
REPORT 2
(1215/12/IM)

MERVYN KEMP LIBRARY ANNUAL REPORT 2007/2008

1. Purpose of Report

To provide the Tawa Community Board with an update on business volumes and activities at Mervyn Kemp Library for 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 for seniors and service centre payments plus a small amount of Building Consents and Licensing Services (BCLS).

New this year is the introduction of a BookSeekers club for 9 – 12 year olds and SubText 08 for 13 – 18 year olds.

Pre-school story time attendance, school class visit attendance and new member registrations have increased this financial year when compared to the 2006/2007 year. Unfortunately, the number of items issued has decreased partly due to increase costs imposed on 1 July 2007.

The library actively looked at ways to promote the library to the community. Local ethnic and migrant groups have been identified and contacted and the library is working with them to promote their different countries and cultures. Also promoting the library to local community groups outside the library and showing them the vast amount of resources available to them. The Libraries' Multicultural Services Specialist has been helping with this too.

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receives the information.*

4. Discussion

4.1 Highlights

The library has featured in the *City Life North Community Newspaper* several times this year. Customer Service team member Jacqui Youle was interviewed as part of a programme of spotlighting people working in Tawa. John Wareham's street art techniques were reported on as well as his boxing career. John was member of the collections maintenance team in Tawa.

The library provided television coverage of **Sir Edmund Hillary's** state funeral on 22 January. This was appreciated by our customers.

Lights were off for the Council's participation in **Earth Hour** participation on 29 March 2008.

North Cluster Coach Wendy Jacobs was invited to attend the launch of a book written by the **Tawa Historical Society** – *The Ammunition Bunker*, Takapu Road, Tawa Flat. This was held at the American Embassy in Wellington. This book as well as the following titles can be purchased at the library.

A story time session was held at the **Community Centre's Open Day**. This was attended by about a dozen people, including children and adults. The library was pleased to be able to be involved in this community event.



Wendy Jacobs co-ordinated a story-time event at the **Wellington Culture Kicks Festival** which was held in Berhampore. Five staff members from across the library network shared stories, songs and poems from around the globe. Two staff from Tawa were involved in this event which was held on Saturday 29th March.

The library was approached by **U3A** asking if they could use the activity room for one of their classes. This was agreed and the Ancestry Search group met one week. Unfortunately, a school visited at the same time and it was decided that possibly the library was not the best venue for this senior group. There were eleven in attendance at the first meeting in the library.

4.2 Business volumes

Registrations	Mervyn Kemp
July - June 2006-2007	820
July - June 2007-2008	1044
Variance	+27.3%

Registrations have increased this financial year as staff have been promoting our services to different community groups and a large number of these customers have registered as borrowers.

Number of CYA Programmes	Mervyn Kemp
July - June 2006-2007	157
July - June 2007-2008	171
Variance	+8.9%

Class Visit Attendance	Mervyn Kemp
July - June 2006-2007	1837
July - June 2007-2008	1901
Variance	+3.5%

Staff members have promoted the class visit programmes to schools in the community and this has resulted in more school classes visiting the library each week.

Numbers attending pre-school story time	Mervyn Kemp
July - June 2006-2007	1169
July - June 2007-2008	1937
Variance	+65.7%

It is pleasing to report an increase in the number of people attending **pre-school story time**. This has resulted from staff promoting the service to pre-school groups in the area who bring in the children to the sessions.

Items Issued	Mervyn Kemp
July - June 2006-2007	226625
July - June 2007-2008	196206
Variance	-13.42%

This represents a general decline across the network.

Visitor numbers	Mervyn Kemp
July - June 2006-2007	157534
July - June 2007-2008	150921
Variance	-4.20%

Issues across the organisation have declined due to the introduction of new fees and charges on 1 July 2007.

4.3 Promotional activities

Market Day in Tawa 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.



Library staff visited the **New Mother's Group** and the young parent college in Linden to promote our services to parents of younger children. Other pre-school centres were contacted to promote pre-school storytimes at the library.

College Promotions – Shelley, Veronica & Sam have taken part in promotions to secondary students throughout the Wellington this year.

A **PublishMe seminar** was held at the library with 20 attendees. PublishMe is an organisation who assists authors to publish their own material.

The young adult area was set up to encourage college aged students to use the library for study prior to exams. Study guides were featured and a large number of students visited each day to study in groups.

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.

Two local community groups were invited to the library to celebrate **Race Relations week**. To start the week the Tawa Cook Islands Community Group gave a rousing performance, with a drumming demonstration featuring traditional drums of the Cook Islands. The week was finished off with a fantastic performance from Tawa's Senior Kapahaka group, Te Poutokomanawa o Mana Tiaki, who recently returned from the Mana Ariki Kapahaka Nationals in Taumarunui. Both events were well attended by customers with approximately 30 adults and children attending.



All sites have been involved in **promotional activities** which have included: Chinese New Year, Diwali and New Zealand music month

Larry Leadpipe and the Dangermen during their performance in Tawa for New Zealand Music Month.



4.4 New Resources/services

SmartView Xtend magnifying computers were installed in Johnsonville and Tawa to assist customers that are sight impaired. The staff have promoted this to local businesses e.g. Foresight.

Multi Functioning Devices replaced the photocopier at all libraries this year. Their features include fax, photocopier, scanning and printing capabilities.



A Tawa customer made and donated **three baskets of knowledge** for the Maori collection as well as a Hieke. These are quite stunning and are on display by the activity room and the Maori collection.

The library surveyed our customers using the **opinionmeter**. This self help device was set up asking questions about pre-school story time. The survey ran for 21/2 weeks during the month. Results from the survey showed that customers would like to see pre-school story time sessions at different

times/days. The team are looking at the best possible changes to ensure continued attendance.

