


<b>Name of Library</b>	CityLibraries Townsville	
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<b>Title of project/innovation/initiative</b>	Refurbishment and genre collections in Flinders Street branch (as part of the library wide genre collection and refurbishment project)
<b>Date initiated</b>	January 2013 (Main project started in 2011)
<b>Date completed</b>	July 2013

#### **The issue/challenge**

During 2012 CityLibraries refurbished and finalised the genre collections at Flinders Street branch as final part of the library wide refurbishment and organising of the non fiction collections into genres. The genre collections and refurbishment came about to reverse the downward trend in NF loans identified in our collection analysis review done during 2010. We also wanted to work towards maximising customer access, browsing satisfaction and increased borrowing.

#### **Project details**

CityLibraries Townsville decided to reorganise the non-fiction collections into genre collections and interfile JNF with the ANF. This was undertaken to reverse the downward trend in NF loans identified in our collection analysis review done during 2010, and working towards maximising customer access, browsing satisfaction and increased borrowing. We decided that the branch libraries would focus on lending collections rather than collecting which the Information Services, Indigenous collection and the Local History collection teams undertake. At the same time some refurbishment was planned at each branch to accommodate the new collections, culminating with the refurbishment of Flinders Street branch earlier this year.

#### **Library Goals:**

- Enhanced user experience
- Inviting and modern user space with comfortable seating and added workspace
- Customers empowered to find what they want/need – through self-service and browsing the collections
- Anticipate reading, information and recreation needs of library users
- Increase use of JNF by establishing popular genre collections for browsing.
- Increased use of collection

#### **Project**

We started at our Aitkenvale branch at the end of 2011 (I do not recommend to start the whole process in your biggest, busiest branch!) and then moved to Thuringowa library and finally Flinders Street in July 2013.

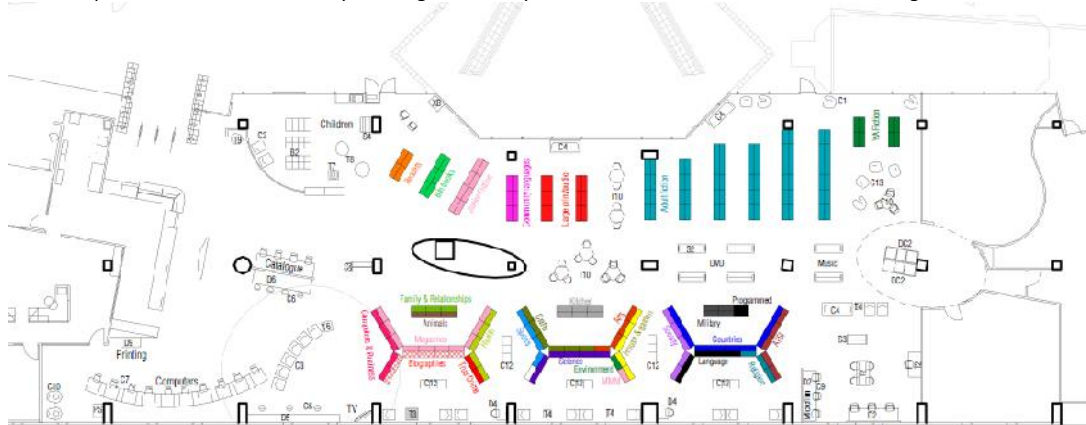
We began by weeding extensively and got rid of about 85,000 books library wide, added lots of front facing shelving and small display stands on most shelves. Together with the fresher looking collection, it helped to make the collection more visible. We also shelved the most popular JNF topics separately in bin boxes for the kids to browse, and kept the more “homework” type books interfiled in the general non-fiction collection. This proved to be very popular with a 3 to 5 % increase in issues across the three branches, which is a good outcome compared to the declining issue rate previously. During

the last 2 years we have had a constant average of between 15 and 17% increase in issue rate for the whole of the non-fiction collection, compared to the corresponding months before the start of the project.

While refurbishing the branches, we were constrained by the budget available, and we therefore aimed mainly at reorganising the non-fiction shelves in innovative ways to incorporate the new genre collections. At the Aitkenvale library we moved the shelves into a “fan-shaped” layout with new seating areas to allow library users to relax and browse. At Flinders Street we decided on a completely new layout and moved the shelves into non-traditional layout which allowed for nooks and crannies where people can browse and relax in comfortable surroundings.

This new lay-out proved to be very popular with the customers and we received a lot of positive feedback.

New floorplan of Flinders Street Library showing the new layout of the non-fiction shelves and new lounge areas



New lounge area in Flinders Street library:

