



# The Road to Mayflower

## “Adopt a Street” Project



April 2018

### 1. Introduction

2020 marks the 400<sup>th</sup> anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands.

Plymouth’s local construction and built environment professionals are keen to play their part in preparing for these special commemorations and have joined together through the Building Plymouth partnership, to ‘get on board’ for a construction industry led Mayflower400 ‘Adopt a Street’ project – *The Road to Mayflower (R2M)*.

To test out this idea, we held our first engagement event in January 2018 specifically targeting the construction sector. We were overwhelmed by the level of interest and enthusiasm to get involved, and since then our project concept has gone from strength to strength, and so our journey began.

### 2. Our Vision

To transform the appearance of Embankment Road focusing on arrival at Marsh Mills roundabout, up to and including Gdynia Way and the Cattedown Roundabout, in order to deliver a world class visitor impression and welcome on arrival by road and rail into Plymouth, Britain’s Ocean City.

The intention is also to enhance the community environment which will in turn encourage local people to enjoy a new user friendly space undertaking leisure pursuits such as running, rowing and cycling, driving through or by simply enhancing their working environment.

This project will formally “Adopt a Street” under the Mayflower 400 programme embracing the Spirit of Mayflower brand and representing the story of the spirit of discovery, voyage and hope reinforcing the message that Plymouth is a city proudly embracing its heritage and history.

### 3. Objectives

Our objectives align with the aims of Plymouth’s specific Mayflower400 goals:

- Improve the welcome for visitors travelling through the main A374 gateway into the city
- Catalyse improvements to physical space and experience transforming residents and visitors experience of Plymouth
- Facilitate residents’ engagement including the local business community, leisure users, people living on or around the street, people looking to get into work and raising aspirations with young people
- Enhance Plymouth’s perception through showcasing our history and heritage of discovery
- Leave a lasting and sustainable legacy with opportunities for ongoing development
- Enhance the image of construction and the built environment industry

### 4. Scope and Timelines

In terms of the current situation, the approach to the city centre from Marsh Mills roundabout is currently uninspiring despite the assets of the natural environment. There are significant opportunities to better connect, modernise and “dress” the infrastructure of the existing A374 highway into Plymouth.

Specific areas identified for improvement include: Marsh Mills & Cattedown roundabouts, the central reservation, green spaces, lighting, lampposts & railings, bridges, signage, public realm (experience of the beach and banks of the River Plym), Blagdon Meadow including the Nature Reserve, perimeter of Faraday Mill Industrial Estate, Gdynia Way and connectivity with Saltram Park.

This proposal does not suggest making any changes to the existing highways structural or regulatory infrastructure. It is about ‘dressing’ the route with aesthetic interventions to enhance the public realm.

We have set up working groups focused on 6 key Project Themes:

- Landscape architecture
- Landscaping
- Public art/ architecture
- Connectivity
- Lighting
- Digital



The Project Theme Leaders are currently assessing potential project ideas.

We intend to define and develop a fully costed ‘Top 10 Projects’ list for The Road to Mayflower, which we feel confident about delivering within the constraints of the time-line, funding availability and sustainability.

Below illustrates the outline Programme of Work across 2018 and 2019:

2018			2019				2020		
Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Identify Projects & Stakeholders.									
Set up governance and risk register.									
Create sponsorship package.									
	Prioritise Projects, Budgets, Funding, Project Brief Development								
			Project Detail Design & Procurement						
					Construction, Installation & Testing				
								Mayflower 2020 Events	

## 5. Partners

The Road to Mayflower Core Working Group is made up of professionals representing the following organisations:



