

REPORT TO: ARTS AND HERITAGE COMMITTEE - 16 APRIL 2001

REPORT ON: BROUGHTY CASTLE MUSEUM DEVELOPMENT

REPORT BY: DIRECTOR OF ARTS AND HERITAGE

REPORT NO: 224-2001

1.0 PURPOSE OF REPORT

- 1.1 To outline the current position regarding Broughty Castle Museum and the potential for development.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- 2.1 Notes the current position outlined in this report.
- 2.2 Remits the Director of Arts and Heritage to develop and submit a Heritage Lottery Fund application as outlined in this report.
- 2.3 Remits the Director of Arts and Heritage to appoint a specialist Interpretative Designer to assist in the development of the Heritage Lottery Bid
- 2.4 Remits the Director of Arts and Heritage and Director of Economic Development to invite tenders for seasonal catering at Broughty Castle Museum.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The approval of this report does not commit the Council to any additional expenditure. However, a successful Heritage Lottery Fund Bid will depend on the ability to access match funding from the City Council's own capital resources. Provision of £30,000 has been made in the draft 2001/02 Arts and Heritage Department Capital Plan for work at Broughty Castle Museum. A detailed report on this bid will be reported to Committee prior to its submission.

4.0 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 The proposals in this report would make a substantial contribution to ensuring that opportunities for culture, leisure and recreation are readily available to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 A major element of development proposals would be to address equal opportunities implications. The development will aim to be accessible for all sections of the community including visitors with disabilities, the elderly and those with young children. It is noted that the Broughty Castle as a Scheduled Ancient Monument presents problems in regard to access for people with limited mobility.

6.0 BROUGHTY CASTLE MUSEUM'S CURRENT POSITION

6.1 Visitor Experience

While Broughty Castle Museum remains one of Dundee's most popular visitor attractions, there is beginning to be a decline in visitors, with 29,000 in 1999/2000. This decline has been influenced by national trends, increasing local competition and the ageing nature of some displays. The most recent investment was in 1994, a low cost update for the 1981 Military Gallery display. The Local and Whaling History displays date from the early 1970s and the Seashore Gallery from 1976.

6.2 Building Requirements

As a Scheduled Ancient Monument there will need to be considerable input from Architectural and Heritage Interpretative Design Specialists. Technical officers will need to ascertain the extent of the consent required to achieve improvements to the building. These works are essential if the attraction is to continue to provide the level of visitor experience, facilities and services required by an increasingly discerning public. Submissions will be sought from suitable companies based on quality of design and costs.

Key changes proposed are;

- The establishment of a small catering facility within the building or grounds of the Castle
- Increased and friendlier access to toilet facilities
- Replacement of the CCTV system
- The redisplay of the Local History Gallery
- Improvement and extension to the existing retail space and reception
- The provision of a space in the Local History Gallery to hold small events such as lectures, reception of school parties, small concerts, corporate entertaining

The above improvements it is estimated would cost in the region of £100,000 over the next year. Further improvements are proposed in the following years to improve the other three levels in the building, the observation post and to increase access to other areas of the Castle grounds.

6.3 Conclusion

While Broughty Castle Museum continues to be one of the city's most popular visitor attractions, the general visitor experience would benefit from refreshment. This is reflected in a reduction of visitors over the last few years. In addition, the building could be a major element in the redevelopment of Broughty Ferry as a leisure destination and community resource and could add considerably to the quality of the improvements recommended in the Broughty Ferry Local Plan.

7.0 DEVELOPMENT OPPORTUNITY

7.1 The Heritage Lottery Fund is presently encouraging small scale bids (under £100,000) and have expressed a wish to invest in regional museum facilities HLF have indicated they would welcome an application for Broughty Castle Museum.

7.2 The opportunity is, therefore, to utilise the City Council's Capital Plan provision to Broughty Castle Museum to lever in a package of external funding which will address the need to improve the visitor experience.

7.3 It is therefore recommended that a development plan for Broughty Castle Museum be brought forward with a view to securing Heritage Lottery funds.

- 7.4 The purpose of the development proposals will be to provide a popular family visitor attraction through a phased redevelopment of displays, improvement to visitor facilities and a year round programme of educational events and activities.
- 7.5 As part of this development is proposed that a trial takes place to provide seasonal catering facilities at the Castle. This will require tenders to be sought.
- 7.6 A project team will be established to produce a detailed application for external funding. The team will comprise of Arts and Heritage, Finance, Historic Scotland Architects and an Interpretative Designer.
- 7.7 The overall development of Broughty Castle Museum will be carried out in consultation with the local community and act as a focal point for the establishment of a Friends organisation.

8.0 CONSULTATION

- 8.1 The Chief Executive, Director of Support Services, Director of Finance and Director of Corporate Planning have been consulted on this report and are in agreement with its contents.

9.0 BACKGROUND PAPERS

- 9.1 None.

Director of Arts and Heritage _____ Date _____