

DUNDEE CITY COUNCIL

REPORT TO: Leisure, Arts and Communities Committee - 22 March 2010
REPORT ON: Dundee Industrial Heritage Ltd - Revenue Support 2010-2011
REPORT BY: Director of Leisure and Communities
REPORT NO: 95-2010

1.0 PURPOSE OF REPORT

- 1.1 To submit to the Committee a request for renewal of Revenue Grant funding to Dundee Industrial Heritage Ltd for the year 2010-2011.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- 2.1 remits the Director of Leisure & Communities, on behalf of Dundee City Council, to enter into a one year Service Level Agreement with Dundee Industrial Heritage Ltd, subject to on-going monitoring and evaluation as to its efficiency, economy and effectiveness.
- 2.2 remits the Director of Leisure and Communities to keep these arrangements under review and amend as appropriate.
- 2.3 approves the Revenue Grant Funding amounting to £63,000 per the period 1 April 2010 - 31 March 2011.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The funding recommended is £63,000 from the Leisure and Communities Department 2010-2011 Revenue Budget as shown in the budget at Appendix 1.
- 3.2 The terms and conditions of Revenue Grant funding will be contained within a Service Level Agreement for 2010-2011 between Dundee City Council and Dundee Industrial Heritage Ltd.

4.0 MAIN TEXT

- 4.1 Dundee Industrial Heritage Ltd (DIH) operates two of Dundee's premier tourist Attractions - Discovery Point and Verdant Works. It is a charitable company and is the trading body of Dundee Heritage Trust.

The purpose of Dundee Heritage Trust is 'The guardianship, preservation, and portrayal of Dundee's Heritage in ways that educate, inspire and enlighten current and future generations.'

The organisation's distinctive excellence is 'The successful co-existence of a public service ethos with a private sector ethos that delivers a range of outstanding quality experiences.'

- 4.2 **Review of the year 2009-2010**

Capital Works and New Projects

The two year RRS Discovery Restoration & Conservation Project was completed in

June 2009 and this generated significant publicity both in the press and on TV. The project was primarily funded by the Heritage Lottery Fund (£528,000) with a £10,000 contribution from Dundee City Council and the balance of £145,000 coming from the Trust's own fundraising efforts. DIH received praise from the Heritage Lottery Fund for both the project's achievements and for the way it was efficiently managed.

A new specially commissioned film 'A Common Thread' has been installed in the Indian gallery at Verdant Works, covering the links between Dundee and India and including some amazing footage of jute mills in India today. The production costs of the film were met by the British Council and Museums Galleries Scotland, as part of a wider project to celebrate the historical and current relationships between Scotland and Kolkata.

A project to open Sick Bay on board RRS Discovery to public view for the first time is almost complete and will open in May 2010. As well as figures and replica fittings, there will also be displays of historical medical equipment and information on the health problems faced by the early Antarctic explorers.

The Trust again benefited from its status as a holder of Recognised Collections of National Significance, both jute and polar, with a second grant of £40,000 for a new project, 'The Virtual Curator'. This funding has enabled them to retain their curatorial assistant for a further year to digitise the polar archives and photographs. The project will also result in a new computer interactive for the galleries at Discovery Point and will extend public access to the polar and jute collections by the production of an on-line database.

The production of a new film for the Discovery Point auditorium is nearing completion. This £900,000 project has been funded by a number of charitable trusts and the proceeds of fundraising events. Entitled 'The Last Place on Earth - Discovering Antarctica', the 10 minute film will take a broad look at Antarctic exploration and science from the Heroic Age to the present day. As well as stunning images and film footage (much provided by the British Antarctic Survey with whom they have a Memorandum of Understanding), there will be a couple of special effects to give the 'Wow' factor. Brian Cox, one of the Trust's Patrons, has kindly recorded the voice-over.

Collections

The Trust's jute and polar collections continue to grow.

A notable new addition to their polar holdings is a manuscript written by Dr Edward Wilson 'On the Meteorological Observations of the Nat.Ant.Expdn.1901'. This is a highly significant archive detailing one of the most important aspects of the Discovery expedition's work by one of polar history's most notable figures. The purchase at auction in London was only possible with grant support from the National for Acquisitions and the United Kingdom Antarctic Heritage Trust. The jute collections have also seen some major donations including material relating to the textile engineering company ULRO of Blackness Foundry.

Awards

Both Discovery Point and Verdant Works were awarded full Accreditation status as museums.

VisitScotland 5 star visitor attraction awards were retained by both venues.

Verdant Works and Discovery Point both hold the prestigious Sandford Award for Heritage Education until 2013.

