

# HEART TRAIL



St Barnabas

In Partnership with





# Introduction

**St Barnabas Hospice are incredibly excited to introduce a bespoke HeART trail which will run during the summer of 2023 across Lincolnshire – a first of its kind.**

2022 is an important milestone as St Barnabas celebrates 40 years being at the heart of the community as their local hospice, caring and supporting thousands of people across Lincolnshire, with bases in Louth, Grantham, Spalding, Boston, Gainsborough and Lincoln.

It only seems fitting we expand the trail to cover key areas including Skegness and the coast where tourism is at an all-time high in the summer months. Instead of visiting for the day, we envisage having several smaller trails across the county, people will extend their visit to be a weekend or longer to ensure they can visit and finish the entire trail whilst taking in all that Lincolnshire has to offer. From the hustle bustle of Lincoln to exploring our seaside towns to the rolling Lincolnshire Wolds and fens; supporting our economy by staying in the beautiful B&Bs, hotels and holiday cottages, eating at the vast array of eateries we have and so much more. A significant injection of trade after almost two years of disturbance because of the pandemic.

We want you to become a proud sponsor of a HeART and join us in the most significant Lincolnshire tourism and community marketing campaign for 2022/23.

Despite the pandemic the Lincoln Imp Trail saw 680,000 visitors to the city. Collectively from the past three trails we have seen over 900,000 visitors flock to our city.

Over **30,000** young people have benefitted from the Education

Business Partnership's involvement. And collectively the trails have raised almost £500,000 for charitable causes.

St Barnabas are incredibly excited to introduce this bespoke HeART trail in partnership with Lincoln BIG, The Lincolnshire Showground & Lincolnshire Agricultural Society, The Waterside and S. Lyon and Sons.

Our aims are to:

- ♥ Raise the profile and raise over £300k for St Barnabas Hospice
- ♥ Bring together our communities and engage tourism across the county
- ♥ Put Lincolnshire on the map as the 'Place to Visit in 2023'
- ♥ Increase revenue for our local businesses and attractions with over 1,000,000 visitors to the county across the duration of the trail
- ♥ We aim to engage **40,000** school children in a curriculum learning project
- ♥ Support 40 Sponsors gain exposure nationally and engage their workforce in fundraising opportunities to build strong, united teams.

This Trail will provide a high-profile platform to promote your business, engage your workforce, local community and visitors to Lincolnshire whilst raising vital funds for St Barnabas Hospice to be here for future generations.

We look forward to working with you.

**Chris Wheway**  
**CEO, St Barnabas**

## Why hearts?

**Lincoln has had some incredible trails which have all been part of the culture and heritage that makes Lincoln what it is.**

We want the 2023 trail to stand apart from the previous. St Barnabas, compassionate messaging will resonate through the PR from day one. **We want everyone who takes part in the Trail, including you, our key sponsors to know they are making a positive impact to sustain a vital, care facility in their county.**

Hearts are the chosen sculpture because *'people are at the HEART of all that we do'*, one of our values is *'Having Heart'* and our emblem is also a heart. Hearts will adorn our streets, embellished, painted, sculptured from an array of materials bringing joy to all who see them.



## The HeARTs

Our target is to place 40 sculptures across Lincolnshire from the vibrant city of Lincoln across the rolling wolds to the East Coast and as far as our beautiful town Stamford. The main trail will comprise of a minimum of 15 Hearts within the City of Lincoln with a vision of having a minimum of 3 in each location where St Barnabas has a physical buildings and a mini trail of 10 out on the Coast.

The 40 sculptures will act as the creative device to bring artists, businesses, schools and communities together to celebrate St Barnabas' 40th Anniversary and all that our beautiful county has to offer and make it the most vibrant Summer in 2023.

St Barnabas have been working with Aden Hynes of the Sculpture Studios based in Basildon, to create the perfect chosen form. Working from the emblem of St Barnabas the chosen Heart sculpture was designed. Our Heart design will provide artists with a form that enables creativity to flow, whether they opt to use the blank canvas glass fibre sculpture to paint and/or embellish or decide to pursue a craft medium they prefer to work within, the design is a perfect form to create something truly out of this world.





