

CITY OF PLYMOUTH

Subject:	Mayflower 400
Committee:	Scrutiny
Date:	3 rd January 2018
Cabinet Member:	Cllr. Ian Bowyer, Leader of City Council
CMT Member:	Anthony Payne, Strategic Director for Place
Author:	Charles Hackett, Chief Executive Mayflower 400
Key Decision:	No

Report Structure

This report provides an update on progress across the Mayflower 400 initiative. The initiative is complex as it covers a diverse range of activity at a local, regional, national and international level, reflecting Plymouth's role as the UK national lead. The report will therefore not go into full detail on every aspect, but focus on progress in key areas and on key challenges that now need to be addressed.

The report is structured:

- Introduction, giving background to the initiative
- Update on activity progress in Plymouth across work areas
- Update on Mayflower-specific capital programme in Plymouth
- Update on national progress
- Update on international progress
- Key matters to address in 2018

Introduction

2020 marks the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands. The anniversary provides a special opportunity to inspire people across our nations with the stories of that iconic voyage, exploring themes of migration, tolerance, freedom and democracy that have such contemporary relevance.

An exciting national and international programme, the Mayflower 400 commemorations will highlight the significance of the special relationship between our nations; transform communities, provide cultural, business and visitor links; explore the different sides of the story; and celebrate the people and places of this epic pioneering tale.

The Mayflower 400 Programme will ensure that Plymouth maximises the opportunities presented by the 400th anniversary of the journey of the Mayflower from Plymouth to the US in 2020. Exploiting Plymouth's great natural and heritage assets, the programme will modernise the city and help stimulate an economic renaissance attracting jobs and commercial opportunities. Alongside this, it proposes a transatlantic cultural celebration fit for a global audience. It will provide a legacy for the city as a first class cultural destination, touching residents, friends and visitors alike for generations to come.

Plymouth-specific M400 Aims:

- **Plymouth perception:** To showcase Plymouth internationally, nationally and locally to drive visibility and engagement with the Plymouth city brand
- **Residents engagement:** To increase pride and aspiration in Plymouth through the Mayflower 400 programme locally and internationally to make 2020 'our year' for Plymouth
- **Physical space & experience:** To catalyse improvements to the public realm and infrastructure, transforming residents and visitor's experience of Plymouth
- **Improved offer, service & welcome:** To increase the offer, service and welcome to visitors, and increase the number of national and international visitors through 2020 and afterwards

Plymouth has been formally designated as the lead partner for the UK by central government, successfully coordinating a range of activities nationally including the creation of coherent branding, the delivery of multiple successful funding applications and the alignment of events such as Illuminate. Furthermore, Plymouth has provided leadership in promoting a coherent international approach to Mayflower 400.

The goals of the international partnership are to:

- Highlight the special relationship between our nations, emphasising the values of freedom, democracy, humanity and the future embedded within it
- Further the community, cultural, business, military, educational, youth and scientific links between our countries. Exchange knowledge, best practice and collaborative research.
- Increase visitors and business investors to our countries
- Commemorate the legacy of the Mayflower’s lineage with millions of Americans who are its direct descendants
- Tell the true histories of the people and places that are at the heart of the journey, including the Native Americans

The M400 partnership

The international Mayflower 400 partnership now comprises of 12 UK locations, Leiden in the Netherlands and further locations across Massachusetts.

<p>YORKSHIRE Austerfield & Doncaster</p>	<p>HAMPSHIRE Southampton</p>
<p>NOTTINGHAMSHIRE Scrooby and Babworth</p>	<p>DEVON Dartmouth Plymouth</p>
<p>LINCOLNSHIRE Gainsborough area Boston Immingham</p>	<p>HOLLAND Leiden Amsterdam</p>
<p>WORCESTERSHIRE Worcester</p>	<p>MASSACHUSETTS Plymouth Plymouth Colony, Boston Provincetown Cape Cod</p>
<p>LONDON/ESSEX Rotherhithe Southwark Harwich</p>	



Governance

Strategic leadership for Plymouth's Mayflower 400 programme is provided through the Destination Plymouth framework, with Adrian Vinken OBE chairing the DP board. The other board directors and invitees are:

Cllr Ian Bowyer	Director and Leader, PCC
Richard Stevens	Director and MD, Citybus
David Alder	Director and Chief Marketing Officer, Plymouth University
Doug Fletcher	Director and Chair, Plymouth City Centre Company
Cdre Ian Shipperley	Director, Naval Base Commander, Devonport
Tracey Lee	Invitee, Chief Executive, PCC
David Draffan	Invitee, Assistant Director for Economic Development, PCC
Charles Hackett	Chief Executive, Mayflower 400
Amanda Lumley	Executive Director, Destination Plymouth

An operational programme board sits under this, comprising of project leads and key partners including the City Centre Company and Plymouth Waterfront Partnership. Project leads carry responsibility for delivering their own project boards incorporating key stakeholders.

