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have contributed around 3500 hours valued at over £50k in-kind contribution

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

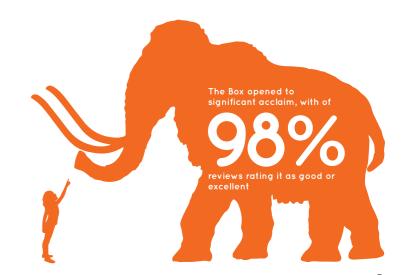








Seed funding from the Council and partners has leveraged a 330% return on investment, creating a total funding package valued at around



# About Mayflower 400

Mayflower 400 is the commemoration for the 400th anniversary of the sailing of the Mayflower from Britain to North America, a programme of heritage and modern culture to explore all aspects of one of the most influential voyages in Western history. Mayflower 400 UK aims to provide an honest, broad and inclusive commemoration of the Mayflower's venture from England to America and its often challenging legacy.

Mayflower 400 was initially designed as a year-long commemoration of the Mayflower's voyage from Plymouth to America and the passengers it carried who founded the modern United States. A national and international programme of projects and events was planned for 2020 to mark the 400th anniversary of this important journey. However, the COVID-19 pandemic has impacted considerably on delivery to date, with many local, national, and international events either postponed, adapted or in a very small number of cases cancelled.

Despite this difficult time, Mayflower 400 is well positioned to support the city in its recovery from the economic challenges of the pandemic. The programme has been successfully redesigned to include a number of online events, as well as moving the majority of larger events into 2021. These projects and events span the UK, USA, Netherlands and Wampanoag nation, and 13 key towns and cities in England that together make up the national Mayflower trail.

Commemorations will champion the values of freedom, humanity, imagination, and future, and will span sectors including culture, education, military, sports, tourism and business.

This short report provides a snapshot of progress to date specifically in relation to Plymouth's activity; it summarises data on impact provided by the Mayflower 400 team and its partners alongside learning gathered from in-depth qualitative interviews with stakeholders. Wider evaluations relating to national and international work funded through DCMS and Visit Britain are available on request.

## Aims and Objectives

SERIO, a research unit at the University of Plymouth, was asked to support the programme with evaluation advice, expertise and capacity. The approach, methodology and scheduling of reports is available on request. This report was produced in partnership between SERIO and Mayflower 400.

Mayflower 400 set out to be an inclusive, honest as well as engaging commemoration.

This interim evaluation assesses the programme against objectives in four broad themes for Plymouth:

### Develop the quality and size of the cultural offer within the city through:

- Establishing new international cultural partnerships
- Increasing community engagement in arts and culture; and,
- Securing external international funding for arts and culture.

### Improve the health and wellbeing of city residents through:

- Building social capital;
- Addressing mental wellbeing; and
- Engaging the community in physical activity.

### Increase visitor numbers to Plymouth through:

- Improving the city's local, national and international profile; and
- Positioning Plymouth as a cultural destination.

### Improve local perceptions of the city and ambitions for the future through:

- Increasing pride in Plymouth;
- Improving physical spaces; and,
- Raising aspirations of young people.



"Mayflower 400 is very much an opportunity to galvanise the city but also to look at the mechanisms and structures that will allow us to operate in a cohesive and international way, beyond the programme"

"The cultural offer in Plymouth is absolutely amazing, and people from outside Plymouth see it as an amazing place. We're hoping Mayflower 400 will draw a global spotlight to Plymouth, being able to deliver something that is worthy, that Plymouthians can be proud of."

## Report Structure

This report is an interim evaluation, looking at the impact of the programme as at the end of September 2020. A full evaluation is planned for the end of the Plymouth Mayflower 400 programme in 2021. This interim evaluation report focuses on:

- A summary of progress to date in terms of the four key aims highlighted above;
- Learning captured through in-depth qualitative interviews with stakeholders;
- and a look to the future in terms of potential legacy and what the final evaluation will focus on;
- Next steps for the Evaluation.

