



IMPACT REPORT

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In partnership with:



BULLS IN THE CITY spent eight weeks on display as a public art trail in Birmingham from July to September 2025, brought to the city by and in support of Birmingham Hospice.

The trail celebrated everything about our great city and raised much needed funds and awareness for the city's leading provider of adult hospice care.



OVERVIEW

128

sculptures

88

locations

325

maps downloaded
from website

9,050

maps distributed

88

small
sculptures

39

sponsors

40

large
sculptures

61

days of live
trail



ARTISTS

Number of design
submissions:

278

Amount
shortlisted:

90

Final
designs:

40

Final number
of artists:

29

30%

of our shortlisted
artists were local to
the West Midlands

45%

of large sculptures
were painted by
local artists



"Being part of Bulls in the City has been such a meaningful experience. In 2021, my grandad passed away in care following a sudden decline in health after a decade-long battle with dementia. I have so much respect for the hospice staff who support families through that pain while forming and losing connections themselves. Taking part in this project felt like a small way to honour their compassion, whilst celebrating the city we love."

VANESSA MOUNTAIN



"I've painted more than 60 sculptures for public art trails since 2016, and I must admit that the bull statue is among my favourites. I loved every minute of painting my bull and being part of this fantastic project. The feedback I've had from trail visitors has been glowing, and I've recently secured a bespoke commission inspired by my bull design, so the whole experience has been extremely positive. Huge thanks to all involved."

LOIS CORDELIA



"From start to finish being artists for Bulls in the City was incredible. We enjoyed every second. To see our hometown transformed over the summer was amazing. The cherry on top was that we were helping raise money for a charity that is so close to our hearts. The whole team behind Bulls in the City were outstanding and amazing at their jobs, we are very proud to say we were a tiny part of this wonderful project."

REILLY CREATIVE



SPONSORS AND PARTNERS

PRESENTING PARTNERS

Mayor of the
West Midlands



West Midlands
Combined Authority



UNIVERSITY OF
BIRMINGHAM

LEARNING PROGRAMME PARTNER



SIGNAGE SPONSOR

C3Midlands
Creative Design & Print Solutions c3midlands.co.uk

OFFICIAL SUPPORTERS

Restore
Harrow Green

BULLRING
& GRAND CENTRAL
BIRMINGHAM



ELONEX™

TRAIL SUPPORTERS



SPONSORS

CENTRAL BID
BIRMINGHAM



Southside
DISTRICT

BRINDLEY
The place.

salts
HEALTHCARE

Paradise
BIRMINGHAM



mha | An independent member of
bakertilly
INTERNATIONAL



DOOCEY GROUP

SELFRIDGES

WAITROSE
& PARTNERS



MAILBOX

Transport for
West Midlands

CALTHORPE
ESTATES



SANDWELL COLLEGE
A CAREERS COLLEGE
sandwell.ac.uk

DRAYTON
MANOR
Resort



IPIF

BIRMINGHAM
BOTANICAL
GARDENS

national
express **West Midlands**

beazley

Bull Ring Indoor Market
since. 1166

"The bulls were all really eye catching and many of our team went to visit the trail around the Beazley office over the summer. I particularly enjoyed seeing families walking the trail around the business district in Birmingham and stopping outside our office, which isn't an everyday sight. I think the trail brought lots of fun and colour to the city, as well as supporting a great cause too of course."

SAM FRANKS, COUNTRY MANAGER & HEAD OF PARTNER ENGAGEMENT UK & IRELAND AT BEAZLEY



"Doocey Group are very proud of our ongoing involvement with Birmingham Hospice, most recently through the fantastic Bulls in the City event. It was a great team effort from the hospice team and all the sponsors to create a fun and engaging art trail for everyone to enjoy. A brilliant way to raise awareness for the charity while generating valuable funds for their vital work!"

**ROGER SUMMERS,
GROUP DEVELOPMENT DIRECTOR AT
DOOCEY GROUP**



"Salts Healthcare was delighted to support the Bulls in the City campaign to raise much-needed funds for Birmingham Hospice. It was fantastic to see the stunning artwork on display on the bulls across the city and many of us personally enjoyed taking part in the trail. Through our support of Bulls in the City, Salts hopes to have gone some way to raising awareness of people living with a stoma."

