



1620—2020
Mayflower
400™

Steering our future,
inspired by the past.

The Mayflower 400 anniversary

Major historical anniversary:

- 2020 is the 400th anniversary of a voyage that shaped the world, and a symbolic moment in the shared history of Britain, the Netherlands the USA and the Native American Nation. Over 30 million Americans can trace their ancestry back to the passengers and crew on the ship

Contemporary relevance:

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

Pioneering inspiration:

- An exceptional year of arts and culture, commemorating Plymouth's heritage and celebrating our communities and businesses

❖ **Physical**

❖ **Welcome**

❖ **Pride**

❖ **Perception**

Legacy

Visitor Marketing

- National Trail
- Overseas Visitors
- Regional Visitors
- National Perception

Cultural Programme

- 'Signature events'
- 12 months of activities
- Cultural Fund
- National & International links

Capital Projects

- National Heritage Trails
- Public Realm
- The Box
- Historic Houses
- Redevelopment projects

Engagement

- Business Volunteering
- Mayflower Maker volunteers
- Community Fund
- Sport programme
- Schools materials

Mayflower 400 Trail

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

1620—2020
Mayflower
400

Steering our future,
inspired by the past.



Boston
Plymouth ★ Provincetown

Austerfield & Doncaster
Immingham
Scrooby & Babworth
Gainsborough
Boston

Worcester

Harwich
Leigh-on-sea

Rotherhithe
London

Southampton

Leiden,
the Netherlands

Amsterdam

To Plymouth,
Massachusetts

MAYFLOWER

Plymouth

Dartmouth

Southampton

MAYFLOWER

N

W

E

S

5



DCMS Project Mayflower I: Outputs

ACTIVITY	OBJECTIVES	OUTPUTS ACHIEVED
Content Creation	To develop marketing messaging and content.	Website development www.mayflower400uk.org ; 15,000 unique users (Aug 17 – Feb 18) Social Media channels: 1.9m impressions. 41,729 engagements and 5,500 followers. (Aug 17 – March 18).
Itineraries & Trails	To develop new Mayflower itineraries as part of a national trail.	More than suggested 10 itineraries available for trade.
Bookable Product	To support the development of bookable Mayflower tours.	7 operators were actively promoting Mayflower 400 tours, with bookings emerging. 100 businesses trained on working with the travel trade.
Travel Trade Events	To raise awareness of the opportunity to tour operators and travel trade	241 new travel trade contacts
Trade Familiarisation Trips	To educate tour operators about the product through first-hand experience.	27 tour operators were hosted on trips to various Mayflower 400 destinations.
PR & Press Trips	To raise media interest, generate press trips and coverage.	Total press coverage generated had a value of £17m.
Sharing the Story	Engaging influencers, businesses and stakeholders.	Over 2800 businesses, stakeholders, tour operators and local authorities were briefed and engaged with the project. Destination partners when surveyed indicated that the sharing of best practice, networking and facilitating of conversations and relationships that simply wouldn't have happened otherwise.

DCMS Project **Mayflower II**: Output Highlights

- More than 10 new bookable Mayflower themed experiences are now available across the UK.
- 12 itineraries were developed and made available to download on the Mayflower 400 website aimed at groups and individuals.
- 14 Cruise Excursion itineraries were available to download.
- 17,299 unique website users visited www.mayflower400uk.org.
- 971 new consumer sign-ups to e-newsletters via website.
- 1644 brochure downloads (top brochure download 'Pilgrim Roots').
- 5 new operators are selling Mayflower tours.
- 8 cruise ships confirmed as coming into Plymouth for 2020.
- 60 new travel trade contacts were made as a result of attendance at NTA Annual Convention, WTM, Cruise Britain Showcase and the US Sales Mission.
- The four nation US media launch held in Boston on 14th March generated significant coverage for the project with over 120 pieces and \$100k of coverage, with a reach of over 200m.
- 6 hosted press trips have taken place.
- Launch of Mayflower digital trail app - w/c May 13th; the app has been designed to encourage movement between destinations and promoted as 'Mayflower Self-Guided Tours' for walking and driving.

[Figures as at April 2019]



Reformation Tours

Offering fully customised Mayflower tours for any size groups, Reformation tours are a specialist operator. Cultural and religious tours of England are available.

