
REPORT 4
(1215/12/IM)

MERVYN KEMP LIBRARY QUARTERLY REPORT UPDATE ON FOR THE 2ND QUARTER 2007/08

1. Purpose of Report

To provide the Tawa Community Board with an update on business volumes and activities at Mervyn Kemp Library for the second 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).

Issue and visitor figures have declined this financial year across the city. Customers are taking out less items than previously that now bear a charge. Magazines are being read in the library more than previously. The first quarter showed a significantly larger decline than the second quarter. Pre-school storytime attendance has increased and new registrations. The library is actively looking at ways to promote the library to the community. Local ethnic and migrant groups have been identified and will be contacted to discuss ways the library can help. This also includes promoting the library to local community groups outside the library and showing them the vast amount of resources available to them. This quarter has seen an increase in the number of activities held in the library.

3. Recommendations

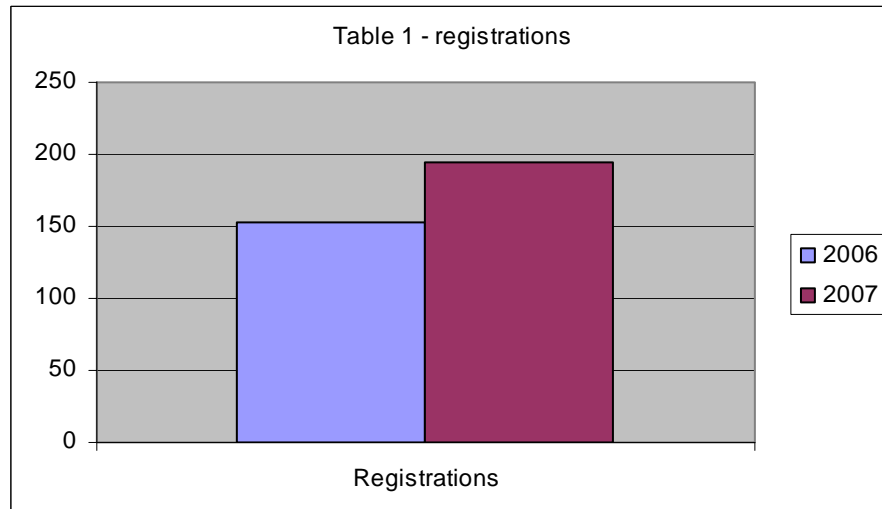
It is recommended that the Committee:

- 1. Receive the information.*

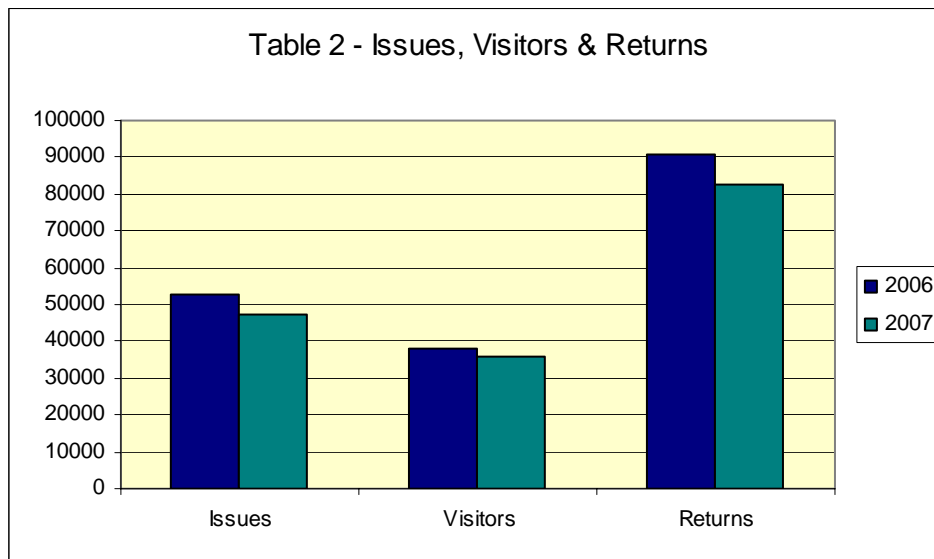
Business Volumes

Table 1 shows an increase of 27.5% for new member registrations for this quarter when compared to the same quarter last year.

Registrations:

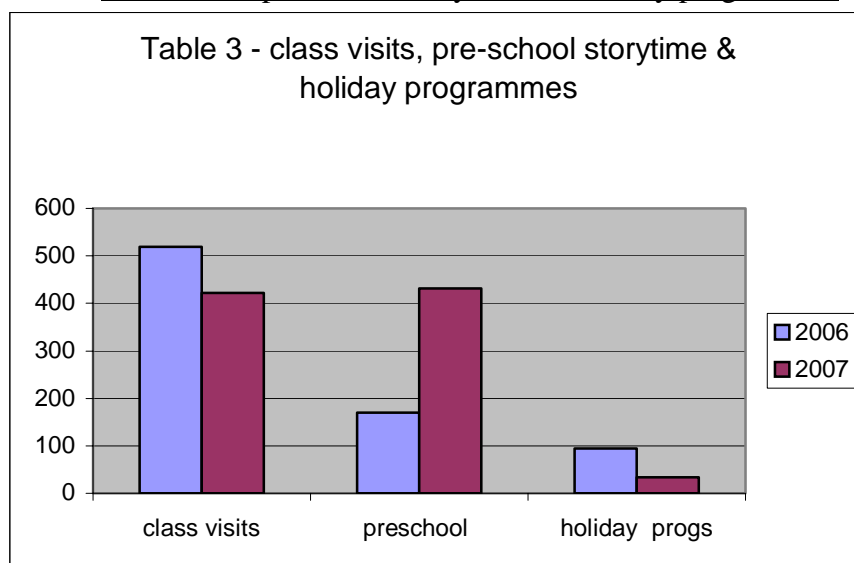


Issues, Visitors & Returns



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. The statistics for books on CD has increased by 43.5%, whilst the books on cassettes have decreased by 28%.

