
REPORT 4
(1215/12/IM)

MERVYN KEMP LIBRARY QUARTERLY REPORT JULY-SEPTEMBER 2007.

1. Purpose of Report

To provide the Tawa Community Board with an update on business volumes and activities at Mervyn Kemp Library for the first quarter of the 2007/2008 financial year.

2. Executive Summary

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

This quarter has seen a continuation of business as usual, with a successful holiday programme, the library's involvement in the Tawa Market Day and the Community Centre's open day.

General themed displays have also been undertaken and will now continue on an ongoing basis. All of these things have caused a small improvement in issues and new registrations as described more fully below.

3. Recommendations

It is recommended that the Community Board:

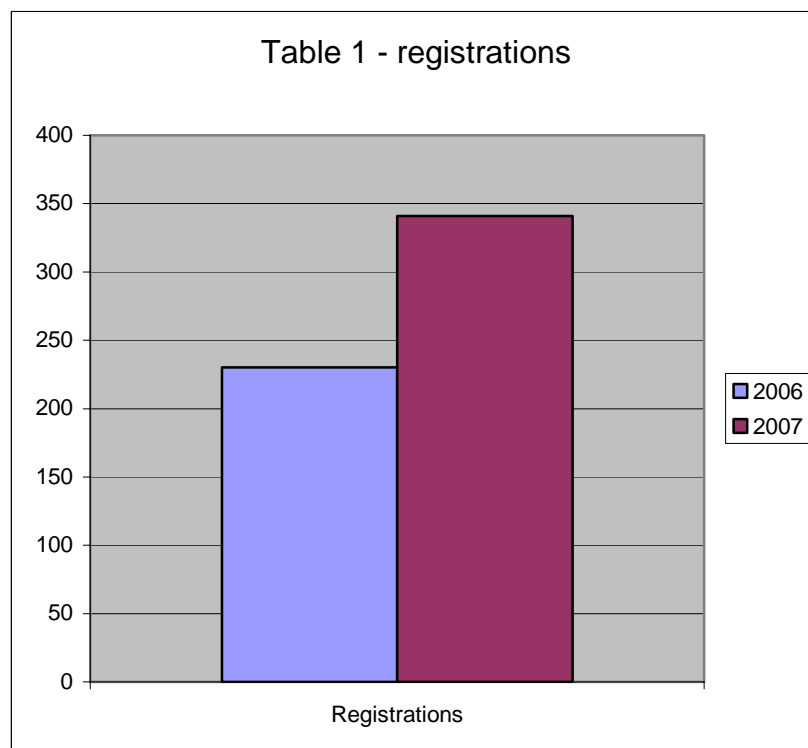
- 1. Receive the information.*

4. Mervyn Kemp Library

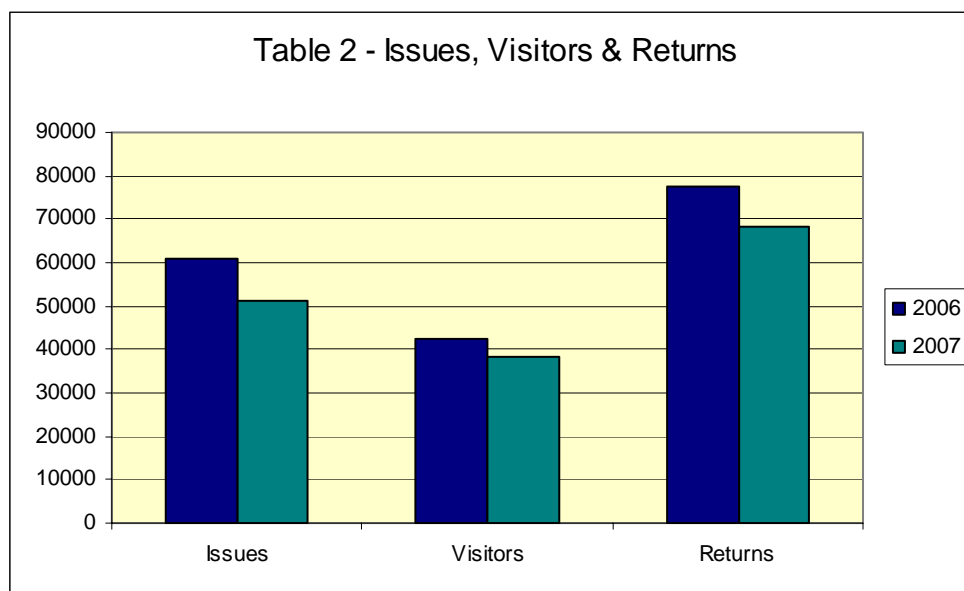
Business Volumes

Table 1 shows an increase of 48.3% for new member registrations for this quarter when compared to the same quarter last year.

