



# PETER RABBIT™

in the warrens  
of Worcester

## Partner Information

We invite you to hop along  
with us and Peter Rabbit™ in  
the warrens of Worcester



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

# Welcome



**For over forty years St Richard's Hospice has been an integral part of the Worcestershire community, providing free specialist care for patients living with an illness that cannot be cured and supporting their loved ones.**

Following three hugely successful, innovative and inclusive trails which saw the county take penguins, elephants and giraffes into their hearts, we invite you to hop along with us on our next adventure...

We invite your business, employees, customers and visitors to be inspired, get creative and celebrate the uniqueness of Worcester in the fourth mass participation public art event to take place in the county. For eight weeks in the summer of 2027, Worcester's streets, parks and open spaces will be brought to life by a fluffle of rabbits.

Each sculpture will be individually designed and beautifully created, showcasing the wealth of artistic talent the county has to offer – while positively contributing to the economic, cultural and social life of the area.

This Wild in Art event, brought to Worcester by St Richard's Hospice, will be an excellent opportunity for you to raise awareness of your business – while showcasing your support for a well-loved charity over a period of 18 months.

**Peter Rabbit™ in the warrens of Worcester** follows in the giant footsteps of the great Waddle of Worcester in 2024, Worcester's Big Parade in 2021 and Worcester Stands Tall in 2018.

“Once again, we are proud to deliver an exciting and inclusive mass participation event, generating shared success for our partners, sponsors, and the wider county. Thank you to everyone who shares our enthusiasm for a fourth art trail — your support has made this possible!

**Peter Rabbit™** is one of the most beloved characters in the world, charming generations with his adventurous spirit, curiosity, and just the right amount of mischief. His stories have shaped childhoods, teaching lessons about courage, kindness, and resilience - even in the face of loss.

In the same way, our St Richard's fluffle is here for our community: for anyone living with an illness that cannot be cured, and for their loved ones navigating grief, loneliness, and bereavement - including children and young people”.

***Mike Wilkerson***

Chief Executive, St Richard's Hospice

# Waddle of Worcester success

In the summer of 2024, we huddled together to bring penguins waddling into the city. Not only did our penguins unite a community, they encouraged visitors from across the country to explore our wonderful city.



It also had a significant economic impact on Worcester.

16%

increase in footfall across Worcester city centre during the trail period

£30

or more was spent on average during a visit to the trail

98%

of visitors to the trail would be likely to visit a future event similar to the waddle

1 in 12

visitors stayed overnight in the city to make the most of their visit

81%

of visitors visited twice or more to do the trail

100%

of sponsors felt the trail helped to promote their business to those in and around Worcester

11.5K

paper maps and sticker books collected from outlets across the city

100%

of sponsors believe the waddle had a positive impact on their business

£368,800

raised at auction for St Richard's Hospice

# Tell me how it works

**Peter Rabbit™ in the warrens of Worcester** is about partnerships. It aims to bring together the business and creative sectors with local communities and schools, to celebrate the character of the area and its cultural identity. This world-class, large-scale public event will:

- Provide a trail through Worcester city centre, parks and open spaces, encouraging thousands to become a 'tourist in their own county' and discover or rediscover their community.
- Increase awareness, footfall, dwell time and visitor spend.
- Engage local and regional professional artists.
- Provide a unified platform for businesses and organisations to engage with their own communities and customers.
- Create an education programme for schools, using creativity as a learning device.
- Attract regional and national visitors to Worcester and the surrounding areas
- Showcase the creativity of Worcester, its heritage, architecture and culture
- Celebrate one of the most beloved characters in the world, in a year which also marks the 125th anniversary of the first publication of Beatrix Potter's *The Tale of Peter Rabbit!*
- Provide community engagement, fun and excitement (and a little mischief)!

hop  
along with us

# So when does the fun and excitement begin?

**NOW!** We are already working with our partners, alongside our business, art and education communities to bring together this exciting project, which will add value to the extraordinary cultural life the city already has to offer.

