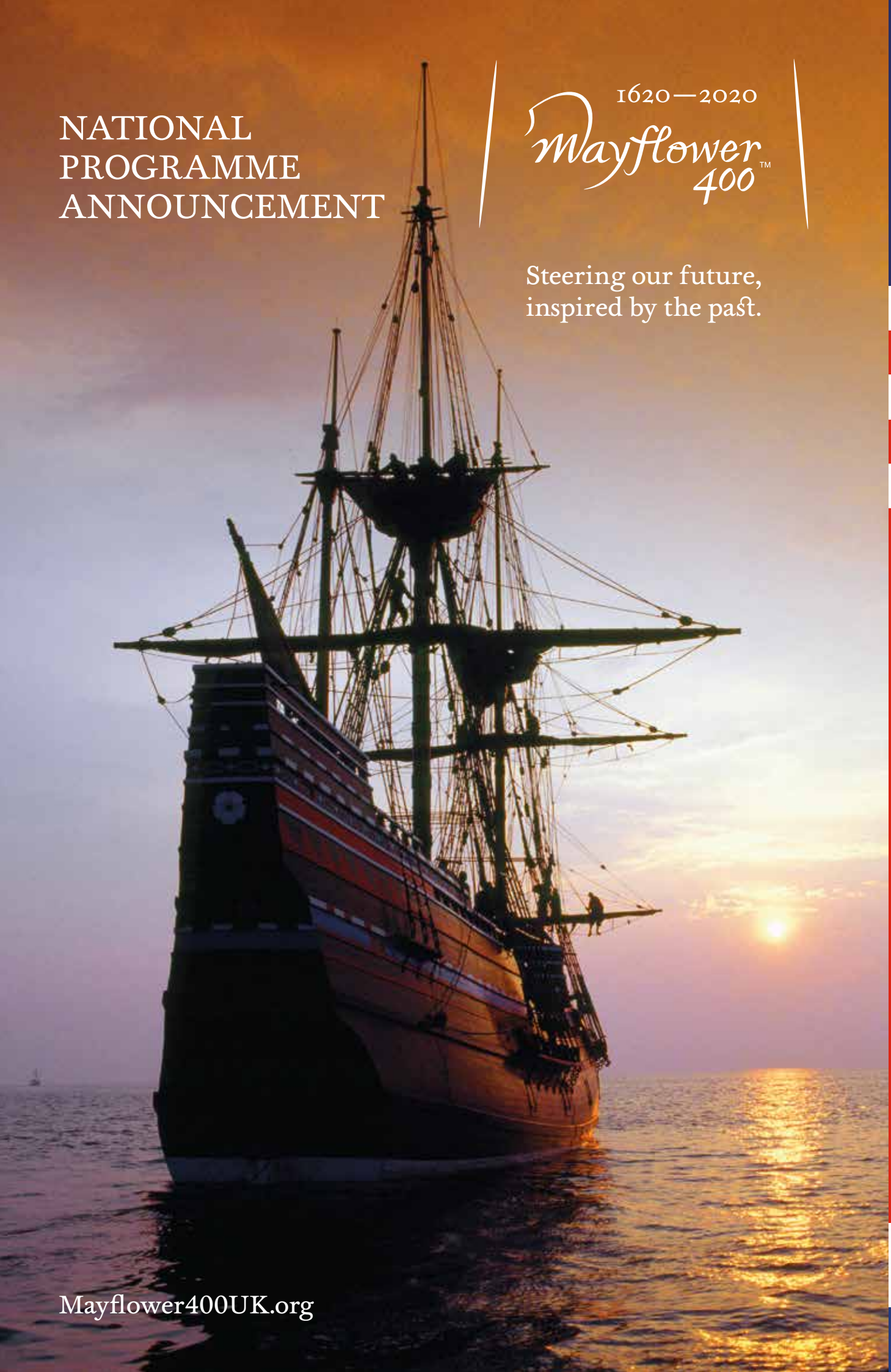
NATIONAL PROGRAMME ANNOUNCEMENT

1620—2020

Mayflower 400™

Steering our future,
inspired by the past.



Mayflower400UK.org

ABOUT MAYFLOWER 400

Mayflower 400: Commemorating Great Britain's connection with the US and Netherlands, bringing nations and communities together through an exceptional programme of heritage and modern culture that explores arguably the most influential journey in western history.

'Over 400 moments to explore all aspects of the Mayflower voyage 400 years ago, its legacy and the relevance of its themes to our lives today. We are so excited to be sharing some details of the commemoration year, which will include art, music, theatre, exhibitions, storytelling, digital innovation, literature, crafts, festivals, debates and more. I hope that everyone will find something of value within the programme, and see how the activities embrace different perspectives and different voices. More will be added to these details as 2020 approaches and progresses, and as even more organisations, groups and individuals finalise further plans to contribute and take part in different ways in a landmark year for the UK. A year for us to be proud of the great things about our heritage, and to think about the continuing global legacy of the Mayflower's journey'
Charles Hackett, Chief Executive, Mayflower 400

2020 is the 400th anniversary of the Mayflower's voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands.

The international Mayflower Compact Partnership has been created to align 11 core UK partner locations across England, alongside the United States of America, the Native American community and the Netherlands. Partners are united in their passion to commemorate the anniversary and to celebrate shared values of Imagination, Freedom, Humanity and the Future.

In the build up to and during 2020, partner locations have created an international 'Mayflower Trail' and an accompanying world class cultural programme which will unite communities, inspire creativity, drive economic growth and promote understanding. Over 400 'moments', ranging from international civic ceremonies to local community events.

The commemorations will recognise the impact of the Mayflower's journey on Native American communities and address themes of migration, tolerance, freedom and democracy that have such contemporary relevance, as well as the long-standing relationship between the UK and the US and the history of Thanksgiving, ensuring the Mayflower's legacy lives on.

