

Matilda and Will - Youth Council 2024 - Community day, Pride Week

Information Package
Economic, Finance & Community
23 July 2024



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Marlborough District Libraries Activity Report – Looking Back at the Year Ended 30 June 2024

(Cllr S Arbuckle) (Report prepared by Glenn Webster)

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The following is a record of events, programmes, and happenings in the libraries July 2023 – June 2024.

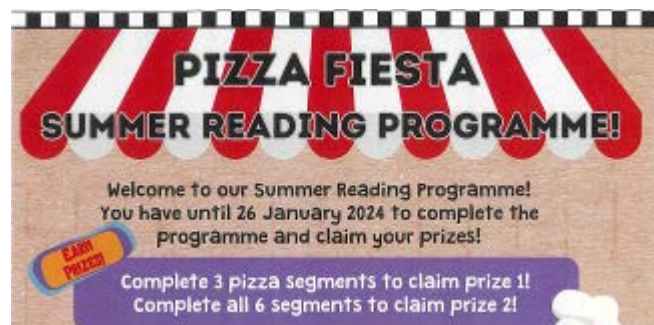
Children’s Programming

School holidays, Summer Reading and regular activities are all vital parts of the libraries annual programming with many families participating.

a) Summer Reading Programme – Pizza Fiesta

The theme of the 23/24 Summer Reading Programme was “Pizza Fiesta”, providing a programme that crossed all age groups from young school to teens.

700 children participated in the programme across the district. 406 reached the halfway point, winning themselves an ice block and 377 children totally completed the programme winning themselves a book of their choice.



Children signed up to read over the holidays and for every 15 minutes reading completed they create and compile their pizzas, with various paper-based toppings. Children also participated in other Library holiday activities; weekly code cracker hunt, Lego building, etc, that went towards completing this year’s programme.

The programme was simplified this year following feedback from parents, saying they sometimes struggled to find time in their busy summer schedules to visit the library. The programme was designed so that it could be completed in two visits, if necessary.

Parents rated the **Motivation to read** as the most valued aspect of the programme.

Other comments included:

“My child is not an everyday reader, so this was great encouragement.”

“We are very grateful to be able to do this and look forward to the programme every year”.

“This challenge really motivated my son to keep reading in the holidays when there was so much else to do. He looked forward to going to the library to do his pizza toppings. The sweet pizza cooking class was a real incentive”.

b) School Holiday Programmes

Attendance at school holiday programmes record good numbers with a variety of activities offered at both libraries. They have included:

- Code Cracker challenges
- Scheduled story times with drop-in craft and activities
- Colouring in
- Lego in a cup challenge
- Lego, Duplo and Games available to play
- Activities for Tweens
- Family movie times

The Library Code Cracker Challenge was popular with Children and caregivers. Children were asked to answer clues to find the letter in the code cracker. The questions were designed to encourage exploration of the library and aimed to accommodate a range of ages – from under 5s through to tweens.

Children also enjoyed using the available computers to access digital learning opportunities (and games!)

Regular Programmes

Regular weekly community programmes at both Libraries are available as featured below:

MARBOROUGH DISTRICT LIBRARIES						
REGULAR ACTIVITIES AT OUR LIBRARIES						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Justice of the Peace Service 10am - 12pm	Cheeky Monkeys* 10am & 11am	Justice of the Peace Service 10am - 12pm	Justice of the Peace Service 10am - 12pm	Play and Learn* 9am - 12pm	Justice of the Peace Service 10am - 12pm	Lego Club 10am - 4pm
Te Reo* 10am - 12pm	Knitters & Spinners 10.30am - 2pm	Digital Drop-In 10am - 12pm	Knit & Natter 10am - 12pm	Picton Art Group 10am - 2pm	French Conversation 11am	Lego Club 1pm - 4pm
Scrabble 1pm - 3pm	Fiero Code Club 3.30pm-4.30pm	Justice of the Peace Service 11am - 1pm	Company Café 10.30am-11.30am			
	Kids Chess* 3.30pm	Digital Drop-In* 11am - 12pm	Fiero Code Club 3.30pm-4.30pm			
		Cribbage* 1pm - 3pm				
		Genealogy Drop-In 1pm - 3pm				
Harakeke Hub 3rd Tues of Month 10.30am - 12pm		Book Chat 2nd Weds of Month 10.30am-11.30am	Book Club 1st Thurs of Month 6.30pm - 8pm		La Hora del Cuento 1st Sat of Month 2pm - 3pm	
		Book Chat 2nd Weds of Month 10.30am-11.30am	Book Club Last Thurs of Month 6.30pm - 8pm			