Businesses, education establishments, community groups and charities are invited to sponsor a blank sculpture – the canvas.

Artists, both well-known and undiscovered, are invited to submit designs which will be presented to sponsors and available for selection. Where possible, local artists will be commissioned to customise each sculpture creating a unique piece of artwork.

**Thirty five individually designed Peter Rabbit sculptures will go on display through the streets and public spaces of Worcester city from Monday 12 July until Sunday 5 September 2027.**

A farewell event will be arranged displaying all the Peter Rabbit sculptures in one place. This will offer those who are unable to complete the trail, or simply want to see the sculptures together, to wish them well as they go on their final adventure! After the event, the large Peter Rabbit sculptures will take centre stage and go to auction in October 2027, to raise funds for St Richard's Hospice and to leave a lasting legacy.



# Why should my business or group get involved?

## Your sponsorship will help to:

- Play an important part in animating Worcester and creating an unforgettable atmosphere in the county during the summer of 2027
- Significantly raise brand awareness for your business in a unique and memorable way through long term exposure (12-18 months)
- Showcase and bring footfall to your place of business
- Demonstrate your own corporate creativity, engage your staff, customers and associates with your uniquely designed sculpture
- Stimulate the economy. On average visitors spent over £30 during their visit to the great Waddle of Worcester and visited twice or more!
- Benefit through association with your own 'feel good' stories in media, internal communications and trade publications
- Create community engagement, pride and integration
- Increase sales - 80% felt that the Waddle helped to promote their business to those in and around Worcester
- Corporate social responsibility - support a local charity and raise significant sums for St Richard's Hospice through the auction of your Peter Rabbit sculpture at the end of the project.
- Association with one of the most beloved characters in the world. Peter Rabbit™ has been charming generations with his adventurous spirit, curiosity, and just the right amount of mischief – and this year also marks the 125th anniversary of the first publication of Beatrix Potter's *The Tale of Peter Rabbit!*

To encourage full participation in this most exciting project and to help St Richard's Hospice raise as much as possible, there are a wide range of sponsorship opportunities on offer. Each level provides a variety of benefits to suit your marketing, public relations and corporate social responsibility objectives.

Wild in Art events are hugely popular wherever they take place, offering an excellent return on your investment whether that be staff engagement, supporting local initiatives or driving sales and footfall.

There is limited sponsorship availability in each category, so we are standing by to get creative with you so we can ensure you get maximum benefit by being involved with the Peter Rabbit™ in the warrens of Worcester.

**Let our fluffle of rabbits help get your business messages heard, drive customers to your door, create partnerships across the city and be part of this exceptional event.**

# Hop along with us

Our team would be delighted to meet you to discuss this opportunity to align your business with one of the world's most adored characters along with one of Worcester's best loved charities – help us make a difference in our community for years to come.

There are a limited number of Peter Rabbit sculptures looking for sponsors. They will be allocated on a first come first served basis, so please get in touch today!



# Why Peter Rabbit™?

Peter Rabbit™ is one of the most beloved characters in the world. For 125 years he has charmed generations with his adventurous spirit, curiosity, and just the right amount of mischief. His stories have shaped childhoods, teaching lessons about courage, kindness, and resilience - even in the face of loss.

In the same way, our St Richard's fluffle is here for our community: for anyone living with an illness that cannot be cured, and for their loved ones navigating grief, loneliness, and bereavement - including children and young people. Peter Rabbit knows that even in the toughest of times we are always stronger together.

## Sponsorship opportunities consist of:

### Presenting Partner

**Minimum investment £25,000**

An exclusive category restricted to five companies or organisations in non-competing sectors to benefit from a close association with a comprehensive marketing and public relations campaign.

### Official Supplier

**£10,000 value in kind support / sponsorship**

A unique opportunity to gain maximum exposure in return for the products and services you offer in areas including media, construction, event management, logistics, hospitality, and programme delivery.

