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Mayflower 400: Update Report for Scrutiny Committee July 2021

While including some background information, this report aims to provide to the Scrutiny Committee an update on the Mayflower 400 programme without covering all content of previous committee papers and presentations. The appended 'Interim Evaluation Report' by SERIO is a key component of this update

Introduction

Mayflower 400 has delivered successfully across a huge range of activities, though strong partnership and with determination and adaptability to drive Plymouth and partner objectives despite the challenges.

The Mayflower 400 commemoration was initiated with cross-party support to provide a world-class programme of activity to drive growth in the city's visitor and cultural sectors.

While the pandemic has significantly impacted on delivery, the majority of the original cultural programme was successfully rescheduled and has been taking place through late 2020 where appropriate and through the summer of 2021. Projects were rescheduled to new dates or redesigned to different delivery such as through digital means. Only a small number have been cancelled, such as the Four Nations Ceremony on the 11th July. In doing so, Mayflower 400 has been able to continue to:

- promote the city regionally, nationally and internationally;
- engage residents, and give different communities varied ways to take part;
- deliver a cultural programme, while also supporting the cultural producers and performers involved during this highly challenging period for their sector
- lay foundations for visitor sector recovery and future international travel and cruise
- complete a programme of public realm improvements
- inspire and support partner project around the anniversary
- lead a national and international partnership
- increase the profile and visibility of Plymouth
- support other events with aligned goals, such as SailGP

Some individual events from the Mayflower 400 programme, led by partners and funded through grant from bodies such as Arts Council England, will now happen after September 2021 due to COVID; for example *This Land* by Theatre Royal Plymouth and *Illuminate* by a partnership led by Real Ideas Organisation. However, with the completion of the majority of Mayflower 400 projects and the end of the commemorative year from Sept 2020 to Sept 2021, it is intended that the central team and communications support from Mayflower 400 will close Sept/Oct 2021.

The 2021 events are building on the success of content delivered to date, which has reached a cumulative audience of over 4 billion people to date through associated communications activity, supporting Plymouth's positioning as a vibrant visitor destination and Britain's Ocean City. National and international Marketing activity supporting wider Plymouth destination activity will continue through to the end of 2021 and beyond, but Mayflower 400 specific activity will reduce significantly from the end of the core period in September. Mayflower 400 has already supported the city in exceeding its targeted visitor sector growth by 10% as of 2019, and the programme is aligned with wider pandemic recovery activity to ensure it makes a full contribution to the city's recovery as we transition out of lockdown.



Background

The Mayflower 400 commemoration was conceived as:

- a basis for a cultural & heritage programming for Plymouth
- a national and international partnership led by Plymouth

Commitment was made by Mayflower 400 in Plymouth and across the partnership to reflect on the history in a complete, accurate and inclusive way. In particular, a commitment was made to working in partnership with Wampanoag partners.

In addition, Plymouth established specific aims for Mayflower 400 for the city.

Plymouth Mayflower 400 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 improvements to the public realm and infrastructure, transforming residents and visitor's experience of Plymouth
- **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

The Mayflower 400 Partnership

Plymouth was formally designated as the lead partner for the UK by central government, successfully co-ordinating a range of activities nationally including the creation of coherent branding, the delivery of multiple successful funding applications and the alignment of events such as Illuminate. Furthermore, Plymouth has provided leadership in promoting a coherent international approach to Mayflower 400.



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Governance

Strategic leadership for Plymouth’s Mayflower 400 programme is provided through the Destination Plymouth framework, with Adrian Vinken OBE chairing the DP board. The board directors and invitees are:

Adrian Vinken	Chairperson, Director, and Chief Executive Theatre Royal Plymouth
Cllr Nick Kelly	Director and Leader, PCC
Richard Stevens	Director, MD of Citybus
Nigel Godefroy	Director, Chair of Plymouth City Centre Company
Cdre Peter Coulson	Director, Naval Base Commander, Devonport
Judith Petts	Director, Vice Chancellor Plymouth University
Charles Hackett	Chief Executive, Mayflower 400
Tracey Lee	Observer, Chief Executive, PCC
David Draffan	Observer, Assistant Director for Economic Development, PCC
Amanda Lumley	Observer, Executive Director, Destination Plymouth
Hannah Harris	Observer, Chief Executive, Plymouth Culture

An operational programme board sits under this, comprising of project leads and key partners including Plymouth City Centre Company and Plymouth Waterfront Partnership. Project leads carry responsibility for delivering their own project boards incorporating relevant stakeholders.

