

Decision Maker: Executive

**For Pre Decision Scrutiny by the Renewal and Recreation
PDS Committee (on 13th December 2011)**

Date: 14th December 2011

Decision Type: Non-Urgent Executive Key

Title: BROMLEY MUSEUM AT THE PRIORY - ORPINGTON

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Chief Officer: Marc Hume, Director of Renewal and Recreation

Ward: Orpington

1. Reason for report

- 1.1 This report updates Members on the outcome of the first stage application to the Heritage Lottery Fund (HLF) for financial support to extend the borough's museum service into part of the vacated library building.
- 1.2 In light of the HLF's decision not to offer a first round pass and therefore financial support this report sets out a number of options for consideration by Members for the Museum.
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2. **RECOMMENDATIONS**

That the Renewal and Recreation Policy and Development Scrutiny Committee:

- 2.1 Note the contents of the report, in particular the advice of the Heritage Lottery Fund, and in light of this provide the Executive with comments.

That the Executive:

- 2.2 Approve the re-submission of the first stage application to the Heritage Lottery Fund and with a further report brought back to a future meeting of the Executive on the outcome of this application.

Corporate Policy

1. Policy Status: Existing policy.
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £2.4m capital and £102k revenue
 2. Ongoing costs: Recurring cost. £102k
 3. Budget head/performance centre: Museum Budget and capital programme
 4. Total current budget for this head: ££101,830 and £3m
 5. Source of funding: Existing revenue budget 2011/12 and Capital Programme
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Staff

1. Number of staff (current and additional): 3 Ftes
 2. If from existing staff resources, number of staff hours: N/A
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Legal

1. Legal Requirement: No statutory requirement or Government guidance. The Museum service is discretionary. However the Priory is a Grade II* listed building which the Council has a statutory duty to maintain.
 2. Call-in: Call-in is applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Current 2009/10 visitor numbers are 25,000 per annum. It is expected that if these works proceed visitor numbers will increase to between 75,000 and 100,000 per annum.
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes.
2. Summary of Ward Councillors comments: Cllr Lydia Buttinger - "I fully support the resubmission of this application and think it would be a real asset to the area if we could secure the funding".

3. COMMENTARY

- 3.1 On 8th December 2010 the Executive approved the submission of a first stage application to the HLF with a further report being brought back to a future meeting of the Executive on the outcome of this process.
- 3.2 Following this decision officers developed, in conjunction with the HLF, a first round application, part of which included an application for a 'Development Grant' which if the application had been successful would have been used to fund the final second round application which is a requirement of HLF funding. The first round application encompassed the following key strands:
- To strategically pull the borough's heritage assets together, with The Priory at its heart acting as a heritage and arts hub for Orpington and a heritage centre of excellence for the borough and its partners by
 - repairing The Priory hall, re-instating the green court to return the grandeur of its entrance and improving physical access to, from and within the hall and the grounds
 - increasing access to the collection and the museum service with new exhibition space, creation of formal and informal learning zones, improved interpretation, increased use of media, training programmes, activities and events, improved marketing, multi-functional spaces, a café and rest facilities, atrium, landscape viewing platform, a customer services area and toilets
 - encourage the integration of heritage into other public and academic interests
 - investigating the opportunity for creating a not-for-profit charitable heritage trust that would focus on developing and managing the borough's collective heritage, strengthening partnerships with other borough-based professional heritage organisations and drawing down external funding for capital and revenue projects
 - working in partnership with other heritage organisations to create a long-term borough-wide heritage strategy
 - providing office space to let long-term in order to provide a reliable revenue stream to help fund the maintenance and development of the improved museum and its services.
- 3.3 These key elements were developed in conjunction with the HLF as well as reflecting the initial consultative exercise that officers had undertaken. As a result a formal first round application was made to the HLF on 21st June 2011 for a development grant of £217,000 against a total scheme cost of £3 million. On submission of an application of this size, there is a three-month period in which the HLF work with the applicant to qualify and clarify elements of the application prior to the application going to a Board of Trustees in this case it was on 27th September 2011.
- 3.4 Following the Board's decision on 27th September 2011 the authority was advised in writing (Appendix 1) that our application had not been successful. In general, it would seem that the application has been acknowledged as being a good one that met the HLF's criteria, but it would seem, and this has been borne out by subsequent telephone conversations, that our application was rejected on the grounds of insufficient funds.