There are over 30 million US descendants of the passengers and crew who sailed on the Mayflower. The Mayflower 400 project aims to reach out to these descendants and other ancestral tourists to invite them to visit England and be a part of the anniversary year.

Mayflower 400 will:
- **Highlight the strength of the UK-US-NL relationship**
- **Demonstrate that the UK is open for visitors and business**
- **Drive an economic boost through creative, cultural and tourism sectors**
- **Bring communities together through culture and heritage**

Collaborations include:
- **The creation of a national Mayflower trail, that will join destinations across the UK and drive visitor footfall**
- **The creation of an aligned cultural programme, with key events such as Illuminate linked nationally to enhance impact**
- **Shared branding across national and international partners, creating a unique tourism product and raising awareness**
- **Shared resources and skills across the international partnership to deliver projects that could not be achieved alone**

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THE MAYFLOWER VOYAGE TIMELINE

Dates are based on the Gregorian calendar.

1533
King Henry VIII marries Anne Boleyn in a secret ceremony following his divorce from Catherine of Aragon, breaking away from the Catholic Church and beginning **The English Reformation**

Autumn 1607
Unhappy with the English church, a group of religious separatists plan to defy the authority of the church and escape from **Boston, Lincolnshire,** for **Holland** but are caught in the attempt and held and tried at Boston Guildhall.

Spring 1608
The Scrooby Separatists finally manage to escape from **Immingham Creek, Immingham, Lincolnshire**

August 1608
The group arrive in **Leiden, Holland** where they live for 12 years

1st August 1620
After making an agreement with the **Virginia Company** to travel to the **New World** and create a new community, the Leiden Separatists set sail in the **Speedwell** for England to meet the **Mayflower**

August 1620
The Separatists who remained in England board the Mayflower ship in **Southwark, London** including Captain Christopher Jones and his crew

August 1620
The Mayflower arrives in **Southampton,** later joined by the Speedwell. It is thought this is where **John Alden,** a merchant, and **William Brewster** boarded the ship

15th August 1620
The Mayflower and Speedwell depart **Southampton,** planning to sail to Virginia

23rd August 1620
The two ships arrive in **Dartmouth** after the Speedwell begins to take on water

August 1620
The Speedwell continues to take on water so both ships turn back to **Plymouth**

16th September 1620
The Mayflower departs Plymouth alone, after the Speedwell is deemed unfit for travel, with up to **30 crew and 102 passengers** on board

19th November 1620
The Pilgrims sight the tip of Cape Cod

21st November 1620
Mayflower Compact is signed upon arrival in Provincetown or 'Cape Harbour'

26th December 1620
After 66 days at sea, the Mayflower finally arrives in what is today, Plymouth, Massachusetts

October 1621
The new colonists celebrate their first successful harvest

What's the date?

In 1620 the Mayflower set sail from the New World. The official anniversary date used by the Mayflower 400 partners to mark the 400th anniversary is 16th September 2020.

Some celebrate the anniversary on the 6th September which was the date in the Julian calendar used by the Pilgrims. The Julian calendar is around 10 days behind the Gregorian calendar that we use today.

THE MAYFLOWER TRAIL

The story of the Mayflower can be told through the histories of 11 key locations in the UK, the USA and the Netherlands. There are many more towns, villages and cities across England with connections to the passengers on board the ship.

Mayflower Compact partner destinations

UK
Austerfield and Doncaster
Boston, Lincolnshire
Dartmouth, Devon
Gainsborough, Lincolnshire
Harwich, Essex
Immingham, North East Lincolnshire
North Nottinghamshire – Scrooby and Babworth
Plymouth
Rotherhithe, London
Southampton, Hampshire
Worcestershire

Netherlands
Leiden
Rotterdam

USA
Plymouth
Provincetown
Boston

Scrooby & Babworth, Nottinghamshire

The leading religious Separatists (who later became known as 'Pilgrims') were originally from the Bassetlaw area of Nottinghamshire, where their beliefs were shaped. The group were seen as dangerous religious outlaws and so they were forced to worship in secret. Among them was William Brewster who was brought up in Scrooby and later became senior elder and the leader of the colonists' community. Inspired by the radical words of Richard Clifton, the rector of nearby All Saints' Church in Babworth, Brewster is believed to have founded a Separatist Church in his family home, the privately owned Scrooby Manor House.

Boston, Lincolnshire

One night in the autumn of 1607, a determined group of men, women and children secretly met a boat on the edge of 'The Wash' at Scotia Creek, Fishtoft, near Boston. They planned to defy the authority of the English church and escape across the North Sea to Holland to live in religious freedom. The group were betrayed and stripped of their belongings and hope, they were brought by boat to Boston and held and tried at the Guildhall, home to the local law court and cells. Today, people can visit Boston Guildhall and see the cells where they were held. Nearby is the Pilgrim memorial marking the point at Scotia Creek from where they made their attempt to escape.

Austerfield, Doncaster

Austerfield was the hometown of William Bradford, the second elected Governor of the Plymouth Colony in Massachusetts in 1621. Bradford was baptised at St Helena's church where the original font can be seen today. After travelling to America, Bradford was a signatory of the historic Mayflower Compact, and bequeathed much of our knowledge today on their momentous journey and early years of the Colony in his journal, 'Of Plimoth Plantation'.

Gainsborough, Lincolnshire

Some of the Separatists are thought to have worshipped clandestinely at Gainsborough Old Hall with the permission of its owner, merchant William Hickman; they later escaped to Holland from the town's riverside. The Hall is regarded as one of the best-preserved medieval manor houses in Britain. Their preacher, John Smyth, was a strong influence on the Mayflower Pilgrims and is considered to have been a founder of the Baptist denomination. The John Robinson Memorial Church was built in the town to honour the memory of the local Separatist and Pilgrim leader in Holland, himself the founder of the Congregational denomination.

