

REPORT 4
(1215/12/IM)

**MERVYN KEMP LIBRARY AND TAWA COMMUNITY
CENTRE QUARTERLY REPORT APRIL TO JUNE
QUARTER 2013**

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 Tawa's community profile.

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 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. Work to strengthen the weak parts of the building, is due to be carried out in September/October this year.
- Displays – staff have continued to set up displays promoting the library collections.
- A Council wide restructure came into effect on 1 May 2013 that created a new business unit of Libraries and Community Spaces. As a result, Newlands, Churton Park and Tawa Community Centres as well as the Linden Social Centre, are managed by Libraries and form part of the North Cluster.

4.2.1 Programmes and Events

- New Zealand Music Month – Staff members contacted a number of local music teachers and groups and invited them to perform at the library during May 2013. A total of 90 children and adults attended pre-school story-time sessions where the children were taught to play instruments. All musicians
- enjoyed the opportunity to play or sing



in a relaxed space and other library users said they liked hearing and seeing the music.

- Seventy children and adults visited the library for the Kiwiana holiday programme to learn more about Spike, the tuatara and his family.
- Baby Rock & Rhyme (BR&R), pre-school story times (PSST) and school visits have continued during this quarter.

4.3 Statistics

	Issues	Visitors	New borrowers	Under fives attendance
Quarterly figures:				
Apr 2011-Jun 2012	39,165	33,264	129	699
Apr 2012-Jun 2013	36,701	31,695	142	730
+/-% variance	-6.29%	-4.72%	10.08%	4.43%
Annual figures:				
Jul 2011-Jun 2012	160,745	136,733	567	2,676
Jul 2012-Jun 2013	147,051	128,239	590	2,711
+/-% variance	-9%	-6%	4%	1.30%

- The drop in the number of items issued, occurred across most collection areas and is the trend across the network. They were most marked in collections with rental fees (e.g. magazines), or where customers are getting the content using new technologies (e.g. downloading adult and YA CDs). The core areas of children's picture books and fiction, and adult fiction, issued equally or more than the previous year.
- The number of new registrations rose compared to the same quarter last year. This was partly due to customers joining the library so they could have access to our catalogue of e-books.
- Under five numbers are continuing to increase with BR&R and PSST.

4.4 Challenges and Opportunities planned for the next quarter

- Continue to work through the implementation of the City Communities Group Restructure.
- Plan for the earthquake strengthening and the disruption during the project. Work with the architects to ensure minimal disruption to services and customers. Review layout of the library as part of the project.
- 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

5. Tawa Community Centre

A Council wide restructure came into effect on 1 May 2013 that created a new business unit of Libraries and Community Spaces. As a result, Newlands, Churton Park and Tawa Community Centres as well as the Linden Social Centre, joined the North Cluster of libraries.

Library coaches and library team members ensured the Tawa Community Centre remained open for business during this transition. Mandy Russell was appointed to a 20 hour position from mid June, as the Community Centre Advocate and has been learning the process and procedures.

5.1 Events and Programmes

There has been an increase in internal events and programming and greater outreach in and around Tawa and Linden. 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.

Joint activities have been organised with the Tawa Library, Tawa/Linden Plunket and Kiwi Community Assistance.



Highlights for the April to June 2013 quarter included:

- Ensuring the Coffee and Quiz morning every Friday continued. The ladies from the U3A scrapbooking group join with members of the public and fun is had by all. The numbers are averaging 15 per week.
- Assisted the SPCA to hold another Pet Adopt-a-Thon at the Centre;
- Continuing to receive donations for Kiwi Community Assistance. This group no longer uses the Centre to sort through their collections as they have been donated a large warehouse and storage facility in Porirua.
- The weekly mums and bubs Baby Sing-a-long programme has continued and has been advertised at the library.
- The Centre's Facebook page is regularly updated and has had a total of 419 views in the last month.

Regular users this quarter have included two local church groups, U3A groups (scrapbooking, computer chatter and art), Tai Chi, Pilates, Drama classes, Dance classes and regular birthday parties.

5.2 Statistics

Total hours hired (2012 and 2013 Occupancy)

Occupancy – 4 available spaces			
Quarter	Hireable hours	Booked hours	Occupancy %
April–June 2012	5460	1448	27%
April–June 2013	5460	1118	20%

This table provides a snapshot of the average 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 Challenges and opportunities for the next quarter

- Promote the centre to the community with an emphasis on the drop-in lounge during opening hours. Table tennis tables will be set up to encourage customers to visit for a hot drink and a game. There are also puzzles and board games available as well as a book swap (bring a book and swap it for another one).
- Work together with the library and other Council units to promote programmes at all sites.

6. Linden Social Centre

6.1 Events and programmes

Regular users of the Centre include Tawa Lions, Feldenkrais, New Apostolic Church, Brenda Stickley Movement Classes, Sri Lankan Dance Academy, Tai Chi and Dance classes. This centre is a popular venue for birthday parties.

Highlights for the April to June quarter included:

- A water tank was installed on the grounds of the Centre which will be used in a Civil Defence Emergency.
- The Good Neighbours' Club is working with staff to provide updated bookings and numbers for the Doris Mills Lounge.
- Baby CPR course run by the Wellington Free Ambulance Service. This was very popular with parents and about 20 people attended.

6.2 Statistics

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

Occupancy – 1 available spaces			
Quarter	Hireable hours	Booked hours	Occupancy %
April – June 2012	1456	321	22.0%
April – June 2012	1456	297	20.3%

This table 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.

6.2 Challenges and opportunities for the next quarter

- Continue to promote the centre to the community.
- Work together with the library and other Council units to promote programmes at all sites.

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 Community Spaces*

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>