Both the Jute Collections and the RRS Discovery and the associated polar collections are Recognised Collections of National Significance.

In June 2009 the Heritage Trust was presented with one of the city's first Volunteer Friendly Awards by the Volunteer centre Dundee. This award recognised organisations that achieve best practice standards in their recruitment, training and supervision of volunteers.

Exhibitions

During 2009-10 DIH hosted two shows 'Face to Face: Polar Portraits' and The Art of

Exploration: Wally Herbert' from the prestigious polar museum, the Scott Polar Research Institute at the University of Cambridge. Discovery Point was the only Scottish venue for both these stunning exhibitions.

DIH were also able to display for six months a major loan of objects and archives related to Gilbert Scott who served as Steward to Captain Robert Falcon Scott during the British National Antarctic Expedition of 1901 - 1904.

'From Dundee to Abbey Road', an exhibition of the work of the Dundee photographer Ian Macmillan started in the Discovery Point Cafe Gallery at the beginning of March 2010 and will run through to 3 June 2010. Collaboration with the City of Discovery Campaign enabled DIH to get top music PR Murray Chalmers to open the show and the endorsement of Yoko Ono on her imaginepeace web site.

At Verdant Works the Broons exhibition produced with DC Thomson continues. The temporary exhibition space upstairs was given over for six months to Dundee Volunteer Centre for 'Volunteering in the 21st Century', a show promoting the wide range of voluntary work undertaken in the city. Currently the space is being used by second-year Interior and Environmental Design students from Duncan of Jordanstone College of Art to display the results of a collaborative project between the College, Dundee Heritage Trust and the Society of Scottish Artists.

Education and Community Outreach

The service is run by one member of staff. The aim is to provide a variety of resources and experiences which are unavailable in the classroom context, and to engage members of the local community in the learning opportunities provided by the museums.

During the calendar year 2009, 4,019 schoolchildren visited Discovery Point as part of school visits and 2,455 went to Verdant Works. In addition over 40 workshops were organised as well as a number of school outreach visits. In excess of 700 children participated in these events.

The Education and Community Outreach Officer worked closely with Dundee City Council's Cultural Coordinators and has collaborated with them on several successful projects combining classroom activities with visits to Discovery Point and Verdant Works. We have worked in partnership with a number of other cultural providers such as Dundee Rep and The Space, and also participate in city-wide initiatives such as the Dundee Arts Festival and Science Festival.

Volunteers/Friends

The activities and public services of the organisation are supported by both Friends of Dundee Heritage Trust and volunteers. Dundee Heritage Trust currently provides volunteering opportunities for 40 people. A new leaflet has been produced that will hopefully encourage more people to volunteer and/or join the Friends.

Events

The Trust delivered a varied calendar of events in 2009. Events including the Annual Discovery Pro-Am Golf Tournament, the only official SPGA Pro-AM event held in Dundee and the Discovery Ice Ball were well attended and supported by the local business community. The Trust also staged numerous small events in partnership with local community groups including jazz nights, Victorian themed events, ghost tours, educational talks and a Christmas pantomime. The Trust is currently discussing a joint fundraising event with the Mary Slessor Foundation.

Collaborations

Dundee Heritage Trust continues to collaborate with a wide range of heritage and arts organisations both in Dundee and the wider world. The Trust is a member of the City's Cultural Agencies Network and the Dundee Partnership Learning and Culture Strategic Group. It is hoped that partnerships with the newly re-opened The McManus; Dundee's Art Gallery and Museum can be arranged.

DIH are collaborating with Dundee College on a project they are working on with South Delhi Polytechnic for Women, entitled JUTE - Joint Upskilling for Training and Employment. This prestigious programme is funded by the UK and Indian governments, and is managed by the British Council. The aim of the project is to build on the historic links between the two countries and promote the use of jute as a textile.

The Trust is an active member of the Tayside Museum Forum and the Association of Independent Industrial Museums and Heritage Sites of Scotland.

DIH also hope that strong ties can be formed with the V&A Dundee and Waterfront projects and they will continue to give their full support to the parties involved in these major projects.

PR/Marketing

DIH has generated significant media coverage over the past year, in local and national press, TV and radio. Verdant Works also featured prominently on the BBC 2 documentary 'Brian Cox's Jute Journey'. The RRS Discovery remains an icon of Dundee and free use of the ship to help utilise local community groups and charity groups continues on a regular basis.

The Trust distributed over half a million leaflets last year, primarily to areas within one and a half hours drive time. Innovative ways of raising profile and advertising have been embraced, with both Discovery Point and Verdant Works being active on Facebook and Twitter. On-line ticket sales are being introduced from April 2010.

