



Mayflower400  
Presentation to Creative Network South  
24<sup>th</sup> March 2017

*"A pilgrim is a wanderer with a purpose"* (Peace Pilgrim)

Presented by  
Peter O'Sullivan, lead for digital & apprenticeships  
With input from  
James Gough  
Director, Southampton Cultural Development Trust  
and  
Adrian Moss  
Director of Focus Business Communications  
(Southampton)

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Culture  
Southampton

## Content of the presentation

1. Updates from James Gough
  - Local, national & international 'compact'
  - Introducing the Southampton steering committee
2. Updates from Peter O'Sullivan
  - Introducing the digital & apprenticeships working group
  - Offering examples of digital media from which we are learning ...with links to these examples (via YouTube & Vimeo)
  - Introducing the apprenticeship agenda  
Challenge & opportunity
  - The coastal tourism digital skills funding opportunity
  - Accessibility & diversity
  - Call for collaboration with, & support from, the creative sector
3. Suggested reading - details in this presentation  
*"The Mayflower - The History from Beginning to End"*

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# Southampton Cultural Development Trust

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Funded by SCC, Arts Council England and both universities and supported by local business and other trusts.

- support and promote the growth of culture in the city
- act as an enabler, advocate, facilitator and co-ordinator of culture in the city
- helping to generate and coordinate long term vision and cultural strategy in the city
- facilitating major developments and landmark events
- putting arts and cultural facilities and attractions at the forefront of economic and social regeneration for the city
- advocating for culture in and for Southampton

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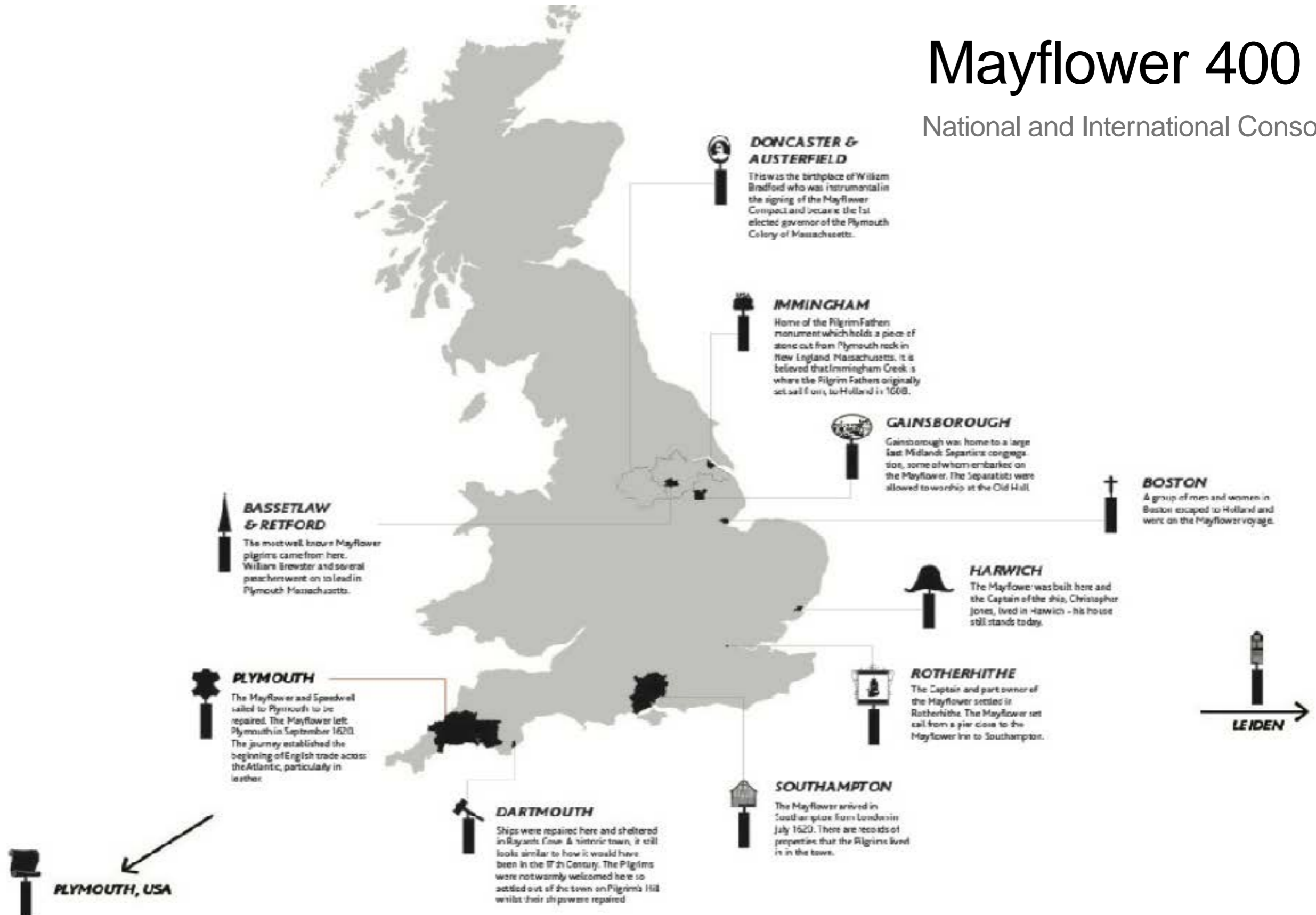
“Nobody could have predicted the huge impact the sailing of the Mayflower from our city would have on the world. It has literally changed the course of history.”

