

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Subject: D-Day 70: Launching the Invasion

Date of meeting: 21 March 2014

Report by: Head of City Development and Cultural Services

Wards affected: All

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Sport

2. Purpose

2.1 To update Members on the D-Day 70 *Launching the Invasion* project.

3. Information Requested

3.1 The D-Day 70: *Launching the Invasion* project is supported by the Heritage Lottery Fund and has three key areas all of which are developing well. These include work with community groups, the D-Day conference and the new D-Day events website.

3.2 The Museums Service is currently working with and supporting (financially and with on-going advice) six groups who are researching the impact of D-Day on their immediate local area. Currently these groups come from Portsmouth, Fareham, Portchester, Buriton, Bishops Waltham and Droxford. The focus for each group is slightly different, some are carrying out oral history interviews in their local area, others have visited information repositories such as The National Archives and most are using a variety of methods to try and investigate D-Day in their local area.

Individual groups are planning different outputs; these range from exhibitions, booklets, a film made using oral history testimony and an artistic response to the research. The majority aim to complete their work and make it accessible within their wider community in time for the 70th anniversary of D-Day in June 2014.

3.3 The D-Day Conference is being held on the 10th and 11th May 2014 at the D-Day Museum. It will also feature an evening dinner with guest speaker (still to be finalised). Several speakers have now been confirmed for the conference, which aims to present research around D-Day in a way that is accessible to a wider community audience, whilst simultaneously not over-simplifying valuable content. Amongst others, individuals from the National Museum of the Royal Navy and from

The Royal Military Academy, Sandhurst are confirmed to speak and the community groups have also been invited to present their research across the weekend.

- 3.4 The new event element of the D-Day Museum website is currently being built and is scheduled to go live within the next 3-4 weeks. It will act as a central hub to make available details of any event taking place across the South of England that aims to commemorate D-Day. Organisations holding events will be able to upload their information to the site and following a simple moderation process by museum staff and volunteers, their event will be available within the website search facility. The website will also feature information about the D-Day related history of each county and will pinpoint various related historic sites. These sites will be included within the search facility to compliment the events search.
- 3.5 The *Launching the Invasion* project strands forms part of the city's commemorative events for 2014 led by the Events Team. However, the funding from the Heritage Lottery has secured additional support from an attractions marketing specialist, who has experience in handling major cultural events. The attractions marketing specialist will work with council officers to optimise the return on the HLF funding.
- 3.6 Amongst the results to date is the recruitment of historian and TV broadcaster Dan Snow who has shown his support for the D-Day Museum and who now features on the current D-Day website with endorsements on social media. A new leaflet has been produced and will be distributed within a one hour catchment with a strong call to action to engage with D-Day 70 events; visit the museum, book to attend the conference and upload events on the website. Some further marketing activity is also scheduled including a regional radio campaign; train/bus advertising and potentially some online advertising and this will be aligned with destination marketing supporting the message that Portsmouth is a great place to work, live and learn. All available networks for communicating about D-Day are being utilised and broadened with a view to setting the scene for development plans for D-Day 75 and to ensure that every effort is taken to optimise the return on investment for all D-Day related events and publicity.
- 3.7 The total cost of the project is £106,300 of which 86% has been provided by the Heritage Lottery Fund. The sources of funding are:

Heritage Lottery Fund	£91,500
Portsmouth Museums & Records Society	£8,000
Portsmouth Museums budgets	£6,000
Income from Conference Ticket Sales	£800

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

This item is for information only

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
Copy of Application to HLF and Offer Letter dated 28 May 2013.	Copy with D-Day Museum Development Officer, Andrew Whitmarsh