Visitors Numbers/Trading

The economic downturn of 2008/09 has continued to effect trading performance. The conference and events trade has been severely hit after the gains made in previous years. Private sector meetings and conferences have been worst hit with trade dropping by over 13%. It is to be hoped that as the country come out of recession this business will start to recover.

Visitor numbers over the last five years have seen a steady decline, however the effects of the low pound against the Euro resulted in a slight upturn in domestic holidaymakers in 2009 with visitor numbers recovering to their 2007/08 levels.

Despite the declining conference and events business and a number of extraordinary maintenance costs towards the end of the year the organisation is still forecasting a small surplus.

4.3 Major Plans for 2010/2011

The High Mill (the derelict part of Verdant Works) continues to be problematic for the organisation. Ongoing discussions with interested parties and agencies including the Tayside Building Preservation Trust have resulted in a funding application to complete a Feasibility Study to explore a project for an archive store.

The Conservation Plan produced for RRS Discovery in 2009 states that the Trust needs to investigate options for the future care of the ship. During 2010-11 they will be drawing up brief, identifying specialist consultants and costing the necessary study.

Planning permission has been granted for a 6.5kw micro wind turbine which will be sited behind Discovery Point. The cost of the turbine is 80% funded in a partnership with CARES and the Energy Saving Trust. The turbine will allow Discovery Point to reduce its emissions, generate clean energy to power the ship and enhance its educational services to both schools and visitors with information related to environmental issues, global warming and Antarctica.

2010 is the start of the centenary commemorations of Captain Scott's ill-fated second expedition to Antarctica (1910-12). Detailed research is underway on the in-house

exhibition 'The Race to the Pole' that will open at Discovery Point in June. It will focus on the local connections i.e. that Terra Nova was a Dundee-built whaling ship. The show will run for 6 months to November and will include many previously unseen items from their collections.

DIH are collaborating with the Weaver Craft of Dundee to produce a display on the history of the Craft that will be permanently displayed in the Verdant Suite at Verdant Works.

Access to DIH's jute and polar collections will be considerably widened with the launch of an on-line collections database in the summer. Their educational presence online will continue to be enhanced by the further development of their sites on GLOW, the Scottish schools' intranet, additions to the Trust's own website and the introduction of a new downloadable education pack for teachers.

Subject to successful funding applications they would also hope to achieve the following:

- Total refurbishment of the toilets at Discovery Point which are used by over 140,000 people per year.
- Installation of automatic opening doors to Discovery Point to improve their disabled access.
- Conservation of the steel funnel on Discovery to arrest and stabilise the severe decay and corrosion.
- Improvements to the pumping arrangements in Discovery's dock by replacing the current obsolete submersible pumps with two new surface-mounted pumps, one electric and one diesel.
- Introduction of PDA (Personal Digital Assistant) hand-held tour guides for the galleries at Discovery Point and on board RRS Discovery.

4.4 Dundee Industrial Heritage Ltd sustained 24 full time equivalent jobs in Dundee during 2009-2010 and they are projected to achieve 94% of their income from non City Council sources in 2010-2011.

5.0 POLICY IMPLICATIONS

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

There are no major issues.

6.0 CONSULTATION

6.1 The Chief Executive, Depute Chief Executive (Support Services), Assistant Chief Executive and Director of Finance have been consulted on this report and are in agreement with its contents.

7.0 BACKGROUND PAPERS

7.1 None.

STEWART MURDOCH
DIRECTOR OF LEISURE AND COMMUNITIES
1 MARCH 2010

DUNDEE INDUSTRIAL HERITAGE LIMITED**Appendix 1**

	Out-turn 2009-2010	Draft Budget 2010-2011
Expenditure		
Direct Costs	360,278	366,000
Indirect Costs	745,824	740,000
Total	1,106,102	1,106,000
Income		
Admissions	257,500	286,000
Lettings / Catering	357,000	325,000
Retail	170,000	190,000
Car Park	105,000	112,000
Corporate Support / Fundraising	9,500	30,000
Gift Aid Revenue	38,650	47,000
Cultural VAT Exemption	31,000	32,000
Sub Total Income	968,650	1,022,000
Grant Income		
Marketing Grant (ERDF)	4,000	-
Dundee Heritage Trust Contribution	22,281	22,950
DCC - Revenue Support Grant	63,000	63,000
Friends Donations	5,000	5,000
Sub Total Grants	94,281	90,950
Total Income	1,062,931	1,112,950
Surplus / (Deficit)	(43,171)	6,950