



# Hop to it!

SUFFOLK 2025

A Wild in Art event brought to Suffolk by St Elizabeth Hospice

# IMPACT REPORT



Our Presenting Partners



# Hares for the hospice!



# £430,716

## Raised for St Elizabeth Hospice

This could fund up to 12 whole days of all our hospice care services, supporting people living with life-limiting or progressive illness across our community.

Estimated number of people who engaged with the trail:

# 370,000

# 131 Hares

3 sculpture designs



Number of schools and groups that participated in the Hopscotch Learning & Community programme:

# 71



# 304

Design applications



# 26 Local artists commissioned

# 97%

Of visitors rated their trail experience excellent or very good

# 72%

Said the art trail was the main reason for them visiting the area

# 43%

Of visitors managed to visit of all the sculptures

## Who visited?

- 64% Ipswich area
- 15% Elsewhere in Suffolk
- 3% Elsewhere in UK

Avg. spend was **£37.70** with **45%** of visitors saying their spend was a direct result of the trail.



The data contained in this report has been produced by Zing Insights on behalf of St Elizabeth Hospice. Any reproduction of figures contained within this report should be done only with the permission of St Elizabeth Hospice or Wild in Art.



# Hop to it!

SUFFOLK 2025



A Wild in Art event brought to Suffolk by St Elizabeth Hospice

# Economic Impact

The economic impact of Hop to it! Suffolk 2025 was seen across all locations, and to the businesses who sponsored.

Based on our calculations of visitors, visits and spend we can estimate that the art trail delivered an economic impact of more than:

**£2.9 million**

Visitor spend, during visits to the trail, ranged from nothing to more than **£200** and averaged:

**£37.70**

On average, visitors said **45%** of their spend was a direct result of the art trail.

\*Footfall increased throughout the trail, with the Buttermarket Centre, Ipswich reporting an increase on the year of:

**5.2%**

\*figure courtesy of Buttermarket Centre, Ipswich



# Visitor Impact

**73%** Just under three-quarters of trail visitors had visited one or more of the previous St Elizabeth Hospice art trails.

**27%** For the remainder, this was their first time visiting.

**72%** Of visitors cited the art trail as the main reason for visiting the area.

**84%**

Of visitors from outside of Suffolk spent more time in the area due to the trail and almost half of those **(45%)** stayed overnight whilst visiting the event.

**1%** of visitors were from outside the UK.



# 26

Local artists commissioned to design hares.

# 60

Local small businesses took part by displaying a small hare in their windows. A number of shops also sold Hop to it! Suffolk 2025 merchandise.

# 20,604

Additional visitors went through the doors of the Buttermarket Centre, Ipswich.\*

# 64%

Of visitors lived in Ipswich.

# 10%

Of visitors, based in the satellite locations.

\*Figure courtesy of Buttermarket Centre, Ipswich



# Community Impact



**71** Schools and groups took part in the Hopscotch Learning & Community Programme.

**13** Schools received ballot funded places, thanks to the support of: **greateranglia** **ESSEX & SUFFOLK WATER** *living water*

The fundraising team team gave talks to **12** schools & groups reaching over **3,818** children plus our mascot Woolly did **10** visits.

Income raised to date for St Elizabeth Hospice:

**£60,191**

Hop HQ in the Buttermarket was the central location for visitors to come and buy merchandise, ask questions or complete one of our colouring sheets.

**50+**

Volunteers supported Hop to it! Suffolk 2025. Including helping at events, staffing Hop HQ and trailmaking.

**1,842**  
Volunteering hours in total!



Over **3,000** Colouring sheets and **5** Canvases

Completed and created by children and members of the public then displayed in Hop HQ.

# Trail Stats

Hop to It! Suffolk 2025 spanned five locations with the main trail in Ipswich and four satellite locations: Felixstowe, Lowestoft, Beccles and Woodbridge.

**2 in 5** Visitors visited all five locations;

**45%**

Of visitors, visited all sculptures.

**95%**

Of visitors saw the Ipswich sculptures.

App users walked:

**1,588 miles**

Collecting:

**361,625 sculptures**

App users' favourite sculptures (including main picture):



**43%**

Visited as a family.

**31%**

Visited as a couple.

**6.4**

Average number of days visiting the trail.

**3.4**

Average number of people in a visiting party.



# 87%

Of trail visitors said that St Elizabeth Hospice provides palliative care services and were aware of our work.

