

Plymouth Business Toolkit: Getting Ready for Mayflower 400



Dear BID member,

Plymouth's two Business Improvement Districts, Plymouth City Centre Company and Plymouth Waterfront Partnership, have teamed up to bring you this invaluable guide to the activities and plans currently in place for the Mayflower 400 commemorations in 2020.

We're sending this toolkit to all 1,500 businesses across both of the BID areas to make sure you have the information you need to get involved and make the most of the opportunities available.

Mayflower 400 presents a fantastic opportunity for Plymouth.

2020 will mark the 400th year since the sailing of the Mayflower from the Barbican, a single event which changed America and a heritage that every child in the USA is taught in school.

It is believed that more than 26 million descendants currently live in America and many of them are keen to trace their roots and the journey of the Pilgrims. Through their journey, Plymouth is linked with twelve other destinations today, including Holland, Southampton and Massachusetts.

The commemorative year offers the opportunity to boost Plymouth's tourism fortunes, attracting visitors from across the UK, Holland and the USA.

Plymouth is using this opportunity to enhance our cultural offer, our events and our public realm by attempting to draw down investment from the Government, the Arts Council, the Heritage Lottery Fund and more. Investment has already successfully been attracted from the



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private sector with the 1620 five star hotel development set to open on the Hoe in late 2019 and the Drake Circus Leisure development set to open at Bretonside in early 2020. Other discussions for hotel proposals continue.

Your two BIDs are using the opportunity of Mayflower 400 to secure investments to benefit our BID areas.

We're working closely with our partners at Plymouth City Council, Destination Plymouth and Plymouth Culture, to shape a series of public realm improvements including paving, lighting and planting schemes, whilst we're also making plans to grow our existing annual events across the Waterfront and City Centre areas.

We're working together on shaping joint marketing initiatives, such as the recent 'Christmas in Plymouth' campaign, promoting Plymouth Britain's Ocean City as a destination for retail, food, culture and leisure.

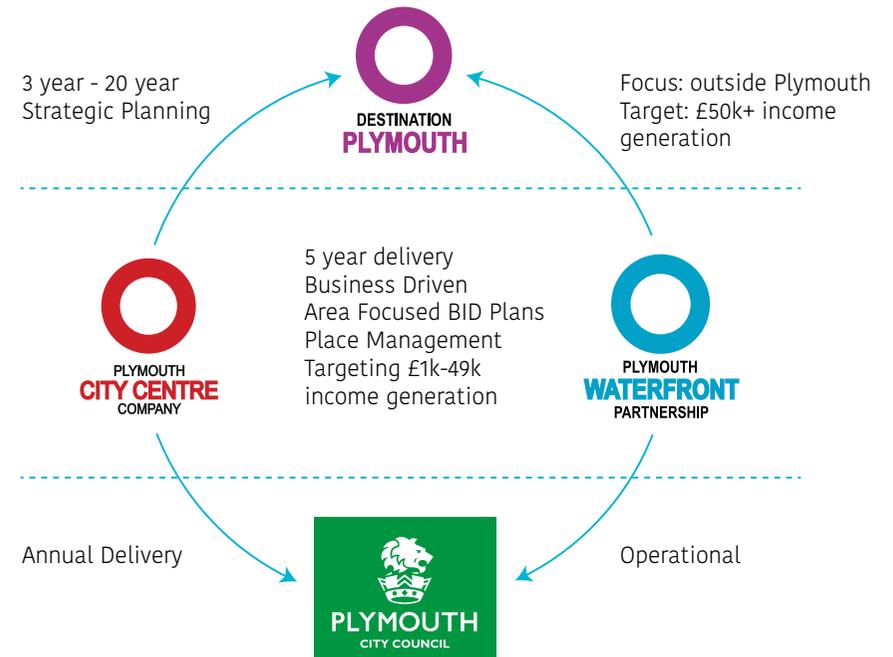
We're keen you also take the opportunity to make the most of Mayflower 400.

