

REPORT 5
(1215/12/IM)

MERVYN KEMP LIBRARY AND TAWA COMMUNITY CENTRE
QUARTERLY REPORT APRIL TO JUNE 2012

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 9 to 12 age group, and for the adults Tea & Tales and a Baby Rock & Rhyme programme for parents and under two year olds.

Tawa Community Centre is continuing to support community activities and programmes. The centre is well supported by 2 volunteers currently. The centre has offered new programmes in the last quarter and will continue to do so in the next quarter.

3. Recommendations

Officers recommend that the Tawa Community Board:

1. *Receive the information.*

4. Mervyn Kemp Library

4.1 Strategic Challenges for 2011-2012

The library's strategic challenges for 2011 - 2012 and results were as follows:-

- i. Strategic leadership of the cluster to meet the Long Term Plan, business plan and tactical objectives:
 - o Staff provided programmes for adults and children. Various staff were involved with network-wide objectives targeting different customer groups such as reluctant technology users and parents of primary aged children.
- ii. The Cluster (Khandallah, Johnsonville and Tawa) delivered on increasing the business – cluster target is to increase adult non-fiction issues by 10%:
 - o Targeted displays depicting the different genres have resulted in an increase of 7%.

- iii. Encouraged the teams to increase customer contact by working closely with customers out in the library, promoting library products and services
 - o Staff spent 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. Demonstrated and promoted a health and safety culture.
 - o There have been a few minor injuries or accidents reported in the last quarter
- v. Engaged with other Business Units in the area to develop working relationships and common outcomes:
 - o This is an ongoing commitment which is working well in the Northern suburbs though contact with the Tawa Community Centre (eg. co-ordinated activities for special events such as Matariki) and Tawa Pool (eg. pools staff involvement in delivering the library's 'Sink or Swim' school holiday event).

4.2 Highlights

4.2.1 Customers

To celebrate Race Relations day, library staff worked with teachers at St Francis Xavier primary school to get children to write or draw a story from their family's history. Over two hundred stories were collected into an enchanting book depicting stories from a variety of ages and cultures that was published by library staff. The Human Rights Commissioner wrote a foreword for the book and a copy will be presented to the school, and another added to the Tawa local history collection.

St Francis Xavier and Hampton Hill Schools have come to the library for regular class visits this quarter. As well as borrowing books, the children have enjoyed listening to stories and learning about how to use the library from our enthusiastic staff.

4.2.2 Collection

Team members supported the library-wide goal of promoting the Adult Fiction collection. As a result we have had a range of eye-catching displays on themes including Scandinavian crime, Indian authors and Fireside Reads. Together with more word-of-mouth promotion by staff, this contributed to a 12% rise in fiction issues compared to the previous year.

The non-fiction goal was to increase issues in the cluster by 10%. The 7% increase at Tawa was assisted by holding eye-catching displays of recent material that tied closely to special events (eg. Anzac Day) or other events in the library (eg. performing arts during the Angelina Ballerina children's events). In addition, staff continue to talk to customers about their reading preferences and try to suggest new books they might like to try.

4.2.3 Staff

One team member was seconded to the Collection Development Team (for the library network) until 30 June 2012 purchasing foreign language books for the collection. She received very positive feedback from customers saying how the collection had improved during this period.

Two staff members attended a Te Reo beginner's course which they found very helpful. It gave them confidence to pronounce Maori words correctly and to use basic phrases to welcome customers.

Two team members attended a Mental Health Awareness course to make them more aware of the range of mental health illnesses and how manage customers.

Two students from Samuel Marsden Collegiate School in Karori joined the teams in Johnsonville and Tawa as they worked towards the community service component of their Duke of Edinburgh Awards. These students helped team members by shelving and shelf checking regularly throughout the week.

4.2.4 Programmes and Events

The **Tawa Historical Society** provided fifty photographs which were displayed at the Tawa library for a fortnight in early June. The photos covered decades of landscape, people and maps of the area. The exhibition was launched at the library with invited guests from the Tawa Community Board, school principals, members of the Historical Society and others.



