

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 76

Brighton & Hove City Council

<b>Subject:</b>	<b>Royal Pavilion &amp; Museums' Renaissance</b>		
<b>Date of Meeting:</b>	<b>6 March 2012</b>		
<b>Report of:</b>	<b><i>David Murray, Strategic Director of Communities</i></b>		
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<b>Key Decision:</b>	No		
<b>Wards Affected:</b>	All		

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 Brighton & Hove City Council's Royal Pavilion and Museums has been awarded a major grant under the Arts Council's new Renaissance programme. This report sets out the Renaissance programme scheme and the work that it will support.

#### 2. RECOMMENDATIONS:

- 2.1 To note the proposed programme subject to the negotiations on the funding agreement with Arts Council England.

#### 3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS: Renaissance 2000-2012

- 3.1 Renaissance in the Regions was launched in 2000. It was set up as network of regional hubs comprising three to four partners. The role of the hubs was to promote excellence and be leaders of regional museum practice.
- 3.2 The Royal Pavilion and Museums was selected as one of the founding services of the South East Museums Hub with Chatham Historic Dockyard, Oxford University Museums and Hampshire Museums Service (lead). The programme was managed by the Museums, Libraries and Archives Council (MLA) Under the programme RPM has delivered a range of improvements, developments, programmes and services including:
- New galleries and displays

- Collections Management
- Capital Improvements
- Learning and community engagement
- Social media and commercial developments
- Micro Museums
- Volunteer developments
- Workforce learning;
- Apprenticeship and diversity placements;
- Regional leadership and support to museum sector

3.3 In July 2010 MLA was disbanded and its functions passed to Arts Council England (ACE) including the responsibility for Renaissance. In April 2011 the regional hubs were dismantled and individual one year contracts were put in place with the out going MLA for each of the partners.

### **Renaissance 2012-15**

3.4 In September 2011 ACE invited applications to its new Renaissance Major Grants Programme. The selection process was a two stage process and the RPM was one of sixteen successful applicants out of a total of twenty nine. The application was made and assessed against ACE's five goals:

- Excellence is thriving and celebrated in museums
- More people experience and are inspired by museums
- Museums are sustainable, resilient and innovative
- Leadership and workforce in museums are diverse and highly skilled
- Every child and young person has the opportunity to experience the richness and inspiration of museums

In its assessment of the RPM application ACE said: *The application represents a highly imaginative and innovative response to the Arts Council's goals. Rooted firmly in confidence of the range and recognised significance of its collections as its core asset, the service presents a well evidenced and inspirational application to build on current practice and achieve excellence over the next three years.*

3.5 Through this programme Brighton & Hove City Council's RPM has been selected as one of ACE's new Major Partner Museums, who will work with ACE and the other new Major Partners and the National Museums to provide leadership to benefit museums and audiences locally, regionally and nationally.

3.6 The total grant applied for was £2.83m. However the grant will be less than this sum, as the total funding requested by the successful applicants is greater than the funds available. This is currently subject to negotiation with ACE.

3.7 The RPM is currently in the process of also agreeing the content of the funding agreement with ACE, which includes providing plans, Key Performance Indicators, Forward Plans and cash flows.

3.8 The Renaissance funded project at RPM will *'build a resilient organisation outstanding for its vibrancy and relevance, renowned for its digital innovation, and inspiring a powerful sense of shared ownership. work will be driven by creative collaborations with local communities, creative and cultural organisations, to reach new and more diverse audiences.* The funding will support the following services and developments:

### 3.8.1 **Digital Development**

A new website to better meet audience needs and provide interactive involvement. It will allow links to mobile devices and enable multimedia content. It will support work with digital partners in the city and bring to fruition a number of innovative audience focused projects e.g. Treasure app using geo-location and gaming technology to link archaeology objects, excavation sites with museum displays. RPM will host a Culture Hack day in Spring 2012, with plans to hold annual events as part of Brighton's Digital Festival, as well as kids hacks events. The museums will be Wi-Fi enabled to allow exhibits to be shared and open to reinterpretation through social media, QR labels and labels with Twitter feeds which encourage comment. The most popular elements of the RPM's social media work have been responsive blogs and the posting of images linked to newsworthy events. Journalist/bloggers will be commissioned to support staff communicating the internal workings of RPM, such as conservation and exhibition build.

### 3.8.2 **Fundraising**

Staffing and investment to grow financial resilience of RPM through building the fundraising capacity, in particular through its charitable arm the RPM Foundation; launch endowment campaign and major gift campaign; make significant bids for improvements to sites e.g. on going restoration and upkeep of RP; new facilities and displays.

