

Mayflower 400 – A Remarkable Year of Culture

‘Over 400 moments to explore all aspects of the Mayflower voyage 400 years ago, its legacy and the relevance of its themes to our lives today. We are so excited to be sharing some details of the commemoration year, which will include art, music, theatre, exhibitions, storytelling, digital innovation, literature, crafts, festivals, debates and more. I hope that you will find something for everyone in this programme, and see how the activities embrace different perspectives and different voices. More will be added to these details as 2020 approaches and progresses, and as even more organisations, groups and individuals finalise further plans to contribute and take part in different ways in a landmark year for Plymouth. A year for Plymouth to be proud of the great things about this city, and to showcase Plymouth to the outside world’

Charles Hackett, Chief Executive, Mayflower 400

2020 is the 400th 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. This is a unique opportunity to highlight Plymouth’s exceptional heritage, promote our brilliant visitor offer and bring communities together to celebrate our city.

Developed in response to this opportunity by a city-wide partnership, the Mayflower 400 programme will be an exceptional year of over 400 moments including art, music, theatre, exhibitions, immersive storytelling, digital innovation, literature, crafts, sports, festivals, debates, business activity and more. The Mayflower 400 programme will explore all aspects of the Mayflower history and legacy, incorporating contemporary Native American voices and welcoming diverse approaches to the themes of Imagination, Humanity, Freedom and Future.

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Mayflower Trail

Pilgrims and Crew Hometowns



Pilgrim Migrations



Mayflower and Speedwell Destinations



Route of the Speedwell



Route of the Mayflower



The main cultural programme will begin with Illuminate in 2019, building over 12 months to culminate with Illuminate 2020. It will put Plymouth in the international limelight, providing an opportunity to reflect on our past, present and future role as Britain's Ocean City while celebrating our status as one of Europe's finest waterfront destinations.

Overview

- A programme of over 400 'moments', ranging from international civic ceremonies to local community events, giving everyone the chance to get involved through the year and highlighting Plymouth's exceptional creative and community talent
- Major new cultural attractions, including The Box, new heritage trails and the Elizabethan House
- Investment in Plymouth's public realm, to ensure the city looks its best and provides a great canvas for everything that happens through the year
- Associated capital projects valued at over £200m that will transform the city for residents, visitors and businesses, providing an ongoing legacy for the city post 2020
- An international marketing programme that has reached an estimated audience of 722m to date and given Plymouth an unprecedented presence at global events such as World Travel Market, the world's leading travel trade show
- 1m additional visitors are anticipated to arrive in Plymouth for 2020, with the commemoration expected to deliver an additional £352m in direct spend across the national partnership

- We have received crucial support from Plymouth's business community, who have so far committed over £400,000 to ensure we're making the most of the commemoration for all the city's residents

Mayflower 400 – An International Moment

Plymouth has been appointed the lead of a national partnership of 11 destinations who are working together to commemorate the Mayflower's journey and the associated heritage of their communities. Further partnerships have been developed in the Netherlands and US, including with the Native American Wampanoag Advisory Council, which will provide an ongoing legacy of co-operation post 2020 and drive an enhanced economic and social impact by raising the profile of the commemoration.

Collaborations include:

- The creation of a national Mayflower trail, that will link destinations across the UK and drive visitor footfall
- The creation of an aligned cultural programme, with key events such as Illuminate linked nationally to enhance impact
- Shared branding across national and international partners, creating a unique tourism product and raising awareness
- Shared resources and skills across the international partnership. For example, over 100 institutions are contributing artefacts to Plymouth's Mayflower Exhibition, while Wampanoag artists have been commissioned to create a new Wampum Belt which will tour in the UK and US

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Sponsors and Supporters

Mayflower 400 would like to extend thanks and appreciation to our sponsors and supporters.



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Mayflower 400 Signature Events

Plymouth already has an exceptional calendar of events, ranging from the British Fireworks Championship through to the Seafood Festival. These events will continue through 2020, taking on a Mayflower 400 twist, and they'll be joined by a series of additional headline events which will provide a once in a generation commemoration of Plymouth's heritage and a celebration of our bright future.

The events programme will be further enhanced by an amazing range of activity delivered by Plymouth's community, as local organisations use Mayflower 400 to raise their profile and invite colleagues from across the UK and wider afield to join the commemoration.

Mayflower Ocean Festival

4th – 10th May

The Mayflower Ocean Festival will celebrate Plymouth's status as Britain's Ocean City, bringing together the world-class transatlantic Transat, OSTAR and TWOSTAR races with city's existing Pirates Weekend and a host of new activities that will get people on the water.

