

#### Waddle Wrap-Up March 2025



St Richard's Hospice



# Waddle we hope for?

This was the third instalment mass participation art event brought to the city by St Richard's Hospice.

In Summer 2018 we marched a tower of Giraffes into the streets, parks and open spaces of Worcester. The first event of its kind in the city.

In the wake of lifted Covid restrictions, during the summer of 2021, a parade of majestic elephants stomped into the city, reconnecting us with family, friends, colleagues and our community.

And just like their giraffe and ele-friends before them, the St Richard's Hospice huddle was on a mission to unite the city and create lasting memories once again.



# Lookback at the Waddle



#### https://youtu.be/vHokCCMaWrk



# Evaluating the Waddle

- St Richard's Hospice collated data to evaluate the Waddle, exploring its impact on the local economy and visitor perceptions of Worcester.
- The evaluation adopted a two-pronged approach of primary and secondary research to maximise insight about the Waddle at a business, sponsor and visitor and level.





#### Sponsors & Partners

We simply couldn't do these art trails without our sponsors and partners. Their sponsorship facilitates the sculptures being made, shipped, painted, varnished and out onto the streets.

#### Sponsors and Partners

**5** Presenting Partners

**40** Penguin Partners, 13 of which also sponsored a school or group

**PLUS** 3 Event Sponsors, 2 Media Partners and 2 Official Suppliers

**3,500+** employees

**£9,257** fundraised for St Richard's Hospice

ssom the penguin - number 35 on the Waddle of Worcester art trail - enjoying a visit by PRIME plc. Thanks again to Prime for sponsoring Blossom!

# Key Takeaways

Project Sponsors **100%** felt that WOW helped to promote their business to those in and around Worcester

100% feel WOW had a positive

influence on Worcester and its perception among visitors

**100%** believe WOW had a positive impact on their business



# In their own words

"The Waddle was embraced by everyone and brought more families into the city centre" Service Provider

"Creates a positive vibe in the city and brings people into the centre with a positive attitude. This means that visitors feel this positivity and liveliness" *Retailer, non-food* 

"Media stories have brought a real sense of community this year" Service Provider

"It brings outside visitors to Worcester and they get to see parts of the city that they may not have visited before. It shows the community spirit in Worcester and the diversity of people and businesses involved in the event" *Manufacturer* 





#### Artists

Our Artists really do bring these trails to life creating wonderful pieces of art for people to enjoy



# Supporting Artists

**430** penguin design submissions from across the country

100 shortlisted designs

40 successful designs

#### **35** artists involved

Commissioned work for artists, funded from the penguin sponsorship





# Education Programme

Our education programme gives us an opportunity to engage with young people and communities across the county and is an essential part of the trail.

# Engaging young people

**40** Schools and Community Groups took part in the Education Programme

#### Over 8,000 young

people across Worcestershire were involved

**£3,750** fundraised for St Richard's Hospice





#### City Centre Impact

A major part of the trail is the impact it has on the city centre and the economy. The trails now form part of the tourism strategy for the city centre and have been heavily supported by key partners such as Worcester City Council and Worcester BID.

## Waddling around town

**Over 11,664** paper maps and sticker books purchased

82 sculptures (40 big and 42 small)

5.6 mile trail within a 1mile radius

1 digital interactive installation

**16%** increase in footfall across Worcester City Centre



## App-etite for digital

7,016 App downloads

353,885 sculpture collections

8,448 sculpture votes

2,877 gallery image submissions

**22,703** miles walked, taking over 50million steps!



# Key Takeaways



**87%** feel that WOW had a positive impact on their business

**84%** think WOW has created a greater sense of community in Worcester

**80%** feel that WOW helped to promote their business in or

around Worcester

#### In their own words



"Atmosphere throughout the city was full of joy & happiness" *Retailer, non-food*  "A great event. Organised well and great to get more people out in the fresh air seeing the city" Leisure

"Think these events bring people to our city and enhances what Worcester has to offer" *Retailer, food*  "This seemed more popular than the previous trails that we have been part of. I can only put that down to the organisers gaining experience from previous trails and making this one bigger and better. So many businesses were involved and it was a great activity for adults, families and children to get involved with" *Retailer, non-food* 



## Pop Up Shop

We were fortunate enough to have a shop in Crowngate Shopping Centre, which became an information hub for not only the trail, but the city centre as well. We worked very closely with the Tourist information centre throughout the trail.