Immingham, Lincolnshire

The year following the trial of the Scrooby congregation at Boston Guildhall, they made another attempt to escape, this time successfully. The Separatists secured the services of a Dutch boat and its captain to take them to Holland. The Dutch captain set sail from Immingham Creek with only the men at first. The women and children who took refuge in St Andrew's Church, joined later. Immingham Creek is now part of the port of Immingham, the largest port by tonnage in the country.

St Andrew's Church welcomes visitors to re-discover the story and in 2019 will be celebrating its 800th year anniversary. On the nearby green is a memorial to those who made the journey, organised by the Anglo-American Society and made with rock from Plymouth, Massachusetts.

Worcestershire

Droitwich Spa, Worcestershire, was the birthplace of Edward Winslow, one of the senior leaders of the Mayflower and later Governor of the Plymouth colony.

The historic City of Worcester is home to the magnificent Cathedral where Winslow attended school before heading to London to do an apprenticeship. Worcester is often known as 'The Faithful City', being the last city to support King Charles II in the Battle of Worcester which was fought in 1651 against Oliver Cromwell during the English Civil War.

Leiden, Holland

Following their departure from Immingham, the Separatists landed in the free-thinking city of Leiden, known for its relative religious tolerance and a long tradition of offering shelter to the homeless.

They were allowed to practise their faith in freedom under Rev Robinson, who had a small group of tiny houses built behind the Pieterskerk (St Peter's Church) and offered services at his home. After living in Holland for nearly 12 years, they decided they would all travel together to America to start a new community.

They sold their personal belongings in order to buy a ship called the Speedwell and on 20th August 1620 they set sail for England to meet the Mayflower. Today, visitors to Leiden can find the Leiden American Pilgrim Museum, the Pieterskerk and see the streets and churches of the time the Pilgrims resided in Leiden.

Rotterdam, Holland

The Pilgrims left Leiden and made their way to Delfshaven in Rotterdam. After spending a night at the port, they waved goodbye to the Netherlands and the Speedwell weighed anchor and headed out for the open sea, towards England. The Old Church or the Pilgrim Fathers Church can be found at the Voorhaven in Delfshaven.

A window with stained glass, depicting the difficult crossing, shows the historic moment at which the Pilgrim Fathers set off.

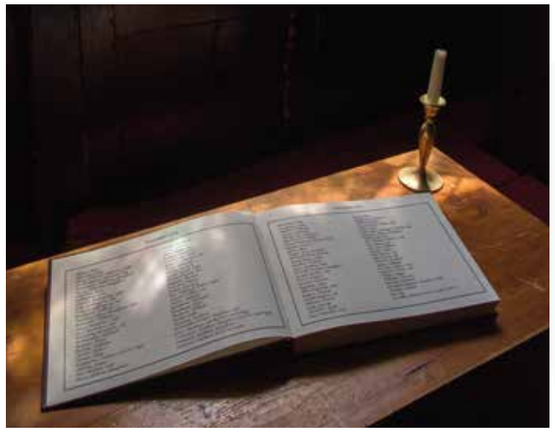
Harwich, Essex

The story of the Mayflower is intrinsically linked with the historic port of Harwich and plays a special part in the iconic ship's history.

The ship was originally designated as "of Harwich" and is believed to have been built in the Essex coastal town and was commanded and part-owned by Captain Christopher Jones, whose house stands on Kings Head Street today.

Jones was twice married in St. Nicholas Church, Harwich, and his first wife Sara Twitt lived opposite the ship's Captain in a house, which is now home to a popular local hostelry – the Alma Inn.

Visit Jones historic house and experience the foundations of the Mayflower's journey in a town, which retains the same look and charm as it did in the 17th century. Marvel at a largely untold story of the Captain's life and see the Great Charter, which names Jones as a one of the capital burgesses by James I in 1604.



Southampton

The Mayflower arrived in Southampton in late July 1620 and several days later was joined by the Speedwell, carrying the Pilgrims from Leiden, Holland. Their intention was to prepare both vessels and sail together directly to America. The town had established trading links with Virginia and Newfoundland so there were many experienced seamen in Southampton who had previously made the Atlantic crossing. John Alden, a merchant, and William Brewster are thought to have boarded the Mayflower here, William after having been in hiding after publishing material that had angered King James. On 15th August 1620 the two ships weighed anchor and set sail.

Plymouth, Devon, England

The Mayflower and Speedwell were 300 miles clear of Land's End when the smaller ship once more began leaking badly and couldn't risk continuing. They turned back towards Plymouth and the Speedwell was finally declared unfit for the journey. Some of the Pilgrims decided against the voyage altogether and the remaining members crowded onto the Mayflower. The ship finally departed British soil on 16th September 1620 with up to 30 crew and 102 passengers on board. Just under half of them were Separatists, the rest were 'economic migrants' who were skilled tradespeople sent by the investors to help build the new colony. Today, visitors to the city of Plymouth can find the Mayflower Steps memorial in the city's Barbican area, which commemorates the passengers final departure point.

Southwark, London

The London Borough of Southwark, which includes the former docklands of Rotherhithe was the home port of the Mayflower. Captain Christopher Jones and his crew lived here. The Separatists boarded the Mayflower in Rotherhithe close to the present-day Mayflower Inn and set sail for Southampton to the Speedwell. Today, people can visit the Mayflower pub (formerly The Spread Eagle) in Rotherhithe and view the original 1620 mooring point of the original Mayflower ship. Today, those who can prove a family connection to the original Pilgrims can also sign the Mayflower Descendants Book, which is available upon request. The Mayflower Pub is also the only pub licenced to sell US and UK postage stamps, a service, which dates back to the 1800s when seafarers docking at Rotherhithe with little time to spare were able to order a pint and a stamp!

