



VISITOR EXPERIENCE



INTRODUCTION

The Derby Crime and Punishment Museum is an exciting new project that aims to bring Derby's darker history to life in a way that is immersive, engaging and rooted in real stories. Built around genuine local cases and carefully researched detail, the museum would be designed to give visitors a powerful insight into crime, justice and punishment as they were experienced in Derby and its surrounding areas.

Instead of simply reading about the past, visitors would be able to step into it. Plans include atmospheric spaces, hands-on elements and interactive experiences that place you closer to the people, places and events behind the stories. From the realities of life behind bars to the consequences faced by those on the wrong side of the law, the aim is to create something that feels vivid, memorable and real.

We are working to create an experience that is accessible, thought-provoking and distinctly Derby - one that not only informs, but leaves a lasting impression on everyone who walks through it.

David Turner

DAVID TURNER
DERBY UNCOVERED CIC



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VISITOR EXPERIENCE



The museum's visitor experience will be designed to be immersive, emotive and authentic. Rather than simply presenting information, the museum will bring Derby and the surrounding area's crime and punishment stories to life through structured, story-led spaces that guide visitors on a clear and compelling journey.

Visitors will encounter real cases, following events as they unfold - from crime, to investigation, to trial and consequence. Interpretation will focus on people and decisions, encouraging visitors to consider what they would have done in similar situations with moments of tension, curiosity and reflection inspired by the cases.

The experience will balance atmosphere with clarity, ensuring it is accessible to a wide audience while still delivering emotional impact. Visitors will leave with a stronger understanding of how justice operated in different periods, and how it affected real lives.

Overall, the museum will offer an experience that is memorable, thought-provoking and distinct from traditional, passive displays.

The museum would be structured around six key themes that run throughout the entire visitor experience. They are Crime, Detection and Arrest, Justice and the Courts, Sentencing, Punishment and Aftermath.

Built around those themes, free admission would allow visitors to access:



EXHIBITIONS - The museum's core exhibitions will present Derby's crime and punishment story through clear, engaging, and historically grounded displays. Organised around the key themes, they will combine real cases and interactive elements to create an accessible experience, offering both quick insights and deeper context for visitors who want to explore further.



WORKSHOPS - The museum will offer free workshops designed to engage visitors more deeply with Derby's crime and punishment history. Sessions will include hands-on activities, discussion and problem-solving, tailored for schools, groups, and the public. These workshops will support learning, encourage participation, and enhance the museum's accessibility and community impact.



REPLICA CELL - A replica prison cell will recreate the conditions experienced by inmates, providing a powerful and immersive insight into historical punishment. Visitors will be able to step inside and experience the confined space, minimal furnishings, and stark environment, helping to convey the reality of imprisonment and deepen understanding of the past.



TRANSPORTATION - Our transportation section will explore the use of exile as punishment, focusing on journeys from Britain to America, Australia, the Caribbean and Africa. It will highlight the conditions aboard ships, the challenges faced on arrival, and the realities of life as a transported convict, showing both survival and hardship in a new and unfamiliar world.



ISOLATION BOOTH - Our isolation booth will provide a dimly lit, enclosed space where visitors can experience the sensory reality of imprisonment in the 1800s. Wearing noise-cancelling headphones, they will hear authentic gaol sounds, creating a powerful and immersive moment that highlights the isolation, monotony, and psychological impact of confinement within historic prison environments.



PRISON CRANK - Our prison crank will demonstrate the repetitive and physically demanding nature of hard labour. Visitors can turn the handle to experience the effort required, reflecting tasks prisoners performed for hours each day. This simple but powerful activity highlights punishment through exhaustion, monotony, and discipline within historic prison systems.



AUGMENTED & VIRTUAL REALITY - Our augmented and virtual reality offerings will enhance the visitor experience by bringing historical cases to life. Through AR and VR, visitors will explore crime scenes, follow investigations, and experience key moments, adding depth and interaction while supporting a more memorable understanding of crime and punishment.

The museum will also include a range of revenue-creating opportunities designed to support long-term sustainability, including paid experiences, events, and other carefully developed commercial activities that enhance the overall visitor offer.

These will include:



ESCAPE ROOMS - The escape rooms will offer immersive, story-led experiences based on real local crime and punishment themes. Visitors will solve puzzles, analyse evidence, and make decisions under pressure. Designed to be engaging and educational, these paid experiences provide an exciting way to explore history while generating vital income to support the museum's sustainability.



