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# The Mayflower 400 opportunity

## **Major historical anniversary:**

- 2020 is the 400th anniversary of a voyage that shaped the world, a seminal journey and symbolic moment in the shared history of Britain and the USA

## **Extreme contemporary relevance:**

- The Mayflower story is about issues of tolerance and religious freedom, migration, self-determination and democracy

## **Pioneering inspiration:**

- Setting out as families and settlers to the Americas in 1620 could be equated to a journey to colonise space, a combination of enterprise and business ambition

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# Plymouth specific aims

## Plymouth perception:

- To showcase Plymouth internationally, nationally and locally to drive visibility and engagement with the Plymouth city brand

## Residents engagement:

- To increase pride and aspiration in Plymouth through the Mayflower 400 programme locally and internationally to make 2020 'our year' for Plymouth

## Physical space & experience:

- To catalyse improvement in the space & experience of Plymouth and the necessary infrastructure to host visitors

## Improved offer, service & welcome:

- To increase the offer, service and welcome to visitors, and increase the number of national and international visitors through 2020 and afterwards

# Mayflower 400 Trail

- Pilgrims and crew hometowns
- ➔ Pilgrim migration
- ★ ★ Mayflower and Speedwell destinations
- ➔ Route of the Speedwell
- ➔ Route of the Mayflower
- Major Cities

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# Plymouth's Events Calendar

Keep an eye on social media @Mayflower400UK and mayflower400uk.org/explore/getonboardplymouth for up to date information, and get in touch if you've got something to add to the programme. #GetOnBoard2020



*Bigger and better in 2020*

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## Year-long activity

**Education** – syllabus content, STEM events and more. Check [mayflower400uk.org/education](http://mayflower400uk.org/education) for more information

**Sports** – international, national and grassroots events

## To come, events from

- Plymouth Dance
- Literature Works
- RIO
- Plymouth Octopus Project
- Improving Lives Plymouth
- Karst
- Barbican Theatre
- Plymouth Argyle
- And many more!

## November 2019

- Illuminate 2019
- Mayflower Trail Launch

## March 2020

- Mayflower Anthology 2020 launch

## April 2020

- Opening of the Box
- The Box – Mayflower Exhibition and response series
- Launch of Theatre Royal Plymouth's Mayflower production

## May 2020

- Mayflower History Festival
- OSTAR Transatlantic Sailing Event
- Pirate Weekend 🚢

## June 2020

- Armed Forces Day
- NSSA Mayflower Regatta
- Mayflower Trade Expo
- Flavour Fest 🍷
- Plymouth Youth Network  
Mayflower 400 Youth Festival

## July 2020

- The Atlantic Project
- Jubilee Sailing Trust
- Mayflower Music Event

## August 2020

- The Atlantic Project
- British Fireworks Championship 🚢
- Mayflower Classic Car Show
- The Plymouth Philatelic Society  
Mayflower Stamp Fair

## September 2020

- The Mayflower Muster
- The Mayflower Arts Weekender
- Plymouth Seafood Festival 🚢
- Ocean City Festival 🚢
- The Box - Oceania: A Captain Cook based exhibition
- Heritage Open Days 2020
- The Mayflower 400 Volunteers Celebration

## November 2020

- Illuminate 2020

**Grand Dart River Pageant**  
30 August – 5 September  
A major river based event signifying the end of Dartmouth Royal Regatta 2020 and the start of Dartmouth's week of Mayflower commemorations. On the river Dart, tall ships and visiting local vessels will take part with flags and fancy dress – culminating in a sea-past of the South Embankment.

**Visiting Warships and Tall Ships**  
30 August – 5 September  
Royal Navy and US Navy warships, 'Tall Ships' and Merchant, Mayflower and replica training craft visit Dartmouth – until 5th September.

**Mayflower River Dart events**  
31 August – 5 September  
Clubs and groups take part in water based events including the Royal Dart Yacht Club, New York.

