# CITY OF ARMADALE

# AGENDA

OF **COMMUNITY SERVICES COMMITTEE** TO BE HELD IN THE **COMMITTEE ROOM**, ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON **TUESDAY, 5 FEBRUARY 2013 AT 7:00 PM.**

*A meal will be served at 6:15 p.m.*

**PRESENT:**

**APOLOGIES:**

**OBSERVERS:**

**IN ATTENDANCE:**

**PUBLIC:**

*"For details of Councillor Membership on this Committee, please refer to the City's website – **www.armadale.wa.gov.au/your council/councillors**."*

## DISCLAIMER

The Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings to be read.

## DECLARATION OF MEMBERS' INTERESTS

## QUESTION TIME

## DEPUTATION

## CONFIRMATION OF MINUTES

**RECOMMEND**

**Minutes of the Community Services Committee Meeting held on 15 January 2013 be confirmed.**

## ITEMS REFERRED FROM INFORMATION BULLETIN

- Outstanding Matters & Information Items

- Report on Outstanding Matters – Community Services Committee
  Monthly / Quarterly Departmental Reports
  Community Development Report –Community Development Report Nov/Dec 2012
  Manager Library & Heritage Services Monthly Report – Nov/Dec 2012
  Tourism/Visitor Centre Monthly Report – Nov/Dec 2012
  Events – Nov/Dec 2012
  Manager Ranger & Emergency Services Monthly Report –Nov/Dec 2012

- Minutes of Occasional/Advisory Committees
  Atsiag – Notes of 13 November 2012
  Disability Advisory Team – Notes of 4 December 2012
  Positive Ageing Working Group – Notes of 5 November 2012

*If any of the items listed above require clarification or a report for a decision of Council, this item to be raised for discussion at this juncture.*

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## COMMUNITY SERVICES COMMITTEE

## 5 FEBRUARY 2013

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## *1.1 - YOUTH DEVELOPMENT OVERVIEW*

A presentation to be given by the Community Development Officer – Youth
Ms Bianca Zanetti & Community Development Coordinator – Ms Rebekah Milnes

**ATTACHMENTS**
There are no attachments for this report.

## *2.1 - ANNUAL LEAVE - EXECUTIVE DIRECTOR COMMUNITY SERVICES*

| | | |
|---|---|---|
| WARD | : | ALL |
| FILE No. | : | M/57/13 |
| DATE | : | 29 January 2013 |
| REF | : | SG |
| RESPONSIBLE MANAGER | : | Executive Director Community Services |

**In Brief:**

- Advice of proposed leave from Thursday 2 May 2013 to Wednesday 29 May 2013 for the Executive Director Community Services.
- Recommend that

  Council note the Executive Director Community Services annual leave from Thursday 2 May 2013 returning to work on Wednesday 29 May 2013 inclusive and that the Executive Manager Community Development (Neil Kegie) be appointed Acting Executive Director Community Services.

**Tabled Items**

1. Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

Nil

**Legislation Implications**

General assessment of relevant legislation (e.g. Local Government Act) has not revealed any restrictions.

**Council Policy/Local Law Implications**

Council Policy & Management Practice ADM 12 “Acting Senior Positions”.

**Budget/Financial Implications**

The higher duties payment associated with this matter is provided for in the adopted 2012-13 Annual Budget.

**Consultation**

1. Chief Executive Officer.

**DETAILS OF PROPOSAL**

The Executive Director Community Services will be taking annual leave from Thursday 2 May 2013 to Tuesday 28 May 2013, inclusive and during this time it is proposed that the Executive Manager Community Development (Neil Kegie) be appointed Acting Executive Director Community Services.

**RECOMMEND**

**That Council:**

1. **Note that the Executive Director Community Services (Yvonne Coyne) will be taking annual leave from Thursday, 2 May 2013 to Tuesday, 28 May 2013, inclusive and during this time it is proposed that the Executive Manager Community Services (Neil Kegie) be appointed Acting Executive Director Community Services; and**

2. **Pursuant to Management Practice ADM 12 and on the recommendation of the Chief Executive Officer, appoint the Executive Manager Community Development (Neil Kegie) for the period 2 May to 28 May 2013, inclusive.**

**ATTACHMENTS**
There are no attachments for this report.

## *2.2 - COMMUNITY SERVICES - POLICY REVIEW*

| | | |
|---|---|---|
| WARD | : | ALL |
| FILE No. | : | M/60/13 |
| DATE | : | 29 January 2013 |
| REF | : | SG |
| RESPONSIBLE MANAGER | : | Executive Director Community Services |

**In Brief:**

- This report presents the findings of the annual review of Council policies as relating to the responsibilities of the Community Services Directorate
- Recommend that Council endorse the following:

  RECN 1 Lighting on Sporting Reserves

  RECN 4 Hire of Hall and Buildings

  RECN 5 Provision of Goal Posts and Structures

  RECN 6 Recreation Fees and Charges

  LIB 3 Public Internet Use

**Tabled Items**

Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

The effective management of Council resources and process to:

- Deliver high quality, professional governance and administration;
- Enhance our ability to manage change;
- Ensure the Council is a proactive, enquiring organisation;
- Ensure our workplace enables staff to be innovative and confident; and
- Implement technologies to enhance decision-making, communication and service delivery.

**Legislation Implications**

Section 2.7 of the Local Government Act 1995 states:

*2.7 The role of the Council*

*(1) The council –*
*(a) directs and controls the local government's affairs; and*
*(b) is responsible for the performance of the local government's functions.*

*(2) Without limiting subsection (1), the council is to –*
*(a) oversee the allocation of the local government's finances and resources;and*
*(b) determine the local government's policies*

**Council Policy/Local Law Implications**

Assessment of Policy/Local Law indicates that the following are applicable:
Policy Manual

**Budget/Financial Implications**

Nil

**Consultation**

1. Executive Director Community Services
2. Manager Library & Heritage Services
3. Manager Leisure Services

## BACKGROUND

At its meeting of 4 March 2003, Council formally adopted (C6/2/03) the Policy Manual and endorsed the associated Management Practices and the procedure for developing, amending and reviewing policies and management practices.

Part 3.1 of the Procedures states:

*"A review of every policy is to be made every 3 years by the relevant Executive Directorate, with a third of the policies reviewed each year."*

## DETAILS OF PROPOSAL

As per the Procedure for Developing, Amending and Reviewing Policies, a number of policies that relate to the Community Services Directorate are herewith presented for review. These are presented as an attachment to this Agenda.

## COMMENT

It is to be noted that there are four (4) policies due for review which are currently still in the process of being reviewed

The following table summaries the Policies that have been reviewed on this occasion, together with findings and recommendations on each, having regard for the following considerations, i.e.

- whether the Policy satisfies current organisational operations/requirements'
- whether the Policy complies with current legislative requirements
- whether the Policy is consistent with other Council Policies

| Policy Name and Number | Review Findings | Officer Recommendation |
|---|---|---|
| **RECN 1 – Lighting on Sporting Reserves**<br><br>**Rationale:**<br>To support local sporting groups within the City by assisting with the provision of adequate standard lighting.<br><br>**Policy:**<br>That Council will on a progressive basis provide or upgrade reserve light on selected reserves for training, competition and public safety purposes.<br>The provision and upgrading of lighting shall be in accordance with the current Management Practice and Australian Standards 2560 | Meets all review considerations | Policy RECN 1 is reaffirmed without amendment for a further 3 year period. |

| Policy Name and Number | Review Findings | Officer Recommendation |
|---|---|---|
| **RECN 4 – Hire of Halls and Buildings**<br>**Rationale:**<br>To maximize and promote diversity of usage of Council Halls, Community Centres and Pavilions.<br>**Policy:**<br>Council's intention is to manage its Halls, Community Centres and Pavilions in a fair and equitable manner for the benefit of the community.<br>Council aims to maximize the use of its facilities and wherever possible, accommodate a diverse range of activities and user groups rather than provide exclusive use of facilities for a single user group or activity.<br>Hire of Council Halls, Community Centres and Pavilions shall be in accordance with Management Practice RECN 4 | Meets all review considerations | Policy RECN 4 is reaffirmed without amendment for a further 3 year period. |

| Policy Name and Number | Review Findings | Officer Recommendation |
|---|---|---|
| **RECN 5 – Provision of Goal Posts and Structures**<br>**Rationale:**<br>To ensure that all goal posts and structures used at the City's sporting reserves and venues comply with all relevant safety standards, and are correctly installed and maintained so as to minimize the risk of accident or injury that may be attributed to the goal post or structure.<br>**Policy:**<br>The City shall be responsible for the provision, installation and maintenance of permanent goal posts and structures at the City's sporting reserves and recreation venues. The individual sporting clubs that use the City's sporting reserves and recreation venues shall be responsible for the provision, installation and maintenance of all portable and modified goal posts or structures under the risk management guidelines and procedures as set out in Management Practice RECN 5. | Meets all review consideration | Policy RECN 5 is reaffirmed without amendment for a further 3 year period. |

| Policy Name and Number | Review Findings | Officer Recommendation |
|---|---|---|
| **RECN 6 – Recreation Fees and Charges**<br><br>**Rationale**<br><br>To establish a rationale and philosophical basis for setting of fees and charges for the use of the City's recreation facilities and programs.<br>**Policy**<br><br>Council acknowledges that it is not feasible or in the interests of the community for recreation fees and charges to be set at a level which seeks to recover the full cost of providing the various facilities.<br><br>Council's "user contribution" philosophy seeks to achieve a balance between its social responsibility of providing opportunities for all sectors of the community to participate in affordable and enjoyable activities, and its financial responsibility of minimizing the level of Council subsidy on its various recreation facilities. The level of user contribution that Council aims to achieve from its recreation facilities is set out in Management Practice RECN6.<br><br>Council will provide free use of its facilities to certain organisations that have been identified as making a valuable contribution to the local community and discount fees for other special groups as set out in Management Practice RECN6.<br><br>Recreation fees and charges shall be reviewed each year as part of Council's annual budget process | Meets all review considerations | Policy RECN 6 is reaffirmed without amendment for a further 3 year period. |

| Policy Name and Number | Review Findings | Officer Recommendations |
|---|---|---|
| **LIB 3 – Public Internet Use**<br><br>**Rationale:**<br><br>Strict guidelines related to access to the Internet are required to be displayed in the libraries, together with the adopted policy, to ensure that the City is not held responsible for inappropriate usage of the Internet.<br><br>**Policy:**<br><br>The City of Armadale Library and Information Service will provide free and equitable access to the world wide web for the public. Usage of the internet shall be in accordance with the current Management Practices. | Meets all review consideration | Policy RECN 6 is reaffirmed without amendment for a further 3 year period. |

**CONCLUSION**

It is recommended that the Policies, as reviewed, continue to apply and operate for a further three (3) years or such earlier date as Council may determine from time to time.

**RECOMMEND**

**That Council:**

**pursuant to Section 2.7(2)(b) of the Local Government Act 1995:**

1. **reaffirm the continued application and operation of each of the following current Policies for a further three (3) years or such earlier date as Council may determine from time to time.**

   **RECN 1 – Lighting on Sporting Reserves**
   **RECN 4 – Hire of Halls and Buildings**
   **RECN 5 - Provision of Goal Posts and Structures**
   **RECN 6 – Recreation Fees and Charges**
   **LIB 3 - Public Internet Use**

**ATTACHMENTS**

1. Policy Review - Lighting on Sporting Reserves
2. Policy Review - Hire of Halls and Buildings
3. Policy Review - Provision of Goal Posts and Structures
4. Policy Review - Recreation Fees and Charges
5. Policy Review - Public Internet Use

## *3.1 - LIBRARY STRATEGIC AND DEVELOPMENT PLAN*

| | | |
|---|---|---|
| WARD | : | ALL |
| FILE No. | : | M/45/13 |
| DATE | : | 18 January 2013 |
| REF | : | PW |
| RESPONSIBLE MANAGER | : | Executive Director Community Services |

**In Brief:**

- The Kelmscott Library lease expires in October 2014, and future development of the library has been considered in the context of a revised Library Strategic and Development Plan.
- Recommend that Council support the recommendation in relation to Kelmscott Library contained in the Confidential Attachment B, and support the Library Strategic and Development Plan 2012 and its recommendations.

**Tabled Items**

1. Nil

**Officer Interest Declaration**

Nil

**Strategic Implications**

1.3 Access to a wide range of cultural, arts and learning opportunities
1.3.1 Provide libraries that support life long learning opportunities

**Legislation Implications**

Nil

**Council Policy/Local Law Implications**

Nil

**Budget/Financial Implications**

The current Plan for the Future has a capital allocation of $800,000 and provision for annual lease payments of $168,700 from 2015.

**Consultation**

1. Manex (Management Executive)
2. Director City Projects
3. Manager Community Infrastructure Planning

**BACKGROUND**

Library Strategic Planning has been undertaken by Council from time to time over the years. Following two strategies that had been conducted in house in 1985 and then in 1997, it was considered appropriate to look more broadly at public library development and receive advice from an external source At its meeting held on 28 October 2003 Council resolved (C153/10/03) that:

*Council include for consideration on the 2004/05 Draft Budget the appointment of a Consultant to undertake the required research related to the future strategic direction for the City's Library Service and then report on the findings, with a budgeted amount of $25,000.*

In April 2005, Libraries Alive! a Canberra based consulting firm was appointed to undertake the consultancy. The strategy document titled *"Timeline 2016: Strategic Directions for Library Services – study & report for the City of Armadale"* was delivered in late 2005 and considered by Council at its meeting of 23 August 2005. At that meeting it was resolved:

C81/8/05 RECOMMEND

*That Council:*

a. *support the Strategic Directions for Library Services Study and Report for the City of Armadale prepared by Libraries Alive! as attached to these Minutes at Attachment "A-4", acknowledging that some of the recommendations will be subject to funding.*

b. *release the Strategic Directions for Library Services Study and Report for public comment for a period of 21 days.*

The Committee discussion from the meeting records the following:

*After consideration of the Consultant's report, Cr Reynolds identified and Committee agreed, that a number of issues raised in the report needed to be further considered by officers when implementing the recommendations contained in the report. In particular, the issue of specialisation of libraries, the changing demographic of the population they serve and the need for library facilities to be as flexible as possible. In addition, the future servicing of communities in north west Forrestdale and Brookdale, given that the current library in Seville is their closest service, will need to be addressed as those communities evolve.*

Following the period of public comment, Council resolved C92/9/05 to support the strategic Report at its meeting of 27 September 2005. The consultant briefing requirements and recommendations of the 2005 *"Timeline 2016: Strategic Directions Plan for Library Services"* are contained within the 2012 Strategy and each recommendation is addressed within today's context.

*"Timeline 2016"* should, in reality, have another four (4) years before it needs to be reviewed and replaced with a new directional strategy. However, the current situation with the Kelmscott Library lease due to expire on 31 October 2014, has been the catalyst to review the current Strategy. It is not considered possible to determine the best option for a Kelmscott Library in isolation from other library development. Additionally, the impact of placing the Armadale Library in a shopping centre mall has had a major positive influence on library usage patterns that cannot be ignored.

