

Title of meeting: Culture Leisure and Sport Decision Meeting

Subject: Review of the first six months of operation of the D-Day Story

Date of meeting: 5 October 2018

Report by: Director of Culture and City Development

Wards affected: All

1. Requested by

Cabinet Member for Culture, Leisure and Sport

2. Purpose

The purpose of the report is to review the first six months of operation of the D-Day Story to ensure that the new museum is performing as anticipated and will meet the council's match-funding commitments to the projects main funder - the Heritage Lottery Fund.

3. Information Requested

- 3.1 The operation of the new D-Day Story is underpinned by a business plan that reflects the council's aspirations for Portsmouth's newest museum. This includes the increased costs of maintaining the museum's new displays and specialist equipment as well as delivery of an ambitious events and activity programme.
- 3.2 The museum aims to meet these costs through additional income generated by admissions, retail and catering and other activity such as special events and venue hire.
- 3.3 Increased management and maintenance costs of £30,000 per annum for the next five years (total £150,000) form part of the council's contribution to the match-funding for the Transforming the D-Day Museum project. It is essential therefore that the museum gets off to a good start, that performance is monitored and action taken in a timely fashion to rectify any shortcomings.
- 3.4 To help ensure the success of the D-Day Story both financially and as an attraction delivering high standards of customer care a new post of manager has been created. James Batney joined the service in February from the private sector.

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require Equality Impact Assessments, Legal or
Finance Comments as no decision is being taken)

- 3.5 The D-Day Story opened to the public on Friday 30 March 2018 and was officially opened on the 11 May 2018 by HRH Princess Anne.
- 3.6 The launch and first six months of the D-Day Story has been supported by an integrated marketing campaign across both online and offline platforms. The main objective of the campaign has been to create brand awareness and drive interest in visiting the newly transformed museum.
- 3.7 The marketing campaign included a striking poster at a landmark site on the London Underground at Waterloo, booked for one month this remained in place for nearly four months providing great coverage and excellent value for money.
- 3.8 During the first five months of 2018/19 (April 1st - August 31st) the museum welcomed 43,413 visitors, generated £202,901 from admissions, retail and catering (target £179,000) and sold 731 annual passes to the museum (target 667).
- 3.9 The response to the museum has, with one or two exceptions been overwhelmingly positive as shown by reviews on TripAdvisor. The reviews indicate that the museum team has achieved some of the changes it wanted to make in response to consultation; a clear narrative, less to read more to do and giving the Overlord Embroidery context as a commemorative work of art located in the Legacy Gallery. Extracts from some of the most recent reviews are shown below:
- *Talk about bringing an event to life, it makes your emotions do summersaults and your appreciation levels burst through the ceiling.*
 - *The D Day story told by the people who lived through it. Well presented, heart breaking in places. Beautifully laid out with lots of activities and thought provoking questions for children.*
 - *We both enjoyed the personal stories that went with the artifacts - it made them more real knowing they were connected to a person. This was well worth the time and the trip to Portsmouth for the day.*
 - *Suitable for all ages and whether you've got prior knowledge of d day or not. I would thoroughly recommend. I think the admission price is reasonable too. Well done to Portsmouth City council for having the insight to put on such an exhibition.*
- 3.10 The D-Day Story has also been submitted for a number of awards by the various contractors involved in the project; these relate to branding, audio-visual displays and architecture. The museum has also been submitted for European Museum of the Year 2019.

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Signed by
Stephen Baily
Director of Culture & City Development

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