



1620—2020
Mayflower
400™

Steering our future,
inspired by the past.

❖ Physical

❖ Welcome

❖ Pride

❖ Perception

Legacy

The Mayflower 400 anniversary



The Mayflower 400 anniversary

“The Mayflower story cannot honestly be told without including the Wampanoag nation and the devastating impact of colonization on indigenous people. We are grateful to have been invited to contribute our historical and cultural knowledge to this commemoration unencumbered by centuries of marginalization and uncensored by contemporary event planners.

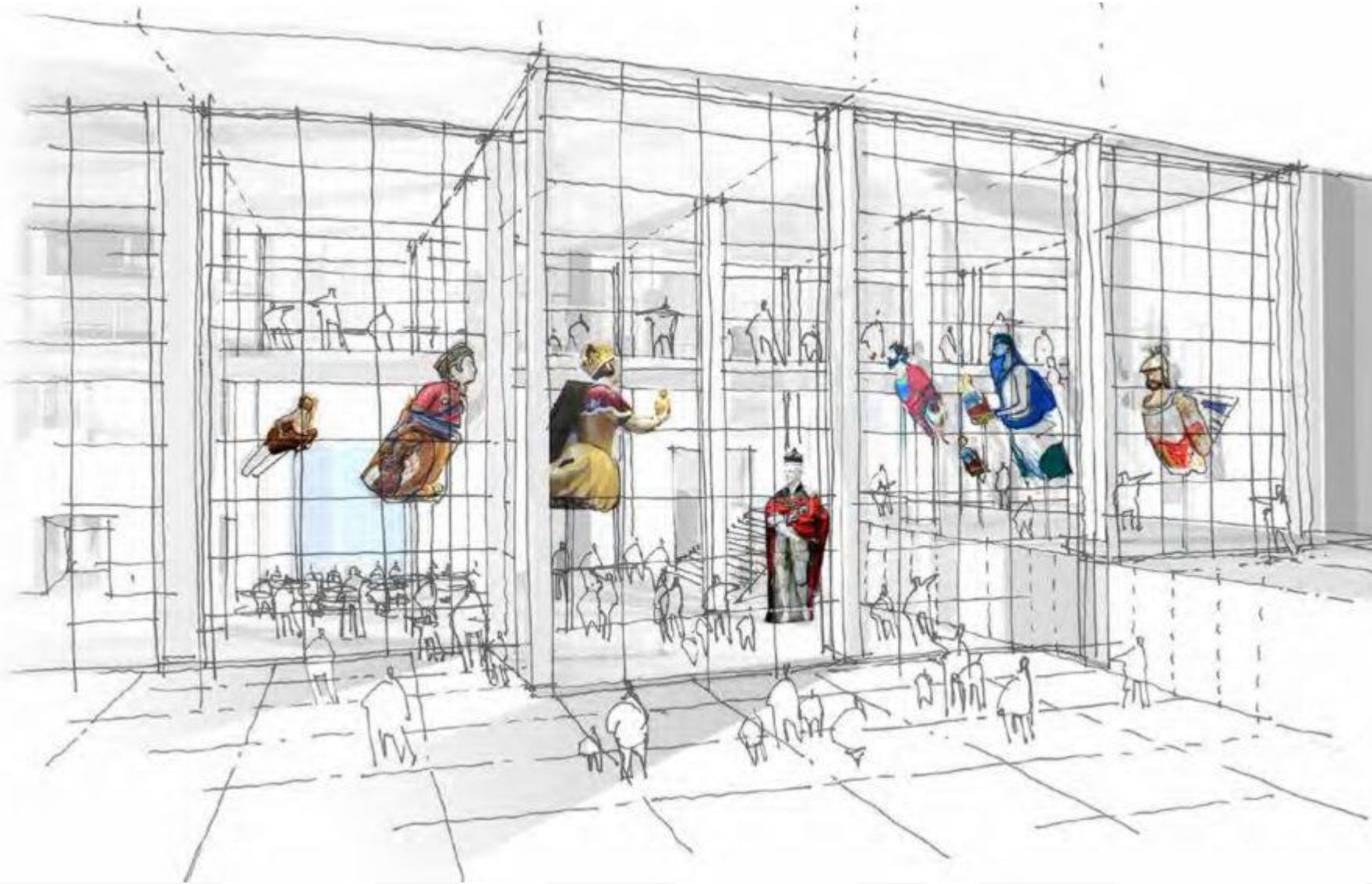
Exhibits, events and activities produced by the Wampanoag or developed under our guidance will challenge what you may think you know about colonization in a very authentic, and we hope thought provoking way. But the biggest take away we hope you discover is that we are still here.”

