

Idea Store Data and Insight

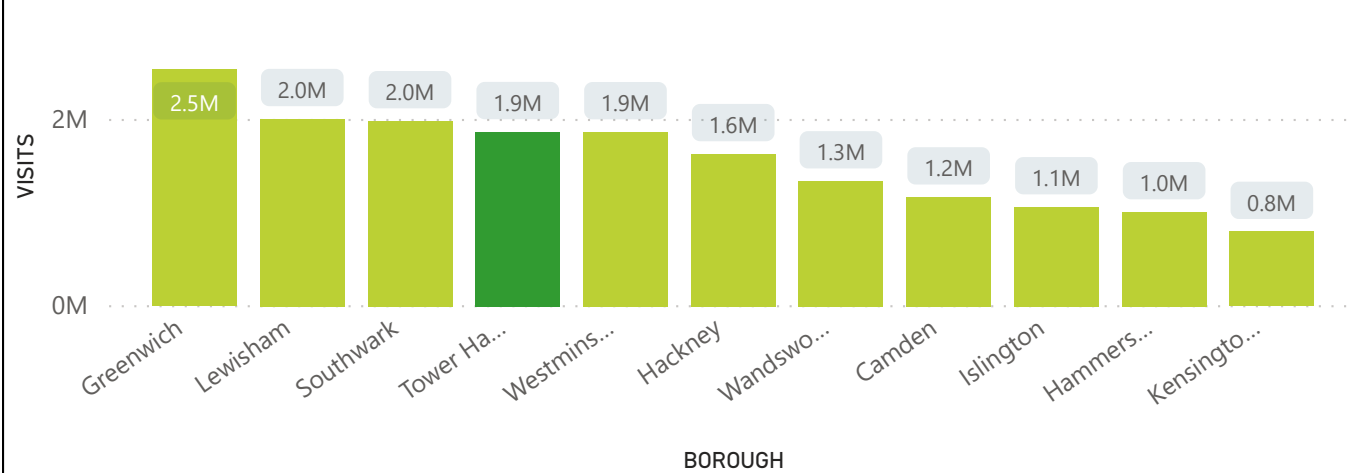
October 2020



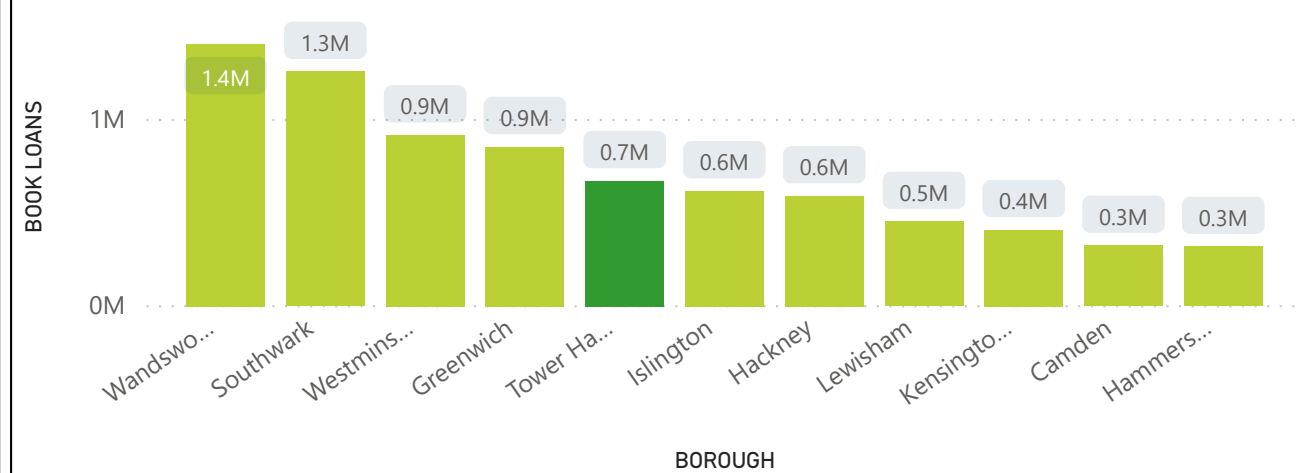
Local Authority comparison data

BOROUGH	VISITS	BOOK LOANS	ALL SITES AS PART OF STATUTORY SERVICE	OPEN 60+ HOURS	OPEN 45-59 HOURS	OPEN 30-44 HOURS	OPEN 10-29 HOURS
Camden	1171589	325780	9	1	4	3	1
Greenwich	2541630	855773	12	-	5	6	1
Hackney	1636184	591638	8	3	4	1	-
Hammersmith & Fulham	1012346	320658	4	3	1	-	-
Islington	1065699	619049	10	-	3	5	2
Kensington & Chelsea	801280	409952	6	-	4	-	2
Lambeth			9	n/a	n/a	n/a	n/a
