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Mayflower 400: Update Report for Scrutiny Committee Sept'19

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.

Introduction

The Mayflower 400 commemoration in 2020 will be an exceptional year of culture for Plymouth, with over 100 events currently in development through the Council's events team and partners across the city and an associated capital programme.

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

With the opening event, Illuminate in November 2019, rapidly approaching, the programme is entering a mixed phase of delivery, detailed planning and communications. Key activities in this phase include:

- Ensuring delivery of core events programme
- Support for partners to deliver grassroots and wider programming, for example through the Mayflower 400 Community Sparks Fund, schools materials and projects, sports programme, business support
- Implementation of the first phase of marketing, communications and PR in the city of Plymouth
- Implementation of first phase of national communications and PR around the 'year to go' and 'opening event' moments
- Development of key sector (Visitor Destination, Creative and Marine) positioning and communications Plymouth's marketing and communications plan for implementation through 2020.
- Continued follow through on the international marketing that has been underway over the last 3 years using funding from central government
- Detailed planning and implementation of city readiness in terms of street services, highways, maintenance and repairs

Background

2020 marks the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the United States of America, Native American Nation and the Netherlands. The anniversary provides a special opportunity to inspire people across our

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nations with the stories of that iconic voyage, exploring themes of migration, tolerance, freedom and democracy that have such contemporary relevance.

An exciting national and international programme, the Mayflower 400 commemorations will highlight the significance of the special relationship between our nations; transform communities, provide cultural, business and visitor links; explore the different sides of the story; and celebrate the people and places of this epic pioneering tale.

Plymouth’s Mayflower programme will ensure we maximise the opportunities presented by the 400th anniversary of the journey of the Mayflower from Plymouth to the US in 2020. Exploiting Plymouth’s great natural and heritage assets, the programme will modernise the city and help stimulate an economic renaissance attracting jobs and commercial opportunities. Alongside this, it proposes a transatlantic cultural celebration fit for a global audience. It will provide a legacy for the city as a first class cultural destination, touching residents, friends and visitors alike for generations to come.

The Mayflower 400 Partnership

Plymouth has been 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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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 Tudor Evans	Director and Leader, PCC
Richard Stevens	Director and MD, Citybus
David Alder	Director and Chief Marketing Officer, Plymouth University
Nigel Godefroy	Director and Chair, Plymouth City Centre Company
Cdre Peter Coulson	Director, Naval Base Commander, Devonport
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.

Overview

- A programme of over 400 'moments', ranging from international civic ceremonies to local community events, giving everyone the chance to get involved through the year and highlighting Plymouth's exceptional creative and community talent
- Major new cultural attractions, including The Box, new heritage trails and the Elizabethan House
- Investment in Plymouth's public realm, to ensure the city looks its best and provides a great canvas for everything that happens through the year
- An international marketing programme that has given Plymouth and partner UK locations an unprecedented presence at global events such as World Travel Market, the world's leading travel trade show
- Over 500,000 additional visits are anticipated to Plymouth in 2020
- We have received crucial support from Plymouth's business community, who have so far committed over £400,000 to ensure we're making the most of the commemoration for all the city's residents

Funding

- From Plymouth City Council's revenue commitment of £2.25m, the programme has successfully leveraged a further £7.4m 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 is successfully leveraging a further £1.1m to date through grant funding
- 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.



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Plymouth Programme overview and highlights

Scrutiny Committee are asked to view the video at <https://vimeo.com/350699865/a93edff7f9> as part of this report. The video shows a selection of the Mayflower 400 activities, and importantly a sample of the diverse groups and individuals involved.

On top of our usual impressive Plymouth event calendar in 2020, we've over 100 Plymouth Mayflower events or activities, from over 400 moments across our UK Mayflower 400 partnership. Many of those events are small scale, based in communities and organisations across the city. But some are big – many thousands on the Hoe for things like the Mayflower week, the Ceremony on 16th Sept, the Muster weekend, Illuminate 2019 and 2020; some are ambitious art – like TRP's production with Wampanoag participants, temporary large scale art installations; some are just fun; some are thought-provoking – like The Box Mayflower exhibition, contemporary art responses, Native American artists' installation in Plymouth.

Highlight and example events are detailed below. However, full event listing can be provided by the Mayflower 400 team for planning purposes. Details of the events that are in the public domain can be found on the Mayflower 400 website. Not all events are yet in the public domain.

