

Cows about Cambridge

2020

LEARNING PROGRAMME



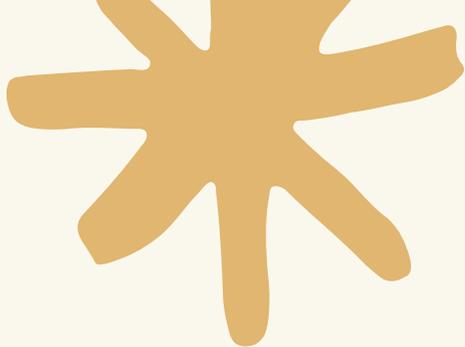
Created by:



Principal Partner:



Welcome!

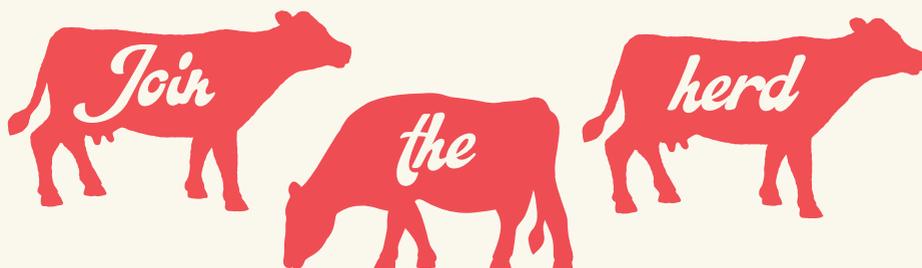


Cows about Cambridge is a spectacular public art event that weaves its way across the city in spring 2020. Cow sculptures, each one individually designed by an artist and sponsored by a business, form a free, fun, family-friendly trail of discovery for local families to explore and enjoy.

Schools, colleges and community youth groups from across Cambridgeshire are invited to join in the fun. Adopt and design your own smaller Cow sculpture - the mini moo - while taking part in our county-wide Learning Programme for children and young people.

After getting creative in the classroom, see your 3d masterpiece on the art trail alongside contemporary artists and high-profile exhibits in the city's museums, libraries, galleries and leisure venues. After 10 weeks on public display, your Cow is yours to keep in its forever pasture in your school, college or community.

Be part of this udderly unique event that will raise vital funds for local children's charity Break and deliver significant benefits to teachers, pupils, your community and city.





Wild in Art are proud to be working in Cambridge to bring one of the most ambitious and popular art trails the pioneering city has ever seen.

Cows about Cambridge is brought to you by Wild in Art together with children's charity [Break](#), and Principal Partner, [Cambridge Business Improvement District \(BID\)](#).

More than fifty large Cow sculptures all uniquely decorated by artists will appear in our streets, parks and open spaces. They will graze outside for 10 weeks for trail explorers, young and old, to have fun finding while they rediscover their city, learn about the artwork, and spend quality time together.

A feel-good campaign we can all be proud of, Cows about Cambridge connects business and creative sectors with local schools and communities. It celebrates the city through creativity, promotes wellbeing and an active lifestyle, and facilitates discussions on important topics – from environmental issues and the natural world, to citizenship, and health and wellbeing, to name a few.

Up to 60 smaller Cow sculptures – the mini moos – are available and waiting to be decorated. Are your children and young people ready for the challenge?

How it works...



Demonstrate your commitment to community cohesion and celebrate the creativity of children and young people.

Secure your place in the Learning Programme by purchasing a blank mini moo Cow sculpture. The fun, accessible 3d canvas inspires learning in the classroom across all subjects and comes with a cross-curricular creative learning resource pack for teachers. The pack contains lesson plans, templates and activities, so you're supported every step of the way. Exclusive invites to events for staff and pupils, plus other unique benefits are also included.

The Learning Programme seamlessly interweaves into the outdoor art trail, offering the city's future generations of bright, and as yet undiscovered, creative talent a huge showcasing opportunity. Mini moos will be displayed in the city's cultural and leisure hubs, standing loud and proud for thousands of visitors to enjoy.

Students are encouraged to visit their masterpiece by walking the trail with their classmates. Together with friends and family they will become intrepid explorers of their own city, discovering or perhaps rediscovering hidden gems, attractions and facilities on their doorstep that they never knew existed or previously didn't think were for them.

"The arts fuel children's curiosity and critical capacity. They are every child's birthright. It is vital that children engage with the arts early in their lives."

Arts Council England



Creative ways to fund your mini moo

Host a fundraising event

There are so many Cow-themed ways to raise money.

Get moo-ving. How about a sponsored sporting event?

Let's make beautiful moosic. A ticketed musical extravaganza by pupils and teachers.

