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North Nottinghamshire’s churches are a tangible link with the Pilgrims’ origins story.

St Wilfrid’s Church, Scrooby
## Document History

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Executive Summary

The Brief and Methodology

This study was commissioned to provide independent, objective analysis of the likely demand from visitors for Pilgrim Fathers-related ‘products’ and whether or not North Nottinghamshire’s connections with the origins of the Pilgrim Fathers can be a catalyst for economic development.

The work was conducted between January and April 2015 in five stages, as follows:

- Stage 1: Briefing - to agree the aims and objectives and the programme of work
- Stage 2: Research and consultation - market research to understand actual and potential demand; site visits and consultation to understand the product and the context for tourism in North Nottinghamshire
- Stage 3: Analysis - working with local stakeholders to agree the position and a strategy for moving forwards
- Stage 4: Working up the detail - developing a plan of action
- Stage 5: Reporting - providing draft and final reports on feasibility

Market Research

Robust data on existing visits is lacking, but anecdotal evidence suggests that these are mostly:

- Groups from the UK travelling on day trips - some of these are church groups and some are other kinds of affinity groups
- International visitors, chiefly from the USA, travelling independently or (fewer) with a guide
- International group visits, often connected to the General Society of Mayflower Descendants
- In the region of 2-6 adult group visits per year to each church
- School visits to churches, often from local schools

Desk and primary research conducted to inform the study shows that:

- The topic has limited appeal to day visitors travelling from home, but demand from this market is likely to increase with national publicity in 2020
- Church group and UK coach operators expressed limited interest in making visits, though would be interested in the anniversary year
- Teachers within one hour’s drive are interested in the topic but have little awareness at present
- Faith travel operators in the USA and inbound operators specialising in faith travel are interested and expect demand from US church groups to increase towards the anniversary year
- The USA and the Netherlands are likely to be the chief overseas markets
- Visitors and operators seek: itineraries and packages, trained guides, driver guides, interpretation and access at relevant locations
- Other Christian heritage projects in the UK experience relatively low levels of demand.
Context

The Pilgrim Fathers’ origins are identified as an important heritage asset in economic and strategic plans. There are also opportunities to deliver other aspects of public policy through this project, for example, developing new events, and increasing awareness of North Nottinghamshire.

The study area is well-connected to the international and national transport networks (Robin Hood Airport, East Coast mainline and the A1M). However, local public transport is poor and accommodation and supporting services are limited.

Product

Other than the churches and some remaining houses, there is little tangible evidence of the Pilgrims. There are also several places associated with the Pilgrims in adjacent districts, including West Lindsey and the Metropolitan Borough of Doncaster. Current interpretation consists chiefly of trails and panels. Local guides offer guided tours for groups and independent travellers. There are access difficulties, for example, churches are normally locked although key holders can usually be contacted, and facilities for visitors are limited in the villages. An existing education pack is out of date.

Analysis

Analysis of the information collected showed that:

- Current economic impacts are low (c £100k of direct expenditure per year)
- There is potential to increase the economic impact of the Pilgrim Fathers (in the region of £1m per year), but the overall potential is limited as this is a niche market
- There is potential to increase the economic impact in the 2020 Mayflower sailing anniversary year (in the region of £3m) and to use this as a springboard for promoting Christian heritage tourism in North Nottinghamshire
- Awareness of the Pilgrim Fathers’ North Nottinghamshire origins heritage is low and activity within and beyond the education sector is required to raise and maintain awareness locally

Based on our consultations and our professional opinions, we estimate the potential (additional, rather than displaced) economic impacts of the Pilgrim Fathers origins in North Nottinghamshire to be in the region of £1 million in a normal year and £3 million in 2020, with most impact felt in Retford and Barnby Moor, calculated as follows:

Normal Year

- 7,500 day visits
- 2,000 staying visits
- £34 spend per head by day visitors (sub-total £255,000)
- £158 spend per head by staying visitors (sub-total £316,000)
- £571,000 total direct spending
- Plus multiplier of £0.5m gives total economic impact of c£1m per year

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1 NB. American visitors spend up to four times as much as domestic visitors (Visit Britain).
Anniversary Year

- 20,000 day visits
- 6,000 staying visits
- £34 spend per head by day visitors (sub-total £680,000)
- £158 spend per head by staying visitors (sub-total £948,000)
- £1,628,000 total direct spending
- Plus multiplier in the region of £1.6m gives total economic impact of c£3m

Strategy

A strategic workshop of stakeholders considered the findings and the following strategy, with six strategic aims, and a supporting action plan, was developed to realise the economic potential:

1. To commemorate the origins of the Pilgrims in North Nottinghamshire
2. To increase awareness of the Pilgrims amongst residents and beyond our boundaries
3. To maximise the educational benefits of the Pilgrims’ heritage
4. To maximise the economic and social benefits of the Pilgrims’ heritage
5. To position the Pilgrims’ heritage within the wider Christian heritage of North Nottinghamshire
6. To develop a level of facilities that will satisfy the base level of demand identified but that can expand to accommodate the anticipated spike in visits in 2020 and a modest increase in the longer term

The vision is: Approaching, during, and after 2020, North Nottinghamshire will be widely recognised as the place where influential leaders of the Pilgrims formed their beliefs. Local residents are aware and proud of this heritage and visitors come from throughout the UK and from overseas to enjoy and learn about the story in the places where it happened. The Pilgrims’ heritage can be enjoyed as a single theme, as part of the wider Christian heritage of Nottinghamshire or as part of a more general visit to the area.

Recommendations

An action plan is set out in the final chapter of the report, along with a delivery framework that includes:

- A hub and spokes/web approach to interpretation with Retford as the hub
- Using the impetus of the 2020 Pilgrims’ anniversary to develop a wider Christian heritage offer for North Nottinghamshire
- Increasing capacity by setting up a Pilgrims’ Heritage Partnership and a Pilgrims’ Education Partnership
- Working through upstream and downstream partnerships on product development and marketing, with Bassetlaw District Council as the lead body
- Submission of a Heritage Lottery Fund grant application as the largest element of a fundraising project
Introduction

1.1 The North Nottinghamshire villages of Scrooby, Babworth and Sturton-le-Steeple, along with Austerfield in South Yorkshire are acknowledged as the places of origin of the Pilgrim Fathers’ story. The local connections with the Pilgrims story include:

- William Brewster and William Bradford, probably the two most important Pilgrims, lived at Scrooby and Austerfield respectively
- John Robinson, pastor of the Pilgrims in Leiden and John Smyth, the first Baptist, and other Mayflower passengers were born at Sturton-le-Steeple
- A growing congregation of Separatists worshipped at Babworth under Puritan preacher Richard Clifton

1.2 There are Pilgrims connections\(^2\) at Gainsborough (where the Hickman family allowed the Separatists to meet at the Old Hall), Everton, Gringley, Saundby, Wheatley and Doncaster. There are Separatist or non-conformist Christian heritage connections at Epworth (the Wesleys), Worksop (Richard Bernard), Nottingham (William Booth) and other sites (the Quakers).

1.3 The Pilgrim Fathers are interpreted in the Mayflower Trail and a series of interpretation panels at Austerfield, Babworth, Scrooby and Sturton-le-Steeple. The Pilgrim Fathers UK Origins Association (PFUKOA) promotes the area through a website and has sought to raise funds to develop a visitor centre at Scrooby. 2020 is the 400th anniversary of the sailing of

\(^2\) See Appendix 1 for a list and short description of Pilgrim, Separatist and Christian heritage in North Nottinghamshire and the surrounding area
the Mayflower. This significant event will be commemorated in the UK, the USA and the Netherlands and is an opportunity to raise the profile of North Nottinghamshire. Locally, stakeholders are predicting widely different estimates for visitor numbers, though they are not supported by research evidence. With this in mind, Bassetlaw District Council with its partner authority Nottinghamshire County Council have commissioned this study to inform public sector intervention in the development and promotion of the area to visitors who might be attracted by the 2020 commemorations, and beyond.

The Brief

1.4 The study was commissioned to provide independent, objective analysis of the likely demand from visitors for Pilgrim Fathers-related ‘products’ and whether or not North Nottinghamshire’s connections with the origins of the Pilgrim Fathers can be a catalyst for economic development. The scope of the study was:

- To consult with a wide variety of individuals and organisations in the UK, America and other potential inbound destinations to identify the existing and future demand for visiting this area directly relating to its association with the Pilgrim Fathers
- To obtain information from potential individual travellers, including those with Pilgrim Fathers connections and general visitors
- To obtain the opinions of general and specialised tour operators and airlines whether they would see the area as a viable place to visit and if it is not at present, what changes would need to be made to attract them
- To clarify the awareness of the Pilgrim Fathers nationally and internationally including demographics of age, location, etc.
- To establish if the 400th Anniversary will be a catalyst for people to visit the area

Methodology

1.5 The work was conducted between January and April 2015 in five stages, as follows:

- Stage 1: Briefing - to agree the aims and objectives and the programme of work
- Stage 2: Research and consultation - market research to understand actual and potential demand; site visits and consultation to understand the product and the context for tourism in North Nottinghamshire
- Stage 3: Analysis - working with local stakeholders to agree the position and a strategy for moving forwards
- Stage 4: Working up the detail - developing a plan of action
- Stage 5: Reporting - providing draft and final reports on feasibility
Market Demand

2.1 Research was undertaken to gain a better understanding of the potential demand for visitor products based on the Pilgrims heritage in North Nottinghamshire. Here we consider existing visits to the area, existing visits for Pilgrims heritage and potential demand for UK day and staying trips, education visits, international visits from the USA and from the Netherlands.

Existing Tourism in North Nottinghamshire

2.2 Nottinghamshire receives an estimated 29.6 million day visits and 3.2 million staying visits per annum. An estimated 13.5% of staying visits are by visitors from overseas. A high proportion of both day and staying visits occur in the south of the County, in and around Nottingham. This is reflected in estimates for visitor numbers to Bassetlaw - 3.5 million day visits and 153,000 staying visits, 80% of which use serviced accommodation (i.e. hotels, guest houses, B&Bs, etc). Bassetlaw is the third most-visited district in Nottinghamshire after Nottingham City and Sherwood. Anecdotal evidence from consultees suggests that most day visiting in North Nottinghamshire is by people living in or close to the area. Average spend per person per trip is estimated at £33.79 per day visit and £157.58 per staying trip\(^3\).

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\(^3\) STEAM 2013 model data supplied by Experience Nottinghamshire
Existing Demand for the Pilgrim Fathers

2.3 Little data has been available on the specific motivations of current visitors, although a current PhD research project has been looking specifically at this and wider issues relating to Pilgrims’ heritage. Recent tourism surveys have not collected data on the extent to which the Pilgrim Fathers have motivated visits to North Nottinghamshire. Available information is summarised below in order to draw conclusions on which to base a way forward.

2.4 Anecdotal evidence from the stakeholder consultation conducted to inform this study suggests that current levels of visits by people wanting to experience Pilgrims’ heritage are few in number. Consultees from the Churches and villages felt that current Pilgrims’ heritage visitors consist of:

- Groups from the UK travelling on day trips - some of these are church groups and some are other kinds of affinity groups
- International visitors, chiefly from the USA, travelling independently or (fewer) with a guide
- International group visits, mostly connected to the General Society of Mayflower descendants
- In the region of 2-6 adult group visits per year to each church
- School visits to churches, often from local schools

2.5 Some indication of the level of international visits is available from a recent analysis of the visitor books at churches in Austerfield, Babworth and Scrooby by Anna Scott. These are not necessarily an accurate reflection of all visits as not all visitors sign a visitors book, especially during group visits, although this gives a useful indication of numbers (American visitors have been observed as eager to record their visits, particularly if a Mayflower descendant. The following table shows total entries by visitors from the USA and Canada and confirms the anecdotal assumptions of low volumes.

<table>
<thead>
<tr>
<th>Year</th>
<th>Austerfield</th>
<th>Babworth</th>
<th>Scrooby</th>
</tr>
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<tbody>
<tr>
<td>2013</td>
<td>25*</td>
<td>33+*</td>
<td>1*</td>
</tr>
<tr>
<td>2012</td>
<td>30</td>
<td>19+</td>
<td>58</td>
</tr>
<tr>
<td>2011</td>
<td>4</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>2010</td>
<td>10</td>
<td>5</td>
<td>34+</td>
</tr>
<tr>
<td>2009</td>
<td>7</td>
<td>15+</td>
<td>44</td>
</tr>
<tr>
<td>2008</td>
<td>36</td>
<td>35</td>
<td>59</td>
</tr>
<tr>
<td>2007</td>
<td>3</td>
<td>19</td>
<td>35</td>
</tr>
<tr>
<td>2006</td>
<td>7</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>2005</td>
<td>5</td>
<td>31</td>
<td>30</td>
</tr>
<tr>
<td>2004</td>
<td>22</td>
<td>17</td>
<td>30</td>
</tr>
</tbody>
</table>

Table 1: Church Visitor Book Analysis  
Source: Anna Scott  * Incomplete year; + indicates group visits, e.g. with class teacher
Domestic Demand - Leisure Visits

2.6 Most leisure day visits take place within one hour’s drive time of home. This approximates to people living in Nottinghamshire, South Yorkshire, North Lincolnshire and West Lindsay. Based on population data, 2.6 million people live within a one hour’s drive of North Nottinghamshire.

2.7 The market for leisure day visits is fiercely competitive. There is a wide range of formal and informal visitor attractions including shopping and garden centres; cities, towns and villages; free and admission-charging visitor attractions; organised events and activities, and; the open countryside. In preference to a day trip, people might choose to spend their leisure time with friends and family or at home. Successful visitor facilities provide high quality facilities coupled with an entertaining or otherwise enriching experience. Significant investment is required in marketing to create and maintain awareness and continued investment in the fabric to meet changing market needs and expectations. However, repeat visiting and recommendation emerge as the most common prompts for visiting amongst established facilities.

2.8 The profile of the potential day visit market suggests that propensity to make visits to heritage attractions and facilities will be lower than the national average. Visits to heritage attractions, projects and events tend to be made by wealthier, better educated and older people. The urban areas of Nottinghamshire and South Yorkshire have relatively high levels of deprivation. There are also significant pockets of deprivation in the rural areas and in some rural areas the population is falling.

