
MERVYN KEMP LIBRARY AND TAWA COMMUNITY CENTRE QUARTERLY REPORT JANUARY TO MARCH

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 circulation, information, outreach, class visits, preschool story times, holiday programmes and Baby Rock & Rhyme sessions. The library is concentrating on ways to increase customer usage and customer satisfaction looking at how we can promote the collection and make the library more appealing.

The Tawa Community Centre and Linden Social Centre are continuing to support community activities and programmes, with a concentrated focus on increasing Linden's community profile. It's heartening to see the increased use of both spaces, as reflected in the usage and occupancy figures elsewhere in this report, and particularly drop-ins off the street.

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receive the information.*

4. Mervyn Kemp Library

4.1 Strategic Challenges for 2012-2013

The library's strategic challenges for 2012 - 2013 are as follows:-

- Strategic leadership of the cluster to meet the Long Term Plan, business plan and tactical objectives.
- Determine what is required to bring the library up to earthquake standard, planning for disruption during the project, and working with the architects to ensure minimal disruption to services.
- Encourage the teams to increase customer contact by working closely with customers out in the library, promoting library products and services and finding out how we can improve our services

- Demonstrate and promote a health and safety culture to ensure staff and customers have a safe environment to visit and work in.
- Engage with other Business Units in the area to develop working relationships and common outcomes.

4.2 Highlights

- Tawa's earthquake risk has been reassessed. As a result, less remedial work is needed. The roof over the north end of the children's area will be strengthened, as well as the ceiling at the east end of the workroom and over the internal public toilet. The work is scheduled to be carried out in late 2013.
- The library is trialling new signage in the adult non-fiction area. The colours (grey, white and yellow) will bring the signage at branches in line with WCC standard signage. It is envisaged that this will be rolled out to other sites in the near future
- To help promote the libraries' collections, staff are creating displays using a new collection tool to create lists of Top 10 Authors and Top 10 Titles borrowed from the children's and adult collections. Other themed displays have included Parenting, Romance, Self-Sufficiency, Waitangi Day, Back to School and many more.
- During the week leading up to Easter, the Tawa team set up 'Books in Baskets' for their customers. Staff members chose new books from all collections which were wrapped in newspaper. These were placed in baskets for customers to choose a 'mystery parcel' from and have resulted in very positive feedback from customers.
- The Tawa Intermediate School and local community constable were contacted as support to team members, when the noise and misbehaviour of some students reached unacceptable levels. To avoid disturbances by these children, all students now leave their school bags behind the issues desk in Tawa. When misbehaving, they are given one warning and are then asked to leave the building and not return for a week. The community constable visited to talk to the children and the school principal discussed the ongoing issues at assembly and they included it in their weekly newsletter to parents. These discussions and changes at the library (bags behind counter and one warning) seem to be having a positive effect and a number of these children have chosen not to spend all afternoon in the building. One of our staff contacted the Salvation Army who invited the group to visit the drop in centre on Wednesday afternoons. Comments are "they are a handful but are beginning to become more respectful".

4.2.1 Programmes and Events

- The Library worked with staff at the Community Centre to co-host an Easter Pre School story time. After the usual session was held at the library, the families were invited to the Centre for morning tea and craft activities. These joint sessions have been enjoyed by all and received excellent feedback from parents. This is an initiative we will repeat during the year.

- Tawa Library continued with regular weekly visits from St Francis Xavier School.

4.3 Statistics

	Issues	Visitors	New borrowers	Under fives attendance
Jan-Mar 11-12	39,245	31,983	145	611
Jan-Mar 12-13	36,244	31,151	163	512
+/-% var	-7.65%	-2.60%	12.41%	-16.2%

- The number of new registrations rose significantly at Tawa compared to the same quarter last year. This may have been boosted by the special offer of giving CD concession cards to newly registered customers, which was heavily promoted to local businesses and workers.
- The overall numbers of visitors and issues has dropped compared to the same period last year. Issues of children's books and AV material rose compared to the previous quarter. Adult fiction issues fell, but non-fiction issues rose. Adult CD and DVD issues rose compared to the previous quarter, and especially from February to March. This may be an early sign of the impact of the two promotions held during March (free CD concession card for new borrowers and two 4 one issues of documentary and music DVDs)
- Attendance at the under five programmes dropped significantly during January and February, but rose again in March. These figures are a comparison of the same period last year.

4.4 Challenges and Opportunities planned for the next quarter

- Work through the outcome and implementation of the City Communities Group Restructure so the new structure is in place on 1 May 2013.
- Support library-wide teams on the customer themed Tactical Objectives – increasing card usage by CYA customers, and reaching out to 18-29 year olds.

5. Tawa Community Centre

5.1 Events and Programmes

The Tawa Community Centre staff have once again worked extremely hard over the quarter to enhance the Centre's presence within the community. There has been an increase in internal events and programming and greater outreach in and around Tawa and Linden. Daily drop-in numbers are still rising steadily, and we continue to develop working relationships with other Council Business Units and local organisations and businesses to help achieve common outcomes within the centre and community. We have organised joint activities with the Tawa Library, Ministry of Social Development, Red Cross, Tawa Community Board, Cancer Society and Kiwi Community Assistance.

