

# Use of the Richmond Library July-December 2010

Report prepared by Glennis Coote, Libraries Manager  
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## 1. Introduction

The purpose of this report is to summarise the increased level of activity at the Richmond Library since the Library refurbishment project was completed.

## 2. Background

A substantial refurbishment of the Richmond Library was undertaken during 2009-10. Construction work began during August 2009 and was completed in June 2010.

In the first phase of the building project the area housing the Children's Library was closed. The children's library was moved into the area housing the Young Adult Library. In order to accommodate both collections into a significantly smaller space 25% of the books from the children's library were placed in storage.

At the beginning of the second phase of the building project the library was moved into the completed part of the building. 40% of the adult book stock was placed in storage in order to accommodate the move into a space which was around 50% smaller.

The Library was closed for the final two weeks of June 2010 to allow for the final fit out and to allow for the stock in storage to be reintegrated. On completion of the refurbishment total floor space had increased by approximately 55%.

The library reopened to the public on 3 July 2010.

## 3. Increase in Business

Generally the opening of a new or substantially refurbished library results in an increase in business; existing library users visit the library more frequently and a higher profile and more appealing facilities attracts new users to the library.

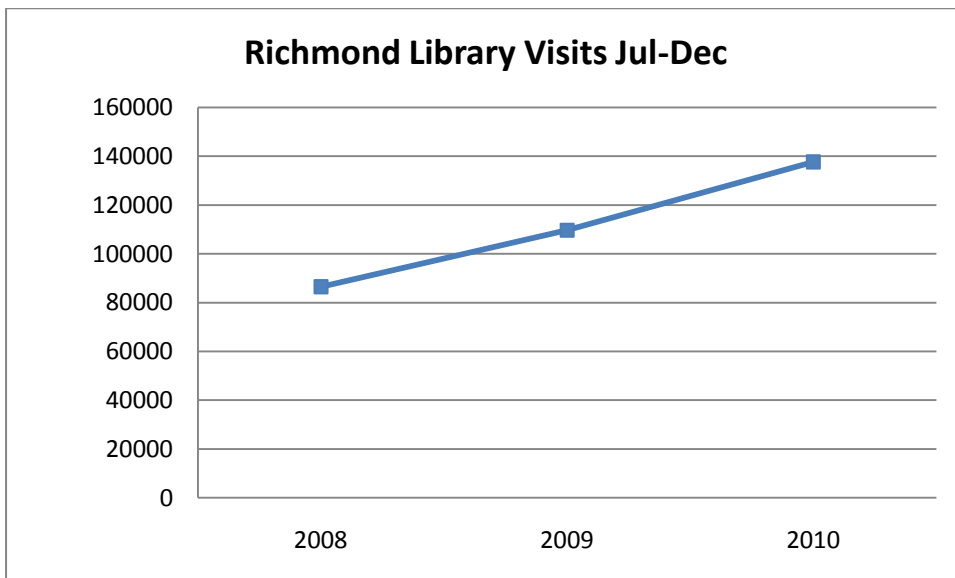
The Richmond Library has experienced a significant increase across all measures of use. Over the six months since the library reopened business has continued to grow in comparison to previous years.

### 3.1 Visitor numbers

Total visitor numbers July to December 2010	137,696
Extra visits July to December 2010	40,335
% increase over 2009	41.5%
% increase over 2008	59.2%