Cllr. Simon Letts, Leader of Southampton City Council

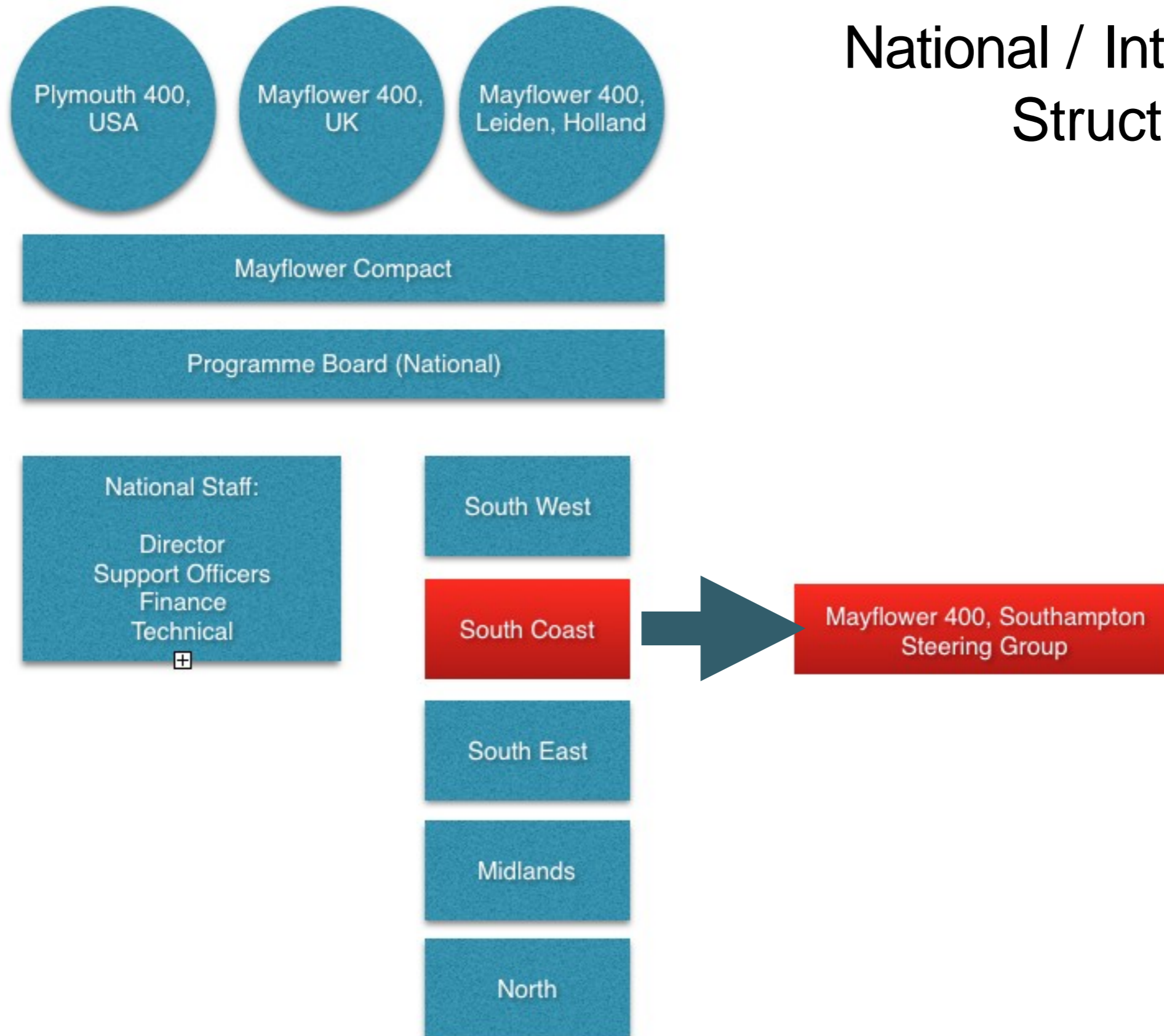


# Mayflower 400

National and International Consort



# National / International Structure



# Local Structure



## Mayflower 400, Southampton - Steering Group:

Chair: Michael Ockwell  
 SCC - Mike Harris & Craig Lintott  
 SCDT - James Gough + Mayflower 400 Project Manager (TBA)

Secretariat: Mayflower Theatre  
 Unassigned members: Cheryl Butler, Southampton Chamber of Commerce

Andrew Bateman Emma Wray Tracey Tizard	Jonty Archibald Sarah Stannard Julian Thould	Peter O' Sullivan	Michael Ockwell (Chair) See Southampton Louise Coysh Jason Horton	Jo Ash	TBC
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### Working Groups





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*“When “Live Streaming” of theatre productions was introduced, I fought against it.*

*“I saw it as a threat to our performing arts*

*“I now look forward to the day that I will be able to hologram an Opera Diva from London to the stage of The New York Metropolitan Opera”*

Peter Gelb, Director of the New York Met  
Talking in 2015 with Martha Lane Fox  
Founder of lastminute.com  
& UK government’s digital inclusion champion

