

Growth and Infrastructure Overview and Scrutiny Committee



Date of meeting:	13 September 2023
Title of Report:	Update: The Box and its performance
Lead Member:	Councillor Jemima Laing (Deputy Leader, and Cabinet Member for Children's Social Care, Culture, Events and Communications)
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Author:	Victoria Pomery
Contact Email:	Victoria.pomery@plymouth.gov.uk
Your Reference:	Click here to enter text.
Key Decision:	No
Confidentiality:	Part I - Official

Purpose of Report

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The Box opened to critical acclaim in September 2020, in the midst of the global pandemic. After an initially challenging period of operation due to Covid restrictions, it is now going from strength to strength and has welcomed nearly 600,000 visits, many of whom are local residents..

This report is to update the committee on progress and performance in the 2022/23 financial year and to date in 2023/24.

Recommendations and Reasons

The committee is asked to note the report.

Alternative options considered and rejected

The input and overview of the relevant scrutiny committee is essential to maintain openness and transparency in relation to the work of the Council.

Relevance to the Corporate Plan and/or the Plymouth Plan

The development of The Box represented an ambitious vision to bring together several functions in a state of the art building. The Box is part archive, gallery and museum. It houses the city's archive and museum collections and is supported by the City Council. The Box receives revenue funding from Arts Council England (ACE) as a National Portfolio Organisation (NPO), the British Film Institute (BFI) and various other trusts and foundations.

The Box supports many agendas within the corporate plan including learning, health & well-being, tourism, place-making and economic development.

Implications for the Medium Term Financial Plan and Resource Implications:

The Box is supported by the City Council. Ongoing running costs have been factored into the annual budget planning. Considerable fundraising is undertaken to support the work of The Box and staff have ambitious targets for generating earned income.

Financial Risks

The current NPO funding lasts through until 25/26. There will be a competitive process to bid for further NPO funding in 2025.

Carbon Footprint (Environmental) Implications:

This is under constant review. Museum collections/art works require environmentally controlled spaces to preserve them for future generations. We are working with lenders and peers in the sector to reduce our carbon footprint in this regard. The transportation of art works/museum objects/artists has an impact as does that of our audiences, however the Box's overall carbon footprint was reduced by 10% in 2022/23. Beryl Bikes have now been installed on Tavistock Place and we encourage visitors to make use of public transport via our website. Environmental implications are being mitigated in exhibition design and installation by using materials that can be recycled following an exhibition.

The Box has established a Green Group, who oversee a rolling programme of carbon literacy training (a quarter of staff trained so far) and recently gained Gold Accreditation (the highest level available) in the Green Tourism Awards.

Next year, we will be presenting an exhibition about environmental issues linked to the sea and Plymouth's context.

Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:

** When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.*

H&S issues are always considered. In July 2023, The Box HSW systems, processes and practice were audited by the PCC HSW team and received an all-green rating, with no significant concerns reported.

Appendices

**Add rows as required to box below*

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable)						
		<i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Briefing report title							
B	Equalities Impact Assessment (if applicable)							

Background papers:

**Add rows as required to box below*

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable)						
	1	2	3	4	5	6	7

Sign off:

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Originating Senior Leadership Team member: Victoria Pomery.											
Please confirm the Strategic Director(s) has agreed the report? Yes - Anthony Payne Date agreed: 31 August 2023											
Cabinet Member approval: Cllr Jemima Laing - approved by email Date approved: 31 August 2023.											

The Box

Since the last Scrutiny meeting in September 2022, The Box has gone from strength to strength. 2022/23 visit figures were 246k, an increase of more than 40k on the previous year (although note this was not a full year of operation, with six weeks lost due to Covid). The cultural sector as a whole has been hard hit by the pandemic, with audience figures significantly down on pre-pandemic levels and some of the national institutions reporting a 20% decrease in visit figures. A real achievement for The Box, therefore but as a new institution, it still isn't clear what a 'normal' year might look like. Currently, we are working hard to drive new visitors to The Box whilst maintaining existing audiences. The Box offer changes on a regular basis and isn't a static offer with new displays, temporary exhibitions and a wealth of talks, workshops and events targeted at a broad range of audiences including children & young people, schools, families and local community groups.

Significant work has been undertaken to curate a programme for each of three defined seasons per annum. The current season has seen The Box deliver an ambitious Summer of Light & Colour whilst the autumn programme focuses on a theme of 'Re-visiting History'. The programme is carefully considered to provide artistic excellence and be relevant to our context. Our new vision, *Reimagining the future through the past*, drives all aspects of our work.

The Box has three dedicated marketing and communications staff. They work in partnership with colleagues across the city to promote the offer across numerous platforms and target diverse audiences through local & regional press, digital/social media and advertising. We also work with a London-based PR agency which has been beneficial in terms of our press coverage. The headline statistics for last year and the first quarter of this year are very encouraging. In 2022/23, we generated more than 650 press items with an equivalent advertising value of £5m and a reach of 187 million. The reports are attached at the end of this report.

Visit numbers

To date (20/8/23), we have welcomed 590k visits to The Box. As mentioned above, The Box had 245,987 total visits in 2022/23. 2023/24 visits to date are 108,346, against an annual target of 222,640, compared with 89,934 during the same period last year. The Box continues to attract a diverse audience, with the majority of our audiences drawn from Plymouth itself. Exhibitions such as British Art Show in autumn 2022 performed well with 80,300 visits across all four venues (72,000 at The Box) and generated local as well as regional audiences.

Findings from a snapshot survey of 800 visitors in 2022/23 indicated the following:-

- 75% of visits were from PL postcodes, which is Plymouth and its surrounding areas including West Devon and East Cornwall
- Most visits from the city of Plymouth were from St Peter and the Waterfront (10.77%), Peverell (7.69%), and Plymstock Dunstone and Devonport (both 6.92%)
- Lowest was the north of the city including Honicknowle (2.05%), Southway (3.85%) and Plympton Earle (2.05%).
- 65% of our visitors were female and 46% of visitors were 65+
- 96% of visitors were White British
- 12% were registered disabled

This year, in collaboration with Arts Council England, we have put in place a new evaluation system called Illuminate. We will be collecting a much larger sample of visitors (2500+) to give us more robust data in relation to our visitors, which we will report back to the committee in due course.

