

12 MONTHS
52 WEEKS
365 DAYS
8,760 HOURS
525,600 MINUTES
31,536,000 SECONDS



THE DEEP 2018



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THE DEEP

For conservation, not profit.

Tower Street, Hull, East Yorkshire, HU1 4DP
www.thedeep.co.uk info@thedeep.co.uk

2018 IN REVIEW

We believe in a future with balance, where the oceans, rivers and their inhabitants thrive alongside us. We believe that understanding and respect are key to this vision and we believe in our ability to support this global goal.

We are a conservation and education charity with our roots in Hull, home to over 5,000 animals across 245 different species.

As a member of the British and Irish Association of Zoos and Aquariums and the World Association of Zoos and Aquariums, we pride ourselves on our strong education, conservation and research agendas. We provide world's best practice in animal welfare and constantly challenge our own environmental programme. By partnering with global conservation organisations we work together to collectively achieve our mission.

We are a world class attraction, providing exceptional customer service and value for money. With a fully inclusive ethos, we aim to deliver our visitors with the best day out.

Since opening in 2002, we've been a significant economic driver for the city, attracting 7.5 million visitors, supporting events, engaging with local communities as well as providing both formal and informal education.

We are self-funded, operating from revenue generated through our attraction and business centre. Our crew, visitors, supporters and business centre tenants share our vision and enable us to achieve our work.

As we embark upon 2019, we reflect on our achievements of the last 12 months and sincerely thank everyone for their continued support. Here's to 2019!

Katy Duke, CEO

OUR MANTRA

The Deep. For the oceans. For their future.

For a world where wild animals make a comeback and where humans and animals share the planet.

Where they survive and thrive in the wild.

But until that day comes we will be here.

As a home... a school... a sanctuary... a nursery... a breeding centre.

As a first line of defence, and as a last resort.

As defenders, champions and ambassadors for the wild oceans.

This is why we are here, and why we must succeed.

Because if the seas live, so will the land.



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SUSTAINABLE TOURISM

In 2018 we achieved...

PLASTIC SOLUTIONS

Eradicated the sale of single-use plastic water and fizzy drink bottles throughout the building. By doing this we have prevented **30,000** plastic bottles from entering our waste stream.

GREEN AWARD

Won the Environmentally Friendly category at the Hull BID Awards through showcasing many ways in which we are reducing our carbon footprint and waste.

PLASTIC STRAWS SUCK

Designed and launched the 'Hull No Plastic Straws' campaign, recruiting **22** local business to go plastic straw free.

CLEAN ENERGY

Generated **64,524 kW** of energy in 2018 through the use of solar panels on The Business Centre. This equates to approximately **16,250** tumble dryer loads!

ECO RETAIL

Sold **8,382** eco-friendly products within The Deepartment Store, from recycled pens to bamboo coffee cups.

MADE FROM PLANTS, NOT PLASTIC

Switched from single use plastic food and drink containers to Vegware, a fully compostable product.

FREE FERTILISER

Offered used coffee grounds, a by-product from our catering outlets, for free to visitors as a natural fertiliser for their gardens.

DRIVING CHANGE

Installed a second free-to-use electric car charging point for customers and visitors to the city.



REFILL & REUSE

Installed a water bottle refill station and signed up to the National Refill Scheme, encouraging a refillable culture.



HUMBER WASTE ALLIANCE

Spearheaded the Humber Waste Alliance (serving Hull and the East Riding) alongside Associated British Ports (ABP). **28** organisations joined with a shared goal of reducing waste streams and minimising our impact on the environment.

GREEN SPACE

Facilitated the planting of over **60** metres of native hedgerow by Bishop Burton College students. Over **50** shrubs of **6** species were planted to help enhance the diversity of flora and fauna on our site.

POWERED BY SUNSHINE

Restored and refurbished a former diving bell, installing solar panels for customers to charge their mobile devices outside The Deep.

