

Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee



Date of meeting:	23 February 2022
Title of Report:	Mayflower 400 Update
Lead Member:	Councillor Mark Deacon
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
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Your Reference:	Click here to enter text.
Key Decision:	No
Confidentiality:	Part I - Official

Purpose of Report

The purpose of the report is to update Scrutiny regarding the final evaluation of the Plymouth Mayflower 400 initiative

Recommendations and Reasons

The Scrutiny Committee are recommended to:

1. Endorse the evaluation completed by SERIO at the University of Plymouth
2. Note the 'insight' learnings included in the evaluation

The following are the highlight findings and key insights from the University of Plymouth evaluation of the Plymouth Mayflower 400 programme.

Mayflower 400 Project Successes

- The Box opened to significant acclaim with 75% of reviews rating it as good or excellent, and almost 40,000 tickets sold for the Mayflower 400: Legend and Legacy exhibition.
- Illuminate 2019 Plymouth attracted 50,000 visitors and reached an online audience of over 400,000 people.
- A total of 50 organisations were commissioned through Mayflower 400 Community Sparks and successfully delivered grassroots activity, engaging over 46,000 people across different communities and geographies of Plymouth.
- The 'No New Worlds' installation engaged 2,000 people who actively took part in workshops and physical contribution, attracted over 400,000 estimated viewers over three months and received considerable media coverage, locally, nationally and internationally, worth over £9.5m.
- Digital content from Dan Snow's Mayflower documentary, and the Virtual Voyages, My Mayflower, and Re-Informed programmes reached over 600,000 people.

- The Mayflower Autonomous Ship has attracted substantial attention in the media with national and international coverage worth over £105m.
- Over 8,700 residents actively participated in the Sports Programme over 2020/21.
- iMayflower has engaged with over 39,000 people and supported 127 businesses.
- The Hatchling attracted around 25,500 people from all over Plymouth, the UK, and beyond, generated over £770,000 in visitor expenditure and received over £10m worth of media coverage.
- Every state primary and secondary school in Plymouth, 103 schools in total, signed up to at least one Mayflower 400 activity.

Key Insights

Investing in a programme of culture

- Mayflower 400 has demonstrated how investing in a cultural programme has numerous benefits for the city, not least Plymouth's positioning as a hub for cultural investment has supported wider income generation, including £16m for National Portfolio Organisations.
- Hosting high quality, large-scale events, such as The Hatchling, not only attracts more visitors to the city and increases pride for local residents, but also serves as a vehicle in positioning Plymouth as a cultural destination, demonstrating what the city is actually capable of.
- The programme endeavoured to appeal to a wide range of audiences and developed a variety of activities and themes accordingly, which meant that not only did it attract national and international media coverage for Plymouth, but it also engaged local people who may not have previously engaged with a creative activity in the city.
- As a result of the Mayflower 400 programme, there is now a growing appetite for more cultural events in the city. Residents can see there are positive changes happening in Plymouth and it is hoped that such high-calibre projects will help retain local artists and may attract others, resulting in a greater cultural offer overall.

Partnership working

- Mayflower 400 has presented an opportunity to not only develop new and diverse partnerships, but also to build on existing relationships across a multitude of sectors, which has opened up new avenues and possibilities for Plymouth and its cultural offer going forward.
- Sustaining these relationships beyond delivery of Mayflower 400 will be a key legacy of the programme. The collective focus on a city narrative has galvanised the city, with frequent, honest and reflective communication between partners facilitating collaboration. Moving forward, involving community groups and smaller organisations will also allow for more inclusive representation when making key decisions for the city.
- Embedding the Mayflower 400 team within Plymouth City Council allowed external organisations to navigate the council more easily and enabled partners in the programme to escalate issues with the council far quicker. Yet, positioning the core team as being somewhat separate to the council also allowed for swift resolution of issues.
- Learning to relinquish control over management and delivery, and putting more trust in external partners, allowed the council to develop more innovative and collaborative ways of working. Embracing opportunities to capacity build smaller organisations would strengthen communities and also reduce some of the pressures on the council to deliver.

Volunteering

- The programme engaged over 400 Mayflower Makers, who dedicated 7,000 hours, worth over £100,000, to supporting events and activities across the partnership.
- Mayflower 400 has shifted certain perceptions of volunteering as 'cheap labour' to something that needs upfront investment, and dedicated management to fully realise the potential of such a resource.
- Whilst maintaining volunteer engagement was challenging at times due to events being postponed or cancelled, having a committed volunteer manager allowed for engagement to be

maintained throughout quieter periods, which meant that the programme still had a large and enthusiastic pool to draw from once activities resumed.