Signature and Highlight Events:

- Mayflower Week 2020
 - Monday – Field Gun Festival, featuring junior and senior teams
 - Wednesday – Mayflower Ceremony, a four-nations ceremony commemorating the Mayflower's journey and legacy. Big stage, big screens, huge choir of Plymothians, performance and narrative
 - Thursday – Royal Marines Rehabilitation Triathlon, in which both international and UK athletes will complete. First time this 'wounded warrior' event has been held in the public area of the Plymouth Hoe
 - Saturday & Sunday – Mayflower Muster, a celebration of Plymouth's military heritage, with the UK, US and Dutch Armed Forces working together to create a spectacular festival of live displays, interactive demonstrations and a host of other activity
- Illuminate 2019 and 2020
 - Illuminate is a spectacular light-based festival that will connect Mayflower 400 destinations and signal the start and end of the anniversary year in November in November 2019 and 2020 respectively
 - This will become a major festival of light, including digital and light-based art with commissions from local artists. Different from things like Durham Illumiere as it will use Plymouth's unique waterfront and Plymouth Sound, and, in some imaginative way, connect Plymouth to all the other Mayflower 400 locations doing their local Illuminates
- Opening of the Box, Plymouth's new £40m+ cultural hub, will be a flagship opening in spring 2020 with a range of Mayflower related exhibitions and activities, including:
 - 'Mayflower: Legend & Legacy' exhibition, curated by The Box
 - The Box will open with this exhibition, including 250 objects from about 35-40 institutions. There will be 3 object rotations, keeping it fresh for residents as well as visitors
 - 'Wampum: Stories and Shells from Native America', commissioned by The Box

- A nationally touring exhibition and a commission from Plymouth to acknowledge our cultural connection to the Wampanoag people who met the Mayflower and ensured the survival of the new English settlers. It will include the commissioning of a new wampum belt, made exclusively by the Wampanoag people of the Mashpee and Aquinnah nations, to mark the 400th anniversary of the sailing of the Mayflower
 - Contemporary Art Exhibitions in the Box
 - A programme of four temporary contemporary art exhibitions will run alongside 'Mayflower 400: Legend and Legacy'.
 - This programme will explore historical and contemporary perspectives on the Mayflower's legacy and include commissions by contemporary artists. Themes will include migration, identity, commemoration, ethnography, colonialism and its impact.
- 'This Land', a production by Theatre Royal Plymouth and the Wampanoag
 - 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.
- 'OSTAR' - the oldest and original single handed cross-Atlantic race, accompanied by TWOSTAR, the two-crew version

Further Cultural Highlights:

A series of headline cultural projects have been supported using £400,000k of funding secured from central government. These will deliver unique and thought provoking experiences, largely developed by Plymouth based artists, including:

- 'Settlement'
 - Native American artists in partnership with the Conscious Sisters will create a radical large-scale installation of public art called Settlement, based in Central Park. This will run for four weeks during the summer of 2020 exploring colonialism, migration and their deep effects on indigenous people.
- 'Roots Up!' by Street Factory
 - People across the city will take part in a mass street dance reaching from the Barbican to the Hoe, led by the award-winning Street Factory in a bold and contemporary interpretation of the Mayflower story. This will incorporate four hip hop theatre pieces, telling real life stories through the cornerstones of hip hop culture - b-boying, graffiti, MCing, rapping, poetry, spoken word and DJing. They will be inspired by core Mayflower's values - freedom, humanity, imagination and the future.
- 'The 400' by Le Navet Bête
 - A light hearted and irreverent look at Britain's relationship with the USA – from 1620 all the way through to now by renowned comedy/clowning theatre company Le Navet Bête.
- 'Being Seen' by Beyond Face will raise the profile of people of colour working in the arts.
 - A production called Beyond 2,000 Stories will be created in 2020, when four performers from Plymouth will be invited to create a new show for the Mayflower 400 programme that will then go on a national tour.
- A series of four classical concerts organised by Plymouth Music Accord
 - Performances by University of Plymouth Choral Society, Plymouth and District Organists' Association, Plymouth Symphony Orchestra and the Plymouth Philharmonic Choir.



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- ‘Directions’ by Marcy Saude
 - A programme of film and video screenings will showcase work by artists from both Native American backgrounds and black, Asian and minority ethnic communities in the UK.
- ‘Pride 2020’ by Plymouth Pride
 - Plymouth Pride will return with a Mayflower twist and increased scale in August 2020, creating a spectacular festival celebrating LGBT+ culture. It will include a parade through the heart of the city, workshops on the themes of freedom, humanity, imagination and the future and explore previously ‘hidden’ LGBT+ history.

Showing off our heritage:

- 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
- Mayflower Steps are being repaired and restored
- Elizabeth House - restoration and reinterpretation of Plymouth’s historic Elizabethan House, opening 2020
- Mayflower Heritage Trail around the Elizabethan city area and Barbican, opening 2020

iMayflower

The Mayflower 400 programme is a core element of this project of c£3.5m from the Cultural Development Fund to promote creative industry activity across the city. As well as supporting events and marketing for 2020, 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

A separate Scrutiny session has focused on this project.

