



IMPACT REPORT

January 2026

 Cheltenham
Gloucester
HOSPITALS CHARITY

THE BIG **SPACE** CANCER
APPEAL

INTRODUCTION

Lions at Large - The Pride of Gloucestershire Trail was brought to you during the summer of 2025 by Cheltenham and Gloucester Hospitals Charity to raise funds for The Big Space Cancer Appeal.

This was Gloucestershire's first Wild in Art Trail and took place in Cheltenham and Gloucester from July to September; bringing 86 Lions to the city streets, parks, open spaces, shopping centres, libraries, museums and shops.

Our mission was to encourage visitors from near and far to explore Cheltenham and Gloucester, visiting places they hadn't before and to create memories of being part of the Pride of Gloucestershire.

Lions at Large generated £370,000 for The Big Space Cancer Appeal. This was thanks to map and sticker book sales, a lion themed pop-up shop, paint your own events, our farewell event, a roaring raffle and the auction.



WHAT WAS IT ALL ABOUT?



<https://bit.ly/4bhRYOp>

SPONSORS & PARTNERS

Our partners, sponsors and supporters helped make this trail a reality. Without their incredible generosity, the trail could not place. We are incredibly grateful for their support.


 Presenting Partners

CHELTENHAM
Business Improvement District

GLOUCESTER
BID

 Creative Partner

 **Stuff.**
Creative Studio.

 Learning Programme Partner

spirax
sarco

 Tourism Partners

VISIT
CHELTENHAM
THE FESTIVAL
TOWN

Visit
GLOUCESTER

 Logistics Partner

ARTHUR SPRIGGS
& Sons
Haulage Contractors

Authorised Repairer
Mercedes Van Truck & Bus - VW Commercial

 Media Partner

GloucestershireLive



SCULPTURE SPONSORS



SUPPORTED BY



PROJECT SPONSORS

86%

of sponsors said Lions at Large had **a positive impact** on their business

100%

of sponsors agreed or strongly agreed that the Lions created **a greater sense of community** in Cheltenham and Gloucester

100%

of sponsors agreed or strongly agreed that Lions was **a good event to have** across Cheltenham and Gloucester

“

As a Presenting Partner of the Lions at Large Trail, we were happy to help bring this creative initiative to life. It was inspiring to see the community and businesses come together, engage with the trail, and celebrate local talent. The project not only supported a brilliant cause but also boosted Cheltenham Town Centre footfall and showcased the vibrancy of our local culture.

Fran Inman Cheltenham BID

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Source: Lions at Large Sponsor and City Centre Business Survey October – December 2025

“

This was one of the most joyful events to work on with Charlie, Carrie and the charity. The engagement from businesses, schools, community groups, and the public (visitors and residents) was wonderful.

The lions brought pops of colour and art to Gloucester and Cheltenham; we saw an increase in footfall, dwell time and pride in the city and county. Over the summer nothing beat seeing families walking through the streets with a trail brochure, finding the lions and the resounding chorus of ‘I’ve found it!’.

Emily Gibbon Gloucester BID

”

WHAT DID THEY HAVE TO SAY?

“

This was a worthwhile venture, and we would be keen to be involved again due to the increase in footfall and brand awareness. It touched on some of our key priorities: community engagement, extending hospitality and supporting a brilliant charity.

Gloucester Cathedral

”

“

A brilliant project excellently executed, well done to all involved, we were very proud to be associated with the campaign.

Willans LLP

”

“

We have often supported community events - but quietly in the background. Sponsoring a lion and putting ourselves in the spotlight was quite out of our comfort zone. But we met some incredible people, have been on a wonderful journey and part of a beautiful story. We were made to feel so welcome and proud of our business, it has changed the way we look at promoting ourselves and what we do.

Mason and Stokes

”

“

Absolutely loved working on the Lions at Large Trail and with all involved. I feel it was a hugely positive campaign for the city.

Visit Gloucester

”

“

Really happy with the impact of the trail on the town centre and all businesses involved.

Visit Cheltenham

”



ARTISTS

The artists brought the trail to life with their wonderful pieces of art for people to admire. Their talent and dedication brightened up Cheltenham and Gloucester during the Summer of 2025.