In the meantime, the snapshot survey has given us real focus in terms of working with community builders to expand audiences in the north of the city and focusing on attracting more visits from the Global Majority. We recognise that there is still more work to do in terms of understanding the barriers to access for certain audiences.

The Box has received consistently strong reviews from local and regional visitors (rating 4.5 and 4.6 on Trip Advisor and Google Review respectively). A broad public offer complements the programme with everything from talks to tours, live music to yoga, life drawing to silent discos.

Audience comments on the summer shows include:

- *Excellent curation. Really good commentary drawing on broader contexts and highlighting issues related to gender, class and ethnicity. Timeline particularly insightful.*
- *Insightful information and beautiful paintings. Came in not knowing what to expect and was pleasantly surprised. Exhibited very well.*
- *The paintings were very well arranged, each piece complemented its companion beautifully. Begum's work too was very well arranged amongst Reynolds' portraits.*
- *Paintings are astonishing and presentation beautiful. Really liked the Rana Begum interpretations. Excellent assistance and information from the staff*

A Cultural Learning Centre

Learning and Education is at the heart of our vision and our programme of events and activities engages with children and young people in formal education, families, community groups and students in Further and Higher Education.

Since opening we've supported 22,204 visits from children and young people through our schools programme as well as activities tailored to everyone from early years to older people to underserved communities which have reached over 66,978 people. We run a regular programme of free family activities, including special sessions for Early Years, and free workshops during the school holidays.

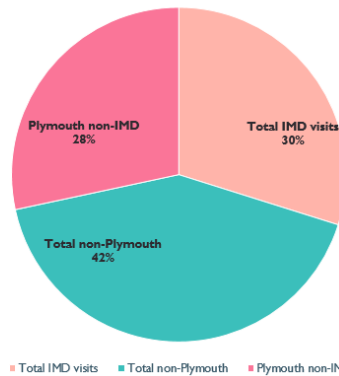
Our curriculum-linked schools programme offers sessions from EYFS to FE/HE including bespoke projects in partnership with national institutions such as the V&A. 93% of teachers surveyed rated the school sessions as Excellent or Good. We asked teachers "Would you recommend or visit The Box again? If so, why?" They told us:

- *Yes. The workshop was fantastic and it was also great to have time to look at the other exhibitions.*
- *I certainly would. The attention our class received was wonderful, we have been very well looked after.*
- *Yes, it covers a lot of our NC objectives and allows children to think about the local area.*
- *Yes, definitely a brilliant hands-on learning experience.*
- *Yes, beautiful building, friendly staff, great service and amazing workshops*
- *Very well organised, completely relevant to our History enquiry, helpful and very well informed educators.*
- *Absolutely! We came for four hours but it just wasn't enough time to see everything. A huge amount on offer and the pupils absolutely loved it!*



School workshops have reached children across all of the wards in Plymouth, including a significant number of sessions delivered for schools within the most deprived wards. (See pie chart showing school visit figures for 23/24 below broken down by 'high IMD ward', 'non-IMD ward' and 'non-Plymouth')

ALL VISITS - IMD, OTHER PLYMOUTH WARDS AND NON-PLYMOUTH



Over 10,111 people have taken part in our families activities alone since April 2023 and we are experiencing a busy summer holiday season. Free creative drop-in activities for families include gelli-plate printing, yoga and mindfulness, science experiments and natural dye workshops bringing our Summer of Light and Colour to life for families. One family wrote to tell us:

I wanted to thank everyone at the Box today for a fab afternoon out. My friend took my son and hers (both 6 years old) to the drop in activities and it is all they have talked about! We then all walked around together as: two 2 year olds, two 6year olds, two mums and Grandma came too. Just completely fantastic. Thank you so much to the team. We shall see you again! X



Additional activity for families includes work with the Fit N' Fed programme as well as in partnership with Take A Part supporting families experiencing food insecurity.

Our learning programme supports people experiencing challenges in their lives with tailored wellbeing activities. We will be expanding our work for people living with dementia and their carers this autumn thanks to funding from Clare Milne Trust. In addition, we deliver a range of regular activities to support wellbeing including mindfulness sessions and craft activities for people experiencing isolation and loneliness.

We are committed to amplifying marginalised voices and breaking down barriers to access and inclusion. We are currently working with a group drawn from the Global Majority to consider how we open up The Box to a more diverse audience. They are feeding ideas about interpretation, communication and collections development into future planning.

Earned and Fundraised Income

The Box has ambitious earned and fundraised income targets and has worked hard to drive income and diversify our funding base during this period. In 2022/23, we achieved £429,830 of commercial income against a target of £433,834 and £1,930,974 of fundraised income against a target of £2,053,505 (note decrease in latter due to the carryover of an element of our ACE NPO grant). We also successfully applied to HMRC for exhibitions tax relief to the value of £267k.

The Box's popular shop generates the highest proportion of commercial income. Despite the cost of living crisis, we met retail targets in 2022/23 and have achieved 24% of our annual target in the first four months of 2023/24 (Q3 is the highest earning quarter so this is on track). During this period, we have significantly expanded the number of high profit own-brand items, celebrating elements of the city's collections. We have developed our partnership with Make South West, increasing the number of high quality prints, ceramics and jewellery from local artists and makers. We have also grown the number of items available for under £5, reflecting the current financial climate. During the second half of 2023/24, we are undertaking a full review of the retail offer, with input from peers and audiences.