BEACH CLEAN

Carried out **2** beach cleans at Hessle Foreshore. A whopping **233** volunteers took part, helping us to collect **5,091** pieces of rubbish from our local shoreline weighing over **192kg**. That's the equivalent weight of an adult sea lion!

This event is part of the MCS Beachwatch, a nationwide annual beach clean-up and litter survey, which takes place all over the UK. Each piece of litter collected is identified, weighed and recorded helping to raise public awareness of the impact of litter on the environment.



LOCAL IMPACT



HOSPITAL DONATION

Answered a call for help from the Hull Royal Infirmary Paediatric High Dependency Ward to brighten up their walls with marine themed decoration. The Deep partnered with local graphics company John EWright to design and fit these graphics free of charge.

In 2018 we achieved...

VISITORS

Welcomed over **447,000** visitors, bringing our total to date to over **7.5 million**.

SPONSORSHIP

Provided financial sponsorship for the Real East Yorkshire Tourism Awards and Hull Pride, vital in the running of these city-wide events.

HULL ON THE MAP

Raised the profile of the City at national events including The Meetings Show in London.

FREE MILITARY TICKETS

Supported our Armed Forces by issuing **2,072** military service personnel tickets free of charge to visit.

GOOD CAUSES

Donated over **520** family tickets worth over **£23,000**, to local causes.

CITY OF CULTURE

Trained **120** City of Culture volunteers to act as ambassadors for The Deep. They have been stationed here for a total of **536** hours, giving out information and signposting visitors to other local attractions.

SCIENCE EVENT

Participated in the British Science Festival by holding a free science event after hours for ages 16+. Over **740** people attended **18** interactive stands showcasing science at The Deep and beyond.

LOVE OUR LOCALS OFFER

Created a special **£5** ticket offer for residents living within the HU postcode area, which was enjoyed by **650** people in just one weekend.



British
Science
Festival

"I really enjoyed working in a professional environment like The Deep."

Jess, year 10 student

NATIONAL TAKEOVER CHALLENGE

Played host to a group of Year 10 students from Sirius Academy North as part of the National Takeover Challenge; a scheme which allows young people to gain valuable work experience and insight into how organisations are run.

Students were placed in roles including CEO, Marketing Manager, Graphic Designer, Curator, Duty Manager, Guide, Finance Officer, Teacher and Maintenance Assistant.



"I really want to become a teacher and this experience in the education department of The Deep gave me a greater understanding of what is involved."

