
REPORT 3
(1215/12/IM)

MERVYN KEMP LIBRARY QUARTERLY REPORT APRIL TO JUNE 2007

1. Purpose of Report

To provide the Tawa Community Board with an update on business and activities at Mervyn Kemp Library for the fourth quarter of the 2006/2007 financial year.

2. Executive Summary

Mervyn Kemp Library offers library circulation, information, outreach, class visits, preschool story times, holiday programmes, BookBusters 728 club and service centre work plus a small amount of Building Consents and Licensing Services (BCLS).

The focus for the last three months has been on promoting the library to pre-school age group. This was after asking customers for feedback on their preferred days and times. . This resulted in the increase in preschool story time numbers. There was also an increase in the number of events in the library, and class visit numbers. This plan of developing our relationship and interacting with the community will continue through the next year.

There has also been a review of the young adult area with more seating provided to encourage users to make use of the space. This, along with clearer signage in the children's area, has been set in place to improve the service for the customers. Feedback from this has been limited so far however there has been an improved usage of the teenage area.

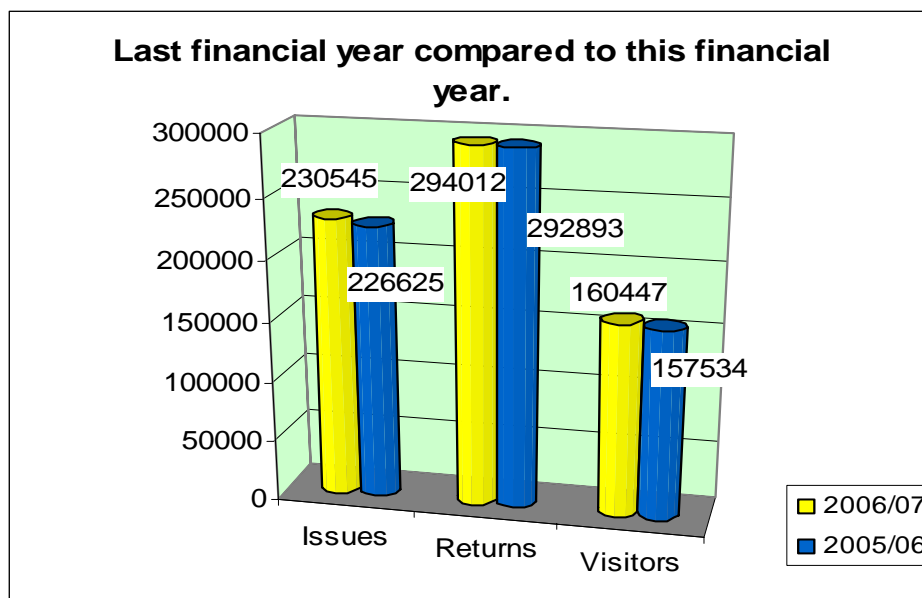
3. Recommendations

It is recommended that the Tawa Community Board

- 1. Receive the information.*

4. Mervyn Kemp Library

Business Volumes



Issues are 1.6% or 939 higher than the same period the previous financial year. Increases are in fiction and non-fiction, children's videos and large print issues. Decreases are in children and young adult DVD's and adult compact disc issues. A breakdown of the issue statistics is in Appendix 1.

The annual figures show a decrease of 1.7% or 3920 issues. This decrease is in children's videos, fiction and non-fiction material and large print items. The increase has been predominately in children's DVD's and adult magazines. A breakdown of the annual issue figures are shown in Appendix 2.

The library collection team carried out a review of the Bestseller Collection across the library network last year. This collection was established to raise revenue, be performance driven and to offer the customer a choice between having the item immediately accessible for a fee, reserving the item, or waiting for the item to become available on the shelf. Mervyn Kemp library's decreasing issues reflected the need for a smaller targeted collection to increase turnover. The library staff promoted the collection by face out displays and keeping the collection fresh. This has not resulted in an increase in issues and as it is not meeting the revenue generating criteria, the decision was made to remove the Bestseller collection from 1 July 2007.

Preschool story time figures have increased from 898 to 1169 people attending this year compared to last year. This has occurred this year and reflects the popularity of the Wednesday session as well as the change of day for the second preschool story time. This increase occurred due to the popularity of the Wednesday sessions.

The number of new registrations has also increased on last year from 765 to 820. This is positive as is the continued stability of the numbers of class visits, 151 classes in 2005/06 and 157 in 2006/07. The schools visiting are Tawa Primary School, St Francis Xavier and Hampton Hill School. Tawa Intermediate School has made three visits to the library with two different classes.