Mayflower Week

14th – 20th September

A week of amazing activity, including:

- A visit from the Matthew, a replica 15th century tall ship
- Daily fly-bys
- An international field gun competition
- The Navy's Rehabilitation Triathlon, traditionally held in Lymington but transferred to Plymouth for 2020

The week will be crowned by two further headline events:

Mayflower Ceremony

16th September

A four-nations civic ceremony commemorating the Mayflower's journey and legacy on the day of the Mayflower's departure, attended by representatives from the UK, US, Netherlands and Wampanoag. There will be schools and mass participation elements, making sure that Plymouth's residents are at the heart of this special day.

Mayflower Muster

19th and 20th September

Plymouth is one of the world's foremost Naval bases, with a history stretching back to 1691. In 2020, we will celebrate this heritage in partnership with the US and Dutch Armed Forces to create a spectacular festival including live displays, interactive demonstrations and a host of other activity.

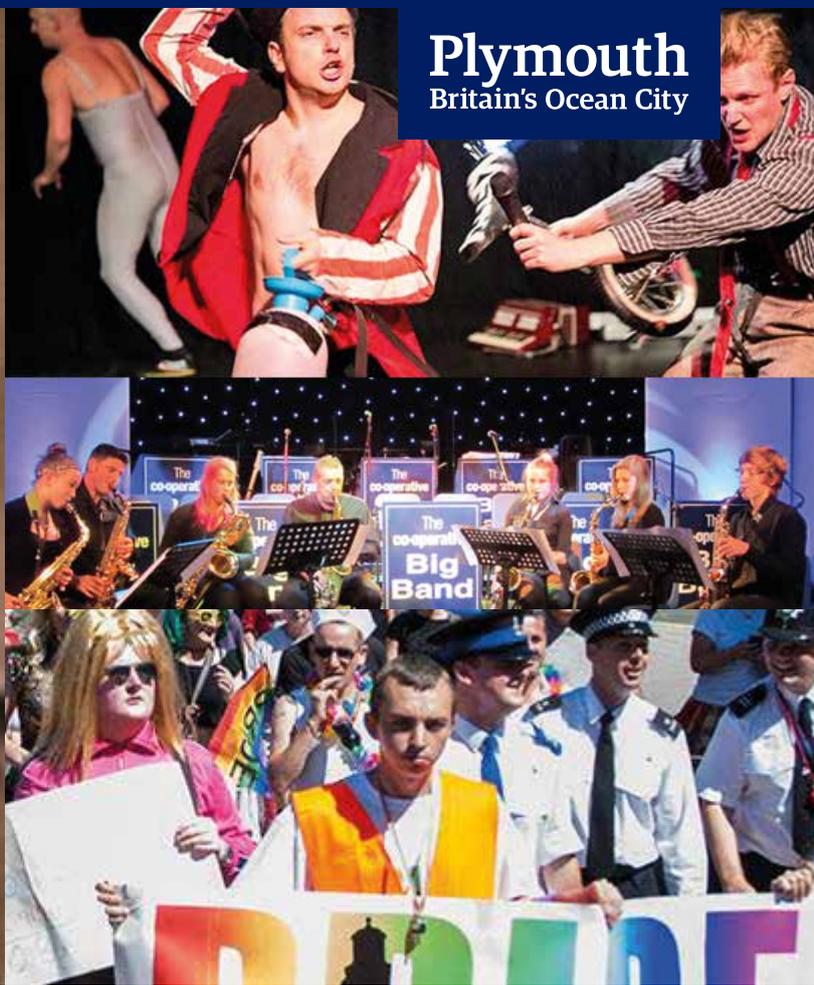
Partner Events

The Mayflower programme is already working with a broad range of organisations to deliver an amazing grass-roots lead series of events for 2020, including:

- Plymouth Philatelic Society's Mayflower Show
- Devon Family History Society's Mayflower Conference
- The Great Torrington Cavaliers Mayflower bonfire
- Plymouth Dance's 'Help! I Can't Teach Dance' Mayflower schools project
- St Andrew's Door of Unity ceremony

We're keen to hear from other organisations who might want to do something for the commemoration. We can provide branding and promotional support through our website, social media and publications.





Plymouth
Britain's Ocean City

Cultural Highlights

The extraordinary Mayflower 400 cultural programme will reflect Plymouth's position as a growing global creative destination while commemorating the city's exceptional heritage.

Arts, music, theatre, exhibitions, immersive storytelling, digital innovation, literature, crafts, festivals, debates and more will bring the themes of Mayflower 400 alive in powerful, visual and interactive ways. Cultural partners will work with communities to find new ways of exploring and interpreting the Mayflower story, making sure people across Plymouth have the chance to be part of the anniversary and understand the impact of the pioneering journey on the city and the globe.

'The cultural programme has a diverse range of quality projects that will animate Mayflower 400 across the city and beyond. They include a wide range of art forms that respond to the themes of Mayflower 400 and make it relevant for audiences today. I am very excited at the excellent programme that is shaping up.'