[+ More info](#)

[Reformation Mayflower tours](#)



Select Travel Services

UK based specialist group tour operator offering bespoke Mayflower tours for groups of 12 or more.

[+ More info](#)

[Select Travel Mayflower Tours](#)



Tours International

A UK based specialist tour operator offering Mayflower group tours to England.

[+ More info](#)

[Tours International Mayflower tours](#)



Select South West Tours

Private driver guided tours of the South West, including Plymouth, Cornwall and Devon.



Unique Devon & Cornwall Tours

Private driver guided tours of Devon and Cornwall, including specialist Mayflower and ancestral tours.



Pilgrims & Prophets

Specialist 'Pilgrim Roots' heritage tour guide, providing group tours of 'Mayflower' and other

Cruise Operators

travel.saga.co.uk/cruises/ocean/where-we-go/america/ SA Pilgrimage to the New World

1970s cardboard standup ...

SAGA 0808 278 6782

Pilgrimage to the New World
Spirit of Discovery departing Southampton
from £6,943 per person

North and Central America

Pilgrimage to the New World
Spirit of Discovery
Southampton
from £6,943 per person

A cruise 400 years in the making...
This is an East Coast US cruise with a difference, allowing you to immerse yourself in the foundations of modern America.

On this cruise of a lifetime follow in the historic wake of the Pilgrims who sailed from Plymouth aboard the Mayflower in search of the New World. To mark the 400th anniversary of their epic voyage and the founding of the Plymouth Colony in Massachusetts, join the commemorations on both sides of the Atlantic and relive the story which shaped the foundations of America. You will get the chance to spend the anniversary of the departure in Plymouth, along with visiting world leaders, dignitaries and a stunning flotilla of international vessels. Fear not for you there will be no tedious fore-mentioned cramped conditions you will cruise in the lap of luxury to the Eastern Seaboard of the United States and enjoy SAGA's First-class visit to Provincetown Harbor on Cape Cod. You can look forward to an overnight stay in New York City, plus a visit to Martha's Vineyard known as a playground of the rich and famous from the Kennedys to the Osbournes. On an overnight stay in Baltimore you have the opportunity to visit the capital of the United States, home to an abundance of stunning architecture, moving memorials, government institutions and history. Washington DC will leave a lasting impression and our Explore America team are on hand to help you make the most of your visit. You will also stop overnight in Bermuda and visit Mexico on your way back to the UK.

A whole New World

- Cross the Atlantic Ocean on recreating the original voyage to life
- Learn about the typical face and skin which would have sustained the Pilgrims 400 years earlier
- Sail in to Provincetown Harbor just as the Pilgrims did
- Take the opportunity to visit the first settlement in Plymouth and experience life in the early 17th century in a living museum

Overnight stays

- New York City
- Baltimore
- Bermuda

Cargo price includes:

- Chauffeur service up to 250 miles

https://disneycruise.disney.go.com/ports/plymouth-england/ Plymouth, England | Port of ...

Suggested Sites 1970s cardboard standup ...

Disney Cruise Line

Plymouth, England

Discover Plymouth's pretty waterfront, brimming with charming shops, restaurants, art galleries and more.

This picturesque, vibrant coastal city is a maritime marvel with a rich history stretching back to Tudor England and the launch of the Mayflower.

Search for Cruises That You Enjoy
Check Availability

Destination Details

Known as the British Ocean City, Plymouth, a major port on the southern coast, offers magnificent views and a modern take on a historical city that stood guard over Elizabethan England. [View More](#)

Things to See and Do

A maritime gateway city, there are winding shopping streets to explore and stunning views that never cease to inspire, making this an unforgettable destination. [View More](#)

Port Adventures

Disney Cruise Line specially selects Port Adventures for their quality of service and richness of experience for all ages. These shore excursions are available at each port of call—explore an exciting array of them as they become available! Be sure to check back for Port Adventures approximately 120 days prior to departure, as you'll want to book in advance!