Opportunities

The new day for **preschool story times** (Monday) is already more popular than Saturday preschools story time had been previously but the numbers are irregular. Work is being done to promote the new day and to see whether holding more preschool story times during the week would be appropriate.

The trial of a **new programme for Intermediate students** at Tawa Intermediate School was carried out in March and April. Feedback from the school was positive and further refinement has resulted.

Further work is being done to attract back some of the local **primary schools** to visit the library in the coming year. The schools are being contacted again and the different children's programmes now offered by the library are being discussed with the teachers to find the best fit for their needs.

A planned approach is being taken to provide services for the **migrant community** in the coming year. The different groups are being identified; younger migrants, elderly migrants, those from Pacific Island communities, those from the Islamic community etc. Contacts are being developed within these groups and a plan of approach is being developed. This will be done in conjunction with the migrant specialist for the library Ada Nally. Contact has begun with some of the Iranian community. Discussions are taking place with the new Community Centre to provide something for the Pacific Island people. This will be a joint project led by new team member Lynette Te Paa.

The promotion by the team of the **self check machine** was going well with the self check being used between 319 -399 times per week. Unfortunately a fault in the hard drive has required the self check machine be unavailable for a month. This has meant that the queues have been longer than we would have planned, however promotion of its use will continue once the machine has been fixed. Customers have commented that they have missed the machine being available.

Team Members at Mervyn Kemp Library

Team Leader – Rose Barker

Coaches – Brigid Brammer and Wendy Jacobs

Customer Service and Service Centre – Lynette Te Paa (replacing Christine Pettett), Susannah Donovan Jacqui Youle, Shelley Prowse, Brigid Sharp, Pru Shaw, Julie Kerr, Sam McGuire, Mary MacDonald, Thomas Wareham

Collection Maintenance – John Wareham, Thomas Wareham

We **farewelled** Christine Pettett in April; she had been with the library for 22 years. The team held a morning tea for her followed by a special Tea and Tales celebration with many of her former work colleagues and customers calling in with gifts. A number of the local children brought her cards and pictures in her last week.



Promotional Events



For **Music Month** there was a display of traditional Maori Instruments (Taonga Puoro) by Alistair Fraser from Wellington City Libraries. The local schools were invited to attend, Tawa School doing so.

The local knitting group joined us on a Saturday to demonstrate knitting for **World Knitting Day**. The library had a book display and both the demonstration and display proved

popular with the customers.

An **Assyrian display** was held in the library for three weeks during May. This included a book display, maps, information and photographs. The book display issued well.

Mervyn Kemp Library featured in the winter edition of **Library Buzz** (the free information sheet produced by the Library for customers). A lovely photo of the library, with the night lights on in the Norfolk Pine tree in the foreground, was featured along with information on the various programmes held at the library.

BookBusters 728 club

BookBusters 728 club provides seven to eight year olds with an opportunity to discuss interesting books they have read to encourage this age group to read. The club continues to be popular with a group of new registrations this year. Currently 31 children are registered with the Tawa programme. Seven graduated through the year and

there were 19 new registrations. On average 20-23 children attend each session. A number of the newly registered children are brothers and sisters of earlier bookbusters.

Maintenance

Parks and Gardens are planning on providing a watering system and replant the front of the library. This work is scheduled for spring.

Graffiti has been an issue this year with some painting out being required around the library buildings.

The external returns chute is still causing problems and has come away from the wall. It was temporarily repaired in early June, however we are investigating a long term solution with the help of an engineer. The prototypes are being tested at Karori library before being evaluated

Strategic Challenges for 2007 – 08

- Increasing the usage of Mervyn Kemp Library
- Promote pre-school story times with the wider community
- Develop and initiate targeted services for the ethnic community.
- Increase the self-check machine issues

Contact Officer: *Rose Barker Team Leader North Cluster*

Supporting Information

1) Strategic Fit / Strategic Outcome

Example: The project supports Council's overall vision of Creative Wellington – Innovation Capital. The project supports Social and Recreation outcome 6.4 Better Connected – Wellington will offer excellent access to a sound social infrastructure that supports high levels of social cohesion

2) LTCCP/Annual Plan reference and long term financial impact

N/A.

