

## PLYMOUTH CITY COUNCIL

<b>Subject:</b>	Mayflower 400
<b>Committee:</b>	Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee
<b>Date:</b>	4 July 2018
<b>Cabinet Member:</b>	Councillor Peter Smith – Deputy Leader
<b>CMT Member:</b>	Anthony Payne – Strategic Director for Place
<b>Author:</b>	Charles Hackett – Chief Executive Officer – Mayflower 400
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<b>Ref:</b>	n/a
<b>Key Decision:</b>	No
<b>Part:</b>	I

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### **Purpose of the report:**

This report provides an update on the Mayflower 400 programme's progress, addressing the following areas of activity:

- project progress
- funding and income generation
- capital projects
- national and international progress

The report seeks the following outcomes:

- The Brexit, Infrastructure and Legislative Change Overview Scrutiny Committee to support:
  - the continuing delivery of the Mayflower 400 programme in Plymouth and nationally
  - the required bids into grant funding opportunities to secure additional funding for the overall programme
  - engagement of communities within Plymouth through advice and engagement of Councillors

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### **Corporate Plan:**

The Mayflower programme aligns closely with the vision for the city incorporated in the Corporate Plan:

**Growing Plymouth:** the programme is a key element of the city's growth agenda. The commemoration has stimulated and supports private/public capital investment valued at over £200mm, and initial estimates suggest a potential uplift of around 600k additional visitors in 2020 against 2015 figures. This will deliver major ongoing benefits to the city resulting from increased visitors and investment.

**Pioneering Plymouth:** Mayflower 400 articulates Plymouth's commitment to innovation and forward thinking. Recognising benefits achieved by Liverpool, Hull and many other communities, the programme is delivering major economic regeneration through cultural investment.

Via the Trade Expo and Creative Industries activity, Mayflower 400 will help promote the pioneering spirit embedded within the city, highlighting Plymouth as a hub for world class creative output, research and business.

**Caring Plymouth:** the programme is committed to building community cohesion and encouraging healthy lifestyle choices. The Mayflower Sparks Community Fund is aimed at mobilising communities to develop their own activity, providing forums to build relationships and resilience that will continue post 2020. The programme is also actively working with traditionally excluded groups to encourage their participation; for example work is underway with Plymouth Youth Offending Team to develop a Mayflower themed art project for 2020, and support was provided to the inaugural Plymouth BAME business awards. Through the commission of Argyle Community Trust, a range of Mayflower themed sports activities have been delivered to date. This will escalate through to 2020, with the Mayflower Sports Fund, administered by the Trust, providing opportunities for grassroots clubs to raise participation.

**Confident Plymouth:** through Mayflower 400, Plymouth is growing its reputation regionally, nationally and internationally. Plymouth is successfully leading a partnership of over 11 UK destinations in delivery of the national Mayflower partnership, and has developed strong relationships in the US and Netherlands; activity with these partners will continue post 2020, providing ongoing benefits to the city. Further links have been developed in DCMS and other government departments that will support future government lobbying. The overall look of the city will receive a significant uplift through investment secured, raising pride in the city amongst residents. This will be further enhanced through the programme's focus on highlighting the city's rich heritage, ensuring residents understand and value Plymouth's key role in many of the world's most important maritime voyages.

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**Implications for Medium Term Financial Plan and Resource Implications:  
Including finance, human, IT and land:**

The Council has committed the following funding to Mayflower:

- £2.25m revenue funding over 5 years
- £5m for capital projects
- £1.5 for public realm activity

This funding is already incorporated within the Medium Term Financial Plan; no further resources are requested through this report

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

None identified

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**Equality and Diversity:**

Has an Equality Impact Assessment been undertaken? No. An EIA is in progress, and will be treated as a live document to reflect the ongoing development of the Mayflower programme

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**Recommendations and Reasons for recommended action:**

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 developing national and international relationships up to and beyond 2020 for the long term economic and community benefit of the city

**Alternative options considered and rejected:**

From the 2015/16 financial year, the project has implemented an annual gateway review process which provides oversight of project and programme activity, sitting alongside oversight provided by CCIB in relation to capital investment.

