PETER RABBIT™

in the warrens of Worcester

Artist Programme

St Richard's Hospice
Caring for life

WILD IN ART

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

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

Reg. Charity No. 515668

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

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.

Can you decorate one of our Peter Rabbit sculptures?

Thank you for your interest in submitting a design for **Peter Rabbit™ in the warrens of Worcester,** the follow up to hugely popular Worcester Stands Tall, Worcester's Big Parade and the great Waddle of Worcester Trails.

St Richard's Hospice has once again teamed up with Wild in Art and new partner, The World of Peter Rabbit™, to stage this spectacular art trail. Throughout the summer of 2027, Worcester's streets, parks and open spaces will become home to a 'fluffle' of 35 large, individually designed and decorated Peter Rabbit sculptures.

Becoming a **Peter Rabbit™ in the warrens of Worcester** artist means your design will play an important role in the sculpture trail, which will raise vital funds for St Richard's Hospice, who support patients, their loved ones and the bereaved across Worcestershire.



How do the final designs get chosen?

Artists and creatives, both well-known and undiscovered, are invited to submit designs which will be shortlisted by our trail Art Curators. These designs will be displayed at a private exhibition, where the trail sponsors will have the chance to choose their favourite designs.

The selected artists will then be commissioned to translate their design onto a three-dimensional sculpture.

The sculptures will go on display across Worcester during summer 2027 for all to enjoy. After the trail ,the sculptures will be sold at auction with the net proceeds raised going to St Richard's Hospice.

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Why get involved?

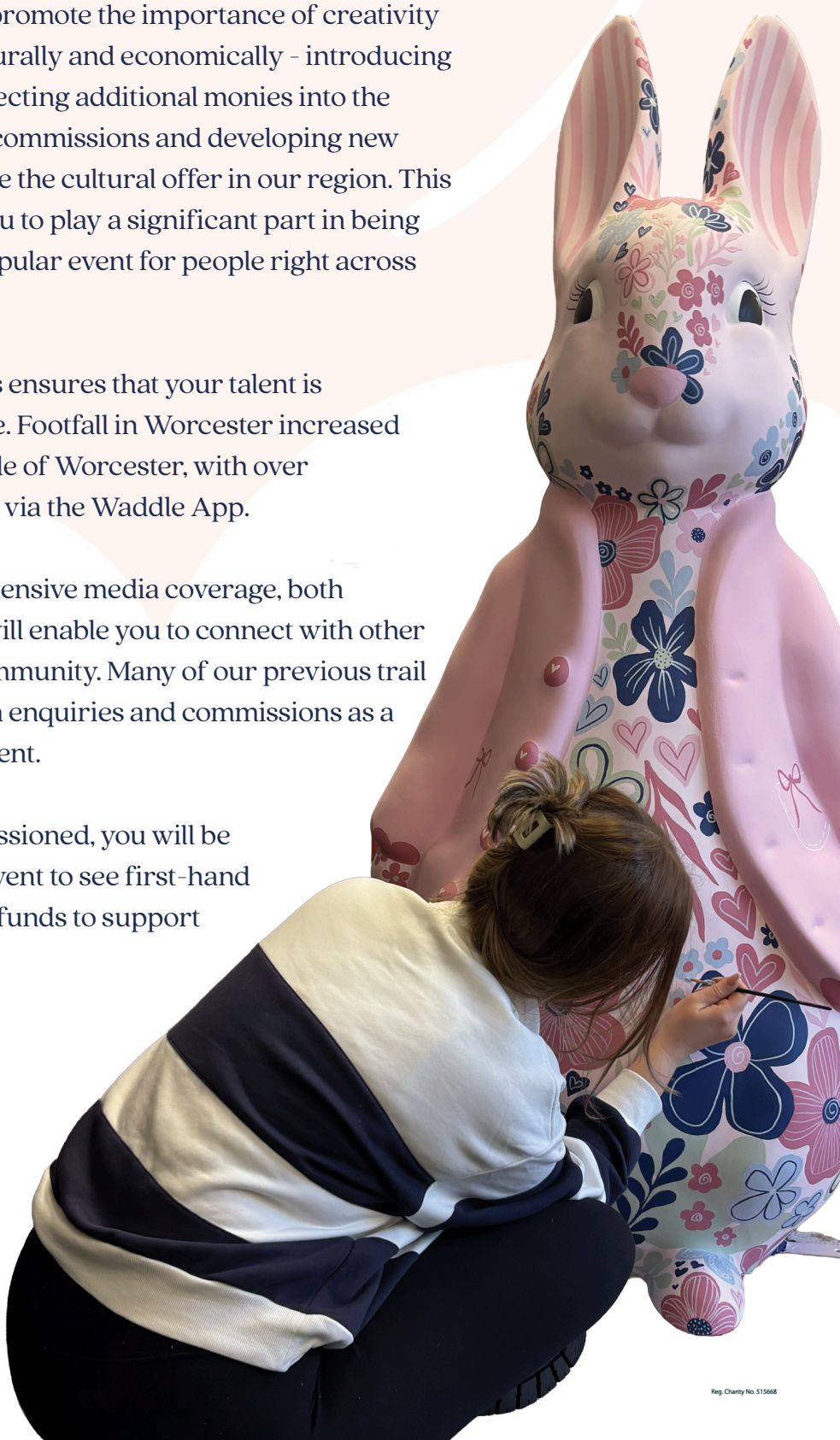
Peter Rabbit™ in the warrens of Worcester will bring colour and conversation to the streets, parks and open spaces of Worcester city centre, encourgaging communities to come together and celebrate all we love about our county.

