



18th November 2014

Agenda Item: 8

REPORT OF GROUP MANAGER, CORPORATE STRATEGY

PILGRIM FATHERS' FEASIBILITY STUDY AND MAYFLOWER 400

Purpose of the Report

1. To seek approval for a financial contribution towards a Pilgrim Fathers' Project Feasibility Study and
2. To note the emerging 'Mayflower 400' Project

Information and Advice

3. Political and religious policies applied during the reign of James 1 saw the emergence of the Church of England Separatists – later becoming known as the Pilgrim or Founding Fathers in America.
4. 2020 marks the 400th anniversary of the sailing of the Mayflower from England and its arrival in Plymouth in the State of Massachusetts, USA.
5. A large contingent of those sailing to America in 1620 originated from Scrooby and surrounding areas in Nottinghamshire. Accordingly the Pilgrim Father theme has always been viewed as a key plank of the North Nottinghamshire visitor "offer" – both from a local history and educational angle and more latterly to link in with opportunities afforded by the 400th anniversary and the potential to target US interest to promote international visits to the UK in order to see and learn more about the origins of their UK ancestors.
6. This opportunity is clearly reflected in Bassetlaw District Council's Visitor Economy Strategy (consultation version), the County Council's Growth Plan and Experience Nottinghamshire's emerging Destination Management Plan.
7. Further, there is significant energy and momentum within the work of the Scrooby based Pilgrim Fathers UK Origins Association. Established by the local community in 2006, the Association is working to develop opportunities in Scrooby to interpret the story for national and international visitors leading up to 2020 and beyond with the potential for a Scrooby Visitor Centre and educational outreach activities currently being investigated.

Mayflower 400

8. Nationally, it is anticipated that much of the 2020 anniversary engagement work (within the UK and between the UK and the US) will be led by Plymouth City Council through the

development of a “Compact” between all UK interested parties. This will include Bassetlaw District Council and Experience Nottinghamshire.

9. Plymouth City Council has already approached Visit England and has their “in principle” support to the project. A meeting is scheduled for early November to further discuss the opportunities.
10. Plymouth City Council has planned a signing event for the Compact on 21st November 2014. Civic leaders from Bassetlaw District Council and Nottinghamshire County Council will be invited. Experience Nottinghamshire has also confirmed attendance at this event and as the Destination Management Organisation (DMO) is best placed, in association with Bassetlaw District Council, to lead the county’s engagement with Mayflower 400 and to ensure that local visitor attractions gain maximum coverage in any national and international promotional activities and campaigns.

Pilgrim Fathers Project Feasibility – Bassetlaw

11. The 2013 Nottinghamshire Growth Plan sets out a series of actions under Theme One – Competitive Business Growth and specifically looks at the development of the Visitor Economy via work with key partners. In relation to the Pilgrim Fathers, the plan identifies a need to “scope out the potential for a new attraction based on the history of the Pilgrim Fathers in Bassetlaw” via the completion of a feasibility study in association with Bassetlaw District Council.
12. The opportunity has now arisen to commission this research with Bassetlaw colleagues. The scope of the research would be to look at the potential market capacity domestically and internationally to support interest in the Pilgrim Fathers story in Bassetlaw leading up to and beyond 2020 and then to match potential project activity (scale, scope and lead) to the identified demand based on the availability of external and partner funding support. Key to the feasibility will be recommending what type of visitor product should be developed to capitalise on the anniversary driven by a quantitative assessment of the local and international interest in the subject and the ability of partners and stakeholders to deliver events and projects that, where required, are able to remain financially sustainable into the future.
13. Bassetlaw District Council officers estimate that the feasibility study can be delivered for less than £15,000 and accordingly opportunities through existing budgets have been identified to support up to 50% of this matched by an equal contribution from Bassetlaw District Council. Both authorities would jointly manage this work.
14. In terms of the outcomes of the feasibility, it is clearly stated in Bassetlaw District Council’s draft Visitor Economy Strategy that it will not underwrite a Scrooby based Visitor Centre, but may look to facilitate work by a third party. The Strategy also notes opportunities to look to support the development of outreach activities delivered through existing facilities in Retford, website development, augmented reality trails and enhancement of the Pilgrims’ Trail by the development of circular, storied walking, riding and cycling routes.
15. The County Council in turn is unlikely to have the financial resources to provide direct funding to such projects but will work to support the delivery of any viable activities through

external funding advice and partnership work together with technical guidance through, for example, heritage advice and guidance.

16. It is anticipated that key partners such as the Pilgrim Fathers Origins Association and Experience Nottinghamshire will be involved in the study and that the results will be shared accordingly to help draw together a set of appropriate coordinated activity that is capable of:
 - a. stimulating the Visitor Economy through the “telling” of the Pilgrim Fathers story
 - b. capitalising on the Mayflower 400 work nationally and
 - c. being commercially sustainable beyond 2020.

Other Options Considered

17. The options available are referenced in the report.

Statutory and Policy Implications

18. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working 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

19. The funding required to support this work can be found from existing budgets allocated to place marketing.

RECOMMENDATION/S

20. It is recommended that :
 - a) Economic Development Committee approves expenditure of up to £7,500 as a 50% contribution to a feasibility study into potential Pilgrim Fathers project(s) to support the 400th anniversary of the Pilgrim Fathers landings in America and
 - b) officers support and engage with Plymouth City Council in the development and delivery of the Mayflower 400 Project.

Report of the Group Manager, Corporate Strategy, Celia Morris

For any enquiries about this report please contact Mandy Ramm extension 72685

Constitutional Comments [SLB 07.11.2014]

Economic Development Committee is the appropriate body to consider the content of this report

Financial Comments [SEM 06.11.2014]

The financial implications are set out in the report.

Background Papers and Published Documents

Electoral Division(s) and Member(s) Affected
All Bassetlaw divisions