# 1. Mayflower 400: Progress to date



# Aim 1: Develop the quality and size of the cultural offer within Plymouth

Mayflower 400 aims to: leverage both national and international funding for the creative arts sector in Plymouth; increase community engagement in arts and culture; and establish new international cultural partnerships.

Good progress has been made on this aim, with leveraging funding to support delivery and legacy being a particular strength.

With just under £3m of core revenue funding invested, supported by a capital programme of £8m, the programme has leveraged a further £10.2m of additional funding into the city. This £10.2m includes a mix of grant funding, sponsorship, donations, in kind contributions, and crowdfunding.

Alongside direct investment in Mayflower 400, the city's positioning as a hub for cultural investment has supported wider income generation including £16m for National Portfolio Organisations in the last funding round; this represented the highest uplift achieved by any area in that round.

### Events and art installations held across the city

Mayflower 400 has developed an impressive events programme, which aims to increase engagement in arts and culture. Due to the pandemic, many large scale Mayflower events have been moved to 2021, however, a number of major Mayflower 400 events were delivered prior to, or during, the pandemic. These include:

- Illuminate 2019 (November 2019); a digital light festival was part of the official launch of the Mayflower 400 commemoration in November 2019. In terms of impact, Illuminate 2019:
  - Attracted 50,000 visitors
- Engaged 134 artists
- Showcased 53 installations
- Reached an online audience of 417,383 via social media platforms
- Worked with a number of partners across
   Plymouth, such as CityBus, who provided over
   10,000 trips over the course of the 4-day event
- Was supported by the Mayflower Makers with 187 shifts, totalling 940 hours of volunteering
- Mayflower 400 Community Sparks Fund; a
  partnership project between Mayflower 400,
  Plymouth Culture, Plymouth City Council, The Box,
  and Vital Sparks. Mayflower 400 Community Sparks
  provides financial support to grass-roots community,

arts and cultural organisations/groups for projects that celebrate heritage, enrich local communities, and align with the Mayflower themes of imagination, humanity, freedom and future. To date, 60 projects have been commissioned.

Although a number of these were due to be delivered during 2020, four have been completed, and 26 are in progress. It is anticipated that the remainder with be delivered in 2021. Projects that have been delivered so far through the Fund include:

- the St Andrews Quilt project, featured on Songs of Praise, involving over 1000 participants;
- Plymouth Town Criers
- the Stoke Traders and Residents Association Fun Day; and,
- the Turnchapel History Group's 1620 banner project.

All Community Sparks projects will complete feedback forms, which will be analysed for the final evaluation.



 Project Speedwell (September 2020); funded by Arts Council England and the Mayflower 400 Culture Fund administered by Plymouth Culture, Speedwell was a large-scale art installation situated on Mount Batten. Created by Still/Moving, a local artist collective, in collaboration with experts and representatives of the indigenous peoples of North America, the installation showcased an illuminated sign comprising almost 4000 led lights and measuring 63m long and 6m high.



The sign reads "No New Worlds", although the lights switch on and off, offering multiple interpretations, e.g. "New World", and was designed to encourage discussion and debate around the challenging Mayflower 400 narrative. The installation has received considerable media coverage, locally, nationally and internationally, from the USA to Singapore, worth over £9.1m. Methodology to calculate visitor numbers is being developed by the evaluation team in collaboration with Mayflower 400 and will be reported as part of the final evaluation.

• The opening of The Box (September 2020); a flagship project of the Mayflower 400 commemorations, The Box is Plymouth's new £48 million cultural destination, led by Plymouth City Council. The Box was unveiled to the public on the 25th September, and includes the world-leading Mayflower 400: Legend and Legacy exhibition, which was created in partnership with the Wampanoag Advisory Committee, as well as support from libraries, museums and archives from across the UK, US and the Netherlands.

Whilst there will likely be a negative impact on visitor numbers due to the pandemic, prior to lockdown, it was estimated that there would be 250,000 visits in year 1 (2020/2021), and around 200,000 per year, thereafter.

