



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

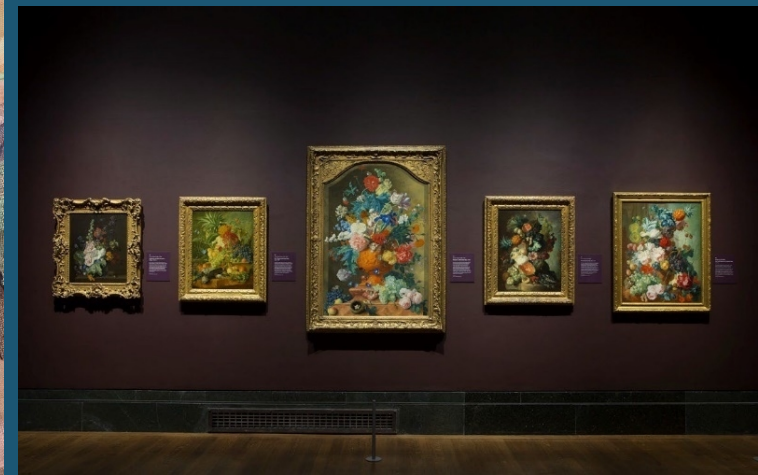
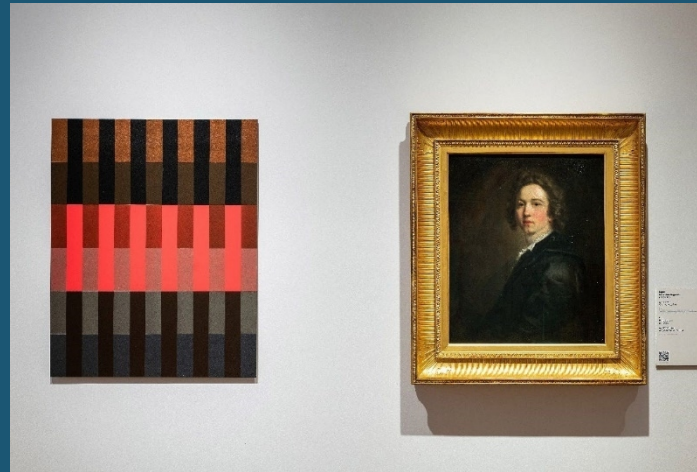
The Box