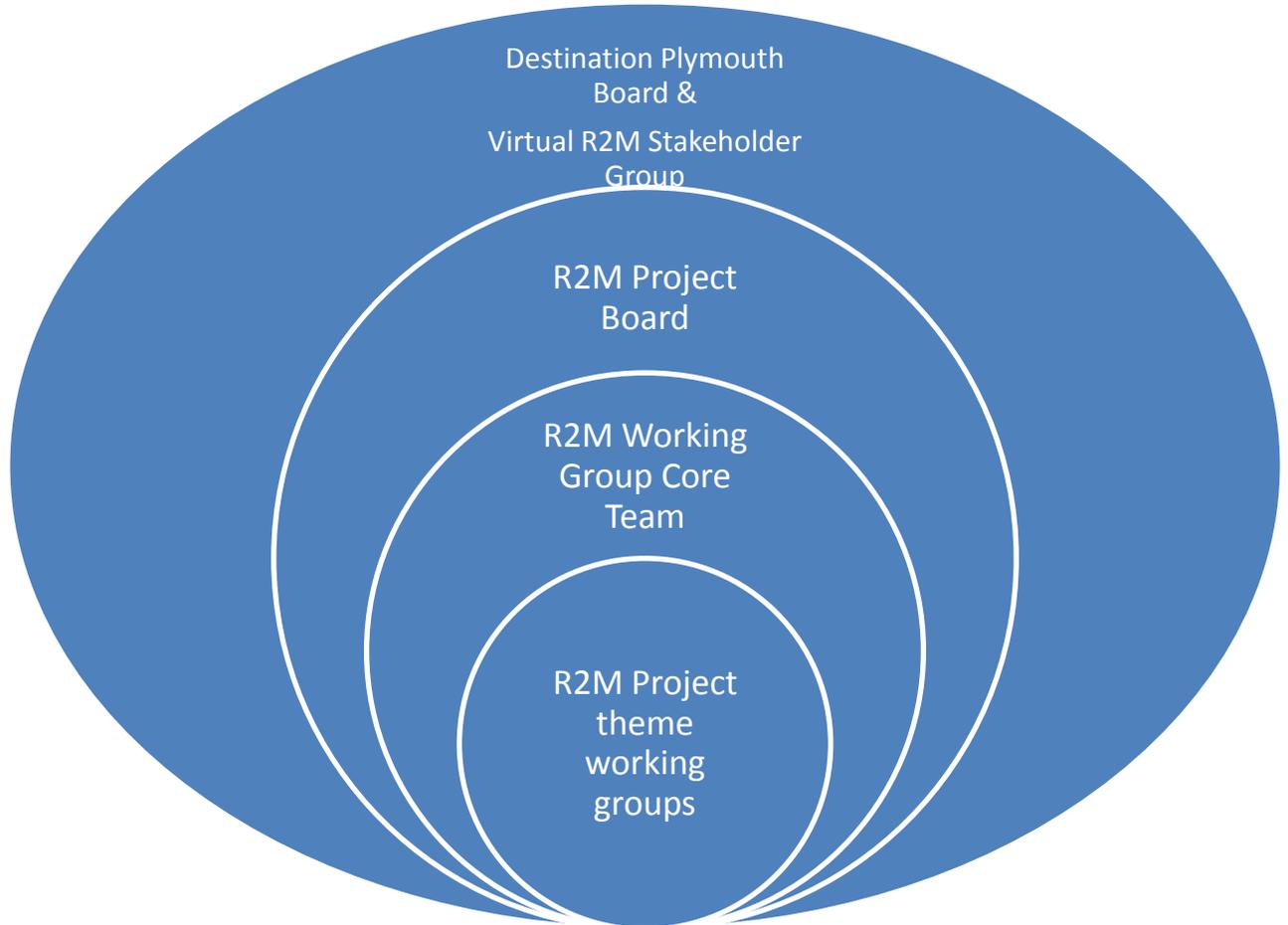
**Biographies of the Core Working Group members:**

