



**MARLBOROUGH
DISTRICT COUNCIL**



Only Marlborough



Information Package

Planning, Finance & Community

7 September 2017

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Environmental Policy

ePlan Usage

(Report Prepared by Sue Bulfield-Johnston)

W045-01, M135-01, I100-003-001-007-06

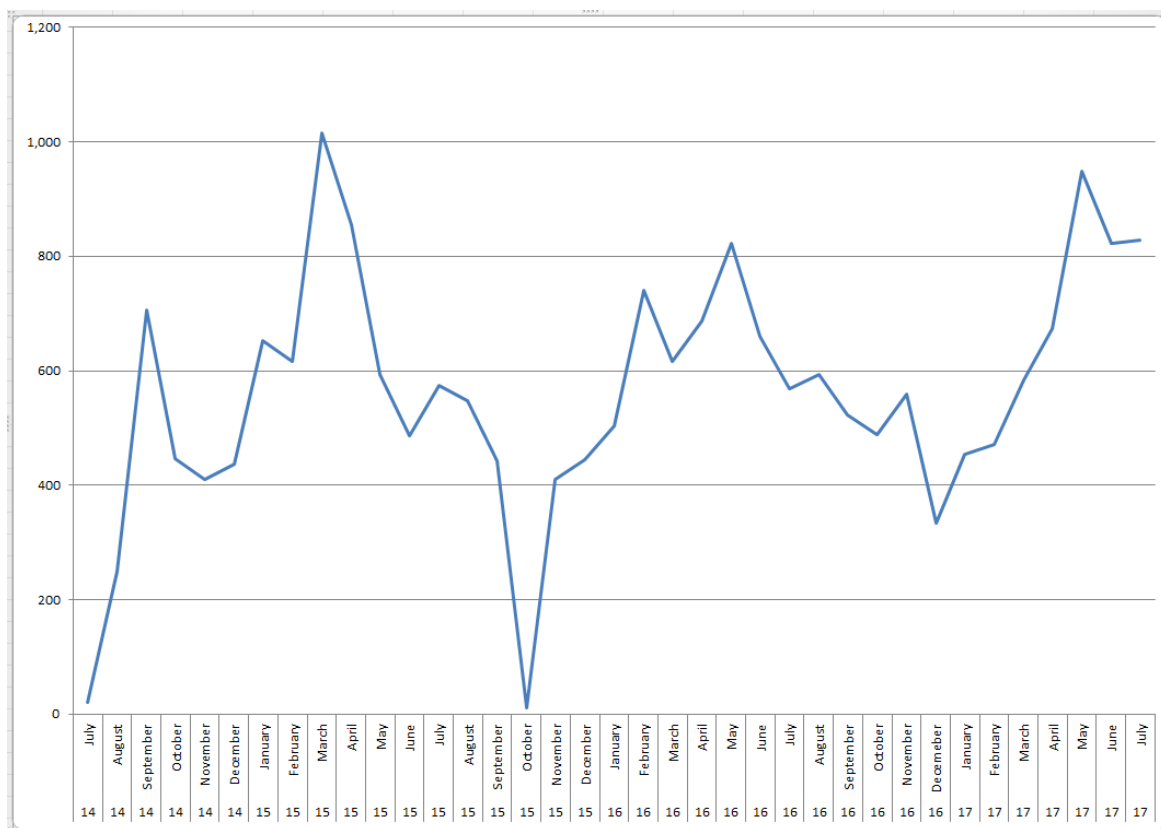
ePlan is a GIS based digital version of Council's resource management plans. It was launched on Council's website in August 2014.

Below is a chart showing the total number of ePlan visits for each month since its inception.

Since May 2015 Council has been filtering out referral spam. Referral spam occurs when the website gets fake referral traffic from spam bots and this fake traffic is recorded by our Google Analytics software.

The drop in usage in October 2015 is a reflection of the period of time when ePlan was taken offline for system maintenance.

The statistics continue to show a high level of usage. The high point in usage recorded in June 2016 coincides with the notification of the Proposed Marlborough Environment Plan.



