

LEARNING AND COMMUNITY PROGRAMME

*Join the herd and be part of
Birmingham's 2025 art trail!*

Calling all schools, youth and community
groups; join the herd as Bulls in the City
comes to Birmingham in summer 2025!

Brought to you by:



www.bullsinthecity.co.uk



HAVE YOU HERD?

Get ready to witness the thrilling spectacle of 'Bulls in the City' as it charges into Birmingham during the summer of 2025!

Picture this: a thrilling parade of 40 larger-than-life sculptures, each one a unique masterpiece of artistry, depicting the legendary Birmingham Bullring Bull. But wait, there's more! These majestic sculptures aren't just static displays, they're part of an exhilarating, free-for-all adventure trail designed to thrill families and tourists alike!

The large sculptures, funded by local businesses, will be designed and painted by local artists and will be auctioned off after the trail to raise funds for Birmingham Hospice. While the smaller calf sculptures will create a mini herd to be adopted, designed and decorated by schools, youth and community groups and displayed during the summer trail in shops and attractions up and down local high streets.



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ABOUT BIRMINGHAM HOSPICE

At Birmingham Hospice the very best care is available, wherever and whenever it's needed. Our mission is to ensure everyone has access to the care of their choice at the end of life.

Our teams are committed to improving the quality of life for people living with life-limiting illnesses, as well as supporting their families and loved ones during one of the most challenging periods they will face.

Our aim is to help people live well and spend the time they have left how they want to, and to be there for families, carers and loved ones. We are there every step of the way – listening, offering advice, planning and easing pain; helping people to focus on living and spending time with those who matter most to them.



WHY THE BULL?

The bull holds a special place in the heart of Birmingham and its people, symbolising strength, resilience, and the city's industrious spirit.

Standing proudly at the entrance of the iconic Bullring shopping centre, the bull has become an enduring emblem of Birmingham's identity, drawing locals and tourists alike to its impressive stature, being a landmark for friends meeting and a backdrop to countless photographs.

We would like to thank Hammerson for allowing Birmingham Hospice to use its iconic Bullring bull design for the Bulls in the City trail.



HOW DOES THE LEARNING AND COMMUNITY PROGRAMME WORK?

Bulls in the City is about partnerships by bringing together Birmingham businesses, schools, local communities and the public to celebrate our city and support Birmingham Hospice.

Businesses, community groups and education establishments are invited to sponsor a blank bull sculpture. The large sculptures are designed by new and established artists, whilst our mini herd of calves are adopted, designed and decorated by schools, youth and community groups who can also take part in a bespoke Learning and Community Programme. Every school, youth and community group that joins the herd will be gifted a calf sculpture to adopt and decorate. You'll be supported

with a resource pack tailored to your audience, describing a range of innovative and artistic activities to support you and ensure everyone has fun while being creative. Throughout the summer, along with the rest of the herd, your beautifully decorated calves will be displayed across the city for everyone to admire and enjoy, showcasing the wealth of artistic talent in our community. Once the trail closes, your sculpture will be returned to you to keep and display.



By being part of the Learning and Community Programme, you'll be joining our herd of bull calves!

Join the stampede today!

Register here



Select your Learning and Community package and register now to find out more about securing your calf sculpture!

Package 1

Adoption Fee: £1,000 (+VAT)

The cost to adopt a calf is £1,000 + VAT. This fee helps to cover the full cost of the sculpture and helps us, Birmingham Hospice, to be there for those that need our care. You may wish to pay this fee directly from your group or work with a local business who can pay the fee and donate the sculpture to your school or group.



THE BENEFITS TO YOUR SCHOOL OR GROUP

- A blank calf sculpture to keep
- Official sculpture plaque with space for your logo, name and the inspiration behind your design
- A cross-curricular creative resource pack with lesson plans, template and activities
- Invite to our Learning and Community Programme Art Inspiration Event
- Invite to the trail farewell event
- Exhibition of your sculpture on a high-profile city-wide trail
- Inclusion in our trail map, on the website and associated app
- Support from the Bulls in the City Fundraising Team throughout the project.

Your next big decision as a school or group is how to decorate your calf!

THE IMPACT OF ART AND CREATIVITY

Art has the power to change lives.

Our Learning and Community Programme aims to inspire and stimulate creativity, encourage minds to be curious and increase imagination. As well as creating opportunities for engagement to build confidence and improve artistic skills for everyone involved.



Creativity and Imagination: Engaging with Bulls in the City encourages participants to think creatively and use their imagination to interpret and create artwork.



Learning Opportunities: Children can learn about various art techniques, styles, and concepts by observing and interacting with the diverse range of artworks displayed along the trail.



Outdoor Exploration: Bulls in the City takes place outdoors, providing children and families with the opportunity to explore their surroundings, appreciate nature, and learn more about their local environment.



Physical Activity: Walking or exploring the art trail can promote physical activity and a healthy lifestyle for children, as they move between artworks and navigate the trail.



Social Interaction: Bulls in the City is a community event, providing opportunities for children to interact with their peers, families, and members of the community while discussing and enjoying the artwork together.



Sense of Achievement: Those who contribute to or participate in creating artwork for the trail can experience a sense of pride and accomplishment, boosting their self-esteem and confidence.



Cultural Enrichment: Experiencing art in a public setting exposes people to diverse cultures, traditions, and perspectives, broadening their understanding of the world around them.



Emotional Wellbeing: Engaging with art can be emotionally enriching for everyone, allowing people to express themselves creatively and providing a source of joy, inspiration, and emotional connection.

But most of all the Bulls in the City art trail is great fun!



WHAT TEACHERS SAY ABOUT JOINING A WILD IN ART PROJECT

The Big Sleuth Learning Programme, Birmingham 2017:
“It has been a fantastic journey with a lovely outcome and I would definitely like to be involved in a future project. It has been a rare opportunity for children to be able to showcase their art so publicly and be part of such a large scale, exciting project.”

LYNG PRIMARY SCHOOL

Cows about Cambridge, Cambridge 2021:
“The project allowed all the children and adults in our school to feel included and involved in an exciting large scale public event. A once in a lifetime event for many and we will never forget it”.

LITTLE PAXTON PRIMARY SCHOOL

Join the stampede and get in touch today!

Please do get in touch with the team to
discuss how you would like to be involved.

Contact Rebecca Richards, Wild in Art Project Manager



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www.bullsinthecity.co.uk

@Bulls_inthecity



ABOUT WILD IN ART

Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy. It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

WILD IN ART EVENTS HAVE:

- Enabled over £26.3m to be raised for charitable causes.
- Injected £4.3m into local creative communities.
- Engaged over 1.2 million young people in learning programmes.
- Helped millions of people of all ages to experience art in non-traditional settings.

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Birmingham Hospice is the new name for Birmingham St Mary's Hospice and John Taylor Hospice.