Throughout these processes, the option not to progress the programme has been considered, alongside the viability of specific projects and contingency planning in case external funding is not secured.

The current portfolio of activity therefore represents the outputs from a significant and ongoing review of activity, which will continue through to the launch of the commemoration in November 2019.

**Published work / information:**

n/a

**Background papers:**

Title	Part I	Part II	Exemption Paragraph Number							
			1	2	3	4	5	6	7	

**Sign off:**

Fin	pl18 19.2 7	Leg	ALT /305 09	Mon Off		HR		Assets		IT		Strat Proc	
Originating SMT Member: Anthony Payne													
Has the Cabinet Member(s) agreed the content of the report? Yes													

## Report Structure

This report provides an update on progress across the Mayflower 400 programme. As the designated lead for the UK's Mayflower commemoration, Plymouth is delivering and supporting a complex range of activity at a local, regional, national and international level. The report will therefore not go into full detail on every aspect of the programme but focus on progress in relation to key activity, building on content provided to Scrutiny in January 2018.

The report incorporates the following elements:

- 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 co-ordinating 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:**

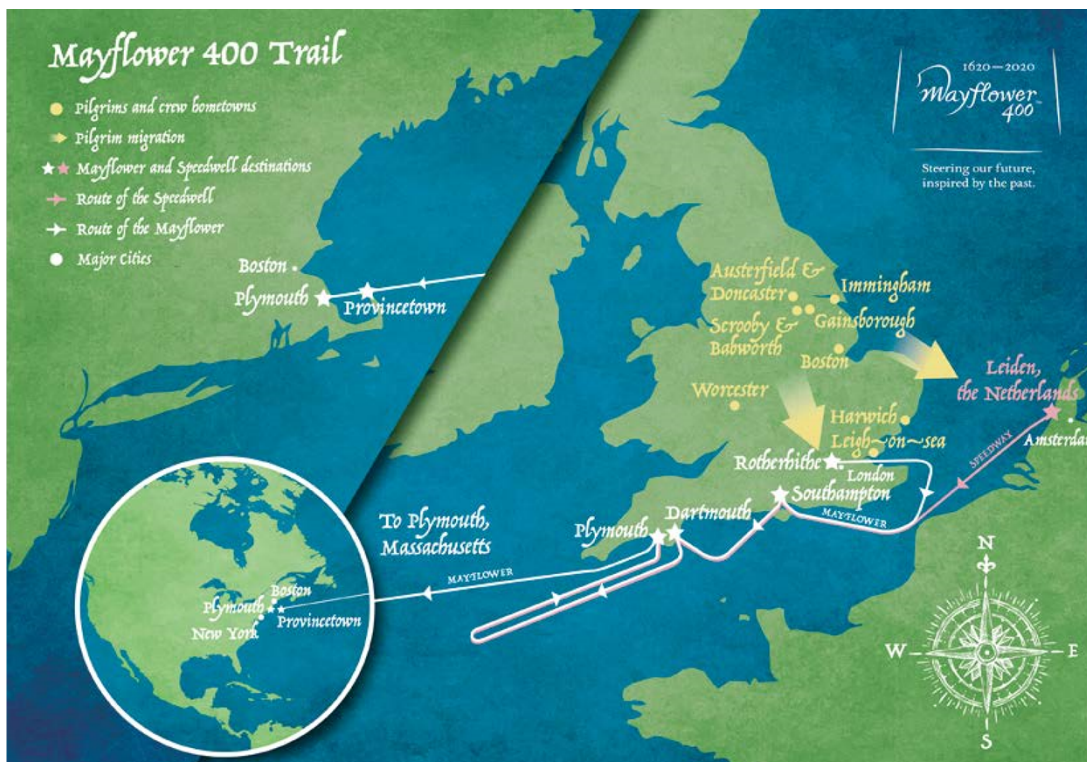
- Highlight the special relationship between our nations, emphasising the values of freedom, democracy, humanity and the future embedded within it
- Further the community, cultural, business, military, educational, youth and scientific links between our countries. Exchange knowledge, best practice and collaborative research.

