

**IMAYFLOWER PROJECT**Brexit, Infrastructure and Legislative Change Overview and  
Scrutiny Committee

Date:	17 July 2019
Title of Report:	<b>The iMayflower Project</b>
Lead Member:	Councillor Tudor Evans OBE (Leader)
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Author:	Tracey Beeck, iMayflower Project Manager and Nina Sarlaka, Enterprise and Inward Investment Manager
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Your Reference:	N/A
Key Decision:	No
Confidentiality:	Part I - Official

**Purpose of Report**

The purpose of the report is to brief Scrutiny regarding the iMayflower Project; a Project funded by the Department for Culture, Media and Sports' (DCMS), through the creation of the Cultural Development Fund (CDF) and administered by Arts Council England (ACE).

**Recommendations and Reasons**

It is recommended that the Scrutiny Panel receives the report and then we invite the Panel to consider what role they would like to play in the evaluation of this Project.

**Alternative options considered and rejected**

No other options considered as this brings: Economic growth, jobs, training and development, along with providing events which showcase Plymouth as a great place to live, work and do business.

**Relevance to the Corporate Plan and/or the Plymouth Plan****A Growing City**

The investment from CDF will enable us to deliver: Economic Growth that benefits as many people as possible; quality jobs and valuable skills and a vibrant cultural offer. It will achieve this through the business support, skills and learning and access to finance aimed at the cultural and creative sector.

**A Caring Council**

The investment from CDF will enable us to deliver: A welcoming city. It will achieve this through the Place shaping element of the Project

Plymouth Plan:

Vision – Plymouth as a growing city / Plymouth as an international city Policies

GRO1 – Creating the conditions for economic growth

GRO2 – Delivering skills and talent development

INT1 – Implementing Britain’s Ocean City

INT2 – Plymouth in the global market place

INT3 - Positioning Plymouth as a major UK destination

INT4 – Delivering a distinctive, dynamic cultural centre of regional, national and international renown

INT7 – Supporting world class universities

### **Implications for the Medium Term Financial Plan and Resource Implications:**

#### Capital Implications

None

#### Revenue Implications

There is no impact as the Project is funded by £3,497,301 from the Cultural Development Fund (Funded by DCMS, via Arts Council England, as part of the Industrial Strategy), and by almost £2.5m of match funding sourced by Partner Organisations. PCC is the Accountable Body for the Project, providing overall project management; adequate costs have been accounted for in the funding profile to ensure that all PCC costs are met. All payments from ACE are paid in advance so there are no negative treasury management implications.

### **Carbon Footprint (Environmental) Implications:**

None

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

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

No direct implications are envisaged for the above themes.

### **Appendices**

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable)						
		1	2	3	4	5	6	7
A	Briefing report (mandatory)							

**Background papers:**

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

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

**Sign off:**

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Originating Senior Leadership Team member: David Draffan

Please confirm the Strategic Director(s) has agreed the report? Yes

Date agreed: 03/07/2019

Cabinet Member signature of approval:



Date: 08/07/2019

## APPENDIX A

### I. OUR JOURNEY SO FAR

Plymouth has come a long way in a short period of time, changing the shape of the city culturally; we have focussed on both becoming and promoting ourselves as a city that embraces culture and creativity.

The Cultural Cities Enquiry<sup>1</sup> was an independent enquiry into the power of cultural investment to drive growth in UK cities; it created key recommendations to help cities to prosper. The aim of this report was to 'help cities across the UK to unlock the full potential of culture to promote thriving communities and drive economic growth.' The enquiry gave some recommendations about achieving this including a recommendation that Cities would 'draw together partners from across city government, culture, business and higher education'. They also recommend that there should be 'Local vehicles for social investment into culture and creative organisations' and 'Coordinated approaches to development of creative talent to meet local needs'.

We have achieved some amazing things across the city already with Projects like The Box, Ocean Studios, Makers HQ, the Social Enterprise Fund, and our PCC business support, provided by a Senior Economic Officer working exclusively with businesses in the creative and digital sectors.

We have worked in partnership with Arts Council England to support the Culture Plymouth Board for the last ten years, we work with the board to seek opportunities support their agenda.

We have been brave: where other authorities have cut discretionary budgets which supported culture, we have recognised the importance of investment in this area, in order to develop Plymouth into a world class city in which to live, work and play.