Dom Jinks, Executive Director, Plymouth Culture

Art of the Possible

The Art of the Possible Project, backed by Arts Council England funding of £700,000, will bring a series of world-class cultural events to the city including a Theatre Royal Plymouth production and 'Wampum: Stories and Shells from Native America'.

A Production by Theatre Royal Plymouth and the Wampanoag

A truly remarkable performance of the Mayflower's voyage, involving 2,000 people on both sides of the Atlantic to create an inspiring production at the Theatre Royal Plymouth.

It will see 25 members from the Wampanoag Tribe and residents of Plymouth, Massachusetts join their counterparts from Plymouth, UK, as 140 people in total perform the Mayflower story from multiple viewpoints with music from global folk artist Seth Lakeman.

This project has received additional funding from the Mayflower 400 Cultural Fund.

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‘Wampum: Stories and Shells from Native America’ by The Box

A national touring exhibition developed in partnership with the British Museum and the first commission from Plymouth to acknowledge our cultural connection to the Wampanoag people who met the Mayflower and ensured the survival of the English settlers. It will include the commissioning of a new wampum belt, made exclusively by the Wampanoag people of the Mashpee and Aquinnah nations, to mark the 400th anniversary of the sailing of the Mayflower.

Mayflower 400 Cultural Fund

A series of headline cultural projects have been supported using £400,000k of funding secured from central government. These will deliver unique and thought provoking experiences, largely developed by Plymouth based artists, including:

‘Settlement’ by The Conscious Sisters and Cannupa Hanska

Eight Native American artists in partnership with the conscious sisters will create a radical large-scale installation of public art called Settlement, based in Central Park. This will run for four weeks during the summer of 2020 exploring colonialism, migration and their deep effects on indigenous people.

‘Roots Up!’ by Street Factory

People across the city will take part in a mass street dance reaching from the Barbican to the Hoe, led by the award-winning Street Factory in a bold and contemporary interpretation of the Mayflower story. This will incorporate four hip hop theatre pieces, telling real life stories through the cornerstones of hip hop culture - b-boying, graffiti, MCing, rapping, poetry, spoken word and DJing. They will be inspired by core Mayflower’s values - freedom, humanity, imagination and the future.

‘The Special Relationship’ by Le Navet Bête

A light hearted and irreverent look at Britain’s relationship with the USA – from 1620 all the way through to now by renowned comedy/clowning theatre company Le Navet Bête. Taking place at the Barbican Theatre between August and September 2020, it follows the hilarious attempts of four people trying to flee their past lives in the hope of finding a Special Relationship.

‘Being Seen’ by Beyond Face

Being Seen will bring together artists across the South West for three major artistic events by performance company Beyond Face, which aims to raise the profile of people of colour working in the arts.

It will include 2,000 Stories, a piece of theatre that will be performed in May and June 2019 in schools and theatres in Plymouth, Exeter and Falmouth. In 2019, Beyond Face will host an ‘Introduction to the Theatre Industry’ day in Plymouth inviting young people of colour to meet and work with 30 professional artists of colour - before a ‘scratch day’ is held in 2020 for emerging artists to create a short piece of work.

Finally, a major production called Beyond 2,000 Stories will be created in 2020, when four performers from Plymouth will be invited to create a new show for the Mayflower 400 programme that will then go on a national tour.

‘Mayflower Music’ by Plymouth Music Accord

A series of four classical concerts by University of Plymouth Choral Society, Plymouth and District Organists’ Association, Plymouth Symphony Orchestra and the Plymouth Philharmonic Choir. These will honour the sailing of the Mayflower at historic venues including St Andrew Church and the Plymouth Guildhall in May, June and July 2020.

‘Directions’ by Marcy Saude

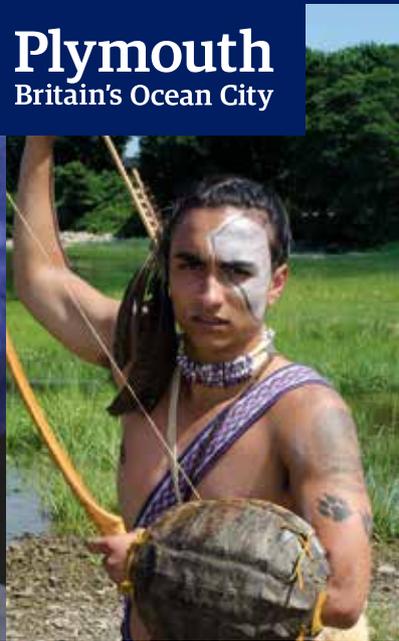
A programme of film and video screenings will showcase work by artists from both Native American backgrounds and black, Asian and minority ethnic communities in the UK. The series will feature newly commissioned short film work from emerging artists alongside curated screenings, talks, discussions, and workshops from autumn 2019 to autumn 2020 at art venues and community spaces around Plymouth.

