

Eels and Wheels

Parklands/Waitikiri – Boutique Library and Learning Centre Christchurch



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Setting the scene

From the Vision

- Library services will be delivered from a space that is flexible, adaptive, stimulating and dynamic
- Parklands Library will be a dynamic environment. It will be pull down, push out, stack and turn around, switch on... all designed to meet the diverse needs of the Parklands community. It will be a light and bright, and a fantastic place to visit

Learning points

- Surround yourself with people with complementary skills
- Establish the vision early on and stick with it
- Share the vision with as many people as possible
- Include the right people from the start and test your ideas for fit as you go



Setting the scene

The Project

- Collaborative and consultative effort
- Project Control Group (PCG) had a clear vision
- PCG consisted of Christchurch City council colleagues

The Vision

- Written and published early in project
- Kept us honest and focussed
- Sticking to the vision can be hard after opening – patience and perseverance



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Setting the scene

A sprinkling of statistics

- Project cost - Approximately NZ\$1.5m
- Renovation of building NZ\$1.1m
- Fit out including IT, Furniture, carpet NZ\$350,000
- Ave Monthly visitors 12,000
- Collection size 25,000
- Collection turnover 81%
- Ave Monthly issues 22,000
- Ave Self issues 43%



Parklands Library

before and after



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The 'Zones'

Quiet Zone Te Marino



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The 'Zones'

Flexi Zone Te Manawa



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The 'Zones'

Flexi Zone Te Manawa



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The 'Zones'

Easy Zone Te Whanui



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The 'Zones'

Easy Zone Te Whanui



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The Waitikiri Learning Centre



- Ten workstations
- Video conferencing facilities
- Data projector
- <http://learningcentre.christchurch.org.nz>



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”
ditto
cafe



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Learning points

- Establishing a clear detailed lease with the café is vital
- Discussing expectations and sharing the vision important
- Testing assumptions on both sides an advantage
- Ongoing joint marketing is essential for the success of the partnership



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Art

- <http://www.ccc.govt.nz/policy/arts/cccartstrategy.pdf>
- Art carpet
- Eel sculpture
- Whariki Matariki



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Making it happen

- Time Zones
- Wheels
- Issues desk/Self issues



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Time Zones

revive

'Revive' is adult time in the library, with everything set up to help adults relax and enjoy the atmosphere, browsing the latest books, magazines, online resources, AV, or chatting with friends over coffee.

Play

'Play' is pre-schoolers time, when children and their parents/caregivers can have a great time in a child-friendly environment. There'll be small furniture, music and plenty of space to have some fun. 'Play' will also offer special programmes for younger children, which will be advertised.

Breakout!

After school, 'Breakout' offers study support with entertainment, games and computers. It'll be a lively, interactive time with staff on hand to help with homework and recreational needs.

relax

Saturday is 'Relax' when the library opens its doors for everyone to come and enjoy all that the library has to offer, from information to entertainment, reading to Playstation games, a coffee or snack at the café, and relaxing on a big sofa in the winter, or in the sculpture courtyard in the summer.

connect

Finally, with the library's role as a centre for the community in mind, 'Connect' is a time when community groups can book or use the library as they please. Staff will organise the space to suit their needs, for meetings, talks, book groups or any business group who'd like to use the space.



Wheels

- Everything that can be is on wheels
- Designed so that two people can move all furniture
- Some furniture larger than anticipated