As a result a new Library Strategy and Development Plan (attached) was undertaken and considered by MANEX in December 2012. The Plan was prepared in house rather than by an external consultant. The focus of the Plan was the location of the City's libraries in an expanding local government authority. It did not consider and recommend on staffing or technological requirements that were considered in the 2005 Plan, as these are the subject of

wider organisational strategic planning. Neither did it consider optimal opening hours of particular libraries as these will be best considered as libraries re-locate or new libraries open, and nor did it consider the matter of State Government funding and stock allocation as this is being addressed via other avenues.

However, an in depth library service customer survey was undertaken as a significant part of the 2012 Plan, and the survey itself and report of findings are a major attachment to the Plan. The Library Strategy and Development Plan 2012 makes seven recommendations that will provide a direction for Council in the optimal placement of and guide to timelines for developing the City's public libraries that reflects the growth in population and development of other services and infrastructure.

**DETAILS OF PROPOSAL**

The proposal is that Council support the Library Strategy and Development Plan 2012 and its recommendations, including the recommendation made in the Confidential B attachment to this Agenda item.

**COMMENT**

**ANALYSIS**

The Library Strategic and Development Plan 2012 considers the future of public libraries in today's digital world; it reviews the *"Timeline 2016"* recommendations and achievements and notes which recommendations are no longer relevant; it considers the projected population growth of the City and the pros and cons of purchase or lease of public library buildings; it analyses the user survey results; it considers preferred locations for public library buildings based on local, national and international trends; it reviews the existing library facilities in the context of catchment areas and an optimum number of libraries; and finally it considers options for new libraries as the City's population grows.

The results of the 2012 user survey that influenced the Strategy can be summarized as follows:

- Seville Grove and Kelmscott Libraries do not have the self-checking facility available as yet, so patrons are engaged personally with each transaction. Responses indicated that the two 'smaller' libraries are valued for that reason, particularly with older patrons.
- Patrons of Kelmscott who responded to the Survey represented a high percentage of 65+ age range.
- Seville Grove and Kelmscott appear to have demographically 'flipped' since 2005; Kelmscott now has the highest relative percentage of respondents 65+ (previously Seville Grove) and youth respondents are its smallest. Seville Grove now has the highest relative percentage of youth respondents (its area of focus), which was previously led by the Kelmscott branch.
- Armadale and Seville Grove have both seen increases in the 25-44 range and the 45 - 64 range.
- Data collected from the Kelmscott and Seville Grove branches shows an identical gender percentage 20% male and 80% female. Armadale stands out with a significantly higher number of male respondents, at 33%.

- Armadale is the most visited branch with Kelmscott following with 30% and Seville Grove 25%.
- The comparison with the 2005 Survey shows a migration of respondents from Kelmscott (previously the most frequent with 42%) to the Armadale Branch with Seville Grove maintaining patronage percentages.
- Kelmscott respondents value that branch's proximity to their home over any other factor of branch choice.
- Roleystone residents were the third highest responders to the survey and 63% of those visit the Kelmscott branch.
- Respondents preferred a branch closer to home, even if that meant few resources and amenities. 62.5%
- A small amount of migration to Seville Grove and Kelmscott branches may have been in response to the increase in noise in a larger library (Armadale)
- A number of changes instigated since 2005 have undoubtedly influenced patrons patterns of usage, including the move towards specialisation in the Seville Grove and Kelmscott branches into services to seniors and services for young children and adults.
- Services are considered more effective with evidence that respondents gravitating towards the best venue for their needs. Customer satisfaction is high at all branches as a result.

A separate report with options for the Kelmscott Library, is contained in a separate confidential attachment to this report.

It is acknowledged that any decision on the future location of the Kelmscott library is a strategic planning decision of importance to the future development of the Kelmscott District Centre. Should the Kelmscott Library not be relocated to the west of the Albany Highway in conjunction with a Public Plaza opposite the station (which had been the expectation of the previous Armadale Redevelopment Authority) some further research and recommendation will be required to determine the optimum use of the land vacated by the previous Kelmscott Library and Child Health Centre buildings. This matter would require some amendment to the Kelmscott Concept Plan that was included in an MOU to which the City was a signatory in July 2007 with the ARA, Main Roads and the PTA. Changes to road alignments and land use mean that the original Concept Plan has been compromised and to date this matter remains unresolved by the MRA.

**OPTIONS**

1. Support the Library Strategy and Development Plan 2012 and its recommendations together with the recommendation contained within Confidential Attachment B of this Agenda item;
2. Not support the Library Strategy and Development Plan 2012 and its recommendations and request that further research be undertaken.
3. Make alternative recommendations related to the placement of and guide to timelines for development of the City's public libraries.

**CONCLUSION**

Resolution of the Kelmscott Library location and Lease agreements is time critical, and it is suggested that the recommendations contained within the Confidential B Attachment will

provide the best option from an access and service provision aspect for a newly located library, as well as a financial consideration for Council.

The research undertaken, inclusive of the survey data that has influenced the seven recommendations contained within the Library Strategy and Development Plan 2012 do, it is believed, provide a sound and defendable direction for Council in the optimal placement of and guide to timelines for developing the City's public libraries that reflects the growth in population and development of other services and infrastructure.

**RECOMMEND**

**That Council:**

**1 Support the Library Strategic and Development Plan 2012 and its seven recommendations:**

**Recommendation 1: that place (location) of the City's public libraries becomes the major consideration in future development.**

**Recommendation 2: that the Council adopt a preference for co-locating its public libraries with other facilities and services, and by preference in or immediately adjacent to shopping centres.**

**Recommendation 3: that Council continue to support the model of the Armadale Library being located in a shopping centre, responding to opportunities to gain additional space with appropriate negotiated lease opportunities.**

**Recommendation 4: that Council enter into negotiation with local shopping centre owners with a view to re-locating the Kelmscott Library to a purpose designed public library located within a shopping centre, with the building to be completed by October 2014.**

**Recommendation 5: that Council agree to retaining the Seville Grove Library in its current location in the immediate future, responding to future population growth and expansion needs of the community hub in which the library is situated prior to determining long term options for the Library.**

**Recommendation 6: that Council agree to the principle of a future lease for a library in the vicinity of the Harrisdale District Centre (in the expectation that the library would be relocated from Seville Grove) to serve the residents of Piara Waters and Harrisdale localities, to be operative by 2021.**

**Recommendation 7: that Council agree that further investigations be undertaken to evaluate the merits of leasing land within a shopping centre or the provision of a library within the community facility site in the Wungong Urban District Centre, to serve the residents of the localities of Hilbert and Haynes.**

**2 Support the recommendation in relation to Kelmscott Library contained in the Confidential Attachment B to this agenda.**

**ATTACHMENTS**

1. Draft Library Strategy Plan 2012 -5 Dec 12
2. Kelmscott Library Attachment B - *This matter is considered to be confidential under Section 5.23(2) (e ii) of the Local Government Act, as the matter, if disclosed, would reveal information that has a commercial value to a person*

## *COUNCILLORS' ITEMS*

Nil

## *EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT*

Nil

**MEETING DECLARED CLOSED AT _____**

COMMUNITY SERVICES COMMITTEE

# SUMMARY OF "A" ATTACHMENTS

**5 FEBRUARY 2013**


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|---|---|---|
| **2.2** | **COMMUNITY SERVICES - POLICY REVIEW** | |
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CITY OF Armadale

# POLICY

## RECN 1 – Lighting on Sporting Reserves

**Management Practice**
RECN 1

**Relevant Delegation**
N/A

## Rationale

To support local sporting groups within the City by assisting with the provision of adequate standard lighting.

## Policy

Council will on a progressive basis provide or upgrade reserve lighting on selected reserves for training, competition and public safety purposes.
The provision and upgrading of lighting shall be in accordance with the current Management Practice and Australian Standards AS 2560.

| | |
|---|---|
| **Related Local Law** | N/A |
| **Related Policies** | N/A |
| **Related Budget Schedule** | M91 |
| **Last Reviewed** | 5 February 2013 |
| **Next Review Date** | 4 March 2016 |
| **Authority** | Council Meeting of:<br>4 March 2003 (C6/2/03)<br>19 April 2004 (CS14/4/04)<br>29 May 2007 (C28/4/07)<br>12 April 2010 (C15/4/10) |

# POLICY

## RECN 4 – Hire of Halls and Buildings

### Management Practice

RECN 4

### Relevant Delegation

N/A

## Rationale

To maximise and promote diversity of usage of Council Halls, Community Centres and Pavilions.

## Policy

Council's intention is to manage its Halls, Community Centres and Pavilions in a fair and equitable manner for the benefit of the community.

Council aims to maximise the use of its facilities and wherever possible, accommodate a diverse range of activities and user groups rather than provide exclusive use of facilities for a single user group or activity.
Hire of Council Halls, Community Centres and Pavilions shall be in accordance with Management Practice RECN 4.

| | |
|---|---|
| **Related Local Law** | Property Local Law. |
| **Related Policies** | N/A |
| **Related Budget Schedule** | N/A |
| **Last Reviewed** | 5 February 2013 |
| **Next Review Date** | 4 March 2016 |
| **Authority** | Council Meeting of:<br>4 March 2003 (C29/4/07)<br>12 April 2010 (C15/4/10) |

CITY OF Armadale

# POLICY

## RECN-5 Provision of Goal Posts and Structures

## Management Practice

RECN-5

## Relevant Delegation

## Rationale

To ensure that all goal posts and structures used at the City's sporting reserves and venues comply with all relevant safety standards, and are correctly installed and maintained so as to minimise the risk of accident or injury that may be attributed to the goal post or structure.

## Policy

The City shall be responsible for the provision, installation and maintenance of permanent goal posts and structures at the City's sporting reserves and recreation venues. The individual sporting clubs that use the City's sporting reserves and recreation venues shall be responsible for the provision, installation and maintenance of all portable and modified goal posts or structures under the risk management guidelines and procedures as set out in Management Practice RECN 5.

| | |
|---|---|
| **Related Local Law** | N/A |
| **Related Policies** | N/A |
| **Related Budget Schedule** | |
| **Last Reviewed** | 5 February 2013 |
| **Next Review Date** | 4 March 2016 |
| **Authority** | Council meeting of:<br>5 June 2007 (C34/5/07)<br>12 April 2010 (C15/4/10) |

# POLICY

## RECN-6 Recreation Fees and Charges

## Management Practice

RECN-6

## Relevant Delegation

## Rationale

To establish a rationale and philosophical basis for setting of fees and charges for the use of the City's recreation facilities and programs.

## Policy

Council acknowledges that it is not feasible or in the interests of the community for recreation fees and charges to be set at a level which seeks to recover the full cost of providing the various facilities.

Council's "user contribution" philosophy seeks to achieve a balance between its social responsibility of providing opportunities for all sectors of the community to participate in affordable and enjoyable activities, and its financial responsibility of minimising the level of Council subsidy on its various recreation facilities. The level of user contribution that Council aims to achieve from its recreation facilities is set out in Management Practice RECN6.

Council will provide free use of its facilities to certain organisations that have been identified as making a valuable contribution to the local community and discount fees for other special groups as set out in Management Practice RECN6.

Recreation fees and charges shall be reviewed each year as part of Council's annual budget process

| | |
|---|---|
| **Related Local Law** | N/A |
| **Related Policies** | N/A |
| **Related Budget Schedule** | |
| **Last Reviewed** | 5 February 2013 |
| **Next Review Date** | 4 March 2016 |
| **Authority** | Council meeting of:<br>7 July 2003 (C97/6/03)<br>12 April 2010 (C15/4/10) |

CITY OF Armadale

# POLICY

## LIB 3 – Public Internet Use

### Management Practice

LIB 3

### Relevant Delegation

N/A

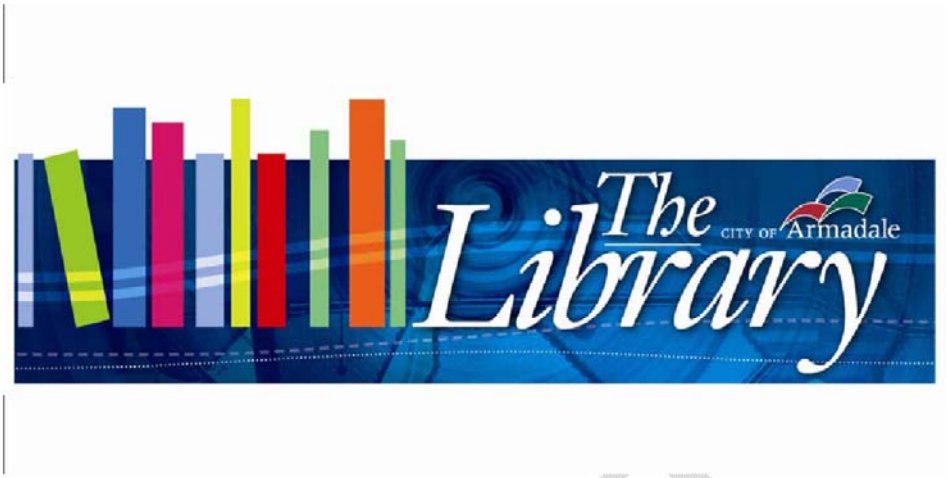
## Rationale

Strict guidelines related to access to the Internet are required to be displayed in the libraries, together with the adopted policy, to ensure that the City is not held responsible for inappropriate usage of the Internet.

## Policy

The City of Armadale Library & Information Service will provide free and equitable access to the world wide web for the public.
Usage of the internet shall be in accordance with the current Management Practices.

| | |
|---|---|
| **Related Local Law** | N/A |
| **Related Policies** | N/A |
| **Related Budget Schedule** | N/A |
| **Last Reviewed** | 5 February 2013 |
| **Next Review Date** | 4 March 2016 |
| **Authority** | Council Meeting of:<br>4 March 2003 (C6/2/03)<br>19 April 2004 (CS14/4/04)<br>6 March 2007 (C14/2/07)<br>12 April 2010 (C15/4/10) |




# LIBRARY STRATEGIC and DEVELOPMENT PLAN

## DECEMBER 2012

*To be the place in our community where people come for leisure, pleasure and inspiration, as well as learning*

DRAFT

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**RECOMMENDATIONS**

**Recommendation 1: that place (location) of the City's public libraries becomes the major consideration in future development.**

**Recommendation 2: that the Council adopt a preference for co-locating its public libraries with other facilities and services, and by preference in or immediately adjacent to shopping centres.**

**Recommendation 3: that Council continue to support the model of the Armadale Library being located in a shopping centre, responding to opportunities to gain additional space with appropriate negotiated lease opportunities.**

**Recommendation 4: that Council enter into negotiation with local shopping centre owners with a view to re-locating the Kelmscott Library to a purpose designed public library located within a shopping centre, with the building to be completed by October 2014.**

**Recommendation 5: that Council agree to retaining the Seville Grove Library in its current location in the immediate future, responding to future population growth and expansion needs of the community hub in which the library is situated prior to determining long term options for the Library.**

**Recommendation 6: that Council agree to the principle of a future lease for a library in the vicinity of the Harrisdale District Centre (in the expectation that the library would be relocated from Seville Grove) to serve the residents of Piara Waters and Harrisdale localities, to be operative by 2021.**

**Recommendation 7: that Council agree that further investigations be undertaken to evaluate the merits of leasing land within a shopping centre or the provision of a library within the community facility site in the Wungong Urban District Centre, to serve the residents of the localities of Hilbert and Haynes.**

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## 1. Background

The City's current Library Strategy Plan *"Timeline 2016: Strategic Directions Plan for Library Services"* should, in reality, have another four (4) years before it needs to be reviewed and replaced with a new directional strategy. However, the current situation with the Kelmscott Library lease expiry has been the catalyst to review the current Strategy, as it was not considered possible to determine the best option for a Kelmscott Library in isolation from other library development. Additionally, the impact of placing the Armadale Library in a shopping centre mall has had a major positive influence on library usage patterns that cannot be ignored.