However, visitor data collected over the first 3 weeks alone showed:

- 17,000 people visited The Box;
- All available tickets over this period for the Mayflower: Legend and Legacy exhibition were sold:
- 80% (169) of reviews on Google and TripAdvisor were rated 5 star/'excellent', and specifically highlighted the pleasure in the city's heritage being celebrated and that such a high quality venue now exists in Plymouth;
- The city has received over £1m worth of positive initial media coverage about The Box, with an audience reach of 60m, again positioning Plymouth as a cultural destination; and
- Retail, catering and donations income were on or exceeding target.
- Look II, the unveiling of the Antony Gormley sculpture (September 2020); as part of The Box's permanent art collection, Plymouth City Council commissioned a sculpture by internationally-acclaimed British sculptor Sir Anthony Gormley OBE, located on West Hoe Pier, to mark the Mayflower 400 commemorations. The sculpture features "a human figure gazing out to sea, symbolising the yearning to travel across the horizon to establish a new life in another place". Methodology to calculate visitor numbers is being developed by the evaluation team in collaboration with Mayflower 400 and will be reported as part of the final evaluation.

 The Mayflower: 400th Anniversary Special (16th September 2020); Dan Snow, TV historian, produced an online documentary depicting the story of the colonists and the impact they had on the Native American people who helped them, as well as the broader context of colonialism.

The programme also sought to showcase some of the other cultural projects under the Mayflower 400 umbrella. Digital content from this programme reached an audience of over 350,000 by end October 2020 and is still rising.

There was also a series of digital programmes released over the summer of 2020, which attracted over 205,000 viewings, including:

- Virtual Voyages, which showcased the places woven into the Mayflower story;
- My Mayflower, which told the stories of those linked to the ship's legacy and impassioned by the anniversary of its sailing to America in 1620; and,
- Re-Informed, which explored the work of various artists and producers and how they portrayed the Mayflower story.
- The naming of the Mayflower Autonomous Ship (16th September 2020); ProMare (a marine research and exploration charity) has built the Mayflower Autonomous Ship (MAS), supported by IBM, MSubs (a marine engineering company) and partners across Plymouth.



The ship will sail from Plymouth UK in the spring of 2021, to Plymouth Massachusetts. MAS aims to highlight the potential of autonomous ocean science now and in the future, with partners, including the University of Plymouth, conducting research into marine mammals, marine plastics and ocean chemistry as the vessel makes its way across the Atlantic.

On 16th September 2020, the 400th anniversary of the Mayflower's departure from Plymouth, MAS was officially named during a special ceremony attended by US Ambassador to the UK Robert Wood Johnson, the Dutch Ambassador Karel van Oosterom, and the First Sea Lord Admiral Tony Radakin. This event attracted substantial attention in the media, generating 987 pieces of national and international coverage worth over £56m.

Interviews with stakeholders highlighted the considerable value that this project has for the city in terms of showcasing Plymouth's marine science and innovation sector.

- **iMayflower:** this project aims to launch a sustainable step change in Plymouth's creative economy through investment in four key areas:
  - Place shaping: delivering large scale activities and events, which will inspire and enrich the lives of residents and visitors alike, and improve perceptions and profile of the city;
- Creative sector specific business support: including mentoring, business support, product development and knowledge exchange, with a particular focus on immersive media and digital fabrication;
- Skills and Learning programmes: increasing capability in the use of immersive media, digital fabrication and business skills for professionals, graduates, young people, volunteers and communities:
- Access to Innovative Finance: partnering with Creative England and Crowdfunder to provide accessible start-up and scale up investment for businesses in the region's creative economy.

#### The key aims of iMayflower are to:

- Improve the survival for start-up businesses,
- Improve retention of talent and quality of start-ups,
- Increase scale, growth and productivity of Plymouth's existing creative economy,
- Increase inclusivity, to ensure the benefits of vibrant creative and cultural industries reach all.
- Incorporate creative economy success into the branding and perception of Plymouth as a great place to live and work

iMayflower is delivered by a consortium comprising the University of Plymouth, Plymouth City Council, Destination Plymouth, Mayflower 400, Plymouth College of Art, and the Real Ideas Organisation (RIO), and funded through the DCMS Cultural Development Fund.

