

**DARTMOUTH TOWN COUNCIL**  
**MINUTES OF THE MEETING OF DARTMOUTH TOWN COUNCIL HELD VIRTUALLY ON**  
**MONDAY 6<sup>TH</sup> JULY 2020**

- PRESENT:** There were 15 Councillors present at the meeting.  
Cllr: G Webb (Mayor); S Hibbert (Deputy Mayor)  
Cllrs: P Allen; M Baillie; C Campos; D Case; A Edsall; G Evans; T de Galleani; R Lyon; D Shepherd; D Wells; M Webber; L Williams; G Yardy.
- IN ATTENDANCE:** Town Clerk: C Pritchard-Williams; Properties Administrator: K Brown; Administrator: R Searle; Responsible Financial Officer: A McGrigor; Properties Manager: Richard Roberts; Town Sergeant: R Lambdon; District Cllr: H Bastone; County Cllr: J Hawkins; Chronicle Reporter: Ginny Campbell and 3 members of the public.

**PART I - Open to the Public**

**67. MAYOR'S ANNOUNCEMENTS**

The Mayor reminded both Councillors and the public that this meeting was being audibly recorded. Members of the public participating in the meeting (e.g. asking questions) should be aware that they were being recorded or reported on and by entering the virtual meeting room, they were consenting to being recorded.

**68. TO RECEIVE APOLOGIES FOR ABSENCE**

Apologies were received from Cllrs N Bodinnar  
**Resolved:** that the Council approve this apology.  
**Majority vote carried**

**69. TO RECEIVE DECLARATIONS OF INTEREST**

Both Cllr G Webb and Cllr D Shepherd declared an interest in item 73 - TO CONSIDER THE GRANT APPLICATION FROM COMMUNITY CHEST FOR £5,000

**70. TO RECEIVE QUESTIONS TO COUNCIL BY MEMBERS OF THE PUBLIC**

There were none.

**71. TO APPROVE THE MINUTES OF THE TOWN COUNCIL MEETING HELD ON THE 15<sup>TH</sup> JUNE 2020**

Cllr D Case asked to clarify with regards to the phone boxes, that DTC needs to decide what will be done with the ones that are not being adopted.

**Proposed:** Cllr G Webb

**Seconded:** Cllr D Wells

**Resolved:** To approve the minutes of the council meeting held on the 15<sup>th</sup> of June 2020

**Majority vote carried**

**72. TO NOTE THE WRITTEN REPORTS FROM:**

- a. County & District Councillor - Cllr Hawkins (Appendix A)
- b. District Councillor - Cllr Rowe (Appendix B)
- c. District Councillor - Cllr Bastone (Appendix C)

Cllr G Evans asked the District Councillors about the Lower Ferry Team who have been receiving some verbal abuse from people using the ferry to get home after drinking in Dartmouth and advised that the District Cllr should investigate this matter. Cllr H Bastone replied that this was being investigated.

Cllr T de Galleani informed Cllr H Bastone that she had received a complaint regarding the lime tree that is hanging into the SHDC permit only car park. Cllr H Bastone stated that the tree was on DTC land and that DTC would have to cut it back.

Cllr C Campos noted that she had been stopped by a resident who complained about the weeds on The South Embankment and Bayard's Cove. She stated that she was pleased to see SHDC in action weeding these areas and asked if this could be continued until the weeds have gone. Cllr H Bastone replied that this has been an ongoing project for the last three weeks and that it would continue.

**73. TO RECEIVE AN UPDATE FROM THE DARTMOUTH MAYFLOWER 400 COMMITTEE – (Appendix D)**

Laura Campbell from the DM400 committee gave an update regarding the changed DM400 plans due to COVID-19 (Appendix D)  
Cllr M Baillie passed on her congratulations to the DM400 team and all that they have achieved so far.

Cllr C Campos asked about the travel brochure and Laura stated that there was a group brochure available and that a travel brochure was in the works for when funding becomes available.

Cllr C Campos then asked how much funding was needed for the brochure and Laura replied that it would cost around £1,000.

Cllr G Yardy thanked Laura for the presentation and noted that it was great to see the statistics that were noted in the update (Appendix D).

**74. TO CONSIDER THE GRANT APPLICATION FROM COMMUNITY CHEST FOR £5,000**

*Cllr G Webb and Cllr D Shepherd were removed from the virtual meeting and placed into the waiting room.*

Cllr Hibbert was asked to chair this item in the absence of the Mayor.

Cllr Evans said that said that more information had now been supplied and seeing as no questions were asked for Cllr Webb or Cllr Shepherd he proposed that this item be approved.

Cllrs discussed the grant application and questions were asked to do with whether enough information was submitted as per our grant awarding policy.

Cllr T de Galleani said that she thought the work they had done over the past few months was amazing but that the accounts were still not up to the standard required to receive a grant.

Cllr C Campos said that she had originally said she felt the accounts were not acceptable but that Community Chest had now provided a breakdown for every item and that she was happy with the extra detail provided.

Cllr A Edsall seconded the view of Cllr C Campos.

Cllr D Case said that in the first 6 months, the Community Chest income was £19,000 and their outgoings were £15,000 meaning there was a £4-5,000 gap through more donations coming in than they had spent.