## 2. Do Public Libraries have a future?

In today's digital world, many people question the need for public libraries. Any public library strategy written today needs to address this question and convince its funding body that the public library is still a sustainable institution and that the return on investment in the library does have a positive measurable social and economic benefit.

Evidence in support of this is that public libraries are still being built. The Chartered Institute of Library and Information Professionals monthly periodical *CILIPUPDATE*, reports regularly on library developments in the UK. Some that opened in 2012 are:

**The Hive** *(CILIP July 2012)*

- Hackney Council in London opened a new 4 storey public library in Dalston *(CILIP March 2012)*;
- Worcestershire County Council and the University or Worcester have jointly built a £60m city centre library, history and customer centre "The Hive" *(CILIP July 12)*; and
- Lambeth Council has opened a new £6.5m library in Clapham – see p.13. It includes a 12-storey block containing 136 flats and was delivered at no cost to the local authority. *(CILIP August 12).*

The City of Birmingham's new £188.8m library will open in late 2013 – see p.12. It is the largest public library project in Europe and will cater for four million visitors per annum, over 10,000 people a day passing through the library space. *(CILIP January 12)*

The Greater Geelong City Council's $45 million project of a new Geelong Library & Heritage Centre is expected to commence building in 2013 and due to open in late 2015.

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Closer to home, the City of Canning's new Cannington Library has just opened its doors in the Cannington Leisureplex (replacing the Queens Park Library) and the City of Perth is building its new 5 level public library and plaza scheduled to be completed in September 2014.

**New City of Perth Library**

In its publication *"A new library and plaza for the City of Perth"* the opening paragraph states:

"Libraries are no longer the quiet passive spaces they once were. They are vibrant community hubs that need to have both quiet and noisy spaces, as well as multifunctional areas, to meet the ever-changing needs of the community"

The State Library of Queensland commissioned *"The Library Dividend: a study of the socio-economic contribution of Queensland's public libraries"*. This was a major independent study carried out by SGS Economics & Planning. Published in September 2012, it determined:

> "That for every $100 invested by local government and state government, Queensland public libraries deliver $230 dollars-worth of value to their communities."
> http://www.slq.qld.gov.au/__data/assets/pdf_file/0018/226143/the-library-dividend-summary-report.pdf

In New Zealand, its 2006 Strategic Framework for public libraries has been revisited with the published words:

> "This refresh of the framework is the result of libraries continuing to reappraise their value and role in times of rapid change".

The summary of the "Public Libraries of New Zealand: A Strategic Framework 2012 – 2017" in essence sums up the current City of Armadale situation, whose Library Strategy was released in 2005, when it says:

> "The landscape in which public libraries operate has changed significantly in the six years since the framework was published. Rapid technological change has seen the rise of social networks – e-books, smart phones and many other mobile devices. We are on the verge of ubiquitous broadband, albeit at an increased cost. The world of computing has moved to the cloud (internet hosted services). We can download software applications (apps) for almost anything, and information comes to us in a variety of ways – videos, podcast, images as well as text.
>
> The scale of change is impacting on public libraries worldwide. Countries are responding to change and pressure in different ways. Some are reinventing the library, both physically and virtually, into a vital national and community asset without which a community cannot think itself civilised.
>
> Although some have questioned whether the public library is still necessary in a world of digital content, use of public libraries is not declining in New Zealand or

other countries, such as the USA. Library buildings are transforming to be not only where residents come to get ideas and information but also an experiential place where they can connect with others to create and share knowledge, and lean about ideas in a social context...."
http://www.publiclibrariesofnewzealand.org.nz/misc/pdfs/PLONZ_Framework_Summary_dwnld.pdf

Suffice to say that civilised communities are continuing to invest in public libraries because people do still use them. The 2012 report to Council two years on from the re-opening of the Armadale Library in the Armadale Central Shopping Centre was evidence of this in the local setting.

## 3. "Timeline 2016:Strategic Directions Plan for Library Services" : the City of Armadale's current Library Strategy revisited

In February 2005, the City called for expressions of interest from consultants to undertake a Strategic Directions Plan for library services in the City of Armadale. In April 2005, Libraries Alive! Pty Ltd was appointed to undertake the task. The final report was delivered in late 2005 and, while much of the report is still relevant today, like the New Zealand experience, it is timely to revisit this plan.

The overall requirement of the plan was 'to develop a strategic direction framework for the Armadale Library Service for a ten (10) year period commencing 2005/06'.

The Libraries Alive! Final Report 2005 can be sourced from the City's website at
http://www.armadale.wa.gov.au/Home/Publications/Public_Documents
- Library Strategy Plan.

The following detail is copied from the Libraries Alive! report:

Council's briefing document specified the following tasks:

- Analyse the library needs of the community
- Research key aspects of the current profile of the community, with emphasis on characteristics that may affect the demand for library facilities, i.e.
  - a description of the demographic, economic and social characteristics of the population, including disability issues within the region
  - an analysis of population trends
  - projections of population size and age structure
  - access to transport
  - IT availability in the home
- Identify current and likely future trends of public library services in WA, Australia and internationally
- Produce an Interim Report outlining the methodology used and a summary of data collected
- Formulate a Concept Plan for the future of the City of Armadale Library Service inclusive of recommendations on:
  - optimum number and size of branch libraries
  - location of branch libraries and possible integration with other services

- options for mobile library service
- opening hours
- staffing levels
- service requirements
- IT requirements and online service provision.

The recommendations of the report stated:

> The two most significant issues Council's Library Service faces are space and customer choice. Space to house collections and host activities and provide connectivity to the digital world, and customer choice from a deeper, richer, and more rewarding selection of print and non-print items.
>
> These recommendations support Council's intent to significantly upgrade library services over the next decade and acknowledge that resource allocation will need to be carefully planned and progressively implemented in conjunction with government agencies, private sector developers, and adjoining local government areas.
>
> By 2016 it is expected that today's 26,000 registered customers will have grown to 42,500, the number of library visits will have increased from 250,000 per annum to 400,000 per annum, and that opening hours will need to extend by approximately 25%.
>
> **1.** That Council continue planning towards a library service with 3700 square metres of floor space and 30 FTE staff positions serving a population of 85,000 by 2016.
>
> **2 (a)** That Council endorse the Concept Plan's strategic development direction towards library-based community hubs in three locations, as follows:
>
> > **Armadale** – *Regional Centre Library* with Central Reference Library (supporting co-located education precinct) of 2200 $m^2$ by 2016 serving a population of 40,000 in the Armadale/Brookdale catchment. New premises required. Possible specialisation in library-based information technology.
> >
> > **Kelmscott** – *District Centre Library* of 1000 $m^2$ by 2016 serving a population of 20,000 in the Kelmscott/Roleystone catchment. New or expanded premises required. Possible specialisation in services to children and young adults.
> >
> > **Westfield** – *District Centre Library* of 2200 $m^2$ by 2016 serving a population of 25,000 in the Westfield/North Forrestdale/Seville Grove catchment. Expanded premises required. Possible specialisation in services to seniors.
>
> **2 (b)** To encourage an emerging sense of community identity, Council consider changing the name and signage of the Westfield Library to the Seville Grove Library.
>
> **3.** That in order to improve collection choices for library customers, Council:
>
> > remind the Library Board of WA that Council currently funds more than 85% of library service expenditure and encourage the Board to lift its very

modest target of 1.25 items per capita to 1.5 items per capita by 2010, and thereafter to a per capita rate more closely comparable to the level of provision elsewhere in Australia, and

formally request the Library Board of WA to adopt the principle of replacing collections over a seven-year period, thereby depreciating them at a rate of 15% per annum.

**4.** That as soon as practicable Council provide the necessary resources to vary library opening hours as follows:

**Armadale:** open 9am to 8pm Monday to Friday
open 9am to 12 noon Saturday
open Saturday afternoon and Sunday on re-location

**Kelmscott:** open 9am to 6 pm Monday to Friday
open 9am to 12 noon Saturday

**Westfield:** open 9am to 6pm Monday to Friday
open 9am to 12 noon Saturday

**5.** That in order to lift the profile of the Library's digital services the current Web site be re-created and refreshed as an independent Web site distinct from the Council Web site, and the Library be authorised and supported to expedite the digitisation of local studies and heritage material.

**6.** That the computer systems used by the Library be fully supported for the hours of their scheduled availability.

**7.** That in conjunction with a renewed emphasis on digital services a technology update training plan be developed by the Library's senior staff group, funded by Council, and delivered to all staff.

**8.** That the Manager Libraries & Heritage develop a staged implementation plan to manage the timing and ensure achievement of the objectives embodied in these recommendations.

## 4. Timeline 2016 achievements and changes

Some of the recommendations of the Libraries Alive! report have been enacted including the change of name of the Westfield Library to Seville Grove, the changed opening hours and the digitization of much of the heritage material. Undertaking the strategy, that included Councillor workshops with the Consultant during its research phase, certainly provided the basis for a positive change in the direction of the City's library service.

While the 2005 report suggested some major increases in library registered customers and library visits, to date these have not reached that point. Whether or not they will by the time the City's population has reached the 85,000 anticipated by 2016 is an unknown. Considering the 24/7 aspect of the online services, not all of which require

membership and the many community events that don't require membership, these statistics become less of a factor for measurement of the success of the library service. They do however, impact on space requirements. Usage statistics are influenced by the place of the library within the community as the location of the Armadale Library in a shopping centre has proven.

**The Idea Store** *(CILIP June 2012)*

In considering the report and its findings, it is acknowledged that the changes that have taken place in the City in the last seven (7) years, changes in State Government priorities, the operational framework changes of the State Library of Western Australia, together with the impact of the digital world and the changing role of public libraries have rendered some of the recommendations of the 2005 report to be no longer appropriate or not of the highest priority. Certainly the recommendations on the size requirements and the locations of the libraries need to be revisited.

The State Library standards and funding models have changed significantly and cumbersome processes are the subject of ongoing major change, with the possible transfer of ownership of library stock to local government set to have a significant impact on the state wide library system. The advent of e-Books and other digitally delivered resources has impacted and will continue to have a major impact on standards and funding.

The City's Web site is due to undergo some major redevelopment and this will have a significant positive effect if the library service can have its own Web 2.0 enabled site. Public library web sites and social networking sites are now a major tool of business in keeping the public library relevant today. Digital technology has progressed beyond all expectation since the 2005 Strategy and will continue to do so, such that it is almost impossible to predict and plan for its next developments.

Space and customer choice - space to house collections and host activities and provide connectivity to the digital world, and customer choice from a deeper, richer, and more rewarding selection of print and non-print items were identified as significant factors in determining the future of the City's library service in the 2005 Strategy, and while these are still relevant, another factor of 'place' has emerged as a third significant factor. Probably the major consideration in public library planning is determining the location of libraries and agreeing that in today's world the preference is compromise of space over place (location).

**Recommendation 1: that place (location) of the City's public libraries becomes the major consideration in future development.**

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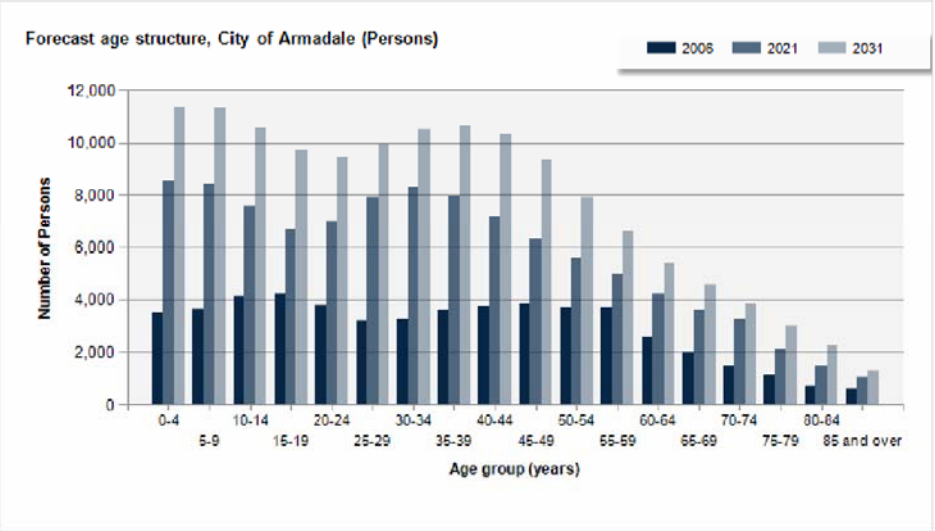
## 5. Population Projections

Projecting population growth and change is not the focus of this Strategy review. Unquestionably, the City's population is set to grow substantially in the next four years and beyond. The below table is the forecast.id estimation of the growth in population by locality for the period 2006 to 2031. It predicts that Harrisdale and Piara Waters will have the major population growth in the next four years, with the localities of Haynes and Hilbert impacting post 2021. These predictions will be considered when determining new library developments.

| City of Armadale's areas | Forecast year | | | | | | Change between 2006 and 2031 | |
|---|---|---|---|---|---|---|---|---|
| Area name | 2006 | 2011 | 2016 | 2021 | 2026 | 2031 | number | Avg. annual % change |
| City of Armadale | 52,734 | 65,281 | 82,615 | 102,271 | 121,079 | 138,126 | 85,392 | 3.83 |
| Armadale North | 5,200 | 5,896 | 6,824 | 7,164 | 7,599 | 8,027 | 2,827 | 1.75 |
| Armadale South | 7,315 | 7,696 | 8,340 | 8,988 | 9,720 | 10,563 | 3,248 | 1.48 |
| Bedfordale - Ashendon - Illawarra | 1,867 | 2,345 | 2,884 | 3,097 | 3,207 | 3,264 | 1,397 | 2.26 |
| Brookdale - Wungong | 2,579 | 2,983 | 3,395 | 4,072 | 5,143 | 6,563 | 3,984 | 3.61 |
| Camillo | 4,747 | 4,715 | 5,028 | 5,086 | 5,150 | 5,230 | 483 | 0.39 |
| Champion Lakes | 541 | 715 | 1,452 | 1,961 | 2,163 | 2,274 | 1,733 | 5.91 |
| Forrestdale | 1,143 | 1,110 | 1,192 | 1,253 | 1,301 | 1,670 | 527 | 1.53 |
| Harrisdale | 84 | 3,950 | 6,552 | 9,034 | 11,339 | 12,049 | 11,965 | 21.97 |
| Haynes | 150 | 134 | 531 | 2,944 | 5,651 | 8,347 | 8,197 | 17.44 |
| Hilbert | 362 | 589 | 2,563 | 8,005 | 15,786 | 23,681 | 23,319 | 18.20 |
| Kelmscott East | 5,320 | 5,396 | 6,105 | 6,391 | 6,753 | 7,203 | 1,883 | 1.22 |
| Kelmscott West | 4,523 | 5,164 | 5,553 | 6,005 | 6,447 | 6,873 | 2,350 | 1.69 |
| Mount Nasura - Mount Richon | 5,041 | 5,184 | 5,317 | 5,459 | 5,561 | 5,698 | 657 | 0.49 |
| Piara Waters | 95 | 2,693 | 8,286 | 13,066 | 15,338 | 16,706 | 16,611 | 22.97 |
| Roleystone - Karragullen - Lesley | 6,524 | 7,018 | 7,420 | 7,574 | 7,730 | 7,829 | 1,305 | 0.73 |
| Seville Grove | 7,243 | 9,691 | 11,173 | 12,172 | 12,191 | 12,149 | 4,906 | 2.09 |

The projected age structure shows that a high growth is expected in the 0 – 9 and the 25 – 39 age groups in the years to 2031.