## The artists

Artists, both professional and amateur, local and national, will be invited to submit designs in the Winter of 2021/22.

Sponsors will select either a finished design or an artist with whom they would like to work. From these designs, artists will be commissioned to create their agreed design during Winter 2022/23 either in a public painting space within the county or at their own studio.

## Young at HeART Trail

We want to ensure young people are able to be involved with this commemorative, feel good trail. After all, they are our future supporters, employees and consumers.

The Young at HeART Trail will be the most creative and engaging mini trail to date. It will be as inclusive as possible therefore instead we will provide a brief for all schools and community groups wanting to get involved and pair them up with an Artist to support and guide them. Each setting will then produce their very own Young at HeART Sculpture, taking on the form of the main HeARTs but half the size. They can be made from whatever material they choose.



# How can you get involved?

We invite your company and/or organisation to 'have HeART', be inspired, get imaginative and help St Barnabas celebrate 40 years of caring across Lincolnshire.

We guarantee you will be part of something truly amazing for 2023.

Our sponsorship packages offer an excellent return on investment including brand awareness, significant digital and traditional methods of marketing, consistent press coverage and an unrivalled opportunity to unite your team after 2 years of home working.

At the end of the trail, your company will get to keep your HeART as part of your sponsorship.

## Your company will get:

- ♥ Great brand exposure locally, nationally and globally
- ♥ Association with a project that spreads love and smiles to everyone
- ♥ Raises crucial funds for YOUR local Hospice – St Barnabas
- ♥ Increase awareness, footfall and ultimately visitors to spend in our beautiful county
- ♥ Business to business networking over a 18 month period
- ♥ Business to consumer marketing and PR opportunities over a 18 month period
- ♥ Increase your corporate social responsibility over a 18 month period
- ♥ Staff engagement and team building opportunities.

## Social reach - Lincoln Imp Trail

**40,000**

Over 40,000 people viewed the Lincoln IMP Trail ads over the 10 weeks

**3,000**

People actively followed the Lincoln Imp Trail Facebook page

## St Barnabas Social Media

**140,000**

Over 140,000 people engage with St B Social

**17,600**

Followers on Facebook

**3,000**

Growing on Instagram

**5,000**

Local people/businesses on Twitter

# Timeline

**November 2021**

Launch

**November 2021**

Call for  
HeARTists

Sponsors and  
Schools invited  
to get involved

**November 2021 to  
September 2022**

**October 2022 to  
January 2023**

HeARTists  
paint,  
design their  
sculptures

Sponsors design  
selection and  
networking event

**20th September 2022**

HeARTists  
commissioned

**October 2022**

HeARTs on Tour

**March to May 2023**

Sponsors and  
Young at HeARTs  
Reunion

**18th May 2023**

Young at  
HeART Trail  
launches

**June 12th 2023**

**June 10th 2023**

HeARTS  
launch

**29th September 2023**

Reunion of  
the HeARTS

**September 4th  
- 18th 2023**

Farewell  
HeARTs Event



## Facts and Figures



### Lincoln Barons' Charter Trail 2015

**25**

Generous sponsors



**25**

Barons

**20**

Amazing Artists



**40,000**

Trail leaflets distributed

**£166,800**

Raised at auction



**210,000**

Overall visitors



Facebook posts reached 67,694 people  
Lincoln Barons' Website had over 88,000 views,  
30,000 visits and over 21,000 unique visitors.

### Lincoln KNIGHTS' Trail 2017

**40**

Generous sponsors



**36**

Knights

**43**

Education  
Knights

**32**

Amazing Artists



**70,000**

Trail leaflets distributed

**£178,000**

Raised at auction



**280,000**

Overall visitors



Facebook posts reached 247,842 people  
18,737 people engaged with the trail on Facebook  
@KnightsTrail17 were seen 849,956 times  
www.knightstrail.com had over 140,000 views,  
61,000 visits and 41,000 unique visitors.

