

Title of meeting: Culture, Leisure and Sport

Subject: D-Day 75

Date of meeting: 19 July 2013

Report by: Head of City Development and Cultural Services

Wards affected: ALL

1. Requested by: Cabinet Member for Culture, Leisure and Support

2. Purpose of the report

- 2.1 To elicit the enthusiastic support and commitment of Members for capital investment in the D-Day Museum to ensure it remains fit for purpose to the benefit of Portsmouth residents and visitors and a place of belonging and remembrance for Normandy Veterans and their families.
- 2.2 By affirming their commitment to the D-Day Museum and the wider D-Day 75 project, Members will enable the Museums Service to potentially attract up to £3.5 million from the Heritage Lottery Fund.

3. Information Requested

- 3.1 What follows explains the rationale for the D-Day 75 project, the case for support and why the £250,000 capital funding is essential.

3.1.1 Our Vision

The years between 2014 and 2019 represent a significant window of opportunity for the D-Day Museum. While the Normandy Veterans are still with us, this is the last opportunity to gain their input as we seek to cast the story of the single most dramatic and important day in Western European history in a meaningful and accessible way that speaks to 21st Century audiences.

3.1.2 Why it matters

On 6th June 1944, 156,000 men from the UK, USA, Canada and many other nations landed on the shores of German-occupied France. The success of Operation Overlord – of which, we must remember, there was no guarantee – was the turning point in the Second World War and led to the liberation of Europe.

3.1.3 Why Portsmouth?

Portsmouth was the hub of the whole operation and while many fleets have set sail from its harbour over the centuries, this was by far the largest and most significant. In the run-up to the 50th anniversary in 1984, Portsmouth City Council took the decision to mark the City's role by building the D-Day Museum. 30 years on, the Museum still attracts over 50,000 visitors a year, including 10,000 schoolchildren and students.

3.1.4 The Plan

The aim is to capitalise on this investment and transform the D-Day Museum into a significant attraction fit for the 21st century, a living memorial to those who fell, recognised and respected locally, regionally, nationally and internationally

The D-Day 75 project will:

- Bring the D-Day story to the widest possible audience in a meaningful and accessible way relevant to the 21st century.
- Establish a new identity for the Museum as the central point of a new D-Day heritage network in the South of England, working in partnership with key stakeholders, including D-Day veterans, survivors of more recent conflicts, national and international military museums, and the local community.
- Position the museum as the national learning centre for disseminating emerging knowledge about D-Day to a wider audience, through partnerships with organisations and institutions such as the Royal Military Academy, Sandhurst.
- Physically transform the D-Day Museum into an inspiring, accessible environment that captures the legacy of D-Day and its relevance to contemporary conflicts and significantly enhances its offer for formal and informal learning.

The D-Day Museum will be transformed by what is proposed. Visitors will be inspired, educated and moved and stopped in their tracks at the scale of D-Day! The story will be told more simply – giving visitors a clear route through the museum – and duplication will be removed. We will bring the story to life through the use of personal accounts and layer the information so people are not overwhelmed with detail (unless they want to be).

The museum will attract people to the seafront, ensure repeat visits from residents and people within 90 minutes drive time of the city and give people arriving by Ferry and Cruise Ship another reason to remain in Portsmouth.

4. The case for council support

4.1 The D-Day 75 project delivers a range of strategic and other outcomes for the council as follows:

4.1.1 An enduringly popular theme

In the decades since the Second World War, D-Day has gained iconic status, with films (eg *The Longest Day*, *Saving Private Ryan*), TV shows and documentaries, computer games and books demonstrating the consistent high interest among the public. Many people visit Normandy each year specifically to tour the D-Day battlefield sites, often crossing from Portsmouth. On significant anniversaries of D-Day, Portsmouth has been at the centre of national and international commemorations, including welcoming world leaders such as President Bill Clinton. There is an opportunity to build on French, USA and other international audiences for D-Day (as demonstrated by the 400,000 people who visit the Memorial in Caen each year).

4.1.2 Regeneration of the Seafront

There are numerous examples of culture-led regeneration across the UK in which investment in museums and galleries has helped create vibrant destinations with growing numbers of art / creative-industry workspaces, independent shops and a lively café and restaurant scene (from Walsall to Liverpool to Margate - see the LGA report *Driving growth through local government investment in the arts*, March 2013).