Trade & Tech

Plymouth’s inaugural Mayflower Trade Expo event launched in 2016, drawing in around 100 senior representatives from the international marine tech community and highlighting world-class developments taking place in the city including the Mayflower Autonomous Ship and Ocean’s Gate. The Expo is planned as an ongoing, biennial event that will continue post 2020. The 2018 Expo successfully took place in June, attracting over 200 attendees.

Cruise

An initial cruise industry project has been completed for Mayflower 400. This has generated to date 12 cruise ship bookings for 2020 in Plymouth bringing in just under 15,000 passengers and generating an economic impact in the region of £1 million.

Communities & Residents activity

Involvement of communities and residents across the city, not only in attending major events but in taking part in activities near to them, is central to the overall programme and objectives. There is a comms stream specifically to reach residents (see below in ‘National and Local Marketing and Communication’), but key parts of the activity programme specifically to involve communities and residents are the Mayflower 400 Community Sparks Fund, the community Sport Programme, the Schools programme and the Volunteers (Mayflower Makers) programme.

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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.

Activities include:

- the 'Get Active' campaign to increase participation with 12 sports, one for each of 12 months through 2020
- A 'Community Games'
- A Mayflower 'Special Olympics' event, contingent on ongoing fundraising. (This is not 'The Special Olympics', but a small events with that organisations and teams from Mayflower 400 UK locations)
- Mayflower Sports Week, run in conjunction with Argyle, Albion and Raiders
- Mayflower 400 Sporting Voyage Education Programme with schools, combing history with American style sports

Mayflower 400 Community Sparks Fund

A fund for local community projects, the Mayflower 400 Community Sparks fund, co-ordinated by Vital Sparks, launched in April 2018. The fund is targeted at mobilising grass-roots community, arts and cultural activity. Funding is available for projects that can be delivered by November 2020 and that will enable people living in Plymouth to take part in the Mayflower 400 commemoration. Grants are available up to £3,000, or £5,000 in exceptional circumstances.

Mayflower 400 Community Sparks does not fund:

- Activities that take place outside Plymouth
- Retrospective grant aid for work already completed or which will have started before the application is considered
- Publicity campaigns
- Projects whose prime aim is to redistribute earned income from the proposal to other good causes including charitable appeals and organisations
- Commercially run projects
- NPOs (National Portfolio Organisations funded by Arts Council England) or national organisations

Half this fund is now allocated, with projects from a enormously wide range of community lead Mayflower projects, from Town Crier, Morris dancing, school story-tellers, to projects addressing immigration and patriarchy and workshops at the Respect festival (PDREC). The deadline for applications to the third round of funding is 31st October 2019. One further round will be run in the first part of 2020.

Full summary list of project funded is provided in further appendix.

While there is considerable diversity in the project and communities funded so far through Community Sparks, most of the projects are from areas central to Plymouth. Therefore, in the third and fourth rounds extra effort is being made to encourage projects from Plymouth areas further from the city centre.

Schools support

There is guidance for schools for Mayflower-based delivery of the curriculum, competitions and projects, and story-teller support for schools in most deprived areas, so that every school should be able to engage their young people with their heritage

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- 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 information, by CaterEd
- Mayflower 400 Citizenship Project - creating a new 'Compact' by young people which will be used by the City Youth Council and Plymouth Youth Parliament
- Mayflower 400 Anthology –collections of poetry, prose and stories from young people in Plymouth collated into the Mayflower 400 Anthology, with support from University of Plymouth

Volunteering

- The Mayflower 400 Volunteer programme aims to contribute 100,000 hours of volunteering in support of the Mayflower programme, providing an in-kind value of over £1m. The programme is being delivered by Our Plymouth, aligning with their wider remit to engage volunteering across the city.
- To date over 200 people have attended the Mayflower Maker introductory session
- 98 people registered on the doit.life in the Mayflower Maker community group
- A volunteer coordinator has been recruited to ensure the right volunteer is at the right place at the right time with the right kit.
- Businesses have provided further support, for example through the 'Road to Mayflower' scheme co-ordinated by Building Plymouth
- Volunteers, in their 'Mayflower Makers' uniforms have already been active at recent events such as British Fireworks Championships and promotion of Plymouth at Paddington Station. Integration into the full events programme is ongoing
- The 'routes' for volunteers are illustrated in the schematic, will all being trained as ambassadors and specific training or support being arranged for additional activities

Ambassador role (ALL)			
Customer services/hospitality, equality & diversity, event safety, IT			
Sport & Wellbeing Walk leader training, motivational	Culture & Arts Stewarding, artwork invigilators	Trails & Elizabethan House Tour guide/visitor engagement	City readiness (DIY) Health & safety

