

Title of meeting:	Culture, Leisure and Sport Decision meeting
Date of meeting:	12 October 2012
Subject:	D-Day+70
Report by:	Head of City Development and Cultural Services
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To present D-Day+70, a major project to mark the 70th anniversary of D-Day in 2014.

2. Recommendations

- 2.1 It is recommended that:

The report is approved and the general principles set out for D-Day+70 are welcomed.

1. That the Cabinet Member notes the bid to the Heritage Lottery Fund (HLF) has been submitted
2. That a capital bid is submitted for £100,000 to match-fund the scheme. HLF funding, if secured, will be at a ratio of 4:1. In the event that the capital bid is unsuccessful, funds would need to be identified from another source and a further report detailing the options brought to Members.

3. Background

3.1 D-Day

On 6 June 1944 (forever after known as 'D-Day'), 156,000 Allied troops from UK, USA, Canada and 9 other nations landed in Normandy. This and the subsequent campaign in Normandy was a turning point in the World War II.

It led to the liberation of Europe and the end of the Second World War, shaping European history for the next 50 years.

Viewed from 70 years later, it is easy to forget what a step into the unknown D-Day actually was. Despite the years of planning, during which every possibility was considered and imaginative and innovative solutions were found to countless challenges, no-one could second guess the outcome. It was undoubtedly the most dramatic and important single day in the history of Western Europe.

In addition to the soldiers who landed on the beaches, many hundreds of thousands of men and women played a role in creating the infrastructure that supported the landings and the subsequent drive to Germany. Equally, many civilians witnessed the build-up of the Armed Camp that was the South of England in the months before the invasion was launched.

D-Day Museum

30 years ago, ahead of the event's 40th anniversary, Portsmouth City Council took a bold and far-sighted decision to create a museum devoted to D-Day. Having been the hub of the operation and the point of departure for many of the troops, Portsmouth was a natural home for the Museum.

The Museum's design was influenced by the opportunity to house the remarkable Overlord Embroidery. This 272 foot long work of art had been commissioned at the end of the 1960s by Lord Dulverton as a memorial to those who had taken part.

The Museum was – and remains – extremely popular. 90,000 people visited in its first year and numbers have remained high. Portsmouth was the centre of international commemorations of the 50th anniversary of D-Day in 1994, when world leaders, including US President Bill Clinton, visited. The City was chosen by the British Legion as the focus for its national commemorations of the 65th anniversary in 2009 and is bidding to host Armed Forces Day in 2014.

The Museum has close connections with D-Day Veterans, who regularly attend to talk to visitors. With its clear World War II focus, it has also become something of a centre of belonging for veterans' groups more widely.

Visitor numbers are currently at 50-55,000 a year. Free entry is offered on special days including 6 June and these attract local residents. The Museum is extremely popular with schools and young people, with some 10,000 visiting each year.

A pilot literacy project which brought secondary schoolchildren together with veterans to inspire creative writing proved very successful.

The income currently received from admissions forms part of the D Day Museum budget and contributes towards the running costs of the site.

Merchandising income received by the Museum Service is not allocated to individual sites but is accounted for separately, the profit element of sales contributing towards the overall Museum Service budget.

Looking Ahead

Now, with the 70th anniversary only 2 years away, and the 75th on the horizon, the Portsmouth Museums and Records Service is planning a project on an equally bold and ground-breaking scale, 'Day+70'. Its key elements are:

- *transformation of the D-Day Museum*: this is the heart of the project and will see a complete new layout and new displays. The height of the existing building will be used more effectively to create dramatic displays and the large key vehicles, including a landing craft, will be integrated into the exhibitions, rather than shunted in a corner as at present. The exhibitions will be designed in close consultation with future audiences, with Museum staff and designers working with an advisory panel comprising veterans, school children, teachers, families and community groups. Visitor circulation will be completely altered: amongst the benefits of this will be a greatly-improved presentation of the Overlord Embroidery, creating a true 'wow factor'. A new space will be created for the café, enabling the Dulverton Wing to be used solely as an activity/learning space.
- *'D-Day Perspectives'*: an oral history project with D-Day Veterans (military and civilian): this is perhaps the last chance to capture first hand the reminiscences of those who took part in all aspects of D-Day. Their experiences will both inform the new exhibitions and be saved for future generations.
- *'Contemporary Conflicts'*: new links to be forged with the serving Armed Forces community in and around Portsmouth, to provide a contemporary perspective on D-Day and on the universal themes of service, duty, sacrifice and separation.
- *'The South at D-Day'*: new partnerships with local regimental museums and community groups (eg New Forest in WWII) to create a D-Day Heritage network, with a joint Commemorative 'Festival' in 2014 (including a community Conference in Portsmouth) and subsequent joint annual promotions and marketing.
- links with institutions such as the Royal Military Academy, Sandhurst, to establish Museum as the centre for dissemination of research.
- specific learning/participation activities in Portsmouth
- project with RESPECT to tackle children at risk of social exclusion
- projects with schools (primary & secondary)
- projects with families
- additional staff posts will be required to achieve these aims (backfilling the front-of-house responsibilities of the D-Day Development Officer in order that the postholder can concentrate full-time on the project, a D-Day Community Engagement Officer and a Collections Researcher.