## Southampton

**Mayflower Cup**  
Two football teams go head to head in the Mayflower Cup

**Maritime Festival**  
Britain's cruise city celebrates its maritime heritage, past present and future.

## Rotherhithe

**Mayflower Touring Exhibition**  
The London Mayflower touring exhibition continues.

**Rotherhithe Walks**  
Explore Rotherhithe in the London Borough of Southwark on foot.

## Bassetlaw, Nottinghamshire

**Roots Lecture Series**  
The series of lectures focused on the Pilgrim Roots region continues.

## SEPTEMBER 2020

**National – The annual 'Heritage Open Days'**  
provide unique opportunities to explore some of England's often hidden heritage sites. Explore historic sites; enjoy tours and talks and a programme of events.

## Plymouth

**Mayflower Muster**  
A nine day festival, incorporating the 400th anniversary of the Mayflower's departure from Plymouth on the 16th of September.

The Muster will involve music, fireworks and a huge range of other activity, with support from the city's Armed Forces.

**Mayflower Arts Weekender**  
Over 100 arts events will be hosted across the city, involving local, national and international artists.

Events range from outdoor cinema screenings through to major visual arts commissions and learning opportunities.

**Seafood Festival**  
The Seafood Festival will bring Plymouth's historic Barbican and Sutton Harbour alive with entertainment, activities and dishes to celebrate the city's fantastic caught seafood.

**Ocean City Festival**  
A spectacular festival, celebrating Plymouth's relationship with the sea.

**The Box – Oceania**  
A new, interactive Captain Cook exhibition opening at The Box.

**Volunteer Celebration**  
Mayflower 400 volunteers from Plymouth come together to celebrate their contribution to the commemoration year.

## Dartmouth

**BRNC Mayflower Son et Lumiere**  
5 September  
Experience a grand Son et Lumiere event in the spectacular setting of the Britannia Royal Naval College overlooking the River Dart.

**Mayflower Play**  
A new, original Mayflower play is being created by Theatre Hub. To be performed in Dartmouth and then will tour other destinations.

## Rotherhithe

**Totally Thames**  
An annual celebration of the river Thames with a creative and diverse programme that inspires, connects and enthuses throughout the month of September. Curated and managed by the Thames Festival Trust.

**Mayflower Touring Exhibition**  
The London Mayflower touring exhibition continues.

**Rotherhithe Walks**  
Explore Rotherhithe in the London Borough of Southwark on foot.

## Bassetlaw, Nottinghamshire

**Roots Lecture Series**  
The series of lectures focused on the Pilgrim Roots region continues.

**Scrooby Show**  
The annual Scrooby village fête, a traditional English village event – with plenty of tea and cake.

## Droitwich Spa, Worcestershire

**Salt Festival**  
Pilgrim Edward Winslow's father was a salt merchant. Winslow was born and schooled in Droitwich Spa; also famous for its unique salt heritage.

## Worcester

**The Battle of Worcester Commemorative Drumhead Ceremony**  
3 September  
The Drumhead Service of Remembrance commemorates those that fought and died for their beliefs during the English Civil Wars. Join the parade from Worcester Guildhall to Fort Royal Hill for the service, culminating at the Commandery Great Hall. NB. Muskets will be fired.

## OCTOBER 2020

### Rotherhithe

**Mayflower Touring Exhibition**  
The London Mayflower touring exhibition continues.

**Rotherhithe Walks**  
Explore Rotherhithe in the London Borough of Southwark on foot.

## Bassetlaw, Nottinghamshire

**Roots Lecture Series**  
The series of lectures focused on the Pilgrim Roots region continues.

## Dartmouth

**Food Festival**  
23 – 25 October  
A mouthwatering mix of regional English food and drink with a Mayflower theme, chef demonstrations and food stalls.

## NOVEMBER 2020

### Rotherhithe

**Mayflower Tasting Exhibition**  
The London Mayflower touring exhibition continues.

**Rotherhithe Walks**  
Explore Rotherhithe in the London Borough of Southwark on foot.

**Lord Mayors Show**  
The Lord Mayor of London show and fireworks provide a fitting finale to the Rotherhithe commemoration programme.

