

A CASE STUDY WITH SURREY LIBRARIES

REVITALISING JUNIOR NON FICTION BORROWING WITH NIELSEN DATA

Liam Dixon has been a librarian with Surrey Library Service since 2008. Since joining the service Liam and his team have worked tirelessly to revitalise the Junior Non Fiction category and have successfully reversed the downward trend.

Having worked in the book industry for many years Liam was familiar with our services: *“Nielsen Book’s library services are excellent tools which help broaden our selection. We can see what people are buying and borrowing and use that information to inform our selection”* says Liam. *“The challenge for libraries is that when you purchase 100 titles they keep coming back. In a bookshop, once those titles are sold you can make new selections. In a library you need to make your purchases count!”*

JUNIOR NON-FICTION – WHAT A DIFFERENCE FRESH STOCK CAN MAKE!

The target audience for this category is 5 to 11 year olds for whom the world moves very quickly and their time and interests are dominated by online resources. The stock and the way it’s presented needs to be eye catching and work very hard to compete with these online distractions.

When Surrey Libraries started looking at their stock they found that there was an emphasis on frontlist titles. *“Our collections were a hit and miss affair, the range was very patchy and very dated and this was a consequence of investing so heavily in frontlist. The insight provided by the Nielsen suite of tools confirmed that rebuilding range and relevance could not be achieved through frontlist purchasing alone. Investment had to be balanced between frontlist and backlist purchasing.”*

“At Surrey Libraries we have managed to make the stock in Junior Non-Fiction self-sustaining. We have reduced the stock we hold but increased the number of issues. This means we can refresh stock much more quickly and compete with the other mediums taking up young people’s attention such as surfing the internet, computer games and social media.”

According to Liam, *“When I began working at Surrey, children were borrowing just over 200,000 non fiction books a year. A decade on and this has risen dramatically, to over 315,000 issues in 2018. That’s a 57.5% increase in use – impressive at any time, but doubly so in a time of decline. Generating 315,000 issues from a collection of 54,000 items means Surrey’s stock turn has also increased significantly, doubling from an average of 3 issues per book in 2008 to nearly 6 issues per book in 2018.”*

Liam concludes, *“Surrey’s continued use of Nielsen Book’s Library Services, as part of our Junior Non-Fiction stock offer, makes our stock work twice as hard, doubling our return on investment, and ensuring we provide a far better experience for Surrey residents.”*

Surrey Libraries subscribe to Nielsen BookData Online, Nielsen BookScan for Libraries and are a participant on the Nielsen LibScan panel (Nielsen’s library borrowing data collection service).

For more information email: sales.book@nielsen.com

