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THE DEEP
For conservation, not profit.

THE DEEP 2020
A Year like no other

Throughout 2020 the impacts and challenges of COVID-19 have been felt across sectors and for many, including The Deep, 2020 will have long lasting implications.

As a conservation education charity, The Deep's mission is to engage and inspire all ages to protect the planet and to actively participate in conservation and research work that benefits our natural world.

2020 helped to highlight the fragility of the environment and the intrinsic link it has to our own health. The climate is changing and biodiversity is dwindling, both as a result of human activity and impact, but now is the time to act to reverse these trends.

Society is beginning to prioritise these agendas and so many organisations and businesses are ready to act. We will be remembered for our response to the current environmental crisis and no matter what size our business or organisation, we can all play our part in a sustainable future.

Although The Deep was closed as a result of the pandemic for much of the year, all opportunities were taken to deliver awe inspiring days out, education sessions and excellent customer service under very difficult circumstances, during the short windows of operation.

Throughout 2020, work continued when the doors were closed to provide the best care for the animals. A small team remained working to keep the organisation ticking whilst the majority of The Deep's Crew supported from the side-lines on furlough. With no visitor income, but high daily operating costs, this proved a huge financial challenge for the organisation and with great sadness, resulted in a redundancy process, the first in The Deep's history.

As an independent and normally self-sufficient charity, 2020 was a year like no other. The support received from visitors, businesses and other organisations will never be forgotten. We sincerely thank all 'Friends of The Deep' who have helped The Deep to keep swimming through such a challenging year.



WHO WE ARE:

THE DEEP IS A
CONSERVATION AND
EDUCATION CHARITY
ROOTED IN HULL.

OUR MISSION:

TO CREATE A DEEPER
UNDERSTANDING AND
ENJOYMENT OF THE
WORLD'S OCEANS AND
INSPIRE POSITIVE CHANGE
FOR THEIR SURVIVAL.

EXHIBITION & CULTURE

HULL TRUCK – A CHRISTMAS MIRACLE

During the four nights building up to Christmas Eve, KCOM and Hull Truck Theatre presented 4 short Christmas stories themed around kindness, joy, family and love; all linked by the idea of a Christmas miracle. The Deep was used as a location to film one of these family stories narrated by Barry Rutler.

BBC FILMING

The Deep helped BBC Natural History unit to trial a non-invasive shark fin camera mount before being used on location in the Bahamas. The trial ensured the method of attachment and fit was both comfortable and stress free for the animal. The documentary 'Animals with Cameras', will be aired in 2021.

CAFÉ REFIT PHASE 1

The refit was paused after The Deep's closure due to COVID-19. Phase 1 of the refurbishment was completed upon reopening in July and the 3rd floor café operated from late summer for the remainder of this operational period. This much improved decor, servery and selection space now complements the superb Humber and city views.

WARREN BAVERSTOCK

An exhibition was hosted on the 3rd floor gallery from award-winning underwater photographer Warren Baverstock. The exhibition featured 20 images depicting the beauty of the oceans and the animals that live within them.

POPPY HOWELL EXHIBIT

Textile and fashion pieces were on public display in reception. Created by graduate Poppy Howell, the exhibit is inspired by the devastating effects of plastic pollution on sea birds and highlights the issues of microfibres in clothing, which contribute to marine plastics. The main garment includes pieces of discarded fishing net, rope and plastic bags.

FREEDOM FESTIVAL

The 2020 Freedom Festival saw The Deep welcome BBC Radio Humberside and a film crew for Hip Hop artist Chiko Chinyadza, known as Downtown Kayoto, who performed in front of the Endless Oceans window. The recording formed part of the alternative Freedom Festival offering.

ACE AWARDS

The Deep was a finalist in the Association of Cultural Enterprise Awards for 'Product of the Year' with the 'Straws' t-shirt and 'Best Guidebook' with The Deep's children's sticker book.

MUMBLER AWARDS

The Deep won 'Best Local Attraction' at The Hull and East Riding Mumbler Awards 2020.