The key elements of the project are dependent on getting HLF funding and it is unlikely that they would take place otherwise.

Project Timetable

The outline timetable, which reflects the HLF's two stage bidding process, is as follows:

August 2012

Heritage Lottery Fund bid submitted

November 2012

HLF Round 1 decision

It is possible to get through the first HLF round but not the second (however, 4 out of 5 bids that pass the first round also pass the second). If we were unsuccessful in either the first or the second round we would re-apply (following guidance from the HLF on the bid's shortcomings). Without HLF funding it is unlikely that the planned subsequent work would take place.]

November 2012 – October 2013

Development Phase

October 2013

Round 2 Submission to HLF

January 2013

Round 2 Bid Decision

Activity Programme (on-going), including June 2014 D-Day Commemorative Festival and Conference

November 2014

On Site Installation

May 2015

Soft Opening

Official Opening 2nd June 2015

Financial summary

Project costs and proposed income are shown in the matrix below.

	Development Phase	Delivery Phase	Total
EXPENDITURE			
Build costs		£3,098,400	£3,098,400
Professional Fees	£281,300	£517,900	£799,200



Other capital costs		£334,500	£334,500
Staff posts	£85,000	£150,000	£235,000
Activities	£75,000	£224,400	£279,400
Maintenance & Management costs (5 years post opening)	0	£270,000	£270,000
Allowance for Inflation (capital only)		£68,600	£68,600
Total	£441,300	£4,663,800	£5,105,100
INCOME			
PCC cash	£35,000	£65,000	£100,000
PCC non-cash (fee to Asset Management)	£7,000	£14,000	£21,000
PCC funding Maintenance & Management costs (5 years post opening)	0	£270,000	£270,000
PM&R Society*	0	£10,000	£10,000
HLF grant request	399,300	£3,979,800	£4,379,100
Fundraising	0	£325,000	£325,000
Total	£441,300	£4,663,800	£5,105,100

* The contribution from the Portsmouth Museums & Records Society is agreed subject to successful outcome to the bid to the HLF.

4. Reasons for recommendations

- 4.1 D-Day+70 delivers to the council's *Shaping the Future* agenda and will be a major contributor to successful delivery of the Seafront Strategy with positive benefits for the visitor economy. The activity plan which forms an integral part of D-Day+70 will engage a range of audiences and encourage the development of new skills, greater confidence with benefits for wellbeing. Following a dialogue with the Head of Education, D-Day+70 will use the aspirational nature of the D-Day story – in which 'ordinary' people, achieved extraordinary success – to deliver Outcome OF2 of the council's 'Vision and strategy for education in Portsmouth' that is: *raising expectations of children, parents, professionals and the community*.
- 4.2 Many of the nationalities which took part in D-Day are represented in the city's population today. As we plan to tell the D-Day story from the perspectives of those who were involved or witnessed events, D-Day+70 is an opportunity to bring community groups from across the city together, increasing understanding and strengthening community cohesion.
- 4.3 To support the bid to the HLF it would be advantageous at this stage to have formal approval for the council's financial contribution; a relatively modest amount that will potentially generate £4 million of additional funding to benefit the city.

5. Equality impact assessment (EIA)

- 5.1 An EIA will be undertaken as part of the Development Phase of the project, subject to the successful outcome of the bid to the HLF.

6. Head of Legal, Licensing & Registrars' comments

- 6.1 The Project will require tendering and procurement of Construction work and services and appropriate contract terms will be required to link in with any HLF funding requirements and/or lack of success in the HLF funding process to ensure commitments are not taken on that cannot be funded.
- 6.2 HLF Funding Grant conditions shall need to be reviewed and complied with and also any agreement formalised with the Portsmouth Museums & Records Society.
- 6.3 Intellectual Property Rights related to key elements of the Project may need to be secured and collaborative arrangements entered into.
- 6.4 Depending on the existing treatment of income from admissions and retail activities at the Museum there may be auditing/best value considerations to address in relation to future income.

7. Head of Finance's comments

- 7.1 A capital bid of £100,000 is to be submitted for PCC's cash contribution towards the project. If this is unsuccessful, a further report will be brought to members detailing alternative proposals.
- 7.2 The income currently received from admissions forms part of the D Day Museum budget and contributes towards the running costs of the site.
- 7.3 All other changes in costs will be absorbed within the existing cash limited budgets.

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Signed by: **Stephen Baily**
Head of City Development & Cultural Services

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

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Application to the HLF for D-Day+70	Copy in MAVS Manager Office

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture Leisure and Sport on the 12th October 2012.

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Signed by:
Cabinet Member for Culture Leisure and Sport