Adrian Vinken also acts as the chair for the national Compact Partnership, with lead representatives from each UK destination meeting on a quarterly basis to progress the national programme.



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Funding

The Mayflower 400 programme has been successful in using the commemoration to secure commercial and grant funding; headline figures include:

- From Plymouth City Council's revenue commitment of £2.25m and BID funding of £300k, the programme has successfully leveraged a further c£10.5m through grant funding and sponsorship to date, supporting the commemoration programme, communications and creative industries legacy
- From the Council's Mayflower specific capital commitment of £5m, the programme has successfully leveraging a further £1.1m to date through grant funding
- The 'Pilgrim public realm fund' of £1.5m from PCC has been used during the period to complete essential and highlight works. This activity has supported significant in-kind support from the construction industry through the Road to Mayflower projects
- Additionally, Arts Council England has committed £16m into Plymouth core arts and culture capacity over 5 years, to go through the Mayflower 400 2020 year
- Over £500k of in-kind support has been generated from city partners, including contributions from Plymouth Argyle, Applied Automation and Devon and Cornwall Rail Partnership, who have created a dedicated Mayflower 400 website to support movement across the national Mayflower partnership

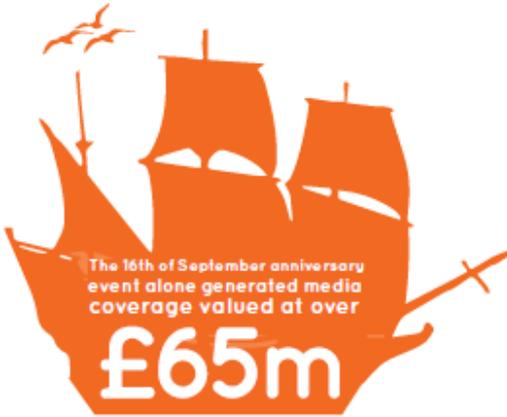
Plymouth Programme Delivery

The attached Interim Evaluation Report, prepared by SERIO at the University of Plymouth, provides an overview of the Plymouth delivery within the Mayflower 400 programme. Data for the report were taken to October 2020 and the report initially shared Jan-Feb'21.

Some highlights are given below, but the Scrutiny Committee are requested to review the Interim Evaluation Report to understand the impact and legacy that has already been achieved.



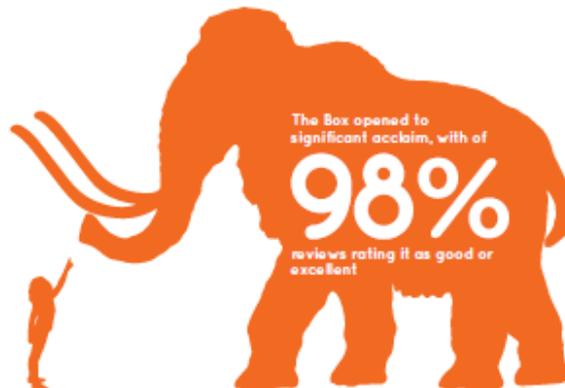
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In 2019, Plymouth welcomed around 5,279,000 visitors, 10% above the target set in the 2011 Visitor Plan, spending



£13m



Activities in 2021



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This events programme is supported by significant community engagement activity, including:

- Over 300 volunteers have been recruited to date, contributing around 3500 hours to a range of events. Volunteer management capacity has now been embedded within the Council's Strategic Co-operative Commissioning department. Funding from the Mayflower 400 programme has also supported wider city capacity, including the Our Plymouth initiative and associated digital framework
- Over 50 community projects have been or are scheduled to be delivered through the Mayflower Community Sparks workstream; this includes activity ranging from street parties and festivals through art and lecture series, all led by local people
- The Road to Mayflower project, which has delivered works valued at over £300k for the city through the mobilisation of partners from the construction industry

Key Events & Activities in 2021

Settlement: An Indigenous Digital World Wide Occupation – Summer 2020 to Spring 2021: Conceived as a month long Indigenous led encampment in Central Park, Plymouth, UK, Settlement was to take place in summer 2020. In the face of the pandemic, the project was reimagined as an innovative year-long digital occupation. Participating artists adapted their projects as a succession of online artworks, performances, artist discussions, social engagement and films, inviting a global audience to have meaningful engagements with the Indigenous people of North America and the Pacific