An analysis of the population projections by age group within the City's different localities shows that the new localities will be the home to a young and growing population.

**Population projections based on age groups for Year 2021 from Forecast.id. data**

| Locality | Largest predicted age group | Under 15 % of population | Over 65 % of population | Predicted Population in 2021 |
|---|---|---|---|---|
| Armadale North | 25 - 29 | 19.8 | 16.6 | 6807 |
| Armadale South | 20 - 24 | 19.5 | 18.6 | 9189 |
| Bedfordale | 40 – 44 | 22.1 | 11.7 | 3210 |
| Brookdale/Wungong | 0 - 4 | 48.2 | 6.3 | 3871 |
| Camillo | 20 – 24 | 21.1 | 14.8 | 5062 |
| Champion Lakes | 5 – 9 | 27.4 | 8.2 | 2056 |
| Forrestdale | 35 – 39 | 21.9 | 10.4 | 1279 |
| Harrisdale | 5 – 9 | 29.2 | 4.9 | 8766 |
| Haynes | 0 – 4 | 30.7 | 4.2 | 3057 |
| Hilbert | 0 – 4 | 31.1 | 4.0 | 7752 |
| Kelmscott East | 40 – 44 | 17.7 | 21.1 | 6419 |
| Kelmscott West | 25 – 29 | 18.3 | 17.5 | 6181 |
| Mt Nasura/Mt Richon | 45 – 49 | 16.8 | 20.8 | 5384 |
| Piara Waters | 5 – 9 | 29.9 | 3.1 | 13076 |
| Roleystone/Karragullen | 45 – 49 | 18.2 | 17.6 | 7455 |
| Seville Grove | 0 – 4 | 26.2 | 6.8 | 11693 |

## 6. Lease or buy philosophy

The City currently has two of its libraries in lease premises, Armadale and Kelmscott. The Seville Grove Library is a Council owned facility. Council does not have any stated preferred option for delivery of services from premises that are its own property with associated capital appreciation, loan repayment and asset management costs, versus leasing. Rather, in respect of library development, Council has responded to opportunity and necessity imposed by other influences in determining to lease property for two of its libraries.

The physical condition of the previous Kelmscott Library on railway lease land and the requirements of the Public Transport Authority that would have provided for a month by month lease, required an immediate solution to the Kelmscott Library. The limited availability of lease space in the right location resulted in the current lease at 2800 Albany Highway Kelmscott adjacent to the Stargate Shopping Centre being entered into.

The growth in the staffing numbers of the City with limited office space in its administration building, the limitations of the space in the previous Armadale Library and the as yet inconclusive decisions by the then Armadale Redevelopment Authority regarding a building with a co-located library and other State Government/Education

Department services in the vicinity of the Armadale railway station, resulted in the current Armadale Central Shopping Centre lease being entered into.

Responding to opportunity and change rather than a predetermined and set strategy can be a good way to move forward in the provision of some of Council's services such as public libraries, given the population growth that is being experienced by the City together with the yet to be determined recommendations of the Metropolitan Local Government Structural Reform that could result in changed boundaries or amalgamation of some local government authorities. Leasing enables this response to happen.

Additionally, the number of other major projects that the City is moving towards will require significant loan borrowings. Borrowing extensively for a new library building could compromise these projects.

## 7. Survey Results

A survey was undertaken with the 2005 strategy so it was considered timely to conduct a further survey when reviewing the Strategy in 2012. The report of the 2012 is attached to this document (**Attachment 1**).

While the survey results can be viewed as representative of the community view, like all surveys conducted in this way, some skewing of results is inevitable as people who feel strongly about particular issues will tend to respond. With the library survey there was the potential for influence by library staff in encouraging library users to complete the survey when dealing with customers. The self issue and chute returns at the Armadale Library results in less user interaction so less potential to encourage users to respond. The higher number of male respondents from the Armadale Library does substantiate what has been perceived as an increase in male usage of the services since its relocation to the shopping centre and from a more diverse age range of people.

**The new Birmingham Library**
*(CILIP January 2012)*

The question in the survey related to location in a shopping centre raised some interesting responses, with different perceptions of "in" a shopping centre being obvious. Some of the respondents didn't particularly like the fact that the library is totally within the shopping centre mall, while many commented on how convenient it is. A recent workshop conducted by a library consultant at the Armadale Library elicited a comment on the "excellent real estate" of the library within the shopping centre, as he had expected it to be pushed to the back or on the periphery of the Centre, "where most libraries with shopping centres are" he further commented.

Obviously size and layout of shopping centres and the library within them would impact on the perception of users as to "in" a shopping centre. One respondent commented that all of the City's libraries are located with shopping facilities, which is

an honest observation. However, the convenience of one stop parking together with easy access to both the library and the shopping facilities is missing from both of the smaller branch libraries. Visibility of, and easy access to a library, either in or co-located with a shopping centre are of major importance.

## 8. Preferred library location

Location of public libraries is recognised as a key focus in their success. A library isolated from where people go will, if not fail, at best be underutilized. There are numerous options for co-locating of libraries. Some that could be considered and the challenges are:

- Co-location with high schools and other educational institutions have a mix of successes and failures. They are challenged by public reluctance to enter education department grounds as well as local government/education department management and funding issues. In general they have not been overly successful other than in smaller country towns. A paper in the *Australasian Public Libraries and Information Services (APLIS) Volume 25/No 3 September 2012 "The best of both worlds: the first there years of the Wangaratta public/technical and further education library, Victoria"* reported:

**Lambeth Council's Clapham Library**
*(CILIP August 2012)*

"However in 2012 and despite its success, the library's future as a joint use library is challenged by a major reduction in funding by its Institute partner."

While there have been successes in joint high school/public libraries, it is generally acknowledged that there is a major additional management component to this type of service. The Carey Baptist College has previously indicated an interest in a co-located school public library, but given its less than ideal location from a public library perspective, it is not recommended that this be pursued.

Co-location with universities has proven to be more successful, where this opportunity presents itself to a local government authority. The Rockingham Murdoch University/Public Library is an example of this. The Hervey Bay joint university/public library facility in Queensland that had been considered a success has recently failed due to management changes. Again from *APLIS Volume 25/No 3 September 2012 "Marriage and divorce: the Hervey Bay University/Public Library, Queensland"*:

"The Hervey Bay Library opened in March 1998 as the first joint use university/public library in Australia. It is soon to be dissolved, despite the

> economic, community and cultural benefits which it has provided. The reasons for this dissolution are explored. Principal among them is that the new library's building was a compromised funding convenience for its partners, particularly the local authority, which did not provide a solid foundation for a productive lasting relationship."

- Co-location with leisure/sports centres and other Council facilities has proven to be more successful as evidenced by the Riverton (City of Canning), Altone Park (City of Swan) and the A.H.Bracks (City of Melville) Libraries, though the location of the sporting complex needs to be considered acknowledging that not all sectors of the population uses leisure/sports centres, depending on their age and interests.

  The Amherst Village Library (City of Gosnells) is collocated with a popular community centre that encompasses a Youth Services Centre and sound recording studio, as well as meeting rooms and a main hall. The community centre is close to a busy retail strip. This is a successful co-location.

- Co-location with shopping centres tends to be mostly successful.

Though written some 10 years ago by Christopher Chia, the then Chief Executive, National Library Board of Singapore and published in UK *Public Library Journal Vol.17 No.1 2002* these comments are still pertinent today:

> "An unexpected phenomenon that kick-started the image overhaul of public libraries in Singapore was the shopping mall libraries. Originally meant as a stop-gap measure to open libraries quickly while library buildings that require more time were being developed, they have since become irresistible attractions in their own right. They now contribute to about 40% of all loans and attendances despite amounting to less than 20% of total space in the library system. They are situated in the key regional shopping malls to make inroads into the Singapore heartland."

In 2002, in Tower Hamlets an under privileged area of London, public libraries were replaced with what were called 'Idea Stores" – see picture on p.9. The change of name was predicated by the multicultural nature of the population, many of whom had not been raised with the 'public library' brand.

A recent report in the June 2012 edition of CILIP stated:

> "... A huge market research exercise, including extensive interviews as well as questionnaires, told us that people did really value libraries – which was reassuring – but they wanted libraries to fit in with their lives. Location was crucial, as were longer opening hours. People wanted more books and better IT."

2012 has seen the celebration of 10 years of the very successful Ideas Store library concept. While The Ideas Stores are also very much about adult education in a more formal way than the community engagement adult education sessions offered by the City of Armadale library service, much of their successful ethos could be adopted by the City.

The Ideas Store ethos includes:

- All Ideas Stores are in shopping centres. We don't expect people to have to go out of their way or make a special journey to visit us.
- We have a strong retail feel we don't want to stand out as the municipal sore thumb in a retail environment.

Acknowledging:

a) the increased usage of the Armadale Library evidenced by usage statistics and the results of the 2012 library survey;
b) the increase of age ranges using the library since it relocated to the shopping centre;
c) that all sectors of the population do at some time visit shopping centres; and
d) that children going to a library in a shopping centre with a parent will grow up with the concept of the public library being in this convenient location and not a separate destination,

it is suggested that this ethos would be an appropriate one for the City to adopt.

**Recommendation 2: that the Council adopt a preference for co-locating its public libraries with other facilities and services, and by preference in or immediately adjacent to shopping centres.**

## 9. Existing library facilities

### 9.1 Armadale Library:

The recommendation 2 (a) in the 2005 Strategy for an Armadale *'Regional Centre Library'* co-located with an education precinct was based on the Council resolution of 4 March, 2003:

Council resolved C29/2/03:

1. *That Council give in principle support to the concept of the Armadale Library being relocated to a new office building in the proximity of the Armadale rail station subject to satisfactory negotiations with the Armadale Redevelopment Authority, the State Government, and or developers and a further report to be prepared for Council on the commercial viability of the move and how it would affect other Council Accommodation.*

This can now no longer be considered a viable proposition due to State Government and other priority changes.

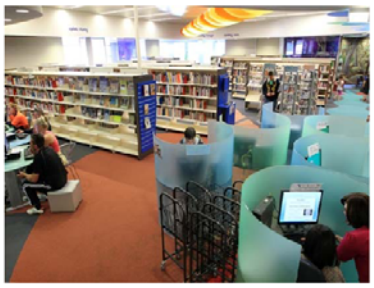
The recommendation from the 2005 Library Strategy was a library with a floor area of some 2,200m$^2$. The Armadale Library located in the Armadale Shopping Centre is half this space and while meeting today's needs, options to increase the size of the library within the shopping centre may arise, and could be considered if viable and within affordable increased commercial lease rental.

The success of the library in the shopping centre mall was summed up in the report to Council on the anniversary of the second year of operations in this location. The conclusion to the report, prepared by the Senior Branch Librarian Gareth Dixon stated:

> Located in the heart of a shopping centre, with well designed and attractive spaces, ***The Library*** continues to demonstrate that it has become the third place in the lives of many of its community. Many users had never been in a public library before they came across this one, simply because of its location. Others who are regular library users have been overwhelmingly positive about the library and its location.
>
> Evidence from library services both locally, nationally and internationally is that public libraries that are attractive, well located and proactive in providing the places, spaces and resources that the community is seeking remain relevant and integral to the lives of that community.
>
> Two years after its opening in the Armadale Central Shopping Centre, *The Library* substantiates that evidence and can be considered a success story for Council and the residents of the City of Armadale.

**Exterior of The Library**

The option of relocating the Armadale Library to Council owned premises at some future date in a new building within the Civic Precinct or a redeveloped existing Administration Building has and could be further considered. However, if Council adopts the recommended principles (1) of compromising space over place and (2) co-locating libraries with shopping centres the City should commit to retaining the library in the shopping centre if possible. Leasing Council owned property that would otherwise house its Armadale Library would off set the lease payments to some degree.



**Interior of The Library**

The current Armadale Library Lease within the Westzone Armadale Central Shopping Centre was signed on 29 September 2009 and expires on 28 September 2014 with options to renew for 5 + 5 years. The options to renew the lease should be favourably considered.

**Recommendation 3: that Council continue to support the model of the Armadale Library being located in a shopping centre, responding to opportunities to gain additional space with appropriate negotiated lease opportunities.**

**9.2 Kelmscott Library**

As stated, the immediate resolution required for the Kelmscott Library was the main catalyst for revisiting the library strategy at this time, as it was not considered possible to determine the best option for a Kelmscott Library in isolation from other library development.

The 2005 Library Strategy Plan recommended 2 (a) a *District Centre Library* of 1,000 sq m for Kelmscott. This detail has been included in the City's "Plan for the Future 2011-2015" which states in respect of Kelmscott Library:

***Kelmscott Library Relocation***

***Project Brief***

This project seeks to recognise the need for the Kelmscott Library Service to move to premises having a greater floor space in response to forecast increases in library membership, library visits and modern library service levels.

The need for larger premises was identified in the Library Strategy Plan undertaken in 2005. The following comments from that Plan refer -

> *The 2 most significant issues Council's Library Service faces are space and customer choice. Space to house collections and host activities and provide connectivity to the digital world, and customer choice from a deeper, richer, and more rewarding selection of print and non-print items.*
>
> *By 2016 it is expected that today's 26,000 registered customers will have grown to 42,500, the number of library visits will have increased from 250,000 per annum to 400,000 per annum.*

The Plan identifies that Kelmscott will require a District Centre Library of 1,000 $m^2$ by 2016 to serve a population of 20,000 in the Kelmscott / Roleystone catchment, with new, or expanded, premises required.

The current Kelmscott Library Service is located in leased premises on Albany Highway, Kelmscott, and has been operating from this location since early 2005. The leased space approximates 500$m^2$ but service is compromised by the physical limitations of the building. Recently the City exercised its renewal option for a further 5 year lease term to October 2014.

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The limitations of the current lease building (size and structural short comings) hamper service delivery so the preference is not to renew any further lease renewal options past October 2014. Significant upgrade to the building would be required to resolve both the many structural deficiencies as well as the poor layout if it was to remain as a viable functioning public library.

