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NATURAL INFRASTRUCTURE AND GROWTH SCRUTINY PANEL - PRESENTATION

Wednesday 17 July 2024

Natural Infrastructure and Growth Scrutiny Panel

9. The Box Annual Performance Review (Presentation): (Pages 1 - 16)

The Box

PLYMOUTH
CITY COUNCIL

The Box

A thriving cultural organisation

- Opened September 2020
- Millionth visitor in 2025
- £13m tourism impact
- PCC funding levers significant external funding
- 56% of budget generated from other sources in 2023/4
- £2m of earned or grant income in 2023/4

The Box

Locally loved

‘I feel that by having real life issues - such as the slave trade, diversity and women in art - contextualised in the galleries makes The Box feel fresh and forces the modern visitor to examine many issues facing art and the outside world. The Box may be a 'local' art venue, but it's not to be sniffed at. It is truly world class.’

‘This museum does an extraordinary job of linking the local to the global.’

‘I was impressed by the willingness of the curation to write of issues that matter and relate to the current world.’

‘Wonderful facility and lots of learning fun for children. Confronting serious issues facing humanity. Great rooms to inspire. Needs to have as much community support as possible as quality genuine public space is disappearing fast. This is quality with enthusiasm. Nice cafe too!’

‘Latest exhibition is awe inspiring. A great place to spend a couple of hours in an exhilarating environment.’

The Box

Nationally known

'Plymouth City centre has undergone a huge resurgence since the opening of major cultural venue The Box' iNews

'Some of the biggest names in contemporary art are coming to The Box' ITV News

'For my interests, Plymouth is a big place to come to' John Akomfrah, artist

'A slick gallery and exhibition space that has attracted over 800k visitors' iNews

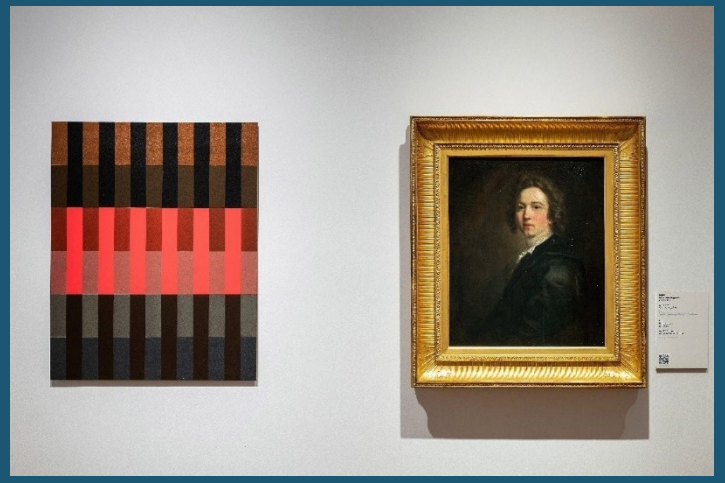
'Plymouth now the only UK place you can see world class art exhibition outside of London' Plymouth Herald

'Art enthusiasts in Plymouth are in for a treat with an international exhibition landing at The Box' Artists and Illustrators magazine