Paula Peters, Wampanoag Advisory Committee

Capital programmes



Capital programmes



Capital programmes



Capital programmes



Capital programmes



Capital programmes



Capital programmes



National Mayflower Trail of Trails

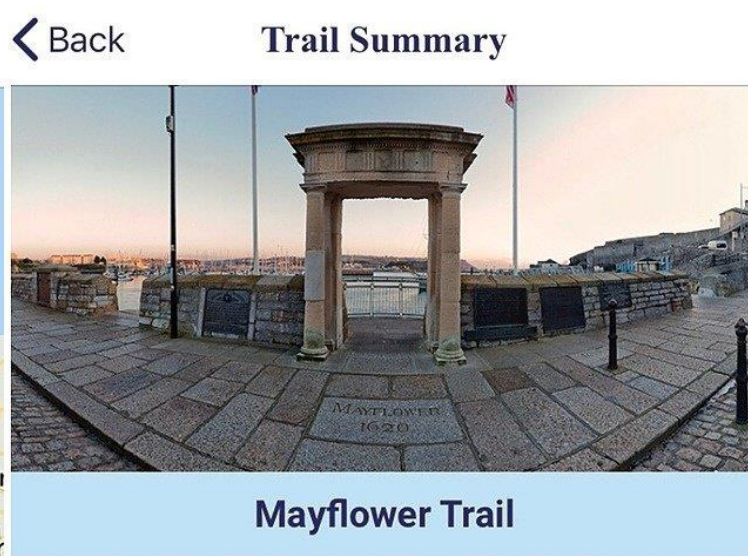


Mayflower 400

Welcome to Mayflower Digital Trails, a collection of self-guided walking and driving tours around the cities, towns and villages connected to the Mayflower story.

Start by tapping on one of the pins shown on the map above to learn more about the location. Tap 'Explore Trails' to see the trails available for that area.

[Learn More](#)



