

REPORT TO: POLICY AND RESOURCES COMMITTEE - 11 JUNE 2012

REPORT ON: CAMPERDOWN HOUSE - FUTURE USE STRATEGY

REPORT BY: DIRECTOR, LEISURE AND COMMUNITIES

REPORT NO: 198-2012

1.0 PURPOSE OF REPORT

- 1.1 This report provides briefing on the options for the future use of Camperdown House.

2.0 RECOMMENDATIONS

The Committee are asked to:

- 2.1 Note the options for the future use strategy of Camperdown House;
- 2.2 Instruct the Directors of City Development and Leisure and Communities to collaborate in market testing commercial interest in Camperdown House being used in whole or part as one or a combination of the following: restaurant, boutique hotel and commercial gallery.
- 2.3 Instruct the Director, Leisure and Communities to consult more widely with other partners to establish their interest in the future operation of Camperdown House.
- 2.4 Note that a further report will be brought back to Committee in order to seek approval for the final preferred option and way forward.

3.0 FINANCIAL IMPLICATIONS

- 3.1 Whichever option is pursued, a business plan will be required to take this project forward and the financial implications of the final preferred option will be reported to Committee then.

4.0 BACKGROUND

- 4.1 Camperdown Park and Templeton Woods have been used as a public park since their acquisition by the Dundee Corporation in 1946.
- 4.2 Since 1963, the House has been listed as Category A in the Statutory List of Buildings of Architectural or Historic Interest. The House was designed by William Burn in 1821, and constructed 1824-1828, although not finished internally until the early 1840s. Camperdown House is considered to be one of the finest neo-classical houses in Britain.
- 4.3 A Conservation Plan was commissioned by Dundee City Council, with grant aid from the Heritage Lottery Fund in January 1998 following the success of the Glorious Victory exhibition held at the McManus Galleries in 1997 which commemorated the bicentenary of the Battle of Camperdown when Admiral Duncan led his ships to a great naval victory.
- 4.4 The report noted that the House and Park form part of a heritage landscape environment. At present Camperdown House is empty of contents. Significant material, much of it from the Buckinghamshire Bequest is now owned by National Museums of Scotland and the National Galleries of Scotland.

- 4.5 Dundee City Council continues to own the House which is operated by Leisure & Culture Dundee. The agreement with national institutions makes provision for the return and display of paintings and objects as appropriate.

5.0 MAIN TEXT

- 5.1 Dundee City Council is committed to finding a sustainable use for Camperdown House.
- 5.2 The House has been closed to the public since 2002.
- 5.3 In the period prior to its closure Camperdown House was used as a cafeteria, a venue for events and a training facility for DCC. It also accommodates the Camperdown Golf Club in an area of the house which is defined by a sub-lease.
- 5.4 Following a specialist architectural survey carried out by heritage architects Simpson and Brown the City Council carried out roof replacement works during 2010/11. The House was opened over the weekend of 2-4 September 2011 as accommodation for part of the Flower and Food festival and as a temporary exhibition venue for the Friends of Camperdown House. This proved highly popular and will be repeated this year.
- 5.5 The Friends of Camperdown House have confirmed their support for a mixed use strategy and that future developments of the House should be part of an overall strategy for the greater park landscape.
- 5.6 Dundee City Council Environment Department are committed to the success of the Park and recognise the House as an essential component (Report 13-2012).
- 5.7 There are a large number of potential heritage displays that range from modest interpretation panels to the wholesale reconstruction of an area of the house as a Victorian country home. The house and its interior are considered to be of national importance.
- 5.8 The primary public focus of the House is the ground floor. Options include function rooms, a lounge, retail, gallery and restaurant. Potentially, a link to the area currently leased to Camperdown Golf Club could be developed with greater shared usage.
- 5.9 Rooms on the first floor could be developed to tell the Admiral Duncan story. The option of creating a pay-to-visit attraction needs to be evaluated and the willingness of visitors to pay an admission charge would need to be assessed.
- 5.10 The first floor could be part of a commercial lease and developed as part of a boutique hotel. The commercial viability of this is more difficult to assess and will only be known if this option is market tested.
- 5.11 The basement currently accommodates the kitchen which is in need of extensive refurbishment. The basement could also be developed as an education and learning space targeting interactive activity for younger visitors, school groups, etc. It has always proven to be a space which is of particular interest to visitors.
- 5.12 During the 2011 Flower and Food Festival at Camperdown the House was successfully opened and an exhibition on Admiral Duncan was organised in partnership with the Friends Group. During this event public views on the future of the House were canvassed and feedback from this public consultation has informed this report.

6 USAGE OPTIONS

See Appendix 1.