ARTISTS

253

lion design submissions
from across the country

90

shortlisted designs

32

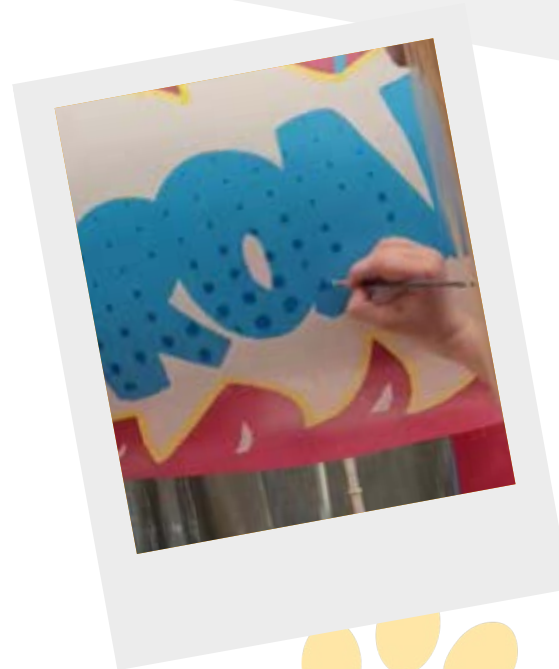
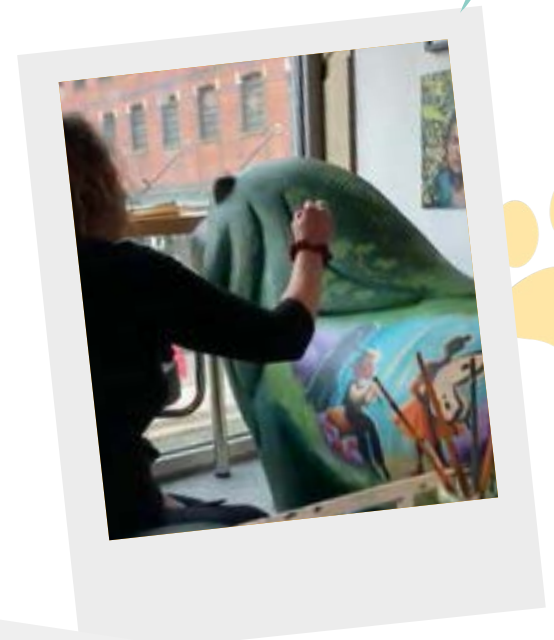
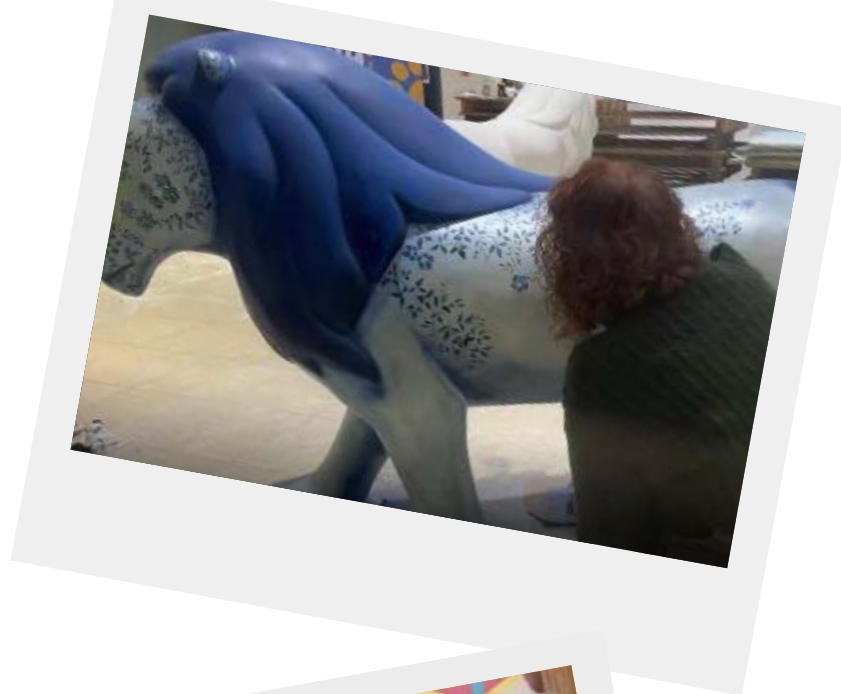
designs selected

34

artists (19 were local artists, 9 who
painted a sculpture for the first time)

10

lions painted in the shared space



IN THEIR WORDS

“

Being part of Lions at Large was such a special experience. I loved seeing how the project inspired so many different people from schools getting involved with creative activities to families and visitors following the trail and enjoying the artwork.