* Term Time Only

PressReader – online newspapers



Marlborough District Libraries subscribe to PressReader, the largest selection of newspapers and magazines from over 120 countries in over 60 languages. 7,000 publications on a single platform available to read on the day of publication. Readers can also instantly translate articles in up to 21 languages. This resource is able to be used in the library or from home on members own device with free access provided through your library card.

Solar Panels

During July 2023 the solar panels were installed on the roof of Te Kahu o Waipuna and became fully operational from September, so we do not have a full year's data on the performance of the system.

Over the lifetime of the system, it has generated nearly 35% of our total energy requirements. During the hours of sunshine in summer, the system provides approximately 50% of our consumption.

The facility has been tuned to maximise energy use from the solar array and it has utilised over 94% of the energy produced.



Working To Be Dementia Friendly Revalidation

In 2021 Marlborough District Libraries was recognised as Working to be Dementia Friendly, with Picton Library and Service Centre being the first Library in New Zealand to be recognised in this way.

Becoming a Dementia Friendly organisation shows you are a safe; friendly; accepting and supportive place for people with dementia. It also demonstrates commitment to make life easier for customers and staff. Every two years revalidation is required which has been completed.

Both libraries have a strong working relationship with Marlborough Alzheimers. Picton Library facilitate two regular sessions with their clients monthly.



The Marlborough Book Festival was held on 20 - 23 July 2023, commencing with a talk by author, Nick Bollinger, held on the Atrium stairs in Te Kahu o Waipuna. Twenty-three sessions were held featured 16 authors.

The events were held at the ASB Theatre Marlborough and Te Kahu o Waipuna. The inspiring, informative and entertaining weekend was well attended, with a number of sessions fully subscribed.

Digital Drop-in Stats December 2023 to June 2024

Digital Drop-in (previously known as Walk in Wednesday) debuted on the first week Wednesday of December 2023 at both libraries, as a six-month trial to assess demand.

Customers feedback was very positive with most giving 5-star ratings, with the lowest being 3-star.

The combined libraries statistics for December 2023 to June 2024 are as follows:

MONTH	ATTENDEES	5 STAR	4 STAR	3 STAR
December	11	9	2	
January	18	14	4	
February	21	20	1	
March	24	20	4	
April	21	19	1	1
May	40	35	5	
June	17	12	5	

Predominantly customers wanted help with their phones, tablets, and laptops, and downloading and using apps.

Comments received included:

Absolutely thrilled with the help.

Hope you continue with this Wednesday service.

Very easy service to assist with my needs!

I am pleased I came at a time when there were people with Digital experience at a Helpdesk to support. Thank you so much. Mission accomplished.

Children's Library Card

Due to the dwindling stock of the Children's Library Card, it was decided that it was time for a change from the iconic "Books & Beyond Rocket" and who better to design a new card but the children who it is for.

A competition to design the next Children's Library card was launched in May, and was open to all primary and intermediate children aged between 5 – 13 years.

Two winners were announced - Elodie (left) and Nina with their winning entries.



Te Kahu o Waipuna – Architectural Award

Te Kahu o Waipuna has won several architectural awards.

Master Builders Association Commercial Project Awards.

- Gold Award Winner and Category Winner in the Tourism and Leisure Category
- Value Award Winner in the Commercial Projects \$10M to \$25 M Category.

