



PRCC.22 15/16

Committee Prosperous  
Communities Committee

Date 29<sup>th</sup> October 2015

**B**

**Subject: Mayflower 2020**

Report by:

Chief Operating Officer

Contact Officer:

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Purpose / Summary:

To update Members regarding progress of the  
Mayflower 400 Project

**RECOMMENDATION(S):**

- a) Members note the contents of the report and the current work being undertaken on the Mayflower 400 project.
- b) Members discuss further activity which they feel should be considered to ensure the maximum potential for Gainsborough and the local area.

**IMPLICATIONS**

**Legal: None**

**Financial : FIN73/16**  
**None directly arising from this report. As the project progresses there may be additional financial resources required. This would be subject to a further report to the appropriate body.**

**Staffing : Work is currently being undertaken by the Leisure & Cultural Services Team Manager supported by the Tourism Officer. A dedicated resource may be required as the project progresses. This would be subject to a further report to the appropriate body.**

**Equality and Diversity including Human Rights :**

**Risk Assessment :**

**Climate Related Risks and Opportunities : None**

**Title and Location of any Background Papers used in the preparation of this report:**

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes**

**No**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes**

**No**

## **1 Introduction**

- 1.1 The purpose of this report is to make Prosperous Communities Committee aware of the Mayflower 400 project and to start to consider how best West Lindsey District Council can both support the project and ensure maximum benefit for the town of Gainsborough and the local area.

## **2 Background**

- 2.1 2020 marks the 400<sup>th</sup> anniversary of the departure of the Pilgrim Fathers on the Mayflower which left the UK bound for the East Coast of America on the 6<sup>th</sup> September 1620.
- 2.2 Gainsborough has a significant part to play in the Mayflower story and therefore the town has a great opportunity to benefit from the project in terms of promotion, tourism opportunities and wider economic benefit.
- 2.3 The Mayflower 400 project has been developed and is being led by Plymouth City Council, who are keen to work with the other locations from the UK, USA and Holland that have a part to play in the Mayflower story. The partner destinations, including Gainsborough, have signed a Compact signifying a joint commitment to work together the mark the anniversary.
- 2.4 The National launch of Mayflower 400 took place at Gainsborough Old Hall on the 16<sup>th</sup> July. Over 80 guests and VIPs from the destinations attended and the event was a great success.
- 2.5 There are approximately 26 million Americans who claim to be of Pilgrim Father descent, 3 million of which have paid to register as such. Visit England consider the Mayflower celebrations to have the potential to attract a significant amount of American tourists to the partner destinations.

## **3. Current Work**

- 3.1 A national network of officers has been established who attend quarterly meetings to move the project forward. For the moment Gainsborough is being represented at these meetings by Sam Mellows, the Gainsborough Town Manager, and Victoria Mason from Lincolnshire County Council.
- 3.2 In addition a regional working group has been set up comprising of representatives from LCC, the Chamber of Commerce, Bassetlaw Boston and Doncaster Councils. The Leisure & Cultural Services Team Manager currently attends these meetings and the aim of this group is to co-ordinate activity and ensure that the local area is well represented both on a national and regional level.
- 3.3 The Council is currently in the process of setting up Mayflower 400 as a corporate project under the Growth Board. The Economic

Development team are also developing projects to improve the appearance of Gainsborough town centre through the Gainsborough Investment programme and are bidding for a Townscape Heritage Initiative with Historic England to repair and restore the town's historic fabric.

3.4 To date the following actions have been highlighted:

- Visit England have expressed significant interest in the project and there may be an opportunity to bid for some new product funding in 2016. This will ensure that a cohesive offer can be built and marketed to attract interest from international visitors and tour companies.
- Funding is being sought to develop a National Mayflower Trail. Currently the project is talking to Heritage Lottery Fund and the Arts Council.
- Doncaster airport have opened a flight path that will allow visitors to travel from Boston Massachusetts to Dublin and then from Dublin to Doncaster.
- A website is being developed to support the project of which Gainsborough will have its own page. This will contain information about Gainsborough Old Hall but also have links to other local tourist attractions.
- All destinations have agreed to hold an Illuminate event on the 26<sup>th</sup> November each year leading up to the anniversary in 2020 to build momentum and raise interest.
- There has been positive feedback from the Royal Mail about commissioning a set of Mayflower stamps in 2020. Further discussions are taking place with the Royal Mint around a commemorative coin.
- WLDC have contributed towards the production of education packs which will be distributed to all local schools in September.

3.5 Further to the above actions Officers would a request and welcome further suggestions for local activity from Members via this Committee.

## **4 Recommendation**

4.1 It is hereby **RECOMMEDED** that

a) Members note the contents of the report and the current work being undertaken on the Mayflower 400 project.

b) Members discuss further activity which they feel should be considered to ensure the maximum potential for Gainsborough and the local area.