Adrian Vinken also acts as the chair for the national Compact Partnership, with lead representatives from each UK destination meeting on a quarterly basis to progress the national programme.

The profile of Plymouth as Britain's Ocean City continues to be elevated through the development of the Mayflower 400 programme including marketing activities, events and consistent high level lobbying within government in the UK and US.

The Mayflower 400 partnership of destinations is becoming increasingly engaged in developing their own plans along with 'joined up' approaches to large-scale cultural events and programming. The concept of a national Mayflower Trail has become firmly embedded nationally and work is on-going to develop the associated projects.

Key Mayflower Milestones and activities completed since 2016

- US Ambassador reception Sept 2016
- £500k secured from Visit Britain for development of national Mayflower Trail 2016
- Capital business case for Mayflower projects – circa £5 million
- HLF grant bid submitted April 2017 (unsuccessful)
- US delegation Sept 2016 and October 2017
- Mayflower national partnership meetings quarterly
- UK Inbound conference hosted February 2017
- Meetings with Secretary of state, Tourism Minister, DIT Minister, DCMS Senior Officers, DIT Senior officers
- Work with Lord Lieutenant to secure Royal visit ongoing
- £500k secured from Visit England's Discover England Fund for the 'American Connections' project

Update on progress in Plymouth

The Council has committed £2.25m over 5 years to deliver a dedicated Mayflower 400 programme team and a series of major events that will engage the city's community, raising pride and extending ownership of the commemoration while providing a significant uplift to our visitor economy.

Funding:

The creation of the Mayflower 'Founders Club', with organisations across the city committing significant financial support in principle for the programme.

Appointment of a specialist fundraising consultancy to approach national companies across the UK and overseas for major project funding.

Education:

The creation of Mayflower schemes of work covering all syllabus areas through key stages 1, 2 and 3, ensuring all young people have the opportunity to understand the Mayflower's story and its contemporary relevance. Further education engagement has taken place nationally through the Youth Parliament, and in the creation of a dedicated University working group to promote Mayflower within the higher education sector.

Sport:

The appointment of Argyle Community Trust to develop the Mayflower sports offer. Appointed in October, the Trust have already made major progress in securing buy-in from key local, regional and national partners. Alongside this, they have created a £10k/a community fund to stimulate grassroots sporting activity.

Events:

The initial events calendar for Plymouth in 2020 has been drawn-up and made public, with the Council's proposed events acting as a foundation for other organisations to build on. Through the 'Get On Board' engagement cascade and social media communications, it is expected that a large number of further events will be added to the calendar at all different levels of scale and spread across the city. The response to the opening of the 'Mayflower Cultural Fund' (£400k central government money, passed through ACE) is indicative of an increasing and broad level of engagement with over 100 expressions of interest submitted.

Plymouth's Events Calendar

Keep an eye on social media @Mayflower400UK and mayflower400uk.org/explore/getonboardplymouth for up to date information, and get in touch if you've got something to add to the programme. #GetOnBoard2020

 Bigger and better in 2020

<h3>Year-long activity</h3> <p>Education – syllabus content, STEM events and more. Check mayflower400uk.org/education for more information</p> <p>Sports – international, national and grassroots events</p> <h3>To come, events from</h3> <ul style="list-style-type: none">• Plymouth Dance• Literature Works• RIO• Plymouth Octopus Project• Improving Lives Plymouth• Karst• Barbican Theatre• Plymouth ArgyleAnd many more!	<h3>November 2019</h3> <ul style="list-style-type: none">• Illuminate 2019• Mayflower Trail Launch <h3>March 2020</h3> <ul style="list-style-type: none">• Mayflower Anthology 2020 launch <h3>April 2020</h3> <ul style="list-style-type: none">• Opening of the Box• The Box – Mayflower Exhibition and response series• Launch of Theatre Royal Plymouth's Mayflower production <h3>May 2020</h3> <ul style="list-style-type: none">• Mayflower History Festival• OSTAR Transatlantic Sailing Event• Pirate Weekend 	<h3>June 2020</h3> <ul style="list-style-type: none">• Armed Forces Day• NSSA Mayflower Regatta• Mayflower Trade Expo• Flavour Fest • Plymouth Youth Network• Mayflower 400 Youth Festival <h3>July 2020</h3> <ul style="list-style-type: none">• The Atlantic Project• Jubilee Sailing Trust• Mayflower Music Event <h3>August 2020</h3> <ul style="list-style-type: none">• The Atlantic Project• British Fireworks Championship • Mayflower Classic Car Show• The Plymouth Philatelic Society• Mayflower Stamp Fair	<h3>September 2020</h3> <ul style="list-style-type: none">• The Mayflower Muster• The Mayflower Arts Weekender• Plymouth Seafood Festival • Ocean City Festival • The Box - Oceania: A Captain Cook based exhibition• Heritage Open Days 2020• The Mayflower 400 Volunteers Celebration <h3>November 2020</h3> <ul style="list-style-type: none">• Illuminate 2020
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Key dates in the calendar are:

- The opening and closing 'Illuminate ceremonies' in November 2019 and November 2020
- The 'Mayflower Muster' in the week including 16th September.

The Navy Board made the commitment at the end of 2017 to support Mayflower 400 as a national priority. Cross armed services planning has now started to develop Mayflower activity, orientated around the proposed 'Mayflower Muster' which will see major military activity taking place within the city, sound and sky.

Headline Events



Green Beanz Photography

Illuminate

Illuminate will open the Mayflower 400 commemorations in style in November 2019. Building on Plymouth's existing festival, we'll be running a high profile light inspired event held in partnership with over 20 national and international partner locations. Illuminate will also be the grand finale in for the commemoration in November 2020, providing an opportunity to celebrate our achievements over the year and set the foundations for Mayflower 400's legacy.



The Mayflower Muster

The Mayflower Muster will be a spectacular 9 day festival running across the 400th anniversary of the Mayflower's departure on 16 September 2020. It will celebrate Plymouth's diverse heritage through a range of events, including major military activity, fireworks, music, culture and sport.



Jubilee Sailing Trust

The Jubilee Sailing Trust has the only two fully accessible tall ships in the world. For nearly 40 years the JST has used the challenge and adventure of tall ship sailing to facilitate the building of stronger, more connected, resilient and inclusive communities, allowing people of all abilities to sail.

In 2020, in honour of the 400th anniversary of the Mayflower's journey, the JST will undertake a voyage from Plymouth, England to Plymouth, Mass, empowering a socially inclusive crew as they sail along the Mayflower's original route, giving them the chance to experience a life changing adventure. The Trust's visit to Plymouth will be accompanied by a range of activities celebrating diversity and promoting social inclusion.



Kwassa Kwassa, Superflex

The Atlantic Project

The Atlantic Project will be a major international festival of contemporary art, bringing world-class artists to Plymouth and providing an ongoing addition to the region's events programme. Piloting in 2018, the festival in 2020 will investigate the contemporary relationship between the UK and US, using this as an opportunity to reassess Western principles such as freedom of speech, religious freedom, civil rights and the right to privacy, as well as tackling themes of colonisation, globalisation and democracy.

The event calendar for 2020 is now being firmed up alongside work to develop a yearlong cultural programme being led working with Plymouth Culture and cultural organisations across the city. Examples of some independently initiated projects are given below:

Get On Board

Many organisations are already getting on board for Mayflower 400 at a local, regional, national and international level. We're keen to hear what you can do for 2020 and how we can support you.



Plymouth College of Art – Identity Banner

For centuries and across cultures the humble banner has been used to represent and celebrate identity. It is this notion of identity through the visual representation that we wish to explore.

Working with a professional artist, primary and secondary schools in Plymouth UK will be partnered with schools in Plymouth US to explore and debate the theme of identity, with their ideas culminating in the creation of a unique Mayflower banner.

"Mayflower is an amazing opportunity to place Plymouth, its communities and its activities on a global stage. However, we are interested in this being more than a one-off spotlight moment and are determined to ensure that a legacy is created for the city in terms of opportunities and international partnerships"

Hannah Harris, Director of Development



Real Ideas Organisation

"This is a hugely exciting time for Plymouth. There is a great spirit of ambition and collaboration within the city, which provides a platform to create new opportunities for all of our citizens. Mayflower 400 will extent this platform, creating an impact not just locally but nationally and internationally"

Lindsey Hall, Chief Executive



Torrington Cavaliers

"The Torrington Cavaliers were created 50 years ago in response to an invitation from Plymouth to join the Mayflower 350 celebrations. Having recently won the Queens Award for Volunteering, we're proud to be joining Mayflower 400 and celebrating our 50th anniversary by building a life size replica of the Mayflower which we'll then, in traditional Cavaliers style, set on fire"

Steve Blake, Bonfire 2020 Project Lead

Volunteering:

The Mayflower 400 volunteering programme has 2 main pillars:

Make a Difference for Mayflower

- Starting in April 2015, this is specifically aimed at business volunteering. It is coordinated by Improving Lives Plymouth through their Volunteer Connection service
- Volunteer Connections recruit businesses through social media, the Volunteer Connections/Mayflower 400 websites and business networking events
- A monthly list of available opportunities is supplied by Plymouth City Centre Company, Plymouth City Council and the Plymouth Waterfront Partnership
- Volunteer Connections provide the brokerage service linking businesses to opportunities.
- To date, 46 businesses have signed up
- To date, 184 volunteers have delivered 1,788 hours of volunteering time

Mayflower Makers

- Due to start in December 2017, this is specifically aimed at individual volunteers. It is coordinated by Improving Lives Plymouth through their Volunteer Connection service and provides training for people to become Mayflower Ambassadors. 6 hours of training will be given over 2 days based on the training currently being given to taxi drivers
- Volunteer Connections recruit individuals through social media, Volunteer Connections/Mayflower 400 websites and voluntary and community sector networking events
- Initially, the Mayflower Makers will act as ambassadors for Mayflower 400 in their communities letting people know of activities and events and encouraging people to get involved. However, as plans develop for events, we will approach the Mayflower Makers and link them to the new opportunities as they emerge
- To date 141 individuals have expressed an interest in becoming Mayflower Makers

Progress in Mayflower volunteering during 2017 includes:

- The Make a Difference steering group now consists of: Plymouth City Council – Darin Halifax and Babette Hughes, Improving Lives Plymouth – Claire Hill and George Plenderleith, Business – Leila Nottage (Duke of Cornwall) and Mark Collins (City Bus), City College – Pauline Hands
- Improving Lives Plymouth has been working with Livewell Southwest to develop their Employee Volunteering Policy and through this enable their staff to be part of Make a Difference. A presentation is being made to their board in December to seek their approval
- Improving Lives Plymouth has also been working with Plymouth Community Homes to develop a policy to enable their staff to be part of Make a Difference.
- 'Make a difference' adopted spaces and projects; for example in November the Adopt a Space project initiated support for the local 'Street Factory' dance group, who work with socially disengaged young people. Already, 20 companies have delivered contributions worth £30,000
- Taxi Drivers training recommences in January 2018 with a further 25 individuals scheduled to complete the course
- The Mayflower Makers (Mayflower ambassadors) volunteering opportunity has been designed based on a package designed for taxi drivers. Training will start in December 2017 and then be delivered every 6 weeks. The training is for a total of 6 hours and can be spread over 2 days. To date, 141 individuals have expressed an interest

Mayflower 400 Plymouth Community Fund:

The Mayflower Community Fund will be launched in April 2018. The Community Fund will encourage and enable wider participation across Plymouth communities. This fund is not expressly targeted at volunteering, but many projects will inevitably include significant volunteering time by organisers and participants. Full details are provided separately, but in summary:

- The Community Fund is due to launch in April 2018. There will be a staggered rounds of bids to enable a chronological spread of activity between November 2018 and November 2020.
- The total fund is ~£160,000 with money from PCC and national government via ACE.
- The fund is aimed at people from communities of interest, identity and geography to encourage and enable them to play an active part in Mayflower 400.
- The maximum amount a project can receive is £1,000. Bids greater than £1,000 will be considered in exceptional circumstances

- Communities will be encouraged to bid through partnership work with Plymouth City Council and POP. POP will also work with small groups to enable them to become bid ready.
- Projects can bid in Year 1 and Year 2 of the fund
- For a bid to be successful, it has to meet the values of Mayflower. There will also be an emphasis on widespread coverage of communities of interest, identity and geography.
- A panel will decide which bids to fund. This will comprise of 5 people including a representative from Plymouth City Council, Plymouth Culture, elected members and a partner from the Voluntary and Community Sector.
- A simple application form will be designed based on the Vital Sparks model, which has been successfully used in the city already to promote engagement from a diverse range of organisations
- The fund will not pay for
 - Activities that take place outside of the Plymouth city boundary
 - Commercially run projects
- The fund will be simple to access for people/communities who don't normally bid for funding pots.

Engagement: 'Get On Board' campaign



From September 2017, there has been an initial engagement campaign for Mayflower 400 in Plymouth. Launched on 16th September 2017 to coincide with the 3 year countdown to Sept 16th 2020 this campaign is aimed at Plymouth's local community to encourage them to get engaged, to raise awareness of the anniversary and to encourage volunteering and development of community, cultural and local projects.

It is not expected that the whole of Plymouth will be reached or engaged at this stage – it is too early to be able to target or maintain full city engagement – but it is intended that engagement is across all geographies, sectors and communities.

