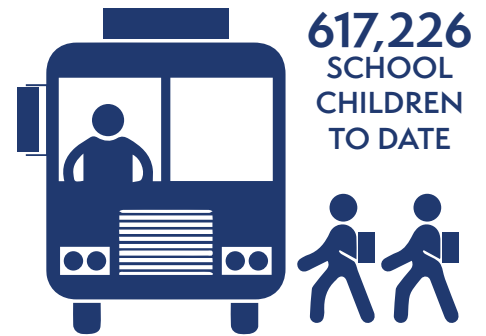


# Positive Impacts of The Deep on the City of Hull



## PEOPLE AND EDUCATION

- Subsidises formal educational visits for school children every year, with **617,226** students taught to date.
- Provides **work experience** and placements to over **140** University, College and SEND students each year at The Deep and Deep Business Centre.
- Has provided a **Science Club** free of charge to Hull schools.
- Has provided a **Silver Sharks** learning experience free of charge to senior groups.
- Has increased **Science Education** in the city through national events including, Pint of Science, March into Science, and the British Science Festival.
- Supports **careers advice** to students through virtual platforms, as well as attendance at various **careers fairs**, including WIME (Women into Manufacturing & Engineering) events.
- Provides informal evening learning opportunities for adult audiences through **'Dive Deeper'** science talk events to The Deep for local residents.
- Delivering bi-annual learning events for home educated students, with over **2,230 home educated children** having benefited to date.
- Delivering bi-annual **Quiet Days** with British Sign Language interpreters alongside weekly **Tranquil Tuesdays** in term time allowing visitors to enjoy a quieter atmosphere.



**REGULAR QUIET DAYS**  
WITH BSL PRESENTATIONS



## PEOPLE AND EDUCATION

- Hosted 'Sea Sense' **sensory massage storytelling events**, free of charge for a year, with Hull based charity, Concrete Youth, for young people with profound and multiple disabilities.
- Facilitates under-graduate and post-graduate projects for **The University of Hull** students in the faculties of Marine Biology, Music, Psychology and Engineering.
- **Aids and supports** young people in the region through partnerships with established projects such as Cat Zero, Child Dynamix and Room 42.
- Provides **bespoke online digital packages** to remotely engage and educate diverse groups, having delivered over **70** virtual presentations to schools, colleges and universities through The Deep's commitment to and registration with Inspiring the Future.
- Participates in Kids in Museums Takeover Days (digital and in person) allowing young people of Hull to **practically engage** with The Deep for a **work experience** with a difference.
- Hosted **project work** from Hull-based creative and performing arts students, such as dance and drama performances, displays and installations.
- Provides **free drinks, refreshments** and **toilet facilities** for on-duty emergency services personnel.

**concrete  
youth**

**SENSORY MASSAGE  
STORYTELLING EVENTS**



**BESPOKE ONLINE  
DIGITAL PACKAGES**



**FREE TEA & COFFEE  
FOR ON-DUTY  
EMERGENCY SERVICES**

## CREW AND DEVELOPMENT

- **Employing** over **145** people in the local area. **45** people have worked at The Deep for over **10** years, **17** of whom have over **20** years' service.
  - Providing all Crew with the opportunity to belong to the **LGPS pension scheme**.
  - Provides **training and development for all Crew** - from basic skills, NVQ2-5, technical and practical training alongside professional training and development. Personal skills development such as Disability Awareness, Counter Terrorism Awareness and Customer Service, Autism Awareness, Sighted Guide Training, Tourettes Awareness and Dementia Awareness are also included.
  - Recognised as a **Disability Confident employer** and having made the Mental Health at Work Commitment, The Deep also participates in NHS Hull's Working Voices initiative, which partners with employers to maximise positive engagement with health support between the NHS and people of Hull.
  - Has provided (and continues to provide) **city wide expertise** through unpaid trustee and committee support for groups such as HEY Creative (Culture and Place Strategic Advisory Group), Freedom Festival, The Constellation Trust, The Tigers Trust, Chamber of Commerce, Visit Hull and East Yorkshire LVEP in addition to various school and college governships.
- Provides space free of charge for **local creatives** to host public workshops and events.
  - Established a **Sector-based Work Academy Programme** with HCUK Training (part of Hull College). This programme is delivered by HCUK to job seekers who have put themselves forward to undertake a week's bespoke course covering essential catering skills and knowledge. The Deep **successfully recruited** new Crew members through this Academy programme.