The exhibition attracted 368 visitors, and received very positive feedback including: "Found my forebears", "Great display – you learn something new every day", "Awesome display, it's amazing seeing Tawa in the olden days".

To celebrate **Matariki**, schools were invited to the library to learn about Maori traditions at this special time of year. Each class was given the task of designing a poster showing the stars – these posters are now on display at the library. The Tawa Community Centre, in conjunction with the Mana Tiaki group, set up a week of storytelling at the library with invited guests – Kura Goldsmith, Amanda Dobson, Toa Waaka, Hone Harawira and Liz Langham. The speakers read stories in English, taught children simple Maori phrases and shared their knowledge about Maori legends and traditional use of celestial navigation and native plants. The story-times received very positive comments from their audiences. Some families attended several of the daily sessions, and there was a special visit by the Tawa Central Kindergarten.



The library held two children’s events during the **April school holidays**. During the first week, team members commemorated the 100th anniversary of the sinking of the Titanic by running a programme called – “Titanic, sink or swim”. Children were treated to some interesting information about the ship and played games that would have been played on the ship. Staff

from the Tawa Pool also came along and ran activities for the children based on water safety. These sessions were well attended by children and their families.



In the second week, a representative from the New Zealand Ballet group performing Angelina Ballerina taught budding ballerinas some ballet steps, showed ballet costumes and team members read stories from the Angelina Ballerina series. This programme was very well attended with 175 parents and young children, with many girls coming dressed as beautiful ballerinas.

4.2.5 Maintenance

A new upgraded alarm system was installed that links Tawa Library’s fire alarms, motion detectors and secured doors directly to Wellington City Council’s main Security Office.

4.3 Statistics for fourth quarter

	Issues	Visitors	New borrowers	Under fives attendance
April - June 2012	39,165	33,264	129	699
April - June 2011	42,346	35,011	170	699
+/-% var	-7.5%	-5%	-24%	0%

Statistics comparing the fourth quarters show that there continues to be a decline in issues. However, Tawa Library contributed to the North Cluster achieving its goal of increasing adult fiction and non-fiction issues by 10%. This indicates that the biggest factor in falling issues is the global trend away from physical CDs and DVDs in favour of internet downloads.

4.3 Plans for the Next Quarter

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

- Participate in 'Spring Into Tawa' festival.
- Develop new Tactical Objectives around our customers and the collections, to fit with Wellington City Libraries priorities for the new financial year.

4.4 Looking Forward

The Libraries' Business Unit is addressing phase two of its restructure currently with a staff consultation document. The purpose is to support the Council requirement to make operational savings in 2012/13 within the Libraries Business Unit and to position the Libraries in relation to the W2040 Strategy. This is also part of a wider drive to add value and reduce costs across the Council. Councillor Justin Lester as the Libraries portfolio spokesperson has been briefed. There will be changes in staffing and programmes from October 2012. A full communication plan will inform the Library customers.

4.5 2011-2012 Achievements and Statistics

	Issues	Visitors	New borrowers	Under fives attendance
July 2011 - June 2012	160,745	136,733	567	2,676
July 2010 - June 2011	166,991	139,823	635	2,392
+/-% var	-3.7%	-2.2%	-12%	11.9%

A comparison of yearly statistics shows that Tawa has seen a big increase in the number of children attending Baby Rock & Rhyme sessions and Pre-school Story Times. Staff continue to deliver an excellent service and maintain a good rapport with families. The Baby Rock & Rhyme attendance figures have increased in Tawa due to this programme being promoted at local child care centres.

Holiday programmes at Tawa proved very popular this year, with themes including Pastimes Past Times, Titanic – sink or swim, and Angelina Ballerina. Tawa attracted 342 visitors to school holiday programmes, an increase of 85% on the previous year.

