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**REPORT 4**  
(1215/12/IM)

## **MERVYN KEMP LIBRARY AND TAWA COMMUNITY CENTRE QUARTERLY REPORT**

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### **1. Purpose of Report**

To provide the Tawa Community Board with an update on the activities of the Tawa Community Centre and Mervyn Kemp Library.

### **2. Executive Summary**

Mervyn Kemp Library offers library circulation, information, outreach, class visits, preschool story times and holiday programmes. We also hold reading programmes such as BookBusters 7-8 club and BookSeekers for the 7 to 12 age group, and for the adults Tea & Tales. The Baby Rock & Rhyme programme for parents and under two year olds held at 9.30 am each Wednesday has been made permanent. The monthly Kohunga Kōrero session that was trialled has been moved to Johnsonville because of poor attendance.

The Tawa Community Centre is continuing to support community activities and programmes and in particular youth activities three afternoons a week. The centre is well supported by volunteers and is looking to offer new programmes in the coming year.

### **3. Recommendations**

Officers recommend that the Tawa Community Board:

- 1. Receive the information.*

### **4. Mervyn Kemp Library**

#### **4.1 Strategic Challenges for 2010-2011**

The library's strategic challenges for 2010-2011 are as follows:-

- i. Strategic leadership of the cluster to meet the Long Term Council Community Plan, business plan and tactical objectives:
  - o Staff continued to provide ongoing programmes for adults and children. Various staff are involved with network-wide objectives targeting customer groups.
- ii. Cluster delivers on increasing the business – cluster target to increase fiction issues by 10%:

- Targeted displays depicting the different genres have resulted in increases as high as 15% a month.
- iii. Encourage the teams to increase customer contact by working closely with customers out in the library, promoting library products and services
  - Staff are spending more time out in the library assisting customers by showing them how to use our databases and assisting with enquiries instead of customers having to ask at the desk.
- iv. Demonstrate and promote a health and safety culture.
  - There has been only one injury this quarter
- v. Engage with other Business Units in the area to develop working relationships and common outcomes:
  - A hub area meeting has taken place in Newlands this quarter with representatives from Tawa Pools, Recreation Centre, Community Centre and libraries.

## 4.2 Highlights

### 4.2.1 Customer

A special “*high tea*” and *tales* session was run for the seniors where they discussed their family histories. In particular John Scott an invited guest from Malvina Major Village was very entertaining. This and a Masala tea making demonstration by Shani and Joji of [ispice.co.nz](http://ispice.co.nz) were part of the family history tactical objective for Wellington City Libraries. Both events received positive feedback from customers.

### 4.2.2 Collection

The new “Mills and Boons” romance collection has yet to arrive. To prepare for this collection the team have been focussing on weeding the fiction area. A special promotional area is planned for the launch of the collection in May.



The “Select” DVD collection continues to issue well and is being refreshed with new items every few weeks.

The cluster tactical objective for the 3<sup>rd</sup> and 4<sup>th</sup> next quarter is to increase fiction issues by 10%. Team members developed a plan of displays and they have been working through these to encourage further reading e.g. N Z Authors, Asian fiction, Mysterries,

Action/Thriller, Cats & Dogs in fiction, Books made into movies... The window on Cambridge Street was used to entice customers in to the library. This has proved successful in March with fiction issuing 15% above February.

### 4.2.3 Programmes and Events

Baby Rock & Rhyme is held at 9.30 am on Fridays during term time. The decision has been made to continue this programme as it is drawing 40-50 people a week.

Kohunga Korero a preschool story time in Te Reo Maori has been trialled for 12 months. The programme has had poor attendance over the year though it has been well promoted by the Children and Youth specialists and staff. After review it has been decided to move the programme to Johnsonville.

### 4.2.4 Promotion

The Masala tea ceremony, mentioned above, showcased collecting stories from customers about their own family histories centred on the drinking of tea and coffee. Twenty two people attended the evening ceremony with excellent feedback and a number of commitments were made to record their own histories with the Migrant Specialist.