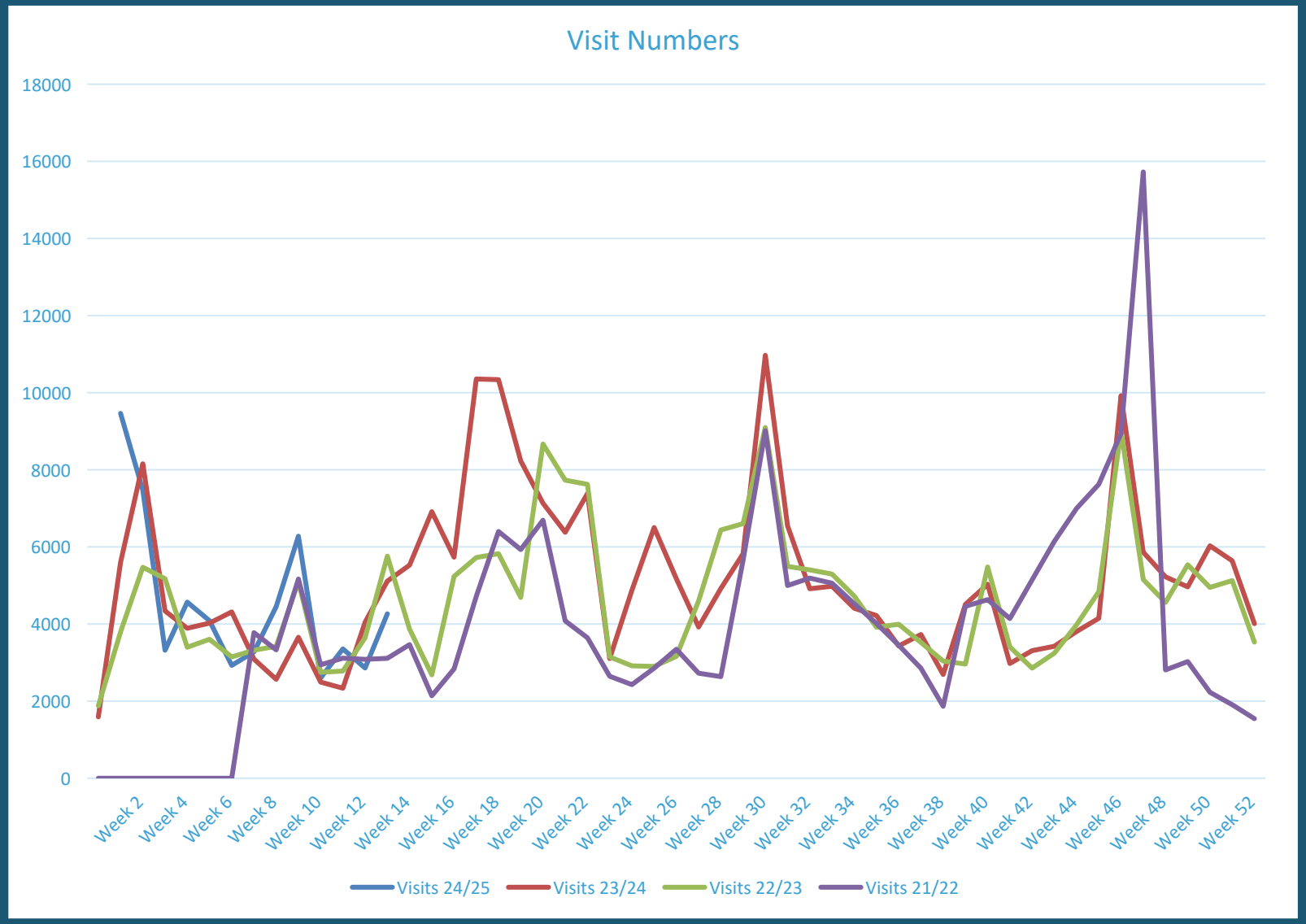
A dynamic and connected programme

The Box

- The Armada Portrait of Queen Elizabeth I
- *Reframing Reynolds – A Celebration*
- Rana Begum – *Dappled Light*
- Yinka Shonibare CBE RA – *End of Empire*
- John Akomfrah – *Arcadia*
- *Dutch Flowers* & Kedisha Coakley
- Solomon Hart Conservation in Action
- LGBT+ History Month
- *Beyond the Page*
- *Planet Ocean*
- *The Time is Always Now*



An ever-growing audience



The Box

- 820k visits to date
- Increasing year on year
- 56% Plymothians
- Every ward represented
- 30% first time, 8% first ever
- High numbers of u-25s and 65+
- Time with family/friends but also curiosity/learning

An ever-growing audience

The Box

The Box
2023-2024
Visitor Insights

VISITING PATTERN

SUMMER HOLIDAYS AND SPRING/AUTUMN HALF TERMS ARE OUR BUSIEST PERIODS, WITH SUMMER FOOTFALL GROWING YEAR ON YEAR

ATTENDANCE SPIKES AT BEGINNING OF EACH NEW EXHIBITION

89% OF VISITORS ENGAGE WITH AT LEAST ONE EXHIBITION OR DISPLAY

VISITOR FREQUENCY

1/3 (100K) ARE FIRST TIMERS

25K OF WHOM ARE NEW TO ANY CULTURAL ATTRACTION

1/3 (100K) ARE CORE REPEATERS, MAINLY RETIRED, CULTURALLY ACTIVE

VISITOR PROFILE

56% ARE PLYMOUTH RESIDENTS AND WE HAVE WELCOMED VISITORS FROM EVERY SINGLE PLYMOUTH WARD, ESPECIALLY THOSE WARDS CLOSEST TO THE BOX

WE HAVE A BROAD SPREAD OF AGES, BUT OUR LARGEST GROUPS ARE UNDER **25S** AND **65+**, THE FORMER QUITE UNUSUALLY HIGH FOR THE SECTOR