Lewisham	2012709	454005	13	5	2	4	2
Southwark	1989494	1259821	11	5	1	2	3
Tower Hamlets	1872583	673540	8	5	2	1	-
Wandsworth	1344066	1406791	11	-	5	6	-
Westminster	1871364	918783	11	3	7	1	-

Visits by borough



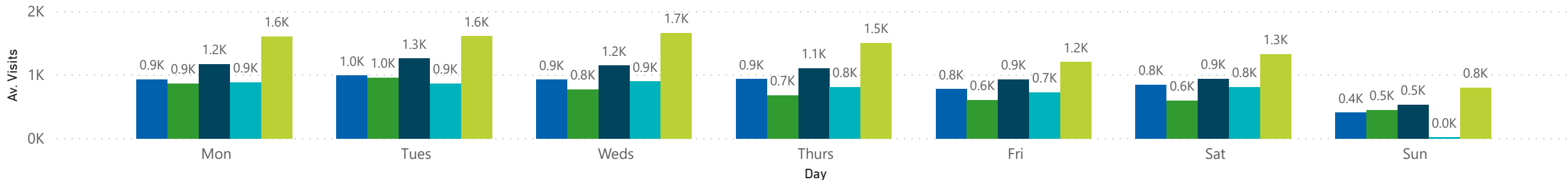
Loans by borough



Visits by year, month and day comparison

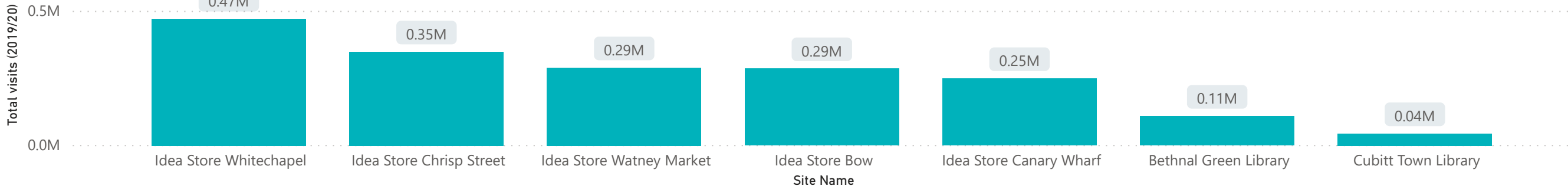
Average visits per day (Jan - Mar 2020)

Site ● Idea Store Bow ● Idea Store Canary Wharf ● Idea Store Chrisp Street ● Idea Store Watney Market ● Idea Store Whitechapel