‘Pride 2020’ by Plymouth Pride

Plymouth Pride will return with a Mayflower twist and increased scale in August 2020, creating a spectacular festival celebrating LGBT+ culture. It will include a parade through the heart of the city, workshops on the themes of freedom, humanity, imagination and the future and explore previously ‘hidden’ LGBT+ history.

Partner Projects

Even more cultural activities are in development by a range of organisations and individuals, who are using Mayflower as a creative stimulus an opportunity to present their work to an international audience. This will include content from Plymouth’s Arts Council National Portfolio Organisations, the cultural sector, community groups, higher education institutions and schools across the city.



The Wampanoag Story

As 2020 approaches, the UK, US and Netherlands will commemorate the 400th anniversary of the Mayflower voyage, a story that cannot be told without the perspective of the indigenous people, the Wampanoag, who were there as that ship arrived in North America and who still remain.

The UK Mayflower 400 programme is committed to working in partnership with the Wampanoag Nations of Aquinnah and Mashpee. Thanks to the support of the Wampanoag Advisory Committee to Plymouth 400 in the US, we are pleased to be developing a number of projects together, including:

- **Wampum: Stories and Shells from Native America:** the commissioning of a new wampum belt made by Wampanoag artisans in the US, which will tour museums in the UK. Wampum is sacred and symbolic. It carries the history, the culture and the name of the Wampanoag people
- **Mayflower 400: Legend and Legacy:** an exhibition curated in partnership with Wampanoag advisors and shown at The Box, Plymouth. This will bring objects from the National Museum of the American Indian, the Harvard Peabody Museum and Pilgrim Hall to Plymouth for the first time. The exhibition will also be complemented by a series of contemporary art shows addressing themes of identity, migration and colonisation
- A new large-scale music theatre production inspired by the Mayflower story, which will be a collaboration between the Wampanoag people, the Theatre Royal Plymouth and Plymouth communities in the UK and US

Working with local musician Seth Lakeman, 25 members of the Wampanoag Nations and Plymouth, Massachusetts will join their counterparts from Plymouth, Devon, as 140 people in total perform the Mayflower story from multiple viewpoints

The Wampanoag are the People of the First Light. They have lived in America's eastern woodlands for over 12,000 years and they live there today.

During the 1600s, the population encountered European seafarers. In 1614, an English captain captured 20 Wampanoag men, sailed them to Spain and sold them as slaves. Between 1616 and 1619, three epidemics of European diseases decimated the Wampanoag population. When the passengers of the Mayflower arrived in the winter of 1620, they saw the impact of the loss. Settling in the abandoned village of Patuxet, the new colonists brought new challenges to the Wampanoag people. Over 400 years there has been co-operation, co-existence and conflict.

2020 allows us to consider our relationship today. We are grateful to the Wampanoag Advisory Committee for working with us to ensure we mark the 400th anniversary of the Mayflower meaningfully on both sides of the Atlantic and guiding us as we create programmes, events and materials.

For details of further US-based events, exhibitions and organisational details of our US partners Plymouth 400 (Massachusetts) and the Wampanoag Advisory Committee, please visit www.plymouth400inc.org





The Box

The Box is a symbol for the city's current regeneration and its future as one of the UK's finest visitor destinations. It will be a museum of the 21st century, with extraordinary gallery displays, high profile art exhibitions as well as exciting events and performances that take visitors on a journey from pre-history to the present and beyond.

The Box will open in spring 2020 with a range of Mayflower themed exhibitions, providing an ambitious response to the anniversary and the cultural opportunities it offers.

'2020 gives us the opportunity to re-examine our past and to genuinely reflect on the English colonisation of America and its consequences. This is an important story and one we want to tell in as many different ways as we can, and, as well as we possibly can'.

**Nicola Moyle, Head of Heritage, Art and Film,
Plymouth City Council**

Mayflower 400: Legend and Legacy

'Legend and Legacy' will be the national commemorative exhibition for the Mayflower commemoration. Created in partnership with the Wampanoag Native American Advisory Committee, and with the help of over 100 museums, libraries and archives across the UK, US and the Netherlands, it will present an epic journey of survival and imagination.

Contemporary Art

A programme of four temporary exhibitions will run alongside 'Mayflower 400: Legend and Legacy'. This programme will explore historical and contemporary perspectives on the Mayflower's legacy and include commissions by contemporary artists. Themes will include migration, identity, commemoration, ethnography, colonialism and its impact. Current collaborators include the Fuller Craft Museum, Massachusetts with Glenn Adamson.



