

# Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee



|                          |   |
|--------------------------|---|
| Date of meeting:         | 25 September 2019   |
| Title of Report:         | <b>Mayflower 400 Update</b>                               |
| Lead Member:             | Councillor Peter Smith (Deputy Leader)                    |
| Lead Strategic Director: | Anthony Payne (Strategic Director for Place)              |
| Author:                  | Charles Hackett (Chief Executive Officer – Mayflower 400) |
| Contact Email:           | Charles.hackett@mayflower400uk.org                        |
| Your Reference:          | N/A   |
| Key Decision:            | No  |
| Confidentiality:         | Part I - Official   |

## **Purpose of Report**

The purpose of the report is to update Scrutiny regarding the Mayflower 400 initiative; an ambitious initiative of multiple projects, creating visitor product, a cultural programme, and positioning Plymouth nationally and internationally.

## **Recommendations and Reasons**

Endorse continuing PCC support of the Mayflower 400 programme  
Encourage councillors to take part in Mayflower Makers training or attend alternative information session  
Encourage councillors to support applications to Mayflower 400 Community Sparks from non-central parts of the city

## **Alternative options considered and rejected**

The current portfolio of activity therefore represents the outputs from a significant and ongoing review of activity, which will continue through to the end of the commemoration in November 2020

## **Relevance to the Corporate Plan and/or the Plymouth Plan**

### **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.

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

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

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

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

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

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

Participation in the volunteering programme, Mayflower Makers, being led by Our Plymouth, is open to all. With the recruitment of a Volunteer Manager, an steering and oversight group experienced in managing volunteers has been established to ensure correct planning and execution.

The Mayflower 400 Community Sparks programme specifically considers and aims for a wide and diverse range of projects and communities, to ensure all communities of identify or interest have equal opportunity to take part in the Mayflower 400 commemoration programme. Similarly, other parts of the community programmes (schools, sport) include activities that can broadly be accessed.

## Appendices

\*Add rows as required to box below

| Ref. | Title of Appendix                       | Exemption Paragraph Number (if applicable)  |   |   |   |   |   |   |
|------|---|---|---|---|---|---|---|---|
|      |   | If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box. |   |   |   |   |   |   |
|      |   | 1   | 2 | 3 | 4 | 5 | 6 | 7 |
| A    | Briefing report Mayflower 400           |   |   |   |   |   |   |   |
| B    | Mayflower 400 Community Sparks Projects |   |   |   |   |   |   |   |

## Background papers:

\*Add rows as required to box below

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

| Title of any background paper(s) | Exemption Paragraph Number (if applicable)  |   |   |   |   |   |   |
|----------------------------------|---|---|---|---|---|---|---|
|                                  | If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box. |   |   |   |   |   |   |
|                                  | 1   | 2 | 3 | 4 | 5 | 6 | 7 |
|                                  |   |   |   |   |   |   |   |
|                                  |   |   |   |   |   |   |   |

## Sign off:

|     |                      |     |              |            |                                       |    |                                       |            |                                       |               |                                 |
|-----|----------------------|-----|--------------|------------|---------------------------------------|----|---------------------------------------|------------|---------------------------------------|---------------|---------------------------------|
| Fin | pl.19.<br>20.1<br>10 | Leg | MS/3<br>3286 | Mon<br>Off | Click<br>here<br>to<br>enter<br>text. | HR | Click<br>here<br>to<br>enter<br>text. | Asset<br>s | Click<br>here<br>to<br>enter<br>text. | Strat<br>Proc | Click here<br>to enter<br>text. |
|-----|----------------------|-----|--------------|------------|---------------------------------------|----|---------------------------------------|------------|---------------------------------------|---------------|---------------------------------|

Originating Senior Leadership Team member: David Draffan

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

Date agreed: 08/09/2019

Cabinet Member approval: Councillor Pete Smith (*approved by email*)

Date approved: 05/09/2019