© Tom Arran



CHANGING SEAS EXHIBIT

In February a new exhibit opened with the theme of ocean acidification. With strong but accessible science content, this exhibit links to cutting edge research from the University of Hull. Animation, live science demonstrations during February half term and even a computer game were designed to engage audiences.



ANIMAL OBSERVATIONS

Zoology and Marine Biology students from the University of Hull were welcomed to conduct observations on animal behaviour.



EDUCATION

POST GRADUATE RESEARCH

The Deep collaborated with the University of Hull's Business School to provide research support to two Master of Business students studying buying behaviour, through allowing access to retail sales data, on-site visitor surveys and Crew interviews.

COMPUTER GAME

A project with the Energy & Environment Institute at the University of Hull has seen a new game launched for World Oceans Day. Designed to help educate people about ocean acidification, the game provides a fun way of communicating messages that tie into The Deep's Changing Seas exhibit.

WORK PLACEMENTS AND VOLUNTEERS

Between January 2020 and March 2020 The Deep provided 5 work experience placements and had 9 volunteers attending on regular days. The Deep has been unable to offer work placements or voluntary work since March but student enquiries continue to be responded to and career advice offered via social platforms where requested. We hope to resume work placements in time. The volunteers remain on 'stand-by' and The Deep looks forward to hosting placements in 2021.

STUDENT PROJECTS

This year, The Deep supervised and facilitated 6 undergraduate projects for students from the University of Hull. Topics included;

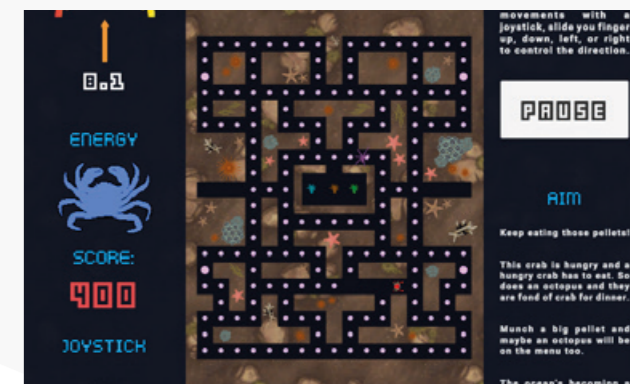
- Grey Reef shark spatial use and swim patterns
- Physiological responses of hard coral fragments to soft coral allelochemicals in aquaria
- The effect of the amino acid proline and sucrose concentration on leaf preference in *atta cephalotes* foraging selection
- Energy budgets in Gentoo penguins,
- Confirmation of boldness personality analysis and changes over time due to colony structure variation in Gentoo penguins
- Factors affecting polyp growth and division in *cassiopea jellyfish*

