

Key Decision Required:	Yes	In the Forward Plan:	Yes
-------------------------------	------------	-----------------------------	------------

CABINET

14 DECEMBER 2018

JOINT REPORT OF THE FINANCE AND CORPORATE RESOURCES PORTFOLIO HOLDER, THE INVESTMENT AND GROWTH PORTFOLIO HOLDER AND THE LEISURE AND TOURISM PORTFOLIO HOLDER

A.8 MAYFLOWER 400: AN OPPORTUNITY FOR TENDRING

(Report prepared by Michael Carran)

PART 1 – KEY INFORMATION

PURPOSE OF THE REPORT

To request that Cabinet agrees an action plan and associated budgetary provision to set out the Council's commitment to the Mayflower 400 commemorations.

EXECUTIVE SUMMARY

- The year 2020 marks the 400th anniversary of the sailing of the Mayflower ship to America. The port of Harwich played an intrinsic role in this iconic story which is linked to the birth of American civilisation and the story of Thanksgiving. The ship and its captain, Christopher Jones hail from our historic town and John Alden, the Cooper and first pilgrim to set foot on American soil, is widely believed to have originated from Harwich.
- Four hundred years after The Mayflower set sail to the New World, this anniversary provides a once in a generation opportunity for our coastal community town to regenerate its tourism offer and open the door to new markets and much needed long term economic development. It is widely believed that thirty five million people can claim to be descendants of the Pilgrims who boarded the Mayflower and evidence shows that 12% of the general US population see the anniversary as a reason to visit England in 2020 and revisit the story of their ancestors. This evidence is supported by a number of Mayflower themed tours already being promoted in the United States (US) and a number of bookings confirmed from 2019 onwards.
- An externally commissioned report projects that the economic impact of Mayflower 400 nationally for the period 2019-2024 is anticipated at £615m increase in direct spend and £768m in business turnover. Even a very small proportion of this national uplift being directed to Tendring would have a wide ranging impact on the local economy.
- The Council has been working with the 'Mayflower Compact', which is a group of national and international partners for around three years to develop an official 'Mayflower Trail' to expand and open new tourism markets in the United States, Holland and wider UK. A decision has already been made to open up the historic house of Captain Christopher Jones to visitors for the first time;

- The Mayflower Compact is a unique partnership of 11 UK destinations which are connected by the Mayflower story. With Central Government money and other external funding secured over recent years, the group has been able to work extensively with the US travel market and promote the trail at international trade shows such as 'World Travel Market' and 'Seatrade'. This has elevated Tendring to a platform it could not achieve in isolation and attracted US journalists, esteemed travel writers and importantly confirmed group travel bookings some two years in advance of their arrival. Through this platform, Mayflower 400 has the potential to confirm and re-establish Tendring as a District of outstanding heritage on an international level and be the catalyst for long term regeneration through tourism.
- Harwich has a stunning story and historically proven connection with Mayflower history, but a tangible tourism product is required to ensure a high quality, sustainable experience is offered to visitors. With that in mind, an action plan, including visitor attractions, events and physical assets has been developed to maximise the benefits of this iconic anniversary and to showcase the heritage offered by Harwich and the wider Tendring District. This will cost £135,000, but has the potential of attracting further external funding in the lead up to 2020. The action plan is set out in Appendix A and includes the opening of Christopher Jones' house together with the following projects:
 - Providing a Welcome/Heritage Centre to showcase the relationship between Harwich and the Mayflower in an interactive museum style experience;
 - Providing a tangible trail around the historic town of Harwich, including way markers, trail-heads and pavement plaques;
 - A diverse programme of Mayflower themed events throughout the anniversary year;
 - A programme of sport.
- It will take a collaborative approach with a range of key partners and support from the local business community to ensure the full potential of Mayflower 400 is realised. With that in mind, the budget identified will be used to attract additional funding from partners, such as Essex County Council and Harwich Town Council and provide match funding to for appropriate external funding bids. The Council is actively talking to partners about additional investment. Each project listed in the action plan will require the authority of the Cabinet Members for Finance and Corporate Resource, Investment and Growth and Leisure and Tourism before progressing.

RECOMMENDATION(S)

a) That Cabinet adopts the action plan for Mayflower 400 set out in Appendix A of this report.

b) That, subject to a) above, a budget of £135,000 is set aside in 2018/19 (£68k from the Business Investment and Growth Budget and £67k from New Burdens Funding carried forward from 2017/18) to support the Mayflower 400 action plan (as set out in Part 2 of this report)

c) That subject to a) and b) above, authority for allocation of the budget to individual projects, together with securing match funding on a project by project basis, is delegated to the Cabinet Members for Finance and Corporate Resource, Investment and Growth and Leisure and Tourism.