WALKS & TOURS - Our walks and tours will extend the museum experience into the city, connecting visitors with real locations and stories. Options will include guided tours led by knowledgeable hosts, as well as self-guided routes using automated WhatsApp technology, allowing visitors to explore at their own pace while still receiving engaging, story-led content.



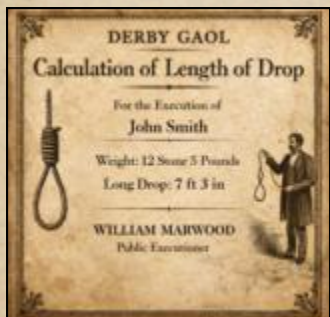
MOCK TRIALS - Mock trials place participants in the role of the jury, examining real historical cases, weighing evidence, and delivering verdicts. Designed for group bookings, they offer engaging, thought-provoking experiences that encourage discussion and critical thinking, while generating income to support the museum's sustainability and deepen understanding of how justice is reached.



MURDER MYSTERIES - Murder mystery events will offer immersive, story-led experiences where participants work together to solve a case. Using clues, evidence, and witness accounts, visitors will uncover the truth and identify the culprit. These engaging, events will provide entertainment, encourage teamwork, whilst also generating additional income.



POLICE MUG SHOTS - Visitors will have the opportunity to create their own Victorian-style police mug shot, capturing both front and profile images. Styled to reflect historical records, these can be printed and purchased as a unique souvenir. This interactive experience combines education and entertainment while also creating a revenue stream for the museum.



LONG DROP CERTIFICATES - An interactive station will allow visitors to input their details to calculate a historical execution drop. Based on the long drop method, where rope length was adjusted to break the neck instantly based on a person's weight, the system will generate a personalised result. Visitors can pay to print a certificate showing their calculated drop as a souvenir.



RETAIL AREA - A retail area will combine a themed gift shop with a café and bar, offering visitors space to relax and reflect. The shop will sell carefully selected, relevant items that are created wherever possible by local creatives, while the café and bar will provide food and refreshments. Together, they enhance the visitor experience and support long-term financial sustainability.



EXHIBITIONS: A CLOSER LOOK

EXHIBITIONS



The museum exhibitions will present crime and punishment as lived experience, not distant history. Through immersive environments, visitors will step into spaces shaped by real events, encountering stories as they unfold rather than simply reading about them. Each exhibition will be built around cases connected to Derby and the wider region, allowing visitors to explore themes such as justice, inequality, policing, and social change in a way that feels immediate and engaging.

Emotive storytelling will be central to how these exhibitions are delivered. By focusing on real people, real decisions, and real consequences, visitors will be encouraged to reflect on the human impact behind each case. The aim is to create meaningful connections that deepen understanding and leave a lasting impression.

Authenticity will underpin every aspect of the exhibitions. All content will be grounded in documented events, ensuring the experience feels credible and rooted in place, resulting in exhibitions that are immersive, emotive, and authentic.





Our exhibitions will be continually refreshed and reinterpreted, ensuring there is regularly something new for visitors to discover and encouraging repeat visits. Content will continually evolve through new case studies and perspectives, all rooted in local events, maintaining a strong and authentic connection to Derby and the surrounding area. Proposed early exhibitions include:

JUSTICE ON TRIAL – Explore how laws were created, enforced, and challenged, and step into the role of decision-maker as you weigh evidence, question authority, and consider what justice really means.

WHY CRIME HAPPENS – Discover the social pressures, personal choices, and circumstances that lead people to offend, revealing what crime tells us about everyday life.

CATCHING THE GUILTY – Follow the pursuit of suspects through evolving methods of detection, investigation, and policing, and examine how evidence is gathered, interpreted, and used to build a case.

CLOSED CASE? – Follow a case from first suspicion to final outcome, uncovering how evidence is built, challenged, and sometimes misinterpreted, and consider how easily the truth can be decided – or mistaken.





WORKSHOPS: A CLOSER LOOK

WORKSHOPS



Workshops will form a key part of the museum experience, offering structured opportunities for deeper engagement beyond the exhibitions. A range of workshop formats will be developed, including hands-on activities, guided sessions, and problem-solving challenges that encourage participants to think critically and work collaboratively. These sessions will allow visitors to explore themes such as evidence, decision-making, and justice in a more active and participatory way.

