

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 6 February 2015

Subject: Portsmouth Museums Strategy

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 report presents the draft strategy for Portsmouth Museums Service 'Unlocking Potential, Transforming Lives.'

2. Recommendations

- 2.1 The draft strategy is approved for circulation for consultation.**
- 2.2. The findings of the consultation are shared with Members and the draft strategy amended as appropriate at the next Culture, Leisure and Sport Cabinet Member Meeting.**

3. Background

- 3.1 In recent years, although the Portsmouth Museums Service has prepared an annual review and operational plan on a page, it has been operating in the absence of an overarching strategy expressing the vision for the service and identifying the key aims and priorities. The draft Strategy attached at Appendix 1 addresses this. It covers the period from 2015 to 2020 and is divided into 3 sections.
- 3.2 Section 1 of the strategy *Where we are now: Telling the story of Portsmouth*, sets the council's museums service in the context of the wider museum provision within the city and presents information about visitor numbers, the visitor demographic and how this has benefited from the service's efforts to engage the moderate means demographic.
- 3.3 Section 2 *Where are we going: Unlocking potential, transforming lives*, outlines the contribution of the Museums Service towards achieving the city's aspirations for the future - from inspiring innovation and creativity to literacy and numeracy to health and wellbeing and presents the Dickens Community Archive project 'A Tale of One City' as an exemplar of good practice.

This approach, in which the museum collections are used to inspire and engage and deliver a raft of other benefits to communities and individuals, underpins the Museums Strategy.

3.4 This is encapsulated in the vision for the Museums Service:

*The Museums Service contributes to the Council's vision for Portsmouth as '**the great waterfront city**'. Our collections are a resource and tool that benefit local communities, visitors and the city itself. Our collections are inspiring, accessible and relevant, supporting local learning, employability, skills development and wellbeing and providing high quality visitor attractions offering excellent customer care.*

3.5 The key aims of the Museums Service focus on:

- diversity
- learning
- internationally significant collections
- resilience achieved through an entrepreneurial approach
- developing and empowering staff
- developing audiences through digital technology

3.6 The final section, Section 3, considers *How we get there: challenges and opportunities* and starts with a brief introduction to the Museums Associations vision for the impact of museums: '*museums change lives*'. This identifies 3 key areas where museums change lives; they enhance wellbeing, create better places and inspire people and ideas. The challenges and opportunities facing the service in achieving its vision are discussed including:

- financial environment
- D-Day and Conan-Doyle collections and their potential
- partnerships and collaboration
- potential of digital technologies
- involving volunteers
- income generation

3.7 The Museums Strategy will be reviewed in 2020.

4. Reasons for recommendations

4.1 The Museums Strategy will enable the Service to prioritise and plan more effectively over the next 5 years. Work plans will be produced annually illustrating how the service plans to deliver its Key Aims. This document, with the annual work plan, will be submitted as part of the Service's application to the Arts Council for Accreditation in April 2015.

4.2 The document presented here is a draft. The aim now is to seek the views of stakeholders through consultation. It is proposed that those being consulted will include:

National bodies

- Arts Council England and the Museums Association

Museum Services within the city / region

- National Museum of the Royal Navy
- Southampton, Brighton and Hampshire

Cultural organisations and other partners

- Shaping Portsmouth, Portsmouth Festivities, University of Portsmouth, Aspex

Supporting groups

- Dickens Fellowship, D-Day and Normandy Fellowship, D-Day Museum Trust, Friends of Cumberland House, Overlord Embroidery Trust

Volunteers

- Volunteers supporting the Museums Service and Doyle Collection

Community

- Copies of the draft Museums Strategy will also be located at libraries and community centres

City Development & Culture staff and colleagues from other services

- 4.3 The consultation and formal approval process needs to be completed by April 2015 to meet the deadline for the council's application to ACE for Accreditation.

5. Equality impact assessment (EIA)

- 5.1 A Preliminary EIA has been undertaken.

6. Legal comments

- 6.1 There are no legal issues raised in this report other than those which relate to the need to ensure that consultation is carried out with all appropriate individuals and bodies to ensure that the widest views are obtained. It is also essential that those views are taken in account in revising the proposed strategy.

7. Financial comments

- 7.1 The recommendations contained within this report will be carried out within existing budget resources.

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Signed by:

Stephen Baily

Head of City Development and Cultural Services

Appendices: Draft Museum Strategy

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

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet member for Culture, Leisure and Sport on 6 February 2015.

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Signed by:

Cabinet Member for Culture Leisure and Sport