



PRCC.59 16/17

Prosperous Communities
Committee

21st March 2017

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Subject: Mayflower 400 – A Regional Approach

Report by:

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Purpose / Summary:

To agree a regional approach to the Mayflower 400 initiative and recommend to CP&R that appropriate budgets are created both to support a regional Officer and match funding

RECOMMENDATION(S):

- a) Members acknowledge the work conducted to date and agree the adoption of a regional co-ordinated approach.
- b) Members recommend to C P & R that a total budget of £30,000 per year for three years is set aside to support Mayflower 400.

IMPLICATIONS

Legal: None

Financial : FIN/138/17
Budget requirement over the 3 years would be £90k. This will be a revenue expense which can be funded from General Fund Balances.
The current General Fund Balance stands at £1,188m with a further £0.6m contribution from revenue underspends as per Q3 monitoring.

Staffing :

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 In October 2015 Prosperous Communities Committee considered a report highlighting the Mayflower 400 anniversary in 2020 and the various opportunities this presented to the local area.
- 1.2 Since that date work has continued to support both the national initiative being headed up by Plymouth City Council and also at looking what can be done on a local/regional level to optimise the benefit for the local area. This activity has been monitored by the Leisure, Culture, Events and Tourism Member working group on behalf of this Committee.

2. Progress

- 2.1 Plymouth CC are currently working on a £5million bid to Heritage Lottery to fund a National Mayflower Trail. Each destination will have input as to what will be provided for their area and there will be an element of match funding required which will be scalable.
- 2.2 Previously, as reported in October 2015, Lincolnshire Chamber of Commerce were representing Gainsborough on the national scale. However, as West Lindsey District Council have recently been identified as the lead organisation for Gainsborough for the HLF bid this has provided an opportunity to reassess our involvement and influence within the initiative.

3. Current Work

- 3.1 It has been previously recognised that the Mayflower anniversary presents tourism opportunities for Gainsborough and the wider local area and an opportunity to provide a legacy beyond 2020.
- 3.2 In a bid to maximise opportunities it is necessary to understand the relevant opportunities for Gainsborough taking into account the national, regional and local aspirations and identify necessary activity, how this can be resourced and what appropriate funding there may be available to support.
- 3.3 To this end the Council have secured the services of Anna Scott who is an expert in the history of the Pilgrims and has been partnering with Bassetlaw District Council for the last two years. A Mayflower Strategy for West Lindsey District Council is currently being prepared detailing national, regional and local opportunities. This document will be used as the basis to pull partners together to work on joint initiatives.

4 Regional Approach

- 4.1 Gainsborough as a destination within the national trail has the advantage of the Old Hall as a physical asset to attract visitors. However, partners are starting to recognise if we all work alone there is

the risk of duplication in terms of work and this could have an adverse effect on attracting funding to support the initiative.

- 4.2 Officers and the LCET group therefore believe that there is real strength in partnering with our neighbouring authorities which will provide two benefits, one being the ability to share resources and the other to provide an joined up and robust visitor offer.
- 4.3 WLDC is already part of the Mayflower Roots group that has been formed comprising representatives from Bassetlaw, Doncaster, Lincoln University and Lincolnshire County Council. This local area has the distinct advantage of being the birth place of the Pilgrim and separatist movement and there is growing acknowledgement that the effective marketing of this area as Mayflower Roots would provide benefits and could attract international visitors interested in where their forefathers came from.
- 4.4 To this end Officers have begun talks with other Districts to test the appetite to fund a regional Mayflower Officer to lead on the initiative and funding bids. It is hoped that a contribution can be secured from each Council to support both an Officer and to provide match funding for any bids and that a joint management board is set up to support and provide direction.
- 4.5 To date an annual contribution has been secured from Lincolnshire County Council and a positive response has been received from Doncaster. A contribution will be required from WLDC and it is recommended that this is set at a level of £20,000 per year towards the Officer resource and up to £10,000 for per year for match funding. This would be to commence for three years from April 2017. Securing this funding will add weight to the discussions with other authorities.

5. Recommendation

- 5.1 It is therefore RECOMMENDED that:
 - a) Members acknowledge the work conducted to date and agree the adoption of a regional co-ordinated approach.
 - b) Members recommend to C P & R that a total budget of £30,000 per year for three years is set aside to support Mayflower 400.