

FOR A SAFER, WELCOMING CITY

Pledge 68 – Mayflower 400

What we said we would do: We will work with Mayflower 400 to ensure that Plymouth is not only at the heart of national and international commemorations, but that the benefits from this year of events last long into the future, creating a legacy for the whole city, not just those communities along the waterfront.

What we wanted to achieve: Profile Plymouth on a national and international stage as a historic, cultural and modern ocean city that leads a national and international commemoration. We also wanted to engage Plymouth residents from across the city and across different communities.

What we have done: We have received extensive national and international coverage, pre-pandemic, showing Plymouth as a leading destination to visit and leader of the cultural programme, including over 3,000 news items with a value of over £6 million. With partners, we have created a cultural programme of events that will deliver through 2020-21, with funding support from Arts Council England and other grant funders. This programme will explore in many different ways and from many different perspectives all aspects of the Mayflower history, and it is centred in Plymouth. We have supported and co-funded 60 'M400 Community Sparks' projects spread across all parts of the city and across diverse communities of identity and interest. A programme of capital works that have been completed or are completing imminently includes:

- Restoration of the Mayflower Steps monument and West Pier.
- Repairs and improvements of the Barbican streets and pavements.
- New Mayflower heritage trail installed, and other city trails launched, completing the national Mayflower 400 trail.
- Elizabethan House restoration being completed.
- New brown signage and restored walking signage.

Other achievements include the delivery of a cruise marketing programme, re-establishing Plymouth as a cruise destination, and leveraging of a further £8 million through grant funding and sponsorship. We have established iMayflower – a city programme extending beyond 2020 to engage more than 3,000 people through an exciting programme of workshops, events and courses, supporting more than 200 businesses and creating nearly 350 jobs. Events for future repeats have also been established, including the Marine Tech Expo and Illuminate.

What's next: The Box will open at the end of September with the lead national Mayflower 400 exhibition 'Legends & Legacy' and the 'Look II' statue by Anthony Gormley. The historic date of the 16 September will be marked with a live event for remote viewing and a digital broadcast. The programme of events and performances will run through from September 2020 to August 2021, culminating in the Mayflower 400 International Festival including the Mayflower Muster and the Four National Ceremony. A programme evaluation will be completed by the University of Plymouth.

Find out more!

Here is a link to the Mayflower 400 site for more information about the programme and trails:

<https://www.Mayflower400uk.org>