Table 2: Characteristics of Resident Population within 1 Hour’s Drive

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Characteristics</th>
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<tr>
<td>Bassetlaw</td>
<td>113,200</td>
<td>Higher than average level of deprivation with 6 LSOAs* in the 10% most deprived in England</td>
</tr>
<tr>
<td>Nottinghamshire</td>
<td>1,098,900</td>
<td>Higher than average level of deprivation (index 113) with highest concentrations in Nottingham. High proportion employed in semi-skilled and un-skilled jobs. Lower than national income level and higher than national crime level</td>
</tr>
<tr>
<td>South Yorkshire</td>
<td>1,352,100</td>
<td>171 LSOAs in the 10% most deprived in England Doncaster, Barnsley, Rotherham and Sheffield are in the 56 most deprived of 326 local authorities in England Poor levels of health</td>
</tr>
<tr>
<td>North Lincolnshire</td>
<td>168,400</td>
<td>Similar to national profile. Falling slightly</td>
</tr>
<tr>
<td>West Lindsey</td>
<td>90,000</td>
<td>Most sparsely populated district in England Little local employment; much out-commuting</td>
</tr>
<tr>
<td>Other proximate Lincolnshire areas</td>
<td>338,900</td>
<td>Lincoln (94,600); North Kesteven (109,300); South Kesteven (135,000)</td>
</tr>
<tr>
<td>Proximate Derbyshire areas</td>
<td>515,000</td>
<td>Bolsover (76,400); Chesterfield (103,800); NE Derbyshire (99,300); Amber Valley (122,700); Erewash (112,800)</td>
</tr>
<tr>
<td>Total (excluding Bassetlaw to avoid double counting)</td>
<td>6,500,200</td>
<td></td>
</tr>
</tbody>
</table>

Source: Office for National Statistics’ mid-2012 estimate *Local Super Output Area, the smallest statistical unit in the UK
2.9 To inform the level of awareness and interest in the Pilgrims story amongst potential day visitors, 50 face-to-face interviews were conducted on-street in Doncaster and Worksop with people who take leisure day trips. The sample is small and should be treated with some caution, but the findings showed clearly that:

- Most potential day visitors are unaware of the Pilgrims origins in North Nottinghamshire
- Few are attracted by making a leisure day visit to learn about the Pilgrims origins
- More are interested in a trail linking sites of interest than a visitor centre

Coach and Church Groups

2.10 Telephone interviews were conducted with 20 coach operators (15 based in the East Midlands and 5 located throughout England) and 20 church groups from a variety of denominations in the East Midlands and beyond, that organise day and longer trips.

Coach Operators

2.11 Awareness of the Pilgrims origins in North Nottinghamshire was low amongst coach operators. Most felt that it was not a strong or widely-known-enough theme to work successfully as a day or overnight trip destination. Over half said that they would consider organising a tour (mostly those within day trip distance) during the 2020 anniversary year, especially if the anniversary was to receive a high level of publicity. Operators were most interested in itineraries and guides for tours of the area and for short walking tours of specific sites. Five said that they would be interested in a visitor centre (subject to knowing the content and admission price) and most said that they would need places with cheap or free coach parking where passengers could be dropped off to explore on their own and find a choice of activities and places to obtain food and drink.

Groups

2.12 It was felt that church groups would be the most likely to respond to a group visit offer and so the telephone research was focused on these. Responses from the church groups were similar to those of the coach operators in that:

- Few of the individuals we interviewed were aware of the North Nottinghamshire Pilgrims origins heritage
- Few would consider organising a day trip, though most would in the 2020 anniversary year (some did not regularly organise day trips)
- Cost is an issue and groups prefer to arrange for participants to make their own lunch arrangements
- Church groups are interested in the idea of lunches provided (at reasonable cost) by local church groups
- Itineraries and visiting tangible locations - churches, the houses where Pilgrims were born and lived - were more important than a visitor centre, though some might be interested in this subject to knowing the admission charge
Education

2.13 In the immediate area there are 4 local authorities which maintain a total of 657 schools as follows (in addition there are several independent and free schools):
- Nottinghamshire Local Authority: 388 schools
- Doncaster Local Authority: 120 schools
- Diocese of Southwell and Nottingham: 71 schools (not included above)
- Lincolnshire Local Authority: 78 schools

There are also a number of further education providers within the district and higher education providers in cities around the district.

2.14 Pupils are taught in year groups and Key Stages as follows:
- Early Years Foundation Stage: Children in Nursery and Reception aged 3-5 years
- Key Stage 1 (KS1): Children in Year 1 and Year 2 (Y1 and Y2) aged 5-7 years
- Key Stage 2 (KS2): Children in Y3, Y4, Y5 and Y6 aged 7-11 years
- Key Stage 3 (KS3): Children in Y7, Y8 and Y9 aged 11-14 years
- Key Stage 4 (KS4): Children in Y10 and Y11 aged 14-16 years

2.15 All maintained schools in England and Wales must teach the National Curriculum. A new National Curriculum (NC) was introduced in September 2014, with a 2-year phase-in for children in Y2, Y6, Y10 and Y11. Religious Education (RE) is also taught as a statutory subject and each local authority has its own Agreed Syllabus for RE. Citizenship is taught in KS3 and KS4. Teachers are assessed against a set of Teacher Standards which came into force in September 2012 and replaced earlier criteria.

2.16 Research was carried out to establish the current knowledge, and teaching, of the Pilgrim Fathers in primary and secondary schools. Interviews were held with teachers and advisers to help inform this research. The findings are as follows:
- Teachers have very little, if any, personal knowledge of the Pilgrim Fathers and/or their connection with the area
- The Pilgrim Fathers is not currently taught in most schools in the area
- Teachers would engage with the project if well-designed materials were produced and linked to the National Curriculum and/or Agreed Syllabus for RE
- Advisers can see where the project would support teaching in History and RE in particular, but also Geography and Citizenship
- Advisers would support the project and encourage schools to engage

Curriculum Market

2.17 The following have been identified as potential areas where the Pilgrim Fathers Project could support curriculum teaching:

Key Stage 2
History: The National Curriculum for History states that a “high quality history education will help pupils gain a coherent knowledge and understanding of Britain’s past...” One of its aims is to ensure that all pupils “gain historical perspective by placing their growing knowledge into different contexts, understanding the connections between local, regional, national and..."
international history; between cultural, economic, military, political, religious and social history ..."  

In KS2 one of the areas of history pupils should be taught about is: a local history study with an example given: "a study over time tracing how several aspects of national history are reflected in the locality".

**Religious Education:** The Agreed Syllabus for RE for Nottingham was revised in 2015 and has also been adopted by the Diocese of Southwell and Nottingham. The RE syllabus suggests the following for KS2:

**Unit 2.3:** Worship and sacred places. Where, how and why do people worship? Investigating places of worship in Nottinghamshire. Religions studies: local examples. Pupils should: discuss and present thoughtfully their own and others' views on challenging questions about different kinds of religious belonging in Nottinghamshire today ..."

**Unit 2.4:** Inspirational people from the past. What can we learn from inspiring people in sacred texts and in the history of religions? Pupils should: explore the lives of key religious people in Christian ... stories, describing the challenges they faced, and commitments by which they lived.

There is also potential for a cross-curricular approach to the Pilgrim Fathers in KS2 with opportunities for work in Geography, English and Art.

**Key Stage 3**  
**History:** In KS3 one of the areas of history pupils should be taught about is: the development of Church, state and society in Britain 1509-1745 with an example given: "the first colony in America ..." KS3 pupils should also be taught about: a local history study with an example given: "a study over time, testing how far sites in their locality reflect aspects of national history"

**Religious Education:** The Agreed Syllabus for Nottinghamshire has the following unit which would support the study of the Pilgrim Fathers:  
**Enquiry:** Devised by the school  
**Concepts:** 2 or more from beliefs, teaching, wisdom, ways of living, ways of expressing meaning, identity, diversity, belonging, meaning, purpose, truth, values, commitments.  
**Questions:** This unit will enable students to consider: What, Where, How, Why, If.  

**Citizenship:** The persecution of the separatists could be used as a basis to look at religious tolerance today and consider the "rights and responsibilities of citizens" including "the precious liberties enjoyed by the citizens of the United Kingdom".
International Demand

2.18 International demand for Pilgrims heritage is likely to come chiefly from the USA, where the story is an integral part of the nation’s origins prior to the founding of the United States of America. Some demand is also anticipated from the Netherlands. It is likely that there will be interest from other markets, especially English speaking countries and the Far East.

USA

2.19 The United Kingdom is the 5th most popular international destination for US tourists. Virgin Atlantic is planning a number of new transatlantic routes from US cities into the UK and Aer Lingus is about to commence operation of international routes (via Dublin) from cities in the North eastern USA into Robin Hood Airport. Americans in work tend to have shorter holidays which they often take in June/July. US tourism to the UK can be summarised as follows:

- 2.76m annual visits with a high projected growth rate
- Relatively high spending; average 7 nights stay; average £875 per trip
- High proportion of repeat visits (50%)
- New York and California generate more visits to UK than other states
- 60% of visits are by people of white (European) heritage
- Built heritage, pubs, countryside, London, family and cultural heritage are key attractors
- ‘Rich experiences’ are replacing ‘tangible things’ as most sought after by consumers
- High level of interest in researching ancestry
- Exchange rate and international stability have a major influence and traffic volume can fall dramatically after well-publicised incidents
- On-line is growing rapidly as the main marketplace for travel; personal recommendation is the second most important influence
- Local operators are still important in ‘traditional’/‘conservative’ markets, for example the bible Belt of the Deep South and the rural Mid-west

2.20 Telephone interviews were conducted with tour operators specialising in Christian heritage travel in the USA (10), inbound tour operators in the UK specialising in the US market (5) and officers at Visit Britain (3). Whilst sample sizes were relatively small, responses were consistent, suggesting that the findings are relatively reliable. The consultees from the travel trade told us that:

US Operators/Groups
- There is demand for religious heritage tours to the UK from independent travellers and from groups - including church groups and Christian colleges
- Most Christian College travel is arranged by college lecturers, usually using a local travel agent. These local agents are unlikely to be Christian heritage travel specialists; they will usually rely on the expertise of the lecturer. Some will work with a UK inbound operator, but many will make accommodation and travel bookings direct
- Most US travellers will book (either directly or on-line) through a US-based tour operator or travel agent
- Whilst there is some awareness of the North Nottinghamshire Pilgrims origins (specifically Scrooby) amongst US travellers and tour operators and amongst Christian heritage travel organisers, operators have no product knowledge of the area (accommodation, transport, attractions, other themes of interest, etc.)
• Some operators were aware of strong non-conformist connections in Nottinghamshire, along with other destinations (London, Cambridge, Bedford - for John Bunyan, Leicestershire - for William Carey, Epworth for the Wesleys, etc.)

• Several of the operators we spoke to already operate Christian heritage tours to the UK. Most of these cover a range of denominations in a single visit, so, for example, they might include Epworth and Lincoln Cathedral on a single day, visited between London (or Cambridge) and York

• Faith travel operators in the USA vary considerably in size and the sophistication of their businesses. Some have published programmes that they promote to individuals (forming group tours) and others chiefly respond to group booking enquiries from Christian or other faith groups

• Most US operators who offer faith travel also operate in other general or special interest fields or destinations. For example Ed-ventures, offers academic study travel and faith travel and Unitours offers a range of cultural tours in Europe and Israel

• Some have in-house Christian heritage expertise but others (e.g. Wilcox World Travel & Tours) work with freelance tour leaders, who bring their own reputation and clientele

• US operators making arrangements for group tours specifically seek guides and itineraries along with ground handling services (i.e. UK-based operators with local knowledge who can book travel services in the UK). As these arrangements are mostly bespoke, commissions are not required

• US operators making arrangements for independent travellers seek driver guides and itineraries/packages that they can buy from the USA and package with other travel arrangements. They would like to be able to book day and 2-day inclusive packages for independent travellers including rail travel from London, the services of a driver guide and accommodation (for 2-day trips). Prices should include commission for operators

• Operators suggested that a visitor centre would be of interest to independent travellers who were not using the services of a guide. However, a visitor centre would have to provide something more than information that is already available on the internet as many US visitors will have researched their trip thoroughly before departure

• Promotion of the Luther 2017 project generated some increased awareness and demand from group and independent Christian heritage travellers in the USA

• Information on destination products and itineraries is required 18 months to 2 years in advance of travel dates, to give operators time to plan and promote the tours. For operators who sell into other organisations (including church groups and university alumnus travel associations, a longer lead in time is ideally required as it can take a year or two of promotion for ideas to be picked up

• There does not appear to be an estimate of the value of the US faith travel market, but the Faith Travel Association estimates the value of the world faith travel market to be in the region of $10 billion

UK Inbound Operators

• Few UK in-bound operators specialise in faith/Christian heritage travel and all of the businesses we spoke to operate in other markets

• Most handling agents are small or micro businesses and their marketing is relatively unsophisticated and limited by resource constraints

• Most handling agents will service enquiries of any kind from their clients in the markets within which they operate

• North Nottinghamshire is not thought to be a strong or large enough destination for trips to visit here exclusively
• North Nottinghamshire is likely to be one of several destinations in tours of the UK. Most tours will include well known destinations (London, Oxford, York) as well as less well known places that have strong Christian heritage connections
• All operators believe that there will be increased demand during the 2020 anniversary year
• Operators will consider working with local ground agents (indeed, some already do) to provide specialist arrangements in North Nottinghamshire
• Operators would like to be able to book day and 2-day inclusive packages for independent travellers including rail travel from London, services of a driver guide and accommodation (for 2-day trips). Prices should include commission for operators

The Netherlands

2.21 The United Kingdom is the 7th most popular destination for Dutch travellers and accounts for 4% of all holiday trips by the Dutch. Dutch travel to the UK can be summarised as follows:

• 1.7m annual visits; declining market overall, but steady growth of trips to UK anticipated
• Relatively low spending (compared to other international markets)
• Countryside, easy to get to, pubs, family, beaches and scenic landscapes are the chief attractors
• Built and cultural heritage are also important attractors
• Camping holidays are very popular; staying with friends or relatives and small hotel/guest house are also commonly-used accommodation types
• Most UK trips are booked on-line, direct with carriers (75%)
• The Dutch are late bookers
• Dutch travellers are social media users and mobile web users
• They have a high interest in museums and monuments
• Britain is perceived as a cultural destination, including ‘offers authentic experiences’
• Average UK holiday trip 5 nights, spending £400

2.22 There is awareness of the Dutch connection in the Pilgrims’ story in the Netherlands. The Pieterskirk (now a cultural and arts venue) in Leiden is planning a programme of events to commemorate the 2020 anniversary and this is expected to increase awareness and encourage visits.

2.23 The ferry route from Europoort to Hull provides a convenient arrival point for visits to North Nottinghamshire. Possible routes to the Dutch market include:

• Members of ANWB, the Royal Dutch Automobile Club (members seek interesting and cultural experiences
• Readers for cultural magazines and newspapers (such as De Trouw)

Christian Heritage Tourism in the UK

2.24 Reviewing other Christian heritage tourism projects provides some indication of the potential for Pilgrim heritage in North Nottinghamshire. Some examples are described here. Cathedrals attract large numbers of visitors, probably as much for their architectural splendour and the fact that they are located in popular, tourist cities as for their spiritual
significance. The examples chosen are lesser-known Christian heritage projects that are likely to be more realistic comparators.

**Cambridge Christian Heritage Centre**

2.25 The centre is located in the former Roundhouse Church in the city centre. An exhibition and film explain how Christianity has influenced aspects of modern life, including education, justice, science, human rights, etc. The centre also runs guided walking tours of Cambridge and a programme of lectures and events.

2.26 The Centre currently has in the region 24,000 visitors with a high summer season peak. Most visitors are tourists visiting or staying in Cambridge. Foreign visitors include American students staying in Cambridge and Australian tourists. Most visitors are prompted to visit by seeing the centre as they walk past and management believes that high number of visits is chiefly due to the location of the centre in central Cambridge.