**Charting the Mayflower**  
Charting the Mayflower Bubble Theatre. The third phase of Charting the Mayflower involves community participants in exploring the voyage and the financial dealings.

**Mayflower Signature Event**  
Large scale performance on the River Thames.

**Café Gallery Projects CGP**  
Large scale visual arts project and gallery exhibition.

## Worcester

**Thanksgiving at The Commandery**  
21 – 22 Nov  
Follow in the footsteps of future US Presidents Thomas Jefferson and John Adams to "the ground where Liberty was fought for" and celebrate the city's significant connection and history of Thanksgiving in Worcester's Commandery; a beautiful building with an 800-year history.

## ILLUMINATE 2020 CLOSING CEREMONY

The International Mayflower 400 closing ceremony event; a series of cultural events commemorating the first Thanksgiving that took place between the Mayflower Pilgrims and the native American people in 1621. *'Just as one small candle may light a thousand, so the light here kindled hath shone unto many.'* Governor William Bradford, 'Of Plymouth Plantation'.

The cultural events programme will develop significantly in advance of 2020. Across the nations, programmes and plans are in development. The final programme will be a cultural commemoration on a significant scale.

For further information about the Mayflower 400 commemoration year and the events programme, visit [Mayflower400UK.org](http://Mayflower400UK.org).

All information correct at time publishing. Please check with each destination / organisation before making travel plans.

# 2020 EVENTS PROGRAMME HIGHLIGHTS

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Mayflower 400 will be a programme of events on a transformational scale; a platform for an international commemoration of the remarkable relationship between our nations linking our people and communities through shared heritage, culture, arts, sports education, science, business, law, politics and international relations and the shared defence of our values.

## NOVEMBER 2019

**Illuminate**  
The International Mayflower 400 opening event – a series of cultural events commemorating the first Thanksgiving that took place between the Mayflower Pilgrims and the native American people in 1621. Mayflower destinations across the UK, Netherlands and the USA will participate in Illuminate.

*'Just as one small candle may light a thousand, so the light here kindled hath shone unto many.'* Governor William Bradford, 'Of Plymouth Plantation'.



[Mayflower400UK.org](http://Mayflower400UK.org)

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# Headline Events



Green Beanz Photography

## *Illuminate*

Illuminate will open the Mayflower 400 commemorations in style in November 2019. Building on Plymouth's existing festival, we'll be running a high profile light inspired event held in partnership with over 20 national and international partner locations. Illuminate will also be the grand finale in for the commemoration in November 2020, providing an opportunity to celebrate our achievements over the year and set the foundations for Mayflower 400's legacy.



## *The Mayflower Muster*

The Mayflower Muster will be a spectacular 9 day festival running across the 400th anniversary of the Mayflower's departure on 16 September 2020. It will celebrate Plymouth's diverse heritage through a range of events, including major military activity, fireworks, music, culture and sport.



## *Jubilee Sailing Trust*

The Jubilee Sailing Trust has the only two fully accessible tall ships in the world. For nearly 40 years the JST has used the challenge and adventure of tall ship sailing to facilitate the building of stronger, more connected, resilient and inclusive communities, allowing people of all abilities to sail.

In 2020, in honour of the 400th anniversary of the Mayflower's journey, the JST will undertake a voyage from Plymouth, England to Plymouth, Mass, empowering a socially inclusive crew as they sail along the Mayflower's original route, giving them the chance to experience a life changing adventure. The Trust's visit to Plymouth will be accompanied by a range of activities celebrating diversity and promoting social inclusion.



Kwassa Kwassa, Superflex

## *The Atlantic Project*

The Atlantic Project will be a major international festival of contemporary art, bringing world-class artists to Plymouth and providing an ongoing addition to the region's events programme. Piloting in 2018, the festival in 2020 will investigate the contemporary relationship between the UK and US, using this as an opportunity to reassess Western principles such as freedom of speech, religious freedom, civil rights and the right to privacy, as well as tackling themes of colonisation, globalisation and democracy.