- Increase visitors and business investors to our countries
- Commemorate the legacy of the Mayflowers' 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><b>YORKSHIRE</b> Austerfield &amp; Doncaster</p> <p><b>NOTTINGHAMSHIRE</b> Scrooby and Babworth</p> <p><b>LINCOLNSHIRE</b> Gainsborough area Boston Immingham</p> <p><b>WORCESTERSHIRE</b> Worcester</p> <p><b>LONDON/ESSEX</b> Rotherhithe Southwark Harwich</p>	<p><b>HAMPSHIRE</b> Southampton</p> <p><b>DEVON</b> Dartmouth Plymouth</p> <p><b>HOLLAND</b> Leiden Amsterdam</p> <p><b>MASSACHUSETTS</b> Plymouth Plymouth Colony, Boston Provincetown Cape Cod</p>
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### 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 Tudor Evans	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 Plymouth 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**

- £1m secured from central government for cultural and marketing activity
- Around £6.5m committed from PCC for capital projects, aligning with wider council investment including the Box and 'Better Places' schemes
- Ongoing engagement with DIT, DCMS, Secretary of State, Tourism Minister and the Treasury
- Work with Lord Lieutenant to secure Royal visit ongoing
- £500k secured from Visit England's Discover England Fund for the 'American Connections' project, promoting Plymouth and partners to the US market
- £80k secured from Visit England for cruise marketing – engagement with the market has resulted in 5 bookings for 2018 with ongoing cruise activity anticipated
- Formal support from the Navy has been agreed, with Mayflower officially recognised as a key event to support in 2020
- Local businesses have committed over £300k to the programme to date, with further funding anticipated

## **Update on progress in Plymouth**

The Council has committed revenue funding valued at £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. This was augmented in 2016/17 and 17/18 with c£70k of funding from Economic Development for project management capability.

#### **Funding**

In March 2018 five Plymouth businesses came together to form the Mayflower Founders Club, providing funding and expert insight in support of Mayflower 400. It is anticipated that the Founders Club will grow through 2018, demonstrating city buy-in to the commemoration and enabling enhanced marketing activity to promote Plymouth. Further information is available at:

The programme's appointed fundraising consultancy firm is actively engaging with a range of national and international organisations to explore sponsorship of the programme.

A tender opportunity was opened in June for the creation and sale of Mayflower merchandise, with the aim of delivering an income stream for the national programme. Additional commercial deals are being progressed that will provide a wider product range and further income.

A range of funding applications valued at over £2m are being developed across arts and culture, heritage and visitor market engagement. Mayflower 400 will continue to seek funding from relevant partners to grow the scale of the programme and mitigate council expenditure where appropriate.

### **Education**

Syllabus content covering Key Stages 1, 2 and 3 is available on the Mayflower website: [mayflower400uk.org/education](http://mayflower400uk.org/education). This has been developed in partnership with local community organisations and the University of Plymouth to incorporate an inclusive analysis of the Mayflower's journey and legacy.

A teacher exchange programme continues to build relationships between Plymouth and Massachusetts, with four teachers from the city visiting the US in April 2018 and reciprocal trips from the US planned. The programme has enabled a range of educational activity, including the creation of dedicated resources and joint US/UK projects such as the Mayflower anthology; this will continue post 2020 as a key legacy outcome.

A range of wider activity is underway, including work with partners such as the Navy and Parliamentary Education Service. For example, a dedicated STEM event will take place alongside the Mayflower Trade Expo. Organisations such as the College of Art and Real Ideas Organisation are developing their own Mayflower projects for young people which will further raise awareness and engagement in the programme.

