



# You're invited!

## Community Learning Programme

A Wild in Art event  
brought to you by St Giles Hospice



# Have you “herd”?

**We’re excited to announce that in 2024 St Giles will deliver an exciting and iconic art sculpture trail for our entire community to enjoy together – March of the Elephants!**

March of the Elephants will see a herd of around 60 decorated elephant sculptures parade across Lichfield, Tamworth and Sutton Coldfield to raise vital funds and awareness for hospice care.

Together with our partner, Wild in Art, we’re inviting schools, nurseries, colleges and groups to join our March of the Elephants Community Learning Programme. You’ll adopt and design your own elephant sculpture which will then feature in a free family-friendly trail for people to enjoy whilst exploring their local area.

The programme provides a real-world opportunity for young people in our community to have their work showcased alongside the brightest, most impressive artists and creatives in the country!

Through the programme you’ll show your commitment to community cohesion and celebrate the creativity of children and young people in the context of their wider environment, broadening their horizons and aspirations.

It’s an opportunity to be loud, proud and joyous, to celebrate the freedom to get out and about into the community again and publicly declare your schools’ support for their local hospice.

We can’t thank you enough for your support since our first patient was admitted to our hospice in Whittington back in 1983, right up until the present day. **Thank you so much.**

**We look forward to you, our wonderful community, joining us to be part of the parade!**



# Wild in Art

**Wild in Art has a track record of delivering world-class events that entertain, enrich, inform and leave a lasting legacy. We believe passionately in the power of creativity to connect the private and public sectors with artists, learning institutions and communities to produce popular mass participation art events.**

We are very excited to be working with St Giles Hospice to produce March of the Elephants, and we hope the elephants will inspire people of all ages to work creatively and showcase their achievements.

With your support, we can create an event that will have significant impact during the summer of 2024.



**Charlie Langhorne, Managing Director and Co-founder, Wild in Art**

# You’re invited!

**We’re inviting schools, nurseries, colleges, pupil referral units and community groups in Lichfield, Tamworth, Sutton Coldfield and surrounding areas to get creative and join this unique community art event in 2024.**

Our elephant sculptures provide an engaging and tangible way to introduce topics relevant to your learners. These can be tailored to cover health and wellbeing, loss and bereavement and creative discovery.

The joy of March of the Elephants is that ideas can become reality, and your sculpture will be a real focus for attention out and about on the trail.

Our team would be delighted to meet you to discuss this opportunity. Please contact [elephants@stgileshospice.com](mailto:elephants@stgileshospice.com) or call **01543 434039**.





# Why elephants?

**At St Giles we believe in a world where everyone has fair access to specialist palliative and end of life care.** We focus on creating special and unforgettable moments together for our patients and their loved ones.

**An elephant is the perfect animal for our trail** because they say **an elephant never forgets**. At St Giles we value the importance of making lasting memories for those we care for.

We hope our community never forgets how much we value their support, without it we couldn't continue to be there for patients, and their loved ones, when they need us most.

March of the Elephants is both a wonderful opportunity to celebrate the lives of loved ones we hold dear in our memories and also to make new and treasured memories for the future.

**Elephants are wonderful, majestic and much-loved animals.**

They have characteristics synonymous with the nature of the care St Giles Hospice provides for patients every single day.



Mali in the City 2012. Credit: Melbourne Zoo

**These wonderful mammals share very similar characteristics and values to those held by St Giles Hospice.**

The compassion, dedication and courage provided through hospice care is reflected in the behaviour elephants show towards their herd whilst alive and after death.



The Big Trunk Trail 2021. Credit: Keech Hospice Care

## Sharing emotions

Joy, anger, grief, compassion, love – each of these emotions reside within these mammals. Through years of research, scientists have found that elephants are capable of complex thought and deep feeling. In fact, the emotional attachment elephants form towards family members may rival our own.

## Comfort

**Elephants stay with injured or dying individuals and try to comfort them; they have even been observed in nature helping other animal species in distress.**

The 3rd-century Roman author Aelian stated in De Natura Animalium: "An elephant will not pass by a dead elephant without casting a branch or some dust on the body." They remember the places where other elephants have died, and linger there when they pass them.



The Big Trunk Trail 2021. Credit: Keech Hospice Care

## A social bond

Communication among elephants is varied and continuous. Elephants sense sounds through their feet as well as hearing them. Much of the communication seems to be an attempt to convey reassurance and connectedness.



# How it works...

**This project will show your commitment to community cohesion; whilst celebrating the creativity of children and young people in the context of their wider environment. Helping to broaden both their horizons and future aspirations.**

You'll adopt and design your own elephant sculpture which will then feature in our family-friendly trail for 10 weeks in the summer of 2024.

At the end of the trail your sculpture will be returned to you and its forever pasture.



## Opportunities for you

- 1 Trail** – Provide a trail through Lichfield, Tamworth and Sutton Coldfield streets, parks and open spaces, encouraging thousands to become a 'tourist in their own county' and discover or rediscover their community.
- 2 Creativity** – Showcase the creativity of Lichfield, Tamworth and Sutton Coldfield, their heritage, architecture and culture.
- 3 Exposure** – Increase business exposure and engagement for elephant sculpture sponsors.
- 4 Footfall** – Increase local business exposure.
- 5 Engagement** – Provide community engagement, fun and excitement.
- 6 Education** – Deliver a bespoke community learning programme using creativity as an education tool.
- 7 Brand awareness** – Gain significant media coverage across the area.