# P...p...pick up a penguin

8 week pop-up shop

7 days a week, 10am-4pm

**29,799** items sold or exchanged for donations

**£113,403** processed through the till





#### Trailgoers Feedback

Now looking at feedback from those who took part in the trail...



# Key Takeaways





**98%** of visitors would be likely to visit a <u>future event similar to WOW</u>

**92%** said the WOW trail was a good event to have in the city

**66%** say WOW influenced their decision to visit Worcester

**1in12** visitors stayed overnight in Worcester to make the most of their visit

# Key Takeaways





81% of visitors came to Worcester twice or more to do the trail

**60%** of visitors travelled in groups of **3 or more** 

72% of visitors spent over £30 as

part of their day, this equates to a spend of between £245,000 and £385,000 from our app users alone



"Just got in from a full day 'waddling' round Worcester, lovely day fantastic shout out to Bills in crowngate who served all 11 of us great service thank you x" *Carol, Visitor* 

"Absolutely loved my visit from Dublin yesterday. Ticked off all the amazing penguins over 5 hours and covered 12.5km on the trail. Huge well done to everyone involved. The penguins are so wonderful to see and really inspirational to see. "" *Mary, Visitor* 

"Hi. We loved doing the penguin trail today. My son (11) and I got the train from Tewkesbury and found all 82 penguins, We did the river walk to Diglis Weir and back this morning, had lunch and then found the others in the centre. 16,000 steps, lovely walk around Worcester and we found places we'd never been, especially the river walk. We're both shattered buy had a really good day xx"

Visitor

## In their own words



"Travelled from Lincolnshire yesterday and completed the trail. This is my 71st sculpture trail I've taken part in over the years." Stephanie, Visitor

"It was brilliant to see parts of Worcester we didn't even know existed, especially down by the river by Diglis and Fort Royal Park (Hairy Monster has the best view for watching over the city!) We only live in Kidderminster and didn't realise how much there was outside of the shops to see". Visitor "We live in Stratford upon Avon and I can say Worcester is by far the best town centre I have been to. It is so lovely, open, clean, the shops are full, with lovely shopping centres to walk through and loads of places to eat, really friendly people. Thoroughly enjoyed it." *Visitor* 

> "Having completed the giraffes, elephants and now penguins, we can't wait for the next one" *Visitor*



#### Farewell Events

Whilst the trail is live for 8 weeks completely free of charge, we have found great value in hosting ticketed events to view the sculptures in one location.

## Waving a fond Farewell

6 days over 2 weekends

**41** penguins on the pitch

**41** penguins in the terrace

1 digital interactive installation

82 timed visitor slots

**4,442** visitors to the event

**£16,752** generated in raffle, merchandise and ticket sales





#### The Auction

The auction is the grand finale and also where we raise the majority of the money for the hospice.



#### The Finale!



**207** attendees in the room

**Hundreds** more watching and bidding from home

1 very persuasive auctioneer

**41** penguins auctioned

#### **£330,000** raised for St Richard's Hospice

Waddle of Worcester Auction on Vimeo







#### Media Coverage

Getting the message out about these trails is essential to its success - this is why our media partners are so important to the trail, along with engagement from wider media.



### Making Headlines



#### worcesternews.co.uk 'Waddle' shop has art lovers queueing

presect who worked as the WHS until she n-days a week, and its last day week adays a week, and its last day with coincide with the end of the art

Monday July 29, 2024

THE Waddle of Worcesier art trail began last week. But it is not just the trail that is enjoying the diff the train and dimetight. Penity have flocked to the train's pop-up score located in crowigate's Chapel Walk sizes it pened. Ran by voluniteers of St Richhan by volmisers of St Rich-ards Roptio, the organisation spearheading the city-wile Wid-de of Worcestor ari trail, pro-ceeds made in the store will go toward the city hospke's care.