### Aim 2: Increasing visitor numbers

Another aim of the programme is to improve the city's local, national and international profile, and position Plymouth as a cultural destination. Given the current pandemic, visitor numbers to the city have been severely reduced, however there has been considerable press coverage of Mayflower 400, not only on a local level, but nationally and internationally as well. These media pieces have already highlighted Plymouth as a cultural destination; with an extensive events programme yet to be delivered, there is a real opportunity to solidify Plymouth's position as a top destination.

#### Tourism

Plymouth was named the second best holiday destination in the world in Condé Nast Traveller magazine's best holiday destinations for 2020, positioning the city as an international cultural location. Plymouth's history and heritage play a large part in the reasoning for this accolade; the article references the sailing of Mayflower and how over "30 million US citizens – including several US presidents, reams of writers and poets and celebrities including Clint

Eastwood, Marilyn Monroe and Hugh Hefner – can trace their roots back to one of the 102 passengers and 30 crew who made the epic journey". It also notes the multitude of cultural events and art installations, such as 'Illuminate' and 'This Land', as well as the opening of The Box.

In terms of visits to the city, Plymouth welcomed approximately 5,279,000 visitors to the city in 2019, which is well over (10%) the targeted 4.8m visits projected in the 2011 Visitor Economy Business Plan for Plymouth. The total visitor spend of £334m was also in excess (6%) of the target of £315m. Stakeholders have partially attributed this to Mayflower 400 and its branding. Nevertheless, the number of visitors to Plymouth in 2020 will undoubtedly be curtailed due to the pandemic, as will the total spend of these visitors. Twelve cruises had been destined for Plymouth in 2020, compared to zero in 2017, and would have carried approximately 12,000 passengers. These have all been cancelled due to the pandemic, however, nine new cruises, all of which will visit Plymouth, have been booked for 2021, a further four have been arranged for the following year and there are more in the pipeline as the world navigates its way through the crisis.

Stakeholders noted how Plymouth's tourism offer has been enriched by assets such as The Box, the Antony Gormley statue, and the Mayflower trails. Although visitor numbers have and will continue to be negatively impacted in the short term, it was felt that these assets, alongside the extensive events programme, will be part of the solution for ensuring the city develops.

"Seven years ago, Plymouth was one of the worst cities in the UK to visit and this year we're in one of the top ten global destinations"

"It was always about gaining attention and then gaining the visitors, I think that's still in play"

#### Press coverage

Detailed data provided by the programme's marketing and communications team, showed the breadth of press coverage Mayflower 400 had received 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.

This coverage was worth £18,135,390. However, it should be noted that these figures do not include any television or social media coverage.

Further data from 14th-24th September 2020 revealed over £65.4m worth of press coverage across roughly 1000 articles for the MAS and Speedwell installation alone. These figures include:

- 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 f4 2m
- Both reached international audiences, thus contributing to Plymouth's international profile, although the vast majority of coverage for Speedwell was in the UK.

This clearly demonstrates the marketing impact that individual events and installations have had, and the potential that Mayflower 400 has given the majority of events and activities have yet to occur.





# Aim 3: Improving the health and wellbeing of Plymouth residents

Mayflower 400 aims to improve the health and wellbeing of Plymouth residents via a number of different avenues, including:

- The cultural events programme;
- The sports programme;
- Through volunteering activity; and,
- Via Thrive Plymouth.

As outlined above, Mayflower 400 has shifted the majority of events that were originally planned for 2020, into 2021. As such, it is not possible to quantify the health and wellbeing impact of events on Plymouth residents yet.

Capturing this data remains a priority for the final evaluation, and steps to ensure this data is collated successfully are currently being reviewed. Positive progress has, however, been achieved mainly through the Sports programme and volunteering activity via the Mayflower Makers. Although it is widely acknowledged that sport and volunteering have considerable impacts on health and wellbeing, there is no data to support this yet.



