

Friday 12 February 2010



**HAPPY VALENTINE'S DAY!**

## **LATEST PLR DATA REVEALS OUR ROMANTIC READING HABITS**

With St Valentine's Day almost upon us, today's PLR figures reveal the books people prefer to borrow from the library when they want to snuggle up with a romantic read.

Romantic novels by women writers, Adele Parks, Nora Roberts, Tess Stimson and Danielle Steel are all included in the list of the 10 Most Borrowed Romantic Fiction titles between July 2008 and June 2009.

But the year's Most Borrowed Romantic Fiction title was written by a man. Step forward, Alan Titchmarsh with his chart-topping romantic novel – *Folly*.

### Most Borrowed Romantic Fiction Titles: June 2008 – July 2009

- |                                |                 |
|--------------------------------|-----------------|
| 1. <i>Folly</i>                | Alan Titchmarsh |
| 2. <i>Tell Me Something</i>    | Adele Parks     |
| 3. <i>Heart of the Sea</i>     | Nora Roberts    |
| 4. <i>Jewels of the Sun</i>    | Nora Roberts    |
| 5. <i>The Infidelity Chain</i> | Tess Stimson    |
| 6. <i>Finding the Dream</i>    | Nora Roberts    |
| 7. <i>Ties of Affection</i>    | Tessa Barclay   |
| 8. <i>The Adultery Club</i>    | Tess Stimson    |
| 9. <i>Miracle</i>              | Danielle Steel  |
| 10. <i>Echoes</i>              | Danielle Steel  |

*Folly* may be the title of library users' favourite romance this year, but folly is something they are clearly keen to avoid in our own relationships: non-fiction borrowing habits indicate a more down-to-earth approach. The top 10 Non-Fiction titles in the Relationships category sees *The Surrendered Wife: a Practical Guide to Finding Intimacy* by Laura Doyle at number one, closely followed by Kim Catrall's *Sexual Intelligence* in second place, and another Laura Doyle title – *The Surrendered Single: A Practical Guide to Attracting and Marrying the Right Man for You* - in third.

When it comes to the data from the last ten years Catherine Cookson, perhaps the most beloved romantic fiction author of all time, takes the top three places for the Most Borrowed Romantic Fiction titles of the decade: *The Bonny Dawn* (1), *The Silent Lady* (2) and *The Bondage of Love* (3). Other writers whose titles appear in the list of the top romantic novels of the decade include Emma Blair, Audrey Howard and Lesley Pearse.

**Ends/12 February 2010**

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## Editors' Notes

1. PLR was established by an Act of Parliament in 1979. It gives authors the legal right to receive remuneration from government for the public's use of their work through the public library system.
2. PLR is funded by the Department for Culture, Media and Sport (DCMS). Funding for 2009/10 stands at £7.58 million, increasing to £7.68 million in 2010-11.
3. The UK writing economy: a typical writer has seen their income drop by £3,000 pa since 2000; a typical writer earns 33% less than the national average wage; the top 10% of writers earn 50% of total income (cf other equally skilled professions where the bottom 50% earn almost 40% of total income); nearly 80% of authors need a second job to survive; in 2004 the publishing industry exports contributed £1.5 billion to the economy; the creative industries currently contribute 8% of GDP. (\*Sources: ALCS *What Are Words Worth?* & the DCMS commissioned report *Staying Ahead: the Economic Performance of the UK's Creative Industries* and Society of Authors research, 2000)
4. In February 2010 - relating to book loans during the period July 2008-June 2009 - PLR is distributing £6.76 million to 23,241 authors at a rate per loan of 6.29 pence.
5. Authors are eligible for payment if their PLR earnings reach a minimum of £1. There is a maximum payment threshold of £6,600 for the top-lending authors. This year 250 authors reached the maximum payment threshold. In a recent survey of PLR's top earners, 80% specified that their annual PLR payment is core to their income.
6. Since its inception in 1979, PLR has distributed just under £120 million to authors.
7. Authors living in other European Union countries also qualify for payment from the UK scheme. In return, British authors get PLR payments from France, Germany, Austria, the Netherlands, Belgium and Spain. Payments are distributed by the Authors' Licensing & Collecting Society (ALCS). Additionally this year, payments will be made to UK authors under the new Irish PLR scheme. The Irish system has been developed by the UK PLR office working in partnership with the Library Council in Dublin which manages the Irish PLR system.
8. Proposals to extend PLR to public library loans of audio-books and (some categories of) e-books are included in the Digital Economy Bill currently before Parliament.