Class visits, pre-school story time & holiday programmes



Class visit numbers have decreased this quarter partly due to school activities in the last term of the year. 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. Only one **holiday programme** was run this quarter (December) due to the schools breaking up later this year, hence the reduction in attendance figures.

Income

Income for the branch includes:

	2006/07	2007/08	Variance
Overdue fees	8708.10	8643.81	-64.29
Internet Cards	1435.00	1570.50	135.50
CDs	435.00	323.50	-111.50
Reserves	1155.50	2003.00	847.50
Children & Young adults DVD		1742.20	1742.20
DVD	2232.00	2176.00	-56.00
Returns fee	122.00	174.00	52.00
Magazines		817.50	817.50

Staffing

There have been no changes to staffing this quarter.

All staff attended a training session run by Willis Street Physiotherapist, Nick Conn. Two sessions were held – one in Johnsonville and one in Tawa. Nick showed staff how to prevent injuries from happening during the course of the working day.

The team has had its share of staff on wellness leave. As well as the general short term wellness absences we had long term absences totalling 4 months - one team member having surgery and one being hospitalised. The team has supported these absences and have ensured that business continued as normal during this period.

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. The statistics show an increase of 100% in the borrowing of these items for this quarter.

The “Around the World” display has been very popular with migrants in the community. This display has shown India and Russia and we have had requests from customers to display France and South Africa.

A few staff members dressed in traditional costume to celebrate Diwali and a display was set up for the customers.



There have been out visits to the New Mothers group in Linden where Brigid Sharp promoted the library. This event is proving to be quite popular and the organisers have asked that we visit them again.

Three play centres have been visiting the Tawa library regularly and our aim is to see that these visits continue as well as promoting to other play groups/kindergartens.

The Tawa library was well used by college students studying for exams in November. Lynette Te Paa led a team to display study guides and learning material in the Young Adults area for these students. Tables and chairs were moved around to make suitable space for study. These were well used as were the beanbags.

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 end of year party was held at the Central library where 9 year olds were presented with their graduation certificates.



Tea and Tales

Tea and Tales for senior library members has continued to be successful and is carried out each month. A few of the regular customers bring their own books which they read to the others.

December school holiday programme

A Christmas holiday programme on Christmas Eve saw children and parents making Christmas decorations. This was well attended with 35 participants.



The highlight for the Tawa team this quarter was the presentation of the children's book, *The Grumble, Mumble, Rumbler* by Melanie Drewery for Library Week. Staff dressed for the occasion and performed the story to a large audience of adults and children. This is a national event with participating libraries reading from the book at the same time on the same day. The photograph below of Tawa staff was sent to the national library body (Library Information Association of New Zealand Aotearoa) and featured on their website.



Maintenance

Maintenance of the building has been minor and included:
Cleaning of graffiti around the building
Various light bulbs being replaced

Downloadable audio books

Overdrive is a web-based digital media platform that enables library patrons to download popular digital audio books and has been available to library patrons for almost 6 months. Wellington City Libraries currently own 419 downloadable items. During the 6 months, 497 patrons have joined and 1885 items have been issued. Turnover rates are 4.5 issues per item and 3.7 issues per patron.

Library Layout

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 are to be moved onto new shelving which will happen in February. 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.

Displays

A display promoting the Mana Tiaki community group was set up for a month in Tawa after we were approached by a committee member. The Mana Tiaki group are a community based Maori whanau support group who regularly visit schools and help new Maori residents in the area. Their Kapa Haka tutor is based at the Tawa Community Centre and this group practices at the Centre on a regular basis. The display was also used to promote our Maori collection. A customer made and donated three baskets of Knowledge and a Hieke for the Tawa Maori collection. The beautiful baskets are on display near the activity room and the Hieke is promoting the Maori collection.



Plans for the next quarter

Challenges for the next quarter include:

- Visits by staff to various retirement villages in Tawa to promote our Tea 'n Tales sessions will be undertaken
- Community and migrant group visits planned.
- Liaising with the Bucket Tree Motel in Tawa regarding the increased number of migrants who choose this as their first residence whilst looking for suitable accommodation. Lynette will visit the two motels in the area to promote our services to migrants.
- Continue to work with ethnic groups in the community to encourage them to visit the library. Ada Nally (Migrant specialist) has spent some time in Tawa and encouraged staff to use the migrant web pages when possible. This will continue.
- Investigating synergies with other local WCC units

- Continue to work closely with the Tawa Community Centre to promote activities and programmes at both sites. Our website will be linked to the community website - Tawalink.com. There have been discussions with the Tawa Recreation Centre about library staff assisting during holiday programmes by running storytime, programmes, etc. This will be investigated further in the coming months.

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