### The Sports programme

Argyle Community Trust has been commissioned to deliver a dedicated sports programme in support of Mayflower 400, promoting participation and improved health and wellbeing through a range of activities including the Get Involved project; schools engagement; and grass-roots commissioning.

#### To date:

- Over 7000 residents have actively participated :
  - 2,500 primary school children engaged in Sporting Voyage programme, in either an assembly or the full 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 and taster days and sessions run by local Clubs.
- 14,000 spectators attended the 1st January 2020 opening of the Mayflower stand at Plymouth Argyle's Home Park.
- Over 98 clubs and individuals have received support through the Mayflower Sport Fund

#### Volunteering Activity

The Mayflower Makers programme was launched in 2019, bringing together local people who act as ambassadors for Plymouth and the Mayflower 400 commemorations. With aims of recruiting 400 volunteers, and an anticipated 10,000 hours of activity, to date, the programme has successfully engaged with 319 individuals who have attended an introductory session about the Mayflower Maker role, and has registered 172 Mayflower Makers, who have logged 1774 hours of volunteering and 1596 hours of formal training, which equates to a value of approximately £50K, and is over a third of the way to meeting the expected target of 10,000 volunteer hours by the end of the programme.

Mobilising this group of volunteers for the Mayflower programme has also had a wider impact on Plymouth; the Mayflower Makers were integrated into the Plymouth Good Neighbours Scheme during the pandemic, which delivered shopping, food parcels, and over 1700 medication packages to shielding and isolated members of the community.

Furthermore, the volunteer hours noted above do not include informal ambassadorial conversations and programme promotion, which are a key benefit of this work stream. It is also anticipated that an additional 1200 hours will be delivered in support of other local projects since the last data capture, which would equate to a further £17.5K in value. If the programme meets the target of 10,000 hours by the end of the programme, it will accrue a further £97.5k of in kind contributions via volunteering hours.

As a result of COVID-19, and the subsequent cancellation and postponement of the majority of Mayflower 400 events and activities, volunteers have not been able to be involved as much as originally planned. However, large events, such as Illuminate 2019, have provided a platform for these volunteers to get involved. Indeed, a total of 940 volunteer hours were logged for this single event.

Interviews with stakeholders highlighted how the volunteering programme puts a substantial effort into making the experience for the volunteers themselves a positive one, with potential to impact health and wellbeing. It was also noted how a number of different communities within Plymouth have been brought together, whilst supporting various activities and events within the city.

"I met a lot of the Mayflower Makers and had face to face conversations with them, and just saw how good that programme was. People feel like they are making a difference in the city and friendship groups are springing up as everyone there has a lot in common"

#### Thrive

Thrive Plymouth is led by the Office of the Director of Public Health, Plymouth City Council and is a 10-year plan to improve health and wellbeing and reduce health inequalities in the city. It has aligned with Mayflower 400 for its 6th year. Key developments to date include:

- Training for all taxi drivers; raising awareness of Plymouth's heritage and the Mayflower programme to support
- The creation of an events guidance booklet; supporting local communities to safely run their own activity



### Aim 4: Improve local perceptions of the city and ambitions for the future

An aim of Mayflower 400 is to increase pride in Plymouth, improve physical spaces, and raise the aspirations of young people. Whilst work is ongoing across all three of these strands, improving perceptions of the city and raising aspirations will take time, and, as frequently noted above, due to the pandemic, progress has been delayed due to the cancellation and/or postponement of the majority of activities. Nevertheless, the programme has continued, where safe and appropriate, to improve physical spaces in Plymouth, most notably: the works completed on the Elizabethan House; the Mayflower trails; the upgraded signage promoting the city on the A38; and the construction work at Marsh Mills for the "Road to Mayflower".