<p><b>Ian George</b>  <b>Arcadis</b>  Partner – Water Management &amp; Resilience &amp; Plymouth Office Director</p>	<p><b>Lead for R2M: Project Manager</b>  Experienced Project Manager particularly running multi-disciplinary projects with multiple stakeholders. Organised and able to influence engage across organisations I have helped Arcadis win a number of awards in the South West including Mylor Yacht Harbour, Newlyn Harbour and for the 2012 Olympic Sailing Academy at Weymouth.</p>
<p><b>Will Bailey</b>  <b>AECOM</b>  Associate – Quantity Surveyor</p>	<p><b>Lead for R2M: Cost Management</b>  Will runs the QS offering in Plymouth for AECOM and is experienced in a wide range of different sectors including infrastructure, highways and mixed use schemes. He is experienced with working for public sector and private clients and has run a large number of high profile projects providing cost, procurement and full QS duties from start to finish of projects.</p>
<p><b>Matt Parkes</b>  <b>AWW</b>  Architect</p>	<p><b>Lead for R2M: Project Theme Leader for Connectivity</b>  International experience working on large scale infrastructure, theatre events, organising conferences with public and private sectors.</p>
<p><b>Paul Bird</b>  <b>Elixel</b>  Creative Director</p>	<p><b>Lead for R2M: Project Theme Leader for Digital</b>  Experience in project managing and the creation of digital projects at our multi award winning app development agency Elixel. I am also a Co-Director and founder of Digital Plymouth (CIC), helping the R2M team to engage and connect with the local digital community.</p>
<p><b>Karl Friedrich</b>  <b>Hoare Lea LLP</b>  Partner - Mechanical, Electrical &amp; Public Health Consulting Engineers</p>	<p><b>Lead for R2M: Project Theme Leader for Lighting</b>  Vastly experienced MEP engineer with 30+ years in the business. An excellent communicator and presenter, Karl has responsibility for both individual projects &amp; clients across most sectors and specialises in healthcare projects in public &amp; private sectors. He is accountable for work winning, office management &amp; resourcing plus has specific responsibility for the health and food sectors throughout the firm.</p>
<p><b>Ajay Sharma</b>  <b>Kensington Taylor Architects</b>  Director</p>	<p><b>Lead for R2M: Project Theme Leader for Landscape architecture</b>  As Director of Kensington Taylor Architects, Ajay is an experienced Chartered Architect delivering projects across the South West and beyond. He is also responsible for Business Development and Office Management leading a talented pool of designers on various projects from inceptions through to completion.</p>
<p><b>David Bayliss</b>  <b>Stride Treglown Architecture</b>  Regional Director</p>	<p><b>Lead for R2M: Project Theme Leader for Public art/ architecture</b>  David is responsible for the management of Stride Treglown Plymouth Office and as Regional Director has a wider strategic role within the business to drive new relationships, manage blue chip clients, generate new work opportunities, foster and mentor a great team in Plymouth and Truro and support the wider business network across the south west.</p>

<p><b>Steve Warren-Brown</b>  <b>YGS Landscapes</b>  Managing Director</p>	<p><b>Lead for R2M: Project Theme Leader for Landscaping</b>  Over 30 years running his landscape business, Steve is experienced in all aspects of landscaping and project management within the commercial sector.</p>
<p><b>Neal Gibson</b>  <b>South West Highways</b>  Operations Manager</p>	<p><b>Offering technical advice for R2M: Operations Manager</b>  Experienced Operations Manager, responsible for leading the Plymouth Highways Term Maintenance Contract. Expert knowledge of highway infrastructure and Plymouth’s road networks.</p>
<p><b>Peter Everitt</b>  <b>Kier Construction</b>  Pre-Construction  Manager</p>	<p><b>Offering technical advice for R2M: Pre-Construction Manager</b>  With 20 years’ experience in the industry, Peter oversees the pre-construction department for Kier in Plymouth where he manages a team of estimators, Planners and pre construction managers. He will provide buildability, cost estimation and programming support for the R2M building projects. He also chairs Constructing Excellence Plymouth and will provide a link with other members of the local construction industry.</p>
<p><b>Steven Forsyth</b>  <b>Plymouth College of Art</b>  Curriculum Manager -  Design</p>	<p><b>Offering technical advice for R2M: Digital and public art</b></p>
<p><b>Louise Creber</b>  <b>AECOM</b>  Business Development  Manager</p>	<p><b>Lead for R2M: Sponsorship, Funding &amp; Stakeholder Engagement</b>  Experienced Business Development Manager skilled in delivering marketing campaigns, Bid management, Negotiation, Sales, Event Management and Strategic Planning.</p>
<p><b>Emma Hewitt</b>  <b>Building Plymouth</b>  Skills Co-ordinator</p>	<p><b>Lead for R2M: Sponsorship, Funding, Communications &amp; Stakeholder Engagement</b>  Leading the Building Plymouth partnership with the local construction and built environment sector and working with key stakeholders including schools. Experienced in project management, business development, events management and marketing &amp; communications.</p>

## 6. Governance

We are currently establishing a Road to Mayflower 'Project Board' and forming a virtual 'Stakeholder Group' to which the Working Group Core Team will report. We welcome the opportunity to formally report to the strategic leadership Mayflower Programme Board and Destination Plymouth.



