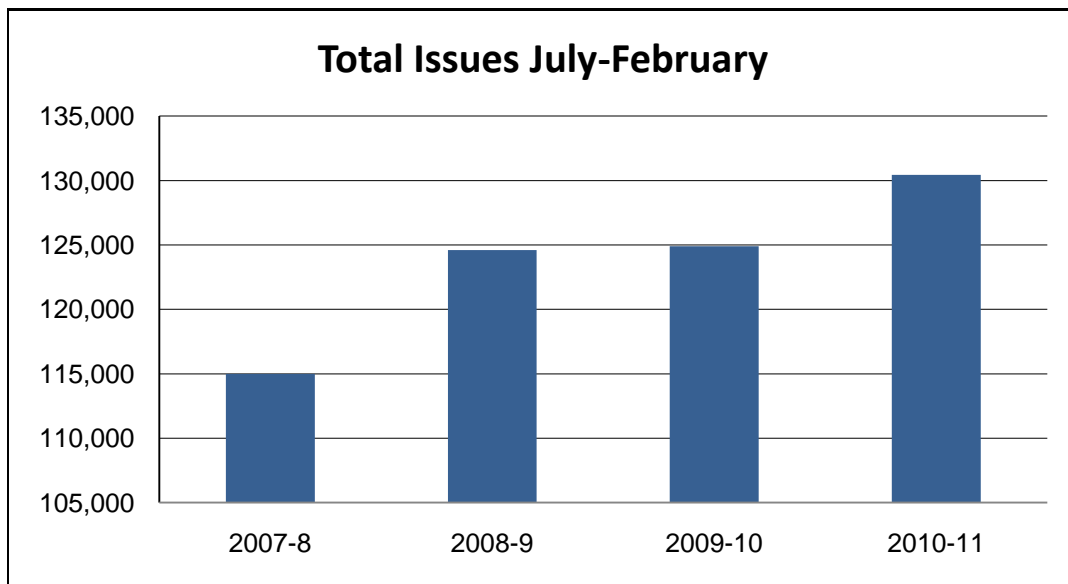


STAFF REPORT

TO: Community Services Committee
FROM: Libraries Manager
DATE: 11 March 2011
SUBJECT: Libraries Manager's Report – RCS11-03-05

TRENDS

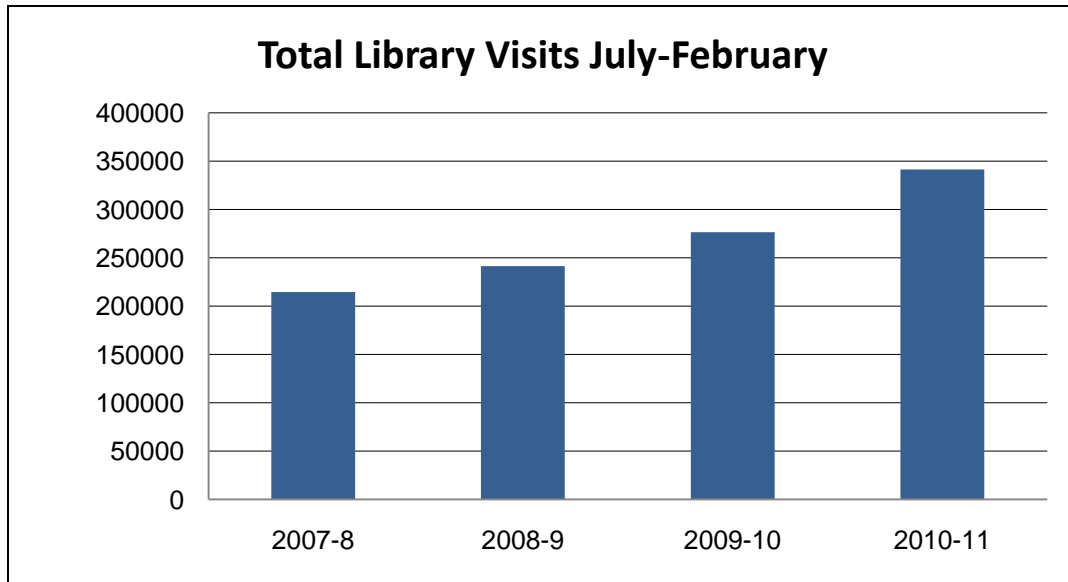


Issues for January and February showed an increase of 19% or 19,000 items over the same months in 2010.

Richmond Library showed the largest increase with 31% more issues than in January and February 2010. The increase can be attributed to some extent to issues being significantly reduced in early 2010 due to the impact of the building project.