### Increasing pride in Plymouth

The Plymouth City Survey was rolled out between January and March 2020; the following findings highlight attitudes amongst residents before the COVID-19 pandemic:

- 3 in 4 residents (75%) agreed that Plymouth is a great place to live
- 84% agreed that they are proud of Plymouth's place in history
- 91% agreed Plymouth Sound is special to the city
- 67% agreed they see their future in Plymouth
- 63% agreed they had pride in their local area
- Less than half (43%) agreed they are aware of community activities/groups in their local area and only a fifth (20%) agreed they are involved in these community activities/groups.
- Over half agreed the city has a lot to offer (59%) and that they see positive changes happening in Plymouth (52%)

These findings, whilst on the whole relatively positive, have not changed considerably since 2018. Moving forward, it will be interesting to see if ratings improve, especially in terms of pride in the local area, awareness and uptake of community activities, positive changes being recognised in the city, and residents' approval of what Plymouth has to offer.

#### Improving physical spaces

There has been considerable progress made to date in expanding and enhancing the city in terms of new and existing assets; this development work will not only play a part in raising the profile of Plymouth, and improving what it has to offer, it will also contribute to an increase in pride amongst the city's residents. Works completed so far include:

- Mayflower Trails: Three new city heritage trails have been developed, one of which is the Mayflower trail. The Mayflower Trails app has also been launched to encourage and support residents and visitors when following the trail; the app leads users around a series of newly installed bronze totems on the Barbican, which include facts about the buildings and people who helped shape the city in 1620. The Mayflower trail is one of three core trails in Plymouth, with others exploring post-war architecture in the city, as well as Plymouth's maritime history. A fourth trail that focuses on the waterfront is currently in development.
- The Elizabethan House: £1.5m has been invested in the restoration of this historic house, a key part of this historic house museum, a key part of the city's heritage. Works are ongoing, with an anticipated launch in Spring 2021



- Road to Mayflower project: Transforming one of the entrances to the city at Marsh Mills, this c£100K project is being delivered by a partnership of leading construction industry companies. The first stage of the project has now been completed.
- Mayflower Public Realm improvements: A number of improvements have been made to the city including:
- the transformation of the entrance to the Barbican with a mural depicting the Mayflower;
- repaving Southside Street;
- works to the area outside Prysten House;
- lighting of key monuments;
- new flag poles on the Hoe;
- new bins with recycling capacity;
- the refurbishment of Phoenix Wharf; and,
- new toilets at West Hoe park

Other work, to improve the city's appearance, includes 10,464 square metres of road resurfacing, which was carried out around the city centre and the waterfront during 2019-2020, and 4,590 square metres of cobble repairs and repointing has been completed around the Barbican. Further works supported by a £10K Plymouth Waterfront Partnership contribution will include the reinstallation of the 'Welcome to Plymouth' sign, and upgrading the Clocktower Garden.

• **New signage:** £1.5m has been invested in new signage installed on the A38 and Plymouth's highways, promoting the city's enhanced visitor offer including The Box, National Marine Aquarium, and Royal William Yard. There has also been a full review and upgrade of the city's fingerposts.

### Schools Programme

The Mayflower 400 Schools programme aims to ensure every young person has some form of engagement with the Mayflower narrative. Whilst the pandemic has pushed the majority of activity back to the 20/21 academic year, progress to date includes:

- Every state primary and secondary school in Plymouth, 103 schools in total, has signed up to at least one Mayflower activity.
- There has been considerable uptake in the Mayflower Citizenship project, which will see the creation of a city 'Compact' providing a set of values and principles that should be considered as a community,



by Plymouth, mirroring the Compact created by the Mayflower's passengers when they arrived in America.

- Argyle Community Trust's schools engagement programme has reached over 3000 young people, where Mayflower educational content has been combined with a sports lesson.
- Storyteller Katy Cawkwell has performed the Mayflower's story to around 20 schools, reaching over 3000 pupils. This was achieved through Community Sparks funding.
- The third Mayflower 400 Anthology is due to be published shortly. Developed in partnership with the University of Plymouth, it includes creative work produced by young people in Plymouth and contributions from partners in the US and The Netherlands.
- Between 1 Oct 2019 and 1 Oct 2020, the Mayflower 400 website attracted 190,088 page views of general education content, including:
- 4,531 specifically to content categorised as 'learning'; and,
- 1,506 views of the teachers' toolkit.