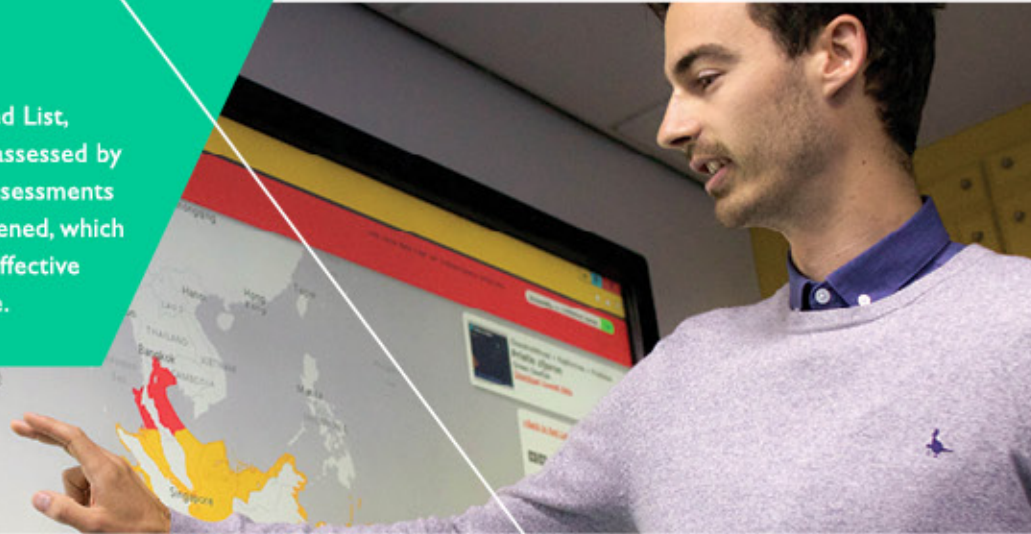
Finnan, year 10 student

 **Sirius**
ACADEMY NORTH
WHERE STARS ARE BORN

CONSERVATION AT HOME

MARINE RED LIST OFFICER

Carried out a further **400** marine species assessments for the IUCN Red List, bringing the total number of species assessed by The Deep to date to **1,300**. These assessments have identified many species as Threatened, which will now inform future planning and effective conservation actions across the globe.



In 2018 we achieved...

FUNDRAISING

Raised **£18,180** through our school holiday activities, badges, adoption pack sales and penguin feather packs, which is being put towards vital conservation projects.

RED LIST TRAINING

Trained **3** new Red List Officers to carry out assessments for the IUCN Red List of Endangered Species. Based at Oceanário de Lisboa and Albuquerque Biopark, our conservation model for Red Listing is expanding globally.

BREEDING PROGRAMMES

Continued our involvement with the EAZA (European Association of Zoos and Aquariums) Studbook and Monitoring Programme for the Blue-spotted ribbontail ray, Epaulette shark, Zebra shark, Blue spot ray, Gentoo penguin, Green sawfish and Honeycomb whiptail ray, as well as EAZA European Endangered Species Programme for the Desertas wolf spider.

INTERNATIONAL SAWFISH DAY

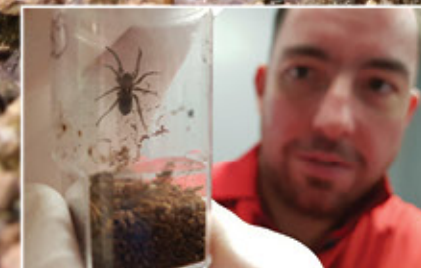
Raised the profile of sawfish across the globe through International Sawfish Day.



ENDANGERED SPIDERS

Reared **45** Critically Endangered Desertas wolf spiders in a purpose built bio-secure unit. These spiders are planned for re-introduction to the island of Desertas Grande, Madeira, to bolster wild populations, in a collaboration led by Bristol Zoo.

These spiders are one of the most endangered species in the world, and can only be found on a single tiny volcanic island. This **6** year project will see this species bred by experts with the aim of stabilising wild populations following habitat restoration.



EUAC 2018

Brought the European Union of Aquarium Curators Conference to Hull, attracting **154** delegates from **22** countries, contributing over **£143,000** to the local economy.



CONSERVATION IN THE FIELD

In 2018 we achieved...

PENGUIN CONSERVATION

Funded a crucial meeting of penguin experts to develop the global strategy for penguin conservation. The IUCN (International Union for the Conservation of Nature) Penguin Specialist Group was able to develop the strategy document 'Penguins in Perpetuity' through our donation of **£25,000**. Subsequently, **3** penguin species have been identified as being in need of immediate conservation action: Yellow-eyed penguins, African penguins and Galapagos penguins.

RED LIST OFFICER

Working across the globe, our IUCN Marine Red List Officer attended and facilitated meetings and provided training at workshops in **5** different countries.

JELLYFISH FOCUS GROUP

Conducted a research field trip to Wales alongside **5** other aquariums to sample native jellyfish species in order to increase our knowledge and productivity of aquarium cultured jellyfish.



S.N.A.P

Joined forces with Bangor University, the Welsh Government and **10** other aquariums on the SustainNable Aquarium Project, identifying the requirements for breeding more species of tropical marine fish.

SHARK EGG HUNTS

Ran **4** Great Egg Case Hunts with **157** volunteers uncovering **693** shark eggs on the Yorkshire coast. A variety of species were identified including the Small-spotted catshark, the Spotted ray and the Thornback ray. This information feeds into the Shark Trust's database of species around the UK coast.