16:21 11/03/2019

Cultural Programme



Signature Events Programme



Events: 'Signature' and 'Highlights'

Signature	
Illuminate 2019 - Plymouth	28 Nov to 1 Dec 2019
Trail inauguration	March 2020 TBC
Mayflower 400: Legends and Legacy	Spring 2020
The Box opening	Spring 2020
Ocean Festival OSTAR	May 2020
This Land	15 to 21 June
???????	17 to 23 Aug
Wampum: Stories from the Shells of Native America	Plymouth dates: 1 Sept to 3 Oct 2020
Elizabethan House Opening	Sept 2020
Mayflower Ceremony	16 Sept 2020
Mayflower Muster	19 to 20 Sep 2020
Illuminate 2020 - Plymouth	26 to 29 Nov 2020

Cultural, Sport & Business Highlights	
Mayflower Steps Opening	Dates TBC
Mayflower Sports Week	March 2020
Beyond Face - Creative Commission Performance	April 2020
Special Olympics - Plymouth Event	3 to 5 Apr 2020
Mayflower History Festival	May 2020
Ocean City Half Marathon	16 May 2020
Leander Mayflower Cup	May 2020
Mayflower Tech Expo	30 Jun to 3 Jul 2020
Settlement	1 to 30 July 2020
Street Factory Mass Hip-Hop Dance	25 Jul 2020
Plymouth Pride	3 to 9 Aug 2020
Veterans Triathlon	17 Sep 2020
No New Worlds	1 to 30 Sep 2020
International Craft Show	October 2020
Market Hall	Nov 2020
The 400 - Navet Bete	TBC
Mayflower Schools Civic Programme and Ceremony	TBC

Opening and closing event -



A very full year...

Routeways	Mayflower Sports Enrichment Day	Pirates Weekend
Gdynia Way Bridge	Double Clubs Programme	Marcy Saude Screenings
Adelaide Street street party	Sports Ambassador Programme	Flavour Fest
Plympton Picnic	Hockey for Heroes	Seafood Festival
University of the Third Age Dance workshop	Social Making Conference	CaterEd Thanksgiving Meal
Disability celebratory event	Morris Muster	Mayflower Youth Cup - Football Competition
Respect Festival	All Nations Ministries tea dance	Devon Family History Society Mayflower Meet
Mayflower Faith Play	Street Factory Theatre Opening	Plymouth Zine Library
Town Crier	Graduation	Mayflower Anthology Launch
St Andrews Church Quilt Festival	Plymouth Arts Festival (Graduate Show)	Paddington Station Stand 2019
Plymouth Tree Partnership Apple Project	Torrington Cavaliers Bonfire	Paddington Station Stand 2020
Art, Craft and Laughter Sail Project	Christmas Light Switch-On 2020	Armed Forces Day 2020
Plymouth Hope Festival	Barbican Christmas Lights Swith-On 2020	University of Plymouth choral Society
Katy Cawkwell Schools Story-Telling	Bonfire Night 2019	Plymouth and District Organist Association
Plymstock Tapestry Project	Remembrance Sunday 2019	Plymouth Symphony Orchestra
Mayflower Community Games	Christmas Light Switch-On 2019	Plymouth Philharmonic Choir
Mayflower Sports Awards	Barbican Thanksgiving 2019	North Prospect Community Choir
Volunteer Celebration	Plymouth Christmas Market 2019	Marcy Saude Commissioned Work and Close
Faith Event	British Fireworks Championship	Low Profile - You Have Arrived
Door of Unity 2019	Bonfire Night 2020	Joyce's Quilt
Door of Unity 2020	Jack White Exhibition	Schools Afloat
Philatetic Society Mayflower Event	Leonora Antunes exhibition and unveiling of St Luke's window	Mayflower 400 Schools Youth Sailing Regata
STaRS Kite Workshops	John Akomfrah Mayflower Commission	Blue Mile
Age UK - Friends Across the Sea	Mayflower Mural Project	Volunteer Week
Mayflower Postcard Exchange and Exhibition	Opening of St Lukes	Mayflower Scouts Badge
International Scout Meet	LGBT History Month	Mayflower Scouts Meet
Lord Mayors Day	Plymouth Arts Weekender	You're Hired Mayflower Project
Remembrance Sunday 2020	Plymouth Literature Festival	
Education Leaflet Drop	Blues and Jazz Festival	