**MARIA HOLLAND, MARKETING MANAGER
AT SALTS HEALTHCARE**



SCHOOLS AND COMMUNITY LEARNING PROGRAMME

76
schools

10
groups

Total income:

£96,885

Total number of schools & colleges newly engaged:

61

"Being part of Birmingham's Bulls in the City Trail was a fantastic opportunity for our school, giving our children the chance to showcase their creativity on a city-wide stage and feel proud that their artwork contributed to such a vibrant community celebration."

HELEN LOWE, HEADTEACHER, PENNS PRIMARY SCHOOL



"As a school, we are always looking for meaningful ways to give back to our community. Birmingham Hospice has been a vital source of support for children and families in our area, so when we heard about the Bulls in the City programme, we knew we had to be involved."

"The organisation and training provided by John and his team was outstanding, and our pupils embraced the project with

enthusiasm. They were incredibly proud of the bull they created which we named Hope.

"Hope reflects our school vision: Courage to flourish in the love of God. Taking part in Bulls in the City was a wonderful opportunity to show how Birmingham has the courage to unite behind a worthwhile cause and support an organisation that does so much for those who need it most."

TONDERAI IMMANUEL, DEPUTY HEADTEACHER AT ST MICHAEL'S C OF E IN BARTLEY GREEN

MEDIA AND PUBLICITY

84

pieces of media
pick up throughout
the trail

FEATURED ON:

BBC Midlands Today,
ITV Central, Financial
Times, BBCWM, HITS
Radio, Birmingham
Live, Birmingham Mail,
Birmingham World,
Heart FM, Capital,
Secret Birmingham
and more.



Thanks to our Media Partner Elonex we were able to utilise their portfolio of outdoor advertising across the city before, during and after the trail. Between November 2024 and October 2025, the Bulls in the City campaign received 1,587,021 advert plays on billboards across Birmingham (including in the Bullring) - this has a value of £223,500.

We also generously received over £100k worth of advertising from outdoor media agency Ocean.



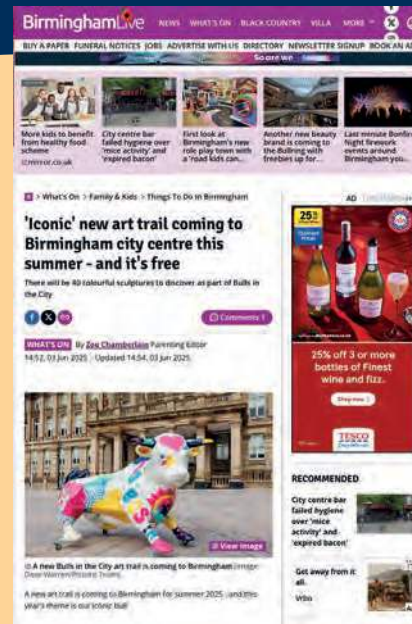
SOCIAL MEDIA

More than
3,000

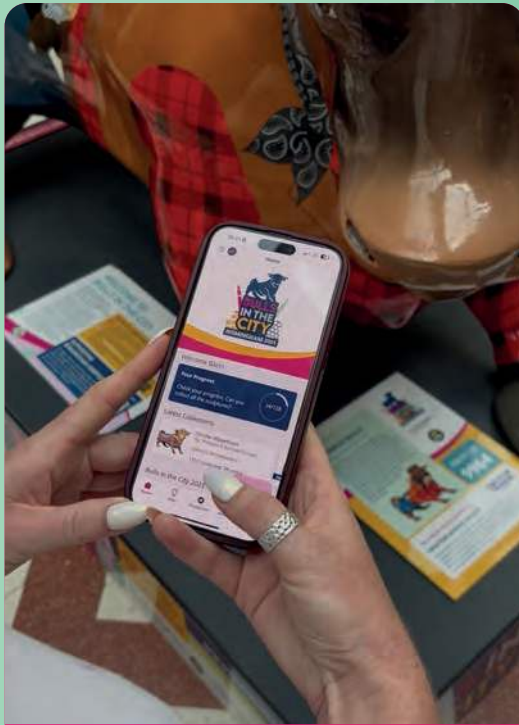
new followers across trail
social media profiles

1 million
impressions across
trail channels

A video showing the Mr Crowley sculpture covered in tributes for Ozzy Osbourne received over 250,000 views on Facebook and Instagram.