**17** PEOPLE HAVE  
WORKED AT THE DEEP  
FOR OVER **20** YEARS

## VISITORS

- Generates an annual footfall of **450,000** visitors to The Deep, **75%** from outside the city, which supports Hull's tourism economy; over **9 million** people in the last 22 years.
- Provides a **fully accessible** day out for all, including an award-winning Changing Places facility (1 of 9 in Hull), available for use by **anyone** in the area.
- The Deep funded '**Millennium Footbridge**' linking the attraction to the Old Town; continuing to give visitors quick and easy access to Humber Street, the Marina and Hull City Centre, and encourages visitors to explore the local area.
- Provided **opportunities** for local attractions to showcase their sites to Deep visitors such as partnerships and promotional work with Hull Truck, Dinostar and South Blockhouse archaeological dig, and **informative displays** supporting the Maritime City Project.
- Provided a tourist information point within The Deep during the **City of Culture** year for volunteers to showcase the city's tourism offer to visitors, with all these volunteers offered a free familiarisation tour of The Deep.



**CHANGING  
PLACES FACILITY**

## VISITORS

- Reaches an audience of more than **130,000** people across social media with engaging content about The Deep & Hull's attractions and events.
- Funds and supplies visitors with a **Hull City Centre** map, highlighting other local attractions, such as the museums, retail and food and beverage **opportunities** within the area.
- Has acted as a drop off point for the Hull **open-topped tour** bus and hosts a spot for **Hull Park 'n' Ride**.
- Has gained exposure for Hull over the years in many **leisure & tourism** publications, including the Lonely Planet travel guide, national rail travel campaigns and Time Out magazine. The Deep has become an **architectural icon** for Hull and even featured on a Royal Mail Stamp.
- Puts the spotlight on Hull on National and International platforms through **diverse-sector** representation including participation in awards, conferences, trade events and memberships.
- **Car parking** at The Deep provides additional time to explore the city at no extra cost. The Deep's car park also provides evening parking with easy access to Humber Street, the Marina and city centre.



**131,908**  
FOLLOWERS



**FEATURED ON  
A ROYAL MAIL  
STAMP**

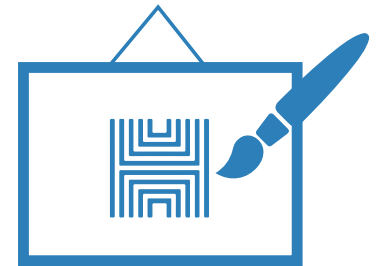
## £ FINANCIAL SUPPORT

- Provided economic benefits of **£18 million** per year to Hull
- Has offered **financial support** to numerous **events** including the Freedom Festival, Humber Sesh, Hull Comedy Festival, Hull Land Train, Hull Truck Theatre, Hull FC, Sea Shanty Festival, Humber Business Week, Pride of East Yorkshire Awards, Real East Yorkshire Tourism Awards, YUM Food Festival and many more.
- Contributed **£17,000** as a Hull UK City of Culture **Bid Angel** in support of the bid.
- Contributed **£100,000** as a Hull UK City of Culture Creative Partner to assist in the commission of **four projects** in 2017; Washed up Car-Go, Bleached, Floe and Frogman.
- Created a **bespoke programme** of Deep specific events on an annual basis, helping to **boost** Hull and East Yorkshire's calendar of events.
- Generating extensive exposure in terms of **marketing, PR** and **Social Media content**.
- Donating **free family tickets** to local causes within the city - worth up to **£79** each time.
- Supported **local companies** to supply The Deep with a range of goods and services from food and building materials to exhibition content and professional consultancy. The Deep has become **the first and only** Hull retailer of Notch jewellery, a Hull-based manufacturer. We also worked with ReFactory to create **bespoke products** from non-recyclable waste.