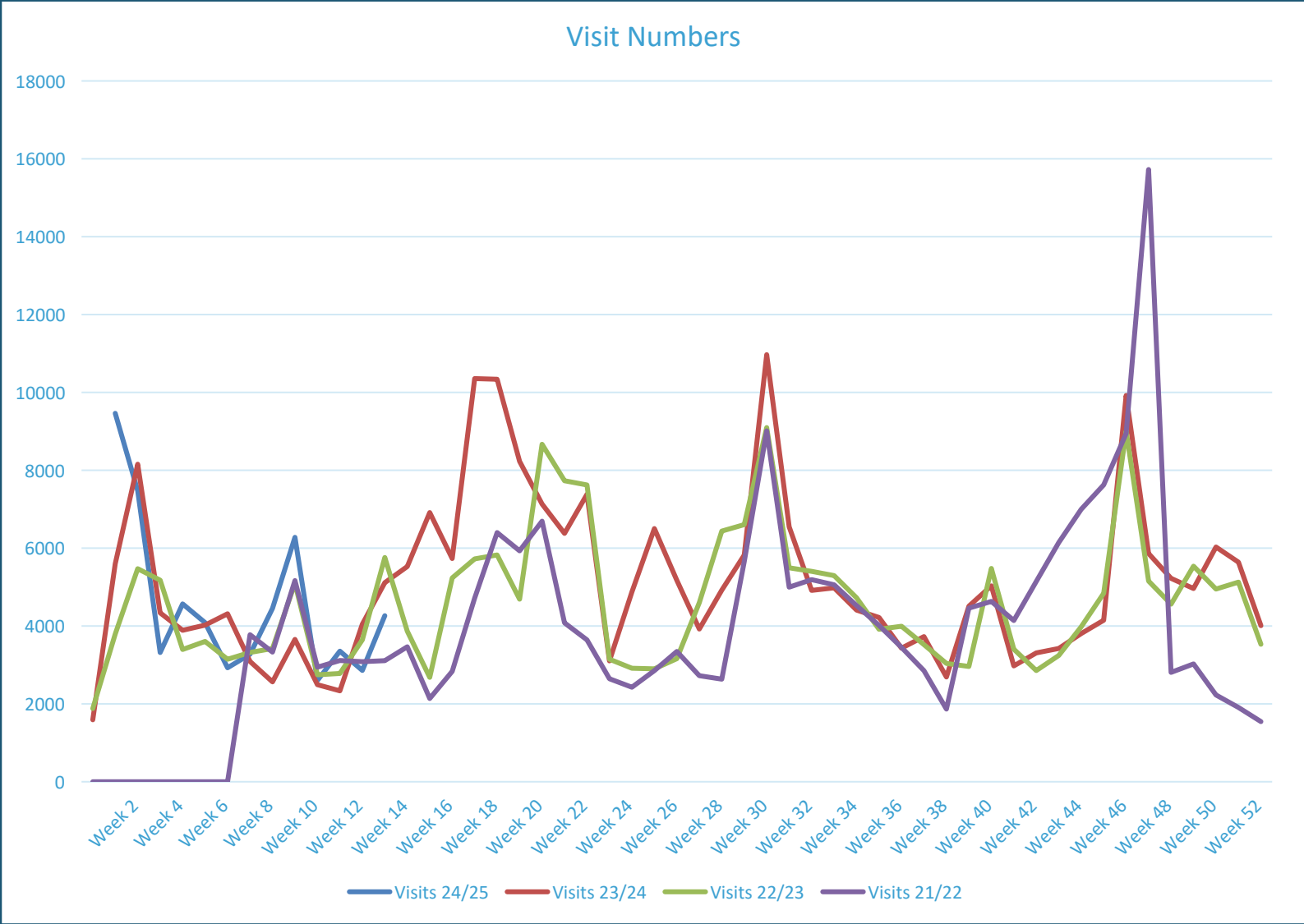
A dynamic and connected programme

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%)

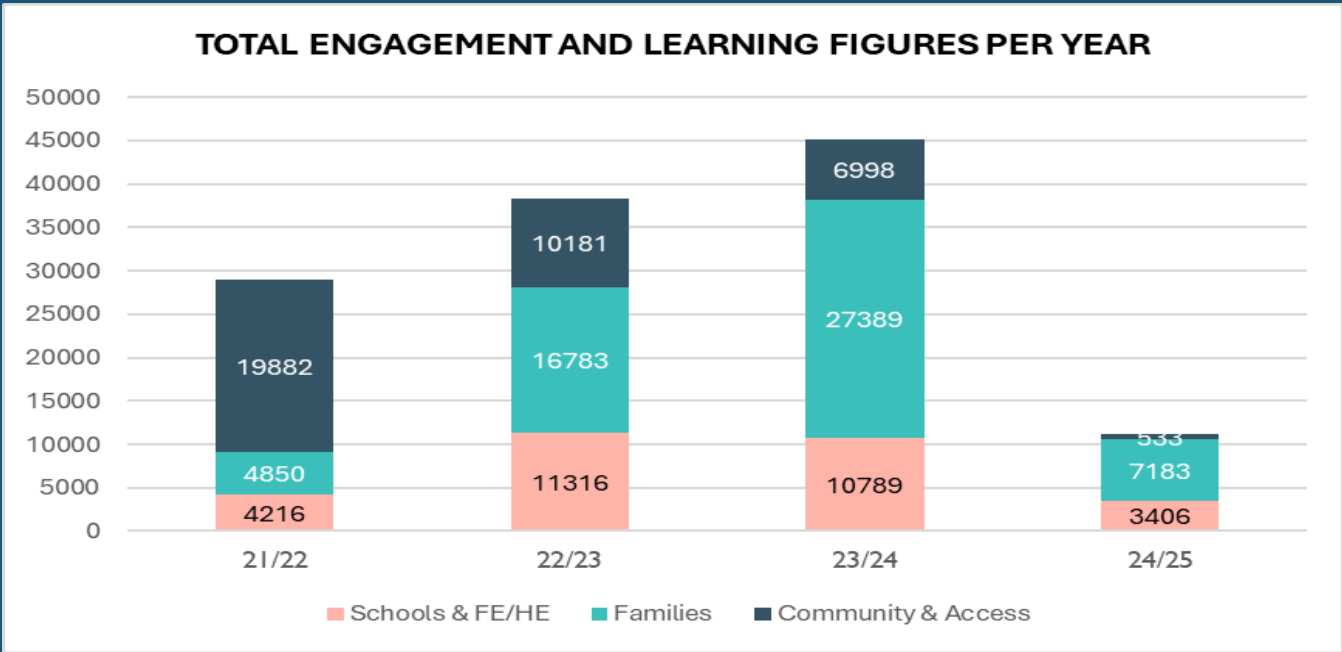
BUT ENJOYMENT, CURIOSITY, INTELLECTUAL STIMULATION AND LEARNING ALSO HIGH, CHIMING WELL WITH THE BOX'S VISION, MISSION AND VALUES