Staff supported the library-wide and cluster-wide objectives of increasing adult fiction and non-fiction issues. They have created some eye-catching and topical displays, as well as linking with visits from speakers. As a result, adult fiction issues rose by 12% and non-fiction by 7%. The overall fall in issues is partly due to the public's preference to download CDs and DVDs, rather than borrowing physical items. It contrasts with a library-wide drop of 2%.

5. Tawa Community Centre

5.1 Events and Programmes

Programmes and events included a New Zealand Sign Language taster class, Tawa/Linden Plunket sale and SPCA Adoption Days.

We also worked with the charity Kiwi Community Assistance to collect household goods, clothing and perishable and non-perishable foods to be distributed to families in need in our local area (Newlands, Johnsonville, Tawa, Porirua and Titahi Bay), worked with Mana Tiaki to celebrate Matariki (including a disco and a lunch-time speaker series) and hosted a pot luck dinner for over 100 people in partnership with the local Samoan Groups.

We are working with Challenge 2000 to determine a suitable site in Tawa for a mural as part of a programme supported through funding received through the Ministry of Justice.

5.2 User Statistics for Tawa Community Centre

User numbers continue to increase with an increase of 2,183 over the same quarter last year. There have been a number of new user groups which include a Tawa College kapa haka group, a pilates class and a Te Reo Maori class.

Table 1: Users numbers for Tawa Community Centre

Quarter	2011	2012
January-March	6805	9465
April-June	9637	11820
July-September	9985	
October-December	9825	

Table 2: Occupancy¹

Occupancy (%)		
Quarter	2011	2012
Jan-March	13.1	31
April-June	14.4	27
July-September	13.5	
October-December	18.8	

1: The occupancy is the ratio of the total number of hours booked and number of bookable spaces and expressed as a percentage. The number of bookable spaces used to determine the overall percentage in 2012 is 4 and 5 in 2011. This reflects the move of the police base.

5.3 For the next quarter

We are planning to develop joint programmes with Tawa Library and Recreation Wellington which will include Matariki and Mums and Bubs sessions. We will also:

- Hold a funding information evening focused on the Council's on-line funding application process.
- We will continue to support and promote Spring Into Tawa
- Plan Māori language week activities with the local kindergarten
- Partner with Whitireia Polytechnic to provide free health-checks with students nurses.

5.4 Maintenance

An energy monitor has been installed to assist in reducing electricity usage and we will continue to improve energy efficiency by replacing radiant heaters with heat pumps.

On 13 June there was a small fire at the centre; however damage was limited to the toilet area. The centre was closed for some days while repairs and electrical and security checks were completed. The Centre opened for regular users on Monday 18 June 2012.

6. Linden Social Centre

All bookings and day to day management of the centre is now managed through the Tawa Community.

6.1 Programmes and Events

Bookings at the social centre continue to be strong activities include to offer music, cooking and study classes and well used by community groups such as Tawa Lions and Tawa Good Neighbours and a well attended after school programme.

The Doris Mills Lounge is booked regularly including church and quilting group and U3A (University of the Third Age)

The Tawa Theatre Group continues to be active and an initial season of "Twist and Shout" and will be returning at the end of the year with a second performance.

6.2 Linden Statistics

Table 1: Occupancy¹

Occupancy (%)		
Quarter	2011	2012
January-March	11.4	26.0
April-June	15.1	22.0
July-September	15.0	
October-December		

1: The occupancy is the ratio of the total number of hours booked and number of bookable spaces and expressed as a percentage. These figures reflect the regular users only. One-offs are not included.

6.3 Maintenance

A security system was installed. We are in the processes of completing alarm familiarisation with all regular users. We've also completed a site Health and Safety audit which will be reviewed quarterly.

6.4 For the next quarter

A number of events have been lined up for the next quarter for Linden, including the celebration of Daffodil Day, Spring into Tawa and an emergency preparedness meeting for the community. We will also continue transitioning Linden from a Hall (unstaffed) to a part-time staffed Community Centre.

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.

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