

# YEAR IN REVIEW

## 2023



THE DEEP

For conservation, not profit.

# YEAR IN REVIEW 2023

2023 was a remarkably productive year for The Deep despite continued economic uncertainty and pressure on consumer spending. This year saw us deliver on activities across the organisation at levels comparable to pre COVID years whilst slightly fewer visitors came through the doors than 2022.

The highlight of the year was the opening of the newly refurbished Cool Seas Gallery, kindly funded by the Biffa Award with further support from Ørsted, Natural England and the Yorkshire Wildlife Trust. As part of this new exhibition, visitors are able to engage with the beauty and diversity of marine life on their doorstep. A jellyfish laboratory, 10m immersive projection wall, magnified plankton sculptures and interactive sand pit bring the story of the East Coast to life. This fully accessible exhibition puts native biodiversity at the heart of The Deep.

Throughout the year, a packed events calendar saw The Deep collaborate with many new partner organisations. H2O Heroes week was brought to life by the RNLI, Humber Rescue and HM Coastguard, promoting water safety, while Ørsted, Siemens Gamesa and ORE Catapult showcased the offshore renewables sector during October half term,

inspiring the next generation of workforce with STEM based opportunities within a regionally important future-facing sector.

2023 was also a busy year delivering The Deep's charitable objectives within conservation and education. From rehabilitating cold stunned turtles in New England to searching for a rare bryozoan species in North Lincolnshire blow wells, we have worked to deliver our conservation outputs as effectively as possible. In house, The Deep has provided formal education sessions to over 17,000 students whilst engaging 440,514 visitors with informal education through the exhibition and events over the course of the year.

The Board continues to provide their time and expertise to support the organisation, for which we are extremely grateful. 2023 signifies the last full year of service for 6 Board members as they retire from completing their terms of office in 2024. We thank them immensely for the years of service they have dedicated to The Deep, steering the organisation through some of its most challenging times and helping the organisation grow into the highly regarded charity it is today.

Huge thanks also go to the many visitors of The Deep who drive and support our mission and indeed the combined efforts of The Deep Crew who work together tirelessly to provide fantastic customer and animal care, first class facilities and numerous charitable outputs.

It is with great pleasure that we share with you The Deep's achievements for 2023.

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.

# WHO WE ARE

The Deep is a conservation and education charity rooted in Hull.

# SUSTAINABLE TOURISM

## STAGECOACH PARK & RIDE

Worked with Hull City Council to extend the route of the Stagecoach Park & Ride scheme in the city. Buses now stop on the roundabout just before The Deep; both visitors and Crew have been using the service to travel to site.

## THE BUSY PARENT PROJECT

Welcomed Carl from The Busy Parent Project to film as part of his series, which aims to help adults keep active. His video mentions the benefits of blue spaces on general wellbeing and productivity, forming part of an overall healthy lifestyle.

## SUSTAINABLE TRAVEL

Worked with Hull City Council to provide Crew with free refurbished bikes and free cycle safety equipment for those commuting by bike, helping to encourage more sustainable travel through the city.

## WEEDS FOR WILDLIFE

Encouraged the green areas around our car park to grow wild as part of the Weeds for Wildlife campaign, developed in partnership with Hull City Council and the University of Hull.

## OH YES! NET ZERO

Signed up to Hull's Oh Yes! Net Zero campaign. By joining other local organisations, we are collectively working to cut down carbon emissions in the Humber region.

## NOTPLA PACKAGING

Extended our sustainable food packaging solutions, introducing Notpla's packaging to our catering outlets. Notpla's packaging is fully compostable and recyclable, as it is made with a 100% seaweed-based natural coating.

## MODESHIFT STARS ACCREDITATION

Received the Good Travel Plan (Bronze) Award from Modeshift STARS for developing, implementing and monitoring an effective workplace travel plan. Councillor Mark Ieronimo, Cabinet Portfolio Holder for Transportation, Roads and Highways at Hull City Council, met with Louise Kirby, Director of Operations & People at The Deep, to present the certificate.



## SALT BAGS TO TOTE BAGS

Partnered with local waste firm, ReFactory, who specialise in creating something new from tricky to recycle plastic items. The Deep uses a special blend of salt to make seawater that works perfectly with our special aquarium filtration. Instead of discarding the bags used to make up the salt water, the team at ReFactory upcycled these into useful tote bags. Visitors can purchase these unique shopping bags from our online shop and The Deep-Artment store.



# EDUCATION



## HOME EDUCATOR DAYS

Welcomed **230** children across **2** Home Educator Days, themed on polar regions and the Holderness coastline.

