
REPORT 6
(1215/12/IM)

MERVYN KEMP LIBRARY AND TAWA COMMUNITY CENTRE QUARTERLY REPORT: OCTOBER – DECEMBER 2009

1. Purpose of Report

To provide the Tawa Community Board with an update on Tawa Community Centre and business volumes and activities at Mervyn Kemp Library.

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.

In response to the local community needs, the Library and the Community Centre will develop ways to work together to deliver programmes.

The Tawa Community Centre is continuing to support community activities and programmes and in particular youth activities three afternoons per week. The centre is well supported by volunteers and is looking to offer new programmes in the coming year.

3. Recommendations

Officers recommend that the Tawa Community Board:

- 1. Receives the information.*

4. Discussion

4.1 Mervyn Kemp Library

4.1.1 Strategic Challenges for 2009 – 2010

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

Magazine Transactions	
2 nd quarter comparison	Tawa
2008/09	2,638
2009/10	2,663
Variance	-25

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

The figures above include bestsellers, free magazines, junior and young adult magazines. Junior magazine issues have increased by 44.1% this quarter compared to the same quarter last year.

- 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:

A Te Reo pre-school story time will be trialled in Tawa for six months commencing in February. This will run on the third Wednesday of each month at 10.30am.

A team member completed refresher deaf awareness/sign training. She has been able to communicate with hearing impaired customers by using these skills.

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

The team highlighted different aspects of the collection this quarter in line with the customer segment themes of blokes, Maori, disabled. Displays included blokes, disabilities, Christmas, gardening, spring/summer Twilight and many more.

Brigid Sharp worked on a presentation with the Customer Specialist and talked to parents of children with learning disabilities at the Tawa College to promote our databases and library services.

The Wellington City Libraries webpage

<http://www.wcl.govt.nz/about/branches/mervyn/whatson.html>

is updated regularly. Visitor numbers to the libraries website has increased by 21% this quarter when compared to the same quarter in 2008.

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

Wendy Jacobs met with City Communities to discuss options for working more closely together with the Community Centre co-ordinator.

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

There have been a few customers who have come in to the library to pay their rates but they were willing to go to the post shop for this. There have been no problems with regards to this change.

4.1.2 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.
- A Christmas holiday programme was run in December and was well attended by customers.
- Tawa library hosted a student from St Mary's College who completed work experience for two days.



4.1.3 Maintenance

Maintenance this quarter has included light bulbs needing to be replaced, automatic front doors realigned and damp wall in upstairs office which needed to be repaired and painted.

4.1.4 Statistics

Tawa two year comparisons				
2nd quarter comparison	Issues	Visitors	New borrowers	Sessions for under fives
Tawa 2008/09	43,966	37,869	191	581
2009/10	42,791	33,827	162	381
Variance	-3%	-11%	-15%	-34%

The team has promoted the Baby Rock & Rhyme and pre-school story time sessions at various places in the community. It is envisaged that this will prompt new library members / visitors and that attendance numbers at these sessions will increase. The attendance number for the adult Tea & Tales sessions has increased by 100% this quarter compared to the same quarter last year.

4.2 Tawa Community Centre

Officers worked with the Community Centre's regular users to ensure bookings are planned well in advance for the coming year.

Malcolm Sparrow resigned as community centre Coordinator and assumed a role on the Tawa community Board.

A drop-in youth activity was initiated and its popularity is reflected in the statistics below. The regular users include 18 groups who programme activities every week and 9 groups who programme activities monthly.

We would like to acknowledge Malcolm's Sparrows dedication while working as coordinator and support given to the new coordinator.

4.2.1 User Stats

	Regular users (weekly and Monthly)	One off bookings	Drop in	Youth	Total
Oct	615	145	20	90	840
Nov	1680	225	30	115	2050
Dec	850	185	30	85	1150

4.2.2 Next quarter

Lynette Te Paa will start as the community centre coordinator in January.

Officers will work with the user groups to allocate storage to meet their requests for space to store equipment.

Officers will have a number of new activities at the centre next quarter; these include a social knitting group one day per week. This will commence in March and officers will be looking for donations of wool and knitting needles. The centre will also be a centre for Zumba classes Thursday evenings 6.15pm to 7.15pm.

Officers will also have two new Sunday groups. These are the Samoan Methodist Church and Filipino Bible Studies.

From early March we will see a new revamped youth drop in at the centre for three afternoons each week. Officers have developed this programme with local youth providers and it is planned to complement local provision.

The Coordinator will work with Council Security to update the swipe card system at the Centre. This will result in improved security and officers will be able to track after-hours access to the centre.

The Coordinator will be undertaking a Health and Safety hazard identification check of the building, this is to be completed by March 2010.

Officers will alter the layout of the 'Coffee space' and 'Area 1' and will include a drop-in-lounge area near the windows. Officers plan to retain the hireable Area 1 space as well as keeping Area 4 available for users who need some privacy.

The Coordinator will be discussing ways to work closely with Tawa Library and the Tawa Recreation Centre.

A great response was received from current volunteers who have agreed to continue volunteering hours at the Centre for 2010 and the Coordinator is planning a morning tea with all the volunteers to gauge feedback and ideas for 2010. The volunteers are collating an inventory of equipment and furniture at the Centre.

A Tawa Community Evening will be held in early April.

Friday lunches will be replaced with Friday morning teas, commencing in March. Great volunteer support was received for this (including baking) and officers will start promoting early in the year.

The first Pot Luck dinner of year is pencilled in for March 20th and this will be part of the celebration of Race Relations Day (21st March). During this week the Community Centre will be holding smaller events for schools and the community to participate in this event.

Contact Officers: *Rose Barker, Team Leader and Jenny Rains, City Communities*