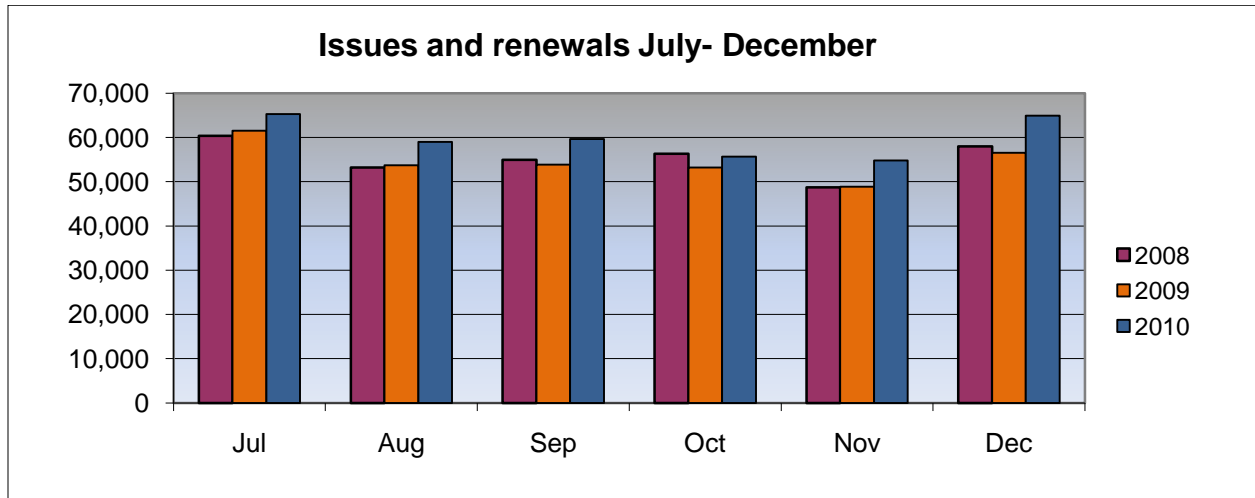
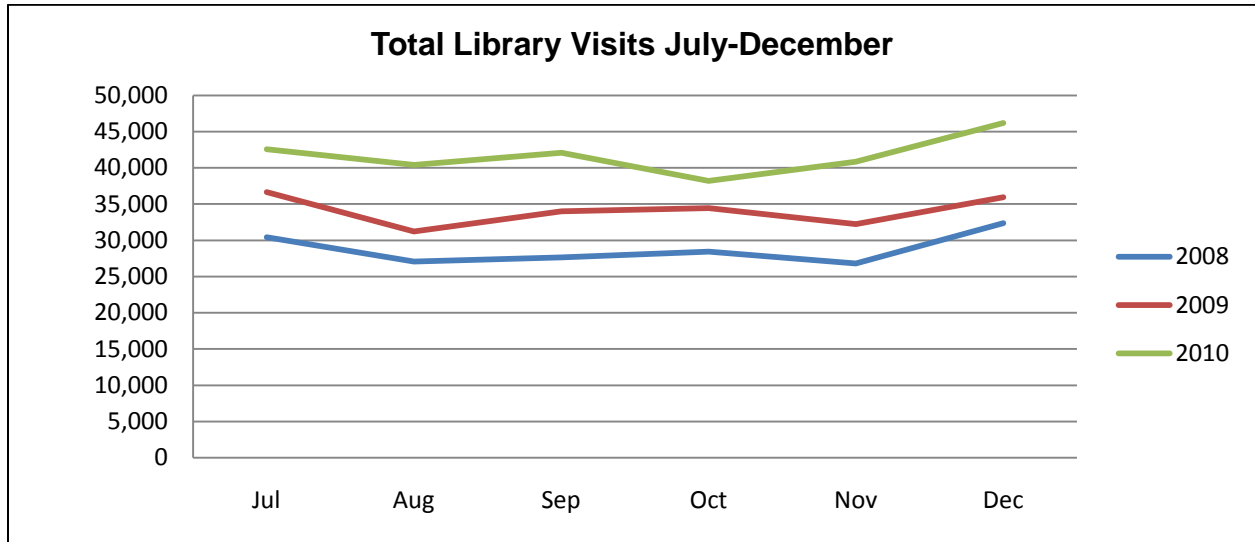


# STAFF REPORT

**TO:** Community Services Committee  
**FROM:** Libraries Manager  
**DATE:** 21 January 2011  
**SUBJECT:** Libraries Manager's Report – RCS11-02-05

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## TRENDS



Total visits for all branches for the July to December period were up 22% compared to 2009 and 45% compared to 2008. The major contributing factor was the 41.5% increase in visitors to the Richmond Library for this period. The Motueka and Takaka libraries showed a modest increase in visitor numbers over this period.