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Friday August 2, 2024

Flexible live-in care at home Home comfort, professional support

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### Making Headlines



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#### 65+ news articles in-print

**135+** news articles online, viewed at least 81,092 times by 49,180 unique users

**36%** increase in Facebook followers

**51%** increase in Instagram followers

**711,625** reach across WOW Meta platforms

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# ...so much more than a trail...

## The Art of Giving



Delivered by the amazing creative brains at DRPG, the Art of Giving was a large-scale, multi-platform project combining a physical installation, digital interactivity, and community engagement.

The centrepiece was a custom-built installation featuring a 3D pebble structure surrounded by interactive projections that brought user-generated designs to life.

Visitors could input a unique code on-site, triggering an animation of their artwork appearing within the installation, creating a magical and personal moment.

#### **Over 800** art submissions

**Over 8,000** social media interactions

St Richard's Hospice



www.taog.uk

### Our Waddle Army

It takes an army of people to mobilise our parade of penguins, who selflessly give up their time to support St Richard's...

**Over 100** individuals were involved in moving our penguins and plinths where we needed, when we needed them!



St Richard's Hospice

Source: St Richard's Hospice Volunteer Services Data. 3 for plinth relocation, 6 for plinth refurbishment, 3 for attachment and detachment, 25 for installation, 3 for reinstallation, 3 for reinstallation, 3 for repairs (3 times), 25 for deinstallation, 6 for relocation (4 times), 2 for deliveries

## Our Waddle Army

It doesn't just stop with the sculptures - we also had volunteers from across the community and local businesses who supported the waddle...

8 beaky cleaners

27 shop volunteers

15 paint & prosecco volunteers

62 farewell event volunteers

- **30** auction event volunteers
- **3** evaluation event volunteers

St Richard's Hospice







## Involving our Community

**56** community knitting groups, plus others who did not make themselves known to us

**4,336** knitted, crafted and donated items

**£24,581** raised for from sales and donations

**12** penguin-themed post box toppers across the county

St Richard's Hospice



#### More than a trail...



One of the project volunteer crafters, Sue Hencher, wrote to the hospice to thank us for giving her the 'unexpected gift' of focus and distraction during the first lonely months without her husband...

"My husband, Vaughan, really enjoyed taking our grandchildren around the elephant and giraffe trails and was very much hoping to be here to see the penguins. It was Vaughan's idea that I knit penguins over the winter months to help the hospice.

When I lost him more suddenly than expected in September it took me a while to start knitting, but it soon became so much more to me. I started putting them into his empty armchair and when I was asked by my granddaughter if I was going to fill his chair with penguins I readily accepted the challenge.

In fact, I went much further than that and created 100 penguins but I am keeping a few in his chair as it would look so empty without them.

Knitting these penguins has definitely given me a focus and distraction during these first lonely months without Vaughan, so I would like to thank the hospice for this unexpected gift."





#### Overall Impact

So what did we manage to raise across all those various platforms and fundraising activities?...



## The WOW Effect

Whilst we raised a staggering

**£330,000** on the night of the auction, the Waddle as a whole project raised a total net figure of...

# £555,499





St Richard's Hospice

Source: St Richard's Hospice Finance Department





Phoebe was just 5 years old when we brought giraffes to the city... and here began a breakfast picnic tradition with the sculpture at Fort Royal Park





Over the last 6 years and 3 trails, a lot has been achieved;

**9% increase in footfall** across Worcester City Centre in the years that a trail is hosted (excluding 2020)

**94 businesses** involved, 42 of which were new partnerships with us

65 schools & groups took part in the Education Programme 80 artists commissioned to paint sculptures

#### **Over £1.25m** raised for St Richard's Hospice





# ...so what's NEXT?

# Summer 2027

There **WILL** be another trail in 2027!!

Initial conversations are taking place around the nature and theme of the sculpture.

Announcements will take place in Feb/Mar 2026.

We know that sponsoring a sculpture will be popular, if you would like to sign up now, please contact Sara Matthews <u>smatthews@strichards.org.uk</u>







A Wild in Art event, brought to the city by St Richard's Hospice

Presenting Partners

**Community & Education Partner** 

Media Partners











BBC RADIO Hereford & Worcester News Worcester