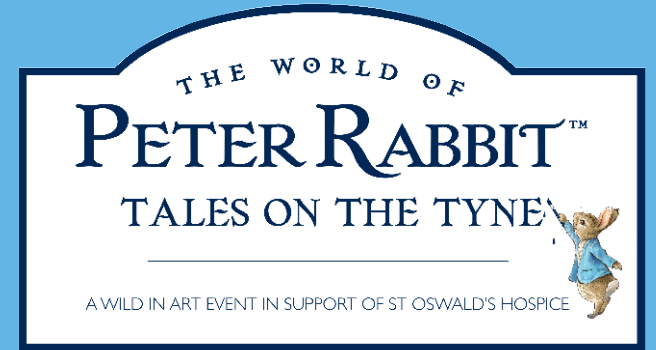




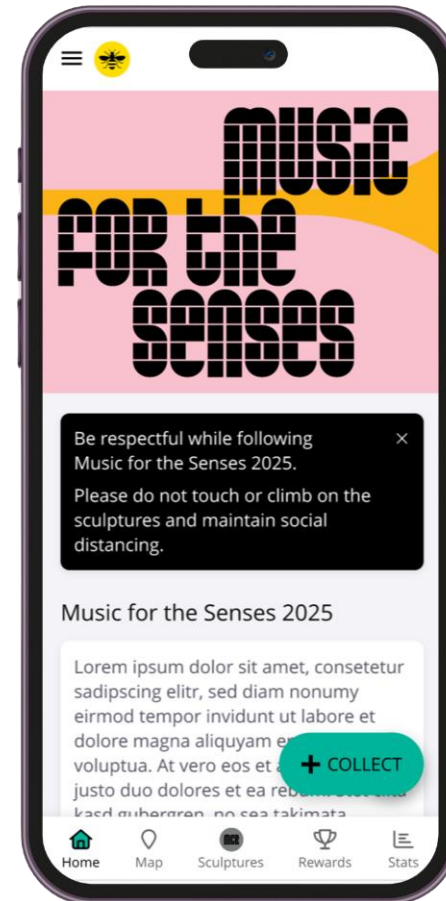
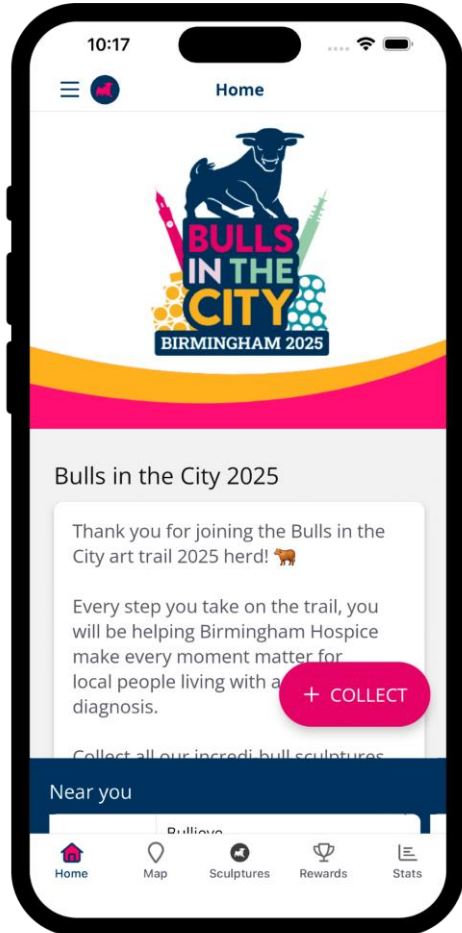
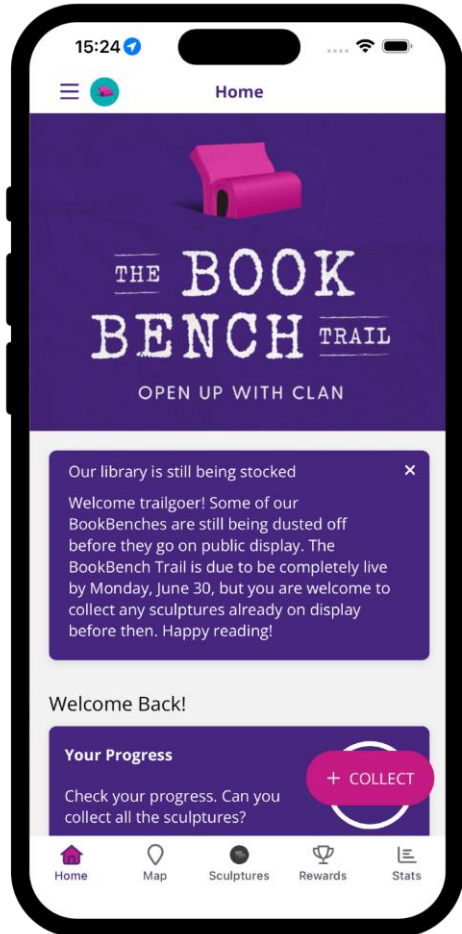
The app

