

<b>Title of meeting:</b>	Culture, Leisure and Economic Development Decision Meeting
<b>Date of meeting:</b>	16 November 2021
<b>Subject:</b>	Museums Strategy 2021-2025
<b>Report by:</b>	Director of Culture, Leisure and Regulatory Services
<b>Wards affected:</b>	ALL
<b>Key decision:</b>	No
<b>Full Council decision:</b>	No

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**1. Purpose of report**

- 1.1 To share the draft Museums Strategy 2021-2025 with the Cabinet Member for Culture, Leisure and Economic Development and seek approval for the strategy to go out for public consultation. The Strategy is shown at Appendix 1.

**2. Recommendations**

- 2.1 **That the achievements of the museums service over the past five years (the period covered by the previous museums strategy are noted).**
- 2.2 **That the draft museums strategy goes out for public consultation.**
- 2.3 **That a revised document informed by the views of stakeholders including both users and non-users of the service is presented to Cabinet at the earliest opportunity.**

**3. Background**

- 3.1 The Museums Strategy sets out the aspirations and objectives for the service over the next five years. It informs other policies and plans affecting access, how we develop and care for the collections and so on.
- 3.2 A Museums Strategy or forward plan is one of the suite of documents required for Accreditation, the national benchmark or standard for museums in England overseen by Arts Council England (ACE). The Accreditation Standard requires continuous improvement. Portsmouth's museums currently have full accreditation, and we expect to be invited to re-apply in spring 2022. The Museums Strategy will also underpin our bid for National Portfolio Organisation (NPO) status in early 2022.

The previous Museums Strategy covered the period 2015 to 2020 and is due for review.

- 3.3 Prior to lockdown and to kick-start the review process a facilitated workshop was held with museum staff and Tony Butler the CX of Derby Museums Trust was invited to undertake a 'peer challenge' review of our current activity. During lockdown we held two facilitated virtual workshops with community representatives. These have all helped to shape the strategy.
- 3.4 An underlying theme of the Museums Strategy is that the council's museums service would make more of a difference to the city and its residents by being more about involving residents in all aspects of museum activity as a means of raising aspirations, enabling people to learn and gain new skills and contributing to wellbeing and less about operating buildings. The knowledge and energy that would be generated by this new way of working would provide the impetus for a new Museum of Portsmouth located at the heart of the city. This approach would give the council a greater return on its investment in terms of public benefit (and would attract external funding) and its museums would make a more significant and valuable contribution to the life of the city and council priorities than at present.

#### 4. Reasons for recommendations

- 4.1 The Museum Strategy begins with a review of the achievements of the service over the past five years notably the creation of The D-Day Story followed by the arrival of Landing Craft Tank 7074. Other achievements include the new butterfly house at Cumberland House, the Wild about Portsmouth project which has transformed access to the city's natural history collection, also activities to engage BAME groups and communities such as Paulsgrove which are under-represented in the collection. Also worthy of note is the way in which members of the museum team stepped-up to create digital content in response to the coronavirus pandemic.
- 4.2 Although a small number of external people have contributed to the development of the Museums Strategy wider consultation is necessary to ensure it reflects the views of residents and other key stakeholders. This is particularly the case with respect to the service's core purpose, vision and three strategic objectives which are:
- 4.3 **Core purpose** Give local communities and individuals the opportunity to engage with the city's amazing heritage and people, to tell their story, be inspired, learn new things, gain new skills and feel happier and more optimistic about the future.
- 4.4 **Vision** Create a new Museum of Portsmouth in partnership with the city's communities which captures the spirit of Portsmouth and is at the heart of the city.
- 4.5 **Strategic Objectives**
- Be more relevant to all our residents



- Be more in the thick of it
- Be more environmentally sustainable and resilient

4.6 In view of the importance of the museums service to the cultural life of the city and its potential to connect with communities and contribute to council priorities and initiatives across the board, once the strategy is revised in response to consultation, the expectation is that it would be presented to Cabinet.

## **5. Integrated impact assessment**

5.1 IIA attached at Appendix 2.

## **6. Legal implications**

6.1 The Public Libraries and Museums Act 1964 ("**PLMA 1964**") and the Local Government Act 1972 give powers to local authorities to provide museums.

6.2 Under section 12(1) of the PLMA 1964, a local authority may provide and maintain museums and art galleries within its administrative area or elsewhere in England and Wales and may do all such things as may be necessary or expedient for or in connection with the provision or maintenance thereof.

6.3 The Core Purpose, Vision and Strategic Objectives set out in the draft Strategy are considered consistent with the Council's statutory powers as set out above and with the Council's statutory duties in relation to equalities.

## **7. Director of Finance's comments**

7.1 There are no financial implications directly resulting from this report. However, it should be noted that the final Museums Strategy should include any proposed costs and associated funding, either from within existing budgets, or identified alternative budget sources.

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Signed by:

**Stephen Baily**

**Director of Culture, Leisure and Regulatory Services**

### **Appendices:**

Appendix 1 - Draft Museums Strategy 2021 -2025

**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 ..... on .....

.....  
Signed by:  
**Cabinet Member for Culture, Leisure and Economic Development**