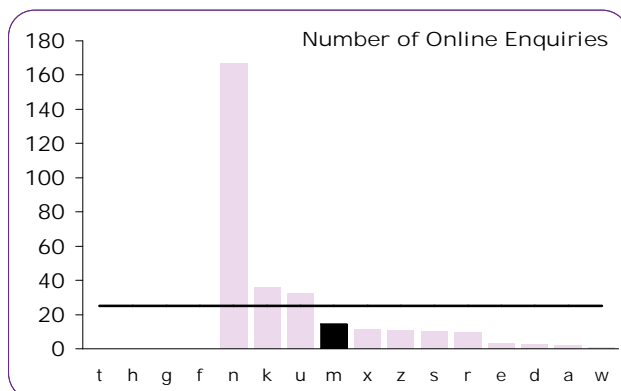
	Number	per 1,000 pop	Average
Enquiries	96,259	424	636

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 88

	Number	per 1,000 pop	Average
Online Enquiries	3,332	14.7	25.0



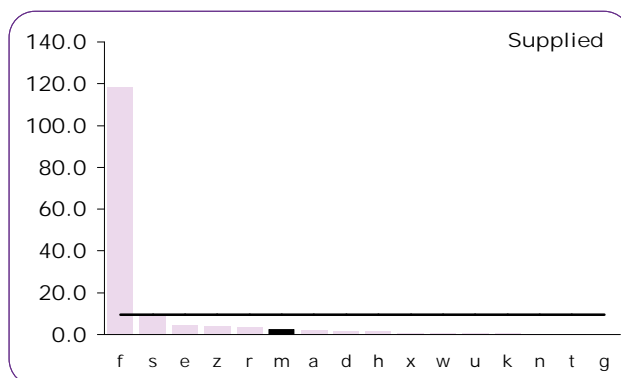
Source: CIPFA Public Library Statistics 2012 - Cell 89

C6: Inter-Library Loans

2011-12 Actuals

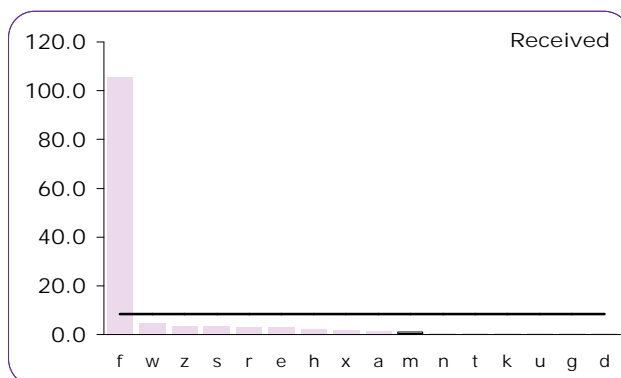
	Number	per 1,000 pop	Average
Loans Supplied	524	2.3	9.4

graphs shown per 1,000 population



Source: CIPFA Public Library Statistics 2012 - Cell 98

	Number	per 1,000 pop	Average
Loans Received	262	1.2	8.3



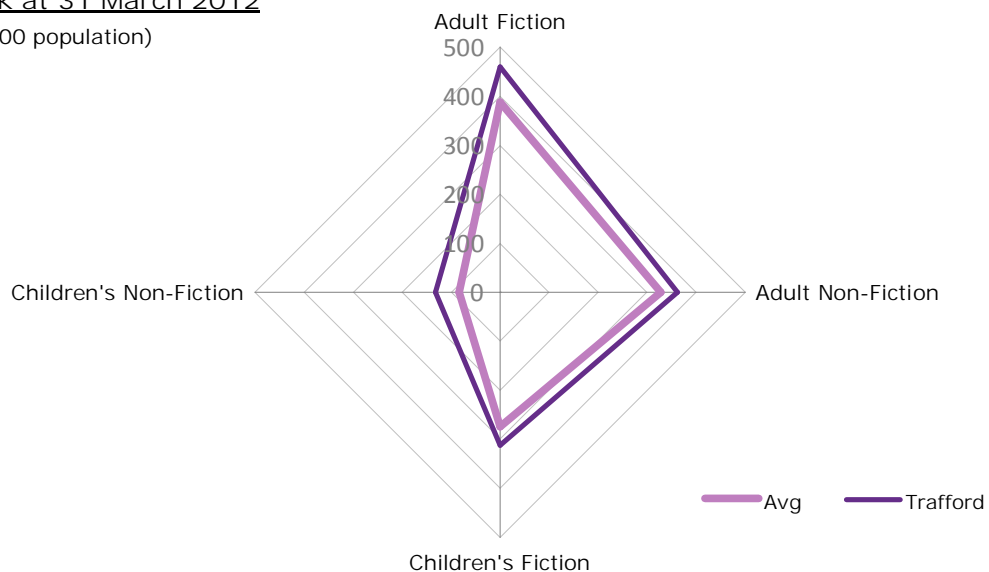
Source: CIPFA Public Library Statistics 2012 - Cell 99

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

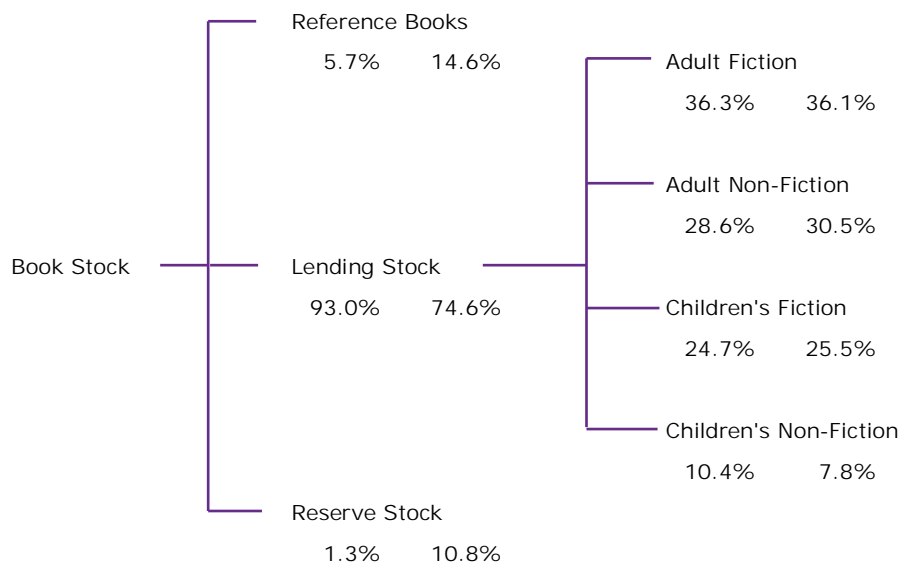
Summary

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.



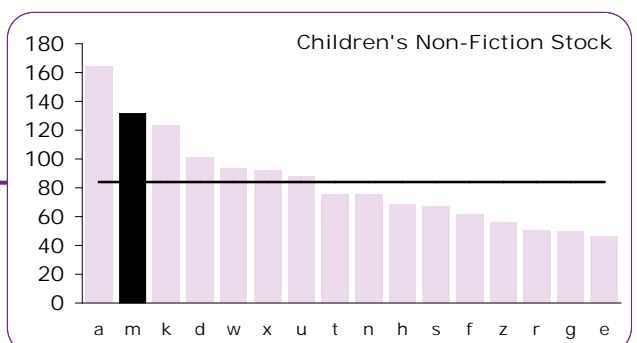
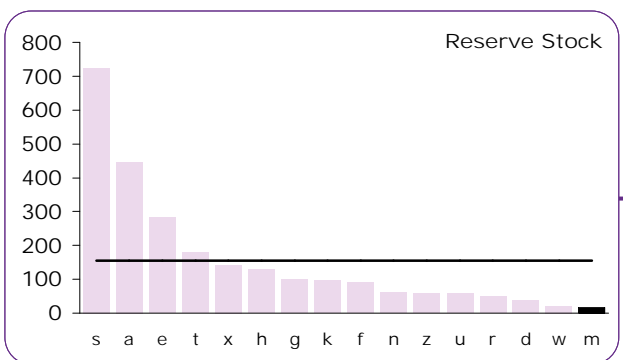
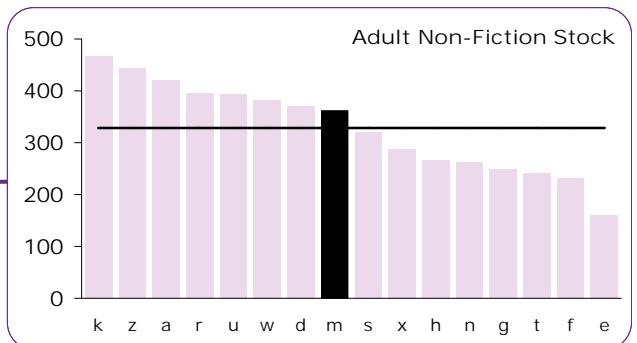
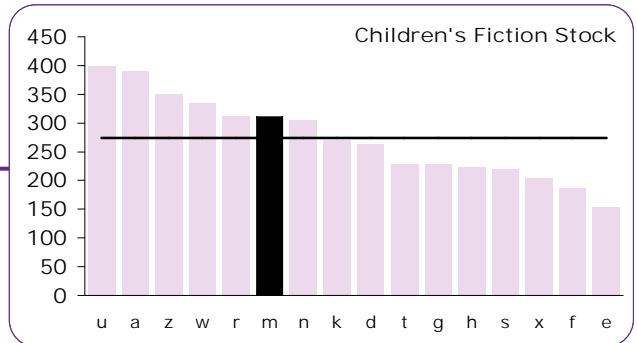
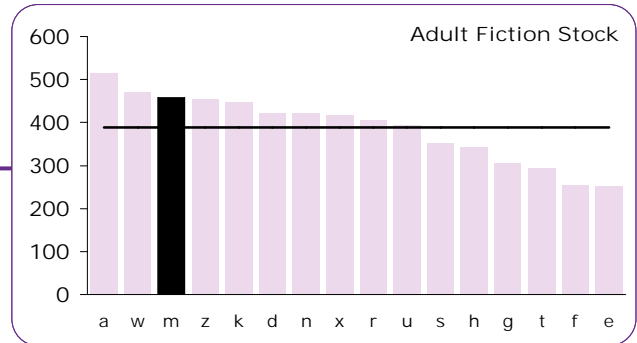
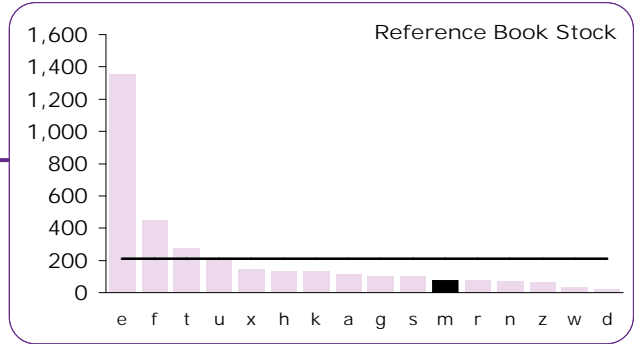
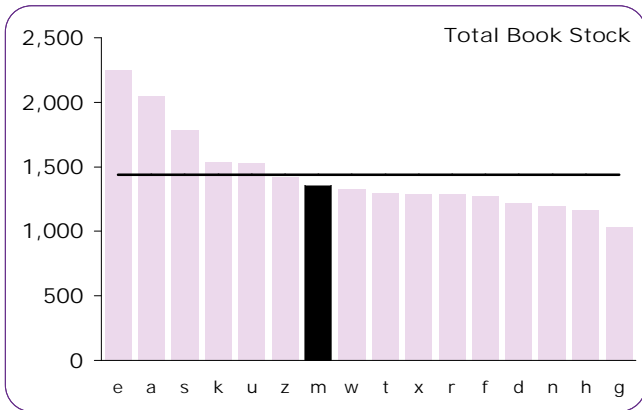
Source: CIPFA Public Library Statistics 2012 - Cells 22 to 29