The redevelopment of the D-Day Museum will contribute to the city's regeneration and long term economic development as set out in the Regeneration Strategy, through:

- Attracting visitors to the Seafront and Southsea Town Centre (and contributing to the delivery of the Masterplan)
- Creating a new internationally significant offer for the city
- Developing the visitor economy by:
 - Increasing visitor numbers
 - Increasing visitor spend
 - Extending visitor stay in the city
- Enhancing the city's brand as the 'great waterfront city'
- Creating new jobs

4.1.3 Employability, skills and learning

Museums are well placed to reach, inspire and engage people who may experience barriers to entering the labour market including young people.

The D-Day Museum has recently been awarded £90,000 by ACE (Arts Council England) to work with young people, including NEETS and young people with learning difficulties. It will be delivered in partnership with Pompey in the Community Respect Programme. The young people taking part will be encouraged to use the D-Day story, museum and its collections to inspire art work and to act as young curators – taking museum collections into the community, creating displays and delivering open days to their peers, families and wider community and will include the employment of an Apprentice. The views of young people will inform how we tell the D-Day story in the ‘new’ museum. Participants will gain a raft of new skills and experiences and have greater confidence which will benefit their work in school and future employability.

The council’s head of education has asked that we use the aspirational nature of the D-Day story - in which ‘ordinary’ people, many of whom would have been relatives of the families who live in the city now, achieved an extraordinary success - to raise expectations of children, parents, professionals and the community (Outcome OF2, vision and strategy for education in Portsmouth). D-Day 75 will rise to this challenge.

4.1.4 Centre of belonging

The soldiers who took part in the campaign are now in their 90s, and even those who witnessed events as children are in their 70s and 80s. Realistically, the D-Day 75 project represents the last chance for the generations who witnessed D-Day to shape the future telling of their story. The D-Day Museum is also a centre of belonging and remembrance for Veterans and their families – it has a long and strong relationship with Veterans. In view of this, it is almost as if we have an obligation to secure the future of the museum in acknowledgement of their commitment and support.

4.1.5 Armed Forces Covenant

The city has recently signed the Armed Forces Covenant. This is very fitting and appropriate in view of the city’s history and current role. The investment in the D-Day Museum would demonstrate a genuine and tangible commitment to the covenant.

4.1.6 Portsmouth – the UK Centre for D-Day

In view of the enduringly popular appeal of D-Day, Portsmouth’s central role and the presence of D-Day related sites across the South of England, it makes sense for Portsmouth to capitalise on this unique selling point and position itself as the destination of choice for anyone wanting to understand the D-Day story.

4.1.7 Generating income

Since 2000/01 (ie over the past 12 years) visitors to the museum have generated an income of some £2.1 million for the council. With investment (and even if running costs are increased) and the consequent increase in visits and income from admissions, the D-Day Museum has the potential to become self-financing. This would be a huge benefit in terms of the long-term sustainability of this significant seafront attraction.

5. Why council capital funding is essential

5.1 We have submitted a revised bid to the Heritage Lottery Fund (HLF) addressing the key issues raised. The overall cost of the project to the HLF has been reduced by approximately £0.5 million by reducing the overall cost of the project and by increasing the council's contribution to £250,000 (as approved in the February 2013 budget report). In addressing the issues raised by the HLF with regard to cost and value for (HLF) money, we have not compromised our aspirations for the museum and the wider D-Day offer.

The HLF will not support this project without a proportionate contribution from Portsmouth City Council. The total project cost is £4.6 million. The £250,000 allocated by the council demonstrates a formal commitment to the project and will increase the chances of a successful outcome to our bid. The project team has a fundraising target of £300,000.

To conclude, regardless of whether the current plans for redevelopment are pursued, or alternative plans are made in the future, it seems beyond doubt that PCC must begin to explore a way to develop the museum in order to realise its potential for the city. To do this is to secure a sustainable future for the museum, so that we may continue to play this vital role in honouring the nation's history and the day when, as Eisenhower said on giving the D-Day order in 1944, 'the free men of the world marched together'.

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

Appendices: None

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
None	