## WORK EXPERIENCE

Welcomed **25** students from school years 10 to 12 for our popular Hospitality, Leisure and Tourism work placements. These students from local schools and colleges engage in a range of responsibilities across multiple departments within The Deep, including Education, Retail, Guides, Reception, Food & Beverage, and Marketing. We also hosted **20** Aquarist work placement students and welcomed **11** Aquarist volunteers. In addition, The Deep's Education team mentored a trainee teacher from Leeds Trinity University during a 2 week placement, helping them to gain experience of an alternative learning environment.

## GANTON SCHOOL

Supported Ganton School's Chop & Change scheme, which helps young people with severe learning disabilities into employment, particularly Food & Beverage. Members of The Deep's Food & Beverage team have provided assistance to these students, showing them skills in cooking, food preparation, plating and recipe inspiration. Their meals have then been served at events both on and off-site, with support from our Crew.

## LOAN BOXES

Loaned **13** boxes out to schools across **20** weeks.

## CHILD DYNAMIX

Welcomed Child Dynamix for an employment-focused education session with their NEET students (Not in Education, Employment, or Training). Students investigated the wide range of roles at The Deep and took the opportunity to ask members of our Crew about their employment history and skills. They also enjoyed a self-guided tour of the attraction, a behind-the-scenes visit and engaged in a 'Secret Shopper' experience, allowing them to critically evaluate customer service. Many have since enquired to join The Deep's Work Experience Programme or have applied for some of our advertised part time vacancies.



## HUMBER STEM 2023

Attended **2** events hosted at Craven Park, welcoming local primary and secondary schools with the aim to inspire future generations on career opportunities in STEM.

## POLE TO POLE EVENT RESEARCH

Received **3,581** pledges from visitors across our Polar Fest event, which encouraged people to think about environmentally-friendly, simple changes they could make in their own homes. The most popular pledges included turning the tap off whilst brushing your teeth, switching lights off when not in use, and not leaving the TV on standby.

## SCIENCE WITH BITE

Welcomed **84** children to take part in The Deep's Science Club for After School Immersive Learning sessions, themed on Adaptation, Classification and Conservation, to support their studies and engagement in science.

## IMMERSIVE EXHIBITION MUSIC

Worked with **2** music students from the University of Hull, who composed **4** pieces of tranquil music to be played in our jellyfish exhibition. This has added a calming atmosphere to the new space.

## FORMAL EDUCATION SESSIONS

**17,226** students were welcomed for formal education sessions, ranging from pre-school to university. A new set of workshops were developed in partnership with Ørsted and Yorkshire Wildlife Trust for each key stage, focusing on the seagrass & oyster coastal conservation work at Spurn Point.



## PLANETARIUM EXPERIENCE

Welcomed the team from E.A. Milne Centre for Astrophysics at the University of Hull with their mobile planetarium for a one-off, public event hosted at The Deep. This sold out event saw visitors stepping into an inflatable dome for a 20-minute immersive presentation on water in space; they were also able to enjoy relaxed, additional activities hosted by our Guides, and the bar was open serving drinks and snacks. In addition, we welcomed Aim Higher and the Hull & East Riding National Autistic Society for 2 accessible preview sessions, free of charge.

# SCIENCE & CONSERVATION

## THE COMPASS

The Humber Science Festival brought 'The Compass', an awe-inspiring spectacle that seamlessly blended story, sound, and light to redefine how we perceive scientific research and its profound impact on our lives. This British Science Association film was projected onto The Deep across a number of nights for the Humber Science Festival.



### INTERNATIONAL SAWFISH DAY

Hosted a 5 day sawfish-themed event in celebration of International Sawfish Day. This included delivering sawfish-specific talks and artefact handling sessions to visitors, as well as offering hands-on craft activities and our popular 'sawfie' station for pictures.

### THE SHARK TRUST'S BIG SHARK PLEDGE

Signed the Big Shark Business Pledge, The Shark Trust's largest campaign to date. Helped spread the word of the pledge on social media, encouraging visitors to sign and support The Shark Trust's mission.

### NATIONAL WHALE & DOLPHIN WATCH

Raised awareness on social media of the National Whale & Dolphin Watch, organised by Sea Watch Foundation. This annual event helps gather important data about whales, dolphins and porpoises around the UK.

### HUMBER SCIENCE FESTIVAL

Attended the University of Hull's Humber Science Festival event, with plenty of seagrass-themed activities for visitor engagement.

### LINCOLNSHIRE CHALK STREAMS PROJECT

Partnered with the Lincolnshire Chalk Streams Project, helping to identify the location and habitats of a tiny fresh water bryozoan, the Crystal Moss animal, (*Lophopus crystallinus*); currently thought to be endangered. The project aims to identify the ecological requirements of this bryozoan species with a view to supporting its blow well habitats. The Deep's expertise in water analysis is contributing to this important local initiative.