D1: Book Stock (continued)

at 31 March 2012

	No.	/1,000 pop	Avg
Reference Books	17,549	77	210
Lending Stock			
Adult Fiction	104,271	459	388
Adult Non-Fiction	82,208	362	328
Children's Fiction	70,815	312	274
Children's Non-Fiction	29,860	131	84
Reserve Stock	3,912	17	156
Total Book Stock	308,615	1,359	1,440

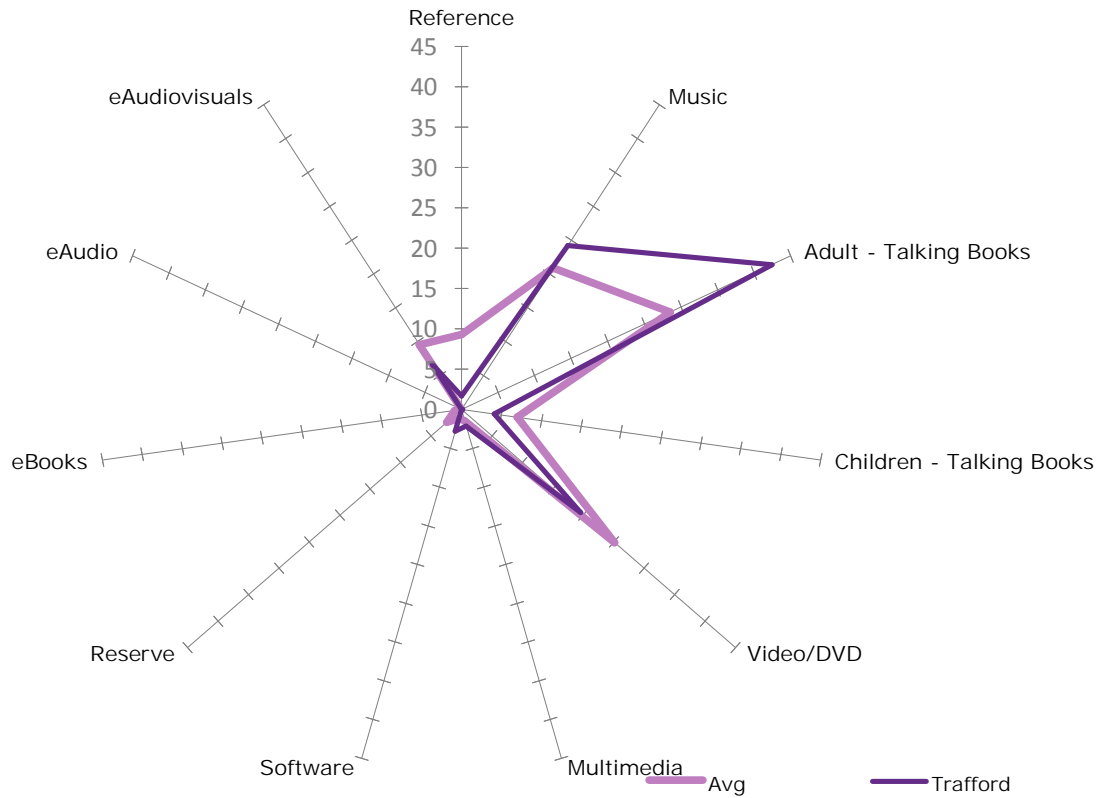
graphs shown per 1,000 population



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

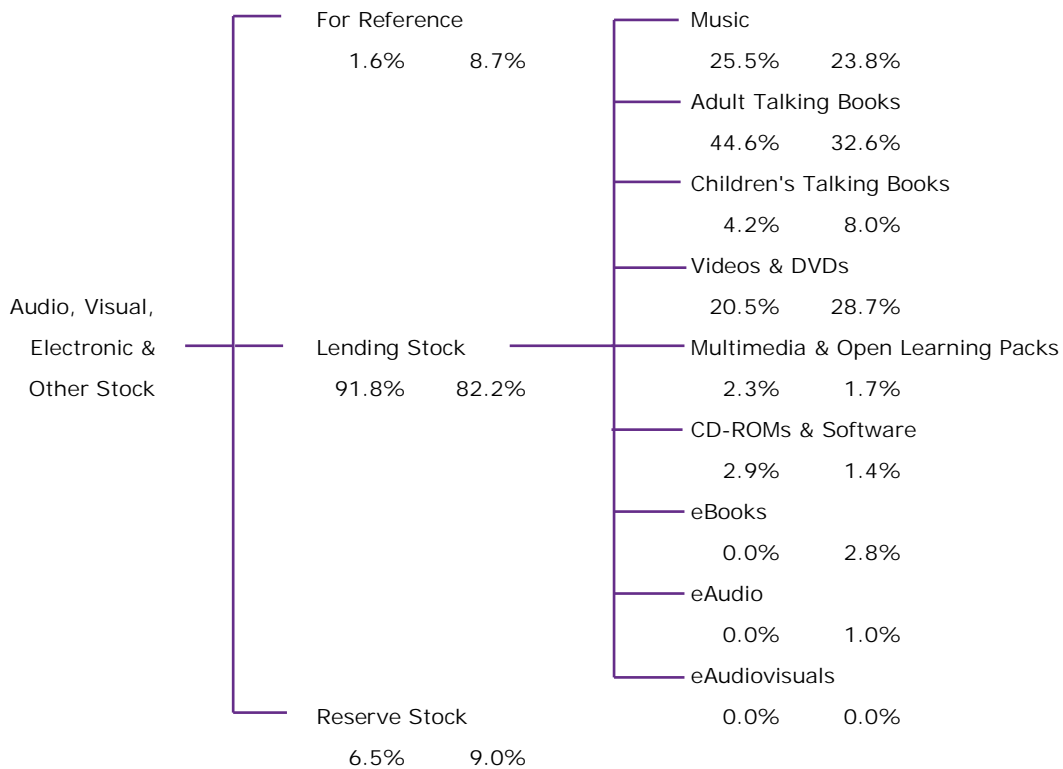
D2: Audio, Visual, Electronic & Other Stock

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.



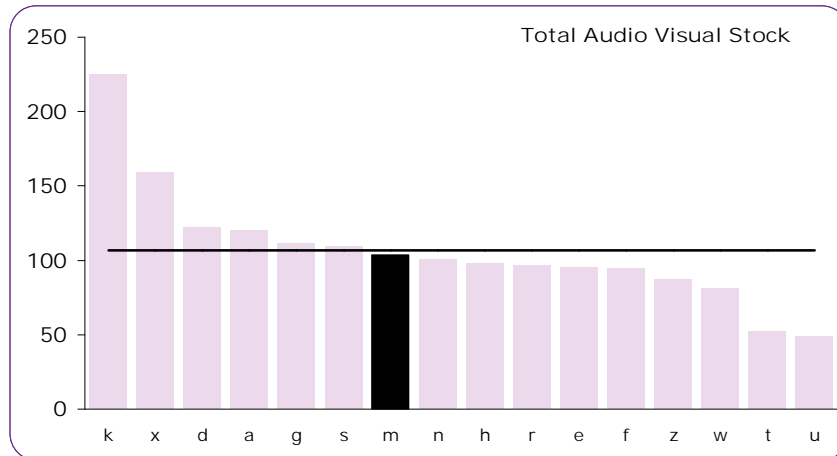
Source: CIPFA Public Library Statistics 2012 - Cells 37 to 49