DIGITAL & APP



261,751

sculptures collected
on the app

Number of app
downloads:

5,105

Number of
newsletter
subscribers gained
through app:

1,240

Number of
app users who
completed the
full trail
(collected all 128 bulls):

495

Most popular bull:

Cadbully

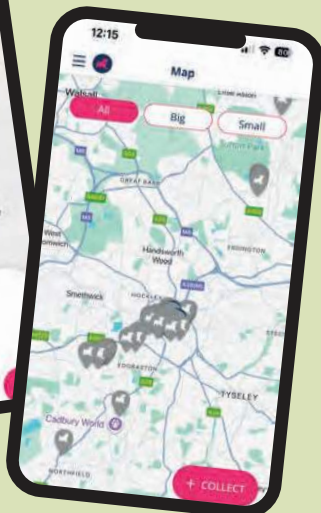
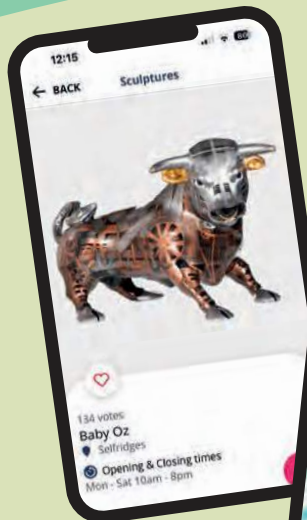


During the trail, Bulls in the City
was the #1 paid app on the App
Store in Graphics and Design, and
#14 in overall paid apps (higher
than all other live art trails).



Most visited bull:

Rainbow



3,276

photos and selfies
uploaded to the
app

Our website
received over

49,000

visits during
the trail.

In the month of August,
we achieved over

15,000

page views - something the
Wild in Art Digital Team
reported has never happened
before on a partner site.



FUNDRAISING



Our raffle raised

£5,133

- prizes included our hero calf Brodie and some amazing days out.

We received more than

£6,500

in general donations during the trail period.



Astro the Memorabull gave the public and hospice supporters the chance to be part of the trail in a special way, decorating the sculpture with names and tributes of loved ones.

Number of names
dedicated:

470

Number of
donations:

462

Value of
donations:

£17,099



Herd HQ in the Great Western Arcade was our central hub while the trail was live - selling trail maps, merchandise and more.

The shop was open every day for 8 weeks.



Total merch sales:

£40,345

Bestselling item:

Tea towels

Number of donated items:

600

Amount raised by our community knitters:

£1,800

VOLUNTEERS

37
volunteers

ROLES SUPPORTED BY VOLUNTEERS:

Event Supporters, Shop
Assistants, Trail Ambassadors,
Raffle Ticket Sellers, Install
and De-Install Helpers.

It took a whole herd of amazing
people to make Bulls in the City
a success. Our army of volunteers
approached everything with
enthusiasm and determination -
just like our bullish sculptures!



EVENTS



Farewell Event
attendees:

1,532

Farewell Event
ticket sales:

£7,284



Bulls, Bubbles
and Brushes
attendees:

43

BBB income:

£1,416

WE CELEBRATED BULLS IN THE CITY WITH 12 INCREDI-BULL EVENTS:

- 1 Launch Event
- 2 Sponsor Activation Workshop
- 3 Learning Programme Workshop
- 4 Design Selection Evening
- 5 VIP Preview Night
- 6 VIP Launch Event
- 7 Artist Meet the Muse
- 8 Bulls Bubbles and Brushes Event
- 9 Corporate Challenge
- 10 Farewell Event
- 11 Auction
- 12 Evaluation and Thank You Event

AUCTION



300

devices online
watching

82

registered online
bidders

110

face-to-face
guests

£161,850
raised from auction



BABY OZ

£13,500



STEAM

£9,000



UNBE-LEAF-A-BULL

£7,750

Top 3 highest selling sculptures

TRAIL IMPACT

62%

of trail goers said the trail was their main reason for visiting Birmingham.

81%

of trail goers went for something to eat or drink while in Birmingham visiting the trail, with 41% saying they also visited attractions while in the city.

79%

of trail goers said they spent more time in the city because of the trail and over half of respondents said the trail made them visit attractions they hadn't been to before.



TRAIL IMPACT

TRAIL VISITOR PROFILES

32%
of respondents were from Birmingham and a further 50% were from the West Midlands.



The most common age group among trail visitors was **35-44**, representing **28%** of respondents. The next largest group was ages **45-54**.



More than **77%** of survey respondents were female.



The average time spent visiting the trail was **9 HOURS 44 MINUTES** - the average group size was 3 people (2 adults and one child).



