
REPORT 9

**MERVYN KEMP LIBRARY AND TAWA COMMUNITY
CENTRE QUARTERLY REPORT 1ST QUARTER 2013/2014**

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. Preparations are being made for the upcoming earthquake-strengthening works.

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.

Staff at the Library and Community Centre worked with other Tawa council business units to run a combined community activity for 'Spring into Tawa'. This was very successful and raised the profile of both sites.

3. Recommendations

Officers recommend that the Tawa Community Board:

1. *Receive the information.*

4. Strategic Challenges for 2013-14

- 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.

5. Mervyn Kemp Library

5.1 Highlights

- Work to earthquake strengthen the weak parts of the library building, is due to begin at the start of October. The architect's plans have been approved, and involve placing steel girders in the roof, and removing some brick pillars. The library will re-locate to the boardroom of the community centre during the works.
- Staff members from the Tawa Library worked together with representatives from the Tawa Pool, Tawa Recreation Centre, Parks & Gardens and the Tawa Community Centre to run a very successful Spring into Tawa event in September this year. Participants in the 'Tawa Trivia' event collected a worksheet from one of the Council units. To enable this sheet to be completed, participants had to visit each unit to answer a set question. The trivia ended at the Community Centre where prizes, donated by each unit, were handed out. During this event, staff at the library filled their display cabinet with withdrawn stock and asked customers to guess the number of books. This was very popular and a large number of people entered the draw to win a prize.



5.2 Programmes and Events

- Staff members took part in the book-domino challenge which inspired some creative thinking, fun and team building.
- St Francis Xavier School continued to visit the Tawa library and modules shared with the children included sustainability/gardening and fairy tales.
- Each month, staff made a display of Tawa borrowers' Top 10 popular authors in the adult and young adult areas. These items are proving popular with customers and there is a continued need to keep the display shelves fully stocked. Other displays have included: space, biographies, parenting, budgeting, banned & burnt books, NZ poetry, new books (read it, read it...) and Mango languages.
- Baby Rock & Rhyme (BR&R), pre-school story times (PSST) and school visits have continued during this quarter.

5.3 Statistics

	Issues	Visitors	New borrowers	Children's attendance
Quarterly figures:				
Jul-Sept 2012	38,081	34,420	151	1,471
Jul-Sept 2013	36,859	33,507	124	1,041
+/-% variance	-3.21%	-2.65%	-17.88%	-29.23%

- The decrease in the number of children’s programmes and attendance relates in part to the ceasing of BookBusters and BookSeekers in August 2012, and school holiday programmes are run from one site per cluster, whereas in the past both Johnsonville and Tawa libraries had these sessions.
- Issue levels of core collections such as children’s and adult fiction have remained relatively constant. The collections with rental fees or where new technologies are becoming more common have experienced the largest falls in usage. For example there are more and more people using the library’s downloadable audiobooks, and fewer people borrowing the physical books on CD. This is a pattern common throughout the city. Staff continue to promote low-issuing collections in their library displays and when speaking to class visits and new borrowers.

6. Tawa Community Centre and Linden Social Centre

6.1 Highlights

There has been a continued effort to increase the profile of the Tawa Community Centre within the community. This has resulted in an increase in visitor numbers and in bookings. There are ongoing positive relationships with external organisations such as Tawa/Linden Plunket and Kiwi Community Assistance.

6.2 Events and Programmes

- The Spring into Tawa Festival took place on September 14. Tawa Community Centre joined with the Library, Recreation Centre, Pool and Parks & Gardens to come up with the Tawa Trivia Trail. We wanted to increase the visibility of the WCC services and so the trail led them to these facilities. The trail ended up at the Community Centre for their final task, and it was great to see the centre so full with families taking part. Prizes were given out to many and overall it was a great success.
- Other activities at the centre include SPCA visiting and having a great adoption rate, a Tawa Craft market, Plunket clothing and toy sale, and the Tawa Theatre group holding their murder mystery show – “Lights, Camera, Murder”.
- Before the local government election, the Community Centre held a Northern Ward “Meet the candidates” evening and a Mayoral forum which was well supported by the Tawa community.



6.3 Statistics

Occupancy – 4 rentable spaces across 2 sites			
Quarter	Hireable hours	Booked hours	Occupancy %
July–Sept 2012	5532	2342	42%
July–Sept 2013	5532	2465	45%

7. Challenges and Opportunities planned for the next quarter

- Continue to integrate Libraries and Community Spaces staff, resources and programmes as part of the City Communities Group Restructure. Work together with other Tawa Council units to promote programmes at all sites.
- Carry out the earthquake strengthening of Tawa Library, which is expected to take five weeks from the start of October. The library will temporarily move some collections into the boardroom of Tawa Community Centre, and run services as fully as possible. The Community Centre Advocate will work with customers who have regular bookings in the boardroom to minimise disruption during the project.
- Encourage the teams to increase customer contact by working closely with customers, promoting all library and community centre services and finding out how we can improve our services.

8. 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: *Karl Gaskin, Team Leader Wellington City Libraries and Community Spaces*

Supporting Information

1) Strategic Fit / Strategic Outcome

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).

2) LTP/Annual Plan reference and long term financial impact

N/A

3) Treaty of Waitangi considerations

N/A

4) Decision-Making

N/A

5) Consultation

a) General Consultation

N/A

b) Consultation with Maori

N/A

6) Legal Implications

N/A

7) Consistency with existing policy

N/A