Dartmouth, Devon

Having departed from Southampton, the Mayflower and Speedwell didn't get far before the Speedwell began to take on water again. They arrived in Dartmouth on 23rd August and, according to passengers, the Speedwell was leaking heavily and required urgent attention. The Pilgrims were regarded with suspicion by the locals, who feared they may be radicalised by these rebels, and the repairs were made in Bayards Cove Harbour while the Mayflower moored upstream on the River Dart beside what is now known as Pilgrim Hill.

While much has changed on the waterfront since, the Bayards Cove, Lower Street, Smith Street and Agincourt House, which is now a hotel, are still recognisable. It took around a week for the port's skilled craftsmen to rectify the damage before they headed out into the English Channel again, bound for the North Atlantic.

Plymouth, Massachusetts, US

After a perilous journey and 66 days at sea, the Mayflower finally landed in America. However due to bad weather, instead of arriving in the Colony of Virginia, where they had initially received permission to land, the Mayflower anchored much further south at what is present-day Provincetown. In search of clean water and fertile land, the pilgrims then decided to depart Provincetown and on 26th December 1620 they arrived in what they named Plymouth Bay, Massachusetts.

The Mayflower Compact was signed aboard the ship and was the first agreement for self-government to be created and enforced in America. The harsh New England winter claimed many lives and, by the end of the first winter, just under half of the crew and passengers had survived. The Pilgrims then began to form an alliance with the Native Americans of the local Wampanoag community who taught them how to hunt and grow their own food. At the end of the following summer, the Plymouth colonists celebrated their first successful harvest with a three-day festival of Thanksgiving, which became the annual holiday Americans celebrate today.

Provincetown, US

Provincetown had a key role in the landing of the Mayflower Pilgrims, Mayflower Compact and exploration of the outer Cape, as well as the culture and history of the Wampanoag peoples. In commemoration of the 400th anniversary of the Mayflower voyage, the Provincetown Board of Select men, members of the press, town government and community have unveiled plans for a 2020 celebration of the landing of the Pilgrims in Provincetown, signing of the Mayflower Compact and edifying the Wampanoag story to the public. The Executive Director of non-profit organisation, Lisa Giuffre, outlined a programme designed to honour the scope of Provincetown's 400 years of history, while educating the public through informative and entertaining events and activities. Of particular important to the plan is highlighting Provincetown's role in the landing of the Mayflower and the subsequent settlement of the Pilgrims. "In the spirit of the Mayflower Compact and the signers' commitment to a 'civic body politic in the 'New World'", shares Guiffre, "Provincetown's 400 utilises its programmes to reflect, discuss and grow to a deeper understanding of those different from oneself, helping to make us stronger and more capable of tackling the complex social issues of our time."

Boston Illuminate 2016

MAYFLOWER 400 SIGNATURE PROJECTS

The Mayflower 400 partnership is connected by a series of nationally relevant Signature Projects that will create lasting links between our communities and deliver unique experiences that explore the breadth of the Mayflower's story. This national activity will be augmented by further projects developed with international partners across the US, Dutch and Wampanoag nations, emphasising the global significance of the commemoration.

The Mayflower Trail

The national Mayflower Trail will provide a common thread running through the partnership, telling the story of the Mayflower through aligned interpretation and content while also commemorating the unique history of each location. This will be a world-class attraction, and a special opportunity to explore the Mayflower's history within the communities that inspired and enabled this epic journey.

It will be delivered through a series of local trails, drawing visitors to key locations including Bassetlaw Church, Gainsborough Old Hall, Southwark's Southbank and the Mayflower Steps in Plymouth. These trails will incorporate a range of new installations, public artwork and waymarkers; these will sit alongside existing attractions including Southampton's Mayflower Memorial and the Pilgrims Memorial at Scotia Creek, Boston.

Elements of the trail will extend to Leiden in the Netherlands, whose influence can be traced through to the Compact that was created by the Mayflower's passengers upon their arrival in America.

The trail will be enhanced by digital and interactive content. A dedicated online presence will add further depth to the trail's narrative and help explore the heritage of each location. Alongside this education and wider outreach activity will give visitors and residents alike the chance to dig deeper into the Mayflower's history, themes, and contemporary relevance.

Illuminate

Illuminate is an international festival of light, reaching across the Mayflower partnership to provide shared moments to commemorate the legacy of the Mayflower's journey. Illuminate will act as the opening and closing event for Mayflower 400 in November 2019 and 2020 respectively, and continue post-2020 to provide an ongoing connection between the destinations involved in the Mayflower's journey.

Plymouth Illuminate 2018

The Mayflower Ceremony

The Mayflower Ceremony will be a four-nation civic event in Plymouth, UK commemorating the Mayflower's journey and legacy on the 16th of September 2020, the anniversary date of the ship's departure from the UK to the US.

It will be attended by representatives from the UK, US, Netherlands and Wampanoag, and be accompanied by mass participation elements to ensure that communities from across the partnership have the opportunity to play a part in this special day.

The Ceremony will sit within a wider week of Mayflower-themed activity in Plymouth, including an international field gun competition, daily fly-bys and an Armed Forces rehabilitation triathlon .

The Mayflower Muster

The shared history of the UK, US and Dutch navies stretches back over hundreds of years. The Mayflower Muster, running in Plymouth from the 18th to the 20th of September 2020, will commemorate this history through a spectacular festival incorporating military representation from all three nations, with a range of demonstrations, displays and wider activity.

Wampum: Stories and Shells from Native America

The 'Stories and Shells' exhibition is a nationally touring exhibition that will acknowledge our cultural connection to the Wampanoag people who met the Mayflower and ensured the survival of the 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, which will tour alongside wider Mayflower content. The creative process underpinning the exhibition will bring Wampanoag artists to the British Museum to record, interpret and explore one of the world's largest collections of historic wampum belts.