New relationships include those we are building with Te Papa, Arthritis NZ, Red Cross, Sustainability Trust and PedalReady, and Tawa Plunket.

Activities and focuses for the quarter to March 2013 included:

- Instigated a Coffee and Quiz morning every Friday. The numbers are averaging 15 per week, and enjoyed by all who attend;
- Revamped the local internal notice boards with lovely Māori motif fabric and children's art to brighten the drop-in area;
- Assisted the SPCA to hold another Pet Adopt-a-Thon at the Centre;
- Continuing to receive donations for Kiwi Community Assistance, as well as offering them extra space a couple of days a week to sort the ever increasing donations;
- Started up a mums and bubs Baby Sing-a-long programme;
- Marketing for U3A's Computer Chatter group, utilising the free WiFi within the centre;
- Organised a Neighbours' Day BBQ for the neighbours in and around the Tawa Community Centre's street;
- Facilitated a Mini Worm Farm workshop with Sustainability Trust;



- A Race Relations Day activity at Hampton Hill School;
- Instigated Green Parenting Classes;
- Facilitated Arthritis NZ workshops; and
- Combined Easter Craft activities with Tawa Library.

Maintenance:

- Central heating throughout the Centre; and
- Old gas appliance removals are underway, and then re-panelling will take place.

Health and Safety:

- The work to improve accessibility in the carpark is complete. We invited a wheelchair-bound person to trial the work and she was thrilled, giving it the thumbs up; and
- The regular quarterly audit for Tawa was completed with no problems detected.

5.2 Statistics

Table 1: Total number of users (2012 and 2013)

Users 2012		Users 2013	
January-March 2012	9465	January-March 2013	11955
April-June 2012	11820		
July-Sept 2012	13575		
Oct -Dec 2012	12709		

Table 2: Total hours hired (2012 and 2013 Occupancy)

Occupancy – 4 available spaces			
Quarter	Hireable hours	Booked hours	Occupancy %
Jan–March 2012	4620	1423	31%
April–June 2012	5460	1448	27%
July – Sept. 2012	5520	2007	36%
Oct–Dec 2012	3600	1429	39.7%
Jan – March 2013	3696	964	36.1%

Table two provides a snapshot of the occupancy of the centre. This is the hours available for bookings compared to the actual hours booked (used) and is expressed as the occupancy percentage.

5.4 For the next quarter

- Domestic Violence Public Meetings;
- Taster Classes for Sign Language Week;
- Youth Week activities;
- Invite school children to the centre for Samoan Language Week;
- Matariki talk at Longview Rest Home;
- Arbor Day tree planting activity with local school children; and
- Volunteers Week morning tea.

6. Linden Social Centre

6.1 Events and programmes

Linden Social Centre's statistics have improved rapidly, due to the marketing and relationship building the staff has focused on this quarter.

Regular users of the Centre include Tawa Lions, Feldenkrais, Porse Mana Music, New Apostolic Church, Brenda Stickley Movement Classes, Sri Lankan Dance Academy, Helen Aitken Greatest Cakes, Christian Mission Fellowship and Avon Cosmetics and Tai Chi.

Activities and focuses for the January–March quarter included:

- A new Tai Chi session was started up running weekly on Thursday mornings. The group’s first session had 16 attendees, and it was followed up by an Arthritis Workshop;

- The Arthritis Workshops were very popular and very well attended:



- A Buggy Walk was also a new initiative and this is also proving very popular with the Plunket mums and locals enjoying the socialising as well as the exercises;
- A Recycling Week craft activity with Longview Rest Home;
- A Funding Workshop;

- The Teddy Bear’s Picnic for Parks Week held in Duncan Park was a huge success with over 170 in attendance;



- Helping Kiwi Community Assistance with free sorting space;
- Tawa Theatre Group continues to utilise the facility on a regular basis, with 3 shows planned for 2013; and
- The Good Neighbours’ Club is working with staff to provide updated bookings and numbers for the Doris Mills Lounge.

6.2 Statistics

Table 1: Total hours hired (Occupancy – single space)

Occupancy – 1 available spaces			
Quarter	Hireable hours	Booked hours	Occupancy %
Jan – March 2012	1108	284	26%
April – June 2012	1456	321	22.0%
July – Sept. 2012	1380	336	24%
Oct–Dec. 2012	900	361	40.1%
Jan–March 2013	924	228	25%

6.2 For the next quarter

Activities and programmes planned for the next quarter at Linden include:

- Sign Language Week – free taster classes;
- An activity with Tumanako House;
- Youth Week – He Hurahi Tamariki activity and morning tea;

- Matariki activity with the local school with a can donation to the local foodbank; and
- Volunteers Week morning tea.

7. Conclusion

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

Contact Officers: *Rose Barker, Team Leader Wellington City Libraries and Donna Wilson: Northern Facilities Advisor*

Supporting Information
<p>1) Strategic Fit / Strategic Outcome <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>2) LTP/Annual Plan reference and long term financial impact N/A</p>
<p>3) Treaty of Waitangi considerations N/A</p>
<p>4) Decision-Making N/A</p>
<p>5) Consultation a) General Consultation N/A</p> <p>b) Consultation with Maori N/A</p>
<p>6) Legal Implications N/A</p>
<p>7) Consistency with existing policy N/A</p>