



# Rocket Round Leicester

10 week trail and interactive programme

19<sup>th</sup> July – 26<sup>th</sup> September 2021



Leicester  
City Council



# Background

RRL is a spectacular public art event that will connect businesses, artists and the community through creativity and innovation.

40 giant uniquely painted rocket sculptures will transform Leicester streets, parks and open spaces to create a free interactive art trail where you can collect rewards and offers.

Accompanying the trail will be 10 weeks of themed activities for the public to participate in.

Rocket Round Leicester will form a pivotal part of the city's post-pandemic economic recovery.





# Benefits to the city

- £6million in revenue to the local economy
- Over £7,000 in media coverage for LCC
- Growth in tourism with 300,000 visitors to the city
- Engagement of over 9,000 school children and young people through a shared Learning Programme
- Create social media engagement of over 2 million
- 1 million interactions with the trail app
- £300,000 raised for charity

\*Based on interactions and visitors numbers from trails that have been previously held in other cities pre-Covid 19

# Positive associated benefits



- Raising LCC's profile in the city
- Giving LCC direct access to new audiences
- Facilitate new key stakeholder relationships
- Enables the city to recover and enhance economic, cultural and social benefits
- Creates an opportunity for people to participate in city centre activities that are Covid-19 safe
- PR exposure and increased brand awareness
- Pride within our city



# Cost Breakdown

Item	Total Cost	LCC Support
Rocket Production and Premises	£133,500	£8,000
Installation, Operations and Logistics	£26,500	Elements of this Gifted In Kind
Art Programme	£56,280	£2,500
Associated Events	£89,280	£1,000
Promotion and Marketing	£33,450	Elements of this Gifted In Kind
Creative Communities and Community Learning Programme	£17,850	£16,000
Merchandise and Print	£24,000	£0
Project Staffing and Expenses	£43,100	F&E in Kind support
Other Costs and Contingency Fund	£14,000	£0
<b>TOTAL</b>	<b>£437,960</b>	<b>£27,500</b>



# Economic impact case studies

- **Manchester** - Increased brand awareness in the city by 30%  
Sponsor Virgin Trains saw an increase in passenger numbers of 11%  
Sponsor Metrolink recorded a 32% increase in family travel card sales  
Total sculpture collections on their most visited sculpture: 1,286,480
- **Birmingham** - Saw £8M spent in the City as a direct result of the trail over the summer of 2018.
- **Worcester** - 71% of visitors to the Trail said that they explored areas of the town they had never visited before
- **Brighton & Hove** - Generated 31 million impressions and 8,000 mentions on social media.  
Media coverage of over £1 million.  
6,000 app downloads and 219,246 sculpture 'discoveries'



# Educational Partner

- Junior Jet sculptures provide an opportunity for young people to let their imaginations run wild and engage in important topics, from environmental concerns, to citizenship, and health and wellbeing.
- 38 schools and educational establishments are taking part in our learning programme receiving a resource pack including classroom games, lesson plans and fundraising ideas as well as a Junior Jet Sculpture.
- Each Junior Jet will stand amidst a mini trail hosted by our cities museums, libraries, and public buildings to compliment the Rocket trail and encourage local tourism.



# Sponsorship package

**Exclusive category restricted to only 2 companies as a Presenting Partner  
& Official Supporter**

LCC Logo will appear on all large sculpture plaques

1 large Rocket sculpture sponsorship and priority at Art Selection event

LCC Logo on all marketing and advertising collateral (digital and print)

Speaker opportunities at high-profile Rocket Round Leicester events

Bespoke product/service integration in mobile app and at associated events

Official supporters are actively involved with the development of the campaign, as well as getting the Rockets onto the trail and helping to accommodate artists and events.

This sponsorship category includes opportunities to contribute financially or by gifting budget-relieving, value-in-kind support.





# Unique Selling Point

The 40 rocket sculptures have been designed exclusively for the city of Leicester trail. Inspired by Leicester's incredible scientific heritage; it will be the first time followers have seen this sculpture, making our trail and city distinctive.

Rocket Round Leicester will be the Cities first ever Wild in Art Trail and being centrally located within the UK, can expect to see a markable increase in visitors to the City during the summer.

The Rocket Round Leicester app provides opportunity to showcase 'experiences' in the City Centre and wider with community discounts and special offers to entice visitors to our centre.





**ROCKET**  
ROUND  
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# Presenting Partner

[rocketroundleicester.co.uk](http://rocketroundleicester.co.uk)

#rocketroundleicester



**LOROS**

Hospice Care for Leicester, Leicestershire & Rutland

Registered Charity No: 506120

A Wild in Art event brought to you by  
LOROS Hospice



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