



IMPACT REPORT



A WILD IN ART
EVENT BROUGHT
TO YOU BY
THE KIRKWOOD



Snowdogs Support Life, Kirklees

An Overview

67

unique Snowdog sculptures scattered across Kirklees for visitors to discover and enjoy

31

Snowdogs sculptures created by talented artists from Kirklees and across the UK

10

local artists from right here in Kirklees got the chance to showcase their work as part of the trail

Snowdogs Support Life, Kirklees

36

Snowdog Pups designed by young people from local schools and community groups

10

different towns and villages across Kirklees for visitors to explore and discover

9

weeks of paw-some adventures delivered across Kirklees

39,729

visitors estimated to have actively taken part in the trail

MOST PHOTOGRAPHED SNOWDOG



MOST POPULAR SNOWDOG



£280,598*
RAISED FOR THE KIRKWOOD

to help us Support Life for anyone affected by any life limiting illness right here in Kirklees



39,849

sculptures unlocked by trail goers using the official Snowdogs Support Life, Kirklees trail App



MOST VISITED SNOWDOG



*Amount collect at the time of publication

Raising Awareness

Snowdogs Support Life, Kirklees was a unique opportunity to spread the word about how The Kirkwood Support Life and share the message that 'wherever there's a Snowdog, support is available from The Kirkwood'.

We Support Life for anyone affected by any life limiting illness in every town and village across Kirklees. Whether we're caring for someone in their own home, supporting them in the community or providing specialist, round the clock care in our hospice, we help patients and their families to get the very best care – at every stage of their illness.

This is Joanne

Some people would say she's a bit like a Macmillan Nurse because she supports people with cancer, but here in Kirklees it's nurses from The Kirkwood and not Macmillan who provide care to people in their own homes or care home when they are diagnosed with a life limiting illness.

Joanne plays a vital role here in Kirklees, because she – like all The Kirkwood Nurses – supports people affected by any life limiting illness, not just cancer. Thanks to nurses like Joanne, people in every town and village across Kirklees get the care they deserve, in their own homes or care home.



56%

of people surveyed said they had learned something new about The Kirkwood as a result of taking part in the Snowdogs Support Life, Kirklees art trail

I didn't know anything about The Kirkwood before, now we know about all the services they provide.

Trail Visitor

I didn't realise how many of The Kirkwood shops there are in Kirklees and the extent of the role The Kirkwood play in the local community.

Trail Visitor

What they do for relatives is amazing. I knew they had a good reputation but talking to others added to that.

Trail Visitor

THE KIRKWOOD SUPPORT LIFE

I think the work they do is amazing. The Kirkwood do great work helping people in the local community.

Trail Visitor

ARE YOU LIVING WITH A
CONDITION LIKE HEART
FAILURE, DEMENTIA,
PARKINSON'S, COPD OR
CANCER? KNOW SOMEONE
WHO IS? THE KIRKWOOD
CAN HELP

If you need our help, you can call us any time, whether you've been in touch with us before or not.

Call our 24/7
Advice Line on:
01484 557 910

“ I think the trail is a good thing in many ways. It’s getting people around the area to places they wouldn’t normally go and raising money for a brilliant cause. My beautiful brother in law was cared for superbly by The Kirkwood, as were all his visitors. ”

HUDDERSFIELD

SLAITHWAITE

MARSDEN

LOCKWOOD

HONLEY

100%

of visitors said they would recommend the Art Trail to a friend

Publicity

533,000

listeners heard about Snowdogs Support Life, Kirklees on the radio via Heart Yorkshire, our official Media Partner

481,740

people in and around the Kirklees area saw a Snowdogs Support Life, Kirklees advert on the back of a bus

On average, people in Kirklees saw one of our bus adverts

8 times

212,000

viewers discovered our Snowdogs through a feature on ITV Calendar News

Our reach across Facebook and Instagram was

434,539

Over

40

story features about the trail published in the local and regional media

20,134

total engagements across our official Snowdogs Support Life, Kirklees Social Media channels

25,839

people visited our website to find out information about the trail, read our stories or find out how they could get involved

Out on the Trail

An estimated

£437,019

of additional visitor spending in the local economy as a result of Snowdogs Support Life, Kirklees.