PART 2 – IMPLICATIONS OF THE DECISION

DELIVERING PRIORITIES

The delivery of the Mayflower 400 action plan will support the Council's priority to contribute to Mayflower 400 commemorations, as set out in 'Our Priorities and Projects 2018/19' and wider economic growth.

FINANCE, OTHER RESOURCES AND RISK

Finance and other resources

Budget for Mayflower 400

The cost of delivering the action plan is estimated to be £135,000, and it is proposed to set aside money from the Business Investment and Growth Budget, together with New Burdens Funding to support Mayflower activities.

This budget will be spread over 3 financial years ending in 2020/21 and is based on a projected sum allocated for each project, as shown in Appendix A.

Allocation of Budget

It is recommended that the budget set aside to support the Mayflower 400 action plan is 'drawn down' through a concurrence process signed by the responsible Cabinet Members. As such, once each project is confirmed by responsible officers, it will be agreed with the Portfolio Holders before the appropriate proportion of the budget is allocated.

There is potential to attract additional funding from partners, Section 106 monies and award bodies to supplement the budget provided. Officers will look at potential funding pots with a view to applications being made in the lead up to the anniversary.

The national Mayflower Compact has already attracted a total of £750,000 from Central Government and a further £500,000 from Discover England Funding. This money has been used to sell the bookable tourism product to the US and Dutch Markets and develop a digital app to support the trail. The group has active funding bids submitted with other award bodies, to further develop the Mayflower 400 offer nationally.

Economic Impact

Research by Visit Britain shows that visitors from the USA are the UK's highest spending and second largest market. In 2015 the USA was the second biggest market to England by volume accounting for 9% of all visits, 3,266,000. US Visitors will spend the most money on a holiday to England, £3,010 million/14% of all visitor spend.

Research commissioned by the Compact projects that the economic impact of the national programme is modelled to be £147m in the year 2020 alone. But the period of economic benefit will extend in advance and significantly after 2020 with economic impact for the period 2019-2024 anticipated at £615m increase in direct spend and £768m in business turnover.

Research conducted on behalf of Destination Plymouth demonstrates that the commemoration represents a significant opportunity to re-position English tourism product to the US market to grow inbound visits in 2020 and in the 10 years afterwards as the whole East coast of the USA turns 400 up to Boston in 2030.

A cost benefit analysis conducted on the positive media coverage received so far nationally, is in the region of a quarter of a million pounds alone.

The volume of visitors from the US to the UK grew in 2016 while volumes from other

countries were in decline. It is notable however that growth in volume from US is driven primarily from London. Mayflower 400 provides a route to expand on trips outside of London, acknowledging the critical role the city will play for the majority of visitors but providing detail on routes and itineraries out into the regions, including Harwich.

Risk

The delivery of the action plan is reliant on close working relationships with cross sector stakeholders. This is mitigated by the close working relationships formed in recent years through the Harwich and Dovercourt Tourism Group and working with a wide selection of key partners.

LEGAL

The proposals are within the Council's powers. The Request for allocation of budget is in accordance with the Budget and Policy Framework, as set out in Part 5 of the Council's Constitution.

OTHER IMPLICATIONS

Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.

Crime and Disorder / Equality and Diversity / Health Inequalities / Area or Ward affected / Consultation/Public Engagement.

Area or Ward Affected

The key ward affected is Harwich East Ward, but this has the potential to impact on the entire District.

Health Inequalities

Health inequalities and financial disadvantage are intrinsically linked and a project with the potential for regeneration and job creation may have an impact in the medium and long term.

Consultation

The Harwich and Dovercourt Tourism Group, which is made up of a wide range of organisations have been involved in discussions about this action plan and contributed towards its development. As such, the plan has the broad support and importantly 'ownership' of the local community.

The Council, in partnership with the tourism group organised a 'Mayflower Conference' which took place at Harwich International Port in March 2018. This was attended by business owners, representative of the tourism industry and local educational professionals. The purpose of this gathering was to update the local community on the progress of Mayflower 400 and engage local business to consider their contribution. If a number of businesses put together their bespoke Mayflower themes, events and projects, this will significantly add to the value and create a holistic high quality visitor experience.