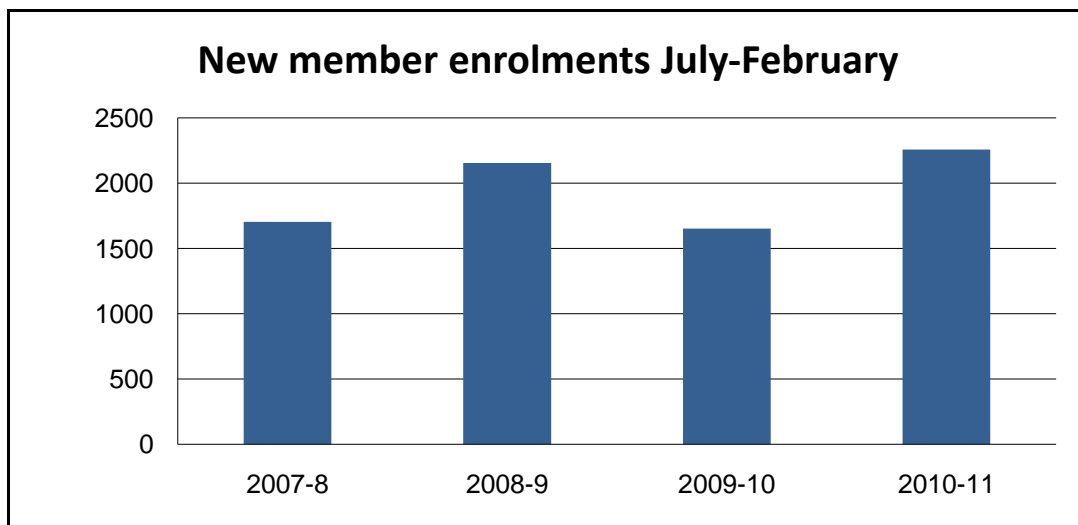
Motueka Library showed an increase of 7%, Takaka Library showed a 9% increase and Murchison Library showed a 14% increase in issues compared with the same months last year.

January was a particularly busy month in Takaka with issues of almost 11,000 items, which is a record number of items issued during one month.



Visitor numbers for January and February were 27%, or 19,400 higher than for the same months last year. Richmond showed the most significant increase with 17,000 or 64% more visitors than in 2010; as noted previously this can be partly attributed to lower than usual visitor numbers during the building project.

Motueka recorded a 5% increase and Takaka recorded a 6% increase in visitor numbers compared to 2010. Both libraries found January and February to be particularly busy months and both achieved their highest recorded visitor numbers during this time; Takaka with 11,585 visitors in January and Motueka with 13,845 visitors in February.



There were 605 new member enrolments during January and February, which was 42% higher than for the same months last year.

LIBRARY STAFF

Our libraries currently have 13 staff who have achieved professional registration. The professional registrations scheme is run by the Library and Information Association of New Zealand Aotearoa (LIANZA).

Revalidation is required every three years for library and information professionals to demonstrate that they are keeping their knowledge and skills up to date and applying these skills in their practice. It provides assurance for employers that their staff member meets professional standards of competency in the body of knowledge and ethics required for professional library and information work.

Recently Cathy Vaughan and Louise Gribbon from the Richmond Library successfully revalidated their professional registrations.

In total we have 21 qualified staff, which is equivalent to almost 70% of our fulltime equivalent staffing. In addition we are supporting three staff members studying for professional qualifications.

HIGHLIGHTS

Library Promotions

A number of successful promotions were undertaken during February.

The “Blind Date with a Book” promotion was developed by staff in the Motueka Library with the aim of encouraging people to extend their reading choices. 154 people in Motueka and 62 people in Murchison registered to take part and feedback from them has been very enthusiastic. Local businesses generously provided sponsorship and prizes.

Motueka Library had an information stand at the Te Awhina Marae on Waitangi Day. This was very successful with many people commenting that they were pleased to see the library taking part.

The increased display space in the Richmond Library has allowed for displays to be given more prominence, each month we mount at least one major, high-profile display. Where possible these are linked to local or national promotions or community events. The major display in February was for Bikewise month, it was mounted in conjunction with a local business, Village Cycles.

Computer training courses

Staff at the Richmond Library have been working on a range of computer education courses which will be offered to the public in the coming months. Courses will utilise the Learning Pod, the library's computer training suite. Courses will include beginner's

classes such as learning to use a computer mouse and an introduction to the internet. More advanced courses will also be offered as demand arises.

The Learning Pod has also recently been used as a facility for training Tasman District Council staff, with more courses booked in for the coming months.

Christchurch Earthquake

In late February all of our libraries noticed an increase in use of our facilities by Christchurch residents who had left the city following the 22 February earthquake.

Our internet facilities were used by many people wanting to maintain contact with family and friends at home, and as a means to find out information, file insurance claims and make other arrangements. We also observed increasing numbers of people needing access to the internet for business/work purposes as they tried to continue working while away from Christchurch.

As a gesture of support we have offered temporary library memberships to displaced Christchurch residents free of charge. This was especially appreciated by those with children as books helped to distract from the trauma and upset caused by the earthquake and its aftermath. At the time of writing this report 56 Christchurch people had enrolled as temporary members.

RECOMMENDATION

THAT the Libraries Manager's Report – RCS11-03-05 be received by the Community Services Committee.

Glennis Coote
Libraries Manager

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