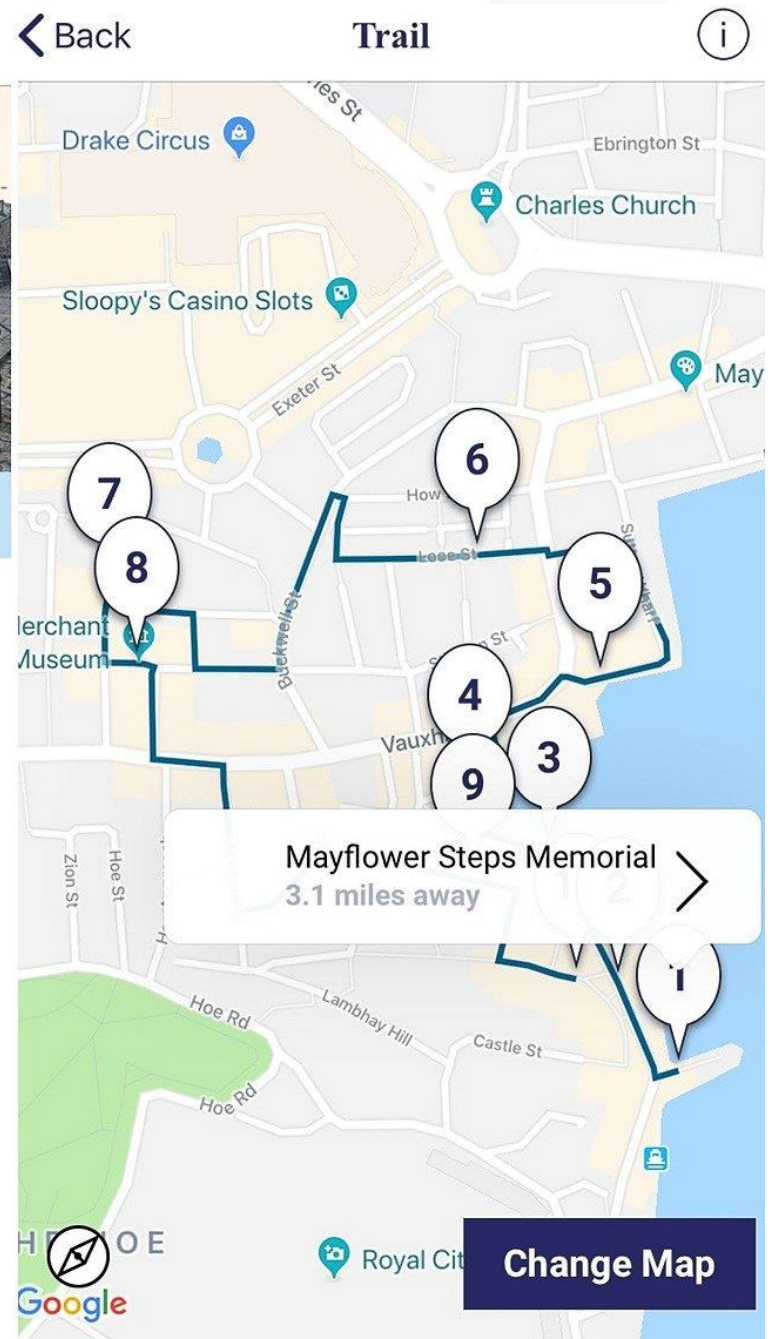
Mayflower Trail

Half day walking trail

The Mayflower Trail explores Plymouth as the Pilgrims would have experienced it before they left their final port for the New World.

Plymouth was a town of merchants, colonial adventurers, fishermen, sailors, religious extremists and pirates. It was a boom town and becoming globally connected beyond its old medieval harbour.

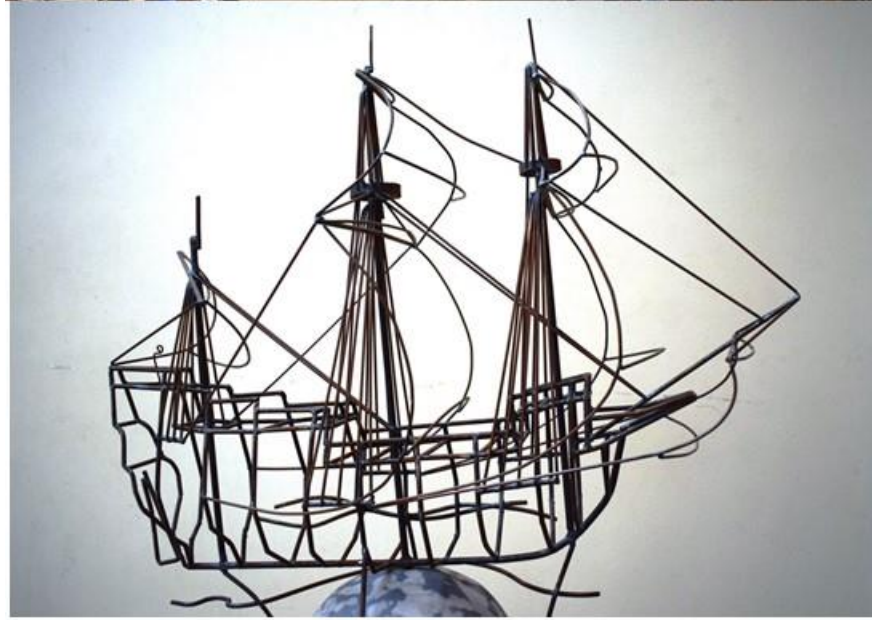
[Start Trail](#)