### Lincoln Imp Trail 2021

**30**

Generous sponsors



**32**

Imps

**46**

School  
Imps

**23**

Amazing Artists



**20,000**

Trail leaflets distributed

**£125,000**

Raised at auction



**680,000**

Overall visitors



**£10,000**

Highest price Imp



Facebook posts reached 73,500 people  
11,800 engaged with the trail on Facebook

App stats

169,312 points were collected from the Lincoln Imp Trail.  
88,877 Rewards Collected. 5093 App downloads

www.lincolnimptail.co.uk had over 68,000 views and 55,108 unique visitors.



# Our Presenting Partners

We are delighted to have the support of 5 incredible organisations who have been long standing supporters of St Barnabas for many years. They have come on board as our 5 Presenting Partners for the HeART Trail 2023.

Each have their own unique story to tell with one common reason - the impact St Barnabas have had on their teams, family and/or friends over the years. They unite to offer support to make the HeART Trail the biggest and best Trail yet.

## Lincolnshire Freemasons

*"Our support for the hospice movement is, by extension, support for all those people in our communities whose lives are touched by its services, not only those suffering terminal illnesses, but also their families and friends. In this way, the money invested in being a Presenting Partner is an investment in making some of life's most difficult times a little more tolerable. For that reason, the St Barnabas Hospice choice of the heart as the artwork to symbolise its ongoing commitment to dignity and compassion in end of life care is especially appropriate in the year of its 40th anniversary, and Lincolnshire's 3,000 Freemasons are delighted to be associated with it."* Provincial Grand Master – Dave Wheeler.



## Chestnut Homes



*"We are thrilled to be involved in the St Barnabas Heart Trail. Chestnut Homes has been supporting St Barnabas for over 10 years and we feel fortunate to have the opportunity to be involved in celebrating their 40th Anniversary. We can't thank St Barnabas enough for the care and support they provide to so many people across the county".* – Rob Newton, Construction Director.

## Daniel Charles Construction



*"We are delighted to be Presenting Partner for the St Barnabas Heart Trail celebrating their 40th Anniversary. The support the Hospice provides to those in and around Lincolnshire is outstanding, so it's our privilege to be part of this significant event".* Dan Ingall, Managing Director of Daniel Charles Construction.



## Jacksons Workwear



*"We've worked with St Barnabas for over 10 years as our charity partner and we do a lot of fundraising throughout the year. It's a cause close to everyone's heart here at Jacksons and being a family run business, it's another way for us to support them."*

Rebecca Wilson,  
Customer Service  
and Sales Manager at  
Jacksons Workwear.



## Branston



*"Everyone I know has been touched in one way or another by the brilliant work St Barnabas does. It is really important for us to help support the hospice in their 40th year"*

Simon Telfer –  
HR Director at  
Branston LTD.





# Our HeARTY Partners

## Main Trail Partner

### Lincoln BIG

Lincoln Business Improvement Group (Lincoln BIG) aims to put Lincoln on the map as a retail and tourist destination and improve the experience of the city centre in Lincoln for those who live, work, invest and visit.

The perfect HeART Trail partner with their expertise, experience and reputation within the City.



## Digital Media Partner

### Distract

Distract is an innovative marketing agency based in Lincoln, offering everything from digital marketing, SEO, PR, paid social media marketing and more. Founded in 2015 by business partners Peter Watson and Bradley McKenny, the agency has won multiple awards and looks after a host of national brands as well as local businesses.

The agency has been working with St Barnabas Hospice for many years, helping deliver marketing that makes a difference to the valuable work the charity.



## Venue and Young at HeART Partner

### The Lincolnshire Showground and Lincolnshire Agricultural Society

Home of the historical Lincolnshire Show, The Lincolnshire Showground is an incredibly diverse venue and is so much more than just a showground. For more than 125 years our business has been a pinnacle within the community, providing the perfect space and flexibility for a whole host of events.