Venue hire and catering also contribute to the achievement of earned income targets. The Box's catering offer is contracted to SW firm Fosters, consisting of The Box Kitchen & Bar, The Little Box on Tavistock Place and events catering. Venue hire has been a particular success story during this period, with our efforts to drive bookings resulting in a full diary in the run-up to Christmas this year and 50% of our income target achieved in the first four months. Our reputation as a 'wow factor' venue with excellent customer service has meant many local and regional companies and organisations have booked or re-booked with us for their annual dinners, Christmas parties and significant meetings. We have already hosted, for example, the SW Business Council's annual dinner for 150 people, a campaign launch for Trevi House and Arts Council SW's annual regional networking event at The Box and a Mollywood (Mumbai film industry) shoot at Smeaton's Tower, along with sixteen weddings.

We have brokered innovative partnerships with local suppliers to drive trade to The Little Box and earlier this year, launched The Bazaar, a monthly world food market on Tavistock Place in collaboration with Diversity Business Incubator, which brings in up to 1.5k visitors.



We have also stepped up our fundraising efforts during this period, with excellent results. The Box made a successful application to ACE to retain its National Portfolio Organisation status for the period 2023-2026. This was a hugely competitive process and we are very grateful to Arts Council and colleagues at the Department for Digital, Culture, Media & Sport for their ongoing support. ACE funds The Box to the tune of £1.2m per annum to support revenue costs.

In addition, we have secured significant funding from the British Film Institute and several other trusts and foundations including the Freelands Foundation, Art Fund, National Heritage Lottery Fund, Clare Milne Trust and Esmee Fairbairn Collections Fund.

Partnerships & Collaborations

Partnership and collaboration is vital for our long term sustainability and The Box has a number of significant strategic partnerships in place locally, regionally, nationally and internationally. The Reynolds exhibition, for instance, had academic input from staff at the University of Plymouth. We also built a partnership with the Plympton St Maurice Civic Society to mark the 300th anniversary of Reynolds in July 2023. The Weston Loan fund supported the costs of transporting some of the major loans including works from the National Trust, Tate, Barber Institute and National Maritime Museum. We worked with the Mead Gallery at the University of Warwick to bring the Dappled Light exhibition to The Box and the first ever female President of the Royal Academy, Rebecca Salter, came to Plymouth to open the summer season.

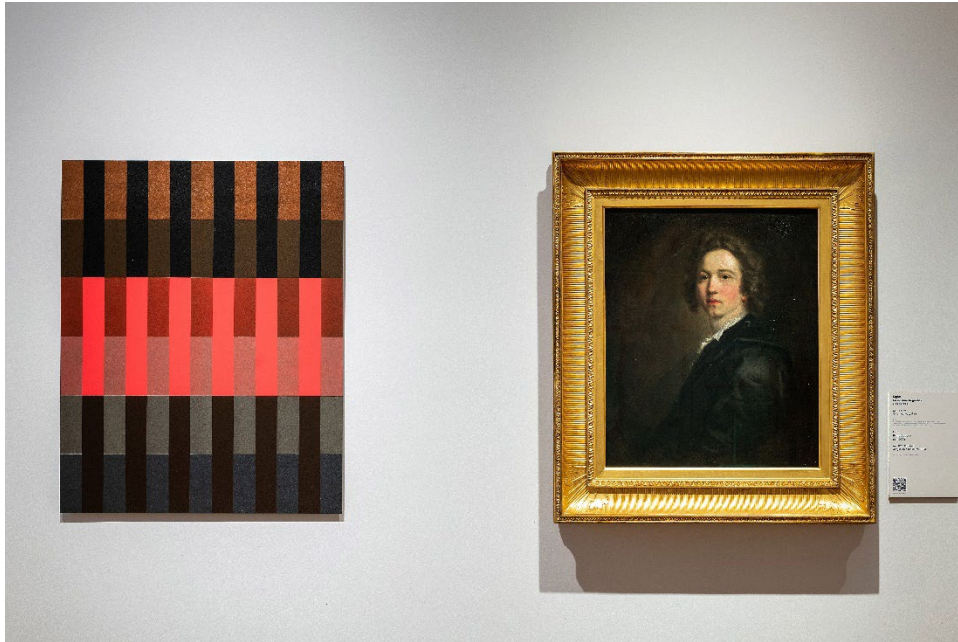
Other notable partnerships include our relationship with Jeremy Deller and the National Gallery's project, The Triumph of Art; British Council & British Council Poland; MK Gallery, Tate and National Portrait Gallery.

The Box Programme

22/23 brought a varied offer to The Box including contemporary and historical art as well as museum and archive displays. Highlights included British Art Show 9 in autumn 2022 and Making a Mark; Drawings from the Cottonian Collection in spring 2023. The Cottonian Collection is a nationally significant collection gifted to the city in 1852. The Making the Mark exhibition showcased around 50 drawings from this collection including work by Bernini, Rubens and Rysbrack. It coincided with a schools drawing competition and an area of the gallery became a Drawing Room for visitors to create their own works.



The 23/24 programme is very ambitious with a series of seasons in place starting with the Summer of Light and Colour in June 2023 comprising an exhibition of Reynolds and work by Rana Begum. Reynolds was born in Plympton 300 years ago and was instrumental in the establishment of the Royal Academy, he went onto be its first President. Rana Begum (b1977) became a Royal Academician in 2019. She was asked to respond to Reynolds' work and rose to the challenge creating three new paintings inspired by three Reynolds portraits in The Box collection. These were installed side by side and offer new interpretations on both artists.



In the autumn, the focus shifts to notions of revisiting history. In 2018 The Box commissioned John Akomfrah to make a new film work. The resulting research has culminated in *Arcadia*, a five-screen projection which will be shown for a period of six months at The Box. Subsequently Akomfrah has been selected to represent Britain at the next Venice Biennale in 2024.

