

Mayflower 400

*'Steering our future,
inspired by the past'*



Vision

'The 400th anniversary of the sailing of the Mayflower in 2020 will be a pivotal moment in the history of our nations.

It will mark the culmination of a 5 year programme of cultural, community and capital investment on a transformational scale.

It will provide a platform for a national celebration of the enduring special relationship between the UK, Holland and US which began with sailing of the Mayflower in 1620.

It will once again place the Mayflower story, its heritage and its contribution to global history, on the world map'.

Mayflower 400 is....

A commemoration and legacy programme to mark the 400th anniversary of the sailing of the Mayflower in 1620, arguably the single most influential voyage in world history.

A voyage which provided the umbilical link between Magna Carta, the US constitution and the values, spirit and beliefs which shaped the modern American nation and the 'special relationship' which unites our countries today.

Strategic Aims

This landmark anniversary will be an opportunity for our nations to:

- Highlight the significance of the special relationship between our nations emphasising the values of Freedom and Liberty embedded within it
- Collaborate on the development of community, cultural, economic, military, educational, youth and scientific links between our countries
- Increase visitors and business investors to our countries
- Exchange knowledge, best practice and collaborative research improving the skills of our communities, workforces and businesses
- Commemorate the legacy of the Mayflowers' lineage with millions of Americans that are its direct descendants
- Tell the true histories of the Native Americans, the English and Dutch Pilgrims and the people and places that are at the heart of the journey

Will deliver the PCC Corporate aims

- **Growing Plymouth**

Supporting the Local Economic Strategy and Visitor Plan 2011

- **Caring Plymouth**

Supporting community strategies including 'SEND' and Child poverty matters'

- **Pioneering Plymouth**

Mobilising the community through culture and delivering the 'Vital sparks' strategy

- **Confident Plymouth**

Positioning Plymouth internationally as Britain's Ocean city

High level impacts...

In headline terms, it is anticipated that Mayflower 400 will be in the top tier of international economic and cultural events in 2020 and will achieve the following major impacts:

- 5,407 FTE jobs and £256m GVA for the Plymouth area;
- 8,110 FTE jobs and £384m GVA for the Travel to Work Area;
- 10,000 FTE jobs and £0.5bn for the UK.
- Media value will be in the order of £20-30m.
- Enable the UK to demonstrate its continuing leading role in world affairs.
- Attract significant boosts to investment and activity in the educational, cultural and commercial sectors in particular

High level ambitions

- Presidential visit to UK in 2020 – Opening ceremony for new international ‘Mayflower Monument’
- Royal Family visit to Plymouth, USA for Thanksgiving in November 2019
- The Great Mayflower Re-union Party – following the national Mayflower Trail
- A joint 3 way Armed Forces Celebration
- The sailing of the Mayflower III ?
- A national public Mayflower art trail
- A transatlantic cultural festival

Progress to date...

- Facilitated development of national partnership 'The Compact'
- Encouraged destinations to develop their own plans
- Met with three different Secretaries of State for DCMS
- Working closely with 'Great' campaign, BIS, UKTI and Visit England/Britain
- Elicited in principle commitment to funding from HLF, ACE, CCF and Visit England relating to national funding opportunities

The Mayflower trail

- **NOTTINGHAMSHIRE**

- Scrooby & Babworth

- **YORKSHIRE**

- Austerfield & Doncaster

- **LINCOLNSHIRE**

- Gainsborough area

- Boston

- Immingham

- **LONDON**

- Rotherhithe

- **ESSEX**

- Harwich

- Leigh-on-Sea

- Plymouth

- **HAMPSHIRE**

- Southampton

- **DEVON**

- Dartmouth

- **HOLLAND**

- Leiden

- Amsterdam

- **MASSACHUSETTS**

- Plymouth

- Plymouth Colony

- Boston

- Provincetown

- Cape Cod

The UK/Holland trail



The US trail



- November 21st 1620 arrived after 66 days at Cape Cod
- Sailed to Plymouth arrived December 16th 1620



Work streams

- Community
- Education
- Business
- Culture and arts
- Heritage
- Visitor
- Sport
- Signature events

Plymouth programme...

£70 million + capital programme including:

- £32 million history centre attraction
- £5 million Mayflower experience
- Mayflower monument
- £4 million coach hub
- Major 4 star hotel development
- Railway station re-development
- £40 million Drake leisure development
- Cruise feasibility

Plymouth programme...

Over £2.25 million PCC 'seed' revenue funding over 5 years for projects including:

- education programme
- heritage
- arts and culture
- sports activity and events
- military events/attraction
- international and brand marketing
- business expo
- community engagement programme
- programme management and delivery

Leverage opportunities..

'Seed funding will be used to secure additional income both commercially and through UK grant funding bodies who have encouraged us to bid for:

- Heritage Lottery fund – circa £5 million nationally
- Coastal Communities fund – circa £3 million
- Arts Council fund – circa £1 million
- Visit England – circa £1 million
- Visit Britain – further £500k from 'Great' fund

Visit Britain have already given £500k towards development of a national visitor trail

Thank you