So we've put together this toolkit to provide you with the latest information and plans for Mayflower 400, including the events, key dates for your diary, ways in which you can get involved and get on board, and some suggestions on how you can boost your business.

We've a busy two years ahead, so let's all pull together and make this commemoration work for our BID areas.

**All the best
Steve and Sarah**

Who Are Our Partners?



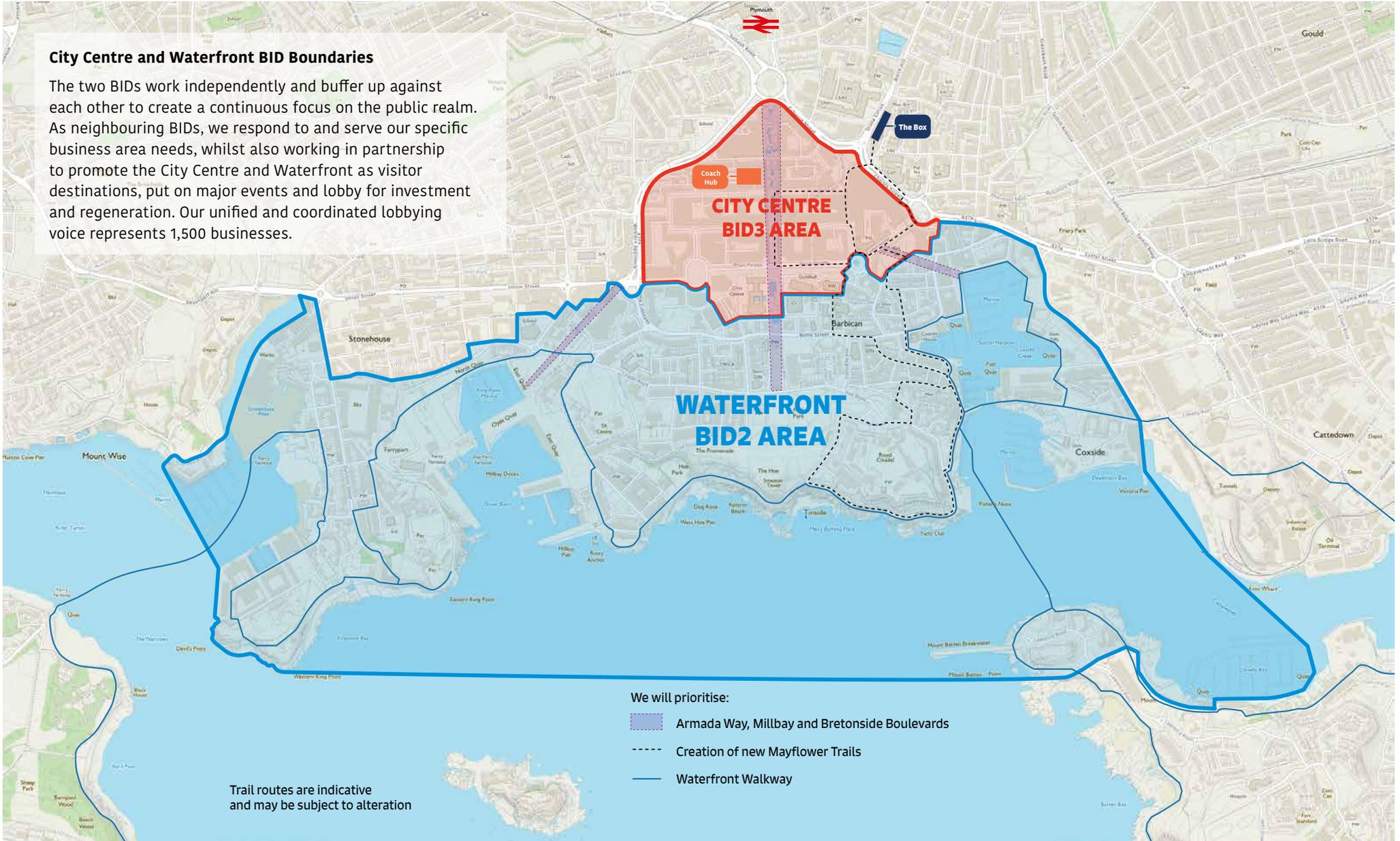
BID Levy is match funded by Plymouth City Council, and together we fund Destination Plymouth, the city's Destination Management Organisation. This strong Private and Public sector partnership of three not-for-profit PLCs and the local authority enables a significant,

joined up, city-wide focus and improvement to visitor destination management, maximising leverage of ideas, resources and funding, vitally speaking with 'one voice' to Government, funding bodies and the US East Coast.