The best outcomes for young people

- 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 Stiletto Awards)
- Growth in daily participation for family activities from <100 to >1000
- 27K family visits in 2023/4
- 87k community participants

The Box



Celebrating diverse communities

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



Positioning Plymouth

The Box

2023-2024
Press Coverage

EQUIVALENT ADVERTISING
VALUE OVER

£5.5
MILLION



REACH
OVER
247
MILLION

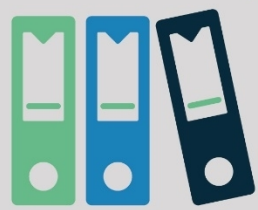


NATIONAL NEWSPAPER HIGHLIGHTS

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



PIECES OF COVERAGE



**OVER
500**

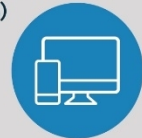
NATIONAL MAGAZINE HIGHLIGHTS

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



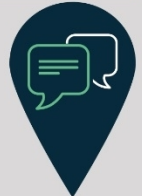
NATIONAL BROADCAST AND ONLINE HIGHLIGHTS

- 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



The Box

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



FOLLOWERS

41.2K
FOLLOWERS ACROSS
ALL PLATFORMS

4.9K
INCREASE ACROSS
ALL PLATFORMS



REACH

3.4M
USERS (UP BY 27%)

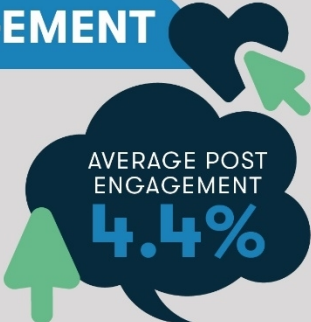
2.1K
POSTS



ENGAGEMENT

48.1K
REACTIONS
AND LIKES

758K
VIDEO VIEWS
(UP BY 458%)



AVERAGE POST
ENGAGEMENT

4.4%

MOST POPULAR POSTS

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

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



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
now begun on Solomon Hart's Lady Jane

2,746 likes and reactions



Post with most impre...



...and it is unrolled! What a brilliant job
from the team 🐞 Condition checking has
now begun on Solomon Hart's Lady Jane

824,342 impressions

Google 4.6/5

Tripadvisor 4.5/5

Working collaboratively

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

The Box



Enhancing our green city credentials

- 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

The Box



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



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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