

Community Learning Programme

Calling all schools, youth and community groups!

Join Peter Rabbit and
St Oswald's Hospice for an
art adventure in Summer 2026!



**Learning Programme
Partner**

**NORTHUMBRIAN
WATER** *living water*

A WILD IN ART EVENT IN SUPPORT OF ST OSWALD'S HOSPICE



BEATRIX POTTER®
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St Oswald's
Hospice

Introducing Peter Rabbit™: Tales on the Tyne



In 2016 a pack of Snowdogs scampered across Tyne and Wear, bringing colour and conversation to our streets, parks and public spaces. They were followed by a herd of Elmer the elephants in 2019, who once again captured the hearts of all who saw them. A flock of BAA-rilant Shaun the Sheep carried on the fun in 2023.

Now is the chance for your school, youth or community group to be part of the eagerly anticipated follow-up trail and join in with the most joyous event of 2026, while raising funds for your local hospice.

We are delighted to announce that Summer 2026 will see St Oswald's Hospice's fourth art trail, featuring another iconic and much loved character – Peter Rabbit™: Tales on the Tyne is presented by St Oswald's Hospice in partnership with Wild in Art and The World of Peter Rabbit™ and will feature 50 individually designed large Peter Rabbit sculptures and around 60 little Peter Rabbits to accompany them.

While the larger-scale sculptures painted by artists will be auctioned off to raise funds for St Oswald's Hospice, smaller sculptures will be painted by North East schools and community groups. The little Peters will form their own trail across the region and will return to their school or group where they will stay forever after the trail.

The trail will bring together business and creative sectors with local schools and communities, showcasing the rich, diverse cultural offering our region has – and it's open to all ages.

Hopping with excitement yet? Read on to discover how you could get involved...

Search '[Tales on the Tyne](#)' to follow the trail on social media.

#TalesOnTheTyne

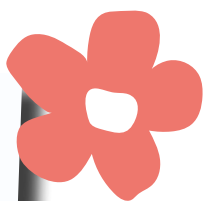
www.talesonthetyne.co.uk



About St Oswald's Hospice



By being part of Tales on the Tyne and embarking on your own art adventure, you'll be supporting the work of your local Hospice, St Oswald's. The hospice supports adults and children with life-limiting conditions, from across the North East and relies on the generous support of the community to help keep their doors open and services free for all who need them.



Peter Rabbit™: Tales on the Tyne Creative Learning Programme

We invite your school or group to be inspired, get imaginative and join in with the most colourful and creative event of 2026.

Your group will have the opportunity to decorate your very own little Peter Rabbit and raise funds for St Oswald's Hospice by taking part in an art adventure featuring this much-loved and instantly recognisable character from children's literature.

From Wednesday 15th July until Monday 14th September, public spaces of Newcastle and North Tyneside will be a playground for your beautifully created little Peters, showcasing the wealth of artistic talent in our region.

