

THIS ITEM IS FOR INFORMATION ONLY

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

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	The D-Day Story Forward Plan
Date of meeting:	8 February 2022
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	ALL

1. Requested by

1.1 Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

2.1 To share the forward plan for The D-Day Story museum prior to the end of the National Lottery Heritage Fund funding.

3. Information Requested

3.1 The Transforming the D-Day Museum project which led to the creation of The D-Day Story is in its final phase with the final reports to the National Heritage Lottery Fund due in March 2022. Although the capital element ended some time ago, the lottery funding has supported the museum's very successful events programme since the museum opened in March 2018 including the post responsible for its delivery.

3.2 Similarly, the Landing Craft Tank (LCT) 7074 project Resurrecting a D-Day Hero will also end in 2022, with the Activity Plan elements for which the council is responsible drawing to a close this financial year (or very early next). The council however, remains responsible for the operation of LCT 7074 as part of The D-Day Story including the generation of a surplus to build up a reserve to support future maintenance of the ship.

3.3 A forward plan has been prepared setting out the aspirations for The D-Day Story going forward building on the achievements of the two lottery funded projects, ensuring that the museum remains dynamic, focused and resilient. This is shown at Appendix 1.

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The vision and four aims for The D-Day Story remain similar to those envisaged at the outset of the project. A series of objectives is listed for each aim.

3.4 Vision

Our vision is to be the national D-Day hub with an international reputation. We want to bring the D-Day narrative to life for the 21st Century, explain how ordinary people played extraordinary parts in a turning point in history, and reveal D-Day's legacy for the present day.

3.5 Aims

- i) Create an exciting 'must-see' environment which everyone feels is for them.
- ii) Deliver an imaginative mix of events and activities for visitors of all ages, ensuring there is always something new to see and do.
- iii) Deliver excellent formal and informal learning programmes to inspire young people.
- iv) Establish The D-Day Story as the national hub for learning about D-Day, working with UK and international partners to share knowledge about D-Day with audiences around the world.

3.6 The forward plan - in a slightly earlier version - has been shared with the D-Day Museum Trust and the Overlord Embroidery Trust. The document was received very enthusiastically by the latter and led to an invitation to apply for funding to the Dulverton Trust. (This was done with a successful outcome).

3.7 In addition, the museum's general manager has provided a plan on a page detailing the actions currently underway to ensure the museum remains dynamic, focused and resilient (Appendix 2). This was received favourably by the Portsmouth D-Day Museum Trust at their recent meeting.

3.8 Accreditation with Arts Council England requires a development plan for each museum operated by the council. The forward plan presented here meets this requirement.

3.9 The next step is to prepare a five-year budget for The D-Day Story. This work is underway in dialogue with colleagues from Finance and will be shared with the Cabinet Member at the earliest opportunity.



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

Appendices:

- Appendix 1 - D-Day Story Forward Plan
- Appendix 2 - Plan on a Page

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