

Agenda item:

**Title of meeting:** Culture, Leisure and Sport Decision Meeting

**Date of meeting:** 11 October 2013

**Subject:** Portsmouth Museums Annual Update

**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** The purpose of the report is to review the achievements of Portsmouth Museums & Archives in 2012/13 and present an action plan for the year ahead. Portsmouth Museums' operational 'plan on a page' is attached at Appendix A.

**2. Recommendations**

**2.1** The achievements of Portsmouth Museums and Archives in 2012/13 are noted.

**2.2.** The D-Day related projects, D-Day+Youth and D-Day 70 '*Launching the Invasion*' are delivered in accordance with the successful funding bids submitted to ACE (Arts Council England) and the Heritage Lottery Fund (HLF) respectively.

**2.3** The Development Phase of D-Day 75, the council's major project to transform the D-Day Museum offer, is implemented subject to a positive outcome of our funding bid to the HLF.

**2.4** A bid is submitted to ACE for Renaissance Strategic Support Funding for 2014/15 to support developing the sub-regional D-Day offer in partnership with the area's Regimental Museums and similar organisations.

**2.5** The work to Cumberland House is completed with the opening of an A-Z of Natural History in the main ground floor gallery.

**2.6** Volunteers are recruited in Cumberland House and trained to assist in the delivery of events and activities at the museum in accordance with 'Invest in Volunteers' standards.

- 2.7** The service prepares for Accreditation and completes the review of the council's collection development plan incorporating museum, archive and library collections.
- 2.8** The service completes the work started with the Museum of English Rural Life, with ACE funding, with the aim of achieving the Investors in Volunteers standard.
- 2.9** A review of the current school led offer is undertaken and a review of the school loans / handling collection is started.
- 2.10** Partnership projects with the QA Hospital (improving environments for people with dementia) and the University of Portsmouth (Doctoral Collaborative Award for Conan Doyle) are implemented.
- 2.11** The Portsmouth City Museums exhibition programme Secret Egypt and Tricorn is delivered as planned and publicised.
- 2.12** Plans for the WW1 centenary exhibition and community engagement – *Lest We Forget* – are developed and implemented.
- 3. Background**
- 3.1** Review of 2012/13
- 3.2** The highlight of 2012/13 was *A Tale of One City* (the Dickens Community Archive project funded by the HLF) which formed a key element of Portsmouth's celebration of the bicentenary of Dickens' birth. In terms of our aspirations for community participation and the benefits to the individuals who took part evaluation shows this project has been a resounding success (see impact briefing).
- 3.3** In addition, we delivered two ACE funded projects: *Get Involved!* a project to increase the number and diversity of volunteers supporting the service (in partnership with the Museum of English Rural Life, University of Reading) and *Make! Believe! Make!* a project to display the work of local makers with objects from Portsmouth's collections (in partnership with Aspex). We also submitted an unsuccessful bid to the Heritage Lottery Fund for £4 million to transform the D-Day Museum but did secure £90K from ACE to work with Pompey in the Community Respect Programme to engage young people in the D-Day story, museum and collections.
- 3.4** The Feasibility Study on the transfer of Cumberland House to the 3rd sector was completed. As an interim measure it was agreed that a Development Officer would be appointed to enhance programming and that we would increase the number of volunteers supporting the museum. Work to refurbish and redisplay the ground floor of the museum began.

- 3.5** 2012/13 was the first full year of operation of the Visitor Information Service at the D-Day Museum. The final phase of the co-location of the two services saw work completed to the entrance, including new doors and signage, to encourage visitors to approach and enter the Museum and Visitor Information Centre. Work continues to merge the Visitor Services and Museum frontline staff into a single team.

Visitor numbers remained robust across the service as a whole at 276,000, with Southsea Castle achieving 100,000 visits.

**Please note** that the developments and projects described above occur in the context of ongoing activities including the day to day operation of our sites, the delivery of our schools and events programmes, supervision of over 100 volunteers, responding to enquiries and ongoing work to improve standards of collection stewardship.