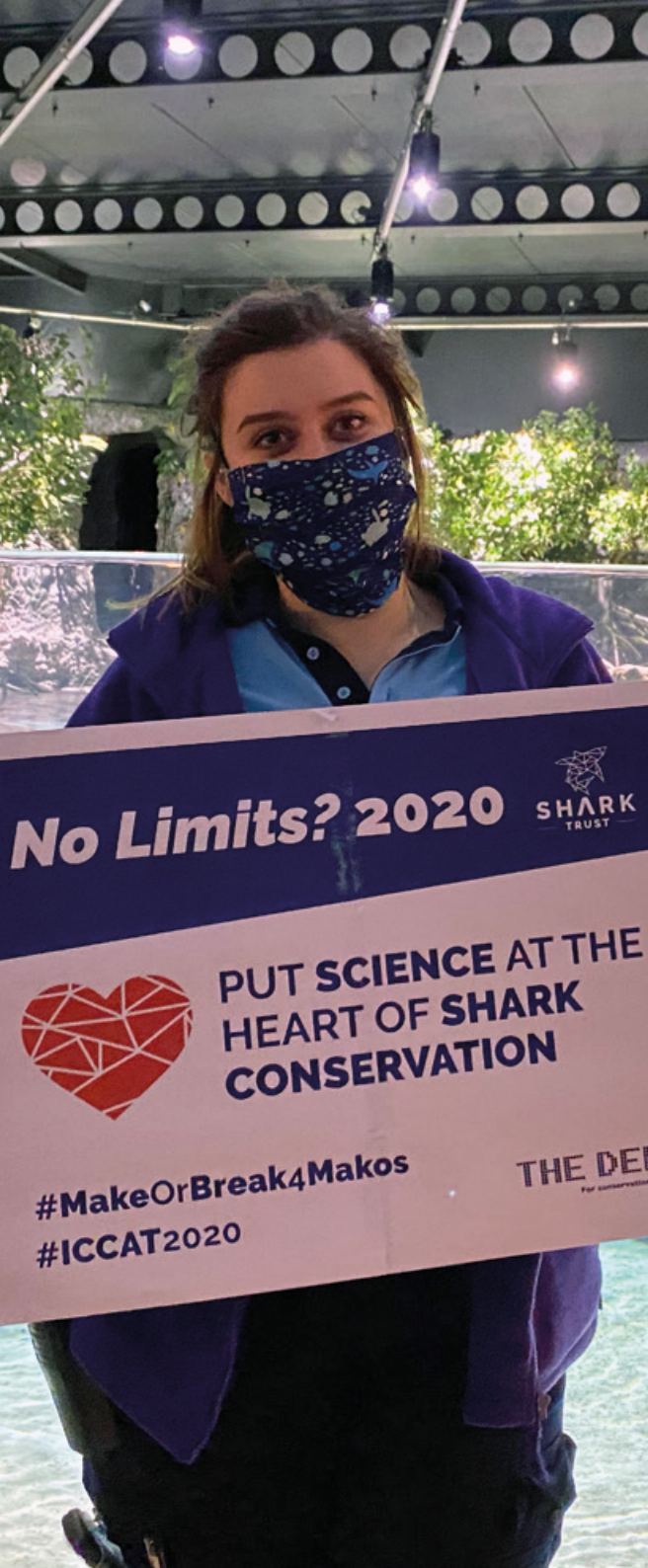
EDUCATIONAL RESOURCES

During periods of lockdown and closure, The Deep has been sharing educational resources, promoted across social media channels free of charge, to support home schooling. A variety of content was created including infographics, colouring sheets, puzzles, trails and informative quizzes. The public were also invited to write in with their sea life questions for 'Ask the Aquarists' who then answered in short videos posted on social media.

BIAZA EDUCATION AWARD

The Deep is the proud recipient of a 'Bronze' BIAZA Education Award for the IUCN Red List training delivered to University of Hull students. Comments from the Judges were that if this project had continued for a few more years it would certainly have been a 'Gold' winner.





SCIENCE & CONSERVATION

SHORTFIN MAKO SHARK CAMPAIGN

The Deep supported the *No Limits* Mako shark campaign, led by the Shark Trust. The campaign aimed to convince the EU, working across all ICCAT nations, to ban the non-regulated fishing of Mako sharks as extinction looms for this species. Banners on display within The Deep and targeted social media posts supported this important campaign.



SEAGRASS PROJECT

This project is part of the 'Seagrass Ocean rescue project' which is a collaboration between Project Seagrass, Sky Ocean rescue, Swansea and Cardiff University and the WWF. The project has several different aspects, one of which involves restoring the Seagrass meadow at the test site in Dale, Pembroke, with a view to then restoring further meadows around the UK. This is a nature based solution project; seagrass stores carbon 35 times faster than tropical rain forests and can harbour 40 times more marine life than other sea bed habitats without Seagrass. So far The Deep has provided Crew support to lay 20,000 sand bags containing 1 million seeds on the seabed at Dale.

In the summer an interactive educational activity was delivered at The Deep where children filled sandbags with sand ready for seeding and planting.

The Deep will be taking part in Seagrass husbandry trials on site, focusing on particular environmental parameters. Diving field work has been postponed because of the pandemic.