VISITOR MOTIVATIONS

SPENDING TIME WITH FAMILY AND FRIENDS IS HIGHEST

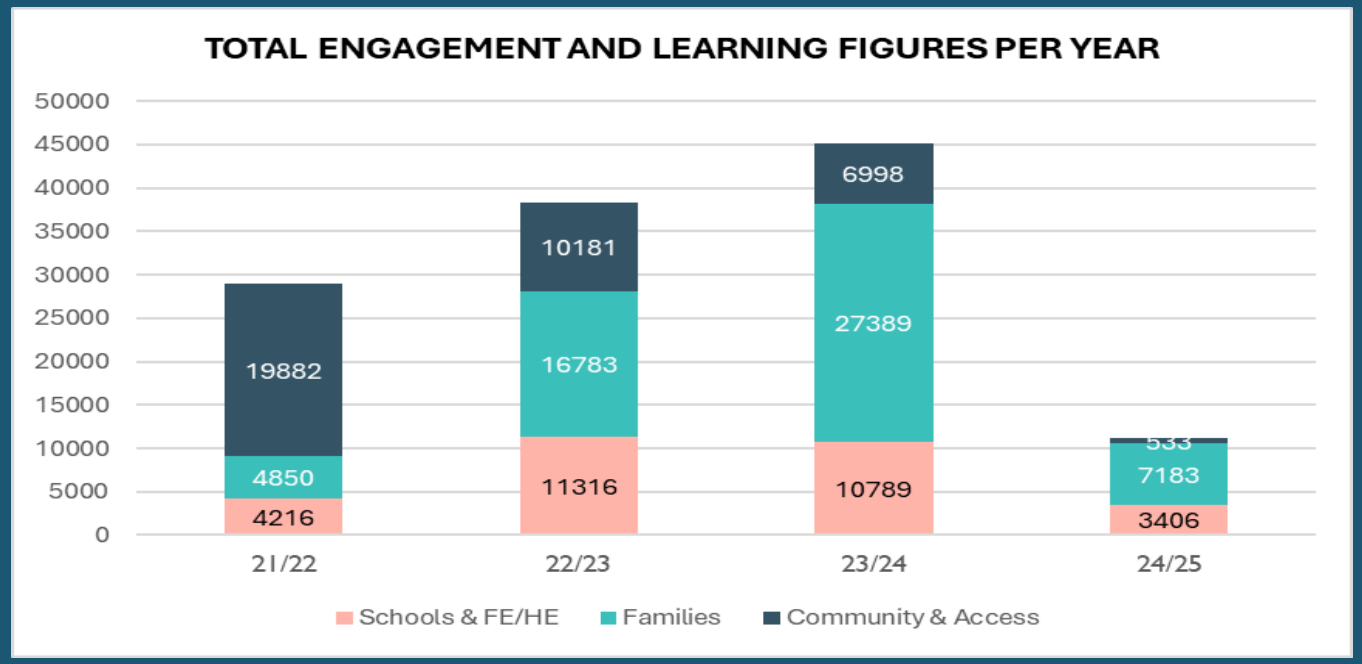
(19%)

BUT ENJOYMENT, CURIOSITY, INTELLECTUAL STIMULATION AND LEARNING ALSO HIGH, CHIMING WELL WITH THE BOX'S VISION, MISSION AND VALUES

The best outcomes for young people

The Box

- 78% of Plymouth schools have visited (26k children and young people)
- 42% of school visits from outside city
- Best Family Attraction in Devon 2024 (Muddy Stilettos Awards)
- Growth in daily participation for family activities from <100 to >1000
- 27K family visits in 2023/4
- 87k community participants



Celebrating diverse communities

The Box

- Temporary exhibitions
- Collections re-interpretation
- Events
- Culture Club
- Staff and volunteer diversification/ training

Positioning Plymouth

The Box

The Box
2023-2024
Press Coverage

EQUIVALENT ADVERTISING VALUE OVER
£5.5 MILLION

REACH OVER
247 MILLION

NATIONAL NEWSPAPER
HIGHLIGHTS

- THE INDEPENDENT
- THE OBSERVER
- THE DAILY TELEGRAPH
- THE I
- THE TIMES
- THE FINANCIAL TIMES
- THE GUARDIAN

PIECES OF COVERAGE
OVER 500

NATIONAL MAGAZINE
HIGHLIGHTS

- THE SPECTATOR
- THE ART NEWSPAPER
- AESTHETICA
- APOLLO
- ARTISTS & ILLUSTRATORS
- ARTLYST
- COAST
- THE RA MAGAZINE
- COUNTRY LIFE
- SIGHT AND SOUND

