

REPORT OF THE LEADER OF THE COUNCIL**MAYFLOWER 400 AND PILGRIM ROOTS IN NOTTINGHAMSHIRE - UPDATE****Purpose of the Report**

1. This report updates Policy Committee on the plans and opportunities to maximise the economic benefits in Nottinghamshire of the 2020 Mayflower commemorations to mark the 400th anniversary of the Mayflower ship sailing from England to America and seeks:
 - a) A £2,500 contribution to support ongoing national activities to raise the profile of the Pilgrim Roots and Nottinghamshire as a destination for domestic and international visitors in 2020 and beyond.
 - b) The identification of a Nottinghamshire County Council nominee to attend the national programme launch event at the Houses of Parliament on 5 December 2018.
 - c) In principle support for an anticipated bid submission to the Arts Council covering a 3 year programme of light based events and developments around “Illuminate” and should the funding opportunity come to fruition, putting the County Council (or eligible equivalent) forward as the Accountable Body for the programme.
 - d) Approval to develop dedicated web content for the Pilgrims’ Nottinghamshire story through the County Council’s work on its Visitor Economy Strategy projects, initially supported by Nottinghamshire Pre-Development Investment Funding to determine the best approach.

Information

2. Nottinghamshire’s visitor economy is worth £1.814 billion, supports 15,000 jobs and welcomes 35.89 million visitors (to the city and County) a year. Nottinghamshire’s natural capital, heritage and assets are key determinants of the quality of life of the County’s residents and its unique sense of place and attractiveness as a destination for visitors. As recognised in the Council Plan 2017-2020, we want to share everything Nottinghamshire has to offer with as many people as possible, because our local heritage is a tremendous asset, which has not always been championed sufficiently. Therefore, a cornerstone of the Council’s work is to share our story with others. It is for this reason as reported to Committee in September 2018, we are seeking to develop a Visitor Economy Strategy for the County with supporting website and wider partner engagement.
3. In January 2018, Policy Committee approved £55,000 for events to mark the county's Pilgrim history as local, regional and national plans are put in place for an expected surge in domestic visitors and tourists from the United States in 2020.
4. The 2020 Mayflower commemorations will mark the 400th anniversary of the Mayflower ship sailing from England to America. As previously reported to Committee in January

2018, Nottinghamshire links to the pilgrim story are pivotal. The Pilgrims had links to Boston Lincolnshire, Immingham, South Yorkshire, London, Southampton, Dartmouth, Leiden and Plymouth but without the Nottinghamshire Pilgrims the sailing to America and the subsequent settlement could have resulted in a far less significant impact on international history.

Scrooby	The epicentre of the whole Separatist's movement. Where William Brewster, the local postmaster and later Pilgrim leader, lived and held clandestine religious services in his large manor house
Babworth	Where Richard Clifton, an important Separatist thinker, was rector of the local church
Sturton	The birthplace of both John Robinson, the charismatic spiritual leader of the Pilgrims (who married Bridget White) and John Smyth, who led a large Separatist congregation (who eventually became even more important in the Baptist movement)
Beauvale Priory	Home of Katherine White the older sister of Bridgett White who married John Carver the author and first signatory of Mayflower Compact

5. There are two key strands of work related to the 400th anniversary, that of the Mayflower 400 National Compact (comprising 12 key destination partners) and the Pilgrim Roots (comprising 6 key destination partners drawn from Nottinghamshire, Lincolnshire and South Yorkshire). Updates on both strands can be found at **Appendix A** although it should be noted that there are key strengths regionally in respect of the interdependencies of the pilgrim story as well as the impact of the region on the linked UK/US histories noting that Lincoln holds one of the original 1215 Magna Carta copies and the 1217 Charter of the Forest – the former of which influenced the American constitution, judicial system and the liberties enjoyed by its citizens to this day. Accordingly, regional work to promote the 2020 anniversary goes beyond that year to a wider audience with legacy opportunities.
6. Work to create a profile for the 400th anniversary, including a national Mayflower 400 website, has been led by *Destination Plymouth* as the government designated lead Destination Management Organisation (DMO). This has been funded by destination partners and external funding from the Treasury and Visit England. Bookable product, content creation and curation is critical to gaining and attracting travel trade and visitor interest. Whilst significant progress continues to be made, the period from March 2019 to the lead up to 2020 is currently un-funded. Accordingly, Destination Plymouth has made a request for partner contributions (for the period 1 April to 30 September 2019) to continue to build the momentum and the visibility of the event. Policy Committee approval is being sought to contribute £2,500 to ensure that Nottinghamshire can maximise the local benefits of this work which will include dedicated profiles in international trade publications and direct work with local businesses to enable them to showcase bespoke local offers on an international platform.
7. To take further advantage of the County's profile generated through the Mayflower 400 work, there is also opportunity through the ongoing work on the Council's Visitor Economy Strategy to create specific and unique web content telling the story from the Nottinghamshire perspective (as referenced in paragraph 4 of this report). This would have