'Mayflower: Legend & Legacy' exhibition – 25 Sept 2020 to 02 Jan 2022: Featuring more than 300 objects drawn from museum, library and archive collections across the UK, USA and The Netherlands, Mayflower 400: Legend and Legacy is an epic journal of survival, imagination and 400 years of America. The exhibition has been created in partnership with the Wampanoag Advisory Committee and Plymouth 400 programme in Massachusetts and uses objects, images and ideas to explore early English attempts to colonise America, and acknowledge conflict with Native America and the impact of colonisation on the indigenous population. This exhibition has received top reviews from critics and media, and has been extended until January 2022

Beyond Face presented 'The Elephant in the Room' – April 2021: The Elephant in the Room isn't a story about a ship, or a journey to another land. This is a story about today and 6 characters who are still experiencing the impact of our colonial history, in cities that have only just begun to speak about their complex past. Throughout the film, these characters are met with denial, reluctance, avoidance, ignorance and ultimately silence, as they figure out how to be seen and heard in a system that was never built for them. This film theatre was aired in April 2021, with live audience discussions; it will be shown again at future dates and film festivals

Wampum: Stories from the Shells of Native America – 01 May to 11 July 2021: this nationally-touring exhibition, led by Wampanoag cultural leaders with The Box comes to Plymouth to mark 400 years since the Mayflower voyage. Wampum belts are stories of communities and culture, and this unique display features work and materials from Native American artists and the British Museum

400: A Comedy by Le Navet Bete – 16 June to 04 July 2021: Plymouth favourites Le Navet Bete have teamed-up with renowned comedy writer Tony Hawks to reflect on the themes of the Mayflower 400 commemoration through a unique combination of comedy and allegory

Marine Tech Expo – 12 July to 13 July 2021: Initiated using Mayflower 400 funding, in 2021 Plymouth is hosting its third Marine Tech Expo, designed to demonstrate the South Coast's marine credentials to the



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world, aligning with the Mayflower 400 commemorations and world-famous SailGP event. The event will bring together the decision makers, innovators and enterprises involved in the latest advances in marine technology

SailGP – 17 and 18 July 2021: one of the world's most impressive sail racing events, SailGP, will stop in Plymouth in 2021, following the season opening events in Bermuda and Taranto, Italy. SailGP features eight national teams made up of the sport's top athletes including Britain's own Sir Ben Ainslie, the world's most successful Olympic sailor, who will lead the Great Britain team. The high-speed, adrenaline-filled racing will take place on Plymouth Sound each day, alongside onshore activity throughout the afternoon in the race village where you can watch the action "close-up" on big screens while looking out over the racecourse from the Hoe.

The Hatchling – 14-15 August 2021: this August, theatre-makers Trigger will stage *The Hatchling*, an extraordinary outdoor performance bringing a worldwide myth to life. A giant puppet in the form of a dragon will appear in Plymouth and roam through the city, exploring its new surroundings and interacting with the public. The Hatchling, which stands at over 6.5m tall, is the largest-ever puppet to be solely human-operated. It is constructed from super lightweight carbon fibre weighing less than a piece of hand luggage, allowing it to be operated by a team of 36 puppeteers working in rotation in groups of 15. Upon hatching the dragon will explore her environment, stopping traffic as her curiosity takes her through the city and she meets members of the public. At sunset on Sunday 15 August, she will undertake a miraculous metamorphosis into a kite, unfolding her wings spanning over 20m. Flying from a clifftop, she will soar into the sky and across the sea in a once-in-a-lifetime spectacle for a live audience.

For more information visit www.thehatchling.co.uk

Illuminate – November 2021: Illuminate will take place in November and, though this is now after the end of the Mayflower 400 commemorative programme, it is still an important part of Plymouth's highlights calendar in 2021.

This Land – 2022: a production by Theatre Royal Plymouth and the Wampanoag, *This Land* will be 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. Members from the Wampanoag Tribe and residents of Plymouth, Massachusetts join their counterparts from Plymouth, UK, to perform the Mayflower story from multiple viewpoints with music from global folk artist Seth Lakeman.

