
REPORT 2
(1215/12/IM)

MERVYN KEMP LIBRARY AND TAWA COMMUNITY CENTRE QUARTERLY REPORT APRIL - JUNE 2010

1. Purpose of Report

To provide the Tawa Community Board with an update on Tawa community grants, 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 and a Te Reo storytime – Kōhunga Kōrero – every third Wednesday morning of the month.

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.

The Tawa Community Centre is continuing to support community activities and programmes and in particular youth activities three afternoons a 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. Mervyn Kemp Library

4.1 Strategic Challenges for 2009-2010

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

| Magazine Transactions | |
|-----------------------|--------|
| April-June 2008/2009 | 10,774 |
| April-June 2009/2010 | 11,213 |
| Variance % | 4.1% |

Unfortunately, the expected target was not met despite numerous displays being set up in the building and on the windows. It has been noticed that customers read magazines in the library rather than taking them out. A 50 cent issue charge has applied to magazines since July 2007.

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:

Matariki was celebrated at Tawa with a special story time, plus a craft activity which was organised by one of the children's specialists.

A variety of Maori, blokes and disability themed displays were set up to cater for all customer groups.

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

The Tawa 'what's on here' webpage was viewed 1,635 times this year (July 2009 to June 2010). This page is updated regularly by a team member to highlight events. This is the first year we have had these statistics and we will be able to monitor them in the future.

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

Wendy Jacobs and Brigid Brammer met with representatives from the Tawa Recreation Centre and Tawa Community Centre to discuss upcoming events in the area. The next shared event will be 'Spring into Tawa' in September.

A team member from Tawa assisted with the Newlands Community Centre's birthday celebrations by running a story time for the children.

4.2 Highlights

- Team members worked with a representative from the New Zealand Sign Language Society to promote National Sign Language week. Sign language training was given to children of all ages at BookBuster sessions and class visits.
- The team ran a successful Mad Hatter's Tea Party holiday programme in April and this was duplicated at Johnsonville and Khandallah libraries.
- The Tawa Historical Society ran their annual history week early in June. Attendance was lower this year compared to past years with an average of eight attendees each day.
- The regular programmes (BookBusters, BookSeekers, Tea & Tales, Pre-school story time) have been successful. Kohunga Korero story time continues with an average of 10 children present for each session.



4.3 Maintenance

Maintenance this quarter has included light bulbs being replaced, leaking window upstairs being fixed, light fittings under the canopy at the front of the building being repaired (ongoing).

There have been a few security callouts after hours as the roof alarm has been activated. It is not known if there were intruders on the roof or if the branches from the Norfolk pine blowing in the high winds scattered leaves on the roof.

4.4 Statistics

| Site | Issues | Visitors | New Borrowers | Children's Programmes | Children's Programmes Attendance |
|----------------------|--------|----------|---------------|-----------------------|----------------------------------|
| April-June: 08/09 | 45,998 | 39,391 | 212 | 28 | 1,174 |
| 09/10 | 43,541 | 35,468 | 176 | 51 | 2,392 |
| Variance % | -5.3% | -10% | -17% | 82.1% | 103.7% |

Issues and visitor numbers are showing a decrease which seems to be the trend across most all the branch sites. The visitor numbers have decreased due to the closure of the Service Centre. This will continue in the first quarter of the next year too. We understand that 90 residents have taken out annual subscriptions to use the Porirua Library. We will aim to investigate why they have chosen to do so.

The children's programmes, and attendance at these, has increased partly due to a number of childcare facilities bringing their children to the Monday morning story time as well as to special story time sessions. Baby Rock & Rhyme attendance has increased this year after the sessions times were changed from 10.00am to 9.30am.

5. Tawa Community Centre

A community evening was held on Wednesday 16 June and we received very good and useful feedback from attendees and via email. Many questions and concerns were able to be actioned - this included replacement furniture for the main hall.

As part of Matariki celebrations, we held a community pot luck dinner as well as offering flax weaving demonstrations. This was a popular event with 25 people attending. We also worked in partnership with Capital E and as part of their Matariki programme we were able to offer activities for children. We had approximately 120 children visit the Centre.

Tawa Linden Playcentre visited as a way to introduce the children to the Centre and as part of a programme introducing the children to the different types of occupations around Tawa.

We started 'Zumba Gold' as one of our regular activities. This is a free programme offered to the senior community and those with limited movement and so far we have 30 regular attendees.

We held an end of term youth BBQ with 60 youth visiting the Centre. Given the success of this, we will develop it as a regular activity.

A second Tai Chi class started in June, run by 'Enliven' positive ageing services and is ACC funded.

5.1 User Statistics

| | Regular users (weekly and Monthly) | One off bookings | Drop in | Total |
|--------------|---------------------------------------|---------------------|---------|-------|
| April | 2231 | 320 | 100 | 2651 |
| May | 2347 | 580 | 150 | 3077 |
| June | 2556 | 315 | 175 | 3046 |

5.2 Next quarter – July to September 2010

We will continue to implement actions from the community meeting, including additional furniture to meet user demand. We will also install a new heating system.

Ear health clinics will begin providing an ear health and hearing services for the community.

Spring into Tawa Market Day has been set for 11th September. The Community Centre is assisting the organising Committee with the administration.

We will also be participating in the Market Day together with Mervyn Kemp Library, Tawa Pool and Tawa Recreation Centre, to help promote our services. We will be launching a web based community centre profile and newsletter in August.

5.2.1 Community Centre Coordinator's Comments

We will continue to work on increasing the amount of drop-in users into the Centre.

While the centre is busy outside of business hours, we need to work to encourage more users in during the day. To increase awareness and use of our 'drop in' space we will be trialling a variety of lunchtime sessions in the drop in lounge commencing 25 August 2010. The first five sessions will be based on a beauty theme, offering mini facials, make up tips and manicures to community members in their lunch break at a cost of \$5, these will be run by a local Tawa woman.

We will also use this as an opportunity for local businesses, clubs and organisations interested in offering free 'tasters' to help promote their products and services. We have a number of enquiries interested in being involved in the upcoming months.

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