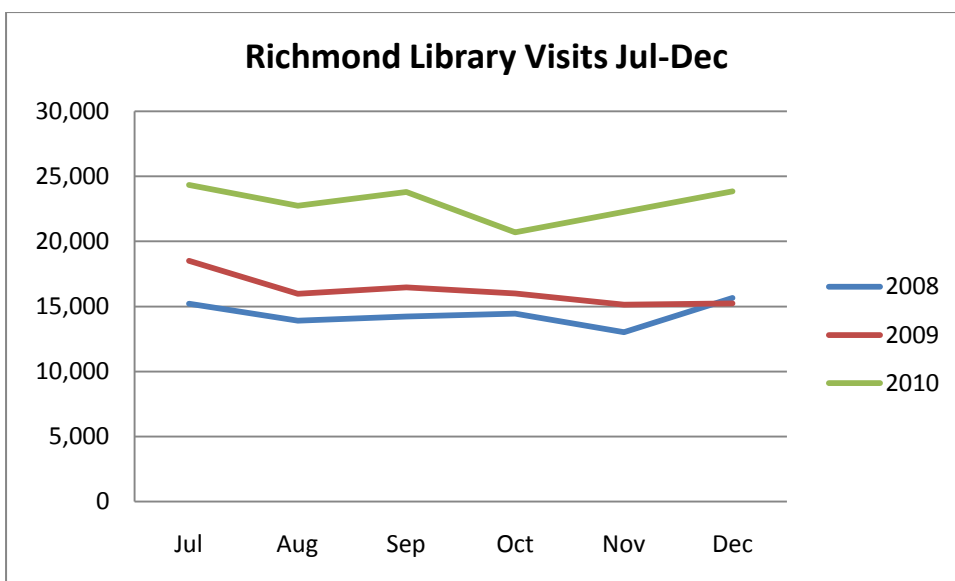
The extra visitor numbers equate to an additional 1552 visitors per week. Average visitor numbers are now almost 5300 per week or 913 per day. In 2009 the daily average was 632 visitors per day.

During July to December 2010 there were 42 days when more than 1000 people visited the library during the day. During the previous two years there were only seven days when visitor numbers reached more than 1000.

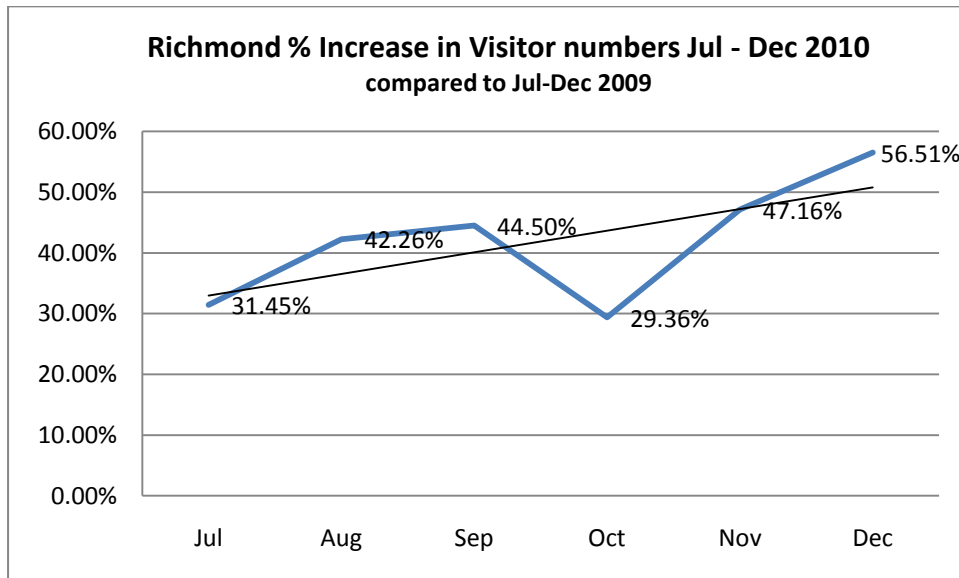


As can be seen in the chart below, visitor numbers in the past six months have been consistently higher than for the previous two years. The small drop off experienced at the end of 2009 can be attributed to the effect of the building work being undertaken at that time.

During the year there are generally fluctuations in visitor numbers with some months being considerably busier than others; school holidays are traditionally busier times and the October / November period is traditionally quieter. This trend can also be noted in the chart below.



There was a substantial percentage increase in visitor numbers in each of the last six months. While there was a slightly lower increase in October, the increase in that month was still more than 29% and the overall trend is showing that the percentage increase continues to climb.