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# Get On Board

Many organisations are already getting on board for Mayflower 400 at a local, regional, national and international level. We're keen to hear what you can do for 2020 and how we can support you.

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## *Plymouth College of Art – Identity Banner*

For centuries and across cultures the humble banner has been used to represent and celebrate identity. It is this notion of identity through the visual representation that we wish to explore.

Working with a professional artist, primary and secondary schools in Plymouth UK will be partnered with schools in Plymouth US to explore and debate the theme of identity, with their ideas culminating in the creation of a unique Mayflower banner.

"Mayflower is an amazing opportunity to place Plymouth, its communities and its activities on a global stage. However, we are interested in this being more than a one-off spotlight moment and are determined to ensure that a legacy is created for the city in terms of opportunities and international partnerships"  
**Hannah Harris, Director of Development**

## *Real Ideas Organisation*

"This is a hugely exciting time for Plymouth. There is a great spirit of ambition and collaboration within the city, which provides a platform to create new opportunities for all of our citizens. Mayflower 400 will extend this platform, creating an impact not just locally but nationally and internationally"

**Lindsey Hall, Chief Executive**

## *Torrington Cavaliers*

"The Torrington Cavaliers were created 50 years ago in response to an invitation from Plymouth to join the Mayflower 350 celebrations. Having recently won the Queens Award for Volunteering, we're proud to be joining Mayflower 400 and celebrating our 50th anniversary by building a life size replica of the Mayflower which we'll then, in traditional Cavaliers style, set on fire"

**Steve Blake, Bonfire 2020 Project Lead**

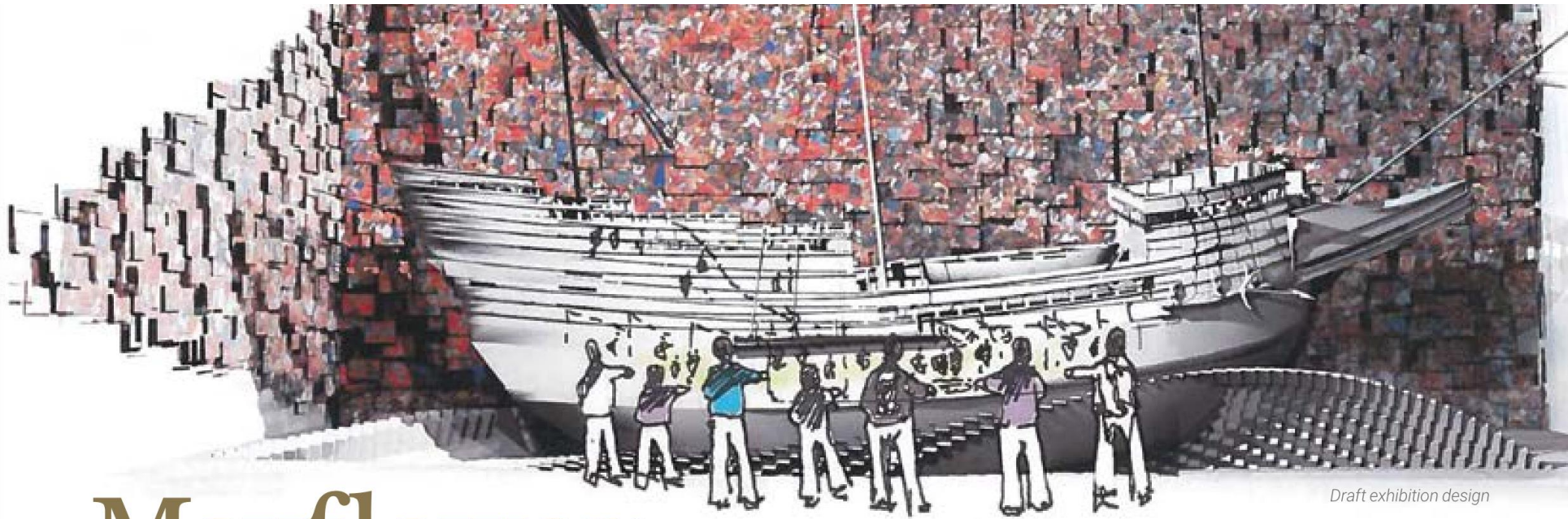


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## Infrastructure Projects in Plymouth leading up to 2020 – The BOX, Plymouth



