

SURREY COUNTY COUNCIL LIBRARY SERVICE IMPROVES COLLECTION WITH COLLECTIONHQ



SURREY
COUNTY COUNCIL

Surrey County Council Library service is made up of 52 branches and serves a population of over 1,000,000. To streamline collection management activities and make evidence-based purchasing decisions, collectionHQ was introduced in 2011 and today the library continues to seek new ways of using the solution to improve their collections.

THE CHALLENGE

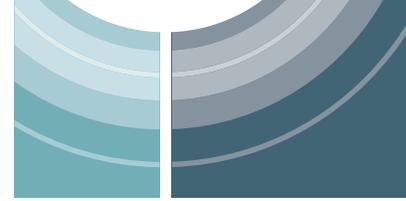
Since implementing collectionHQ in 2011, Surrey County Council has introduced some innovative promotional activities and helped make improvements to collection management. More recently, a new challenge was identified in relation to budgeting at the library. Liam Dixon, Team Coordinator – Stock Management explains “traditionally almost 100 percent of our budget had been spent on new material. Every month we are presented new books by our supplier and we’ll buy plenty of copies of the latest titles.” As a consequence of concentrating budget spend on recent titles, however, the backlist titles of popular authors have been overlooked and the demand for those authors has not been met.

THE SOLUTION

collectionHQ’s wide ranging toolset offers a variety of ways to identify those popular authors which are understocked and to ensure the library has a sufficient supply of this backlist material in addition to new titles.

BETTER MATCH OF SUPPLY WITH DEMAND | Since using collectionHQ to assess the performance of popular adult fiction authors, it became apparent that the library was indeed understocked in those authors. To overcome this issue, Liam explains that first of all it had to be decided which authors the library needed to invest in. Firstly, collectionHQ “Top Charts” tools helped to highlight the authors which were currently popular with borrowers from each of the County’s 52 libraries. Liam’s team could then ensure a wider variety of titles from those authors were purchased to meet this demand. To find out what authors were popular outside of Surrey County Council, collectionHQ’s Discovery tools were used which provided a breakdown of the most popular authors across the United Kingdom as a whole, and particularly in the south-east region. The current provision of those authors across the library service could then be assessed and purchases made accordingly. Liam commented “collectionHQ has helped us to understand not only which authors our customers like from the stock we’re currently buying, but also which authors they may be interested in if only we stocked more of them in Surrey”.

As a result of using collectionHQ to audit the supply of popular adult fiction authors at Surrey County Council Library Service, Liam reports a better representation of those authors when using “Top Charts” and an increase of circulation month-on-month: “to see an increase in issues of Fiction titles is impressive as Fiction circulation across the country is in decline and Fiction sales in retail are in decline resulting from the popularity of ebooks.” The insight gained from collectionHQ has allowed Surrey to adjust their spending between new frontlist titles and perennially popular backlist titles to match supply to customer demand. Liam continues “Prior to using collectionHQ only James Patterson would routinely contribute over 1,000 issues per month. Since using the Top Charts and Discovery tools we now have over a dozen adult fiction authors that are members of the 1,000 issues



KEY BENEFITS

The adoption of collectionHQ at Surrey County Council Library Service has helped to:

- Better match supply with demand
- Make best use of the existing collection
- Improve collection performance
- Monitor circulation efficiently

COLLECTION PERFORMANCE IMPROVEMENT



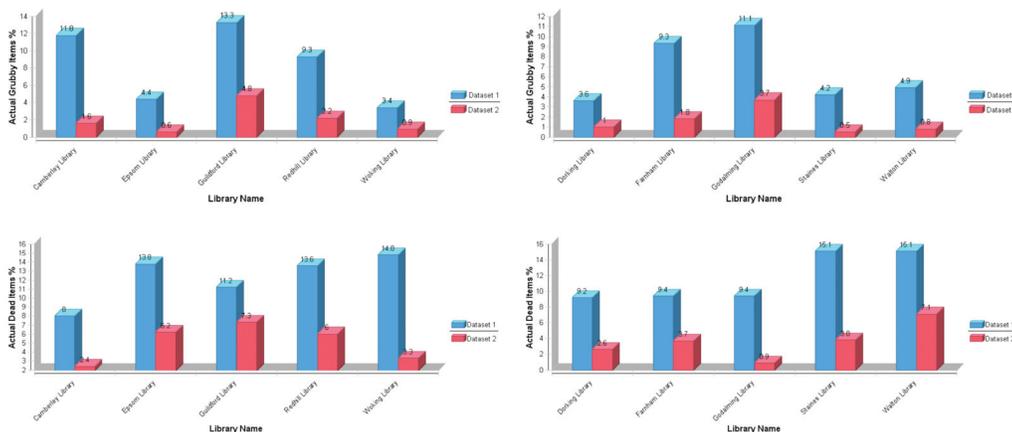
a month club." As each dataset becomes available the Top Chart reports demonstrate that this improved performance is not just a short term gain, the stock by these authors is making this increased contribution to circulation month after month.

IMPROVED COLLECTION MANAGEMENT | To sustain this supply of "in-demand" authors, regular collection maintenance is carried out efficiently through the use of collectionHQ. The tools are scheduled for use over a 3 month period which helps to not only ensure that the collection is in a good condition but that maximum use is made from the items that are already in the collection before purchasing new copies.

In Month 1 Liam's team uses the popular author transfer tools for all adult fiction, moving any items with poor circulation to locations of demonstrated demand. In Month 2, grubby item refresh is carried out where items in a poor physical condition at one branch are replaced with surplus copies from another. Finally, in Month 3, grubby item removal takes place when the team can be sure that those books in a poor physical condition are accounted for and can be removed from the collection. Liam explains that the process of identifying and replacing grubby items helps to maintain the backlist of popular authors they worked hard to acquire, and maintain the high circulation those items are generating. "The likes of Lee Child, John Grisham, Susan Lewis and Philippa Gregory are our bread and butter, it's only by turning the Grubby Item Removal reports into back stocking orders with our book supplier that we can ensure we replenish these key titles and continue to benefit from the contribution they make to our circulation statistics and customer satisfaction."

As a result of working with collectionHQ to maintain the collection, Liam reports that the proportion of dead and grubby adult fiction items across every one of Surrey's libraries has fallen significantly. Liam explains the improvements "This means that in many cases well over 90% of the collection on the shelves is considered relevant and appealing by our borrowers."

This is clearly visible from the performance charts from Surrey's largest ten libraries:



ENHANCED PERFORMANCE INSIGHT | collectionHQ's performance reports have supported the improvements that the solution is helping to make to the collection at Surrey County Council Library Service and have helped to share the success of the collection with the team. "The Top Charts and the Performance Charts have been a hugely important visual and marketing aid in communicating and celebrating the success collectionHQ has helped us achieve".

In the future, Liam looks forward to applying the same use of Top Charts, Discovery, Grubby Item Removal and Performance to improve junior fiction. He also intends to explore the selection toolset and will be using collectionHQ to incorporate evidence into planning of the new budget to decide, based on performance, how this is allocated across each collection and branch.

demo@collectionhq.com | www.collectionhq.com

COLLECTION PERFORMANCE IMPROVEMENT



saveTIME



saveMONEY



improve
PERFORMANCE