Workshops will be designed for a wide range of audiences, from younger children through to adult groups, ensuring accessibility and relevance at different levels. A strong focus will be placed on educational provision, with dedicated sessions for schools that are carefully aligned with the national curriculum. This will support learning across subjects such as history and citizenship, while developing critical thinking skills and providing an engaging, memorable experience outside the classroom. By combining interaction with structured learning, the workshops will add depth, variety, and lasting value to the overall museum offer.





In addition to formal sessions, workshops will also support wider participation and community engagement. Flexible formats will allow for drop-in activities, tailored group bookings, and partnerships with local organisations, ensuring opportunities are accessible to a broad audience. By creating spaces where people can actively take part, share perspectives, and engage with real historical material, the workshops will further strengthen the museum's role as a place of learning, discussion, and meaningful connection. Proposed early workshops include:

FROM CRIME TO CONCLUSION – Follow a case step by step, examining how events unfold, how evidence is introduced, and how decisions at each stage shape the final outcome.

RIGHT OR WRONG? – Explore moral dilemmas drawn from real cases, debating decisions, consequences, and how ideas of crime and responsibility change over time.

INSIDE THE DECISION – Step into the mindset of those involved in historic cases, considering choices made under pressure and how different outcomes might have changed the story.

EVIDENCE UNDER PRESSURE – Test how reliable evidence really is by analysing witness statements, conflicting accounts, and incomplete information to see how easily conclusions can shift.





REPLICA CELL: A CLOSER LOOK

REPLICA CELL



The replica cell will form one of the most immediate and impactful spaces within the museum and will be designed to give visitors a direct sense of the realities of imprisonment. By stepping inside, visitors will move beyond simply learning about punishment to physically experiencing the confined, restrictive environment faced by inmates. The limited space, sparse furnishings, and stark surroundings will work together to create a setting that feels both authentic and unsettling.

This experience will be rooted in the museum's wider principles of immersion and emotional engagement. Rather than presenting information at a distance, the cell will place visitors within the conditions themselves, encouraging reflection on what daily life would have felt like for those incarcerated. The aim is not to sensationalise, but to create a moment of pause and consideration, allowing visitors to connect with the human experience behind historical punishment.

In doing so, the replica cell will provide a powerful, memorable insight that deepens understanding and leaves a lasting impression.





TRANSPORTATION: A CLOSER LOOK



TRANSPORTATION



The transportation section will explore exile as a form of punishment, focusing on the journeys that took individuals from Britain to destinations such as America, Australia, the Caribbean, and Africa. It will examine not only the scale of transportation but the human stories behind it, highlighting the uncertainty and fear faced by those forced to leave everything familiar behind. Visitors will gain insight into the realities of long sea voyages, including the cramped conditions, illness, and isolation that defined life aboard convict ships.

This space will also reflect the museum's emphasis on emotional engagement and through carefully designed interpretation, visitors will be encouraged to consider what it meant to be removed from home and placed into an entirely new environment. The challenges of arrival, survival, and adaptation will be explored, revealing both hardship and resilience. By connecting individual experiences to the wider system of punishment, the exhibition will offer a deeper understanding of transportation and its lasting impact on lives and societies.





ISOLATION BOOTH: A CLOSER LOOK



ISOLATION BOOTH



The isolation booth will provide a focused and deeply personal experience, using sound to immerse visitors in the realities of imprisonment in a c.1800 prison cell. Within a dimly lit, enclosed space, visitors will be cut off from the wider museum and through headphones, an unpredictable soundscape will unfold - cell doors slamming, keys turning in unseen locks, footsteps echoing along stone corridors, distant voices, and the sudden crack of bolts being drawn. Moments of near-silence will heighten every sound, creating tension and unease. By controlling the soundscape, the booth will convey not just confinement, but the constant awareness of unseen activity and the sense of being entirely at the mercy of forces beyond reach.

This will reinforce the sense of isolation and monotony, while also drawing attention to the mental impact of prolonged confinement. The aim is not to overwhelm, but to provide a moment of quiet intensity that connects visitors to the emotional experience of imprisonment. In doing so, the isolation booth will offer a powerful insight into the unseen effects of historic prison life.