The information that follows is on how users got to the site in July 2017:

Full Referrer	Sessions
(direct)	673
Google	120
Marlborough.govt.nz/	25
Marlborough.govt.nz/Your-Council/RMA.aspx	4
Bing	3
Ouytlook.live.com	1
Sid.marlborough.govt.nz/Pages/default.aspx	1
Sid.marlborough.govt.nz/working-here/classifieds/Pages/wanted.aspx	1

Marlborough District Libraries Activity Report – 30 June 2017

(Mrs Sloan/Brooks) (Report prepared by Glenn Webster)

L300-018-001-02

Purpose

The purpose of this report is to update Council on the operations of the Library services.

Outcomes

The following events occurred in the past year:

a) Systems Thinking

Library staff have continued to review, refine and consolidate processes associated with Purchase Requests (obtaining material not currently held in the collections), Cash Management, Acquisitions including Standing Orders for fiction titles, Membership, DVDs and Magazines. The review of Inter-library loans commenced late last year and is currently still being assessed and refined.

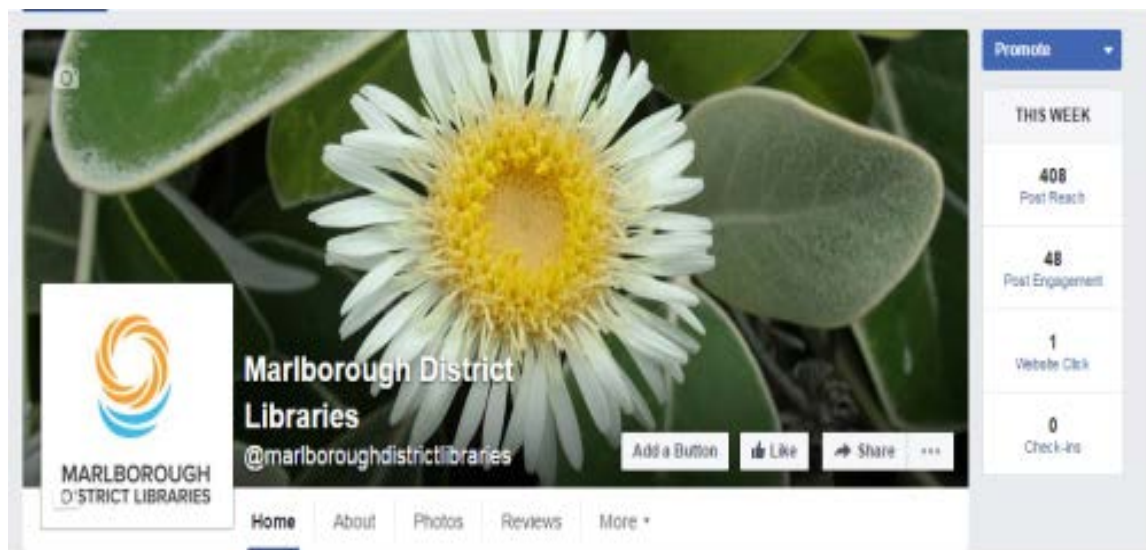
Demand is collected from what customers tell us, with decisions for redesign made from the customers' point of view.

It has been encouraging to see changes discussed and worked through with new and refined procedures identified. As processes are redefined staff involved in reviewing the process update the rest of the staff at the weekly staff meetings.

b) Social Media

Facebook

- Page likes: as of 30 June 2017 – 300, up from 160 this time last year.

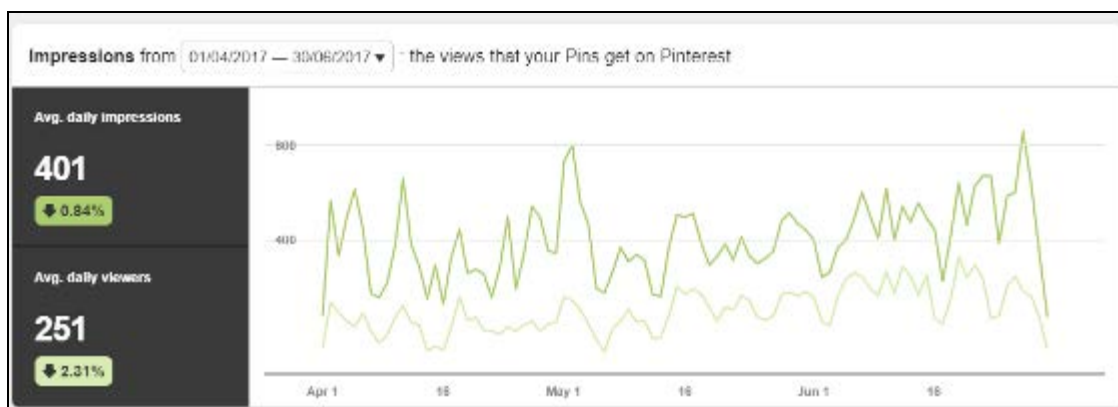




- Post reach: Average organic (unpaid) reach for this period was 155, up from 98 people per post last year.
- Since November 2016 Marlborough District Libraries has followed and amplified the Marlborough District Council Facebook presence.