Wampum: Stories and Shells from Native America

A nationally touring exhibition and the first commission from Plymouth to acknowledge our cultural connection to the Wampanoag people who met the Mayflower and ensured the survival of the new English settlers. It will include the commissioning of a new wampum belt, made exclusively by the Wampanoag people of the Mashpee and Aquinnah nations, to mark the 400th anniversary of the sailing of the Mayflower.

The Imagination Museum: Mayflower 400 Dance Project

Led by multi award-winning choreographer Katie Green, this project follows the Mayflower passengers' journey from England to America, with performances beginning in Nottinghamshire before travelling to Lincolnshire and Hampshire and culminating in Plymouth.

A producer, dance practitioners and community ambassadors will be recruited from the local dance and heritage sectors to run a programme of free community events. This will include performances across 2019 and 2020, as well as a series of taster sessions and workshops for local schools and community groups. The project will culminate with a weekend of performances at The Box in October 2020.

Education

The Box's Learning Team places enjoyment, inspiration and creativity at the centre of engagement with history, science and the arts. New programmes of Mayflower masterclasses, sessions and talks are being developed for audiences of all ages and abilities. They will challenge perceptions, recognise diversity and demographics, and address the legacies of the journey 400 years on.

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Illuminate – November 2019 and 2020

Illuminate is a spectacular light-based festival that will connect Mayflower 400 destinations and signal the start and end of the anniversary year in November in November 2019 and 2020 respectively.

In 2017 Plymouth's Illuminate celebrations saw parts of Royal William Yard turned into an amazing display of light-based installations and projections, attracting over 5,000 participants. In 2018 Illuminate grew significantly; showcasing projections and light art installations from local, national and international artists to provide a vibrant, fun and inspiring experience for Plymouth's citizens and visitors alike.

Our ambition is to further develop Illuminate in 2019 and 2020, increasing its scale and depth of audience engagement to become a signature event in the Mayflower 400 programme, and an annual large-scale light festival that will be a highlight in Plymouth's event calendar for years to come.

Illuminate is delivered through a partnership, including RIO, the University of Plymouth, Plymouth College of Art and Plymouth Culture.

'Light Festivals around the world create wonderfully vibrant and engaging social events for cities and their citizens to enjoy. They are a fantastic display of a city's creativity and a great, fun, family event that gives people something to look forward to during the dark winter months. We are excited to be able to show off some of the region's excellent creative talent, something to be really proud of!'

Chris Bennewith, Head of the School of Art, Design and Architecture, University of Plymouth





Community

Volunteering

The Mayflower 400 programme is proud to be working in partnership with Improving Lives Plymouth to put volunteering at the heart of our programme and give people and businesses a chance to get involved, make new friends, develop new skills and ultimately make 2020 brilliant for residents and visitors alike.

Mayflower Makers

We're aiming to train at least 400 Mayflower Makers to contribute 100,000 volunteer hours between now and the end of 2020.

Makers will be our Ambassadors, raising awareness and helping others to participate in Mayflower 400, as well as supporting events and wider activity to help make sure everyone has a great experience of Plymouth. By November 2018, over 200 people had expressed an interest in volunteering, with 67 trained and courses running on a monthly basis.

The Mayflower Makers kit, which each volunteer will receive, is sponsored by Plymouth Citybus.

'Plymouth Citybus believes in being a good community partner. We are delighted to sign up to sponsor the Mayflower 400 volunteers as this will enable even more worthwhile events to be supported in our community during 2020, helping to elevate Plymouth to the International Stage'

Richard Stevens, Managing Director, Plymouth Citybus

Mayflower Adopt a Space

Organised in partnership with Building Plymouth, business volunteers are delivering two major projects that will create an amazing legacy for the city:

- **Road to Mayflower:** a consortium of businesses are working together to explore how they can uplift key access points into the city to give visitors a great welcome to Plymouth, through 2020 and beyond
- **Street Factory:** businesses are donating their expertise to help create the UK's first dedicated Hip-Hop theatre, promoting the five elements of hip-hop; respect, peace, love, unity and having fun.



Additional Volunteer Activity

- **Make a Difference for Mayflower:** launched in 2015, this project supports businesses to help uplift the city for 2020. 184 volunteers have delivered around 1,800 hours of volunteer time by November 2018
- **Youth Social Action:** Organised in partnership with Argyle Community Trust and the National Citizenship Service, the Social Action workstream provides a forum for young people to engage in Mayflower and raise awareness amongst their peers. Volunteers have contributed over 132 hours by November 2018

Contact Information

Website: improvinglivesplymouth.org.uk

E-mail: sheralyn.barton@improvinglivesplymouth.org.uk

Mayflower 400 Community Sparks Fund

The Mayflower 400 Community Sparks Fund gives individuals and grass-roots organisations the opportunity to access funding to help them do something special for their community for 2020. Grants are available from £1 to £3,000. Projects can be big or small, and the application process is really simple. We're happy to talk through any ideas you might have before you start your application. The first round of funding closed in October, with £36,000 allocated to 13 projects. Examples include:

- **Age UK Plymouth** has linked up with Cozy Corner, a care home in Plymouth Massachusetts, to develop an exciting art project for older people called Friends Across The Sea. This transatlantic project will be run in collaboration with By Design Collective and will use written correspondence, digital platforms creative art, theatre and music as a tool to communicate
- **Royal Adelaide Art & Yoga CIC** are running the Mayflower Postcard Exchange and Exhibition, which will invite local people and individuals in the USA to send postcards to Plymouth for a unique cultural exhibition

- **North Prospect Community Choir** are producing a new celebratory choral work exploring the theme, Sounds of the Ocean City. This funding will give the choir the opportunity to work with composer Adrian Hull to produce new music for their adult choir and Mayflower Community Academy's children's chorus
- **Plymouth Morris Men** are organising an international Morris Muster, using funding to help attract dancers from across the UK, the Netherlands and the US

The next round of funding is now open, and closes on the 31st of January. Two further rounds will run after this.

Contact Information

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Other community partners

For Mayflower 400 to be a success we need to ensure that the whole city has the opportunity to get involved through 2020. We are already working with a number of community partners such as POP+ and Timebank South West to help make sure the programme is accessible for everyone and we're keen to hear from other organisations who can help us achieve this goal.

'Timebank South West is all about bringing people together to build friendships, use their skills and raise pride in communities. Mayflower 400 represents a great opportunity to further these goals, and we're looking forward to working in partnership to help make sure the commemoration reaches all of the city's residents'

Liza Packer, Director, Timebank South West

timebank
south west



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Sport

Led by Argyle Community Trust, professional and community sport clubs across Plymouth are set to drive participation in Mayflower 400 and create a legacy of improved health and wellbeing post 2020. This will be achieved through a combination of headline and grass roots events, ensuring that opportunities are available for people of all ages and abilities.

For more information on the Mayflower sports activity visit: argylecommunitytrust.co.uk/what-we-do/social-action/mayflower-400

Mayflower 400 Community Sports Fund

Grants of up to £1,000 are available for local clubs to deliver their own Mayflower activity. To date, this has helped support a range of activities, including providing trophies and kits. Visit the Argyle Community Trust website for more information:

www.argylecommunitytrust.co.uk

12 Sports for 12 Months

From January 2020 Argyle Community Trust will work with local clubs, governing bodies and communities to promote a dedicated sport for a month. Making sure there are opportunities for new and sustained participants to become involved whilst promoting the wider Mayflower 400 sport programme.

Mayflower 400 Sports Week

The inaugural Mayflower Sports Week saw Plymouth Argyle, Plymouth Albion and Plymouth Raiders join forces for a fantastic triumvirate of sporting fixtures in March 2018, reaching an audience of 15,000. Each game included professional sports entertainment, pop-up stalls, and community activities. We're keen to involve even more people in 2019 and 2020.



Mayflower Grassroots Activity Programme

We are supporting local clubs to deliver their own Mayflower competitions and activity. Branding and certificates are available, and we can help promote events through our website and social media. From football tournaments through to walks, if you'd like to discuss getting involved get in touch.

Partner events

Mayflower 400 gives the city a chance for our sporting community to build relationships and raise its profile nationally and internationally. A number of clubs are already taking up this opportunity.

'Plymouth Leander has been working with the Mayflower 400 team since 2017 with all of our galas having a Mayflower 400 theme, from the Harwich Cup Series in 2017 to the Southampton Cup series in this year.

Mayflower 400 is a great opportunity to raise our profile, and as one of the city's foremost sports institutions, we're looking forward to inviting clubs from the US and Netherlands to compete against Plymouth's swimming elite'

David Ellis, Club Chairman, Plymouth Leander Swimming Club

Wider Activity

- Mayflower 400 Special Games: Will see teams from around the world invited to compete in a special competition organised specifically for 2020
- Active Ageing: Argyle Community Trust has been awarded £35,000 from the EFL Trust's Active Ageing Fund. This will be used to get 300 people aged 55 and above active over the next three years, while at the same time promoting the Mayflower commemoration

- Mayflower Cup: A new annual youth football tournament organized by Argyle Community Trust, involving 2,000 young people and their families
- Keep an eye out for our Mayflower Sports Ambassadors; men and women who embody the values of the Mayflower programme and who will help promote engagement through the commemoration. To date, Conrad Humphreys and Mark Ormrod have signed up, with more names to be announced
- The National Citizen Service scheme has seen over seven hundred young people engage with a Mayflower 400 workshop; twenty three are now Mayflower Makers and are set to volunteer at Illuminate 2018
- The Community Games initiative will see sporting competitions take place in six local parks across the city, commemorating Mayflower 400 and celebrating the 2020 Olympics

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Education

The Mayflower 400 programme is already working with a range of partners to get young people involved in the commemoration, including projects delivered through the Parliamentary Education Service and Argyle Community Trust. Our ambition is to build on these foundations to deliver content and opportunities that will ensure every child in Plymouth understands the Mayflower story and participates in at least one brilliant experience through the year.