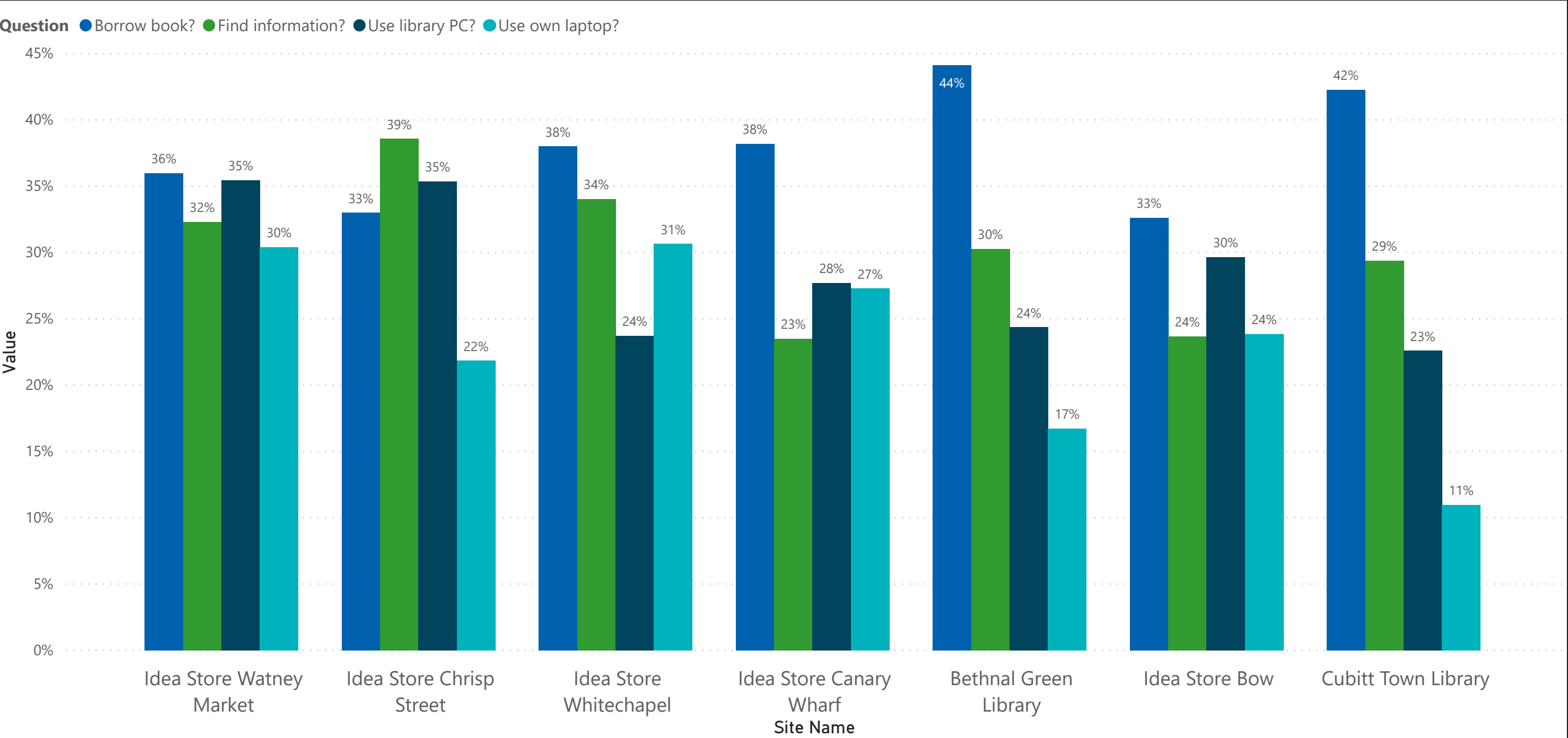


Total visits by month (2019/20)

Site Name	April	May	June	July	August	September	October	November	December	January	February	March	Total
Idea Store Whitechapel	38754	43301	41335	45149	40284	40424	45428	32945	32945	41326	42805	27479	472175
Idea Store Chrisp Street	28696	27867	29436	32012	30520	31444	33310	29806	23618	30202	30772	21911	349594
Idea Store Watney Market	23647	28799	27841	22011	25997	27838	25166	29208	21899	23528	20744	13516	290194
Idea Store Bow	24835	25349	24191	26532	25296	25567	27289	26495	18724	26306	24012	12354	286950
Idea Store Canary Wharf	23129	22574	20765	20809	21365	22741	22555	21675	20526	22969	21303	9667	250078
Bethnal Green Library	9468	10962	10157	10677	9484	9352	11313	10303	5960	8617	7517	5892	109702
Cubitt Town Library	3862	3509	3044	4336	4328	4055	4253	4181	2930	3821	3831	2501	44651
Total	152391	162361	156769	161526	157274	161421	169314	154613	126602	156769	150984	93320	1803344