- As a result of the successful volunteering programme within Mayflower 400, some volunteers have continued volunteering with other organisations regularly, e.g. for The Box, and as such have created one of Mayflower 400's key legacies, a volunteer movement within the city, which will benefit future events and programmes moving forward.

Transparency

- Mayflower 400 provided Plymouth with an opportunity to change the way it engaged with its own history and its position as a modern city. Whilst it took some time for the programme to become fully comfortable in tackling the challenging elements of the Mayflower narrative, the city has now matured and is much more capable of discussing sensitive topics.
- Partnerships with the Wampanoag have greatly contributed to the success of this aspect of the programme, as they provided a different perspective and added legitimacy to Mayflower 400.
- Including a more diverse team at a strategic level for future citywide programmes, will allow for these more challenging elements to be addressed earlier.

The following are the Key Project Outputs from the national M400 visitor project which Plymouth led for the National Mayflower 400 Compact Partnership in the period running up to 2019

Key National Visitor Project outputs

- A total of 241 travel trade contacts were made during the project period. Largely made at key national and international travel trade events.
- A total of 27 tour operators have been hosted on trips to various Mayflower 400 destinations, with 7 operators actively promoting Mayflower 400 tours.
- Throughout the two year visitor funded programme, over 2800 businesses, stakeholders, tour operators and local authorities have been briefed by the Mayflower 400 team and destination partners.
- 'Working with the travel trade' training has taken place across all partner destinations, to support the delivery of a 'bookable product'.
- A key element for the partners involved has been the sharing of best practice, networking and facilitating of conversations and relationships that simply wouldn't have happened otherwise. Partners also have a bid in for further funds to support the development of their Mayflower offer.

Alternative options considered and rejected

The Mayflower 400 core programme is now completed and closed, with executive capacity closed. Therefore, there are no viable alternatives to the evaluation

Relevance to the Corporate Plan and/or the Plymouth Plan

Mayflower 400 has been a key contributor to the city vision to be one of Europe's most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone.

Values - Collaborative: Mayflower 400 was a partnership of partnership working across residents, communities and businesses to deliver a common ambition to commemorate our history, to engage and take part locally, to showcase Plymouth nationally and internationally, and to provide an exciting heritage and cultural programme

Priorities – Unlocking the city's potential as An Exciting, Cultural & Creative Place:

Mayflower 400 has provided narrative, focus and investment basis over a period of years for a major

cultural infrastructure, or a programme of exciting cultural and heritage activities, for collaboration and investment into the creative sector. It has also been a key way to position the city locally, nationally and internationally as such, with high profile projects getting coverage worldwide. Mayflower 400 has provided a platform for the subsequent creation of the Culture Plan and Visitor Strategy that provide the direction for these sectors through the next 10 years

Priorities – Caring for people and communities through A Friendly Welcoming City:

Mayflower 400 has provided training for service sector and taxi drivers, established and supported a new volunteers scheme, increased bookability and tour guiding for visitor. Through Community Sparks fund projects, Mayflower 400 has supported different communities across geographies and communities of identity and interested, and provides training to residents and volunteers to further support Plymouth being a welcoming city

Mayflower 400 has provided Value for Money by leveraging in significant commercial and grant fund providing a high return on PCC initial seed investment

Mayflower 400 has championed Plymouth locally, nationally and internationally through stakeholder engagement, media engagement and extensive coverage, and international and national visitor marketing

Implications for the Medium Term Financial Plan and Resource Implications:

There are no ongoing financial implications for the council

Carbon Footprint (Environmental) Implications:

Many of the Mayflower 400 events and activities were not delivered directly by PCC. As part of standard agreements with funded delivery partners and partners to which Mayflower 400 branding was been granted, alignment with Plymouth plan for plastics has been stipulated

Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:

** When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.*

The programme is now closed and therefore there are no other ongoing implications

Appendices

**Add rows as required to box below*

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable)						
		1	2	3	4	5	6	7
A	Plymouth Mayflower 400 Evaluation Final							
B	M400 national visitor programme evaluation							

Background papers:

**Add rows as required to box below*

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable)						
	1	2	3	4	5	6	7

Sign off:

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Originating Senior Leadership Team member: David Draffan											
Please confirm the Strategic Director(s) has agreed the report? Yes Date agreed: 15/02/2022											
Cabinet Member approval: Yes Councillor Deacon via email. Date approved: 10/02/2022											