Following on from the successful previous St Richard's Hospice trails, we want to continue to promote the importance of creativity and its real value socially, culturally and economically - introducing new businesses to the arts, injecting additional monies into the creative sector, creating new commissions and developing new audiences to enjoy and explore the cultural offer in our region. This is a unique opportunity for you to play a significant part in being involved in an exciting and popular event for people right across Worcestershire and beyond.

The popularity of these events ensures that your talent is showcased to a mass audience. Footfall in Worcester increased by 16% during the great Waddle of Worcester, with over 350,000 sculpture collections via the Waddle App.

These events also generate extensive media coverage, both on and offline. In addition, it will enable you to connect with other artists, businesses and the community. Many of our previous trail artists reported an increase in enquiries and commissions as a direct result of their involvement.

Should your design be commissioned, you will be invited to attend the auction event to see first-hand how your sculpture can raise funds to support St Richard's Hospice.



Artist Katie Hodgkins decorating our promotional sculpture, Poppy

Timeline

30 Sept 2026
Artist programme launch

8 Jan 2027
Deadline for design submissions

End Jan 2027
Design shortlisting takes place

Mid-Feb 2027
Sponsor design selection event

End Feb 2027
Final artists selected and announced

22 Feb - 29 Apr 2027
Artists paint their sculptures

2 May 2027
Deadline to return sculptures

12 Jul - 5 Sept 2027
Sculptures on display

14 Oct 2027
Auction Event

24 Sep - 3 Oct 2027
Farewell Events (Fri-Sun) both weekends



Meet your muse

The Tale of Peter Rabbit is one of the world's best-loved children's books. The character originally appeared in a 'picture letter' written by author and illustrator, Beatrix Potter, in 1893. Featuring an adventurous rabbit in an iconic blue jacket, the story was first published by Frederick Warne & Co. (today an imprint of Penguin Random House) in 1902 and has never been out of print since, selling in excess of 46 million copies worldwide.

Today, over 2 million of Beatrix Potter and Peter Rabbit books are sold globally every year, whilst the mischievous bunny has appeared on books and merchandise in more than 110 countries throughout the world. And in 2027, we're also celebrating the 125th anniversary of the first publication of Beatrix Potter's *'The Tale of Peter Rabbit'*, so there couldn't be a better time for Peter Rabbit to be hopping around in the warrens of Worcester!