As an artist, it was wonderful to share my work in a way that opened people's eyes to what I do, and I was touched by how many people took the time to tell me how much they had enjoyed the project and how much the sculptures meant to them.

It was also inspiring to see the passion around raising money for such an important cause, which made the whole experience feel even more meaningful. Projects like this show how art can connect communities, spark curiosity, and bring joy into everyday life.

Christina Sadler - Artist of Zale

”

“

From my perspective as an artist, being involved was deeply affirming.

Working on a piece centred on repair and resilience and then seeing it encountered gently and openly in public space reinforced for me how art can hold meaning without explanation. Every lion offered quiet moments of reflection, conversation and heart with our community.

*Sam Morris - Artist of
The Kintsugi Lion*

”



LEARNING PROGRAMME

Our Cub Club Learning Programme enabled schools and community groups to get involved with Lions at Large by fundraising and painting their very own lion.

THE CUB CLUB

49 Schools and Community Groups took part:

26 Primary

8 Secondary

3 Pre-schools

1 SEN School

1 College/
University

2 Football
Clubs

8 Others including Girlguiding, a swimming school, running club and Knit & Natter group

 Over **24,000** people across Gloucestershire were involved

 **£79,575.97** fundraised for The Big Space Cancer Appeal



WHAT DID THEY HAVE TO SAY?

“

It was a great experience for the school and we were very happy to do our bit to support the charity.

Mark Bacon, Churchdown Village Junior School

”

“

Thank you for an inspirational countywide initiative – fabulous organisation and a thrilling, long-lasting and special project we are proud to have been part of.

Clare Steel, Alderman Knight School

”

“

I absolutely loved this experience. This was an amazing challenge and I am so proud of our school's involvement. Also, I feel confident that I know what to expect if we were to repeat this process in the future. Thank you to all who were involved in planning and making this happen for such a worthwhile cause.

Nikita Gardiner, Linden Primary School

”

IMPACT IN CHELTENHAM & GLOUCESTER

- 🐾 Over **45,000** visitors to the trail
- 🐾 A **4 mile** walk in Gloucester
- 🐾 A **5.5 mile** walk in Cheltenham
- 🐾 **22** Lions at Large events

Gloucester reported an increase in tourists :

458% July

354% August

278% September

Cheltenham reported an increase in footfall of **22%** from **July - September 2025**

Sources: Lions at Large map and sticker book sales / Visit Gloucester / Cheltenham BID



CITY CENTRE BUSINESSES

100%

of respondents said that Lions at Large had a **positive impact** on their business

75%

of respondents said that Lions at Large **increased footfall** to their business

100%

of respondents said that Lions at Large **helped to promote their business** across Cheltenham and Gloucester

100%

said that Lions at Large created **a greater sense of community** in Cheltenham and Gloucester

92%

of businesses **would like to be involved** if another trail took place in the future



Source: Lions at Large Sponsor and City Centre Business Survey October – December 2025

WHAT DID THEY HAVE TO SAY?

“

The trail was well organised, I'd be happy to promote again and support. Having the sculpture trail in the centres was really great as it meant everyone could access the trail.

Tracey, Art Union

”

“

Families, young and old, loved visiting our salon to have a photo with the lion we were hosting.

Adrian, Kara Gloucester

”

“

The footfall stats for Gloucester Library are wonderful, we had a surge of visitors during the trail period. The library assistants agree that this is definitely due to the presence of the Lions. The team loved welcoming people in and helping them find the Lions. We all loved being part of it.