## TANSY BEETLE ACTION GROUP (TBAG)

Continued to volunteer in the TBAG, as a liaison and surveyor on behalf of BIAZA. 2023 saw some impressive, record results. The annual survey, carried out by volunteers, revealed a population estimate of **91,000** endangered tansy beetles - nearly double the previous highest estimate of **46,000** back in 2016!



## BIAZA JELLYFISH FIELD WORKSHOP

Led the 2nd BIAZA Jellyfish Focus Group field research trip. Chaired by The Deep, the Jellyfish Focus Group is a collection of professional jellyfish Aquarists from zoos and aquariums across the UK; the overarching goal is to increase knowledge of jellyfish husbandry, share information and undertake research projects. Husbandry Supervisor, Tom, alongside Aquarists from The National Marine Aquarium (NMA), Liverpool Museums, and Scarborough, London, Brighton and Hunstanton SEA LIFE Centres, spent two days off the coast of Pembrokeshire in the Celtic Sea. Tissue samples were taken for further future study from our native UK jellyfish species.



### STUDENT PROJECTS

Worked with **3** students from the School of Psychology and Social Work at the University of Hull on:

*"The influence of artificial blue space, such as indoor aquaria, on perceived moods"*

*"Investigating the individual personality traits of Gentoo penguins (*Pygoscelis papua*) at The Deep and the association with husbandry."*

Assisted **1** student from the Department of Computer Science at the University of Hull on their project, *"Visualisation of threats to Penguins using computer interactive modelling"*

# SCIENCE & CONSERVATION



## SUSTAINABLE PALM OIL CHAMPIONS

Welcomed 5 organisations as champions for sustainable palm oil in Hull & East Yorkshire. This includes both Hull City Council and East Riding Council, as well as Mr Chippy York, Miller Food Service and Cranswick Foods. These organisations have all pledged and made a commitment to only sourcing products that contain sustainable palm oil going forward. The Deep Crew attended the Miller Food Service and Henry Colbeck Trade shows to further promote the campaign.

## SUSTAINABLE PALM OIL WORKSHOP

Hosted a sustainable palm oil workshop, presented in partnership with representatives from Chester Zoo, Murdoch Associates and AAK. 23 local and national organisations joined to find out more about the campaign.

## NATURAL ENGLAND

Collaborated with Natural England's Hidden Seas programme to create an interactive game for our augmented sandpit. This immersive blend of tactile and digital experiences focuses on the crucial task of removing plastics from the ocean. The Deep aligns with Natural England's overarching goal of engaging individuals with nature, fostering a deeper connection with coastal environments and the natural world.

## BIAZA SPOTTED ON SITE BIOBLITZ WEEKEND

Participated in BIAZA's BioBlitz Weekend in support of their Spotted on Site campaign. Our Crew used the iNaturalist app to record native species found around The Deep's site and the City of Hull. This data feeds into projects across the UK, Europe and the world.

## EURO BIOBLITZ 2023

Engaged in the Euro BioBlitz 2023 campaign, an initiative to collect information about the wildlife flourishing in our local areas. Across Europe, in just 48 hours, 64,397 records of wildlife were made, which has helped to shape conservation efforts and support scientific research.

## CITY NATURE CHALLENGE

Participated in the City Nature Challenge 2023 for Hull, which took place at Alderman Kneeshaw Park and was organised by the Hull & East Yorkshire Ecological Data Centre (NEYEDC). Over 4,100 wildlife observations were recorded, with 851 different species spotted.

## SAWFISH TRANSFER BAG DESIGN

Designed a sawfish transfer bag, which was tested during the move of a male sawfish from Planet Ocean, Montpellier in France. The sawfish was moved to their quarantine facility, so that it could then be transported a couple of weeks later to Oceanogràfic de València. The bag's features made the capture and transportation of the animal to the quarantine facility very smooth.

## RESEARCH PROJECTS (COLLABORATIVE)

Worked with Royal Holloway University of London and the Helmholtz Institute on Functional Marine Biodiversity. This is a British Academy funded study, investigating how oceans are interpreted by aquariums and the impacts they can have on visitors.

## NEW ENGLAND TURTLE RESCUE

Two Aquarists from The Deep assisted the team of volunteers at New England Aquarium rescuing cold-stunned sea turtles found stranded on Cape Cod's beaches. This phenomenon occurs annually with the changing season as the temperature begins to cool. The species rescued included the critically endangered Kemp's ridley, Leatherback, Green and Loggerhead sea turtles. The work included rehabilitating the animals over a period of time, returning them to health before re-release.



# EXHIBITION, EVENTS & CULTURE

## BIAZA ZOO TALES

Launched in alignment with World Book Day, The Deep supported this campaign by sharing our book recommendations with visitors, and spotlighted educational books from local authors in our Deep-Artment store.