Peter is curious, a little bit mischievous and loves to explore nature and the outside world. We thought he would be the perfect character for our trail, bringing a sense of fun and adventure to our region – and we'd love for you to reimagine him in a blank sculpture!

Your unique canvas



The Peter Rabbit™ sculpture has been created by Wild in Art in collaboration with The World of Peter Rabbit™. It has been purposefully designed to be an accurate 3D blank canvas to enable artists to create their own unique work of art.

The sculptures are manufactured using a mixture of Class II fire retardant laminating resin and chopped roving fibreglass over an initial brushed on layer of polyester gel coat. Each Peter Rabbit is finished with a primer and is ready to paint.

Large sculpture dimensions:

- Height: 1600mm
- Width: 800mm
- Depth: 800mm
- Weight: 30kg (approx)



Design themes

As it's the sculpture sponsors who select the artwork to decorate their Peter Rabbit sculpture, it is worth considering who the sponsors are and what might appeal to them.

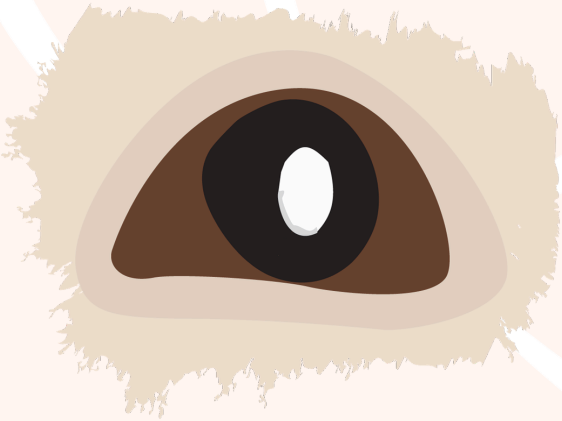
A full list of Peter Rabbit™ in the warrens of Worcester sponsors are detailed on our website https://warrensofworcester.co.uk/sponsors/

Please ensure you read our Artist Design Guidelines, alongside our Terms and Conditions thoroughly before submitting a design.

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It’s all in the eyes

Whilst all the Peter Rabbit™ sculptures will be individually designed, we can only accept designs where the eyes of the sculpture refelct those of Peter Rabbit OR are completely covered in artwork. See below examples as a guide.



Add your design here

If your design does feature ‘eyes’, please ensure you have:

- Dark brown iris
- Black pupil
- White reflective glint
- Follow size and proportions as per example
- The eye lid and area around the eye can be as per your design



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Event Partners

About St Richard's Hospice

St Richard's Hospice is an independent charity caring for adults with an illness that cannot be cured, improving their quality of life from diagnosis, during treatment to their last days and supporting those important to them.

Each year the hospice team supports more than 3,000 patients, family members and bereaved people in Worcestershire. It costs around £12 million to run the hospice each year, which includes patient care and support services.

St Richard's is an independent charity and relies on donations and gifts in Wills for around 80% of its income with the remainder funded by the NHS.

For more information about St Richard's Hospice visit www.strichards.org.uk

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. Connecting businesses, the creative sector, education and community, Wild in Art brings people together through the creation of uniquely designed, artist-painted sculptures.

Since 2008, Wild in Art has animated cities across five continents, delivering world-class art trails that transform places, drive economic impact and make art accessible to all.

Wild in Art events have:

- Enabled over £30.3m to be raised for charitable causes
- Injected £5.7m into local creative communities
- Engaged over 1.6 million young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings



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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) 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.

This year, we are 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 Beatrix Potter™, one of the world's largest literary based consumer products and experiences programmes, is managed in-house by Penguin Ventures.

www.peterrabbit.com

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See our full list of sponsors and partners https://warrensofworcester.co.uk/sponsors/

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