### **Sport**

Argyle Community Trust have made significant progress in developing the programme's sporting offer since their appointment in October 2017. In April the Trust worked in partnership with Plymouth Argyle, Plymouth Raiders and Plymouth Albion to deliver the first Mayflower Sports Week, engaging over 15,000 people.

On the 14<sup>th</sup> of May, the Trust launched the Mayflower Sports Fund, enabling local organisations to bid for funding of up to £1000 to organise their own Mayflower related activity.

Further information on the Trust's activity is available at: [argylecommunitytrust.co.uk/what-we-do/social-action/mayflower-400/](http://argylecommunitytrust.co.uk/what-we-do/social-action/mayflower-400/)

### **Events**

The Mayflower events calendar continues to develop, building on the indicative content shared as part of the 'GetOnBoard2020' campaign launched in September 2017. To date over 70 events are scheduled across the year, with detailed information due to launch in November 2018. This includes major highlights, including the Illuminate opening and closing ceremonies, opening of the Box, Atlantic Festival and involvement of the Jubilee Sailing Trust.

# Plymouth's Events Calendar

Keep an eye on social media @Mayflower400UK and [mayflower400uk.org/explore/getonboardplymouth](https://www.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

## Year-long activity

**Education** – syllabus content, STEM events and more. Check [mayflower400uk.org/education](https://www.mayflower400uk.org/education) for more information

**Sports** – international, national and grassroots events

## To come, events from

- Plymouth Dance
  - Literature Works
  - RIO
  - Plymouth Octopus Project
  - Improving Lives Plymouth
  - Karst
  - Barbican Theatre
  - Plymouth Argyle
- And many more!

## November 2019

- Illuminate 2019
- Mayflower Trail Launch

## March 2020

- Mayflower Anthology 2020 launch


## April 2020

- Opening of the Box
- The Box – Mayflower Exhibition and response series
- Launch of Theatre Royal Plymouth's Mayflower production

## May 2020

- Mayflower History Festival
- OSTAR Transatlantic Sailing Event
- Pirate Weekend 


## June 2020

- Armed Forces Day
- NSSA Mayflower Regatta
- Mayflower Trade Expo
- Flavour Fest 
- Plymouth Youth Network
- Mayflower 400 Youth Festival


## July 2020

- The Atlantic Project
- Jubilee Sailing Trust
- Mayflower Music Event

## August 2020

- The Atlantic Project
- British Fireworks Championship 
- Mayflower Classic Car Show
- The Plymouth Philatelic Society
- Mayflower Stamp Fair

## September 2020

- 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

## November 2020

- Illuminate 2020

Work continues with the Navy to deliver a major military themed event, which will integrate with key activity commemorating the Mayflower's departure from Plymouth on the 16<sup>th</sup> of September 2020.

## **Volunteering**

The Mayflower 400 Volunteer programme aims to contribute 100,000 hours of volunteering in support of the Mayflower programme, providing an in-kind value of over £1m. The programme is being delivered by Improving Lives Plymouth, aligning with their wider remit to co-ordinate volunteering across the city. Activity is split into four core strands:

### **Mayflower Makers**

The Makers workstream aims to recruit over 400 volunteers to act as ambassadors for the programme, and support key activity through 2019 and 2020 including Illuminate and other events.

To date 22 volunteers have been trained. Courses are running on a monthly basis, and are currently fully booked through to July 2018.

### **Youth Social Action**

Organised in partnership with Argyle Community Trust and the NCS scheme, the Social Action workstream will provide a forum for young people to engage in Mayflower and raise awareness amongst their peers.

To date, volunteers have contributed over 132 hours.

### **Make a Difference for Mayflower**

Initiated in April 2015 this project is specifically aimed at facilitating business contributions to the programme. To date, around 50 businesses have signed up, with 184 volunteers delivering c1,800 hours of volunteering time. The project will continue through a series of Big Volunteering Days, which will target key areas of the city such as Devil's Point and the Hoe, helping prepare the city for 2020

Alongside this, over 20 taxi drivers have received training regarding Mayflower, Plymouth's wider heritage and customer service skill. This scheme will be extended to the wider taxi community and customer service sector, helping to ensure that visitors to the city receive an exceptional welcome.