### 4.2.5 Other

Television coverage was provided of the Christchurch Earthquake memorial service for the public. Many customers watched the service in the library.

The library has been offering for sale water storage bottles on behalf of WEMO since the Christchurch earthquake. The sale of these has been very successful with each order selling out in a number of days.

## 4.3 Statistics

| Site           | Issues | Visitors | New borrowers | Under fives attendance |
|----------------|--------|----------|---------------|------------------------|
| Jan-March 2011 | 39,705 | 32,598   | 175           | 529                    |
| Jan-March 2010 | 40,783 | 33,703   | 207           | 573                    |
| +/-% var       | -2.6%  | -3.3%    | -13.5%        | -8.3%                  |

The statistics reflect a slight fall in visitor numbers, issues and new registrations. This trend is occurring throughout the branch libraries. Customers can access the library remotely now to reserve items, renew books, check the catalogue, download material and access our databases resulting in less people making physical visits. Customers use the library to access the internet, photocopy material, read magazines and newspapers, study, meetings and as a social community space.

An investigation into reasons behind the fall in issues has highlighted a decrease in children's issues. This is in keeping with the policy of some schools in the last year or so to not issue material during class visits. A decrease in the number of classes and students visiting the library has also been noted over the years.

#### **4.4 Plans for the next quarter**

The Library intends to undertake the following during the next quarter:-

- Continue to work to reach a 10% increase in fiction issues.
- Support the northern "hub" of Council services
- Sharing programmes across the cluster – Khandallah, Johnsonville and Mervyn Kemp libraries.
- Planned building renewals –
  - Painting the exterior of the building and roof
  - Replacing the controllers in the automatic doors

## **5. Tawa Community Centre**

### **5.1 Highlights**

#### **5.1.2 Events**

The centre continued to be busy and events included

- A start/finish base for the Community walk including entertainment and refreshments afterwards
- A "meet the Tawa Community Board" event, drawing about 65 people and giving opportunity for locals to interact and ask questions of their elected representatives.

### **5.2 Users**

#### **5.2.1 New users for 2011**

Interest in hiring our facilities has continued to grow. The centre has seen U3A art classes begin. There has also been a very successful after school children's art class which will continue on after school holidays into the next quarter. Some regular users such as Awareness Through Movement have expressed an interest in using additional space.

### 5.2.2 User Statistics for Tawa Community Centre

*Table One: Total number of people using the centre*

| Users           |      |
|-----------------|------|
| April-June 2010 | 8469 |
| July-Sept 2010  | 9196 |
| Oct -Dec 2010   | 9945 |
| Jan-Mar-2010    | 7046 |

*Table Two: hired hours over 5 hireable spaces*

| Occupancy - 5 available spaces |                          |              |             |
|--------------------------------|--------------------------|--------------|-------------|
| Quarter                        | Hireable hours = 5 rooms | Booked hours | Occupancy % |
| April – June                   | 6630                     | 922          | 13.9%       |
| July – Sept                    | 6705                     | 972          | 14.5%       |
| Oct - Dec                      | 7245                     | 948          | 13.08%      |
| Jan-March                      | 5320                     | 764          | 14.36%      |

The number of people using the centre showed a decrease from the previous three quarters (Table one) coinciding with the Christmas and school holiday periods.

However for the period the centre was opened the occupancy % showed consistency with the previous quarters (table two)

There has been an increase in the number of social bookings – children’s birthday parties, ethnic celebrations and 21st birthdays.

### 5.2.3 Tenants

The relocation of the Tawa Community Police base continues to be successful and increases the visibility and accessibility of the Community Police. Other tenancies remain stable and unchanged.

### 5.3 Maintenance

As part of the scheduled maintenance and renewals programme the carpet will be replaced in Area 1 and the hallway leading to the kitchen. The opening hours of the centre will not be affected by the carpet installation. The wall between the two offices in Area 1 will also be removed to make it into one large office. This will make the space more functional in terms of work space and meetings for the coordinator.

