



CALLING ALL ARTISTS!

Let your art roar with
Lions at Large 2025

Brought
to you by:



THE BIG **SPACE** CANCER
APPEAL

 **Cheltenham
Gloucester**
HOSPITALS CHARITY

Presenting
Partners:

GLOUCESTER
BID 

CHELTENHAM
BID  Local businesses
improving
our town

A ROARSOME ART TRAIL

From July – September 2025 the pride will arrive with over 30 large Lions standing strong in the streets of Cheltenham and Gloucester.

Streets, parks and open spaces will dazzle with their vibrant colours and surprising designs. Each of these Lions will be painted by artists whose designs have been shortlisted and then selected by the sponsors who have put them on the trail.

Lions at Large Trail - The Pride of Gloucestershire has something for everyone. Residents, businesses and visitors will enjoy a fun, free and engaging event.

Schools and community groups will also be invited to get involved in the project and create their own little lion which will join the pride as part of the trail.

Once the trail is over, the pride will reunite for a farewell weekend. After this they will be auctioned at a final live event. All profits raised will go towards The Big Space Cancer Appeal.





INVITING ARTISTS TO GET INVOLVED

Whether you are an established artist or looking to make your mark in the art world we'd love for you to be involved.

We are on the prowl for artists, designers and illustrators from the local community and beyond who will create engaging and inspiring art that will bring our lion sculptures to life.

The lion sculpture is a 3D canvas and therefore extremely versatile. It will hold every medium of art from fine art to graffiti, new media, mosaic to metalwork!

Each Lion is over 1.2m high and 1.7 metres long (life size!). Our first Lion, Zale, was painted in March 2024 by local artist Christina Sadler.

We invite you to submit a design by the 1st November 2024. Designs will then be shortlisted by a panel and then presented to the sponsors at a sponsors event in January 2025.



THE CHARITY MAKING HOSPITAL LIFE BETTER

Cheltenham and Gloucester Hospitals Charity helps our local hospitals do more to care for you, everyone you love and passionate NHS staff.

Funds raised from Lions at Large will go towards The Big Space Cancer Appeal. The new facility will go over and above NHS provision to put patients' experience first at every step: matching clinical expertise with a nurturing and therapeutic environment.

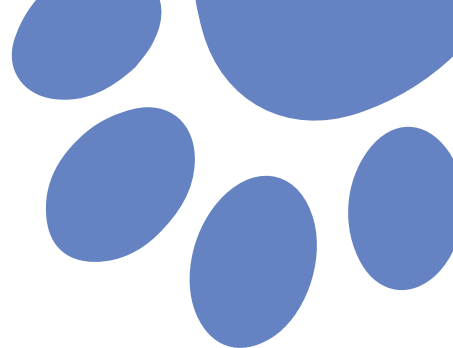
This new centre of excellence will truly be **The Pride of Gloucestershire.**

THE BIG SPACE CANCER APPEAL









WHY A LION?

Lions represent the courage of all those who face cancer, not only as a patient but also as a loved one. Lions work as a pride (family) to survive. They tenderly care for each other's young, the elders work together to find food. The Lions in Cheltenham and Gloucester will be 'The Pride of Gloucestershire', as will the new cancer facilities funded by The Big Space Cancer Appeal. Once the Lions have left, their part in funding a centre of excellence for cancer in Gloucestershire will remain as a lasting legacy.



ARTISTS BENEFITS

-  £1000 payment for your time and materials (we will provide you with the specialist anti graffiti varnish).
-  Painting a Lion with your design for the 2025 Lions at Large Trail, Cheltenham and Gloucester's first Wild in Art Trail.
-  Exposure of your art for the duration of the trail during Summer of 2025, showcasing it to a wide audience at our mass participation event.
-  Networking opportunities with the artists and businesses involved throughout the project.
-  Meet other artists and get the opportunity to work side by side in a communal art space.
-  Help raise funds for Cheltenham and Gloucester Hospitals Charity and The Big Space Cancer appeal which will help to transform cancer care for Gloucestershire and beyond.



WOW FACTORS!