- **£39m Project**
  - **The BOX will put heritage and art at the heart of the city**
  - **Transforming the current museum and art gallery**
  - **Target 300,000 visitors pa**
  - **Unique cultural attraction highlighting Plymouth and its place in the World**
  - **Cutting edge galleries and high profile exhibitions**
  - **At the forefront of contemporary visual arts**
  - **Opening Spring 2020**
-



Draft exhibition design

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# Mayflower: Legend and Legacy

**An epic journey of survival, imagination  
 and 400 years of America.**

This new exhibition, opening alongside the Box, will share the stories of sailors, passengers, presidents and the Wampanoag people. It will be a chance to explore the myths, discover new

meanings and experience the largest show about the Mayflower's legacy ever seen in the UK.

Mayflower 400: Legend and Legacy is being created with the help of over 100 museums, libraries and archives in the UK, the Netherlands and the USA.



# #GeiOnBoard2020

Cross Board Photography

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# A Cascade of Local Engagement

To date over 50 organisations engaged, including key umbrella organisations such as Plymouth City Centre Company, Plymouth Waterfront Partnership, POP+, Sports Board and various education networks

Ongoing engagement with organisations such as Age UK to ensure that all communities are involved

We've already started undertaking public facing activity, for example at the Pannier Market Open Day. In the next fortnight this will be escalated, with the team reaching out across:

- Libraries
- Community hubs (i.e Plymstock Broadway, the Square at St Budeaux, Southway Shopping Centre, Plympton Ridgeway)
- City Centre
- Community groups - i.e timebanking organisations, via the Council's Community

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Connections team

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# Education with schools

- First version of curriculum tools are available – update being developed from wider consultation
- Initially targeting KS 2 and 3, tools provide learning opportunities for schools nationally
- Teacher exchange ongoing

By 2020, Mayflower education programme will achieve:

- Student contact: 39,000 in the Plymouth area, 5 million nationally.
- Mayflower and associated resources embedded into the school curriculum
- International teacher network established as ongoing partnership





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# Other areas of progress

## **Government engagement**

- Ministerial support from DIT and DDCMS
  - Officers now creating their departmental plans
- Engagement of State and Federal Senators for Massachusetts

## **Sponsorship**

- Fund raising organisation selected and briefed
- Sponsorship packages coming soon!

## **Cultural programme**

- ACE commitment through NPO, £16m over next 5 years
- 3 priority national programmes agreed, and funding applications being submitted
  - Illuminate
  - 'Mayflower Encounters' - artists commissioning programme
  - Artist Makers
- Cultural Fund opened for EOIs
- Community Fund announced

## **Sports**

- Plymouth Argyle Community Trust appointed to coordinate Mayflower sports programme across sports
- Programme will divide into Signature, High Profile, and Community Engagement

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# How Plymouth can get involved

## **Meet with similar groups/organisations/business to hear more and make plans**

- Events detailed at [mayflower400uk.org/explore/getonboard](http://mayflower400uk.org/explore/getonboard)
- Follow on social media

## **Individuals or Groups**

- 'Join the programme'
- Volunteer
- Community Fund
- Cultural Fund
- Attend early events, eg Illuminate 2017

## **Businesses**

- Develop Product, Positioning or Partnership
- 'Join the programme' with an event or programme
- 'Make a Difference' volunteering
- Sponsor an event or programme
- Join 'Founders Club'
- Support familiarisation trips, and become a 'Friend of Mayflower'





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