

7. NEW BRIGHTON AND SHIRLEY COMMUNITY LIBRARIES, ANNUAL REPORT

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The purpose of this report is to inform the Board of the achievements and activities of the New Brighton and Shirley Community Libraries during the past year.

CHRISTCHURCH CITY LIBRARIES: SIGNIFICANT ACHIEVEMENTS AND ACTIVITIES

Christchurch City Libraries has had a busy and exciting year. Activities, which have impacted on the wider Library network, include:

Review of Strategic Directions

This year Christchurch City Libraries has completed a review of its strategic directions. The revised plan, originally set for 1997 to 2007, may be accessed on the Council's Internet site: <http://library.christchurch.org.nz/ThePlan/>. In response to the changes and challenges raised through consultation and research, the Library needs to:

- Make best use of the library buildings
- Take libraries and information to where people are
- Make the Internet and its information easy to use
- Help our increasingly diverse society feel at home and able to participate
- Provide digital bridges for those who need help to participate in an electronic world
- Preserve and make available the past and present for the future.

Centralised Phone, Fax, and E-mail Services

The library has centralised its phone, fax and e-mail services so that customers have just one place to access their library account or to have their questions answered. Community Libraries are delighted with this new service because they are better able to focus on meeting the needs of their walk-in customers. Customer satisfaction with this service has been outstanding and the Library has won the Technology Category of the 2002 NZ Post Management Excellence Award for the project, and is short listed in the Library Association's 3M Award for Innovation. This service has extended hours of operation which means customers can contact us in the evenings and weekends.

Promotion of Electronic Resources to Local Secondary Schools

Most secondary schools in Christchurch have been visited this year by a team of librarians to promote the use of our electronic databases and other electronic resources. As these are all available free of charge to Christchurch residents, this particular campaign focused on ensuring student's library membership was current, ensuring all students have a PIN, and making them aware of the resources available.

Online Gateway for Christchurch and Canterbury

Localeye is a new gateway to online resources for Christchurch and Canterbury. Christchurch City Libraries and Alchemy have jointly created Localeye in association with Canterbury Development Corporation, Canterbury Employers Chamber of Commerce, Christchurch and Canterbury Marketing, Christchurch City Council, Council of Social Services, Environment Canterbury, Q, Christchurch Polytech and the University of Canterbury.
<http://localeye.info>

Word Processing and Excel Facilities

In addition to being able to pay to use e-mail and have open Internet access in our libraries, customers also have free access to most New Zealand and selected overseas sites through our Internet gateway. Further to this, we have recently made PCs available in all libraries for word processing and Excel use.

SHIRLEY COMMUNITY LIBRARY

Summary

While still one of the busiest libraries in the network, Shirley Library experienced a significant loss of business during this year as a direct result of the redevelopment of The Palms Mall. The building work outside the library made access difficult for customers and many of them either moved to another library or stopped using a library altogether. Some monthly figures issues were up to 10% lower than the same month in the previous year. The effect was a drop of 5.84% in issues over the 12 month period or 32,700 fewer items issued.

Summary of Business:

Visitors to building	327,219
Issues	527,219
Enquiries	48,212

Services

Services to schools were focussed on Banks Avenue, Hammersley Park and Shirley Primary this year with three classes per week visiting the library for an hour long session to learn how to make best use of the library. A session of stories and rhymes for pre-schoolers was held each Tuesday morning with up to 40 pre-schoolers and their caregivers attending. A successful Baby Storytime was introduced twice a term with 20-30 babies and their caregivers attending.

One on one lessons for customers in the use of library resources continued throughout the year with predominantly elderly people taking this opportunity. Two Big Tick evenings were held for families to visit the library out of hours to find out what the library can offer.

Future

A project led by Barbara Reed (Assistant Community Librarian) is underway to identify ways Shirley Library can increase business and return to levels experienced before The Palms Redevelopment. Ideas from this project will be implemented over the next 12 months.

NEW BRIGHTON COMMUNITY LIBRARY

Another busy and interesting year has passed at New Brighton.

Changes

After reviewing the Living Room concept and consulting our customers we moved some parts of the collection around to enable easier access to the collection both physically and philosophically. As this is a new move, we have yet to know exactly how well this has been received. We have also experienced a high turnover in our team this past 12 months so induction and training have been a large part of our internal business. We continue to work on up-skilling ourselves in all areas of the business.

Community Events

We have held a number of successful promotions including Big Tick (family homework sessions out of library hours), School holiday competitions, New Brighton Christmas parade float, one on one Internet, e-mail and catalogue sessions with customers. A major event during the year was the presentation of the Kahukura mural to the library from the Nga Hau e Wha Marae. The ceremony was exciting and colourful and well attended. Through this we managed to strengthen our partnership with the Marae. Sea Week and Heritage Week continue to be successful and popular promotions at New Brighton. We also continue to provide a venue for community groups to meet as well as set up displays and demonstrations.

Environ

New Brighton continues to be a challenging and interesting community to operate in and there have been some small but significant changes in the past 12 months. Firstly the skateboarders have moved on from the area outside the library. The QEII complex has re-opened and some of the Library's long time customers may now be spending holidays at the pool, thus opening the Pipeline and youth facilities up to a new generation of teenagers and young people.

As there is no emergency telephone or public telephone service in the area, the library is increasingly becoming the 'emergency' centre of the area receiving reports of dolphins, whales, thieves, missing lifebuoys and people falling off the Pier. Recently, in conjunction with the Property Unit, a video surveillance system was installed throughout the library and foyer area. With this it is hoped to curtail inappropriate behaviour and incidents of vandalism and graffiti.

Increase in Business

New Brighton has experienced a large increase in the use of e-mail facilities and the volume of this business is second only to the Central Library. This indicates to us the value of the service to the community. Statistics of interest for the financial year until July 2002. Memberships 2,490, footcount 385,000 (12% increase on last year). Circulation which includes issued items and returns 400,500 (a small increase on last year) and 51,000 enquiries. A total of 3622 children attended a variety of events including pre-school storytimes, class visits and other promotions. A wide variety of customers is serviced with many tourists and international students as well as our many and varied local residents. This makes for a vibrant and interesting community to serve.

Staff

Recommendation: That the information be received.

Chairperson's

- Recommendations:**
1. That the information be received.
 2. That the comments of Library staff regarding the New Brighton telephone be passed on to the New Brighton Taskforce.