The engagement and communications campaign, dubbed 'Get On Board' has had 2 main strands:

1. **Engagement cascade**, working with organisations and individuals to inspire and equip them to engage onward within their sector or community
2. **#GetOnBoard**, a social media push, building on:
 - A Flash mob engagement event, delivered by Plymkids
 - New social media content programme
 - Leaflet, online and physical

Engagement Cascade

To date over 50 organisations have been engaged, including key umbrella organisations such as Plymouth City Centre Company, Plymouth Waterfront Partnership, POP+, the Sports Board and various education networks. Conversations with organisations such as Age UK are ongoing to ensure that the programme takes an inclusive approach. Wider public facing activity has started; for example the programme attended the Pannier Market Open Day. This is being escalated in early 2018, with the team reaching out across:

- Libraries
- Community hubs (i.e Plymstock Broadway, the Square at St Budeaux, Southway Shopping Centre, Plympton Ridgeway)
- The city centre
- Community groups – i.e timebanking organisations, and via the Council's Community Connections team

- **Key events attended or upcoming**

- 2 x PCCC/PWP business engagement sessions (70+ attendees)
- Multiple business networking events hosted by partners including the Chamber, Santander and Plymouth Raiders
- POP+ network (40+ attendees, digital contact with 300+ organisations)
- Plymouth and Devon Racial Equality Council
- Plymouth Pride
- Migrants Forum
- Environment Forum
- Cultural Leaders Network meeting
- Age Concern
- PADAN
- Mayflower Education Group and Plymouth Leadership Advisors
- Two dedicated Councillor engagement sessions hosted at the Council House, and information disseminated digitally via a briefing note. Further contact is required to secure ensure all Councillors are engaged

#Getonboard campaign

A 'Mayflower flashmob' was created in Plymouth city centre and the viral footage spread as well as then edited with a high quality version being shared again via social media. Ongoing social media has been created through a content calendar, which is also being used to promote the wider destinations as well.

Results to date:

- Flash mob - over 209,000 views, engagement 11,900
- Social media general – 291,668 impressions, 4,736 engagements, 799 link clicks

Cultural programme and Creative Industries stimulation:

Arts Council England (ACE) Southwest Region deems Mayflower 400 a strategic priority. Plymouth has ten ACE National Portfolio Organisations (NPOs). Funding secured increased by 39% from the previous funding round in 2014; this was the largest increase of any English City. The investment is £16 over 4 years (2018 - 2022), to give Plymouth the cultural organisation capacity for Mayflower 400 running up and through 2020. The NPOs are:

- Plymouth Theatre Royal
- The Real Ideas Organisation
- Plymouth Barbican Theatre
- The Box Plymouth
- Ocean Studios
- Take-a-Part
- Plymouth Culture
- KARST
- Plymouth Music Zone
- Literature Works

November 2017 saw Plymouth's 4th Illuminate celebration; this was the largest to date with an estimated audience of over 15,000 over 3 days. This project was hosted at the Royal William Yard and included digital mapping installations, immersive light projects, participatory performances and workshops over 2 days. It was delivered through a partnership including RIO, Plymouth University, Plymouth College of Art, Destination Plymouth, Plymouth City Council and Plymouth Culture.

Plymouth Culture is developing a large scale application valued at £750k to Arts Council England for national Illuminate activity in 2019 and 2020. Plymouth Culture, in partnership with Destination Plymouth, is also working with appointed Mayflower 400 fundraisers (Reg & Co) to secure sponsorship for the 2019 and 2020 events.

Plymouth Culture is administering a Mayflower 400 Cultural Fund, valued at £400K, for Plymouth based projects (this is separate to the 'Mayflower 400 Community Fund'). This closed in November 2017, receiving 106 Expressions of interest. Decisions on the successful projects will be finalised through a second round process in Q1 2018.

Plymouth Culture is part of a national steering group for cultural projects for Mayflower 400. In addition to Illuminate, this group is progressing two further projects; an artist's commissioning programming (Mayflower Encounters) and a creative industries import, export and showcase project (Mayflower Makers).

In Plymouth there are a range of further projects in development that incorporate international partnerships, including:

- Plymouth College of Art and The Fuller Craft Museum
- The Box and Plimouth Plantation, Pilgrim Hall Museum, Harvard Arts Museum The REIKS Museum (Leiden) and The Boston Museum of Fine Arts
- The Atlantic Festival and The Boston Institute for Contemporary Arts
- Street Factory and The Boston Hip-Hop Education Centre
- Theatre Royal Plymouth Plymouth and The American Repertory Theatre and The Wampanoag tribes of Mashpee and Aquinnah

Key next steps for Mayflower cultural programme, led by Plymouth Culture:

- Submit ACE Ambition for Excellence for £750K (January 2018)
- Apply and secure funds for national projects
- The implementation of the second phase of of the Cultural Fund
- Launch of the Mayflower 400 Community Fund

Trade & Tech

Plymouth's inaugural Mayflower Trade Expo event launched in 2016, drawing in around 100 senior representatives from the international marine tech community and highlighting world-class developments taking place in the city including the Mayflower Autonomous Ship and Ocean's Gate.