Mayflower Steps Memorial
3.1 miles away

[Change Map](#)

Capital programmes



Cultural Programme



Cultural programme

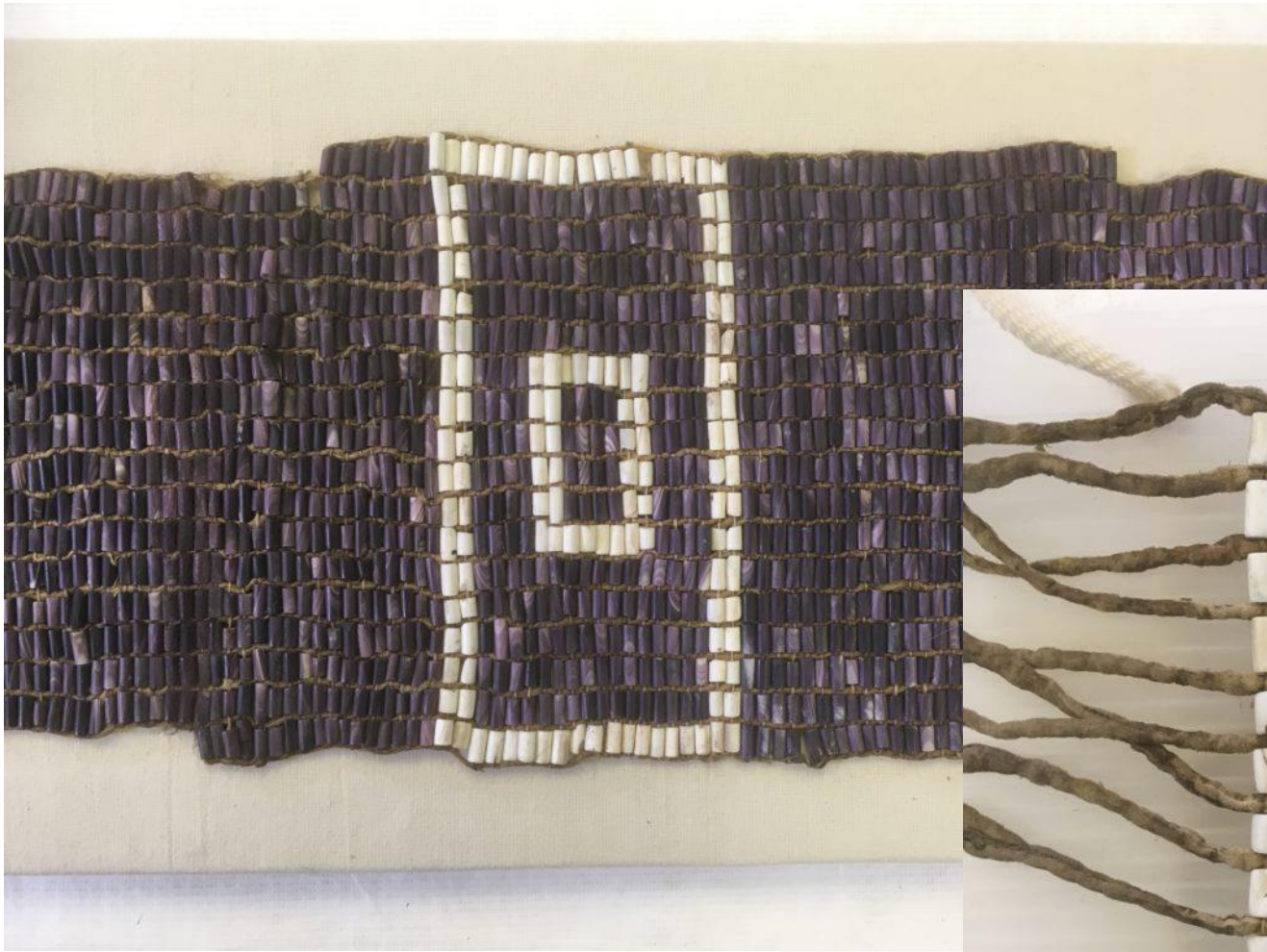




Cultural programme



Cultural programme

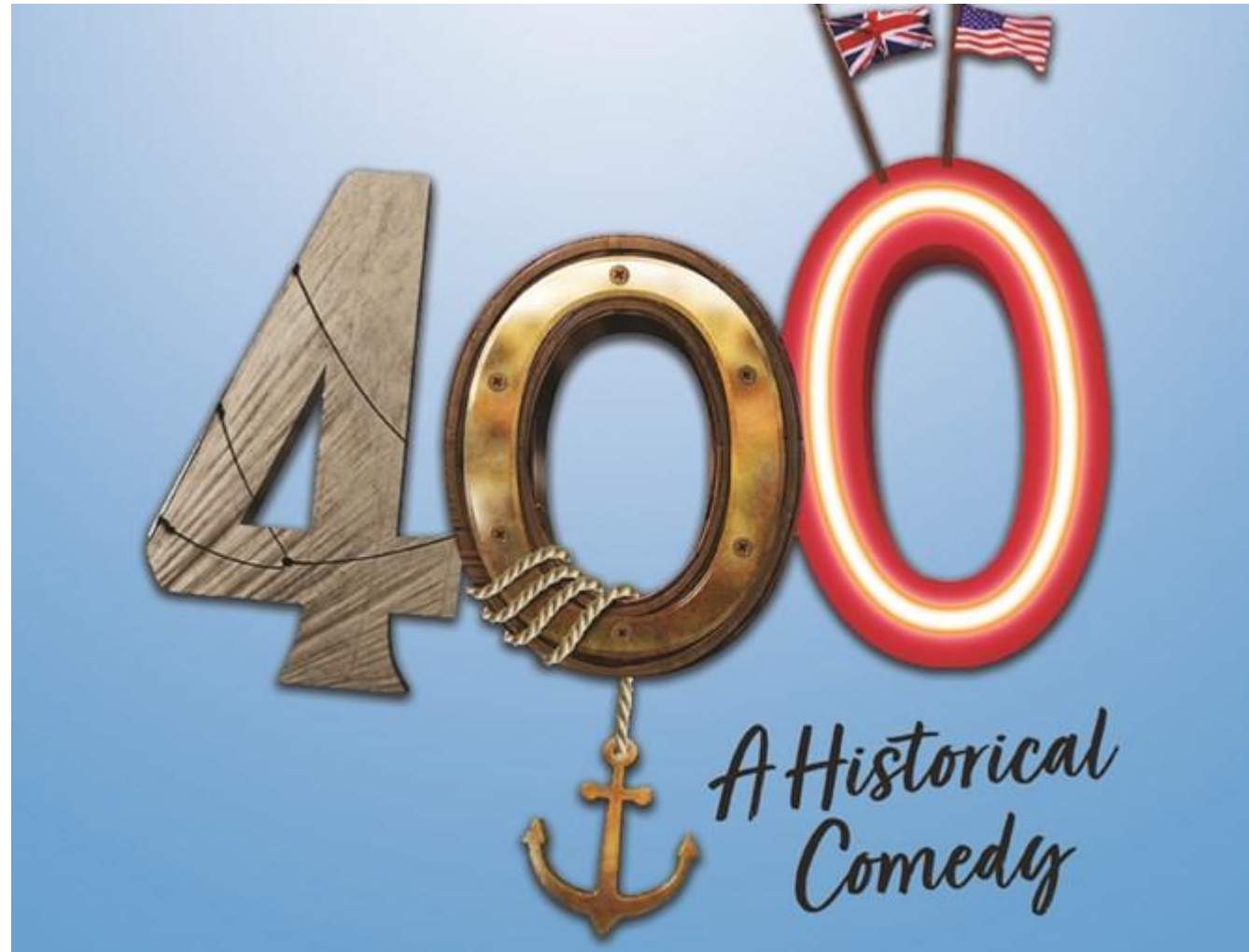


Cultural programme



Cultural programme





Cultural programme



A provocative multi-media music drama that brings to life conflicting