

COMMUNITIES COMMITTEE LATE REPORTS

Item No.	Item Title	Page No.
1	Interim Rosewood Council Connect	3

** Item includes confidential papers

COMMUNITIES COMMITTEE NO. 10

22 OCTOBER 2019

LATE REPORTS

1. **INTERIM ROSEWOOD COUNCIL CONNECT**

This is a report concerning the introduction of an interim Rosewood Council Connect library and customer service facility by repurposing the Mobile Library asset and achieving an increased return and community benefit.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the interim Rosewood Council Connect service in the Anzac Park carpark, Mill Street, Rosewood, be established.
- B. That the current Mobile Library service be decommissioned and repurposed as the Rosewood Council Connect facility.
- C. That the user catchments of the current Mobile Library service be appropriately supported by alternative Library services.

** Item includes confidential papers

and any other items as considered necessary.

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The Chairperson has determined this matter is of real urgency and approval has been given to refer this report to the Communities Committee as a late item.

ITEM: 1

SUBJECT: INTERIM ROSEWOOD COUNCIL CONNECT

AUTHOR: LIBRARIES AND CUSTOMER SERVICES MANAGER

DATE: 3 OCTOBER 2019

EXECUTIVE SUMMARY

This is a report concerning the introduction of an interim Rosewood Council Connect library and customer service facility by repurposing the Mobile Library asset and achieving an increased return and community benefit.

RECOMMENDATION/S

That the Interim Administrator of Ipswich City Council resolve:

- A. That the interim Rosewood Council Connect service in the Anzac Park carpark, Mill Street, Rosewood, be established.**
- B. That the current Mobile Library service be decommissioned and repurposed as the Rosewood Council Connect facility.**
- C. That the user catchments of the current Mobile Library service be appropriately supported by alternative Library services.**

RELATED PARTIES

There are no related party matters associated with this report.

ADVANCE IPSWICH THEME

Caring for the community

PURPOSE OF REPORT/BACKGROUND

In its transition from Community Offices, council committed to providing an enhanced level of service to the Rosewood Community in an interim capacity until the Rosewood Library opens with a fully formed and integrated library and customer service function.

A review of operationalising the existing Community Office space for this purpose has been conducted and due to the significant cost of repurposing the space, adding systems, technology and collections, and then making-good the space at end of lease, this option has a low value for money and is not fit for purpose.

In exploring other options it was decided to review the performance of the Mobile Library in light of the opening of the Springfield Central Library (the busiest Mobile Library stop), the imminent opening of a new service in Rosewood (the second busiest Mobile Library stop) and the deployment of a Library Pod in Karalee (the third busiest Mobile Library stop).

With the three busiest stops no longer driving performance of the Mobile Library, there is an obvious reduction in the return on investment and the relevance of the continuity of service. The other nine current stops have low performance levels with a total of 85 unique users combined across all of these locations generating on average a total of 51 loans per week (See Performance Matrix Scores Attachment 1 – noting Springfield was removed from the Mobile Library route when the new branch opened in August 2018).

The repurposing of the Mobile Library for use as a library and customer service static facility aligns to the long term exit strategy to decommission as additional branches and pods are launched.

LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:
Subordinate Local Law 5.1 (Parking)

RISK MANAGEMENT IMPLICATIONS

Three options were considered in the investigation of the most appropriate solution to providing the interim library and customer service facility for the Rosewood and surrounding community.

Option 1 – repurpose the existing Community Office. This option explored maintaining the existing tenancy of the Community Office with minimal adjustment in order not to trigger the need for building improvements. The advice received from the Planning and Regulatory Services Department was that this option would not comply with Council’s obligation for disability access in multiple areas, other operational constraints were also identified resulting in the option having a low value for money when assessed against other options.