Capital Projects

Plymouth City Council has invested over £6.5m, plus match from partners, in capital activity in support of the programme, helping transform key public realm spaces and creating new visitor attractions that will provide a major boost to the city's visitor sector and resident experience. This investment has delivered:

- Plymouth has led the creation of the national Mayflower Trail, connecting 11 UK locations, creating a joined-up trail to attract US visitors and to create a flow through to Plymouth
- The installation of new heritage trails, associated IT infrastructure and public art that explore Plymouth's exceptional maritime heritage
- The restoration of the Elizabethan House, which will be relaunched as a visitor attraction in Summer 2021
- Major works around the Barbican and Waterfront, including new art work, lighting of key spaces and improved access to facilities. In total over 10,000 square meters of road have been resurfaced, and repairs have been completed to around 4,500 square meters of cobbles



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- New bins around the city centre and waterfront, introducing recycling capability across these areas
- A major uplift to the Hoe, including works to the Peace Garden, Clock Tower Garden and West Hoe Park. As part of these works, the Welcome to Plymouth sign on the Hoe will be re-installed using sustainable materials; residents have been engaged throughout this process with a view to enabling their enhanced involvement in the maintenance of public realm spaces as a legacy output
- New signage on the A38, ensuring that Plymouth's visitor assets are properly promoted. This has been augmented by a full uplift of Plymouth highway signage, providing better direction across all city routes
- The restoration of Phoenix Wharf; as well as improving the look of the Barbican this has delivered a new commercial income stream to the Council
- The restoration of the Mayflower Steps and stabilisation works to West Pier, ensuring these assets are fit for purpose both for residents and visitors

iMayflower

The Mayflower 400 programme is a core element of the £3.5m iMayflower project, funded through the Cultural Development Fund to promote creative industry activity across the city. As well as supporting events and marketing for 2020/21, this will promote opportunities for creative organisations to access support from a range of institutions including the University of Plymouth, RIO's Market Hall development and Plymouth College of Art. As well as supportive positioning of Plymouth as a creative industries centre, this project provides legacy support and stimulation of the creative industries

Communities & Residents Activity

Resident involvement in content creation has been a central theme in programme delivery, ensuring that events and activities have/will take place across the city and include all of the city's diverse communities. Core community workstreams include:

Sports

Plymouth Argyle Community Trust are engaging clubs and organisations across the city to create new ways for communities in Plymouth to be active and learn about their city and heritage. To date over 7000 residents have actively participated, and further activity is continuing through 2021. Headline outputs include:

- 2,500 primary school children have participated in the Sporting Voyage programme,
- 2,225 people involved in the Argyle Devon Junior and Minor League Takeover event.
- 1,400 people in the community engaged with piazza football and rugby promotional days.
- 525 women participated in the 4-week free fitness classes in partnership with Plymouth Sports Development Unit.
- 500 people involved in other activities including a family health event at the Guildhall, the annual Mayflower 400 Rugby Cup match between Dartmouth and Old Public Oaks and a series of rugby and football taster days and sessions run by local Clubs. A charity football fixture which supported fundraising for the Chestnut Appeal.
- 14,000 spectators attended the 1st January 2020 opening of the Mayflower stand at Plymouth Argyle's Home Park.
- 19 Community groups have received support through the Mayflower Sport Fund
- The Trust has supported wider activity, for example helping Hamoaze House secure funding for a new AstroTurf pitch



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Argyle Community Trust are in the process of delivering the Spirit of Adventure project, which has been funded through the Crowdfunder platform with a significant contribution from Cattewater Harbour Commissioners. This will provide hundreds of young people with the opportunity to experience sailing for the first time, helping connect them with their heritage as residents of Britain's Ocean City.

Mayflower 400 Community Sparks Fund

The Mayflower 400 Community Sparks fund, co-ordinated by Vital Sparks, launched in April 2018 with the aim of mobilising grass-roots community, arts and cultural activity to spread the commemoration activities within Plymouth across communities of geography, identify and interest. Despite the pandemic, of the 60 projects initially funded over 50 have either completed their proposed activity or will deliver through 2021. Highlights include:

- The Mayflower Quilt Exhibition, led by St Andrews Church. This included contributions from a huge range of local, national and international quilting groups, with the initial exhibition attracting over 1,000 visitors. The exhibition will be shown again in July 2021
- The Mayflower Brick Project, delivering a new piece of community produced public art in the vicinity of the train station
- Gdynia Way Bridge art with Polish community, part of the Road to Mayflower projects
- Plymouth Archaeological Society conference and Devon Family History genealogical conference
- Turnchapel history film project and banners
- Pink Plaques project, putting up temporary, amusing 'happened here' plaques through the city centre and waterfront
- Mosaic for Abbeyfield Society retirement home
- Festival of flags by Friends of Wyndham Square
- Hope FC's Plymouth Football Festival, with Mayflower 400 funding used to bring performers and artists to the event to help raise awareness of the Mayflower's story and associated themes of inclusion
- Selection and set up of volunteer Plymouth 'Town Criers'