PRISON CRANK: A CLOSER LOOK



PRISON CRANK



The prison crank will provide a highly physical and engaging way for visitors to experience the realities of hard labour as punishment. Based on the original Victorian device, it will allow visitors to turn a heavy handle connected to an internal mechanism, simulating the repetitive and often pointless work assigned to prisoners. From the outside, the apparatus will appear simple, but the effort required will quickly become clear once in use.

This exhibit will draw people in through its interactive nature, encouraging visitors to take part rather than simply observe. As they turn the crank, they will begin to understand the monotony and physical strain that defined this form of punishment. The experience will be designed to prompt reflection on why such tasks were used and what they were intended to achieve. By combining participation with interpretation, the prison crank will offer a memorable insight into discipline, control, and the lived experience of incarceration.





**AUGMENTED AND
VIRTUAL REALITY:
A CLOSER LOOK**

AR AND VR



Our use of augmented and virtual reality will form a central part of how visitors engage with Derby's past, offering both interactive experiences within the museum and deeper, fully immersive encounters. Together, these technologies will move beyond traditional displays, allowing visitors to explore cases in more active, investigative ways.

Rather than presenting a single, fixed narrative, these experiences are designed to encourage exploration, questioning and personal interpretation. Visitors will encounter evidence, perspectives and environments that reveal how complex and uncertain real cases can be, and how conclusions are often shaped by what is seen, missed or misunderstood.

Augmented reality and virtual reality each offer a distinct way into this process. One brings stories directly into the museum environment, while the other places visitors inside fully immersive settings where they can engage at a deeper level and both will be freely accessible, ensuring that all visitors can take part regardless of budget, while remaining part of a coherent and unified approach to storytelling.



AUGMENTED



Our augmented reality experience will bring Derby's past directly into the present, allowing visitors to step into recreated crime scenes inspired by real cases from the city's history. Through their own devices or in-house tablets, visitors will be able to explore these scenes in detail, uncovering evidence, following narratives and gaining a deeper understanding of the events and people involved.

Designed to enhance storytelling rather than replace it, the technology will add depth, context and immediacy to each case. Visitors will not just be told what happened - they will use augmented reality to access additional digital content, including images, reconstructions and interpretive material, allowing them to examine each story in greater depth.

Crucially, this element of the experience will be completely free, ensuring that all visitors will be able to access this powerful layer of interpretation regardless of budget. By removing cost as a barrier, the augmented reality offer will help broaden participation, attract new audiences and support different learning styles through visual, interactive and self-directed exploration.



VIRTUAL



Our virtual reality experience places visitors at the centre of immersive, story-led investigations inspired by real crimes from Derby's past. Through carefully designed scenarios, participants step into the role of investigator within a virtual crime lab, examining evidence, analysing materials and making decisions that shape their understanding of each case. The experience is designed to be compelling, memorable and repeatable, encouraging visitors to return and engage with different scenarios over time.

The virtual reality experience focuses on the careful examination and interpretation of evidence within a dedicated crime lab setting. Visitors will be able to analyse materials, identify inconsistencies and test their conclusions, reflecting the processes and uncertainties involved in real investigations.

This element of the experience will be freely accessible, ensuring that all visitors can take part regardless of budget, while still delivering a high-quality, contemporary and engaging way to explore Derby's past.





ESCAPE ROOMS: A CLOSER LOOK



ESCAPE ROOMS



Our escape rooms will be built on real local history, not fictional plots. Each experience will be rooted in genuine events, people, and places, carefully researched to ensure accuracy and authenticity. Rather than inventing stories, we will use real historical events as the foundation for each experience, giving context and depth to everything encountered.

But historical accuracy doesn't come at the expense of enjoyment. These will still be fully realised escape rooms, designed to be engaging, immersive, and satisfying to complete. Visitors will solve puzzles, uncover hidden clues, and work against the clock just as they would in any top-quality escape room. The difference is that every detail will be grounded in a real story.

Whether people come for the challenge, the atmosphere, or the history, our rooms will offer the best of both worlds - authentic local stories brought to life through experiences that are as entertaining as they are memorable.





PENTRICH RISING

Arriving at a Derbyshire safe house during the Pentrich Rising of June 1817, you find it abandoned - the local men have already left the area intending on marching to Nottingham, believing their actions were a part of a much larger, coordinated national insurrection. But something isn't right. A warning has reached you: a government spy has infiltrated the local revolutionary committee.