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

at 31 March 2012

	Number	per 1,000 pop	Avg
For Reference	384	1.7	9.3
Lending Stock			
Sound - Music	5,500	24.2	20.9
Sound - Adult Talking Books	9,642	42.5	28.6
Sound - Children's Talking Books	918	4.0	7.0
Video & DVDs	4,431	19.5	25.2
Multimedia & Open Learning	489	2.2	1.5
CD-ROMs & Software	626	2.8	1.2
Electronic - eBooks	0	0.0	2.4
Electronic - eAudio	0	0.0	0.9
Electronic - eAudiovisuals	0	0.0	0.0
Reserve Stock	1,537	6.8	9.6
Total Audio Visual Stock	23,527	103.6	116.0

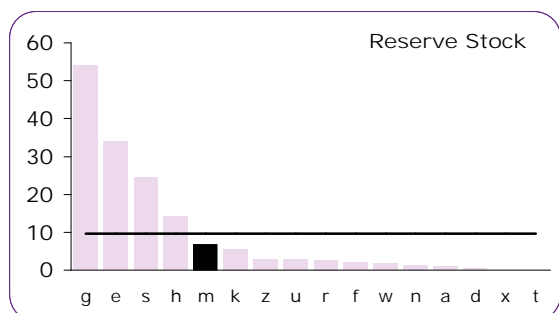
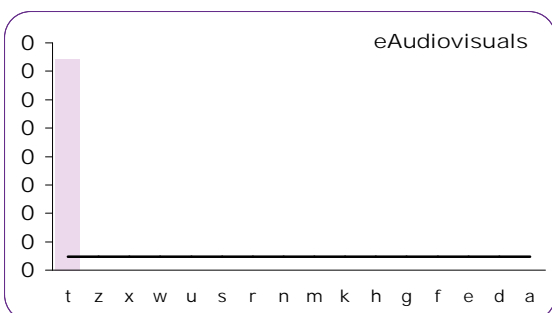
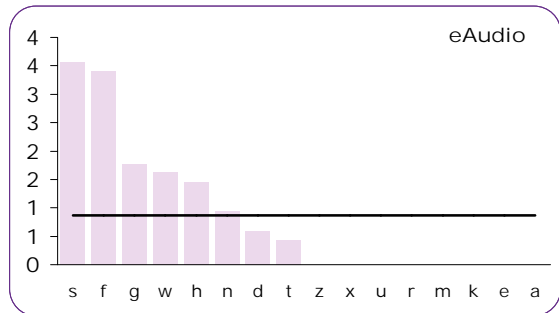
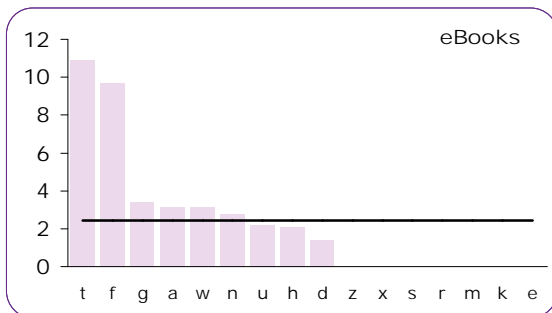
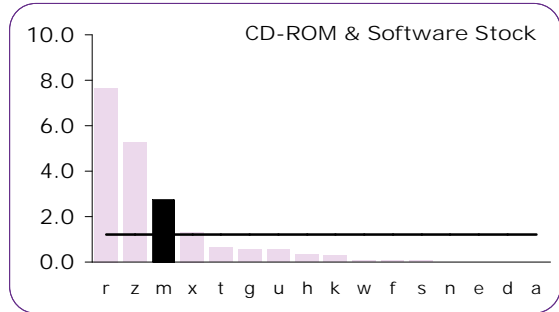
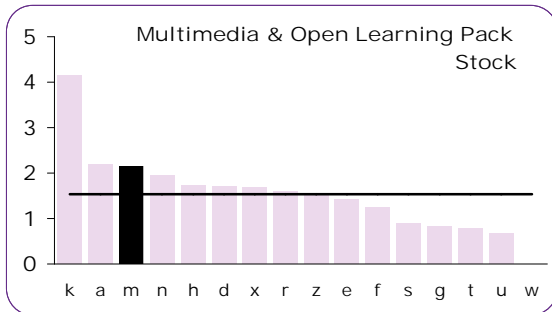
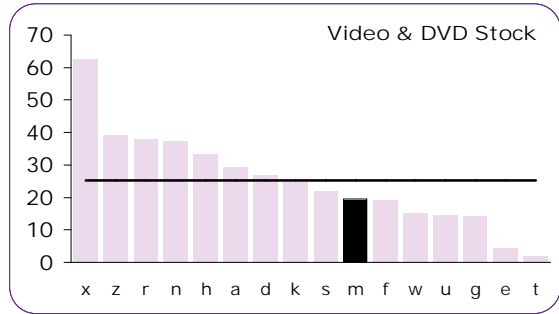
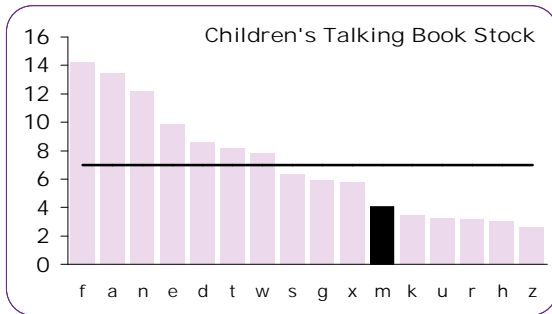
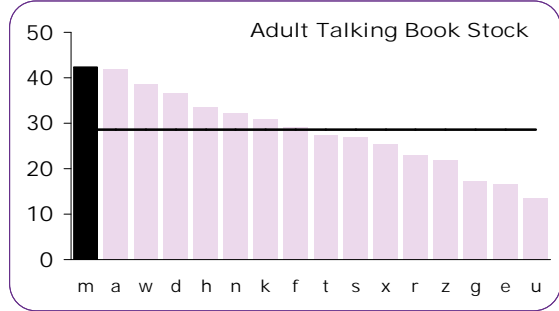
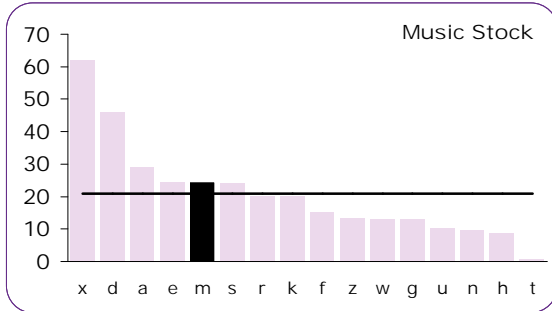
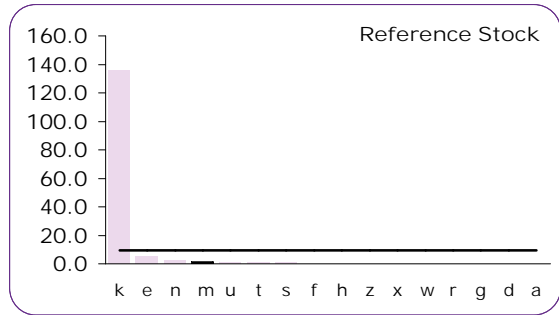
graph shown per 1,000 population