Wild in Art
January 2026





Wild in Art – 2025 Art Trail Apps



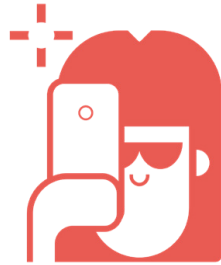


The app in numbers



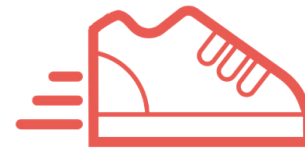
15m

sculptures
collected



269,878

selfies



1,351,324

miles
tracked



348,046

sculpture
votes



Tales on the Tyne App

Core Functionality

- Trail Map including ALL Peter's
- 4 digit unlock code for each sculpture, revealing sponsors logo, copy and sculpture information
- Pedometer
- Voting Function
- Sculpture listings
- Rewards
- Sculpture stats – most visited, most voted for, total sculpture collected, total and average miles walked



Find and collect sculptures



Unlock rewards



Track progress



Share memories

Wild in Art Trail App







What can the app give you?

- An opportunity to promote your business
- Data Capture – rewards go back to your website so you can find out if traffic increased – click through rates etc
- You can see how many people have unlocked your sculpture
- You can see how many people have voted for your sculpture
- If you are providing an offer that has a redemption code – how many people have redeemed, have your sales gone up
- You can promote your app reward on your social channels