Cllr A Edsall answered that the amounts were different as Community Chest had been doing a lot of fundraising at the start of the COVID-19 Pandemic to cover their projected costs.

Cllr M Baillie added that she thought the accounts were a lot better but more evidence needed to be shown. Cllr M Baillie would recommend waiting for more information and consider giving the grant in the winter months rather than now.

Cllr L Williams asked if Cllr G Webb and Cllr D Shepherd should be brought back into the meeting to answer any questions.

Cllr C Campos added that Community Chest are preparing for a second spike of COVID-19, that they have provided their accounts and the grant proposal is justified.

Cllr P Allen stated that he was worried that a state of dependency was coming in and wondered if the charity is viable, as Community Chest cannot come to the council again this year for funds.

Cllr G Evans spoke about the work that the charity had done, and that the charity was fully funded but could not have predicted the effect that COVID would have had on the town.

**Proposed:** Cllr G Evans

**Seconded:** Cllr L Williams

**Resolved:** To accept and approve the grant application from Community Chest for £5,000

**Majority vote carried**

**Approved:** GE, CC, GY, MW, AE, PA, LW

*Cllr G Webb and Cllr D Shepherd were moved from back into virtual meeting from the waiting room.*

**75. TO CONSIDER CHANGING THE TERMS AND CONDITIONS ON THE R.A.G. HUT TO ALLOW BUSINESSES TO HIRE IT AS WELL AS CHARITIES AND ORGANISATIONS FOR £75 A DAY (CC/AE)**

Cllr C Campos explained that this had come about after the decision to allow businesses to trade from the R.A.G during the COVID-19 Pandemic.

Cllr A Edsall added that this would allow charities and organisations to use it more than twice a year and for businesses to use it for this summer. Council will then need to decide in the autumn if businesses could continue to use the hut or if it is only for this summer and for charities to be able to use it more than twice a year. This would ensure that the R.A.G hut is used for five days a week through the summer season.

Cllr D Case stated that she thought that changing the regulations to allow charities to use the hut more than twice a year was a no brainer, but that renting it out to one business felt unfair.

Cllr M Baillie felt that the hut should be more utilised, but that people should not be able to block book the hut.

Cllr R Lyon added that he was very happy to vote for this, but DTC needed to be clear on the rules set out to give everybody a fair chance to use the hut.

Cllr T de Galleani added her agreement but suggested that this is reviewed at the end of the year.

**Proposed:** Cllr R Lyon

**Seconded:** Cllr M Webber

**Resolved:** To accept changing the terms and conditions on the R.A.G hut to allow businesses to hire it as well as charities and organisations, hire can be on any day of the week and the cost will be £75 a day. This proposal to last until the end of the year and should be reviewed in three months (October)

**Majority vote carried**

**76. TO RECEIVE AN UPDATE FROM THE NEIGHBOURHOOD PLAN (GE)**

Cllr G Evans stated that the Neighbourhood plan has been moving forward during lockdown and will be featured in this months 'By the Dart' magazine. The new website is being launched ([www.dartmouthplan.org](http://www.dartmouthplan.org)) and visitors are able to sign up to a mailing list to receive new information.

**77. TO CONSIDER THE PROPOSAL FOR ADDITIONAL KAYAK AND DINGHY STORAGE, UTILISING THE PUTTING GREEN AREA ON CORONATION PARK (GE)**

Cllr G Evans identified that the plan for temporary dinghy storage was brought to Council last year and was not passed. He stated that due to the current COVID-19 situation, DTC need to start making money to balance out the deficit and extending the dinghy park onto a piece of land that is not used is one way to achieve this.

Cllr R Lyon added that while he understood that taking away some green space is not ideal, with the new slipway that has been proposed Dartmouth is in need of boat storage which includes temporary storage for visiting sailors that is as local as possible to the slipway. Cllr R Lyon also pointed out that the Mayflower Garden is going ahead behind the tennis courts and access would still be fine through this proposed dinghy park.

Cllr T de Galleani added that she was very opposed to this idea due to the Corporation Act of 1928 which gave the park to the town for recreation and sports games, not for equipment to be stored. Cllr T de Galleani also felt that it would impact the Plantation garden that is being built by DGP.

Cllr G Webb added that the impact to the plantation garden could be mitigated to some extent, and that boats and equipment are already being stored a few feet away and that a precedent had already been set.

The Properties Administrator added that the dinghy storage extension would make money for the town and would be temporary and reviewed on an annual basis. She also added that the Act of Parliament has been looked at and that sailing is seen as a recreational sport. The office currently have a large waiting list for boat storage,

even in the current climate and this would benefit local clubs who need more space. It would also help the local economy as it would bring visitors into the town.

Cllr A Edsall added that the new slipway is around 3-4 years away as the funding has not been achieved and that the slipway group were looking at the old quarry behind the depot to use as a trailer park. Cllr A Edsall added that he would support this if it had the backing of the town and would like a consultation where it is explained to the town and the votes collated.

Cllr M Webber stated that she agreed with Cllr A Edsall that locals would not be happy with this and that because the area is raised it would stand out even more.

Cllr G Webb asked the Properties Administrator if the waiting list for boat storage was mostly locals and she replied that it was. The Properties Administrator also pointed out that there was no public consultation regarding taking away green space for the Plantation Garden, which was agreed by SHDC not DTC.