INTERNATIONAL SAWFISH DAY

The Deep celebrated the third International Sawfish Day across social media and within the attraction with extra activities for visitors.

SNAP

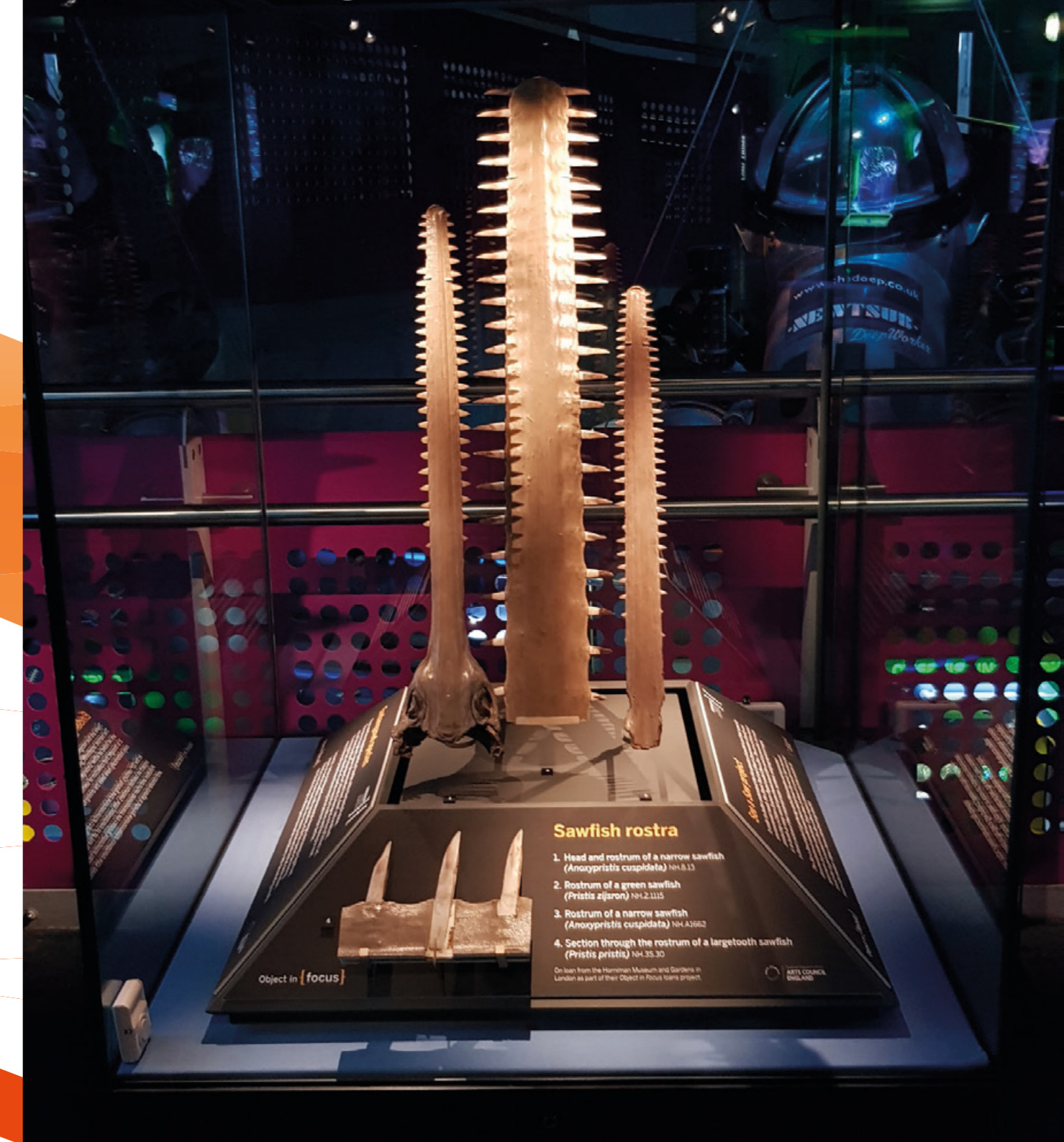
The Sustainable Aquariums Project (SnAP) had rearing successes with 4 coral reef fish species rarely or never before bred in an aquarium environment, from eggs collected from breeding individuals in the aquarium. The Deep is a key partner in this multi-organisation collaborative project of academic researchers and other national aquariums.