Te Kāhui Whaihanga New Zealand Institute of Architects Local Awards.

- Public Architecture Category

Performances at Te Kahu o Waipuna



A number of very successful performances have taken place.

These included:

- New Zealand String Quartet
- Amber Quartet
- Joseph and the Amazing Technicolour Dreamcoat
- Argentinian Folk Duo
- Blenheim Choral's production of "Carmina Burana"

Cuppa with your Councillor

Sounds based Councillors have been hosting monthly drop-in sessions at Picton Library and Service Centre Waitohi Whare Mātauranga. The community are invited to join Councillors for a cup of tea and a chat where they can provide advice, information and assistance with Council-related matters.



St John Therapy Pets

St John Therapy Pets are one of the St John Community Care Programmes. It was set up in the winter of 2022 with the first recruits beginning volunteering a few months later.

Therapy pets are visiting Picton Library and Service Centre and Te Kahu o Waipuna fortnightly where residents of all ages, as well as visitors to our region, can pat, chat, or read to these furry visitors.

Matariki @ Te Kahu o Waipuna

Marlborough Library, along with Marlborough Art Gallery and Marlborough Youth Council held a successful Matariki celebration at Te Kahu o Waipuna on the evening of 26 June 2024.

More than 250 people came through the door during the beginning of the event to mark the start of the Māori New Year.

Following the mihi whakatau the Queen Charlotte College Kapa Haka Group set the tone for the evening with their performance full of warmth and meaning.

In the Children's Library the main lights were switched off, and with a twinkling of lights through the 'tree', children and adults alike listened and read-along to Matariki stories in Te Reo and English, read by Rina Pinker. Aligning with the whānau experience, Rina introduced her Mum, Connie, who brought out her guitar and encouraged the gathering to sing waiata and move their tinana (body).

Matariki themed crafts for the tamariki, and a guided tour of Ngāti Rārua's Te Heke Whakangā exhibition in the Art Gallery meant there was something for everyone to enjoy over the course of the evening.

Marlborough Youth Council manned the BBQ, and it was wonderful to see lots of families enjoying the free kai in the courtyard and foyer.

Statistical Summary for the 2023 / 2024 Year

a) *Book Stock and Other Materials*

At 30 June 2024, the total number of items was:

Marlborough District Library	76,172
Picton Library	20,106

TOTAL	96,278
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b) *Membership*

The total number of active members (those who have used their cards in the last two years) were:

Marlborough District Library	15,262
Picton Library	2,392

TOTAL	17,655
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34% of the district's population (52,200) are active library members.

Often one card is used by the entire family. Membership and use of community libraries facilities is also not included.

c) *Loans (Issues) Statistics*

Annual Loans	2022/2023	2023/2024
Marlborough Library	393,444	419,146
Picton Library	62,216	57,398
PHYSICAL LOANS	455,660	476,544
E-Resources	46,499	58,503
TOTAL LOANS	502,159	535,047

d) *Econtent Use – Bolinda Borrowbox and OverDrive (Libby)*



The libraries subscribe to two Econtent platforms – BorrowBox and Libby (OverDrive) that both have downloadable Apps.

BorrowBox comes out of Australia while OverDrive is an American product.

Members can download eBook and eAudio resources onto their own device.

Total e-resources checked out on both platforms was 58,503 – up from 46,499.

e) *Library Website Use*

Site Improve Analytics for Marlborough District Libraries website:

	1 July to 30 June	
	2023/24	2022/23
Total Site Visits	126,696	147,544
Total Page Views	214,105	217,513
<u>Top 10 views by page:</u>		
Home	119,207	131,113
Renew and Place a Hold	6,473	4,918
Contact, Location and Hours	5,559	4,563
Digital Library	5,093	4,852
About the Library	4,686	2,843
Justice of the Peace	3,745	2,509
Account	3,349	2,315
eNewspapers and eMagazines	3,083	2,872
Events	3,018	2,499
Search	2,447	Didn't feature in top 10