Option 2 – full refit of the existing Community Office. The facility in its current state has a number of non-compliant issues (absence of amenity facility, lower than standard ceiling height, significant access issues, fire compliance issues, substandard technology infrastructure) this option explored addressing all of these issues to provide a fit for purpose and safe space. A cost and value assessment of this option concluded that it had a low value for money when assessed against other options.

Option 3 – repurpose existing Mobile Library. This option explored the performance of the service and the projected impact of the opening of the new Rosewood Library and the Pod at Karalee Shopping Centre, based on the known impact to service when the Springfield Central Library opened. A full assessment of impact to existing unique customers (those that only use the Mobile Library) was conducted based on loan histories, usage data, reservation requests and reference/support requests. This information informed the risk mitigation strategy to offer a service transition for these impacted customers.

Five sites were assessed for suitability of the Rosewood Council Connect facility.

1. Tanker Filling Station, 59 John Street Rosewood – not fit for purpose
 - a. The Mobile Library is currently located at the tanker filling station each Friday from 1.15 pm – 7.00 pm. During this period customers wishing to use the filling station are required to drive past the parked Mobile library and reverse up the road and into the lay way to use the filling station. This space is not available as a full time site.
2. John Street, Cobb & Co Heritage Park (Site A) – not fit for purpose
 - a. Initially this site was considered due to it being the main street providing high visibility for users and is adjacent to Cobb & Co Heritage Park providing access to the park and amenities. The location is currently a bus zone from 8.00am to 5.00pm so permits and line marking would need to be changed.
 - b. There is a broad range of traffic and John Street is busy. The location is very close to the corner and the mobile library would present a hazard for visibility and free flow of traffic along the street. The width of the mobile library trailer is inhibitive (2.5m wide plus 1.35m Pod) and would negatively impact parking and two-way traffic and would present an ongoing hazard when trucks and multiple vehicles drive along John Street.
3. William Street, Cobb & Co Heritage Park (Site B) – not fit for purpose
 - a. The location offers easy access to the amenities in the park, but there is no parking in the immediate vicinity for Library customers. There may be space for one car in the layaway directly behind the trailer if the truck is parked forward in the space.
 - b. The width of the layaway is 2.0m wide and the mobile library trailer is 2.5m wide and would protrude onto the road by at least 0.5m, leaving a very narrow street for two-way traffic and reduced driveway access for the home-owner directly over the road.
 - c. The footpath is only 1.95 metres wide (to the fence) and the pod protrudes from the mobile library trailer by 1.35m at a height of 1.22 metres. The adjacent fence would need to be relocated and the path widened to provide compliant wheelchair access along the remaining footpath. There is a tap near the fence which would also need to be relocated/removed to allow the fence to be moved and the path to be widened.
4. Rosewood Showgrounds, 1 Railway Street, Rosewood – not fit for purpose
 - a. There are a couple of locations within the showground parking area which are relatively level with a reasonable surface that would require some make-good to provide a sound surface for parking the mobile library trailer. There is an amenity block, with disability access toilet that would need refurbishing and power and camera security/surveillance would need to be installed. The location is isolated and the risk of vandalism would be high.

5. Anzac Park carpark, Mill Street, Rosewood – preferred site with a positive consensus of opinion from internal stakeholders
 - a. The carpark in Mill Street is very large and the surface is relatively level and has a good finish. There are amenities nearby and they are of a good standard. The location is also a bit of a community hub, with the school next door and nearby playing fields and memorial hall. There is parking for customers and room for additional seating within the Mobile Library's Wi-Fi range. The site would require installation of power, camera surveillance, line marking a safe pedestrian path to the amenities and external lighting.