Further data will be gathered on wider projects incorporating educational content such as The Box and Speedwell for the final full evaluation.

### 2. Learning

SERIO conducted in-depth interviews with 14 stakeholders across the Mayflower 400 partnership, which gathered learning and explored experiences of the programme to date. These interviews will be repeated as part of the final evaluation. A full qualitative analysis of these interviews has been provided to the Mayflower 400 team. Headline findings included:

- Partnership working: honest, frequent and reflective communication was noted as a central quality of the programme, as was the diverse nature of the individuals, groups and organisations involved.
- Managing the challenging Mayflower 400
   narrative: stakeholders were relatively positive about
   how the challenging narrative had been handled to
   date, though some indicated that a clearer narrative
   from the beginning would have been beneficial.

- COVID-19: whilst COVID-19 has undoubtedly had a severe impact on the programme, shifting the focus away from aspects such as tourism and events has enabled Mayflower 400 to improve its cultural offer and its engagement with the full breadth of the Mayflower narrative.
- Education: some stakeholders noted that the school's
  programme took some time to develop, and that the
  initial education packs did not originally reflect the
  whole story of Mayflower. Subsequent work has been
  done to include the Wampanoag and other advisers
  in the development of resources for schools, which
  has resulted in a "much richer" package.



# 3. Legacy



This section provides a summary of anticipated legacy outcomes, which will be a key element in the final evaluation.

"This is very much about the city being brave in what it does and what it takes on as a conversation and how it gives platform to people. That to me, is how we continue that conversation beyond the initial conversation"

### Pride and profile

Residents' pride in Plymouth and improving the city's profile were commonly referred to throughout the stakeholder interviews. Many noted how Mayflower provides an opportunity to improve the perception of Plymouth to both residents and tourists alike, and will likely succeed given the extensive events and cultural offer, and investment in physical space and assets such as The Box, and the Elizabethan House, amongst many other elements of programme delivery. The volunteering programme also presents an opportunity to create a legacy of pride in the city, not only for the volunteers themselves, but for the wider community who could benefit from their activity.

### Physical assets

Indeed, the physical assets which have been funded or supported, such as The Box, trails and the Elizabethan house, were also highlighted as pivotal to Mayflower 400's legacy. Despite the COVID-19 crisis, even if events and activities cannot continue in their planned format, these physical assets will remain and draw visitors to Plymouth.

Furthermore, their existence will continue to facilitate discussion around the narrative of Mayflower and act as educational pieces going forward.

#### **Partnerships**

Mayflower 400 has already had a considerable impact on partnerships; creating new and authentic relationships with Native American artists and collaborators, as well as local and national organisations, groups, and communities. Sustaining these relationships beyond delivery of the programme will be a key legacy of Mayflower 400, facilitating further collaboration and also learning from one another. Some stakeholders noted how the relationships they had built as part of Mayflower 400 were already transcending the programme and impacting positively on other projects within the city.

"As part of the legacy, people that I now work with in the City Council, who I knew professionally but from a distance, are now people I can pick up the phone and talk to about projects, even if they aren't Mayflower related. So it's created a pick up the phone attitude"

### **Transparency**

As noted in the section on learning, it has taken time for the programme to become comfortable in tackling the challenging elements of the Mayflower narrative. The recent Black Lives Matter movement has given momentum to this conversation; moving forwards, there is now a real opportunity for Plymouth to change the way it engages with its own history and its position as a modern city.

# 4. Next Steps for the Evaluation

### The next steps for the evaluation will be to:

- Review the findings with the Mayflower 400 team and undertake a thorough assessment of the current data being collected by the programme;
- Determine whether there are additional datasets to draw upon;
- Identify any gaps and provide advice on how to collect the data required to evidence impact of programme; and,
- Establish any further specific lines of enquiry required for the final evaluation.