Registrations



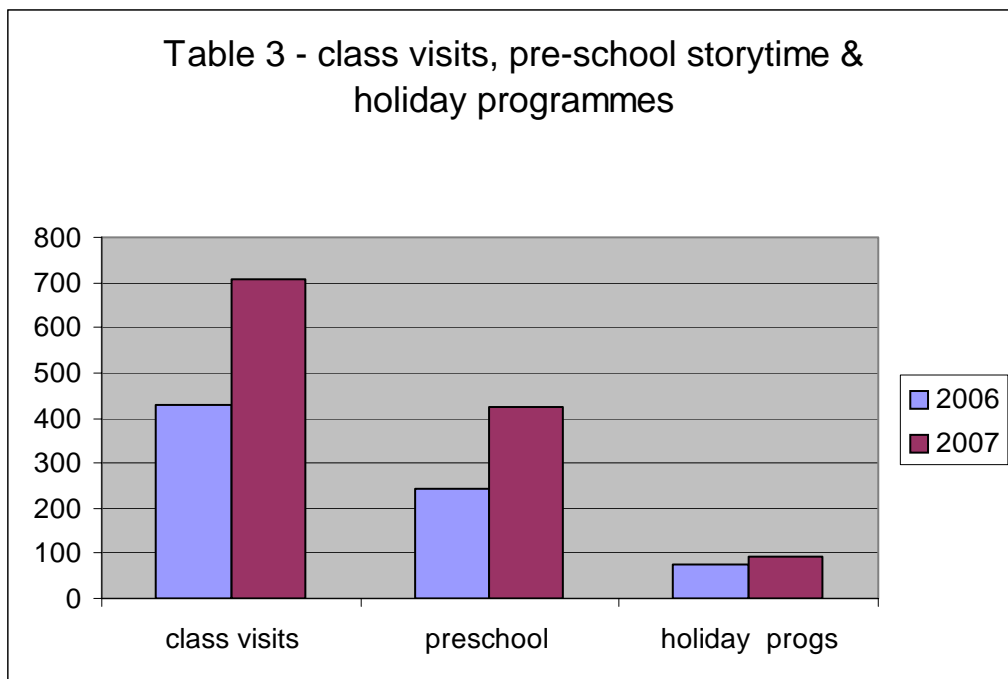
Issues, Visitors & Returns



As can be seen in Table 2 above Mervyn Kemp Library issues, returns and visitor figures are lower than when compared to the same period last year. The team are currently working on promotional events and new initiatives aimed to increase usage. This decrease in figures has been noted across all library sites and is due partly to the increase in costs of children's DVDs and adult magazines.

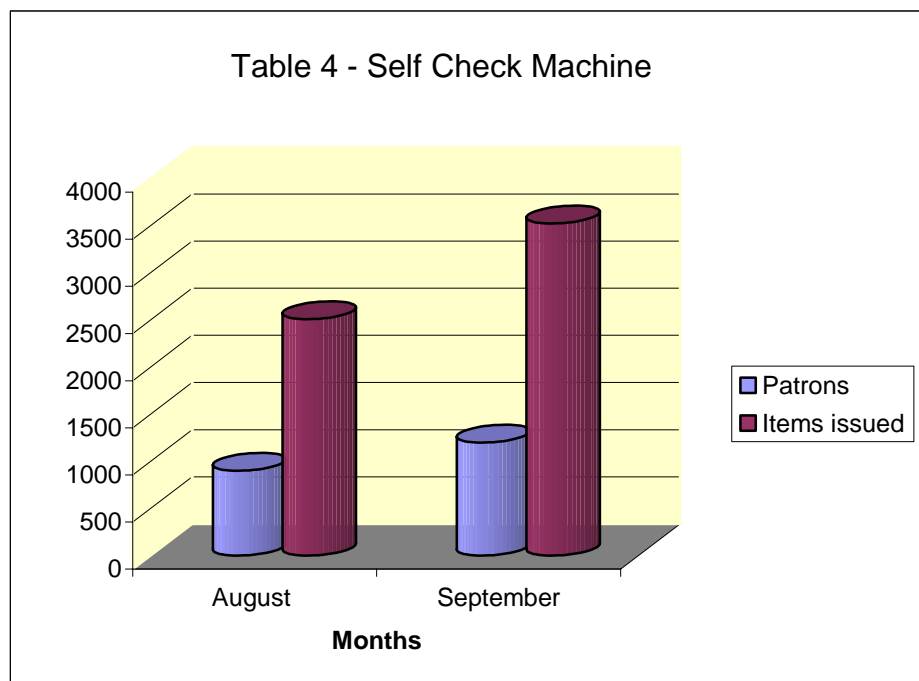
Other statistics, such as those for new registrations, class visits, preschool story times and holiday programmes show improvements. These are shown in Table 3 below.