3) Treaty of Waitangi considerations

N/A

4) Decision-Making

N/A

5) Consultation

N/A

6) Legal Implications

N/A

7) Consistency with existing policy

N/A

APPENDIX 1

Appendix 1

Mervyn Kemp Library issues – April to June 2007

	05/06	06/07	increase/ decrease
	Total	Total	
Book (BOOK)	38213	39008	795
Children Video (JVID)	289	984	695
Large Print (LP)	1754	2131	377
Children CD (JCD)	427	514	87
DVD Video (DVD)	1215	1287	72
Video-Adult (AVID)	43	89	46
Young Adult Video (YVID)	0	40	40
Children Cassette (JCAS)	145	167	22
Cassette-Adult (ACAS)	56	72	16
Young Adult Cassette (YCAS)	7	17	10
Songbook (SONG)	1	7	6
Children Kit (JKIT)	61	63	2
Adult Learning (ALRN)	1	3	2
CD Language Kit (CDLK)	2	3	1
Talking Book (TALK)	0	1	1
Video (FVID)	0	1	1
Children DVD (JDVD)	5547	5081	-466
Young Adult DVD	1109	799	-310
Compact Disc-Adult (ACD)	462	257	-205
Compact Disc (ACDB)	178	95	-83
Bestseller Magazines (BMAG)	115	77	-38
Bestsellers (BEST)	236	202	-34
Magazine (MAG)	5214	5190	-24
Young Adult Compact Disc (YCD)	273	252	-21
YA Graphic Novel (YCBK)	792	775	-17
Children CD (JCDB)	128	115	-13
Young Adult CD (YCDB)	17	12	-5
Free DVD (FDVD)	5	1	-4
Language CD (LCD)	4	0	-4
Free Language AV (FLAV)	4	2	-2
Young Adult Kit (YKIT)	3	1	-2
Reference (RBK)	2	0	-2
Car Manual (CAR)	2	0	-2
Score (SCOR)	2	1	-1
Map (MAP)	1	0	-1
One Week Book	82	82	0
Children CD-ROM (JCDR)	48	48	0
CD-ROM (ACDR)	0	0	0
Kit (AKIT)	0	0	0
Records-Adult (AREC)	0	0	0
Bike Manual (BIKE)	0	0	0
Issues Reference Book	0	0	0
CD-Rom (LCDR)	0	0	0
Issues Reference Book	0	0	0
Totals	56438	57377	939

APPENDIX 2

Mervyn Kemp Library issues – June 2006 to July 2007

		2005-06	2006-07	increase/ decrease
JVID	Children Video (JVID)	5729	1794	-3935
BOOK	Book (BOOK)	155733	152537	-3196
LP	Large Print (LP)	8682	7532	-1150
JCAS	Children Cassette (JCAS)	961	615	-346
DVD	DVD Video (DVD)	5061	4726	-335
YVID	Young Adult Video (YVID)	355	40	-315
AVID	Video-Adult (AVID)	463	179	-284
BEST	Bestsellers (BEST)	947	806	-141
JCD	Children CD (JCD)	1785	1669	-116
JKIT	Children Kit (JKIT)	322	254	-68
WKBK	One Week Book	465	411	-54
JCDR	Children CD-ROM (JCDR)	343	295	-48
ACAS	Cassette-Adult (ACAS)	292	248	-44
YCAS	Young Adult Cassette (YCAS)	78	43	-35
FVID	Video	5	1	-4
CDLK	CD Language Kit (CDLK)	6	3	-3
AKIT	Kit (AKIT)	2	0	-2
BIKE	Bike Manual (BIKE)	1	0	-1
ACDR	CD-ROM (ACDR)	0	0	0
AREC	Records-Adult (AREC)	0	0	0
SLDE	Slide (SLDE)	0	0	0
STDS	Standards (STDS)	0	0	0
VF	Vertical File (VF)	0	0	0
VLKT	Video Language Kit (VLKT)	0	0	0
YCDR	Young Adult CD-ROM (YCDR)	0	0	0
LCDR	CD-Rom (LCDR)	2	3	1
SCOR	Score (SCOR)	9	10	1
RBK	Reference (RBK)	0	2	2
TALK	Talking Book (TALK)	1	4	3
ALRN	Adult Learning (ALRN)	5	11	6
LCD	Language CD (LCD)	2	8	6
CAR	Car Manual (CAR)	1	8	7
MAP	Map (MAP)	1	8	7
YKIT	Young Adult Kit (YKIT)	4	11	7
FVID	Video (FVID)	1	13	12
SONG	Songbook (SONG)	12	26	14
FLAV	Free Language AV	7	24	17
YCDB	Young Adult CD (YCDB)	39	87	48
YCD	Young Adult Compact Disc (YCD)	1120	1210	90
JCDB	Children CD (JCDB)	443	540	97
BMAG	Bestseller Magazines (BMAG)	292	394	102
ACDB	Compact Disc (ACDB)	341	617	276
ACD	Compact Disc-Adult (ACD)	1235	1741	506
YCBK	YA Graphic Novel (YCBK)	2492	3038	546
YDVD	Young Adult DVD	3601	4297	696
MAG	Magazine (MAG)	20963	22352	1389
JDVD	Children DVD (JDVD)	18744	21068	2324
	Total	230545	226625	-3920