

CITY OF PLYMOUTH

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Cabinet Member: Cllr. Tudor Evans, Leader of City Council
CMT Member: Director for Place
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Introduction

The 400th anniversary of the sailing of the Mayflower in 2020 will be a defining moment for Plymouth, marking the culmination of a 5-year programme of community, cultural and capital investment that will transform the city. Alongside this it will provide a platform for an international celebration of global significance endorsing the remarkable relationship between the UK, US and Dutch communities, which began with the sailing of the Mayflower in 1620. It will place these nations, their heritage and their contribution to world history on the global map.

In headline terms, it is anticipated that Mayflower 400 will be in the top tier of international economic and cultural events in 2020 and will achieve the following major impacts:

- 5,407 FTE jobs and £256m GVA for the Plymouth area
- 8,110 FTE jobs and £384m GVA for the Travel to Work Area
- 10,000 FTE jobs and £0.5bn for the UK
- Media value will be in the order of £20-30m
- Enable the UK to demonstrate its continuing leading role in world affairs
- Attract significant boosts to investment and activity in the educational, cultural and commercial sectors in particular

These outcomes will be achieved through a combination of capital and revenue investment, delivering world-class assets and events that will assert Plymouth as Britain's premier waterfront destination to national and international audiences. This investment will be supported by significant community engagement and co-production, ensuring everyone has the opportunity to participate in and enjoy Mayflower 400, and creating a legacy of social inclusion and cohesion.

Governance

Responsibility for the delivery of the Mayflower 400 programme sits with Destination Plymouth, with Amanda Lumley, Chief Executive of Destination Plymouth, acting as the programme lead.

Plymouth's approach to Mayflower 400 is grounded in a partnership approach, bringing together stakeholders from across the city to ensure that the programme delivers in a coherent manner that promotes efficiency and transparency. Strategic direction and decision making is provided by the Mayflower Leadership Group, chaired by Adrian Vinken OBE, Chief Executive of Theatre Royal Plymouth.

An operationally focused Programme Board chaired by the Assistant Director for Economic Development, David Draffan, sits under the Leadership Group. A range of additional forums have been created that ensure Mayflower integrates with wider city agendas. These include:

- The Council's Corporate Mayflower Group, bringing together staff from across the organisation, including Youth Services, Education, Strategic Planning and Strategic Co-operative Commissioning

- The Waterfront Renaissance Group, involving partners from Planning, Plymouth Waterfront Partnership and the City Centre Company
- The Education Working Group, which incorporates representatives from key education institutions across the city

Plymouth has lead on the creation of a national ‘Compact’, comprising of other UK destinations involved in the Mayflower story, including Harwich, Southampton and Dartmouth. Through this framework, Plymouth’s structure has been duplicated within partner organisations, supporting the horizontal alignment of resources across Mayflower destinations. The Mayflower Compact meets on a quarterly basis, ensuring that there is a joined up national approach to the commemoration.

The programme is in the process of developing its approach to community engagement, which will include a wide-ranging communication campaign along with opportunities for residents and local organisations to shape Mayflower 400 through co-design and co-production.

An overview of the programme’s governance is included as Appendix Item I.

Progress to Date

The Mayflower programme is making strong progress in building towards 2020. Headline achievements include:

- The development of relationships with key national and international stakeholders. For example, the US Ambassador to the UK is lending support to the programme, with a reception planned to engage potential business partners and international stakeholders in the commemoration. The programme team have created further relationships in the US at local, state and national levels
- Similarly strong relationships have been developed with Leiden, Holland, a further destination in the Mayflower narrative. A delegation from Leiden recently visited Plymouth, and this will be reciprocated by representatives of the national Compact partnership later in the year. This will support the programme in developing EU funding bids and build an ongoing partnership which will provide opportunities for Plymouth’s residents and businesses following 2020
- The programme has developed links with major funding organisations such as the HLF and Arts Council, building on work undertaken with the History Centre and Plymouth Culture
- £500k has been allocated to the national Mayflower 400 programme from central government. This will be channelled through the Visit Britain framework, with Destination Plymouth holding the budget on behalf of the Compact partners
- The creation of a digital Mayflower presence, including a website (mayflower400uk.com) and social media accounts. As well as information on the Mayflower story and individual Compact partners, the Mayflower website contains information for schools, developed by Plymouth’s Real Ideas Organisation, which will evolve in the build-up to and beyond 2020

