

STAFF REPORT

TO: Community Services Committee
FROM: District Librarian
REFERENCE: L407
DATE: 29 August 2006
SUBJECT: District Librarian's Report

USE OF ELECTRONIC RESOURCES

Statistics for the use of the Library's recently redesigned website are available from 15 July 2006. Between 15 July and 26 August 59,586 people visited the Library website and viewed 71,763 pages.

The top ten pages during this time period were as follows:

1.	Home page	19,517	6.	What's on	390
2.	New on the shelf	679	7.	Genre lists	388
3.	On-line resources	641	8.	About the Libraries	387
4.	Great reads	549	9.	Kidspage	384
5.	Teenzone	537	10.	Staff picks	373

The very high number of hits on the Home page results from the fact that customers use it to access the Library catalogue directly or to enter their own Library account record.

These initial indicators of customer use of the website are very pleasing and we look forward to gaining more knowledge of what customers use and which parts of the website attract the largest use. These will be useful pointers for us as we continue to develop the website into the future.

The Library website has been designed to make it as simple as possible for customers to understand what information is available in the online information resources provided by the Library. As well as direct access through the *Online resources* page, subject themes are described in *Popular topics* to help people to make the connection between their information need and the resources available to satisfy that need. This approach has won the praise of colleagues in other libraries. We are pleased that this favourable impression is being confirmed by the statistics which show how successful the website has been in increasing the use of the online information resources. For example use of the Thomson Gale databases (the biggest set in the collection) showed a huge increase in use during May, June and July 2006 in comparison with the same months in 2005. Total sessions (individuals

logging on to the databases) increased by 41% from 284 to 410 while searches conducted increased by 55% from 1,473 to 2,285.

RECENT TASMAN DISTRICT LIBRARIES STATISTICS

ISSUES:

	June 2005	June 2006	July 2005	July 2006
District Library	30,064	27,842	31,039	30,849
Motueka Library	14,711	14,220	16,049	15,541
Murchison Library	683	656	753	738
Takaka Library	7,937	7,349	8,867	8,035
Website	602	878	573	1,128
TOTAL	53,997	50,945	57,281	56,291

DOOR COUNT STATISTICS:

	June 2005	June 2006	July 2005	July 2006
District Library	14,510	13,752	15,501	15,319
Motueka Library	7,436	7,405	8,384	7,985
Takaka Library	5,820	5,383	6,149	5,708
TOTAL	27,766	26,540	30,034	29,012

OTHER STATISTICS:

	June 2005	June 2006	July 2005	July 2006
Reservations	1,531	1,892	1,672	1,993
Reference queries	1,403	1,297	1,356	1,428

ACTIVITIES

During this winter holiday Tasman District Libraries ran the Odyssey reading programme for teenagers for the second time. The programme ran for four weeks and the challenge to the participants was to read five books in that time. The programme was open to young people aged between 13 and 17 years. Of the 90 people who enrolled, 46 completed. Two thirds of participants were female and only one third were male. However the males had a better completion rate, 60% compared to 48% for females. The programme was most popular with 13 to 15 year olds. A donation from the Friends of the Tasman District Libraries paid for the prizes. The experience of the past two years will be used to refine the programme in the future with a view to encouraging greater participation and a higher rate of completion.

Brian Paterson
District Librarian