CONTRIBUTED **£17,000**



AS A HULL UK CITY OF  
CULTURE BID ANGEL



PROGRAMME OF EVENTS FOR  
**HULL 2017**

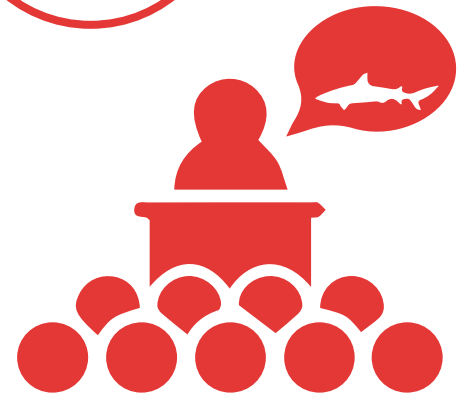
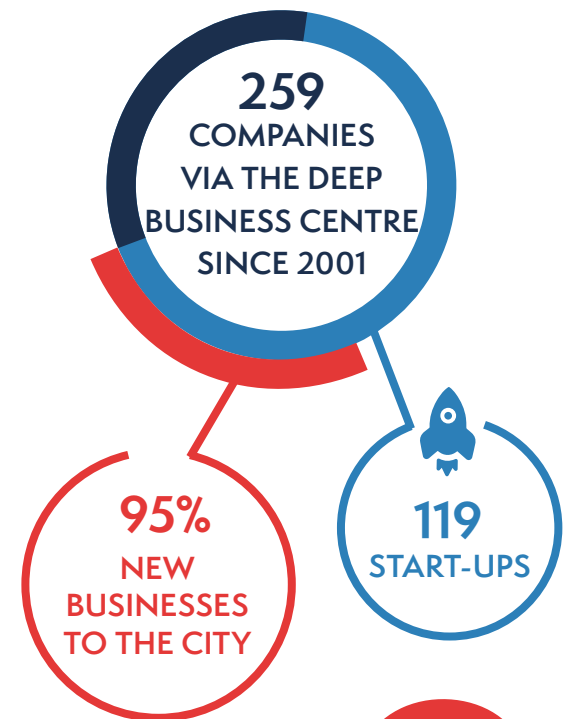


DONATING **FREE** FAMILY  
TICKETS WORTH UP TO **£79**  
EACH TIME



## BUSINESS TO THE CITY

- Has regularly brought high profile conferences to the city including the European Union of Aquarium Curators' conference with delegates from over **23** different countries.
- Has supported the growth of over **259** companies via The Deep Business Centre since 2001 (**119** of which were business start-ups). Over **95%** of which were new businesses to the city, with new jobs.
- Has attracted to the city/provided flexible workspace for **95** regional and national companies.
- The Deep Business Centre was the start-up base for eye surgeon Mr Pande who leads in his field and was instrumental in the development of the **eye hospital** in Hull.
- The Deep Business Centre provided a base for **Mitsui** as they arrived in Hull to deliver the gas pipeline (now Gassco) – a major part of the UK's energy backbone.
- The Deep has featured as the venue of choice for numerous **high profile events** such as the Olympic Torch, Children in Need, The Sky at Night, the FA Cup Draw and the Commonwealth Baton Relay.
- Provides internal and external **film locations**, drawing national programmes to the City, these have included Coach Trip, Hullraisers, Four in a Bed, Big Zuu's Big Eats and Celebrity Wedding Planner.



REGULARLY BRINGING HIGH  
PROFILE **CONFERENCES**  
TO THE CITY.



- Has engaged with hundreds of volunteers over the past **22 years** to carry out local beach cleans, egg case hunts and other public engagement events. The Deep also provides litter picking equipment for families and community groups to borrow, free of charge.
- Has **spearheaded** past and present **campaigns** such as Hull No Plastic Straws, Refill, #OneLess and Sustainable Palm Oil to improve the green credentials of the city and improve collaborative working.
- Has created unique, high level **partnerships** and collaborations within the **conservation field**, putting Hull on the map, through projects such as IUCN Red Listing and New England Aquarium Turtle Rehabilitation.
- Has partnered with (and continues to partner with) local environment charities including the **Yorkshire Wildlife Trust, RSPB and Humber Nature Partnership** on projects and special events.
- Has participated (and continues to participate) in numerous **environmentally-focused** groups including Butterfly City, Risky Cities, Living with Water, Humber Waste Alliance, the City Nature Challenge, Weeds for Wildlife and Oh Yes, Net Zero!



PROVIDING LITTER PICKING  
EQUIPMENT TO FAMILIES  
AND COMMUNITY GROUPS TO  
BORROW **FREE OF CHARGE**



PARTNERSHIPS & COLLABORATIONS  
WITHIN THE **CONSERVATION**  
FIELD, PUTTING HULL ON THE MAP