Somewhere in this house lies the truth. Surrounded by letters, lists, and concealed documents, you must uncover who the informer is and how they have sabotaged the plan. Piece together identities, decode hidden messages, and reconstruct what has already been set in motion.

Time is against you. The men are already on the road, and every moment lost brings them closer to danger. Discover the truth, escape the room, and get word to them - if you can.





It is 1782. You and your companions have been found guilty of burglary and are now confined within Derby's County Gaol, awaiting your fate. The sentence is severe - transportation for life. Once you leave these walls, you are unlikely ever to return to these shores.

But there is one chance left.

Rumours have spread through the cells of a planned gaol break. Somewhere within the prison are the tools, weaknesses, and opportunities needed to make an escape - if you can find them in time.

Locked inside, with the threat of transportation hanging over you, you must work together to uncover hidden clues, navigate the harsh realities of the gaol, and find a way out before it's too late.

Failure means exile.

Success means freedom - if you can make it beyond the walls.





**WALKS AND TOURS:
A CLOSER LOOK**

INTRODUCTION



Walks and tours will extend the museum experience beyond its walls, taking visitors directly to the locations where events unfolded. By exploring streets, buildings, and spaces connected to real cases, participants will gain a stronger sense of place and context, helping history feel immediate and relevant rather than distant. These guided experiences will be led through storytelling, drawing on researched material to bring past events to life in an engaging and accessible way.

The benefits of walks and tours are both educational and experiential. They encourage active participation, curiosity, and a deeper connection to local heritage, while also supporting wellbeing through outdoor activity and social interaction. Visitors are able to see familiar places in a new light, often discovering stories they were previously unaware of. As a complement to the museum, walks and tours will reinforce key themes, broaden engagement, and create a more rounded and memorable understanding of crime and punishment in the local area.



THE WALKS



Learn all about Derby's most notorious murders and murderers from the 1600s to the 1800s on Derby's Murder Walk. This guided experience brings real cases to life through engaging storytelling, exploring how crimes were committed, discovered, and judged. By connecting real locations with real events, the walk offers an immersive and thought-provoking insight into the past.



A guided walk filled with stories of those who met grisly ends in Derby and whose presence is said to linger. Many of these tales are closely connected to crime and punishment, revealing the darker side of justice and consequence. Through atmospheric storytelling, visitors will explore hauntings, unexplained events, and restless spirits tied to real cases from the past.



A series of self-guided WhatsApp walks will allow visitors to explore Derby's crime and punishment history at their own pace. Delivered through mobile devices, these walks will guide users between locations using text, images, and audio, creating a flexible and accessible experience that can be completed at any time while still offering engaging storytelling and insight.





MOCK TRIALS: A CLOSER LOOK

MOCK TRIALS



Mock trials will offer engaging experiences where participants take on the role of the jury. Using real historical cases, visitors will examine evidence, hear arguments, and deliver verdicts, placing them at the centre of the decision-making process. This hands-on approach encourages critical thinking, discussion, and collaboration.

These sessions will be privately booked by groups, including both public bookings and corporate clients, allowing for tailored and shared experiences. They will combine entertainment with meaningful learning, helping participants understand how justice is applied and the complexities involved in reaching a verdict. They will also act as a valuable revenue stream, supporting the museum's long-term sustainability while enhancing our overall offer.

Participants will also gain insight into differing perspectives within a case, recognising how interpretation and bias can influence outcomes, making each session thought-provoking and memorable.



THE TRIALS



PICKING THROUGH THE EVIDENCE - It's the mid-1700s and the accused stands in the court accused of being a pickpocket. You take your place on the jury as the case begins to unfold. Voices rise, accusations are made, and the evidence is laid before you. Each detail must be weighed carefully, each decision carries consequence.

The tension builds as the outcome draws closer and justice here is swift, uncertain, and often unforgiving, shaped as much by perception as by proof, and the final verdict rests in your hands.

Your decision is then compared with the real outcome, revealing how closely your judgement aligns with what happened in the past.



It's the early 1800s and the accused stands before the court, accused of counterfeiting money. You take your place on the jury as the case begins to unfold. The money is presented, testimony is heard, and suspicion hangs in the air. Every detail demands consideration, and every decision has consequences.

As the case unfolds, the true nature of justice emerges: rapid, uncertain, and often severe. The outcome is yours to decide.