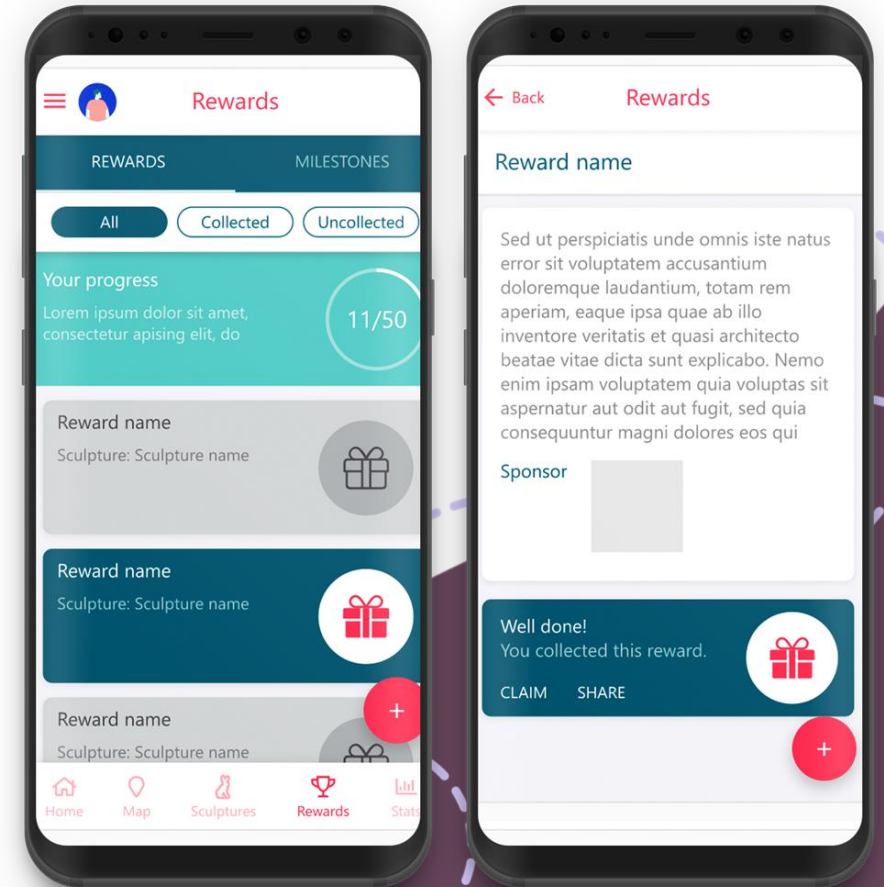
Make sure you measure some of this data

Your Reward

Your Sculpture Reward Details

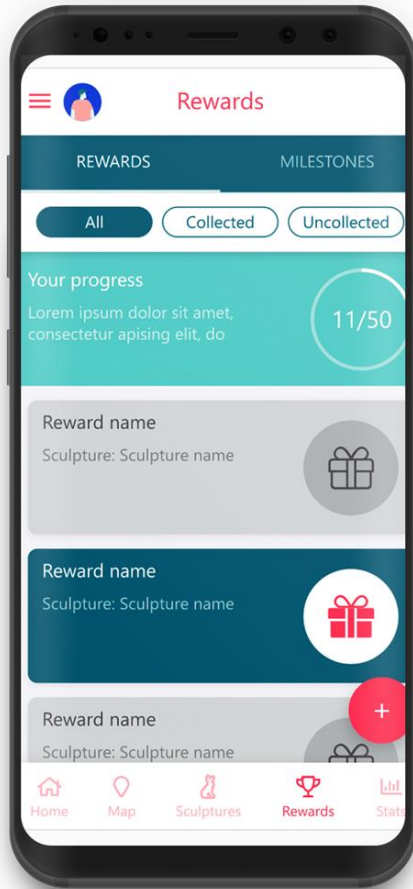
Your Sculpture Reward Details

- Reward title – give your reward a catchy title
- Description – explain what it is and how to redeem
- Offer valid dates – provide the deadlines (after the Farewell Weekend)
- Ts & Cs – provide a web link to any Ts & Cs
- Word count – best practice is 60 words
- Competitions – are held on your website, consider the wording