the specific purpose of generating tourism to the County and creating a sustainable and authentic visitor offer.

8. Subject to Policy Committee approval, this initial work is intended to be funded through the Nottinghamshire Pre-Development Fund to a value of up to £45,000 to cover specialist consultancy support. This funding, drawn from the County and District “Business Rates Pool” was agreed in May 2016 by the Nottingham and Nottinghamshire Economic Prosperity Committee as part of a £1 million allocation towards pre-development project activity (for example feasibility, business case development etc) in order to develop robust projects which will ultimately have an economic impact in the county. The £45,000 was part of an initial County Council award to develop Wi-Fi solutions within the Better Broadband for Nottinghamshire Programme however the original intervention is no longer required because the market has responded and met the anticipated measures. The revised scope for utilising the award is eligible and contributes to the scheme priorities.
9. On 5 December 2018, Destination Plymouth has invited all destination partners to participate in an event at the Houses of Parliament, to announce the national Mayflower programme ahead of the commencement of the commemorative year. Michael Ellis, Minister for Arts, Heritage and Tourism will conduct the proceedings. It is recommended that Policy Committee agree the Chair of the Committee attends to help promote Nottinghamshire involvement and to draw attention to the local launch work.
10. The signature event for the 400th Anniversary will be around “Illuminate” a series of light themed spectacles, which have been taking place since 2016. With regional and national support, the intention is to build up to an international crescendo in 2019/20. Illuminate takes place around the last Thursday in November (Thanksgiving) and will open the 400th commemorative year in 2019 and close it in 2020.
11. Locally, the Roots partners have been reviewing opportunities for Arts Council funding to support an event across all key Roots destinations based on Illuminate. A £10,000 Arts Council award has been made to appoint a respected consultant having been the Creative Producer for the acclaimed Hull UK City of Culture programme in 2017. The draft proposal titled ‘Pilgrim Routes’ is a 3 year programme (including legacy work post-400th anniversary) of cultural and artistic activities, installations, commissions and events designed around place making, scalable collaboration, destination profile and local engagement, seeking to deliver ambition and excellence through spectacle. A wide-ranging programme has been proposed underpinned by a budget estimate of £1.5 million. Although the match-funding requirements are unknown at the time of writing this report, it is expected this will be 90% (i.e. £1,350,000) Arts Council: 10% (i.e. £150,000) shared by all partners in the programme.
12. As a key Roots partner, we want to bid for funds to deliver the partnerships aspirations. That means we need to receive from Policy Committee:
 - a) in-principle support to submit a funding application to the Arts Council and
 - b) agreement, subject to eligibility (not known at the time of writing this report) on putting the County Council forward as the Accountable Body for delivering the programme on behalf of the Roots Partnership.

Other Options Considered

13. The Mayflower Voyage effectively led to the creation of one of the most powerful nations in the world and is the foundation for the special relationship between the United Kingdom and the United States. This amazing chain of events started here in Nottinghamshire and is something we should be extremely proud of. The 'do nothing' option was therefore discounted.

Reason for Recommendation

14. The 400th anniversary offers the potential for significant economic, tourism, educational and cultural benefits for Nottinghamshire, which the Council is determined to maximise.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

16. The costs for developing the Council's further response to the anniversary year will be met from the 2019/20 Growth and Economic Development budget, external funding applications including Arts Council and the re-focusing of an existing Nottinghamshire Pre Development Fund award to support eligible web based activities.

