

Agenda item:

Title of meeting: Culture, Leisure and Sport
Subject: D-Day75 - Project Update
Date of meeting: 21 March 2014
Report by: Head of City Development & Cultural Services
Wards affected: ALL

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Sport.

2. Purpose

2.1 To update the Cabinet Member for Culture, Leisure and Sport on the D-Day75 project, specifically the most recent bid to the Heritage Lottery Fund.

3. Information Requested

3.1 The aim of the D-Day75 project is to reconfigure and redisplay the D-Day Museum and reposition it as the UK D-Day hub. The HLF declined to support the application submitted in August 2012 on the grounds that it did not represent good value for (HLF) money. Our second application, submitted in May 2013, revisited the original costs, reducing them by £500,000. The additional work carried out also identified that the Museum, although relatively modern, is an inflexible building making it difficult to make minor (low cost) changes to improve the visitor flow and presentation of exhibits.

In spite of the changes made, the HLF again declined to support our application, however, the feedback was more positive and the HLF Board of Trustees indicating that a further application would be welcome. The issues raised concerned links with national bodies and strategic links with relevant museums in the Portsmouth area and further consideration of where the Museum would sit in the context of national plans for the 75th anniversary commemoration. The Board was also interested in the possibility of further funding from the Council.

3.2 As a result of receiving the feedback from HLF, we have:

- Held discussions with the National Museum of the Royal Navy, National Army Museum, Royal Air Force Museum and IWM.

- Coordinated a brainstorming session with a variety of practitioners in the attractions industry plus key local stakeholders.
- Held discussions with Wildscreen, about their HLF funded project ARKive - Bringing Nature into Focus, which will provide a single online access point for information about UK nature and is supported by the UK's leading conservation organisations
- Met with the General Secretary and other representatives of the national Normandy Veterans Association.

3.3 The museum service also continued to progress on going initiatives related to D-Day including

- '*Launching the Invasion*', the HLF funded project to mark the 70th anniversary of D-Day, which entails work with community groups to help them uncover and present their D-Day heritage, developing web-based marketing and event promotion and planning a major conference
- '*D-Day+Youth*', our ACE funded project with the Pompey in the Community
- Dialogue with *Hampshire Military Museums Network*
- Taken forward the establishment of a D-Day Museum Trust, with appointment of the founding trustees and drafting the deed.

3.4 The key results of these activities to date are:

3.4.1 Affiliation

The D-Day Museum is becoming an affiliate of the National Museum of the Royal Navy. This will facilitate, for example, sharing collections from NMRN portfolio of museums and working in partnership with the NMRN to produce temporary D-Day related exhibitions in the special exhibition galleries NMRN is creating in Belfast and Hartlepool.

In addition the NMRN have confirmed that D-Day will not form a significant part of the new 20th Century Galleries; rather, it has been planned all along that NMRN visitors will be sign-posted to the D-Day Museum.

3.4.2 Online UK D-Day Hub

The Wildscreen project will develop a centralised digital solution which will provide the public with a single access point for information about species and sites, events and volunteering opportunities from the leading conservation organisations. There is a synergy between this project and our aspirations for the provision of a range of information about D-Day.

An initial conversation with Wildscreen has confirmed the match, indicated their willingness to share their knowledge and provided costs.

3.4.3 Development of Online Resources

It is envisaged that developing a range of resources for museums and community organisations who wanted to commemorate D-Day75 would be developed in 2019 including:

- a pack containing key facts and figures and images about D-Day and the Normandy Landings
- a community toolkit to enable groups across the UK to uncover and share their own D-Day heritage
- an online 'remembrance resource' for families wishing to commemorate an ancestor who served in Normandy
- the UK D-Day interactive Map (developed in conjunction with the University of Portsmouth)
- promotion of 75th anniversary events across the UK.

3.4.4 Art Project

A major project celebrating and inspired by the Overlord Embroidery to be shown at a number of venues nationally developed in partnership with the Manchester School of Art and the University of Portsmouth.

3.4.5 Council match-funding

In response to the HLF Board's concerns Portsmouth City Council has identified a further £100,000 of funding, bringing the total to £350,000.

4. Finances

4.1 A summary of the costs of the development and delivery phases of the D-Day75 project is shown below:

Development Costs		£
Total Cost		276,900
Funded by:		
Local Authority	PCC Capital	50,000
<i>Other public sector</i>	<i>National Skills Academy - Creative Employment Programme</i>	<i>2,000</i>
HLF grant request		224,900
Total		276,900

Delivery Costs		
Capital Costs		3,501,666
Activity Costs		522,800
Other Costs	Includes contingency, inflation	578,891
Total Cost		4,603,357
Funded by:		
Local Authority	PCC Capital	200,000
	PCC Revenue	100,000
Private donation - Trusts, Charities, Foundations	(Matchfunding target)	300,107
Increased management and maintenance costs	Covered by additional income generated (over 5 year period)	150,000
Volunteer time	175 days valued at £50 per day	8,750
HLF grant request	(84% of total delivery cost)	3,844,500
Total		4,603,357

4.2 Programme

If the bid is successful the launch of D-Day75 project would be in June 2014. The development phase would be completed by May 2015 and the Round 2 application submitted. If successful, delivery would start in September 2015, the 'new' D-Day Museum would open in time for the D-Day Anniversary in 2017. The Museum's activity programmes would continue to be built throughout 2017 and 2018, culminating in the D-Day75 programme in June 2019.

Signed by:

Stephen Baily
Head of City Development and 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
'Refusal' letters from HLF dated November 2012 and October 2013.	JEM D-Day Museum files (hardcopy)
Completed application for D-Day75 (version 2, submitted Feb 2014)	JEM D-Day Museum files (hard and electronic copies)