### 3.2 Issues

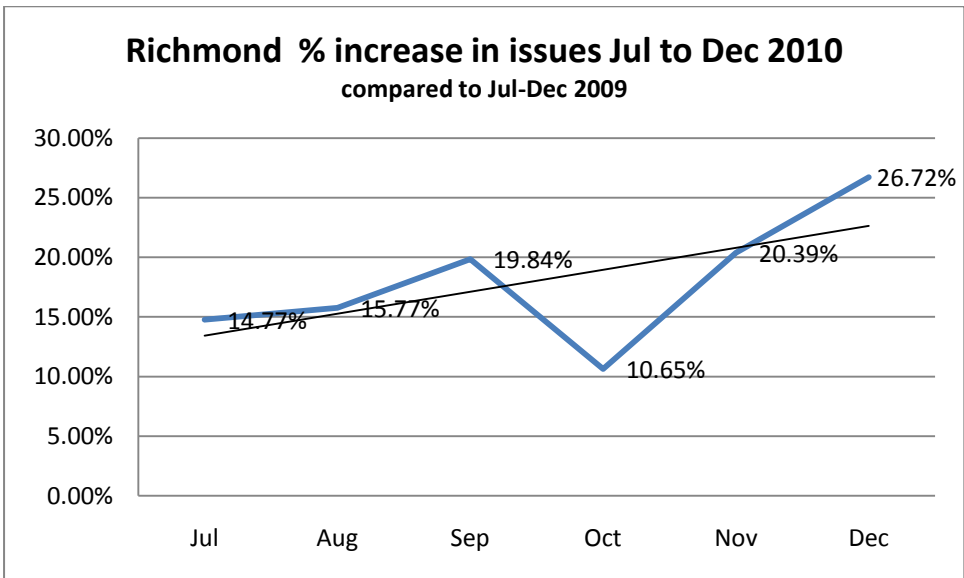
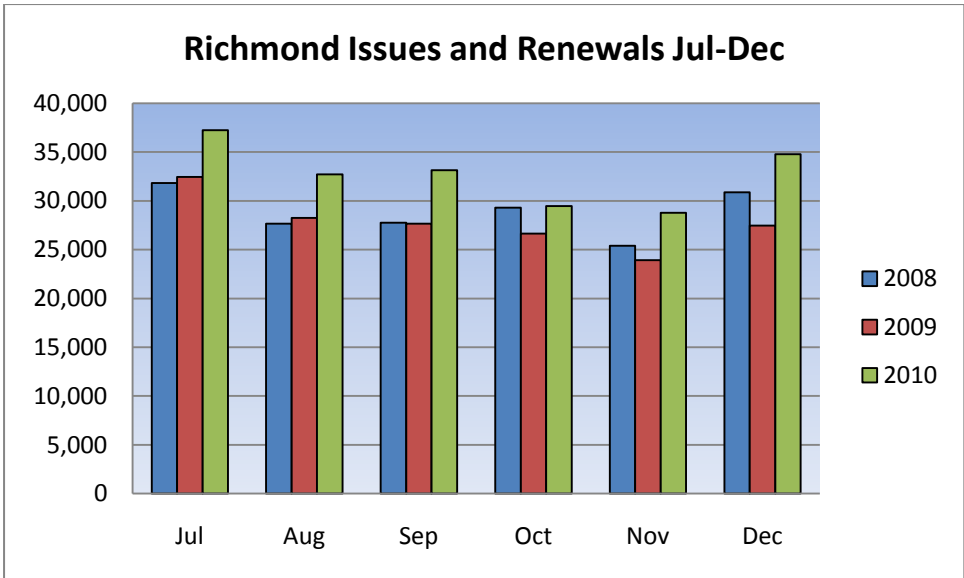
Total items issued July to December 2010	196,168
Extra issues July to December 2010	29,784
% increase over 2009	17.9%
% increase over 2008	13.5%

The extra issues equate to an additional 1145 items issued per week. Average issue numbers are now over 7500 per week.

It should be noted that there was a drop in issue numbers between October and December 2009 compared to 2008. This can largely be attributed to the reduction in space and stock levels in the Children's area during the building project. Total issues decreased by 3.7% or 6040 items for the period July to December 2009.