SCIENTIFIC PAPER

A scientific paper assessing the extinction risk of fish belonging to the order *Clupeiformes*, by The Deep's Marine Red Listing Officer, was published with the IUCN.

HORNIMAN MUSEUM ROSTRUM DISPLAY

Engage
to collect





COMMUNITY ENGAGEMENT

SPRAY CREATIVE – OCEAN PLASTICS MURAL

Yorkshire Water generously sponsored a painted mural in the scenic stairwell of The Deep, telling the story of plastic in the oceans. The artwork, designed by local artists Spray Creative, contained plastic elements depicted in UV paint, making the display eye-catching whilst highlighting a global issue. Facts and take home actions also flow through the mural.

RESTART A HEART DAY 2020

The Deep supported the Yorkshire Ambulance, Restart a Heart Day campaign. A member of the ambulance service was filmed doing CPR in front of the Endless Oceans exhibit and the content was shared across social media and local news stations.

FIN THE FISH

A large metal sculpture fish designed to collect plastic bottles for recycling was hosted on site at The Deep from October 2019 to August 2020. This project, in partnership with 'Living with Water', Yorkshire Water and Biffa encouraged passers-by to recycle their plastic bottles inside Fin, learning the importance of recycling and ensuring plastic does not end up in the ocean.

The Deep used social media to engage visitors and locals with Fin and worked with Biffa to empty and recycle his contents. His arrival attracted both local TV and radio interest. Fin was accessible all through lockdown for members of the public.

HULL BID

The Deep took part in Hull BID's Monster Hero Safari Halloween trail along with other city centre businesses to encourage locals to further use and explore their city by following this walking tour.

MADE SOME 'WISHHES' COME TRUE

The Deep continued to provide very special, tailor-made experiences for children with life limiting conditions and their families through the WISHH Foundation and other similar charities.

HULL ROYAL CHILDREN'S WARD

The Deep extended outreach to the children's ward, including Crew running marine inspired arts and crafts sessions.

TRIALLED VIRTUAL WORK EXPERIENCE

Virtual 'work experience' was delivered with Crew members speaking to students about their work, careers in science and leisure & tourism, as well as setting and giving feedback on workplace-style tasks. This allowed for some school and college work experience participation during COVID-19 restrictions, with longer term potential to reach a wider geographical region and open these opportunities to students who may not be able to otherwise access this experience.



CROCHET CORAL REEF

Following on from City of Culture in 2017 and the benefits of engaging audiences in different ways, The Deep launched a social media campaign on International Crochet Day to ask crafty locals to help create a crochet coral reef. The campaign took off and The Deep was inundated with hundreds of fish, corals, jellyfish, shrimps, lobsters and starfish. The exhibit has been on display since October half term, attracting a lot of attention. A true community project, engaging people at home during the pandemic.



SUPPORT AND FUNDRAISING

MEDIA DESK – THE DEEP ‘SEE’ PROJECT

The Deep, supported by Arco, was able to purchase video recording and streaming equipment, enabling the continuation of formal and informal education as well as providing a resource for the local community by taking The Deep digitally to different groups.

Whilst groups will be welcomed back in time, modern and alternative ways of accessing The Deep without the need for physical visits to site exist and will continue to exist beyond COVID-19 providing The Deep with an opportunity for greater reach.

FUNDRAISING

During lockdown, many of The Deep’s supporters very kindly engaged in fund raising activities on our behalf. As a result of this engagement, a fundraising pack has been developed for individuals, groups or schools which is available to download at www.thedeep.co.uk/conservation/support-us

Just some of the fundraising initiatives:

- The Jessop Family raised £700 by cycling 100 miles over a month.
- Suzy and Millie raised £1,145 walking the Wolds Way, split between HEY Mind and The Deep.
- Chris and daughter Izzy raised £500 selling their photographic prints.