Capital Investment

The Mayflower 400 capital programme incorporates a range of in-progress and potential projects valued at c£70 million. These projects will transform Plymouth prior to 2020, providing an enhanced leisure and transport infrastructure that will drive visitor numbers, increase employment and deliver a significant uplift to the city’s economy. These include:

- The development of the new Mayflower bus station
- The purchase of the Quality Inn site
- The History Centre
- The potential development of Plymouth’s railway station
- The potential development of cruise infrastructure

Further investment in the city will be driven from the private sector, for example in relation to the Drake Circus Leisure development, Derry’s Cross and the Civic Centre, providing additional momentum for the city.

Additional capital investment will be made in Plymouth’s heritage assets and public realm, ensuring that the city is able to make best use of the national and international attention generated by the Mayflower 400 event. This is estimated at up to £5 million, and will be supported by a feasibility study which will be delivered by 2 May 2016. Key items within this investment include:

- Up to £1.5 million has been agreed by CCIB for investment in the city's public realm. £100k of additional spending has already taken place, realising improvements to the Belvedere and wider Waterfront area, for example Cliff Road
- The creation of Mayflower Heritage Trails, joining up the city's heritage sites and assets into coherent narratives. This incorporates digital infrastructure
- Investment in heritage assets such as Merchants House and Elizabethan House, uplifting them to provide world-class mini-attractions and connecting them through a joint narrative with the emerging £34 million history centre

Revenue Investment and Events

The Mayflower revenue programme will provide a world-class series of events in the build-up to and during 2020. The Council has committed £2.25 million to support this over five years, although the programme will look to mitigate this cost by accessing alternative funding streams. The events programme is structured around nine project streams, with each project allocated a dedicated lead responsible for delivery. Please note that the proposed events may change in the build up to 2020.

Signature Events – Amanda Lumley, Chief Executive, Destination Plymouth

- Mayflower Sailing – the programme is in conversation with the Harwich Mayflower Project, who are building a replica Mayflower ship and propose to replicate the original journey in 2020 (harwichmayflower.com)
- Presidential Visit in 2020 – the programme proposes to invite the current and past presidents to Plymouth to celebrate the 'Special Relationship' between the UK and US

Heritage – Nicola Moyle, Head of Arts and Heritage, Plymouth City Council

- Mayflower Exhibition – hosted in the History Centre upon its opening in 2020, this Mayflower themed exhibition will help embed the Mayflower story as a core narrative in the city's history
- Plymouth International History Festival 2020 – building on Plymouth's existing History Festival, this will provide a grass-roots led celebration of Plymouth's Mayflower heritage
- 'Art on the Edge' Exhibition – a world-class exhibition, involving artists such as Jackson Pollock, Lee Krasner and Robert Motherwell, this will celebrate the relationship between artists on the South West coast of England in the mid-twentieth century, and their counterparts on the East Coast of America

Education – Phil Davies, Principal and Chief Executive, City College Plymouth/Judith Harwood, Assistant Director for Learning and Communities, Plymouth City Council

- Every Child in Plymouth Will Know the Story of the Mayflower – the creation and dissemination of Mayflower content to schools locally, nationally and internationally
- Cultural, Sporting, Social, Educational, Heritage and other Mobility Exchanges – building on the successful Mayflower Choir event held in 2015, this will support exchanges between international Mayflower locations