Arts Council England (ACE) has recognised that Plymouth has been undergoing a cultural renaissance; this has resulted in a significant increase in the investment in the city's cultural ecology:

During the previous round of National Portfolio Organisation (NPO) funding in 2015 to 2018, ACE funded four local organisations with grants worth £7,127,991. In the most recent round of funding from 2018 to 2022, ten local organisations achieved National Portfolio status with grants worth £15,969,424.

The newly funded organisations include:

- The Box
- KARST
- Literature Works
- Plymouth Culture
- Plymouth Music Zone
- Take a Part.

RIO also secured an additional grant for Ocean Studios. Barbican Theatre and the Theatre Royal continue to be funded. Unfortunately, while Plymouth Arts Centre lost its NPO status, it's good to see the Plymouth Arts Cinema move to the College of Art for its long term sustainability.

The bare figures are worth reflecting on. Even though the current round covers four years not three, this represents a 150% increase in the number of organisations funded and a 125% increase

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<sup>1</sup> <https://www.corecities.com/sites/default/files/field/attachment/Cultural%20Cities%20Enquiry%20%5Bweb%5D.pdf>

in the level of grant funding in the city. It is the most significant increase in investment by ACE in any part of England.

We must acknowledge some of the wonderful things that our focus and commitment has achieved for our city so far:

- We have achieved the investment to open the World leading Market Hall Project next spring which will be of international importance
- We are the lead city in the Mayflower 400 celebrations, showcasing our ability to deliver world class events which will highlight the beauty, and cultural diversity of our city.
- We had the vision, drive and passion to apply for and be accepted as the UK's first Fab City<sup>2</sup>
- We have led the development of The Box

We have clearly set the context for the city that we want to be, and so we are now in a fantastic position to make a case for investment; this ambition led to us recognising an opportunity to bid for money from the Cultural Development Fund, which would support us push this ambition, further enhancing culture and accelerating economic growth.

## 2. THE PROJECT

In 2020, Plymouth hosts Mayflower 400, involving 5 million visitors and marking one of the biggest stories in history. iMayflower is what comes next. It is the reset moment for Plymouth's creative economy.

Harnessing immersive, digital technologies iMayflower supports Plymouth's creative talent to bring to life world class cultural heritage and shape the new journeys our diverse communities will continue to make. It is about growth; a creative ecology to help the best and brightest ideas succeed, building businesses and shaping a sustainable future for all.

The Project proposes to take a systematic/ecological approach to stimulating growth in and demand for the region's creative and cultural industries. This funding will provide the ability to collectively grow various key strategic elements of the cultural and creative industries ecology in and around Plymouth.

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<sup>2</sup> <https://fab.city/>

### 3. FUNDING

iMayflower is a new Project. It is only one of only 5 successful applications from around 100 across England. CDF is a new initiative, arising out the Industrial Strategy and the recently announced Creative Industries Sector Deal. This funding represents the first of its kind, and we have been told that competition for money from the fund was extreme, and that it was down to the exceptional nature of our bid, our ambition and our achievements to date that led to our success.

The total Project value is £5,958,617, funded through a grant of £3,497,301. Match funding of £2,461,316 is being provided by the six Delivery Partners listed below. The Project runs for three years, from April 2019 to March 2022.

### 4. PARTNERSHIP AND GOVERNANCE

Plymouth City Council (PCC) is the accountable body, providing leadership, support and oversight to ensure that all Project elements are delivered by the partners and output targets are met, with an ambition to exceed. The PCC iMayflower project team will look for opportunities to stimulate further success by linking organisations and businesses together and drawing in other elements of work to deliver a programme that will lead to a tangible lasting change in the digital economy in Plymouth.

The PCC iMayflower project team will lead a Partnership consisting of six other organisations working with cultural and creative industries:

- Creative England
- Crowdfunder
- Destination Plymouth
- Plymouth College of Art
- Real Ideas Organisation
- University of Plymouth.

A Collaboration Agreement, produced by the Council's Legal Services, has been put in place with all Partners, ensuring that Partners are clear of their responsibilities for delivery within the Project. iMayflower is a key milestone in the growth of our cultural and creative sector.

### 5. PROJECT DELIVERY STRANDS

The Project will harness Mayflower 400's cultural programme with the economic benefits that will arise from growth in our cultural and creative industries.

The Project is designed to power economic growth in the city within the Creative Industries Sector, with a particular focus on digital immersive technologies. The Project will also encourage a step change in cultural offer in Plymouth, encouraging residents to involve themselves in the wide range of place shaping events.