Pinterest

- 66 boards (up from 26 last year) containing 2665 pins (up from 734). The majority of these still link viewers through to items in our library's catalogue.
- 67 followers – up from 23. This includes library members / public who have attended our Stepping UP Pinterest classes.
- A comparative snapshot of the April to June period shows our average daily Pinterest impressions (the number of times a pin shows up in home feeds, search results and category feeds) shows an increase of 94 - from 307 to 401.
- Our average daily viewers – have increased from 151 to 251 for the same period last year.
- Over the past year we have:
 - made use of the featured boards to tie in with displays
 - Trialled a 'Borrowers board' where people can interact with our Pinterest channel as 'collaborators'. This meant they can add their own pins or content to the board. We invited any new followers to do this. This now has 39 followers.



c) Picton Library and Service Centre – Waitohi Whare Mātauranga

At 5.00am on Thursday 24 November 2016, 40+ people, including Te Atiawa Trust Board Members, Te Atiawa Manawhenua, Councillors, Library and Council staff, contractors and

members of the public, gathered on the footpath outside the current Picton Library in preparation for the dawn blessing of the new Picton Library and Service Centre / Waitohi Whare Matauranga site



The service was led by Te Atiawa Chairperson, Archdeacon Harvey Te Hawe Ruru QSM.

Following the blessing of the Mauri Stone, sourced from the hills in Boons Valley, the stone was led on to the site by two young Te Atiawa men.

As dawn broke a brief korero by Archdeacon Harvey Te Hawe Ruru, and local kaumatua followed, with kuia leading the singing of several waiata to celebrate the occasion.

Marlborough District Council Rangatira, Councillor Oddie, acknowledged the Te Atiawa community and spoke of the significance that this new facility would have to local Iwi, residents and visitors to Picton.

The ceremony concluded with kai being served in the Picton Library and Service Centre.



Construction commenced immediately after the Dawn Blessing.

The public have followed the development of the site with much interest.

As scaffolding has been extended to enable the roof to be installed the facilities completion is being eagerly anticipated.

The facility is on target to open in mid – late November 2017.

d) **Friends of the Libraries Events**

The Friends of the Marlborough District Libraries continue to assist the libraries in various ways, including shelving, tidying the collection, housebound services and staffing the monthly book sale etc.

The Friends hosted five book related events in 2017, where the authors of the following books talked about their writing journeys and the subject matter of their books.



e) **Stepping Up (free computer classes)**

- 67 courses delivered.
- 348 registered attendees (down from 434 for same period last year), perhaps due to Picton not running classes in 2017.
- Marketing / communications – continued use of print media via council channels. This has worked well for uptake when ads are placed before each 'term'. We have also continued printed marketing materials at POS in the library and social media graphic promotions.
- In September 2016 staged a joint prize giving / morning tea with REAP as part of Adult Learners Week. Mayor, REAP and Stepping UP officials in attendance plus about 30 class attendees. Library staff / tutors and customers received Adult Learner certificates and for those who had completed four or more classes, Stepping UP certificates. Event received positive media coverage in the Blenheim Sun.

f) **Book-a-Librarian**

In conjunction with Stepping Up both libraries offer "Book-A-Librarian" sessions.

These one on one sessions can be booked with a library staff member for a duration of up to 45 minutes.

Assistance with Smart Phones, Laptops, Tablets and software programmes is available.

Book-a-Librarian has also been used for reader advisory or online resources type requests (ie; Ancestry.com).

g) **Summer Reading Programme 2016/17**



250 places were available in the 2016-17 programme at the District Library and a total of 203 children completed the programme. Picton Library offered 50 places and a total of 30 completed the programme.

The prizes this year were a book bag, a bookmark (printed by us), a blow-up beach ball and the book prize. The bonus prize was a free DVD rental from our library collection.