Joint Value of the Plymouth BIDs	%	Levy	Match	Total Value	ROI	Number of Members
Plymouth City Centre BID3	1.332	£2,115,000	£6,537,500	£8,652,500	3 : 1	615
Plymouth Waterfront BID2	1.5	£1,545,000	£8,911,000	£10,456,000	5 : 1	877
Total Joint Value		£3,660,000	£15,448,500	£19,108,500		1,492

City Centre and Waterfront BID Boundaries

The two BIDs work independently and buffer up against each other to create a continuous focus on the public realm. As neighbouring BIDs, we respond to and serve our specific business area needs, whilst also working in partnership to promote the City Centre and Waterfront as visitor destinations, put on major events and lobby for investment and regeneration. Our unified and coordinated lobbying voice represents 1,500 businesses.



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“2020 marks the 400th anniversary of the Mayflower’s voyage, one of the most influential journeys in global history, and a defining moment of the relationship between Britain, the US and the Netherlands.

There are already some incredible projects in development in Plymouth for Mayflower 400 which we want to share with you. But to make

this really special we need you to get on board. So this is an invitation for you to join us; to organise, to have fun, to debate, to be involved and ultimately to celebrate Plymouth, Britain’s Ocean City.”

**Cllr Ian Bowyer,
Leader, Plymouth City Council**



“The Mayflower 400 commemorations celebrate the values of Freedom, Humanity, Imagination and Future. The Mayflower’s journey started with a group of religious Separatists based in the Midlands, who we now call the Pilgrims. Regarded as renegades who rejected fundamental principles of the State and Church of England, they worshipped in secret to avoid arrest and persecution.

Seeking a safe place to practice their beliefs, the Pilgrims escaped to Leiden in the Netherlands. Over time, tensions grew as the Separatists found it difficult to adapt to their new surroundings and lifestyle.

Ultimately, they left to find somewhere where they could fully realise their religious ideals. The Pilgrims commissioned two ships to transport them to the ‘New World’ in America, the Mayflower and Speedwell. The Mayflower set sail with the English passengers from Rotherhithe in July 1620, to meet the Speedwell sailing from Holland with the Leiden contingent, at Southampton. The Speedwell and Mayflower set off together but had to turn back when

Speedwell sprang a serious leak and the ships were forced to put in at Plymouth to regroup. The Speedwell was eventually declared unfit for the journey. The Mayflower left on 16 September 1620, with around 30 crew and 102 passengers on board. Just under half of the passengers were Separatists families. Others were ‘economic migrants’; skilled tradespeople and their families sent by investors to help build the new colony.

Upon their arrival in America, the Mayflower’s passengers created a document agreeing the rules for their community, called the Mayflower Compact. 400 years later a compact has been agreed by national and international partners to deliver the Mayflower 400 commemoration, with Plymouth appointed the lead for the UK.

This partnership will bring Mayflower 400 to a global audience, using events such as Illuminate and projects in education, culture, sport and business to emphasise our shared heritage and build a legacy between our communities.”

**Charles Hackett,
Chief Executive, Mayflower 400**

The Mayflower Compact Partnership

Mayflower 400 Values:

Freedom: The liberty of the individual to pursue their beliefs

Humanity: We do not discriminate, we are for everyone

Imagination: In the spirit of the Pilgrims we think big, we improvise and we innovate

Future: We always look forward, building knowledge and legacy

"Just as one small candle may light a thousand, so the light here kindled hath shone unto many"

William Bradford,
Pilgrim and Governor of Plymouth Colony



Boston Illuminate Parade



The Mayflower Pub, Rotherhithe



Key Dates



To help you plan ahead, our Waterfront and City Centre BID events are being planned well in advance for the next few years.