TURTLE REHAB

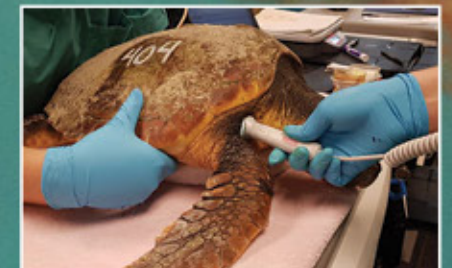
Assisted with the care and rehabilitation of stranded and cold-stunned turtles at the New England Aquarium Rehabilitation Centre in Boston, USA.

Over **415** turtles washed up on beaches were admitted into the hospital during November and December, many suffering from life-threatening hypothermia, emaciation, dehydration or injuries. By administering immediate and vital care and putting into practice valuable skills, our turtle specialist was able to help get them back onto the road of recovery and ready for release back into the wild.



"The coldest turtle I held was a Kemp's Ridley whose internal temperature was 7.4°C. It was so cold in my hands, I couldn't believe it was still alive!"

"It was incredible to be a part of saving so many endangered species."
Shoshana Levine, Aquarist



LEARNING



TODDLER SESSIONS

Delivered **36** Little Nippers story and play sessions for under 3s.

In 2018 we achieved...

GUIDE PRESENTATIONS

Delivered over **1,525** hours of Guide presentations including dive shows, penguin feeds, scatter feeds and interactive shows.

THESIS PROJECTS

Supported **4** Hull University students in their final year thesis projects. Topics included the interactions between ray species, behaviour and communication in Gentoo penguins and coral reproduction rates.

WORK EXPERIENCE

Facilitated **69** work placements for students at GCSE, A Level, undergraduate and postgraduate level giving experience in a variety of departments including education, husbandry, administration, front of house, retail and catering. We also offered two longer term work experience placements for students from St Anne's Special School.

SCIENCE CLUB

Delivered a fully funded Science Club to **152** Year 6 to Year 10 pupils from Hull and East Riding schools.

MARINE BIOLOGY STUDENTS

Offered **11** long term volunteer placements in the Husbandry department for Marine Biology students.

OUTREACH

Attended **9** career fairs, assemblies and mock interview days.

GUIDE BOOKS

Handed out **95,000** free Deep visitor guides to customers at reception.

EXPERIENCE DAYS

Welcomed **100** children aged between 8 and 11 onto Junior Experience Days.

SLEEPOVERS

Provided **58** sleepover events for **4,772** children from organised groups and schools.

BEHIND THE SCENES

Delivered **131** 'one to one' Deep Experiences for children and adults.



SCHOOL VISITS

Welcomed **29,522** students on school trips as well as **100** home educated families to our Learning Centre to take part in our exciting workshops. Students ranged from reception age right up to post 16 and studied topics including Science, English and Geography.



ACCESS FOR ALL

In 2018 we achieved...

FREE ADMISSION

Issued **2,674** free carer tickets, supporting visitors who require extra assistance.

OVERSEAS VISITORS

Handed out over **5,000** foreign language leaflets to visitors including Polish, French, German and Dutch.

INCLUSIVE TOURISM

Created an Accessibility Guide in partnership with Visit England, giving visitors thorough information to plan their visit.

TRANQUIL TUESDAYS

Delivered **9** Tranquil Tuesday sessions, allowing visitors to enjoy the aquarium in a quieter and more brightly lit environment.

QUIET DAYS

Presented over **7** hours of BSL (British Sign Language) signed presentations during two Quiet Days.

ACCESSIBILITY AIDS

Continued to offer support through Braille and audio guides, wheelchairs, electric scooters, rollators, ear defenders and an online social story.



SHARING EXPERTISE

Delivered a presentation to **87** delegates at the BIAZA Education & Presenters conference on the topic of catering for visitors with access requirements.