## Adopt a Space

In addition to specific spaces adopted by individual businesses, the Adopt a Space scheme incorporates two larger projects:

- Road to Mayflower: this project aims to transform the appearance of Embankment Road focusing on arrival at Marsh Mills roundabout, up to and including Gdynia Way and the Cattedown Roundabout, in order to deliver a world class visitor impression and welcome on arrival by road and rail into Plymouth, Britain's Ocean City.
- Street Factory: this project aims to support Street Factory, a community focused hip-hop company, build the world's largest dedicated hip-hop theatre.

To date businesses have contributed around 400 volunteer hours, including specialist input from architects, surveyors and project managers. Alongside this, it has supported fundraising activity valued at over £50k through crowdfunding and business donations. Further information is available at: [buildingplymouth.co.uk/about/community-engagement](http://buildingplymouth.co.uk/about/community-engagement)

## Mayflower 400 Plymouth Community Fund

The Mayflower 400 Community Sparks fund, co-ordinated by Vital Sparks, launched in April 2018. The first round of decisions is due in November 2018. Further rounds will run on a biannual basis through to early 2020. Around £160k of funding is currently available through contributions from PCC and Plymouth Culture, with further funding being sought.

The fund is targeted at mobilising grass-roots community, arts and cultural activity. Funding is available for projects that can be delivered by November 2020 and that will enable people living in Plymouth to take part in the Mayflower 400 commemoration. Grants are available up to £3,000, or £5,000 in exceptional circumstances.

Mayflower 400 Community Sparks does not fund:

- Activities that take place outside Plymouth
- Retrospective grant aid for work already completed or which will have started before the application is considered
- Publicity campaigns
- Projects whose prime aim is to redistribute earned income from the proposal to other good causes including charitable appeals and organisations
- Commercially run projects
- NPOs (National Portfolio Organisations funded by Arts Council England) or national organisations

The programme is actively embedding promotion of the fund within its communications activity, for example through attendance at timebanking meetings and other community events across the city. This has led to a range of exciting proposals already, for example with Ernesettle timebank investigating opportunities to highlight their connections with the US embedded in assets such as the ruins of Budshead Manor.

## Engagement: 'Get On Board' campaign



The programme launched a communications campaign in September 2017, aimed at raising awareness and building relationships across the city. 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 100 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. Wider public facing activity has started; for example the programme attended the Pannier Market Open Day, a range of libraries and supported the BAME business awards. Upcoming activity includes:

- Attendance at the Respect Festival
- Promotion through Drake's Circus summer engagement campaign
- A rolling presence at key hubs across the city

Engagement is further being promoted through other workstreams. For example, Argyle Community Trust are proactively raising awareness of Mayflower through a series of cross generational events, while content is planned to be released across all schools in the city. The training of Mayflower 'ambassadors' through Improving Live Plymouth will ensure that there are champions for the programme embedded through the city.

Following the recent local elections, a further series of Councillor engagement sessions are planned to ensure there is clear political visibility of activity.

### **Cultural programme and Creative Industries stimulation:**

The programme is escalating engagement with the Creative Industries, building on existing growth as reflected in a 39% increase in National Portfolio Funding for cultural organisations across the city. A dedicated campaign has been commissioned from a local PR agency, Excess Energy, to highlight opportunities for organisations to get involved in the commemoration; this will be augmented by ongoing activity led by Plymouth Culture to provide support and advice to maximise the opportunities Mayflower presents for this sector.