PART 3 – SUPPORTING INFORMATION

BACKGROUND

Mayflower 400 Compact

The Council has been working with partners from across 11 key destination involved in

the Mayflower story over the last two years. The primary aim of the group, which is working under the banner of the '*Mayflower Compact*', is to devise and promote a national Mayflower trail as a bespoke tourism package and sell it to the US and Dutch markets.

The group have visited the US on two occasions and promoted the 'UK Mayflower Trail' at a number of international travel exhibitions over the last 12 months, including the 'World Travel Market' in London. Indicative feedback from these events has been extremely positive and Mayflower packages are already on sale in the US from 2018 through to 2020; and itineraries include Harwich.

Work has commenced on both an arts and culture and sports programme to support the commemorations. A significant amount of external funding has been awarded to support the groups activities and further bids have/are due to be submitted, e.g. Arts Council.

A series of high profile and colourful events is also being planned nationally and a local element to this is crucial in driving interest.

Further to the action plan, the group are also working collectively on a tour of 'Tall Ships' Mayflower Films

Harwich and Dovercourt Tourism Group

The Council has been working with representatives from the public, private and voluntary sectors over the last 3 years to develop the tourism industry in Harwich. This is Chaired by the Managing Director of the Milsom Hotel Group and includes representatives from the Harwich Haven Authority, Harwich Society, Harwich Town Council, Harwich Festival of the Arts, Harwich Mayflower Trust, representatives of the retail sector, Harwich Connexions, Hotels/Restaurants and others. The Council has played a key role in this group and has contributed towards delivering new branding for Harwich, a new website and promotional campaign.

The action plan outlined in this report will be supplemented by other locally organised events/projects and is not an exhaustive list, but an overview of the key components of the proposed Harwich offer.

Harwich Town Council and Harwich Haven Authority have provided funding for projects delivered by this group. This has included the Historic Harwich tourism website and regional distribution of a tourism leaflet.

BACKGROUND PAPERS FOR THE DECISION

None.

APPENDICES

Appendix A - Action Plan

APPENDIX A

MAYFLOWER 400 ACTION PLAN

PROJECT	DESCRIPTION	APPROXIMATE COST (£)	POTENTIAL FOR MATCH FUNDING	OUTCOME
Mayflower 400 Welcome Centre	<p>Discussions have taken place with representatives of St Nicholas' Church to host a 'Welcome/Heritage Centre' for Mayflower 400 at Esplanade Hall, which will be the focal point for visitor information, booking Harwich Society tours and exhibiting the '<i>Harwich Mayflower story</i>' with appropriate artefacts and history, displayed on professional museum style presentations. Research undertaken by the Harwich Society, local and international historians including MA History Students from the University of Essex would be used in this hub for the commemorations.</p> <p>The Welcome Centre will be staffed by Harwich Society volunteers and would also include a virtual reality presentation depicting Harwich at the time of Christopher Jones and the Mayflower together with other short films.</p> <p>The Church has agreed for the building to be used and there is a plan for refurbishment of this historical and popular local building. The building is ideally located for ease of access from the main transport hub at Harwich Railway Station and would be a focal point of the Mayflower trail. It should be noted that this building will be restricted for use in 2020 and will not be available as a long term asset. If this project is a success, it may be aspired to locate another building to ensure a legacy from Mayflower 400.</p> <p>The budget for this project will be used for museum style displays, virtual reality presentations and the production of short films. All of these will be used as long term visitor attractions.</p>	£50,000.	Yes	<p>Visitors to any attraction require a sense of welcome. When the first visitors arrive for Mayflower tours, they will inevitably provide digital reviews and this attraction will play a key role in ensuring their positivity.</p> <p>For the first time, this venue will establish the relationship between Harwich and the Mayflower story in a</p>

				<p>rounded manner. This will not only ensure the full story is 'told' but will instil a sense of local pride.</p> <p>All the material developed for this venue will be reusable in the future and can form the basis of displays at other venues. This could also include international exhibitions in the US and Holland, which would significantly raise the profile of Tendring as a visitor destination.</p>
Mayflower 400 Heritage Trail	In order to guide visitors around Harwich, taking in the key landmarks and business areas, it is important to devise a tangible Mayflower Heritage trail. This will include plaques set into	£40,000 <i>The Council is</i>	Yes	A long term asset will be established to