This year we had the children select their own book prize when they had reached the fourth report-in. Children loved choosing a book for themselves and it seemed to give them ownership making it a much more meaningful and special prize.



A total of 168 participants did the bonus report-in.

Age break down of participants registered

AGE	5	6	7	8	9	10	11	12
	45	52	56	46	37	32	21	11

Gender breakdown of participants

MALE	123
FEMALE	177

Finale parties were held at Pollard Park and the Picton Foreshore with approximately 230 children attending.



Evaluation of 2016/2017 Summer Reading Programme –responses

How do you rate the effectiveness of the Summer Reading Programme?

Rating	Number of responses
1 (Unsatisfactory)	0
2	0
3 (Good)	0
4- 4.5	5
5 (Excellent)	79
Total number of responses	84

Feedback from parents was very positive:

- We love visiting and all your programmes.
- The ladies are great.
- The reading programme is an excellent incentive to keep up with our children's reading over the holidays. Please keep it up!!.
- No improvements. It was an excellent programme and my daughter really enjoys it. It is great to see her excited to read over the holidays.
- Hannah really enjoys your summer reading programme. It is awesome great way to finish year but also start the beginning of a new year. You guys do a great job. Thanks
- Will has really enjoyed the summer reading programme. Will has always been familiar with the library and has visited often, but this has reminded him how fantastic and fun visiting the library can be.
- Very motivating for the kids.
- Jessie has really enjoyed the reading programme and it will help him lots at school next year. Thank you for your help!!

h) **RFID – Radio Frequency IDentification**

The District and Picton Libraries will introduce self-service in the latter part of 2017 using RFID systems purchased from FE Technologies (Australia) - one of two major library suppliers.

This will free up staff from manually issuing items to allow them to perform more value added tasks with customers.

RFID stands for Radio-Frequency IDentification. The acronym refers to small electronic devices (tags) that consist of a small chip and an antenna

This replaces the libraries current system based on barcodes and laser scanners.

All library resources need to have a new RFID tag attached to them.

Staff commenced the “tagging” of stock in May in preparation for Go-Live in September 2017.

The District Library will go Live first, with Picton waiting until the new facility is opened.

This move to Self-Service will enable the large circulation desks to be replaced with smaller helpdesks. These will be less of a barrier than the current desks and will enable library staff to assist customers with their information needs standing or seating beside each other.

Self-Loan Stations (pictured) will allow customers to check out, renew items, update their account status and activity, reserve items, pay fees and charges and printed or e-mail receipts.

The RFID system will also provide greatly improved security and management of stock.

Security gates will be installed in the District Library with audible alarms that will sound if an item is not correctly checked out.

Security gates come with bi-directional people counters that record movement into, and out of, the library.



i) **Any Questions**

Any Questions is provided via the National Library and provides online schoolwork help to New Zealand students. This service is provided by staff in libraries all over New Zealand and is available from 1pm-6pm weekdays. Five staff from Marlborough District Libraries participate in the programme being rostered for one or two hours per week.

One staff member also contributes entries to the sister service of Many Answers.

The Many Answers service provides details of trusted internet resources on a wide variety of school topics. The aim of both services is to upskill students in digital literacy.

j) **Take 5 & Win**

The District Library organised another 'Take 5' book promotion in December / January 2017.

Five novels in standard print and also in large print were bound together in a bundle.

The bundling together of titles is a useful way of introducing customers to new authors.

Customers have enjoyed having books pre-selected for them.

Every time a bundle of books is borrowed members get the chance to enter the competition to win a summer hamper.



k) **Housebound Services**

The Libraries offer a service to our housebound members where volunteers select and deliver books, audiobooks and other items to those confined at home. This may be a permanent arrangement or one where the member is recuperating from surgery and has no other means of accessing library resources.

Picton Library has 5 volunteers delivering to 9 housebound members and the District Library has 23 volunteers delivering to 40 housebound members.

l) **Library Staffing**

District Library – Another parental leave situation allowed the District Library to retain Jodine Twose who had previously been employed to cover Tania Miller’s parental leave.