Investment will be made in four areas:

- **Place shaping** - delivering large scale cultural and creative events to inspire and enrich lives, examples of these events, which are delivered predominantly by Mayflower 400 and Real Ideas Organisation but also by University of Plymouth and Plymouth College of Art and will include;
  - Illuminate
  - Mayflower Trails Launch
  - The Mayflower Ceremony

- Ignite: festival of Creativity
- Arts Weekender
- Festival of Sail
- Mayflower Civic Ceremony

This significant programme of activity and investment will enhance both the Mayflower legacy and grow our city's cultural and creative sector. It will enable the Mayflower 400 team to expand its community engagement and marketing/communications activity, raising Plymouth's local, regional, national and international profile. It will position Plymouth as a major cultural and creative city that is an attractive place to live, work and visit.

- **Skills and learning programme** – increasing the creative and business skills of our young people, communities, graduate and professionals, to enthuse and excite, this includes:
  - A smart citizens outreach programme to be delivered by Plymouth College of Art, which will provide:
    - Events
    - Workshops
    - Courses
  - Events and courses provided by the University of Plymouth who will in provide:
    - TechStars Start Up weekends
    - An intensive cultural and creative leadership programme
    - A broader based cultural and creative leadership programme

This will increase the capacity for us to grow the talent we already have within Plymouth, getting people ready for the expansion in jobs and other opportunities for participation in this exciting sector.

- **Creative sector business support** – growing our cultural and creative sector businesses, with a particular focus on immersive media and digital fabrication, the support will be provided through:
  - The Market Hall Devonport, managed by the Real Ideas Organisation in their new facilities that will include space for creatives to work
  - The Bridge at the University of Plymouth, which will provide a bespoke business support service for students studying in the creative sector, encouraging them to set up business and stay in Plymouth after graduation
  - Creative England will work very intensively to support businesses with 'accelerator' methodology. Their specialist programme will offer skills development and business support to businesses within Plymouth. Working with regional, and national, companies and organisations Creative England connects its partners with creative networks to support industry growth
  - Crowdfunder will provide coaching, mentoring and support to the businesses that they work with through their nationally recognised network
- **Access to innovative finance** – providing accessible start-up and scale-up funding for businesses in our creative economy, this will be provided by:
  - Crowdfunder - who will help businesses fund from 'the Crowd' and provide match funding opportunities through other programmes like 'Back Her Business'
  - Creative England - supports and invests in digital creative companies to finance business growth; fuelling the fastest growing sector in the UK economy by financing business expansion and new products. They will deliver this by sourcing larger pots of funding particularly for scale ups; they will offer grants from the specialist sources like the New Ideas Fund, Greenshoots, the Immersive Technology Investment Accelerator, competitive

rate loans and links to angel investors along with banks who specialise in funding for the creative sector.

The business support and innovative finance programmes will lead to both new creative industry start-ups, and growth in existing companies which will lead to the creation of new high-quality jobs and Intellectual Property.

## **6. CREATIVE INDUSTRIES SECTOR CONTEXT**

### **6.1 DCMS definition**

For the purpose of clarity DCMS define the Creative Industries Sector as a collection of jobs in the following areas<sup>3</sup>:

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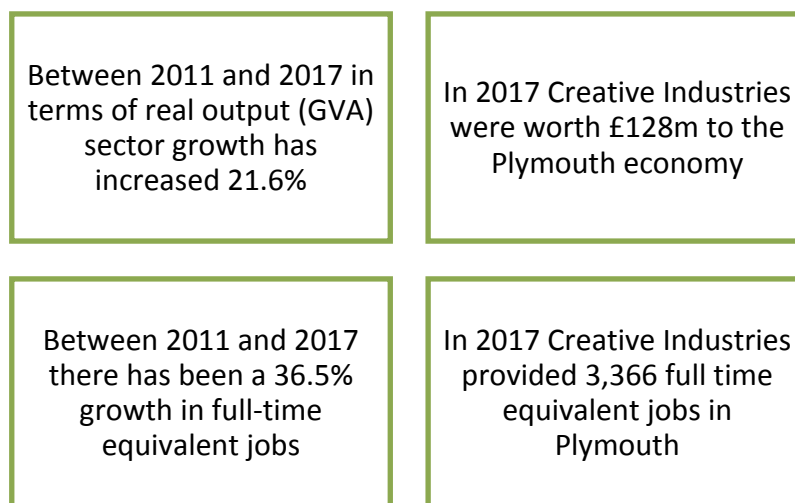
<sup>3</sup> Source: DCMS – *Creative Industries Economic Estimates Jan 2015*



- Advertising and Marketing
- Architecture
- Crafts
- Design: Product, Graphic & Fashion
- Film, TV, Video, Radio & Photography
- IT, Software & Computer Services -Publishing
- Museums, Galleries & Libraries
- Music, Performing & Visual Arts

## 6.2 The Plymouth picture

Looking at this at a local level, we can see that there is also considerable economic growth in Plymouth<sup>4</sup>:



If this growth continues at the same rate by 2030 creative industries will be worth £187m to the Plymouth economy, and businesses will employ 4,914 full time equivalent people.