Class visits, pre-school story time & holiday programmes



Class visit numbers have increased this quarter partly due to regular visits by Tawa Primary School. The library staff targeted pre-school organisations and promoted the sessions. The attendance at the pre-school story-time sessions has increased as a number of pre-schools have been visiting regularly as part of their weekly outings. This increase has been noticed since the start of the Monday morning sessions.

Self Check Machine



One of our challenges this year is to increase the usage of the self check machine to help with the queues. Table 4 shows that the self check machine usage is increasing steadily. Unfortunately, we do not have statistics for July as the machine was in the process of being repaired during that time.

Team Members at Mervyn Kemp Library

Team Leader – Rose Barker

Coaches – Wendy Jacobs and Brigid Brammer

Customer Service and Service Centre –Jacqui Youle, Shelley Prowse, Brigid Sharp, Pru Shaw, Julie Kerr, Sam McGuire, Thomas Wareham, Lynette Te Paa, Chris Douglas, Susannah Donovan and Subhashni Prasad.

Collection Maintenance – John Wareham, Thomas Wareham

Local community newspapers

The City Life North Community Newspaper interviewed Jacqui Youle as part of a programme of spotlighting people working in Tawa. This staff spotlight was in the issue that was distributed during the second week of September.

Promotional Events

A small collection has been set up, together with displays, to promote Adult Learning to migrants. The collection includes items for migrants who have English as a second language and is aimed at different levels of understanding, i.e. beginners, intermediate and advanced learners. One of the displays is called “Around the World” and shows the word ‘welcome’ in 17 different languages. Also there is a large amount of general information available to Migrants and Refugees to ensure their transition is a smooth one.

The library took part in two community events this quarter –

- Community Centre's Open Day with Sam taking a story time session. This was attended by about a dozen people, including children and adults. The library was pleased to be able to be involved in this initiative.
- Market Day held on Saturday 1st September. The library opened 30 minutes earlier than usual and was surprised by the number of people in the library during that period. Staff carried out various activities including face painting, balloons, lollypops and craft activities for the children. Children dressed up in their favourite costumes and were given prizes for the best ones. New library members were treated to a free DVD. The branch's very own juggler, Thomas, wowed the audience as he tested his skills juggling 5 balls at a time. Spot prizes were also handed out to customers throughout the morning, while Richard, the double bass player, kept jazz enthusiasts entertained.



Children's Book Club

Book Busters 728 club provides seven and eight year olds an opportunity to discuss interesting books and to encourage this age group to read more. This club is proving to be very successful in Tawa. The mid-year graduation took place in July with 7 graduating. The BookBusters were treated to a party where they played games and enjoyed party food



Maintenance

Very little maintenance was required this quarter. Maintenance of the building has included:

- the after-hours slot being fixed,
- staff lockers being moved downstairs and fixed to the wall,

Trial evacuation

Staff tested their emergency evacuation skills on Thursday, 20th September. A successful trial evacuation was held with staff in conjunction with CodeCert Consulting Limited. Evacuation time was 3 minutes, 47 seconds.

September school holiday programme

A visit by the Wellington Free Ambulance Service proved to be very exciting for about 35 children during the holidays despite the wet weather. They were taught who to ring in an emergency, very basic first aid and also had the opportunity to climb on board the ambulance which was parked at the back of the library in the car park.



Plans for the next quarter

- The strategic challenges for the next quarter includes:
- increasing the usage of the library;
- continue to increase the self check awareness;
- identifying community and ethnic groups to promote library services.

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