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

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

graphs shown per 1,000 population



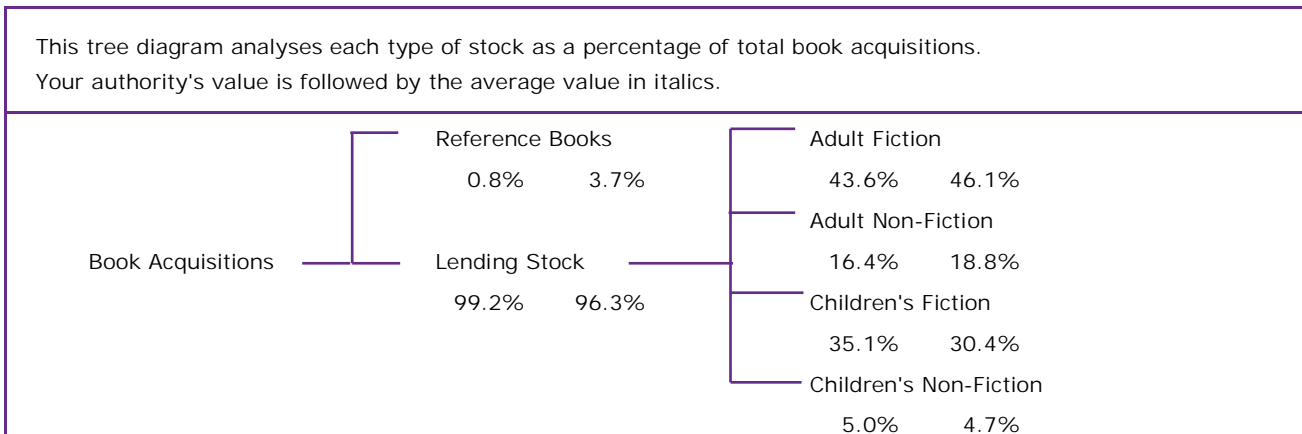
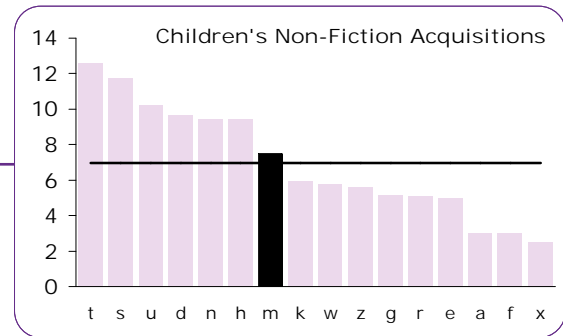
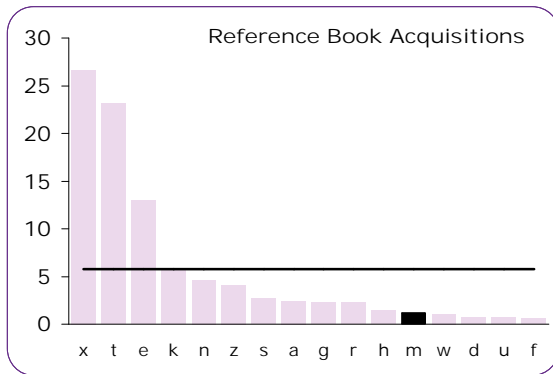
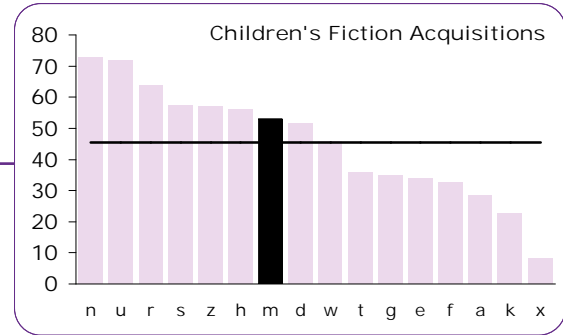
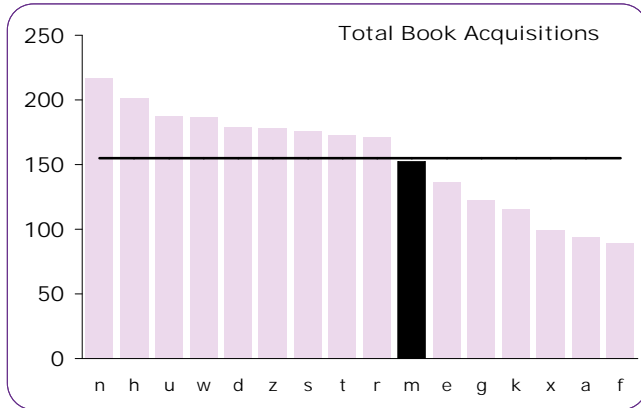
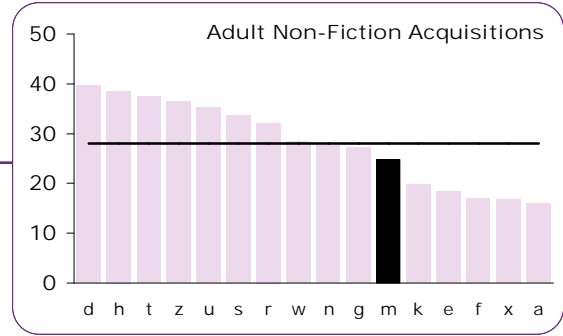
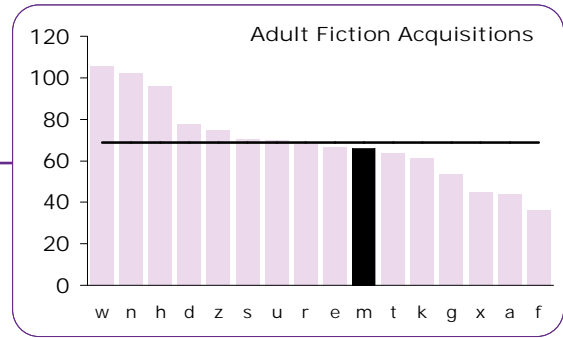
Source: CIPFA Public Library Statistics 2012 - Cells 37 to 49

D3: Book Acquisitions

2011-12 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Average
Reference Books	268	1.2	5.8
Lending Stock			
Adult Fiction	14,980	66.0	68.8
Adult Non-Fiction	5,622	24.8	28.1
Children's Fiction	12,038	53.0	45.4
Children's Non-Fiction	1,705	7.5	7.0
Total Book Acquisitions	34,613	152.4	155.0



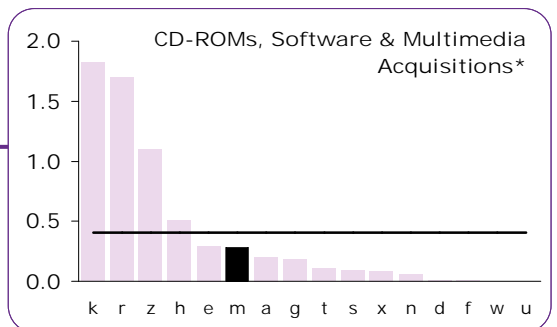
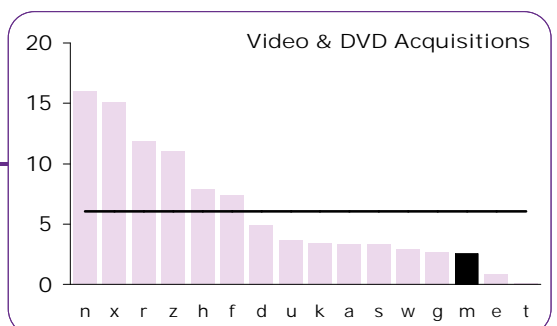
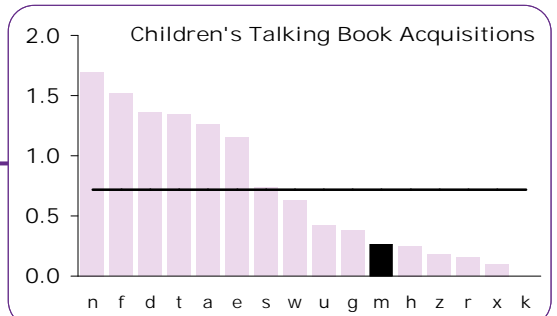
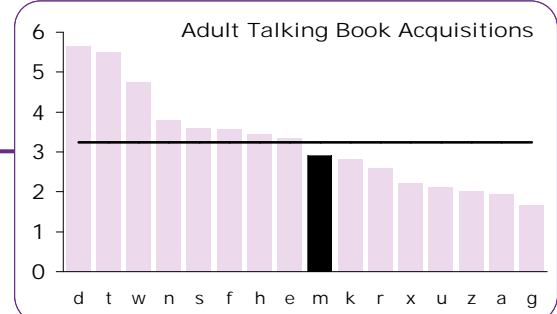
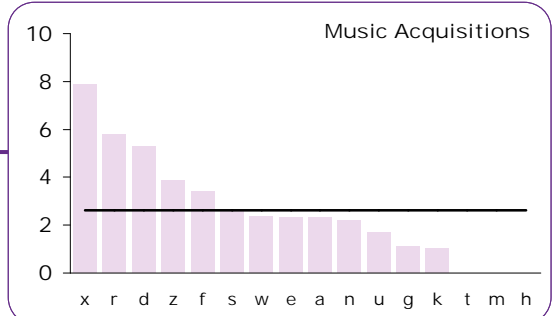
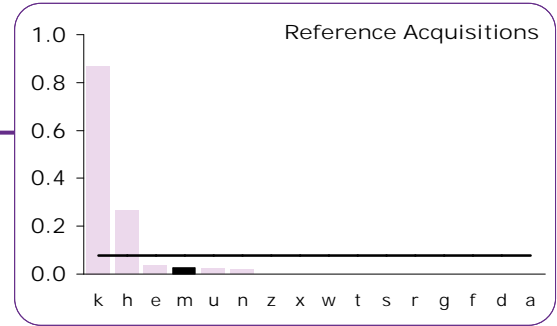
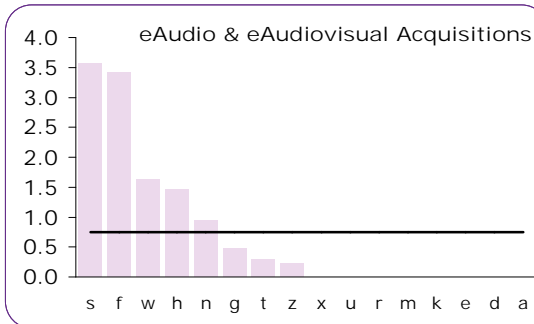
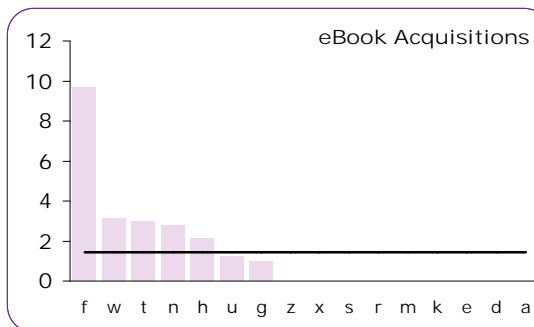
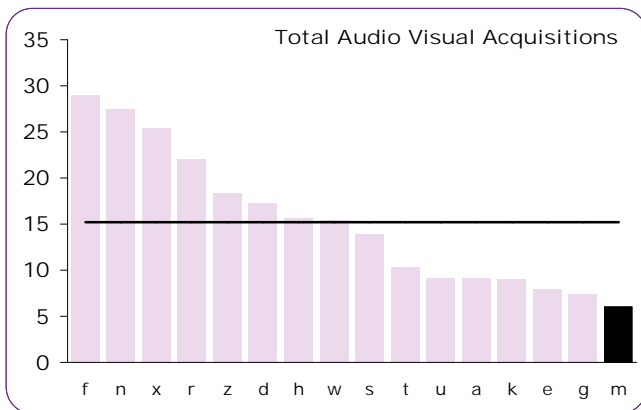
Source: CIPFA Public Library Statistics 2012 - Cells 30 to 36

D4: Audio, Visual, Electronic & Other Acquisitions

2011-12 Actuals

graphs shown per 1,000 population

	Number	per 1,000 pop	Avg
For Reference	6	0.0	0.1
Lending Stock			
Sound - Music	0	0.0	2.6
Sound - Adult Talking Books	663	2.9	3.2
Sound - Children's Talking Books	61	0.3	0.7
Video & DVDs	581	2.6	6.1
CD-ROMs, Software & Multimedia*	64	0.3	0.4
eBooks	0	0.0	1.4
eAudio	0	0.0	0.7
eAudiovisuals	0	0.0	0.0
Total Audio Visual Acquisitions	1,369	6.0	15.2