Visitor Economy – Amanda Lumley, Chief Executive, Destination Plymouth

- Mayflower International Visitor Campaign – lead by Destination Plymouth, and involving national Compact partners, this will promote the Mayflower 400 event as a highlight of the international cultural calendar in 2020, driving an increase in visitor numbers and investment
- Mayflower Events Campaign – co-ordinated by the Council's Events Team, a world-class series of events will be organised in Plymouth through 2020, further increasing visitors into the city and providing an exceptional offer for residents

Culture – Dom Jinks, Chief Executive, Plymouth Culture

- Mayflower Street Theatre – an international class free theatre event based around the Mayflower story, involving residents from across the city
- Mayflower Arts Festival – building on the existing 'Arts Weekender' event, this will empower Plymouth's arts community to participate in the Mayflower commemoration and celebrate local talent, while at the same time drawing world-class artists to the city
- Mayflower Public Art Commission – the creation of a world-class piece of public art to commemorate the Mayflower's journey. The art created may be shared across national and international locations,

reasserting the Mayflower trail and highlighting the ongoing relationship between the Mayflower partners

Military – Captain Waterhouse, Royal Navy

- An Enhanced Armed Forces Day – building on the success of the existing event, and potentially involving international partners
- An uplift to the Naval History Museum

Business Economy – Amanda Ratsey, Head of Economy, Enterprise and Employment, Plymouth City Council

- Mayflower Trade Expo – the creation of a new trade expo for the city, starting in 2016. This will highlight the city's exceptional portfolio of blue tech businesses and research facilities
- The trade expo will integrate with work being undertaken on the Mayflower Autonomous Research Ship (<http://www.shuttleworthdesign.com/gallery.php?boat=MARS>), whose launch in 2020 will form a further highlight of the Mayflower 2020 commemoration

Sports – Liz Slater, Leisure Partnership Manager, Plymouth City Council

- Headline Sports Events – work is currently underway with a range of governing bodies to identify 'Mayflower' events, that will bring together athletes from across international Mayflower partners to celebrate our ongoing shared relationship and establish Plymouth as a viable location for high-level competitions
- Grass-Roots Engagement – a range of activities will be organised under the Mayflower banner to involve the community in sports and the wider commemoration. Provisional concepts include an 'Atlantic Challenge' swimming event, encouraging individuals or teams to swim the equivalent distance of the Mayflower journey across a number of sessions

Community and Faith – Darin Halifax, City of Service Chief Officer, Plymouth City Council

- A Mayflower 400 Volunteer Scheme – co-ordinated through the Cities of Service framework, this will create a range of opportunities for members of the community to engage in the Mayflower celebration
- A Mayflower Community Fund – this will enable local organisations and communities to access funding to run their own events for 2020, ensuring that Mayflower 400 reaches the whole of the city
- Faith Events – a range of events are being planned, recognising the central role of faith within the Mayflower story, and the values of acceptance and freedom of worship that inform Plymouth's relationship with the Mayflower Pilgrims

The events planned will emphasise legacy, continuing post 2020 to deliver ongoing benefits to Plymouth's community. Key examples include:

- The Mayflower volunteer scheme will continue post 2020, building capacity in the city and promoting social inclusion and participation
- Ongoing 'Mayflower' events, notably in relation to sports and the arts
- The development of community resources and skills to 'empower' residents for the future

Funding

The programme will pursue a broad range of funding opportunities to secure best value for Plymouth in the delivery of Mayflower 400. Key opportunities include:

- Heritage Lottery Fund: initial conversations with the HLF suggest that up to £5 million may be available nationally for the Mayflower commemoration, to be shared between stakeholders. Additional smaller scale HLF bids will be submitted to support education projects and the Mayflower International History Festival
- Coastal Communities Fund: £90 million has been allocated to the Coastal Community Fund, to be allocated over three rounds from April 2016. Plymouth's business plan, submitted at the end of January, was highlighted for its content in the initial feedback provided, '*Plymouth*... will build a brand new history centre to mark the 400th anniversary of the Mayflower's voyage to America. They will also secure investment to kick start a number of projects, including new digital hot spots across the city, restructuring the waterfront and encouraging a cycling culture'
- Arts Council England: ACE have expressed an interest in committing funding for a range of projects, totalling around £1 million, including the public theatre production, Mayflower art installation, Art on