This level of growth exceeds the overall projected growth of 3% per year across the LEP area.

This sector (and the sub sectors within it) really matter to us; research in the United States and Europe points to the fact that while many jobs in our present economies are under threat from automation in the next 20 years, the more creative a job is, the less likely it is to be replaced by a machine; this makes this sector a key focus growth area for the city to protect long term employment, both direct and indirect.

## 7. DIGITAL TECHNOLOGIES CONTEXT

Plymouth is specifically focused on growth in creative digital technologies, the iMayflower Project will most closely align with this area due to the core focus of digital fabrication and immersive technology.

<sup>4</sup> Source: AMORE Economic Model & Database, May 2019

## 7.1 DCMS definition

To clarify where these jobs are, DCMS define the Digital Technology Sector as a collection of jobs in the following areas<sup>5</sup>:

- Manufacturing of electronics and computers;
- Wholesale of computers and electronics
- Publishing (excluding translation and interpretation activities)
- Software publishing
- Film, TV, video, radio and music;
- Telecoms
- Computer programming consultancy & related activities;
- Information service activities;
- Repair of computers and communication equipment

## 7.2 The Plymouth picture

Between 2011 and 2017 in terms of real output (GVA) sector growth has increased 21.9%

In 2017 Digital Technologies were worth £85m to our economy

Between 2011 and 2017 there has been a 59.6% growth in full-time equivalent jobs

In 2017 220 enterprises provided 1,670 full time equivalent jobs in Plymouth

If this growth continues at the same rate by 2030 digital technologies will be worth £124m to the Plymouth economy, and businesses will employ 2,438 full time equivalent people.

## 8. FOCUS OF THE PROJECT

There are two aspects that the Project will focus on, in terms of employment and skills:

### 8.1 Growing our Immersive Technology capabilities

Immersive Technologies encompass a range of technologies ‘that attempts to emulate a physical world through the means of a digital on simulated world, thereby creating a sense of immersion’<sup>6</sup>. There a range of experiences that deliver this experience:

<sup>5</sup> Source: DCMS – Creative Industries Economic Estimates Jan 2015

<sup>6</sup> Source: [https://en.wikipedia.org/wiki/Immersive\\_technology](https://en.wikipedia.org/wiki/Immersive_technology)

- 8.1.1 Virtual reality (VR) is an experience taking place within simulated and immersive environments that can be similar to or completely different from the real world. Applications of virtual reality can include entertainment (i.e. gaming) and educational purposes (i.e. medical or military training). Unlike traditional user interfaces, virtual reality places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds.
- 8.1.2 Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real-world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, a great example of this technology is 'Pokémon go' which allowed users to find and collect virtual Pokémon. This experience is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment.
- 8.1.3 Mixed reality is a term that is often used interchangeably with the term "augmented reality," although some contend there are essential differences. In general, both mixed reality and augmented reality involve placing virtual objects in a "real" visual field, Ironman, the film, made extensive use of mixed reality when he was saving the world. In some cases, people use the term "augmented reality" to specifically describe a virtual overlay, such as a digital overlay on a car windshield, while using the term "mixed reality" to describe specific situations where virtual objects are instead integrated into a physical view individually and fixed in that view.

## **8.2 Digital Fabrication**

Digital fabrication is a process of design and production process which involves 3D modelling or computing-aided design (CAD) with manufacturing equipment. The advances in these technologies allow for both easy prototyping and for goods to be produced more affordably, faster, more accurately and with a higher level of quality. One key benefit is the ability to produce anything, anywhere. There are two types of digital fabrication – additive and subtractive.