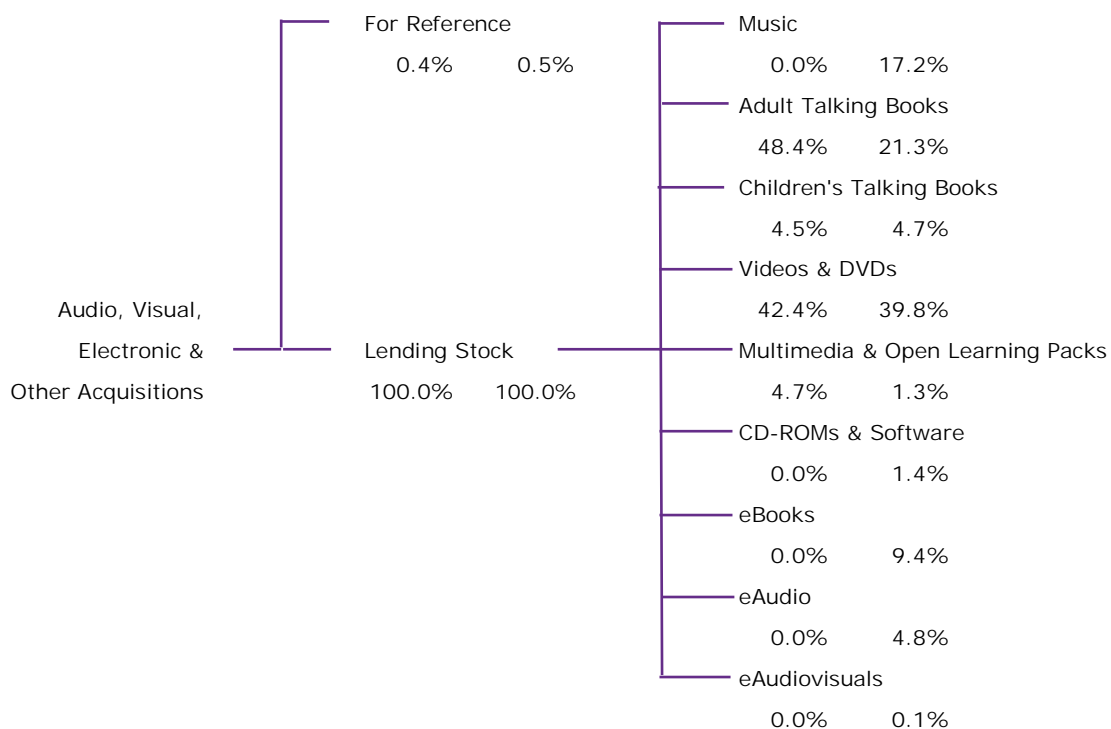


* Includes CD-ROMs & Software, Multimedia & Open Learning

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.

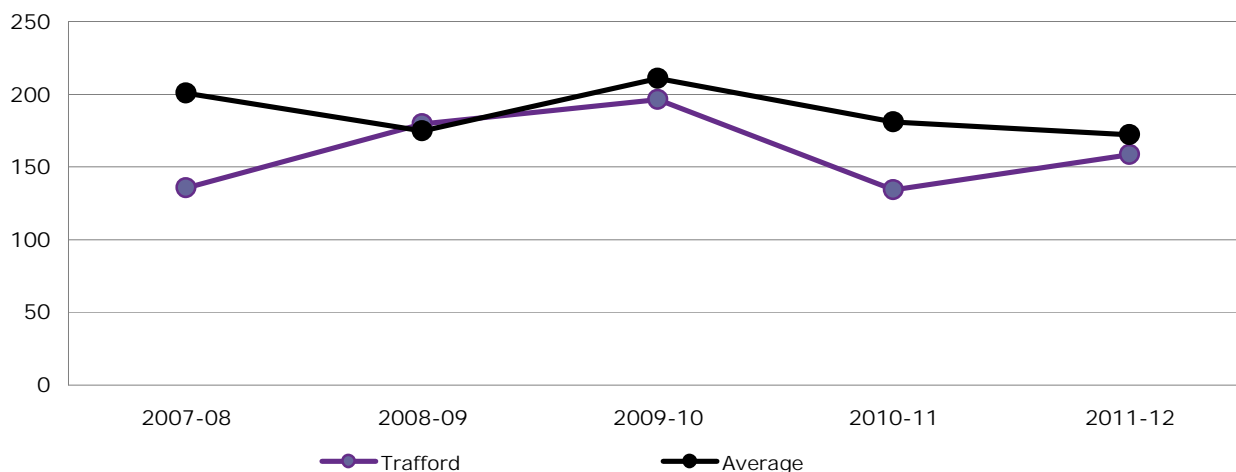


Source: CIPFA Public Library Statistics 2012 - Cells 50 to 61

D5: All Acquisitions (Books and Audio Visual)

Acquisitions	Number	per 1,000 pop	Average
2007-08	28,868	136	201
2008-09	38,224	180	175
2009-10	42,285	196	211
2010-11	29,214	134	181
2011-12	35,982	158	172

Acquisitions per 1,000 population: Time Series

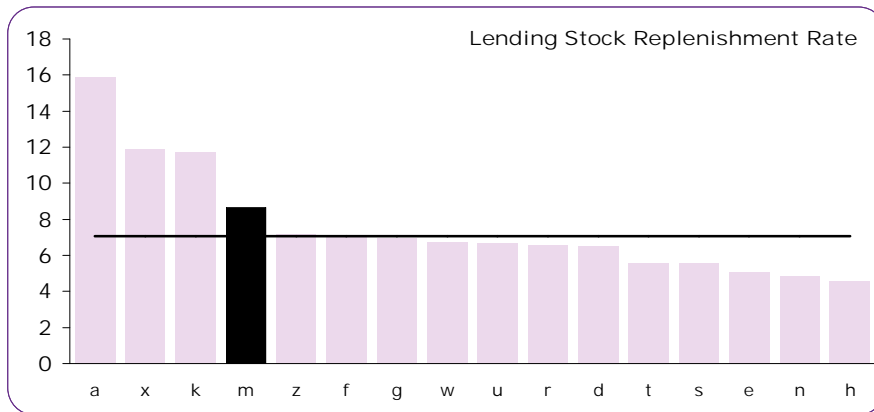


Source: CIPFA Public Library Statistics 2012 - Cells 36 & 61

D6: Lending Stock Replenishment Rate

Lending Stock	Years	Average
Replenishment Rate	8.6	7.1

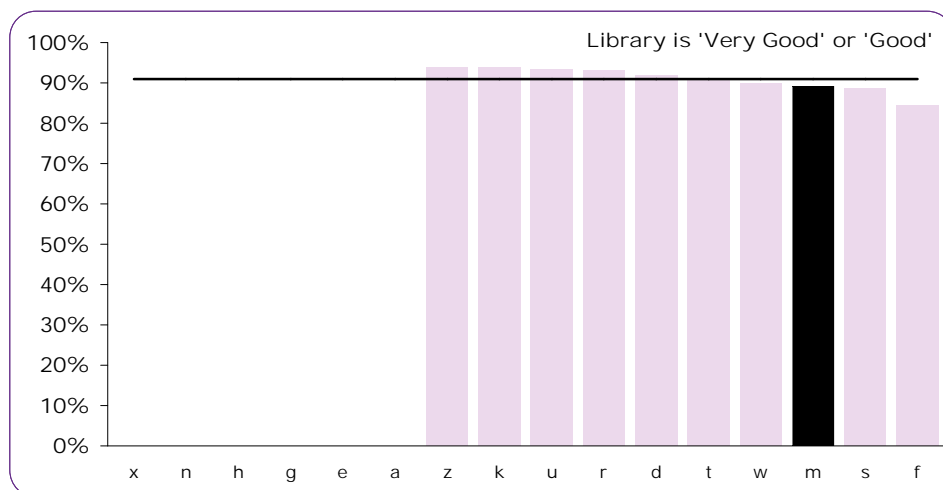
- Time taken in years to replenish the lending stock on open access or available on loan at 2011-12 rate.



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)

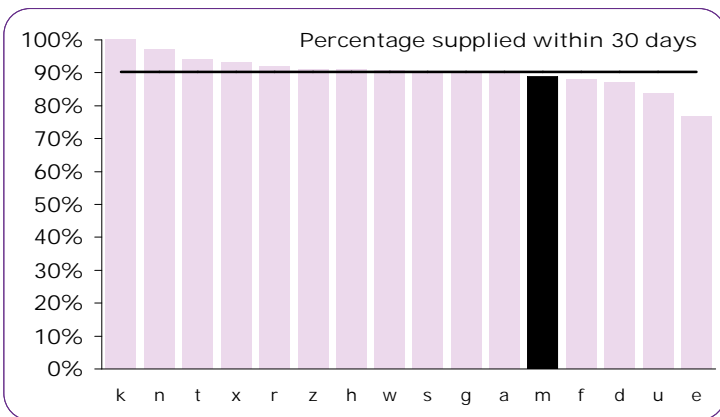
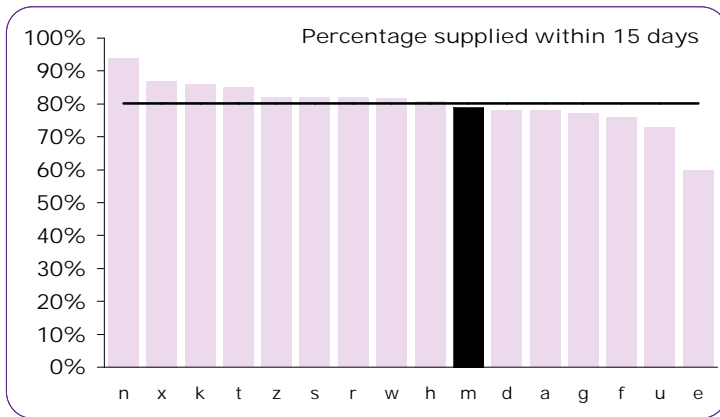
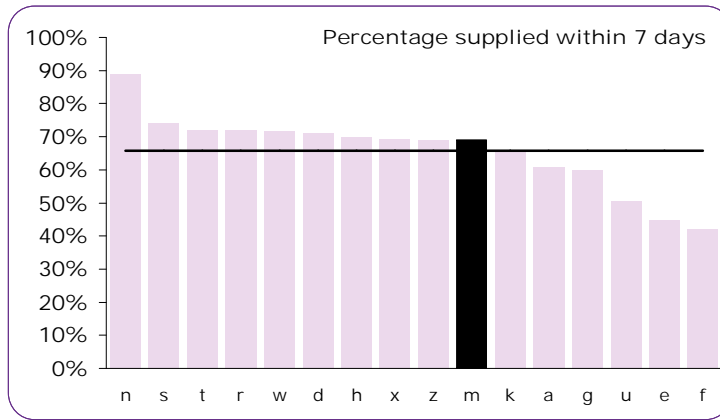
This PLUS data is the feedback from the individuals who makes use of library services. It contains the views of children, young people and adults from diverse neighbourhoods who have been surveyed on a variety of topics including books, homework and computers. Examples of the way the PLUS data is used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