Dutch Flowers on loan from the National Gallery in their 200th Anniversary year will be shown in St Luke's. This exquisite exhibition explores the development of Dutch flower painting from its beginnings in the early 17th century to its blossoming in the late 18th century, featuring some of the finest examples of Dutch flower paintings from the National Gallery's collection. It includes works by Ambrosius Bosschaert the Elder, Rachel Ruysch and Jan van Huysum.



Dutch Flowers on display at the National Gallery

At the same time, contemporary artist Kedisha Coakley has made a series of new works in response to the Dutch Flower paintings which she first saw many years ago and inspired her to become an artist. Coakley's work investigates the relationships between horticulture, the slave

trade and colonialism. Her exquisite small-scale sculptures are displayed alongside her wallpaper designs.

In spring 2024, we will be presenting *Beyond The Page: South Asian Miniature Painting and Britain 1600 to Now*. This exhibition brings together a selection of historical and contemporary works. Britain has some of the largest holdings of historical miniature paintings in the world, indeed the Cottonian Collection at The Box includes 18 Mughal miniatures. This exhibition developed in collaboration with MK Gallery will look at the legacy of the historical works on contemporary practice.

The Box

2022-2023
Press Coverage

EQUIVALENT
ADVERTISING
VALUE
OVER **£5MILLION**



REACH OVER



187MILLION

PIECES OF
COVERAGE OVER

650



NATIONAL NEWSPAPER HIGHLIGHTS

- THE TIMES
- THE SUNDAY TIMES
- THE DAILY TELEGRAPH
- THE I
- THE FINANCIAL TIMES
- THE GUARDIAN



NATIONAL MAGAZINE HIGHLIGHTS

- ART QUARTERLY
- ARTREVIEW
- ARTLYST
- ARTISTS AND ILLUSTRATORS
- APOLLO
- BURLINGTON CONTEMPORARY
- COAST
- THE LADY
- MUSEUMS ASSOCIATION
- MUSEUMS AND HERITAGE ADVISOR



LOCAL COVERAGE HIGHLIGHTS

- PLYMOUTH HERALD
- PLYMOUTH LIVE
- PLYMOUTH CHRONICLE
- WESTERN MORNING NEWS
- BBC RADIO DEVON
- BBC SPOTLIGHT
- ITV WESTCOUNTRY
- DEVON LIFE



REGIONAL COVERAGE HIGHLIGHTS

- TOTNES TIMES
- TAVISTOCK TIMES
- SOUTH HAMS GAZETTE
- HERALD EXPRESS
- NORTH DEVON GAZETTE
- CORNWALL VOICE
- BBC RADIO CORNWALL
- BBC RADIO SOMERSET



The Box

2022-2023
Social Media

PRIORITY PLATFORMS



FOLLOWERS

34.2K

FOLLOWERS ACROSS
ALL PLATFORMS

5.3K

INCREASE ACROSS
ALL PLATFORMS

REACH

3.4M

USERS



2.9K

POSTS

ENGAGEMENT

> **53.2K**
REACTIONS AND LIKES



> **135K**
VIDEO VIEWS



> POST ENGAGEMENT
INCREASED BY **25%**



MOST POPULAR POSTS



WE ARE
TWO TODAY

194

LIKES ON
FACEBOOK

NPO FUNDING
ANNOUNCEMENT

344

LIKES ON
INSTAGRAM

WOULD
YOU WEAR A
CORNISH KILT

1,738

LIKES ON
TIKTOK

TOP MENTION

PROF. ALICE ROBERTS

403K

FOLLOWERS

TOP NEW FOLLOWERS



HISTORIC
ENGLAND

→ **248K**

FOLLOWERS

BRITTANY
FERRIES

→ **48K**

FOLLOWERS

MARIAM KHAN –
ACTIVIST AND
JOURNALIST

→ **35K**

FOLLOWERS



The Box

2022/23

A Year in Review

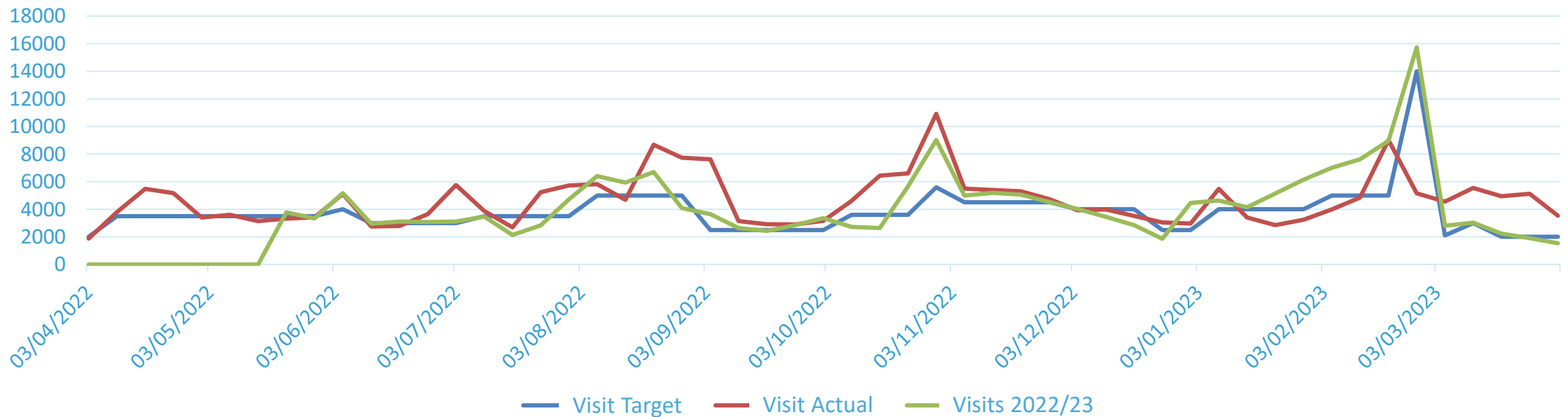


The Box Visits

- **Total visits 2022/23 – 245,987**
- **Forecast visits – 200,000**
- **% Variance – 23% above target**

