

FLINTSHIRE COUNTY COUNCIL

REPORT TO: **CABINET**

DATE: **TUESDAY, 17 FEBRUARY 2015**

REPORT BY: **CHIEF OFFICER (PLANNING & ENVIRONMENT)**
CHIEF OFFICER (ORGANISATIONAL CHANGE)
(IRB)

SUBJECT: **GREENFIELD VALLEY HERITAGE LOTTERY**
PROJECT

1.00 PURPOSE OF REPORT

1.01 To inform Cabinet of the Greenfield Valley Uncovered Project and to seek Cabinet approval to (i) submit a Round 2 application to the Heritage Lottery Fund (HLF) and (ii) if successful, enter into a funding agreement with the HLF.

2.00 BACKGROUND

Greenfield Valley Uncovered is an exciting project to redevelop and interpret the Greenfield Valley Museum and Heritage Park.

2.01 Project Aims

- Better interpretation of buildings and collections
- New site signage, orientation and interpretation
- Enhanced access through improved pathways
- Employment of an activity leader and associated programme of events and activities.
- Projected visitor increase of 30% to 39,000 visitors per annum.
- Inspire pride and build confidence in local communities
- Increase volunteering

2.02 Introducing the Project

Greenfield Uncovered will reveal the hidden history of this area and the people who lived and worked here. At its heart is the role that Greenfield played in the industrial revolution, which has shaped the world, as we know it today.

The proposed works will improve access through better pathways and re-designed entrances. The Visitor Reception building will be extended and remodelled, offering improved visitor flow into the site. There will be refurbishment and repair of historic buildings and the creation of new flexible and interactive interpretation within the existing pay boundary. Site signage, orientation and interpretation, including the use of digital media will improve access to the wider site and uncover its fascinating history.

An activity leader will be employed for three years to recruit and train volunteers, who will develop new skills, take part in community-based projects and deliver activities across the whole site. Many of the activities will provide further resources and ways of interpreting the heritage for other visitors, for example memories gathered during an oral history project will be accessed through an audio point in the museum and drama workshop participants will animate the historical spaces. Training will be provided, enabling volunteers to learn, demonstrate and share traditional skills, lead guided tours and facilitate creative work inspired by the site's powerful heritage.

The interpretation will include redisplayed collections, hands-on interactive models, touchscreen interactives, large format film and browsing material using archival evidence and living memory. Additional marketing activity and publicity as well as website improvements are included in the costs of the project.

- 2.03 At present, the site, though popular and active in providing educational and family activities, is a greatly under-appreciated and underused heritage resource. This project will enable the site to fulfil its potential to become a dynamic visitor destination, valued by its community with a higher regional profile. The new exhibitions will provide heritage learning, while space for community engagement will revitalise the site and stimulate economic development in an area that suffers from deprivation.

The estimated economic impact of visitors to Greenfield Valley Heritage Park and Museum in 2011/12 was worth **£400,000 to the local economy**. Should the proposed benefits of the 'Greenfield Valley Uncovered' development scenario be realised, **these impacts could rise to just over £625,000 per year**.

3.00 CONSIDERATIONS

- 3.01 The Greenfield Valley Museum and Heritage Park is owned by FCC and managed by the Greenfield Valley Trust (GVT) under a management agreement dating from 1st July 1993. An evaluation of the agreement had been ongoing for the past few years but had stalled due to external factors.

A new review of the agreement is vital for the effective delivery of the project and will be undertaken from March 2015. It will include a detailed analysis of the feasibility of existing and new governance arrangements and will be completed by September 2015.

- 3.02 The project received a Round 1 pass from the Heritage Lottery Fund (HLF) in 2013 to develop the project further. We are now ready to submit our Round 2 HLF application, seeking £940,050 in funding. The project is a joint project between FCC and the Greenfield Valley Trust. As such, both partners must agree to comply with the HLF's Terms of Grant. These are

standard terms relating to the continued public access to the site, maintenance, insurance and grant repayment liabilities.

4.00 RECOMMENDATIONS

- 4.01 (i) That Cabinet approve the submission of a Round 2 application to the HLF for £940,050 in funding.
- 4.02 (ii) That if successful, Cabinet approve a funding agreement with the HLF.

5.00 FINANCIAL IMPLICATIONS

5.01 Project Costs

Project Management	20,000
Architectural & Landscape Improvements	322,600
Interpretation and Signage	377,650
Conservation of Collections & Curator hours	63,400
Contingency & Inflation (Capital costs)	68,600
Activity Costs	187,800
Non-cash contribution (volunteer time)	280,000
Total	1,320,050

5.02 Funding Breakdown

HLF`	940,050	
GVT	30,030	(secured)
FCC	20,800	(secured)
Fundraising	50,000	(£3k secured to date)

5.03 Long-term Financial Impact

Grant repayment liabilities relating to continued public access, maintenance and insurance of the site.

It is estimated that the minimum basic requirements to keep the pay boundary open to the public, provide minimal staffing, maintenance, operational costs and insurance are in the region of £145,000 per annum.

This cost can be offset by continuing to charge for entry. At present the site benefits from an income of around £90,000 per annum, which comes from entry costs, gift shop takings and some lettings.

The costs of the management and maintenance of the wider Heritage Park and elements within (Watercourses, Scheduled Ancient Monuments etc) are not included in this figure.

6.00 ANTI POVERTY IMPACT

- 6.01 There are no anti-poverty impacts from this report.

7.00 ENVIRONMENTAL IMPACT

7.01 There are no environmental impacts from this report.

8.00 EQUALITIES IMPACT

8.01 There are no equalities implications from this report.

9.00 PERSONNEL IMPLICATIONS

9.01 There are no personnel implications from this report.

10.00 CONSULTATION REQUIRED

10.01 None

11.00 CONSULTATION UNDERTAKEN

11.01 Consultation has been undertaken with the Greenfield Valley Trust and its partners in the development of the HLF bid.

12.00 APPENDICES

Appendix 1 – Greenfield Connections

**LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985
BACKGROUND DOCUMENTS**

As referred to in the report.

**Contact Officer: Sophie Fish
Telephone: 01352 714 172
Email: sophie.fish@flintshire.gov.uk**