



ADUR & WORTHING  
COUNCILS

Joint Strategic Committee  
12 September 2017  
Agenda Item 11

Key Decision [Yes/No]

Ward(s) Affected:

## Match funding request for Museum Redevelopment

### Report by the Director for the Economy

#### Executive Summary

#### **1. Purpose**

- 1.1 Worthing Museum is completing an application to Heritage Lottery Fund (HLF) for £1.2 million to redevelop the museum to create a high quality visitor destination that celebrates both the collections and the architecture of the building. The bid requires match funding of £77,000 by the Council.
- 1.2 Authorising the match funding will enable Worthing Museum to start the application process with an expression of interest by the end of September in line with the Platforms for our Places timetable. Without match funding from the Council we cannot apply for the external funding.

#### **2. Recommendation**

- 2.1 The Committee is recommended to authorise the release of £77,000 match funding from the Museum Reserve to enable the Heritage Lottery Fund bid for 1.2 million

### **3. Context**

- 3.1** Worthing Museum has an excellent collection (with the costume and archaeology being of particular note) housed in an impressive purpose built 1908 building. Unfortunately the museum is sadly let down by the display cases and the layout of the space. Over 50% of the museum is currently not available to the public and a fraction of the collection is on display.
- 3.2** In 2009 an application to the HLF renovate the museum was unsuccessful. The subsequent report in 2010, recommended that a phased approach was to be taken to the redevelopment of the museum but that the project was to be delayed due to the financial position of the Council at the time. A small amount of funding was released to undertake detailed feasibility work (£19,000).
- 3.3** We have had several detailed meetings with officers from the Heritage Lottery Fund who advised that an application of £1.2 million would be considered favourably. Worthing is currently an under funded area for HLF and so projects are being encouraged. This focus will shift to a different geographic area in 2019 so it is crucial we maximise the potential of this window.

### **4. Issues for consideration**

- 4.1** Worthing Museum is in need of redevelopment to fulfil its potential and offer a provision befitting the town.
- 4.2** The current costume trail project has increased the Museum footfall by 10% but we are unable to make regular changes to many of the display cases and the visitors find the museum to be dark and too static. The redevelopment will dramatically grow the footfall.
- 4.3** The redevelopment includes a Costume Research Lab that will be regularly used by students from the MET and Brighton University as well as visitors from further afield. This will enable access to the stored elements of the costume collection with facilities including 3D photography, 3D printing and pattern cutting.
- 4.4** The plan also includes a cafe / retail facility which will bring in much needed income, increase length of visit and improve the visitor experience.

- 4.5 The redevelopment increases the size of the education room which will allow a more flexible and efficient use of education staff, increasing work with local schools. The current space only holds 30 children which is smaller than many class sizes.
- 4.6 The ring fenced £77,000 would only be accessed if the external funding bid is successful.

## **5. Engagement and Communication**

- 5.1 There has been a series of meetings with officers from HLF to consider how to best develop the museum and display the collections.
- 5.2 Advice has been taken from the Arts Council and the South East Museum Development Service.
- 5.3 Ongoing feedback from museum visitors underlines the need for this redevelopment. Whilst the museum is much loved it is seen as dark and old fashioned.
- 5.4 The Friends of Worthing Museum are extremely supportive of the redevelopment and will be involved in specific plans for raising additional external funding to meet the required 10% match funding.
- 5.5 This project focuses on the development of the museum building but also includes a series of outreach projects.
- 5.6 A concept presentation by Allies and Morrison is planned for the end of September attended by the Leader, Members holding the culture and planning portfolios as well as the key officers.
- 5.7 Once the expression of interest has been accepted by HLF, we will expand the project group to work on the Stage One application.

## **6. Financial Implications**

- 6.1 The Museum and Art Gallery has a current revenue budget of £489,580. This is a considerable cultural investment in the Town by the Council on behalf of residents and visitors. Without additional capital improvements the value of that revenue investment will however ultimately be undermined.

**6.2** The Museum Reserve currently has a balance of £114,100. The proposed match funding can be released from this reserve with the approval of the Committee.

Finance Officer: Sarah Gobey

Date: 1st September 2017

## **7. Legal Implications**

**7.1** Section 12 Local Government Act 1964 relates to the local authority's powers in respect of museums and provides that they may do all such things as may be necessary or expedient for or in connection with the provision or maintenance of museums and further, may make contributions towards the expenses incurred by any person providing a museum or art gallery.

**7.2** Section 111 Local Government Act 1972 provides that the Council shall have the power to do anything (whether or not involving expenditure, borrowing, or lending or money or the acquisition or disposal of any property or right) which is calculated to facilitate, or is conducive or incidental to the discharge of any of their functions.

Legal Officer: Susan Sale

Date: 31st August 2017

## **Background Papers**

Museum HLF – Outcome and Future Proposals - Report to Worthing Cabinet dated 14th July 2010

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## **Sustainability & Risk Assessment**

### **1. Economic**

- The redevelopment of Worthing Museum will result in a high quality visitor destination. We anticipate the visitor numbers doubling from 60,000 to 120,000 per year. With a new cafe and retail facility the increase in footfall will bring in much needed ongoing income streams for the museum but the visitors will also spend in the local economy. An economic impact study is currently being completed.

### **2. Social**

#### **2.1 Social Value**

- The redeveloped Museum will work in partnership with MET and Brighton University, supporting the fashion students. We also prioritise apprenticeships and internships giving people the opportunity to begin a career in the industry.
- The outreach projects focus on our communities for example taking archaeology back to the places where the artefacts were discovered, curating reminiscence displays in care homes and work with schools on rotating collection and handling displays etc
- The museum currently has 30 plus volunteers who are invaluable to the delivery of the museum's programme of work. However the museum is also a valuable opportunity for people to be involved in in a community project, keeping active and combating loneliness.

#### **2.2 Equality Issues**

- The project improves the accessibility of the museum with larger, open plan spaces that are easier to navigate. We will also replace the small lift which is no longer suitable for many of the larger wheelchairs.
- The increased light levels will support visitors will sight issues.

#### **2.3 Community Safety Issues (Section 17)**

- Not applicable

#### **2.4 Human Rights Issues**

- The project does not impinge on anyone's human rights and supports freedom of thought and expression by inspiring visitors and local creatives.

### **3. Environmental**

- The project does not impact on our natural resources but it does protect our heritage and celebrate the history of our natural resources.

### **4. Governance**

- This project will raise the cultural profile of the area increasing Councils' reputation and furthering the relationship with HLF and ACE.

- The project will be managed by the culture team, specifically the Head of Culture and Senior Curator with support from a project team. The external funding includes the payment for the external skills required to make the project successful including architects, buildings project manager, display designers etc.