Community Programmes



Ernesettle timebank members are exploring using the fund to highlight their US connections via Budshead Manor



Mayflower 400 Community Cup



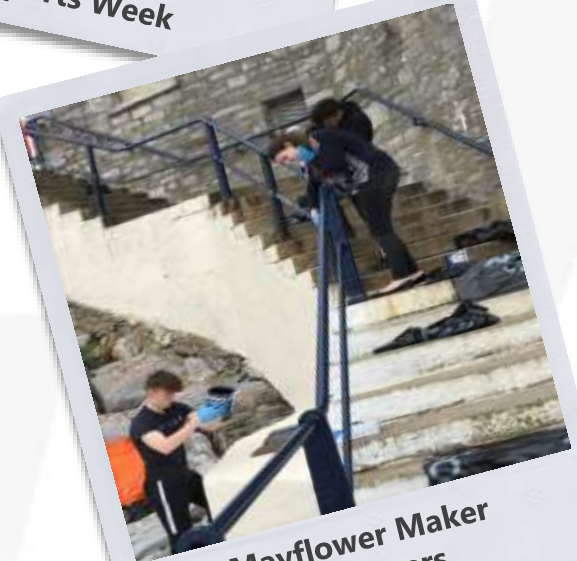
Mayflower Sports Week



The Piano for a Day project delivered through Vital Sparks— an example of the grassroots activity the fund will activate



Doncaster Rovers/Argyle Mayflower match



Mayflower Maker Volunteers

Merchandise

Suppliers:

Redrok: (local/national)

Redrok is going to be our licensee on the ground in Plymouth, working with local trade and tourist industry to get products standard and bespoke into shops and hotels. Anything they make and sell will give us a 10% royalty yield, which will go towards covering cost of managing licensing.

Redrok can be used for merchandise product for by locations, partners and retail and will also supply volunteer uniforms.

Contact: David Williams Tel: 01752 635151 / 07793 555155
Email: David@redrok.co.uk

Heritage Merchandise National Licensing – Ancestors of Dover (national)

Ancestors of Dover are specialists in heritage products, gifts and merchandise. They develop and manufacture their own custom made products and have worked with Harrods, Hamleys, V&A, and English Heritage & Historic Royal Palaces. First phased range to go on sale in summer 2019.

Contact: Nick Humphery-Smith Tel: 01303 857202
Email: nick@ancestors.co.uk

LMI: (international)

LMI, developers of international licensing programmes – worked previously with NASA Apollo 11 moon landing, Game of Thrones, PGA, FIFA & NFL. LMI are signed as ‘licensing agent’ for Mayflower 400, targeting international licensing deals and national licensing details that fall outside of heritage merchandise. Licensing deals that LMI will not be exclusive, but they will not create more than one of any individual licensing type. This is to avoid heavy management or conflict with other licensees that are or may be signed by local partners.

As an example, the first deal that LMI have created is with a publisher to create and sell a commemorative programme. The value of this deal is min £40k (before LMI commission and costs).

Contact: Andrew Maconie (CEO) Tel: 07970 696876 & Kim McNally (Mktg) Tel: 01425 403430
Emails: Andrew@lmiuk.com / kim@lmiuk.com

Volunteers



VOLUNTEER

Mayflower Volunteers



Capital Programme



Supporting Partners



**WOMBLE
BOND
DICKINSON**



Supported by

**ARTS COUNCIL
ENGLAND**



LOTTERY FUNDED



Department
for Culture
Media & Sport



VisitEngland





1620—2020
Mayflower
400™

Steering our future,
inspired by the past.

An extraordinary year of
heritage and culture

Headline Figures

- Revenue investment of £2.25m from Plymouth City Council, which has leveraged a further £8m to date. This covers core team, events programme, marketing and communications. To date, over 150 events are planned or in development
 - A direct Capital programme of over £8m, including investment in new trails, creation of heritage attractions, major investment in the Mayflower Steps and public realm improvements
 - Wider private/public capital investment across the city valued at over £200m, including the Box, Drake's Leisure, multiple new hotels, the Better Places scheme and more. Legacy activity will continue post 2020 with the 1620 development, Millbay Boulevard, train station refurbishment
 - Conservatively, an additional 500k visitors to Plymouth
-