Within plans that have been considered for the Kelmscott Townsite by the former Armadale Redevelopment Authority (ARA), there had been a stated intent to re-locate the Kelmscott Library to the western side of the Albany Highway in conjunction with

a redeveloped pedestrian Plaza adjacent to the Kelmscott Train Station. In May 2011 the ARA invited two (2) architects to respond to a Request for Quote for a Concept Plan and Costing for the Kelmscott Library that advised that the ARA was working in partnership with the City for the provision of a new public library in the Kelmscott Town Centre. Plans and costs were provided by the invited architects.

The ARA Kelmscott Town Centre Precinct Design Guidelines 2007 (Guidelines) identified a site between the Station Masters House and the proposed Pedestrian Plaza (design below). This library site was dependent on the construction of the Gilwell Avenue extension, subsequent private commercial development on land north of the extended road and land consolidation of state owned land (including Streich Avenue Road closure land) to form the Library and Pedestrian Plaza development site.

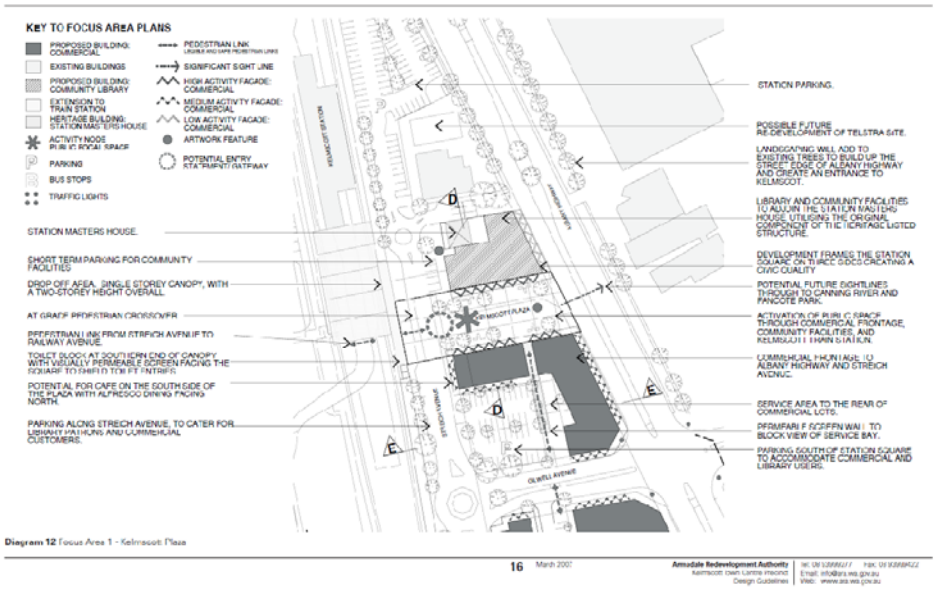

Diagram 12 Focus Area 1 - Kelmscott Plaza

16 March 2007 Armadale Redevelopment Authority Kelmscott Town Centre Precinct Design Guidelines

Due to changes to private land ownership and private development not occurring, Gilwell Avenue has not been extended and is not likely to be. The development south of the proposed extension has changed from mixed commercial/retail to single retail. Due to this development situation, planning for the Library and Pedestrian Plaza areas is required to be revaluated, particularly in terms of traffic movement and access and the interface between the Pedestrian Plaza and adjoining land.

Changes to State Government legislation and the formation of the Metropolitan Redevelopment Authority have resulted in a lesser focus on any immediate development in Kelmscott. Development opportunities that might have made the proposed location a viable one have not eventuated and the sale of private land and changed road and infrastructure have resulted in there being little attraction in moving the Kelmscott Library back to the western side of the Albany Highway.

As a result of this, other opportunities for the Kelmscott Library have been explored with a view to keeping the library on the eastern side of the Albany Highway and in the immediate vicinity of the Stargate Shopping Centre. Usage by Roleystone

residents of the Kelmscott Library is high as demonstrated in the 2012 Library Survey and access to this location is an incentive for their ongoing patronage, acknowledging that crossing the Albany Highway is a major physical and mental barrier when accessing library services.

**Kelmscott Library exterior**

Preliminary negotiations with the Stargate Shopping Centre managing agent as to opportunities for lease space of a minimum 500 sq m for a purpose designed public library have been entered into. While this is substantially smaller than the recommend 1,100 sq m of the 2005 Strategy, it is believed that a well designed library with flexible layout solutions in the right location will meet the needs of the catchment population.

A positive response was received with opportunities for a 'purpose designed' redeveloped solution in an ideal location with the shopping centre. Again, if Council adopts the recommended principles (1) of compromising space over place and (2) co-locating libraries with shopping centres this would be an ideal solution for a newly located Kelmscott Library. Future opportunities may present themselves to further increase the size of the library within the shopping centre should this remain the long term preferred location for a Kelmscott Library.

The cost differential between the lease and build scenarios would in all probability be attractive to Council, and would not impact negatively on loan borrowing opportunities for other major development projects.

**Recommendation 4: that Council enter into negotiation with local shopping centre owners with a view to re-locating the Kelmscott Library to a purpose designed public library located within a shopping centre, with the building to be completed by October 2014.**

### 9.3 Seville Grove Library

The 2005 Strategy recommendation 2 (a) in respect of the Seville Grove Library stated that it become a *District Centre Library* of 2200m$^2$ by 2016 serving a population of 25,000 in the Westfield/North Forrestdale/Seville Grove catchment.

It is worth reconsidering this recommendation taking into account the predicted population growth to the west of Seville Grove. It is acknowledged that its distance from both the Armadale and Kelmscott Libraries makes the option of 'relocating' it to the Piara Waters/Harrisdale area to cater for the major population growth expected in these localities, one worthy of consideration.

However, the current location of this Council owned library adjacent to a district shopping centre, the Champion Centre, the Aquatic Centre and the Bob Blackburn Reserve makes it an ideal location for a "community hub". In considering the development of community hubs Council's definition is that they are:

> *"vibrant, accessible local hubs where the community, social enterprise, community groups and sporting clubs meet, share resources and facilities to build proud, strong and healthy local communities".*

Future possible growth and expansion of the "hub" that encompasses the Aquatic Centre, the Champion Centre, the Bob Blackburn Reserve and the Seville Grove Library adjacent to the district shopping centre, warrants some consideration of retaining the Seville Grove Library in its current location in the immediate future. Some physical upgrade of the building to enhance its now dated cosmetic appearance, improve its air-conditioning, storage and other factors should be considered.

A further consideration in retaining the Seville Grove Library in its current location is that the reduced floor space of that recommended for both Armadale and Kelmscott Libraries, is offset by having a third library in close proximity. Responses from the 2012 survey certainly indicate that Seville Grove is the preferred library for those people who don't wish to have to enter a shopping centre to use the library. However, if the Seville Grove Library is retained in the long term, the population growth in the new localities would in all probability still require new library services. This would result in five library service points in the City, which would be hard to justify.

Options to physically join the Champion Centre and the library building could be pursued at some future date, which wouldn't necessarily require the library remaining in this location, should Council determine another need for the floor space. Responding to opportunity and change, should be the driver in the long term determination of the Seville Grove Library.

**Recommendation 5: that Council agree to retaining the Seville Grove Library in its current location in the immediate future, responding to future population growth and expansion needs of the community hub in which the library is situated prior to determining long term options for the Library.**

## 10. Number of libraries and catchment areas

How many public libraries any local government authority should have is very much a question of for each authority and this will be influenced by the total area and population spread of the authority, and the size of each library. For example:

| Local Government Authority | Population | No of libraries | Per head pr library |
|---|---|---|---|
| Bayswater | 61,865 | 3 | 21,621 |
| Canning | 87,562 | 4 | 21,890 |
| Cockburn | 91,451 | 3 | 30,483 |
| Gosnells | 106,174 | 4 | 26,453 |
| Joondalup | 160,000 | 4 | 40,000 |
| Kalamunda | 54,729 | 4 | 13682 |
| Mandurah | 67,000 | 2 | 33,500 |
| Melville | 102,434 | 5 | 20,486 |
| Rockingham | 105,000 | 3 (+ Baldivis in planning) | 26,250 |
| South Perth | 44,000 | 2 | 22,000 |
| Stirling | 202,014 | 6 | 33,669 |
| Swan | 114,560 | 6 | 19,093 |
| Wanneroo | 159,909 | 4 | 39,977 |

(Population figures quoted are those published in the 2012 WA Local Government Directory).

If the City of Armadale has four libraries by the year 2021 when the population is projected to be 101,257 that would equate to 25,314 per head per library. Three libraries would equate to 33,752 per head. The projected population by 2031 is 138,859. Four libraries equates to 34,714 per head and five libraries 27,771.

There is no formula that equates branch numbers to population. Natural boundaries or "man made barriers" such as major highways or railway lines can deter the community considered to be within its catchment area from using a public library and do influence the location of libraries. Determining catchment areas and predicting which library residents will use is not easy.

Respondents to the survey indicated that the main reason they use a particular library is because it is close to home. An analysis of the home library (i.e. the one that the person joined) of most recently active borrowers of the City's library service shows some interesting results, and doesn't necessarily support this finding.

| | ARM | KMS | SVG |
|---|---|---|---|
| Armadale | 3558 | 277 | 673 |
| Bedfordale | 539 | 76 | 36 |
| Brookdale | 619 | 22 | 47 |
| Camillo | 356 | 434 | 454 |
| Champion Lakes | 76 | 44 | 62 |
| Forrestdale | 139 | 4 | 23 |
| Harrisdale | 90 | 2 | 14 |
| Haynes | 17 | 0 | 4 |
| Hilbert | 109 | 8 | 17 |
| Karragullen | 34 | 24 | 5 |

| | ARM | KMS | SVG |
|---|---|---|---|
| Kelmscott | 912 | 1802 | 498 |
| Mt Nasura | 696 | 254 | 53 |
| Mt Richon | 525 | 52 | 40 |
| Piara Waters | 79 | 3 | 8 |
| Roleystone | 888 | 716 | 110 |
| Seville Grove | 1205 | 167 | 1262 |
| Wungong | 80 | 5 | 9 |
| | **9922** | **3890** | **3315** |

It indicates that the majority of users, regardless of their place of residence, joined the service at the Armadale Library. In the first full month of operation in its new location, February 2010, membership and usage increases were substantial over the same month in the previous year:

- New borrowers 591 an increase of 234%
- Door count number 16,479 an increase of 110%

While the number of new borrowers has now reduced it is still some 250 per month at Armadale while the two smaller branch libraries enrol some 50 people per month. It is possible that people discover the library service when using the shopping centre and then some may choose to use the library closest to their home. Others may always choose to use the Armadale Library simply because it is in the shopping centre, is open extended hours and offers a broader range of services as the central library.

The tables below make some assumptions as to which library residents may choose to use by the year 2016 through to 2031. A plan of the localities is also included.

**Table 1:** These assumptions are based in part on the current member "home library" table.

| **ARMADALE** | ***2016*** | ***2021*** | ***2026*** | ***2031*** |
|---|---|---|---|---|
| | | | | |
| Arm Nth | 6458 | 6807 | 7268 | 7725 |
| ArmSth | 8547 | 9189 | 9940 | 10791 |
| Bedfordale | 2935 | 3210 | 3313 | 3369 |
| Brookdale/Wungong | 3200 | 3871 | 4916 | 6312 |
| Forrestdale | 1231 | 1279 | 1339 | 1724 |
| Hilbert | 2449 | 7752 | 15811 | 23659 |
| Haynes | 525 | 3057 | 6001 | 8934 |
| Mt Nasura/Richon | 5214 | 5384 | 5530 | 5711 |
| | **30559** | **40549** | **54118** | **68225** |
| | | | | |
| **KELMSCOTT** | ***2016*** | ***2021*** | ***2026*** | ***2031*** |
| Kms East | 6123 | 6419 | 6779 | 7262 |
| Kms West | 5716 | 6181 | 6635 | 7081 |
| R'stone/Karragullen | 7273 | 7455 | 7618 | 7782 |
| | **19112** | **20055** | **21032** | **22125** |

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| SEVILLE GROVE | *2016* | *2021* | *2026* | *2031* |
|---|---|---|---|---|
| Harrisdale | 6523 | 8766 | 10802 | 11372 |
| Champion Lakes | 1593 | 2056 | 2007 | 1958 |
| Camillo | 4927 | 5062 | 5113 | 5188 |
| Seville Grove | 10705 | 11693 | 11734 | 11672 |
| Piara Waters | 8552 | 13076 | 15249 | 19059 |
| | **32300** | **40653** | **44905** | **49249** |

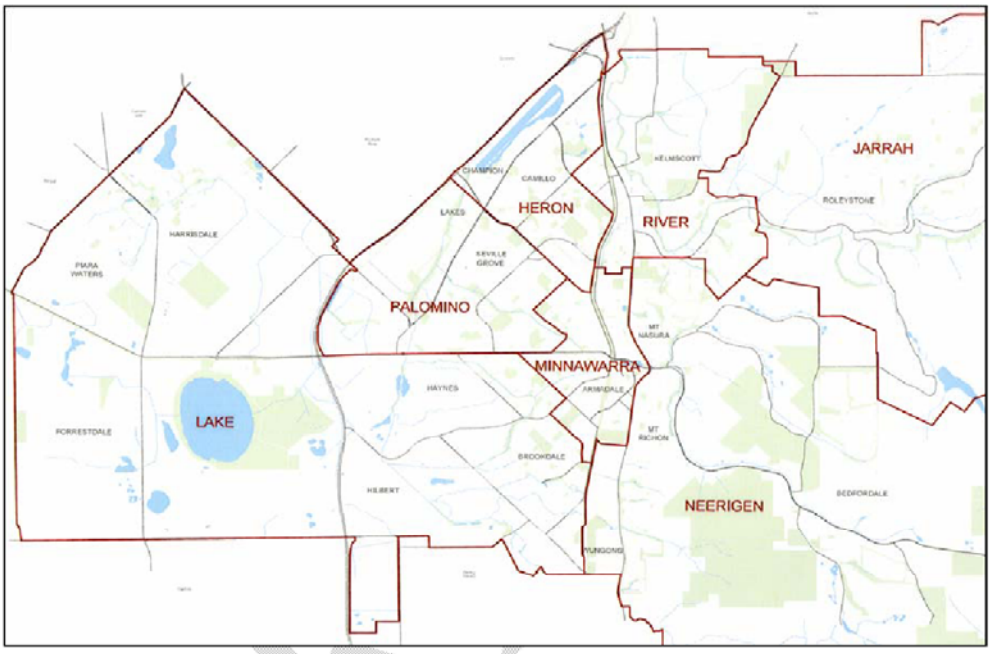


**Table 2:** This table relocates Seville Grove to Harrisdale and re-allocates the catchment populations. It illustrates that somewhere between 2016 and 2021, this would be a realistic option to pursue.

| ARMADALE | 2016 | 2021 | 2026 | 2031 |
|---|---|---|---|---|
| | | | | |
| Arm Nth | 6458 | 6807 | 7268 | 7725 |
| ArmSth | 8547 | 9189 | 9940 | 10791 |
| Bedfordale | 2935 | 3210 | 3313 | 3369 |
| Brookdale/Wungong | 3200 | 3871 | 4916 | 6312 |
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| Champion Lakes | 1593 | 2056 | 2007 | 1958 |
| Hilbert | 2449 | 7752 | 15811 | 23659 |
| Haynes | 525 | 3057 | 6001 | 8934 |
| | **41626** | **53019** | **66520** | **80131** |
| | | | | |

| | | | | |
|---|---|---|---|---|
| **KELMSCOTT** | | | | |
| Kms East | 6123 | 6419 | 6779 | 7262 |
| Kms West | 5716 | 6181 | 6635 | 7081 |
| R'stone/Karragullen | 7273 | 7455 | 7618 | 7782 |
| Camillo | 4927 | 5062 | 5113 | 5188 |
| | **24039** | **25117** | **26145** | **27313** |
| | | | | |
| **HARRISDALE** | | | | |
| Harrisdale | 6523 | 8766 | 10802 | 11372 |
| Piara Waters | 8552 | 13076 | 15249 | 19059 |
| Forrestdale | 1231 | 1279 | 1339 | 1724 |
| | **16306** | **23121** | **27390** | **32155** |

In the 10 year period, 2021 to 2031, the population of the Hilbert and Haynes areas will have increased such that a new facility in this area will be required.