- 8.2.1 Additive digital fabrication includes exciting technology like advanced 3D printing. 3D printers assemble physical versions of digital objects; 3D printer uses are unlimited. It is used in the packaging industry, automotive industry, aircraft and health care. 3D printing is so powerful that it can create almost anything, from food, clothing, houses to organ tissues and cells – using a range of materials including plastic, glass, concrete and ceramics.
- 8.2.2 Subtractive digital fabrication manufacturing is a process by which 3D objects are constructed by successively cutting material away from a solid block of material, bars, or rods of plastic, metal, or other materials; these are shaped by cutting, boring, drilling, and grinding.

## 9. PROJECT OUTCOMES

There are agreed minimum outcomes to meet within the Project, all Partners have signed up to individually meet a range of different outcome measures; collectively the Project will deliver:

- The creation of 156.5 full time equivalent direct jobs
- The creation of 191 full time equivalent indirect jobs
- Support for 218 businesses (start up and scale up)
- Delivery of 1,340 courses with accreditation
- Engagement of 3,020 people through workshops, events and non-accredited courses
- An audience reach of 1,414,829 people

## 10. ALIGNMENT WITH OTHER INITIATIVES AND PROJECTS

There are three key areas of alignment for the iMayflower Project:

- 10.1 The Mayflower 400 commemorations which will include a creative, inspiring and unforgettable series of events - from breathtaking, once-in-a-lifetime festivals to grand, thought-provoking artistic installations and a vast network of community events.
- 10.2 The Market Hall Devonport Project; created and led by the Real Ideas Organisation<sup>i</sup> (RIO). This truly outstanding project will see the development of a 15m wide Immersive Dome, the first of its kind in Europe, only the second of its size in the world, and significantly, with the most cutting edge technology globally. In short the creation of this dome and the supporting infrastructure for business will see Plymouth become of international importance in the digital and creative sector
- 10.3 Plymouth has become a Fab City, the very first in the UK; this initiative is concentrated on cities producing what they use, being locally productive but globally connected. The core commitment is for everyone in a city to work together to be at a point by 2054 where a city produces what it consumes – the circular economy principle. They are connected to Fab Lab principles which showcase new technologies and use design to solve societal issues. Across the network of cities there are a multitude of activities, initiatives and approaches that include systems change, design thinking, inclusive economic models, innovation and creativity. Each Fab City is different but many of the common elements – social justice, arts, tech, fairness, and inclusive economic approaches – are already very evident in Plymouth. For instance, Plymouth Art College has a Fab Lab; Ocean Studios, Makers HQ, the Market Hall, Thinktanq all embody many of the same principles and practice. More widely, much of the work around inclusive growth and climate emergency links well.

There are other areas of alignment, the Project supports the recently published Heart of the South West Productivity Strategy in its aims to support new and existing businesses and improve productivity under the 'Business Leadership and Ideas' theme and by addressing graduate retention and developing a highly skilled workforce it also supports the 'Employment, Skills and Learning' theme.

At a local level, iMayflower supports the Local Economic Strategy, particularly the Digital Economy and Visitor Economy and Culture flagships. Arts, Culture and Creative Industries are also one of the priority areas for the Plymouth Plan and Plymouth and South West Devon Joint Local Plan 2014 – 2034.

Culture and Creative Industries is a major priority area for Plymouth's Visitor Economy Plan and the Project will directly contribute to its aims of increasing festivals and events as a major reason for attracting visitors to the city. In addition, skills and exploitation are identified in Connected Plymouth Digital Strategy as key areas for development.

The Project supports the aims of the Industrial Strategy Creative Industry Sector deal by building the appropriate skills for individuals and businesses, providing access to funding and spaces, celebrating successes and using large scale cultural events to promote and showcase the talented businesses and individuals residing in the city, thus creating a sense of place whilst also driving a new form of tourist economy for the region.

## **II. CURRENT STATUS**

At the moment many partners are recruiting into roles supported by this funding so that they can then develop their detailed Project plans, and begin to deliver Project activities.

There has been a successful iMayflower public launch which took place at the opening of the very well attended Ignite: a Festival of Creativity. This event is the first time that the University of Plymouth and Plymouth College of Art (with the support of the Real Ideas Organisation), have brought their graduate shows together.

The Project will launch to the wider business community in July, with a presentation at the Chamber of Commerce 'City Conversations' Event.

A webpage has been set up - <https://www.visitplymouth.co.uk/invest/why-plymouth/imayflower> which will provide links and information about Project activity over the lifecycle of the Project.

We will throughout the Life-cycle of the Project look for opportunities to use our success to gain national and international recognition through awards and events, consistently pushing to raise Plymouth's profile.

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