



Title of meeting:	Culture, Leisure and Sport Decision Meeting
Subject:	D-Day Museum update
Date of decision:	23 March 2012
Report by:	Head of Cultural Services
Wards affected:	All
Key decision:	No
Budget & policy framework decision:	No

1. Purpose of report

- 1.1 To update members on a number of initiatives and improvements affecting the D-Day Museum.

2. Recommendations

- 2.1 **The work undertaken by Asset Management (AMS) to improve access and facilities for visitors with disabilities is noted.**
- 2.2 **The upgrade of the lighting system for the Overlord Embroidery is noted.**
- 2.3 **The improvements to the entrance of the building are noted.**
- 2.4 **The appointment of Councillor Paula Riches as a council representative to the Overlord Embroidery Liaison Committee is approved.**
- 2.5 **The updated marketing plan for the D-Day Museum is approved.**
- 2.6 **Officers apply for Heritage Lottery Funding to support the costs of redisplaying the museum and re-telling the D-Day story in 2014 - the 70th Anniversary of the D-Day Landings.**

3. Background

- 3.1 This report covers a range of activities to improve the offer at the D-Day Museum. Each is dealt with in turn below.

3.2 Works to improve access

This includes a number of improvements to the facilities at the museum for people with disabilities and the replacement of the lighting system in the Overlord Embroidery Gallery (which has reached the end of its life. Failure of one florescent tube would mean 1/3 of the Embroidery would be unlit). The works are listed below.

Activity	Cost (£)	Funding Source	Programme
Physical access - hearing loop, toilet rails, wheelchair space in auditorium:	9,000	Landlord Maintenance Capital	In progress
Emergency lighting upgrade, reception area	2,000	Landlord Maintenance Revenue	March start
Bridge and Rails - slip resistant surface to bridge, redecorate rails	5,000	Landlord Maintenance Revenue	March start
Gallery lighting - replacement of lighting to Overlord Embroidery	25,000	Landlord Maintenance Revenue	March start

3.3 Improvements to the entrance of the building

These works – which are also about improving access – represent the second phase of the Visitor Information Centre relocation to the D-Day Museum. The aim is to make the front of the building more inviting and to change the external and graphic signage to reflect the presence of the Visitor Information Centre. The capital funding for Phase 1 and 2 is £78,000 with a further £20,000 from revenue funds (2011/12 budgets).

The main project improvements are to provide a double glazed frameless entrance, automatic bi-parting entrance doors, vinyl graphics to glazed entrance screens plus new external signage. The proposal meets the security needs of the museum and its collections.

These new proposals should provide a modern and revitalised entrance area to draw visitors into the building. The project process will begin in March 2012, with full consultation with D-Day Veterans, Overlord Embroidery Trustees and other external stakeholders. The aim is to ensure the timing of the work will minimise disruption for visitors and the current projected completion date is the end of October 2012.

3.4 Overlord Embroidery Liaison Committee

Councillor Paula Riches attended the last meeting of the Overlord Embroidery Liaison Committee in November 2011 and during her mayoral year supported the museum on many occasions including the Civic Day. Councillor Riches remains very keen to support the D-Day Museum after she stands down as a councillor in May, and has asked if she can continue to represent the council on the committee. There is nothing in the agreement with the Overlord Embroidery Trustees which precludes this. It is therefore proposed that we invite Councillor Riches to act as a council

representative on the Liaison Committee for a three year period, from 2012 to 2015. This will enable her to support the museums service with fundraising and related activities in the run up to 2014 and the 70th anniversary of the D-Day Landings.

3.5 Marketing Plan The post of the D-Day Museum Development Officer (DDO) was created in 2011 to preserve the military history specialism on the museum and records service team by linking it to a more frontline role. As part of this new role the DDO has been tasked with improving the events programme at the museum to improve the visitor offer and encourage repeat visits. His proposed approach is to make more effective use of the D-Day theatre by showing archival films borrowed from the Imperial War Museum on a regular basis and introducing a programme of talks (including from authors of recently published books on relevant themes). We are also looking at events already taking place within the city or nationally that we can link in with (at low cost) – the Festival of Flight for example. We will also continue to promote the museum utilising the tools identified by the Portsmouth Historic Dockyard marketing secondment working with us during 2010. A summary of our proposed marketing activity is shown at Appendix A.

3.6 2014 Anniversaries

2014 is the 100th anniversary of the start of the First World War (WW1) and the 70th anniversary of the D-Day Landings. Our WW1 exhibition, planned for City Museum, will be designed to complement that of the National Museum of the Royal Navy, and will draw on the city's museum and archive collections. Our key theme will explore the impact of WW1 on the city of Portsmouth and its people – including the periods before, during and after the war. For D-Day we propose to redisplay the museum, retelling the story of the D-Day Landings using modern interpretation techniques and making better use of the collections that the service has built up over the past 27 years. This will require major funding and a bid to the Heritage Lottery Fund as well as match-funding from the Council. Members should note that to redisplay the D-Day Museum at the same time as producing an in-house exhibition for WW1 is a major undertaking for a service the size of Portsmouth's and will leave little capacity for other projects for the next 30 months.

4. Reasons for recommendations

4.1 The recommendations and rationale provided above reflect Cultural Services commitment to the council's transformation programme which is exemplified by the co-location of the D-Day Museum and Visitor Information Service and the future benefits that will accrue from providing visitor information across all museums – as well as other attraction – sites and the merging of the frontline staff from both services.

5. Equality impact assessment (EIA)

5.1 The activity covered in this report largely addresses access issues and an Equality Impact Assessment is not required.

6. Head of Legal, Licensing & Registrars' comments

6.1 The Head of Legal Services supports the recommendations.

7. Head of Finance’s comments

7.1 The improvement works to the D day Museum will be funded from the Asset management budgets.

The marketing plan has and will continue to be financed from within the Museum’s approved cash limited budget.

Signed:.....

Stephen Baily
Head of Cultural Services

Appendix A: Marketing Plan D-Day

Background list of documents: Section 100D of the Local Government Act 1972

Title of document	Location
None	

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure & Sport on 23 March 2012.

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Signed by: Cabinet Member for Culture, Leisure & Sport