Cllr G Yardy asked if the area was going to be paved over. The Properties Administrator said that it would not be. Cllr G Yardy then gave his support for the dinghy park extension as DTC should be promoting business not restricting it.

The Properties Manager added that hardcore would be put down, like the paths in the current dinghy park and that if it is decided that there is no demand for the extra storage in a few years it can be pulled up and the grass replanted. He stated that this is not an irreversible option and if the council want to make between £10-15,000 a year over the next three years and then put the area back to grass, they could.

Cllr M Baillie added that she would be sad to see the area used for anything other than recreation and that the council should look at alternative fundraising in that area like crazy golf.

**Proposed:** Cllr G Evans

**Seconded:** Cllr D Wells

**Resolved:** to accept the proposal for additional kayak and dinghy storage, utilising the putting green area on Coronation Park.

**Majority vote carried**

Cllr A Edsall asked for a recorded vote

9 Cllrs Approved: G Evans; D Wells; L Williams; C Campos; R Lyon; G Yardy; P Allen; G Webb; D Shepherd

5 Cllrs Objected: A Edsall; Cllr T de Galleani; S Hibbert; M Baillie; M Webber

1 Cllr Abstained: Cllr D Case

**78. TO CONSIDER APPLYING FOR VILLAGE GREEN STATUS FOR THE ORCHARD (GW)**

Cllr G Webb asked for any questions regarding the proposal that was sent out before the meeting.

Cllr D Case stated that she supported this proposal, but as DTC now have a relationship with Tozers and considering this is a speciality of theirs DTC should run it past them.

**Proposed:** Cllr G Webb

**Seconded:** Cllr D Wells

**Resolved:** To check with Tozers regarding applying for a Village Green status for the Orchard and following on from their advice then to apply to designate Dartmouth Community Orchard as a Village Green.

**Majority vote carried**

**79. TO NOTE THE RECOMMENDATIONS FROM THE FOLLOWING VIRTUAL PLANNING COMMITTEE MEETINGS (with delegated authority):**

- a. Planning Committee virtual meeting on Tuesday 30<sup>th</sup> June 2020  
**Proposed:** Cllr G Evans  
**Seconded:** Cllr R Lyon  
**Resolved:** To approve the minutes of the virtual Planning meeting on the 30<sup>th</sup> June 2020  
**Majority vote carried**

**80. TO RECEIVE REPORTS FROM AND PUT QUESTIONS TO REPRESENTATIVES ON PUBLIC BODIES AND ASSOCIATIONS**

There were none

**81. ITEMS TO BE INCLUDED ON A FUTURE AGENDA**

Cllr M Baillie – update regarding CCTV in Townstal  
Cllr G Yardy – the need for electric charging points in the Health and Wellbeing Centre carpark  
Cllr D Wells – electric charging points in Town

**82. CONFIDENTIAL**

**Proposed:** Cllr G Webb

**Seconded:** Cllr S Hibbert

**Resolved:** Cllr Webb proposed that in view of the confidential nature of business about to be transacted, it was in the public interest that the press and public be excluded and that they be instructed to withdraw.

**Majority vote carried**

**PART 2 – Confidential**

Cllr D Case suggested moving the item STAFFING UPDATE to the beginning of the confidential section and the Mayor agreed.

**83. STAFFING UPDATE**

The Mayor read out advice that had been received from the newly appointed employment specialists Tozers, and Cllrs discussed this issue.

**Proposed:** Cllr A Edsall

**Seconded:** Cllr D Shepherd

**Resolved:** That Council take the advice from the solicitor and approve option 2.

**84. TO APPROVE THE TRANSFER OF A MEMBER OF STAFF FROM THE GARDENING TEAM TO THE MAINTENANCE TEAM (CLEANING OPERATIVE & GENERAL ASSISTANT)**

**Proposed:** Cllr C Campos

**Seconded:** Cllr D Wells

**Resolved:** To approve the transfer of a member of staff from the gardening team to the maintenance team (cleaning operative and general assistant)

**Majority vote carried**

**85. TO CONSIDER APPROVING THE RECRUITMENT OF TWO PART TIME MEMBERS OF STAFF TO THE MAINTENANCE TEAM (CLEANING OPERATIVE & GENERAL ASSISTANT)**

Cllr D Case suggested that this is approved, but to allow DTC to still use agency staff for to assist with cleaning the council buildings if needed.

Cllr L Williams added that, after looking at the figures which show that agency staff are more expensive DTC should look at recruiting staff on a temporary basis as this would cost less.

The Properties Manager stated that an agency cleaner would give DTC the option of easily cutting down or adding hours as needed.

**Proposed:** Cllr D Case

**Seconded:** Cllr G Evans

**Resolved:** To approve the recruitment of two part time cleaning operatives / members of staff in the coming months if needed.