Keep up to date with planned events by visiting both the Mayflower 400 website: mayflower400uk.org and visitplymouth.co.uk

2017

21 December
1,000 Day Countdown Begins

2018

5-9 March
Waterfront Clean Week

12-13 May
Plymouth Pirate Weekend

1-3 June
Flavour Fest

30 June
Armed Forces Day

8-9 August
British Firework Championships

15-16 September
Plymouth Seafood Festival

29 November
Illuminate



So far, we have planned the following events. We're still working to set dates for the British Firework Championships and Flavour Fest. Remember these dates could be subject to change, check the websites for the latest information:

2019

11-15 March
Waterfront Clean Week

5 May
500 Day Countdown

11-12 May
Plymouth Pirate Weekend

June
Flavour Fest

29 June
Armed Forces Day

August
British Firework Championships

14-15 September
Plymouth Seafood Festival

November
Official National Trail Launch
Illuminate - Mayflower400
Opening Ceremony

Official Trail Launch
Launch of Atlantic Challenge
International swimming event

2020

9-13 March
Waterfront Clean Week

April
The Box Opens

May
Mayflower History Festival
Mayflower Cup
Mayflower Youth Festival

16-17 May
Plymouth Pirate Weekend

20-25 May
Festival of Sail

5-7 June
Flavour Fest

27 June
Armed Forces Day

July
The Atlantic Project
Mayflower Music Event

12-13 August
British Firework Championships

September
The Mayflower Muster
Mayflower Arts Weekender

12-13 September
Plymouth Seafood Festival

16 September
Mayflower Sailing 400 Anniversary

November
Illuminate - Mayflower 400 Closing Ceremony

Headline Events



Illuminate

Illuminate will open the Mayflower 400 commemorations in style in November 2019. Building on Plymouth's existing festival, we'll be running a high profile light inspired event held in partnership with over 20 national and international partner locations. Illuminate will also be the grand finale in for the commemoration in November 2020, providing an opportunity to celebrate our achievements over the year and set the foundations for Mayflower 400's legacy.



The Mayflower Muster

The Mayflower Muster will be a spectacular 9 day festival running across the 400th anniversary of the Mayflower's departure on 16 September 2020. It will celebrate Plymouth's diverse heritage through a range of events, including major military activity, fireworks, music, culture and sport.



Jubilee Sailing Trust

The Jubilee Sailing Trust has the only two fully accessible tall ships in the world. For nearly 40 years the JST has used the challenge and adventure of tall ship sailing to facilitate the building of stronger, more connected, resilient and inclusive communities, allowing people of all abilities to sail.

In 2020, in honour of the 400th anniversary of the Mayflower's journey, the JST will undertake a voyage from Plymouth, England to Plymouth, Massachusetts, empowering a socially inclusive crew as they sail along the Mayflower's original route, giving them the chance to experience a life changing adventure. The Trust's visit to Plymouth will be accompanied by a range of activities celebrating diversity and promoting social inclusion.



The Atlantic Project

The Atlantic Project will be a major international festival of contemporary art, bringing world-class artists to Plymouth and providing an ongoing addition to the region's events programme. Piloting in 2018, the festival in 2020 will investigate the contemporary relationship between the UK and US, using this as an opportunity to reassess Western principles such as freedom of speech, religious freedom, civil rights and the right to privacy, as well as tackling themes of colonisation, globalisation and democracy.