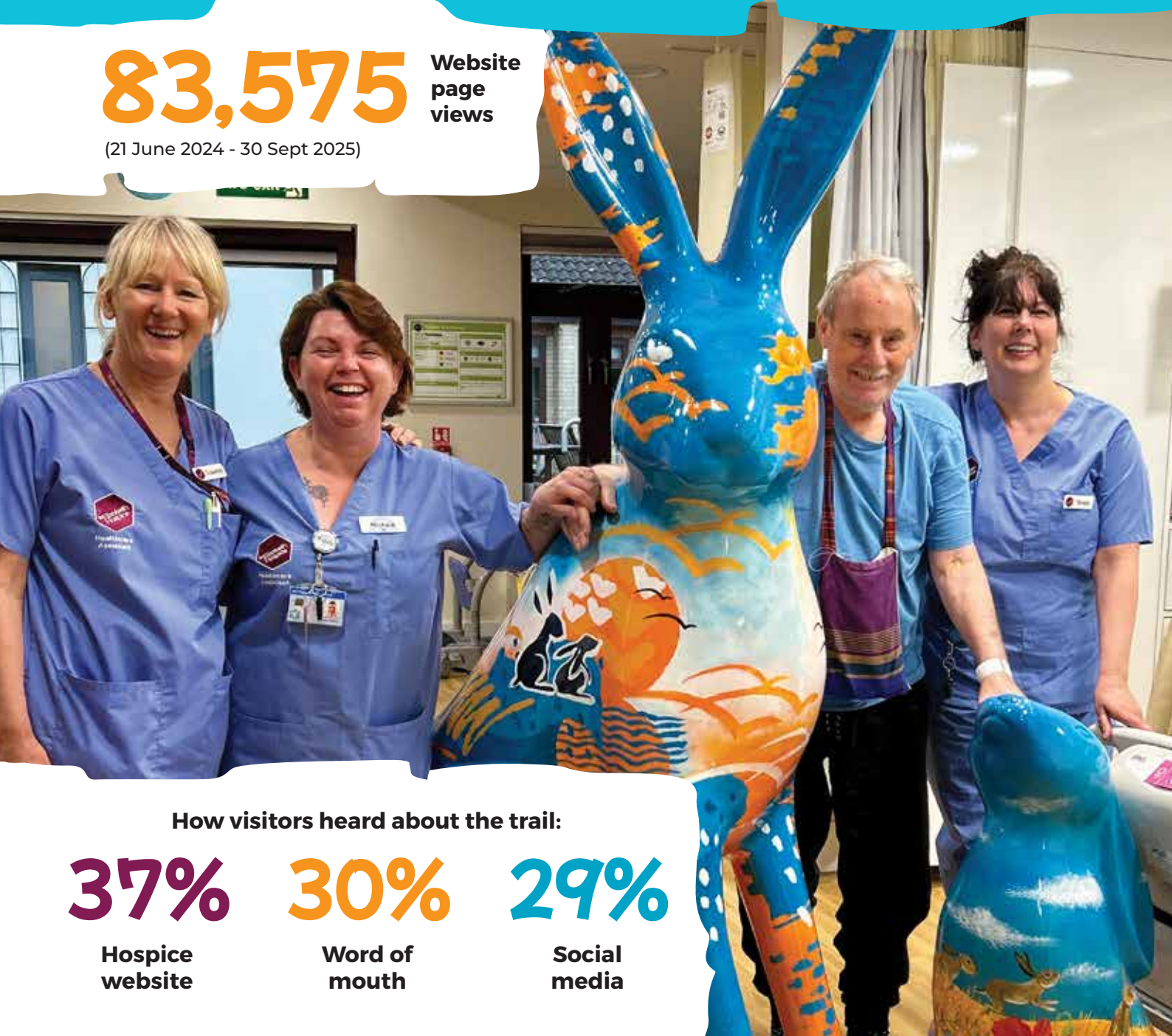
# 78%

Were aware that the hospice was reliant on charity donations to be able to provide hospice care.

# 83,575

Website  
page  
views

(21 June 2024 - 30 Sept 2025)



How visitors heard about the trail:

# 37%

Hospice  
website

# 30%

Word of  
mouth

# 29%

Social  
media

# 325

Pieces of media coverage across digital, print and radio.

Potential audience reach:

# 34,618,462

Equivalent media value:

# £131,438

Achieved national coverage on Radio 2 following the auction.