**John Bunyan Museum and Library**

2.27 The museum has displays that tell the story of John Bunyan’s life and times. It is located in Bedford at the Bunyan Meeting Church. The museum has panels, reconstructing of rooms and situations from John Bunyan’s life, plus some artefacts from the time.

2.28 The museum attracts approximately 5,000 visitors per year with between 20 and 70 group bookings per year. School bookings are low and falling as John Bunyan is not well known by young people or, increasingly, by teachers.

**William Carey Project**

2.29 An exhibition at the Central Baptist Church in Leicester tells the story of the life of William Carey, founder of the Baptist Missionary Society. It is open to the public on Sundays and at other times by appointment. A self-guided trail links sites in Leicestershire and Northamptonshire.

2.30 2011 was the 250th anniversary of William Carey’s birth. A programme of events was organised including a Radio 4 broadcast, a plaque at Northampton Railway Station, a series of lectures and more family friendly events involving food, music, drama and arts. An estimated 13,000 people used the trail during the celebration year, approximately three times the normal use.

2.31 The museum and trail have regular visits from UK church groups and overseas groups, including from the USA (high proportion organised by lecturers at Christian colleges for their students) and from the Far East. There has been little interest in a workbook prepared for schools. Word of mouth is important and the museum and trail are promoted through Baptist Church networks.

**William Booth Birthplace**

2.32 William Booth’s birthplace in Nottingham is owned and operated by the Salvation Army. The museum is open on Tuesdays, Wednesdays and Thursdays. Lack of signage in Nottingham and lack of on- and off-line promotion in the past means that there is little walk-
in business. Annual visits are under 1,000. Most visits are pre-booked. Approximately a third come from overseas, mostly from English speaking countries but also Japan.

2.33 A part-time curator has recently been appointed and work is underway to improve promotion (new website, brown signs and pedestrian signage in Nottingham, social media marketing and direct promotion to community groups and schools are planned). The curator is keen to collaborate with others in Nottinghamshire to promote Christian heritage tourism.

American Pilgrim Museum

2.34 The American Pilgrim Museum in Leiden occupies a house of the period and a collection of artefacts that reflect the period of the Pilgrims. It is operated by a foundation that also conducts research and generally promotes awareness and education of the Pilgrims.

2.35 The museum opened in 1997 and for some years from that date it attracted in the region of 2,000 annual visits. Visitor numbers are now between 500 and 1,000 per year.

Luther 2017

2.36 A partnership based in Thuringia, Germany, consisting of tourism, cultural and church organisations, is delivering a 10-year project - ‘Luther 2017: 500 Years of the Reformation’ (http://www.luther-in-thueringen.com). This project takes a different approach and spreads the commemoration over a longer period by focussing on a different topic each year, as follows:

- 2008 - The start of the Luther decade
- 2009 - Reformation and confession
- 2010 - Reformation and education
- 2011 - Reformation and freedom
- 2012 - Reformation and music
- 2013 - Reformation and tolerance
- 2014 - Reformation and politics
- 2015 - Reformation - art and the bible
- 2016 - Reformation and the new world
- 2017 - The anniversary of the reformation

2.37 Projects making up the celebration include:

- Exhibitions at museums and visitor attractions
- Guided tours
- Walking trails/‘pilgrim’s paths’
- Themed feasts and banquets, with food of the time
- A suggested itinerary of highlights and a travel card giving free admission to the major sites
Facilities for visitors are limited in North Nottinghamshire. Visitors are an opportunity for community development.

The Product & Wider Context

3.1 This section describes current provision in North Nottinghamshire and the surrounding area, and capacity - the organisations that might be in a position to take forward any development or promotion. It also considers the wider context for the Pilgrims' heritage. As a general point, the Pilgrims were a small minority when they fled England; they left significant accounts of their history. As a result, there is little tangible evidence of their time in North Nottinghamshire.

North Nottinghamshire Locations

3.2 Babworth, Scrooby and Sturton-le-Steeple are the three North Nottinghamshire villages with the greatest connections to the Pilgrims, though there are also connections at Everton, Gringley-on-the-Hill, Wheatley and other places.

Babworth

3.3 Richard Clyfton was parson at All Saints Church in Babworth from 1586 to 1605, when he was deprived of his living there for his non-conformist views. He was a friend of William Bradford and of William Brewster both of whom worshipped here after they had been ejected from their churches in Austerfield and Scrooby. All Saints was built in the 15th century and was restored in the 19th century, but many of the earlier features remain. A chalice used by Richard Clyfton survives.

3.4 The church is located at the end of a narrow lane off the A620. There is a ‘brown sign’ on the main road. There is an interpretation panel and space for parking and turning adjacent to the churchyard. The church is normally locked, but the key is available on request. There are no other facilities in Babworth.

Retford

3.5 There are some known connections between the Pilgrims and Retford, in relation to their
Separatist preachers (both John Robinson and John Smyth preached in Retford). There is a small display in Bassetlaw Museum that covers the Pilgrims. Recently, Pilgrims and Prophets, a Christian heritage tourism project started by a group from The Well Baptist Church, has developed guided group tours of the area’s Christian heritage, including that of the Pilgrims. The Bassetlaw Christian Heritage Network is taking Retford as their central place from which to explore the region’s Christian heritage. Retford is a market town and local service centre with hotel accommodation and a railway station on the East Coast Main Line.

Scrooby

3.6 William Brewster, the religious leader at Plimoth Colony, lived in Scrooby. Two remaining buildings are connected to Brewster - St Wilfrid’s Church and Scrooby Manor. It is now thought that “Brewster’s Cottage”, which was previously a museum dedicated to the Pilgrims, was not at one time lived in by Brewster.

3.7 St Wilfrid’s Church dates from the 14th century but was extensively restored in the 19th century. Some of the furniture that would have been in the church at the time Brewster worshipped here (for example pews and the font) has been sold to buyers in the USA. William Brewster worshipped here, as he was required to do, before separating from the Church after coming into conflict with Church authorities. The church is usually locked but a notice shows where to obtain a key. There is an interpretation board but no other facilities. There is no surfaced path through the churchyard.

3.8 Scrooby Manor is privately owned. The current building contains only small parts of the building in which William Brewster lived when he worked as postmaster at Scrooby. This house, which was probably similar to Gainsborough Old Hall, was owned by the Archbishops of York and briefly by the Crown. Henry VIII and Cardinal Wolsey stayed here. There are archaeological remains - buried foundations and fishponds. These are a Scheduled Monument and have not been excavated. There are three plaques by the front door:

- Anglo-American Society plaque (1920)
- Pilgrim Society of Plymouth plaque
- International Congregational Fellowship plaque (1977)

3.9 The current owners have mixed views on admitting visitors. Local guide and amateur historian, Sue Allan, has an exclusive arrangement to take visitors to the manor. Fandango Media has negotiated exclusive rights to film at the manor.

3.10 Scrooby Village Hall is located on the village green, close to the church and the manor. There is an interpretation panel on the green and further panels in the main hall. There is a kitchen and male, female and disabled toilets. The internal interpretation panels are dated.

3.11 The Pilgrim Fathers public house is located on the A638, which by-passes the village. Other than the name, there is no connection with the Pilgrims. The pub, a disused barn, other outbuildings and a carpark are owned by Enterprise Inns. A new tenant recently took over the running of the pub and the business is growing. Previously, Enterprise Inns has made a verbal agreement with the Pilgrim Fathers UK Origins Association to make the barn available for conversion into a visitor centre.
Sturton-le-Steeple

3.12 John Robinson, the leader of the separatists in Leiden, was born here as was the leader of the Gainsborough separatist congregation John Smyth (who has become known as a founder of the Baptist movement), possibly John Carver (it is possible he was born in Doncaster, but his second wife, Catherine, was born and lived in Sturton) and possibly two other Pilgrims.

3.13 The church of St Peter and St Paul was built in the 12th century. It burned down in 1902 and was rebuilt to the previous style.

3.14 Sturton-le-Steeple parish has a long history and the local community is active in exploring and interpreting it. A series of interpretation panels is being installed around the village. There is a village hall which has a kitchen and male, female and disabled toilets.

Worksop

3.15 The Puritan vicar of Worksop, Richard Bernard, was a friend of the leading separatists and though he had similar beliefs, he decided not to separate from the Anglican Church.

Other Locations

3.16 Everton, Gringley-on-the-Hill, Saundby and Wheatley all have lesser connections with individual Pilgrims. There are village halls and pubs in some.

Neighbouring Districts

3.17 Some locations in adjacent authorities have strong connections to the Pilgrims and should be included in any development and marketing - Austerfield, Gainsborough and Doncaster.

Austerfield

3.18 William Bradford, Governor of the Plymouth Colony intermittently from 1621 to 1656, was born and lived in Austerfield. It is thought that he lived at the Manor House, now a private home, and he was baptised and worshipped at St Helena’s church. St Helena’s is an historic church; it was built in the 11th century. Part of the church was renovated with donations made by the General Society of Mayflower descendants in the late 19th and early 20th century. The church retains many historic features, including the font where William Bradford was baptised and a window that commemorates the Pilgrims. There is an interpretation panel and some parking on the A614. There is also a pub - the Mayflower.

3.19 Austerfield Study Centre has recently passed into the ownership and management of a community trust and operates with a combination of paid staff and volunteers from the local community. The trust provides programmes of youth and adult learning, chiefly for schools in the Doncaster area. The Trust is keen to develop products (tours, possibly some interpretation in the study centre, etc.) in relation to William Bradford.
Doncaster

3.20 The origins of John Carver have not been established, but Doncaster has a claim. The South Yorkshire ‘Pilgrims Scenic Drive’ does not visit the town of Doncaster and there is no interpretation of John Carver in the town at present. Doncaster Museums and Archive services might have objects and documents from the period in store.

Gainsborough

3.21 Gainsborough Old Hall is one of the best-preserved late-Mediaeval manor houses in England and shows what Scrooby Manor might have looked like at the time of William Brewster. The Hickman family, who lived at the Old Hall in the 17th century were supportive of the separatists and allowed them to meet at the Old Hall. Gainsborough Old Hall is run as a visitor attraction by Lincolnshire County Council and partners and has a small display commemorating and interpreting the Pilgrims.

Interpretation

3.22 Interpretation of the Pilgrims story is currently limited to the following:

- There are interpretation panels at Austerfield, Babworth, Scrooby and Sturton-Le-Steeple
- A leaflet describes the ‘Mayflower Trail’ - a c50 mile trail that links a number of Pilgrim locations and other heritage sites along the way (Bassetlaw District Council)
- A leaflet describes the ‘Pilgrims Scenic Drive’ - a c25 mile route that includes Austerfield and Scrooby along with other Christian Heritage sites in South Yorkshire and North Nottinghamshire (Heritage Inspired, South Yorkshire’s Faith Tourism Initiative)
- A small display at Bassetlaw Museum in Retford, including a replica figure of William Brewster
- Interpretation panels at Scrooby Village Hall
- Three plaques on the wall of Scrooby Manor (not accessible to the public)
- A website (www.pilgrimfathersorigins.org) is maintained by the Pilgrim Fathers UK Origins Society
- Gainsborough Old Hall has a display consisting of hung fabric panels, dressing up materials for children and two mannequins. Occasional Pilgrims related events are held
- Gainsborough United Reformed Church has published a leaflet about John Robinson and has two plaques commemorating him

3.23 Sue Allan, a local amateur historian, author and guide offers illustrated talks/lectures and guided tours for independent travellers and groups, and she has published an historical novel - Mayflower Maid - set within the Pilgrims story. Pilgrims and Prophets, a Christian heritage tourism initiative has developed a number of group tour itineraries and has made ground arrangements for visiting groups. Malcolm Dolby, a former curator of Bassetlaw Museum, has also given lectures.

3.24 Fandango Media has shot footage in preparation for making a documentary about the Pilgrims’ origins story. A trailer is available at http://fandangomedia.co.uk and the company is currently seeking funding (£20,000) to complete the film, which it hopes will be the first of a mini-series of two or three films. At the same time, work is underway on a documentary film funded by the BBC and PBS broadcasting from the USA.
Marketing

3.25 Little marketing and promotion of the Pilgrims story takes place at present. Current activity includes:

- Experience Nottinghamshire has pages (www.experiencenottinghamshire.com) about the Pilgrims under one of eight themes to ‘discover’ in the County. Four sub pages cover the Pilgrims’ Origins, the Mayflower Trail, the Separatists and William Bradford; a link takes users to the Pilgrim Fathers UK Origins Society website
- North Nottinghamshire Tourism Association has information on the Mayflower Trail (which it calls the Pilgrim Trail) on its website (www.robinhoodtourism.co.uk)
- The Mayflower Trail leaflet has been distributed through tourist information centres by Bassetlaw District Council, though these are now mostly closed
- The Hub - the new information centre opening in Retford will promote the Pilgrim heritage sites
- Mayflower Tours promotes guided tours through a website and through direct contact with the General Society of Mayflower Descendants and Plimoth Plantation, to groups, independent travellers, coach and tour operators (www.mayflowermaid.com)
- Pilgrims and Prophets is promoting its guiding and ground handling services to Christian Heritage tour operators

Transport

3.26 Whilst lack of visitor accommodation has been identified as a strategic weakness, access to transport networks is clearly a strength. Key transport links are:

- Good access to the A1, with recently improved junctions at key points and improved access between the A1 and Robin Hood Airport
- East Coast main line railway stations at Retford, Newark and Doncaster
- Robin Hood Airport, which has recently announced an Aer Lingus service to Dublin that provides connecting services to Boston, New York and Chicago

3.27 Public transport within North Nottinghamshire and the surrounding areas, however, is poor. There is no convenient way for independent travellers without a car to reach the various Pilgrim sites described. There are two car hire businesses in Retford but none of the international brands are represented. Avis, Enterprise, Europcar, Sixt and Thrifty are represented or have offices in Doncaster. Avis, Europcar and Hertz have representation at Robin Hood International Airport.

Education

3.28 Existing education materials and provision relating to the Pilgrims are limited. At the time of writing, a downloadable ‘heritage pack’ was available on the Pilgrim Fathers UK Origins Association website. Education in the local area is provided for by Bassetlaw Museum, Southwell Minster, Nottinghamshire and Doncaster Museums Services and Bassetlaw Christian Heritage Network. Current provision is set out in the following paragraphs.
Bassetlaw Museum

3.29 Bassetlaw has a council-run museum in Retford. The museum employs a part-time Curator and full-time Education and Outreach Officer. The museum has a well-equipped education space which is used by schools and community groups. In 2014 the museum had 13 school visits, totalling 334 children. The Education and Outreach Officer reported that the most popular topics for school visits were: Victorians, Old Toys and Old Retford, and that the main clientele is primary schools. Prehistory is also becoming a popular request. The museum has a collection of loans boxes with handling objects and information sheets. There is a Pilgrim Fathers loans box, containing a folder of information and a replica bonnet and cap, however the Education and Outreach Officer reports that it has only been out on loan to a school twice in the last 3 years.

3.30 The museum delivers occasional outreach sessions to schools but figures for outreach visits are not collected as they don't happen very often. The Education and Outreach Officer has delivered Victorian Domestic outreach sessions and the Curator has delivered outreach sessions on Anglo-Saxons, Romans and Prehistory. The majority of current outreach provision is reminiscence boxes for older people.