92% of respondents said they used the Bulls in the City app.



68%

of respondents knew about Birmingham Hospice before the trail while 22% knew about the charity as a result of the trail.

And 27%

had recently made a one-off donation to support Birmingham Hospice.

THE MOST COMMON SOURCES RESPONDENTS HAD HEARD OF THE TRAIL THROUGH WERE:

Facebook, word of mouth, seeing the trail while out and about in the city, the Wild in Art website, Instagram and press coverage.

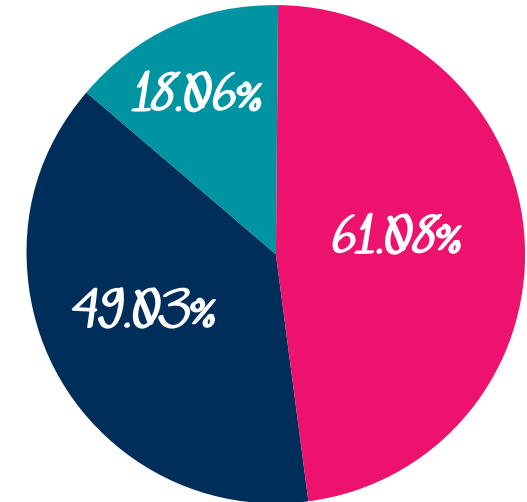
TRAIL IMPACT

TRAIL VISITOR PROFILES



HAVE YOU VISITED ANY OTHER STREET ART TRAILS?

Base size: 465 responses



Yes, previous
Birmingham
trails

Yes, in other
towns and
cities

No, this was
my first street
art trail

52.9%
of respondents
had visited all or
most of the trail.

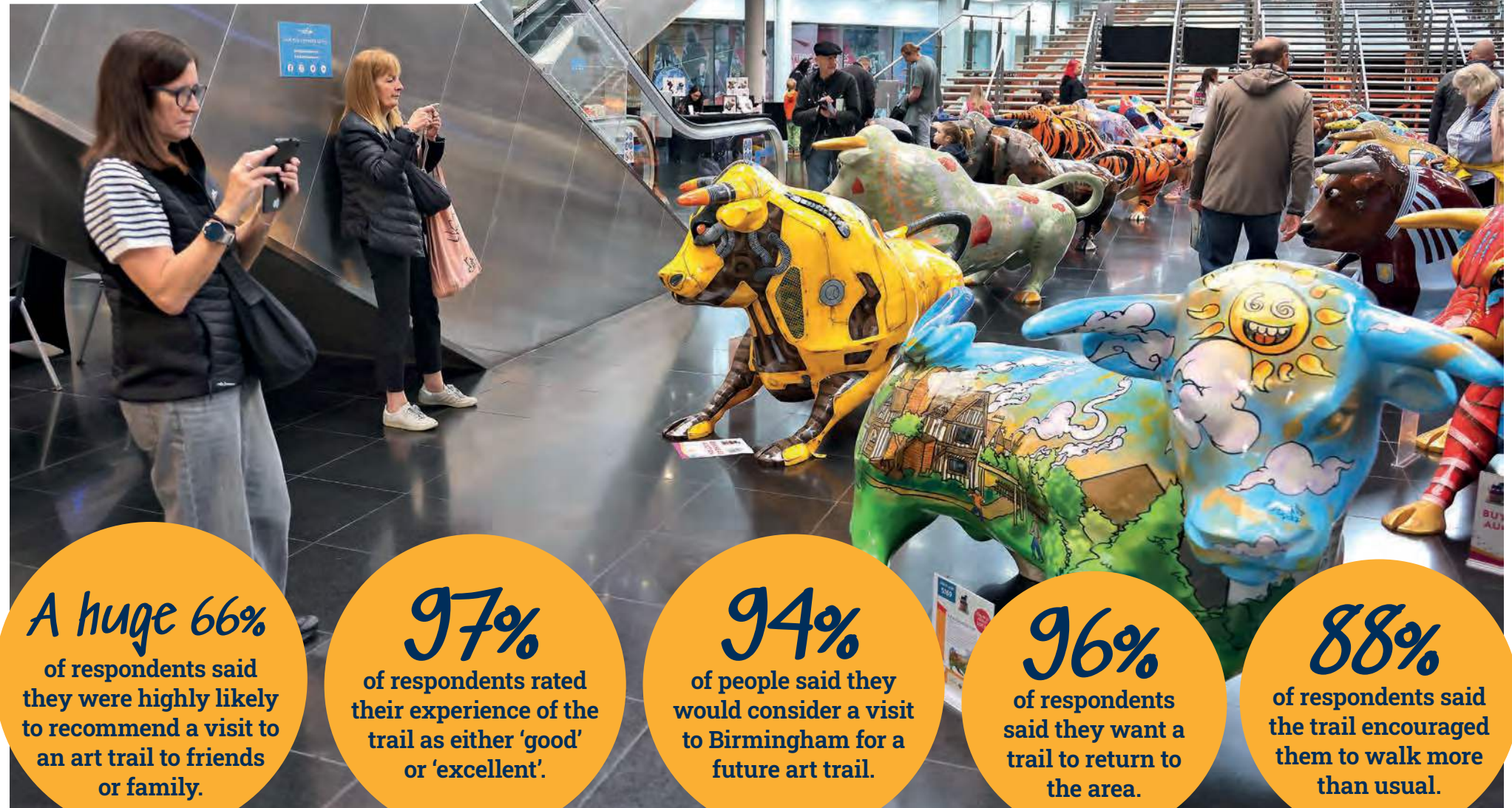
71.8%
had visited
about half of the
trail or more.