RECOMMENDATIONS

It is recommended that Policy Committee:

- 1) Approves a £2,500 contribution from the 2019/20 Growth and Economic Development budget to support ongoing national activities to raise the profile of the County as a destination under the Mayflower 400 brand;
- 2) Agrees the attendance of the Chair of the Policy Committee as the Nottinghamshire County Council nominee to attend the national programme launch event at the Houses of Parliament on 5 December 2018;
- 3) That, subject to further clarification of eligibility and available funding, support be given for making a £1.5 million bid for funding from the Arts Council for the proposed "Pilgrim Routes" programme and for Nottinghamshire County Council to be the Accountable Body for that funding; and
- 4) Approves the use of Nottinghamshire Pre-development Funding to a maximum value of £45,000, to develop dedicated Nottinghamshire Pilgrim Story content to complement the Council's wider work on the Visitor Economy as well as national and regional digital developments under the Compact and Roots "brands".

COUNCILLOR MRS KAY CUTTS, MBE
Leader of the Council

For any enquiries about this report please contact: Nicola M^cCoy-Brown, Growth and Economic Development, 0115 977 2580

Constitutional Comments [SLB 23/10/2018]

17. Policy Committee is the appropriate body to consider the content of this report.

Financial Comments [RWK 24/10/2018]

18. The financial implications are set out in paragraph 16 of the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- *Pilgrim Roots – Nottinghamshire*, Report to Policy Committee, published 24 January 2018
- *Nottinghamshire County Council – Visitor Economy Strategy Update*, Report to Policy Committee, published 12 September 2018

Electoral Division(s) and Member(s) Affected

All

Appendix A: Programme of Events and Activities

Context

Both the national, international and regional strands are seeking to complement and add value to each other. Regionally the priority is to tell the stories of the originating communities and the part they played in the Pilgrims' story once they arrived in America. William Brewster remains a pivotal character, supported by a focus on the contribution and importance of the women and children who crossed the Atlantic (and to those that stayed behind). In order to respect the sensitivities of the early history of the migration, work is being undertaken nationally and regionally in collaboration with the Native American Wampanoag tribe – members of which made first contact with Pilgrims when they arrived in America.

KEY STRAND No. 1 MAYFLOWER 400

This is a national compact of UK destinations, under the leadership of Destination Plymouth. It focuses on the assembly and sailing of the pilgrims and aligns with international partners (Leiden in Holland and the final destination, Plymouth Massachusetts). This work focuses on the shared values of democracy, humanity and future.

Progress and Impacts

The Mayflower 400 Compact started out with ambitious targets to develop nationally consistent brands, sponsorship, events and trails across all partner destinations. Initially supported by a £500,000 award from the Treasury, accessing the scale of funding necessary to deliver on its ambitions has since proved difficult with failed national Heritage Lottery Fund and Arts Council bids. Much of this work has now been taken up regionally.

The need for funding has been championed by an All Party Parliamentary Group. Nottinghamshire County Council successfully brokered initial discussions with the Treasury through Robert Jenrick MP and Secretary to the Treasury to create the opportunity. This resulted in a £15 million ask of government to deliver national scale and impacts – mainly around cultural and artistic events and programming. At the time of writing this report, the outcome of this request was unknown.

The Compact has built a national website with quality images and content, engaging the travel trade and driving international and domestic visitor interest in the UK destinations and developing an online bookable product. This has been achieved through a dedicated Project Officer (employed by Plymouth) and two successful bids to the Discover England Fund (DEF):

- The first DEF project was dedicated to the Mayflower project and
- The second entitled US Connections (with wider themes to attract the US visitor) which received a cash contribution from the County Council.

A third award through Visit England of £250,000 was announced in September and must be spent by 31st March 2019.

Other areas of development are around sport and culture, with the Compact currently in discussions with the Tour of Britain to theme the 2020 Tour "Mayflower 400". Southampton is in dialogue with the Arts Council to develop an international project termed "Intellectual Baggage" and Plymouth is leading discussions with the Arts Council National Programme to fund activities across destinations but with primary focus on Plymouth, which has been judged by the prospective funder to have the critical mass required for success.

KEY STRAND No. 2 PILGRIM ROOTS

This is a regional collaboration of partners focusing on the origins of key pilgrim families, including those who originated and/or worshipped in Nottinghamshire (Scrooby and Babworth), as well as related histories across Lincolnshire and South Yorkshire.

This work aligns under the themes of tolerance, freedom, journeys and migration.