**Majority vote carried**

**86. TO CONSIDER APPROVING THE RECRUITMENT OF TWO PERMANENT MEMBERS OF THE GARDENING TEAM AND REVIEW THE REQUIRED QUALIFICATIONS FOR POST A & POST B**

**Proposed:** Cllr R Lyon

**Seconded:** Cllr D Wells

**Resolved:** To approve the back recruitment for the member of staff that has been moved to the maintenance team.

**Majority vote carried**

**87. TO CONSIDER APPROVING THE RECRUITMENT OF TWO SEASONAL WORKERS FOR THE GARDENING TEAM**

**Proposed:** Cllr C Campos

**Seconded:** Cllr D Wells

**Resolved:** To approve the recruitment of two seasonal workers for the gardening team.

**Majority vote carried**

**88. TO CONSIDER THE COUNCIL'S RESPONSE TO REQUESTS RECEIVED FROM TENANTS FOR HELP / REDUCTION IN RENT DURING THE COVID-19 PANDEMIC. (CC & AE)**

This item was moved to the next Full Council meeting.

**89. TO CONSIDER THE DARTMOUTH VISITOR CENTRE'S LEASE (RR)**

This item was moved to the next Full Council meeting.

*The meeting ended at 22:04*

**Appendix A – Report from Cllr J Hawkins**

## **COVID**

All Devon District Councils and the County are working closely under the Team Devon Banner Regularly meetings are taking place to ensure that there is a unified response across the County to ensure services are maintained and in particular and most importantly to those in most need Devon was awarded one of only 15 councils in the Country Beacon Status for its services during COVID It is also one of 11 who are advising on good practice to other councils It is vital that children and elderly are looked after during this crisis, and I believe both County and South Hams have been responsive and adaptable to the constant changes I would like again to thank Community Chest, TQ6, Dartmouth Caring, Flavel Church and Food Bank for all their amazing work and their volunteers I have been to a number of meetings at South Devon and Torbay Trust as a Governor, and I would like to thank them and All the Front line services for their hard and dedicated work during this period

It is good news that the cases of Covid have reduced over recent weeks and last week Torbay had no cases at all With the lock down changing on Saturday let's hope that continues

Emphasis on re arranging cancelled operations etc and waiting lists are the priority now

In Dartmouth we have been lucky that The Fleet, nursing home has now opened and have heard a number of good reports recently

## **Recovery**

Working with Partners over the past few months, I would like to thank Cllr Campos in bring stakeholders together with weekly meetings The Businesses along the Embankment have been given 8 temporary licences for seating and tables for food and drink until October I wish them every success and good weather

Park and Ride, this is still free until the school holidays, using the 93 bus The normal service will start for school holidays, with a request for double deckers for this service , as even a double decker can only carry 20 passengers Mayors Avenue long stay parking will remain until school holidays Ferries Higher Ferry has gone back to a 9pm finish, Passenger Ferry a 7pm and lower Ferry 10pm Stagecoach All services returned last month to their normal service It is good to see the Railway reopen as well

Both Devon County and South Hams are using Team or Skype to hold meetings, this seems to be working well, it certainly helps me as I can attend more meetings as I no longer have to travel

At South Hams we are arranging Recovery workshops, with members and partners over the coming weeks/ months As Exe member for Health and Well-being with fellow Exe Member Cllr Hopwood are working on plans for Residents, Partnerships and Communities During COVID we have all learnt we can work in new more efficient ways, and be more responsive, this will be a big part on how we go forward

Playgrounds reopened Monday and it is hoped leisure centres towards the end of July

South Hams have set up a Business Pop up School, 72, businesses have joined to date

And £879,000 have been given out in grants to support businesses to date

If anyone knows of a business that has not yet asked for help in any way, please let Hilary, Rose or I know



**Day to day**

**Bus shelters**

Thankfully at long last the new shelters will start to go up starting this week New shelters will go up at Sainsbury's (Town Side), Townstal road at Jct Church Road, Townstal road jct Britannia Avenue and one near Milton Lane, and 2 news ones on Embankment

Planning for new Health and well-being Centre is on going

Last month I also had a meeting virtually with the new Head of Dartmouth Academy Emily Simpson-Horne and plan to meet up with her in the autumn

**Appendix B – Report from Cllr R Rowe**

**S.H.D.C. REPORT FOR JUNE 2020**

We have reached the end of 3 months of Lock Down and indeed it is 15 weeks since it first began.

We are holding all our meetings via Skype and Zoom. I have also recently started using Team Viewer. We keep in touch with regular meetings on a Monday and various meetings throughout the week.

We have been continuing with enabling businesses to access various grants which are available and can be viewed on the Council's website.

The Council's finances are badly affected as are all councils. At present we are £2.588mil. Over budget. The new waste & Recycling Service will now not come into service until February 2021, the delay will cost The Council £65,000. Per month. The income from the Employment estates is down by 25%.

All The Councils across Devon are working together under the banner of Team Devon to exchange ideas & working practises .Lobbying M.P. 's, Central Government & other bodies where finance may be available. Fortunately due to prudent financial management in years gone by South Hams is in a good financial position with reserves which may have to be tapped into to help out at this unprecedented time.

Car Parks have now reopened and charging so income will start to trickle in from them .The Lr.Ferry will hopefully see more use as Tourists will start to visit and use it. So that will help. Most Public Toilets have now reopened too.

Jonathan, Hilary and I have been working closely with Dartmouth to assist businesses fronting The South Embankment. Enabling them to use this area for setting up tables & seating arrangements for Food & Drink at social distancing from 4/7 th . Dartmouth Town Council are planning to do the same in the Royal Avenue Gardens.

We are working on a recovery plan under the Title of Build Back Better & having workshops during July .We will be considering new ways of working built on lessons we have learnt from the way the council has functioned during the last few months during lock down.