## 11. New Library Facilities

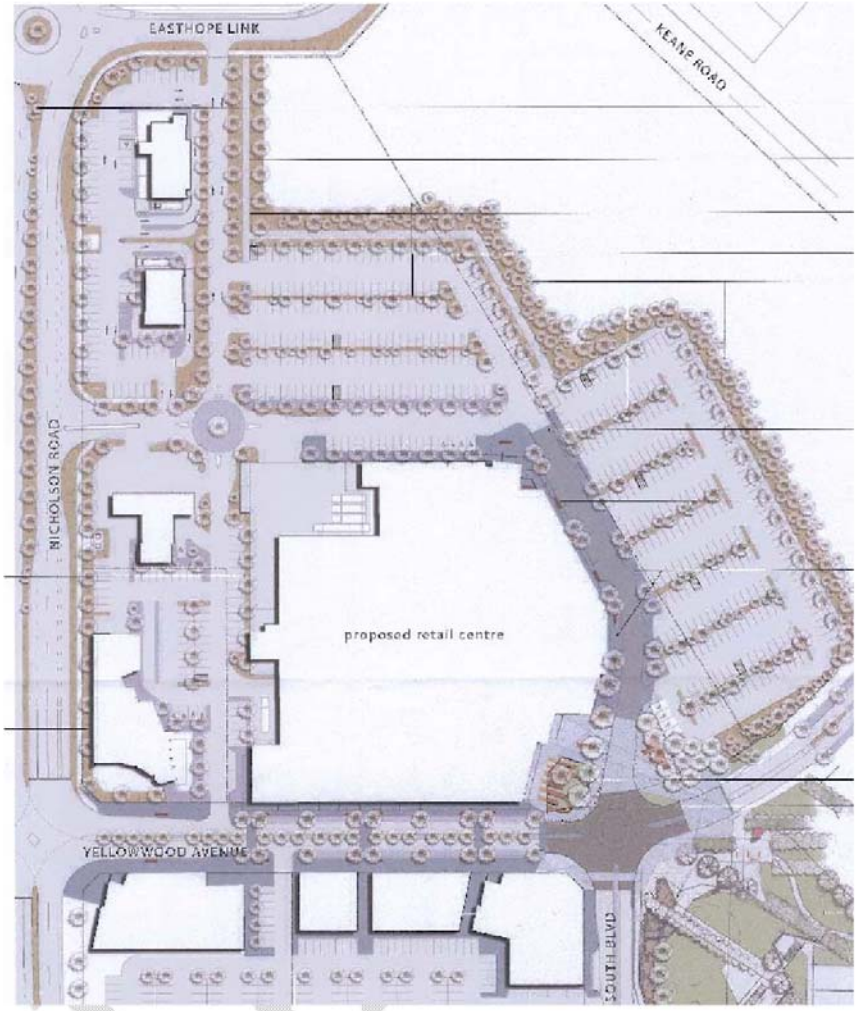
As illustrated in the previous table, the forecast.id estimated population growth for the new localities of Harrisdale and Piara Waters is some 15,000 in the next four years. The localities of Haynes and the potentially much bigger Hilbert will have population growth that impacts post 2021. By that time the impact, if any, of the Metropolitan Local Government Reform will be in place and the requirement for library locations may be influenced by wider, different and not yet recognized factors.

### 11.1 Harrisdale/Piara Waters

Reviewing the library requirements for the Harrisdale and Piara Waters localities prior to 2021 when the catchment population is projected to have reached some 23,000 would be appropriate. The impact of the City of Gosnells Amherst Village Library located in the Amherst Village Community Centre, Southern River that opened in 2010 needs to be considered in any decision made. Distance wise is it relatively close to the City of Armadale border and the locality of Harrisdale. It is probable that the City's residents who currently live in the locality use the Amherst Library. (The Library Board Act and Local Agreements signed between Local and State Government, allow all West Australian residents to join and use any public library within Western Australia without charge.)

Once the Harrisdale Shopping Centre is opened, it is possible that the barrier of Ranford Road could be a negative for many of the City of Armadale residents who will hopefully then choose to use the Harrisdale Shopping Centre. The development approval for the shopping centre has been extended, but to date no development timeframes have been given by the developer.

The City has an expressed desire to ensure that its residents have a tangible connection to the City and its services, particularly those who live some distance from the city centre and in close proximity to other local government authorities. A public library with associated community engagement programs and opportunities to broaden the City's information disseminated from the facility could provide that tangible link.



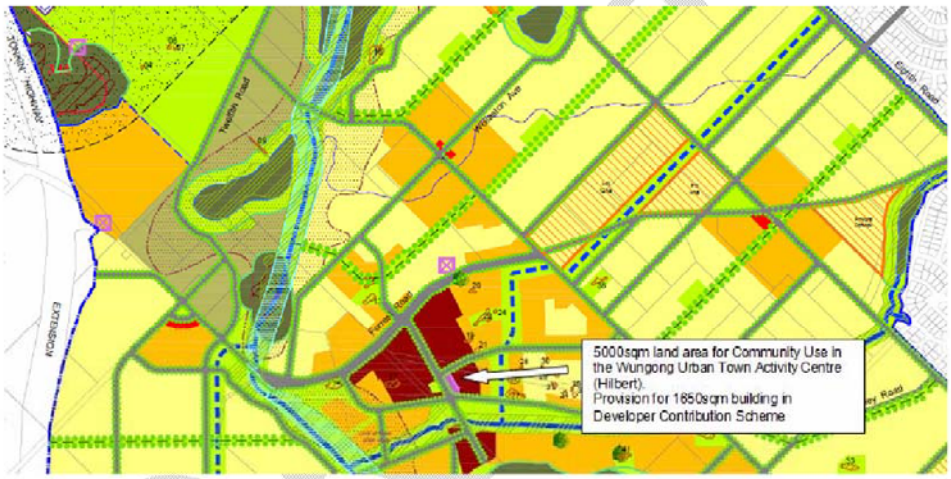

The option of a public library serving the populations of Piara Waters and Harrisdale, in all probability relocated from Seville Grove and positioned adopting the proposed recommendation of co-locating libraries with shopping centres, lends itself to exploring opportunities for leased floor space in or adjacent to the Harrisdale Shopping Centre. Floor space of up to 1,000 sq m would be required if options for additional Council/community interaction is anticipated with the library. The location of the Harrisdale Shopping Centre, while only some 5 km from the Amherst Village Library, would serve the needs of both Harrisdale and Piara Waters residents who would in all probability not cross Ranford Road to access a public library.

**Recommendation 6: that Council agree to the principle of a future lease for a library in the vicinity of the Harrisdale District Centre (in the expectation that the library would be relocated from Seville Grove) to serve the residents of Piara Waters and Harrisdale localities, to be operative by 2021.**

### 11.2 Hilbert/Haynes

The predicted population of these areas in 2026 will be almost 22,000, and by 2031 some 32,500. Presuming that by 2026, there are libraries located in Armadale, Kelmscott and Harrisdale, it would be reasonable to expect that the residents of these localities would mostly use the Armadale Library. By that time, its catchment population would have far exceeded capacity particularly if it remains in its current location. The time frame for a library in Hilbert/Haynes will be dependent upon on other library developments and the accuracy of the population projections.

The proposed Stockland development of the Wungong Urban Town Activity Centre located in Hilbert off Forest Road has an allocated 5,000 sq m of land for the City of Armadale. This would be an appropriate location for a library to service the populations of Hilbert and Haynes.




**Recommendation 7: that Council agree that further investigations be undertaken to evaluate the merits of leasing land within a shopping centre or the provision of a library within the community facility site in the Wungong Urban District Centre, to serve the residents of the localities of Hilbert and Haynes.**

## 12. Conclusion

The UNESCO Manifesto for the public library states:

> "The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.
> This Manifesto proclaims UNESCO's belief in the public library as a living force for education, culture and information, and as an essential agent for the fostering of peace and spiritual welfare through the minds of men and women. UNESCO therefore encourages national and local governments to support and actively engage in the development of public libraries."

The City of Armadale has demonstrated its commitment to the support of public libraries as described in this Manifesto. Implementing the recommendations of this Strategy will give Council the opportunity to relocate libraries as population changes and other infrastructure is advanced. It allows Council to be flexible and to respond to opportunity and change to ensure a sustainable library service that gives a positive return on investment and a positive measurable social and economic benefit.

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# City of Armadale

# 2012 library service customer survey

# Report of findings

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*Appendix 1 – 2012 library service customer survey*

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# Background

Seven years have passed since the City of Armadale last conducted a survey of our library service's patrons, which was undertaken as part of the 2005 Libraries Alive! report *Timeline 2016: strategic directions for library services*.

Significant changes have been made to the City's library infrastructure and range of services, some of which were implemented as a result of recommendations from the Timeline 2016 report. Our community now also has improved access to information technologies that were marginal or nonexistent in 2005: broadband internet, smartphones, tablet devices, eBook readers and many social media platforms. Any or all of these factors may have influenced library patronage patterns. As we are past the halfway point of the 2005 - 2016 timeline, this is an opportune time to gauge our respondents' opinions, needs and patterns of usage.

# Survey format and implementation

The 2012 survey (see **APPENDIX 1**) took the form of a questionnaire that was distributed in hard-copy at all three library branches and made available online. The duration of the survey was equivalent to one loan period (three weeks), running from August 1st to August 20th.

The survey featured 19 questions devised by City of Armadale librarians. User response options included combinations of tick-box, likert-type scale (a scale of five options from which one is chosen, e.g., 'strongly agree' through to 'strongly disagree') and written answers. A total of 379 responses were received during the survey period. Respondents to the survey were given the opportunity to enter a draw to win one of two Sony eBook readers.

# Summary of notable findings

- Respondent satisfaction is high overall.
- Respondents most often choose the library branch closest to their home.
- The relocated Armadale branch has seen an increase in male patrons and in other non-traditional users.
- The lending of eBooks is getting a positive response
- Respondents would like to see an updated DVD collection and an increased stock of new release books.
- There is interest in holding workshops and demonstrations in our libraries.

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# Respondent Demographics

## *Respondent age*

The 2012 survey not only sought to discover the current spread of age groups across the service's three branches, but to compare this data with the figures reported in 2005. In some cases it is compared with overall membership data of the type seen in monthly library reports.

The demographics of the responding users does not always correlate with the demographics of the overall membership. Response levels are influenced by social factors and also by the nature of the branches. Junior and young adult patrons (ages 0 to 24) made up 6.2% of survey responses, although they represent 34% of total memberships. Very young members would not be able to complete the survey. Young adults may have limited interest. Patrons with English as a second language may be less likely to take the questionnaire.

By comparison, the 65+ age group visit more frequently and stay longer, hence they responded in greater numbers despite making up only 11.5% of members.

Branch facilities can also factor into response rates. Seville Grove and Kelmscott staff engage their patrons personally on every transaction (no self-checking yet available) and can encourage each of them to participate. The Armadale facility, in fostering independence for patrons that wish to have it, has fewer one-on-one opportunities.

The charts below illustrate the 2012 respondents' age range (by branch) and a comparison of the total combined age spreads from 2005 and 2012.

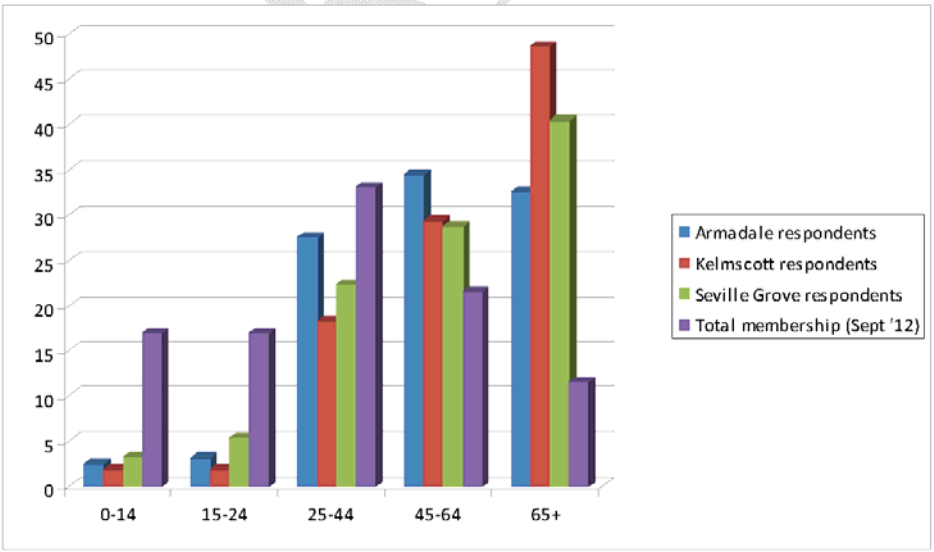


**Figure 1. Respondent age % by branch vs total membership**

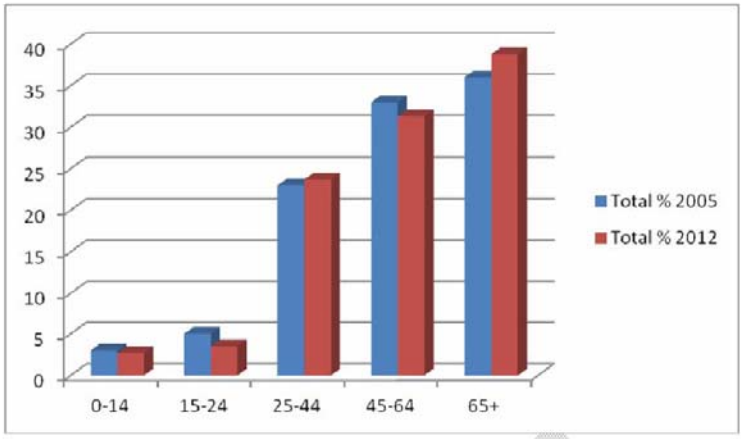


**Figure 2. Respondent age ranges by percentage, 2005 vs 2012**

Points to note in **Figure 1** and **Figure 2**

- Seville Grove - highest percentage of respondents aged 0-14 and 15-24.
- Armadale - highest percentage of respondents aged 25-44 and 45-64.
- Kelmscott - highest percentage of respondents aged 65+

A comparison of the 2012 figures against 2005 (isolated percentages for each branch) can be seen in **Table 1** below:

| | Armadale | Kelmscott | Seville Grove |
|---|---|---|---|
| 0-14 (2005) | 1.0 | 4.0 | 1.0 |
| 0-14 (2012) | 2.5 | 1.8 | 3.2 |
| 14-24 (2005) | 7.0 | 6.0 | 3.0 |
| 14-24 (2012) | 3.1 | 1.8 | 5.3 |
| 25-44 (2005) | 23.0 | 24.0 | 21.0 |
| 25-44 (2012) | 27.5 | 18.3 | 22.3 |
| 45-64 (2005) | 32.0 | 39.0 | 26.0 |
| 45-64 (2012) | 34.4 | 29.4 | 28.7 |
| 65+ (2005) | 37.0 | 27.0 | 49.0 |
| 65+ (2012) | 32.5 | 48.6 | 40.4 |

**Table 1. Respondent age range by branch - 2005 vs 2012**

Points to note from Table 1 are:

- Seville Grove and Kelmscott appear to have demographically 'flipped' since 2005; Kelmscott now has the highest relative percentage of respondents 65+ (previously Seville Grove) and youth respondents are its smallest percentage. Seville Grove now has the highest relative percentage of youth respondents (its area of focus), which was previously led by the Kelmscott branch.
- Armadale and Seville Grove have both seen increases in the 25-44 range and the 45-64 range.

