

6th December 2016**Agenda Item: 6****REPORT OF CORPORATE DIRECTOR, PLACE****MAYFLOWER 400 – US AMBASSADOR’S EVENT****Purpose of the Report**

1. To provide Committee with an update on the Mayflower 400 project and County Council representation at a recent reception hosted by the US Ambassador.

Information and Advice

2. In 2020 the UK, America and Holland will commemorate and celebrate the milestone anniversary to mark 400 years since the Pilgrim Fathers’ ship the Mayflower set sail on its famous voyage to the New World.
3. The Mayflower voyage is considered to have provided the direct historic link from the Magna Carta and the founding principles of British democracy through to the Mayflower Compact, the American Declaration of Independence and the Constitution of the modern American nation and as a consequence provided the foundation of the UK/US ‘special relationship’.
4. On the premise that of the 23 families (comprising 102 individuals that sailed to America on the 16th September 1620), 35 million Americans can purportedly trace their genealogy directly to them. Accordingly, this anniversary is seen as a major opportunity to reassert the “special relationship”.
5. On 18th November 2014, Committee received a report regarding the (then) emerging ‘Mayflower 400’ project. Approval was given for (a) expenditure towards a feasibility study to look at the international and national market potential and possible local responses to mark the event, and (b) for officers to support and engage with Plymouth City Council in the development and delivery of the project.
6. Mayflower 400 is a proposed programme of events and activities on a transformational/international scale and is being led by Plymouth City Council with Destination Plymouth acting on behalf of the key destination partners known collectively as the UK Mayflower 400 Compact Partners. Nottinghamshire is one of these partners.
7. Mayflower 400 is being positioned as one of UK Plc’s primary catalysts to increase international visitor numbers before, during and after 2020. The government supported the initial development activity with a £500,000 contribution announced during the Autumn Statement 2015. From this a range of funding is being applied

for to deliver a package of activity and projects within the following seven objectives to:

- promote the GB brand internationally through Visit Britain and the “GREAT” campaign
 - increase international visitor numbers and visitor economy spend/overnight stays based on a UK-wide *Mayflower Trail* and *Discover your Descendants* campaign
 - increase the numbers of overseas students
 - generate high value inward investment
 - promote arts/cultural/sporting excellence
 - build opportunities to generate community pride and engagement through volunteering and participation
8. The UK outputs expected include 10,000 new jobs and an additional £500m Gross Value Added (GVA – the measure of the value of goods and services produced in an area). Detailed splits/benefits for each area have not yet been calculated.
9. Whilst there is recognition that the “story” is of international significance, the product is inadequately connected/interpreted and inconsistently marketed – that is to say - there is no bookable product in the UK. This programme will therefore look to make the “Pilgrim Fathers into a cohesive heritage offer” with national and international appeal.

US Ambassador’s Event – 14th September 2016

10. The Leader, Chair of Economic Development Committee and the Chief Executive attended a reception hosted by the US Ambassador to the UK, Matthew Winthrop Barzun, at his private residence (Winfield House, London). The reception highlighted the growing support for the Mayflower 400 campaign and was attended by over 400: association representatives, business leaders, community members, travel industry professionals and senior government officials.
11. A scale model of the Mayflower on display for the guests at the American Ambassador’s London residence is provided at Appendix A.

Local Opportunities

12. The three North Nottinghamshire villages of Scrooby, Babworth and Sturton-le-Steeple (along with Austerfield in South Yorkshire) are acknowledged as the main physical originations of the Pilgrim Fathers “story”. William Brewster and William Bradford, conceivably the two more important Pilgrims, lived in Scrooby and Austerfield respectively. John Robinson, pastor of the Pilgrims in Leiden and many other Mayflower passengers primarily originated from Sturton-le-Steeple.
13. Referred to as the Mayflower Roots Group, Bassetlaw District Council (BDC) is leading an informal partnership which covers local engagement within the wider strategy of the Mayflower 400 work. Nottinghamshire County Council and

Marketing Nottingham and Nottinghamshire are part of this work.

14. BDC, on behalf of the Mayflower Roots Group, has submitted a Heritage Lottery Fund (HLF) bid entitled “Mayflower Roots: The Separatists’ Story”. The proposal seeks to showcase the Pilgrim Father’s roots and links to Nottinghamshire, Lincolnshire and South Yorkshire, sitting within and complementing the Mayflower 400 work. Additionally, BDC plan to submit an application to the Arts Council to support an arts trail.
15. BDC will present a report, entitled *A countywide approach to the Mayflower 400 Project*, to 25th November Economic Prosperity Committee.

Going Forward

16. The Nottinghamshire association with the Pilgrim Fathers is very strong and has significant resonance with America. Further, if realised, the potential of the Mayflower 400 Programme is enormous. The County Council will continue to work with partners to help optimise on the benefits for the county as a visitor destination and a place to do business.

Other options considered

17. None. This report is for noting only.

Reason(s) for Recommendations

18. This report has been prepared to inform Committee of the Leader, Chair of this Committee and Chief Executive’s attendance at the Mayflower 400 event and to support the understanding of the potential opportunities that the developing national programme could afford the county’s visitor economy and international profile.

Statutory and Policy Implications

19. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, 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 within the body of the report.

RECOMMENDATIONS

20. It is recommended that Committee notes the content of this report.

Tim Gregory
Corporate Director, Place

For any enquiries about this report please contact:
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Constitutional Comments [SLB 16/11/2016]

This report is for noting only.

Financial Comments [SES 16/11/16]

There are no specific financial implications arising directly from this report.

Background Papers

- *Pilgrim Fathers' Feasibility Study and Mayflower 400*, report to Economic Development Committee, 18th November 2014
- *A countywide approach to the Mayflower 400 Project*, report to 25th November 2016 Economic Prosperity Committee – available online at:
<http://www.nottinghamshire.gov.uk/dmsadmin/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/3932/Committee/508/SelectedTab/Documents/Default.aspx>

Electoral Division(s) and Member(s) Affected

All Bassetlaw divisions