Personally my work load locally has been involved with car parking, toilets, S 106 Agreements, 2nd home owners staying overnight in their properties, Non collection of Bins & endless emails apart from every day Council business.

Take care, stay safe and stay local.

Rosemary.

### **Appendix C – Report from Cllr H Bastone**

#### **June Activity Sheet**

- June. 1. Recovery Plan for Dartmouth Zoom meeting.  
Dartmouth Town Council meeting by Zoom.
3. Finance update meeting by Skype.  
Weekly Leader/Deputy Leader/Chief Exec/Deputy Chief Exec Skype Briefing.
4. Joint Overview & Scrutiny/Development Management meeting by Skype:  
Coronavirus (COVID-19) Response and Draft Recovery and  
Renewal Plan Development.
5. Executive Briefing by Skype.  
Weekly South Hams/West Devon joint Leaders/Deputy Leaders/Chief  
Exec/Deputy Chief Exec Briefing by Skype.
8. Recovery Plan for Dartmouth Zoom meeting.
10. Assets update meeting by Skype.  
Skype meeting with Guy Pedrick regarding use of Council Land by businesses in  
Dartmouth.  
Weekly Leader/Deputy Leader/Chief Exec/Deputy Chief Exec Skype Briefing.  
Kingswear PC meeting by Zoom.
11. Executive/SLT fortnightly catch-up by Skype.  
SHDC Webinar by Skype – Restarting your business safely.  
Executive weekly chat by Skype.
12. Weekly South Hams/West Devon joint Leaders/Deputy Leaders/Chief  
Exec/Deputy Chief Exec Briefing by Skype.  
PopUp Business School preparation meeting by Skype.
15. Mayors & Clerks meeting by Skype (Partial attendance).  
PopUp Business School presentation by Team.  
Dartmouth Town Council meeting.
16. Virtual Drop-in session: Hospitality Sector by Skype.
17. Waste Board meeting by Skype.  
Finance update meeting by Skype.  
Weekly Leader/Deputy Leader/Chief Exec/Deputy Chief Exec Skype Briefing.
18. Executive:  
Coronavirus (COVID-19) Response and Draft Recovery and  
Renewal Plan.  
Month 1 and 2 Revenue Budget Monitoring 2020/2021.  
Ivybridge Regeneration Project 87 - 174  
Grounds Maintenance Review  
Executive/SLT fortnightly catch-up by Skype.
19. Weekly South Hams/West Devon joint Leaders/Deputy Leaders/Chief  
Exec/Deputy Chief Exec Briefing by Skype.
20. Dartmouth Recovery Group pre-meeting by Zoom.
24. Development Management 'Mock' meeting by Skype.  
Assets update meeting by Skype.  
Skype meeting with Guy, Rose and Jonathan re: Embankment trading.

Weekly Leader/Deputy Leader/Chief Exec/Deputy Chief Exec Skype Briefing.  
25. Telephone meeting with Chris Brook and Steve Mullineaux  
re: Embankment trading.

Audit by Skype:

Grant Thornton Audit Progress Report and Sector Update.  
Internal Audit Annual Report 2019/20.  
Strategic Risk & Opportunity Monitoring - bi-annual update.

Executive weekly chat by Skype.

29. Plymouth and South West Devon Joint Local Plan Partnership Board Informal  
Virtual Meeting by Teams:

Introduction – Purpose of the Meeting.  
Actions from the last meeting.  
Update on the adoption of the SPD.  
Update on progress on the Local Greenspace DPD.  
Update on Government Policy Announcements – Planning  
Reform, SYLS.

Update on Housing, Employment and Retail Surveys.  
Update on Internal Audit Report.  
Partnership Board Forward Plan.  
JLP Delivery Risk Register.

Stoke Gabriel Parish Council meeting by Zoom.

#### **Appendix D – Report from DM400**

Date: Monday 6th July 2020

##### **Dartmouth Mayflower 400**

Message from our Chairman, Rob Lyon:

*“As Chairman of the DM400, I would like to thank the brilliant team of volunteers who have worked so hard over the past five years on this project. There is obviously great disappointment that events planned for the commemoration week on the river in September cannot now go ahead but the safety of everyone is paramount. Looking forward, the projects and plans already in place, will hopefully ensure that Dartmouth’s heritage and unique Maritime role will rebuild the town’s prosperity in the coming months and years.”*

##### **Dartmouth Community Projects**

**Mayflower Film project** – 2 films produced with an additional Film under development through Peter Nicholson and students of Plymouth College of Art and Kingsbridge. DM400 is working with local amateur photographer, Aiden James (The Fizz Boat) and Ben Harris a local commercial photographer and video producer. Content is being generated for use by Ben and Aiden to add to the students work for the additional new film(s).

**Dartmouth Image bank:** We also hold all photo and video content generated for the purposes of showcasing and marketing Dartmouth. This is in part with the M400/Isebox account for the Travel Trade usage.

**Heritage Trails** – Two new Trails are now launched and will be added to Mayflower Self Guided Tour App

<https://www.mayflower400uk.org/app>

Map showing all three trails are installed on the wall outside the Visitor Centre with an additional Waymarker and at the Park and Ride.

Maps are also available to download along with a childrens quiz.