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. This partnership will now lead on future Illuminate events, including the key opening and closing events in 2019 and 2020 respectively. Plans are already underway for the 2018 iteration, with more information available at: [illuminate-festival.co.uk](http://illuminate-festival.co.uk)

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

- The submission ACE funding applications for key projects, including Illuminate
- The delivery of the Creative Industries engagement programme
- The delivery of the Mayflower Community Fund, in partnership with PCC and Vital Sparks. Plymouth Culture has contributed £100k to the fund from moneys secured from central government
- The appointment of a cultural producer to support overall delivery of the Mayflower cultural programme in Plymouth

### **Mayflower 400 Cultural Fund**

The Mayflower 400 Cultural Fund arose from an allocation of £500,000 from Her Majesty's Treasury in 2017 to support Mayflower 400 related projects, of which £375,000 was allocated to the Mayflower 400 Cultural Fund (the remaining being used to support the Mayflower Community Sparks Fund), administered by Plymouth Culture working with Mayflower 400/Destination Plymouth. The Mayflower 400 Cultural Fund closed for expressions of interest (EOIs) in November 2017. We received 108 EOIs with a total ask of over £3 million;

a huge number of applications which reflects the interest amongst Plymouth artists in exploring the themes of Mayflower 400.

A team made up of Plymouth Culture and Mayflower 400 staff was created to assess the eligible applications and draw up a long-list of just over half the applications. These long-list EOIs were then sent to a judging panel which contained expertise across multiple art-forms as well as the community and youth sectors. To ensure impartiality, a number of the judges were from outside Plymouth. Staff from Arts Council England, Mayflower 400 and Plymouth Culture were present on the judging panel.

Difficult decisions had to be made between several high quality projects competing for a limited fund. 10 projects ranging from very large to small were selected from the shortlist and have been asked to secure their remaining partnership funding, or be well on the way to achieving this, by November 2018. The panel agreed that all of these projects explore the themes of Mayflower 400 in innovative ways, and represent a broad number of art-forms as well as arts organisations and individuals.

Plymouth Culture are working with the successful projects to help them secure their remaining partnership funding. Once this has been confirmed, we will announce the core arts and culture programme projects in November 2018 alongside the announcement of the rest of the core Mayflower 400 programme. Three projects have been placed on reserve in the event that any of the final projects are not able to secure their additional partnership funding.

We are also working closely with many of the shortlisted projects who were not successful in their Mayflower 400 Cultural Fund applications to explore other avenues of funding and new potential partnerships. Plymouth Culture offered feedback and advice sessions to all 108 initial applicants to the fund, many of whom have taken up this offer, and held an event with Arts Council England on their new Arts Council National Lottery Project Grants fund which included a presentation and one to one surgeries.

The 10 projects supported through the Mayflower Cultural Fund provide an exciting and strong core to the cultural programme for 2020, fitting alongside the Council's events programme, the opening programme of the Box, and wider cultural and community projects.

### **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.

The Expo is planned as an ongoing, biennial event that will continue post 2020. The 2018 Expo will take place on the 21<sup>st</sup> of June, with the event growing from 2016 to attract over 200 attendees.

## **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
- The 'Better Places' city centre public realm scheme
- Pilgrim Public Realm project
- Infrastructure road projects
- The railway station regeneration
- Legacy hotel developments including Derry's, Millbay, the Pavilions and 1620
- Plymouth Argyle's Mayflower Grandstand

***The 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/public realm	£3,000,000	£0	£3,000,000	£0	£3,000,000
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
<b>Total</b>	<b>£3,335,000</b>	<b>£1,665,000</b>	<b>£5,000,000</b>	<b>£1,064,106</b>	<b>£6,064,106</b>

### ***Progress with securing external funding***

We are broadly on track to achieve the expected level of match funding across the capital programme. To date £130k has been secured from a range of sources. Funding applications valued at £1,446,000 have been submitted with decisions on key HLF and other funding applications due within the next month. Additional funding opportunities valued at £315k have been identified. Contingency plans are in place that will ensure core activity will effectively scale depending on the funding secured