3.31 Provision for families is through events during the school holidays and includes a mixture of arts and craft activities, games and themed events such as 'Medieval Mayhem', 'Prehistoric Pandemonium', Easter egg hunts and the Big Draw (a national event each October). In 2014 family visitor numbers totalled 1,214 children and adults.

Southwell Minster

3.32 Southwell Minster is an Anglican Cathedral serving the Diocese of Southwell and Nottingham. The Minster employs 2 Education Officers who job-share a full time post and a part-time Education Administrator. The Minster worked with c3,000 school children in 2014. They offer visits for all key stages and topics include Pilgrimage, Festivals and secondary school conferences. The Minster has recently received a significant HLF grant to restore the Great Hall in the Archbishop's Palace, stabilise the ruined part of the Palace and develop an education garden. New education resources and activities are currently being prepared as part of this project. The Minster also offers family activities during school holidays.

3.33 The Minster runs the Time Travelling Project; they host Time Travelling days for KS1 and KS2 children each year as well as 'Time Travelling in Parishes', an outreach programme for parish churches. The Education Officers work with parish churches in the diocese to help them develop activities for children and have worked in the past with St. Wilfrid's Church, Scrooby to help them deliver 2 Scripture Union 'Lifepath' events based on the Pilgrims.

Nottinghamshire Museums

3.34 Nottingham City Council provides an education service for schools at: Nottingham Castle; Newstead Abbey; The Museum of Nottinghamshire Life at Brewhouse Yard; Green's Windmill and Science Centre. Their offer includes: facilitated sessions in the museums; teacher-led visits; loans boxes; outreach to schools and in-service training for teachers. The activities and resources cover all key stages and include: 'Galleries to Go', 'Museum Stories' and 'Take One Picture', a national project partnership with the National Portrait Gallery.
3.35  Nottingham also has an independent museum; the Galleries of Justice Museum that offers education programmes for schools; these are delivered by the National Centre for Citizenship and the Law. All the museums offer family activities. Research has not identified any Nottingham museums offers based on the Pilgrims.

Doncaster Museums

3.36  Doncaster Council has responsibility for Doncaster Museum and Art Gallery and Cusworth Hall and Park. The Museums Education Service delivers museum based activities and a loans service for schools. Their activities and resources cover all key stages and include: Pre-history; Ancient Egypt; Ancient Greece; The Romans; 19th century life and 20th century life. The museums also offer family activities. Research has not identified any Doncaster museums offers based on the Pilgrims.

Bassetlaw Christian Heritage Network

3.37  A group of ecumenical churches have met to consider the potential to develop Christian heritage tourism and education for schools and others which would cover a circuit of Anglican, Methodist and Baptist churches in Retford and beyond, considering the religious context for the Pilgrim Fathers, how the Separatist movement occurred and what that means today. Plans for BCHN are in the very early stages and may be realised by 2017.

Austerfield Field Study Centre

3.38  The Centre is on the outskirts of Austerfield Village and is, geographically, in Doncaster Metropolitan District. Established for over 40 years, the centre worked with 4,000 school children in 2014, mostly from Doncaster, Sheffield and Rotherham local authorities (Nottinghamshire schools usually visit Perlethorpe Environmental Education Centre for environmental education as the local authority subsidises their visits). The Centre delivers environment and history focused sessions, predominantly for primary schools. It has a good working relationship with St. Helena's Church, Austerfield and the history sessions offered to schools can consider the role of the church in the locality and links with the Pilgrim Fathers. The Centre is mostly volunteer run, with about 15 active volunteers. The majority of education visits are repeat visits. The Centre is considering applying for an HLF grant for their work.

Pilgrim Fathers UK Origins Association

3.39  The association has a website with information about the Pilgrim Fathers in Bassetlaw and downloadable teachers' materials and pupil activities. It has been downloaded the following number of times:

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<th>Year</th>
<th>Downloads</th>
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<tr>
<td>2007</td>
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</tr>
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<td>2012</td>
<td>7</td>
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3.40  The decline in downloads corresponds with the ageing nature of the pack (by 2014 the pack was 7 years old and the photopack is in black and white) and the introduction of the new National Curriculum.
The Churches of All Saints, St Helena and St Wilfrid’s

3.41 The churches work occasionally with school groups, mostly those who visit because it is their local place of worship. St Wilfrid’s, Scrooby has, in the past engaged in school activities in partnership with Scripture Union and Southwell Minster’s ‘Time Travelling Parishes’. St. Helena, Austerfield, occasionally works in partnership with Austerfield Field Study Centre to host school visits which consider the church’s past and present history. There is no evidence that any of the churches offers a particular tour, or resources, for schools focussing on their connections to the Pilgrim Fathers.

Other Christian Heritage

3.42 During the course of research into the Pilgrims origins story, it has become apparent that North Nottinghamshire and the surrounding area has a strong Christian heritage and that this could form the basis for a tourism product that has wider appeal than the Pilgrims and a strong appeal to particular religious groups. The Christian heritage includes:

- Littleborough is thought to be the location where, in 627, St Paulinus baptised the entire population of the Kingdom of Lindsey in the presence of King and St Edwin
- Edwinstone - where St Edwin’s body was laid to rest after the battle of Hatfield Chase in 633
- Austerfield was the location for a synod held in 702 or 703 to discuss differences between the Celtic and Roman churches and St Wilfrid’s exile from York
- Stow (Lincolnshire) - Anglo-Saxon minster dating from 980
- Gainsborough (Lincs.), Askham (Notts.), Gamston (Notts.) - connections with the foundation of the Baptist Church
- Worksop Priory - connections with the Crusades and Richard Bernard (see 3.15) whose daughter married Roger Williams - together they founded the first American Baptist Church and founded Rhode Island
- Epworth - birthplace of Methodism
- Mansfield area - origins of the Quaker movement
- Nottingham - Birthplace of William Booth, founder of the Salvation Army

The Wider Context

3.43 Here we set out the context for Christian Heritage tourism in North Nottinghamshire and review the product and potential to develop the current visitor offer.

Strategic Economic Plan

3.44 D2N2 the Local Enterprise Partnership for Derbyshire and Nottinghamshire has recently published a Strategic Economic Plan for the sub-region. Its vision is for a better connected, increasingly resilient and competitive economy and the visitor economy is one of eight priority sectors. The plan also recognises the Pilgrim Fathers Origins as a key economic asset in North Nottinghamshire along with Worksop (local service centre) and Retford (East Coast Mainline access).
Visitor Economy Review and Investment Study

3.45 This study, for D2N2 is intended to inform the sub-region’s two destination management plans. The study highlights some key issues for tourism development in North Nottinghamshire, including:

- A general lack of visitor accommodation and specific gaps in higher end and boutique hotels
- Gaps in transport connectivity

3.46 Strategic priorities for tourism in the D2N2 sub-region are:

- Strengthening destinations and hubs as access or gateway points for visitors (Retford is identified as a hub)
- Lack of research and the need to commission reliable research to inform investment in the visitor economy
- Strong management/governance for cultural and heritage venues
- Developing market towns, including improving and developing markets as an asset to the visitor economy
- Supporting independent pubs and micro-breweries
- Addressing broadband connectivity black spots especially in rural areas

3.47 The Nottingham and Nottinghamshire priorities are:

*Top Priorities*
- A Robin Hood themed attraction
- Dedicated conference centre
- Expand role/suitability of conference and event bidding units
- Industrial heritage and local distinctiveness themes

*Secondary Priorities*
- Support actions identified in the city centre time and place and retail strategies
- Tourist bus tours
- Market towns and destination hubs
- Food and drink festival
- Review skills audit/SME programme

3.48 Whilst not identified in the list of priorities for strategic investment, the Pilgrim Fathers is recognised as an important asset for the visitor economy. At the time of writing, Experience Nottinghamshire, the destination management organisation (DMO) for the county, is finalising a Destination Management Plan.

Nottinghamshire Growth Plan

3.49 As identified in the Nottinghamshire Growth Plan the County Council and partners recognise the growth potential and importance of the visitor economy sector within the county. With particular relevance to this work, the Growth Plan specifically identifies the Pilgrim Fathers’ story as a potentially significant plank of the work to develop the sector and county visitor offer.
Bassetlaw Visitor Economy Strategy

3.50 This district level strategy for tourism identifies a number of weaknesses in the current provision and management of tourism in Bassetlaw, as follows:

- Bassetlaw has a weak offer of place and little geographical recognition
- There is little historic infrastructure to exploit
- Existing attractions draw mostly day visitors from the local area
- The current offer is diverse and unconnected
- A lack of visitor accommodation results in low spend per head

3.51 The following strategies are proposed to address these weaknesses:

- Promoting a place brand
- Adopting a Storyscape Strategy (that includes the Pilgrim Fathers)
- Developing and promoting tourism based on the Pilgrim Fathers origins story
- Develop and promote industrial tourism based on the Chesterfield Canal
- Landscape - enhancing natural assets including country parks, nature reserves, informal attractions, events, walking and cycling routes

3.52 Place shaping identified three key themes:

- Storyscape - a land of stories and history (Pre-history, the Dukeries, the separatist movements, including the Pilgrim Fathers)
- Breathing space - countryside and villages
- Connected values - ease of reaching surrounding attractions - (in Nottinghshire, Lincoln, Sheffield)

3.53 The strategy proposes possible actions to develop and promote the Pilgrim Fathers origins, but also identifies further research (the topic of this report) as being necessary to guide the appropriate level of public sector intervention.

National Organisations

3.54 A national project - Mayflower 400 - is being led by Plymouth City Council. Awareness of Plymouth as the departure port of the Mayflower in 1620 is high and Plymouth stands to benefit most from the 2020 anniversary. However, to help spread the benefits more widely, this partnership includes Boston, Harwich, Southwark, Southampton and Dartmouth Councils as well as Bassetlaw, West Lindsey, and Doncaster Metropolitan Borough Councils. Work to date includes:

- Launching the project
- Convening a partnership of local authorities
- Making visits to the USA to lobby for government involvement in the 2020 commemorations
- Lobbying the UK government, departments and agencies to encourage involvement in the 2020 commemorations
- Appointing staff to develop education resources

3.55 In addition Mayflower 400 is addressing education including establishing a teachers’ forum and working party to develop resources. The Leadership Adviser for Health,
Wellbeing and Citizenship is also proposing to develop a web-based schools linking programme for citizenship. This would link students in ‘the class of 2020’, i.e. those who will be ending their secondary education in 2020, through a dedicated website via blogs, message boards, shared picture galleries and, possibly, live video linking.

3.56 Visit England and Visit Britain have both engaged with the Mayflower 400 project, though as yet there are no specific proposals from these organisations other than an invitation from Visit England for partners to make a joint bid to the Challenge Fund.

Local Authorities

3.57 Bassetlaw District, Nottinghamshire County, Doncaster Metropolitan and West Lindsey District Councils have all expressed their support for the enhancement of a visitor offer based on the Pilgrims story. Bassetlaw District and West Lindsey District councils are attending meetings of the Mayflower 400 group. Bassetlaw District Council is taking a lead in North Nottinghamshire.

Tourism Organisations

3.58 Experience Nottinghamshire is the Destination Management Organisation for Nottingham and Nottinghamshire. It is a partnership between the local authorities, D2N2 and the commercial sector. It is a membership organisation. Experience Nottinghamshire is responsible for strategic development of the visitor economy and marketing Nottingham and Nottinghamshire to potential day and staying visitors.

3.59 North Nottinghamshire Tourist Association (also known as The Sherwood & Dukeries Tourist Association) is a membership organisation for tourism sector businesses based in North Nottinghamshire, Sherwood and the Dukeries. Its activities are focused on promoting member businesses and sharing knowledge and information through a programme of training/networking events.

Community

3.60 At the local level, there is support for improving interpretation of the Pilgrims story for local people and developing tourism products to attract visitors to the area. However, the level of commitment and the capacity of community groups and organisations to achieve these aspirations is currently varied. It can be summarised as follows:

Austerfield

- St Helena’s Church and the Austerfield Study Centre are keen to provide interpretation on the Pilgrims though at present no specific plans are in place
- Austerfield Study Centre is about to begin fundraising for interpretation of the Pilgrims story (this might include a separate exhibition and/or panels)
Babworth

- All saints Church and Babworth Parish Council are keen to improve facilities for visitors and have recently arranged for overhanging trees on the access road to the church to be cut back to allow access for coaches.

Gainsborough

- Gainsborough United Reformed Church provides refreshments and is keen to develop this and other services for visitors.
- Gainsborough Old Hall has a Friends Group that helps support the Hall.

Retford

- Bassetlaw Museum has staff with museum and education expertise.
- Churches Together in Retford, along with other churches in Bassetlaw have recently given their support to the formation of the Bassetlaw Christian Heritage Network. In association with Pilgrims and Prophets, they are currently exploring options for the collaborative development of Christian heritage tourism in the District.
- Pilgrims and Prophets’ which is developing, promoting and operating Christian heritage tours for groups in the area and to other locations throughout the UK.
- Retford Business Forum and Totally Locally are currently developing The Hub. This will be run by volunteers and provide a tourist information service and space for local artists and producers to display their work. The Hub will include information on the Pilgrims story.

Scrooby

- St Wilfrid's Church already welcomes visitors and is keen to improve interpretation and facilities for visitors, especially if this can bring revenue and improved facilities.
- Scrooby Parish Council is keen to improve the visitor experience (walking trails, improving current displays in the village hall, etc.) but no specific plans are in place.
- The Pilgrim Fathers UK Origins Association has a website and has been working on the development of a visitor centre in a disused barn adjacent to the Pilgrim Fathers public house, but at present there is no business plan and fundraising has not progressed beyond obtaining small amounts to cover administrative costs.

Sturton-le-Steeple

- Sturton-le-Steeple Parish Council has obtained a Heritage Lottery Fund grant to research and provide interpretation of heritage features including a Roman river crossing and its Pilgrim heritage.
Analysis and Conclusion

Consultants’ Analysis

4.1 The consultants’ analysis of the findings is set out here. In summary:

- Current economic impacts are low (c £100k or direct expenditure per year)
- There is potential to increase the economic impact of the Pilgrim Fathers (in the region of £1m per year), but the overall potential is limited as this is a niche market
- There is potential to increase the economic impact in the 2020 Mayflower sailing anniversary year (in the region of £3m) and to use this as a springboard for promoting Christian heritage tourism in North Nottinghamshire
- Awareness of the Pilgrim Fathers’ North Nottinghamshire origins heritage is low and activity in the education sector and across the market is required to raise and maintain awareness locally; improved local understanding of the story creates a more sustainable approach in the longer term and an interested market

Existing Visitors

4.2 It is clear from the consultation that visit numbers are currently low - probably in the low thousands per year. Assuming most visitors are spending short periods of time in North Nottinghamshire (i.e. they are either UK residents making day visits or overseas visitors spending a day or perhaps an overnight in the area), spend per head and total spending is limited.

