



# ROCKET ROUND LEICESTER IMPACT REPORT

How together, we brought joy and laughter to  
our city in support of LOROS Hospice



Registered Charity No: 506120

A Wild in Art event brought to you by  
LOROS Hospice



The LOROS Counselling Team **support over 650 people** each year. Our counselling is not only offered to our patients, but can also be accessed by their family members providing support when they need it the most, with a **specialist service offered just for children.**

Many of our patients and their family members will attend multiple appointments across the year depending on their needs; last year this service **delivered close to 3000 sessions.**

THE  
**£317,141**

raised through Rocket Round Leicester could pay for  
**MORE THAN 18 MONTHS OF  
LOROS' COUNSELLING SERVICE**

“

There were so many things in my head that I could not talk about to my family for fear of hurting them any more than they already hurt. Despite initial reservations, LOROS Counselling gave me a chance to open up completely.

”



“

I really enjoyed finding the Rockets - such a brilliant way to visit parts of the local community, meet some other Rocket spotters and feel part of a great community initiative.

”

# ROCKET ROUND LEICESTER TRAIL OVERVIEW

**40** GIANT ROCKET  
SCULPTURES

OVER  
**£310,000**  
RAISED FOR LOROS HOSPICE

caring for terminally ill patients and their families across Leicester, Leicestershire and Rutland when they need it most.

Showcased artwork from

**23** LOCAL  
ARTISTS



based right here in the Midlands. Plus featured work of 17 more artists from all over the UK

 **42** Average number of Rockets collected by trail goers

**90,890**  
SCULPTURES OFFICIALLY 'UNLOCKED'  
on the Rocket Round Leicester app

**53** DIFFERENT  
LOCATIONS  
to explore around Leicester

**10 WEEKS**  
of incredible trail, events and adventure

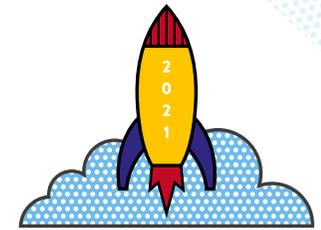
**40 JUNIOR JETS**



**BLUE ARMY**  
Rocket voted the most popular



Most visited Rocket  
**LEICESTARRY NIGHT**



**ROCKET  
ROUND  
LEICESTER**

“   
A brilliant, vibrant event, full of energy

It was great for the kids to see how many Rockets they could find

”



**LOROS**

Hospice Care for Leicester, Leicestershire & Rutland

Registered Charity No: 506120

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**2,315** PHOTOS  
AND SELFIES

with Rocket sculptures uploaded to  
the app community gallery



# ROCKET ROUND LEICESTER VISITOR NUMBERS & IMPACT ON THE CITY



## 271,375 VISITORS

actively engaged in the trail

ESTIMATED

## £9.87 MILLION

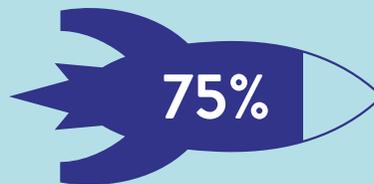
TOTAL ADDITIONAL VISITOR SPEND

in the local economy as a result of  
Rocket Round Leicester

## 53,029 SPONSOR REWARDS

were collected on the Rocket Round  
Leicester app, showcasing local businesses

Social media posts reached more than  
**255,000 PEOPLE**



of survey respondents exploring the trail  
said it **improved their opinion of Leicester**  
and the local community

MORE THAN

## 40,000 PEOPLE



are estimated to have visited city  
**museums, libraries and shopping  
centres** that hosted Junior Jets as  
they explored the art trail

“

It made me proud of Leicester for hosting  
such a fantastic event and it helped me  
re-discover places I'd forgotten about  
and share them with my family

The trail definitely brought  
people together

We loved going to find the Rockets  
on the trail, talking to other people  
and the whole thing having a real  
community feel. Being a part of  
that was important to us

”

PRESENTING PARTNERS



OFFICIAL SUPPORTERS



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Each giant Rocket and its sponsor logo plaque viewed by an estimated

**96,000**  
VISITORS ON AVERAGE



Join the fun with  
ROCKET ROU  
A  
DOWNLOAD EPL  
Bids to take me home  
on 18th October at our  
**LIVE AUCTION**

# ROCKET ROUND LEICESTER PUBLICITY GENERATED

**28,544**   
**TOTAL ENGAGEMENTS**  
across social media

Trail Partner logos and Rocket Sponsor  
Business names were featured on  
**40,000** **TRAIL MAPS**  
**CIRCULATED**

 **OVER 140**  
**STORIES**  
featured the trail in both local and regional press

Press generated by the trail returned  
an advertising value equivalent to  
**£90,000 AVE**  
\*not including radio and TV

**500,000**   
**WEEKLY LISTENERS**  
through **Gem** and **Greatest Hits Radio**  
as the trail's Official Media Partner

**BBC East Midlands Today** and **ITV Central**  
**News** also bought the Rockets into  
**3.6 MILLION**  
**HOUSEHOLDS**

**46** **LOCAL**  
**BUSINESSES**  
and partners help to cover **89%**  
of the **up-front investment**  
required to bring the trail to life,  
contributing a grand total of  
**£428,018**  
(both financially and as  
services offered in kind to  
cover essential costs)



#### PRESENTING PARTNERS



#### OFFICIAL SUPPORTERS



A Wild in Art event brought to you by  
LOROS Hospice

“

I was born and bred in Leicestershire and have lived in the county most of my life, but the Rockets introduced me to parts of Leicester that I'd never visited before. I literally loved it, absolutely brilliant.