Gloucester Library

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LIONS AT LARGE APP

3,518 app downloads

208,616 sculpture unlocks

65,998 reward collections

4,575 sculpture votes

1,603 gallery image submissions



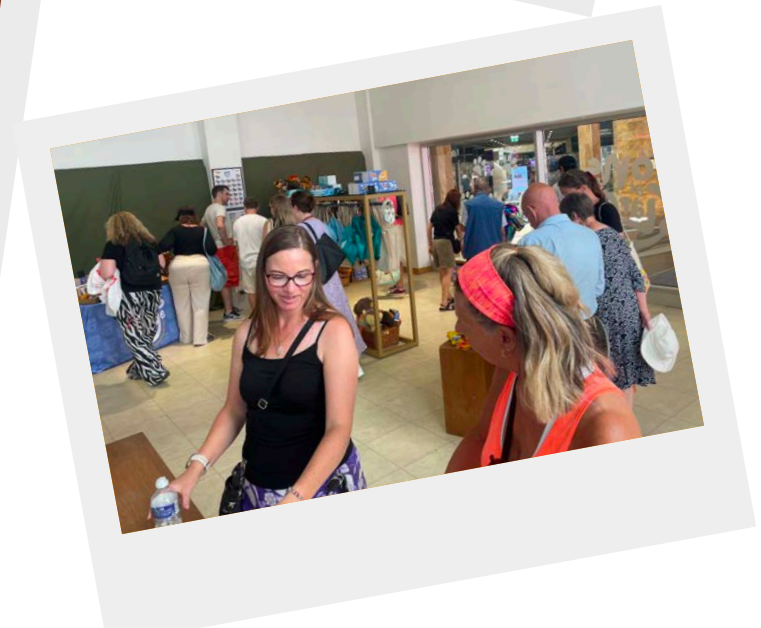


POP UP SHOP

We were fortunate to be provided with a shop at Gloucester Quays throughout the trail to sell lion themed items, run events and be a point for information throughout the trail.

POP UP SHOP

- 🐾 Pop up shop open Wednesday to Sunday, 10am – 4pm
- 🐾 Maps and sticker books available 7 days a week in Cheltenham and Gloucester
- 🐾 9 stockists in Cheltenham and Gloucester
- 🐾 **£43,017.94** collected from maps, sticker books and lion themed items
- 🐾 **3,000** sticker books sold in the first 4 weeks
- 🐾 Top products:
 - 1 Sticker Books
 - 2 Paint Your Own
 - 3 Crafted Items



JOINING THE PRIDE

- 🐾 **207 volunteers** kindly gave up their time completing tasks including lifting lions, guarding the lions, labelling stock, cleaning lions, manning the pop-up shop, helping to run events and crafting lion themed items
- 🐾 **3,497 hours** given by volunteers in total
- 🐾 **777 items** crafted and donated for the pop-up shop
- 🐾 **£4,002 raised** via donated crafted items lovingly created by 68 people





FEEDBACK FROM THE TRAIL VISITORS

This feedback was collected via a survey that ran from
October - December 2025.

FEEDBACK FROM THE TRAIL VISITORS

62% of people visited the **trail 4 or more times**

85% said their experience was **excellent** and **15% said it was good**

75% of people said the trail **influenced them** to visit Cheltenham and Gloucester

68% reported that they were **inspired** to stay in Cheltenham or Gloucester for **longer than expected**

98% of people would **likely visit** if another trail took place

51% of people **spent £30+** in Cheltenham and Gloucester as a result of visiting the trail (**with 21% spending £60+**)



WHAT DID THEY HAVE TO SAY?

“

We absolutely LOVED it. My 3 year old was so obsessed with them and we made such happy memories as a family. We loved the farewell event too and he hugged each one goodbye! The excitement on my 1 year old's face each time she saw one was also so precious. Thank you SO much.

”

“

It was an honour to be even just a small part of this venture. My knitting needles are ready for the next one!

”

“

It's the first time in the 38 years that I've lived in Cheltenham that I felt the whole community come together to achieve something so incredible! Congratulations to the organisers!

”

“

Lions at Large was such a special way to explore Cheltenham and Gloucester, the array of designs was fantastic. A great way to experience art.

”

“

Thank you to the whole team for all your hard work and dedication. The event has brought so much joy to us and so many others. A real sense of community was created and hopefully a lot of money raised! Congratulations to all involved!