### 3.8.3 **Commercial viability**

Developing the RPM's commercial potential through a range of new initiatives, including extending the successful travel trade, groups and schools booking service to other organisations; joint sales function for corporate events/hirings with Dome; commercial developments at Hove and Preston Manor and a feasibility study on establishing a social enterprise in areas of museum specialism to bid for contracts let by other museum organisations.

### 3.8.4 **Collaborative contemporary exhibitions and programming**

Developing events and exhibition programming in collaboration with a range of groups, including community groups and the RPM's Youth Forum, including BMAG's forthcoming exhibitions-Biba, Subversive Design, WW1. New displays and events at the Royal Pavilion, including Queen Victoria and her relationship with the Pavilion and Brighton and contemporary events and interventions in the RP and exhibitions at Hove Museum in collaboration with families especially from hard to reach groups.

### **3.8.5 Learning, Community Engagement and Equalities**

Programmes to tackle inequality in cultural engagement through building on existing work in learning in the early years programme to focus on hard to reach families; further opportunities for youth engagement working in particular with youth forum activity to be spread across other projects and providing learning and skills development opportunities for adults in under-represented groups. The Arts Award offer in partnership with Youth Arts Scheme will be extended and a learning consortia in early stages of development will be improved to build synergies on what is currently across the heritage offer to schools across a number of organisations.

The Access advisory panel will have greater involvement in service planning including programming and funding will allow for an apprenticeship and a diversify trainee manager.

### **3.8.6 Developing new access to the collections**

Building on reviews of the natural history and the archaeology collections a feasibility study will be undertaken to establish a city centre (potentially in the Court House) interactive biodiversity learning/exhibition centre by integrating the geological, biological and archaeological material into one cohesive display theme, with geological material acting as evidence for past biodiversity and the development of current forms and patterns of biodiversity. It would also provide a platform for interpretation of the South Downs to which some of the collections relate. This would be a new facility for residents, support the eco-tourism strategy, as well as the application for Bio-sphere status.

The redevelopment of the existing galleries of World Art will be completed in June 2012 and will reopen as the 'World Stories: Young Voices' galleries co-produced with young people with an accompanying programme of events. This is part of the London 2012 Festival.

## **4. CONSULTATION**

- 4.1 No public consultation was required in the preparation of the application. However, a key element of the bid is to further develop the practice of creative collaboration with communities in developing programmes, galleries and other services.

## **5. FINANCIAL & OTHER IMPLICATIONS:**

### **5.1 Financial Implications:**

Negotiations are still ongoing with the Arts Council regarding the final funding however, at present, it stands at £2.83m for the 3 year period 2012/13 to 2014/15 as per the bid. The allocation of this funding is estimated at £1.25m in 2012/13, £0.79m in 2013/14 and £0.79m in 2014/15. Should the grant funding be agreed at a reduced sum, it would be necessary to amend the cultural offer accordingly but this would not impact on the operation of the

service or the *draft* budget strategy to be presented to Council on 23<sup>rd</sup> February 2012. A decision is expected by 31<sup>st</sup> March.

Finance Officer Consulted: Michelle Herrington

Date: 06/02/12

5.2 Legal Implications:

The funding agreement will be in a form which is satisfactory to the council.

*Lawyer Consulted: Bob Bruce Principal Solicitor*

*Date: 06/02/12*

5.3 Equalities Implications:

There is a strong emphasis on community engagement, broadening access to the RPM and collections to reach under-represented groups in the Renaissance programme to ensure access to all for cultural opportunities.

5.4 Sustainability Implications:

The development of an interactive biodiversity learning and exhibition facility will raise public awareness of environmental sustainability issues. The continual improvements to galleries and temporary exhibitions take into account environmental in their development. A key aim of the overall Renaissance is to increase the economic sustainability (Resilience) of the museums sector and this is a key area of development within the programme.

5.5 Crime & Disorder Implications:

None specifically.

5.6 Risk and Opportunity Management Implications:

None specifically.

5.7 Corporate / Citywide Implications:

The programme will support the delivery of the city council's key priorities in particular tackling inequality and creating a more sustainable city through 'Promoting enterprise and learning and providing cultural opportunities for all. The programme will support maintaining Brighton & Hove's position as a significant cultural leader regionally and locally and as a Major Partner Museum with ACE raise the profile nationally of the significance of the innovation of the work carried out by RPM.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 Royal Pavilion & Museums is active in seeking external support for its programmes and developments and to increase its long-term sustainability and financial resilience.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 To enable Royal Pavilion & Museums to continue to build the excellence of its public offer across a range of activities, developed through engagement with visitors and hard-to-reach groups, to grow and diversify the audiences for its buildings and programmes, and create financial resilience and demonstrate social relevance and public value.

## **SUPPORTING DOCUMENTATION**

### **Documents in Members' Rooms**

1. None

### **Background Documents**

1. None