Since 2008, Wild in Art have delivered over 150 events attracting over 11 million people and raising millions for charitable causes.

5,000+

sculptures
created

150+

events

£4.3m

injected
into creative
communities

1.25m

young people
engaged
in learning
programmes

£26.5m

raised for
charitable
causes

£11m+

participants
attended



ARTISTS TIMELINE

May – August 2024

Artists can **register their interest**

1st August 2024

Open call to artists

September 2024

Artist information session - invite to follow

1st November 2024

Deadline for design submissions from artists

November 2024

Shortlisting of designs by the panel

December 2024

Artists are **contacted** to let them know if their design has been shortlisted

Shortlisted designs will be presented to sponsors at the sponsor selection event

January 2025

Sponsors artwork **selection event**

February 2025

Shortlisted artists will be contacted to let them know if a sponsor has picked their design

March – May 2025

Decorating of sculptures

16th May 2025

Deadline for sculptures to be completed (including varnish)

July – September 2025

Trail Live

September 2025












Farewell Event

October 2025

Auction



PLANNING YOUR DESIGN

-  Your design(s) must be appropriate for public display; the audience will be wide-ranging and of all ages.
-  Advertising and corporate logos are not allowed (although we would welcome you to have a look at the lions at large website to gain inspiration for your design with our sponsors in mind).
-  We cannot accept designs that infringe on third-party intellectual property i.e. recognisable brands, logos, personalities, franchises and characters, etc.
-  The public will touch and interact with your sculpture, therefore, any attachments must be robust and able to withstand this handling, not be likely to cause an injury, and must be durable in an outdoor environment (the British weather for 10 weeks).
-  We discourage the physical modification of sculptures, unless you have experience in this field.
-  When placed on the streets, each sculpture is bolted to a plinth, so artists must keep the base area of the sculpture clear of any attachments.
-  Artist materials are not provided and should be factored into your £1,000 fee.
-  To paint your sculpture we recommend , Acrylic Paint, Emulsion Paint, Spray Paints (not solvent based) or Acrylic Pens (e.g Posca).
-  DO NOT USE Poster Paints, Watercolour or Gouache, Felt tip pens, solvent-based markers such as sharpies or anything solvent-based as these may react to the specialist varnish you need to apply.
-  Whilst we encourage artists to be creative with their designs, 3D elements can be problematic during a public art trail and therefore we suggest you consider this when planning. Collage, photo transfer and vinyl are not recommended as these weather easily.
-  To complete your sculpture, you must apply an anti-graffiti, waterproof, varnish. We will provide the varnish and guidance on best practice for this.








PLANNING YOUR DESIGN

- 🐾 Subject to availability, a painting space can be provided for you to bring your lion to life. Should you wish to paint it in your own studio, delivery can be arranged within Gloucestershire and the surrounding areas at the discretion of Cheltenham and Gloucester Hospitals Charity. Delivery outside of the area may incur a fee. Please be aware of the size of the sculpture when considering this option - Height 1.25m, Length 1.7m, Width 0.6m.
- 🐾 Artists will not be responsible for placing their sculptures on the streets or collecting them once the trail has closed. We do ask artists to be available, if possible, during and after the event for any touch-up work that may be required before it goes to auction. If a sculpture is damaged on the trail, the original artist may be given first refusal of any necessary repair work for an additional fee.

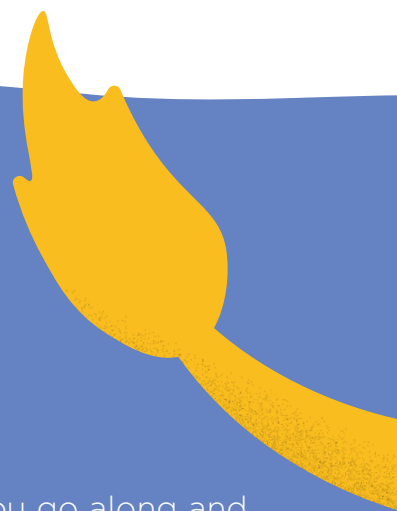


IMPORTANT INFORMATION REGARDING YOUR APPLICATION







-  You may submit up to 2 designs.
-  The Lion Template has 2 sides, please ensure that both are completed. If you design is the same on each side please flip your design and submit both.
-  You will need to agree to our standard artist's terms and conditions for each design.
-  Design submissions must be completed by 11.59pm on the 1st November 2024.
-  Designs must be in high resolution and in .PDF, JPG or PNG format.
-  Attachments must not exceed a file size of 5MB.
-  Cheltenham and Gloucester Hospitals Charity can not return any materials you submit.