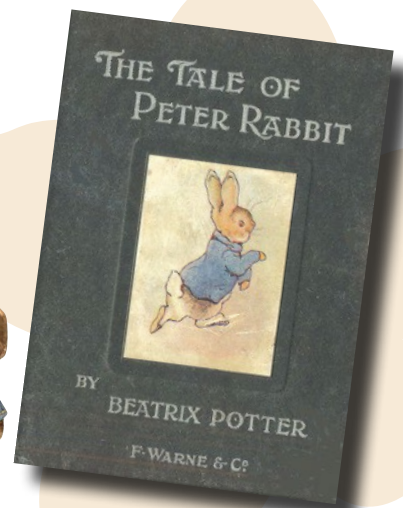
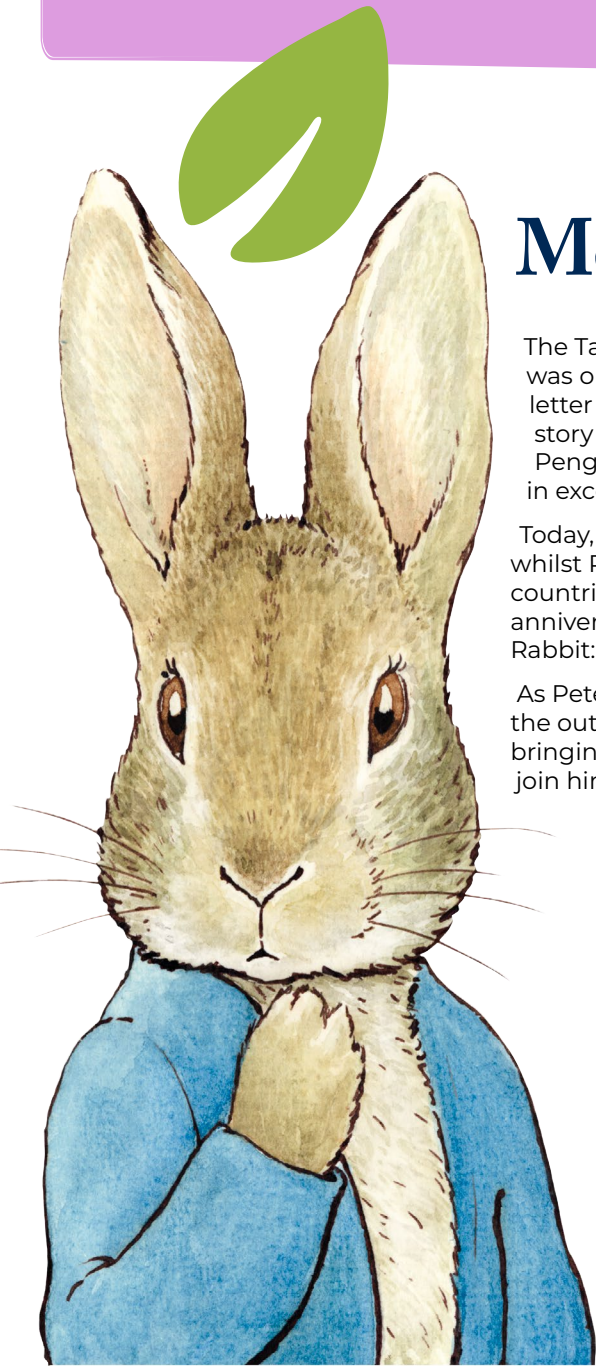


Meet Peter Rabbit™

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. 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's books are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world. And in 2026, we're also celebrating the 160th anniversary of Beatrix Potter's birth, so there couldn't be a better time for Peter Rabbit: Tales on the Tyne!

As 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 he'd love for you to join him!



How it works

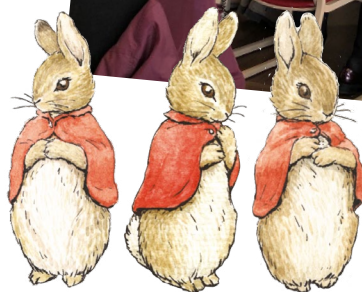
Sign up to be part of the Tales on the Tyne Community Learning Programme and secure your own Peter Rabbit sculpture

You can then decide as a school or group how you wish to design and decorate your super cute Peter Rabbit. Along with the rest of the fluffle, your sculpture will be displayed throughout summer 2026 at venues across Newcastle and North Tyneside for everyone to admire and enjoy.

After the trail, the little Peters will be returned to their creators (that's you!) to keep forever.



Timeline




**Spring/Summer
2025**

Learning Programme
Applications open


**February
2026**

Art inspiration event

**March
2026**
Your designs to be
submitted

**March - April
2026**
Your painting period
– time to get creative!


**Oct/Nov
2026**
Peter Rabbits returned
to their schools or groups

**October
2026**
See all the big and
little Peter Rabbits together.


July – September 2026
Tales on the Tyne is now live!



Be inspired by Peter Rabbit™

Being part of Peter Rabbit™: Tales on the Tyne art adventure can enhance your cross curricular work and bring unique opportunities for learning and fun to your school or group.

The impact of art and creativity

Art has the power to change lives.

Our Community Learning Programme aims to inspire and stimulate creativity, encourage minds to be curious and increase imagination. As well as creating opportunities for engagement to build confidence and improve artistic skills for everyone involved.



Creativity and Imagination: Engaging with Tales on the Tyne encourages participants to think creatively and use their imagination to interpret and create artwork.



Learning Opportunities: Participants can learn about various art techniques, styles, and concepts by observing and interacting with the diverse range of artworks displayed along the trail.