Notes:

- Although overall views are down on 2022/23, individual page views are substantially up per page.
- Library App out of service mid Nov to late Feb, reflected in page views.

f) *Transaction per Capita*

The transaction per capita is **10 items** annually

Total issues (**535,047**) ÷ Population (**52,200**)
= 10 items borrowed per capita

g) *Transaction per Active Member*

The transaction per member is **30 items** annually

Total issues (**535,047**) ÷ Membership (**17,655**)
= 30 items borrowed per member

h) *Physical Collection Turnover Rate*

On average the turnover rate of the physical collection is **4.9 times** annually.

Total Annual <u>Physical Issues</u>		476,544
Divided by Total Items	÷	96,278
Equals Circulation		= 4.9 times annually



i) *Holds (Requests for books available in the libraries collections)*

	2022 / 2023	2023 / 2024
At Library	9,415	9,770
Via Enterprise (Catalogue)	26,422	29,355
Via Library App	7,177	7,779
TOTAL	43,014	46,904 (+ 3,890)

j) *Inter-Library Loans*

This chart shows the number of Interloans received (*Books requested by customers that are not held in the district's collection*), and the number of items lent to other libraries throughout the country to satisfy their customers' requests.

	2022 / 2023	2023 / 2024
Interloans received	421	511
Interloans lent	137	133
TOTAL	558	644

k) *Number of People Entering the District Libraries*

Door counters at both libraries collected the following data:

	2022/2023	2023/2024	<i>Monthly Average Visitors 2023/2024</i>
Marlborough Library, Te Kahu o Waipuna	202,658	360,383	30,031
Picton Library	87,676	92,810	7,734
TOTAL	290,334	453,193	

Aotearoa People's Network Kaharoa (APNK) Use

APNK Computer and Wi-Fi use in both libraries recorded the following usage last year.

In-house Computer Sessions

	2022/2023	2023/2024	Monthly Usage 2023/2024
Marlborough Library, Te Kahu o Waipuna	15,195	17,946	1,495
Picton Library	7,987	7,959	663
TOTAL	23,182	25,905	

Wi-Fi Sessions

	2022/2023	2023/2024	Monthly Usage 2023/2024
Marlborough Library, Te Kahu o Waipuna	36,080	71,394	5,949
Picton Library	31,681	28,747	2,395
TOTAL	67,761	100,141	

l) Facebook / Instagram Statistics

Marlborough District Libraries Facebook and Instagram followers continue to increase.

FACEBOOK

	2023	2024
Followers	1,276	1,429
Reach*	18,468	19,792
Content Interactions*	1,614	2,455

Facebook Follower demographics

- 98% from NZ, 67% from Marlborough
- 90% women
- 39% aged 35-44
- 18% aged 25-34

INSTAGRAM

	2023	2024
Followers	237	310
Reach*	3,840	1,090
Content Interactions*	0	356

Instagram Follower demographics

- 92% from NZ, 29% from Marlborough (Chch 19%)



- 83% women
- 24% aged 25-34
- 35% aged 35-44

*100% Organic Reach – there have been no paid ads.

n) Use of Picton Library's Community Spaces

The following chart shows the use of the community spaces at Te Kahu o Waipuna and Picton Library and Service Centre Waitohi Whare Mātauranga

	Community / Library Bookings		Commercial Bookings		TOTAL
	Marlborough Library	Picton Library	Marlborough Library	Picton Library	
Jul-23	173	79	14	4	270
Aug-23	205	111	15	1	332
Sep-23	242	110	16	0	368
Oct-23	172	96	28	0	296
Nov-23	225	89	14	0	328
Dec-23	171	74	13	0	258
Jan-24	172	47	7	3	229
Feb-24	238	58	21	2	319
Mar-24	225	85	28	2	340
Apr-24	231	80	22	0	333
May-24	259	87	35	1	382
Jun-24	282	76	30	0	388
TOTAL	2595	992	243	13	3843

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