20/21 total	33,153
21/22 total	203,010
22/23 total	245,987
Running total	482,150

The Box - Visit Numbers 2022/23



The Box Programme 2022/23

- Another Crossing: Artists Revisit the Mayflower Voyage
- Breaking the Mould
- Dress Code: Fashion Stories from the Box
- Zadie Xa: Long ago when tigers smoked
- Because the Night Belongs to Us
- George Shaw: The Local – From Coventry to the world
- Maurizio Anzeri: On the Move
- British Art Show 9
- Hannah Quinlan & Rosie Hastings: Portraits
- Making a Mark: Dazzling Drawings from the Cottonian Collection
- People & Place: Art Collection Showcase
- Sue Williamson: Between Memory and Forgetting
- The Armada Portrait of Queen Elizabeth I
- Pele and Vicente Football Shirts



The Box Retail

- 349 items in stock £5 or under
- Make South West partnership developed with maker products on main display in our retail space, a featured display case curated by Make SW and meet the maker sessions trialled
- Expanded ranges in response to our decolonisation work and to increase representation within retail
- 106 bespoke product with plans to double in 2023/24



The Box Venue Hire & Events

Highlights of 2022/23:

- 3 silent discos
- Busking at The Box
- Live Music including Wille and the Bandits
- Closing party *Because the Night Belongs to us*
- STEM themed Halloween event
- Live music from The Arts Institute students
- Artist talk with George Shaw
- In Conversation with Sue Williamson & Quinlan and Hastings
- Bi-weekly bitesize talks in galleries
- Behind the Scenes tours
- Breakfast with Santa

Some hosted events –

- Trevi House
- Babcock
- University of Plymouth
- Devon Chamber of Commerce
- University of Exeter
- Theatre Royal Plymouth
- Vistry
- Plymouth Manufacturers Group
- The Nautical Institute
- Bright Solicitors
- Go South West
- Plymouth Live
- HeyDay Events



The Box

Family programme

British Art Show 9

BAS9 Opening Weekend – 97 (1 day)

BAS9 Big Draw – 208 (1 day)

BAS9 October Half Term – 880 (7 days)

BAS9 Christmas Workshops – 448 (3 days)

Holiday Family Workshops

Child participants – 5364

Adult participants – 4219

Estimated Explore More - 7000

I Wonder Sessions

Child participants – 750

Adult participants - 710

Tell me a Story

Free story time sessions every Friday including holidays



The Box Schools

Formal learning sessions - **169**

Formal learning participants - **6468**

Self-guided school participants - **4095**

British Art Show 9 schools outreach – **150**

Mission Mammoth - Partnership with Building Plymouth, Arts University Plymouth and Royal Institute of British Architects

2022 was 6 schools with 325 students. 2023 scheduled to be even better with 12 schools and 448 students.

DesignLab Nation – Partnership with The V&A

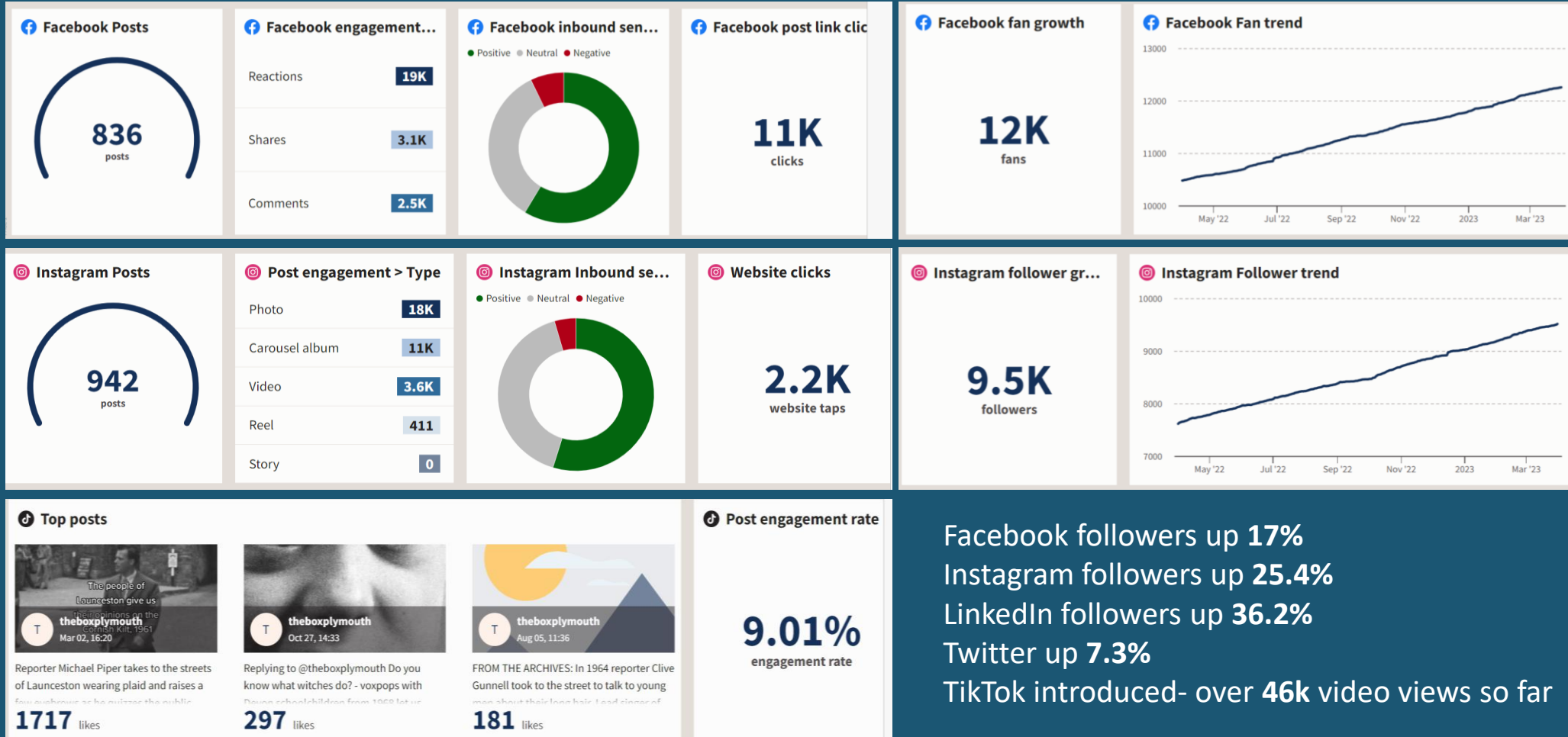
Since 2021, The Box has been taking part in the Victoria and Albert Museum's (V&A) National Schools Programme, DesignLab Nation, which aims to inspire the next generation of designers, makers and innovators. This year's design challenge sees over 75 students (across three Plymouth schools) responding to a design challenge entitled *Abandon Ship* exploring how abandoned vessels can be deconstructed, reused and recycled. Industry partners on the project include Princess Yachts and the FabLab at Arts University Plymouth.