### **Current Activity**

#### ***Trails/Public Realm***

- A design team is being procured via an OJEU compliant process, the Homes and Communities Agency Multi-disciplinary Framework. An appointment is anticipated in July 2018. A further contract for delivery of interpretation and trail content has been awarded to Cornerstone Praxis, a University of Plymouth based heritage research agency working with local historian Chris Robinson
- Three proposed 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 Structural engineer has been appointed to advise on the condition and repair of the Mayflower Steps and the Portico. Repair work will commence in the Autumn

#### ***Historic Houses***

- An architectural design team for the Elizabethan House has been appointed to progress additional building condition investigation and refurbishment
- A building condition investigation has been completed
- Plans for the refurbishment of the house including a new rear extension are being developed and Listed Building Consent will be submitted in July 2018
- A procurement process has started to appoint the interpretation design team
- Grant funding has been secured from Heritage England (£50k) and Pilgrim Trust (£10k) and a stage 1 funding decision is imminent from the Heritage Lottery Fund (£142.2k) with a stage 2 application to follow (£513.9k). Applications to the Coastal Revival Fund and INTEREG are being developed
- An options appraisal for future uses of the Merchants House has been completed

#### ***Mayflower Monument***

- A shortlist of artists has been identified, with work underway to identify potential work. This will inform a later PCC decision as to whether to progress

#### ***Event Infrastructure***

- Options for how this aspect can best support Mayflower 400 continue to be considered

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
- Sheiknah Mission/Probation commissioned to provide capacity for general works up to and through 2020

## National progress

Plymouth leads the national Mayflower 400 partnership. This provides:

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

Key areas of progress include:

- The creation of a national Mayflower trail, linking 12 destinations across the UK. While individual destinations are progressing their own capital projects to deliver local trails, there is broad agreement to share content and design methodologies to promote a coherent offer to visitors
- The launch of the Mayflower branding, including the core logo and 'Spirit of' brand, available for community organisations. Applications are being received from across the partnership, demonstrating the growing relevance of Mayflower at a national level
- Positive progress in implementing a commercial approach, with a range of sponsorship deals being actively pursued with major international organisations
- The ongoing progress of the national partnership; a recent event in Nottinghamshire attracted over 25 senior representatives from partner destinations
- 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 continued through 2018. Downing Street has endorsed Mayflower 400 as a national event and provided accompanying funding of £1m to date. Further activity includes:

- 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 Department for Digital, Culture, Media & Sport (DCMS) is on board and actively promoting Mayflower. The Minister for Art, Heritage and Tourism is the lead minister, and has been extensively briefed and stated his high engagement
- The UK Mayflower 400 team is also in contact with the Department for International Trade (DIT), 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
- The Mayflower APPG has been mobilised with leadership and proactive involvement from across parties and UK locations. The APPG has agreed a clear proposition and funding ask for central government, and key members (including Plymouth MPs) are lobbying government to support

Briefings and meetings have been held and are ongoing with Arts Council England (ACE) and the Heritage Lottery Fund (HLF), 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, with ongoing meetings and contact taking place with relevant staff/representatives.

## International progress

Plymouth leads the international visitor marketing for the national Mayflower partnership as well as conducting our own international visitor marketing.

### International marketing

The programme has recently completed a £500k visitor economy campaign funded through a contribution from central government, channelled via Visit England. This produced a range of outcomes, including:

- Research within the US market, identifying strong interest in the Mayflower product
- 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 World Travel Market (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 familiarisation visits already hosted in regions
- The creation of a range of content, including itineraries, social media accounts and the Mayflower website

Initial indications demonstrate that the following national impacts or potential impacts have already been generated over the two years of funding:

- Projected additional visitor spend of up to £111 million supporting up to 1600 new jobs
- Actual media audience reach to date – estimated 722m
- Actual advertising value equivalent to date - estimated £17 million

Additional funding valued at £500k has been secured through the Discover England Fund for the 'American Connections' project, which includes a broader partnership of locations linked to the US. Outputs include content creation, attendance at key events and engagement with product providers.

### 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 attended 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.