CORPORATE SPONSORSHIP

Corporate sponsorship packages were launched, allowing businesses to support The Deep at a variety of different monetary levels. By engaging directly with local businesses during lockdown, many companies showed the charity support through donations and services in kind during closure for which The Deep is incredibly grateful.

AMAZON WISHLIST

The Deep registered for an Amazon Wishlist which allows supporters to purchase items of use for Crew. During lockdown, gifts have included items such as a magnifying glass to help count baby jellyfish, animal enrichment toys, plumbing tools and even an underwater camera.



FRIENDS OF THE DEEP

The Deep launched a ‘Friends of The Deep’ campaign (#JoinOurShoal) allowing members of the public to donate to the charity with a ‘thank you’ personalised fish plaque displayed in reception. We envisage this scheme will run indefinitely as a fundraising venture. A corporate Friends of The Deep campaign was also launched alongside.

2020 – 364 donations totalling £7,695

26 CHALLENGE

Crew from the Aquarist team ran the equivalent distance of the London Marathon on site to raise money for The Deep during closure. The event culminated in a Formula 1 style pit stop for the final section when mascot Pebbles the Penguin completed it on a mobility scooter!

PARTNERSHIPS

LEAFY SEA DRAGON SUPPORT

A mobile refill shop called Leafy Seadragon is now visiting towns and markets in the region allowing the public to fill their own containers with food, household and toiletry products. The project, named "Leafy Seadragon" raised £10,981 through crowd funding including £5,000 from NatWest's business start-up initiative. The Deep has sponsored the project with £500 as part of our pledge to encourage people to refill.

ARCO COMMUNITY PARTNERSHIP

A Community Partnership with distinguished Hull company, Arco, was formed in 2020. Through Arco's support, The Deep was able to re-open the doors safely to the public on the 27 July.

This natural partnership will build on the mutual values of both organisations who have always shared a home in the City of Hull. Arco and The Deep are equally dedicated to promoting the continued health and prosperity of the Humber region and re-building a strong future for our area and for the people who share their city.



THE DEEP AT NIGHT

DINING

13 exclusive tunnel dines were delivered before The Deep's first closure in March 2020. 154 guests were welcomed for Valentines (77 couples) and there was even 1 proposal on the night. A partnership was developed with local restaurateur, Rupert and Darwin, for a new private dining offer. Gift vouchers for this were sold through The Deep's online shop during lockdown.

SLEEPOVERS

The Deep continued to deliver sleepovers during opening periods to groups of children, including schools, Brownies, Guides and Cubs, along with bespoke accessible sleepovers with adjustments to ensure access for all. In total, 1623 young people plus adult leaders/teachers slept at The Deep in 2020!

WEDDINGS

2 weddings and 2 wedding open evenings were hosted before closure in March 2020. The Crew worked with wedding clients to work through a difficult time, easing the concerns of couples.

CORPORATE EVENTS

The Deep delivered 1 breakfast seminar and networking event, 1 cocktail reception and networking event and 1 business celebration and awards evening.





MEETINGS

All meeting rooms were upgraded to facilitate COVID-secure hybrid meetings.

The Business Centre held 232 meetings, 197 of which have been for 2-10 delegates. There has been a total of 1,343 delegates and 50 individual clients of which 16 were new.



BUSINESS CENTRE

SOCIAL MEDIA

The Deep Business Centre started its own independent Twitter, LinkedIn and Facebook accounts.

COVID MEASURES

As Chair of FlexSA, The Deep's Head of Business & Corporate participated in a an industry led webinar alongside the UK's largest operator discussing a COVID-safe return to work in flexible workspaces, the challenges they had and what was working well.

OCCUPANCY

The Business Centre's priority for the year has been providing a COVID-safe environment and supporting clients. Average occupancy for 2020 was 88.8% – highest 94% and lowest 82%. The Business Centre has been supporting clients in whatever way they have needed which has included helping with grant applications as well as assisting with basic business functions such as deliveries, post and phones.