ARTiculation – partnership with The National Gallery

The Articulation Prize is a nationally acclaimed annual event designed to promote the appreciation and discussion of art. The competition seeks to engage 16-19-year-old students with art and build their confidence to deliver a ten-minute presentation about a work of art, artefact or architecture of their choice. Discovery days (heats) are held at The Box every year with the winner of the South West regional heats competing at the grand finale at the National Gallery in London.



The Box Social Media



Facebook followers up **17%**
 Instagram followers up **25.4%**
 LinkedIn followers up **36.2%**
 Twitter up **7.3%**
 TikTok introduced- over **46k** video views so far

The Box Image and Film Service

166 image requests
180 archive film requests

Channel 4 – Sea footage, Torcross, surfing
BBC – Glastonbury Festival & Bath footage 1970s


Prints (Online)

Here you can find a lovely selection of images from our collection that range from oils, photographs, watercolours, and pottery.

Each order is printed to order on 250gsm Image Impact paper with delivery direct to your door for your personal display.

Please note that the original artworks vary in size and will not be cropped or distorted and as such the image may have a border.

SORT BY Best selling 161 products



Fish Sale on a Cornish Beach
from £12.95



BBC Sign in Home News Sport Weather iPlayer

NEWS

Home Cost of Living War in Ukraine Climate UK World Business Politics Culture Tech

England Local News Regions Devon

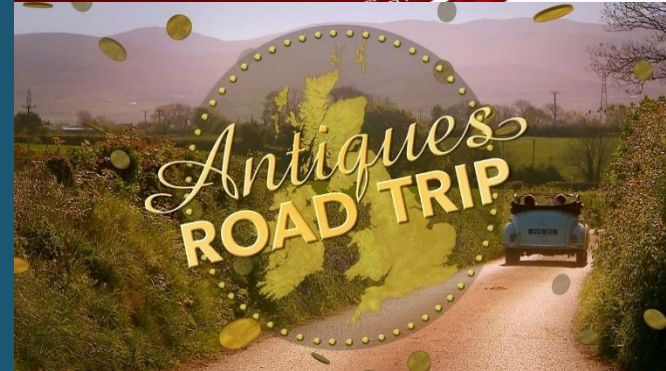
Campaign to bridge the Tamar inspires Plymouth exhibition