	<p>footpaths with key information, interspersed with new public art, way markers and trail heads commemorating Harwich and its relationship with the Mayflower story. Some of these assets may require planning permission.</p> <p>The trail will be supplemented during peak season and key dates, by including members of the Harwich and Dovercourt theatre group dressed in period costume through the streets of the town.</p> <p>The National Mayflower Compact is in the process of working up standard designs for trail markers, to ensure uniformity throughout the official Mayflower destinations. This will create a sense of arrival for visitors and confirm their arrival in a bona fide ‘Mayflower destination.’</p>	<p><i>actively seeking a partner organisation to sponsor this project.</i></p>		<p>allow visitors to navigate their way around Historic Harwich and bring to life the Mayflower story with a mixture of public realm and digital technology.</p> <p>The trail will significantly improve the attractiveness of the public realm and provide a route past local businesses, to support the local economy.</p>
<p>Programme of Events</p>	<p>It is envisaged that a programme of events will take place throughout 2020, to add value to the Mayflower Trail, attract visitors and raise the profile of Harwich/Tendring. Discussions are taking place with event organisers to ‘brand’ current events under the ‘Mayflower’ banner.</p> <p>This budget will be used for a bespoke ‘Harwich Mayflower’ event to be organised for key dates throughout the year – as an additional visitor attraction. All Mayflower events are being promoted through the national website and promoted to group</p>	<p>£20,000</p> <p><i>Additional funding could be pursued from other sources to supplement this budget.</i></p>	<p>Yes</p>	<p>Tendring has significant experience in the power of managing events to underpin the tourism industry. A year long</p>

	<p>travel organisations in the US and Holland.</p> <p>Due to the resources required to organise events of this nature, it might be possible to commission the management of this project to either a local cultural organisation or partner with Essex County Council.</p>			<p>programme of events will provide add vibrancy to the commemoration year, attract additional visitors and importantly add value to the visitor offer as well as raising the profile of Tendring.</p>
Programme of Sport	<p>Together with the National Mayflower Compact Group, a programme of sporting activities is being planned to commemorate the anniversary and engage with all members of the community. A small grant fund will be allocated, for local clubs and organisations to bid for set up costs and a 'Mayflower Start up Pack.' This funding is being sourced nationally and Tendring are the lead organisation on this element of the national programme.</p> <p>Discussions are taking place with organisations such as the RYA, national running event organisers and Sweetspot to devise a comprehensive programme of sports to increase participation, encourage sports tourism and attract a number of nationally significant events.</p> <p>There will not be any funding provided locally for his project.</p>	£0	Yes	<p>A mass participation sports programme will raise the profile of Mayflower 400 locally.</p> <p>A number of 'sports tourism' events are being planned, which will result in sports clubs from the various Mayflower destinations</p>

				visiting and staying in Harwich.
Marketing and Promotion and the development of a Tendring Legacy from Mayflower 400	<p>If increased visitor numbers are experienced during 2020, particularly from the US and Dutch markets, there is a real opportunity to use the anniversary as a District wide catalyst for economic growth in the tourism sector.</p> <p>Building on the foundations that this action plan will establish the District as an internationally important heritage area and wider itineraries could be offered, including the Manningtree Witchfinder Trail with significant appeal to the US market.</p> <p>Increased footfall and visitor numbers has the ability to attract further private sector investment, local investment and jobs, together with other new opportunities.</p> <p>Part of this budget will be allocated to a promotional campaign to supplement that which is taking place nationally and internationally. The remainder will be used as match funding for funding bids submitted by the national Mayflower Compact for promotional campaigns in the US and Holland.</p>	£25,000	No	It is essential to market and promote the development of Harwich as a heritage destination, to create the legacy that will ensure tourists continue to visit our District and Tendring will become a stable part of group travel organisations itinerary.
<p>The House of Captain Christopher Jones</p> <p><i>Note: The costs for this project have been allocated separately.</i></p>	<p>The house of Christopher Jones situated in Kings Head Street, Harwich is currently in private ownership, but the owner has agreed a rental arrangement the Council, to enable this historically important building to be accessible to visitors in 2020.</p> <p>The potential of this attraction being part of a national Mayflower trail in 2020, has been met with excitement by the group of 11 destinations working together to promote a cohesive tourism package to the US market.</p> <p>A significant part of the house has been restored to expose its original features and research has shown that authenticity such as</p>	This project is already funded.		The house of Captain Jones will be one of the most significant attractions of the national Mayflower 400 trail. It is likely to be a key draw for visitors.

	<p>this will appeal to US Visitors. Discussions have taken place with the Harwich Society about managing the house and incorporating audio visual displays (AV), together with historical documents and artefacts to ensure the house is a quality visitor attraction.</p>			<p>National and international group travel organisers have expressed their excitement about such a key heritage building being accessible during the anniversary year and beyond.</p>
--	--	--	--	---