



**THIS ITEM IS FOR INFORMATION ONLY**

(Please note that "Information Only" reports do not require an Integrated impact assessment, Legal or Finance Comments as no decision is being taken)

<b>Title of meeting:</b>	Culture, Leisure and Economic Development Decision Meeting
<b>Subject:</b>	Landing Craft Tank - preparing for opening
<b>Date of meeting:</b>	16 October 2020
<b>Report by:</b>	Director of Culture, Leisure and Regulatory Services
<b>Wards affected:</b>	All

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**1. Requested by**

1.1 Cabinet Member for Culture, Leisure and Economic Development.

**2. Purpose**

2.1 To describe the preparations for the opening of Landing Craft Tank to visitors as an exciting addition to The D-Day Story.

**3. Information Requested**

3.1 LCT 7074 arrived onsite at The D-Day Story in August, the two D-Day Tanks were loaded on board and the ship moved under the canopy. The arrival of LCT 7074 on the Seafront attracted considerable public interest.

3.2 LCT 7074 arrived later on site than planned due to the coronavirus pandemic but rather earlier than might have been expected due to the cancellation of the Victorious Festival.

3.3 If everything goes to plan, the aim is to open LCT 7074 to the public just before the October half term during the week of the 19 October. This is on the understanding that work will still be taking place on site (e.g. landscaping) but the ship will be safe for people to visit. This will allow museum staff and volunteers to become familiar with the site and will enable some initial 'thank you visits' to take place with key stakeholders immediately before we open to the public.

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**3.4 The preparations for opening include:**

- 1) Recruiting the 1.4 FTE visitor services posts that will be responsible for the day to day operation of LCT. The posts are funded by the LCT project for the first 18 months and costs then covered by admissions income. Recruitment is complete, start date 1<sup>st</sup> October 2020.
- 2) Getting the DDS volunteers back on site and familiarised with the operation of LCT alongside the team of paid staff. The planned return date for volunteers is currently being risk assessed and is expected to be around the 1<sup>st</sup> October 2020 to coincide with the arrival of the new visitor services posts.
- 3) Finalising the number of visitors to be allowed on board LCT at any one time due to Covid-19 in dialogue with our colleagues from the National Museum of the Royal Navy (NMRN) who have particular expertise in this area. (A visit to DDS will start with LCT).
- 4) Recasting the Business Plan for LCT. The original plan was prepared by external specialists Tricolor as part of the round 2 bid to the National Lottery Heritage Fund but is under review in the light of Covid-19 and the expected reduction in income from admissions, events etc. The review is informed by the performance of DDS since reopening on the 13 July. Visitor numbers and earned income from admissions and retail are currently rather better than predicted for the museum sector as a whole.
- 5) Market testing undertaken with visitors has confirmed that the prices proposed by Tricolor in the Business Plan - i.e. based on an uplift of £3.50 for an adult ticket - are acceptable. Ticket prices and a summary of the market research were included in an MIS item on the 11 September 2020.
- 6) In addition the price of the annual pass has been uplifted. The annual pass enables people to visit the museum as many times as they like during the year and to attend many of museum's events free. At present the cost of the annual pass only just covers the cost of converting a day ticket to an annual pass. This was included in the MIS item of the 11 September 2020.
- 7) A number of marketing plans have been produced to promote LCT 7074 in partnership with the NMRN. These have been revised and adjusted to reflect the impact of Covid-19 and will continue to be so.
- 8) We will continue to engage with harder-to-reach audiences through delivery of the LCT project activity plan. Activities to be delivered in the immediate future are career films for younger people to highlight the range of careers connected with museums and heritage and micro commission grants to combat loneliness and isolation working with The Hive.



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- 9) In view of the impact of Covid-19 on the LCT Business Plan and our ability to generate the surplus, i.e. 'sinking fund', required for major maintenance of LCT 7074 in the future, we remain keen to have some form of joint ticket offer with the National Museum of the Royal Navy and this is being actively pursued.

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 Signed by  
**Stephen Baily**  
 Director of Culture, Leisure and Regulatory 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