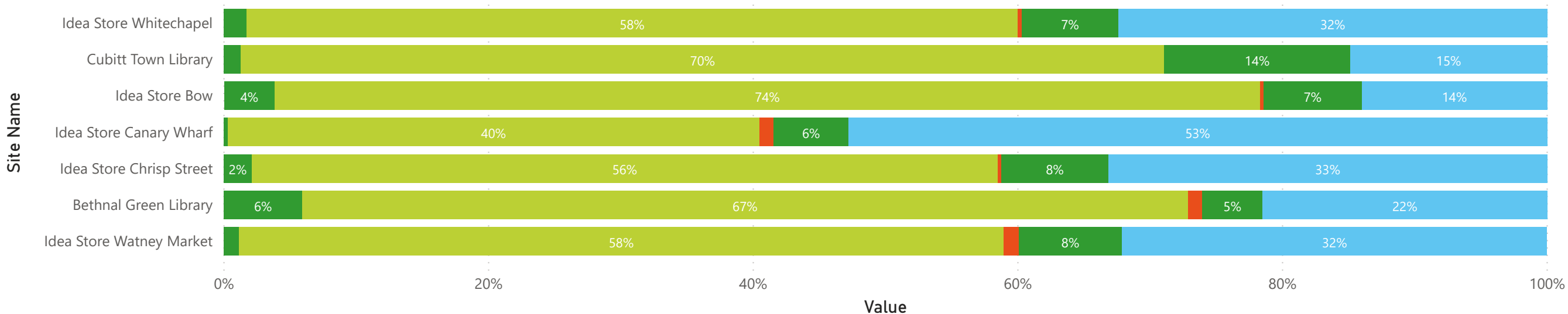
Reason for visit



Travel and demographics

Preferred method of transport

Response ● Bicycle ● On foot ● Other ● Private transport, e.g. car, motorbike ● Public transport, e.g. bus, train, metro / tram



Postcodes (proxy for population) in surrounding area)

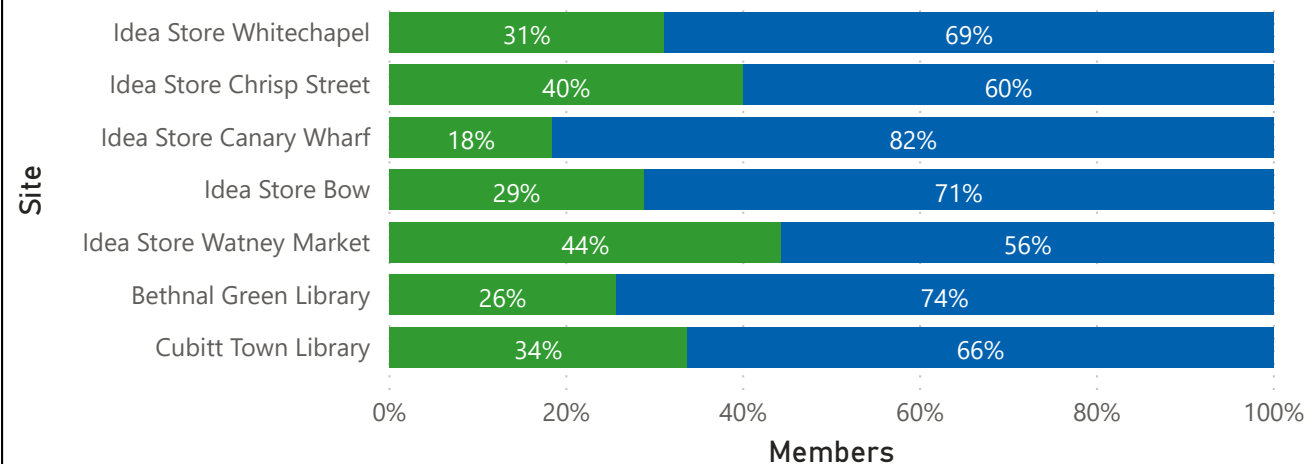
Site	Postcodes in 500m radius
Bethnal Green Library	352
Cubitt Town Library	185
Idea Store Bow	582
Idea Store Canary Wharf	200
Idea Store Chrisp Street	257
Idea Store Watney Market	361
Idea Store Whitechapel	1164
Total	3101

Please note: postcodes in the surrounding area is a rough proxy for population only. Housing tenure has a significant impact on the number of people who live at each postcode.