Mayflower 400: Legend and Legacy

The 'Legend and Legacy' exhibition will launch alongside The Box, Plymouth's new £45m+ new cultural hub, in Spring 2020. It will be the lead collection of Mayflower content for the international commemoration, including content from over 100 institutions from across the world. The exhibition will explore the origins of the Mayflower journey, its legacy and the way in which it has been commemorated through generations.

Further content has been developed in partnership with the Wampanoag Advisory Committee, with advice from the National Museum of the American Indian, ensuring that the exhibition will explore the real Native American story.

The PilgrimAGE Festival 2020

Running from May to September in 2020, the PilgramAGE festival will connect communities across Nottinghamshire, Lincolnshire and South Yorkshire through an unprecedented range of heritage activity, including exhibitions, talks, education activity and workshops.

This will provide a unique opportunity to engage with the Mayflower's journey in the communities from which the Separatists originated, including authentic experiences stimulated by volunteers and local organisations that reflect the ongoing passion for and relevance of the story in the region.

The Southampton Mayflower Maritime Festival

The Mayflower Maritime Festival will deliver 3 days of memorable cultural, heritage and sporting activity, promoting the city's pivotal role in the Mayflower's journey and its wider maritime heritage. Highlights will include participation from the Jubilee Sailing Trust, a United Nations accredited disability charity that promotes integration through the challenge and adventure of tall ship sailing. The Trust's Tenacious will be in Southampton through the festival, offering public tours and wider engagement opportunities before it sets sail to recreate elements of the Mayflower's original journey.

Programme Highlights

Alongside the Mayflower 400 Signature Projects, a range of high profile activity will provide further connectivity across the national partnership.

Performances

Partners are developing a diverse programme of new performance pieces that will help tell the story of the Mayflower from multiple perspectives. Key activity includes:

- New theatre pieces from De Veenfabriek & the Dutch National Theatre, the Mayflower Theatre Southampton, Theatre Royal Plymouth (in collaboration with Seth Lakeman) and more
- A diverse range of dance projects, including work by Plymouth's Street Factory hip-hop group and the Imagination Museum by Katie Green
- Music productions, ranging from new bell peals through to opera, jazz, sea shanty singing, folk music and more

Festivals

2020 will see a connected series of festivals across the country as each destination commemorates their role in the Mayflower's journey, including:

- Southampton's Mayflower Maritime Festival
- Dartmouth's Mayflower Festival, linking with the town's world-famous Regatta to provide a great range of events on the water
- Harwich's Mayflower Festival
- Plymouth's Mayflower Week; this will provide the culmination of the festival programme, commemorating the departure of the Mayflower from the UK with an international four-nation civic event and the associated Mayflower Muster which will incorporate representation from the UK, US and Dutch navies

Public Art

2020 will see a range of exciting new public art installed across the UK to commemorate the Mayflower's journey, including work at the Mayflower Steps in Plymouth and integrated into Dartmouth's Mayflower trail. This will augment existing artwork including Southampton's Mayflower Monument and the Pilgrim Memorial at Scotia Creek, Boston.

Exhibitions

Multiple new exhibition spaces and exhibitions are being commissioned to highlight and share each location's role in the Mayflower story. This will see artefacts displayed for the first time, new collaborations forged and increase the cultural capital of communities involved through 2020 and beyond. Key projects include:

- The refurbishment of Cristopher Jones' house in Harwich, which will open to the public for the 2020 commemoration. Harwich is also investing in a new Heritage Centre which will incorporate Mayflower content and provide an ongoing resource to celebrate the town's storied history
- Upgrades to Bassetlaw's Heritage Centre to provide space for a dedicated Mayflower exhibition, which will also act as a hub for the regions enhanced Pilgrim Trail
- The Box, Plymouth, which will open with a range of gallery content that will respond to the core 'Mayflower 400 and Legends' exhibition

Argyle Community Trust Sports Week

Sports Tourism

A dedicated series of national sports activities are in development that will further link communities involved in the Mayflower's story, including a Mayflower marathon series, mass participation sailing events and professional sports competitions. For example, Plymouth's elite Leander swimming club has developed the Mayflower Cup series of meets, each themed around a different location on the Mayflower's journey. This will culminate in the Transatlantic Cup in 2020, which will see US athletes invited to the city to compete.

Food and Drink

Mayflower 400 will incorporate a series of festivals and experiences that will give residents and visitors the opportunity to experience the best of the UK's food and drink, often with a Mayflower twist. Opportunities will range from Plymouth's Seafood Festival through to Tendring's Beer Festival; these will sit alongside more unique events such as Droitwich Salt Festival.

PARTNER LOCATION PROGRAMMES

For up to date information on events visit mayflower400uk.org/events

Harwich

As the birthplace of the Mayflower, Harwich is building a diverse and authentic programme of activity for 2020 with exceptional support from the local community:

- Major local authority investment is delivering two new bespoke Mayflower attractions that will provide essential experiences for visitors looking to understand the origins of the ship and her crew. The home of Christoper Jones, Captain and part owner of the Mayflower, will open to the public for the first time for 2020 with a range of bespoke content and interactive elements. Further information on Harwich's links to the Mayflower will be explored at Harwich's new Heritage Centre, which will open in 2020 with a dedicated exhibition exploring the town's role in the Mayflower's journey, including a range of artefacts that have never been publically displayed before
- Harwich's updated visitor trails will highlight the town's Mayflower heritage, set against the beautiful backdrop of the River Stour. These will incorporate wider attractions such as the Redoubt Fort, which hosts activities through the summer including ghost hunts, beer festivals and battle re-enactments
- The Harwich Mayflower Festival, a new event in development specifically for 2020, will see a range of Mayflower themed events and activities take place across the town, incorporating iconic sites such as the Electric Palace Cinema and Ha'Penny Pier
- Harwich's existing events programme will pick up a Mayflower theme through 2020, incorporating great events such Harwich and Parkerston Winter Ale Festival, Harwich Sausage Festival the Harwich International Shanty Festival, which sees performers from across the world come together for a weekend of song, drink, performance and more
- A diverse cultural programme will deliver further exciting Mayflower experiences, including Illuminate and Harwich's Festival of the Arts, which incorporates work from local, national and international artists across exhibitions, spoken word performances, visual art, dance and music