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### *Gender*

Data collected from the Kelmscott and Seville Grove branches shows an identical gender percentage: 20% male and 80% female. Armadale stands out with a significantly higher number of male respondents, at 33%. It could be argued that Armadale's location inside a shopping centre is a factor in its ability to attract more male patrons.

## Branch choice, residence and frequency of visits

The survey results indicate that Armadale is the most visited branch, identified as such by 44.2% of respondents. This is confirmed by the monthly statistics (number of visits). Survey responses showed Kelmscott following with 30%, while Seville Grove had 25.8%.

A comparison of these percentages with the 2005 data shows a migration of respondents from Kelmscott (previously the most frequented branch with 42%, now 30%) to the Armadale branch (previously 30% of respondents, now 44.2%), while Seville Grove maintained almost identical respondent numbers. This is seen in **Figure 3** below.

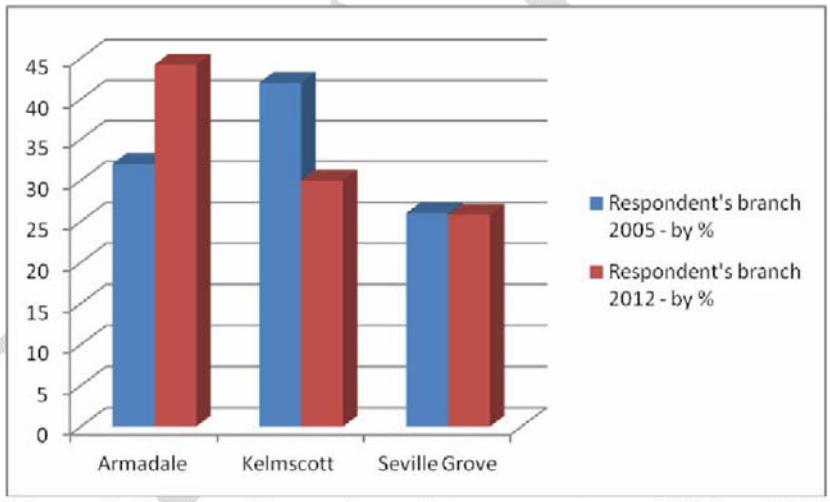


**Figure 3. Chosen library branch by percentage, 2005 vs 2012**

The questionnaire also asked respondents which qualities their chosen branch has that makes it their regular library (Q5). Six answer choices were provided, plus a section in which respondents could provide their own answer. They could select as many of the available answers as they wished. In all cases, the leading response was that their library of choice was the one "closest to my home".

For each other answer choice, the following table (**Table 2**) shows what percentage of respondents consider it a reason they visit that branch.

| | **Pleasant** | **Close to** | **Staff** | **Better** | **Range &** | **Other** |
|---|---|---|---|---|---|---|

| | atmoshere | shops | | selection | type of events | reason(s) |
|---|---|---|---|---|---|---|
| Armadale | 51.6 | 57.8 | 34.8 | 23 | 13 | 18.6 |
| Kelmscott | 48.1 | 40.7 | 42.6 | 10.2 | 8.3 | 13 |
| Seville Grove | 62.8 | 35.1 | 51.1 | 23.4 | 9.6 | 25.5 |

**Table 2. Reasons for selection of library branch – by % of respondents**

Points to note in **Table 2**:

- Seville Grove respondents highly value that branch's staff and atmosphere.
- Armadale respondents value proximity to shops and facilities.
- Kelmscott respondents value that branch's proximity to their home over any other factor of branch choice.
- The answer choices of *Better selection of items* and *Range and type of events* rank lowest with each library's respondents as reasons for branch preference.

## *Residency*

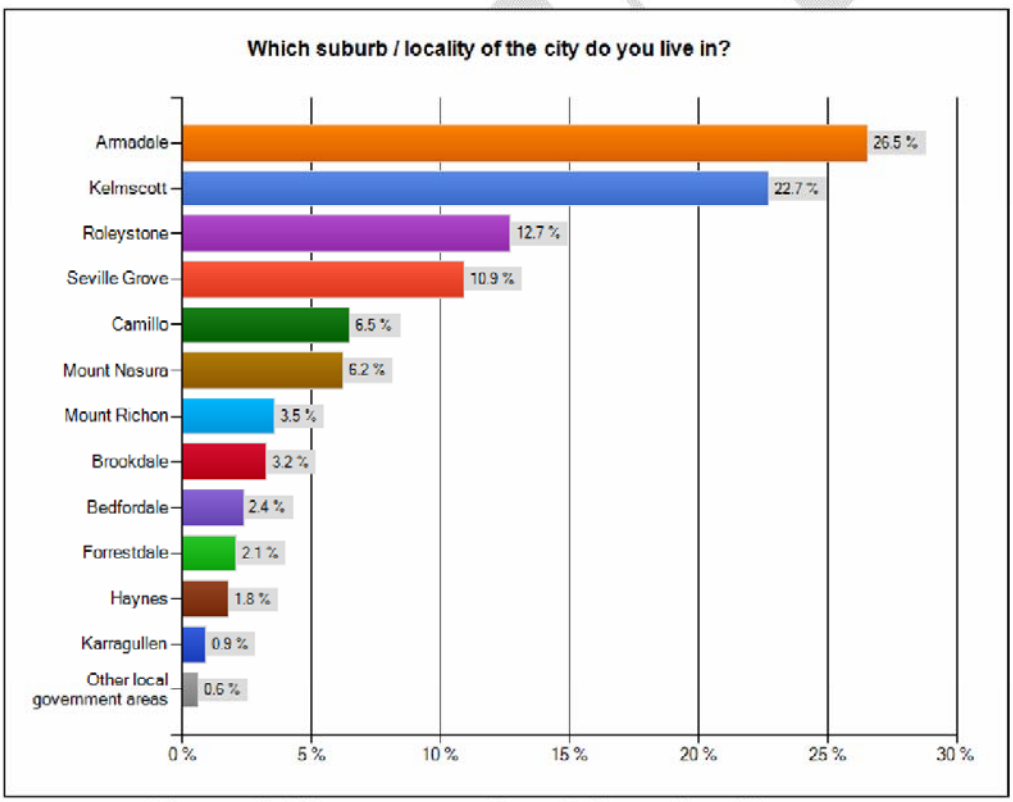


**Figure 4. Library respondents' place of residence**

The questionnaire asked library respondents living within the City of Armadale *Which suburb / locality of the City do you live in?* Although the data gained from this question is useful, it became clear (through interaction with respondents and seeing the answers in written survey forms) that a number of respondents may not have been fully aware of

divisions within the City of Armadale and simply answered 'Armadale' or 'Kelmscott'. This may account for the seemingly low response numbers for localities such as Haynes, Camillo, Brookdale, Mt Richon et al., as seen in **Figure 4**.

Interestingly, Roleystone residents were the third-highest responders to the survey and 63% of those visit the Kelmscott branch.

### *Frequency of visits*

The response to the question '*How often do you visit the library?*' is at the same time very useful and partly misleading; the one drawback is that the percentage of respondents who visit infrequently (once per year or once every few months) will be artificially lower in the results. The survey ran for three weeks and many infrequent visitors would not be present to respond.

As for regular respondents, their frequency of library visits can be seen in **Figure 5**:

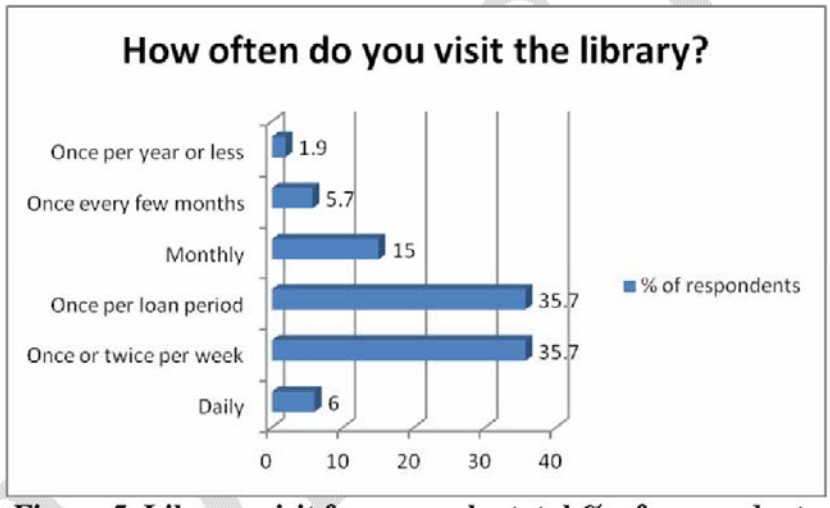


**Figure 5. Library visit frequency by total % of respondents**

### *Transport*

82% of respondents use private vehicles to visit library branches. 13.7% walk to their local branch. Public transport is used by only 2.5%, leaving 1.8% for other methods (bicycles, taxis etc).

## Size and location of library branches

A stated earlier in *Branch choice, residence and frequency of visits*, most respondents attended the library closest to their home. Proximity is the main factor influencing choice of branch.

More detail on preferences for the location and nature of library branches were directly sought in questions 11 and 12.

*Q11. The Armadale library is located in a shopping centre. Do you prefer:*

- A library in a shopping centre (response: **51.7%**)
- A library in its own stand-alone building (response: **48.3%**)

The overall response was almost a 50/50 split with no decisive preference to be of use in future decision making. However when the response was analysed by branch some very clear opinions were found. **Figure 6** shows that respondents from Seville Grove and Kelmscott would much prefer stand-alone library branches, while Armadale patrons are very keen on the shopping centre location.

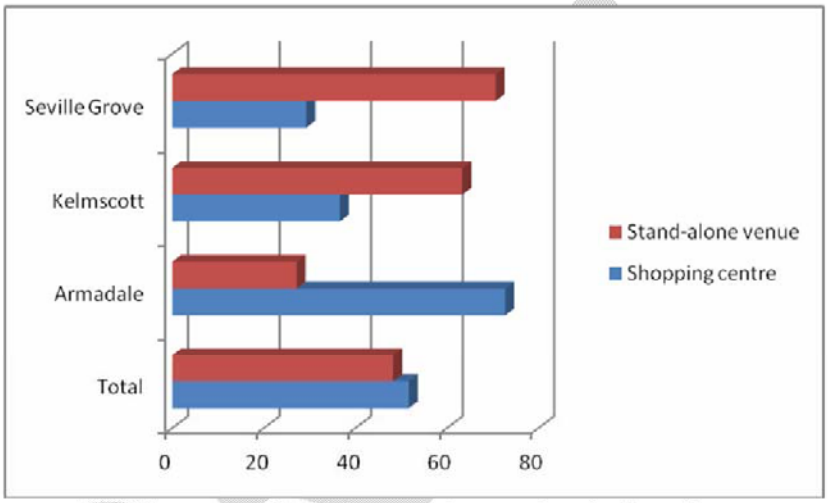


**Figure 6. Shopping centre or stand-alone?**

The conceptual divide between 'inside' and 'adjacent to' a shopping centre appears to be a significant one for respondents. The practical differences may be slight (even though they are divisive) considering that the Kelmscott and Seville Grove branches are (while separate buildings) essentially part of shopping complexes. Some people see a visit to the Armadale branch as being a seamless part of any shopping trip to Armadale Central, but if they are shopping at Stargate in Kelmscott, may think of a visit to Kelmscott library as an added trip just because it is located in a separate building. This is despite there being no real difference in walking distance or time taken to visit. It is a perception of convenience that may differ with increased familiarity.

There are two conflicting conclusions that can be drawn from these results:

1) That if Seville Grove and Kelmscott branches were located in shopping centres, existing respondents would grow to appreciate the benefits just as Armadale branch respondents have done. The success will be replicated.
2) Respondents who were unhappy with Armadale's shopping centre location have migrated to the Seville Grove and Kelmscott branches. Moving these libraries to

shopping centre locations may alienate a considerable number of those valued respondents and patronage could shrink.

If we assume a migration of respondents in both directions has already occurred, then the system is well balanced.

*Q12. In planning future library branch locations, would you prefer...*

- Travelling further to a bigger library with more stock, facilities and programmes (response: **37.5%**)
- Visiting a convenient local library that is smaller, with fewer amenities (response: **62.5%**)

The response to question 12 matches that of question 5: Library respondents prefer a branch closer to home, even if that means having fewer resources and amenities.

## Internet access and home use of library services

83% of respondents currently have internet access at home. The *Timeline 2016: strategic directions for library services* report stated that in 2005, between 40-60% of respondents had internet access. In 2012, respondents were asked whether they use the library website and if so, which features they use. Respondents could select multiple options. 46.7% of respondents do not use the website. Of the 53.3% that do use it, the majority conduct catalogue searches, requests and renewals.