21 March



GETTY IMAGES

The Tamar Bridge was opened in October 1961



The Box

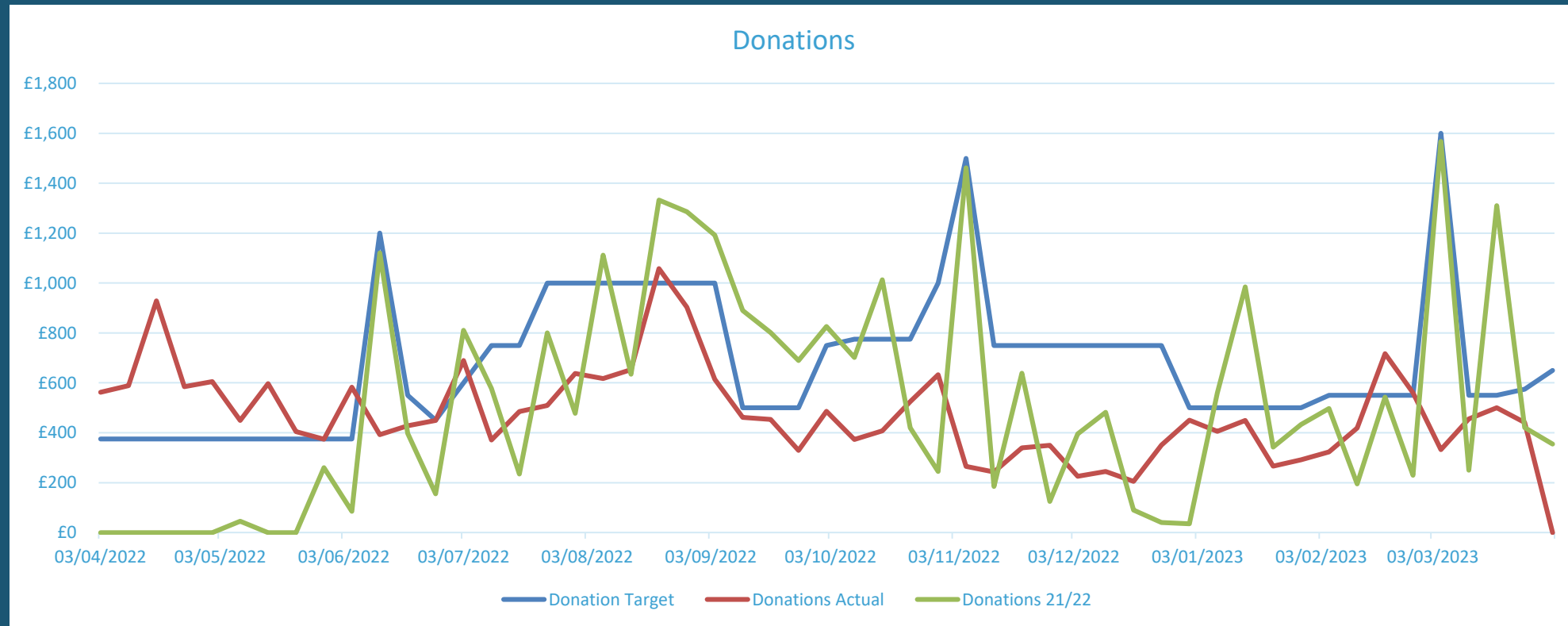
Archive and Collections

- **1613** collection enquiries
- **3049** objects/archives retrieved for research
- **1074** onsite researchers
- **127** hours of footage digitised
- **288** images scanned
- **409** of collection volunteer hours
- **11** objects acquired and accessioned



The Box Donations

- Total donations received - **£25,155.88**
- Donations spend per visitor **10.2p**



The Box Smeaton's Tower and Elizabethan House

Smeaton's Tower



Tickets	Number
Adult	6599
Child	4069
Family & Friends	1183
Concessions	1326
Free	366
Total	13543

Elizabethan House



Tickets	Number
Adult	705
Child	638
Family & Friends	127
Concession	130
Free	123
Total	1723

PLYMOUTH

heritage

PASS

VISIT THREE HISTORIC VENUES FOR ONE PRICE!

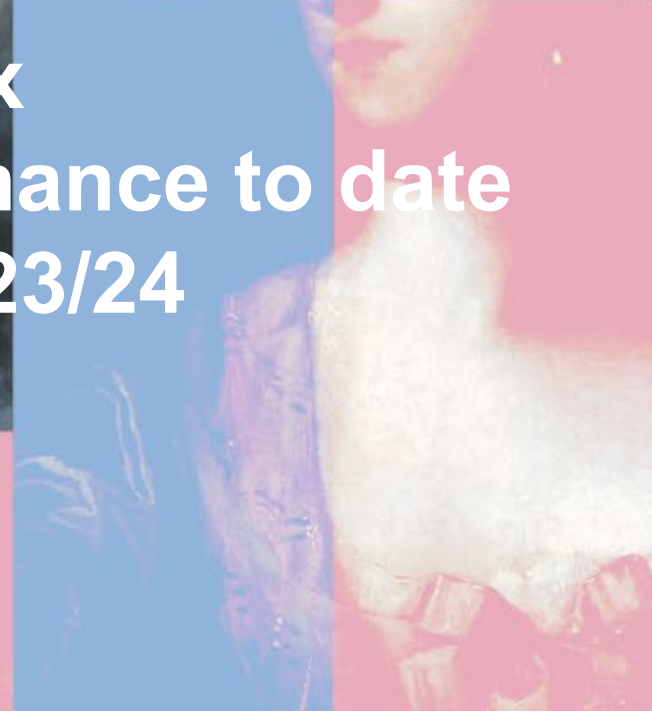
ELIZABETHAN HOUSE · SMEATON'S TOWER · THE MAYFLOWER MUSEUM

Historic England | The Pilgrim Trust | PLYMOUTH | HERITAGE FUND | THE BOX

The Box



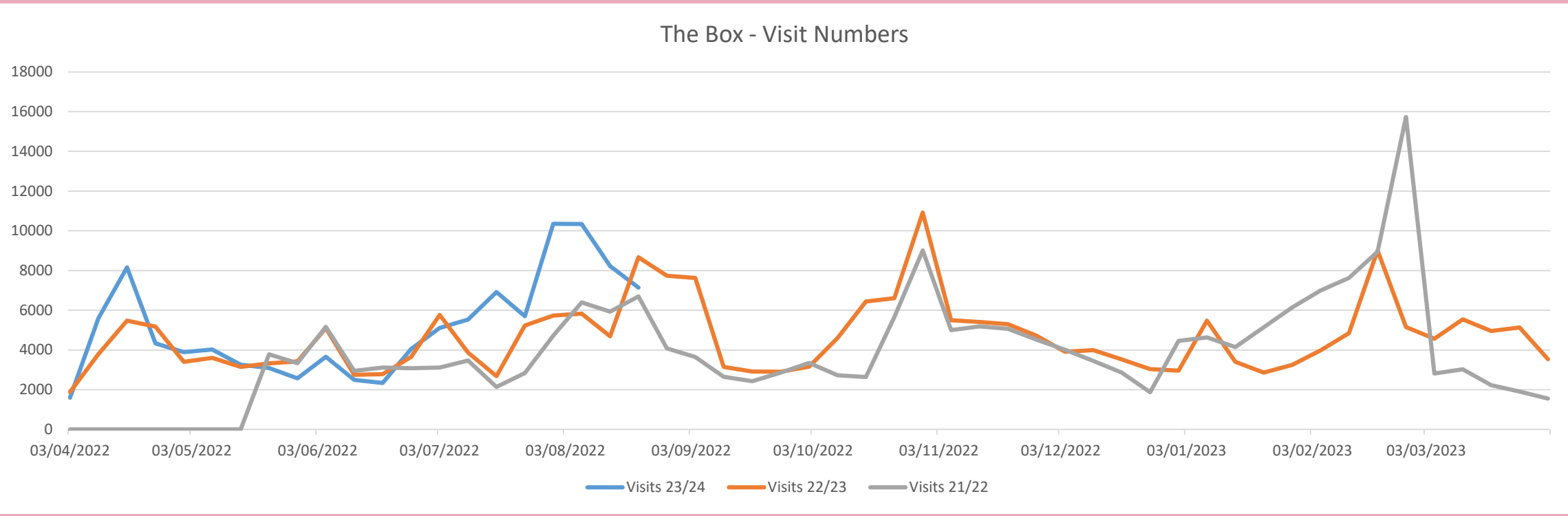
The Box
Performance to date
Aug 2023/24



Visits to date (20/08/23)