Risk management implications include:

Risk	Rating prior to mitigation	Mitigation	Rating after mitigation
Customer impact	High	Unique customers identified and an alternate service delivery option scoped.	Low
Loss of car parks	Low	Enhanced level of service provided to the community mitigates customer concern over loss of some car parks. The interim service will run Monday to Friday and therefore customers to the service point will not compete with users of the sporting facilities at peak periods over weekends.	Low
Vandalism	High	Installation of security camera system proposed and inclusion into security facility checks. Close proximity to local school and community facilities provides visibility of the service point.	Medium
Delivery timeframe	High	Timely decision making so that infrastructure work and internal labour resourcing can be expedited.	Medium

There is a risk that current and potential users of the Mobile Library service may be disadvantaged by the decommissioning and repurposing. Council will engage with these users and communities to ensure alternate library and customer service options are offered. In particular, users who have difficulty accessing our facilities will be provided with a Home Library Service where material will be delivered directly to their homes.

FINANCIAL/RESOURCE IMPLICATIONS

The full operating budget including lease and maintenance is allocated in the existing Libraries and Customer Service budget.

An additional cost of \$110,000 has been estimated to cover internal modification to cater for the customer service business and staff requirements, a change in the vinyl wrap on the exterior of the trailer to reflect the changed service offering, modification to the emergency exit to allow it to be used as a second customer entry point (allowing for the lift to be constantly deployed for operating hours to ensure easy disability and pram access).

For context, below are the approximate annual operating costs (leases, utilities, materials, services and labour) for the main library and customer service facilities referenced in this report:

Springfield Central Library	\$2,240,000
Rosewood Library	\$630,000 (forecast)
Karalee Pod	\$56,000
Mobile Library	\$494,000
Rosewood Council Connect	\$345,000

Additionally, the current prime-mover requires to mobilise the Mobile Library is at end of lease and a new prime-mover would need to be procured by mid-2020 if the Mobile Library service is maintained.

There are of course staff implications associated with the Mobile Library, an interim Rosewood Council Connect library and customer service facility and the new Rosewood Library. Once the recommendation of council is clear the process of formally assessing and consulting with those impacted will be prioritised. Already some consultation on the options being presented to council and their potential impacts has commenced.

COMMUNITY AND OTHER CONSULTATION

Internal stakeholders have been consulted to inform the development of options, including Fleet Services, Program Management and Technical Services, Infrastructure and Environment Department, People and Culture, Planning and Regulatory Services, Safe City and Library and Customer Service staff. It is the consensus opinion that the redeployment of the Mobile Library for the purpose of providing library and customer service provides a second life for an asset which is increasingly underutilised.

The three options were reviewed, as per the information outlined in this report, by the Executive Leadership Team at the 12 September 2019 meeting and the option to repurpose the Mobile Library was endorsed.

A Communications Plan has been developed for implementation (see Attachment 2).

It should be noted that some customers will not agree with the disruption of the Mobile Library current state service, however this is a prioritisation of council assets and the shaping of an integrated service offering that will advantage a greater percentage of the community than will be negatively impacted utilising an underperforming facility. Unique users of the Mobile Library who will be substantively impacted have been identified and a matrix of alternate service delivery has been scoped including transition to a branch library or to the Home Library Service.

CONCLUSION





Considering the establishment of new library and customer service facilities at Springfield Central, Rosewood and Karalee council has reassessed the return on investment and the relevance of the Mobile Library continuity of service.

Decommissioning and repurposing the Mobile Library for use as a semi-static library and customer service facility which can be deployed to high demand and high growth areas of Ipswich represents a more effective use of the asset and greater community benefit.

Establishing an interim Rosewood Council Connect library and customer service facility by repurposing the Mobile Library asset delivers and enhanced level of service to the community and provides an exciting and visible shift to integrated service delivery.

Once the Rosewood Library is opened the Council Connect library and customer service facility can be redeployed to an alternate location on a semi-permanent basis.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Customer Mitigation Impact Table  
2.	Communication Plan  

Sylvia Swalling

LIBRARIES AND CUSTOMER SERVICES MANAGER

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER - COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

“Together, we proudly enhance the quality of life for our community”

Item 1 / Attachment 1.