#### **4. Reasons for recommendations**

- 4.1** The activities and projects recommended reflect City Development and Culture (CDC) outcomes and priorities.

The overwhelming priority **is to transform the D-Day Museum** (Recommendations 2 to 4) into a significant attraction and an inspiring living memorial relevant to the 21<sup>st</sup> century. We have yet to secure the major tranche of funding required to do this, but current funding from both ACE and HLF enables us to engage with audiences in a way that we regard as essential to the future success of the service (notably D-Day+Youth) and re-position the D-Day Museum in a way which will enhance its resilience and benefit the city (*D-Day 70 Launching the invasion*).

The partnership with the area's Regimental Museums will contribute to this also. Our aspirations for the D-Day Museum directly contribute to CDC Outcome 4: *A city with a distinctive culture established as a national and international destination*. (The D-Day project is formally identified as a priority under this Outcome). Our commitment to involving the people we want to use the museum in its development delivers to the Outcome 1 priority to: *Enhance and broaden participation in cultural opportunities and the cultural offer of the city*.

- 4.2** The work to **Cumberland House** (Recommendation 5) is part of the ongoing action plan for the museum and response to the recent Feasibility Study. A Development Officer has been recruited and the museum re-opened in June 2013 following extensive refurbishment of the ground floor (and some unplanned work to one of the upper galleries following the identification of a potential problem with the beams supporting the floor). The focus of the Development Officer during the summer months is the day to day operation of the site. However, in the autumn, visitors can expect to see a full programme of events and the involvement of volunteers. In addition we need to complete the final element of the refurbishment; that is the production and installation of the new exhibition – *An A-Z of Natural History*.

The proposals for Cumberland House directly contribute to the CDC Outcome 2: To be a city where all residents have access to high quality formal and informal learning and opportunities to develop skills to improve their quality of life.

- 4.3 Accreditation** (Recommendation 7) is the national benchmark for museums in England, setting the standard for collection care and access. It is administered by ACE. We will be invited to apply in **October 2014** and it is essential that some of the preparatory work is done now. The Collections Development Plan is long overdue for review. However, to make the document more meaningful and to demonstrate the way the council's collections fit together to tell the story of the city, it will encompass, for the first time, museum, archive and library collections.
- 4.4** Other documents will need to be updated (Documentation Manual for example) and drafted (Collection Management Plan for example). Ensuring that collections are well organised and cared for (and therefore available for use) underpins the work of Portsmouth Museums and our contribution to a range of CDC Outcomes including Outcome 1: *A city where all residents and visitors have opportunities to enhance their health and wellbeing, to be involved in building healthy and happy local communities* and specifically the priority: *To continue to make our collections, archives and services more accessible.*
- 4.5 Achieving the Investors in Volunteers standard** (Recommendation 5) builds on the *Get Involved* project funded by ACE (Renaissance Strategic Support Fund) and demonstrates our commitment to involving volunteers and supporting them effectively. Involving volunteers is a priority for the CDC under Outcome 1: *Maintain and develop opportunities for volunteers across all services.*
- 4.6** The **review of the current School offer** (Recommendation 10) will help to ensure that our learning offer remains relevant and valued and to prepare for forthcoming changes in the National Curriculum (CDC Outcome2)
- 4.7** The partnership projects with the **QA Hospital** (improving environments for people with dementia) and the **University of Portsmouth** (Doctoral Collaborative Award for Conan Doyle) (Recommendation 11) in different ways will both provide access to the city's collections. The project with the Hospital will locate objects on hospital wards. The project with the University will ensure that the research on the Conan Doyle collection undertaken by the PhD student funded by the award is shared with local communities and wider audiences as it occurs. Both projects contribute to CDC Outcome 1.
- 4.8 The Secret Egypt and Tricorn exhibitions** (Recommendation 12) are the two temporary exhibitions programmed for the City Museum in 2013/14. The former is hired (from the Herbert Museum, Coventry) the latter has been developed in-house in partnership with local historian and author Celia Clark. They contribute to the Learning and International Destination Outcomes (CDC Outcomes 2 and 4).
- 4.9** Our plans for the **WW1 Centenary** (Recommendation 13) will present items from the city's WW1 collections which illustrate the contribution made by individuals from the city and will tell the story of the 3 Portsmouth Pals Battalions.