## ART EXHIBITION

Launched a new art exhibition in our third floor gallery space, working with South African artist, Jessica Eggers. The exhibition includes 18 pieces of pen and ink marine-themed artwork; 2 of which were directly inspired by species from our newly revamped Cool Seas exhibition.

Worked with multimedia artist, Iona Scott aka Discosphaera, on colourful 3D plankton models to be displayed in Endless Ocean as part of the revamped Cool Seas exhibition. These 3 sculptures, through visual and sensory experiences, help to shine a light onto phytoplankton, an otherwise hidden organism that is vital to our ocean ecosystems.

## MAMBO JAMBO

Welcomed acoustic roots duo, Pete and Frankie, for two weekend workshops. These sessions encouraged visitors to create ocean-themed music using body percussion and rap.

## DIVE DEEPER

Hosted an evening of relaxed and informal talks based around the theme of Science & Discovery in the Polar Regions. Welcomed five speakers with experience from across the polar regions; presentations included hearing from those living and working in Antarctica, polar astronomy and even a live Zoom masterclass on filming in the cold for BBC Frozen Planet II.

## THE DEEP PRESENTED

**Turtle Hospital**- This popular February half-term event saw visitors help our Crew to diagnose and treat our poorly turtle plushies, Titan, Tizzy, Tony and Tina.

**East-er Coast Exploration**- Celebrated the launch of the new Cool Seas gallery with an Easter event themed on exploring Yorkshire fossils and learning more about native jellyfish species.

**Royal Reef**- Across King Charles III's Coronation bank holiday, visitors discovered what makes a healthy/unhealthy reef through interactive demonstrations.

**H<sub>2</sub>O Heroes**- Please see over page.

**Sea & Space**- Partnered with the University of Hull's Astrophysics department to deliver a summer event themed on the fascinating scientific links between marine life on planet Earth and space.

**Wonderful Wind**- Supported by several key organisations in the renewable energy sector such as Ørsted and Siemens Gamesa, this October half-term event focused on careers in the wind energy sector.

**'Ice to Meet You**- This winter event saw visitors discovering more about species that can survive in extreme polar conditions, through interactive demonstrations and presentations.

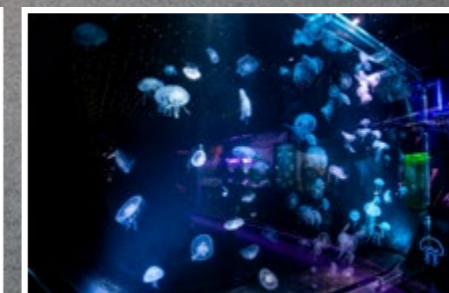
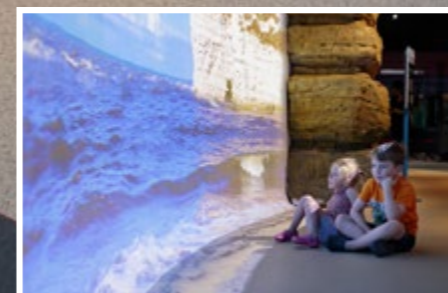
## SUPER SEAGRASS WEEKEND

Worked alongside the team at Yorkshire Wildlife Trust to deliver a weekend seagrass event. Visitors helped make up hessian bags with sand and seagrass seeds ready for planting at Spurn Point, helping to restore seagrass meadows to the Yorkshire coastline.



## COOL SEAS

Funded by the Biffa Award through the Partnership Grants Scheme, The Deep was awarded **£418,000** to revamp the Cool Seas gallery into a brand-new exciting and innovative exhibition space. Re-opened in time for the Easter holidays, the new Cool Seas gallery celebrates our local coastline, featuring an interactive sandpit, jellyfish laboratory and virtual wave wall, the space has been hugely popular with visitors across the past year.



# REACH & IMPACT

## RNLI / HM COASTGUARD / HUMBER RESCUE PARTNERSHIP

Partnered with teams from the RNLI, HM Coastguard and our local Humber Rescue centre to deliver H<sub>2</sub>O Heroes, a half-term event highlighting the importance of water safety. Over **15,000** visitors attended, and enjoyed a range of activities and presentations. The support from all the partners was invaluable, and we look forward to working alongside them again in the future.



### GUIDE OUTREACH

Delivered **25** outreach sessions to organisations, including visits to local care homes.

### VISITORS

Welcomed **440,514** visitors across the year.

### LIGHTING UP THE BUILDING

Illuminated the building a variety of colours across the year to mark significant occasions, such as Autism Acceptance Week, the NHS' 75th birthday and Organ Donation Week.

### NEW WEBSITE

Launched a brand-new website, working in partnership with Oyster Design.

