



The museum of fun and entertainment

A flavour of Showtown

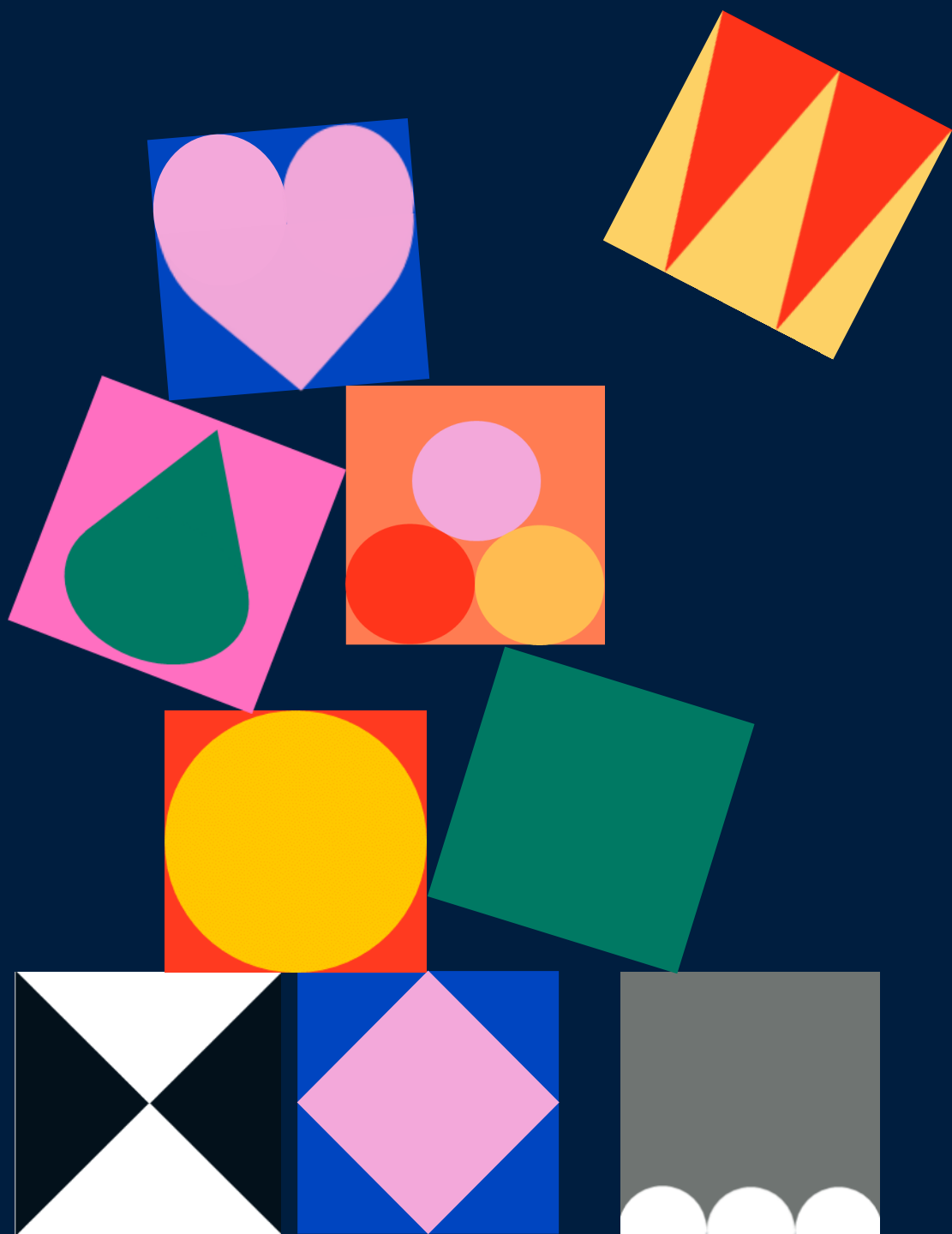
- **Blackpool's first museum:** A national centre celebrating Britain's popular entertainment heritage
- **A major family friendly visitor attraction:** Fun, innovative and immersive.
- **A key addition to Blackpool's visitor offer:** Showtown aims to welcome over 200,000 people a year
- **Pride and celebration** - FREE visits to Blackpool residents; Annual pass for visitors.
- **Venue for new activities:** Changing exhibitions and events programme for locals, visitors, professional performance networks and corporates.