Subject to the successful outcome of a bid to the Heritage Lottery Fund, an outreach project will also enable community involvement. This project is very much about community engagement and participation and will enhance wellbeing as well as delivering learning and skills (CDC Outcomes 1 and 2).

**4.10** Please note that although Museum staff will play a significant role in the **relocation of Archives** (including paper-based Museum Collections such as the D-Day Collection) to Southsea and Central Libraries, a recommendation is not sought here as the work has already been approved in the 19<sup>th</sup> July 2013 report.

## **5. Equality impact assessment (EIA)**

**5.1** An equality impact assessment is not required as the update and action plan do not entail changes in policy.

## **6. Legal Implications**

**6.1** The recommendations made do not seek to incur any additional risk for the Council from a legal point of view. If a contribution is to be made to the support of the Conan Doyle scholar then appropriate safeguard should be sought from the post holder and the University that the fruits of the research will be available to the City without additional cost.

## **7. Head of Finance's comments**

**7.1** Any actions contained within this report have or will be implemented within the approved financial resources for the Museums and Records Service with the exception of the following grant funded projects:

<b>Project</b>	<b>Funding Source</b>	<b>Amount</b>	<b>Period</b>
D-Day+Youth Project. Engage the city's young people in the D-Day story, museums and collections. Delivered in partnership with Pompey in the Community.	Arts Council of England	£90,000	2013/14
D-Day Launching the Invasion. Provide a range of events focussing on the 70th Anniversary of the D-Day landings including a conference and community projects.	Heritage Lottery Fund	£91,500	July 2013 Sept 2014
Get Involved! Museum of English Rural Life, Reading University project. Aims to develop and deepen participation through volunteering	Arts Council of England	£50,000	Oct 2012 - April 2013
Make Believe Make. Exhibition of works inspired by Museum Collections and in partnership with Aspex Gallery.	Arts Council of England	£10,000	2012/13
Dickens Community Archive Project.	Heritage Lottery Fund	£265,800	2010/11 – 2013/14
<b>Total:</b>		<b>£507,300</b>	

**7.2** The improvement works for Cumberland House have been funded by Asset Management capital budgets and from within the Museums and Records revenue budgets as follows:-

<b>2012/13 &amp; 2013/14 Description of expenditure</b>	<b>Amount</b>	<b>Funding</b>
Refurbishment works to open up ground floor display/shop and new reception. Re-display of gallery and exhibits	53,078	Museum revenue budgets
West Wing first floor strengthening and associated works	31,000	Asset Management Capital Scheme
<b>Total</b>	<b>84,078</b>	

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

**Appendices:**

Appendix A: Portsmouth Museums Operational Plan (on a page)

**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:

<b>Title of document</b>	<b>Location</b>
A Tale of One City Impact Briefing	Copy with Museums and Visitor Services Manager, Jane Mee (and hardcopy distributed to all Members)

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture Leisure and Sport on 11 October 2013.

.....  
**Signed by:**  
**Cabinet Member for Culture, Leisure and Sport**



Appendix A

Portsmouth Museums Operational Plan (on a page)