### CHARITABLE REQUESTS

Provided **696** free tickets in support of local charities and schools.

### BIAZA INSTAGRAM TAKEOVER DAY

Participated in BIAZA's Instagram Takeover Day, where one of our Guides had access to posting on the BIAZA Instagram account for a full day. Posts included fun facts to help spread awareness about our animals, as well as important conservation messaging.

### BIAZA LOVE YOUR ZOO/AQUARIUM WEEK

Contributed to a collective keeper video which was shared on BIAZA's social media channels. In celebration of Love Your Zoo/Aquarium Week, we filmed Crew members answering why they love working in an aquarium. This has helped highlight our importance as a conservation and education charity.

### BIAZA PHOTOGRAPHY COMPETITION

Celebrated the photos awarded 'Runners Up' in BIAZA's Annual Photography Competition that were taken at The Deep by our visitors. These stunning photos included a close up of a Yellow dogface puffer, and a silhouette of a shark resting on the top of the tunnel.

### LIVE STREAMS

Delivered **14** online digital sessions to local organisations about career opportunities in STEM.

### GUIDE PRESENTATIONS

Delivered a total of **5,442** presentations to visitors across the year; this included artefact handling sessions, daily talks and school holiday event presentations.

### MYSTERY SHOPPER VISITS

Received an Outstanding score of **88.5%** in our 2023 Mystery Visit report.

### SURF & TURF

Created a display of wooden shark fins outside The Deep Business Centre in one of our 'No Mow' Weeds for Wildlife patches. The fun fins encouraged photo opportunities, further promoting spaces left to grow wild for nature.

### SOCIAL MEDIA STATS:

- Increased Facebook followers by over **2,000** bringing our total to **93,126**.
- Increased Instagram followers by over **1,800** bringing our total to **20,259**.
- Increased TikTok followers by **353** bringing our total to **7,428**.





# COMMUNITY ENGAGEMENT

## HULL SEED SWAP

Attended the Hull Seed Swap event, hosted by Hull Food Partnership. This event showcased the great work happening across the city and some of the ways we can be more climate conscious in our consumption of food; our Food & Beverage Manager, Chris, spoke to attendants about the importance of supporting and stocking local produce.

## DEEP CLEANS

Continued to loan out litter picking equipment free of charge at Reception, encouraging visitors to help clean up litter from local beaches and record their findings. Our equipment was borrowed by 44 adults and 20 children over the course of the year.

## TEAM GB FAMILY ACTIVITY TRAILS

Helped the University of Hull to develop and deliver a free activity trail, encouraging families around the city to keep active. Team GB athletes assisted in launching this trail, which includes an activity board at The Deep.

## HOME STAGE

Promoted Home Stage's Pfite24 competition on social media, which called for musicians to produce an original song about the environment for the chance to win a cash prize.

## CONCRETE YOUTH

Continued to host several sessions of 'Sea Sense', Concrete Youth's sensory sea-themed story massage programme

for people with profound and multiple learning disabilities. This year saw Concrete Youth host their final session with us; we are pleased to have supported them for the past couple of years.

## ASSOCIATION OF ANIMAL ARTISTS

Sponsored the 'Into the Blue' category of the Association of Animal Artists' annual art competition. We celebrated the winner, Christopher, on social media by sharing his beautiful painting titled 'Mackerel & Fry'.

## OLDER PEOPLE'S CELEBRATION WEEK

Supported the Older People's Celebration Week event at St Stephen's shopping centre; our Crew attended with a stand and reported great levels of footfall.

## INTERNATIONAL CHOIR COMPETITION

Welcomed Decibelles Ladies Choir to sing onsite in support of Hull's International Choir Competition.

## KIDS IN MUSEUMS DIGITAL TAKEOVER DAY

Welcomed students from Frederick Holmes School in Hull to take part in Kids in Museum's Digital Takeover Day with us. The students enjoyed helping our Marketing team capture digital content of their day; this included videos such as 'Ask an Aquarist' and unboxing an adoption pack, as well as capturing photos of the students assisting our Maintenance team with the important task of litter picking around the site.

## KIDS IN MUSEUMS TAKEOVER DAY

Invited Child Dynamix, a local community youth organisation, to take part in this year's Kids in Museums Takeover Day. The theme was Let's Play; their team enjoyed dressing up as mascot Pebbles the Penguin and interacting with visitors, as well as providing marine-themed storytelling and hands-on craft activities for everyone to enjoy across the day.

## FESTIVE CHOIR WEEKENDS

Invited local choirs, Withernsea Ladies and Hull Visual Choir, to perform festive carols in the lead up to Christmas.



# COMMUNITY ENGAGEMENT

## RSPB

Welcomed the team from RSPB Bempton Cliffs with their 'Nature on a Table' stand across several dates, helping to raise awareness on the importance of protecting our local native species and how to get involved in their national Big Garden Birdwatch campaign.