Completed quiz’s are submitted at the Visitor Centre.

<https://www.dartmouthmayflower400.uk/dartmouth-walking-trail/>

**Childrens' book** – Sales are going well, with funds going into a fund for Education for local children affected by COVID-19

**Safe Haven play / Dartmouth Mayflower Anthem / Peal of Bells** – all part of our Mayflower Week programme currently under revision for the new dates 23rd – 28th November 2020. Rehearsals and performances may be adjusted to comply with gov regulations and venue restrictions.

**Pennants** – still high-profile project for the community – digital piece being developed by Mayflower 400 to showcase this story. Plans are in place for the town for hanging and displaying, all subject to regulations.

**Mayflower Exhibitions** - workshops and displays all being revised for November and the Museum Exhibition housing the **Scale Model Boat** plans to open in September. The model boat continues to have its components worked on by volunteers in their own homes and this month we now have access once more to the workshop to continue work on the main structure.

**Plantation Garden** - being run by DGP and progressing. Investigation into the use of the steps to access is ongoing.

#### **Merchandise**

Our Merchandise is on sale at the Visitor Centre and at Events. For our range of products, we have focused on providing business for local suppliers by shopping local. Many of our products are branded and we have a brand agreement in place to work with local businesses.

#### **Dartmouth Mayflower Ambassadors**

The majority of the team of volunteers at the Visitor Centre have attended the Dartmouth presentation for Mayflower Ambassadors run by Laura Campbell and Jo Loosemore (Mayflower Curator for The Box, Plymouth). Volunteers who have gone on to attend events and activities for DM400 have been provided with their Ambassador Polo Shirt, proudly sponsored by Jack Speak. The team is still in place and poised ready to support the next call to action. Some of our group also attended the recent Town Tidy Up.

Sadly, two events that have been adversely affected by COVID-19, are the **Grand River Pageant** and the **River Events**, these have now had to be cancelled. Our **Maritime** team are now working on another option to represent a Maritime Legacy / Commemoration. The pandemic has also affected many of the local maritime calendar of events some of which we had partnered with such as ASTO. In addition to this, some events with local Choral Societies have equally been affected. These decisions to cancel have been taken independently of DM400 as we are a brand partner only in the event.

#### **Mayflower Calendar of Events**

Our Dartmouth Mayflower 400 year is set to run through to Nov/Dec 2020 ending with an 'Illuminate' in line with Mayflower 400. These plans are still being discussed at a national level. There may be some element we move into 2021, such as a maritime event, but this is still to be finalised.

**Mayflower 400 (UK)** have realigned their program and will relaunch Sept 16th 2020 through to July 2021

**Plymouth 400 (in the US)** will also be running their program through to July 2021.

The Mayflower 400 theme will continue in the UK through until Nov/Dec 2021 supported by various UK partners.

#### **Partnership**

Dartmouth Mayflower 400 as a partner of Mayflower 400 have been targeting the Tourism market to attract visitors to Dartmouth.

A four nation partnership: USA, Netherlands, UK and Native America (the Wampanoag)

A programme of events for 17 Compact partner destinations in the UK  
£750,000 grant funding for National Mayflower activity – awarded by DCMS and VisitBritain / VisitEngland to drive international visitors to the region. Cash match and in-kind resource from partners brought the total investment in the visitor project to £852,000. (This does not include investment in capital projects; the events programme etc. which will contribute to the ROI of the visitor activity). Furthermore, Mayflower content formed a part of the wider Discover England Fund US Connections project that targeted US visitors.

**Illuminate Programme 2019/20**

*‘Illuminate’ is a light based festival that connects all Mayflower destinations in the UK and internationally. Since 2017 Illuminate events have been hosted in many of the destinations, working towards the official opening event in 2019 and planning to culminate with the closing in 2020. The event takes place during (or close to) the US Thanksgiving holiday.*

*‘Just as one small candle may light a thousand, so the light here kindled hath shone unto many’*

**Illuminate UK 2019 in numbers**

**23** days of Illuminate events

**350** volunteers

**11** Mayflower destinations staging events

**7** choral performances

More than **600** lanterns in **9** lantern parades

**70,500** visitors

**28** light installations and projections

**40,000** new website visitors

**£1.5m** media coverage

**Visitor Economy – Tourism**

*It is anticipated that Mayflower 400 will drive growth in the visitor economy nationally; attracting an estimated 1.4m visitors across the eleven partner destination in England in 2020 with an economic impact in excess of £76m in turn creating around 2000 jobs.*

*A study conducted in the USA by Mayflower 400 in 2017 demonstrated demand to visit England in the Mayflower anniversary year from the US market. The survey demonstrated:*

*5.5% of the total US population and 21% of Mayflower Descendants / family history society members are ‘very likely to visit England and / or the Netherlands if the anniversary is promoted to them.*

*Booking and travel behaviour:*

*39% intend to book and travel independently*

*30% intend to buy a package*

*14% intend to take a group tour*

*12% intend to take a specialist tour*

*Since 2015 the South West Tourism Research Company have provided volume and value data for the Mayflower 400 destinations. Data available includes comparisons from 2015 v 2018 and profiling of potential growth for 2020:*