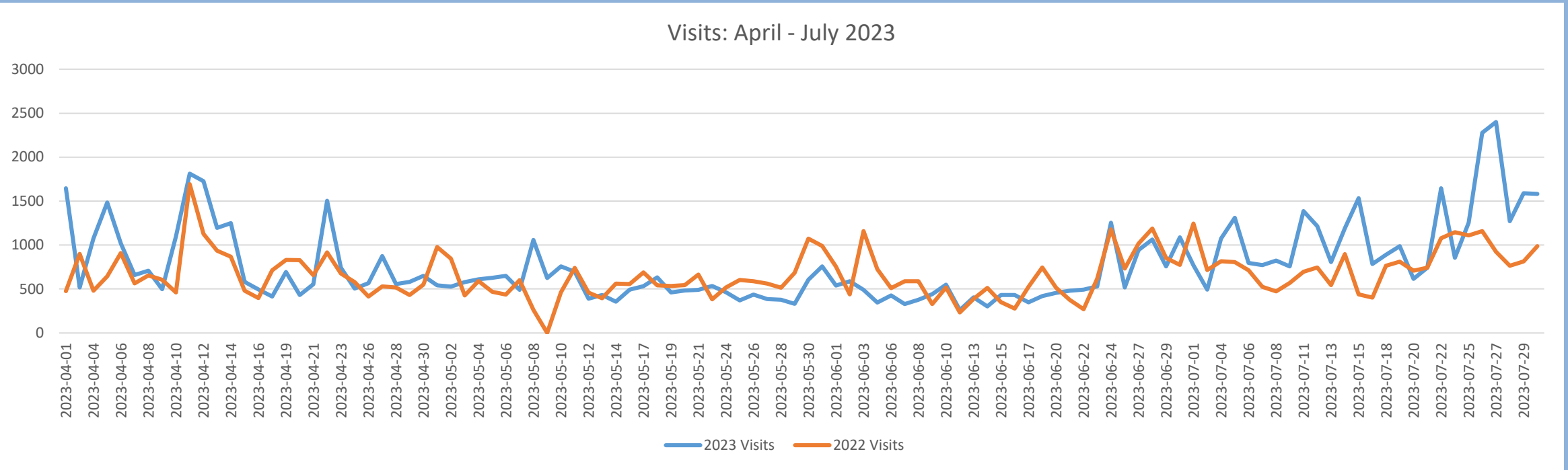
- Total visits YTD 2023/24 – 108,346 (89,934 - 2022)
- Target visits – 222,640
- % YTD – 48.6% attendance target

20/21 total	33,153
21/22 total	203,010
22/23 total	245,987
23/24 total	108,346
Running total	590,496



Visits by day (ave)

Monday BH – **757.25** (1097H / 331L)
Tuesday – **789** (1812H / 405L)
Wednesday – **913** (2277H / 302L)
Thursday – **767** (2401H / 377L)
Friday – **705** (1270H / 390L)
Saturday – **855** (1646H / 348L)
Sunday – **591** (1581H / 260L)



Audience engagement: learning

- Formal learning sessions - 62
- Formal learning participants – 1,888
- Self-guided school visits – 1,387
- Free creative drop-in sessions – 84
- Creative drop-in participants – 10,956
- I Wonder pre-school participants - 474

Sample projects

- 70 students from Stuart Road Primary took place in The Wild Escape in partnership with Art Fund
- DesignLab Nation saw 77 year 7-10 students from three local schools take part in a creative collaboration with the V&A
- Mission Mammoth welcomed 448 students from 11 local primary schools and home educators



Audience engagement: media coverage

The Box

Q1 2023-2024
Press Coverage

EQUIVALENT ADVERTISING

VALUE

£2,197,869



REACH

76,292,618



PIECES OF
COVERAGE OVER

98



**NATIONAL NEWSPAPER
HIGHLIGHTS**



- THE DAILY TELEGRAPH
- THE EVENING TELEGRAPH
- THE TIMES
- THE TIMES ONLINE
- THE GUARDIAN ONLINE
- THE OBSERVER

**NATIONAL MAGAZINE AND
ONLINE HIGHLIGHTS**



- THE ART NEWSPAPER
- ARTREVIEW
- ARTLYST
- ARTISTS AND ILLUSTRATORS
- APOLLO
- THE SPECTATOR
- THE ROYAL ACADEMY MAGAZINE
- MUSEUMS AND HERITAGE ADVISOR
- DISCOVER BRITAIN
- YAHOO! UK AND IRELAND

**LOCAL COVERAGE
HIGHLIGHTS**



- PLYMOUTH HERALD
- PLYMOUTH LIVE
- PLYMOUTH CHRONICLE
- WESTERN MORNING NEWS
- BBC RADIO DEVON
- BBC SPOTLIGHT
- ITV WESTCOUNTRY
- PCC NEWSROOM

**REGIONAL COVERAGE
HIGHLIGHTS**

- DEVON LIVE
- CORNISH GUARDIAN
- BBC RADIO CORNWALL
- MUDDY STILETTOS



Income generation: commercial

Retail

- 24% of annual income achieved in first four months; on track to achieve annual target
- Plan to double amount of high-margin bespoke items by year end, including greetings cards, stationary and keepsakes
- Expanding partnership with Make South West to increase presence of local makers' work

Venue Hire

- More than 50% of annual income target for venue hire achieved within first four months of financial year
- Growth in use of our sites for corporate events, weddings and commercial filming across The Box and Smeaton's Tower