93.3%
had actively
been following
the trail.

62.1%
had visited a
satellite herd.

TRAIL IMPACT

TRAILGOER FEEDBACK



TRAIL IMPACT

ECONOMIC IMPACT

Estimated total engaged trail visitors:

185,383

Direct trail economic impact:

£4,985,842.86

Total trail economic impact:

£7,610,817.11

Economic impact estimated using the Sustrip event impact model. Engaged visitors have been estimated using map and app uptake figures and survey results.

AVERAGE VISITOR SPEND

Base size: 115 responses, 204 responses, 51 responses

| | LOCAL DAY VISITORS | NON-LOCAL DAY VISITORS | OVERNIGHT VISITORS |
|----------------|--------------------|------------------------|--------------------|
| ACCOMMODATION | - | - | £55.87 |
| ENTERTAINMENT | £2.08 | £4.82 | £11.40 |
| FOOD AND DRINK | £15.28 | £21.05 | £48.73 |
| SHOPPING | £9.37 | £10.77 | £24.20 |
| TRANSPORT | £4.73 | £6.90 | £14.95 |
| OTHER COSTS | £0.62 | £0.95 | £6.90 |
| TOTAL | £32.07 | £44.48 | £162.07 |

TRAIL IMPACT

FOOTFALL

| WEEK | W/C 14 JULY | W/C 21 JULY | W/C 28 JULY | W/C 4 AUGUST | W/C 11 AUGUST | W/C 18 AUGUST | W/C 25 AUGUST |
|-----------------------------------|---------------------|-------------|--------------|------------------------------------|---------------|-------------------------------------|---------------|
| YEAR ON YEAR % CHANGE IN FOOTFALL | 2.5% | 3.6% | -0.3% | 19.6% | 12.2% | 5.9% | -1.5% |
| NOTES | Trail began 16 July | | Rainy Sunday | Birmingham City home game 8 August | | Birmingham City home game 23 August | Rainy Sunday |

Weekly footfall reports for Central Birmingham BID show the city centre experienced higher footfall during the trail period compared to the same period in 2024.

Year on year % change is the % change in footfall for this week compared to the same week in the previous year.

Colmore BID and Southside BID also reported footfall was up compared to 2024 across the trail period. Selfridges reported significant increases including a 34% increase in w/c 3 August.



WHAT WAS THE BEST THING ABOUT **BULLS IN THE CITY?**

**"The wonderful
artistry on the
bulls themselves."**

**"The talent of the artists
and how different each
bull was."**

**"It was nice to do
something fun
that helps others."**

**"Pride in
Brum."**

**"It was free
and made
everyone
smile."**

**"We found
places we'd
never been
to before."**

**"Brightened
up the city."**

**"Great sense
of community
spirit."**

MAKING AN IMPACT



Lasting memories and an incredi-bull legacy will follow Bulls in the City, Birmingham Hospice's first Wild in Art trail.

Through raising awareness and reaching people across the city - new supporters and old - we will have significantly raised the profile of our charity and made a huge impact on behalf of Birmingham Hospice.

The trail
in total raised
£241,935
at the time of production
in net profit