# Community Learning Programme

**The Community Learning Programme, specifically designed to engage community groups and schools, will see 30-45 small elephant sculptures joining the trail.**

You're invited to join in the fun, adopt and design your own smaller blank elephant sculpture – the 3D canvas – and take part in our learning programme.

This project gives you an exceptional creative opportunity for work readiness. It will prepare children, even those at primary school, with the transferable skills that will support their transition into work and a full and culturally rich life. The opportunities for enrichment are endless! You can achieve your wider curricular needs such as Artsmark and Arts Award initiatives, school to school partnership and collaboration and even achieve your Gatsby Benchmarks.

We'll support you all the way with workshops and engagement opportunities.

After getting creative in the classroom or community group, working together to decorate an elephant that reflects your stories and values, you will see your masterpiece displayed in your community as part of the trail.

Afterwards it is yours to keep as a reminder of your March of the Elephants experience.





# Join the herd!

**Fundraise or find a sponsor to help reach your fundraising target of £1,500. This is broken down into £750 commitment towards the cost of your own elephant sculpture, workshops and participation in the Community Learning Programme plus a £750 fundraising target which you'll be fully supported and encouraged to reach. Your dedicated March of the Elephants representative will provide you with lots of fun and engaging activities and ideas to help you along the way.**



The Big Read, 2016  
© Daniel Graves Photography

## What's included?

All participating schools and community groups will receive:

- > A blank elephant sculpture, approximately two feet tall, of your own to decorate! Your elephant will form part of the March of the Elephants trail, including your logo and design concept.
- > A cross-curricular creative learning resource pack with lesson suggestions, templates and elephant activities that delivers against the new Ofsted Framework.
- > Elephant-themed fundraising pack, full of ideas, suggestions and resources, designed to make your fundraising elephant-astic!
- > A March of the Elephants representative available for a school assembly at a mutually convenient time.
- > Inclusion in the March of the Elephants trail map, website and mobile App.
- > Invitations for two representatives to attend inspiration sessions designed to maximise trail engagement and provide staff CPD opportunities.
- > The opportunity to work with St Giles Hospice to meet your PSHE needs and learn more about the role of a hospice and the services they provide that can support you, for example, bereavement support training.



Worcester's Big Parade 2021.  
Credit: Adam Hoskins

**To register for the Community Learning Programme or for further information email [elephants@stgileshospice.com](mailto:elephants@stgileshospice.com) or call 01543 434039**

**March 2023 & September 2023**

Education inspiration workshop and elephant collection

**November 2023**

Artwork submission deadline

**December 2023 – February 2024**

Elephant painting period

**July to September 2024**

Elephant sculptures go on display in Lichfield, Tamworth and Sutton Coldfield

**Mid-September 2024**

Farewell weekend displaying all elephants in one place to wish them well as they go on their final parade!

**Late September 2024**

Large sculpture auction and small elephants returned to schools



# Don't miss out!

## 100% of participants of Brighton and Hove's Snailway Trail in 2016 said:

- It brought them closer to their community
- They felt pride in their engagement
- They would do it again



Snailspace Brighton & Hove 2016  
© Vervate Photography

"Being part of a well organised and impressive community project was empowering for the students, they were so proud that their work was on display in such a public setting alongside professional artists!"

**Natalie Easton, Gretton School**

"This was a truly unforgettable project for many of our students who all felt extremely proud to take part and show off our bees to their families and the local community. It brought the school closer together, all working on one epic project, and gave us great ideas for project based work with cross-curricular links. As a school we are very proud of the city we live and learn in, and the bee project really highlighted what a great city Manchester is and the great history it has."

**Laura Murphy, St Mary's RC Primary Swinton**



Bee in the City  
2018, Manchester  
© David Oates

## Past trail sponsors said...

"It's been a pleasure to see all of the schools and teachers get behind the learning programme, using it as a learning opportunity for the children, and as a chance to get involved in creating arts and culture from within Nottingham. We loved seeing the creative designs that the children have come up with for the BookBenches."

**Elizabeth Fagan, Non-Executive Chairman of Boots**

"Because of our support of the programme, we have created strong links with the National Literacy Trust and are working closely with them on additional programmes. From a Corporate Social Responsibility perspective, it has been really valuable to us. Nottingham City Councillors also contributed financially to the project, through a community grant, and participated in many of the launch events."

**Janet Orgill, Browne Jacobson**

## A similar sized trail in Cambridge saw the following:

**2.3 million**  
app interactions

**533,571 visitors**  
actively engaged with the trail

**74%** said the trail encouraged them to spend more time in Cambridge

**£449,658** generated through national and regional media coverage

**90%+** said the event encouraged them to do more walking than usual



**Plus, the economic impact was a whopping:**

**£12.8 million**



## Join the herd!

There's an opportunity for everyone!  
Please get in touch:

[elephants@stgileshospice.com](mailto:elephants@stgileshospice.com)

01543 434039

[www.marchoftheelephants.co.uk](http://www.marchoftheelephants.co.uk)