- 6.1 Retain House as a mothballed resource for future development.
- 6.2 Develop the house as a fine dining restaurant.
- 6.3 Develop the House as a boutique hotel.
- 6.4 Develop the House as a commercial gallery.
- 6.5 Develop the House as a function venue for weddings, conferences and other civic/private events.
- 6.6 Develop the House as rented office spaces/small meeting rooms.
- 6.7 Develop the House as a pay to enter visitor attraction within the wider Camperdown Park, telling the Admiral Duncan Story in Museum and Gallery spaces in the building.
- 6.8 Provide retail facilities for the public.
- 6.9 A combination of these uses is considered to be achievable.

7 MANAGEMENT OPTIONS

There are a number of possible management options available, but these will be dependent on the final preferred option. A range of possible management options are as follows:

- 7.1 Directly operated by Dundee City Council.
- 7.2 Managed by Leisure & Culture Dundee.
- 7.3 Commercial organisation (with an access agreement for Dundee City Council/Leisure & Culture Dundee).
- 7.4 Dundee City Council/Leisure & Culture Dundee in partnership with a National Institution.
- 7.5 Dundee City Council/Leisure & Culture Dundee in partnership with a commercial organisation.

8.0 POLICY IMPLICATIONS

- 8.1 This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. No major issues have been identified.
- 8.2 An Equality Impact Assessment has been carried out and will be made available on the Council website <http://www.dundee.gov.uk/equanddiv/equimpact/>

9.0 CONSULTATION

- 9.1 The Chief Executive, Director of Corporate Services, Head of Democratic and Legal Services, Director of City Development and Director of Environment have been consulted on the report.

10.0 BACKGROUND PAPERS

- 10.1 CAMPERDOWN MANSION HOUSE INTERPRETIVE PROJECT Development proposal June 1994
- 10.2 CAMPERDOWN MANSION HOUSE INTERPRETIVE PROJECT Design Development (November 1994)
- 10.3 CAMPERDOWN HOUSE AND PARK CONSERVATION PLAN – Benjamin Tindall Architects Conservation Plan (September 1998)
- 10.4 DCC CAMPERDOWN COUNTRY PARK DEVELOPMENT PLAN Report 295-2004 (2004)
- 10.5 DEVELOPMENT OF CAMPERDOWN HOUSE Discussion Paper (June 2009)
- 10.6 CAMPERDOWN HOUSE FUTURE USE WORKSHOP (November 2010)

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30 May 2012

CAMPERDOWN HOUSE		MANAGEMENT OPTIONS			
USAGE OPTIONS	Directly Operated by DCC	Managed by Leisure & Culture Dundee	Commercial Lease (with access agreement)	Leisure & Culture Dundee with National Partner	Leisure & Culture Dundee with Commercial Partner
1. Mothball	Rates would be incurred. Publicly unpopular.	N/A	N/A	N/A	N/A
2. Fine Dining Restaurant	Rates would be incurred. Not DCC core activity.	Catering would need to be "managed" by Community Interest Company.	Higher rates costs. Would be dependent on market	Would save rates. Catering not core.	Would save proportion of rates. Shared usage offers benefits to both parties.
3. Boutique Hotel (overnight accommodation)	Rates would be incurred. Not DCC core activity.	Not Leisure & Culture Dundee core activity.	Would require to be market tested. Would require significant capital investment.	Would not fit this mix.	Operationally, Leisure & Culture Dundee would leave day-to-day activity to commercial operator.
4. Commercial Gallery	Rates would be incurred. Could be part leased.	Could be managed by Leisure & Culture Dundee or via its Community Interest Company.	Gallery decision would rest with tenant.	Would fit well and could be operated by either partner.	Would fit well and could be operated by either partner.
5. Function Venue (for weddings/ conferences/ civic events)	Rates would be incurred. Not DCC core activity.	Could fit well but catering risks are always significant.	Major attraction to commercial tenant.	Could fit well but catering risks are always significant.	Could fit well - particularly if catering delivered by partner with this expertise.
6. Rented Office Spaces/Small Meeting Rooms	Rates would be incurred. Not DCC core activity.	Could save rates. Could fit in well and provide income stream.	Would be up to tenant.	Could tie in well and provide income stream.	More difficult to manage but possible.
7. Heritage Visitor Attraction (the Admiral Duncan Story)	Rates could be incurred. Not DCC core activity.	Would save rates. Core heritage activity. Would be developed with Friends of Camperdown.	Commercial partner might be interested in the theme, but difficult to predict.	Core heritage activity. With the right partner this could work well.	More opportunity for influence but still dependent on partners interest.
8. Retail Facility	Rates would be incurred. Not DCC core activity.	Could be supported by retail staff currently in post.	Retail would be the decision of the tenant.	Potential to add local and national retail experience.	Could be operated by either Leisure & Culture Dundee or the commercial partner.