## CORONATION DAY

Celebrated the Coronation of King Charles III by hosting our Royal Reef event, which demonstrated what makes a healthy/unhealthy coral reef. Our divers and Crew wore crowns, and we shared this on our social media channels.

## HULL FC FOUNDATION

Welcomed the team from Hull FC Foundation, who delivered a twilight yoga session in front of our Endless Ocean viewing window. This helped showcase the importance of blue spaces for relaxation and improving well-being.

## BIAZA SECRET SANTA

Participated in BIAZA's Secret Santa campaign, which encourages BIAZA members to gift useful items to other collections. Our Crew sent a hamper of Hull &

East Yorkshire themed items to St Andrews Aquarium for the keepers to enjoy. In turn, we received from Blue Planet Aquarium a box full of useful enrichment toys, and sweet treats for our Crew to tuck into over the Christmas holidays!

## 'FRIENDS OF THE DEEP'

Continued to grow our shoal of 'Friends of The Deep'. In recognition of our visitors' kind donations to The Deep's charity, their personalised fish plaques are mounted on our supporters' wall in the Reception area.

## CARERS WEEK

Supported Carers Week by inviting the team at City Health Care Partnership to join us with a stand, providing advice and support for unpaid carers living in Hull & East Yorkshire.

## 'LOVING OUR LOCALS'

Offered our annual £5 per person single-entry ticket across a weekend in December, specifically for visitors living at a HU postal address. A total of **609** people took up the offer, which is an increase of **18%** on **2022**.

## BUG HOTELS

Worked with a local school who designed bug hotels for our car park. Visitors helped by providing donations such as bricks, clay pipes and roof tiles for us to use. The school's designs and the donated materials were used to construct 3 bug hotels, which are now amongst our green spaces in the car park.



## SEWERBY HALL OUTREACH

Continued our partnership with Sewerby Hall and Gardens, delivering 2 outreach sessions to visitors over the summer holidays. This included a 'Seaside Safari' session identifying species found in the rockpools on the beach at Sewerby, exploring the geology of the coastline and holding accessible, indoor activities in Sewerby Hall's Orangery.



# ACCESS FOR ALL

## TRANQUIL TUESDAYS

Continued to offer a quieter, accessible experience for visitors every Tuesday term-time from 3pm; the lights are turned up, making information easier to read and the audio is turned down for those who find the noises distracting.

## CREW TRAINING

Welcomed the following local organisations to deliver training sessions to our Crew:

- Cheryl and Katie from Hull & East Riding National Autistic Society (NAS) for Autism Acceptance training.
- Bea, Yaz and Kim from TIC Hull, Lincolnshire & Yorkshire for Tourette's Syndrome Inclusion in the Community training.
- Andy from Hull LGBT+ Community Pride for LGBTQ+ Awareness training.
- Helen from the Humber Teaching NHS Foundation Trust for Makaton training.

## DEMENTIA FRIENDS

Committed to the Alzheimer's Society initiative, helping to support visitors with Dementia. Our Crew members have since watched the online courses and become 'Dementia Friends', receiving badges to wear and certificates to display.

## SENSORY PACKS

Worked with the Hull & East Riding branch of the National Autistic Society (NAS) to make continual improvements to the sensory packs we offer free of charge to visitors with additional needs. After receiving advice from local families that are part of the NAS society, our sensory packs have been updated to include Augmentative and Alternative Communication (AAC) cards, a map of the aquarium and a viewfinder.

## AUTISM ACCEPTANCE WEEK

Supported Autism Acceptance Week by sharing information and advice on social media, reminding visitors of our accessible offerings, such as our sensory packs, Tranquil Tuesdays and inclusive sleepovers for accessible groups. The Hull & East Riding National Autistic Society was invited to deliver a Crew training session and hold a stand within the aquarium, offering support and additional information for visitors. The building was also illuminated multi-coloured to mark World Autism Acceptance Day.