Local coverage from:

IPSWICH STAR

Suffolk Sound  
SOUND AT THE HEART OF YOUR COMMUNITY

BBC RADIO  
Suffolk

EAST ANGLIAN  
DAILY TIMES

Official sculpture photography by Lucy Taylor - Newsquest

Newsquest also sponsored our trailmakers



# Events and Activities

**Trail launch & Hop HQ grand opening.**



## Charity Auction

53 hares went to auction at Milsoms Kesgrave on the 17 September 2025. On the night, our including the silent auction, our auctioneers Clark and Simpson worked the room and online buyers to sell all sculptures raising:

**£244,700**

## Memory Hares

With 594 stars dedicated to loved ones, 'Journey Well' & 'Starlight', to date, have raised:

**£13,513**



## Farewell Weekend

The Corn Exchange, Ipswich, saw over **2,700** adults and children come along to bid farewell to the hares. Raising:

**£8,520**



## Hop on it!

Over 30 cyclists took on the 50 or 75 mile challenge raising:

**£5,500**



**Hop to it!**  
SUFFOLK 2025



A Wild in Art event brought to Suffolk by St Elizabeth Hospice

# Visitor Comments

“

We found all 131 and our children walked 40 miles to find all of them.

“

Good to see it extended to other towns.

”

Cant wait for the next one!

“

Please do this again. It was great fun and enjoyed doing it again with my friends and family.



“

Finding the hares with my 7 year-old daughter, it was a lovely way for us to spend some days over the 6 week holidays without it costing a lot.

”

Keeping fit walking to each hare and visiting places we hadn't been to before to see them all.

“

Seeing all the amazing sculptures, beautiful colours and have meaning through the names.

”

Exploring different areas – we hadn't been to Beccles for years and enjoyed a day out there on the train.

“

Its free and easy to do. It gave me an excuse to get out of the house and be more active, incentive to walk and use the bus.

”

The atmosphere in Hop HQ and how helpful the volunteers were.

“

The art work was incredible and I think it's great to provide artists with the opportunities as well as local schools etc.

”

I loved doing the trail and having the choice of app and map was really good. I also thought it was really nice to have the information about the work and artist as well as finding more out about the hospice.

# Sponsor Impact

**43** Businesses supported Hop to it! Suffolk 2025.

We were thrilled that... **60%** of our sponsors continued their support from our previous trails,

We were delighted to welcome

**40%** new sponsors!



## What motivated our sponsors to support Hop to it Suffolk 2025?

Keen to support St Elizabeth Hospice.

Civic pride & community engagement.

Enhance brand recognition in local area.

Employee wellbeing.

Attract new business.

Customer engagement.



**92%** Of sponsors reported that they achieved all of their objectives.

# Sponsor Impact

“

We found being part of Hop to it! so worthwhile and rewarding not only highlighting some beautiful artwork and talented artists but providing a family-friendly affordable activity encouraging people to walk around and explore our local towns and support our local businesses. We also wanted to raise awareness of the hospice and the valuable work and services it provides through our promotional activity. Our internal Hop to It! staff wellbeing challenge also enhanced wellbeing, morale, and engagement across teams, and there was clear enthusiasm for more public art and collaborative wellbeing initiatives.



The inclusivity of it, feeling part of it and bringing our team along on our journey.

Engaging with the trail during one of our team days. ”

The engagement of local schools in particular. The good number of small hares in shop windows promoted a great deal of local and wider interest and without doubt benefited the town's retail sector.

”

“

Being part of a positive initiative for Ipswich, and towns across Suffolk that encourages people to get out and about exploring their local area. The trail creates a buzz across the towns, and it is a real pleasure to see families, groups, and individuals out enjoying the trail.

“

Spreading the art trail to other Suffolk towns was a great idea as it extended the interest to the whole of the county.

Sponsor fundraising raised over:

**£43,500**

**92%**

Said they would be keen to hear about future trails.

\*All figures based on 28% response to our sponsor survey



**DID YOU KNOW?**  
Since 1989, St Elizabeth Hospice has been delivering high-quality compassionate care in your local community.  
StElizabethHospice.org.uk



# Hop to it!

SUFFOLK 2025



A Wild in Art event brought to Suffolk by St Elizabeth Hospice

We would like to extend our most grateful thanks to our hoptastic sponsors for their support.



# Hares for the hospice!

The Hop to it! Suffolk would not have been possible without the support given and we would like to thank the following:

**All the volunteers**

**The amazing artists who created the wonderful hares**

**All our business partners & sponsors**

**All the schools and groups who participated in Hopscotch**

**The buyers who purchased the hares at auction and given them forever homes**

**Buttermarket Centre, Ipswich**

**Zing Insights**





To find out how you can work with St Elizabeth Hospice or join us for future are trails, please get in touch...

Call:  
**01473 723 600**

Email:  
[fundraising@stelizabethhospice.org.uk](mailto:fundraising@stelizabethhospice.org.uk)



**Hop to it!**  
SUFFOLK 2025

A Wild in Art event brought to Suffolk by St Elizabeth Hospice



Wild in Art connects businesses, artists, charities and communities through extraordinary public art trails and creative projects which enable their partners to achieve their goals.

They celebrate people and places, helping millions of people of all ages to experience art in non-traditional settings.