

**WHIZZ  
KIDZ**

We're here  
for young  
wheelchair  
users



**Morph's**

In collaboration  
with  
**AARDMAN**



**EPIC ART  
ADVENTURE  
LONDON**

**Summary Report**



# Foreword from Sarah Pugh, Chief Executive at Whizz Kidz

Throughout the summer of 2023 we hosted Morph's Epic Art Adventure in London, an extraordinary public art trail across the city, with 76 uniquely designed Morph sculptures taking over iconic tourist attractions, train stations, historic markets and more. We saw visitors from across the country and beyond take part in the UK's first completely step-free trail to highlight the importance of accessibility and inclusion.

Morph is a firm family favourite, spanning generations, but lives within the confines of an artist's desk. His freedom is limited by his environment. This echoes the daily experience of many young wheelchair users who find their freedom and independence limited by the world around them.

Working with Aardman and Wild in Art, we aimed to promote conversation and awareness of disability and inclusion, which helped to highlight Whizz Kidz' vision where every young wheelchair user is mobile, enabled and included in society.

I am extremely proud to share with you the Summary Report for Morph's Epic Art Adventure in London, and on behalf of Whizz Kidz, I would personally like to thank everyone who was involved and contributed to bringing this trail, and Morph, to life. The legacy of the trail means that we will be able to support even more young wheelchair users to get the equipment, skills and confidence they need to go further.



Sarah Pugh  
Chief Executive, Whizz Kidz



## Morph's Epic Art Adventure in London

From June to August 2023 76 Morph sculptures took over London to create the first step-free art trail as part of Morph's Epic Art Adventure with Whizz Kidz. For 9 weeks, we saw thousands of people from across the country, grab their walking shoes, download the trail map and visit as many Morphs as they could, against the stunning backdrop of some of London's famous landmarks and attractions.

Making the trail step-free was essential for Whizz Kidz, as the leading charity for young wheelchair users in the UK, as we wanted to educate and inform audiences about accessibility and inclusion.

Commissioned artist **Clarke Reynolds, aka The Blind Braille Artist**, created 'The Power of Morphing Communication'.

**Martin Dougan** from CBBC Newsround created 'Messenger Morph'

**ThamesLink** produced videos with young wheelchair users and engaged young people in the trail to promote accessible travel to visit London

**Sunrise Medical** donated a wheelchair to create the first ever Wheelchair User Morph. Working with a bespoke mould with Aardman, Wild in Art and Whizz Kidz therapists and engineers, he was able to join 4 other sculptures at the Guildhall to explore London

**Over 8,000 young people from 21 schools and 1 youth centre** took part in our Learning Programme to explore accessibility and inclusion through art. They also designed and created their own Mini Morphs for the trail and **raised over £15,000**



# Snapshot of Morph's Epic Art Adventure with Whizz Kidz

We saw over 150,000 people actively engage with Morph's Epic Art Adventure trail, as well as thousands more online, and wanted to share some highlights of the impact of those incredible 9 weeks...

- ★ 233 Morph designs were submitted with 50 artists selected to create 56 sculptures
- ★ 52 sculptures were sponsored by 49 organisations
- ★ We raised an incredible £564,875 through sculpture sponsorship
- ★ 56 locations displayed Morphs, including Borough Market, St Paul's Cathedral and London Bridge station

Our digital map was downloaded **53,011 times**.

Our Trail-maker **Volunteers donated 140 hours** of their time over **33 shifts** during the trail, chatting to the public, maintaining the sculptures and restocking merchandise.

We secured **142 unique pieces of media coverage**, including a feature on Newsround, BBC and the Independent, with an estimate reach of over **2 billion people**.

We sold **£27,500 of merchandise** over the course of the trail to support young wheelchair users, including Paint Your Own Morphs, postcards and soft toys.

We received over **£300,000 of pro bono support** to create and deliver the trail, including logistics support, event space, storage and advertisement.

Our auction raised an incredible £131,151 on the night

## App Stats

The Morph's Epic Art Adventure app had 20,180 unique downloads which gave access to the trial map.

The trail was over 5 miles long across Central London and we saw 77,692 miles walked on the app – that's 172,709,641 steps!

425,746 sculptures were collected through the app.

1,100 people completed the survey via the app.

99% rated their experience of the trail as either excellent (75%) or good (24%)

68% said the trail was the main reason for visiting London

76% said that taking part in the trail made them more aware of the importance of accessible public spaces for young wheelchair users



# Meet Ben, his school, and their latest addition

Ben is one of 4 siblings (plus 3 dogs and a cat!) and loves relaxing with a good film and spending time with his best friend Kerry. They love researching movies, putting short videos together and creating scripts with Ben's puppets.

Ben has quadriplegic cerebral palsy and autism, he needs constant care and is a fulltime wheelchair user. He strives to never let this get in the way of what he wants. He's a determined, driven, very imaginative, funny young man.

When Ben couldn't access a powered wheelchair through the NHS, his family were recommended to Whizz Kidz. We were able to provide him a Zippy 3000, and he now loves having the independence at school, going between classes with his friends, without being pushed by an adult.

Ben is a HUGE film fan – he loves knowing the ins and outs of every film, how it was made, any stories about what happened on set, etc. Since being introduced to Wallace and Gromit, Ben has grown to love everything Aardman – Morph was no exception. When Whizz Kidz and Morph teamed up, Ben wanted to be involved!



His school, Samel Cody School in Farnborough, took part in the Learning Programme and created their own Mini Morph which was featured in the trail, as well as fundraising to support Whizz Kidz. We were really pleased to return the Mini Morph to Ben and his family

Ben said "I feel like I've been part of a group, along with other artists and celebrities, creating great art to share with the world. I feel like it's a part of my legacy and I am really happy to be able to keep my Morph"

Ben's mum, Mikayla, said "For Ben to have a career independently one day is going to be very difficult, so for him to have been so involved in a field that he dreams of working in one day has given him so much more drive! We cannot thank Whizz Kidz enough!"



To acknowledge and thank the school for their support, one of our presenting partners, Barratt Developments, bought 'Morph Over, There's Room for Two' at auction and very kindly donated it to Samuel Cody School. David Thomas, Chief Executive, said -

**"As Presenting Partner for Morph's Epic Art Adventure in London, we are proud to be part of the trail helping to highlight wheelchair accessibility issues and raise vital funds for Whizz Kidz. To recognise one young wheelchair user who particularly loves Morph we have also donated the 'Morph Over, There's Room for Two' bench to his school, the Samuel Cody School, to encourage reading and learning together at school. We hope the Morph bench will be loved and used by pupils for years to come."**

The sculpture is now in its forever home and Matthew Jenkins, the Deputy Headteacher, said -

**"We feel absolutely delighted and privileged to have this beautiful bench donated to us from Barratt Developments. It fits perfectly with our philosophy of teaching our students the importance of reading, and the importance of sharing and caring for each other. This bench will be accessible for all our students to use during their break times and thank you so much for giving us this wonderful piece of art."**

Whizz Kidz would like to thank all the sponsors, partners, artists, schools, individuals, and volunteers who took part and helped to deliver Morph's Epic Art Adventure in London, as well as everyone who engaged with the trail. We would especially like to thank...

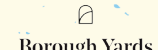
Presenting Partners



Official Sponsors



Sculpture Sponsors



Janet & David Thomas



The Mathieson family

A Wild in Art event brought to you by