NATIONAL BROADCAST AND ONLINE
HIGHLIGHTS

- HOLD THE FRONT PAGE (SKY MAX)
- SECRETS OF THE NATIONAL TRUST (BBC)
- MY CORNWALL (CHANNEL 5)
- BBC WORLD SERVICE
- BBC RADIO FOUR
- TALK ART
- TIMES RADIO

LOCAL/REGIONAL COVERAGE
HIGHLIGHTS

- BBC SPOTLIGHT
- ITV WESTCOUNTRY
- BBC RADIO DEVON
- BBC RADIO CORNWALL
- PLYMOUTH HERALD
- PLYMOUTH CHRONICLE
- WESTERN MORNING NEWS
- PEOPLE'S REPUBLIC OF SOUTH DEVON
- MUDDY STILETTOS
- DEVON LIFE

Time Out: *'This small city is the UK's most underrated destination'*

Trip Advisor Travellers' Choice Award 2024

Digital engagement

The Box

The Box
2023-2024
Digital Impact

SOCIAL MEDIA STATS
PRIORITY PLATFORMS

TikTok

REACH
3.4M
USERS (UP BY 27%)
2.1K
POSTS

MOST POPULAR POSTS
SOLOMON HART UNROLL VIDEO
(**2,746** LIKES ON FACEBOOK AND **346** IN INSTAGRAM)

GLASTONBURY 1976
(**654** LIKES ON TIKTOK)

FOLLOWERS
41.2K
FOLLOWERS ACROSS ALL PLATFORMS

4.9K
INCREASE ACROSS ALL PLATFORMS

ENGAGEMENT
48.1K
REACTIONS AND LIKES

758K
VIDEO VIEWS
(**UP BY 458%**)

AVERAGE POST ENGAGEMENT
4.4%

WEBSITE STATS
279K USERS: **66%** ON MOBILE/TABLET AND **34%** ON DESKTOP
225K USERS FROM GREAT BRITAIN, **12K** FROM IRELAND, **9K** FROM US
122K USERS FROM GOOGLE, **17K** FROM ORGANIC FACEBOOK POSTS, **11K** FROM EMAIL
168K HOMEPAGE VIEWS
51K VIEWS TO EXHIBITION PAGES
28K VIEWS TO 'ALL EVENTS' IN OUR WHAT'S ON
24K VIEWS TO 'PLAN YOUR VISIT' PAGE
15K VIEWS OF FREE FAMILY ACTIVITIES
10K VIEWS OF JOBS AND OPPORTUNITIES
7K VIEWS TO THE BOMB BOOK PAGE

Post with most reacti...

...and it is unrolled! What a brilliant job from the team 💯 Condition checking has

2,746 likes and reactions

Post with most impre...

...and it is unrolled! What a brilliant job from the team 💯 Condition checking has

824,342 impressions

Google 4.6/5
Tripadvisor 4.5/5

Working collaboratively

The Box

The Box works with organisations locally, regionally, nationally and internationally:

- Take-A-Part
- WonderZoo
- Diversity Business Incubator
- Plympton St Maurice Civic Society
- Devon & Cornwall Refugee Support
- Eden Project
- National Trust
- National Gallery
- Tate
- Royal Academy
- British Council and Laznia, Gdansk

Enhancing our green city credentials

The Box

- Rolling programme of carbon reduction projects
- Gold accreditation – Green Tourism Awards
- Biodiversity improvements to Tavistock Place
- Wider roll out of carbon literacy training
- *Planet Ocean* exhibition highlights climate crisis in Britain's Ocean City
- Beryl bikes installed in Tavistock Place
- Recycling of exhibition materials

arc magazine Feature

Digital archiving for a greener tomorrow: decarbonisation in practice

In this article **Stacey Anderson** and **James Gibbs**, both from The Box Plymouth, look at the importance of addressing digital sustainability alongside other environmental mitigations.

This is an intriguing time for archives and records practitioners. Current worldwide issues and social movements, including COVID-19 and Black Lives Matter, have led to a focus on equity, diversity and inclusion, global conflict, displaced populations and climate emergencies. These have significantly impacted our sector's positioning and approach. The climate emergency, in particular, has prompted us to reflect on our practices, assess our carbon footprints and rethink the way we work. Mitigating climate and environmental

Certified Carbon Literate

The Box

What's next?

- Audience growth *and* depth
- Marketing and audiences strategy
- Social and economic impact
- Ambitious programme and partnership developments
- Expanding revenue opportunities e.g. catering brought in-house
- 5th anniversary year

The Box

What's next?

- JMW Turner & Ingrid Pollard
- ARTIST ROOMS - Tate: Vija Celmins
- *Broken Token*, Paul Rooney (IWM commission)
- Devonport 200
- Osman Yousefzada: *When will we be good enough*

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