

SCOTTISH SUBMARINE MUSEUM – EVALUATION OF FUNDING REQUEST

1.0 SUMMARY

- 1.1. This report relates to a request to release funds to the Scottish Submarine Trust following the budget decision to make provision in the revenue budget of £140,000.

2.0 RECOMMENDATIONS

- 2.1 To release £140,000 funding to the Scottish Submarine Trust specifically towards the development of The Submarine Museum in Helensburgh under the following conditions;
- 2.2 Funding to be split evenly and released in two tranches (£70,000) when the following milestones are achieved;
1. Proof of legal ownership of the building.
 2. Receipt of Listed Building Consent

3.0 DETAIL

3.1. Project Description

- 3.2. The proposal is for a Scottish Submarine Museum where the story of the history of the Royal Navy's Submarine Service will be told using new media and immersive 3D projected imagery and exhibits.
- 3.3. A 39 tonne 'X' Craft (mini submarine) will be displayed as the centrepiece to the museum. The museum will also house an interactive electronic memorial in Remembrance of the 5,329 submariners who have given their lives in the Royal Navy Submarine Service.
- 3.4. The museum will be within the hall of the former St Columba's Church on the edge of Helensburgh Town Centre, the museum seeks to attract a minimum of 10,000 new visitors a year to the town.
- 3.5. The project owner is the local destination marketing organisation Visit Helensburgh who have secured the former St Columba's Church and Hall and will be taking ownership of the property on 28 March 2014.

3.6. **Project Aim and Objectives**

3.7. The key aim of the project is to develop a new historical and cultural visitor attraction on the edge of Helensburgh town centre.

3.8. Key objectives include:

- To provide an educational experience of national significance to visitors demonstrating the strategic significance of the Submarine Service in the context of service, innovation and sacrifice during the two World Wars and the Cold War period; particularly during the Centenary of World War 1.
- To bring a vacant key building on the edge of Helensburgh Town Centre back into public use.
- To develop compelling packages for visitors to further explore Helensburgh aligned with existing Council improvement projects including the waterfront public realm regeneration project (CHORD) and the Hermitage Park project.
- To make a contribution to Argyll & Bute Council's Single Outcome Agreement in relation to creating diverse local economies and attracting more visitors to one of our towns.

3.9. **Project Deliverables**

3.10. Receive Listed Building Consent to undertake minor alternations to 'C' Category Listed Hall. It should be noted that Planning Services have advised that as the proposal does not constitute a change of use as per the Town and County Planning Use Class Order (Scotland), planning consent is not required.

3.11. The creation of a series of exhibits visited by between 10,000 and 12,000 visitors in the opening year to be grown over the initial future years.

3.12. Developing and marketing visitor packages led by the destination marketing organisation Visit Helensburgh linking the Submarine Museum with Hill House, the John Muir Way, the Waverley and Loch Lomond to create compelling reasons to visit Helensburgh.

3.13. **Project Evaluation**

3.14. Within the Council's Single Outcome Agreement 2013 – 2023 is a 3 year outcome to reposition the Argyll and Bute tourism product and profile, increasingly active networks established, and creating new tourism experiences.

3.15. Within the Council's Economic Development Action Plan (EDAP) are two key outcomes as follows;

- a) To move industry up the value chain, extend season and improve profile and propositions.
- b) Increase the profile of the area to attract visitors in order to promote economic development.

- 3.16. The proposal for a new historical, educational and cultural visitor attraction complements existing approved projects in Helensburgh; namely the CHORD waterfront public realm improvements and the Hermitage Park improvements.
- 3.17. With the museum as an additional reason to visit Helensburgh, collectively these projects are aligned with the Council's priority to make Argyll and Bute an attractive region to do business, live and visit.
- 3.18. Helensburgh has a long association with the Submarine Service and it is difficult to consider a better location to narrate the story of the Submarine Service at a time where it is perceived there is a growing historical interest in the two World Wars and the Cold War. The financial and in kind support of the MOD of £500,000 demonstrates the support of the very institution that is responsible for HMS Faslane Submarine Base.
- 3.19. The funding from the Council allows the developers to commit to a proposal to 'do something' within a flexible arrangement that can be further developed when additional funding is secured.

3.20. **Project Timeline**

- 3.21. Visit Helensburgh will be taking ownership of the building on 28 March 2014.
- 3.22. Assuming Council funding is released and all necessary consents are in place, fitting out will commence in May, the submarine transported end of June with the key milestone to open at the same time as the Commonwealth Games.

3.23. **Key Risks**

- 3.24. Advised that the project cannot proceed without Council funding.
- 3.25. Failure to complete the preparation of the space by the targeted opening date for the centre during the Commonwealth Games. A delay in the opening would mean missing the Games and a unique and highly valuable media opportunity for the town and for Argyll and Bute. The developers advise that this risk is mitigated if the council approves the funding request required to complete the project.
- 3.26. Failure to secure Listed Building Consent.

3.27. **Project Cost and Funding**

- 3.28. To-date £500,000 has been raised by the Scottish Submarine Trust, £300,000 in kind for the submarine and £200,000 in grant funding. £200,000 was awarded by the MOD Armed Forces Covenant Fund; the largest award ever in Scotland and amongst the largest in the UK for the MOD fund.
- 3.29. £140,000 has been requested from the Council to allow the fundamental elements of the project to proceed at a financial cost of £340,000. In addition, a commitment for £100,000 has been given by a commercial sponsor but due to commercial sensitivity can't be realised yet. As more funds are raised and additional sponsors secured, the

museum will grow in response to demand to add more exhibits to the Submarine Museum.

- 3.30. Assuming that the Council agrees to release the funding and including the in kind contribution, the project will have a value of £640,000 with the potential to increase to £740,000 should the additional sponsorship be provided.

4.0 Implications

- 4.1 Policy: Within the Single Outcome Agreement is a 3 year outcome to reposition the Argyll and Bute tourism product and profile, increasingly active networks established, and creating new tourism experiences.
- Within the Corporate Plan, a corporate objective is to improve the potential of our area including contributing to an environment where existing and new businesses can succeed.
- Within the Economic Development Action Plan are two key outcomes as follows;
- a) to move industry up the value chain, extend season and improve profile and propositions.
 - b) Increase the profile of the area to attract visitors in order to promote economic development.
- 5.2 Financial: Budget provision of £140,000 was approved in February 2014. This report seeks approval to release these funds.
- 5.3 Legal None
- 5.4 HR: None
- 5.5 Equalities None
- 5.6 Risk: Risks that proposal does not proceed and/or cannot finish on time resulting in loss of opportunity of new visitor attraction linked to Commonwealth Games and Centenary Celebrations of WW1.
- 5.7 Customer Service: None

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