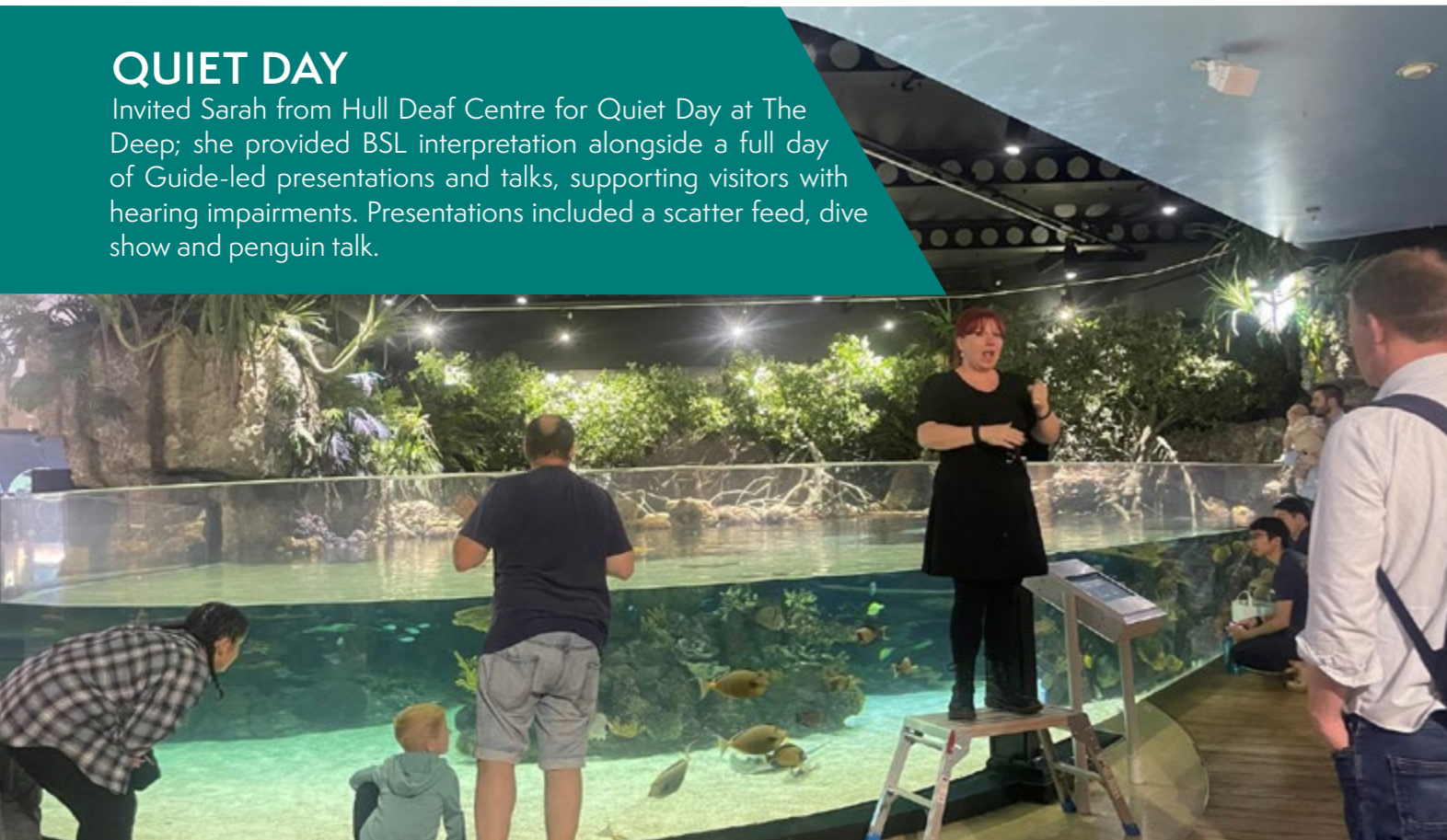
## SIGHTED GUIDE TRAINING

Welcomed Kelle from Guide Dogs UK to deliver sighted guide training sessions to Crew members. The session involved a practical approach, which demonstrated how individuals with sight loss can be safely assisted around the aquarium using a 'Guiding Arm'.



## QUIET DAY

Invited Sarah from Hull Deaf Centre for Quiet Day at The Deep; she provided BSL interpretation alongside a full day of Guide-led presentations and talks, supporting visitors with hearing impairments. Presentations included a scatter feed, dive show and penguin talk.



# THE DEEP BY NIGHT

## CORPORATE EVENTS

Hosted **25** corporate events, from evening dinners to prestigious celebrations. This included the Hull Trains Long Service & Achievement awards night and a 30th anniversary celebration evening for The Deep's Business Centre clients, Prison Me No Way.

*"I just wanted to say a big thank you to you and your team for making the Hull Trains Excellence Awards so fantastic. Your team were brilliant and everything went like clockwork. They are very very happy"*

**- Hull Trains.**

## PRIVATE HIRE

Hosted **8** weddings, from small, intimate celebrations to large, party-style events. The tranquillity of the aquarium also provides a reflective space for a celebration of life.

*"From a personal perspective, the celebration event to mark the life of my husband, instead of a traditional funeral, exceeded my expectations. The care and attention given by the corporate team in planning the celebration, during the event and afterwards, was so detailed, kind and thoughtful that it went a long way to ensuring what could have been a sad occasion into one that makes me smile when I look back on it."*

**- Paulette Waterman.**

## SLEEPOVERS

Welcomed **3,863** young people for **42** sleepovers in 2023, including **2** accessible group sleepovers for Aim Higher and Rainbow Stars.