We are committed to capturing the impact of colonisation on the indigenous American community across all of our education projects. To this end, all content produced has been reviewed by experts from the University of Plymouth and received input from the wider education community to ensure it appropriately addresses this important narrative.

Mayflower 400 Syllabus Content

A bespoke portfolio of Mayflower syllabus content has been created for key stages 1, 2 and 3, reaching across all subjects. This, and wider resources, are available on our website at mayflower400uk.org/education

Mayflower 400 Citizenship Project

Upon their arrival to America, the Mayflower's passengers signed a 'Compact' outlining the rules by which their community would live. For 2020, we are reaching out to all of the city's schools to create a new 'Plymouth Compact', incorporating a series of 9 statements selected democratically by young people which will be used by the City Youth Council and Plymouth Youth Parliament to underpin and guide their decision-making for the next five years.

The Compact will be launched in autumn 2020, with each school represented at an event at the Theatre Royal Plymouth alongside senior civic, community and business representatives.



Mayflower 400 Anthology

Inspiring collections of poetry, prose and stories from young people in Plymouth are being collated into the Mayflower 400 Anthology, with support from students and academics at the University of Plymouth.

The first edition, called *The Journey Begins*, was launched in May 2018 at Plymouth Guildhall. The 100-page book contains excerpts from over 80 selected submissions, from 18 local schools and photography from the Barbican. Entries for the 2019 edition are now closed, and the selected works will be published in May 2019.

Keep an eye on the Mayflower website for details of how to apply for the 2020 edition.

Mayflower 400 Young City Laureate competition

In the years leading up to the anniversary commemorations, an annual competition is being held to find the next budding wordsmiths passionate about poetry and writing to become the Mayflower 400 Plymouth Young City Laureate.

The competition is organised by Plymouth City Council in partnership with the South West literature development agency Literature Works, who are trying to find aspiring new writers in the city between the ages of 14 and 19 to apply for the honorary post.

Additional information is available on the Literature Works website: literatureworks.org.uk

Thanksgiving meals

School meals provider CaterEd will be serving traditional Thanksgiving meals across the city in November 2020, helping children understand the significance of the event and the values that underpin it.

Further education activity

A broad range of additional education activity is planned for the Mayflower 400 commemoration, including:

- A range of workshops for events such as Illuminate 2019 and 2020 and the Mayflower Ceremony on the 16th of September 2020
- Mayflower-themed Science, Technology, Engineering and Mathematics (STEM) activities for British Science Week in March 2020
- Involvement with the 2020 Mayflower Marine Tech Expo, including a competition for young people
- Opportunities to work with The Box's learning outreach team



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International Marketing

The Mayflower story links the UK, US, Native American Wampanoag and Netherlands with Plymouth through a powerful narrative of heritage and identity. Research shows that this narrative is has a strong appeal to international tourists, with particular resonance for the community of over 30 million Americans who are directly descended from the ships passengers. Mayflower 400 is therefore a unique opportunity to raise Plymouth's profile within the international visitor market and showcase our status as one of Europe's finest waterfront destinations.

So far the programme has secured over £1.25m to promote Plymouth and the wider Mayflower 400 partnership to a global audience.

Key achievements to date:

- An estimated audience reach of 722m
- Media activity valued at £17m
- Attendance at key trade shows including World Travel market, Explore GB and NTA Exchange over the past two years

- More than 30 tour operators have participated in Mayflower familiarisation trips, creating relationships that will support Plymouth's visitor offer beyond 2020. Mayflower tours are already on sale and being purchased
- Increased Plymouth cruise activity, with 5 cruises booked for 2019 and negotiations underway with key operators for 2020
- Relationships established with key US partners including the Faith Travel Association, New England Historic Genealogical Society and General Society of Mayflower Descendants, providing access to key US travel markets
- The development of Mayflower video and photographic content for 11 destinations in the UK, and 10 new Mayflower itineraries

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1620—2020
Mayflower
400

Steering our future,
inspired by the past.

Plymouth
Britain's Ocean City

The Mayflower 400 Marine Tech Expo

Plymouth is a global centre of excellence for the marine sector, with a cluster of specialist marine businesses linked to a strong advanced manufacturing sector and world-class research expertise through the Plymouth Marine Sciences Partnership.