SUBMITTING YOUR ROARSOME DESIGN









Checklist for your submission:

-  Complete the online form **[HERE](#)** (this can not be saved as you go along and therefore we advise that you write your submission in word and then copy and paste it into the online form when you are ready to submit).
-  Upload your Lion template design onto your form.
-  Double check that you can paint a lion between March and May 2025.
-  If you have any questions, please contact **Carrie Smith:**
ghn-tr.lionsatlarge@nhs.net or via telephone **0300 422 3231.**




TERMS AND CONDITIONS

In these terms and conditions:

-  “You” means the person or business making the submission.
-  “We” means Lions at Large – The Pride of Gloucestershire Trail, Cheltenham and Gloucester Hospitals Charity and Wild in Art.
-  Cheltenham and Gloucester Hospitals Charity, registered charity number 1051606, registered office Cheltenham General Hospital, Charity Office, Sandford Road, Cheltenham GL53 7AN.
-  “Event” and “project” mean “Lions at Large 2025”, a public art trail of Lion sculptures culminating in an Auction of the sculptures, and all related advertising, promotion and merchandising.
-  “Event Sponsor” means an organisation sponsoring a Lion sculpture.
-  “Wild in Art” means Wild in Art Limited, a consultant and curator of art trail events.

Eligibility

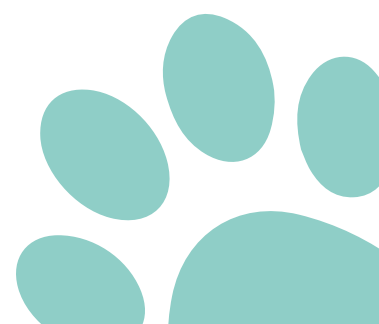
By submitting a design you agree to be bound by the following terms and conditions.



STANDARD TERMS AND CONDITIONS - FOR ARTISTS

1. The project is open to all artists, amateur or professional. You must be aged 18 or over and living in the UK.
2. You may submit up to two applications.
3. All terms and conditions in this application form a part of the agreement between you, Cheltenham and Gloucester Hospitals Charity (registered charity number 1051606) and Wild In Art in connection with Lions at Large Trail (2025) and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4. You must be the sole author and owner of all intellectual property rights of the work entered, or if the work is not your own in full, you must have sole permission in writing from the copyright owner/s to use their work. Source material or proof of permission in use of another person's work must be made available on request by the selection panel. Cheltenham and Gloucester Hospitals Charity and Wild In Art do not accept liability in the publication of any reproduced art.
5. The design must represent a piece of work that you can reproduce on a 3D sculpture.
6. Any additions or modifications to the sculpture must be sufficiently strong to maintain structural integrity of the sculpture and must not cause injury.
7. To enter, the work must be received by the closing date of the 1st of November 2024 at 11:59pm. All entries must be accompanied by a completed artist submission form.
8. No allowances will be made for work that arrives later than the deadline.
9. By completing the artist submission form and submitting your designs, you consent that all data provided by you may be used by Cheltenham and Gloucester Hospitals Charity and Wild In Art for marketing, communications and evaluation purposes unless you opt-out in writing. We don't and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example, distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly and that any organisations using your information on our behalf do the same. For more information, please see Cheltenham and Gloucester Hospitals Charity Privacy notice (gloshospitals.nhs.uk)
10. Copyright and all other IP Rights in the design belong to and remain with the artist. However, subject to Cheltenham and Gloucester Hospitals Charity paying all amounts due to the artist under any final commissioning contract, the artist grants to Cheltenham and Gloucester Hospitals Charity and Wild In Art an irrevocable royalty-free licence to use the completed artwork for purposes in connection with the event, Lions at Large Trail (2025).
11. You consent to the use of your work, name and photograph in any promotional material carried out by Cheltenham and Gloucester Hospitals Charity and Wild In Art without any further compensation.
12. Your work will be reviewed and may be shortlisted by Cheltenham and Gloucester Hospitals Charity and a panel of suitably experienced and impartial professionals including a representative from Wild In Art, before being shown to the event sponsors.
13. Work will be commissioned following selection and or confirmation by the event sponsors. The decision on all matters relating to the work selected to be used is final. No further correspondence will be entered into.