**Table 1: Summary 2018 v 2015 change Table 2: 2020 Growth forecasts**

**VISIT TYPE ALL AREAS**

**COMBINED**

*Staying tourists*

*UK Holiday trips 19%*

*UK Holiday nights 42%*

*UK Holiday spend 29%*

*Overseas holiday trips 3%*

*Overseas Holiday nights -5%*

*Total holiday trips 15%*

*Total holiday nights 26%*

*Total holiday spend 21%*

*Tourism Day Visits*

*Total trips 17%*

*Total spend 22%*

***Total trips: staying & day 17%***

***Total direct spend 22%***

**Itineraries**

Various itineraries have been developed for and including Dartmouth to showcase our tourism products. Itineraries have been well received through face to face meetings, website downloads and our own cloud based image library. Total value of new business for 2020 as a result of this project £700,000 to date (March 2020 : Pre Covid-19)

**2020 GROWTH FORECAST \***

*Minimal*

*intervention*

*Medium*

*intervention*

*High*

*intervention*

*Additional*

*visitor spend*

*£36m £120m £276m*

*Jobs*

*supported*

*500 1700 3900*

*New jobs 170 560 1300*

*ROI\*\* £41.93 £141.22 £323.44*

*\*Numbers indicate growth above what we would usually expect to happen in 2020.*

*\*\*Return on investment for every project pound spent based on total funding of £852,000 including monetised in-kind contributions to the project.*

Cancellations from 2020 have been in the most part moved to 2021 and our Tour Operators are reporting full bookings on many trips.

Mayflower's next Travel Trade event is in Birmingham in March 2021

Mayflower 400 maintain relationships with the Travel Trade.

*Mayflower 400 launched at World Travel Market 2017 and attending a series of trade events:*

*UK Inbound Discover Mayflower event and fam | 2017*

*World Travel Market | Launch 2017; 2018, 2019.*

*Destination Britain North America | 2017, 2018*

*Vakantiebeurs (NL) | 2018*

*NTA Convention (with Leiden) | 2018, 2019 represented by Select Travel*

*Cruise Britain Showcase | 2018, 2019*

*SeaTrade Europe | 2018, 2019*

*SeaTrade Global | 2018, 2019*

*Explore GB | 2017, 2018, 2019*

*Sales Mission NYC | 2018 and 2019*

*UK Inbound Convention | 2017 (Plymouth hosted), 2018, 2019*

*Virtual Destination Britain North America | 2020*

**Trade database:**

*1,000 contacts; c. 500 tour operators, DMCs, large agents and 500 independent travel agents. Regular contact with the database via email, phone and meetings.*

### **Familiarisation Trips**

*Over 60 international tour operators have been hosted on familiarisation visits*

Feedback from the **Dartmouth Press trips and Industry guests** was in the first part the view / vista and delight at the people and the community spirit. Our guests were in awe of our history and the fact that you could 'step back in time' walking some of the areas of our town.

Guided tours are in demand and having our new local team of Town Guides has been a big boost to both Cruise and Travel Trade.

### **Cruise Sector**

Plymouth: 12 new Cruise Ship bookings have been made into Plymouth for Mayflower 400. *(update: July 2020, this number will have now change due to some cancellations)*

A result of these bookings are that our new itineraries, promoting Dartmouth to all ships arriving in Plymouth, are in circulation to Passengers. We sit within the business model of an 'hour' radius of a Port of Call to make us a viable destination for excursions.

With 60% of passengers making excursion bookings through their Cruise Ships, this gives us good scope to boost our Visitor Economy through outside Cruise Calls in addition to those coming in direct.

*"In 2020 the cruise industry effectively shut down owing to the impact of Coronavirus. This season, Dartmouth's cruise arrivals were cancelled, including one ship that had expressed keen interest in attending Mayflower 400*

*celebrations. Ports of call are often booked up to 3 years ahead and whilst Dart Harbour is holding reservations for 2021, it is far too early to predict the situation for next spring. There are positive signs of the industry starting up with cruises to UK only destinations, but Dart Harbour has been unable to commit to arrivals as there is uncertainty over our ability to maintain distancing on the Town Jetty."*

Tricia Daniels

Cruise Advisor Dart Harbour

### **CRUISE SECTOR**

Mayflower 400 provided an opportunity for ports to maximise on cruise shore excursions and ship calls, with many of the Mayflower destinations being coastal with ports. Cruise activity is included within the previously reported travel trade activity. To enable the sector to learn from the Mayflower anniversary and further develop the cruise market in the UK, a cruise market research project 'Developing England's Cruise Tourism Product' was conducted on behalf of Cruise Britain, Mayflower 400 and the South Coast cruise project by G. P. Wild Limited during February –March 2019 with the following key outputs;

- There are opportunities to work on scenic attractions, accessibility of port cities and overnight stays (note: needs strong theme and/or event).
- Rich variety in shore excursions; historical sites and cultural attractions and passenger satisfaction are absolutely key for call decisions.
- Theme appeal has value provided that the theme is strong – key mentions for Royals and Golf. Others also mentioned.
- Language information provision and guides key.

### **Dartmouth Mayflower Town Guides**

With a soft launched in February 2020, the team had barely started when Covid-19 hit, however did manage to work with two Cruise trips in February. With the Cruise Industry not expected to move until later this year and in the most part, 2021, we are still working with the Industry for future tour bookings. We also have another small group of Guide applicants which we hope to train later this year in readiness for the relaunch of the programme.