”

**KEY TRAIL GOERS!**  
THIS GROUP'S UNLOCK CODE IS 1821

Visit the Trail Hub Shop to buy the Rocket Round Leicester Learning Programme. It's a fantastic way to get your hands on the programme and to get your hands on the programme.

**VISIT THE TRAIL HUB SHOP!**  
Don't forget to visit the Rocket Round Leicester Learning Programme. It's a fantastic way to get your hands on the programme and to get your hands on the programme.



**ROCKET ROUND LEICESTER Learning Programme**

Thank you to the organisations who have supported schools in our area.

**AIM FOR EXCELLENCE**  
Created by THE MIDLANDS ACADEMY TRUST, GEORGE ESOT SCHOOL

**ROCKET ROUND LEICESTER Learning Programme**





Non-local visitors came from all over the UK, representing

**47 DIFFERENT COUNTIES**

# ROCKET ROUND LEICESTER WHERE DID PEOPLE COME FROM?



**84% OF TRAIL-GOERS**

came from within Leicestershire, with **65%** having a Leicester address

Of those, only **2.4%** were based in the city centre, suggesting that over

**250,000 PEOPLE**

travelled into the city centre to visit the trail.

Excluding the East Midlands, the most represented regions were

- 42.8%** WEST MIDLANDS
- 14.4%** EAST OF ENGLAND
- 11.4%** SOUTH EAST
- 10.6%** NORTH WEST
- 9.1%** YORKSHIRE & THE HUMBER
- 6.1%** SOUTH WEST

Visitor numbers, along with the average group size exploring the trail have been calculated using a combination of RRL app data and trail map distribution figures. Wild in Art's 2021 Event Impact Evaluation has then been applied to calculate estimated visitor spend.

“

I could go with a friend and show them bits of Leicester we didn't know.

I took my grandchild and we discussed a lot of history and culture on our Rocket journey.

As a family, we all loved this event. We often went out looking for the Rockets, taking photos and joining in the fun. It was great.

”

PRESENTING PARTNERS



OFFICIAL SUPPORTERS



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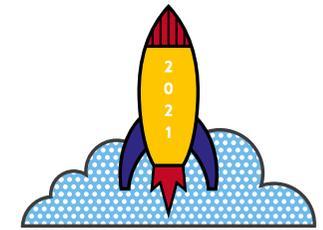
A Wild in Art event brought to you by LOROS Hospice



**19,130** YOUNG PEOPLE

estimated to have taken part in the Rocket Round Leicester Learning Programme, painting a Junior Jet which featured as part of the trail alongside professional artists.

# ROCKET ROUND LEICESTER THE LEARNING PROGRAMME



**ROCKET  
ROUND  
LEICESTER**

Given just 3 words to summarise the project participating schools said



Teachers said that the Learning Programme enriched key curriculum subjects including **ART AND DESIGN, PHSE, SCIENCE, AND THE ENVIRONMENT.**

42 local schools and youth groups raised an incredible

**£44,689**

to care for terminally ill patients in Leicester, Leicestershire and Rutland.

- 24 Primary Schools
- 5 Secondary Schools
- 3 SEN Schools
- 3 Colleges
- 2 Youth Groups

**40 JUNIOR JETS**

went on display in 13 different locations around the city

**94% OF TEACHERS**

rated our bespoke Rocket Round Leicester Learning Resource pack as either good or excellent.

“

It was a great project, combining art and PE and it was fun that all pupils from 3-11 could be involved.

We really loved the experience and the benefits to the children were immense.

Lots of our students went to find our Rocket which was good community experience. We loved it from start to finish”

**87%** of schools amalgamated multiple children's designs to create their final Junior Jet artwork

**19%** of schools held a design competition amongst students to help pick their design

PRESENTING PARTNERS



OFFICIAL SUPPORTERS



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A Wild in Art event brought to you by LOROS Hospice

**£161,680**  
**RAISED AT AUCTION**

on Wednesday 13th October 2021  
at The National Space Centre

WELCOME  
TO THE  
ROCKET ROUND  
LEICESTER  
AUCTION



# WHAT DO YOUR DONATIONS MEAN FOR PATIENTS IN LEICESTERSHIRE?

LOROS provides free, high-quality, compassionate care and support to terminally ill patients, their families and carers across Leicester, Leicestershire and Rutland. Money raised from Rocket Round Leicester will benefit local people and could pay for:

OVER  
**6,000 VISITS**

BY OUR HOME VISITING SERVICE

giving patients the time to chat to a friendly face, and provides their family members precious time to do other things knowing their loved one is cared for.