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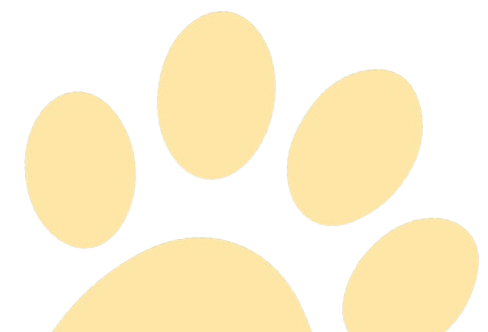
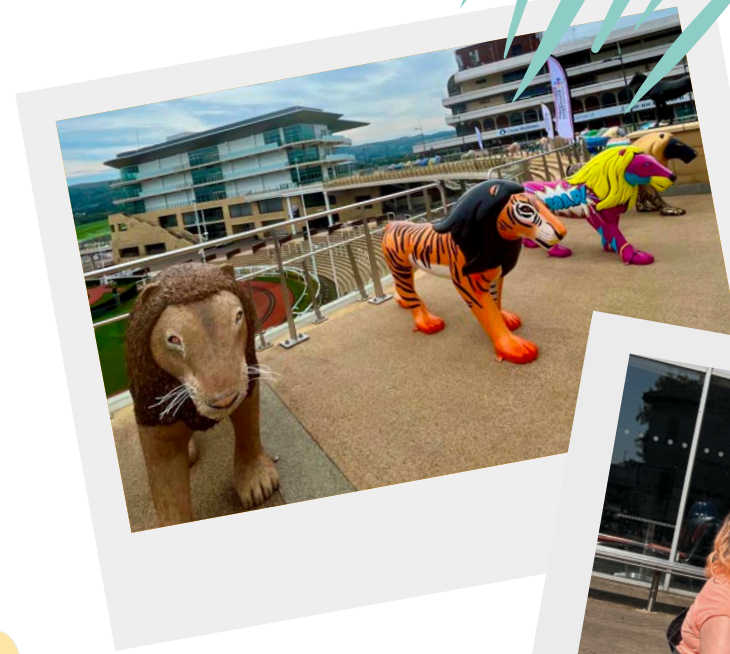


FAREWELL EVENT

Our farewell event took place at Cheltenham Racecourse on the 3rd - 5th October 2025. This was an exclusive one time opportunity to see the Pride of 86 lions together.

SAYING GOODBYE TO THE PRIDE

- 🐾 School event engaged **165 pupils** from **6 schools**
- 🐾 We welcomed **50+ volunteers** from the I Sing Choir
- 🐾 **3,490 visitors** across the weekend
- 🐾 **24 sessions** throughout the event
- 🐾 **£19,091.83** generated in ticket sales, raffle tickets and merchandise during the weekend





THE AUCTION

The auction was the final roar for Lions at Large where we raised the majority of the funds for The Big Space Cancer Appeal. People joined us at the iconic Gloucester Cathedral for the mane event whilst many others watched online.

THE FINAL ROAR!

35

auction lots

32

large lions

3

small lions

153

guests

£217,000 raised





MEDIA COVERAGE

Sharing information about these trails is essential to its success, a massive thanks to everyone who contributed to this. A special thanks to Gloucestershire Live and everyone who contributed to this.

MEDIA COVERAGE

- 🐾 70 pieces of media coverage, reaching 4.5 million people
- 🐾 1,702 followers on Facebook
- 🐾 942,123 impressions on Facebook
- 🐾 1,226 followers on Instagram
- 🐾 646,177 impressions on Instagram



MORE THAN A TRAIL...

Planning Lions at Large helped us build a strong partnership with Gloucester Quays. They went beyond their sponsorship, showing real commitment to supporting the community. They helped with lifting and storing the lions, providing artist workspace, hosting and cleaning sculptures, offering a free shop and event space, and stocking maps and sticker books.

“

At Gloucester Quays, we were delighted to be part of Lions at Large and to deepen our involvement throughout the campaign. This wider participation engaged our on-site team and tenants, creating a strong sense of ownership across the whole activity.

The campaign offered a fantastic opportunity to promote the city in a fun, engaging way, strengthening links between Gloucester and Cheltenham. Supporting such a locally rooted, positive initiative aligned closely with our ESG values and local responsibilities.

Overall, Lions at Large was a highly successful activation that promoted the city, encouraged wide engagement, and raised valuable funds for an important cause. We thoroughly enjoyed being involved and benefitted greatly from the experience.

”





THANK YOU

Thanks to each and every person who contributed to making
Lions at Large a success during the summer of 2025.

In total we raised

£370,000

WHAT'S NEXT...

Another sculpture trail will be coming in **2028**.

Initial planning is taking place to decide the sculpture and theme of the next project. Announcements will take place in **March 2027**.

We'd love to talk to you now about getting involved,
please contact Carrie: carrie.smith12@nhs.net.