Showtown's key features

- Mix of displays, audio-visual presentations and interactives.
- Over 800 3d and 2d objects, presented physically and digitally from Blackpool collections and major national partners including the V&A.
- Stories brought to life by our Cast & Crew – scripted performance and improv.
- Extra content through events and activities and online resources including NFC tags which will also signpost Blackpool's History Centre.
- State of the art temporary exhibition gallery and learning suite
- Changing exhibitions exploring Blackpool and entertainment themes



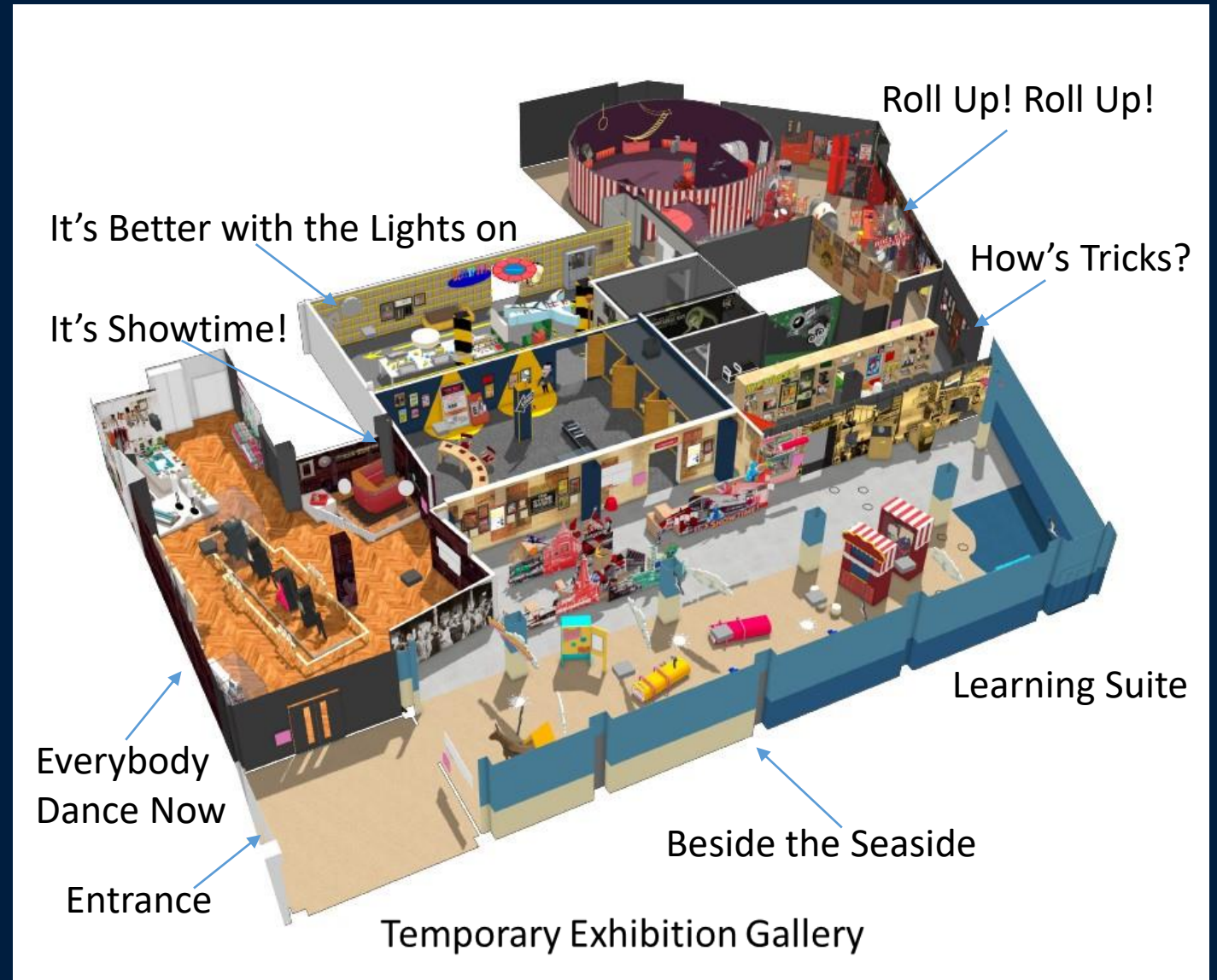
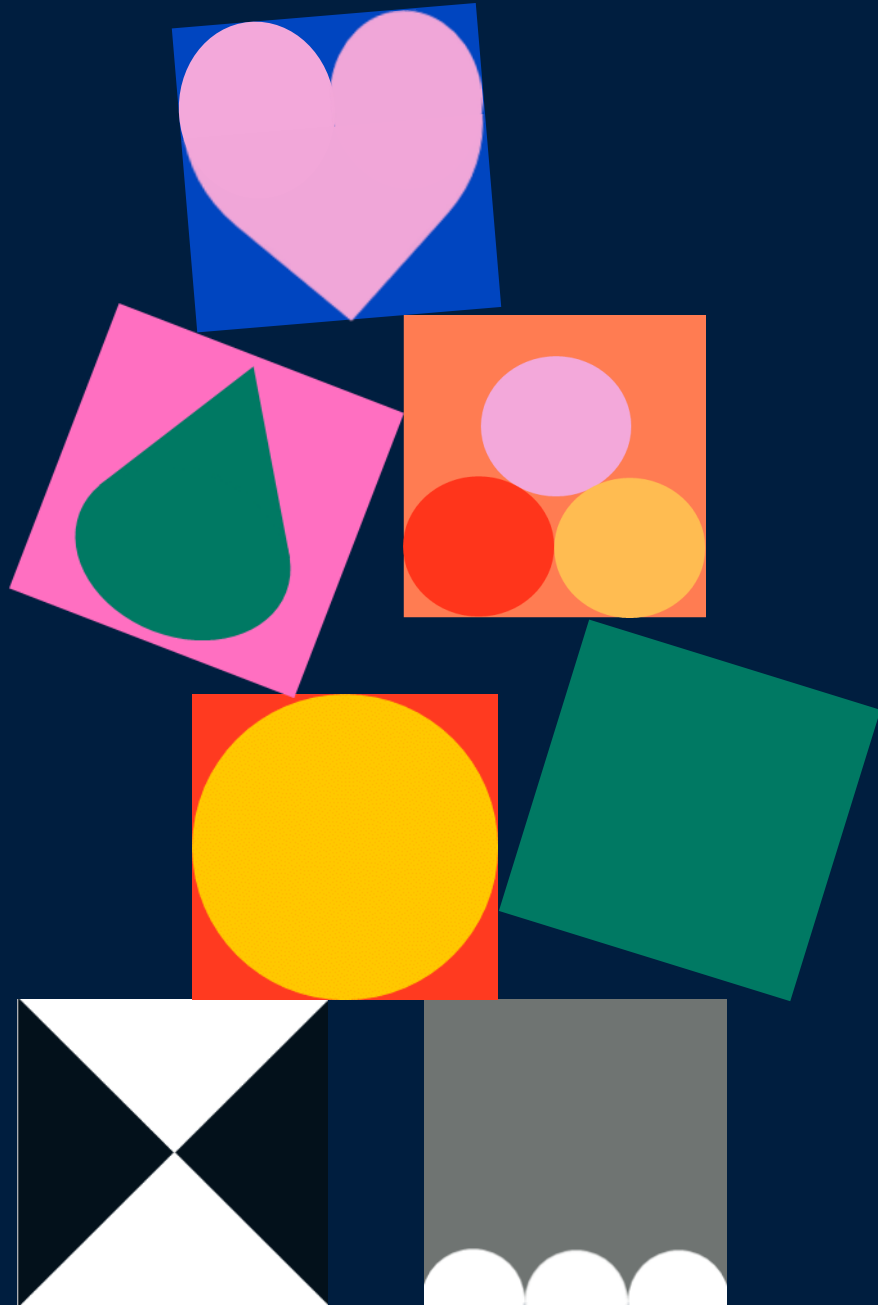