- 3.5 The Assistant Director for Leisure and Culture has sought further clarification and it would seem that the Priory application was competing at a national level for funding, at a time when the value of applications significantly outweighed the available funding at that time. At a regional level the HLF have indicated that they view this application as a priority and would wish to see it re-submitted though with a reduced grant request. This would enable a decision to be taken at a regional rather than a national level. The HLF have further advised that if the Council were minded to re-submit the application it should be done by the first week of March, in order for it to be considered by a regional board on 13th June 2012. If Members approve this approach, the project programme which reflects the re-submission is set out below.

Executive 14 th December 2011	Decision to proceed with re-application for HLF funding bid
January 2012 to March 2012	Compilation of first stage funding application to HLF including request for a development grant to contribute towards costs of taking the application from the first stage to the second stage
March 2012	HLF first stage application submitted
June 2012	HLF informs LBB if it has secured a development grant and is invited to apply to the second stage of the application process. Report presented to Executive on outcome of HLF first stage bid, asking for a decision to progress to the second stage.
July 2012 to December 2012	Detailed information prepared regarding finance, activities, outputs, timetables, risk assessments, works required, planning application, tendering of works
December 2012	HLF second stage application submitted
March 2013	HLF informs LBB if it has been successful in its second stage application
June 2013 to December 2013	Tendering of works process takes place
January 2014 to March 2014	Works contracts awarded
April 2014 to March 2014	Works commence
March 2015	Works completed, new museum service opens

4. POLICY IMPLICATIONS

- 4.1 The proposed relocation of Orpington Library arose out of the 2006 review of the borough's library service. It was first endorsed at the Local Economy Portfolio Holder meeting on the 12th April 2007 when it was agreed that the relocation of Orpington Library should be included within the Master Plan for Orpington - supporting the Council's broader objectives around vibrant and thriving town centres.

- 4.2 The Council's Building a Better Bromley 2010 – 2012 commitment states that it will finalise proposals for the Bromley Museum and old library site.

5. FINANCIAL IMPLICATIONS

- 5.1 The project concept and public consultation work undertaken to date has been funded from within existing budgets and has involved staff time; no other costs have been incurred. Should the Executive support the proposal to re-apply for funding from the Heritage Lottery Fund, then no costs will be incurred other than officer time to comply with the HLF's first stage criteria and the suggestion that the bid be value engineered downwards. Should the first stage application be successful and the Council is invited to progress to the second stage there will, at this point, be no contractual obligation to proceed any further.
- 5.2 The cost involved in preparing the second stage application is £185,000. As the HLF permits applicants to ask for a planning and development grant in its first stage application officers recommend that this should be pursued in order to contribute up to £166,500 towards this figure of £185,000. However should the Council not wish to progress to the second stage of the application process any funds provided by the HLF up to this point, such as the planning and development grant, would have to be reimbursed. It should be noted that the results of the first stage application will be reported back to Members for a decision as to whether to continue to the second stage application and therefore commit to the full scheme or not.
- 5.3 The total estimated cost of the revised scheme is likely to be in the region of £2.4m inclusive of fees. The HLF would potentially fund up to 90% of these costs, £2.16m. The borough therefore would be expected to fund the balance of £240k.
- 5.4 From the revenue side, it is expected that the scheme will generate an additional £70k from the café and rental income. This will be used to offset the extra premises costs of extending the museum service into the old library building.

6. PERSONNEL IMPLICATIONS

- 6.1 There are no direct implications arising from this report. The revised application would be made with the full involvement of existing staff at the Museum.

Non-Applicable Sections:	Legal Implications
Background Documents: (Access via Contact Officer)	Local Economy Portfolio Holder – 25 th January 2007 Local Economy Portfolio Holder – 12 th April 2007 Orpington Master Plan Document Executive 4 th November 2009 Executive 9 th December 2009 Renewal and Recreation Portfolio Holder – 29 th June 2010 Executive 21 st July 2010 Executive 7 th December 2010