4.3 It has been possible to estimate the economic impact of existing visitors using anecdotal evidence from the consultation and spend per head from the Nottinghamshire STEAM economic impact model as follows. This should be refined as more accurate data becomes available:
3,000 annual visits (we have assumed these are all day visits)
£34 average spend per head
£102,000 Total estimated direct spending
£204,000 Total economic impact including multiplier

**Potential Market**

4.4 There is potential to generate greater economic impacts for North Nottinghamshire from the Pilgrim Fathers theme. However, the potential is limited and we draw the following conclusions:

- There is low interest/niche interest in the theme at present; it is unlikely to attract high numbers of leisure visits without significant publicity to increase awareness and interest
- Coach and tour operators beyond the Christian travel sector are unlikely to be especially interested, except in the anniversary year
- The Church groups consulted were not especially interested in visits except in an anniversary year
- Existing Christian heritage projects in the UK and the American Pilgrim Museum in Leiden attract small numbers of visitors (low thousands) and these increase by approximately 2-3 fold in launch or anniversary years
- There will be a spike in domestic and international demand in 2020 but it is difficult to predict the level; this will be subject to how much national and international publicity occurs in the run up and at the time

4.5 Based on our consultations and our professional opinions, we estimate the potential (additional, rather than displaced) economic impacts of the Pilgrim Fathers origins in North Nottinghamshire to be in the region of £1 million in a normal year and £3 million in 2020, calculated as follows:

**Normal Year**

- 7,500 day visits
- 2,000 staying visits
- £34 spend per head by day visitors (sub-total £255,000)
- £158 spend per head by staying visitors (sub-total £316,000)
- £571,000 total direct spending
- Plus multiplier in the region of £0.5m gives total economic impact of c£1m per year

**Anniversary Year**

- 20,000 day visits
- 6,000 staying visits
- £34 spend per head by day visitors (sub-total £680,000)
- £158 spend per head by staying visitors (sub-total £948,000)

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4 The multiplier is the amount of in-direct, secondary and induced spending generated in the economy by every £1 spent directly on goods and services

5 Displaced visitors are those who are in the area anyway and decide to visit a Pilgrim location rather than some other location or attraction they would have visited anyway
• £1,628,000 Total direct spending
• Plus multiplier in the region of £1.6m gives total economic impact of £3m

4.6 Most of the impacts will be felt in Scrooby and Austerfield, with impacts also in Retford and Barnby Moor (accommodation base) and Gainsborough (Old Hall exhibition). The estimate is based on the following breakdown of visits:

Normal Year

Day Visits
• 5,000 independent visits by people travelling from home
• 2,000 organised group visits
• 500 foreign tourists making day visits from London

Staying Visits
• 1,000 foreign tourists in organised groups
• 500 foreign tourists making overnight trips from London
• 500 UK residents making overnight trips

Anniversary Year

Day Visits
• 14,000 independent visits by people travelling from home
• 4,000 organised group visits
• 2,000 foreign tourists making day visits from London

Staying Visits
• 2,000 foreign tourists in organised groups
• 2,000 foreign tourists making overnight trips from London
• 2,000 UK residents making over night trips

4.7 In addition, we estimate the following education visits, though these have not been included in the economic impact calculation as spending will be low and most education visits will originate from within the region:

Normal Year
• 30-40 school groups (900-1,200 pupils)
• 100 - 200 people taking part in adult learning

Anniversary Year
• 30-70 school groups
• 200 - 300 people taking part in adult learning

Opportunities

4.8 The research identified a number of key opportunities, as follows

• Domestic groups (coach operators, affinity group organisers and church group organisers) seek itineraries, guides and general group travel facilities
• International group operators seek day trip and longer packages, itineraries and guides
• Independent international travellers seek day and longer packages (from London), driver guides, car hire, itineraries and a good map
4.9 On the basis of our research and consultation with operators, and building on our considerable experience of business planning and feasibility studies for visitor attractions, we do not believe that a stand-alone visitor attraction based on the Pilgrim Fathers would be financially viable. However, a focus for visitors in Scrooby (and ideally at other sites) is desirable as it would provide information, especially for independent travellers who do not have a guide.

4.10 The theme of religious non-conformity is strong in North Nottinghamshire and surrounding districts. Extending the Pilgrim Fathers offer into a wider project that tells the story of non-conformism origins broadens the market to include Baptists, Methodists, Quakers and other. We recommend this as a long-term strategy for North Nottinghamshire, using 2020 and the Pilgrim Fathers’ origins as a springboard.

Stakeholder Workshop

4.11 The research findings were circulated to stakeholders and presented and discussed at a strategy workshop held at Retford Business Centre on Thursday 19th March 2015. The workshop was attended by members and officers of Bassetlaw, Nottinghamshire and West Lindsey Districts, communities, organisations and businesses. The purpose of the workshop was to enable stakeholders to build a consensus around developing a Pilgrim Fathers project in North Nottinghamshire and specifically:

- To share and agree the findings from research by the consultants (*where are we now*)?
- To understand how many people might want to visit and what they will be looking for (*the potential*)
- To make some strategic decisions about what participants want to provide (*where do we want to be*)?
- To identify what’s needed to deliver the project (*how do we get there*)?

Where Are We Now and the Potential

4.12 Participants agreed with the findings of the research as set out in sections 2 and 3 above. The key findings/conclusions of which are summarised here.

The Offer

4.13 Key findings in relation to the visitor offer are as follows:

- There is little for people to see; the churches are currently the main attractions
- There is limited access to physical, printed and web material
- Locations are scattered with poor connectivity
- Wider visitor facilities (accommodation, places to eat and drink, other things to see and do) are limited
- Several groups have a stake in the project but there is limited ‘capacity’ and no co-ordination at present
Demand

4.14 Key findings in relation to existing and potential demand are as follows:

- This is a niche topic and so demand will be limited
- There will be increased national and international interest in 2020
- Potential visitors are:
  - General interest day visitors and tourists
  - Church and other special interest groups
  - Overseas visitors (travelling independently and in groups, mostly from the USA)

Education

4.15 Key findings in relation to education are as follows:

- Awareness of the Pilgrim Fathers in North Nottinghamshire is low amongst teachers
- There is demand for education resources in RE, history, geography and citizenship that could be met by the project
- Schools in Nottinghamshire and adjacent areas are the likely market – in the region of 600 schools in all
- A large number of schools is likely to use a relevant, downloadable or outreach resource; a smaller number will visit
- The main barriers to visits are transport costs (especially for small rural schools) and timetable issues (especially for secondary schools)
- A Pilgrim Fathers education project could be scoped out to include:
  - Materials for teachers and pupils (both digital and hard copy) linked to National Curriculum and RE Agreed Syllabus
  - Production of replica artefacts, digitisation of documents and images to form loans boxes, outreach boxes and handling collections
  - Self-guided trail for schools to visit key churches and sites linked to the Pilgrim Fathers
  - Role description for a schools outreach worker
  - Training for volunteers from churches so that they can engage with schools on site
  - Web based resources, including links to schools in USA and closely linked to the Mayflower 400 initiative
  - Training for teachers to enable them to teach Pilgrim Fathers

Context

4.16 The key findings in relation to the wider context for the project are as follows:

- North Nottinghamshire has a low tourism base and a limited supply of accommodation and other facilities
- The project fits well with sub-regional tourism strategy
  - Pilgrim Fathers as a theme for product development and marketing
  - Developing events, supporting local food
  - Retford as a market town/hub
- The Pilgrims and Prophets group is developing, promoting and operating Christian heritage tours in North Nottinghamshire
- Publicity for 2020 is not yet known. It will include a BBC/PBS documentary and might include some government-sponsored commemorations in the USA and the UK
- Mayflower 400 Project is coordinating activity nationally and internationally with Plymouth City Council as the lead authority
Conclusions

4.17 During discussion of the findings, stakeholders agreed that there is potential to work together to generate benefits for North Nottinghamshire. They concluded that the following actions should form the basis for the project:

- Developing an education ‘product’ – resources, etc. to underpin local awareness raising
- Developing physical products that people can see, enjoy and consume
- Marketing the Pilgrim Fathers in North Nottinghamshire
- Agreeing the story to tell in general and in 2020
- Developing a brand
- Connecting the various elements into a coherent offer
- Developing partnerships within North Nottinghamshire and beyond to deliver the project

Discussion

4.18 Stakeholders then broke into four work groups and each discussed one of the following, their more detailed conclusions on each of these aspects are summarised below:

1. The Story and the Brand - what should they be?
2. Physical Products – in the villages and in Retford
3. Marketing - target audiences, brand, partnerships
4. Education - what should be provided and how?

4.19 These were discussed within the context of:

- A relatively low level of base demand for visits from the general public
- Potentially strong interest from the Christian travel sector
- A spike in demand for 2020, though volume currently unknown

Topic 1: The Story and the Brand

4.20 The following conclusions were made in relation to the story:

- The story should be told at two levels – a simple one and a more in depth one (a ‘lite’ version and ‘train spotter’ version)
- Interpretation should focus on the individuals and the places, especially the key characters/families – the Brewsters, Bradford, the Carvers, the Robinsons, the Smiths
- ‘Telling the story’ should be presented from different perspectives including women’s perspectives, in the interests of diversifying the history and giving it a wider appeal. Also, the project should use the term ‘Pilgrims’ or ‘Mayflower Pilgrims’ rather than ‘Pilgrim Fathers’
- The story is wider than that presented to date. The Pilgrims origins story should be linked to what happened before and after, including:
  - The English Civil War, changes in religious tolerance, the rise of non-conformism, Cranmer, etc

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Tel: 01439 788980 E-mail: info@bowlesgreen.co.uk
• Other significant or interesting local characters, including Edward Fenton
• The Dutch and American colony elements of the story
• ‘Freedom’ and religious tolerance

• Opportunities should be taken to link the Pilgrims story into other local and non-local stories and sites, to encourage visitors to stay longer and to return, including:
  • Other non-conformist religions and their churches
  • Robin Hood and rebels
  • Priories (start tours in Worksop)

• Issues in developing the story include:
  • Problems of facts – much of the historical information is biased, from one perspective, political, etc. The Pilgrims’ story needs to be told in an inclusive manner, which takes into account the many layers of the history
  • There is an inherent difficulty in telling the tolerance story through the Pilgrim Fathers – as they were intolerant
  • The name ‘Pilgrim Fathers’ is also problematic. They are essentially the forefathers of the ‘founding fathers’ - Washington, Adams, Franklin, Jefferson, etc. They are generally known as ‘The Pilgrims’ in the USA today

Topic 2: Physical Products

4.21 The following conclusions were made in relation to developing products:

• The villages are all different in size and nature, capacity, aspirations and their digital connectivity, so a flexible approach will be needed

• On a leisure day trip, people are looking for something to see or do, a place to eat and drink and a souvenir to take home – we need to find a way to provide these things, ideally at each location

• Events are a good way of providing temporary ‘attractions’ and these could be for large numbers of people; they can be used flexibly to increase capacity in 2020

• All villages need improved public realm – signs, lighting and other features to make them look more like places people would want to visit

• Local communities should make their own decisions about what they would like to develop and which aspects of the story they want to tell. They should be supported and encouraged to choose from a framework of provision including:
  • Physical or digital interpretation
  • A small exhibition
  • Trails
  • Events

• Events could be developed for local people (to raise awareness and engender support) and for visitors. Events could include drama/plays, music and food

• Exhibitions in the villages should be low key and deal with the local village stories (each of which is different)
• There could be a bigger attraction/exhibition in Retford that tells the wider story of religious non-conformism and encourages people to go out to explore the various elements. This would help to establish Retford as the focus for Christian heritage tourism in North Nottinghamshire.

• Driving and other itineraries, tours and trains could then radiate from the Retford hub to link the various sites together.

• Digital interpretation, such as apps and a website enabled for the mobile web should be considered as this will appeal to a young audience, be less intrusive and avoid the liabilities associated with panels and signs.

**Topic 3: Marketing**

4.22 The following conclusions were made in relation to marketing:

• It is difficult to set accurate numeric targets for each of the target markets at this stage as the scale of publicity, which affects awareness, interest and demand is not yet known. It will be important to monitor progress on this and to adapt the strategy and action plan accordingly.

• It will be important to establish partnerships beyond North Nottinghamshire for marketing, including:
  • Experience Nottinghamshire - for channeling and managing enquiries about visits
  • Mayflower 400 - to influence and benefit from national and international marketing activity
  • Local history societies, churches and other affinity groups
  • The Civil War Centre in Newark and other attractions for joint marketing at a local/regional level
  • Lincoln Cathedral and Castle - which have a major exhibition to coincide with the 2015 Magna Carta anniversary
  • Gainsborough Old Hall

• It will be important to target local people and local businesses so that they continue to be aware and proud of their heritage and so that they are informed and able to welcome visitors; 2020 is a good hook to do this.

• The following marketing activities were suggested:
  • Signage on the ground
  • A strong on-line presence (the Pilgrim Fathers UK Origins website receives 3,000 hits per month - Experience Nottinghamshire’s website receives over 100,000)
  • Children should be a priority target market as these will help sell engagement to adults
  • Ensure that activities and events are fun
  • Include trails to link sites and spending opportunities
  • Use digital media to deliver interpretation (apps and mobile web)

**Topic 4: Education**

4.23 The following conclusions were made in relation to education:
• Educational material has been available on the Pilgrim Fathers UK Origins Society website for 5-6 years. It consists of *My story – William Brewster and the Mayflower*. The education resource has been downloaded 94 times, approximately half by overseas educators. The resource needs up-dating to reflect a wider range of subjects and to fit with the National Curriculum

• A new education resource pack is needed; this should be available on-line and it should:
  • Be rich in images
  • Be developed in consultation with the education advisers, who are keen to help
  • Include links to other sites/museums
  • There should also be a video blog for schools
  • Include links to the Scripture Union life pack and the Time Travelling project (Southwell diocese)

• Gainsborough United Reformed Church has a booklet on John Robinson, but few visitors come to the church; it is important to make the available material easy for people to find and use

• There is little to see about the Pilgrims in Gainsborough Old Hall (but their exhibition is the most comprehensive in the region); this is an opportunity to introduce general visitors to the Pilgrims and to impart some basic facts

• An education advisory group should be established to steer education activity, it should include:
  • Education subject advisers
  • SACRE (Standing Advisory Council on Religious Education) members

• Any heritage centre should make provision for formal and informal learning. Ideally this should include an education room as well as interactive displays and other methods of informal learning

**Delivering the Project**

**Action**

4.24 A number of actions were identified that are needed to deliver aspects of the project, as follows:

• Establish a framework of interpretive themes within an overall interpretation plan so that individual stakeholders can adopt elements of the story, but a coherent story is achieved
• Develop a focus for the project in Retford on a wider theme of Christian non-conformity to maximise economic impacts
• Develop a plan for each village, locally, using a development framework so that individual villages can select the things that would work best for them within an overall plan
• Develop a coordinated education project (linking sites, resources, providers, etc.)
• Prepare a framework for the project with a toolkit of interpretation options
• Formulate a name and brand for the project
Next Steps

4.25 In a final discussion about the way forwards a number of proposals and suggestions were made, as follows:

- The local authorities should take the lead in driving, championing and coordinating the project (Bassetlaw leading in partnership with Nottinghamshire County, Doncaster Metropolitan and West Lindsey District Councils) and in liaison with the Mayflower 400 project
- A local partnership should be formed of the stakeholders (mostly those that participated in the workshop) and individual partners should take responsibility for different elements
- Wider partnerships should be formed beyond North Nottinghamshire to help deliver and market the project
Strategy and Action Plan

Strategy

5.1 The recommended strategy is justified by the research, analysis and subsequent discussion by stakeholders described above. It consists of a vision, aims, target markets and objectives. It is recommended that the strategy be adopted by the project at the current time and that is should be reviewed on an annual basis and in light of developing events between now and 2020.