However a comparison of the issue figures for 2010 and 2008 shows that there was still a significant overall increase between these two years which has more than made up for the decrease in 2009.

Issue figures were higher in each of the last six months of 2010 compared to the same months in both 2009 and 2008. While there were fluctuations in the size of the increase each month the general trend is of increasing growth. The smaller increase experienced in October aligns with the smaller increase in visitor numbers for that month.

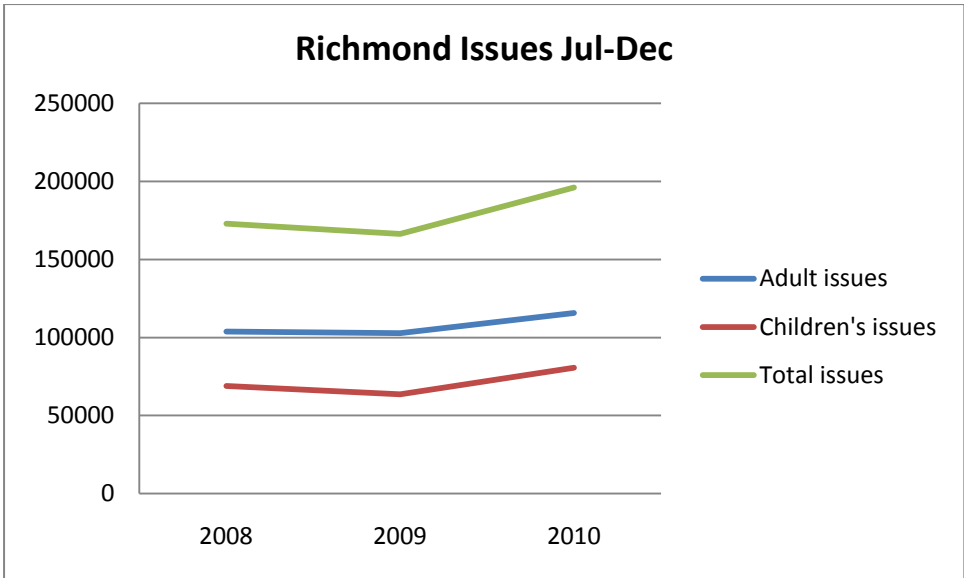


The most significant increases were adults' magazines with an increase of 27.6% and children's books with an increase of 28%.

The increase in magazine issues can be attributed to the higher profile this collection now has; the collection has more space, better display areas and is positioned in a high impact area.

The increase in children's book issues is in part due to the fact that all children's stock was again available for borrowing. Another major contributing factor is that the Children's Library is larger and more appealing with more space for programming and display of stock.

Total issues of adult stock were up by 12.6% over 2009 and 11.4% over 2008. Total issues of Children's and Young Adult's stock were up by 26.5% over 2009 and 16.7% over 2008.

