

July - September 2015 District Libraries Quarterly Report

TO Mercury Bay Community Board
FROM Linda Hayfield - Library Coordinator
DATE 30 September 2015
SUBJECT **July - September 2015 District Libraries Quarterly Report**

1 Purpose of Report

To report on the activities and performance of the district libraries (Thames, Mercury Bay and Tairua) for July, August and September 2015.

2 Background

Thames-Coromandel District Council fully funds and operates libraries in Thames, Tairua and Mercury Bay. Council also provides support for a number of community libraries by way of grants.

3 General

Building relationships with communities is central to our success in remaining relevant. We must understand our customers, build relationships with them, understand how to add value to their lives and then deliver. The reality of our future is this: either we grow our innovative capacity or we lose our credibility and relevance. Declining circulation confirms the changing role of libraries and the challenge to the way we deliver services. The following highlights showcase both past, present and upcoming initiatives designed to connect people in the community for positive experiences and creative endeavours.

4 Highlights

Adult reading programme

Held over a 6 week period, in August and September, this challenges people to extend their reading by trying new authors and genres. It provides social opportunities to share experience, make recommendations and meet new people. Approximately 60 adults, across the district, completed the programme. This included some that had participated in previous years as well as a good proportion of people new to the programme. Most read an average of 4 books in that time. Feedback from participants indicated our aims had been achieved: most commented how much they had enjoyed trying new authors, and having the chance to meet others. All wanted to participate again in the future.

School holiday programmes

This is currently underway and with a theme of Prehistoric Worlds, attendance has been high at each library with around 30 kids sitting on the grass at Thames Library, making prehistoric rocks. The other two libraries had similar numbers at their events. Three more events are scheduled during the school holidays with all showing good registration numbers.

Creative writing

Emma at Tairua Library facilitates a junior creative writing group of seven children. Aaron Dunn, local songwriter, worked with this group to produce a melody for a song they wrote collaboratively. A recording of the children singing the song will be made through Tairua School and it will be performed at the end of year school variety show.

Arts strategy

Inspired by TCDC's Arts Strategy Emma has organised a 'Creativity Season' offering an opportunity for people of all ages to ignite their creative fire.

Based in Tairua Library an astounding diversity of workshops, discussions and activities relating to creativity will be facilitated entirely by passionate Coromandel Peninsula people.

The programme encourages everyone to have a go, with guidance and support from the local creative community. The library offers a welcoming and accessible venue for facilitating creativity through its extensive community-based programme and selection of quality books and online resources.

This will be the first in a number of initiatives designed to build relationships and add value to our communities through curating our community and library resources

5 Membership and circulation

Membership as a percentage of population by library:

Thames	68%
Mercury Bay	64%
Tairua	68%
Whangamata	22%

Membership as a performance indicator (as determined by LIANZA) is a minimum of 55% for libraries with urban populations and 35% for those with rural.

Circulation compared to this quarter last year:

Thames	-9%
Mercury Bay	-7%
Tairua	+5%*
Whangamata	status quo

*August circulation bucked the trend in Tairua with a massive 35% increase which resulted in an overall increase for the quarter. Whether this was due to the return of Emma from extended leave or whether it was some other reason is unsure but it was an anomaly.

6 Suggested Resolution(s)

That the Mercury Bay Community Board:

1. Receives the 'July - September 2015 District Libraries Quarterly Report' report, dated 30 September 2015.