Schools support

A range of content has been created for schools to help ensure all of the city's young people have a meaningful encounter with the Mayflower narrative. This includes:

- 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
- Thanksgiving meals in schools with associated information, delivered by CaterEd
- The Mayflower 400 Citizenship Project - creating a new 'Compact' by young people which will be used by the City Youth Council and Plymouth Youth Parliament
- The Mayflower 400 Anthology – collections of poetry, prose and stories from young people in Plymouth have been collated into the Mayflower 400 Anthology, with support from the University of Plymouth
- Katy Cawkwell's Mayflower Story Performance, funded through the Community Sparks project, has facilitated performances to over 2,000 young people in traditionally marginalised communities to enable them to understand and engage with the Mayflower's narrative
- As noted previously, Plymouth Argyle Community Trust's Sporting Voyage schools engagement programme has reached over 3,000 pupils to date



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Volunteering

- The Mayflower 400 Volunteer workstream aimed to contribute 10,000 hours of volunteering in support of the Mayflower programme, providing an in-kind value of over £100,000. Despite the pandemic volunteers have already made a key contribution to the city's events programme, and this will continue through 2021
- To date over 300 people have attended the Mayflower Maker introductory session, contributing over 3,500 hours with an in-kind value of over £50k. This has extended beyond core Mayflower activity, for example with volunteers supporting the launch of The Box and providing all the volunteers and their coordination for the SailGP event
- Businesses such as Santander and YGS Landscaping have provided further support, for example through the 'Road to Mayflower' scheme co-ordinated by Building Plymouth
- Volunteers have supported wider promotional activity, for example attending events organised in conjunction with Devon and Cornwall Rail partnership at Paddington Station
- Plymouth Argyle Community Trust have recruited over 50 additional youth volunteers, who have played a key role at a range of events such as Illuminate

Volunteer capacity put in place through the Mayflower programme also played a key role in supporting the city's response to the pandemic, facilitating over 2,000 interactions with isolated residents, including food and medication deliveries, through the Plymouth Good Neighbours Scheme. Learning from this has been captured through the creation of a dedicated Volunteer Manager role in the Strategic Co-operative Commissioning department.

Media Activity

A key success of the Mayflower programme has been the strength of media coverage generated, which has driven city visibility to local, national and international audiences:

- Between 1st September 2019 and 7th September 2020 a total of 5444 written media items relating to Mayflower 400 were published in the UK, including 152 articles in national newspapers, reaching an estimated audience of over 100m people with an estimated worth of £18,135,390
- Further data from 14th-24th September 2020 revealed over £65.4m worth of press coverage across roughly 1000 articles for the Mayflower Autonomous Ship (MAS) and Speedwell installation alone, including:
 - From 14th-16th September 2020, there were 700 pieces of coverage/broadcasts about MAS, with a cumulative audience reach of over 4 billion, worth just over £52m; and,
 - 18 pieces relating to Speedwell, with a cumulative audience reach of over 700 million, worth almost £9.2m
 - From 17th-24th September 2020, there were a further 194 pieces of coverage/broadcasts about MAS, with a cumulative audience reach of over 380 million, worth £4.2m

Through 2021, the focus of Mayflower 400 team media activity has been shifted slightly to be wider and more destination focused. This is as was always planned in Mayflower 400 to that by the end of the programme the Mayflower 400 content and the anniversary has served as a way of promoting and profiling Plymouth effectively as Britains Ocean City rather than the anniversary itself or the Mayflower 400 brand.



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Media activity has therefore continued through 2021, using Mayflower 400 content and relevance but also positioning Plymouth as a cultural and creative place, an historic destination and a modern maritime centre, using wider related content such as The Box, the Mayflower Autonomous Ship, the heritage trails, etc.

Value of media activity (as AVE 'Advertising Value Equivalent') from November 2020 to end June 2021 is £65.7m for Mayflower related content (including wider content that leverages Mayflower 400) and a further £5.6m for other destination coverage. This is in addition to the coverage value included in the Interim Evaluation.