- the Edge Exhibition and Mayflower Arts Festival. A bid for c£500k will be submitted through the Ambition for Excellence programme in 2016 to develop capacity in the build up to 2020
- Visit England/Visit Great Britain: £500k has been allocated to the National Mayflower programme from National Government through Visit Great Britain. Additional funding opportunities are available, and a bid into the £40 million 'Discover England' fund and 'Great' funding streams will be submitted in August 2016
 - European Funding – a range of opportunities will be targeted, including Creative Europe, INTERREG, the ERDF, ERASMUS+ and Europe for Citizens. Leiden have expressed a firm interest in acting as a partner to develop relevant bids
 - National sports bodies, such as British Swimming and Triathlon England
 - UKTI and other business related funding, for example NERC
 - Trusts and foundations, for example the Esmée Fairbairn Foundation
 - Further investment in the city for 2020 may come through section 106 funding and the City Centre and Waterfront BIDs
 - Additional funding will be secured through merchandising and commercial opportunities

Corporate Plan 2011-2014:

The Mayflower 400 programme will support the following priorities within the City Council Corporate Plan:

Growing Plymouth: Mayflower 400 will act as a catalyst for the city's regeneration, providing impetus to a broad range of projects including the History Centre, train station development and hotel development. In conjunction with the international attention focused on Plymouth during 2020, this will deliver a significant uplift to the city's economy, creating jobs and drawing in additional private and public sector investment. Furthermore, the Mayflower 400 will provide a narrative enabling the city to access further funding from organisations such as the HLF and Arts Council. An initial analysis proposes an additional 5,407 FTE jobs and £256m GVA uplift for the Plymouth area. This will also support delivery of the city's wider strategies including the Local Economic strategy 2013 and Plymouth Visitor Plan 2011

Confident Plymouth: The Mayflower 400 programme will highlight Plymouth nationally and internationally as 'Britain's Ocean City'; a premier waterfront destination with a rich history that places it at the heart of global events. The commemoration will enable Plymouth to build relationships with a range of partners nationally and internationally, creating further opportunities for growth and inward investment. This is already exemplified in the work being undertaken with Plymouth, USA, and Leiden, Holland, as well as with national partners such as Southampton and Harwich. Furthermore, through investment in Plymouth's heritage assets, transport infrastructure and visitor offer the programme will redefine the city, creating an ongoing legacy of improved prosperity and confidence amongst residents, visitors and investors. Taken together, the Mayflower programme will increase confidence in the Council's capacity to deliver and lead transformative change, supporting future partnership working and investment in the city.

Pioneering Plymouth: the Mayflower 400 programme will uplift the city's cultural offer, using the Mayflower story to join up key locations and assets, creating a cohesive narrative that brings to the fore the city's rich history and utilising this to optimum effect to generate economic and social outcomes. The city's cultural community will be mobilised through engagement and co-production, with key events such as the Mayflower Arts Festival and Mayflower History Festival run co-operatively, building capacity and providing a forum for local individuals and groups to showcase their work and creativity, generating a legacy that extends beyond 2020. This will support the 'Vital Sparks' cultural strategy.

Caring Plymouth: Citizens will also be mobilised to shape the celebration through a wide reaching engagement programme, promoting social inclusion and personal development by enabling community events and creating volunteering opportunities. The programme will reduce social inequality by generating additional employment opportunities and targeting resources at traditionally excluded communities in areas such as Barne Barton, ensuring that the Mayflower celebration involves the city as a whole. Health inequality will be addressed through a range of projects; for example there will be a diverse portfolio of grass roots sports activities alongside investment in coaching capacity to provide a legacy of improved wellbeing. Further investment will be made in public spaces, encouraging residents to engage in healthy leisure activities such as walking. Across

the whole programme there are opportunities through community engagement to be inclusive and support the 'SEND' and 'Child Poverty Matters' strategies.