Cow-moo-flage. Organise a dress-up day or a non-uniform day with a difference.

Cow splats! School fete visitors donate to 'splat' willing volunteers. It may get messy...

Udderly hilarious. Could you host a sponsored joke-a-thon or comedy evening?

Seen but not herd! Dreaming of a little peace and quiet, why not hold a sponsored silence?

Night at the moo-vies. Host a film night with popcorn.

Is it pasture bedtime? Create a sponsored read and magical storytelling event.

Whole-school splat. How about a sponsored version of this classic circle game involving everybody in your organisation.

Build awareness in your local community

Share your ideas on social media or ask your local newspaper to cover your story.

Ask your networks

Can your PTA help raise funds? Or could a local business or group of supporters help? Don't forget to ask your committees and school council...could this be a fundraising challenge for them?



Packages

Udderly Amazing £695 plus VAT

A blank Cow sculpture – a mini moo!

A cross-curricular creative learning resource pack with lesson plans, templates and activities.

Attendance for two staff at a briefing event.

Exhibition of the sculpture on a high-profile city-wide art trail.

Inclusion in the event's trail map, website and associated mobile app.

Attendance for up to 5 young people and 2 staff celebrating their creativity and launching the exhibition of their sculptures.

Unlimited entries in a creative writing competition.

Upgrade to Deja-moo. Additional sculptures £645 plus VAT each

Place your first order and you'll get £50 off each additional Cow sculpture purchased

The project can also be mapped to Arts Award and could be used as part of your school's application for Artsmark status. Furthermore, everyone involved - from young people, parents and educators, to creatives, writers, adult learners, residents and community leaders - will play a valuable role in a successfully proven, highly visible, art trail showcasing the exceptional young talent in Cambridgeshire.



What they say about our Learning Programmes...

“Enormous impact. It has been the most talked-about project we’ve done for ages and has threaded through every layer of school life.”

Joe George, Class Teacher, Astwood Bank Primary
- The Big Sleuth, Birmingham

“This was a truly unforgettable project for many of our students who all felt extremely proud to take part and show off our Bees to their families and the local community. It brought the school closer together, all working on one epic project, and gave us a great idea for project-based work with cross curricular links.

As a school we are very proud of the city we live and learn in, and the bee project really highlighted what a great city Manchester is and the great history it has.”

Laura Murphy, Creative Arts Coordinator, St Marys RC Primary Swinton - Bee in the City, Manchester

“We are delighted to be the proud sponsors of the GoGoCreate Learning Programme, which perfectly matches our core values. One of our key objectives at Pensthorpe is to enhance children’s connection with the natural world; to inspire and encourage the next generation of nature lovers. We are especially pleased to see that many of the themes chosen by the creators address our core values, from the importance of conservation; being respectful of wildlife and the environment and appreciating the beauty of the outdoors.”

Jo Artherton, Pensthorpe Natural Park
- GoGoHares, Norwich

“Our charity, the Aldridge Foundation, and the Snailspace Learners Programme share some important objectives, encouraging young people to be active citizens in the local community. Aldridge schools put creativity at the heart of study; it is fundamental to our approach to learning. Sponsoring the Snailspace campaign is a great way to support creativity in the city, as well as encouraging young people to explore important themes such as nature, the environment and mental health.”

Sir Rod Aldridge, Aldridge Foundation
- Snailspace, Brighton & Hove

“A family whose children go to Coombe Road Primary came to the library early this morning to find their Snail. They told me they’d never been before so went to have a look around. I bumped into them on their way out and the children excitedly showed me their brand new library cards as they’d just signed up. It was such a lovely moment and shows how a project like this can make a difference to young peoples’ lives.”

Jo Rosenberg, Community Engagement Coordinator at Brighton & Hove Libraries
- Snailspace, Brighton & Hove

“We decided to take part in Bee in the City as a means of the pupils getting involved in a large community project. This was a fantastic project for the school to get involved in. All pupils at Broadwalk have been excluded from school and as a result many believe they are “not good enough.” Bee in the City, as well as being an amazing creative experience, also allowed them to be “part of something” with pupils from different backgrounds.”

Alice Rope, Art Teacher, The New Broadwalk Pupil Referral Unit - Bee in the City, Manchester



Timeline



From May 2019

60 mini moos and Learning Programme packages are available to schools and community youth groups on a first come first served basis.



31 September 2019

Deadline to place final orders for the Learning Programme.



October/November 2019

Information, inspiration and briefing sessions for lead project coordinators in participating schools and community organisations.



October 2019

Sculptures available for collection.*



February half term 2020

All completed sculptures returned to Wild in Art.