Work is ongoing, with press trips scheduled for the period 11th July to 19th July to leverage the SailGP activity, civic Mayflower 400 activity, The Box and the Market Hall opening. PR agency support is retained through the rest of 2021, but the senior comms resource and capability within and funded by Mayflower 400 will end in late July as the Mayflower 400 team wind down.

Visitor Marketing

Visitor objectives within the Mayflower 400 initiative are:

- Grow visitor numbers to Plymouth in the build up to 2020
- Continue visitor growth post 2020 as part of the legacy, particularly from the USA
- Extend dwell times in the city by providing new attractions and experiences for visitors
- Narrate the historic connection between Plymouth, the Mayflower and its journey

In order to achieve these aims a number of key strands of activity have been delivered:

- Product development
- UK marketing activity
- International marketing activity
- Cruise marketing activity

Product development:

From the beginning of the programme a key intention has been to provide an overarching narrative and compelling reason to visit Plymouth but also the wider connected Mayflower 400 destinations working with English, Native American, American and Dutch partners. Therefore much of the programme activity has been delivered working in partnership to gain the maximum impact and reach across all of these destinations. All destinations including Plymouth have developed new attractions, cultural events, activities and programming.

In addition to capital projects new 'bookable' tourism product has also been developed to attract visitors and provide easy access for those searching for city experiences and places to visit. These now form a key part of the Mayflower story providing a legacy for locals and visitors alike.

Key new marketing assets have also been developed including the following:

- Mayflower 400 website – visits a395,420 annually (2020 stats) www.mayflower400uk.org
- Social media channels; (July 2019 stats)
 - Twitter: @Mayflower400UK – reach 70,900
 - Facebook: Mayflower400 UK – reach 57,615
 - Linked in: Mayflower 400 UK – reach 5406
 - Instagram: Mayflower400UK – 10,814
- Mayflower 400 National Trails App – <https://www.mayflower400uk.org/visit/app>



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- Plymouth Trails App – <https://www.visitplymouth.co.uk/things-to-do/activities/trails>
- US Connections travel trade website and 'You' tube channel
 - <https://www.visitplymouth.co.uk/destination-plymouth/us-connections>
 - https://www.youtube.com/channel/UCuOdKt5suNrBcxmDO_35NLw
- 'Reconnect' consumer website and social media channels www.reconnect-england.co.uk
- 'Isebox' image and video library for trade and media use www.englandimages.isebox.net/plymouth

See below under separate marketing activities for details of reach and activity on these platforms.

International marketing activity:

In 2016 research was undertaken in the US market which highlighted a strong interest in the Mayflower story and a demand to visit in 2020 for the anniversary.

<https://www.mayflower400uk.org/travel-trade/us-market-research/>

Building on that data and the target profiling work has been ongoing for five years now to create 'bookable' tourism products and experiences for the US visitor market which will appeal. The initial Mayflower activity broadened out in 2017 to wider 'US Connections' activity showcasing a wider range of historic connections including 'Faith and religion', Genealogy, World War 2 connections and migration. The number of partners across England involved in this project has been up to 14 and is currently 10 including some of the largest destination in England, Bristol, Kent, Essex, Hertfordshire, Bath, Cornwall, Devon, Hampshire and Gloucester. The programme over the past 5 years has delivered the following:

- More than 10 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.
- 1644 brochure downloads (top brochure download 'Pilgrim Roots').
- 4376 consumer sign-ups to e-newsletters via website.
- 5 operators are selling Mayflower tours.
- 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.
- Over 100 contacts met virtually through the project and have been added to the Connections database for travel trade contacts in the UK and North America.
- New international trade directory created
- 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
- A co-op marketing agreement was created with **Kensington Tours** and launched Heritage Journeys in conjunction with Ancestry.com to showcase Mayflower, ancestry and WWII tours in England
- Newly created Canadian Connections 18 page brochure has been developed to showcase England's connections. Currently being used by VisitBritain Canada via PR and travel trade channels.
- Hosted a UK inbound virtual fam trip in conjunction with AncestryProGenealogists to showcase 6 Connection destination videos, host a quiz and highlight ancestral tours via using a DNA kit. Our operators attended the session where 3 attendees revealed their own DNA results with the help of a Genealogist.
- Product development took place with **19 Tour guides** to further enhance existing or develop new itineraries for the domestic and international market. A total of **50+ itineraries** have been developed as part of the Connections project.
- IMM (International Media Marketplace) Virtual North America



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- FOUR PR attended IMM US for the three-day virtual event 27th- 29th March 2021. • TravMedia's IMM is a networking event where media (travel writers, editors and bloggers) have the opportunity to meet travel and tourism brands in 15 minutes one-on-one appointments, on a global scale.
- 32 interviews were conducted with press contacts across the US.