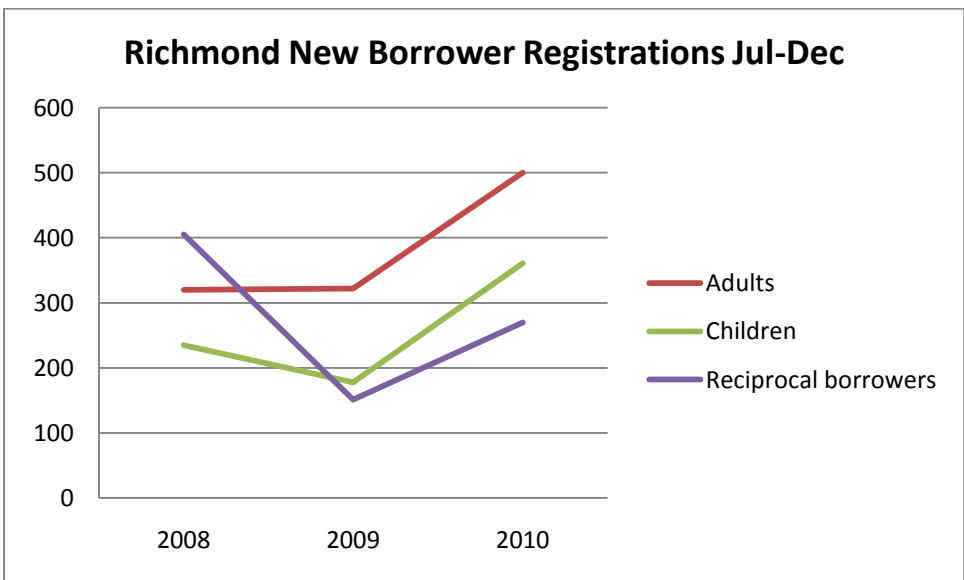


### 3.3 New Memberships

Total new member registrations July to December 2010	1147
Extra registrations July to December 2010	488
% increase over 2009	74%

The publicity surrounding the building project and library reopening resulted in a higher public profile for the library which contributed to more people registering to be library members. Many were new residents but a number have told us that they are long-term residents who had never visited the library before.

New membership registrations for our child and adult categories show a considerable increase over both of the previous two years. New child memberships were 103% higher than in 2009. Registrations of new adult members increased by 55% and new reciprocal borrower registrations increased by 79%. The high number of new reciprocal borrower registrations in 2008 is due to the introduction of the reciprocal borrowing agreement with Nelson Public Libraries.



### 3.4 Information Queries

The library has a dedicated information desk where staff answer more complex or time-consuming queries than can be answered by staff at the issue desk.

Total Information Desk Queries July to December 2010	4481
Extra Queries July to December 2010	555
% increase over 2009	14.4%

In addition to answering information queries staff at the information desk also enrol new members, take bookings for the libraries meeting rooms and users of the Imaginarium.

## 4. New Library Facilities

The expansion of the library space allowed for the inclusion of a number of new facilities within the library: the Imaginarium digital content creation suite; two meeting rooms and the Learning Pod computer suite.

Use of each of these facilities has increased during the course of the last six months. Each of the facilities is available for public use and as use has increased so has the staff time required to manage the bookings and provide assistance when required.

### 4.1 The Imaginarium

Equipment in the Imaginarium can be used in a variety of ways including recording and mixing music, recording oral history, digitising historical or family documents and desktop publishing.

During the past six months library staff have been actively promoting this new facility through workshops and tours. As well as running workshops staff are often required to give a considerable amount of assistance to users of the Imaginarium, this can be anything from 10 minutes to help set up equipment through to half an hour of individual instruction.

Imaginarium sessions booked July to December 2010	230
Total number of Imaginarium users July to December 2010	348
Workshops run July to December 2010	23
Number attending workshops	88

The use of the Imaginarium has increased as the public have become more aware of the potential use of the facilities. In November the room was booked for use 71% of available hours and in December for 84% of available hours.

### 4.2 Constance Barnicoat Meeting Room

The Constance Barnicoat Meeting Room is a large meeting room located on the ground floor of the library. As well as being used for library programming and group visits the room is available for group bookings by community and commercial groups and individuals. As the room has a separate after hours entrance it is also available for use when the library is closed.

Public Bookings for the Constance Barnicoat Meeting Room July to December 2010	60
Total use for public meetings July to December 2010	355 hours
After hours bookings July to December 2010	32
Total after hours use	103 hours

The room has been booked for a range of uses including floral display demonstrations, book group meetings, a cake decorating workshop, various public talks and business presentations.

When not in use for library activities or public bookings the meeting room is available for other unscheduled use e.g. as a study space or quiet reading space.

### 4.3 Margaret Mahy meeting room

The Margaret Mahy meeting room is a small meeting room located on the first floor of the library. While the room is largely used by staff from either the library or Tasman District Council it is available for public use during library opening hours.

Public Bookings for the Margaret Mahy Meeting Room July to December 2010	8
Total use for public meetings July to December 2010	28 hours

The room has been used for training, meetings, and job interviews and also as a quiet space for creative writing.

### 4.4 The Learning Pod

The Learning Pod is a small computer suite located on the first floor of the library. The suite contains five internet computers linked to a data projector.

