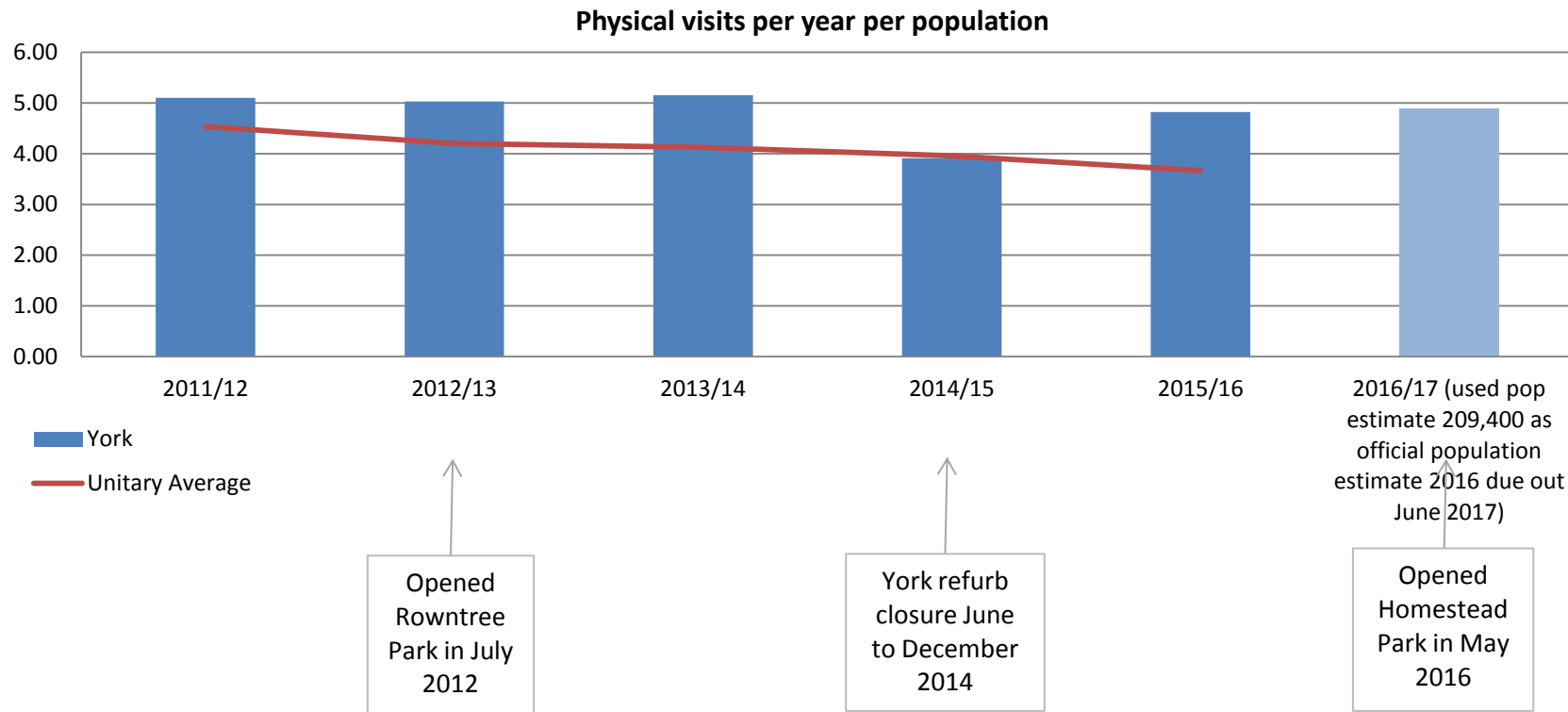


Footfall



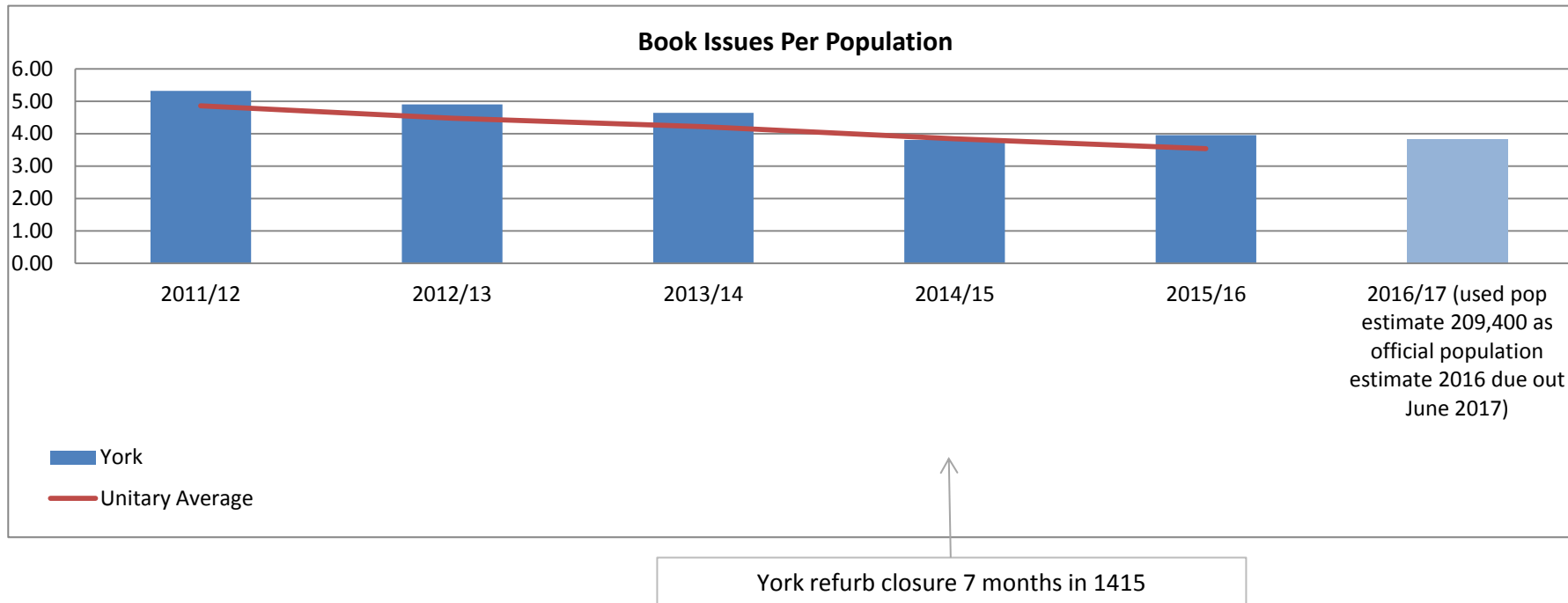
The population is built into these figures, so that we can compare with the national trend. This means that performance which appears static is actually rising in proportion with population rises.

In spite of the national trend for library visits to slightly decline over time, Explore's footfall has been holding up well, thanks in large part to the Reading Cafes we've opened.

Explore is in the upper quartile for physical visits.

All branches have monthly visitor targets which are monitored and analysed by OMT.

Issues



Books here are defined as physical books, e-books, and audiobooks but not non-book items e.g. Music CDs, DVDs, Issues include renewals

Like the national trend, book issues at Explore have fallen over time, but in 16/17 we've begun to halt the pace of this Explore's performance is above average but not upper quartile.

Our success with the reading cafes does not impact significantly on issue figures, since reading cafes are host to more casual reading on site rather than a lot of borrowing