perspectives of our uneasy relationship with the land – our home, our planet - performed at the [Theatre Royal Plymouth](#) for Mayflower 400.

With live music and international star soloists, this hard-hitting work of art explores how we have carved destinies by pitching dominion of our land against stewardship, from 1620 to the present.

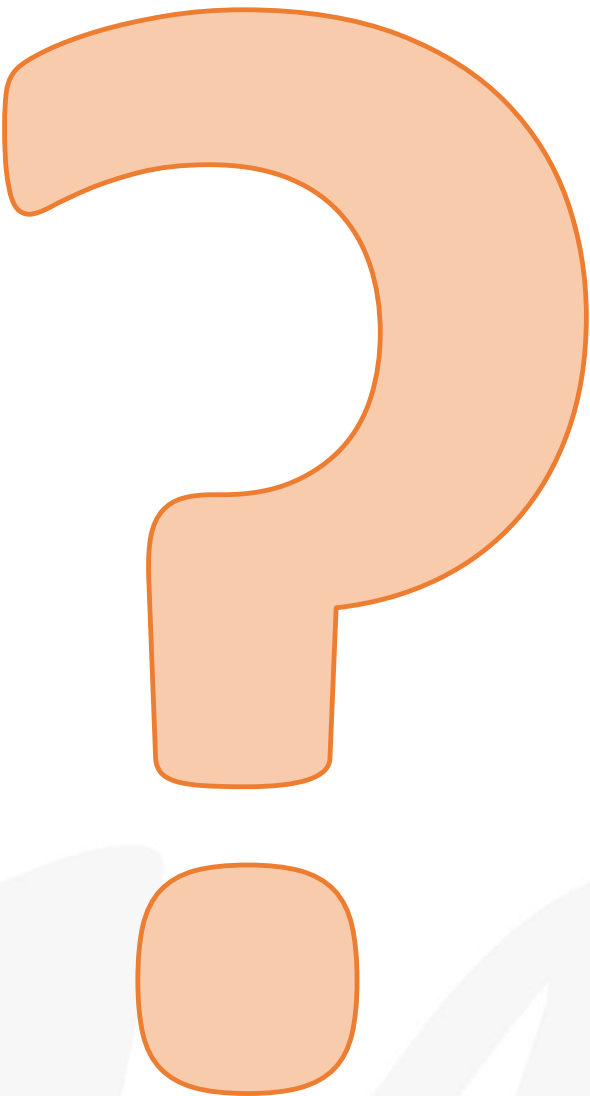
Presented by The Arts Institute at the University of Plymouth present Some Call It Home.

Cultural programme



Cultural programme





Community Programmes

1620—2020
Mayflower 400

ARGYLE TRUST
COMMUNITY

Mayflower 400 Sporting Voyage Programme

- ▶ Week 1 - The Pilgrims A Story
- ▶ Week 2 - Discovering the New World
- ▶ Week 3 - Basketball
- ▶ Week 4 - Soccer
- ▶ Week 5 - Baseball
- ▶ Week 6 - Athletics