FOR THE ANNUAL COST OF PROVIDING CARE ON OUR WARD FOR

**44 PATIENTS**

allowing them and their families to focus on what's important and spend time together when it matters most.

FOR  
**1,134 PATIENTS**

TO ATTEND OUR DAY THERAPY SERVICE

giving them direct access to specialist care and enabling them to spend time with others sharing the same journey

FOR  
**18 MONTHS**  
WORTH OF COMPLEMENTARY THERAPY

for both patients and carers, designed to reduce a patient's pain and sickness, as well as anxiety in both patients and their loved ones.



“

I loved Rocket Round Leicester for its link to the community, the artwork and the amazing cause that is LOROS. LOROS were amazing when my Mum passed away at the hospice and when my Dad had his treatment there before his passing.

”

PRESENTING PARTNERS



OFFICIAL SUPPORTERS



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# ROCKET ROUND LEICESTER VOLUNTEERING, MERCHANDISE & EVENTS

621

**ROCKET RAFFLE  
TICKETS**  
were sold raising **£3,130**

2,484 **DOWNLOADS**

of the official Rocket Round Leicester app

App users spent an average of

**1HR 3MINS**

actively looking at content

**1,858** PEOPLE  
ATTENDED EVENTS

including our 'Out of this World' themed  
**Twilight Walk** and the **Rocket Farewell Weekend**,  
raising over £50,000 for LOROS Hospice

The **LOROS Space Quiz** received over

**1,500 ENTRIES**

OVER  
**£45,000**

through sales of Rocket-related  
merchandise. Some of our most  
popular items included:

**794** ROCKET ROUND LEICESTER  
PIN BADGES

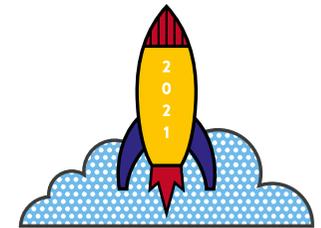
**524** ROCKET ROUND LEICESTER  
TEA TOWELS

**475** ROCKET ROUND LEICESTER  
FRIDGE MAGNETS

**410** PAINT YOUR OWN  
ROCKETS

**£3,541 RAISED**

raised from the sale of our  
limited edition 'It's Not Rocket  
Science' beers in partnership  
with Charnwood Brewery



**ROCKET  
ROUND  
LEICESTER**

“

What I liked the most was the  
community engagement, talking to the  
public and hearing their trail stories

The trail gave me the opportunity  
to get outside after a long period of  
indoor isolation and explore the city

As a volunteer I loved feeling like I gave  
support to this incredible fundraising  
project for the wonderful services that  
LOROS provides

”

PRESENTING PARTNERS



OFFICIAL SUPPORTERS



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LOROS Hospice

Thank you to our wonderful volunteers  
who contributed more than

**1,780  
HOURS**

contributed by volunteers to support the trail



# THANKS TO ALL OUR PARTNERS

## PRESENTING PARTNERS



## OFFICIAL SUPPORTERS



## TRAIL SUPPORTERS



## LEARNING PROGRAMME SPONSORS



## EVENT PARTNER | FAREWELL EVENT



## EVENT PARTNER | THE AUCTION



“

The support our partners gave to LOROS throughout the project was simply incredible. Their contributions towards Rocket Round Leicester cannot be understated and their knowledge and support really helped bring the trail to life.

”



“

As an artist I have taken part in many of the Wild in Art trails around the country and LOROS' Rocket Round Leicester has been by far one of the best organised trails, especially the delivery and collection of the sculptures from further afield.

”

# THANKS TO ALL OUR SPONSORS

## GIANT ROCKET SPONSORS



## ADDITIONAL THANKS



“

Our sponsors were truly invaluable in helping to fund the project and offer significant cost-relieving services. Rocket Round Leicester simply wouldn't have happened without them.

”

“

It was wonderful to get out and about as a family, and find all the Rockets. I have so many wonderful photographs. It was just a really nice event which was brilliantly organised.

”



# THANKS TO ALL THOSE TAKING PART IN THE LEARNING PROGRAMME

## SCHOOL PARTNERS



“  
 The children’s learning (art and design skills) has improved, and the school community worked together to fundraise, leading to increased community spirit, pride in their work, pride in their school, emotional and physical wellbeing.  
 ”

## JUNIOR JET SPONSORS





## THANK YOU

To the 40 people who contributed to purchase "Making Space For Wildlife" for LOROS Hospice,

**RAISING OVER  
£9,000**

It's now sitting proudly in the Hospice Gardens

# THANK YOU

for being part of an **out-of-this-world event!**



Photos by | Beth Walsh Photography



A Wild in Art event brought to you by LOROS Hospice