Vision

5.2 After 2020, North Nottinghamshire will be widely recognised as the place where influential leaders of the Pilgrims formed their beliefs. Local residents are aware and proud of this heritage and visitors come from throughout the UK and from overseas to enjoy and learn about the story in the places where it happened. The Pilgrims heritage can be enjoyed as a single theme, as part of the wider Christian heritage of Nottinghamshire or as part of a more general visit to the area.

Aims

5.3 Six strategic aims are recommended, as follows:

1. To commemorate the origins of the Pilgrims in North Nottinghamshire
2. To increase awareness of the Pilgrims amongst residents and beyond our boundaries
3. To maximise the educational benefits of the Pilgrims heritage
4. To maximise the economic and social benefits of the Pilgrims’ heritage
5. To position the Pilgrims’ heritage within the wider Christian heritage of North Nottinghamshire
6. To develop a level of facilities that will satisfy the base level of demand identified but that can expand to accommodate the anticipated spike in visits in 2020 and a modest increase in the longer term

Target Audiences

5.4 We seek to engage a wide audience with the Pilgrims’ heritage but our focus will be on:

- Day visitors (travelling independently and in groups, including family groups)
- Tourist visitors (already staying and those who might be encouraged to visit)
- Overseas tourists (especially from the USA and the Netherlands)
- Local residents
- The education sector (schools, colleges and lifelong learning)

Objectives

5.5 Our five objectives are listed here and described in the following paragraphs:

1. To agree the story we want to tell, developing and promoting a brand for Pilgrims’ heritage in North Nottinghamshire
2. To improve the visitor experience
3. To plan, deliver and manage high quality education resources and programmes
4. To increase our collective capacity to deliver
5. To work in partnership to deliver and promote the strategy

Objective 1: Agreeing the Story

5.6 To agree our story and to develop a ‘brand’ we will:

- Bring stakeholders together to prepare and agree an interpretation strategy and plan that includes:
  - Our version of the story
  - Main message, topics and themes
  - Menu of delivery methods (set out in the toolkit)
  - Agree a name and strapline slogan for the project

Objective 2: Education

5.7 To plan, deliver and manage high quality education resources and programmes, we will:

- Develop physical and on-line learning materials linked to the national curriculum
- Develop a programme of education visits linked to the national curriculum
- Develop programmes for RE, geography and history linked to the national curriculum
Where possible encourage study of Pilgrims heritage in further/higher education and life-long learning, providing inspiring and interesting resources for all that tell the story of the *Mayflower* Pilgrims

Plan, deliver and manage a programme of interpretation for visitors in 2020 and beyond to raise understanding amongst all visitors, consisting of:

- Physical interpretation in Babworth, Scrooby, Sturton-le-Steeple, Austerfield and Gainsborough (panels, self-guided trails, statues and exhibitions for visitors)
- Digital interpretation
- Supporting proposals to develop a Christian heritage centre in Retford and ensuring the Pilgrims story is included
- Events (for local residents and for visitors, with one or more high profile events for 2020)

### Objective 3: The Visitor Experience

**5.8** To improve the visitor experience we will:

- Make improvements to the public realm in Babworth, Scrooby and Sturton
- Provide a ‘hub’ exhibition in Retford and ‘satellite’ exhibitions in the villages
- Plan and deliver a programme of signage for locations and trails
- Plan and deliver a programme of interpretation as noted at 5.7, above
- Seek to improve IT connectivity in Babworth, Scrooby and Sturton
- Train a body of local people to be guides for walking tours, group visits and as driver guides
- Ensure a high standard of customer care throughout
- Ensure that all partners have the appropriate accreditation and develop a scheme of accreditation to ensure that participating businesses and communities present a consistent story

**5.9** The basis for the interpretation toolkit is set out here:

### Strategic Approach

**5.10** Our approach to interpretation will be to develop a ‘hub and spokes’ offer, with gateways, in which we will position Retford as the hub for a wider story of the origins of non-conformist Christian heritage. Each of the locations associated with Pilgrims heritage will form a spoke and gateways will be Doncaster, Newark and Retford railway stations and Robin Hood Airport.

### Hub

**5.11** In the short term, the Retford Hub will provide information to visitors on Pilgrims and other relevant Christian Heritage. In the longer term (and this will be a separate project) a visitor or heritage centre will tell the story of the origins of non-conformist religions in the area. This will be the main visitor facility and it will signpost visitors to individual themes and locations in North Nottinghamshire and the surrounding area. A site and operating partner for this project have yet to be found and agreed.

**5.12** Bassetlaw Museum should dedicate more space to this theme. The main ground floor room is an appropriate size and locating this exhibition here would have a number of benefits (drawing on existing museum expertise and education activity, attracting
additional footfall to the museum). However, other sites are also available and the clients should take advice on the optimum solution.

Spokes

5.13 Interpretation should be provided at each of the Pilgrims origins locations. To accommodate the diverse nature of these places and the different aspirations of the local communities, local people should choose from the following menu:

1. A physical exhibition. Ideally this would occupy an existing, managed space in each village/town to minimise operating costs and to maximise the benefits of the project. For example village halls, churches or business premises. The exhibitions would consist mostly of panels with images and words, though more imaginative methods could be considered if funds are available.

2. A self-guided walking trail. Places of interest within each village will be linked through a walking trail. Ideally, places of interest will be marked by a plaque or small panel.

3. Guided walking trails. If local people are prepared to be trained as guides, each location could offer a local guided walk. This could be linked to Pilgrim heritage and other events in each village and promoted to visitors (for example on school holiday Saturdays, or on the first Saturday of each month) and visiting groups.

4. Events. Each village should hold at least one Pilgrim origins event each year on a date relevant to each place. The events should take place in the summer months and could be promoted collectively as a ‘festival’. A major event will take place to celebrate the 2020 anniversary and each location should have an event or activities that link to this.

5. Digital interpretation. An app delivered on smartphones and tablets would be an effective way to overcome the lack of tangible remains of the Pilgrims origins heritage. Actors could be used to tell the story of the key players from each village, with content (audio and video) delivered by QR codes or AR codes at each location of interest.

5.14 Village activity should be brought together in an expanded Pilgrim Trail. The existing Mayflower Trail and South Yorkshire Pilgrim trail should be brought together. Access or starting points should be the four gateways. Realistically the trail needs to be aimed at motorists and coach operators. Key elements of the trail should be:

- A driving route or routes (with length of route options) linking places of interest with locations where there are facilities for visitors
- Road signage in the project brand
- A leaflet, printed and available as a download.

5.15 The effectiveness of digital interpretation remains a topic of debate. There is some concern that it excludes some audiences (older people and people who cannot afford smartphones and tablets). However, as smartphone and tablet ownership are increasing rapidly, digital interpretation is likely to become more commonplace in the coming years. We suggest that the client monitors response to digital interpretation developed by the Newark Civil War Centre to guide development of digital interpretation in North Nottinghamshire.
Gateways

5.16 Interpretation at gateways should introduce people to the Pilgrim heritage of North Nottinghamshire. These are privately-owned, managed spaces and, subject to the approval of the site owners, offer opportunities for imaginative installations - for example art works - supported by more traditional interpretation and information.

Objective 4: Increasing Capacity

5.17 To increase our collective capacity to deliver we will:

- Establish a Pilgrims’ Heritage Partnership encompassing North Nottinghamshire and relevant areas of Doncaster Metropolitan Borough and West Lindsey District
- Establish a Pilgrims Heritage Education Partnership
- Continue to maintain and develop our engagement with the Mayflower 400 project and participating partners
- Support our local delivery partners with an interpretation toolkit, interpretation advice, training, grant applications, etc.
- Make grant applications to the Heritage Lottery Fund, DCMS (via the Mayflower 400 project), and others to obtain resources
- Support the training and setting up of driver guides and guides who are able to provide authoritative, high quality tours for visiting groups and independent travellers
- Monitor and evaluate our outputs and outcomes and learn from our experience

5.18 Bassetlaw District Council should take the lead in setting up the two partnerships and should set the agenda for these organisations, with other partners taking responsibility for aspects of the project that are relevant to them. Their respective roles should be:

Pilgrims’ Heritage Partnership
- Agreeing the name and brand
- Securing funds for development and marketing
- Agreeing an interpretation strategy/plan
- Producing the interpretation toolkit
- Coordinating interpretation planning and delivery at locations
- Agreeing and coordinating delivery of a marketing strategy
- Providing training for driver guides
- Liaising with Mayflower 400
- Liaising with Lincoln Cathedral and the National Civil War Centre
- Collecting monitoring and evaluation data

Pilgrims’ Heritage Education Partnership
- Developing learning materials linked to the national curriculum
- Developing and coordinating a learning project
- Securing funds for the learning project
- Appointing and steering an education post
- Planning a programme of adult learning
- Collecting monitoring and evaluation data
5.19 Bassetlaw District Council should also take the lead on marketing delivery, with close support from Experience Nottinghamshire, and working with the Pilgrim Heritage Partnership to coordinate activity by the partners. This will ensure joined up activity by the public, private and voluntary sectors and result in a consistent approach and messages.

5.20 All of the partners with a stake in the Pilgrims should be engaged in these delivery partnerships. A list of organisations consulted is included in the Appendix to the report and should form the basis. Commercial sector partners should be encouraged, in particular guides and tour operators, plus existing businesses in the villages that might be able to host aspects of the interpretation.

5.21 Marketing is the third essential area of activity. It will be important to incorporate existing networks and activity (including links between the two local handling agents/guides and overseas operators and organisations as well as planning to raise the profile and promote the new products (itineraries, destinations, driver guides, etc.).

Objective 5: Partnership Working

5.22 To work in partnership to deliver the strategy, we will:

- Establish communications channels with the Mayflower Pilgrims’ descendants organisations and the Leiden American Pilgrim Museum, and compile and maintain a database of tour and transport operators, then supply them with regular information as the project develops
- Continue to work with national partners through the Mayflower 400 project to promote the North Nottinghamshire Pilgrims offer
- Develop a Pilgrims heritage tourism partnership at the local level to steer and deliver the project, including: Bassetlaw District Council, Nottinghamshire County Council, Doncaster Metropolitan Borough Council, West Lindsey District Council, Lincolnshire County Council, the Diocese of Southwell and Nottingham, individual churches, Parish Councils, Experience Nottinghamshire, the Pilgrim Fathers UK Origins Association, Pilgrims and Prophets, local authority and diocesan education advisers (including SACRE), Austerfield Study Centre, Retford Churches Together, Bassetlaw Christian Heritage Network, and others, including the commercial sector
- Establish an education partnership to develop the education project, including: local authority and diocesan education advisers (including SACRE), Austerfield Study Centre, Pilgrims and Prophets

Action Plan

5.23 To deliver the project, the following Action Plan is recommended. Lead partners are highlighted in bold text. Projected costs are shown where it is possible to make a realistic estimate, however, these should be refined in light of further planning for interpretation, marketing and education.

5.24 Bassetlaw District Council should take the lead in driving the project forwards and setting up and supporting the partnerships; the roles of other key partners are set out here:

- **Nottinghamshire County Council** - development support
- **Doncaster MBC and Lincolnshire CC and West Lindsey DC** - liaison with adjacent areas, marketing support
- **Experience Nottinghamshire** - lead on marketing
- **PFUKOA, Mayflower Maid, BCHN** - agreeing the story, training, education,
- **SACRE, Bassetlaw Museum, Doncaster Museums Service, Gainsborough Old Hall** – education
- **All site managing organisations** - interpretation, managing the ‘destinations’

### Table 3: Action Plan

<table>
<thead>
<tr>
<th>Project</th>
<th>Role/Description</th>
<th>Partners</th>
<th>Timing</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation plan</td>
<td>To set out story and provide a menu and programme of interpretation</td>
<td>BDC, NCC, DMBC, WLDC, PFUKOA, PCs, Churches</td>
<td>2016</td>
<td>£7,500 for consultant</td>
</tr>
<tr>
<td>Interpretation group</td>
<td>To guide and manage interpretation planning and delivery</td>
<td>BDC, NCC, DMBC, WLDC, PFUKOA, PCs, Churches</td>
<td>2015</td>
<td>-</td>
</tr>
<tr>
<td>Exhibition at Bassetlaw Museum</td>
<td>An exhibition on the Pilgrim Fathers in the main ground floor room at the museum with artefacts from the time</td>
<td>BDC</td>
<td>2019</td>
<td>£40,000</td>
</tr>
<tr>
<td>Exhibition at Pilgrim Fathers Pub, Scrooby</td>
<td>An exhibition in the barn at the Pilgrim Fathers pub</td>
<td>Enterprise Inns, PFUKOA</td>
<td>2017</td>
<td>£20,000</td>
</tr>
<tr>
<td>Interpretation in villages</td>
<td>To be proposed and delivered by individual communities - selected from a menu of options</td>
<td>PCs, Churches</td>
<td>2017</td>
<td>£7,500 per village (est. £30,000)</td>
</tr>
<tr>
<td>Village, walking and cycling trail</td>
<td>An interpreted walking trail in each village, possible walking trail from Scrooby to Babworth, possible longer cycling trail</td>
<td>BDC, PCs</td>
<td>2018</td>
<td>TBA</td>
</tr>
<tr>
<td>Signage for Mayflower Trail, village walking and cycling trails</td>
<td>Road signage for the Mayflower Trail and appropriate signage for further village and other trails that might be developed; leaflet and web download</td>
<td>BDC, NCC</td>
<td>2019</td>
<td>£10,000</td>
</tr>
<tr>
<td>Public realm improvements</td>
<td>Improving street furniture and signage in the villages</td>
<td>BDC, NCC, DMBC, WLDC</td>
<td>2019</td>
<td>TBA</td>
</tr>
<tr>
<td>IT improvements</td>
<td>Where possible, improving IT connectivity</td>
<td>BDC, commercial sector</td>
<td>2019</td>
<td>TBA</td>
</tr>
<tr>
<td>Events programme</td>
<td>Seed funding for annual events programmes and one or more major events during 2020</td>
<td>BDC, EN, all partners</td>
<td>On-going</td>
<td>£40,000</td>
</tr>
<tr>
<td>Education group</td>
<td>To guide and deliver the education proposals</td>
<td>BDC, SACRE, existing providers</td>
<td>2015</td>
<td>-</td>
</tr>
<tr>
<td>Develop on-line education resources</td>
<td>Down-loadable, curriculum-linked resources for schools for RE, geography and history</td>
<td>Education Group</td>
<td>2016</td>
<td>£5,000</td>
</tr>
<tr>
<td>Appoint Education Project Officer</td>
<td>Manage delivery of the education proposals and deliver a programme of education visits and events</td>
<td>Education Group</td>
<td>2017, 18, 19, 20</td>
<td>£80,000</td>
</tr>
</tbody>
</table>
Table 3: Action Plan (Continued)