## Examples of digital media technology shared by Peter O'Sullivan with CNS, 24<sup>th</sup> March 2017

Video name/description	URL (Youtube or Vimeo)
Incredible 7D hologram - Funny Vine - Whale 7D image - Vines 2016	<a href="http://www.youtube.com/watch?v=anHasqFguCM">www.youtube.com/watch?v=anHasqFguCM</a>
Trailer Titanic Requiem - Holographic opera performance	<a href="http://www.youtube.com/watch?v=BtvQvI15fto">www.youtube.com/watch?v=BtvQvI15fto</a>
Prince Charles Speaks Via Hologram	<a href="http://www.youtube.com/watch?v=wR0KuzNhfSE">www.youtube.com/watch?v=wR0KuzNhfSE</a>
Self-taught Opera Singer on the streets of Barcelona, Spain	<a href="http://www.youtube.com/watch?v=xGGo-tHO9zA">www.youtube.com/watch?v=xGGo-tHO9zA</a>
Divina Bellezza 2016 Siena (1) (Divine Beauty) / Siena Dreaming)	<a href="http://www.youtube.com/watch?v=SqdW2-5Jr38">www.youtube.com/watch?v=SqdW2-5Jr38</a>
Divina Bellezza 2016 Siena (2) – creating the Divina Belleza	<a href="http://www.youtube.com/watch?v=umSsgP2xCJs">www.youtube.com/watch?v=umSsgP2xCJs</a>
Walking through a Pharaoh Tomb - A visit combining Oculus and Mocap	<a href="http://www.youtube.com/watch?v=iAacQLEFF_Q">www.youtube.com/watch?v=iAacQLEFF_Q</a>
Augmented Reality experience at Smithsonian Museum of Natural History, Washington DC - by INDE	<a href="http://www.youtube.com/watch?v=gkLD5XkOIng">www.youtube.com/watch?v=gkLD5XkOIng</a>
Shakespeare Lives - Augmented Reality experiences (LiveAvatar and HeroMirror) by INDE	<a href="https://vimeo.com/165424723">https://vimeo.com/165424723</a>
Museums Test New Technology, Interactive Exhibits, Ellen Gameman, WSJ	<a href="http://www.youtube.com/watch?v=32pql1dod8A">www.youtube.com/watch?v=32pql1dod8A</a>
3D MODEL OF THE ANNE [Warship] – Prof Bob Stone, Birmingham University	<a href="http://www.youtube.com/watch?v=wJeoomJl7bQ">www.youtube.com/watch?v=wJeoomJl7bQ</a>
Experience the Future of Video - 360°, Augmented and Virtual Reality (FocusBiz Communications, Southampton)	<a href="http://www.youtube.com/watch?v=NSxwXouQkDY">www.youtube.com/watch?v=NSxwXouQkDY</a>
Video tour of new Staffordshire Hoard Gallery & its use of technology (Birmingham Museum)	<a href="http://www.youtube.com/watch?v=YZMI3QAExD4">www.youtube.com/watch?v=YZMI3QAExD4</a>
QR (Quick Response) Codes for Tourists in Monmouth Wales (“1st Wikipedia Town in the World”)	<a href="http://www.youtube.com/watch?v=vJQ4-YAP6r0">www.youtube.com/watch?v=vJQ4-YAP6r0</a>