The Mayflower 400 Marine Tech Expo was initiated in 2016 as a biennial conference aimed at supporting the sector's growth, aligning with wider activity such as Oceansgate and incorporating city specialisms such as autonomous vessel technology, advanced engineering, manufacturing and product commercialisation. The 2016 Expo succeeded in bringing 100 senior business representatives to the city, including 44 bookings at director level and 13 Managing Directors. 61% of attendees came from outside of Plymouth.

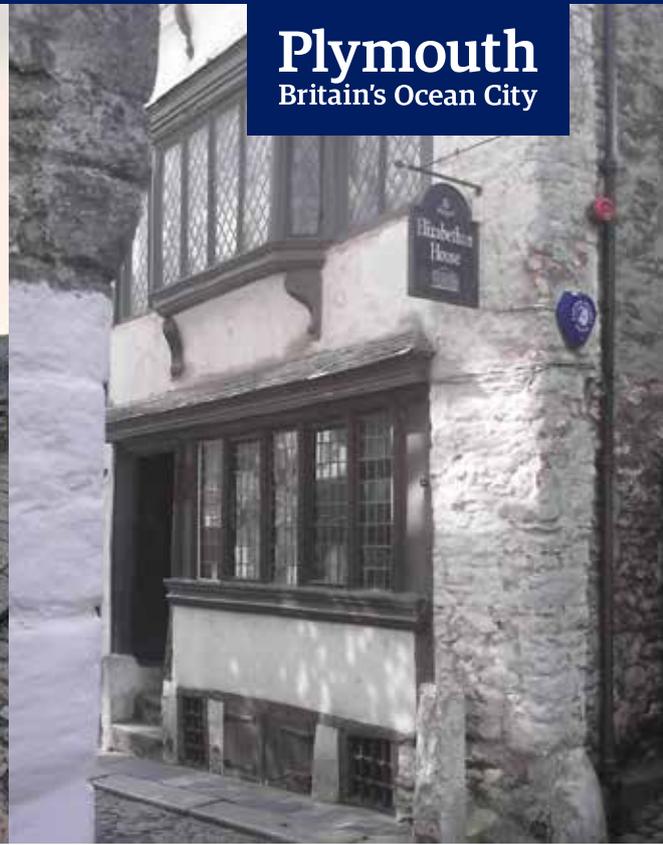
The 2018 Expo grew significantly from these foundations, attracting over 200 attendees including a greater international presence. The project is now looking to further expand for 2020, using the commemoration to raise awareness and engagement from the US and Dutch markets. It will continue after 2020 as a legacy project to ensure that Plymouth continues to promote the exceptional organisations based in the city. Due to the momentum gained through previous events, Plymouth has recently seen the Marine Business Technology Centre established within Oceansgate.

Both the 2016 and 2018 Mayflower 400 Marine Trade Expos were accompanied by a schools STEM programme, blending learning activity with opportunities to gain vocational insight. This element of the Expo will also grow, with a schools event planned for the fallow year of 2019. A dedicated day of education activity will accompany the 2020 iteration.

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Capital Projects

Plymouth is undergoing a period of major regeneration in the build up to 2020, with private and public sector funding combining to deliver new heritage assets and improved public realm spaces.

Mayflower 400 Capital Investment

Plymouth City Council has committed £5m to deliver a series of heritage and visitor focused capital projects, with a further £1.5m secured from external funders to date. This will provide a significant uplift to the city's visitor offer through 2020 and beyond and enhance opportunities for residents to understand and engage with the Plymouth's extraordinary history.

Heritage Trail and Public Realm

The Mayflower Trail will provide an iconic route through the Barbican, incorporating new signs, artwork and interpretation.

Two further trails, covering Plymouth's post war rebuild and the Sound, will be delivered through digital and printed content. The project is also working with local partners to create an accessible trail, ensuring that core content is available to all the city's residents, and specialist trails for schools and families.

Alongside this key public spaces will be uplifted for 2020 including West Pier, home of the Mayflower Steps, and the entrance to Southside Street. Investment in these spaces will further improve the city's visitor offer, while promoting better connectivity between the city centre and Barbican.

The opening of the Mayflower Trail in Spring 2020 will be a highlight of the Mayflower programme, with an accompanying range of launch events to promote community and visitor engagement.

Elizabethan House

Investment from the Council, Heritage Lottery Fund, Pilgrims Trust and Historic England will be used to restore the Grade II* listed Elizabethan House and install a new extension which will open it to new uses. This will help to ensure that it remains a sustainable attraction and community asset following its launch in Summer 2020.

Using research from professionals and the local community, the house will include interactive and immersive content that will highlight the history of the building, placing this in the wider context of New Street, the Barbican and world events to give visitors a unique understanding of our storied past, as well as the lives of the city's residents through the ages.

