

Title of meeting:	Culture, Leisure & Sport Decision Meeting
Date of meeting:	10 October 2014
Subject:	The Arthur Conan Doyle Collection
Report by:	Head of City Development & Cultural Services
Wards affected:	All wards
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 This report sets out to inform the Cabinet Member of the progress on the Arthur Conan Doyle Collection's Heritage Lottery Funded (HLF) bid, Sharing Sherlock. Funding was awarded for a two year project until December 2014 but could be extended until March 2015
- 1.2 To update the Cabinet Member on the progress made so far in the delivery of Sharing Sherlock and its involvement with Portsmouth residents. The main aim of this funding is to reach further audiences across Portsmouth.

2. Recommendations

- 2.1 **To continue to support The Arthur Conan Doyle Collection until 31st March 2015 and beyond, using the tools and existing engagement with groups from the Sharing Sherlock project to explore potential future opportunities.**

3. Background

- 3.1 The Arthur Conan Doyle Collection - Lancelyn Green Bequest is the tangible result of Richard Lancelyn Green's lifelong interest in Conan Doyle and his work. The Collection testifies to the worldwide interest in Arthur Conan Doyle and Sherlock Holmes over the last century and to the wide range of Conan Doyle's interests.
- 3.2 The Collection is gaining a positive reputation both locally and internationally. The HLF funding is enabling the Collection to become accessible to schools and community groups and to widening audiences nationally. The project's aims are:
 - **Learning** – to educate and engage communities in Portsmouth and the wider Hampshire area with the literary heritage of Sir Arthur Conan Doyle and its context within late Victorian and Edwardian Britain

- **Learning** – to promote the learning potential of the collection to schools and to enable them to utilize the collection for a wide range activities and opportunities
- **Participation** – to recruit twenty new volunteers, providing opportunities for local people to actively participate in sharing interpreting their literary heritage to wider audiences.

The project is for two years until 30 December 2014.

3.3 Exhibitions

There have been a total of 8 exhibitions, working with 9 community groups and schools. There are two more exhibitions to be completed, one with the volunteers from the Conan Doyle Collection and another to be confirmed.

Group	Exhibition Venue	Dates
Portsmouth MIND	Fratton Community Centre (FCC)	Oct - Dec 2013
Loewood House (Day Centre)	Paulsgrove Community Centre	Dec 13 - Jan 2014
PASN (Portsmouth Autism Support Network)	John Pounds Centre	Jan - Mar 2014
Springfield School	Springfield School	Mar - Apr 2014
New Theatre Royal Youth Group	Central Library	Apr - May 2014
Ogroshor (Benagli Women's Group)	Central Library	May - June 2014
FCC (Bunny Warren & Mind's Eye Art Group)	FCC	June - July 2014
Harbour School Cosham	Aspex Gallery	July - present
Volunteers Exhibition	TBC	September 2014

3.4 Unexpected outcomes

3.4.1 Portsmouth History Fair - 12th July

The Conan Doyle Collection held a stand at the History Fair, promoting the collection and the Sharing Sherlock project.

3.4.2 Southsea Show - 1st, 2nd & 3rd August

The Conan Doyle Collection had family activities at the Southsea Show - dressing up as Sherlock and Dr Watson, Deerstalker Hat making, displaying the exhibition panels and a trail around the Show. Approximately 600 visited the stand during the three day event.

3.4.3 **Southsea Shopping Festival Sherlock Trail - 12th - 28th September**

Portsmouth will be transformed into the largest ever Conan Doyle exhibition. Ten sites will host one large image from each of the Sharing Sherlock exhibitions to form a trail across the city.

3.4.4 **RNIB - CultureLink**

The success from last year's appearance on the BBC brought the opportunity to join the RNIB's CultureLink programme, also funded by HLF. This pilot project is to work with 6 partners across the South East, sharing resources and good practice to make the Conan Doyle Collection accessible to blind and partially sighted audiences. The project is nearing the end of the initial pilot year, and the RNIB are submitting a larger bid covering 2 years to develop the ideas and work completed in this phase. If successful, this will mean an additional £20,000 funds to allow the collection to be made accessible to a wider range of audiences.

3.5 **Volunteers**

So far, 28 volunteers have volunteered with a further 6 volunteering specifically at Southsea Show. Currently there are 14 volunteers helping to deliver the project. Volunteers come from different backgrounds, e.g. students, job seekers, retirees, fans - and they all seek different skills and experiences through their voluntary work. In total, volunteers have contributed 634 hours (Nov 13 to July 14). Most volunteers engage for more than six months with many having volunteered for over a year. Three volunteers commute into the city from Poole, Winchester and South Yorkshire.