ACCESSIBLE EXPERIENCES

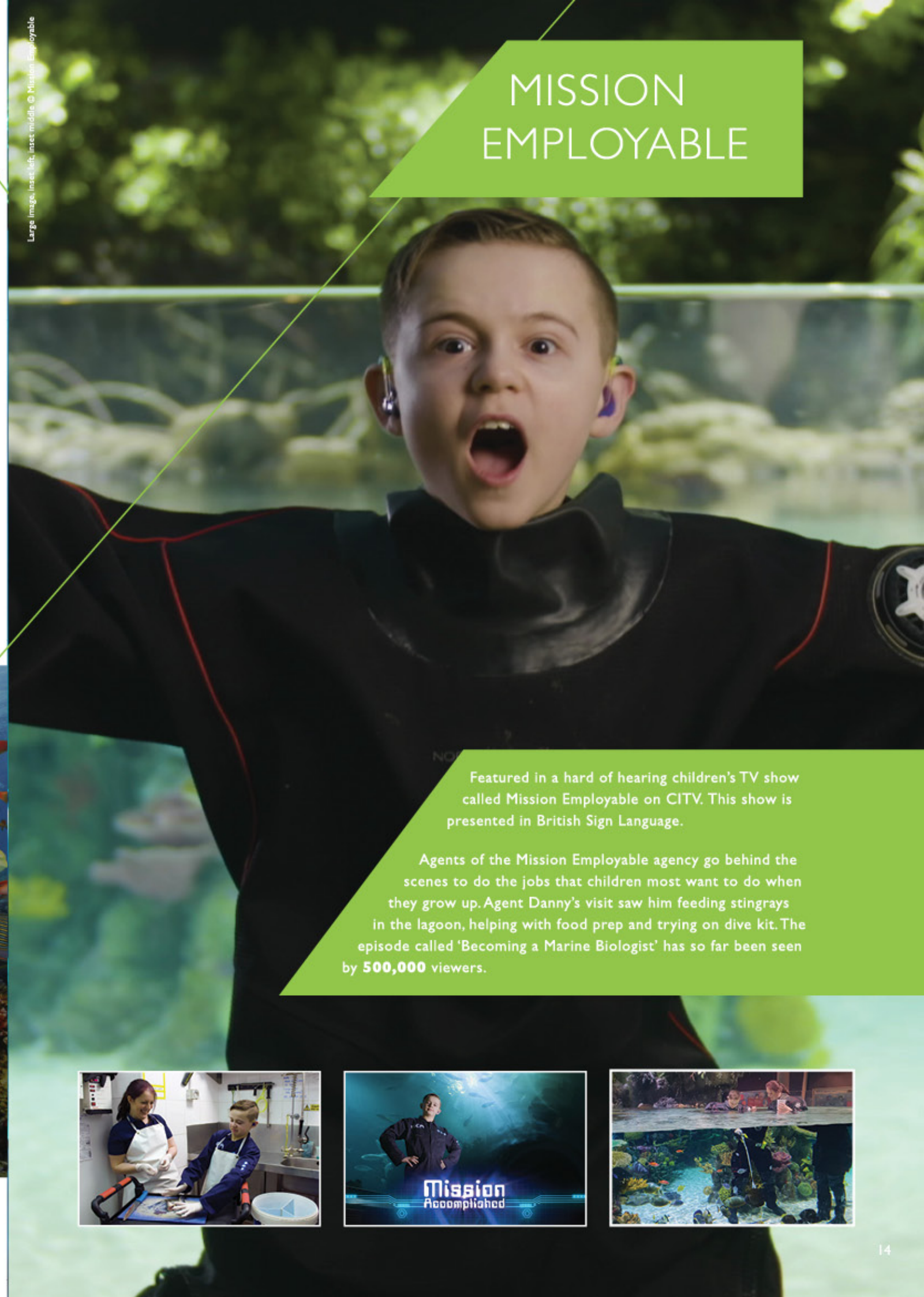
Welcomed **50** children from the Rainbow Stars Group for an adapted sleepover for children with autism or additional needs.