Picton Library – Porsche Cain joined the Picton Library and Service Centre team in November 2016, following the retirement of Joy Fletcher who had been employed at the Picton Library for 31 years.

m) **Regular Activities**

District Library

- Cheeky Monkeys - A fun and creative session for children under 5 years old
- Session involves stories, songs and craft. (Tuesday at 10am)
- Baby Rhyme Time – A fun and interactive session of stories and songs for the under 2 year olds. (Wednesday at 10.30am – during school term)
- After school fun – drop-in craft session (Thursday 4pm – during school term)
- School Holiday stories and craft
- Winter and Summer Reading programmes
- BookChat – held monthly
- Book Sales – held monthly

Picton Library

- Tasty Tuesdays / Tasty Thursdays – A reading and activity club for 7 year olds to Year 7. (First Tuesday and Thursday of the month at 3.30pm)
- Children’s books promoted Under Fives - Stories and craft (Last Friday each month at 10.30am)
- Picton Library on Wheels – Regular loans and visits to Picton schools and pre-schools. This includes story theatre – a fun programme based around a theme, promoting the library in schools
- School Holiday stories and craft
- Winter and Summer Reading programmes
- BookChat – held monthly

Statistical Summary for the 2016 / 2017 Year

Book Stock and Other Materials

At 30 June 2016, the total number of items was:

Marlborough District Library	90,693
Picton Library	18,068
TOTAL	108,761

Membership

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

Marlborough District Library	13,341
Picton Library	2,401
TOTAL	15,742

(An increase of 1,061 on 2015/2016.)

This figure does not take into account members who use some of the libraries subscription resources i.e. online databases, newspapers, e-resources etc., where members must authenticate their use by imputing their library card number prior to using.

Membership and use of community libraries facilities is also not included.

Issues Statistics

Annual Issues

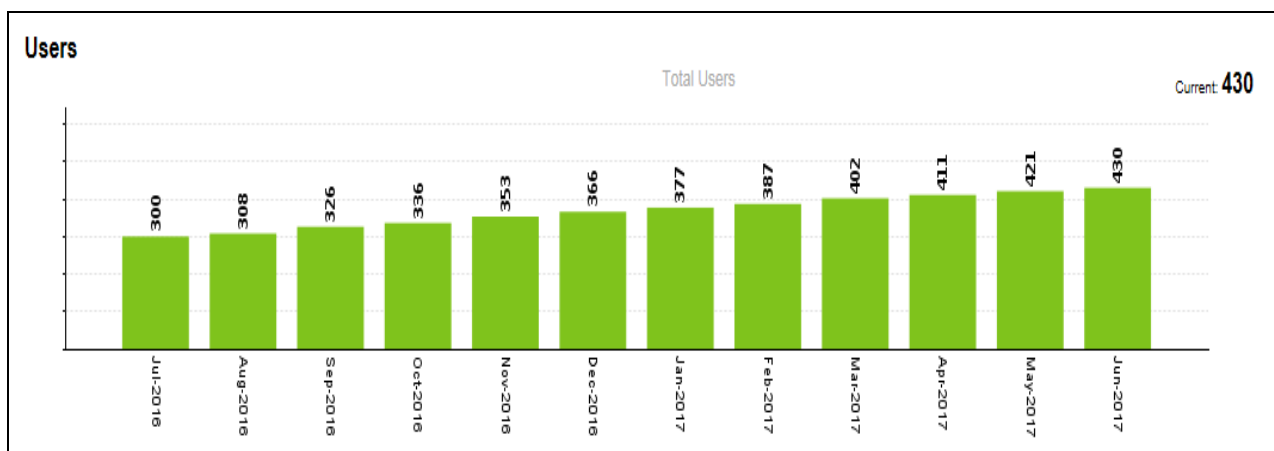
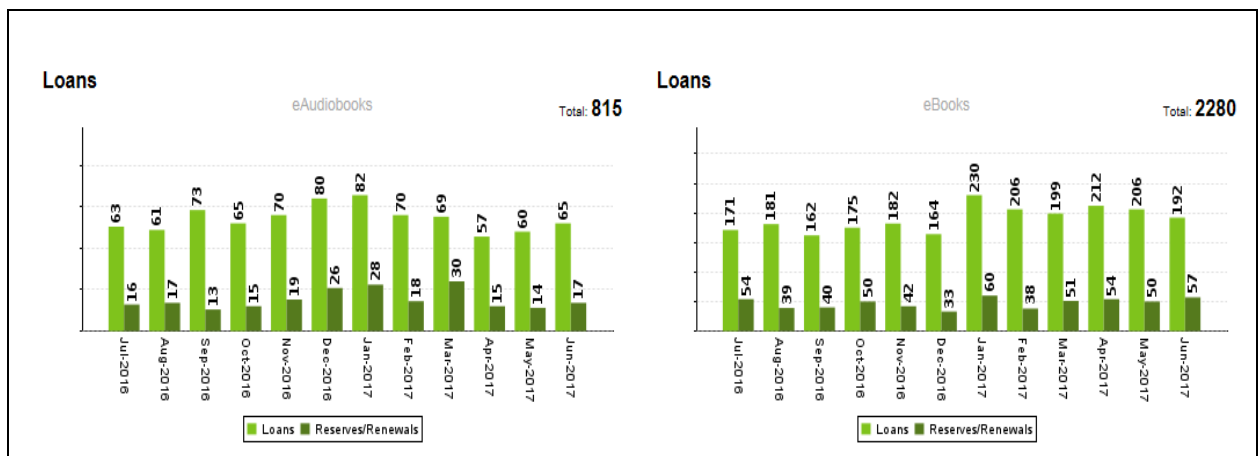
	2015/2016	2016/2017	Variance
Marlborough District Library	415,023	406,806	8,217
Picton Library	61,440	62,011	+ 571
E-Resources	9,881	15,472	+ 5,591
TOTAL	486,344	484,289	- 2,055