The Project Board will meet every 3 months with the first meeting scheduled for 4 June 2018. The Project Board will consist of the Core Working Group members (see Section 5) plus:

- Chair: David Skelton, Partner, Womble Bond Dickinson
- Treasurer: Andrew Gordon, Director, KPMG
- Plymouth City Council representatives covering policy, highways, street scene (tbc)
- Mayflower400 team: tbc
- Improving Lives Plymouth: Claire Hill
- Education representative: tbc
- Business representative: tbc
- Community representative: tbc
- History/ faith representative: tbc

The Virtual Stakeholder Group will be made up of key stakeholders who will need to be kept up to date and supportive, including local politicians and the local authority.

## 7. Stakeholders and communications

We recognise the breadth of stakeholders who may be interested in our Road to Mayflower project and have classified these groups as below:

1	Destination Plymouth Board
2	R2M Stakeholder Group
3	R2M Project Board
4	R2M Core working group
5	R2M Project theme working groups
6	Plymouth City Council (senior & delivery teams/ officers/ internal project theme links)
7	Sponsors for R2M
8	CSR Volunteers
9	Building Plymouth Project Sponsors
10	BIDs – PWP and City Centre
11	Mayflower 400 team, Advisory Group and Board
12	Making a Difference team
13	Plymouth Culture Board
14	Construction and the built environment industry
15	Local businesses operating on or around Embankment Road (staff, suppliers, customers)
16	Local business community (not linked to R2M)
17	Leisure users/ organisers of Embankment Road
18	Residents/ local community
19	Education/ training providers and young people
20	Regulatory bodies
21	Political
22	Heritage and history
23	Faith groups
24	Charities/ 3 <sup>rd</sup> sector

A communications plan is underway to map out our approach in engaging with this wide and diverse stakeholder audience. We are also proposing to host 4 further engagement events:

- July 2018 – Construction and built environment sector (repeat event from January 2018)
- September 2018 – Local businesses working on/ around the Embankment
- October 2018 – Local residents living on/ around the Embankment (e.g. allotment holders)
- November 2018 - Local leisure users

## **8. CSR/ Volunteering**

To deliver The Road to Mayflower project, we recognise the opportunity to engage with the business community through committing their CSR agendas, as well as with the local community through promoting 'on the ground' volunteering opportunities. This could include for example planting, clearing and painting.

Our 'Top 10' Projects will create a real chance for local people to get involved and contribute to Mayflower400. We will promote and co-ordinate the CSR/volunteering programme of work through 'Making a Difference.'

## **9. Funding**

As part of selecting the 'Top 10' projects for The Road to Mayflower, we will be considering the funding required and potential funding sources. We anticipate this will include a mix of public sector, private sector and community sources.

Our target audience for sponsorship will be prioritised around the construction and built environment sector as well as Plymouth's wider business community. We will co-ordinate our approaches and sponsorship package with the Mayflower400 team as well as Plymouth City Council colleagues.

Depending on the projects selected, we anticipate applying for funding associated with the arts, sport and community such as Arts Council England and Big Lottery England.

## **10. Issues/ risks**

A risk register is under development and will be managed through the Road to Mayflower Project Board.

Key challenges include:

- The transition of hundreds of ideas into 'Top 10' manageable, sustainable and fundable projects with consent/ approval – the need to focus on what's possible to deliver is key
- The timeline for delivery (understanding that this is an industry led project by volunteers)
- Support for the Project Theme Leaders to deliver
- Governance structure – enabling 'doors to open' and to get approval processes fulfilled
- Finance governance transparency
- Managing stakeholder communications and engagement
- The Road to Mayflower connectivity with the wider city drivers including the local authority responsibilities, visitor economy experience and city brand