## SEA CHANGE WINE

Partnered with Sea Change, who produce a range of award-winning environmentally conscious wines. Combined with a donation to marine charities from every bottle sold, Sea Change wine helps fund conservation projects globally that help protect our oceans. These wines have been provided to guests at corporate events throughout the year.



# BUSINESS CENTRE

## BREATHE TO SUCCEED WORKSHOP

Hosted client ThinkCloud to run an immersive breathwork session in the aquarium, encouraging mindfulness, wellbeing and relaxation. The event was open to all Deep Crew to attend, as well as staff from other local organisations. This workshop offered a unique opportunity for personal growth and self-discovery.

### OWL

Introduced the Meeting Owl by Owl Labs, helping to elevate virtual meetings in providing a full 360-degree camera, mic and speaker for a more immersive experience.



### CLIENTS

Supported the growth of over **259** companies since opening in 2001. Today, The Deep Business Centre has **63** resident and virtual clients, and welcomed **3** new clients in 2023 (Edwards & Pearce, Human Brilliance and ENG CAD).

### HUMBER BUSINESS WEEK

Hosted Rollits LLP at The Deep for one of the key seminars during Humber Business Week. This busy breakfast meeting saw delegates hearing from 3 local businesses about corporate culture, why it matters, and how to create a positive workplace.

### DAY MEETINGS

Welcomed over **546** individual bookings and **3,805** delegates for meetings, interviews, training days and conferences.

### CLIENT PORTAL

Introduced a virtual system that allows clients to conveniently book their own meetings via an online portal. This has provided a quicker booking process for guests, though the option still remains to speak face-to-face with Reception for any bookings too.

### SUSTAINABILITY

Continued to support the local milk delivery service. Reducing the use of plastic bottles, milk is delivered in glass bottles which once finished, are then taken away and refilled.

### WILDER HUMBER PROJECT

Hosted the launch of the Wilder Humber project, a collaborative effort between Yorkshire & Lincolnshire Wildlife Trusts and Ørsted, a prominent renewable energy company. This partnership aims to implement a five-year habitat restoration programme in the Humber region, with a focus on revitalising seagrass, salt marsh, and native oyster populations.

### CHARITIES

Supported a number of charities throughout the year, including raising over **£500** for Dove House Hospice through raffles and community events.



# DEEP COMMITMENTS

The Deep's Crew also provide their expertise and support to local, national and international initiatives including:

## HOME

- Advisory Board for the Novel High Performance Wave Energy Project
- Chair of Constellation Trust
- Fairtrade Partnership Hull
- Freedom Festival Arts Trust
- HEY Creative
- Hull BID
- NHS Working Voices
- Advisory Board for Visit Hull & East Yorkshire
- Yorkshire Accessible Museums Network



## NATIONAL

- BIAZA Animal Behaviour and Training Working Group
- BIAZA Aquarium Communications Taskforce
- BIAZA Aquarium Working Group
- BIAZA Conservation Education Committee (Northern Region)
- BIAZA Council
- BIAZA Fundraising Taskforce
- BIAZA Membership and Licensing Committee
- BIAZA Social Media Taskforce
- BIAZA Terrestrial Invertebrate Working Group
- BIAZA Commercial Directors
- Association of Cultural Enterprises Sustainability Panel
- FlexSA (Flexible Workspace Association)



## INTERNATIONAL

- EAZA (European Association of Zoos and Aquaria) Monitoring Programme Coordinator for *Himantura* Complex
- EAZA Sawfish Studbook Programme Coordinator
- EUAC Treasurer
- Monitoring Programme Coordinator for Epaulette Shark
- WAZA Aquarium Committee
- WAZA Membership and Professional Ethics Committee



## MEMBERSHIPS

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

- British and Irish Association of Zoos and Aquariums (BIAZA)
- World Association of Zoos and Aquariums (WAZA)
- Association of Cultural Enterprises (ACE)
- European Union of Aquarium Curators (EUAC)
- Future Humber- Delivered by Bondholders
- Humberside Occupational Health and Safety Group
- Yorkshire Attractions Group (YAG)
- Disability Confident
- Humber Food Partnership

## THE DEEP'S VOICE

### Presented at:

- BIAZA Education Conference
- Group for Education in Museums (GEM) Conference
- BIAZA Annual Conference
- EUAC Conference
- EAZA Directors' Days Conference
- U3A & WI Talks
- Future Humber Podcast
- Association of Cultural Enterprises Conference

### Attended:

- BIAZA Communications Conference
- Visitor Attractions Conference (VAC) 2023