10,838

rewards were unlocked by players using the official App

39,849

sculptures were unlocked via the official Snowdogs Support Life, Kirklees trail App

189

visitors completed the whole trail - collecting all 67 sculptures

1,243

people downloaded the official Snowdogs Support Life, Kirklees trail App

1,221

photos and selfies were uploaded to the official Snowdogs Support Life, Kirklees trail App by visitors

47

local volunteers helped to bring the trail to life for visitors

1,017

hours of time were donated by our ins-paw-ational Snowdog volunteers throughout the trail!

Schools & Community Groups

34

schools and community groups got involved in the art trail, bringing creativity and fun into hundreds of classrooms

£24,568

was raised by young people to care for patients and families affected by life limiting illnesses across Kirklees

83%

of the schools taking part said they felt proud to be involved in Snowdogs Support Life, Kirklees



Feedback

“

It was great that the children got to take part in a large scale project. They were involved in the design and paint, and so they were very excited to see our dog on the trail with the other dogs. They also had a raised awareness of charity work.”



“

As a school, we've always tried to fundraise, but we wanted to give it some meaning so it wasn't just tokenistic. That's why we decided to go with The Kirkwood. The children loved the meaning behind the Snowdogs trail – finding out what The Kirkwood do to support families in the community that need help.”



“

The opportunity for a pupils to get involved in a creative community event and for families across Kirklees to see our pupil's talent was fantastic. For our school to be associated with a fantastic cause was important too.”



“

We were really excited to be asked to be involved. All the children got to participate in the actual painting of our Snowdog and they've loved seeing the transformation from the initial white Snowdog up to our final masterpiece!”

Partners & Sponsors

£112,500

raised for The Kirkwood by paw-some businesses and organisations, who sponsored one of our Snowdog sculptures

27

local businesses and partners helped to bring the trail to life by sponsoring a Snowdog or offering a gift in kind



Businesses helped to make the art trail a success by offering their time, expertise and services free of charge, saving an incredible

£58,000



THANKS TO ALL OUR EVENT PARTNERS

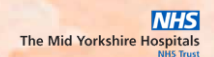
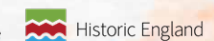


Huddersfield BID
Business Improvement District



SAM TEALE
PRODUCTIONS

THANKS TO ALL OUR SPONSORS





81%

of visitors said they had visited the Snowdogs Support Life, Kirklees art trail more than once.



“The trail encouraged me to get out more. I am an avid walker and used it as motivation to get out doing more steps per day. I found all 67 of them by walking regularly. It has helped contribute to my weight loss and I am grateful for this.”

Merchandise, Events & The Grand Auction

£43,809

was raised through sales of our Snowdogs Support Life, Kirklees merchandise

306

Snowdogs Support Life, Kirklees pens

1,000

Snowdog Christmas Tree Decorations

392

Snowdog Support Life, Kirklees Pin Badges



£6,521

was raised at the Farewell Weekend

More than
700

visitors came along to our Farewell Weekend at Kirklees College in Huddersfield

£3,496

was raised by raffling off our breathtaking 'Bobby Dazzler' Snowdog, designed by Mark Harrison and sponsored by our Design Partner, REDBAK.

TV Personality and auctioneer extraordinaire, Charles Hanson, wielded the gavel at our auction



£78,950

raised at auction on Wednesday 31st October at the Rybrook Jaguar Land Rover showroom in Huddersfield

12,000

Official Snowdogs Support Life, Kirklees Trail Maps were picked up from participating outlets across Kirklees.

“ This has been a brilliant trail. I’ve loved every minute of it. I’ve managed to do the trail twice over. It’s going to be strange not seeing my favourite dogs out on display in towns and shops and libraries etc. Roll on the next trail! ”



THE KIRKWOOD SUPPORT LIFE.

