

The Staffy Trail

SCHOOLS PACK



Visit
Staffordshire



STAFFORDSHIRE
DAY

MAY 1st

10th ANNIVERSARY

THE STAFFY TRAIL

Invitation to high schools and colleges in Stafford, Tamworth, Stoke-on-Trent and Lichfield.

Be part of a county-wide public art project

We're inviting high schools and colleges across Staffordshire to take part in an exciting, creative public art project for 2026 – and it's completely FREE.

To celebrate Staffordshire's new visitor mascot, and the 10th anniversary of Staffordshire Day, the Staffy Trail will launch a series of large-scale public art trails across the county. Ten giant 'Staffy' (Staffordshire Bull Terrier sculptures) will be designed by professional artists – with ideas inspired directly by local school and college pupils.

Your school or college could be one of just 10 selected across the county to design one of 10 Staffy sculptures – 3 in Stoke-on-Trent City Centre, 3 in Tamworth, 3 in Stafford (including the train station) and 1 at Lichfield Trent Valley Train Station.

WHAT'S INVOLVED?

If selected, your school will:

- Be paired with a professional artist
- Take part in a full-day creative workshop
- Help generate ideas and designs based on 10 themes about Staffordshire
- See your pupils' ideas influence a real public artwork

Pupils will explore:

- Local history and heritage
- What makes Staffordshire special
- Identity, community and creativity
- Visual storytelling and design

The artist will then use one of these ideas as the starting point for their final sculpture design.

And the best bit?

There's a strong possibility the artist will paint the sculpture at your school, allowing pupils to see the artwork come to life in real time. This is a brilliant opportunity for:

- Behind-the-scenes learning
- Photography, video and media coverage
- Assemblies and curriculum links
- A genuine sense of pride and ownership



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WHY GET INVOLVED?

**This project offers huge benefits for students, schools and colleges:
It's completely FREE**

- No cost to your school – everything is funded by the project.
- A professional artist in your classroom
- Media coverage directly showcasing your school's wider community-based activities
- Pupils work directly with a real, practising artist for the day.
- Your pupils shape a public artwork
- Their ideas will live on as part of a county-wide art trail.

A special connection to the trail

When the trail launches on 1st May, your school/college will have a personal link to one of the sculptures – perfect for trips, newsletters and celebration assemblies.

Cross-curricular learning

The project naturally links to

- Art & design
- History
- Geography
- PSHE
- English
- Citizenship

You can shape it around your curriculum priorities.

Use your local area as inspiration

Pupils can explore themes that relate to Staffordshire (TBC) but likely to give opportunities to explore:

- Local landmarks
- Community stories
- Industry and heritage
- Nature and landscapes
- Modern Staffordshire life
- Past, present and future life in Staffordshire
- An active, adventurous and fun Staffordshire
- A Staffordshire that is the beating heart of the country and the nation's playground
- This makes learning relevant and rooted in place.
- The impact of arts education

Research consistently shows the **positive impact of creative learning** on children's development. Studies from UK universities highlight how arts education:

- Builds confidence
- Improves communication skills
- Encourages critical thinking
- Supports emotional wellbeing
- Boosts engagement and attendance

This project gives pupils:

- A real-world creative experience
- A sense of achievement
- The chance to see their ideas taken seriously
- A lasting connection to their community

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KEY DETAILS AND TIMESCALES

- Only 10 schools/colleges will be selected – 3 in Stafford, 3 in Tamworth, 3 in Stoke on Trent and 1 in Lichfield.
- One full-day workshop per school
- Ideal expression of interest deadline – Wednesday 4th February
- Latest expression of interest date for schools/colleges – Friday 13th February
- Schools will be notified as early as possible in the week of 23rd February 2026
- Artist collaboration in the week of 9th March 2026
- Trail launches: 1st May 2026

All activities are **fully funded**

What we provide

- Design sheets for pupils
- Idea prompts and worksheets
- A professional artist
- All coordination and support
- Optional PR support

What schools need to provide

- A suitable space for the workshop
- Normal class supervision
- Enthusiasm and creativity

And ideally, but not essential, a place for the artist to develop the designs on-site. (March to end of April)



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HOW TO REGISTER YOUR SCHOOL'S INTEREST

If your school would like to be considered, please register your interest by emailing staffy@staffordshire.gov.uk

Ideal expression of interest deadline - Wednesday 4th February

Latest expression of interest date for schools/colleges – Friday 13th February

Please notify us:

- of your interest
- what year group you propose the artist works with
- whether you are able to offer the artist space to develop the final artwork on the Staffy sculpture.

Also please don't hesitate to ask any questions!

We expect places to fill quickly due to limited availability so don't delay getting in touch.



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