Spring 2020

Sculptures exhibited in cultural and leisure venues throughout Cambridge.



July 2020

Sculptures returned to schools and community groups.*

*Delivery/collection can be arranged for a nominal cost of £30 per journey or £75 for all three journeys if within a 25 mile radius of Cambridge city centre.

Be part of this creative movement

To confirm your involvement in the Cows about Cambridge Learning Programme, please:

Complete your order form on cowsaboutcambridge.co.uk

If you require a hard copy order form and/or would like to discuss the project in more detail, please email:
learning@cowsaboutcambridge.co.uk.

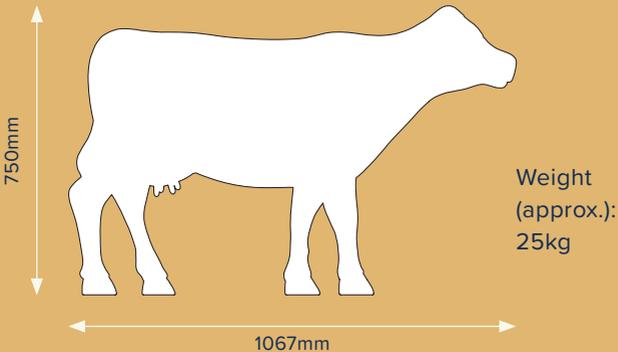


Why a cow?

The Cow sculpture has been specially commissioned and created just for Cambridge. It is inspired by the rare Red Poll cattle breed, which in the warmer months you can find grazing on Midsummer Common.

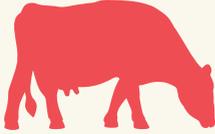
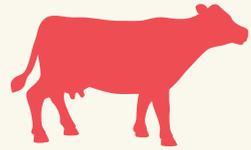
Wild in Art sculptures are designed as a canvas for art and are made of lightweight, fire resistant fibreglass.

MINI MOO DIMENSIONS



RED POLL FACTS

The Red Poll was produced by crossing the Suffolk Dun with the Norfolk Red in the early part of the 19th century.



They are symmetrically built, of medium size, and of uniformly red colour. They have a tuft of hair on the poll.

MORE ON OUR BOVINE FRIENDS

They have roamed the streets of Cambridge for centuries. Cattle grazed similar commons across England, including in London, however urbanisation and industrialisation eventually squeezed them out.



Researchers around the globe are investigating the impact of cattle on our environment. Scientists are currently looking for solutions to balance agriculture's effect on greenhouse gas emissions with world climate targets.

Cows have featured in moo-vies, literature, poems and classic paintings: to some people they are sacred, to others they provide livelihoods, and for many around the world they are an essential source of food.



Cattle are herbivores that eat vegetation such as grass. They munch the grass to varying heights — a pattern known to horticulturalists as a diversity of sward — which fosters biodiversity.

The beetles that feast on the cow dung are a treat for birds, bats and other animals.



About us

Wild in Art is a leading producer of creative public art events. They have animated more than 50 cities across the world with sculptures, from Manchester (Bees) and London (Olympic Games Mascots), to Sydney in Australia, Cape Town and São Paulo. They create unique art education resources that inspire young people and enhance learning across the curriculum. Their events have engaged more than half a million young people in creative Learning Programmes to date.

wildinart.co.uk | @wildinart | #wildinart

Break is a children's charity aiming to make life better for vulnerable young people and families across Norfolk, Suffolk and Cambridgeshire. Break's Staying Connected team supports young people leaving care at just 18 or sometimes even younger. The transition between care and independent living is a difficult time for young people. The team at Break guide and support care leavers to live independent lives and act as an extended family for when times get tough. Proceeds from the trail will be used to further Break's work across Cambridgeshire. The charity has delivered three Wild in Art trails, most recently **GoGoHares** in Norwich.

break-charity.org | @break_charity | #ChangingYoungLives

Cambridge Business Improvement District (BID) is a collaboration of 1,200 businesses, working together to promote and improve the city. It delivers a range of products against three work streams, Welcome, Experience and Support. This includes a programme of consumer activity under the Love Cambridge brand. Its vision is to create a world-class experience for all who visit, live and work in Cambridge, a global city. For more information visit cambridgebid.co.uk.





"Creativity and innovation, at both the individual and group levels, have become the true wealth of nations in the 21st century."

UNESCO



GET COW-NECTED

Please get in touch with us to discuss how you can get involved.

learning@cowsaboutcambridge.co.uk

cowsaboutcambridge.co.uk

#cowsaboutcambridge

Created by:



Principal Partner:

