

## Press release



### **Derby Museums seeks a flock of sponsors for its Derby Ram Trail**

#### ***A unique world-class sculpture trail in Derby for summer 2020***

Derby Museums are seeking support from the local business community today at the official launch of the Derby Ram Trail; an amazing public art event that will see over 30 Ram sculptures threaded across the city next summer in support of the charity. Nottingham have had the Robins, Manchester have had the Bees, now Derby will have the Rams.

The Derby Ram Trail will consist of around 30, five-foot high fibreglass sculptures in the shape of Derby's mythical Ram; which according to legend, was ten yards high with enormous horns and a huge flowing fleece. The story tells of people travelling from all over to see the huge ram, and it is exciting to think the trail will attract even more attention when it opens to the public in June 2020.

Local sculptor Michael Pegler, who in 1995 created the famous stone ram now on Derby's East Street, has generously allowed Derby Museums to use his Ram design for the Derby Ram Trail sculptures.

Each Ram needs a business sponsor, before being decorated by a commissioned artist. Once all 30 Rams are sponsored and decorated, they will go on public display between June and August 2020. After the trail has finished, the sculptures will be brought together for one weekend, the Ram-union, before they are, auctioned off to raise money for Derby Museums' Endowment Fund, helping to secure the future of Derby Museums.

Tony Butler, Executive Director at Derby Museums, said: *"The Derby Ram Trail is all about making public art accessible to the people of Derby and beyond - it's a really fun way to bring people together to rediscover and take pride in their city. The trail's legacy will help ensure Derby's art and heritage remains accessible for generations to come."*

The Derby Ram Trail is being led by Derby Museums in partnership with Wild in Art, a leading creative producer of spectacular free public art. Wild in Art trails have had a massive regional impact; attracting hundreds of thousands of visitors, generating millions for the local economy and raising substantial money for charity.

Charlie Langhorne, Managing Director and Co-founder of Wild in Art said: *“As a 3D blank canvas, the Ram sculptures lend themselves to so many different styles of artwork. We’re delighted to be working with Derby Museums to bring them to Derby for artists, communities and young people to decorate with many unique designs.”*

*“Our events are designed to bring the enjoyment of public art to everyone while offering new ways for people to explore their local area. There are many sponsorship packages available and we hope businesses in Derby will recognise the cultural benefits of becoming a sponsor as well as the positives for their own community.”*

The first details of the Derby Ram Trail will be revealed today at an official Breakfast Launch at Derby Museum and Art Gallery, attended by over 130 business delegates from around the city and region. Businesses and organisations will be encouraged to sponsor a sculpture and become a partner in the project.

Ashley Lewis, Senior BID Project Manager for the Cathedral Quarter BID, which has already pledged its support to the project, commented:

*“We are delighted to be the Presenting Partner of what promises to be a fantastic event for the city. We look forward to welcoming the Derby Ram Trail to the award-winning Cathedral Quarter, providing an invaluable boost to the economic, social and cultural life of the city.”*

For more information about the Derby Ram Trail, or to receive a sponsorship pack, contact Amy Simcox, Head of Fundraising at Derby Museums on 01332 642287 or email: [amys@derbymuseums.org](mailto:amys@derbymuseums.org). Project progress can be followed at [www.derbyramtrail.org](http://www.derbyramtrail.org) or on Twitter @DerbyRamTrail.

**-Ends-**

For more information about the Derby Ram Trail or for interview requests, please contact Amy Simcox, Head of Fundraising at Derby Museums:

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### **Notes to editors**

#### **Derby Museums**

Founded in 2012, Derby Museums Trust is an independent charitable trust which is responsible for the rich cultural and creative history of Derby. It manages three sites across the city, the Museum and Art Gallery, Pickford’s House and The Silk Mill, and holds and curates all the art and collections within them, including the world’s largest collection of paintings by Joseph Wright of Derby. The Trust’s aim is to bring as many of the objects and treasures in the collections into the public domain as is practically possible and present them in ways that delight and inspire, via education

and learning programmes, events and exhibitions, in order to share knowledge and inspire creativity and making amongst the people of Derby.

As a charitable trust, Derby Museums relies on funding and grants from organisations and donations from businesses and the general public, all of which is gratefully received in order to ensure that admission to the museums remains free for all.

### **Museum of Making**

Derby Museums has secured major grant funding of £9.4m from the [National Lottery Heritage Fund](#), £2.5m from [Arts Council England](#), £3.7million from the Government-awarded Local Growth Fund allocation of the [D2N2 Local Enterprise Partnership](#) (the private sector-led partnership promoting economic growth across Derby, Derbyshire, Nottingham and Nottinghamshire) and support from a range of charitable trusts and foundations for the £16.4m development to develop Derby Silk Mill to be the new Museum of Making. The project will open up the whole of the Silk Mill, creating beautiful spaces to inspire our visitors and will provide access to 100% of Derby Museums' collections of Making and Social History. The new museum will have our communities at its heart and be uniquely co-produced with the people of Derby over the next few years and is due to open in 2020.

### **Derby Museums' Endowment Campaign**

Derby Museums has been awarded a Heritage Endowment Grant by the National Lottery Heritage Fund (NLHF). Over the next four years Derby Museums aims to raise £1 million that will be matched pound for pound by the NLHF. This will create a £2 million Endowment Fund that will be permanently invested to provide an income to help to support Derby Museums' long term future.

[Arts Council England](#) is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, bring us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. Derby Museums has been funded by Arts Council England since 2012 to deliver improved museum facilities and services in Derby and from April 2018 is a National Portfolio Organisation.