Econtent Use (*Borrowbox and OverDrive*)

Borrowbox:

Total loans: 3095

Total users: 430



Marlborough District Library Overdrive:

Average unique users around 200 per month. Current unique users with active checkouts = 618.

Titles checked out: 12,377 (checked out 3 times on average) - Total checkouts (across consortium): 89,382.

Current percentage of active checkouts by audience: 87.5 %adult, 5.7% Young Adult, 6.9% juvenile).

Over the past year there have been changes to the purchasing structure for the Overdrive consortium. Members have opted to 'share' some Advantage titles to the main collection, with criteria set so as not to disadvantage their own respective library members (older titles, no active holds etc).

Across the wider consortium, the year finished with a 20.4% growth in unique users, up considerably from previous year. This was possibly due to sharing of items, ability to curate collections to promote to library customers and / or Overdrives introduction of easier App.

Total E-Resources Checked Out From Both Platforms: 15472 – up from 9881 in last financial year.

Library Website Use

Library Website:

Annual google analytics (1 July 16 – 31 June 17) highlights below (clean data):

- Total Site visits: 58,238, down from last year's total of 63,439.
- Unique visits: 30,915 up from 22,920
- Total Page views: 103, 170
- We continue to see between 25% to 30% of our page views coming via mobile device. with a monthly average of just over 1500 sessions via mobile device.
- Average visit duration: 00:01:32, up slightly from last year.
- Average number of pages viewed per visit: 1.26.

Marlborough District Libraries Top 10 Page views by page:

Home	52,573
Newspapers Online	12,060
Location and Hours	6,676
Online Resources	5,164
Ebooks and eaudio	3,327
About the Library	1,175
Renewing Items Online	1,454
Contact Us	1,245
What's On	1,004

Narrative: these top 10 pages featured consistently throughout the year. Continuing the trend from last year, Kids Place and Great Reading (our blogs and reviews) also made the top 10 on 6 separate months. Over the past year we redsigned our What's On event page listings and reworked the children's pages to

reduce content duplication. New microsites now underway and we have further redesigned the information architecture as part of this piece of work.

Transaction per Capita

The transaction per capita is **11 items** annually

Total issues (**484,289**) ÷ Population (**45,500**) = 11 items borrowed per capita

Transaction per Active Member

The transaction per member is **32 items** annually

Total issues (**484,289**) ÷ Membership (**14,681**) = 32 items borrowed per member

Physical Collection Turnover Rate

On average the turnover rate of the physical collection is **4 times** annually.