If YOUR school is interested please contact alice.young@pafc.co.uk

A unique learning experience combining sport, history and religion



Sports programme

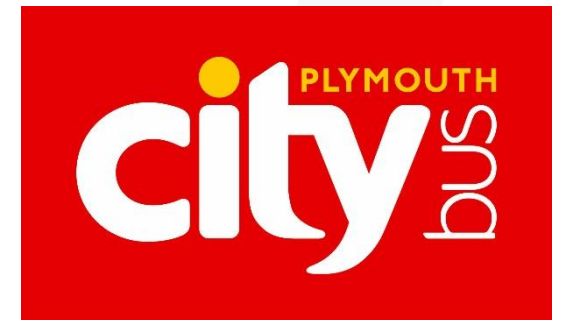


Community Programmes





Volunteers: 'Mayflower Makers'



Mayflower Marine Tech Expo



- Initiated in 2016, Biennial
- Expanding further for 2020, increasing reach out to US and Dutch markets
- Inclusion of STEM schools programme

Resources for Businesses

Sponsorship – Sponsorship packages at different levels are available for overall M400 or for specific events or activities.

Events details – details of the events are available on the website, including a ‘highlights page’ to indicate the most significant events

Branding – there is a branding hierarchy on the Mayflower 400 website, and an application process

Licensing deals – where use of Mayflower 400 branding is wanted for a commercial initiative, licensing deals can be agreed on a standard format. **Mayflower Trail information** – it is expected that the historical information for the Mayflower Heritage Trail in Plymouth accessed by contacting the Mayflower 400 team. Other historical information is available at the Mayflower 400 website, which is being updated

Internal Communications Content – content regarding Mayflower 400 programme, for use in internal communications will be provided for partners who wish to use for employee engagement

External Communications/Social Media - content regarding Mayflower 400 programme, for adaption for use in external communications and social media will be provided for partners and organisation with significant reach to offer as in-kind support

Branding/dressing materials – materials or artwork for partnered businesses & sponsor to use for dressing of commercial premises will be provided

Hospitality – Hospitality packages will be available for major events, at which businesses may wish to entertain clients, customers or employees. The details of the hospitality packages will be developed by a Hospitality Manager later in 2019.

CSR /Volunteering – Businesses and their employees can take part in getting the city ready and welcoming people to Plymouth, through taking part in the Mayflower Makers volunteer programme being led by Our Plymouth. Individuals can sign up via the Our Plymouth website; organisations with significant number of employees can contact the Mayflower 400 Volunteer Manager from Our Plymouth

Perception legacy

- Plymouth understood as a unique, confident, creative, innovative city
- Increased awareness of Plymouth as a beautiful, historic and cultural destination with a strong offer
- Increased pride in Plymouth as a city on international and national stage

Ongoing events

- Illuminate as an annual light festival for the city
- Marine Tech Expo

Physical

- The Box
 - National Mayflower Trail will continue as visitor product
 - Mayflower steps repair
 - Plymouth Mayflower heritage trail
 - Elizabethan House restored, reinterpreted and reopened
 - Wider significant investments into growing Britain's Ocean City
 - Coach station, Train station redevelopment, Hotel development, Drake's Circus Leisure, Plymouth Argyle's Mayflower stand, Millbay Boulevard
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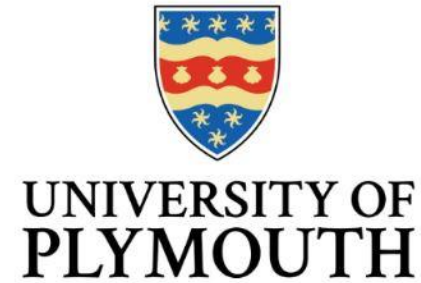
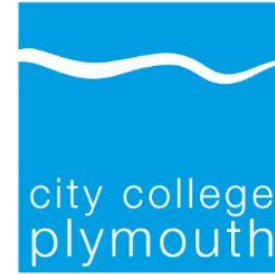
National Partners



Plymouth Founders



Plymouth Partners





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400™

Steering our future,
inspired by the past.

An extraordinary year of
heritage and culture