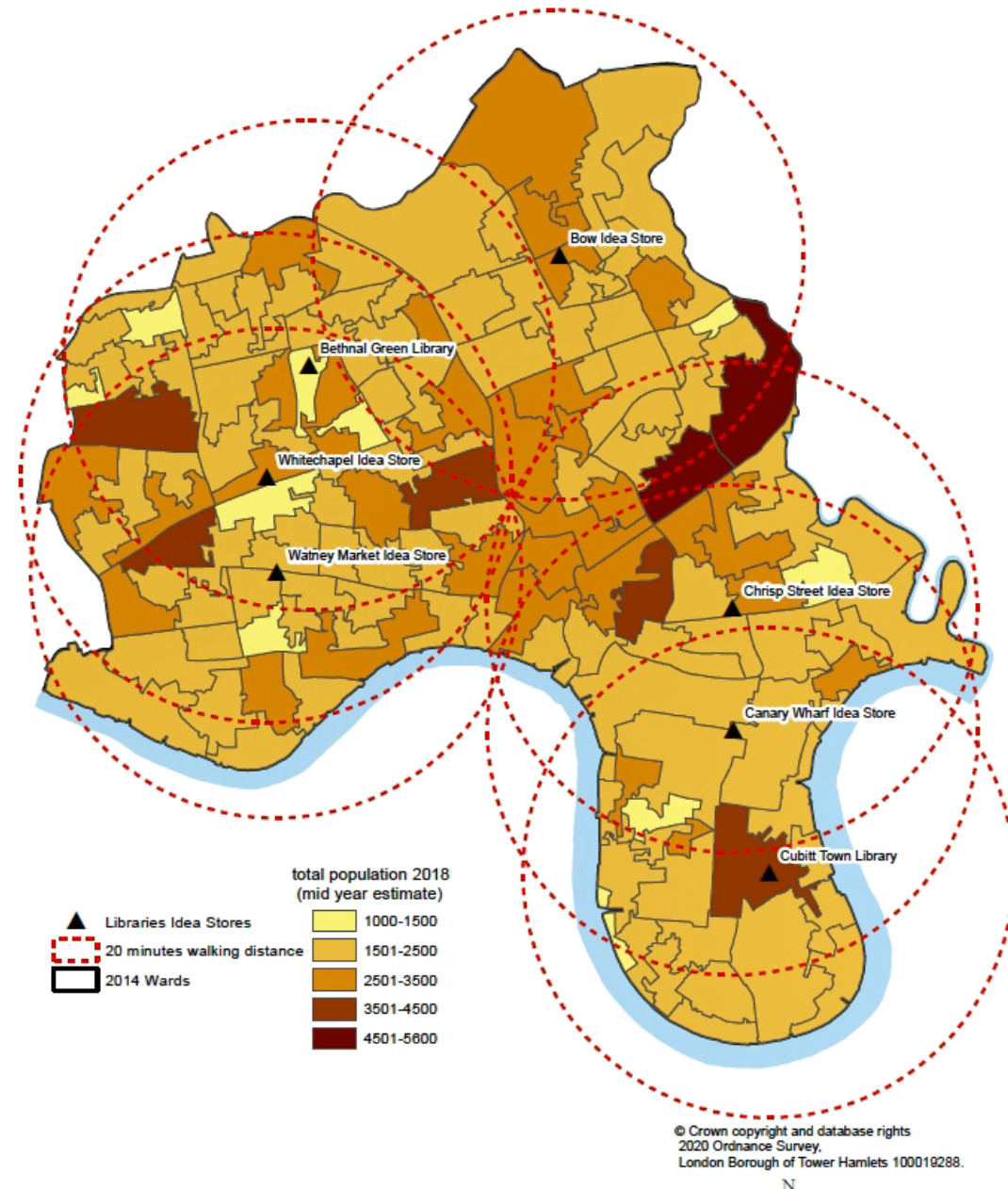
We do not currently have population data at a local level and subsequently we can only use postcodes as an indication of population.