<table>
<thead>
<tr>
<th>Project</th>
<th>Role/Description</th>
<th>Partners</th>
<th>Timing</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Education visits</td>
<td>Out-reach programme and visits to museum and churches by schools - contribution to school costs</td>
<td>Education Project Officer</td>
<td>2017, 18, 19, 20</td>
<td>£8,000</td>
</tr>
<tr>
<td>15 Guide training</td>
<td>Training programme for walking guides, group tour guides and driver guides</td>
<td>EN, BDC, D2N2, the Hub</td>
<td>2016,17</td>
<td>£10,000</td>
</tr>
<tr>
<td>16 Marketing group</td>
<td>To plan and deliver marketing activity</td>
<td>BDC, EN, All partners</td>
<td>2015</td>
<td>-</td>
</tr>
<tr>
<td>17 Marketing strategy</td>
<td>A developing marketing strategy and coordinated action plan for events and interpretation to be delivered with national partners; including new website, sales activity, promotion campaign</td>
<td>BDC, EN, All partners</td>
<td>2015 and on-going</td>
<td>£25,000 per year (2016 - 2020)</td>
</tr>
<tr>
<td>18 Monitoring</td>
<td>Develop a system for monitoring including effectiveness of promotion, visit numbers and spending</td>
<td>BDC, All partners</td>
<td>2016 and on-going</td>
<td>-</td>
</tr>
</tbody>
</table>

Return on Investment

5.25 The total projected cost of the known expenditure items included in the action plan is £375,500. We propose that £210,500 of this is funded through the submission of a grant application to the Heritage Lottery Fund matched by local authority and commercial sector contributions. The balance of items that we believe will not be of interest to HLF should be funded directly by the public and private sector partners, as follows:

**HLF Application**
- Interpretation strategy £ 7,500
- Bassetlaw Museum exhibition £ 40,000
- Scrooby exhibition £ 20,000
- Interpretation in villages £ 30,000
- Trail £ 10,000
- Events £ 40,000
- Education officer £ 80,000
- Education visits and resources £ 13,000
- Guide training £ 10,000
- TOTAL £250,500

**HLF application £210,500**

**Matched funding**
- BDC £10,000
- Other public sector funding £10,000
- Commercial £20,000
- Sub-total matched funding £ 40,000
5.26 The balance of £125,000 is made up of five years marketing expenditure of £25,000. This is an estimate only and needs to be refined by the partners as they formulate a marketing strategy and plan. Sources of funding for this item are:

- Challenge Fund
- Existing public sector marketing budgets
- Business contributions to marketing

5.27 Total expenditure of £350,500 will generate an estimated economic impact of £3m in 2020 and £1m per year subsequently. Over a 5 year period commencing in 2020, the project would generate an economic impact of £7 million, less estimated existing expenditure of £105,000 per annum (£500,000) making a net gain of £6.5m in five years. Most of this expenditure would be made in North Nottinghamshire, though some would be felt in Austerfield, Doncaster and Gainsborough. This does not take account of spending by visits generated in the run up to 2020. We estimate that these would be modest and so we have not taken them into account in calculating return on investment.

Christian Heritage Tourism in North Nottinghamshire

5.28 Finally, it is important to highlight the wider opportunity for Christian heritage tourism in Bassetlaw. This wider project is beyond the brief for the current work, but clearly merits further attention and it is likely that there is a case for public sector intervention to ensure the potential benefits are maximised.

5.29 A number of elements are in place, including a strong Christian heritage (as described in this report) that is reflected in tangible heritage assets and an emerging partnership of churches who are keen to develop the project, working together as the Bassetlaw Christian Heritage Network.

5.30 There is clearly further potential for:

- Further product development
- Coordinated and more professional marketing
- Training to ensure a high quality product and welcome
- A possible visitor centre to interpret non-conformist religions and other Christian heritage in the area
Appendices

Appendix 1: Study Brief
Appendix 2: Christian Heritage in North Nottinghamshire and Surrounding Area
Appendix 3: Details of Demand Research - Tourism
Appendix 4: Proposals for Education provision
Appendix 5: Strategic Workshop Participants
APPENDIX 1: PROJECT BRIEF

THE OBJECTIVE OF THE STUDY

Nottinghamshire County Council and Bassetlaw District Council would like to have a realistic picture of what value the Pilgrim Fathers story has, in terms of attracting visitors, what the potential visitor numbers may be (broken down by origin) and what would make them consider coming to the area – either directly or as part of a wider visit (including as part of the Plymouth City Council led events for 2020). It is only when we have this factual, as opposed to anecdotal information, that we can confidently work with partner organisations such as hotel chains, tour operators, Robin Hood airport, Experience Nottinghamshire, Visit England etc. to determine where and how we should focus our activities.

THE SCOPE OF THE STUDY

1. To consult with a wide variety of individuals and organisations in the UK, America and other potential inbound destinations to identify the existing and future demand for visiting this area directly relating to its association with the Pilgrim Fathers.

2. We would like information from potential individual travellers, including those with Pilgrim Fathers connections and general visitors.

3. We would like opinions of general and specialised tour operators and airlines whether they would see the area as a viable place to visit and if it is not at present, what changes would need to be made to attract them.

4. We need clarity on the awareness of the Pilgrim Fathers nationally and internationally including demographics of age, location etc., and

5. We will also need to know if the 400th Anniversary will be a catalyst for people to visit the area.

Specifically for the American/overseas market we would expect the study to segment those that have a vested interest in the Pilgrim Fathers, (e.g. General Society of Mayflower Descendants) versus general visitors. A core question to the first group would be ‘How do you plan to celebrate 2020, and where?’ For those who indicate they are thinking of visiting the UK, we would like to know their proposed itineraries, length of stay, etc.

As a by-product of this, an estimation of the economic value of the individual visits would be required – to assess:

- The economic contribution of staying visitors and
- To benchmark the contribution this work may have in supporting the trend in the Nottinghamshire Visitor economy to support more visitors who stay longer and spend more.

We expect the study to provide recommendations on how we can encourage more tour operators to include North Nottinghamshire in their religious/history itineraries?
SPECIFICATION

TASKS

PHASE 1 – DEMAND

1. To undertake a robust analysis of the potential interest and subsequent demand to visit Bassetlaw in respect of its historic association with the Pilgrim Fathers in the lead up to and beyond the 400th Anniversary of the Mayflower landings in America.

To include direct survey work with:

a) Potential international visitors directly linked to the story through ancestry

b) General international interest to visit in this period – catalysed by the area’s links to the Pilgrim Fathers

c) Potential domestic visitors (day visits and overnight stays)

d) Targeting A-C above to establish the demand/levels of interest for the type/nature of Pilgrim Gather interpretation and events in Bassetlaw on arrival, i.e. what do they want to see and do on arrival.

To include interviews and feedback from:

  e) Local residents demand/interest/profile of the Pilgrim Fathers and their association with the area

  f) Educational establishments (locally and regionally) in engaging with the Pilgrim Fathers story in Bassetlaw.

g) Targeting E-F above to establish the demand/levels of interest for the type/nature of Pilgrim Father interpretation and events in Bassetlaw on arrival, i.e. what do they want to see and do during their stay.

PHASE 2 – SUPPLY

2a) As part of the survey work conducted under Phase 1 of this work – to formulate a package of activities/projects (one offs and ongoing) based on the types of product potential visitors would want to see when visiting North Nottinghamshire – accounting for the different national and international market needs and expectations

2b) Working with other UK areas (primarily through the Mayflower 400 Compact led by Plymouth City Council) assess the national opportunity afforded by the 400th anniversary and recommend how Bassetlaw can best complement this wider work – through involvement and direct project delivery in North Nottinghamshire

2c) Working with a list of identified local and regional partners and stakeholders – including the District and County Council, Experience
Nottinghamshire - the DMO, tour operators and airlines etc., identify the potential opportunities for Bassetlaw to capitalise on any demand identified in Phase 1 of this commission

2d Engaging with local interests – including the Pilgrim Fathers (UK) Origins Association to look at opportunities particularly related to Scrooby – including matching the identified demand under phase 1 to the needs for a Visitor Centre

2e Based on the results of identified demand, make recommendations on the scale and nature of projects that may be undertaken in the lead up to the 400th Anniversary and beyond. These to be split by:

- International ancestors
- General inbound visitors
- National day visitors
- National overnight stay visitors
- Local residents
- Educational establishments

These recommendations to be informed by commercial viability and on-going sustainability post 2020.

2f Incorporating Phase 1 and 2 results, undertake an analysis of the potential economic value of visits (average spend/visit) split by origin/demographic and the overall strategic contribution that the Pilgrim Fathers 400th Anniversary may have on the continued growth of the visitor economy in Nottinghamshire

WORK OUTCOME REQUIRED

In conclusion, on completion of the study, Nottinghamshire County Council and Bassetlaw District Council, together with key partners and stakeholders and industry specialists will have access to an independent, objective analysis, based on robust evidence, that can say with certainty whether North Nottinghamshire’s association with the Pilgrim Fathers (and the 2020 celebrations) can be a major catalyst for economic regeneration in the area and, if there is a tangible opportunity, how and to what level this opportunity can be captured by provision of targeted events/projects.
APPENDIX 2: CHRISTIAN HERITAGE IN NORTH NOTTINGHAMSHIRE AND SURROUNDING AREA

**Worksop Priory** - a huge Romanesque monastic church founded by Norman knights. Hear about the Crusades and the heart brought back from the Holy Land, see where the crusaders sharpened their swords. Then we hear about Henry VIII’s closure of the abbey and see the Lassells memorial – John Lassells and his sister gave the evidence that led Henry to behead Catherine Howard, but was later burnt at the stake for his Protestant views. Then we hear about the puritan vicar of Worksop, Richard Bernard, friend of all the key personnel (Clyfton, Robinson, Helwys, Smyth) and his decision at Isabel Wray’s conference NOT to become a separatist. Richard Bernard’s daughter later married Roger Williams and she went to America, where she and her husband formed the first American Baptist congregation in 1638 and also founded Rhode Island.

**Babworth** - The history of separatism starts here...in a quiet church in some woods! Richard Clyfton was a great preacher who was also a puritan – he would not conform to the strictures of the Church of England and attracted many like-minded people such as William Bradford and William Brewster. A group of like-minded puritans began to develop in north Nottinghamshire by about 1600 which included Helwys, Bernard, Clyfton, Bromhead, James Brewster and then Robinson and Smyth. Some of these attended Isabel Wray’s conference in 1606 after which Clyfton, Helwys etc confirmed their decision to separate.

**Scrooby** - Famous as the home of William Brewster and briefly the base for Richard Clyfton’s congregation. We can visit the parish church where Brewster was baptised and which has some links to America – but its puritan vicar in 1600 was also an opponent of supernatural gifts. View the remains of Scrooby manor, Brewster’s home. Two separate but related congregations emerged from 1606 to 1608, when they left more or less together for the Netherlands. However there were already emerging differences between the Clyfton/Robinson group at Scrooby and Smyth/Helwys/Murton at Gainsborough.

**Austerfield** - home of William Bradford and scene of the Synod of Austerfield (c702AD) where the northern and southern churches debated key doctrinal issues with two future saints in attendance.

**Epworth** - home of the Wesleys, birthplace of Methodism.

**Gainsborough** - Gainsborough is an historic town on the R Trent with very significant Baptist connections. It was briefly the Viking capital of England and in 1014 was where King Sweyn Forkbeard died – allegedly struck down by St Edmund due to his persecution of the monasteries. Some even say this is where King Canute tried to turn back the tide. Old Hall is a remarkable survival – a late medieval/Tudor manor in the middle of a town. It was briefly the home of Catherine Parr, later the wife of Henry VIII and an influential Protestant. We can tell you many tales about it – one of our guides is an official ‘Old Hall’ guide. It is often said that John Smyth’s congregation met here – this is a good story but no-one knows if it is true. However Gainsborough was certainly the base for one of the first ‘separatist’ groups, which continued after Smyth left. Although Smyth was not a Baptist whilst here, it was this congregation that evolved through his many changes in beliefs to become the first established English Baptist congregation. Hanserd Knollys also taught at the town’s school c.1620 where he was much influenced by an old separatist, perhaps one of the Smyth group who had stayed behind. He became a leading
Baptist, caused some controversy in New England, but then returned to England as a leading Particular Baptist. Later the town gave birth to Thomas Cooper, a great Victorian Baptist preacher who – before he saw the light – was a leading Chartist.

**Everton** - one of the villages that Pilgrims came from

**Gringley** - where James Brewster became vicar

**Saundby** - Saundby church where Gervase Helwys, uncle of Thomas came from – he was Lieutenant of the Tower of London but was beheaded for allowing a prisoner to be poisoned, but also played a role in allowing the Pilgrims to escape England.

**Wheatley** - the famous strawberry-growing district at Wheatley where Hugh Bromhead was the puritan vicar who went to the Netherlands with Helwys; he has provided us with the best known description of an early Baptist service under Helwys.

**Sturton-le-Steeple** – a place of huge importance. This was the birthplace of John Robinson, John Smyth (the first English Baptist), possibly Carver and certainly at least two other ‘Mayflower’ passengers. Robinson’s house has been identified and can be seen. However the village was also home to the Lassells family, one of whom was a major Protestant martyr at the time of Henry VIII. The village was on a Roman road so many famous people have passed by – King Harold and William the Conqueror included. We can learn something of the personal journey of John Smyth from this small village to Cambridge, to Lincoln, Gainsborough and the Netherlands where he baptised first himself and then Helwys; we can also learn how the two then fell into disputes and Smyth stayed in the Netherlands, repenting of his ‘harsh words’ before he died.

*Sources: Various, including Pilgrims and Prophets*
APPENDIX 3: DETAILS OF DEMAND RESEARCH - TOURISM

To inform the project, telephone interviews were held with a number of specialist tour operators/group travel organisers to explore their own needs as operators and the likely responses of their customers to a Pilgrims offer, especially in the run up to and during the 2020 anniversary year.