This Town Guide Initiative was funded by Mayflower 400 and South Hams District Council as part of the '**Bookable Product**' project. This was an exercise that looked to develop Mayflower themed 'products' that could be booked by the Travel Trade as part of their Itinerary development.

This overlaps both Travel Trade and The Cruise Industry. We have added 8 local products to the portfolio including our Guided Tour option. The Town Guides are booked through the Visitor Centre by Individuals or trade. The Guides have all set up as Self Employed and a commission on bookings has generated an additional revenue stream for the Visitor Centre.

#### **TRAVEL TRADE BOOKINGS TO DATE**

To enable US visitors to book and access Mayflower content, travel trade contacts were the route to market as funding was too limited to market direct to consumers; and those end users and visitors need a product to buy. The main focus of the project has been liaising with the travel trade sector, sharing content, ideas, opportunities and advice to enable the supply chain to develop, coordinate and sell Mayflower themed tours. The ultimate goal was to drive international visitors to England for 2020 Mayflower themed tours, and create an interest and demand for tours beyond 2020. Prior to the Covid-10 outbreak, confirmed bookings that were known to Mayflower 400 valued: Packaged group tours tend to make up c. 14% of booking types; so it is likely that there were an additional c.86% of bookings not yet accounted for.

#### **DOMESTIC GROUPS - ACTIVITY**

During 2019 focus was given to showcasing to the domestic group market Mayflower 400 opportunities to encourage a UK market to visit the destination and commemorative events.

- A new full colour groups guide was published highlighting the group tour offer in each destination.

<http://anyflip.com/rzvjc/vcjc/> The guide was distributed at Excursions and is available for BTTS, in addition to being online

- Mayflower 400 attended 'Excursions' at Alexandra Palace in January 2020 to connect with domestic tour operators and group travel organisers

- Exhibition space has been secured at British Travel Trade Fair (due to take place in March 2020, postponed to October 2020) March 2021.

- E-newsletter mailed to opted-in database of 500 domestic group tour operators

- Website banner advertising on the Group Leisure and Travel website

- Editorial featured secured in group trade titles, including Group Leisure and Travel website:

#### **NATIONAL TRAIL – FILMS**

A series of 9 visitor films were commissioned to showcase the content on the national trail.

Launched at World Travel Market in 2017, the films are available on the Mayflower website, YouTube and given to meeting

#### **KNOWN BOOKINGS**

Cruise: 12 new cruise ships had confirmed calling at Plymouth that can be attributed to this project.

A total of c.12,000 passengers with an average spend of £80pp = **£960,000**

Group Tour Operator: Total value of new business for 2020 as a result of this project - **£700,000** and still growing. (20 groups of c. 35 pax per group). This operator said they were starting to see 2021 sales come through and 'have high hopes for 2021'.

#### **UNKNOWN BOOKING VALUES**

The value of the following booking sources were not analysed, but would have generated business:

- Direct and OTA bookings
- Visiting Friends and Relatives
- Domestic trips
- Groups and trade not in contact
- Land based pre- and post-cruise
- Cruise shore excursions

contacts. Films can be viewed here: <https://www.youtube.com/playlist?list=PLFDrEe34-t5PBpDfpeGgWNil31EgiEVIu>

#### **DIGITAL TRAIL APP**

The digital trail app was launched in May 2019. Funded through the national visitor project grant, there are 12 trails on the app that can be downloaded to apple and android devices. Each trail features multiple points of interest and places to visit relating to the Mayflower story.



**Trail downloads to March 2020**

Total 1821 downloads. 1220 on ios devices / 601 on android devices

**MEDIA REACH AND VALUE**

24 press trips hosted

Over 6,000 editorial features and articles

Readership reach - 61m

Total coverage value - £20m

**PRESS TRIPS**

A total of 24 press trips were hosted and were the most successful ways of showcasing destinations and their connections to the story. Example:

Discover Dartmouth “heaven on earth in Devon” ~ London Unattached  
Mayflower Heritage in Dartmouth ~ London Unattached

Going forwards

**Mayflower APPG**

We have been very fortunate as a destination to have the support of our local MP Anthony Mangnall for both Mayflower and for Tourism. It is of course of great benefit to us that Anthony is Co-Chair of the All Party Parliamentary Group for Mayflower! The Tourism element of this project is now more vital than ever to boost our Visitor Economy post COVID-19. The Heritage Legacy projects that Dartmouth Mayflower 400 has created showcase Dartmouth at its very best and the team are very proud of the results delivered and still to deliver. The Visit England project teams have gained extensive tools and training to support businesses in moving through and beyond the current situation. These tools are available to all Tourism businesses online at [https://www.visitbritain.org/sites/default/files/vbcorporate/business-hub/resources/england\\_export\\_tourism\\_guide\\_low\\_res.pdf](https://www.visitbritain.org/sites/default/files/vbcorporate/business-hub/resources/england_export_tourism_guide_low_res.pdf)

Hard copies are also available from the Visitor Centre.

We also encourage businesses to register for the new Visit England Welcome Scheme at <https://www.visitenglandassessmentservices.com/our-schemes/welcome-schemes/>

Laura Campbell

Visit England – South Coast Cruise Project Manager

Destination Marketing Dartmouth Mayflower 400