Update on Mayflower 400 specific capital programme



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There are a wide range of public-private partnership projects based around Mayflower 400 or looking to 2020 as a deadline or a stimulus as a legacy project. These include:

- Plymouth's new cultural attraction, 'The Box', the opening and capacity of which will be critical to 2020
- Drake Circus Leisure
- Pilgrim Public Realm project
- Infrastructure road projects
- Phase I of the railway station regeneration
- Hotel infrastructure including Derry's, Millbay, the Pavilions and the legacy 1620 development
- Plymouth Argyle's Mayflower Grandstand

In Addition, a number of Mayflower specific projects are being delivered across Council departments:

Mayflower Trails and Steps Enhancement

- 3 new trails have been developed, incorporating Plymouth's Mayflower and wider history. One of these trails will include physical infrastructure and the other two will be digital, launching in early 2020
- Works are being completed at the Mayflower Steps and West Pier, to improve their appearance for 2020

Historic Houses

- The project is in the process of completing the procurement process for the build lead for the Elizabethan House. This should open in summer 2020, and will be the centre of a significant engagement programme supported through funding secured from the NHLF

In addition, the Mayflower £1.5m Pilgrim Public Realm Project continues to deliver wider public realm improvements to key areas. Work to date includes:

- Replacement flags and bins on the Hoe
- Improvements to Cliff Road
- Upgraded Wi-Fi infrastructure
- Improvement coach infrastructure
- Sheikinah Mission/Probation commissioned to provide capacity for general works up to and through 2020

Visitor Marketing

Visitor marketing to US visitors, as well as US and European, has been ongoing for over 2 years now, with funding from Visit England, Visit Britain and DCMS. Details of the national Mayflower 400 international visitor marketing project and the US Connections project have been provided at previous Scrutiny committee meetings. Momentum of this effort has been maintained by phasing of staff resourcing by Destination Plymouth through 2019/20, ensuring continued high level of engagement of travel trade and travel media.

Additional delivery of this extended period, 'Phase 2' of the Mayflower 400 national visitor marketing project, led by Destination Plymouth, since the last Scrutiny Committee update include:

- More than 10 new 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.

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- 14 Cruise Excursion itineraries were available to download.
[Figures below as at April 2019]
- 17,299 unique website users visited www.mayflower400uk.org.
- 971 new consumer sign-ups to e-newsletters via website.
- 1644 brochure downloads (top brochure download 'Pilgrim Roots').
- 5 operators are selling Mayflower tours.
12 cruise ships confirmed as coming into Plymouth for 2020.
- 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.
- 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.
- Launch of A digital trail app - w/c May 13th; the app has been designed to encourage movement between destinations and promoted as 'Mayflower Self-Guided Tours' for walking and driving.
- A cruise market research report 'Developing England's Cruise Tourism Product' was conducted by G. P. Wild (International) Limited during February –March 2019 with the following key outputs;
 - There are opportunities to work on scenic attractions, accessibility of port cities and overnight stays (note: needs strong theme and/or event).
 - Rich variety in shore excursions; historical sites and cultural attractions and passenger satisfaction are absolutely key for call decisions.
 - Theme appeal has value provided that the theme is strong – key mentions for Royals and Golf. Others also mentioned.
 - Language information provision and guides key.

In addition, to further the Mayflower 400 national trail, a national trail app has been developed and launched, supporting bring people to UK and through England to the Mayflower destinations and Plymouth.

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 Marketing & Comms Director has been 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:

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- Visitor Destination
- Creative industries & Culture
- Marine

Working groups are set up or being set up to steer the messaging and content for each of these area, 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, media coverage will start September 2019

Opening event Illuminate November 2019 will be the following major communications milestone and moment

Plymouth M400 Legacy

Many parts of the programme described above provide legacy directly or indirectly. The key elements of legacy for Plymouth from Mayflower 400 fall in the categories of: Perception, Events, and Physical

Perception legacy

- Plymouth understood as a city of Creative Industries and Maritime Tech
- Increased awareness of Plymouth as a beautiful, historic and cultural destination
- 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 as a regular showcase

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

Visitor

Mayflower 400 in 2020 marks the beginning of the whole East coast of the USA turning 400 up to Boston in 2030. From this perspective 2020 is just the start of a 10 year campaign to attract additional US visitors to Plymouth which will in turn increase economic impact and support jobs. New visitor product has been developed which will continue to be 'sold and distributed' by tour operators and travel agents post 2020. The same is true of the cruise activity which already is seeing bookings for 2021 being accepted and has a long term ambition to grow visits up to 30 ships annually.

The legacy of Mayflower will also be fulfilled through continuing infrastructure development including a pipeline of new hotels which are still required to enable the city to grow value and productivity in the visitor sector for the long term.