Members by age category

Age category ● 16 and under ● Over 16



Current Idea Store and Library sites

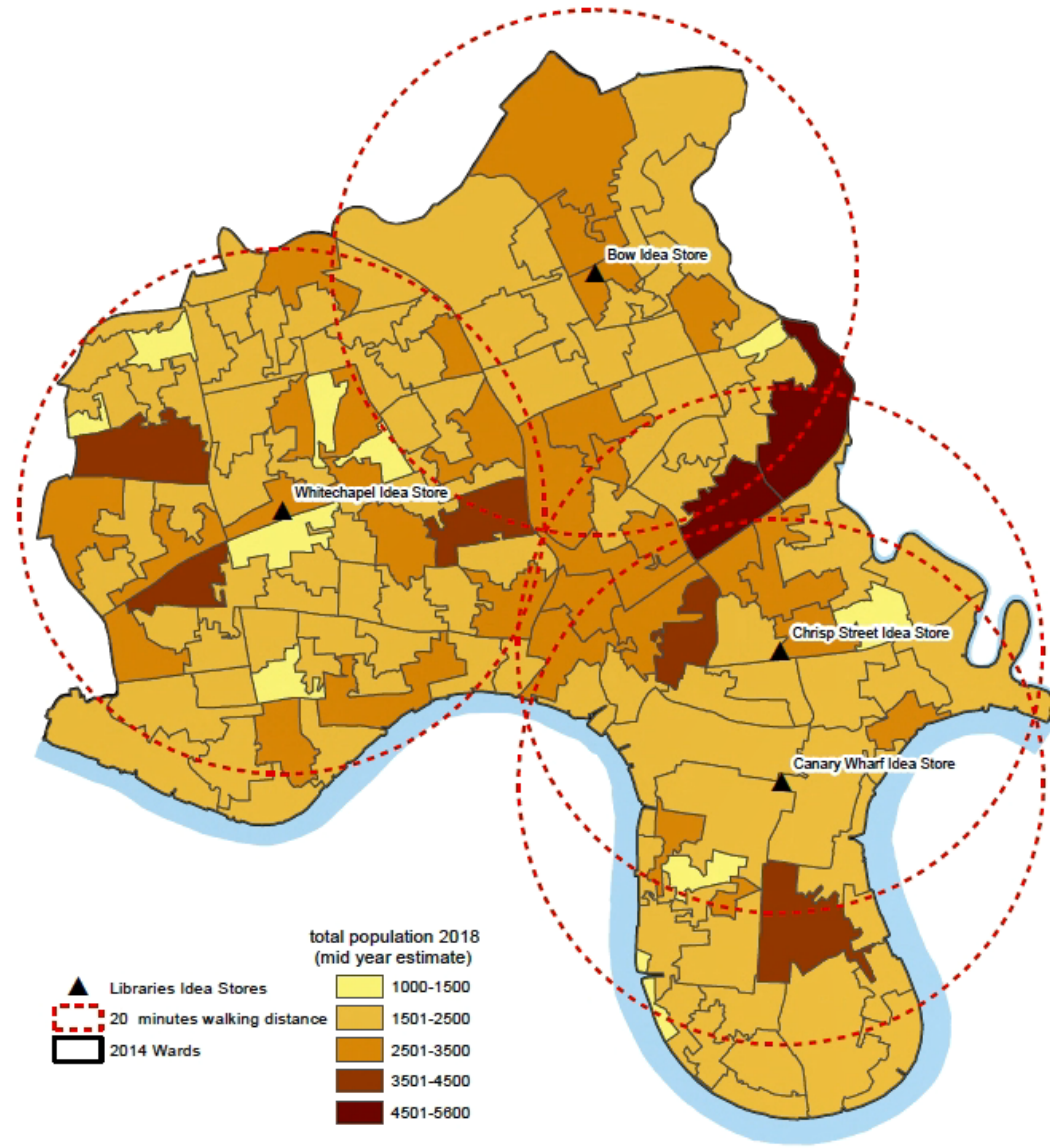


About this map

This map shows 20 minute walking buffer zones around each site in Tower Hamlets. It is designed to give a rough indication of site coverage across the borough. It is calculated based on an average walking pace and as the crow flies rather than by road / footpath network (something we are keen to develop later on).