BUSINESS GROWTH

Secured 6 new clients, one of whom is a returning client. 2 clients expanded within the Business Centre whilst 2 clients expanded into their "own front door" premises.

SUSTAINABILITY

All meeting rooms are now eco meeting rooms with recycled and 'plastic-free' stationery. Disposable cups and utensils in the vending machines are all bio-degradable.

CHARITABLE DONATIONS

The Business Centre arranged for 9 different charitable organisations to collect old furniture from clients including a community creative hub in Orchard Park. Small donations to The Business Centre's annual charity have been collected through sales of handmade cards and donated items.

MENTAL WELLBEING

As part of the Time to Change Employer Pledge, The Deep Business Centre team, supported by The Deep Champions, set up a session to invite clients for a chat over coffee and cake and learn more about mental health in the workplace.



7,392 phone calls taken for clients.



12,375 outgoing items handled by reception.

COVID IMPACT



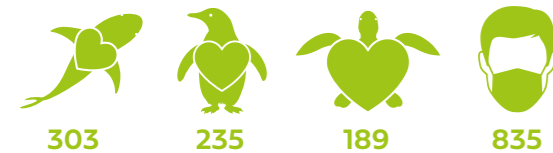
ONLINE SHOP EXTENDED

The Deep-artment Store's online provision was extended in 2020 in response to increasing levels of internet commerce. Additions included:

- Bundles including a camping bundle, kids' bundle and 'make your own Christmas cracker' bundle.
- New lines of locally produced and sustainable products including new books from local authors, plastic free cotton buds, eco straws, upcycled wallets and bamboo clothing.
- Gift vouchers for private dining.
- Wooden Christmas trees handmade by the maintenance team from broken pallets.

Top selling products 2020

Our top selling products of the year were adoption packs and face coverings.



EAT OUT TO HELP OUT

The Deep participated in the Government's *Eat Out to Help Out* scheme in August 2020, providing discounted meals to café visitors in the 2 cafés.



FACE COVERINGS

With face coverings being mandatory within attractions such as The Deep from the 8th of August, The Deep worked with 360 Protex to create bespoke, stylish, sustainable and scientifically tested face coverings with a marine theme.



LIGHTING UP THE BUILDING

The Deep regularly supports causes by switching on the building's coloured lights:

- Red – Children's Heart Foundation
- Pink – Organ donation week
- Blue – NHS



COVID ADAPTATIONS

From new safety and way-finding signage, to intense cleaning schedules, increased Crew presence and a decreased programme of events, COVID-19 has changed the way The Deep operates on many levels. By staying adaptable, The Deep has navigated many changes in legislation and Government advice.



DEEP COMMITMENTS

Deep Crew members also provide their expertise and support to local, national and international initiatives.

HOME

Constellation Trust
Culture and Place Strategic Advisory Group
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
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
FlexSA Board Chairman

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
WAZA Aquarium Group
WAZA Membership and Professional Ethics

MEMBERSHIPS

Association of Cultural Enterprise
British and Irish Association of Zoos and Aquariums
FlexSA (Flexible Workspace Association)
Hull & Humber Chamber of Commerce
Humber Food Partnership
Humber Nature Partnership
Humber Waste Alliance
Humberside Occupational Health and Safety Group
Visit England's Visitor Attraction Quality Assurance Scheme
Visit York
Visit Hull & East Yorkshire
Welcome to Yorkshire
World Association of Zoos and Aquariums
Yorkshire Attractions Group





BUSINESS SUPPORT

We would like to thank these organisations for their support during 2020.

Arco
Bloomberg
Croda
Cranswick
Smith and Nephew
Pace Communications
Wold Outdoor
Betajester
John E Wright
Bonner and Hindley
Yorkshire Water
McAuslands
FTP Electricals
Matthew Good Foundation
Stubbs
Bluestorm
Visavvi
Penguin Day Care Nursery