US Tour Operators

Interviews were conducted with staff from the following US-based tour operators. These consist of three kinds of operators:

- General tour operators that make arrangements for Christian heritage groups or that offer Christian heritage tours as part of their product range
- Specialist Christian heritage, or faith, or spiritual tour operators
- Organisations that offer their members travel opportunities, tours, etc

**Central Holidays** - specialist in European and Mediterranean, based in New Jersey. Christian heritage travel accounts for approx. 30% of current business. Does not operate to the UK at present but will consider it if a suitable ground agent can be found.
Maria Di Rocco
201 228 5200
info@centralholidays.com

**Christian Heritage Church** - Based in Tallahassee, Florida. Organises annual trips to Christian heritage destinations
Steve and Yvonne Dow
850 562 3156
sd@chctoday.com

**Christian Heritage Tours** - Based in Springfield, Virginia. Operates group and guided walking tours within the USA, mostly east coast.
Catherine Millard
703 455 0333
catherinemillard@msn.com

**Ed-ventures Inc** - tour operator based in Rochester Minnesota offering academic and faith travel. Operates to the UK, but not to North Nottinghamshire.
Larry Larson, Owner
Paul Larson, Sales Manager
507 289 3332
tours@ed-ventures.com

**Pilgrim Tours** - Christian heritage and general holiday arrangements for groups, including university alumni travel associations
Morganville, Pennsylvania
David and Wanda Nyce
610 286 0788
dnyce@pilgrimitours.com
Reformation Tours - range of programmed and bespoke group tours and travel arrangements for independent travellers, mostly to Europe (already offer Pilgrim heritage travel)
Frank and Rowena Drinkhouse
Belleville Illinois
011 618 303 5534
info@reformationtours.com
Pilgrim Fathers Tour July 2015

Select International Tours - operates group special interest, arts and education tours throughout Europe, including a UK Methodism tour.
Marianne Murphy, Senior Group Travel Consultant
Chris Moore, Group Travel Consultant
908 237 9262
sales@select-intl.com

Unitours - is based in Port Chester, New York and organises a range of cultural and Christian heritage tours to Europe and Israel, though not yet to the UK
Bob Faucett, Director of Sales and Marketing
800 777 7432

Wilcox World Travel and Tours - offers bespoke group tours on a variety of themes. Recent Christian heritage tour of the UK included Lincoln, Gainsborough and Scrooby
Charles Jones, Europe and Missions Travel Consultant
Carol Ditore, Retail and Missions Travel Consultant
828 254 0746
tavelinfo@wilcoxtavel.com

The Faith Travel Association - is a trade association for organisations involved in faith travel. It is a world-wide organisation, but it is based in the USA and much of its work takes place there. Organises FTA days at travel conventions, collects information, promotes members, acts as a networking organisation.
Julie Hoover-Ernt, Executive Director
859 264 6603
julie@faithtravelassociation.com
Kevin Wright, Director of Growth Markets
859 264 6600
info@faithtravelassociation.com

Faith Travel Focus - is a website that features information on faith travel worldwide.
Ruth Hill
www.faithtravelfocus.com

UK Inbound Tour Operators

As with most international travel, tour operators and group organisers in the USA tend to work with handling agents who are based in the UK. Several offer Christian heritage tours. These consist of:

- General handling agents who offer Christian heritage tours as part of their product range
Handling agents which specialise in Christian heritage tours

Businesses or organisations with a core business in local Christian heritage that also offer tours in other parts of Britain

Most handling agents will make arrangements for any enquiry, regardless of the subject of the tour. However, some specifically offer Christian heritage travel and we have spoken to a sample, as follows.

**All in One Tours** - offer inbound conference/meetings organisation, study tours, event management and leisure group travel, including Christian heritage travel. Based in London

Claudia Andrews, Dirk Peltzer, Owners
0207 237 1123
info@allinonetours.co.uk

**Custom GB** - Based in Manchester, arranges a variety of group special interest tours throughout the UK. Includes Christian Heritage.

Paull Tickner
0161 258 8668
info@customgb.co.uk

**Great British Trips** - based in Manchester. Makes arrangements for groups and independent travellers on behalf of overseas tour operators. Has a partnership with Pilgrims and Prophets

Andrew and Ruth Lancey, Directors
0161 941 1215
info@greatbritishtrips.com

**Great Days UK Incoming** - also based in Manchester, this operator makes arrangements for incoming groups and individuals across a range of topic areas, including Christian heritage.

Promotes a Methodism tour.

Paul Beaumont, Director
0161 928 3234
info@greatdays.co.uk

**Robinson Private Tours** - London-based handling agent offers personalised tours for groups and independent travellers. Promotes day tours from London to Canterbury. Happy to arrange for any requested destination

Michael Robinson, Owner
0203 195 3885
info@robinsonprivatetours.com
APPENDIX 4: PROPOSALS FOR EDUCATION PROVISION

There is a definite potential for an education resource based on the Mayflower Pilgrims. The following are suggestions of what that resource should be. The suggestions below are based on research with teachers and advisers; examination of the current provision and 23 years experience of producing education resources for out-of-school settings:

Materials for Teachers and Pupils

Linked to the National Curriculum and locally agreed syllabus for RE, these materials should be available in both digital and hard copy. Teachers’ Packs should include: the history of the Mayflower Pilgrims; suggested short and/or medium term plans with teaching activities and recommendations for further sources of information. The materials should be designed for each Key Stage, for either a cross-curricular approach or for individual subjects and should be rich in images. To achieve this a heritage education specialist should be contracted to produce the materials in consultation with local teachers and advisers, to ensure that they are appropriate and meet the needs of teachers, many of whom are non-specialists:

"...resource packs need to be appropriate and adapted for the needs of teachers who aren’t specialists. They need the confidence to teach it." (Secondary RE teacher)

A designer should be contracted to ensure that materials are of the highest print quality.

Artefacts

The project should purchase a range of replica artefacts which can be used in loans boxes, in on-site handling sessions and for outreach sessions to schools. The use of replicas is common in the museum and heritage world, particularly when real items are usually too fragile to handle or are scarce. Using replicas allows pupils to handle objects and have a concrete experience; something they don't get from a photograph. Pupils must be made aware that they are handling replicas, rather than the real item and, where possible, photos of the real object should be used alongside the replica.

"Objects have a remarkable capacity to motivate. They develop the 'need to know' which will first spark children's interest, then their curiosity or creativity, and then stimulate their research. Handling objects is a form of active learning that engages children in a way that other methods often fail to do. Objects provide a concrete experience that aids or illuminates abstract thought. ...... Objects are real rather than abstract, and thus they aid the memory: physical sensations, experiences and emotions may remain much longer in the mind than word-gained facts or ideas. ...... The objects you use need not always be originals. Replicas may sometime be more appropriate ...... can allow pupils to handle and test objects which otherwise could only be looked at." (Extract from 'Learning from Objects' - English Heritage)

Where possible the project should seek to acquire real objects, particularly archaeological remains such as pottery shards etc.

Digitisation of Documents and Images

The project will need a bank of images and documents; these serve as primary sources of evidence for pupils’ historical enquiries. This resource can be used in: teachers' packs; online learning materials; loans boxes; on-site activities and outreach sessions. A digital catalogue would benefit a wider audience than schools. To achieve this the project should contract a
historian and/or archivist to identify, source and reproduce materials. A designer should be contracted to ensure the finished resource is of the highest quality.

**Trails**

Self guided trails for primary and secondary schools should be produced to enable them to explore the key churches linked to the Mayflower Pilgrims story. The production of these trails should come under the remit of the heritage education specialist (see above) and an illustrator and designer should be contracted to ensure trails are of the highest print quality.

**Volunteer Recruitment and Training.** There is the potential for churches to offer guided tours for schools. For this to be achieved a bank of volunteers must be recruited and trained. These volunteers could be trained to deliver tours at all of the churches rather than just one. A training programme will need to be developed which includes: Heritage Guide training; Welcoming Visitors training; Working with Children training; Understanding the history of the Mayflower Pilgrims training and Safeguarding training. Each of these elements can be delivered by a different trainer and should involve at least a day's training for each element. This approach is already used successfully in churches in other areas (see Angels and Pinnacles Project: www.angelsandpinnacles.org.uk and Spirit in Stone Project: www.spiritinstone.info). This training should also be offered to Bassetlaw Christian Heritage Network. Volunteers offer schools the opportunity to hear about the church as a living place of worship and help them understand the history of the building and its story in the context of modern life and worship:

"*Students want first-hand accounts so any links with modern day religion would be beneficial*" (Head of RE)

"*We would definitely consider visiting one of the churches linked to the Pilgrim Fathers if they produced an education offer such as materials for a self-led visit or a guided tour.*" (Primary Head Teacher)

**In-service Training for Teachers**

Research has identified that teachers have little knowledge of the Mayflower Pilgrims. It will be necessary to offer a range of in-service training events for teachers to address this lack of knowledge. The training should be delivered by a heritage education specialist and a historian. Consultation with advisers and teachers will be needed to identify whether training should be full or half day.

"*INSET would be good as teachers don't know enough about the Pilgrim Fathers to teach it.*" (Secondary RE teacher)

**Web Resources**

As well as including teachers materials already detailed, a web resource offers the potential to link up with other Mayflower Pilgrims sites internationally. It also affords the potential for schools to make digital links with their counterparts in areas of the USA where the Mayflower Pilgrims settled:

"*Digital connections with schools in the USA would have very good cross-curricular links; pupils would engage well with such a project at primary and secondary school.*" (Primary History teacher)

"*Links with USA schools would make the stories real*" (Head of RE)
Outreach Officer

The project should cost, and devise, a role description for a part time Outreach Officer who will work with schools and churches to deliver the Mayflower Pilgrims Project. The Outreach Officer would deliver sessions in schools and work with church volunteers to develop on-site education provision. Outreach would be of particular benefit to this project since many of the schools are small and/or some distance from the key churches. Transport costs have been identified as the main barrier to schools engaging with the project so an outreach visit would be cheaper than the cost of a bus. For secondary schools, an outreach visit would be desirable as they have drop-down days and already buy in outreach sessions:

"Outreach would be really good. Lots of schools have drop-down days where they are off timetable, often for Citizenship. Outreach would be good for this - they would buy it in."
(Secondary RE teacher)

"Outreach would be beneficial and well received." (Head of RE)

Special Events

A programme of special events for schools and families should be scoped in the build up to the anniversary. This would raise awareness of the project. Liaison with partners such as Southwell Minster, who have experience of this work, would help inform the content of such events. The responsibility for special events should fall under the remit of the Outreach Officer. Special events could be hosted at churches or in Retford.

Education Consultation Group

The project must establish a group of teachers, advisers and church representatives who can act as a consultation group for the development of education resources. This group could also act as a liaison group for the Outreach Officer. Several of the teachers consulted during the research for this report, and 2 advisers, have expressed an interest in joining such a group. It is essential that the education work is well received by teachers and advisers for the project to be successful and a consultation group will help to ensure this:

"Teachers need to be on board for it to be embedded in their planning" (Secondary RE teacher)

Exhibition

The success of the education project does not rely on an exhibition space, however, it is important to give consideration to this as a Visitor Centre is a possible option currently being explored. Any exhibition space must have a level of interpretation for children with interactives, such as replica costumes and artefacts, for children to engage with. A self-led trail for schools, for each Key Stage, should be developed and/or the provision of guided tours. A heritage education specialist should be contracted to work with the exhibition designers to ensure that it meets the needs of all visitors. A potential Visitor Centre should have space to accommodate groups of children and should consider hosting special events as listed previously.

Family Activities

A programme of family activities and events should be scoped and delivered by key partners and volunteers.
Additionally

It is proposed that the education element of the project is developed as soon as possible. Schools are looking for new resources to help them teach the new National Curriculum and an adviser confirmed that teachers at an RE network meeting were also requesting new resources to help them teach Nottingham’s revised RE syllabus. The project needs to capitalise on this demand. Evidence from other projects such as the Flodden 500 Project (www.flodden1513.com) suggests that schools' interests are highest in the 2 years building up to the anniversary, and the anniversary year, rather than the period after. Again, the project must capitalise on this.

Further and Higher education

There is potential for the project to engage with colleges and universities in the area, and further afield. Much of the recommendations below are as a result of research undertaken by Anna Scott.

Collaborative projects

There is potential for the project to approach Lincoln, Nottingham and Nottingham Trent universities with a view to establishing a series of collaborative projects, based on similar and equivalent recent events:

- Lincoln University has been heavily involved in Magna Carta with Lincoln Castle, Museum and Cathedral, developing digital media platforms. Consideration should be given to developing a similar collaboration for Pilgrim Fathers. Architecture students have worked on a design project for the new Civil War Centre and could be engaged in a similar project for any Pilgrims/Christian heritage visitor centre. http://thelincolnite.co.uk/2015/06/university-of-lincoln-launches-digital-magna-carta-platform/
  http://schoolofarchitectureanddesign.blogs.lincoln.ac.uk

- Nottingham University have worked with the Derwent Valley World Heritage Site as part of a Connected Communities project. As with Lincoln University, consideration should be given to developing a similar collaboration for Pilgrim Fathers.

- Nottingham Trent University engages in events to support their law students. There is scope here to explore the role of law and the Separatist movement to develop a project with the law department.

- Bishop Grosseteste University in Lincoln has a large teacher training department, which may provide opportunities to work collaboratively with International Teacher Training (ITT) students. Other universities such as York, St. John and Northumbria University organise placements for ITT students in heritage organisations to enable them to look at education outside the classroom. This potential should be explored as it would be mutually beneficial: the project would have input from students for the production of learning materials and resources, and the students would experience work in a small education setting outside the classroom. The university also offers an MA in Heritage Education course; again the project could engage with this as a placement provider.

- A lecture series should be developed with speakers from each of the universities, both for academics and the general public.

- Creation of a digital platform and archive, with relevant academic materials for all levels. Universities could be best placed to manage this resource as they have expertise and
experience in hosting this kind of digital platform.

• Collaboration with student theatre groups. The project should consider working with a student theatre group to create a series of short videos for the website (these could also be used as school resources). A good example of such a collaboration can be found on the Durham World Heritage Site website (www.durhamworldheritagesite.com/history); students created a series of dramas re-enacting stories from different periods in the WHS history.

• Resources need to be made widely available as open source materials, licensed through e.g. creative commons https://creativecommons.org, and in diverse formats, providing material for re-use in a diverse range of educational settings. Lincoln University have a ‘student as producer’ model of pedagogy which encourages innovative ways of developing student collaboration and their own research. There is potential scope for partnerships using a similar format. This might equally be possible through any FE providers in Bassetlaw itself.
APPENDIX 5: WORKSHOP PARTICIPANTS

The session was introduced by Neil Taylor, Chief Executive of Bassetlaw District Council and facilitated by consultants Steve Green and Elizabeth Baker.

Participants were:

Neil Taylor  Chief Executive, Bassetlaw District Council (BDC)
Dave Armiger  Acting Director of Regeneration and Neighbourhoods, BDC
Clr Barry Bowles  BDC
Sam Glasswell  Curator, Bassetlaw Museum
Sandra Withington  Development & Marketing Officer, BDC
Mandy Ramm  Economic Development Officer, Nottinghamshire County Council (NCC)
Anna Scott  Heritage Consultant, assisting BDC and NCC
Heather Stokes  Conservation and Heritage Team, NCC
Clr Diana Meale  NCC
Jennifer Spencer  Chief Executive, Experience Nottinghamshire
Anthony Darbyshire  Chair, Pilgrim Fathers UK Origins Association
Adrian Gray  Pilgrims and Prophets Association
Peter Swincoe  Church Warden, Babworth
Clr Gill Bardsley  West Lindsey District Council
Clr Pat Mewis  West Lindsey District Council
Ed Marshall  Chair, Scrooby Parish Council
Chris Daniels  The Hub, Retford
Dave Langmead  Sturton-le-Steeple
Steve Rockcliffe  Sturton-le-Steeple
John McLean  United Reform Church, Gainsborough
Dennis Russell  United Reform Church, Gainsborough