Activity	CD&C objective	Lead	Timescale	Funded by
1. Deliver an excellent welcome and service at all museum sites				
<ul style="list-style-type: none"> <li>Continue to develop and merge PMVS frontline teams into one</li> </ul>	4, 1 & 6	JS	Ongoing	Museum budgets
<ul style="list-style-type: none"> <li>Improve promotion of museums</li> </ul>		LG	Tbc	
<ul style="list-style-type: none"> <li>Redevelop the museums' websites</li> </ul>				
2. Deliver D-Day 75 – a project to transform the D-Day Museum offer in partnership with users and stakeholders				
<ul style="list-style-type: none"> <li>Submit bid to HLF</li> </ul>	4, 1, 2 & 6	JM	June 13	Museum
<ul style="list-style-type: none"> <li>Deliver D-Day+ Youth project</li> </ul>		AW	April 14	ACE
<ul style="list-style-type: none"> <li>Deliver D-Day 2014 project</li> </ul>		AW	August 14	HLF
<ul style="list-style-type: none"> <li>Submit bid to ACE to work with Military Museums</li> </ul>		JM		ACE
3. Continue to raise standards of collection care and documentation to enhance all forms of access (including digital) and achieve Accreditation – the national standard for museums in England – in 2015				
<ul style="list-style-type: none"> <li>Review Collection Development Policy (all city's MAL collections)</li> </ul>	1, 2, & 6	RH	Sept 13	NA
<ul style="list-style-type: none"> <li>Draft Collection Management Plan (museum)</li> </ul>		RH	March 14	NA
<ul style="list-style-type: none"> <li>Revise Documentation Manual (museum)</li> </ul>		KB	May 14	NA
<ul style="list-style-type: none"> <li>Complete inventory work and eliminate recent backlog</li> </ul>		KB	April 14	NA
<ul style="list-style-type: none"> <li>Undertake remedial conservation work on tanks and guns</li> </ul>		TG	Nov 13	Museums & Records Soc
<ul style="list-style-type: none"> <li>Update HER</li> </ul>		JMa	Ongoing	????
<ul style="list-style-type: none"> <li>Deliver Doyle AHRC/PhD with the Uni of Portsmouth</li> </ul>		JM	2017	AHRC award (£ to Uni)
4. Develop, deliver and market the exhibition and events programme for 2013/14				
<ul style="list-style-type: none"> <li>Teddy Bear Story and Secret Egypt</li> </ul>	2, 1, 4 & 6	DR	March / Oct 13	Museum
<ul style="list-style-type: none"> <li>Tricorn</li> </ul>		DR JOS	Feb 14	Museum
<ul style="list-style-type: none"> <li>Complementary events</li> </ul>		JS et al	Ongoing	Museum
<ul style="list-style-type: none"> <li>Promote programme with input from Corporate Coms Team</li> </ul>		JS	Ongoing	Museum



4. Relocate the Archives (and other works on paper) to Central & Southsea Libraries				
• Development of new store and preparation of archives for removal	1 & 6	MG	tbc	Library
5. Transform the Cumberland House offer - redisplay and refurbishment of				
• Refurbish and redisplay reception, shop and main gallery	2, 1, 5 & 6	NT	June 13	Museum
• Complete Flights of Fancy schools project & install display		TT	June 13	Museum
• Develop events and activity programme with the support of volunteers		GW	Ongoing	Museum
• Develop, design, install A-Z exhibn		JM et al	tbc	Museum
6. Volunteer development – continue the initiative started with Museum of English Rural Life and ACE Strategic Funding and achieve Investors in Volunteers standard				
• New frontline volunteers in place	1, 2 & 6	JOS	July 13	ACE
• Implement action plan to improve practice and achieve Investors In Volunteers standard			Jan 14	
7. Increase income generation – through venue hire, civil ceremonies and retail				
• Support range of operators and concessions delivering services at our historic sites	6, 4 & 5	JS [with RL]	Ongoing	NA
• Introduce civil ceremonies		JS	July 13	CDC
• Refresh shops + more proactive retailing				
8. Develop school offer – evaluate, review and update with Business Support team				
• Review led offer and update	2 & 6	TT	Nov 2013	NA
• Review & rationalise school loans			Mar 2014	Museum
9. Seek and take opportunities to increase community engagement and participation				
• Develop and deliver community project & exhibition for anniversary of WW1. Submit bid	1,2 & 6	JM	July 2014	Museum HLF
• Deliver 'wellbeing' / dementia project with QA Hospital + related training		Tbc	March 2014	Dept of Health (award to QA)