	Unique Borrowers	Distance to alternate service	Travel Time	Closest Service	Notes/Profile	Mitigation/Alternate service
Booval	11	3.6km	6 mins	ICL	56% of Unique borrowers are ICL members. 3 x 80 ⁺ yrs old	ICL/Home Library Service
Brassall	18	3.6km	6 mins	ICL	61% of Unique borrowers are 70 ⁺ yrs old	ICL/Home Library Service
Camira	15	5.8km	10 mins	SCL	73% are ≤ 7 years old. 2 x 65 ⁺	SCL/Home Library Service
Goodna	13	3.5km	6 mins	PLZ	Popular for computer use. Public transport available to PLZ	PLZ/Home Library Service
Grandchester	1	14km	11 mins	RWD	Borrows Magazines only. Last Borrowed April	RB Digital/Home Library Service
Karalee	90	7.3km	11 mins	ICL	Library Pod 24/7 Access - Aug 2019	ICL/Library Pod - 24/7 Access
Marburg	14	12.4km	15 mins	RWD	Enhanced service - Rosewood Council Connect open 5 days per week	RWD/Home Library Service
Rosewood	120	22.5km	21 mins	ICL	Enhanced service - Rosewood Council Connect open 5 days per week	RWD
Walloon	2	8.4kms	8 mins	ICL	Train service from Walloon to Ipswich	ICL/Home Library Service
Willowbank	5	10.9km	12 mins	ICL	Age range 59 - 74. Public transport available	ICL/Home Library Service
Winston Glades	5	5.3km	8 mins	ICL	Public transport available from Winston Glades to ICL	ICL/Home Library Service

Integrated Services Communication Plan

PROJECT OVERVIEW

That the Mobile Library be decommissioned from its existing service application and be modified for static deployment to ANZAC Park car park, Mills Street, Rosewood for the purpose of providing an interim Council Contact point as per Council's commitment to provide library and Council customer service at Rosewood in an interim capacity until the new Rosewood Library facility is completed.

PHASE 1

- Meeting with Ipswich Libraries Mobile staff
- Communicating changes to Library and Customer Service staff
- Contacting Mobile Library users via email and phone
- Direct communication and engagement from Mobile and Library staff
- Mobile Library Signage
- Updates to Ipswich Libraries and ICC corporate websites
- Contacting associated and affected shopping centres
- Notifying affected sporting organisations
- Termination Of Mobile Library Service
- Removal of Mobile stop signage

PHASE 2

- Roll out of new Integrated Service branding
- Update of Ipswich Libraries and ICC corporate websites
- eNewsletter to Ipswich Libraries members
- Collateral to promote the new service offerings
- Media Outlets contacted
- Launch of new service offerings

PHASE 1

Meeting with Ipswich Libraries Mobile staff

Individual meetings will be scheduled between Library Management, People and Culture staff and Mobile Library staff, to communicate the forthcoming changes to the Mobile Library Service and the likely impact these changes will have to their roles and employment.

Notifying Library and Customer Service staff

Managers, Coordinators and Team Leaders will be notified of the repurposing of the Mobile Library service at the first available Libraries and Customer Services Management Meeting. Coordinators and Team Leaders will then communicate the changes to their direct reports.

An email from the Manager Library and Customer Services will be sent to all Library and Customer Service staff communicating the forthcoming changes to the Mobile Library service.

Q & A sessions between the Manager Library and Customer Services and Ipswich Libraries and Customer Services staff will be scheduled so any questions, concerns can be addressed.

Contacting Mobile Library users via email or phone

An eNewsletter will be sent to Ipswich Libraries members who have used the Mobile Library Service in the last year, communicating changes to services, including:

- The static deployment of the Mobile Library to ANZAC Park car park, Mills Street, Rosewood.
- The repurposing of the Mobile Library to provide enhanced customer services through an integrated Library and Council Customer Service at Rosewood in an interim capacity until the new Rosewood Library facility is completed.
- The launch of the Ipswich Libraries Pod, located at the Karalee Shopping Centre, to promote the provision of enhanced Libraries services, in lieu of the Mobile Library.
- Inviting customers with queries and concerns to contact selected, scripted Library staff members to discuss their issues.
- Informing and offering Mobile Library customers alternate Library services, including locating their closest branch or joining the Home Library Service (for elderly/homebound customers).