14. Upon commissioning, Cheltenham and Gloucester Hospitals Charity will enter a separate service level agreement with you to include an agreed schedule and the terms and conditions of engagement.
15. Cheltenham and Gloucester Hospitals Charity will provide the sculpture at no charge to you. Cost of materials is your responsibility except for varnish, which will be provided. Unless otherwise agreed by both parties in writing.
16. If you are not able to paint the sculpture in a provided painting space, we will work with you in order to co-ordinate and manage the safe and secure transportation of the sculpture in the most cost-effective way. Artists may be expected to pay all or a proportion of delivery charges to and from the event storage. This is at the discretion of the event partner, and should finalised before any commission is confirmed. In the unlikely event that we cannot provide a painting space, the costs of transportation of the sculpture will be discussed on a case-by-case basis.
17. You will provide a list of artist materials – specifically paint, brand and colours used in the application on the sculpture.
18. Cheltenham and Gloucester Hospitals Charity reserves the right to withhold any fee payable to you in connection with the event if in its sole opinion the quality of the finished work provided falls below that which can be reasonably expected for public display and/or is substantially different from the design submitted.
19. The sculpture remains at all times the property of Cheltenham and Gloucester Hospitals Charity and must be returned in good order.
20. If the sculpture is returned unfinished by you or deemed irreparable due to damage while in your possession, you shall be charged the full replacement cost of said sculpture.
21. Cheltenham and Gloucester Hospitals Charity will award commissioned artists with an honorarium of £1,000 +VAT (if applicable). This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be made within 28 working days of receipt of invoice. Cheltenham and Gloucester Hospitals Charity will consider, at our discretion, staged payments on a case-by-case basis.
22. Cheltenham and Gloucester Hospitals Charity and Wild In Art may from time to time produce facsimiles of the completed sculpture in both 2D and 3D form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by Cheltenham and Gloucester Hospitals Charity and require transfer of rights to Cheltenham and Gloucester Hospitals Charity.
23. Subject at all times to your agreement, Cheltenham and Gloucester Hospitals Charity and Wild In Art may produce a figurine of the completed sculpture as part of the event merchandise. If your lion is selected to be a figurine, this will be subject to a separate figurine contract and include a royalty fee.
24. Following the event, the sculpture will be auctioned to raise money for The Big Space Cancer Appeal by Cheltenham and Gloucester Hospitals Charity. Cheltenham and Gloucester Hospitals Charity will, where practicable, try to offer artists first refusal to undertake repair and maintenance work should the applicable sculpture require it, but in most instances suitably experienced local Artists will be commissioned separately by Cheltenham and Gloucester Hospitals Charity to complete any agreed maintenance and repairs.
25. By entering your work for consideration to be selected to be used in the event and for eligibility for payment of the honorarium you warrant that you have all required rights and consents to submit the work and allow Cheltenham and Gloucester Hospitals Charity and Wild In Art to use the work in connection with Lions at Large Trail (2025). You also agree to grant an irrevocable royalty-free licence to Cheltenham and Gloucester Hospitals Charity and Wild In Art and to use the completed work for the purposes described elsewhere connected with the event.





**We'd love to
hear from you:**

**For general enquiries
please contact:**

Carrie Smith

ghn-tr.lionsatlarge@nhs.net

0300 422 3231

www.lionsatlarge.co.uk

#lionsatlarge

Charity Registration number: 1051606
Cheltenham General Hospital, Charity Office, Sandford Road, Cheltenham GL53 7AN.

Created by:

 **Stuff.**
Creative
Studio.