CHANGING PLACES

Installed a brand new Changing Places facility with specialist equipment, for use by anyone who needs it, not just those visiting The Deep. Over 1/4 million people in the UK need a facility like this to enable them to enjoy great days out.



MISSION EMPLOYABLE



Featured in a hard of hearing children's TV show called Mission Employable on CITV. This show is presented in British Sign Language.

Agents of the Mission Employable agency go behind the scenes to do the jobs that children most want to do when they grow up. Agent Danny's visit saw him feeding stingrays in the lagoon, helping with food prep and trying on dive kit. The episode called 'Becoming a Marine Biologist' has so far been seen by **500,000** viewers.



REACH AND IMPACT

In 2018 we achieved...

EXHIBIT DESIGN

Received an award in the BIAZA Exhibition Design category for the 'Lagoon of Light'. This project took over **6,000** hours to plan and create – a process spanning 6 months. The result was a state of the art aquatic exhibit replicating a natural mangrove environment, to help build on our important breeding work.

AIRPORT ADVERTISING

Carried out a digital campaign within Leeds Bradford Airport targeting **2,340,855** passengers in May, June, July, August and September.

ONLINE SHOP

Increased online shop sales by **21%** by expanding product range to include eco products, new adoption packs and bespoke Top Trumps cards.

CONGRATULATIONS

Shared our visitors' good news through **50** dive signs in our exhibits including proposals, birthdays and baby gender reveals.

MYSTERY SHOPPER

Awarded the VAQAS (Visitor Attraction and Quality Assurance Scheme) accreditation, highlighting the best attractions in the UK.



SKY ADSMART

Ran a family friendly TV campaign on Sky AdSmart which was viewed across Yorkshire and Lincolnshire by over **68,000** families on channels including Sky Living, Comedy Central and Sky Atlantic.



WEB STATS

Attracted **631,862** visitors to our website.



Increased Facebook followers by **8,418** bringing our total to **70,418**.



Increased Twitter followers, by **579** bringing our total to **15,429**.



Increased Instagram followers by **2,240** bringing our total to **9,094**.



LOO OF THE YEAR

Awarded UK Winner by Loo of the Year Awards 2018 for our refurbished 1st floor toilets.

"The Deep washrooms were very attractive with aquarium themed images throughout. They were fully equipped and exceptionally clean"

Mike Bone, Loo of the Year Award

BIG WEEK AT THE ZOO

Participated in the Channel 5 TV series 'Big Week at the Zoo'. This aired across **5** nights and was viewed by over **7.5 million** people. This documentary series, hosted by Helen Skelton and Nick Baker, focused on the conservation work carried out by great zoos and

aquariums across the UK. The Deep's conservation projects around Loggerhead sea turtles, Zebra sharks and Gentoo penguins featured in 3 of the 5 programmes as well as 2 of our Aquarist team featuring as live guests on the expert panel.



THE DEEP BY NIGHT

In 2018 we achieved....

PRIVATE TUNNEL DINE

Delivered private evening viewings and exclusive dining experiences to **66** couples in the underwater viewing tunnel.

PARTNERSHIP

Represented Hull and the East Riding alongside VHEY (Visit Hull and East Yorkshire) and other local venues to conference and event organisers at an International Trade Show.

WEDDINGS

Held **19** weddings attended by **1,243** guests at exhibit side locations

LOCAL INGREDIENTS

Developed more partnerships with local suppliers including Young's Foods, Hull Gin Distillery, Trinity Market, Frank Pullen Butchers and Cakeshack.

CHRISTMAS PARTY NIGHTS

Hosted **9** eco-friendly Christmas party nights for **1,439** guests.

HULL FOOD PARTNERSHIP

Became a member of the Hull Food Partnership supporting their ethos of using sustainable and ethically sourced produce.

PRIDE SPONSORSHIP

Funded and hosted the launch of the Pride In Hull event. **30** organisations from the private, public and charitable sectors attended.