Key Pieces of Furniture

Customer services desk - the grub



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Key Pieces of Furniture

Customer services desk - the grublett



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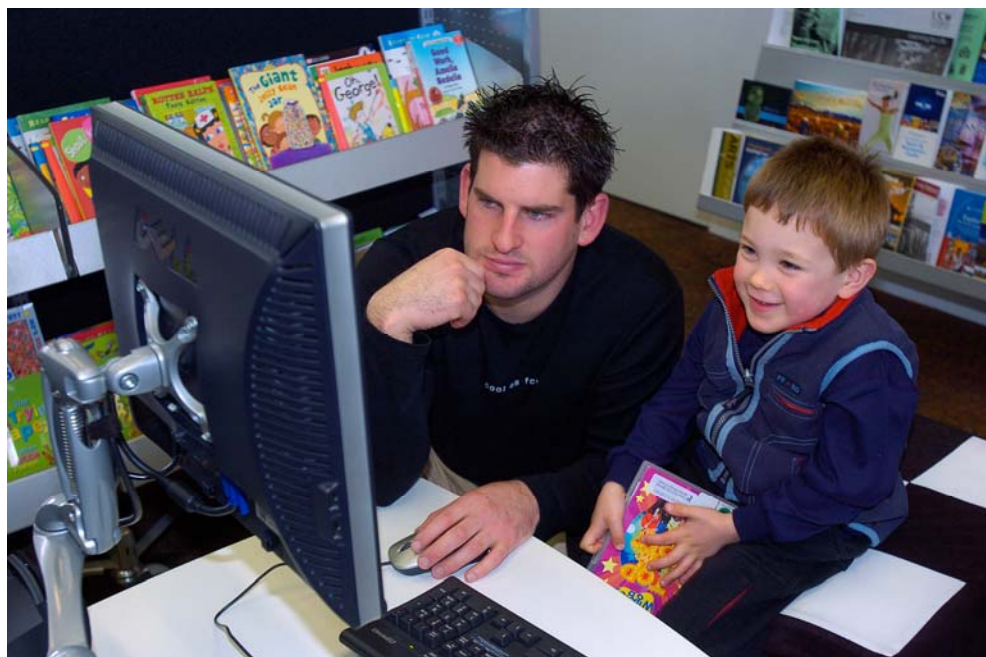
Key Pieces of Furniture

Children's picture book bin



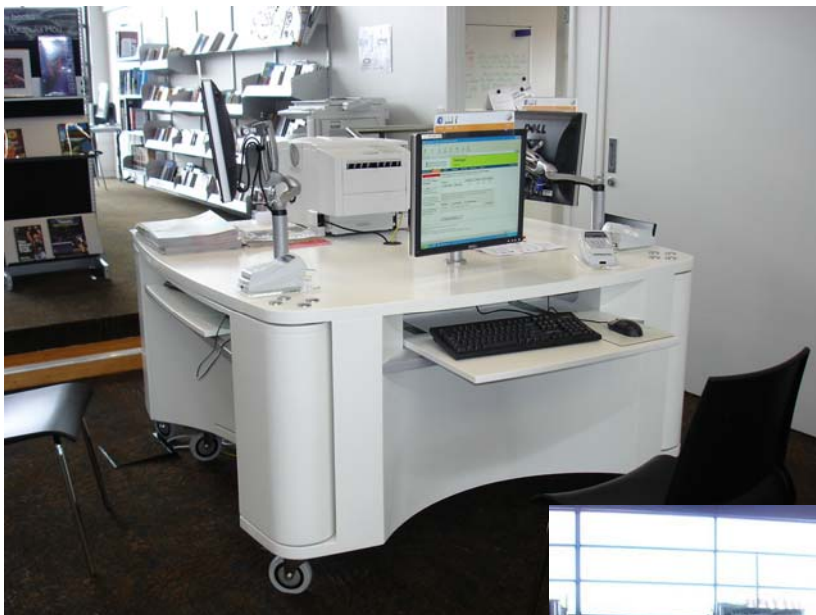
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DVD/CD, Children's interactive and Playstation furniture