Trails and Houses

Plymouth City Council is investing over £5 million in trails, historic houses and associated public spaces specifically for 2020. This will deliver:

- Three bespoke trails that will guide people through Plymouth's heritage and connect the Hoe and Barbican with the Box. The BIDs will be working with partners to bring these trails to life through theatre, digital elements, artwork and other activities
- Upgrades to the Elizabethan and Merchant's Houses, bringing these stunning buildings back into public use
- Improvements to the area around the Mayflower Steps, making it a fitting space to commemorate the Pilgrim's journey
- Improvements to public spaces across the Waterfront and City Centre, making sure that Plymouth looks its best for residents and visitors



Merchant's House



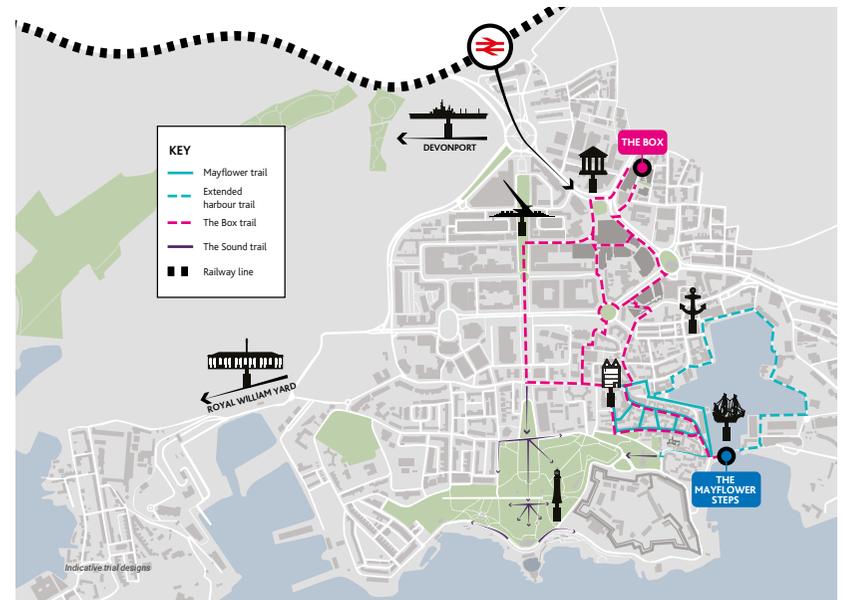
Ropewalk

The Box

The Box is a major scheme in the heart of Plymouth, a symbol for Plymouth's regeneration and a museum for the future. The Box (previously referred to as the Plymouth History Centre) will open as the flagship building for the Mayflower 400 commemorations in Spring 2020.



THE BOX



Get On Board... What Can You Do?

Many organisations are already getting on board for Mayflower 400 at a local, regional, national and international level. We're keen to hear what you can do for 2020 and how we can support you.

Join the Programme

If you run an event or would like to do something special in 2020, we'd love to work with you. Perhaps you could help the BIDs to add even more to the Mayflower 400 programme.

Joining is simple. You'll need to fill in a short form confirming that you share the Mayflower 400 Values. Once your application has been submitted and approved, it may become possible for you to use the branding to formally mark your business as part of the commemoration and advertise your activity on our website and through other forums.

Keep an eye on social media and get in touch if you've got something to add to the programme:
@Mayflower400UK
mayflower400uk.org/about/
#GetOnBoard2020

     @Mayflower400UK



Get On Board... Make a Difference

Volunteering

We're working with Improving Lives Plymouth to deliver a range of volunteering opportunities for individuals and businesses who want to make a difference for Mayflower.

A wide variety of roles will be available for individual volunteers starting in 2018, from stewarding through to beach cleans, project management and city welcoming.

Training will be included and volunteers who are able to commit consistently will be invited to a range of events celebrating their involvement and receive a bespoke memento.

Businesses are already contributing to 2020.

From 2016 over 30 organisations have been volunteering to rejuvenate local areas and offer wider support for Mayflower 400.

For more information or to get involved, visit mayflower400uk.org/about/volunteering



Clean Weeks

In addition to the monthly monitoring of the Council's cleansing services managed through the Service Level Agreements, each year the BIDs prepare the City Centre and Waterfront areas for Easter and the new tourist season ahead with an extra deep clean. This usually takes place in March and is delivered by the Council on behalf of the BIDs.

Work has been developed to attract volunteers from across the city, including businesses, their employees and local residents.

These volunteers are keen to help us make a difference and have offered their time to get involved and help to make the City Centre and Waterfront areas look the best they can.

