

# FOR SPORT, CULTURE AND LEISURE

## Pledge 83 – Make sure The Box is the biggest cultural investment in the south

**What we said we would do:** By tripling the size of our museum, we will make sure The Box is the biggest cultural investment in the south outside London. It will be big enough to tell the story of Plymouth properly for the first time. The Box will also contain a major celebration of Plymouth's Naval history, which will reflect the contribution Plymouth has made to the country and the world. We will also ensure it becomes the home to the National Figurehead Collection.

**What we wanted to achieve:** We wanted The Box to be the new home for the city's six national collections, including more than two million artefacts, archives, films and photographs. We wanted the city's residents to take it into their hearts and to feel a sense of pride in its celebration of Plymouth's stories being the world's stories too. We also wanted to put Plymouth on the map as a creative centre and cultural tourism destination, with The Box at its heart.

**What we have done:** The Box opened on 24 September 2020, only four months after our planned pre COVID-19 launch date. The venue includes eight galleries and seven exhibition spaces, plus a unique 'archive in the sky' housing the city's collections that are not on display (accessible by appointment). The Port of Plymouth gallery and flight of fourteen magnificent ships' figureheads tell the story of Plymouth's naval history and epic relationship with the oceans.

Our three day preview for Plymothians welcomed 2,285 guests (the maximum possible with social distancing). We opened to the general public on 29 September and were fully booked throughout our first week, welcoming a further 4,475 visitors. We have generated exceptional positive media coverage for the city, worth £1,089,057 and reaching 60.43 million people.

**What's next:** The Box has had a highly successful opening, even within the constraints of COVID-19. The Box shop and 'Kitchen & Bar' are already demonstrating the potential for substantial income once COVID-19 restrictions are removed. We have secured the British Art Show for late 2021 and will be presenting our next four year plan for the funding round of April 2023 to March 2027 to the Arts Council England in January 2022.

### Find out more!

For more information about The Box, visit <https://www.theboxplymouth.com/>