### Large Peter Rabbit sculpture sponsor **£5,750**

Join us in the Warrens of Worcester and sponsor an individually designed Peter Rabbit sculpture in a designated location. Benefit from a wide range of marketing and PR opportunities and choose the design from the artist submissions.

### Why not double up and add on a bunny for a local school? **£6,750**

One large Peter Rabbit sculpture for you and one little bunny sculpture for a school or community group.

**Want to sponsor but cost prohibitive?....  
Why not partner up?**

**Up to three businesses can get together to sponsor a sculpture.**

### We need a sponsor for our Trail Maps **£2,250**

More than 8,000 maps were collected during the last trail – why not feature your business and reach a wide audience?

To view all of the sponsorship opportunities available and to find out how you can hop along with us this summer...

# Timeline

**July-September 2027**

75 Peter Rabbit sculptures hop, skip and jump into Worcester



**March 2027**

Sponsors' preview of submitted designs and selection



**February 2026**

Official launch call to sponsors



**September-December 2026**

Call to artists and schools



**March-May 2027**

Sculptures painted



## Trail App sponsor £2,500

Over 7,000 individuals downloaded the Waddle App, making 353,062 sculpture collections on the app during the trail!

## Trail Sticker book sponsor £2,500

Why not promote your business to families by sponsoring the trail activity booklet? More than 4,000 were purchased during the last trail and we envisage a Peter Rabbit themed sticker book to be even more popular!

## Miniature Painting Workshops sponsor £2,500

We plan to host some fun-themed painting workshops of miniature rabbit sculptures. These sessions previously attracted hundreds of people, who then got to take their creations home with them.

## Farewell Event sponsor £3,000

The Peter Rabbit sculptures, big and small, will all gather together at the end of the trail, attracting visitors from across the county and beyond to see and photograph them in one place. We are looking for one business who would like the opportunity to promote its services to around 5,000 people attending over the farewell period.

## Auction Event sponsor £3,000

When the Peter Rabbit sculptures go to auction to find their forever homes, we need to create a great event to appeal to our generous donors. Why not be the event sponsor and join us for this incredible evening?

...visit [warrensofworcester.co.uk/sponsors](http://warrensofworcester.co.uk/sponsors)

## 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 £30.3m to be raised for charitable causes
- Injected £5.3m into local creative communities
- Engaged over 1.5 million young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

[wildinart.co.uk](http://wildinart.co.uk) @wildinart #wildinart

## About Peter Rabbit™ and Beatrix Potter

*The Tale of Peter Rabbit* is one of the world's best-loved children's books and was originally written by author and illustrator, Beatrix Potter in a picture letter in 1893. It was first published by Frederick Warne & Co. (today an imprint of Penguin Random House Children's) in 1902 and the story has never been out of print since, selling in excess of 46 million copies worldwide. Today over 2 million of Beatrix's books are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world.

In 2026, we will be celebrating 160 years since Beatrix Potter's birth. This will closely be followed in 2027 by the 125th anniversary of Peter Rabbit (marking 125 years since we first published Beatrix Potter's *The Tale of Peter Rabbit*).

Penguin Random House Children's is committed to growing and protecting The Peter Rabbit™ brand. The World of Peter Rabbit™, one of the world's largest literary based consumer products and experiences programmes, is managed in-house by Penguin Ventures.

[www.peterrabbit.com](http://www.peterrabbit.com)

For further information on how to get involved, please contact:

### Sara Matthews

Business Development Manager  
St Richard's Hospice

01905 958278

[smatthews@strichards.org.uk](mailto:smatthews@strichards.org.uk)

or visit [www.warrensofworchester.co.uk](http://www.warrensofworchester.co.uk)

  #warrensofworchester



St Richard's  
Hospice  
Caring for life



BEATRIX POTTER™  
© Frederick Warne & Co., 2026.

Presenting Partners



Chapel &  
Friary Walk  
Shop, dine and unwind

Media Partners



Worcester News