VALENTINES

Celebrated Valentine's weekend with **156** couples at Two Rivers Restaurant, dining in the Endless Ocean close to the sharks, rays and turtles or in the more intimate Cool Seas with the jellyfish.

CORPORATE EVENTS

Hosted **32** prestigious events for local, national and international guests. These included **398** delegates of The University Caterers Organisation (TUCO) as part of their **3** day conference held at the University of Hull, the launch of Omega's 30th anniversary Seamaster Dive watch and a gala evening for the European Union of Aquarium Curators conference.

Large image © Tucco



BUSINESS CENTRE

MEETINGS

Held meetings, interviews, training days, seminars and conferences for **97** local, national and international organisations including the Freedom Festival Board meetings, which are sponsored by The Deep Business Centre.

TENANTS

Provided services to **225** employees at the Business Centre. **50%** of the tenant companies have been in occupation for a minimum of 5 years. **36%** have occupied for over 10 years of which **30%** have been in occupation for over **15** years.

In 2018 we achieved....

HULL HOMELESS OUTREACH

Supported Hull Homeless Outreach by providing kitchen facilities for the preparation of **4,000** meals. A further **£2,000** was raised by tenant donations and fundraising events.

PLASTIC REDUCTION

Changed from plastic milk containers to traditional glass bottles, reducing plastic waste by **1,895** units (equivalent to **16** household waste bins of rubbish).

INVESTMENT

Invested in the continued refreshment of the Business Centre, maintaining high levels of infrastructure and service.

BIZWEEK SPONSORSHIP

Sponsored BizWeek technology seminar for **90** delegates at exhibit side locations, with keynote presentations from C4Di and Reckitt Benckiser.

SUPPORTING CHARITIES

Raised hundreds of pounds through events and raffles for Macmillan, DoveHouse Hospice, Sepsis Trust UK, Children in Need, Save the Children and Royal British Legion Poppy Appeal.

WORK EXPERIENCE

Provided **5** work experience placements lasting **8** weeks each, in partnership with Hull Business Training Centre (HBTC). HBTC have reported that the majority of students from the Deep Business Centre go straight into employment or apprenticeship.



MINDFULNESS

Included all Business Centre tenants in mindful employer activities which included massages, pilates sessions, as well as daily health and wellbeing sessions during Work Life Week.



DEEP COMMITMENTS

Deep staff members also provide their expertise and support to local, national and international initiatives as shown below.

HOME

Constellation Trust
Culture and Place Strategic Advisory Board
Freedom Festival Arts Trust
Hull & East Riding Business Centre Group
Hull & East Yorkshire Conferences Working Group
Hull and Humber STEM
Humber Waste Alliance
Local & Regional Affairs Committee –
Hull & Humber Chamber of Commerce
Tiger Sport and Education Trust
Yorkshire Attractions Group



NATIONAL

BIAZA (British and Irish Association of Zoos and Aquariums)
Animal Behaviour and Training Group
BIAZA Aquarium Working Group
BIAZA Communications Working Group
BIAZA Conservation Education Committee (Northern Region)
BIAZA Council
BIAZA Membership and Licensing Committee
BIAZA Terrestrial Invertebrate Working Group
Business Centre Association Board



INTERNATIONAL

EAZA (European Association of Zoos and Aquaria)
Monitoring Programme Co-ordinator for Epaulette shark
EAZA Monitoring Programme Co-ordinator for Honeycomb whiptail ray
EAZA Safe Elasmobranch Blood Registry Database
EAZA Sawfish Studbook Keeper



In addition, The Deep is also a member of the following accredited bodies.

MEMBERSHIPS

Association of Cultural Enterprise
Association of Science and Discovery Centres
British and Irish Association of Zoos and Aquariums
Business Centre Association
Hull & Humber Chamber of Commerce
Humber Food Partnership
Humber Nature Partnership
Humber Occupational Health and Safety Group
Humber Waste Alliance
Learning Outside the Classroom
Visit England
World Association of Zoos and Aquariums
Yorkshire Attractions Group