Once reached, your verdict is set alongside the historical result, showing how closely your conclusion reflects the reality of the time.





MURDER MYSTERIES: A CLOSER LOOK



INTRODUCTION



Our murder mystery events will offer an engaging and immersive way to explore Derby and Derbyshire's past, combining live storytelling and acting with carefully researched local history. Each experience will be rooted in real events, people, and cases, ensuring that the stories we tell are grounded in fact rather than fiction.

Guests will step into a historical narrative, following clues, questioning suspects, and piecing together evidence to uncover the truth. While the format is interactive and entertaining, the foundation will remain authentic, drawing directly from Derby and Derbyshire's rich and often dramatic past.

These events are designed to be accessible and enjoyable for a wide audience, whether participants are seasoned sleuths or simply looking for a memorable night out. By blending history with participation, our murder mystery experiences will bring the past to life in a way that is both informative and engaging, encouraging visitors to connect with local stories in a fresh and compelling way.





Set in the Derbyshire Peaks in the early 19th century, Poison in the Peaks invites you to step inside a gathering that takes a dark and unexpected turn.

As guests assemble for an evening at a country house, shocking news arrives - a young woman has been found dead, and suspicion quickly falls on those closest to her.

As the story unfolds, you will question suspects, examine evidence, and piece together a chain of events shaped by ambition, rivalry, and deception. Relationships are not always what they seem, and beneath polite conversation lies something far more calculated.

Drawing inspiration from a real case of poisoning in Derbyshire, this immersive experience blends history with interaction, allowing you to uncover the truth for yourself. Work together, follow the clues, and decide what really happened - before the final revelation brings everything into focus.





Set in a Derbyshire Inn in the early 19th century, this immersive murder mystery begins as an ordinary evening is suddenly interrupted by shocking news - a local woman has been found murdered. As word spreads, suspicion quickly turns to those gathered inside, each with their own connections, secrets, and reasons to conceal the truth.

As the night unfolds, you will question suspects, examine evidence, and piece together a story shaped by reputation, desperation, and hidden relationships. Small details begin to matter - items passed between hands, inconsistencies in accounts, and tensions that run deeper than first appears.

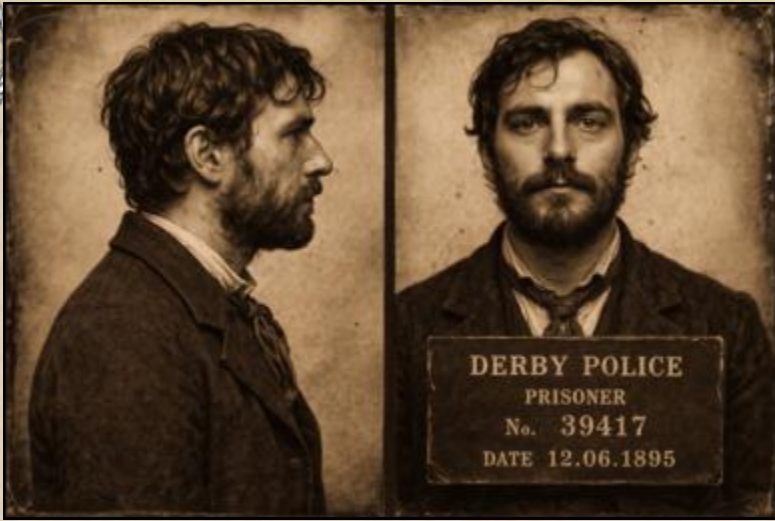
Inspired by a real event from Derbyshire's past, this experience invites you to look beyond first impressions and uncover what really happened. Work together to reconstruct the truth and decide who is responsible - before the full story is revealed.





POLICE MUG SHOTS: A CLOSER LOOK

POLICE MUG SHOTS



Visitors will have the opportunity to create their own Victorian-style police mug shot, capturing both front and profile images in a setting inspired by historical records. This interactive experience allows participants to step briefly into the role of the accused, adding a personal and memorable element to their visit.

Styled to reflect the look and feel of period documentation, these images can be printed and purchased as a unique souvenir. Combining education with entertainment, this feature also provides an additional income stream, supporting the museum's long-term sustainability while enhancing the overall visitor experience.