Southampton

Southampton's Mayflower 400 programme, led by Southampton Cultural Development Trust in consultation with the people of Southampton, will match a series of major cultural projects with capital investment and grass-roots activity to showcase the city's talent, creativity and heritage. Alongside the Mayflower Maritime Festival, key activities will include:

- Significant investment in the 'Walk the Walls' heritage trail, which takes visitors along Southampton's exceptionally preserved medieval town walls. This new investment will feature new Mayflower related content, weaving Southampton's pivotal role in the Mayflower's journey into the city's wider history
- A diverse cultural programme, including productions from the Mayflower and Nuffield Southampton Theatres commissioned specifically for Mayflower 400 as well as new festivals of light to launch and close the commemoration. This will align with the region's existing events programme, which already includes a great range of activity such as SeaCity Museum and Winchester Hat Fair
- The Southampton ABP Marathon, which will take on a Mayflower theme for 2020 with runners from across the partnership encouraged to participate. This will crown a broad range of sports activity developed specifically for Mayflower 400
- The Giving Thanks Festival, running through October and November 202, which will provide communities with the opportunity to show how they give thanks through food and bring people together to celebrate the city's diversity
- The initiation of the programme's grass-roots engagement activity on the week beginning the 21st of January 2019. This activity aspires to collect the stories of Southampton's communities and tell them to the world, providing a rich back-drop to Mayflower 400 and ensuring everyone in the city has the opportunity to contribute to the commemoration

Pilgrim Roots – Nottinghamshire, Lincolnshire and South Yorkshire
pilgrimroots.org

Supported by a £500,000 award from the Heritage Lottery Fund, partners from across Nottinghamshire, Lincolnshire and South Yorkshire have come together to develop an exceptional programme of heritage activity commemorating the birthplace of the Separatists and the stories that inspired their journey to America. To date, over 100 activities are planned in the build-up to and through 2020, and this will increase as the programme gains momentum. Alongside the PilgrimAGE 2020 festival, highlights include:

- The region's existing self-drive Mayflower Trail will be renamed the Pilgrims Trail, and receive significant investment to increase its scale and content, including digital resources. Through 2020 the trail will be enhanced by a range of activities targeting visitors and residents, providing unique experiences that will engage people with the local landscape and heritage
- A new Pilgrims Gallery at Bassetlaw Museum will open in May 2019. This will tell the story of the Pilgrims in North Nottinghamshire, addressing core themes of tolerance, freedom and migration while also acting as the focal point for the Pilgrims Trail
- A series of high profile exhibitions will take place across the Roots region, including a new permanent installation in Gainsborough Old Hall and multiple shows across Doncaster's Heritage Festival
- Imagination Museum Mayflower 400 by Katie Green will use the medium of dance to interpret the Pilgrim's story and engage young people, with performances based at non-traditional dance spaces such as museums and exhibitions
- A brilliantly diverse cultural programme, with activity ranging across performance, photography, health and well-being, digital, writing, schools engagement and more. This is being developed in partnership with local communities and organisations such as Bassetlaw Christian Heritage and the Percy Laws Gallery, ensuring that content will be accessible, authentic and carry real resonance for visitors and residents

Members of the Roots community have been developing additional Mayflower content:

Boston, Lincolnshire

Boston has been delivering increasingly ambitious Illuminate events and lantern parades. This will continue in both 2019 and 2020, build on the vibrancy that has enthralled participants and audiences to date. Alongside this, an engaging calendar of events is in development for 2020, with further information to be released through 2019. Boston Guildhall showcases the cells where Brewster, Bradford and others were held while being tried, and this attraction will be enhanced for the commemoration

Immingham, Lincolnshire

Immingham's Mayflower 400 programme will deliver a range of new events to the town, including a dedicated cultural programme, new heritage trail and enhancements to the Pilgrim exhibition in their museum

PARTNER LOCATION PROGRAMMES

Plymouth

Plymouth is developing a world-class culture and heritage programme for Mayflower 400 in 2020. Investment and support from Plymouth City Council combines with wider private/public sector investment to deliver a transformational year for the city. Highlights include:

- The Mayflower Ceremony, a four-nations civic ceremony commemorating the Mayflower's journey and legacy on the day of the Mayflower's departure, attended by representatives from the UK, US, Netherlands and Wampanoag
- The Mayflower Muster; as one the world's foremost Naval bases, with a history stretching back to 1691, Plymouth will celebrate this heritage in partnership with the US and Dutch Armed Forces to create a spectacular festival including live displays, interactive demonstrations and a host of other activity
- A £5m+ investment in heritage trails and public realm spaces, which will provide a major uplift to the city's visitor offer. This will include improvements to the Mayflower Steps and 3 new trails exploring the city's Mayflower history and wider heritage including Drake, Cook and its role in World War 2 and subsequent reconstruction
- The opening of The Box, the city's new £45m+ cultural hub. Alongside the Mayflower Exhibition, this will launch with a range of supplementary Mayflower content that will critically explore the multi-faceted legacy of the journey. Alongside this, over £1.5m is being invested in the Elizabethan House, one of Plymouth's oldest remaining buildings. This will open as a new attraction in the vicinity of the Mayflower Steps in 2020, telling the story of the historic Barbican area from the time of the Pilgrims through to the present day
- The Mayflower Ocean City, which will run from the 4th to the 10th of May. This will celebrate Plymouth's status as Britain's Ocean City Festival, bringing together the world-class transatlantic Transat, OSTAR and TWOSTAR races with the city's existing Pirates Weekend and a host of new activities that will get people on the water
- The Mayflower Makers volunteer programme, co-ordinated by Improving Lives Plymouth. This aims to train over 400 volunteers to deliver 100,000 hours of volunteering in support of the commemoration
- The Mayflower 400 Community Sparks Fund, which will see around £150,000 invested in local organisations to deliver their own content for the commemoration. To date around £35k has been awarded to enable the delivery of projects including an international Morris Dancing meet, new town crier, international quilting competition and more
- Theatre Royal Plymouth's Mayflower production, delivered in partnership with the Wampanoag Tribe and Seth Lakeman. This will involve 2,000 members of the community on both sides of the Atlantic, and tell the Mayflower story from multiple perspectives
- A programme of cultural content created specifically for the Mayflower 400 commemorations, including a visual arts production entitled 'Settlement' by the Conscious Sisters, Le Navet Bete's satirical play 'The Special Relationship' and a series of musical performances delivered by the Plymouth Music Accord. This will augment Plymouth's existing events calendar, with already includes some exceptional content including the British Fireworks Championship and Flavour Fest

