

## Borrower, visit and issue trends

**Borrowers.** People can join at any library in Surrey and, once they have a ticket, borrow books from any library

Over the last 5 years, PAL's borrower numbers have generally declined year on year. The rate of decline in the 5 full years between 2012 and 2017 was 17% for registered borrowers and 19% for active borrowers. New borrowers joining are low for PAL placing them in 47<sup>th</sup> against other Surrey libraries in 2016/17. This reflects the specialist nature of the service but partially explains the declining numbers of overall borrowers as there are fewer new joiners than those allowing their membership to lapse

There are double the number of music groups to drama groups and numbers have remained fairly stable over the years despite efforts by the PAL staff and the library service to increase borrower numbers. The number of library authorities borrowing from PAL is also stable. Detailed analysis of active borrowers showed that a significant number of individual borrowers registered at PAL borrowed their material from libraries other than PAL

**Out of county use.** Groups borrowing multiple copies of plays or music are registered as either Surrey or Non-Surrey. PAL policy is to allow people or groups to join as a Surrey borrower if they reside in an area adjoining Surrey or rehearse in Surrey.

52% of total group borrowers have a postcode outside the administrative area of Surrey: this increases to 59% for drama groups and decreases to 48% for music groups.

**Visitors.** PAL has a specialist function, and borrowers have the facility to request and collect items at local libraries without travelling to PAL. However PAL's annual visitor numbers of 15,829 in 2016/17 ranked against all Surrey libraries. This gives a placement of 47 out of 53 libraries and provides part of the rationale in Option 1, where visible provision in a library already with substantial footfall may help encourage more people to engage with the stock than at the standalone Denbies site.

**Book issues.** Issues of 106,413 in 2016/17 give PAL a placement of 11 out of 53 libraries. It should be noted that the bulk of items borrowed from PAL are multiple copies of the same item e.g. a vocal set may frequently include 40 pieces or more and each piece is recognised as a single issue. If account is taken of this and the ranking based on title not copies, PAL would be on a similar ranking as its visitor numbers.

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