E1: Requests

2011-12 Actuals

Percentage Supplied	Authority	Average
within 7 days	69%	66%
within 15 days	79%	80%
within 30 days	89%	90%

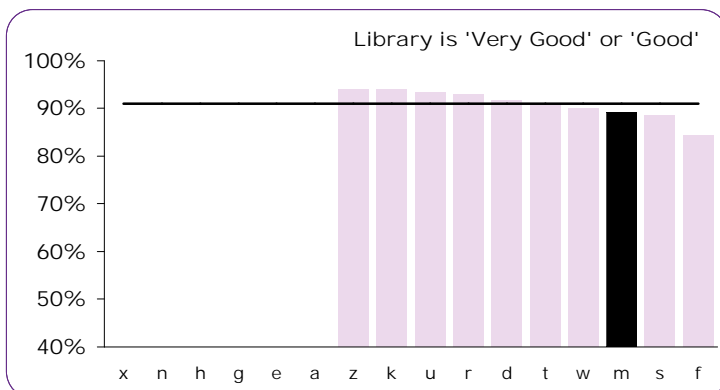
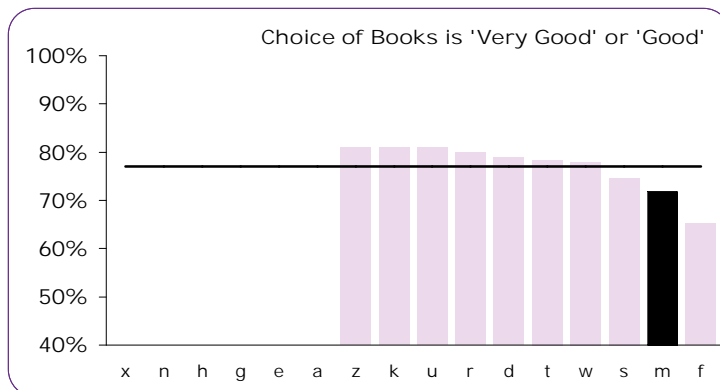
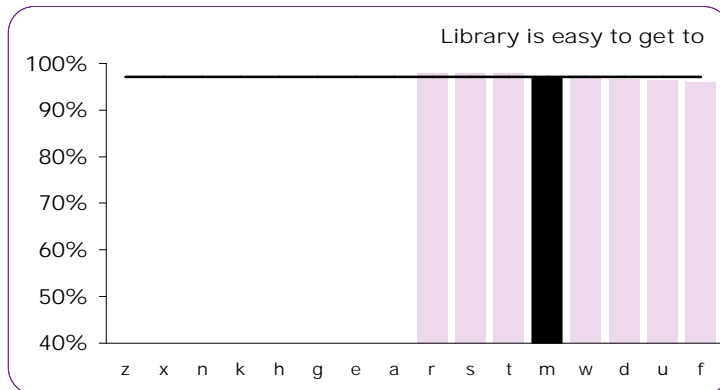
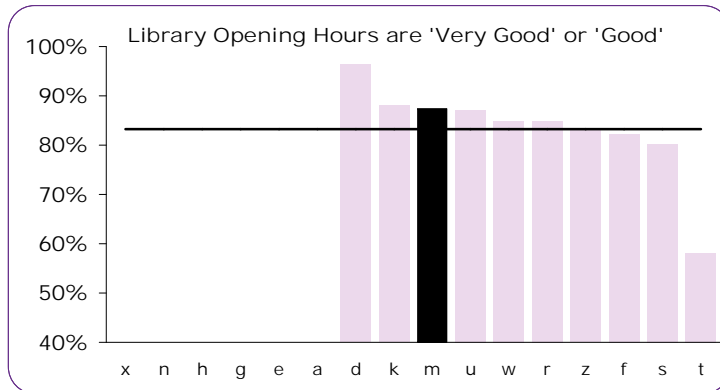


Source: CIPFA Public Library Statistics 2012 - Cells 85 to 87

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'	87%	83%
Proportion who find the library easily accessible	97%	97%
Proportion who find the choice of books as 'very good' or 'good'	72%	77%
Proportion who view their library as 'very good' or 'good'	89%	91%

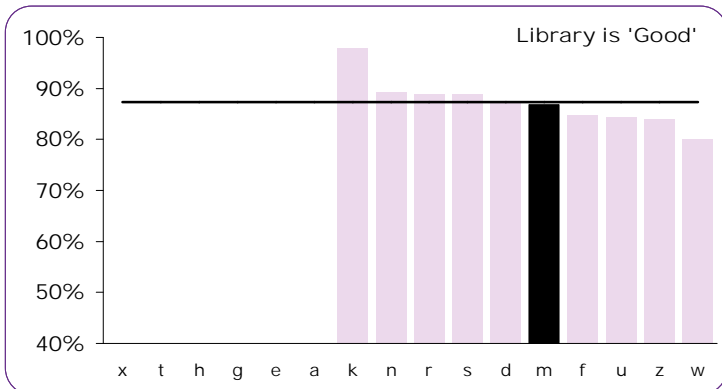
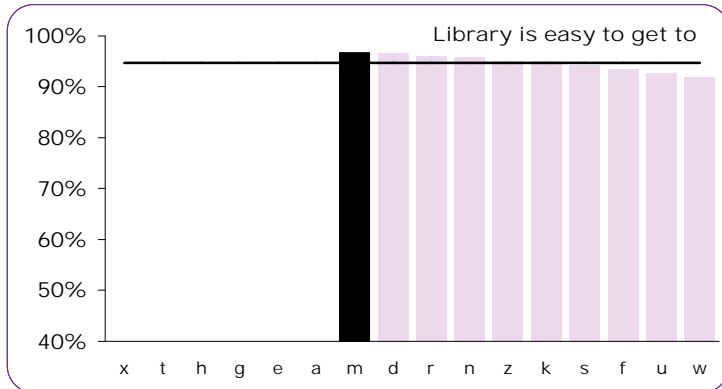
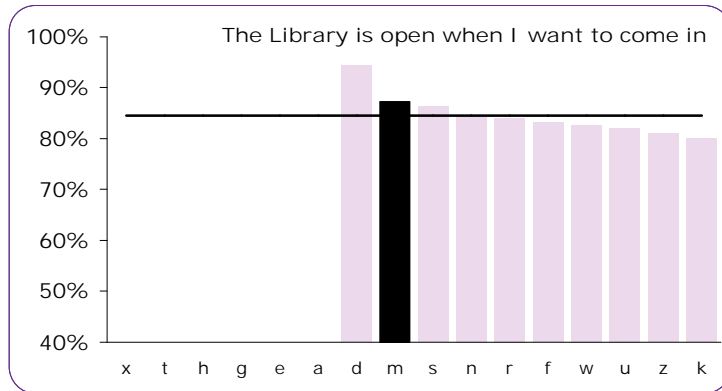


Source: CIPFA Public Library Statistics 2012 - Cells 155 to 163

E3: Public Library User Survey (PLUS)

Under 16

Survey Year:	2010-11	Authority	Average
Proportion who view their library to have convenient opening hours		87%	85%
Proportion who find it easy to access the library		97%	95%
Proportion who view the books in their library as 'good'		79%	83%
Proportion who view their library as 'good'		87%	87%