Pilgrim Roots - Bassetlaw

At the end of September, Heritage Lottery Fund East Midlands confirmed a £450,000 grant towards the Pilgrim Roots project. The total project cost will be £776,000, with the County Council a funder and partner. The key components of the project include:

- A state-of-the-art Pilgrims Gallery at Bassetlaw Museum in Retford (to open Spring 2019)
- An enhanced Pilgrims Trail with new interpretation boards at eight key sites in the County (completion Summer 2019)
 - This work will link to associated activity in Lincolnshire in recognition of the importance of Gainsborough Old Hall where some of the pilgrims, known as the Gainsborough Separatists, met and worshipped and later successfully escaped to Leiden before eventually sailing to America in 1620
- A dedicated website containing information on history, ancestry, news and events and
- Two 3 year fixed term posts including one Heritage Engagement Officer to work with schools and to create current educational resources and a Heritage Support Officer to act as an intermediary, working with tour operators and individual visitors to ensure churches are open, tour guides organised etc.

This investment will help consolidate a mini-Pilgrim trail in Retford including St Swithuns Church and the Pilgrim Room at Retford Hub and then on to the surrounding villages of Scrooby, Babworth and so on. Additionally, a nominal amount of Arts Council Funding for Illuminate activities in Bassetlaw and West Lindsey has been secured for 2018 to continue engagement with schools.

Other work underway includes an Arts Council award of £50,000 for a 6 month scoping project to realise a youth based, co-commissioning arts project focused on Bassetlaw, this will result in a bid for delivery funding in the spring of 2019. An initial meeting brokered by Inspire has taken place and efforts to join up activity with the District Council, Youth Arts and the County Council are underway.

Other NCC Activity

The Pilgrim Roots Internal Working Group, including Inspire, has continued to develop the following ten projects:

- A Research Commission has been awarded to the Archives to identify all primary documentation relating to the Pilgrims locally. This will be of particular interest to visitors and US ancestry groups that could result in a displayed collection/online sharing
- Scoping and demand stimulation for the creation and sale of Commemorative Packages for William Brewster descendants

- Enhanced digital showcase and training for businesses and heritage groups associated to the Pilgrim offer through the existing D2N2 Digital Growth Programme, to maximise the online bookable product and web presence locally
- A *Thanksgiving school dinner* through the Schools Meal Service in 2019
- Out Door Education, focusing on a Pilgrim offer in November at Camp Redwood
- A Pilgrim Lecture Series 2019/20 through Inspire
- Local support to develop content/space for Katie Green's contemporary dance company and their Imagination Museum national tour to include opportunities for bespoke performances within Nottinghamshire
- Initial proposals to hold a Pilgrim Roots theme to the 2019 Lord Lieutenant's formal dinner and to work with the Roosevelt Scholars to reflect the pilgrim theme in scholarship outcomes in 2019/20
- Work to develop a 2020 Roosevelt Scholar Lecture series for Nottinghamshire
- Development of workshops/training/toolkits and other activities to support volunteers and tour guides (including Churches and Heritage Groups) in Nottinghamshire, in meeting the needs and opportunities related to the 2020 Pilgrim Roots opportunities to culminate in unique bookable offer and visitor tours

The Countryside Access Team is also working with the Ramblers Association to develop a series of self-guided pilgrim walks in North Nottinghamshire with bespoke way marking. Work is also underway with the District Council around improvements to access/footpaths around Retford Station. This project will include signage and interpretation relating to the Pilgrims and is being funded through the Local Transport Plan, Section 106 and the rail company.

The Communities Team will soon launch a call for applications to the Local Improvement Scheme (LIS). The window for capital project applications opened on 22 October 2018 and run until 28 February 2019, with applicants able to bid for grants between £1,000 and £50,000 which meet the schemes strategic objectives. Applications for capital projects and assets that commemorate this significant anniversary and that help to promote community engagement will be eligible.

The Nottinghamshire County Council emerging Visitor Economy Strategy

A main hook to the emerging Strategy centres on the freethinking of Nottinghamshire rebels, disrupters and legends. It builds out from Robin Hood to the Civil War and Mayflower Pilgrims. In the report to Policy Committee in September 2018, reference was made to a signature event, unique to the County. This is being shaped around an annual Thanksgiving Festival. This is in the very early stages of discussion, with the objective to develop a legacy related event after the 2020 activities.