Mobile Library users who have not provided emails addresses will be contacted by phone by selected, scripted Library staff.

Direct communication and engagement from Mobile and Library Staff

- Using a script including answers to FAQ, Mobile Library staff, who have built a good rapport with customers, will communicate the forthcoming changes to the Mobile Library service.
- Branch-based Library staff will be supplied with a script, including answers to FAQ, to use when customers inquire or comment about the changes.

Mobile Library Signage

The Mobile Library will display signage to communicate the forthcoming changes to services, as well as inform customers of alternate Library services.

Updates to Websites

The Mobile Library Branch page of the Ipswich Libraries website and the ICC Corporate web pages will be updated prior to the commencement of the changes. FAQ and a customer query and feedback form will be included on the Library website page.

Removal of Mobile stop signage

The Mobile Library stops will have their signage removed and replaced with temporary signage notifying Mobile Library customers of the termination of Mobile services and provide them with alternate service information and Library contact details.

Contacting associated and affected shopping centres

Shopping centre staff who have assisted the Mobile Library service, in varying capacities, will be notified of the changes and thanked for their support.

Notifying affected sporting organisations

Sporting associations, Aquatic Centre, State School, whose parking may be affected by the static deployment of the Library and Customer Services trailer will be contacted to communicate that the week day operation of the Library and Customer Services will not significantly affect weekend activities.

PHASE 2

Roll out of new Integrated Service branding

The Mobile Library service will transition to the new Integrated Service with a new trailer wrap, signage and banners that will communicate to Council customers in Rosewood and

surrounding areas that enhanced customer services are available on the Library and Customer Services trailer.

Update of Ipswich Libraries and ICC corporate websites

The Ipswich Libraries and ICC corporate websites will be further updated to promote the new, enhanced service offering at Rosewood and Karalee.

eNewsletter to Ipswich Libraries members

An eNewsletter will be sent to Ipswich Libraries members to promote the enhanced integrated customer service offering available on the Library and Customer Services trailer and to promote the new Ipswich Libraries Pod in Karalee.

Media outlets contacted

Media outlets will be alerted to the enhanced integrated customer service offering available on the Library and Customer Services trailer and the new Ipswich Libraries Pod in Karalee.

Collateral to promote the new service offerings

Collateral will be developed and distributed to promote the enhanced integrated customer service offering available on the Library and Customer Services trailer in Rosewood.

Collateral will be created and distributed to promote the new Ipswich Libraries Pod in Karalee.

Launch of new service offerings

Official launches will be held on location to celebrate and raise public awareness of the new enhanced service offerings at both Rosewood and Karalee.

Phase 1 – From approval to Termination of Mobile Library Service

Week 1	Meeting with Ipswich Libraries Mobile staff
Week 1	Communicating changes to Library and Customer Service staff
Week 1	Contacting Mobile Library users via email and phone
Week 2	Direct communication and engagement from Mobile and Library staff

Week 2	Mobile Library Signage
Week 2	Updates to Ipswich Libraries and ICC corporate websites
Week 2	Contacting associated and affected shopping centres
End week 3	Termination Of Mobile Library Service
End week 3	Removal of Mobile stop signage

Phase 2 – From roll out of new Integrated Service branding on trailer to Launch of new service offerings

End week 4	Roll out of new Integrated Service branding on trailer
Week 5	Update of Ipswich Libraries and ICC corporate websites
Week 5	eNewsletter to Ipswich Libraries members
Week 5	Collateral to promote the new service offerings
Week 5	Media outlets contacted
Week 6	Launch of new service offerings