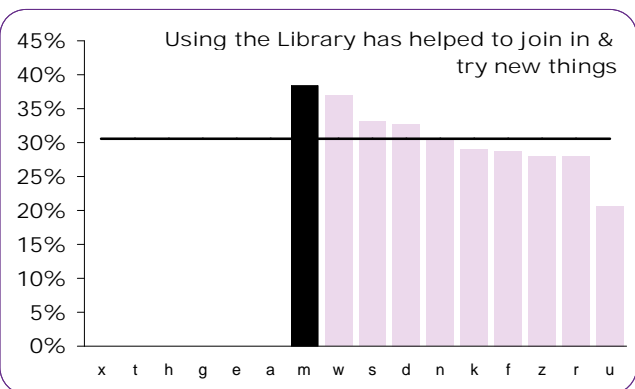
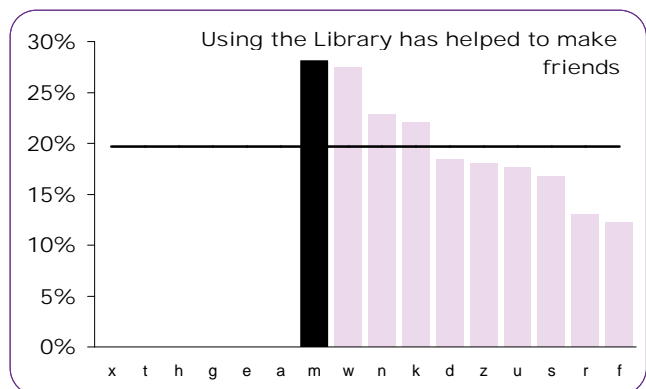
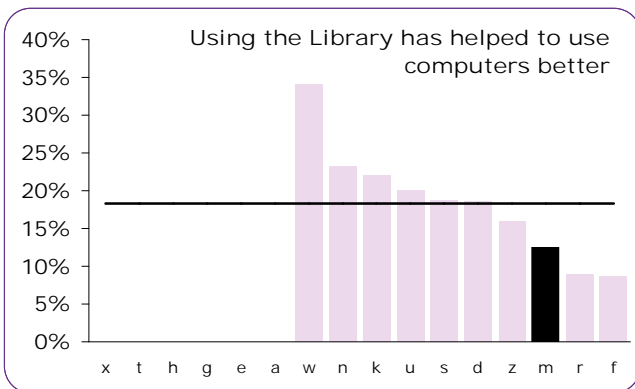
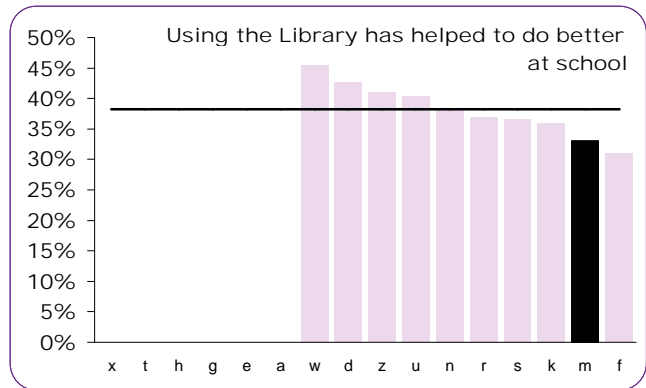
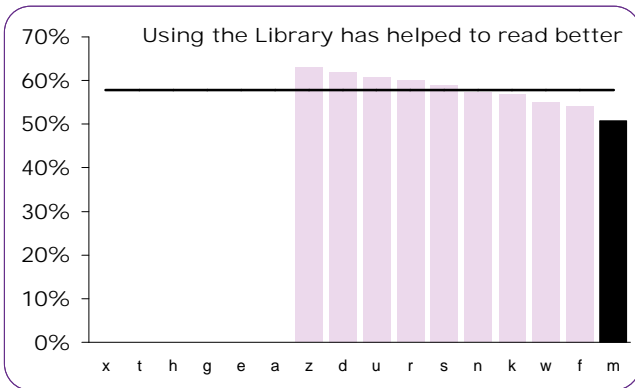


Source: CIPFA Public Library Statistics 2012 - Cells 155 to 163

E3: Public Library User Survey (PLUS)

Under 16 (continued)

Proportion who view their library to have helped them	Authority	Average
Read better	51%	58%
Do better at school	33%	38%
Use computers better	13%	18%
Make friends	28%	20%
Join in and try new things	38%	31%
Learn and find things out	55%	57%



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

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

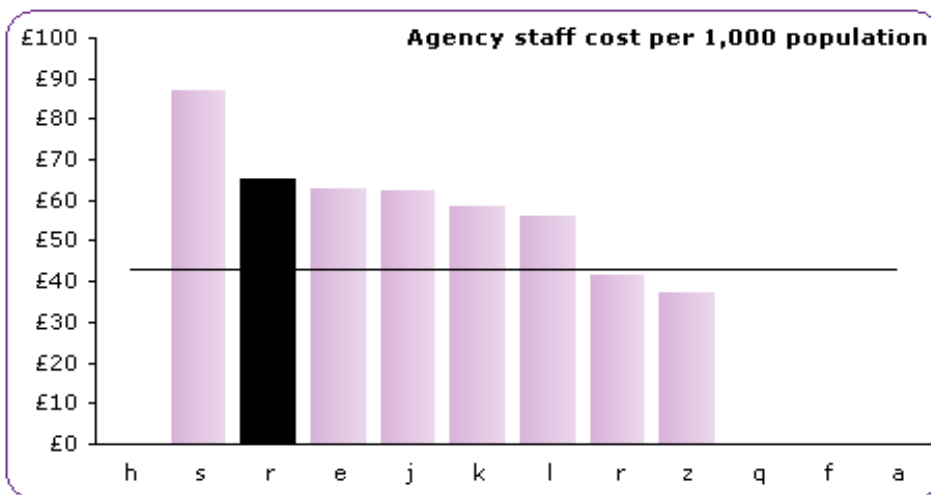
Zero values: In some cases the value for any authority might be zero, in this case the value 'displays' as a bar of zero height (i.e. no bar) on the right of the distribution (which follows the pattern of lowest values to the right of the chart).

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.

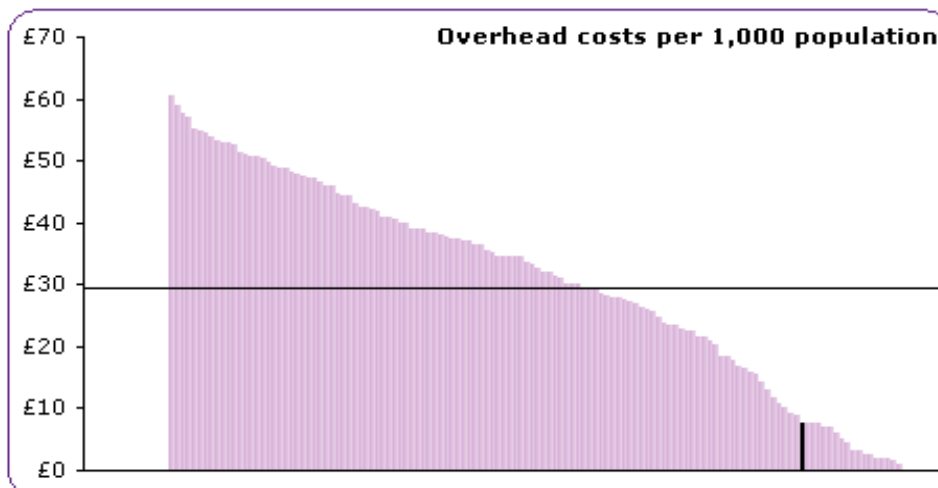


Example 4: Comparisons with large numbers of authorities

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.

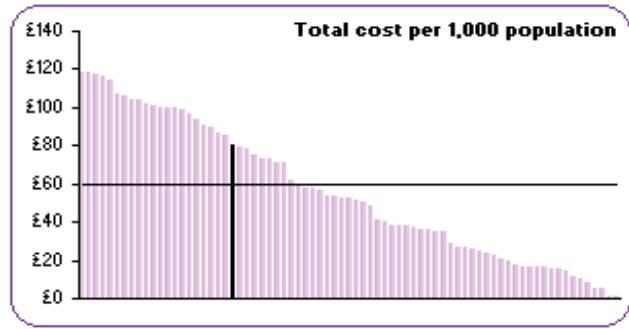
- The black bar authority has a very low figure, being less than a third of the group average.
- Data were not available for around 10% of the authorities (gap on left of the chart).
- 5% of the authorities report either zero or miniscule costs (gap on right of the chart).
- There is great variation in these costs, as the distribution slopes smoothly from left to right showing that there is no 'typical' value for this cost.



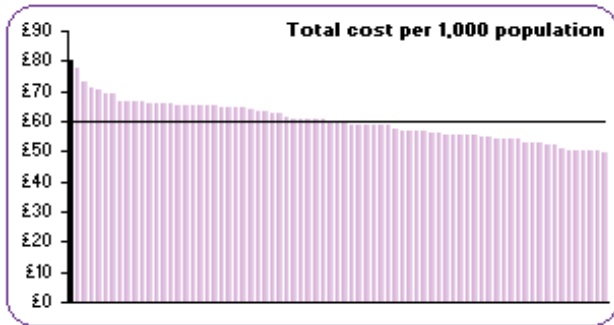
The distributions of values shown on the charts can vary greatly. Here we show some examples to help readers understand how the distributions can vary. In each case we will keep the black bar authority's value the same and the group average the same, however the shape of the graph and distribution of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



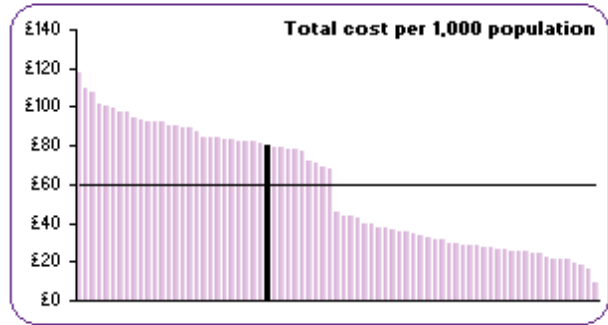
- This chart shows a very common distribution (which a statistician would appropriately call the 'normal' distribution).
- While there is a wide range of values (20-100) the majority of authorities are in a much tighter range (about half are between 50 and 70).
- In this particular case the highlighted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

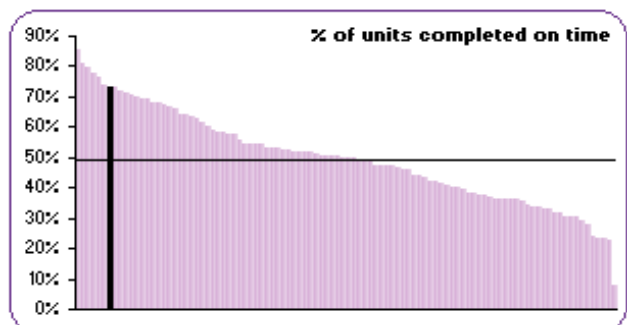
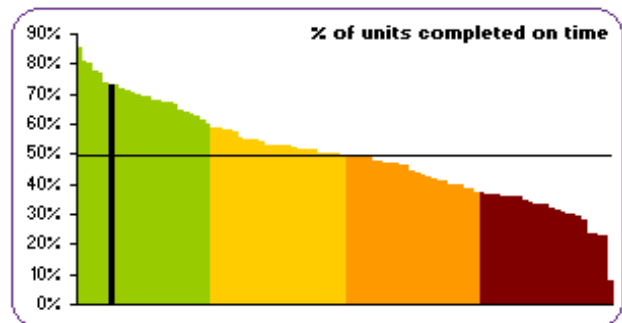
Quartiles are produced by splitting the distribution into four quarters, as presented on the right.