3.6 **Web development (Online Exhibition)**

3.6.1 **Mobile App**

Annually, students from the Creative Technologies department at the University of Portsmouth have a 'client based' project to deliver. The Conan Doyle Collection is one of these clients. This year, a team of students designed and then created a Mobile App, hosting an online exhibition. Their work has been so successful that it will be used to promote the collection to new audiences.

3.6.2 **Existing website**

One Conan Doyle volunteer, with an IT background, has devised a way to include the online exhibition within the existing website. This will be posted up early December 2014.

3.6.3 Handling boxes and Study Packs

It is planned that the last 4 months of the project will develop the handling boxes and study packs using the content of the exhibitions. A programme of work for this is attached.

4. Reasons for recommendations

- 4.1 The HLF funded Sharing Sherlock project has been and continues to raise the profile of the Conan Doyle Collection with a wide range of local residents. This next stage should utilise the work done on this project and promote the collection to further audiences - residents of Portsmouth, nationally and internationally.
- 4.2 A team of volunteers currently organise the social media and website. By utilising the current skills and abilities of volunteers and attracting new volunteers, a succinct marketing message can be delivered by the end of March 2015, reaching further audiences and promoting the Conan Doyle Collection.
- 4.3 The additional three months could also be used to investigate the digitisation of the collection, utilising the skills and additional support from volunteers to bring new visitors virtually and physically to the city.

5. Equality impact assessment (EIA)

- 5.1 An Equality Impact Assessment is not required as this is not a change to policy or service delivery.

6. Legal Implications

- 6.1 There are no legal implications arising directly from the recommendations in this report.
- 6.2 Under Part 2, Section 3 of the City Council's Constitution (responsibilities of the Cabinet) and further in accordance with the Scheme of Delegations at Appendix A to the Executive Procedure Rules in Part 3 of the Constitution, the Cabinet Member for Culture, Leisure and Sport has authority to approve the recommendations in this report

7. Head of Finance Comments

- 7.1 The total cost of this project is £90,000. Funding of £80,000 was awarded to the project by the Heritage Lottery Fund with the balance of £10,000 coming from the City Development and Cultural Services approved budget.
- 7.2 The timing of this project has slipped by 3 months due to a recruitment delay at the start. As a result, all expenditure will be incurred 3 months later than originally planned.

7.3 Financial options that will enable the project to continue beyond the 31st March 2015 are being explored. A potential funding stream in the existing budget has been identified but further work is necessary before this can be confirmed. The extension of the project is dependent upon funding being available.

.....
 Signed by:
Stephen Baily
Head of City Development and Cultural Services

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on 10 October 2014.

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

Appendices: Appendix A Action Plan for 5 Study Packs and handling boxes

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
1 The Arthur Conan Doyle Collection - Report taken to Culture and Leisure 03 December 2013	http://democracy.portsmouth.gov.uk/ieListDocuments.aspx?CId=131&MID=2356#A11292
2 The Arthur Conan Doyle Collection - Report taken to Culture and Leisure 23 rd November 2012	http://www.portsmouth.gov.uk/media/cls20121214r6.pdf
3 The Arthur Conan Doyle Collection: Richard Lancelyn Green Bequest –	http://www.portsmouth.gov.uk/media/cl20101021r5.pdf

Report taken to Culture & Leisure 21 st January 2010	
--	--



Appendix A: Action Plan for 5 Study Packs and handling boxes

Theme	Start	Draft and box contents finalised	Internal testing	Internal evaluation and revision	External testing in schools*	Evaluation	Finalise	Draft	Finalise
Sporting Heroes <i>Key stage 2 (7-10yrs)</i>	Sept 2014	Sept 2014	Oct 2014	Oct 2014	Nov 2014	Dec 2014	Dec 2014	Oct 2014	Dec 2014
My Dear Watson - Detective and Deduction Methods <i>Key stage 3 (11 - 14yrs)</i>	Oct 2014	Oct 2014	Nov 2014	Nov 2014	Nov 2015	Dec 2014	Dec 2014	Dec 2014	Dec 2014
The Lost World <i>Key stage 2 (7-10yrs)</i>	Oct 2014	Oct 2014	Oct 2014	Nov 2014	Nov 2014	Nov 2014	Dec 2014	Dec 2014	Dec 2014
Pompey Lad/Sense of Place - ACD in Portsmouth/221B Baker Street <i>Key stage 3 (11 - 14yrs)</i>	Sept 2014	Sept 2014	Oct 2014	Oct 2014	Nov 2014	Dec 2014	Dec 2014	Oct 2014	Dec 2014
Crime Pays - The rise of the detective novel and the Sherlock Holmes Brand <i>Key stage 4 (15-16yrs)</i>	Sept 2014	Sept 2014	Oct 2014	Oct 2014	Nov 2014	Dec 2014	Dec 2014	Oct 2014	Dec 2014