Funding has been allocated from the Mayflower 400 programme to grow the Expo, which will run on a two yearly basis through to 2020 and beyond. The project will focus on securing enhanced commercial income to ensure it is sustainable once Mayflower funding is withdrawn post 2020.

Update on Mayflower 400 specific capital programme

There are a wide range of public-private partnerships based around Mayflower 400 or looking to 2020 as a deadline or a stimulus as a legacy project. These include:

- Plymouth's new cultural attraction, 'The Box', the opening and capacity of which will be critical to 2020
- Drake Circus Leisure
- 5* hotel on the Hoe (1620 Hotel & Residences) planned to open for 2020, and other hotel developments such as Derry's Cross
- City centre public realm
- Infrastructure road projects
- Railway station

The approved Mayflower 400 specific capital programme (Business Case July '17) is as follows:

	In Capital Programme	To be drawn down	Total	Anticipated match funding	Total Cost
Trails	£2,000,000	£0	£2,000,000	£0	£2,000,000
Public realm	£1,000,000	£0	£1,000,000	£0	£1,000,000
Historic Houses	£275,000	£1,025,000	£1,300,000	£1,064,106	£2,364,106
Monument	£50,000	£450,000	£500,000	£260,000	£760,000
Event Infrastructure	£10,000	£190,000	£200,000	£65,000	£265,000
Total	£3,335,000	£1,665,000	£5,000,000	£1,064,106	£6,064,106

Progress with securing external funding

We are broadly on track with securing the expected level of match funding across the capital programme:

	Source	Amount	Current Status
Trails/public realm	Heritage Lottery Fund	£60k for public engagement	Expression of Interest submitted Application submitted March 2018
	GWR - ClIFF	£65,550	Outcome of application awaited
Elizabethan House	Historic England	£50k – phase 1 investigation	Application being considered by funder – for implementation this year
		£84k – phase 2 refurbishment	Potential application
	Pilgrim Trust	£30k - phase 2 refurbishment	Stage two application submitted December 2017
	Heritage Lottery Fund	£450k - phase 3 Interpretation	Project Enquiry Form feedback received Stage 1 application to be submitted March 2018, Stage 2 application November 2018.
Mayflower Monument	Arts Council	Circa £250k	To be progressed if a scheme is taken forward
	Mayflower Decedents	£10k	Secured
		£999,550	

Current Activity

Trails/Public Realm

- A design team is being procured via an OJEU compliant process, the Homes and Communities Agency Multi-disciplinary Framework. A shortlist of potential contractors has been selected and tenders invited in January 2018
- Three trail routes have been drawn up and a community engagement process is underway. This involves members of the community trialling and providing feedback on the walks
- A funding application to GWR is being considered and an application to the HLF for revenue funding for activities is being developed
- The next phase of works will be to appoint the design team and draw up landscape designs for the public realm and street furniture. These will be subject to consultation.

Historic Houses

- An architectural design team for the Elizabethan House has been appointed to progress additional building condition investigation and refurbishment. Initially they are focusing on a building condition investigation
- Necessary consents for the investigation works are in place including listed building consent and road closures
- A community consultation event took place at the house on 16 December 2017
- A package of funding applications are being progressed
- An options appraisal for future uses of the Merchants House is underway

Mayflower Monument

- Initial scoping and developmental feasibility work is underway

Event Infrastructure

- Options for how this aspect can best support Mayflower 400 are under consideration

In addition, the Mayflower £1.5m Pilgrim Public Realm Project continues to deliver wider public realm improvements to key areas. Work to date includes:

- Replacement flags and bins on the Hoe
- Improvements to Cliff Road
- Upgraded wi-fi infrastructure
- Improvement coach infrastructure

National progress

Plymouth leads the national Mayflower 400 partnership. This provides:

- A more impactful and effective development and marketing of visitor product
- Plymouth profile at national level

Key areas of progress include:

- The creation of a national Mayflower trail, linking 12 destinations across the UK. The trail is underpinned by a common interpretation of the story and a commitment to the creation of common signage that will create a coherent visitor experience and drive footfall across locations
- Dedicated Mayflower branding, including core, volunteer and other brands. These are currently in the process of being trademarked, which will support the generation of commercial income
- Positive progress in implementing a commercial approach. The programme's first national commercial income is anticipated in the next month, valued at over £25k, and a dedicated agency to develop sponsorship income has been appointed and anticipated propositions will go to market early 2018
- The creation of a formal governance process, with buy-in from local authorities at Chief Executive level. Within this, dedicated sub-groups have been established to lead cultural, sporting and wider activity.
- Positive engagement with the BBC and wider media outlets, who are already delivery Mayflower related content and actively considering how this can be incorporated in programming for 2020

Engagement with UK National Government & Key Organisations Engagement

Direct and indirect engagement with national government has stepped up through 2017. Downing Street has endorsed Mayflower 400 as a national event and the UK Government has already directly supported us with funding to develop cultural and international marketing programmes.

- The Prime Minister has appointed a government 'Mayflower Special Representative' to co-ordinate the engagement of various Whitehall departments with the programme and to "ensure that the United Kingdom plays a full and active role in the Mayflower Anniversary Commemorations"
- Mayflower 400 and the commemoration in 2020 has been raised at Cabinet
- The Government Department of Culture, Media & Sport (DCMS) is on board, with relevant ministers there supporting and pointing us at a 'city of culture' type approach. The Minister for Arts, Heritage & Tourism has visited Plymouth Devon to meet with the Mayflower 400 team at his request. Ongoing liaison with DCMS officers
- The UK Mayflower 400 team met ministers from the Department for International Trade (DIT) in October 2017, and are liaising with officers regarding an engagement plan
- The Secretary of State for the Foreign & Commonwealth Office (FCO) has received an initial briefing. The British Consul in Boston is engaged, presenting to media and looking at trade delegations
- We expect the APPG to be convened early in 2018

Briefings and meetings have been held and are ongoing with Arts Council England (ACE) and the Heritage Lottery Fund (HFL), with both recognising the significance of the commemoration year across the UK locations and internationally, and both investing funds into the UK locations.

We are maintaining support for Mayflower 400 from the US and Netherlands Embassies in London; we had meetings the current US ambassador, and the Netherlands Cultural and Defence Attaches, in November 2017, building on previous briefings and visits to Plymouth. However, it should be noted that their planning window for detailed activities is currently approximately 3 months.

National partners' capital projects:

The development, delivery and integration with a range of associated major public and private capital projects examples include:

- Harwich's Mayflower Visitor Centre £0.5
- Southampton's £1m+ public realm improvement programme and £400m Royal Pier development
- Southwark's Mayflower Pier and £250k Mayflower park developments
- Bassetlaw, Pilgrim Roots Project: New visitor centre and interpretation £680,000

International progress

Plymouth leads the international visitor marketing for the national Mayflower partnership as well as conducting our own international visitor marketing. Through 2017 to April 2018, this is funded by a grant from national government

Outputs to date:

- Project manager recruited Oct 2016
- Mayflower branding established and rolled out across partnership
- National trail feasibility study delivered in March 2017
- New national Mayflower trail product developed bringing content from 11 destinations together for the first time
- HLF bid for £4.75 million for national trail (11 partners) submitted April 2017
- New partnership website produced including travel trade toolkit
- Photographic and video content developed
- 10 national suggested itineraries developed working with trade
- Business visits and events content developed across partners
- International PR agency recruited
- Research commissioned jointly in USA through general panel/family societies demonstrates strong interest
- Travel trade engagement through VB and UK Inbound since DBNA in 2015 has provided strong evidence of an interest from the trade and support
- Attendance at Explore GB 2017, DBNA 2017, VIBE 2017, Meet the buyer USA 2017, UK Inbound convention hosts 2017, UK Inbound Discover event Sept 2017
- Work with Cruise Britain to develop 'Mayflower cruise' product
- First trade partners took product to market in US market Sept 2017 (Select Travel, Tours International)
- Formal international launch at DBNA and WTM Nov 2017 – over 20 media interviews at WTM
- Tour operators who have committed to take product so far – Kuoni, Select, Tours International, Abbey UK & Ireland, ECE, Groups International
- Commenced engagement with regional gateway airports, TOC's, airlines and cruise sectors
- Launch of draft 2020 cultural and events programme
- Destinations starting to work together to develop content and themed tours
- Over 1000 businesses and stakeholders briefed to date
- Over 20 fam visits already hosted in regions
- 5 cruise ships booked for 2018, 1 provisional for 2020
- £500,000 funding received through Discover England Fund for 'American Connections' project

Cruise:

Plymouth was relaunched to the cruise trade at SeaTrade Hamburg in September working closely with AB Ports and Cruise Britain. In addition a round table discussion was held with leading cruise ports across the UK to explore the opportunity for Mayflower cruises.