The library's Information Services team have begun developing a series of training courses for both the public and staff members. The aims of the training courses are to develop knowledge of the library's electronic resources and information resources available on the internet and to assist people in developing their research skills.

Public/staff computer training courses July to December 2010	9
Number of participants	45
Total number of hours July to December 2010	32

The courses have been very well received and were in such high demand that there were waiting lists for available spaces. Here is a selection of responses from course participants:

*"I think this course is fantastic and I'm recommending it to everyone"*

*"I enjoyed the course immensely and thank you for the opportunity to participate."*

*"The course was over and above what we expected. The library walkabout was an eye opener as to the facilities and resources available"*

#### **4.5 Community Display Spaces**

The expansion of the library provided an opportunity to include community display spaces and for the addition of gallery display spaces.

The Gallery Wall provides a space for artists to display paintings, prints, photographs or multi-media works. Exhibitions are for one month at a time and with the exception of November the wall has been booked since opening. It is now fully booked through until August 2011.

A set of glass display cabinets can house displays of three-dimensional artworks or historical artefacts. Since the library reopening the cabinets have been used for an exhibition from the Richmond main street courtesy of the Nelson Provincial Museum collections and an exhibition of artistic woodturning.

The Community display spaces have been used for a number of community promotions including Epilepsy Week, the Nelson Arts Festival, Richmond Beautification Project and the Richmond Santa Parade. In addition a number of groups have used the display spaces to raise public awareness of their group's activities.

#### **5. Public comments on the new facilities**

Staff receive complimentary responses every day on the quality of the library facilities. People say that they are now visiting the library more often and are staying longer and that for children the library is now a "cool" place to be.

Here is a selection of comments from our visitors' book:

"Well worth waiting for"

"A great place to come to"

"What an amazing library. We'll definitely come here more often"

"So good for Richmond"

"A wonderful resource for our town – amazing"

"A fabulous space that will encourage many more people to use the library"

The following was posted on Peter Kenyon's Bank of Ideas website following his visit to the library:

*"While in New Zealand recently, Peter Kenyon had the privilege to work with the Tasman District Council. The opportunity enabled him to view their state of the art library....great illustration of how many local libraries are being reinvented to maintain their key community meeting role.*

*Their Richmond Library is a great example- besides the more traditional library services, the facility also incorporates a cafe, community meeting spaces (including the option of being able to be used outside library hours), movie and sound egg chair and the Imaginarium.....this facility was incredible – an acoustic studio with a huge array of specialized equipment that enable one in the words of the library brochure to "lay down*



*some music tracks, preserve history in an interview, create a masterfully designed poster or anything else you can imagine”.*

[www.bankofideas.com.au](http://www.bankofideas.com.au) (captured 18.01.2010)

In addition to the positive response from our library users and visitors the building received two awards in the 2010 Nelson Marlborough Architecture Awards.

The citation for the Public Architecture Award reads:

*“A lively response to the new script for modern libraries, this interior revitalisation celebrates openness, transparency and vitality. It has included an in-library café and an “Imaginarium”, where users can rehearse and record music. All this activity is handled by the architects with élan. Glass partitioning, beautifully inscribed with giant typography, controls noise and visibility while allowing daylight and over-sight. Carpets are subtly patterned to delineate the way through the building. Comfort and security are maintained while the institution engages with a new generation of library users.”*

The citation for the Resene Colour Award reads:

*“While the external walls are muted in dark greys, the interior is always visible from the street through the extensive window-walls. Inside, the colours are reassuringly warm and neutral, but with a sparkle; varnished timber, but with novel grain-patterns. Assured, deft and restrained.”*

## **6. Summary**

During the six months since the Richmond Library building redevelopment was completed the library has experienced a significant increase across all measures of use.

The new facilities and increased public profile are drawing a wider range of people to the library including those who have not previously been regular library users.

Additionally the new facilities are enabling the library to expand the services and programming available to library users which is also attracting new business to the library.

At present the general trend indicates that use will continue to increase and it is expected that growth will eventually plateau at a level of use significantly higher than that before the redevelopment.

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