The Lincolnshire Showground is owned by the Lincolnshire Agricultural Society, a charitable organisation established back in 1869. Its objectives are to educate the county about food, farming and a sustainable environment.

The Young at HeART Trail will encourage young people to get involved and create a sculpture using sustainable materials where possible. The perfect partnership for the HeART Trail events and support with the educational Young at HeART Trail.



## Transport Partner

### S Lyon and Son

S Lyon & Son (Haulage) Ltd is a family run independent haulage company in its 4th generation. During this time they have gained extensive knowledge and experience in haulage and the associated industries in the U.K.

Known across Lincolnshire, they have also been a long standing supporter of St Barnabas.

With this knowledge, expertise and passion they make the perfect pairing as the HeART Trail Transport Partner.

**S.LYON & SON**



# Sponsorship Opportunities

## Ruby Package Sponsors - £9,000

Our ruby sponsors will be actively involved from the moment you sign up and have the opportunity to host their HeART being painted, input into your chosen design with the artist.

### Benefits will include:

- ♥ One Heart sculpture sponsorship and priority art selection
- ♥ Marketing and brand exposure on the trail leaflet and sculpture plaque
- ♥ Acknowledgement of your organisation on the website, app, social media and printed material
- ♥ Press and media coverage
- ♥ The chance to engage with staff, customers and the public about your HEART
- ♥ Use of the St Barnabas Logo for the duration of the trail project
- ♥ Invitation to all Heart Trail events, including special events
- ♥ Full Page advert within the Souvenir Guide - Print and Digital
- ♥ Five free places at the Heart to Heart Memory Walk Fundraiser
- ♥ Ten complimentary tickets to the Morrision Orpheus Choir Concert at Lincoln Cathedral.
- ♥ You will also keep your chosen Sculpture after the Trail 2023

## Silver Sponsors - £7,000

Our silver sponsors will be actively involved from the moment you sign up and have the opportunity to host their HeART being painted, input into your chosen design with the artist.

### Benefits will include:

- ♥ Sponsorship of a Heart sculpture
- ♥ Choose and work with your artist from the competition entries and select your preferred design
- ♥ Marketing and brand exposure on the trail leaflet and sculpture plaque
- ♥ Acknowledgement of your organisation on the website, app, social media and printed material
- ♥ Use of the St Barnabas logo for the duration of the trail project
- ♥ Press and media coverage
- ♥ The chance to engage with staff, customers and the public about your HEART
- ♥ Invitation to all Heart Trail events, including special events
- ♥ Two complimentary tickets to the Morrision Orpheus Choir Concert at Lincoln Cathedral
- ♥ You will also keep your chosen Sculpture after the Trail 2023





## Bronze Sponsors - £4,500

Our bronze package we hope appeals to many local businesses as well as community groups and organisations. We are offering this level as an option, you can either sponsor outright or fundraise the cost of the heart, this must be raised by February 2023. You can be as involved as you wish from the moment you sign up.

### Benefits will include:

- ♥ Sponsorship of a Heart sculpture.
- ♥ Choose and work with your artist from the competition entries and select your preferred design.
- ♥ Marketing and brand exposure on the trail leaflet and sculpture plaque.
- ♥ Acknowledgement of your organisation on the website, app, social media and printed material.
- ♥ Use of the St Barnabas Logo for the duration of the trail project.
- ♥ Press and media coverage.
- ♥ The chance to engage with staff, customers and the public about your HEART.
- ♥ Invitation to all Heart Trail events, including special events.
- ♥ Your sculpture will be auctioned off to raise funds for St Barnabas Hospice after the Trail 2023



We will have the **HeART Hub** within the Waterside to engage the local community, tourists and your teams just like we did for the Lincoln Imp Trail.





 @StBHeartTrail

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#HeARTtrail

[www.StBarnabasHospice.co.uk/HeartTrail](http://www.StBarnabasHospice.co.uk/HeartTrail)

HEART  
TRAIL