Subsequent to this a meeting was held at Visit Britain in London with key cruise ground handlers and at least two have indicated an interest in taking 'Mayflower' cruises to market in 2018/19.

To date this activity has resulted in 5 bookings for 2018 and 1 for 2020.

Mayflower 400 is sponsoring and will be attending the /Seatrade Cruise Global event in Florida in March 2018 to showcase the commemoration further to the international cruise market working with AB Ports and Cruise Britain.

Key matters to address in 2018

The progress to date on Mayflower 400 brings us to the stage where we need to put effort into the following matters in order to make the most of the Mayflower 400 opportunity:

- Funds for international and national marketing & comms
- Funding for cultural/creative programme to enable full benefit of engagement and national partnership
- Programme capacity

Fund for international and national marketing & comms

Significant progress has been made in Mayflower 400 heritage and arts programming, capital projects, and international marketing. Further funding of programming, arts and cultural events and capital investment will be secured through relevant funding bodies and sponsorship. It is therefore clear that there will be a significant commemoration and celebration programme that includes both high end arts engagement and broader public engagement.

In UK Mayflower locations, consultation shows a high level of local involvement potential for communities and local cultural engagement. For the international opportunity, market research clearly demonstrates that the visitor economy potential from US visitors is very significant and in no way 'niche'. However, secured funding for international marketing, especially to the US, will be insufficient from March 2018 to properly capture this opportunity; and national marketing and communications funding is not sufficient to capture the national/regional visitor opportunity nor to fully stimulate cultural engagement across UK locations.

£500k allocated from central government in the 2015 Autumn Budget has enabled the programme to deliver a range of communications and marketing activity, including engagement with the travel industry, the development of bespoke visitor itineraries, US market research and the creation of a digital presence through the mayflower400uk.org website. The Mayflower tourism product is being successfully promoted in the US and wider markets, and bookings are already being taken for 2020. However, this funding only runs through to March 2018.

A further £500k has been secured from Visit England from Discover England Fund for 'American Connections' project which Destination Plymouth leads. The American Connections project is a broader partnership to develop a US product of which Mayflower 400 is a key part, but only a part.

Consequently, there is a risk that the programme will be unable to build on the international marketing foundations that have been laid to date to realise the full benefits available.

Potential avenues to address funding for marketing & comms:

- Professional corporate funding organisation (Reg & Co) now starting for M400
- 8-10 Larger Plymouth-based business supporting with funding through 'Founders club'
- BBC engagement targeting national & international coverage across commissioning areas
- Trusts & Foundations need to be explored
- Further grant applications
- Government engagement and 'asks'

Funding for cultural/creative programme

There is funding allocated to PCC led events for 2020 from the Mayflower 400 PCC budget (approx. £700k) but this budget is over-profiled and needs to be mitigated by other funding sources.

There is capacity within the NPO organisations, and the Mayflower Cultural Fund (£400k) and Community Fund (£160k) will also provide seed funding for non-PCC led events. However, this only covers a small part of the proposals received already via the Cultural Fund. There will therefore be a good events programme, but the full potential of the cultural programme that is possible within Plymouth and nationally, with the 'city of culture' type benefits that that brings, requires further funding.

Work is ongoing within Plymouth and nationally to apply for ACE and other funding for specific projects. For example, ACE has just accepted an expression of interest into their Ambitions for Excellence fund for the national Illuminate event, and the full application will be submitted in January. We are optimistic of ongoing support from ACE for Mayflower cultural activities, and are working on national and local projects and applications.

Potential avenues to address funding for cultural programme:

- Professional corporate funding organisation (Reg & Co) now starting for M400
- Applications to ACE and other trusts and foundations
- Broker best cultural fund proposals against existing funds
- Other opportunities e.g. crowd funding, major donors

Programme capacity

The programme faces ongoing challenges around core team capacity, including co-ordination of delivery, monitoring and measuring and wider resilience. These elements of the programme will carry increasing relevance over the next twelve months as activities are confirmed and projects such as the Community Fund come online.

Potential avenues to address funding for programme capacity:

- Incorporation of capacity within wider funding applications
- Through income secured from commercial activities

Recommendations and reasons for recommended action:

It is recommended that the Scrutiny Committee:

- Support the continuing delivery of the Mayflower 400 programme in Plymouth and nationally
- Support the required bids into grant funding opportunities to secure additional funding for the overall programme
- Support the work growing international relationships up to and beyond 2020 for the long term economic and community benefit of the city