An additional layer showing population at LSOA level has been overlaid to provide an indication of population within each of these buffer zones. The population data is dated 2018.

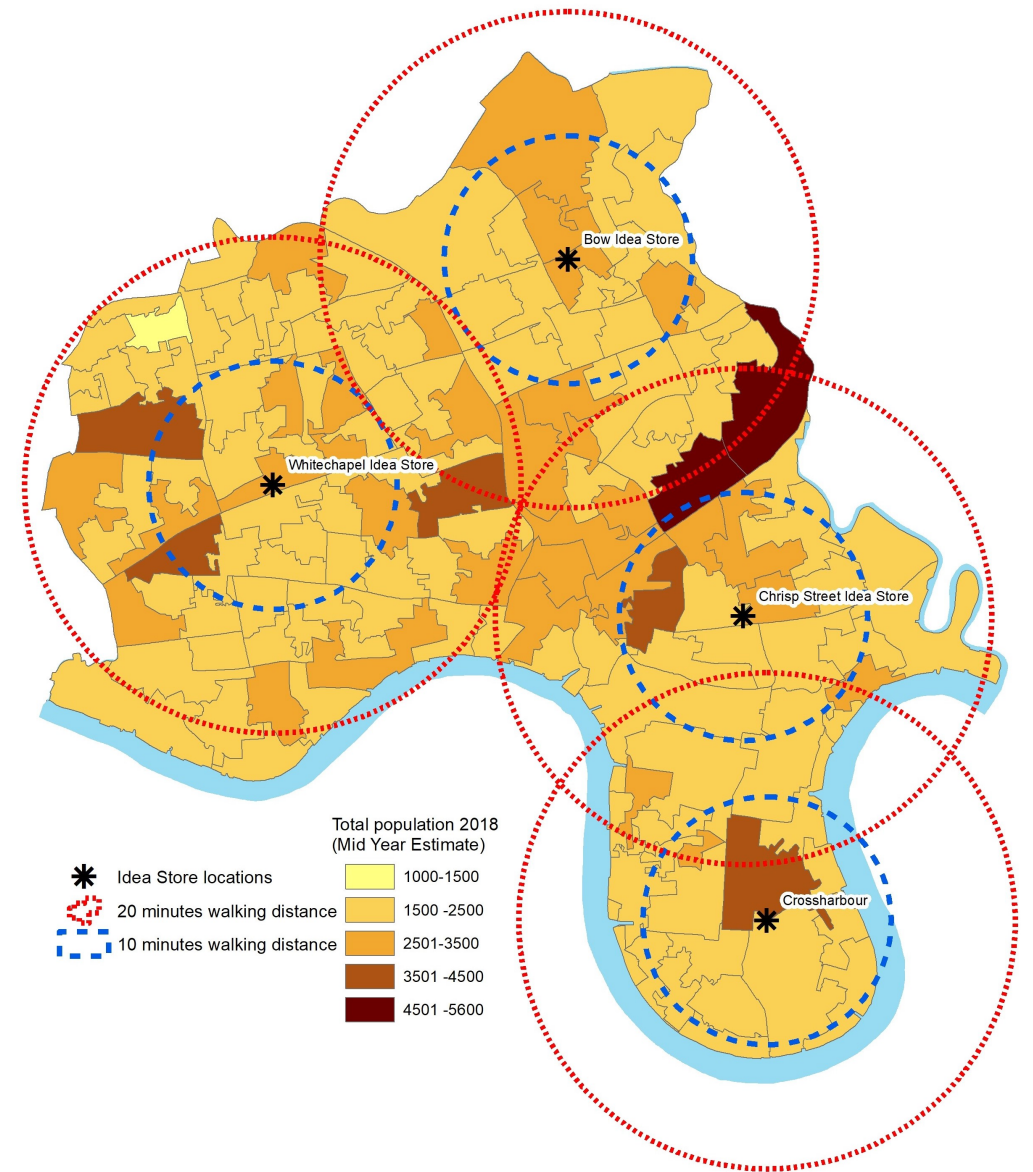
Situation if library sites and Watney Market close



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Possible future vision of Idea Store sites



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