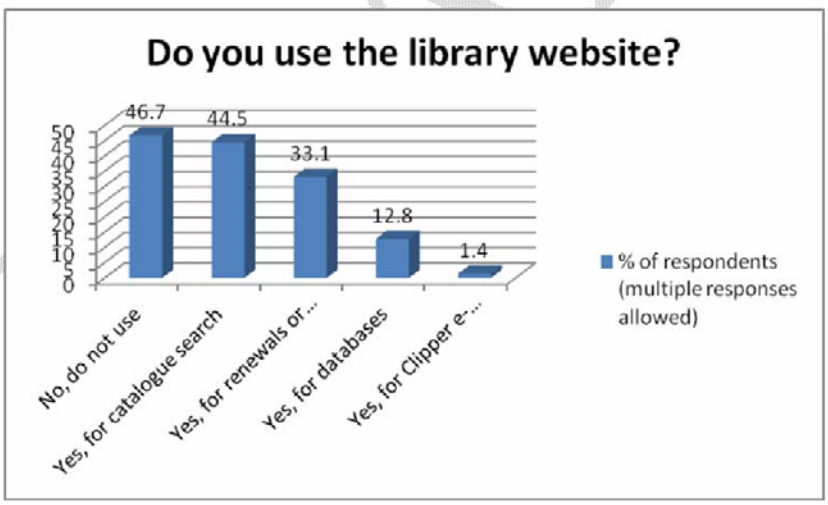


**Figure 7. Use of the library website**

## Use of collections and services

Survey question 18 asked patrons about their frequency of use of the libraries' range of resources and services. Summarised results are shown in **Table 3**, with the collections / services ranked according to highest frequency of use by respondents.

| | Frequently used | Occasionally used | Never used |
|---|---|---|---|
| Adult Fiction | 68.9 | 23.3 | 7.8 |
| Adult Nonfiction | 55.4 | 36.3 | 8.3 |
| DVDs | 36.7 | 44.4 | 18.9 |
| Junior | 30.7 | 28.2 | 41.1 |
| Large Print | 30.6 | 25.7 | 43.7 |
| Internet / PCs | 24.3 | 33.5 | 42.2 |
| Magazines | 22 | 40.6 | 37.4 |
| Young Adult | 19.8 | 19.6 | 60.6 |
| Audiobook CDs | 19.5 | 41.5 | 39 |
| CDs (music) | 9.5 | 36.6 | 53.9 |
| Courses | 5 | 34.2 | 60.8 |
| e-Audiobooks | 3.3 | 10.9 | 85.8 |
| Foreign language items | 3.3 | 13.5 | 83.2 |
| Gaming consoles | 0.6 | 7.2 | 92.2 |

**Table 3. Use of library collections / services**

Adult fiction enjoys the highest rate of usage. 68.8% of respondents said they frequently borrow adult fiction, 23.3% borrow occasionally and 7.8% have not used that collection.

Upon seeing low figures of usage for foreign language items and gaming consoles, it may again be useful to consider any skewing effects of respondent demographics; as stated earlier there were relatively few junior and young-adult respondents. City residents who have English as a second (or third) language are – according to recent census data – a growing demographic to make use of the foreign language collection.

### *Library events*

The leading response to the question of '*Which events do you want more of at your libraries?*' was surprising: high demand for workshops and demonstrations. This is an encouraging outcome, giving our Community Engagement librarian another avenue to compliment the popular author visits and special subject talks already hosted. The responses to this question (question 13) are shown in **Figure 8**.

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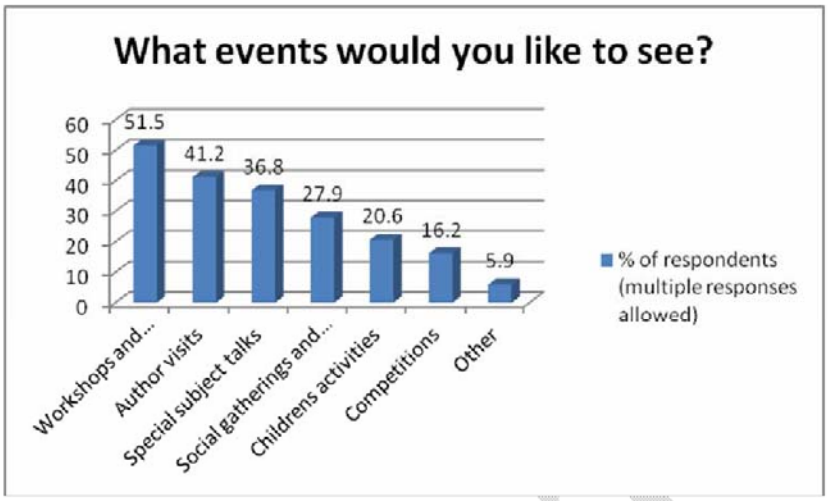


**Figure 8. Library events**

### *eBooks*

20% of all survey respondents were already eBook respondents (through commercial providers). In a follow-up question about using library-based eBook services as they become available, 31% of all respondents said they actively plan to use the service, 50% said they would like to know more about it, and the remaining 19% said they have no plans to use eBooks in future.

This response shows a clear avenue for growth. Potentially 81% of all patrons could begin using the Overdrive and Wheeler eBook services now offered by City of Armadale libraries.

In the first two months of the Overdrive eBook service the usage figures by City of Armadale library patrons' have been extremely encouraging, with the City's libraries showing the second highest usage rates among more than 60 participating local governments.

Of the survey respondents who stated they actively plan to use the eBook services, almost all (97%) said they would continue to borrow hard-copy books.

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# Respondent Comments

More than 280 comments were received from respondents and were placed into three categories: **suggestions**, **reinforcement/praise**, or **criticism**. The majority of comments were suggestions. More than one third were reinforcement or praise, and a small number were overtly critical. Several respondent comments fell into more than one of these categories. This is illustrated in **Figure 9**.

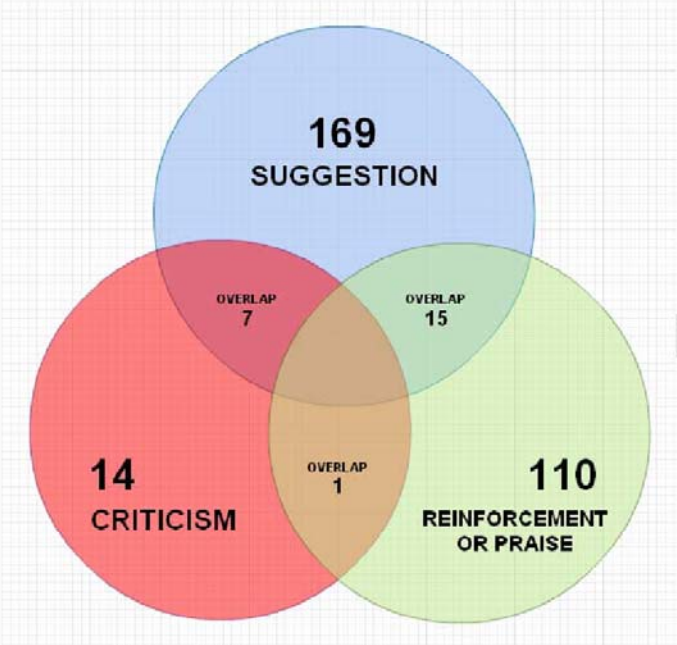


**Figure 9. Respondent comments by category**

## *Suggestions*

From 169 written suggestions received, the following were most commonly raised:

- Increase new book stock
  "*I only want more current and latest books*"
- Update the DVD selection
  "*Would like to see more DVDs (newer movies)*"
- Need for a larger / newer Kelmscott branch
  "*Upgrade or a new library*"
- Clearer or alternative shelving and labelling methods
  "*Non-fiction shelves could be much better labelled*"
- More isolation of children's and YA areas, or reduce noise.
  "*Areas more adult-friendly, some of us like quiet from kids*"

Surprisingly, there were also a number of requests for services already available. This suggests there is scope to increase awareness of what our libraries offer to respondents. Some of the existing services that were requested include computer classes for seniors, a reminder system to alert respondents before items become overdue, Sunday opening for the Armadale branch, and the ability to request books from other local governments' libraries.

## *Criticism*

Although only 14 comments (5%) contained overt criticisms, two points emerged from the small number received:

- A number of respondents have noted an increase in noise.
- Armadale library's placement in a shopping centre has alienated some respondents.

This helps to confirm a small amount of migration to the Seville Grove and Kelmscott branches (as suggested in the statistics) by respondents unhappy with the relocation of the Armadale branch.

In addition to the increased activity in the shopping centre venue, there were other concerns raised about such a location:

- Accessibility issues for some of our older or disabled patrons
- Certain library patrons may find entering a large, busy shopping mall "anxiety-provoking"

The option of independent library use (e.g. self-checking machines for patrons who are pressed for time, or who value their privacy) at the Armadale branch, along with other modern services and features of its physical layout, can be a challenge for patrons who are very traditional in their tastes. Those patrons who enjoy browsing in silence and a leisurely chat with familiar library staff may find Armadale's faster rate of turnover, higher activity level and rotation of staff to be too different to the previous service.

These concerns are tempered somewhat by the larger amounts of positive feedback received about the same service.

## *Reinforcement / praise*

110 of the written comments received in the questionnaire commended the existing library services either generally or with a focus on one element of the service that they appreciate.

Exactly half of the comments were general in nature. One quarter of the positive comments praised library staff directly, with the Seville Grove branch enjoying many compliments on its customer service.

Particularly useful were the comments mentioning specific services, indicating that respondents are aware of the options available to them and providing valuable feedback. An example of this is the email reminder service the libraries recently introduced to alert respondents that items are shortly due. Customer demand prompted this service and respondents have noted the change.

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Positive feedback on the relocation of the Armadale branch to Armadale Central Shopping Centre (and expanded opening hours) was another theme.

## Conclusion

A number of changes and upgrades to elements of the City of Armadale's library services since the 2005 *Libraries Alive!* report have undoubtedly influenced our patrons' patterns of usage. Among the report's recommendations were new premises for Armadale, plus the specialisation of the Seville Grove and Kelmscott branches into services to seniors and services for children and young adults.

These broad aims have been accomplished and the feedback from respondents shows that a very effective balance has been achieved. The respondent population has been steadily maintained, as can be seen in the demographic data, while growing certain sections (an increase in male respondents and middle-age respondents at the new Armadale branch).

Our patrons are being serviced more effectively as a result of some migration between branches, with evidence of respondents gravitating towards the best venue for their needs. Customer satisfaction is high at all branches as a result.

The challenge for our libraries is to increase awareness of the services we offer. The survey results suggest that if respondents and residents-at-large fully understand what is at their disposal, current and future endeavours would bring even greater levels of satisfaction and optimum usage of our library services.

Jeff Walker
Digital Services librarian
October 2012

DRAFT

CITY OF Armadale

# City of Armadale Library Service

## Have your say!

Your library service is planning for its future. Would you please take a moment to tell us your thoughts? All views are treated as strictly confidential and will only be used to shape future library services.

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1) Do you live in the City of Armadale?

☐ No → Which local government area? _____

☐ Yes → Which suburb / locality of Armadale? _____

2) Are you ☐ Female ☐ Male

3) Please indicate which age group you belong to:

☐ 0-14 ☐ 15-24 ☐ 25-44 ☐ 45-64 ☐ 65+

4) Which branch do you usually visit? (select one answer)

☐ Armadale ☐ Kelmscott ☐ Seville Grove

5) Why is your chosen library branch your favourite? (select any that apply)

☐ Closest to my home
☐ Pleasant atmosphere / space
☐ Staff
☐ Other reason(s
☐ Close to shops / facilities
☐ Range and type of events
☐ Better selection of items to borrow

_____

_____

6) How do you most often travel to the library? (select one answer)

☐ Walk
☐ Public transport
☐ Car / motorcycle
☐ Other: _____
☐ Bicycle

7) How often do you visit the library? (select one answer)

- ☐ Daily
- ☐ Once or twice a week
- ☐ Once a fortnight
- ☐ Monthly
- ☐ Once every few months
- ☐ Once a year or less

8) How long (on average) do you stay at the library when visiting?

- ☐ 30 minutes or less
- ☐ from 30 minutes to 1 hour
- ☐ 1 to 3 hours
- ☐ More than 3 hours

9) If you do not visit the library very often, please tell us the main reasons for this:

_____

_____

_____

10) What is your main reason for visiting the library? (select any that apply)

- ☐ Borrowing items
- ☐ Internet access / computer use
- ☐ Printing / photocopying
- ☐ Gaming (Playstation, Wii)
- ☐ Studying
- ☐ Attending events
- ☐ Bringing my children to activities
- ☐ Read in a comfortable space
- ☐ Other reason(s):

_____

_____

11) The Armadale library is located in a shopping centre. Do you prefer:

- ☐ A library in a shopping centre
- ☐ A library in its own stand-alone building

12) In planning future library branch locations, would you prefer… (select one answer)

- ☐ Travelling further to a bigger library with more stock, facilities and programmes.

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☐ Visiting a local and convenient library that is smaller, with fewer amenities.

13) Which events do you want more of at your libraries? (select any that apply)

☐ Author visits
☐ Competitions
☐ Social gatherings / groups
☐ Other:
☐ Workshops / demonstrations
☐ Special subject talks
☐ Childrens' activities

_____
_____
_____

14) The library will soon provide **eBook** services. Do you already use eBooks at home?

☐ No ☐ Yes

15) Will you use the library's eBook services when they become available?

☐ No, I don't plan to use eBooks in the future.
☐ Possibly; I would like to know more about it.
☐ Yes → → Will you still borrow hard-copy books in the future?
☐ Yes ☐ No

16) Do you have internet access at home? ☐ Yes ☐ No

17) Do you use the library's website? (select any that apply)

☐ No
☐ Yes, to access the catalogue and search for items
☐ Yes, for renewals or requests
☐ Yes, for online database access
☐ Yes, for the Clipper e-Audiobook service

18) How often do you use the following library collections / services?

| | *every visit* | *quite often* | *occasionally* | *very rarely* | *never used* |
|---|---|---|---|---|---|
| Adult fiction | ☐ | ☐ | ☐ | ☐ | ☐ |
| Adult non-fiction | ☐ | ☐ | ☐ | ☐ | ☐ |
| Audiobook (CD/tape) | ☐ | ☐ | ☐ | ☐ | ☐ |
| Courses / tutorials | ☐ | ☐ | ☐ | ☐ | ☐ |

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City of Armadale 2012 Library Service Customer Survey Attachment 1

| | | | | | |
|---|---|---|---|---|---|
| DVDs | ☐ | ☐ | ☐ | ☐ | ☐ |
| e-Audiobooks (online) | ☐ | ☐ | ☐ | ☐ | ☐ |
| Foreign language items | ☐ | ☐ | ☐ | ☐ | ☐ |
| Gaming consoles | ☐ | ☐ | ☐ | ☐ | ☐ |
| Internet / computers | ☐ | ☐ | ☐ | ☐ | ☐ |
| Junior collection | ☐ | ☐ | ☐ | ☐ | ☐ |
| Large Print | ☐ | ☐ | ☐ | ☐ | ☐ |
| Magazines | ☐ | ☐ | ☐ | ☐ | ☐ |
| Music CDs | ☐ | ☐ | ☐ | ☐ | ☐ |
| Young Adult | ☐ | ☐ | ☐ | ☐ | ☐ |

Do you have any comments on improving any of these collections / services?

_____

_____

_____

_____

19) Do you have any other general comments on how to improve our library services? Please share them with us:

_____

_____

_____

_____

_____

_____

***Thanks for helping us plan the future of the library service.***
***Please return this survey to the collection box in your local library.***

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