The Meon Valley, A Journey of Discovery (trailer); aerial film of the Meon Valley; directed by Peter O'Sullivan; produced by FocusBiz Communications, Southampton	<a href="http://www.youtube.com/embed/2Hjc_yOYPME">www.youtube.com/embed/2Hjc_yOYPME</a>
SoCETT – Southampton Culture Enhanced Through Technology (Facebook Group launched by Peter O'Sullivan)	<a href="http://www.facebook.com/groups/1130148423717077/">www.facebook.com/groups/1130148423717077/</a>
Sound of Music - Central Station Antwerp (Belgium) - Flah Mob	<a href="https://www.youtube.com/watch?v=7EYAUazLI9k">https://www.youtube.com/watch?v=7EYAUazLI9k</a>

**NOTE:** If you watch on YouTube or Vimeo you may have to tolerate adverts; you can skip these if you want to download the videos to run on your laptop,(without adverts) use these downloader tools:  
<http://en.savefrom.net/1-how-to-download-youtube-video> or <http://savevideo.me>

If you would like the opportunity to learn more about, and/or share your experience with, these and other digital media and the opportunities they offer to the creative industry , please contact Peter O'Sullivan - [tpeterosullivan@hotmail.com](mailto:tpeterosullivan@hotmail.com) / 07710035722

# Mayflower400 Apprenticeships

Creative planning

Collaboration

Learning

Reaching out

# Work-in-Progress

- Opportunity arising from the Apprenticeship Levy
- Funding/part funding from central budgets
- Tourism, Theatre Management, Performing Arts, Textiles, Digital & Construction
- Evaluate current/potential suppliers of digital apprenticeships
  - Solent University (graduate)
  - Southampton City College
  - Itchen 6<sup>th</sup> Form College

# Potential Projects

- Construction of tourist info/display booths
- Tourist marketing and services (walking tours)
- Digital engagement & education  
(e.g. VR of City Walls/Merchants, gaming..)
- Mayflower & Nuffield Theatres
- Music performance
  - international real-time collaboration
- Event marketing/management

## AND ALSO

- We are talking with the **National Coastal Tourism Academy** on how we can support, and benefit from, the Google funding for digital skill development
- We are reaching out (with the help of Jo Ash, Southampton Voluntary Services) to gain insight into, and build our capability in, how we ensure our programme is accessible and reflects our commitment to diversity.