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.

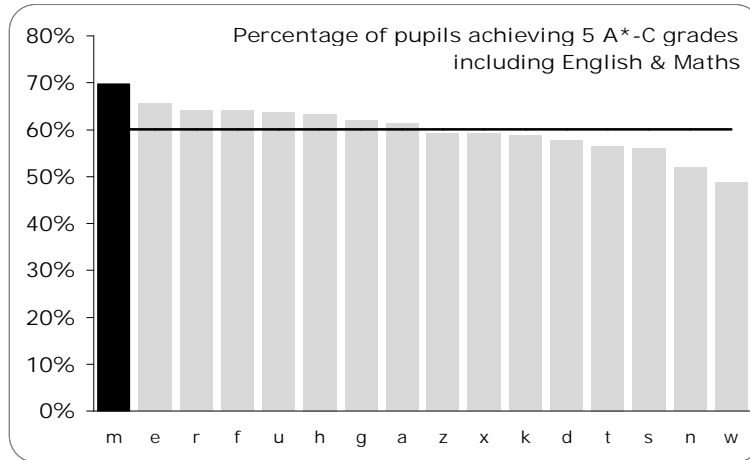
We do not show quartiles in this report, as this approach can be viewed as simplistic, and it does not fit in with the purpose of the report, which is to inform rather than judge. The reader should however compare the top and bottom charts and note how easy it is to quarter the distribution with the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



APPENDIX 2 - Background Information

Educational Attainment

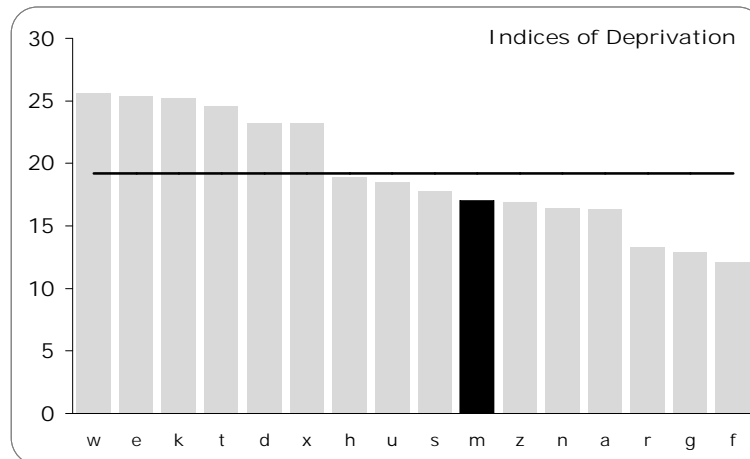
		Average
Educational Attainment	69.7%	60.1%



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

Deprivation

		Average
Index of Deprivation	17.0	19.2

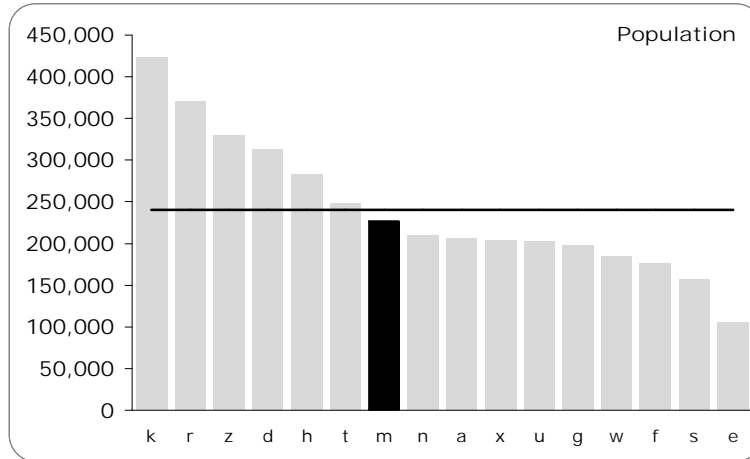


- The higher the index, the more deprived the authority is.

Source: CLG Indices of Deprivation 2010

Population

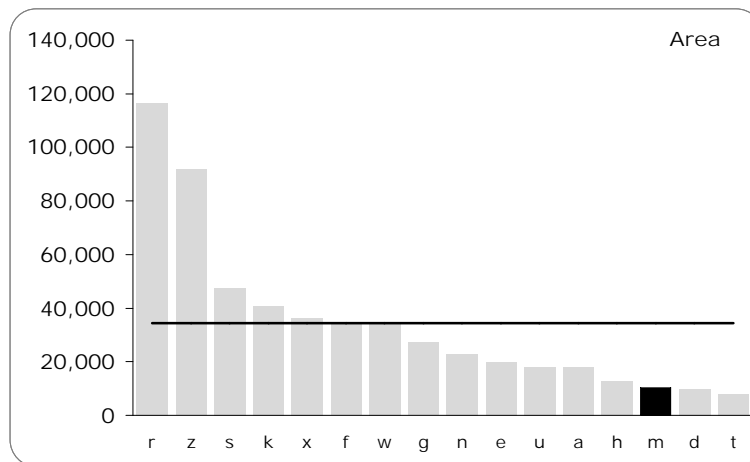
		Average
Population	227,100	240,031



Source: ONS Mid 2011 Population Estimates

Area

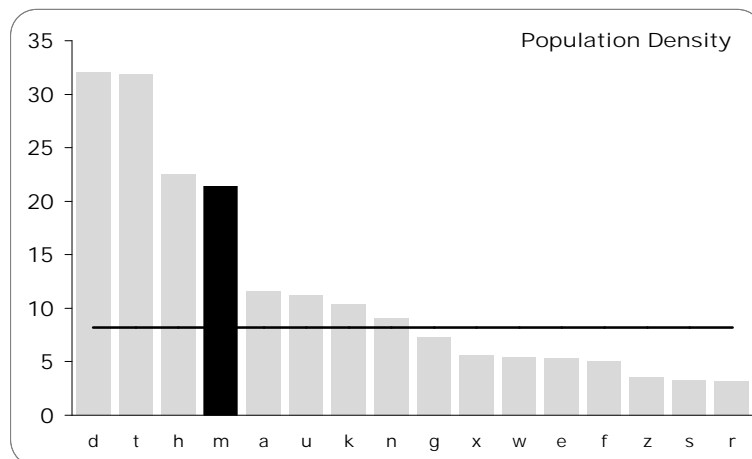
		Average
Area	10,604	34,298



Source: ONS Area 2011

Population Density

		Median
Population Density	21.4	8.2



APPENDIX 3 - Financial Information

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

Revenue Expenditure	£	per 1,000 pop	Average
Employees	1,768,577	7,788	8,541
Premises	783,978	3,452	1,952
Supplies & Services			
Books & Pamphlets			
- Reference	14,638	64	87
- Adult Fiction	118,205	520	520
- Adult Non-Fiction	43,424	191	265
- Children's Fiction	50,186	221	219
- Children's Non-Fiction	8,427	37	43
Newspapers, Periodicals & Magazines	26,075	115	81
Sound Recordings ¹	28,085	124	179
Videos, DVDs, CD-ROMs, Software & Multimedia ²	9,456	42	91
Electronic & Online Products ³	16,948	75	136
Other Acquisitions	0	0	30
Bookbinding	0	0	15
Total Materials	315,444	1,389	1,665
Computing Costs	297,602	1,310	634
Other Supplies & Services	188,150	828	726
Transport	51,016	225	205
Third Party Payments	0	0	143
Support Service Costs	279,562	1,231	2,387
Total Revenue Expenditure	3,684,328	16,223	16,254

Revenue Income	£	per 1,000 pop	Average
Overdue Charges	(32,178)	(142)	(204)
Reservation Fees	(830)	(4)	(34)
Lettings	(8,803)	(39)	(89)
Hire of Audio & Visual Materials	(16,071)	(71)	(208)
Electronic Revenue	(14,030)	(62)	(31)
Specific Grants	0	0	(89)
Provision of Library Services to other Local Authorities	0	0	(43)
Miscellaneous - receipts from the public	(106,859)	(471)	(281)
Miscellaneous - corporate income	(145,575)	(641)	(195)
Total Revenue Income	(324,346)	(1,428)	(1,174)

Net Expenditure (excluding Capital Charges)	3,359,982	14,795	15,080
Capital Charges	658,495	2,900	1,476
Total Net Expenditure (including Capital Charges)	4,018,477	17,695	16,556

Total Capital Expenditure	192,776	849	817
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¹ Includes Music, Adult Talking Books and Children's Talking Books (Cells 108 to 110)

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

³ 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	1,586,854	6,987	8,124
Premises	772,210	3,400	1,995
Supplies & Services - Materials	315,444	1,389	1,565
Other Expenditure	902,937	3,976	3,329
Total Revenue Expenditure	3,577,445	15,753	15,014
Revenue Income	(282,487)	(1,244)	(1,158)
Net Expenditure (excluding Capital Charges)	3,294,958	14,509	13,856
Capital Charges	249,122	1,097	1,708
Total Net Expenditure (including Capital Charges)	3,544,080	15,606	15,564

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 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

- 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, 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

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

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