Outdoor Exploration: Tales on the Tyne takes place mostly outdoors, providing the opportunity to explore surroundings, appreciate nature, and learn more about the local environment.



Physical Activity: Walking or exploring the art trail can promote physical activity and a healthy lifestyle for everyone, as they move between artworks and navigate the trail.



Social Interaction: Tales on the Tyne is a community event, providing opportunities for people to interact with their peers, families, and members of the community while discussing and enjoying the artwork together.



Sense of Achievement: Those who contribute to or participate in creating artwork for the trail can experience a sense of pride and accomplishment, boosting their self-esteem and confidence.



Cultural Enrichment: Experiencing art in a public setting exposes people to diverse cultures, traditions, and perspectives, broadening their understanding of the world around them.



Emotional Wellbeing: Engaging with art can be emotionally enriching for everyone, allowing people to express themselves creatively and providing a source of joy, inspiration, and emotional connection.

But most of all, being part of an art trail is great fun!



Adopt your own Peter Rabbit!

Adoption fee: £650+VAT

(includes collection and return of your sculpture)

Your little Peter Rabbit sculpture is the perfect blank canvas for you to be able to create a unique piece of art. And remember, once they have dazzled the crowds on the trail, we'll return them back to you to keep forever.

Your Fundraising Pledge

We ask participating schools and groups to make St Oswald's Hospice their charity of choice for 2026 and to build the trail into their fundraising activities. In previous trails, most schools raised on average £400 each. We ask that you aim to raise a minimum of £350.

Price frozen from 2019's Great North Elmer trail

As well as your own Peter Rabbit sculpture, you'll receive the following as part of your package:

- Peter Rabbit Adoption Certificate
- Invitation to our Inspiration Event in February 2026, where you will collect your sculpture and key resources outlined below
- Opportunities to meet other organisations and businesses involved in the trail to help you to build connections with your community
- A fun 'Reveal' visit to introduce Peter Rabbit and St Oswald's Hospice to your school / group
- Inclusion in the trail website, app and map
- Display of your sculpture as part of the trail, with your school/group name proudly displayed on bespoke signage
- Potential opportunities for promotion of your school/group alongside your sculpture
- Display of your sculpture at farewell weekend
- Collection and return of your sculpture before and after trail & Farewell Event

Digital and printed Resource Pack to guide you through the project, including;

- Ideas and tips to encourage creative thinking
- Templates of the sculpture to explore design ideas for the application of their design onto the Peter Rabbit sculpture
- Guidance on choosing materials to decorate Peter Rabbit
- Supplementary activities to bring the project to life
- Fundraising ideas to support and inspire your commitment to St Oswald's Hospice

There are a limited number of sculptures available. Place your order soon to avoid disappointment!



Don't just take our word for it...

"Through fun, hands-on and inspirational arts activities, Wild in Art projects harness the power of creativity in people of all ages. We passionately champion the importance of art for everybody and the social, cultural and educational benefits art provides."

Wild in Art

"At Acorns, we have 1500 children who together with staff and parents, were all inspired and delighted to have an involvement in the trail. This motivated them artistically and creatively as well as equipping them with a social conscience from a very young age."

Cherie Wilson, Acorns Nurseries (Snowdogs Tails in Wales)

"The arts fuel children curiosity and critical capacity. They are every child's birthright. It is vital that children engage with the arts early in their lives."

Arts Council England

"It has been the most talked about project we've done for ages and has threaded through every layer of school life"

Joe George, Class Teacher, Astwood Bank Primary Birmingham (The Big Sleuth, Birmingham)

"An arts-rich education contributes to the development of all aspects of a child powers and personality; a school that is rich in the arts enhances the life chances of a child."

Cultural Learning Alliance



Get in touch

We hope this pack has given you a little taster of what an incredible art adventure Peter Rabbit™: Tales on the Tyne will be.

To join the fun, please visit **www.talesonthetyne.co.uk/learning**

If you would like to discuss the project in more detail,
please email **learning@talesonthetyne.co.uk**

We can't wait to work with you and see your fabulous creations!

www.talesonthetyne.co.uk

St Oswald's Hospice, Regent Avenue, Newcastle, NE3 1EE. Reg Charity No. 503386



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