Our gallery key themes

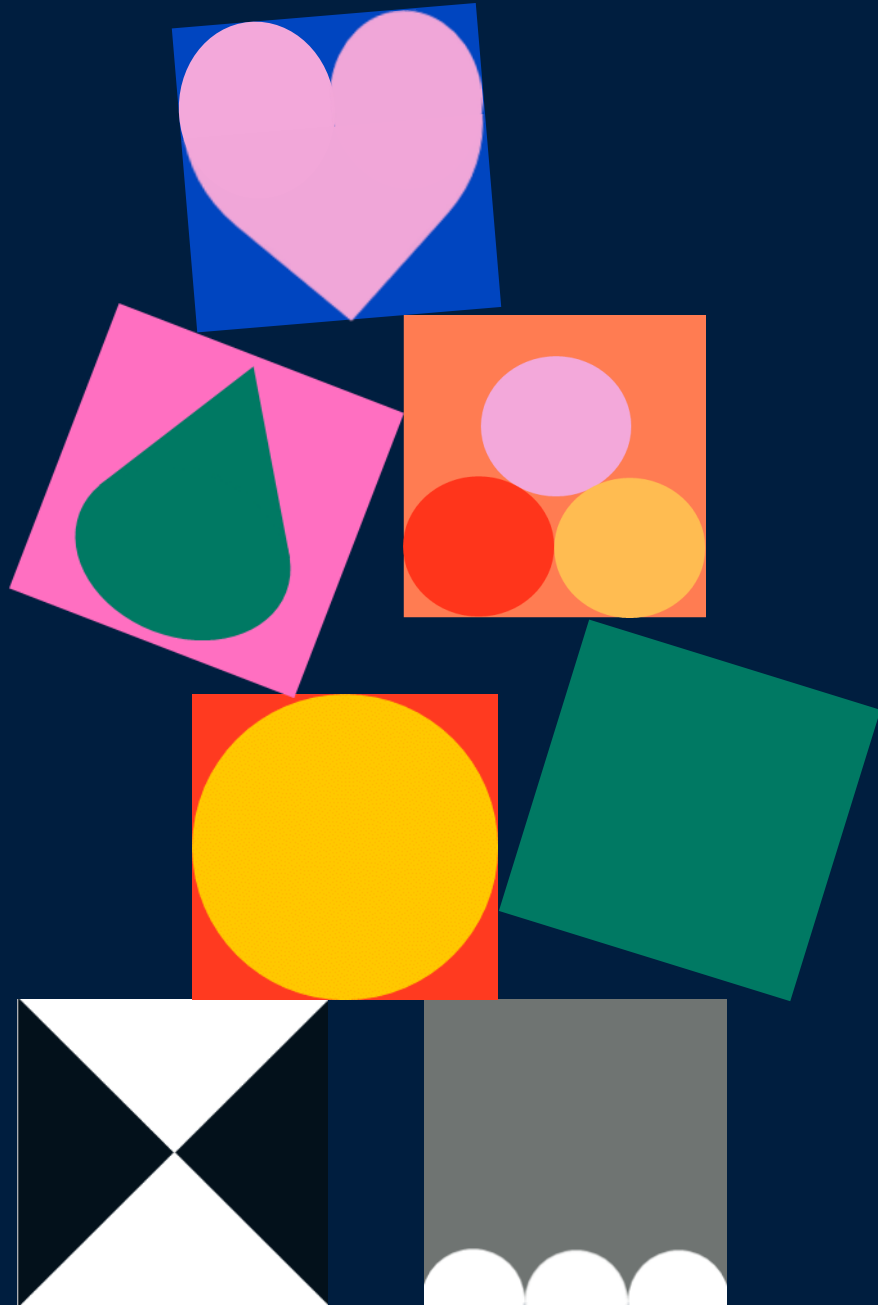
- Beside the Seaside
- How's Tricks
- Roll Up! Roll Up!
- It's Showtime
- It's Better With the Lights On
- Everybody Dance Now

Historically based interactive displays
energised further by our Cast and Crew

Birds' eye view!



Roll Up! Roll Up!



Additionally for Blackpool

- **40 new full-time jobs** including **20 training places** for local people
- Developing our **Cast and Crew** – for returning and developing performers in Blackpool with ongoing mentoring and support.
- Operated by **not for profit** charitable trust – BH&MT
- Links into the **wider community** and deliver on its **social impact pledges**
- Net additional visitor expenditure in Blackpool **£14.65m per annum**
- Offer an **unusual corporate hospitality venue** and offers **wider hospitality content for Blackpool venues**
- Additional community and creative platform for **Blackpool's Cultural Strategy.**

Funding support – a huge thank you

This is a £13m capital project led by Blackpool Council. Major funds include:

- £4m from the National Lottery Heritage Fund (NLHF)
- £4m from the Northern Cultural Regeneration Fund
- £1.5m from Lancashire Enterprise Partnership Growth Deal
- £1.75m from the Coastal Communities Fund
- £75,000 from the Wolfson Foundation
- £150,000 from Garfield Weston Foundation
- £2,750 from V&A Purchase Grant Fund

BlackpoolCouncil



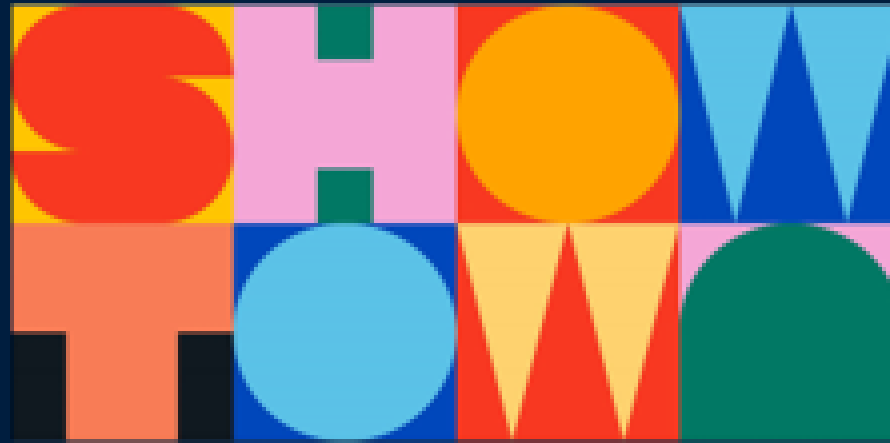
Opening March 2024 - please get involved:

TRADE

- Ambassadorial & Cheerleading
- Partnering – promotions and campaigns
- Trade Tickets – direct sales opportunities
- Preview events & Blackpool Season Launch

BLACKPOOL & FYLDE COAST BUSINESSES

- Ambassadorial & Cheerleading opportunities
- Corporate Membership & Team events
- Sponsorship opportunities
- Laugh, Think, Play – CEO / MD Leadership Development Programme



Please get in touch

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