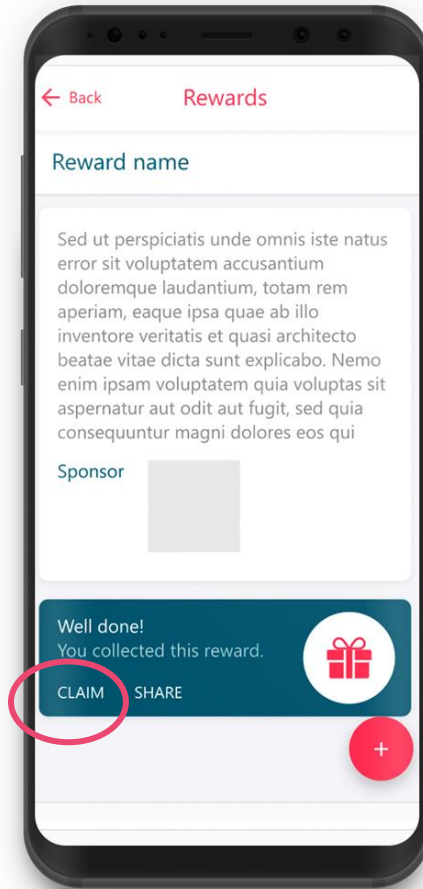




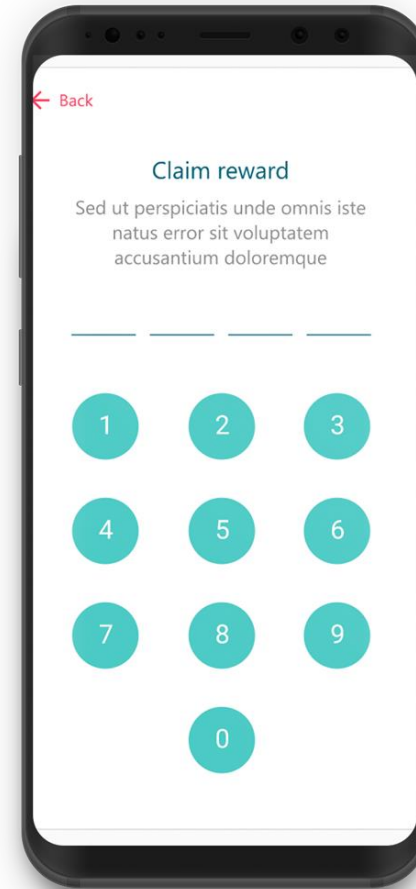
When you want to restrict your reward



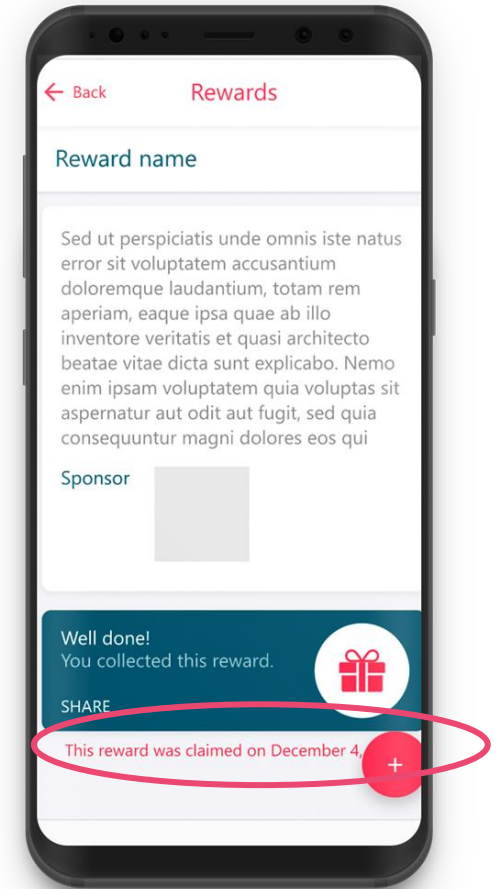
List of rewards. Reward detail only visible once sculpture collected.



Sponsors can redeem the reward using a pre agreed 4 digit claim code (optional).



Merchants ask Player to tap in the 4 digit claim code (please brief staff on process).



Screen displays redemption success message.



Top Rewards from 2024

Creative Harmony's reward! (B2B Sponsor)

As a reward, Yeomans, the print partner of Shaun the Sheep in the Heart of Kent, has designed a Shaun colouring-in sheet for you to claim your free reward, please visit one of our Shaun shops in Fremlin Walk and The Mall and show this screen to a Shaun Trailmaker. They will be happy to assist you. Enjoy!

Ferry special offer! (One use per person)

Congratulations! You found Solent Ships, as a reward Red Funnel are offering you incredible discounts on foot passenger day return tickets to the Isle of Wight. Adult Day Returns £10, Child Day Returns £5, Family Day Return (2+2) £25. Present reward at Red Jet / Red Funnel ticket offices to purchase. Full T&C's [here](#).

Free stick of Elmer Rock (One use per person)

By unlocking this incredible sculpture, you can now claim a free stick of exclusive yummy Elmer Rock. To collect your rock please visit our Trail HQ & Shop on Victoria Street, Blackpool and present this page to a member of our team. Valid until 9th June & while stocks last.



Top Rewards from 2025

Paradise tasty offers! (Food Retail)

We have put some moo-tastic food and drink offers together for you. There's so much choice for all the family; from a delicious, fresh pizza to the best aromatic curry in the city! Try a perfectly cooked steak or drop in for the vibrant tastes of fresh Thai noodles. Visit [link](#) for these tempting treats!

Roar-some Reward Awaits (Cheltenham BID)

You are now in the draw to win one of two £50 Cheltenham BID Gift Cards!

Free copy of Rebels with a Very Good Cause (Retail)

Show your collection code to The Hold welcome desk to claim your free copy of the book Rebels with a Very Good Cause: Suffolk Stories for Young Adventurers. Only available to the first 500 reward collections. After this we will have a Suffolk Archives goody bag available for all further collections.

Tickets to Chessington World of Adventures! (B2B sponsor)

As a thank you for supporting Hop to It! Suffolk 2025, we are giving away up to 4 day tickets to Chessington World of Adventures! To enter, please read our terms and conditions and complete the entry form.

www.homestyleuk.co.uk/hop-to-it-app-reward



Reward Examples

Rewards by B2B Sponsors

The Robo Robin that keeps on giving!

Congratulations on finding Robo Robin! For each of the first 5,000 people to unlock this sculpture, Capital One will make a £1 donation to Nottinghamshire Hospice. Thank you for helping Capital One to support Nottinghamshire Hospice to continue to add life to days to people with terminal illnesses across Nottinghamshire. To find out more about Nottinghamshire Hospice in your community visit www.nottshospice.org.

£200 Hospice Donation

Thank you! Unlocking Constance today has contributed towards a £200 donation for St Elizabeth Hospice, thanks to the generosity of our friends at Ipswich Buses.

£1,000 Hospice Donation

Thank you! By unlocking Woolly today you have contributed towards another £1,000 for St Elizabeth Hospice, thanks to the kindness and generosity of our friends at Curtis Banks - specialists in self-invested pensions that suit all client needs in the modern world of retirement. Find out more about Curtis Banks - the UK's largest independent provider of self-invested pensions.