Visitor numbers usually reach a peak during December and January and this year was no exception. The week before Christmas was a busy time for all branches and the first few days after New Year saw visitor numbers reaching record figures; on 5 January there were 1670 visitors in Richmond - the daily average is 913. On 6 January there were 910 visitors in Takaka – the daily average is 328.

Issues and renewals for December reflected the higher visitor numbers and showed an overall increase of 14.9% compared to 2009. Again the major contributing factor was the 26.7% increase in issues in the Richmond Library but both Motueka and Takaka showed modest increases of 3.5% and 5.2% respectively, for the month. Overall there was a 9.7% increase in issues and renewals for the July to December period compared to 2009.

## **INCREASE IN USE OF THE RICHMOND LIBRARY**

It has now been six months since the refurbished Richmond Library reopened. Library use is significantly higher across all measures in comparison to previous years. At this point the increase shows no sign of leveling out.

Please refer to the attached report “Use of the Richmond Library July-December 2010” for further details.

## **SUMMER READING PROGRAMME**

This year’s Summer Reading Programme had 430 places available to children ages 5-12. Richmond and Murchison branches used an online registration process. This proved to be more convenient for parents who had previously been unable to visit the library to enrol their child in the programme. However online registration did require considerable extra work to administer and we will be working on refining the process for the next Summer Reading Programme.

At the time of writing this report many children have successfully completed the programme, the final number of completions is unknown at this point but likely to be well over 90%.

The Summer Reading Programme is a continuing success, popular with both children and parents. A number of parents have told us that the programme has changed their child from an unwilling reader to an enthusiastic reader with a consequent increase in their reading ability. Key to this success is the skill of our Children’s Library staff who

provide personalised reading recommendations for each child based on the reading log they discuss at each “check-in”. Each child who successfully completes the programme receives a book selected for them based on their reading preferences as shown in their reading log.

## **ELECTRONIC RESOURCES**

The library regularly undertakes reviews of collections, processes and costs in order to maximize the resources we can make available to our users. Electronic access to information often provides a wider range of content and can be more cost effective than purchasing items in print. With the changes taking place in publishing and the increase in people’s willingness to seek information online it is appropriate that the library consider increasing our electronic resources when opportunities allow and where there are identifiable benefits.

Within the next few months we will begin subscribing to an online product called Press Display which will provide access to a wide array of New Zealand and overseas newspapers. With the increase in postage rates over recent years subscription costs to non-local newspapers have risen to the point where we need to consider rationalising our subscriptions. By providing online access to newspapers we can continue to maintain our service to our users, extend the range of newspaper titles available and stabilise our costs. We intend to continue holding print copies of local and selected New Zealand newspapers.

In my last report I referred to negotiations around forming a consortium to purchase downloadable audio books and ebooks. Those negotiations have continued and the consortium is set to proceed. Tasman District Library will be part of a South Island consortium; this offers a considerable cost benefit over subscribing to the product on our own. Details are still to be finalised but we expect to be able to offer downloadable digital content to our borrowers by the end of June.

## **HIGHLIGHTS**

### **Library Staff Join the Santa Parade**

Staff from the Motueka and Takaka Libraries took part in their town’s Santa parades.

Motueka staff joined a group of fellow book lovers in a float with the theme ‘A book is a gift that keeps on giving’ and in Takaka library staff joined the parade to publicise the Summer Reading Programme.

## **Motueka Library**

At the Motueka Rudolf Steiner School's leaver's assembly in December the Motueka Library was thanked for an ongoing contribution towards the development of the school's literacy and reading for pleasure programmes.

The 2010 Motueka High School Yearbook mentioned the successful collaboration between the High School Library and the Motueka Library. This referred particularly to the very successful Young Adult's book group run by Motueka Library in conjunction with the high school.

Staff in all of our libraries work hard on fostering relationships with schools and other groups in their local communities. It's very rewarding when we see the success of those efforts.

## **Book Launch at the Takaka Library**

The Takaka Library frequently plays host to book launches. In December the library hosted the launch for Mona Randall's book of poetry "The Geriatric Gardener and other poems". More than 40 people attended the event.

## **RECOMMENDATION**

THAT the Libraries Manager's Report RCS11-02-05 be received by the Community Services Committee.

Glennis Coote  
Libraries Manager

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