
REPORT 3
(1215/12/IM)

MERVYN KEMP LIBRARY QUARTERLY REPORT - JANUARY– MARCH 2009

1. Purpose of Report

To provide the Tawa Community Board with an update on business activities at Mervyn Kemp Library for the third quarter of the 2008/2009 financial year.

2. Executive Summary

Mervyn Kemp Library offers library circulation, information, outreach, class visits, preschool story times, holiday programmes, BookBusters, 7z8 club, BookSeekers, Tea and Tales and WCC payments via the Service Centre.

Holiday programmes and regular programmes; such as BookBusters and Tea and Tales continue to be popular with the Tawa community. Two programmes have been under trial; BookSeekers for 9-12 year olds is an ongoing trial averaging 20 children a session. There has been an extra session on Saturdays of Preschool story time. The attendance for this session has only averaged 4 children which will need to be taken into account in the review. Otherwise preschool story time continues to be popular on Mondays and Wednesdays.

The number of people using the self check machine have increased by 3% over the same period last year. The library has been promoting the service over a period of time, so it is pleasing to see results at last.

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receive the information.*

4. Discussion

4.1 Highlights

The January school holiday programme at Mervyn Kemp was called “Earth, Sea and Sky. The children developed Maori designs that were later used to create a colourful gateway to the activity room. Approximately 60 children participated and this event led into Waitangi Day celebrations. The activity room is still showing the beautiful work the children did.



Race relations day was also celebrated with the children working to create clay figures. There were book displays and a librarian read books from the children's collection that reflected the topic of sharing different cultural experiences. As well as the afternoon event, one of the local schools participated during their class visit. A representative from the Human Rights Commission talked to the children.

A small informal questionnaire was run in March to gain an understanding of what Tawa residents want from their library. It was found that 39.5% of those spoken to were buying books, 50% were using a library. The overall impression was that people felt they were trying to fit a lot of activities/interests into a limited time span and using the library came low on the list of priorities.

The Tawa Hub, consisting of the Library, Tawa Pool, Tawa Recreation Centre and Tawa Community Centre met this quarter and were able to share their upcoming programme timetables. The group have been working on developing a method of group advertising to new residents. This could be used throughout the city but would contain local Wellington City Council information. Further investigation as to feasibility is underway.

BookSeekers is a monthly programme for 9-12 year olds that is being piloted at Tawa and three others libraries across the city. The programme is proving popular with numbers having increased to a regular twenty children attending and twenty five registered. The club is particularly successful as it follows on from BookBusters which is also very popular with the 7 to 8 year olds.

Pre-school story-time attendance continues to increase and is 28% higher than for the same period last year (396/553). We have been trialling Saturday sessions this year and numbers vary between 4-8 children attending. A decision on whether or not to continue the Saturday sessions will be made in the fourth quarter.

4.2 Maintenance

- The automatic door sensor at Mervyn Kemp failed
- The wooden slats around the Cambridge St side of the Library were re-stained.
- New security was installed on the Library roof to prevent further vandalism. It is linked to Wellington City Council security system.

4.3 Statistics

Preschool story time numbers are up 157 on the same period last year (553/396).

The number of children's programmes was up on last year by 41% (28/48), as were the number of children attending the programmes (42%).

Borrower registrations have increased slightly this quarter compared with the same period last year (241/250).

The number of customers using the self check increased by 3% on the same period last year but the numbers of items issued by each customer fell by 5%. Customers are unable to issue their DVD's, CD's or video's on the self check machine as they are chargeable items and customers need to pay at the issues desk.

The numbers of people visiting the library has decreased compared to the same period last year; 35816 compared to 38042.

Issues were down 4082 on the third quarter last year with 43728 compared to 47810. This continues to be an area of concern.

4.4 Displays / Collection

Displays in the Library included: "waiting for twilight", All about Australia, Race Relations Week, Monet Impressionists, Around the world with Romance, Earth Hour and Sea week.

4.5 Library wide initiatives

Te Hauora project: this cross-council project was developed to provide a more welcoming environment to our Maori customers. Recommendations for libraries were presented to the Library Leadership Team this quarter. A number of the recommendations have been taken up and Mervyn Kemp Library team members are involved in developing idea's for "Matariki" and Maori Language week later in the year.

4.6 Service Centre

Work continues on moving Service Centre functions from the branch libraries. Branch service centres will cease to accept rate payments from 6 June 2009. NZ post shops will take payments or rate payers can pay by internet banking, direct debit and or post a cheque. The project team want to make sure the transition is as smooth as possible so it has taken a little longer than planned. Customer transactions for the Service Centre have fallen from 2387 last year to 1886 for the same period last year.

5. Plans for the next quarter

Equity of access

- To work on the signage within Mervyn Kemp library to improve customers ability to find and access to material.
 - This is an ongoing project.

Social inclusion

- Continue to work closely with the Tawa Community Centre, the pool and Tawa Recreation Centre staff to promote activities and programmes at sites.
 - Quarterly meeting will be held to discuss issues relating to the Tawa region and how we can support and utilise each other.

Mass customisation

- Actively promote our online services to individuals and groups by visiting with these groups and showing them what we can offer.
 - Further work required in this area.

More delivery channel options

- Support and promote customer's self help options particularly Deepfreeze, Zoomtext and Smartview.
- Continue to develop the Tawa Libraries webpage and the DVD promotional material.
 - The team will continue to keep the webpages up to date and informative of events at the library.
 - The team are looking at ways to make the entrance to the library enticing so that we can promote our materials in a more attractive way, including DVDs.

Contact Officer: *Rose Barker, Team Leader*

Supporting Information

1) Strategic Fit / Strategic Outcome

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).

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