

REPORT 2
(1215/12/IM)

MERVYN KEMP LIBRARY QUARTERLEY REPORT

JULY – SEPTEMBER 2009

1. Purpose of Report

To provide the Tawa Community Board with an update on business volumes and activities at Mervyn Kemp Library for the first quarter of the 2009/2010 financial year.

2. Executive Summary

Mervyn Kemp Library offers library circulation, information, outreach, class visits, preschool story times, holiday programmes, BookBusters 728 club, Tea 'n Tales and are currently trialling Baby Rock & Rhyme for under two year olds.

The library is actively looking at ways to promote the library to the community. Staff are promoting the library to local community groups outside the library and showing them the vast amount of resources available to them

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receives the information.*

4. Discussion

4.1 Strategic Challenges for 2009 – 2010

4.1.1 To deliver on increasing the magazine issues by 10% (cluster business target)

Magazine Transactions	
1 st quarter comparison	Tawa
2008/09	1,994
2009/10	1,970
Variance	-24

New magazines are currently displayed on the front counter near the returns slot and this is proving to be popular with customers.

A number of different displays have been run focusing on the magazine collection, its diversity and the value of borrowing over buying the magazines. As yet this has not provided the result of increased borrowing that was hoped for. Further efforts to promote the collection will continue throughout the coming year.

4.1.2 To create an environment that is welcoming to all people, inclusive of migrant and Maori targeting the identified customer groups of 'blokes', Maori and disabled

- Maori Language Week saw displays set up in Tawa as well as Kapa Haka performance by the local Mana Tiaki Inc. Society.
- Several wheelchair-bound customers regularly use the Tawa library and a section of the front counter is lower to accommodate them.

4.1.3 Develop initiatives to increase the physical as well as web use of libraries

Staff are looking at repositioning the public computers to allow easier access for all. This will allow monitoring of internet content and to ensure customers are aware that these are available.

4.1.4 Engage with other Business Units in the area to develop working relationships and common outcomes:

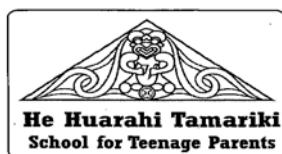
Tawa Hub is a group consisting of the Library, Tawa Pool, Tawa Recreation centre and Tawa Community Centre which meet regularly. The Hub is looking at ways to help promote and support each other's services. A shared activity/programme was the Spring into Tawa Market Day which was organised by the community centre. The library ran a treasure hunt for children and handed out lucky draw prizes. A craft activity was arranged for the children, dancers entertained the public and musicians played throughout the morning. Tawa Pool staff had activities directly outside the library and Recreation Wellington handed out flyers promoting their services to the public.

4.1.5 Provide a smooth transition from Library and Service Centre to library only for staff and customers.

Staff were kept notified of the progress of the service centre closure at all times via email and at team briefs. Staff briefed customers on the new payment options available to them with every transaction. With effect from 1 September service centre payments were no longer accepted at the library, although recycling bins, recycling bags, rubbish bags and parking coupons are still available.

4.4 Highlights

- BookSeekers for 9-12 year olds and BookBusters for 7-8 year olds continue to be popular with the children. Attendance levels for both programmes average at 12 children per session.
- Pre-school story-time attendance has increased by 18% this quarter, partly due to the pilot sessions of Baby Rock & Rhyme (see below).
- Baby Rock & Rhyme is currently being piloted in Tawa every Friday morning during the school terms. On average 15 parents/caregivers and babies attend these sessions. This programme replaces the Wednesday morning story-time session.
- Displays this quarter included Spring, Astronomy, Maori Language Week, Library Week, Classic Novels, Magazines, Dan Brown (author). The Madras Indian Dance Group had a display up for two weeks of their dance programme and some of their costumes. This is a yearly event that involves a number of local residents.
- The Tawa team won the (staff) Library Bag Day competition in August when they sold 163% of target in one day. Staff built up the promotion for a week before by advertising to customers and businesses in the area. A window display demonstrated to the community what the bags could be used for.
- A student from He Huarahi Tamariki School for Teenage Parents in Linden spent two days in Tawa:



Friday, 25 September 2009

Wendy Jacobs,
Wellington City Libraries,
PO Box 6140,
Wellington.

Dear Wendy

Thank you for your support for our Work Experience Programme at He Huarahi Tamariki by taking Karma Grout for her work experience. This has been invaluable and was thoroughly appreciated.

The students benefit in so many ways by going out into the workplace and it is only through willing and kind employers that they are able to do this. As well as giving them a taste of the work they are interested in for their career, they are able to observe many good life skills.

Karma thoroughly enjoyed her placement at the library. I think she was pleasantly surprised at how well she fitted in with you and your team. It was good to read in her report that she had worked capably and confidently.

Many thanks again, Wendy. Please pass our thanks on to the library team.

Kind regards,

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4.4 Maintenance

All service centre signage has been deleted/removed. An automatic hand dryer was installed in the public toilet. Water damage to the library ceiling was repaired.

4.4 Statistics

Tawa two year comparisons				
1 st quarter comparison	Issues	Visitors	New borrowers	Sessions for under fives
Tawa 2008/09	48,163	39,889	248	367
2009/10	47,578	42,699	275	433
Variance	-585	2,810	27	66

Although the total number of issues decreased, we have seen an increase in large print books (25%), young adult DVDs (44%) and one week book issues (44%) – these are college study guides and the road code.

Contact Officer: *Rose Barker, Team Leader North Cluster*

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) LTCCP/Annual Plan reference and long term financial impact <i>N/A</i></p>
<p>3) Treaty of Waitangi considerations <i>N/A</i></p>
<p>4) Decision-Making <i>N/A.</i></p>
<p>5) Consultation a) General Consultation <i>N/A</i></p> <p>b) Consultation with Maori <i>N/A</i></p>
<p>6) Legal Implications <i>N/A</i></p>
<p>7) Consistency with existing policy <i>N/A</i></p>