UK Domestic market:

Additionally in 2021 a national domestic campaign was launched to encourage visits post the COVID lockdown in winter 2020. This campaign called 'Reconnect' is designed to encourage people across the UK to consider new places to visit rather than going overseas throughout summer and autumn 2021.

The campaign comprises high profile advertising activity in media and online as well as toolkit sharing options across all 10 partner locations. Early statistics show an audience reach of over 21,000 visits to the 'Reconnect' website and an audience reach of over 1.5 million. It is anticipated that by the end of the summer in excess of 9 million people will have seen the campaign. <https://www.reconnect-england.co.uk/>

National and Local Marketing and Communication

Funding was secured early in 2019 through the Cultural Development Fund and commercial sponsorship to provide budget for marketing and communications locally, regionally and nationally, and further beyond the visitor sector. A Mayflower 400 Marketing & Comms Director was recruited with extensive experience of major international events and place marketing, and a marketing & comms plan has been developed and agreed with the Destination Plymouth board.

This comprised of 3 communications plans:

1. Mayflower 400 nationally
To ensure that the anniversary and commemoration is widely recognised nationally and internationally, Plymouth leads the comms and PR for the whole national Mayflower 400. A National PR Agency has been engaged to deliver mainstream national and international PR for the Mayflower 400 project.
2. Plymouth
Through the Mayflower year, and the attention that Plymouth will get through the Mayflower 400 programme, communications plan will deliver mainstream national and international PR to promote key Plymouth business sectors currently identified as:
 - Visitor Destination
 - Creative industries & Culture
 - Marine
 Working groups have been set up to steer the messaging and content for each of these areas, working through the Marketing & Comms Director to a single PR agency.
3. Community
A detailed communications plan has been developed to ensure that awareness and invitation reaches all parts of Plymouth.
City dressing, advertising, due to COVID 19 media coverage was delayed until Spring 2021.

Cruise

An initial cruise industry project has been completed for Mayflower 400. This initially generated 12 cruise ship bookings for 2020 in Plymouth bringing in just under 15,000 passengers and generating an economic impact in



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the region of £1 million. Due to COVID 19 these were all cancelled, however, work has continued in the cruise sector to retain relationships and encourage bookings for 2021 and 2022. For 2021 we have secured 9 bookings from July until autumn including the Golden Horizons four masted cruising vessel which will arrive 22nd July. The cruise volunteer programme has just been re-invigorated and they will greet this first arrival. A new Cruise Business Development manager has been recruited and we look forward to more visits in 2022, 9 already booked.

Cruise excursions are available to download from the Mayflower and VisitPlymouth websites.

www.mayflower400uk.org/travel-trade/cruise-excursions www.visitplymouth.co.uk/visitor-information/cruise

Preparing to close the Mayflower 400 programme

Mayflower 400 as a core project and programme, and the team capacity, was originally due to finish at the end of 2020, with a minority of the team carrying into early 2021 to complete wrap up. Following the pandemic and necessary rescheduling of events and activity, the team capacity and the supportive financial resource has been stretched out to keep a core function in place through to the summer of 2021.

The Mayflower 400 team, employed and contracted by DP or seconded or assigned, have been extended in most part through to summer 2021 to delivery and support the rescheduled M400 activities. However, this stretches the funding for this team and from July onward contracts will be closing. There is some staggering of the reduction in capacity, with different capabilities finishing at different times:

- Executive assistant support, marketing manager, trails project lead, international/national partnership visitor marketing manager have all already finished
- Communication director and project manager will finish July'21
- Volunteer manager will finish Aug'21
- Cultural producer will finish Oct'21

Mayflower 400 executive activity is led by the chief executive of Destination Plymouth, who should also transition Sept'21

Not all the M400 supported activities will have finished by end August. Also, for Plymouth and legacy some benefits and content of the programme should be retained and transitioned to other places to hold. Therefore, we have planned and already are activating transition so that capabilities and core assets are retained by PCC or in other city partnerships