# What can the Creative Industry offer?

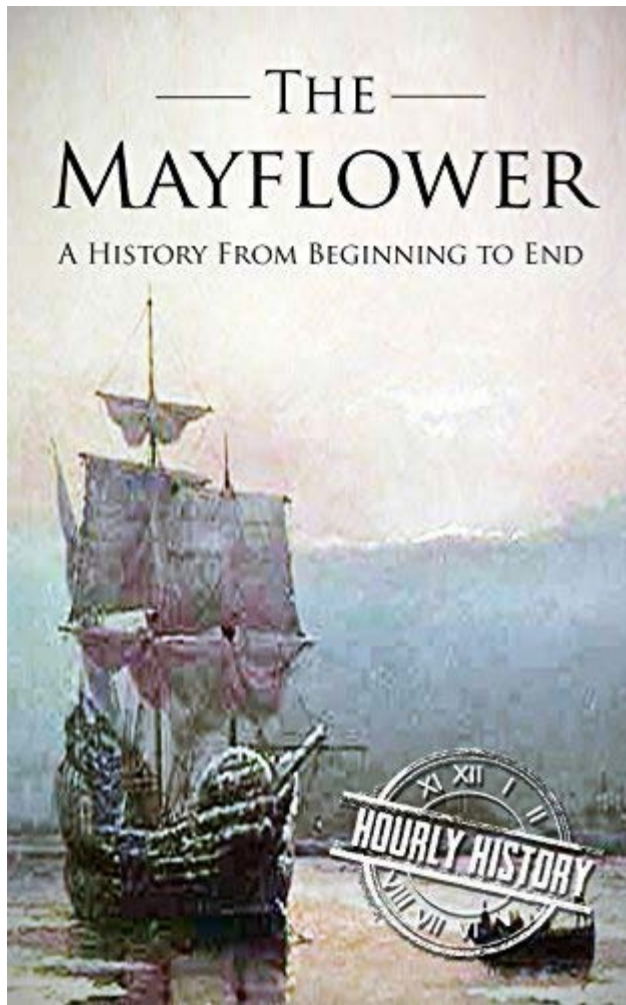
- Use Mayflower 400 as one (of several?) initiatives to create an apprenticeship capability – for digital and creative sectors
- In particular to focus on growing & retaining digital skills
- Define of industry needs (Key Skills)
- Use national/international project opportunity to showcase local talent
- Offer placement services (Central clearing/placement promotion)
- Shared placement (lead agency for employment)



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## Suggested Reading



**"*Mayflower: A History From Beginning to End*"** by Hourly History.

Published in October 2016 in paperback and as an Amazon Kindle eBook

For reading on Kindles & Kindle Apps; available on iPhones & androids

For more information on the book go to [Amazon](#)

Having discovered this book I find it very engaging, not too long (53 pages) but informative of the Mayflower story - covering the narrative, as well as the political, religious, economic & historical context; with surprising levels of details (e.g. full list of passengers and the wording of the compact)

*"The story of the Mayflower is one of adventure, courage, and destiny. The Mayflower was the ship that launched a nation. She left from England in September of 1620, carrying 102 English Separatists to a new life, one that came with the freedom to practice their religious beliefs as they saw fit.*

*These Pilgrims had the courage of their convictions. They had already potentially faced execution for practicing their beliefs and now they were willing to uproot their lives, their families, and their homes, to sign contracts of indentured servitude for them and their children - all to find what they called freedom in a foreign land.*

*You will learn about...*

*"What motivated the separatists; How Religious Upheaval Shaped American Colonization; The Ship that Launched a Nation's Future; The Contract and the Crossing; Arrival in America; Early Life in the Colonies; Pilgrims and Puritans; The Ideology that Shaped a Nation*

*"Their journey was one of courage and destiny as they forged ahead, crossing an ocean to settle in a harsh environment. They faced storms and dangerous adversaries to get to the New World. There, they built a life based on the values they held sacred, and those values would form the foundation of a new nation almost a century later.*

*"This book tells the story of their adventure in a concise yet thorough manner that is packed with historical detail and enjoyable to read."*

Start reading it now for free at: <http://amzn.eu/cxs7dS0> - ENJOY!