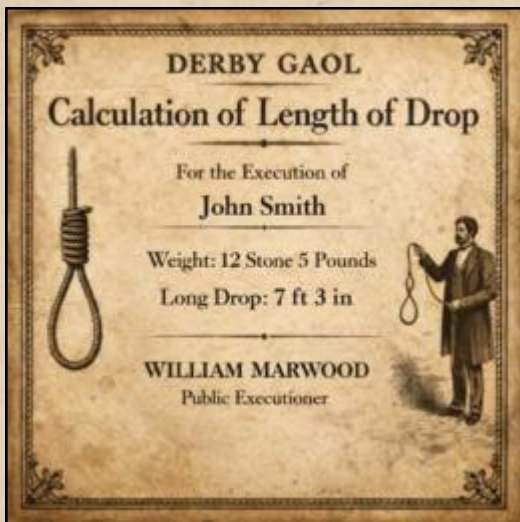
The activity will also encourage visitors to reflect on how individuals were recorded, identified, and judged in the past, offering a subtle but meaningful connection to wider themes of identity, surveillance, and justice within the museum.





**LONG DROP
CERTIFICATES:
A CLOSER LOOK**

LONG DROP



An interactive station will allow visitors to input their details to calculate a historical execution drop. Based on the long drop method, where rope length was adjusted to break the neck instantly based on a person's weight, the system will generate a personalised result. This provides a striking insight into how execution was standardised and controlled.

Visitors will have the option to pay to print a certificate showing their calculated drop, creating a unique and thought-provoking takeaway. The experience is designed to balance engagement with sensitivity, encouraging reflection on the realities of capital punishment while also generating optional additional income to support the museum's long-term sustainability.

Interpretation alongside the activity will explain the origins and purpose of the long drop method, helping visitors understand the reasoning behind its development and the broader context of changing attitudes towards execution, control, and the management of punishment.





RETAIL AREA: A CLOSER LOOK

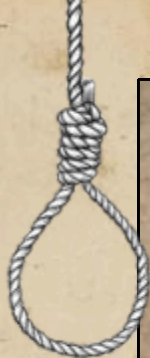
INTRODUCTION



Our retail area will be a key part of the overall visitor experience, bringing together a carefully curated gift shop and a welcoming café bar. At its heart is a commitment to supporting local - wherever possible, the products we sell will be created by Derby and Derbyshire makers, offering visitors something distinctive, authentic, and rooted in place.

The gift shop will focus on quality, originality, and relevance, with items that reflect local history, creativity, and craftsmanship. Alongside this, the café bar will showcase local traders, serving a selection of food and drink sourced from independent producers across the region.

Together, these spaces will create more than just a place to shop or stop for refreshments - they will form a vibrant, accessible hub that celebrates the best of local talent, supports the regional economy, and encourages visitors to spend longer, return again, and engage more deeply with what Derby has to offer.



Our café bar, The Gaolhouse, will be a distinctive, themed space inspired by Derby's crime and punishment history, offering visitors a unique and atmospheric place to relax. Designed to complement the wider experience, it will be open to both the general public and those visiting the attraction, creating a welcoming environment throughout the day and into the evening.

The Gaolhouse will also be available for private hire, providing a characterful setting for events, celebrations, and corporate bookings. A key focus will be on working with local suppliers, and we already have strong relationships with many Derby and Derbyshire food and drink producers through initiatives we organise such as the Derby Farmers' Markets. This gives us a solid foundation to source high-quality, independent products.

Alongside a core menu, we will offer bespoke themed food and drink, creating an experience that is both enjoyable and memorable, encouraging visitors to stay longer and return again.



The Warder's Stores will be a carefully curated retail space, offering visitors a distinctive range of products inspired by Derby's history and creative community. At its core is a commitment to working with local makers wherever possible, ensuring that the shop reflects the character, talent, and identity of the region.

We already have strong, established relationships with many Derby and Derbyshire creatives through the markets and events we deliver, giving us a unique opportunity to stock high-quality, relevant and locally made products. This allows us to offer items that are not only authentic and well-crafted, but also exclusive and difficult to find elsewhere.

The Warder's Stores will focus on quality over quantity, creating a space that feels considered, relevant, and rooted in place. It will complement the wider experience while standing as a destination in its own right, encouraging visitors to browse, discover, and take a piece of Derby home with them.





*“Poverty is the
parent of revolution
and crime.”*

ARISTOTLE
384-322 BC