#### **5.4 Youth Programme –Tawa Community Centre/Linden Social Centre**

We are in the process of exploring the option of running a youth programme, perhaps jointly between Tawa Community Centre and Linden Social Centre.

#### **5.5 Accessibility Audit**

An accessibility Audit was carried out at the Tawa Community Centre to assess accessibility to the centre and within the centre. Recommendations are being reviewed.

#### **5.6 For the next quarter**

- A community potluck dinner is planned for the May which will give the new coordinator a chance to meet more of the community. The theme has yet to be decided.
- The Community Centre will be celebrating Matariki in June with flax weaving and local schools will be invited to come along to learn how to weave.
- Planning is underway for adult art classes to be held during the day. This is in response to the community indicating they would like to have more varied activities available to adults during the day.
- The coordinator will continue to work with the community to identify gaps

#### **6 Linden Social Centre**

Work is underway to determine what activities the local community would like to be delivered from the Linden Social Centre. This would be in addition to current activities and groups currently using the centre.

##### **6.1 User Statistics for Linden Social Centre**

*Table One*

| <b>Users</b>    |      |
|-----------------|------|
| April-June 2010 | 2699 |
| July-Sept 2010  | 2809 |
| Oct - Dec 2010  | 2100 |
| Jan-March 2010  | 1505 |

*Table Two*

| <b>Occupancy</b>  |                       |                     |                    |
|-------------------|-----------------------|---------------------|--------------------|
| <b>Quarter</b>    | <b>Hireable hours</b> | <b>Booked hours</b> | <b>Occupancy %</b> |
| April – June 2010 | 1092                  | 339                 | 31%                |
| July – Sept 2010  | 1104                  | 208                 | 18.8%              |
| Oct - Dec         | 1104                  | 290                 | 24%                |
| Jan-March 2011    | 1008                  | 145                 | 14.4%              |

The number of users (table one) and occupancy (table two) for this quarter was down compared to the previous three quarters , however this can be attributed to the Christmas and school holiday periods.

The Linden Social Centre mostly offers small classes for music, cooking and study. Two church groups use the facility on Sunday and the Tawa Lions, Tawa Good Neighbours and Tawa Community Theatre Group use the facility during the week. We will be encouraging more local community activities including exercise, health and fitness focussed groups.

### **6.2 New Classes**

Free Community Zumba classes have started on Saturday mornings from 8-9 am.

### **6.3 Maintenance**

Other than the annual cleans no new maintenance work is planned.

## **7. Conclusion**

The report provides the Tawa Community Board with a quarterly update of the Mervyn Kemp Library, Tawa Community Centre and Linden Social Centre.

Contact Officers: *Rose Barker, Team Leader Wellington City Libraries and Jenny Rains, Manager City Communities*

| <b>Supporting Information</b>  |
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| <p><b>1) Strategic Fit / Strategic Outcome</b><br/> <i>The report supports Council's overall vision of Creative Wellington – Innovation Capital. The report supports Council activities as a facilitator of recreation partnerships and provider of recreation services. Agreement to the report will contribute to Council meeting the outcome of offering a diverse range of quality recreation and leisure activities (see outcome 7.1 Recreation Opportunities).</i></p> |
| <p><b>2) LTCCP/Annual Plan reference and long term financial impact</b><br/> <i>N/A</i></p>  |
| <p><b>3) Treaty of Waitangi considerations</b><br/> <i>N/A</i></p>   |
| <p><b>4) Decision-Making</b><br/> <i>N/A</i></p>   |
| <p><b>5) Consultation</b></p> <p><b>a) General Consultation</b><br/> <i>N/A</i></p> <p><b>b) Consultation with Maori</b><br/> <i>N/A</i></p>   |
| <p><b>6) Legal Implications</b><br/> <i>N/A</i></p>  |
| <p><b>7) Consistency with existing policy</b><br/> <i>N/A</i></p>  |