Plymouth is working with Mayflower partners in the UK to secure funding to continue engagement with the cruise market, building on £88k of funding secured from the Discover England Fund in January 2018. This latter funding is anticipated to have generated an estimated 17,000 visits across the partnership, with an estimated economic impact of £1.4 million

### International partners

As lead location for the UK Mayflower commemorations, and on behalf of the national Mayflower partnership, we continue to liaise with our 'Compact' partners in the US and Netherlands. Key areas of collaboration include:

- Marketing
  - Leiden have fully adopted Mayflower 400 branding, are producing translated versions of the website, and are integrated into the UK trail and visitor itineraries. In this way, the offer to US tourists (and the travel operators) is further strengthened, as short trip across channel is seen as minor travel and cultural interest of an additional country within integrated itinerary seen as highly appealing. In addition, reach of our tourism product into Europe is increased
  - In the US, descendants and genealogical societies are promoting our England tours, and integrating the England/Plymouth story into their activities
- Shared education activities
  - Teacher exchange programme with Plymouth Colony (Massachusetts) to form and motivate cadre of Plymouth (Devon) teachers to develop the next tranche of schools and education materials and lead engagement of school in Plymouth
  - International choir
  - Wampanoag (Native American) input, guidance and review into educational materials
  - Shared educational material and content
- Cultural events & exhibitions
  - Wampanoag (Native American) partnership in development of The Box's major Mayflower exhibition, and in development of a potential 'Wampum Belt' national touring project
  - Cultural organisations linking and potential exhibition touring
  - Potential linking of signature events and cultural activities for international element and increased profile
- Corporate partnership
  - Liaison and contact sharing

Engagement with lead US and Netherlands partners is continuing through monthly conference calls, supported by ongoing work within specific projects.

## 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
- Community engagement and mobilisation

### **Fund for international and national marketing & comms**

Significant progress has been made in developing a programme of activity and core capital projects for 2020. Further funding for these activities 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.

£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](http://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 ended in March 2018, and did not incorporate funding for regional or national promotion. 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 marketing foundations that have been laid to date to realise the full benefits available regionally, nationally and internationally.

### **Potential avenues to address funding for marketing & comms:**

- Professional corporate funding organisation (Reg & Co) now starting for M400
- Continued growth of the Founders Club, building on the 5 businesses signed up to date
- BBC engagement targeting national & international coverage across commissioning areas

- Trusts & Foundations opportunities need to be further 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.

### **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

### **Community Engagement and Mobilisation**

The success of Mayflower 400 is contingent both upon its ability to engage the city's residents, and to mobilise all of Plymouth's communities, businesses, institutions and organisations to play their part. Given Mayflower 400 will commence in less than 18 months, the programme will escalate local promotional and engagement activity through 2018 to promote these outcomes.

A campaign has been commissioned for the creative industries sector, in recognition of the opportunity Mayflower presents for local businesses and organisations. This will launch in July 2018.

The programme will continue to seek opportunities to highlight the commemoration and associated opportunities through a range of forums and in conjunction with partners such as Drake's Circus.

Further information on the events programme will be launched in November 2018. At this time, the programme will also select the initial community led projects to be funded through the Mayflower 400 Community Sparks fund. Alongside Argyle Community Trust's Mayflower sports fund, this will provide the foundations to inspire others to develop their own Mayflower content.

### **Potential actions to support community engagement**

- Escalated engagement with local partners and communities to promote awareness of and buy-in to the commemoration
- Ongoing promotion of Mayflower volunteering, creating ambassadors embedded within communities
- Closer working with Councillors to make use of their networks and influence

## **Recommendations and reasons for recommended action:**

It is recommended that the Brexit, Infrastructure and Legislative Change Overview Scrutiny Committee support:

- The continuing delivery of the Mayflower 400 programme in Plymouth and nationally
- The required bids into grant funding opportunities to secure additional funding for the overall programme
- Engagement of communities within Plymouth through advice and engagement of Councillors