4.5 Programmes



Tea and Tales for senior library members has continued to be successful in the library. Attendance numbers vary from 6 to 15 attendees at a time. A group of 9 seniors were taken on a visit to Old St. Paul's Cathedral – this coincided with a display by the American Embassy about marine bunkers in Tawa.

BookBusters for 7-8 year olds continues to be popular with an average of 20-30 attendees a time at each site. The library has held 2 graduation ceremonies this year for those leaving the club after their 9th birthdays.

The **school holiday programmes** have, once again, proved to be very successful. These have included a visit by the Fire Department, Christmas programmes, a Kiwiana beach party, making calendars and clocks, a Gingerbread programme where children made gingerbread men out of play dough.

The team in Tawa presented a 'live' version of the children's book – The Grumble, Mumble, Rumbler by Melanie Drewery for **Library week**. This is a national activity each year and their photo was used in the LIANZA newsletter

4.6 Budget –

Please note this budget is for the cluster – Khandallah, Johnsonville and Tawa libraries.

	Actual	Budget	Variance \$	Variance %
Income	204395	204647	253	0%
Personnel Expenses	761613	814301	52688	6%
General Expenses	125719	145014	9178	13%
Depreciation	49910	44200	-5709	-13%
Total Expenses	941214	1003515	62302	6%
Total Allocations	292444	292797	353	0%
Total Surplus/(Deficit)	1029263	1091665	62402	6%

4.7 Maintenance

- Wheels installed on the new glass display cabinet, automatic doors repaired, leaking roof repaired, light bulbs replaced, staff lockers moved to workroom and fixed to wall, timer for the after hours lights disabled to allow staff to manually switch the lights on and off, sensor light installed in the public toilet and passageway.
- A water balloon was thrown into the after hours returns slot in Tawa. This resulted in a number of books and magazine having to be withdrawn from the system due to water damage.

4.8 Library Layouts

The magazine and the large print collections have been changed around to allow customers to view the magazines at a glance. Positive feedback has been received following this move. The adult audio visual items have been moved onto new shelving. This move will allow more space for the new and popular Adult Learning Collection. This collection, together with the Maori collection is to be relocated closer to the front counter.

4.9 Contacts made

Mana Tiaki Inc. Tawa's Community Whanau Group. The Executive Committee members of this roopu come from a wide range of career backgrounds such as, Te Taurawhiri, Maori Women's Welfare League, Ministry of Social Development, Maori Party, ALAC, Te Wananga o Aotearoa, Victoria University and include two youth representatives.

Karen Gifford - Kaiwhakahaere (Director) for Mana Tiaki. Karen is also the kapahaka tutor for Mana Tiaki. Their senior roopu, Te Poutokomanawa, fresh from their regional win, performed during race relations week. Two of the junior groups performed during Maori Language week.

Tawa College HOD Maori studies - Jojo Rangihaeata. New to Tawa College, Lynette made contact with Jojo a few weeks ago to discuss the idea of bringing the College Te Reo Maori students into the library, not only as part of Maori language week, but also on an ongoing basis or as various relevant events come up.

Kararaina McLean - Kapahaka/Te Reo teacher Tawa School. Kararaina is new to Tawa School and Lynette has shown her our Maori language resources and encouraged her to bring the children into the library.

Matt Gifford - Victoria University. Matt has assisted Lynette with Maori translations and has bounced a couple of ideas on him in regards to getting more Maori youth into the library. Matt is an ex Tawa College student, his involvement with the MIBs (Musical Islands Boys, the world champion barbershop quartet), and his time as Te Reo Maori teacher at Tawa College means he is a popular figure and role model for Maori youth.

A number of training programmes were offered to staff during the year. These included various training sessions for staff who are involved with children and young adult work. A number of staff attended sign language training – there is a family who visit the library who have hearing disabilities and staff have been able to assist them.

4.10 Library wide initiatives

- Service Centre functions are provided at four branch libraries, including Tawa and Johnsonville. With the introduction of payments at Kiwi Bank being offered, the number of transactions is slowly beginning to reduce at the library.
- Partnership with Goethe Institute
- Investigation into UNESCO “City of Culture – Literature” status for Wellington
- Games fest at the Central Library
- New free resources – Film and television Index and Oxford Art Online

4.11 Plans for next quarter

The library is working with the Community Centre, Recreation Centre and Pools to promote the Council services to the community and to new residents in the area. The first event will be ***Spring into Tawa*** in September.

5. Strategic Challenges for 2008-09

As a result of the Libraries’ strategic direction work – *Sparking imagination* - key emphasis will be placed in the North cluster of Branch Libraries on -

Equity of access

- Create an environment that is welcoming to all people, inclusive of migrant and Maori through the use of displays, signage and artwork e.g. Hauora project, Tea and Tales, ESOL programme, Migrant displays and events.
- Continue to work towards a new Johnsonville Library with other Business Units.

Social inclusion

- Engage with other Business Units in the area to develop working relationships and common outcomes.
- Engage with customers to develop programmes and shared experiences
- Provide a smooth transition from Library and Service Centre at Johnsonville and Tawa libraries to Library only for staff and customers.

Mass customisation

- Investigate offering more customer tailored programmes at each site.
- Actively promote our online services to individuals and groups

More delivery channel options

- Support and promote customer's self help options ensuring new tools are well promoted
- Our websites will be vibrant and reflect our physical sites.

Contact Officer: *Rose Barker Team Leader North Cluster*

Supporting Information

1) Strategic Fit / Strategic Outcome

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

a) General Consultation

N/A

b) Consultation with Maori

N/A.

6) Legal Implications

N/A.

7) Consistency with existing policy

N/A