Total Annual Physical Issues	468,817
Divided by Total Items	108,761
Equals Circulation	= 4 times annually

Holds (Requests for books available in the libraries collections)

	2016 / 2017	Monthly Average
Online	14,387	1,199
At Library	10,194	849
TOTAL	24,581	2,048

Inter-Library Loans

	2016/2017
Interloans received	414
Interloans lent	160
TOTAL	574

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

Reference Enquiries – Blenheim & Picton

Satisfied Reference Enquiries	2016 / 2017
Marlborough District Library	14,478
Picton Library	10,685
TOTAL	25,163

Number of People Entering the District Libraries

A door counter at both library entrances collected the following data:

	2016 / 2017	Monthly Average
Marlborough District Library	227,280	18,940
Picton Library	67,532	5,628
TOTAL	294,812	24,568

Aotearoa People's Network Kaharoa (APNK) Use

APNK (Computer and Wi-Fi) use in both libraries has recorded extensive use over the last year

	Computer Sessions	Wi-Fi Sessions
Marlborough District Library	29,528	43,293
Picton Library	9,978	19,366
TOTAL	39,506	62,659

Finance Reports

Debtors Overdue Reports as at 31 July 2017

(Report prepared by Sonja Greenhill)

F220-002-020-16

This report reports on the levels of debt relating in the main to the following revenue streams:

- Building Consents
- Resource Consents
- Development Contributions
- Licences
- Tradewaste
- Water and Sewerage Connections

The Debtors Report as at 31 July 2017 is **attached** for Councillors' information.

30-90 Days balance has reduced since June which is positive following the high current balances for June and July.

90 Days are the lowest in last 6 months despite the high level of debtors shown in the June 30-90 days category.

The Property Leases and Licences Debtors Report as at 31 July 2017 is also **attached** for Councillors' information. Current and Total balances fluctuate monthly depending on individual leases and invoicing periods, e.g. monthly, quarterly, six monthly or annual.

The 30 days balance has increased following the high June current balance. However only 2 invoices make the up the majority of this balance and one has been paid. The other is being followed up.

Rates Report as at 31 July 2017

(Report prepared by Merryl Hodgson)

F270-28-16

Attached for information are the Rate Levies Status report and Rate Arrears Aged Balance report as at 31 July 2017.

Rate Levies Status and Rate Arrears Aged Balance Reports

We have collected 0.31% of the rates levied for 2017-2018 (inclusive of arrears) and this compares with 0.37% last year.

The 2017-2018 rates assessments and invoices for the first instalment were posted in the first week of August and are due for payment on 12th September. Information on rates remission and postponement policies together with the 2017-2018 rates information newsletter were included in the mail out.

The designated staff that are processing rates rebate applications have set up in the foyer with two offices affording more privacy for applicants when providing their income and other personal information. Reports are that there has been a steady flow of applicants in the first week. The rebate offices will be manned for six weeks.

Water Billing Debtors' Report

Attached for information is the Water Billing Debtors' report as at 31 July 2017.

The current balance of (\$7,090.81) includes a number of invoices that were paid twice, first by Direct Debit and then we have also received a cheque or bank payment. Last year's balance was (\$2,193.30).

The 30-90 days balance has reduced significantly and is now in credit as a number of water credits have been processed for water leaks.

DEBTORS REPORT AS AT 31 July 2017

Current Month

Comparison for Previous 5 Months

Aged Analysis Report	July	June	May	April	March	February
Current	1,073,848.33	3,988,699.04	2,452,748.72	1,826,734.81	1,445,345.29	1,072,594.09
30 - 90 Days	611,582.13	844,968.29	866,756.64	252,762.72	298,452.49	255,514.50
90 Days	42,871.58	45,597.96	76,548.97	90,415.75	120,040.15	106,326.73
Outstanding Debtors Closing Balance	1,728,302.04	4,879,265.29	3,396,054.33	2,169,913.28	1,863,837.93	1,434,435.32

Debtors Action Report - Debtors over 90 days with Balance >\$250

	July	June	May	April	March	February
With Receivables Management	6,826.48	6,826.48	6,826.48	6,826.48	6,826.48	7,700.34
Paying by Arrangement	22,110.42	18,926.83	19,444.23	36,682.16	44,077.60	66,384.58
Negotiating Payment Arrangement	9,678.20	5,411.51	7,819.60	14,036.90	15,112.30	14,197.62
Debts in Dispute	-	-	11,883.37	11,883.37	1,705.00	1,705.00
Payments since month end taken off above amounts	2,994.26	13,003.22	28,770.81	20,319.22	51,308.73	14,626.69
Sub-Total	41,609.36	44,168.04	74,744.49	89,748.13	119,030.11	104,614.23
Various Debtors with Balances <\$250	1,262.22	1,429.92	1,804.48	667.62	1,010.04	1,712.50
Over 90 days Outstanding Total	42,871.58	45,597.96	76,548.97	90,415.75	120,040.15	106,326.73