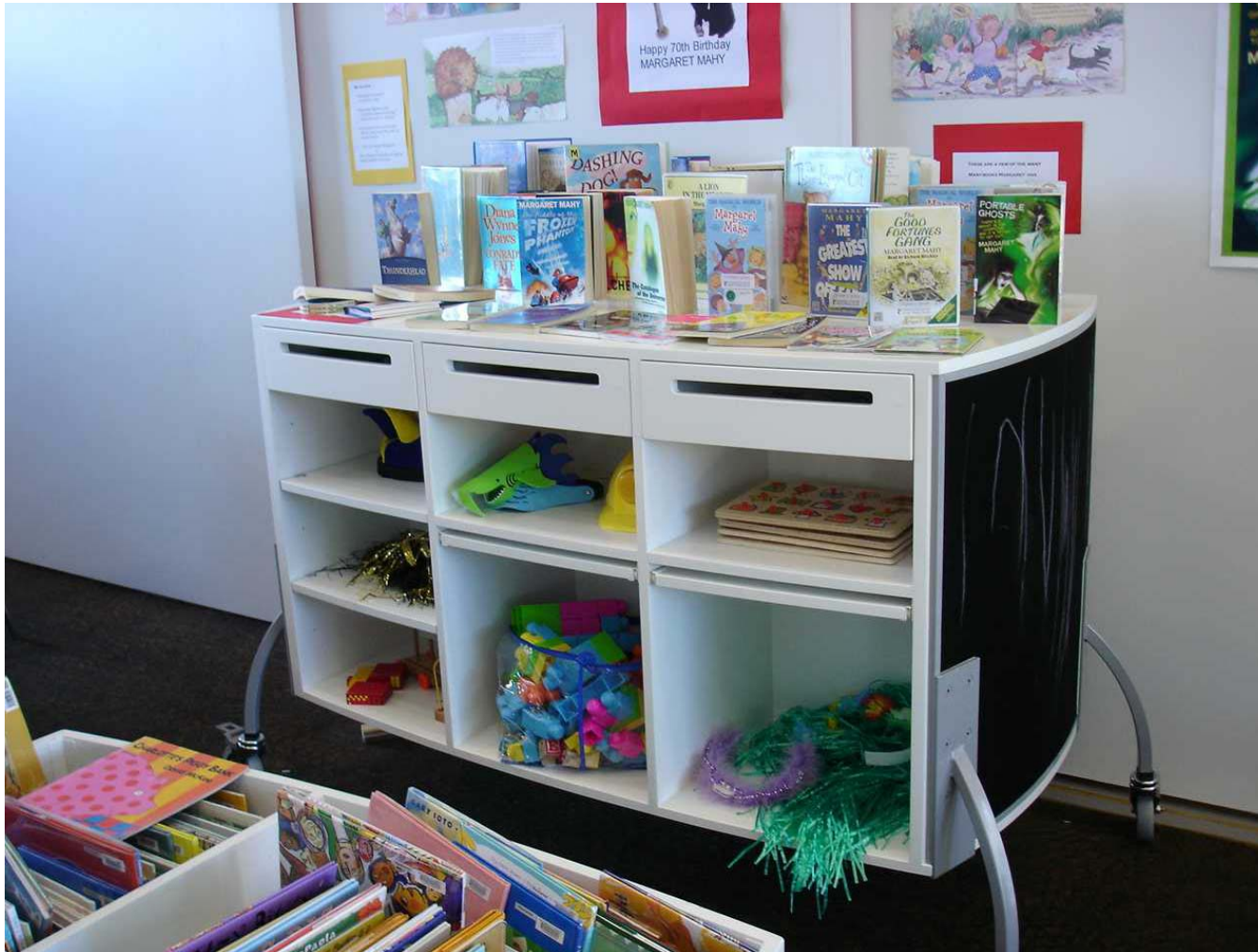
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Collaborative Computer Desk



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Action Station



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Flexibility

Key Success Factors

- Having a small space that is easy to see from any part of the building
- Staff roving, mingling and engaging with customers
- Constant promotion of the use of the self issue machine
- Diving in head first so that it has to work as there are no other options, taking away the temptations to store

Learning points

- Size does matter. Spend as much time as you need getting it right
- Work with skilled people when working out furniture
- Consult widely with colleagues who will be using the furniture

Promotion and Marketing

Saturday Sounds



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Working

- New, popular collection
- Flexible space
- ‘Frenzy’ youth party
- Furniture on wheels
- Indoor/outdoor flow
- Marketing for opening
- Membership clinics
- Team commitment to principles and vision
- Doing the ‘detail’ work to the nth degree before getting in to the building
- Involving as many talented people as available.
- Keeping it simple, being patient during opening madness



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Would do differently next time

- Spend more time on getting the scale of all of the furniture right
- Install a sound barrier between the library and Learning Centre
- Keep promotions, events and competitions constant from opening day – no room for complacency
- Spend more time prior to opening with ‘community connections’
- Make our customers more aware of some of the new concepts before opening. Find clever ways to do this.



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To complete our first year

- Explore ideas for providing more for adults during the 'connect' and 'revive' time zones - including starting a book group
- Another youth party to keep the youth connection going
- Develop a stronger working relationship with the Learning Centre
- Finish the 'business' promotions we are planning
- Keep sticking to the vision