Activities have so far included painting, litter picking and planting.

From 2018, we'll be creating annual city-wide volunteering activities to support our March deep cleans.

So far dates for the Waterfront Clean Weeks have been set:

5th – 9th March 2018

11th – 15th March 2019

9th – 13th March 2020

8th – 12th March 2021

We need you!

Get involved and get on board to prepare the city for Mayflower 400.

If you would like to take part, email us at: sarah.gibson@plymouth.gov.uk or steve.hughes@citycentrebid.co.uk

Get On Board...

Get Ready for Mayflower 400

Tip 1: Know all about it

Know how to keep up-to-date

Sign up for the latest Mayflower 400 news: Mayflower400uk.org

Keep up-to-date on Twitter by following @Mayflower400uk and #Mayflower400

Talk to your staff

Circulate our BID newsletters around your team

Host meetings with your team to discuss Mayflower 400

Champion one team member to #GetOnBoard2020 and keep the rest of the team updated

Tip 2: Get online

Makeover your website

Prepare your online presence, consider adding themed graphics to your website and create special online offers.

Social Media

Use Social Media to highlight all that your business is doing around Mayflower 400.

Use the hashtag #Mayflower400 and vary your content to capture interest.

Tip 3: Reach out to visitors

Makeover your business

It's vital that your business stands out from the crowd. Display your best gift ideas in your window, create stunning window displays and invest in improving the front façade of your business.

Offer custom gift ideas

One way to make your products more attractive as gifts to shoppers is to make up gift sets or hampers, which include a selection of your products – consider a Mayflower themed hamper.

Extend opening hours

It may be a good idea to extend your opening hours during events. This doesn't have to mean everyone working lots of overtime, but it's important to consider your busiest periods. Advertise any changes that are made to your opening times via social media, on your website, and in any marketing material so your customers know in advance.

Tip 4: Focus on Customer Service

Train your staff

Refresh your staff's skills to give the best possible customer service. Training programmes will be offered over coming months, check your BID e-newsletters for upcoming short courses.

Tip 5: Work together

Engage with your community

Working together as either business to business or as a group/community can encourage everyone to aim for the same goal and yield far greater results.

Arrange a Mayflower 400 event

Arrange a themed event, offer free gifts or special discounts. Offering a free gift when your customer spends over a certain transactional value in your store will have the power to increase your customers' average spend as many people will spend over the threshold to get a free gift.

Tell us what you're planning

Don't forget we can help promote your special event or customer offer – let us know what you're planning and we'll circulate via the Visit Plymouth website and all social media channels.

Join the Resource Bank

Make the most of the BID member offers which will be sent in your BID newsletters, also available at www.waterfrontbid.co.uk. Enjoy exclusive offers for your business. Can you offer other businesses a special product, service, or a discount?

Tip 6: Shout about yourself

Raise your profile

Try a different approach to marketing your business – sponsor an activity or an event. Look out for opportunities in your BID newsletters.

Talk to your Customers

Let them know your plans and activities – entice them back to visit again.

E-shots

Send out regular emails and newsletters to your database with information about Mayflower 400 and your involvement and special offers.

Volunteer your team

Make a difference to your local community and gain free publicity. Join an organised event near you – check out the range of activities you can choose from at www.waterfrontbid.co.uk

Further information

A range of events are taking place across the city to find out what Mayflower 400 means to you and explore ways you can get involved. Information on these events is available at: mayflower400uk.org/explore/getonboardplymouth

You can also register your interest by calling Plymouth City Council's Contact Centre on 01752 668000 or by dropping into 1st Stop.

You can keep in touch with Mayflower 400 through a range of sources including:

Mayflower400uk.org

#GetOnBoard2020

#Mayflower400

  **@Mayflower400UK**

Acknowledgements

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Plymouth City Council
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Plymouth City Centre Company Limited
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Plymouth Community Safety Partnership
Bromhead Limited
Foot Anstey LLP
Mayflower 400

If you require information in a different format – for example electronic copy or large print, please contact:

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