

Derby Ram Trail Executive Summary

The Derby Ram Trail (DRT) was a spectacular free discovery trail, featuring 30 unique ram sculptures that brightened the streets of Derby between 27 May and 25 August 2021, brought to the city by [Derby Museums](https://www.derbymuseums.org/), in partnership with [Wild in Art](https://www.wildinart.co.uk/) and Derby’s [Cathedral Quarter Business Improvement District (BID)](https://www.derbycathedralquarter.co.uk/cq-bid/). The DRT is estimated to have attracted close to 120,000 visitors during its three-month run, including Derbyshire locals and visitors from across the UK and fundraised for Derby Museums’ Endowment, helping build organisational resilience to secure the city’s heritage for future generations.

Launched alongside the opening of the Museum of Making, the trail was one of two huge projects run simultaneously by Derby Museums, a relatively small organisation that can be credited for leading on these two principle culture and leisure initiatives as the country unlocked in May 2021.

The DRT encouraged people to get back into the city, to explore new areas, support local businesses and alongside the opening of the Museum of Making, placed Derby Museums in the vanguard of the immediate recovery of the city centre from Covid. The trail also importantly brought joy and smiles to the many people who took part:

* **It was universally well received** - over 90% of people rated the DRT as ‘brilliant’ or ‘very good’.
* **Great public engagement -** an estimated 32,075trail maps were picked up by visitors, downloaded from the website or circulated via the Derby Telegraph.
* 7,840 Ram Trail ‘apps’ have been downloaded.
* Over 4,050 children from 21 schools took part in the Schools Mini Ram Trail competition.
* **It drove footfall to and around the city** - over 50% of people have visited Derby more than once to complete the trail, some more than four times!
* Over 50% of people said the trail encouraged them to visit parts of the city they had not been to before and over 70% said that the trail had encouraged them to consider another visit to Derby.
* The trail inspired 44% of the survey respondents to plan another visit to Derby. Many would love to see future trails in Derby.
* **It boosted the economy** - over 75% of people have reported spending more than £10 in the city on their visit. With an average spend of £35 per group, it is estimated that the trail contributed £1.4m to the local visitor economy.
* **It also boosted the profile of the city** locally, regionally and nationally - the trail featured in 103 media outlets with an estimated total audience reach of 228,719,722. This included a total estimated audience reach of 118, 749, 507 for national and international (print and online) outlets, 19,986,000 for broadcast (national and international) and 89,898,057 for regional (print and online).
* **It helped bring the community together -** thirty-two sponsors and 28 artists (14 of whom were East Midlands based) worked on the project, helping Derby Museums bring the trail to Derby.
* **Fourteen volunteers** gave an incredible **285 hours** to the project.
* **It raised crucial funding -** at the end of the trail, the 30 rams were auctioned off by TV personality and auctioneer Charles Hanson, helping raise an impressive £344,172 towards Derby Museums’ Endowment through the project.

Taking place in the summer of 2021, the trail was launched as the country was emerging from a national lockdown, at a time when visitor confidence was low and there was a great deal of uncertainty around planning events. Additional safety measures had to be put in place for the artists and sponsors involved, and the mini ram competition had to take place while schools were closed and pupils were home-schooling, in line with Government guidance.

Despite this, the DRT was incredibly popular and a huge success, achieving its original aims to raise the profile of Derby Museums, increase visitor dwell time and repeat visits, and to bring a trail to Derby that engaged residents and engendered civic pride.

Derby Museums offers its thanks to all of the sponsors, artists, funders, schools, organisations, individuals and volunteers who came together to bring the Derby Ram Trail to Derby.

   