Property Leases and Licences Debtors Report as at 31 July 2017

	Current Month	Comparison for Previous 5 Months				
Aged Analysis Report	July	June	May	April	March	February
Current	106,531.97	100,948.14	32,668.04	78,414.78	(15,331.24)	42,109.72
30 Days	93,934.93	3,436.64	44,915.13	425.59	3,726.34	41,114.31
60 Days	2,175.96	8,151.91	(253.62)	112.70	1,576.75	(660.84)
90 Days	10,166.77	1,586.73	7,544.02	9,151.02	22,816.78	23,378.56
Outstanding Debtors Closing Balance	212,809.63	114,123.42	84,873.57	88,104.09	12,788.63	105,941.75
60 and 90 days Overdue Balance	12,342.73	9,738.64	7,290.40	9,263.72	24,393.53	22,717.72

Rate Levies Status Report as at 31 July 2017

Financial Division	Balance B/Fwd (01/07/17)	Inst Levy To Q1	Arrears Pen	Instal Pen	Adjustments	Cash Received (incl Paid in Advance)	Add back Paid in Advance 31/07/2017	Balance 31/07/2017
Blenheim	21,761	8,892,557	21,133	(2,469)	(160,753)	(905,260)	1,345,632	9,212,601
Blenheim Vicinity	69,037	3,508,690	10,340	(617)	(37,808)	(180,531)	250,573	3,619,685
General Rural	72,416	2,870,710	11,931	(455)	(63,998)	(129,599)	248,530	3,009,536
Picton	82,177	2,146,705	8,690	(369)	(60,177)	(175,025)	288,213	2,290,215
Picton Vicinity	7,585	124,579	995	-	(7,758)	(6,479)	17,256	136,179
Sounds Admin Rural	12,828	369,109	2,546	-	(16,347)	(14,083)	40,600	394,652
Utilities Network	-	7,685	-	-	-	-	-	7,685
Current Year Totals	265,805	17,920,035	55,635	(3,909)	(346,840)	(1,410,977)	2,190,804	18,670,552

Rate Arrears Aged Balance Report as at 31 July 2017

Year	Total Outstanding (01/07/2017)	Less Cash Received	Total Outstanding 31/07/2017	Postponed Rates included in Total Outstanding 30/06/2017
2016/17	809,650	207,882	601,768	77,773
2015/16	66,692	5,039	61,653	55,656
2014/15	22,050	42	22,008	23,019
2013/14	10,532	240	10,292	12,823
2012/13	4,224	-	4,224	8,463
Prior 2012	8,494	40	8,454	11,350
Total	921,643	213,244	708,399	

Rates balance b/fwd	265,805		
Add back Paid in Advance	655,838	Paid in Advance 01/07/2016	622,866
Total Arrears Actual	921,643		

Rates postponement is offered to ratepayers aged over 65 under Council's Remission and Postponement Policy

Water Billing Debtors Report as at 31 July 2017

	Current Month	Comparison for Previous 5 Months				
Aged Analysis Report	July	June	May	April	March	February
Current	(7,090.81)	606,011.42	1,398.45	1,042.05	988,982.07	285,596.03
30 - 90 Days	73,171.48	1,455.39	24,009.68	143,500.88	66,148.25	8,764.65
90 Days	(824.97)	10,387.26	5,456.45	(8,638.81)	(1,856.04)	(4,108.88)
Outstanding Debtors Closing Balance	65,255.70	617,854.07	30,864.58	135,904.12	1,053,274.28	290,251.80

Debtors Action Report - Debtors over 90 days Balance >\$250	July	June	May	April	March	February
Paying by Arrangement	2,907.41	2,412.73	1,641.73	1,038.04	1,086.04	1,063.72
Negotiating Payment Arrangement	4,866.64	9,186.76	21,997.42	1,754.14	4,569.96	1,843.11
Payments since month end taken off above amounts	2,576.15	40,669.50	1,477.77	2,988.11	2,904.76	3,454.97
Sub-Total	10,350.20	52,268.99	25,116.92	5,780.29	8,560.76	6,361.80
Various Debtors with Balances <\$250 or Credit Balances	(11,175.17)	(41,881.76)	(19,660.47)	(14,419.10)	(10,416.80)	(10,470.68)
90 days Outstanding Total	(824.97)	10,387.23	5,456.45	(8,638.81)	(1,856.04)	(4,108.88)

Record No: 1763610