16 Smeaton's Tower, Plymouth

Southwark

Southwark has a history of developing brilliant grass-roots cultural activity. This will continue through the Mayflower 400 commemoration, with capital investment in the public realm combining with a community commissioning scheme to create a unique programme of activity for 2020 that reflects the creativity and diversity of the borough. Highlights include:

- Rotherhithe Illuminate, a free five day festival created by residents, incorporating a range of great community activities including concerts, dances, music, film and exhibitions. This will open and close Southwark's Mayflower 400 programme in 2019 and 2020 respectively
- New trails along the Southbank, incorporating signage and interpretation that will foreground Southwark's key role in the Mayflower's journey and link to Southwark's wider maritime heritage. The trail will point to wider famous landmarks and attractions including Shakespeare's Globe, the Tate Modern, Southwark Cathedral and Borough Market.
- A range of bespoke community activity commissioned specifically for Mayflower 400. From theatrical performances and cinematic screening through to talks and visual arts, this will showcase the best of Southwark while providing a range of special experiences for visitors and residents.

Worcestershire

Worcestershire's Mayflower programme will draw on the regions exceptional heritage assets and organisations to create a memorable series of activities for Mayflower 400, while also promoting wider links with the US. Key highlights include:

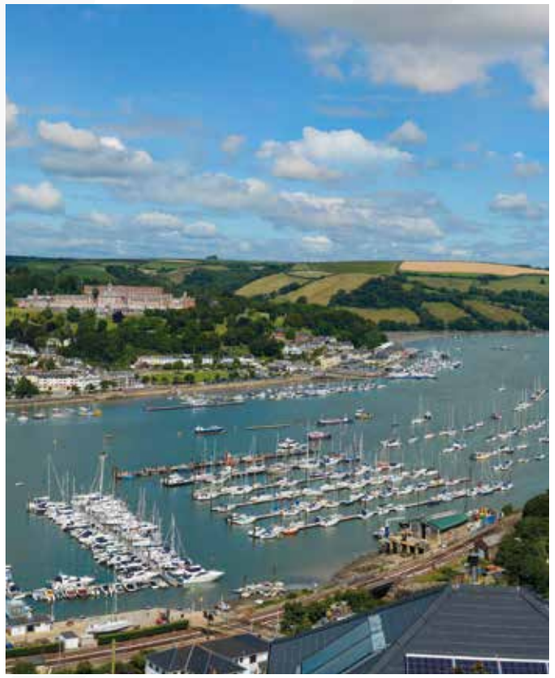
- Investment in the public realm, with new content in development that will bring to the fore Worcester's pivotal role in the Mayflower story for generations to come and align with the national Mayflower trail
- The integration of the regions existing events programme with the Mayflower 400 commemoration, adding a Mayflower theme to
- A series of events at Worcester's amazing Cathedral, including the 3 Choirs Festival, which will bring a cornucopia of exceptional choral-orchestral performances to the city

Worcester Cathedral

Dartmouth
dartmouthmayflower400.uk

Dartmouth's Mayflower 400 programme is being developed by a team of volunteers, who are using their professional skills to create an incredibly ambitious programme of activity for the benefit of their community and to further enhance the town's visitor offer through 2020 and beyond. Highlights include:

- The development of a new Mayflower Trail that will lead visitors through the town, following in the footsteps of the Pilgrims. Visitors will be able to see beautiful historic buildings that were standing in 1620, and explore atmospheric Bayard's Cove, with its Tudor fort, where the Mayflower and Speedwell were moored. Interpretation panels and digital information at points of interest along the route will explain Dartmouth's role in the Mayflower story and provide wider historical context
- The Grand Dart River Pageant, with will start on the 30th of August 2020. This will launch Dartmouth's core week of Mayflower activity, following from the annual Dartmouth Royal Regatta. The event will include tall ships, community participation and shore-based festivities
- The creation of a 10ft replica scale model of the Mayflower, built by Captain Ian Kirkwood with help from local students
- A rich cultural programme, building on the town's existing events calendar. This will include an art trail, linking with Dartmouth wealth of artists and galleries, open air theatre production of the Tempest, specially commissioned Peal of Bells, sculpture project and more
- The planned finale to Dartmouth's Mayflower week on the 5th of September 2020 will be a Grand Concert and Son et Lumiere at The Britannia Royal Naval College. This will be led by the Royal Choral Society with the Royal Philharmonic Orchestra plus the Band of her Majesty's Royal Marines



Dartmouth 17

International Partners

Leiden

The Pilgrims spent around ten years living, working and praying in Leiden, free from religious persecution by the English Crown. The Leiden programme commemorates the legacy of the Pilgrims in their city, and the reciprocal impact of the city on the community the Pilgrims established in America. Key projects include:

- The 'Intellectual Baggage' exhibition, created in partnership between the Museum De Lakenhall, Leiden University Library and the Leiden American Pilgrim Museum. This will focus on the books the Pilgrims took on their journey, exploring the impact of literature throughout the Mayflower's story
- The 'Native Nations in the 17th Century' exhibition, by Museum Volkenkunde in co-operation with the Wampanoag, which will explore the culture of the original inhabitants of America
- Multiple new theatre productions, including by the theatrical music company VeenFabriek and PS theatre
- The 'Meet your Pilgrim Relative' booth, which will run through 2020 and enable Leiden's residents to explore their heritage and identify potential links to the Pilgrims
- The Pilgrim Walking Tour, taking visitors through the city's Mayflower heritage. Launched in October 2018, this will expand to include digital elements such as AR and VR for 2020

US

Content in the US is being developed by a range of partners, including the Plymouth 400 programme and organisations across Massachusetts. The Wampanoag are using 2020 as an opportunity to tell their story, ensuring that their voice is firmly embedded in the commemoration.
Key projects include:

- Plymouth 400's Embarkation Day, which will link with Plymouth UK's Mayflower Ceremony on the 16th of September to create an international commemoration of the Mayflower's enduring legacy
- The Plymouth 400 cultural programme, which includes a broad range of content including education activity, exhibitions, art, talks and more, delivered in partnership with a range of local stakeholders including Plimouth Plantation and the General Society of Mayflower Descendants
- Wampanoag Days, a two day Powwow celebrating the longevity and continuity of the Indigenous Nations of America
- The 'Our Story: 400 Years of Wampanoag History' exhibition, which will travel through the region shinning a light on pieces of history that had a significant impact on the Wampanoag tribe, their relationship with the Mayflower Pilgrims and the founding of Plymouth Colony

18 Museum Volkenkunde, Leiden

For further information or images, please contact:

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The Wampanoag Story

As 2020 approaches the UK, US and Netherlands will commemorate the 400th anniversary of the Mayflower voyage, a story that cannot be told without the perspective of the indigenous people, the Wampanoag, who were there as that ship arrived in North America and who still remain.

The UK Mayflower 400 programme is committed to working in partnership with the Wampanoag Nations of Aquinnah and Mashpee. Thanks to the support of the Wampanoag Advisory Committee to Plymouth 400 in the US, we are pleased to be developing a number of projects together, including:

- Wampum: Stories and Shells from Native America: the commissioning of a new wampum belt made by Wampanoag artisans in the US, which will tour museums in the UK. Wampum is sacred and symbolic. It carries the history, the culture and the name of the Wampanoag people
- Mayflower 400: Legend and Legacy: an exhibition curated in partnership with Wampanoag advisors and shown at The Box, Plymouth. This will bring objects from the National Museum of the American Indian, the Harvard Peabody Museum and Pilgrim Hall to Plymouth for the first time. The exhibition will also be complemented by a series of contemporary art shows addressing themes of identity, migration and colonisation
- A new large-scale music theatre production inspired by the Mayflower story, which will be a collaboration between the Wampanoag people, the Theatre Royal Plymouth and Plymouth communities in the UK and US. Working with local musician Seth Lakeman, 25 members of the Wampanoag Nations and residents of Plymouth, Massachusetts will join their counterparts from Plymouth, Devon, as 140 people in total perform the Mayflower story from multiple viewpoints

The Wampanoag are the People of the First Light. They have lived in America's eastern woodlands for over 12,000 years and they live there today.

During the 1600s, the population encountered European seafarers. In 1614, an English captain captured 20 Wampanoag men, sailed them to Spain and sold them as slaves. Between 1616 and 1619, three epidemics of European diseases decimated the Wampanoag population. When the passengers of the Mayflower arrived in the winter of 1620, they saw the impact of the loss. Settling in the abandoned village of Patuxet, the new colonists brought new challenges to the Wampanoag people. Over 400 years there has been co-operation, co-existence and conflict.

2020 allows us to consider our relationship today. We are grateful to the Wampanoag Advisory Committee for working with us to ensure we mark the 400th anniversary of the Mayflower meaningfully on both sides of the Atlantic and guiding us as we create programmes, events and materials.

For details of further US-based events, exhibitions and organisational details of our US partners Plymouth 400 (Massachusetts) and the Wampanoag Advisory Committee, please visit **www.plymouth400inc.org**

E: mayflower400uk@plymouth.gov.uk | **W:** mayflower400uk.org

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1620—2020
Mayflower 400
Steering our future, inspired by the past.

International Marketing

The Mayflower story links the UK, US, Native American Wampanoag and Netherlands through a powerful narrative of heritage and identity. Research shows that this narrative has a strong appeal to international tourists, with particular resonance for the community of over 30 million Americans who are directly descended from the ship's passengers. Mayflower 400 is therefore a unique opportunity to raise the UK's profile within the international visitor market.

To date the national Mayflower 400 programme has secured funding of over £1.25m to promote the commemoration, with a particular focus on the US market.

Key achievements to date:

- An estimated audience reach of 722m
- Media activity valued at £17m
- Attendance at key trade shows including World Travel market, Explore GB and NTA Exchange over the past two years
- More than 30 tour operators have participated in Mayflower familiarisation trips, creating relationships with destinations that will deliver a legacy impact post 2020. Mayflower tours are already on sale and being purchased
- Relationships established with key US partners including the Faith Travel Association, New England Historic Genealogical Society and General Society of Mayflower Descendants, providing access to key US travel markets
- The development of Mayflower video and photographic content for 11 destinations in the UK, and 10 new Mayflower itineraries

E: mayflower400uk@plymouth.gov.uk | **W:** mayflower400uk.org

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